



Public Consultation Strategy Report

**340-358 Dufferin Street
& 2 Melbourne Avenue**
City Of Toronto

Prepared For
Hullmark Developments

August 2022



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Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Official Plan Amendment and Zoning By-law Amendment application by Hullmark Properties ('the applicant') for 340-376R Dufferin Street & 2 Melbourne Avenue ('the subject site') in Toronto's South Parkdale neighbourhood.

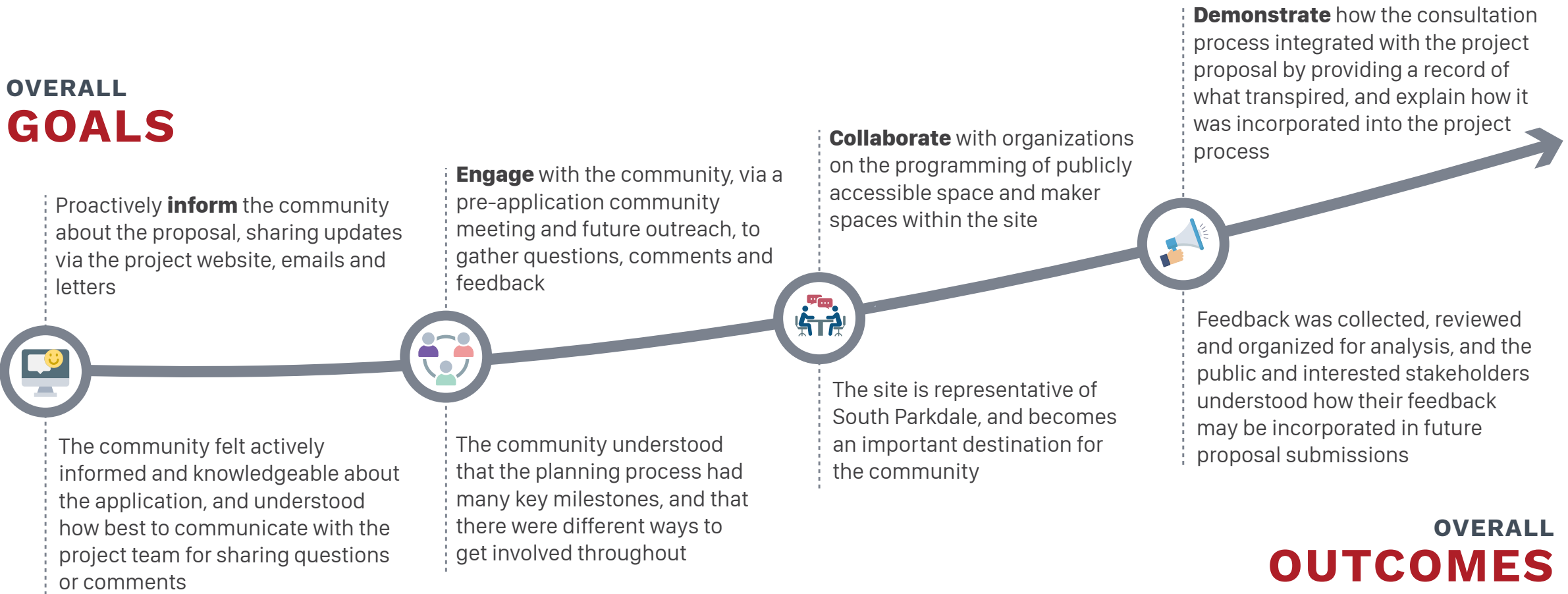
The subject site is located on the southwest corner of Dufferin Street and Milky Way Lane, and occupies the entire block frontage between Milky Way Lane to the north and Melbourne Avenue to the south. It is comprised of a total of five parcels, which are municipally known as 340-376R Dufferin Street and 2 Melbourne Avenue and collectively make up the Radiator complex. The subject site consists of a series of 1-3 storey buildings which were formerly used for industrial and manufacturing purposes and have since been readapted and leased to various commercial tenants.

The application proposes to redevelop the subject site with two 21 and 25-storey mixed-use towers connected by a podium ranging from 4-8 storeys as well as an 11-storey midrise base. The proposal includes the retention of the existing interior building at 350 Dufferin, the western façade of 358 Dufferin Street, and the eastern façade of 360 Dufferin Street. It proposes significant improvements to the public realm: a 2,013m² interior courtyard that features a community garden and includes 87m² of POPS. The proposal also seeks to include 1,929 square metres of flex/maker space for artists, 1,521 square metres of commercial space, and 658 residential units.

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Targeted Goals & Desired Outcomes

OVERALL GOALS



OVERALL OUTCOMES

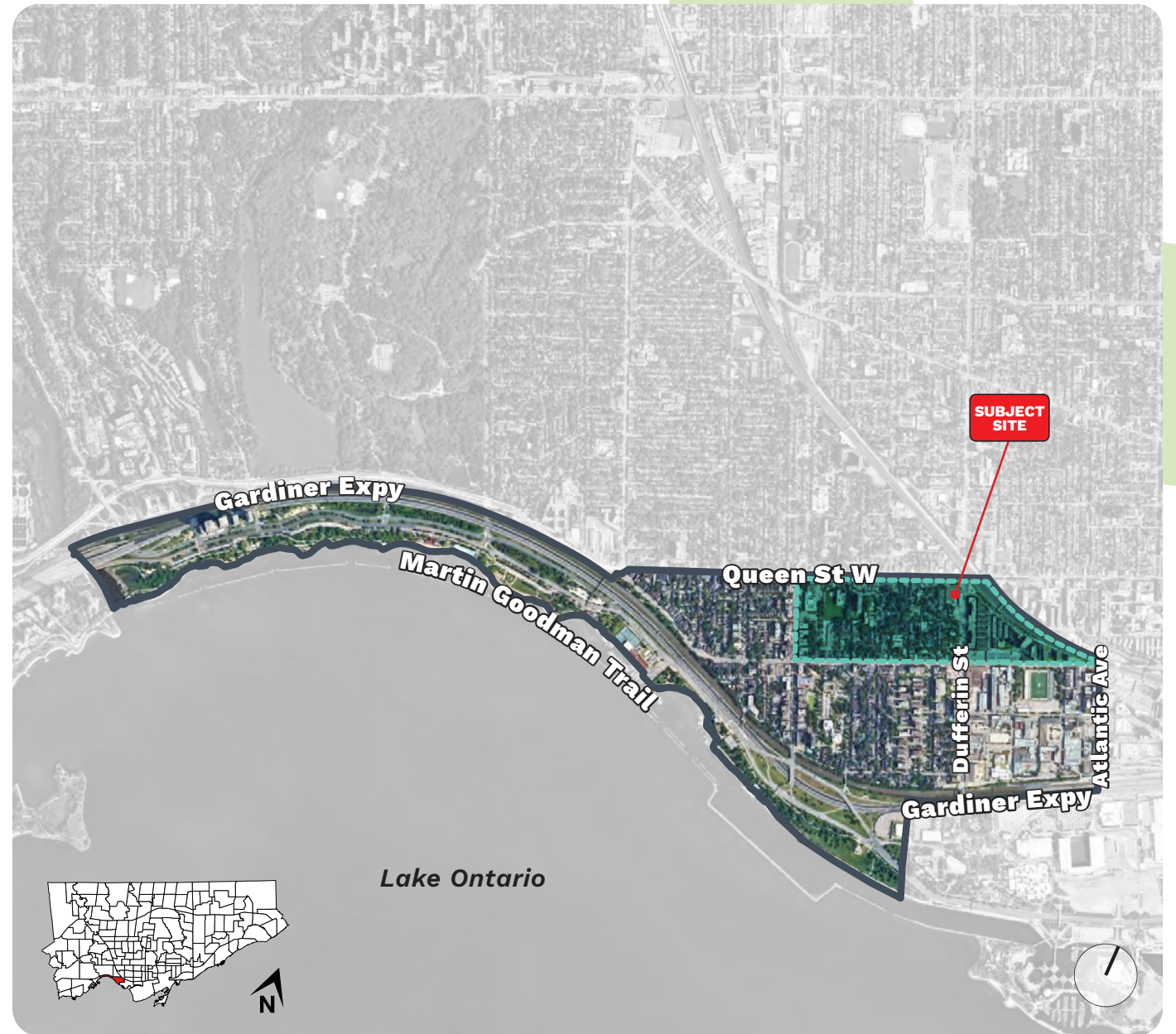
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Site & Surroundings

The Neighbourhood

The subject site is located in the broader **South Parkdale neighbourhood**, and is also located within **Census Tract 5350005.00**

- The smaller size of the Census Tract, compared to the broader neighbourhood, allows for a more in-depth demographic analysis



Transportation

- The subject site is adjacent to the 29 Dufferin bus route, and a 3-4 minute walk to both the 501 Queen streetcar and 504 King streetcar
- It will be a 5-minute walk to the Joe Shuster Way entrance of the Future King-Liberty GO Station, which is part of the city's SmartTrack Stations program to provide additional rapid transit in existing urban areas
- Metrolinx is set to begin construction in 2022 for the extension of the West Toronto Railpath, which will create a continuous multi-use path from Dundas Street West at Sterling Road to Abell Street at Sudbury Street along Kitchener GO Rail Corridor



Proposal Highlights

1,929m²
Flex/
Maker
Space



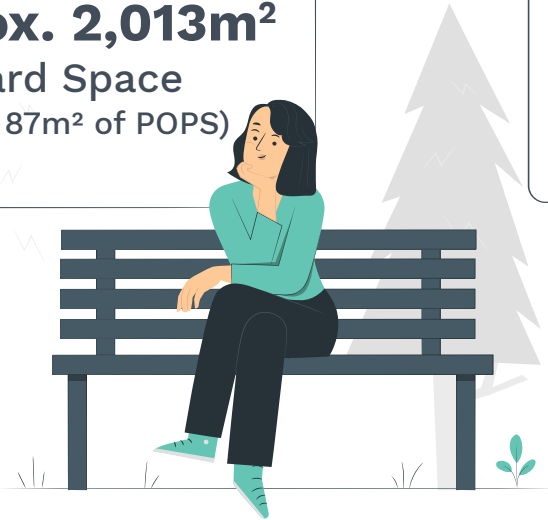
1,521m²
Commercial
Space



2,633m²
Amenity
Space



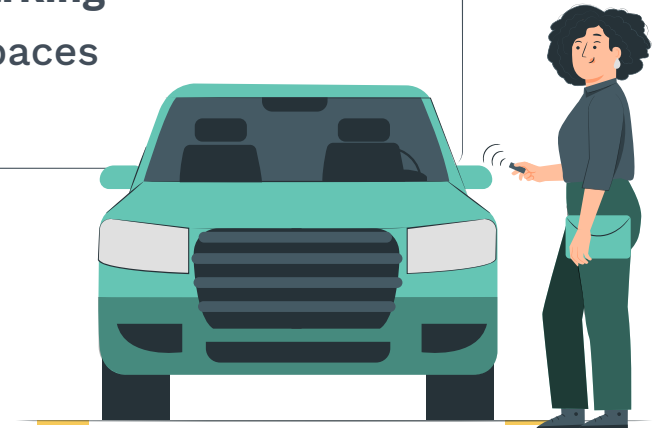
Approx. 2,013m²
Courtyard Space
(includes 87m² of POPS)



Bicycle Parking
682 Spaces




Car Parking
232 Spaces




Proposal Highlights



NEW

 **Mixed-Use Buildings**

-  **21 & 25 Storeys**
- 658 New Residential Units**
- Studio: 12 (2%)**
- 1-Bedroom: 424 (64%)**
- 2-Bedroom: 156 (24%)**
- 3-Bedroom: 66 (10%)**



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Key Messages

To communicate and share information about the proposed development with the public and local stakeholders in a simple and straightforward way, key messages have been developed and grouped into themes. As we move through the development review process, these messages will be updated to reflect current information and adapted based on the engagement tool used.



Preserving Significant Architectural Features



Creating New Community Spaces



Improving the Public Realm



Strategically Locating Growth

Key Message

Preserving Significant Architectural Features



“The two-storey interior building at 350 Dufferin Street will be fully refurbished, becoming a community space that will act as a visual anchor within the new courtyard.”



“The east façade of the two-storey brick building at 360-368 Dufferin Street will be retained and restored and will form the podium of the 21-storey tower. It will include new flexible-commercial uses at grade, which will help to activate Dufferin Street.”



“The west façade of 358 Dufferin Street will be retained along the lane off Milky Way, and will feature new paving and street lighting.”

Key Message

Creating New Community Spaces



“The proposal will preserve ground and second floor space throughout the site for flexible maker spaces and commercial units while adding a range of new housing options for the neighbourhood.”



“The new flexible units in the podium along the western edge of the site will help to activate the ground floor in the courtyard, creating visual interest and an enhanced pedestrian experience.”



“The courtyard will include community garden space, which will include space to grow seasonal and year-round produce.”



“When Phase 2 is complete, 340-342 Dufferin Street & 2 Melbourne Avenue will include a new publicly accessible space to the rear of the site. This space will allow for an enhanced connection to the courtyard, and new landscaping along the western property line will create a visual buffer and privacy for neighbourhood residences.”

Key Message

Improving the Public Realm



“The courtyard will be highly visible and accessible across the site, with multiple entry and exit points. These connections include the pedestrianized passthrough along Dufferin Street, entry off of Milky Way, and entry through the POPS off of Melbourne Avenue following the completion of Phase 2.”



“The new 11-storey midrise building at 340-342 Dufferin Street & 2 Melbourne Avenue will be setback an additional 3.5 metres from the existing building. This will create a significantly wider sidewalk, space for outdoor cafe seating, and will enhance the prominence and visibility of the retained facade at 360-368 Dufferin Street.”



“Parking and vehicular access will be located off of Milky Way, which help to reduce traffic along Dufferin Street and Melbourne Avenue.”

Key Message

Strategically Locating Growth



“Since the initial site rezoning application in 2019, the province and city have committed to new higher order transit for the neighbourhood which will decrease travel time downtown and connect to a variety of other transportation options across the city.”



“As a result of the planned King-Liberty Station which will be a 5-minute walk away, the site contributes to intensification targets set out in the Growth Plan by encouraging the accommodation of new homes and jobs close to higher-order transit.”



“The proposed development will take a phased approach. 340-342 Dufferin Street & 2 Melbourne Avenue will be a part of Phase 2, which will help to shorten the construction period at that intersection and mitigate impact to residents along Melbourne Avenue and Melbourne Place.”

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Scope of Consultation

Neighbours

We recommend that the localized consultation area for the proposed development include all adjacent and nearby neighbours that are approximately 120 to 240 metres around the subject site. This includes those who may be interested in the proposal due to their proximity or relationship with the site, including residents along:

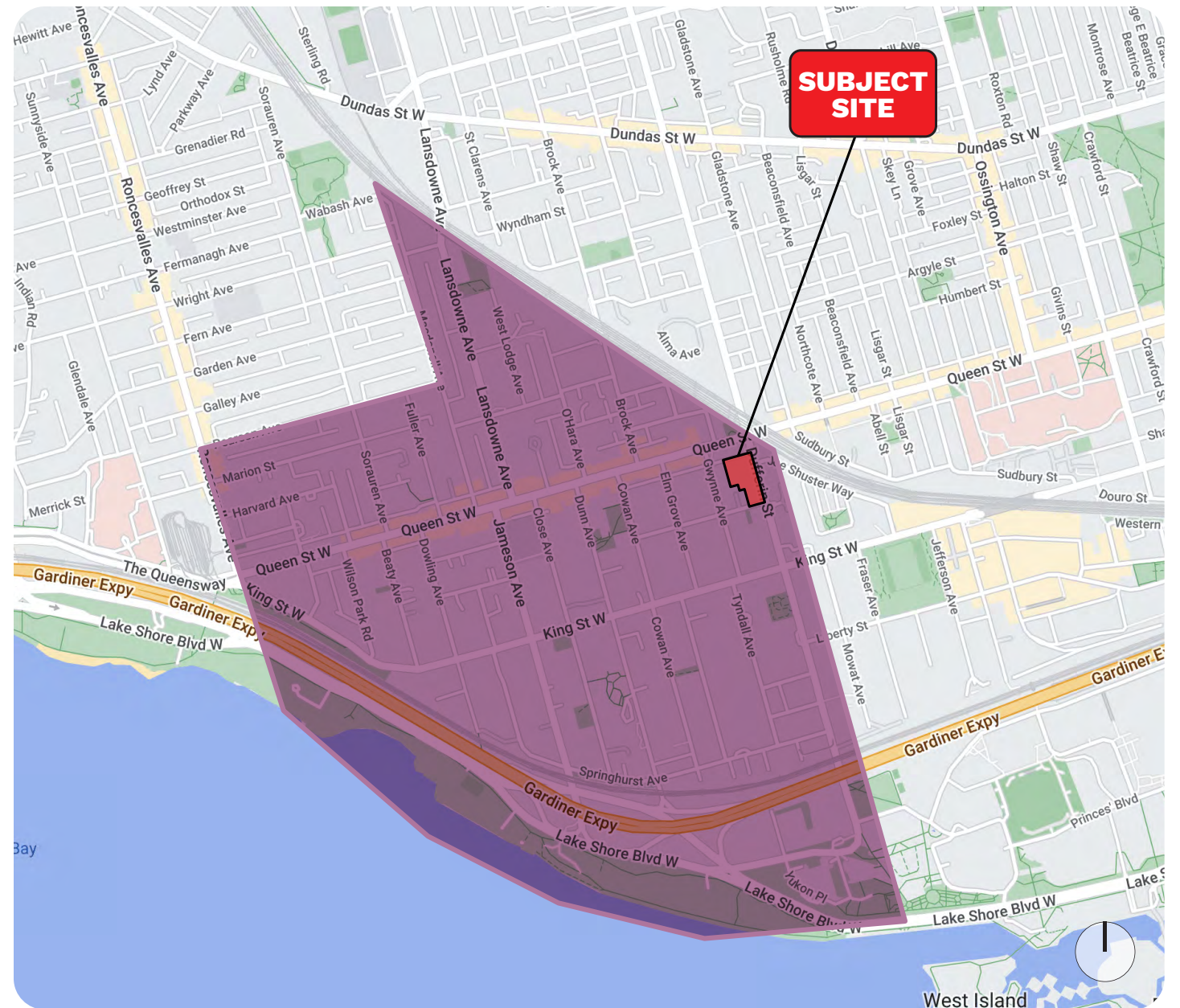
- Melbourne Place
- Melbourne Avenue
- Gwynne Avenue
- Queen Street West
- Dufferin Street



South Parkdale

We recommend that the broader consultation area for the proposed development include the South Parkdale neighbourhood, and organized community groups within these boundaries. This includes representatives and stewards of multiple residential areas, various interest groups, and members of the public who are interested in the proposal.

- **Parkdale Residents Association**
- Melbourne Parkette Community Group
- Parkdale Neighbourhood Land Trust
- Parkdale People's Economy
- The Laneway Project

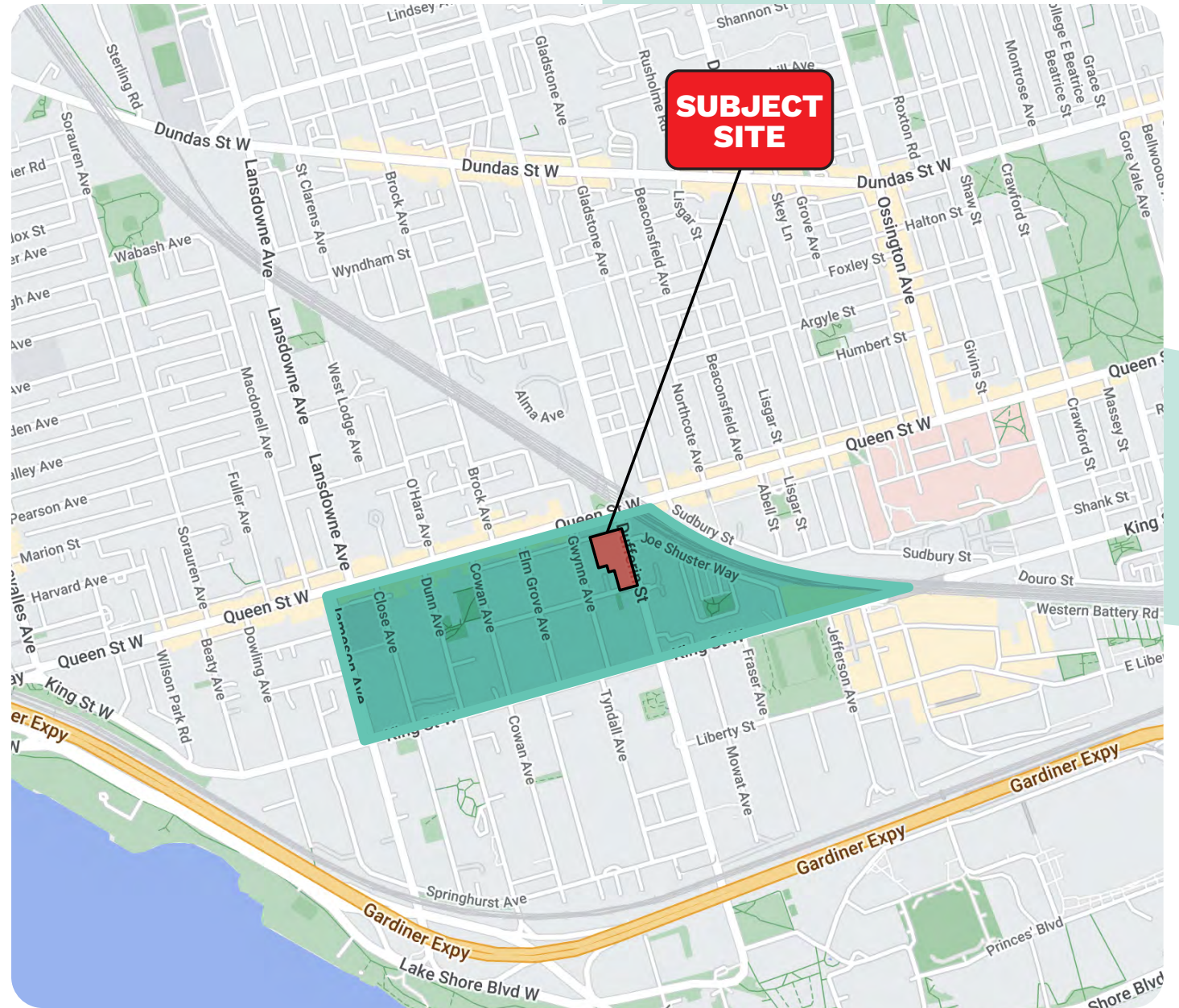


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Audience

Demographic Snapshot

As part of the consultation process, the applicant and project team considered the demographics and population of the local area surrounding the subject site by referring to Statistics Canada census data from 2016 and 2021 (when available). Overall, this demographic snapshot reveals key highlights of **Census Tract 5350005.00** in comparison to the wider City of Toronto population. A complete demographic profile can be accessed in **Appendix A**.



Demographic Profile

- Census Tract 5350005.00
- City of Toronto

- Population:** There was an 8.3% population increase in the CT between 2016 and 2021 indicating steady growth in the area
- Age:** There is a significantly larger population of 25-54 year olds in the CT compared to the city, and fewer children and seniors
- Housing Structure:** There are more apartments over 5 storeys and significantly fewer single-detached homes in the CT compared with the city average
- Household Size:** There are more 1-person households in the CT, and fewer 3+ person households compared to the city average

Population Increase
↑ 8.3%



Age 25-54 Years (Working Age)



59%
45%

0 to 14 years (Children)



9%
14%

65+ Years



12%
17%

Housing Structure Type
Single-detached



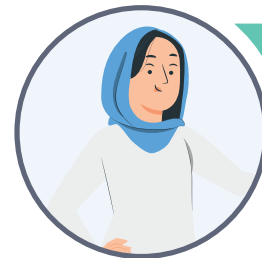
1%
23%

Apartment (5+ storeys)



65%
47%

Average Household Size
1-Person



50%
33%

3+ Persons



11%
15%

Target Audience & Stakeholders

The project team has identified a series of key stakeholders that may take an interest in the proposal and wish to contribute throughout the process.

**Please note: this list may be adjusted to include other individuals and groups who express interest in the proposed development during the public consultation period*



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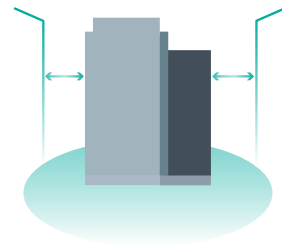
List of Matters to be Addressed

The following list covers various topics and issues that will continue to be brought forward for further discussion and consultation.



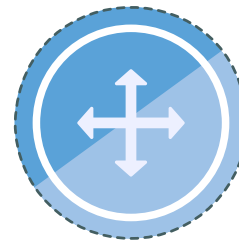
Built form

architecture, height and massing



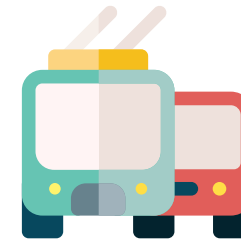
Proximity

transition to surrounding properties and streets



Site circulation

parking access and loading off Milky Way



Transit

proximity to existing TTC network and future GO station



Housing

unit types, tenure and affordability



Retail and Maker Spaces

collaboration with arts organizations, compatible uses



Community space

activation and features of courtyard and community garden



Public realm

flow and permeability of the site with proposed access points



Construction

noise, project timeline and phasing approach

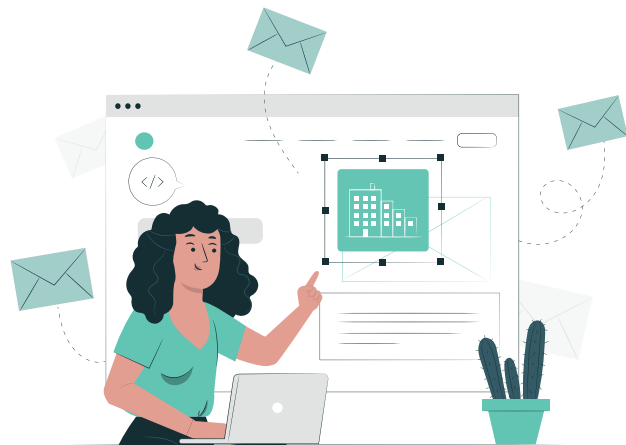
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Communication & Consultation Strategy

Tools, Methods, & Techniques

Based on the context of the neighbourhood and stakeholder groups, the applicant and project team will implement a series of engagement methods to both inform and engage with community members. Some of these methods will be ongoing and may be adjusted based on initial feedback.

This list of engagement methods aims to be flexible in response to City Staff's direction regarding online or in-person consultation.



Project Website



Pre-application Community Meeting



Communications with Neighbours and Organized Groups

Engagement Method **Project Website**

- A project website was created to provide details about the application, and will act as the central hub for updates and messages about the project
- Provides an additional opportunity for feedback and questions, the potential to reach a broader range of voices



www.hullmark.ca/radiator

Engagement Method

Pre-Application Community Meeting

- Neighbours surrounding the site were hand-delivered invitations to a pre-application community meeting on May 25, 2022 to learn more about the upcoming proposal for the site
- Organized groups and residents (where contact information was available) were informed via email
- The invitation was posted on Hullmark's website, and sent out via email through Councillor Perks' e-bulletin and the Parkdale Residents Association
- The pre-application community meeting was held on June 7, 2022 from 6:30-8:00pm over Zoom Webinar and was attended by the Councillor's office, city planning staff, and approximately 30 residents
- The meeting presentation included an overview of key planning policy and the proposal features, including the preliminary heritage strategy, and was followed by a Question & Answer period
- A copy of the presentation was shared on the project website following the meeting



Engagement Method

Communication with Neighbours and Organized Groups

- Future communications may be used to provide interested organized groups and neighbours overall information about the proposed development, as well as:
 - Upcoming community consultations and/or other opportunities to provide feedback
 - Any additional project milestones
- These communications may come in the form of printed letters, email updates or phone calls
- The project team will work with stakeholder groups to establish the most productive and constructive meeting format for those involved
- Future meetings may be held with other groups not listed in this report, but who convey a strong interest in being involved in the process



Engagement Method

City of Toronto Public Consultation Methods

The applicant-led engagement methods will be in addition to the following standard public consultation methods employed by the City:

Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff and the Ward Councillor on how to best support the organization and facilitation of this meeting
- Members of the project team will attend the meeting to present the proposal, as well as respond to comments and questions from the public

Application Notice Sign

Once the application is submitted and is deemed complete by City Staff, a notice sign will be installed on the property to notify members of the application's submission. It will include:

- A 3D massing of the building
- Information about the proposal
- Contact details of the assigned City Planner
- A link to the City's Development Application Information Centre (AIC)

Development Application Information Centre (AIC)

Members of the public will be able to access the application submission materials, including this report and all other reports provided to the City online at the AIC.

Statutory Public Meeting

Once the Community Consultation Meeting is hosted, members of the public may attend the Statutory Public Meeting at Toronto and East York Community Council (TEYCC) to provide further commentary to City Staff, the project team, and members of Community Council.

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How will we share feedback?

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from stakeholder meetings, various communication methods and applicant or City-led community meetings, will be summarized to reveal key discussion topics. The applicant will aim 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.



Reporting Back

After feedback has been documented, various tools may be used to report back to the public and stakeholder groups:



In-person and/or virtual updates at community meetings

- The project team will review and consider feedback provided throughout the process derived from meetings with stakeholders and neighbours, as well as the project website and email, and report back either in-person or virtually at any future community meetings



Public Consultation Strategy Report addendum

- The project team may prepare an addendum to this report as a summary and update on the feedback received at the time of a subsequent rezoning application resubmission

An architectural rendering of a modern, multi-story building with a courtyard. The building features large windows and a brick facade. The courtyard is filled with people walking, sitting on benches, and interacting. There are trees and greenery in the courtyard. The overall scene is bright and sunny.

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Conclusion

Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy outlined in this report with City Staff, and if appropriate, make adjustments to the plan based on Staff's feedback. The applicant and project team are committed to engaging with the community throughout the duration of the proposal.



Appendix A: Full Demographic Profile

| Socio-Economic Indicator | Census Tract 5350005.00 | City of Toronto |
|--|-------------------------|----------------------|
| Age | | |
| 0 to 14 years (Children) | 9% | 14% |
| 15 to 24 years (Youth) | 10% | 11% |
| 25 to 54 years (Working Age) | 59% | 45% |
| 55 to 65 years (Pre-Retirement) | 10% | 13% |
| 65+ years (Seniors) | 12% | 17% |
| Median household income (total) | \$71,680 | \$65,829 |
| Home Language | | |
| English | 75% | 70% |
| Non-Official | 18% | 29% |
| French | 7% | <1% |
| Top non-English Home Languages | Mandarin & Arabic | Mandarin & Cantonese |
| Housing Structure Type | | |
| Single-Detached House | 1% | 23% |
| Semi-detached | 1% | 6% |
| Row House | 8% | 6% |
| Duplex | 1% | 4% |
| Apartment <5 storeys | 24% | 14% |
| Apartment 5+ storeys | 65% | 47% |

| Socio-Economic Indicator | Census Tract 5350005.00 | City of Toronto |
|-------------------------------|-----------------------------|-----------------|
| Housing Tenure | Owners | 80% |
| | Renters | 53% |
| | | 47% |
| Main Mode of Commuting | Car | 60% |
| | Public Transit | 51% |
| | Walking | 37% |
| | Bike | 9% |
| | Other | 3% |
| | | <1% |
| Household Size | 1-person | 37% |
| | 2-person | 32% |
| | 3-person | 30% |
| | 4-person | 16% |
| | 5 or more persons | 13% |
| | | 9% |
| Education | Bachelors' degree or higher | 56% |
| | | 44% |



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