



PUBLIC CONSULTATION STRATEGY REPORT

3353-3359 Lake Shore Boulevard West

**November 2019
Lakeshore Blvd. GP Inc.**

BOUSFIELDS INC.
PLANNING | DESIGN | ENGAGEMENT

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Job Number 1987-1

1.0 INTRODUCTION

This Public Consultation Strategy Report has been prepared to outline the proposed engagement process for the application by Lakeshore Blvd. GP Inc. ("Apria Developments") for 3353-3359 Lake Shore Boulevard West in the Long Branch neighbourhood of Toronto. The subject site is currently occupied by a 2-storey automotive centre and single-storey used car lot. Surface parking occupies the remainder of the site, served by two large curb cuts on Lake Shore Boulevard West.

The proposed rezoning application will permit the redevelopment of the site with a 6-storey residential mixed-use building, containing 60 residential units and two retail units on the ground floor.

The site is located mid-block between Twenty Seventh Street and Twenty Eighth Street, on the south side of Lake Shore Boulevard West, in Etobicoke. The subject site is also located west of the Humber College Lakeshore campus, along the 501 Queen Street streetcar line, which has service to Long Branch GO Station and downtown Toronto.

2.0 WHAT ARE THE GOALS AND OUTCOMES?

2.1 Project goals and outcomes

Overall Engagement Goals and Outcomes

GOAL

Share information and seek input related to the proposal with the public and any interested stakeholders

OUTCOME

The public and interested stakeholder groups feel sufficiently informed and consulted about the proposed development

GOAL

Consult with interested persons and groups, using various methods of engagement

OUTCOME

The various engagement methods were simple, straightforward, and useful, allowing a range of people to learn about the project, ask questions, and provide input

GOAL

Determine overarching themes and key points about the proposal from various consultations

OUTCOME

The feedback received during consultations helped inform the applicant's understanding of the community's sentiments related to the project

GOAL

Communicate with the public in a transparent and open manner about the proposal as well as the engagement process

OUTCOME

The public, interested stakeholder groups, and the applicant are clear on the overall engagement and feedback processes and their outcomes

Project-specific Engagement Goals and Objectives

GOAL

Clearly communicate the policy context along the Lake Shore Boulevard West commercial corridor and the specific policies that apply to the subject site

OUTCOME

The public understands the planning policies that apply to the subject site

3.0 WHAT IS THE PROJECT?

3.1 Current Site and Surroundings

Where is the site located?

- The site is located mid-block between Twenty Seventh Street and Twenty Eighth Street, on the south side of Lake Shore Boulevard West, in the Long Branch neighbourhood of Etobicoke and within the boundaries of the Long Branch Neighbourhood Association (LBNA)
- The subject site is also situated west of the Humber College Lakeshore campus, along the 501 Queen Street streetcar line, which has service to Long Branch GO Station and downtown Toronto

What currently exists at the site?

- The subject site is currently occupied by a 2-storey automotive centre and single-storey used car lot
- Surface parking occupies the remainder of the site, served by two large curb cuts on Lake Shore Boulevard West

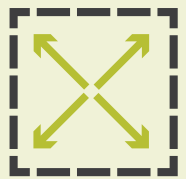
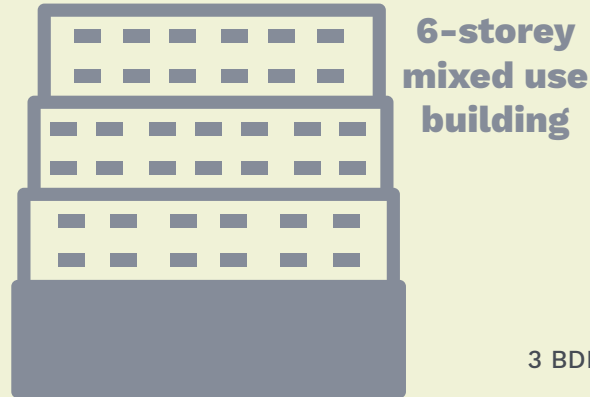


Google Streetview

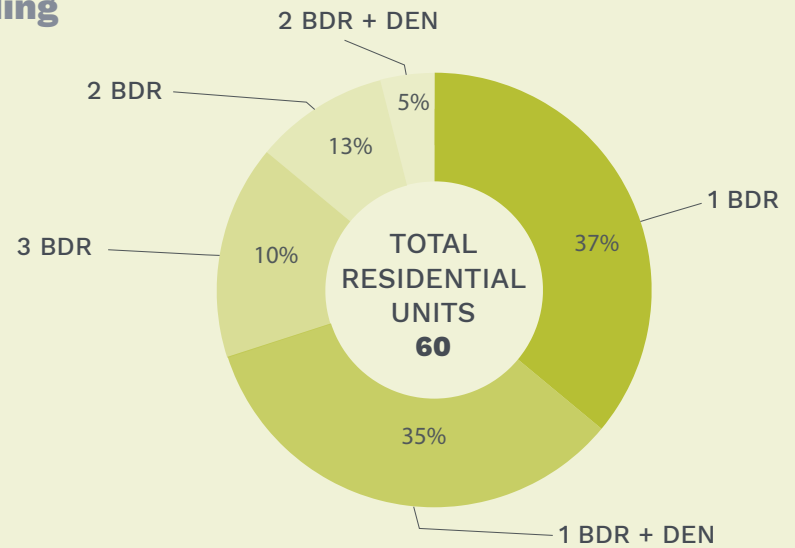


Map 1: Long Branch Neighbourhood

3.2 Proposal Highlights



Gross Floor Area (GFA)
5,378 m²



Project Developers
Apria Developments

Subject Site Address
3353-3359 Lake Shore Boulevard West



52
Bicycle Parking Spaces



30
Underground Car Parking Spaces



2
ground-level retail units

** Icons are for illustrative purposes only – they are not to scale*

3.3 Key Messages

We have prepared the following list of key messages to provide clarity around the project's various components. To help breakdown these components, we have organized the key messages into a list of themes.

If there are additional points of clarification about the project that arise through the consultation process, or as a result of any amendments to the proposal, the project team will revise and update the following list of themes and key messages:



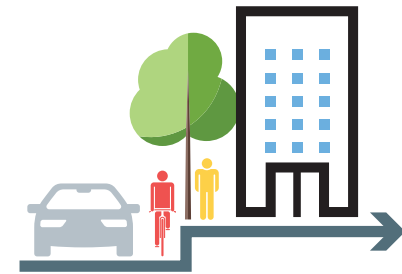
Commitment to Sustainability

- A key component of our proposal is a commitment to building sustainably and incorporating the use of energy efficient technologies. This proposal will incorporate eco-friendly building materials, solar panels, greywater flushing systems, green terraces, along with other green solutions to assist in reducing the carbon footprint of the building.



Commercial Corridor Revitalization

- This proposal will contribute to the revitalization of Lake Shore Boulevard West by replacing the existing automotive centre with ground-level retail and residential uses above. In this way, the new building will align more closely with the character and overall nature of the Lake Shore West commercial corridor



Streetscape Improvements

- By increasing the width of the sidewalk and reducing the length of the curb cuts along Lake Shore Boulevard West, this proposal will promote a safer and more welcoming environment for pedestrians walking along the commercial spine of the Long Branch neighbourhood



New Small-Scale Retail

- By replacing the existing automotive centre with two new small-scale retail units, our building will help preserve the character and enhance the vibrancy of this local business strip



Growth in Proximity to Transit

- Located along the 501 Queen Streetcar line, and within only a 5-minute drive to the Long Branch GO Station, this building will provide existing Long Branch residents, as well as future residents, a new and convenient housing option in the neighbourhood



About the Developer

- Apria is a real estate private equity firm focused on sourcing and developing real estate projects that provide opportunities for sustainable urban intensification. Apria sources, finances, develops, and constructs multi-family and mixed-use commercial residential projects with access to public transit and other critical infrastructure in Canada's largest market
- Apria is an affiliate of OYA Solar, a leading North American renewables platform which has originated, sourced, developed or constructed over 1,000 MW of solar power plants representing invested capital of over \$1 billion dollars. We strive to ensure all of our real estate projects incorporate the best renewable and energy-efficient technologies in keeping with our ethos to reduce the carbon footprint of our developments as much as possible

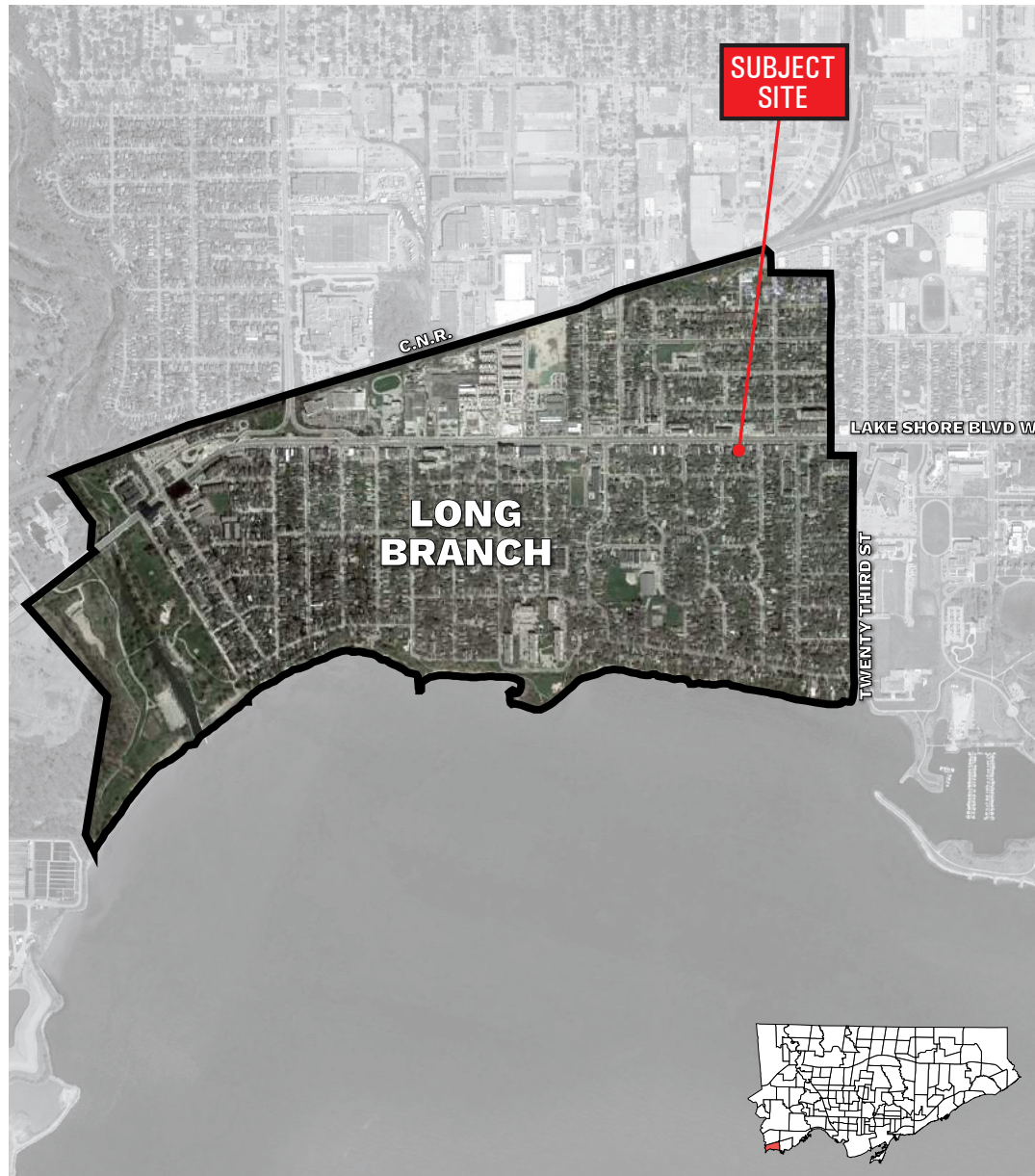
4.0 WHERE ARE WE ENGAGING?

4.1 Scope of Consultation

This proposal has two geographic consultation areas, which can be divided into (1) the neighbourhood-level consultation area, and (2) the proximal consultation area.

Neighbourhood-level Consultation Area

In order to gain a thorough understanding of the neighbourhood's demographic profile and the audience for this project's consultation strategy, the project team referred to the City of Toronto's Neighbourhood Profile for the Long Branch neighbourhood. This consultation area has been included because this proposal and its associated consultation strategy was informed by neighbourhood-level data, and because it captures a number of local stakeholder groups that we will aim to consult throughout the process. Furthermore, since this proposal, in combination with other recent developments, will add a number of residents to the neighbourhood, it will also have an indirect impact on the future demographic profile for the area.



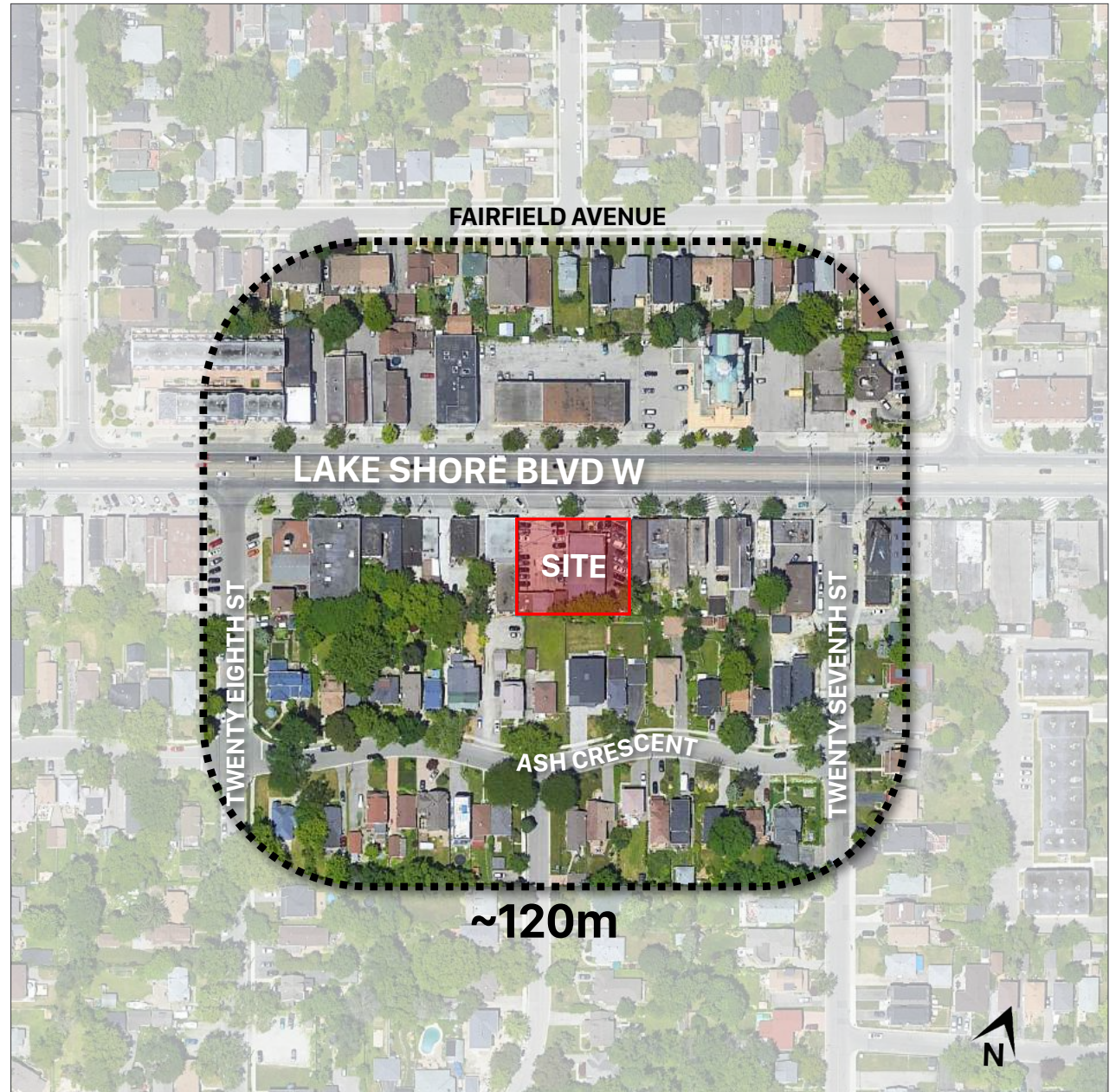
Map 2: Long Branch neighbourhood

Proximal Consultation Area

The second geographic consultation area is the proximal consultation area and includes those groups and members of the public who will likely be more interested in the proposal due to their physical proximity to the site. It was also selected by taking into consideration the prescribed 120 metres around the site for the minimum notice area, as outlined in the *Planning Act*.

As such, the proximal consultation area is defined by the following boundaries:

- Northern boundary: south side of Fairfield Avenue
- Southern boundary: south side of Ash Crescent
- Eastern boundary: east side of Twenty Seventh Street
- Western boundary: west side of Twenty Eighth Street

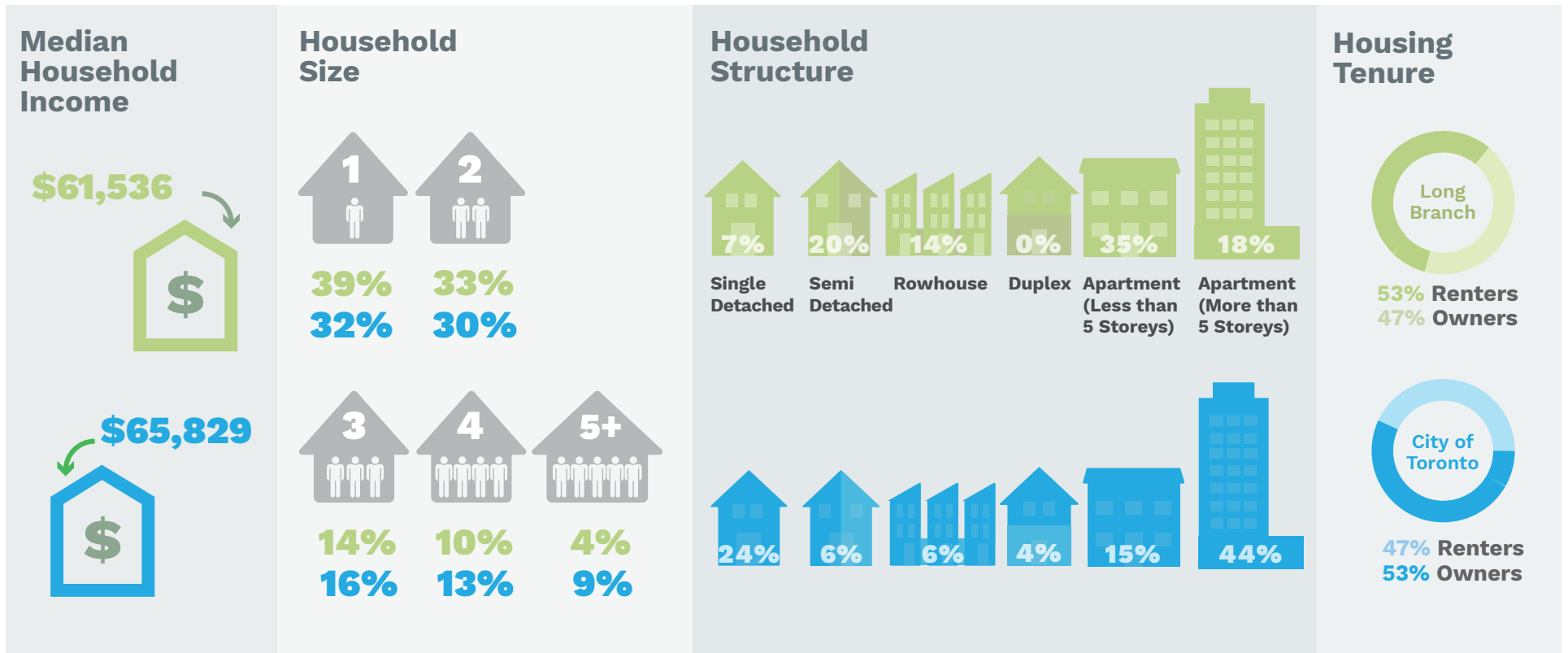


Map 3: Proximal Consultation Area

5.0 WHO ARE WE ENGAGING?

5.1 Demographic Profile

Below is a brief demographic snapshot of the Long Branch neighbourhood in comparison to the City of Toronto. This purpose of this snapshot is to highlight some key differences between the areas. A full breakdown of demographics for these two areas can be found in *Appendix A*.



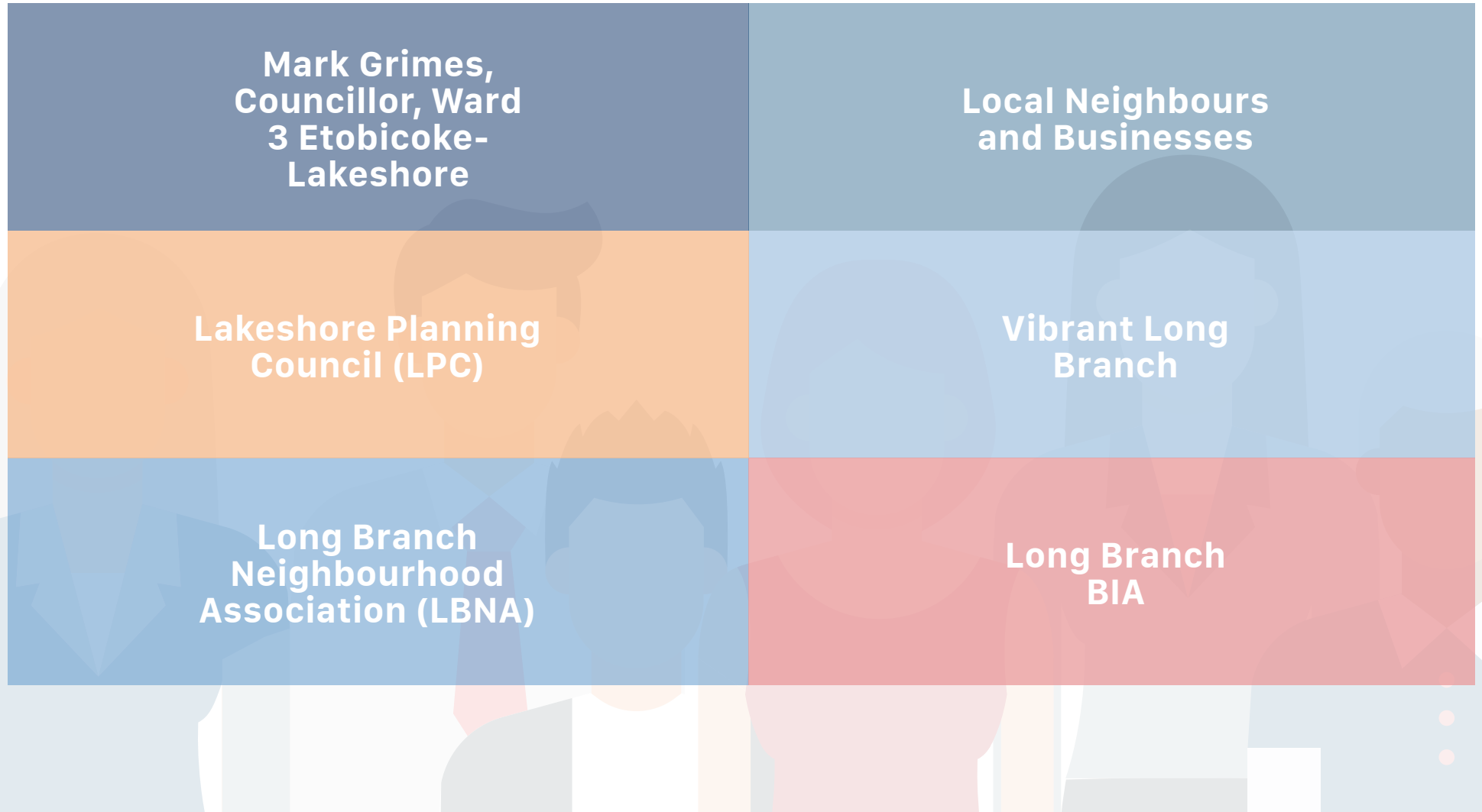
*Icons/graphics are for illustrative purposes only - they are not to scale

5.2 Target Audience & Stakeholders

In addition to the broader public and the Long Branch neighbourhood, the project team has engaged and will aim to continue to engage with a series of key stakeholders as a component of the entire community consultation process. Thus far, the following stakeholders have either already been involved,

or have been identified as those who may wish to be involved, in the process.

Importantly, this list is not meant to be exhaustive and may grow to include other individuals and groups who express interest in the proposal.



6.0 WHAT HAVE WE HEARD?

6.1 Pre-application Consultation

A Purpose

Meeting with Councillor Grimes' Office

Date

August 13, 2019

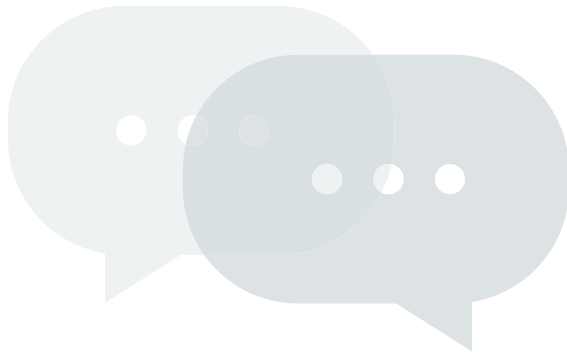
Attendees

Representatives from:

- Apria Developments
- Councillor Grimes' Office

Topics of Discussion

- Introductions and purpose of the meeting
- Overview of the proposal
- Design of the building's amenities and public realm
- Next steps in terms of outreach to local stakeholder groups and the broader community



B Purpose

Letters to Local Neighbours

Date

September 20, 2019

Summary

- A representative from Apria Developments dropped off letters to, and spoke with, local neighbours and businesses to offer the opportunity to meet one-on-one to discuss the project in greater detail with the project team

C Purpose

Meeting with Vibrant Long Branch

Date

November 5, 2019

Attendees

Representatives from:

- Apria Developments
- Bousfields Inc.
- Vibrant Long Branch

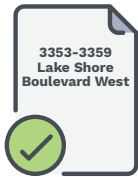
Topics of Discussion

- Introductions
- Overview of the process, policy context and reasons for the application
- Description of the proposal, including discussions around the sustainable features of the project, parking and traffic, the transition to the low-rise neighbourhood to the south, as well as the overarching goal of revitalization of Lake Shore commercial corridor

7.0 WHAT WILL WE BE DISCUSSING?

7.1 List of Matters to be Addressed

The following list outlines the various topics that may be brought forward for discussion and consultation with regards to the proposal:



Project Description



Policy Context



Design & Built Form



Sustainable Features



Parking, Access and Circulation



Public Realm



Development Process & Estimated Timeline



Consultation Process

8.0 HOW ARE WE ENGAGING?

8.1 Engagement Methods

The project team is proposing the following list of engagement methods and is prepared to adjust the plan in response to feedback. We will work proactively with local stakeholders to use their preferred consultation methods and/or whatever methods are preferred and most convenient to them. Based on any future feedback, as well as what is feasible for all parties involved, the project team will endeavour to achieve some or all

of the engagement methods identified below. Throughout these processes the project team will ensure that engagement materials are made accessible to all interested parties.

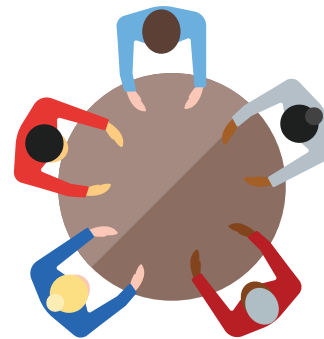
The following engagement methods have taken into consideration ways of involving both the broader public, the Long Branch neighbourhood, as well as specific stakeholder groups:



Project Website



Update Notices



Targeted Stakeholder Meetings



City-Led Community Consultation Meeting

Project website

Description & Purpose

- A website has been created for the project to serve as a central information hub of information about the project: www.3353lakeshore.com
- The purpose of the website is to inform residents, stakeholders, and interested members of the public, and provide the opportunity to:
 - Learn more about the project
 - Review plans and reports
 - Learn about the status of the project
 - Be notified about any upcoming meetings
 - Ask questions and provide input
- The website was launched in tandem with the formal submission of the development application to the City

Additional Information

- The website will continuously be updated throughout the process
- We would seek to work with the local neighbourhood organizations, including the LBNA, Long Branch BIA, Vibrant Long Branch and/or the Councillor's office, for their assistance in notifying community members about the website's launch (for example, including the website's address in an e-newsletter or in their email lists)
- The website's address/link will be included on all subsequent communications materials (e.g. presentations at community meetings, update notices)
- The website will serve as a consistent and ongoing tool to keep the community informed, and will be a key information source in between in-person engagement sessions

Documentation & Collection of Feedback

- A member of the project team will catalogue comments and responses from a feedback form on the website
- These comments will be included as part of the feedback received from all components of the engagement process
- Questions received through the website will receive a response from a member of the project team in a timely manner
- If there are questions that are being asked by several members of the public, then the "Frequently Asked Questions" page of the website will be updated to provide a response to a broader audience



Update Notices

Description & Purpose

- A series of one-page notices or letters used to provide neighbouring residents and/or the broader community information about:
 - Introduction to Apria and the proposal
 - The launch of the website
 - Upcoming community consultations and/or other opportunities to provide feedback
- These update notices may be delivered through the following mediums:
 - Mail-drops
 - Electronically - by posting the notice on the website and/or distributed via local neighbourhood organizations' email lists

Additional Information

- The website's address/link will be included on the notice

Documentation & Collection of Feedback

- As the update notice is directing community members to the website, it is anticipated that feedback from the notice will be directed through the website



Targeted Stakeholder Meetings

Description & Purpose

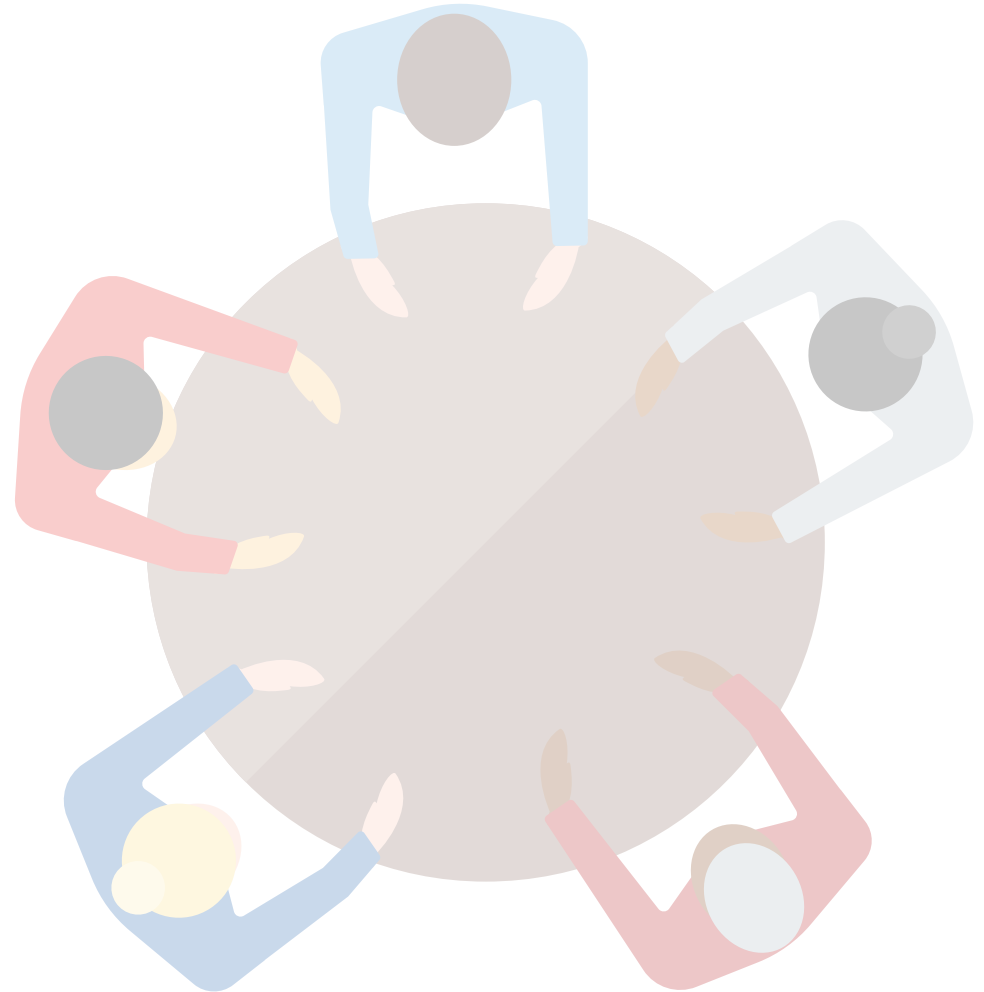
- Targeted stakeholder meetings most often take the form of one-on-one and/or small group discussions
- They allow for more tailored conversations, better opportunities for feedback and discussion of specific topics
- They involve collaborating with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback

Additional Information

- As detailed in Section 6.1, these stakeholder meetings have already included meetings and conversations with some of the local neighbourhood organizations and neighbours
- Going forward, these meetings may also be held with other groups not listed, but who convey a strong interest in being involved in the process
- The project team will work closely with each stakeholder to establish the most productive and constructive meeting format for all parties
- The process and criteria for working together is established at the first meeting

Documentation & Collection of Feedback

- A member of the project team will take detailed notes
- The project team will synthesize and analyze the feedback received from meetings



City-led Community Consultation Meeting

Description & Purpose

- The purpose of the City-led public meeting is to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff on how we can best support the organization and facilitation of the City-led community consultation meeting

Additional Information

- In consultation with City Staff, the project team will explore various methods and innovative processes to encourage participation by all segments of the population

Documentation & Collection of Feedback

- A member of the project team will take detailed notes



City of Toronto Standard Public Consultation Methods

The aforementioned engagement methods will be in addition to, and will aim to complement and support, the following standard public consultation methods employed by the City:

- The community and necessary department/agencies will be notified of the complete development application (once deemed complete by Community Planning) through various methods including the on-site application notice sign, and an update on the City's Development Application Information Centre;
- Residents and stakeholders will be able to review the submission materials, including drawings and reports, either on-line on the City's Development Application Information Centre, or in-person at Etobicoke Civic Centre;
- Residents and stakeholders can direct comments and questions about the application to the assigned City Planner on the file throughout the review process;
- As mentioned above, a Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor (date to be determined)
- A Statutory Public Meeting at Etobicoke York Community Council (date to be determined)

9.0 HOW WILL WE SHARE FEEDBACK?

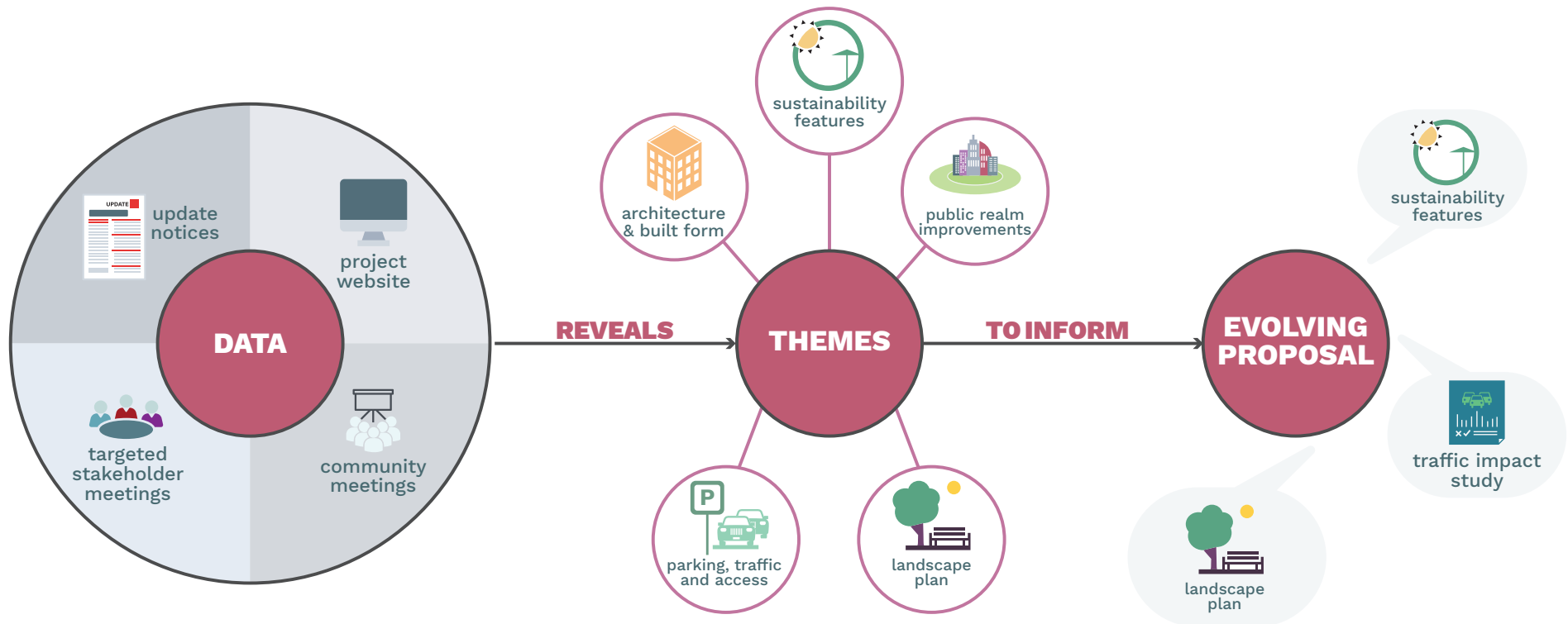
9.1 Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, all forms of data including notes, feedback forms, general comments and any other documentation stemming from stakeholder meetings, and any City-led consultations, as well as any comments or feedback recorded on the project website, will be synthesized and analyzed to reveal recurring topics and themes.

A conceptual graphic representing our approach to evaluating feedback for this proposal is shown below. This graphic provides examples of potential themes and topics that have either already been raised by stakeholders during pre-application discussions,

or which may be raised in future public consultations, and it is meant to evolve with the project over time.

Whether the topics and themes raised during these public consultations refer either to specific components of the development proposal, or refer moreso to the community engagement process, the project team appreciates and acknowledges the time and effort it takes to provide input. As such, efforts will be made to maintain a consistent feedback loop with the public and interested stakeholders. At minimum, the goal is to provide them with access to clear summaries of any engagement that has transpired over the course of the development application process.



9.2 Report-back Tools

After feedback has been catalogued and analyzed, a number of tools will be used to report back to the public and various stakeholder groups:



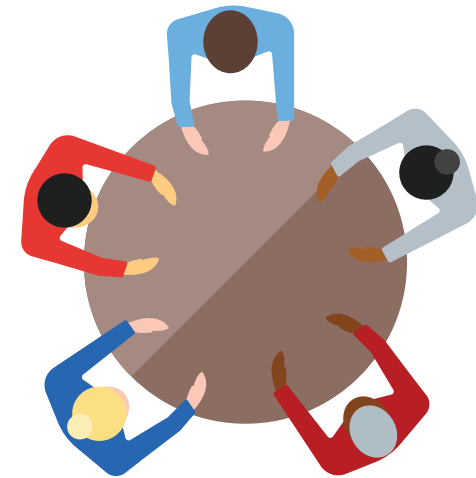
Project website

When they are available, updates about the proposal will be posted to the project website



Update Notices

Highlights of important updates about the proposal may also be incorporated into Update Notices



In-person and email updates

The project team will review and consider stakeholder feedback throughout the project derived from targeted stakeholder meetings, and any broader community meeting(s), and will be sure to report back out in person at subsequent meetings and via email to those who provide us with their email address

10.0 CONCLUSION

Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy Report with City Staff, and if appropriate, make adjustments to the plan based on staff's feedback. The project team is committed to engaging with the community throughout the duration of the proposal, at varying levels of intensity appropriate to the status of the planning application. The approach to this component of the project is to ensure that there is an opportunity for members of the public to engage in the process in a manner that is most convenient and accessible to them. The process has been developed to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that will align with the interests of community members.

APPENDIX A

Demographic Snapshot of Long Branch and the City of Toronto

Socio-Economic Indicator	Long Branch	City of Toronto
Age		
Children (0 to 14)	13%	15%
Youth (15 to 24)	11%	12%
Working Age (25 to 54)	47%	45%
Pre-Retirement (55 to 64)	15%	12%
Seniors (65+ years)	13%	16%
Sex		
Female	50%	52%
Male	50%	48%
Bachelor's Degree or Higher	36%	44%
Median Household Income	\$61,536	\$65,829
Home Language		
English	84%	71%
Non-official	16%	29%
French	<1%	<1%
Top Non-English Home Language	Polish, Tagalog & Ukrainian	Mandarin & Cantonese
Household Size		
1 person	39%	32%
2 people	33%	30%
3 people	14%	16%
4 people	10%	13%
5+ people	4%	9%
Housing Structure Type		
Single-Detached House	31%	24%
Semi-Detached House	2%	6%
Row House	2%	6%
Duplex	4%	4%
Apartment, < 5 storeys	37%	15%
Apartment, 5+ storeys	24%	44%
Housing Tenure		
Rent	53%	47%
Own	47%	53%

