

# 450 DUFFERIN REZONING

## Public Consultation Strategy Report

November 16, 2022





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# 1.0 INTRODUCTION

This Public Consultation Strategy Report has been prepared by Urban Strategies Inc. on behalf of HM RK (450 Dufferin) Ltd. (“Hullmark”) in support of a Zoning By-law Amendment to permit a mixed-use mid-rise development containing commercial and residential uses at 450 Dufferin Avenue in Toronto (“the Site” or “the Subject Site”).

The goal of this Public Consultation Strategy Report is to outline the process and means through which the project team intends to inform and collaborate with the public and key stakeholders as work continues on the Proposed Development.

This report describes the goals of consultation, considers the community context around the Site, and provides a demographic analysis of the area’s population in order to provide insight into potential community concerns as well as to understand potential challenges in reaching segments of the population through the consultation process.

## The Subject Site

The Proposed Development is located on the northwest corner of Dufferin Street and Alma Avenue, and includes the properties known municipally as 450, 452, and 458 Dufferin Street. The Subject Site is generally rectangular in shape, with a total area of approximately 1,495 square metres. The Site has approximately 37 metres of frontage on Dufferin Street and 40 metres of frontage on Alma Avenue. It is located on the irregular block referred to here as the “Dufferin Triangle,” which is bounded on the north by Florence Street, on the east by Dufferin Street, and on the south and west by the GO Kitchener Line and Brock Avenue.

The Site is currently occupied by a 1-storey commercial building with loading, surface parking, and outdoor storage in the rear. The building was occupied previously by a commercial gym and is now home to a swimwear manufacturer with a product showroom on site.

Through Official Plan Amendment (OPA) 591, which awaits Ministerial approval, Site and Area Specific Policy (SASP) 794 has been applied to the Site.



Figure 1: The Site, looking southwest on Dufferin Street



Figure 2: Development at Dufferin and Peel



Figure 3: The Site - Plan View

# 2.0 THE PROPOSED DEVELOPMENT

## Project Overview

Hullmark is proposing to redevelop the lands known municipally as 450, 452, and 458 Dufferin Street to deliver a mixed-use, mid-rise development. The Proposed Development will include residential units and non-residential space, will be transit-supportive, and will contribute to the efficient use of public infrastructure. It will appropriately frame and animate the Dufferin corridor, feature high-quality design, and provide transition to the adjacent low-scale areas.

The Proposed Development is a mid-rise building reaching 15 storeys that features a prominent 4-storey building base with a commercial mezzanine in the extra-height ground floor, and a significantly setback upper residential component. The top storey consists of indoor and outdoor amenity space. The Proposal includes 10,285 square metres of residential GFA across 143 new purpose-built rental residential units in a mix of sizes ranging from studios to 3-bedrooms. 898 square metres of commercial GFA suited to contemporary employment needs are also proposed within the ground floor and associated commercial mezzanine, animating the public realm, accommodating new jobs, and satisfying the employment requirements of SASP 794.

### PROJECT STATISTICS

<b>Site Area</b>	1,495 m <sup>2</sup>
<b>Building Height</b>	53.1 m / 15 st
<b>Floor Space Index</b>	7.5
<b>Total Gross Floor Area</b>	11,215
<b>Residential GFA</b>	10,285
<b>Non-Residential GFA</b>	930
<b>Indoor Amenity Space</b>	290
<b>Outdoor Amenity Space</b>	286
<b>New Residential Units</b>	143
<b>Total Vehicle Parking</b>	34
<b>Resident Parking</b>	22
<b>Visitor/Commercial Parking (Shared)</b>	12
<b>Bicycle Parking</b>	158



Figure 4: Project Render

## 3.0 GOALS

The project team's goals for the consultation activities are to inform and maintain a dialogue with the public and local stakeholders while offering opportunities to provide meaningful feedback during key phases of the planning application process. The engagement process has been designed to ensure that the community is aware of and fully engaged in the development process.

The engagement activities strive to:

- Introduce the development partnership and its intentions for the redevelopment of the Site;
- Inform the public about various aspects of the proposed development, including a timeline of the planning approval process;
- Solicit input at appropriate times in the process, and on appropriate topics, ensuring clarity around where and how input will be used;
- Build and maintain positive relationships with local stakeholders, including business owners, Residents Associations (RAs) and Business Improvement Areas (BIAs) near the Site;
- Employ various methods to reach a wide range of people and ensure diverse participation from individuals of different ages and backgrounds;
- Maintain positive dialogue with City staff and other governmental stakeholders;
- Ensure that community members and stakeholders feel that they are sufficiently informed and consulted;
- Appropriately document and share feedback received in a transparent manner; and
- Generate support and buy-in for the proposed development from community members and stakeholders.



## 4.0 THE LITTLE PORTUGAL NEIGHBOURHOOD

In order to ensure that the consultation process is effective and able to reach a wide range of local residents and stakeholders, demographic data has been collected and analyzed for this report.

The Subject Site is located within the Little Portugal neighbourhood, which includes the area generally bound by Dovercourt Road to the east, the Metrolinx Weston Subdivision rail corridor and Brock Avenue to the west, and College Street and Dundas Street West to the north. Demographic information for this neighbourhood was based on the Little Portugal Neighbourhood Profile (#84) prepared by the City's Social Development, Finance and Administration Division. In this section of the Report, the demographic profile of the Study Area is compared to that of Toronto.

The demographic analysis includes findings on population, family composition, housing, language, immigration, labour force activity, and socio-economic characteristics. The Study Area differs from the rest of the City in a number of key ways. In particular, a greater proportion of residents in the Study Area live in low-rise apartments as compared to the City as a whole. The Study Area is also denser, and has a higher proportion of working age adults and a higher workforce participation rate than the rest of the City. The proportion of residents without a high school diploma is notably higher in the Study Area than in the City as a whole.



Figure 5: Little Portugal Neighbourhood Boundary

## 4.1 Population And Age

In comparison with the City of Toronto as a whole, the Study Area has a significantly higher population density and has been experiencing a significant overall population increase. Whereas the City has a population density of 4,334 people per square kilometre, the Study Area has a population density of 12,859. Between 2011 and 2016, the Study Area experienced a population increase of 29.12%, whereas the City as a whole grew by 4.5%.

The Study Area has a different age distribution compared to the rest of the City. 70.4% of the population within this area are between the working age of 25 and 64, which is higher than the City as a whole (57.3%). Within that group, 44.4% of the population are between the ages of 25 and 39, which is nearly twice that of the City as a whole (23.9%). The proportion of seniors aged 65+ in the Study Area is 9.7%, which is less than the City as a whole (15.6%). The proportion of children aged 0-14 in Little Portugal is 9.3%, which is less than in the City as a whole (15.6%).

	Study Area	City of Toronto
<b>Population in 2016</b>	15,559	2,731,571
<b>Population in 2011</b>	12,050	2,615,060
<b>Population Change (%) 2011 to 2016</b>	+29.12	+4.5%

Table 1: Population Change

	Study Area	City of Toronto
<b>Population density per square km in 2016</b>	12,859	4,334

Table 2: Population Density

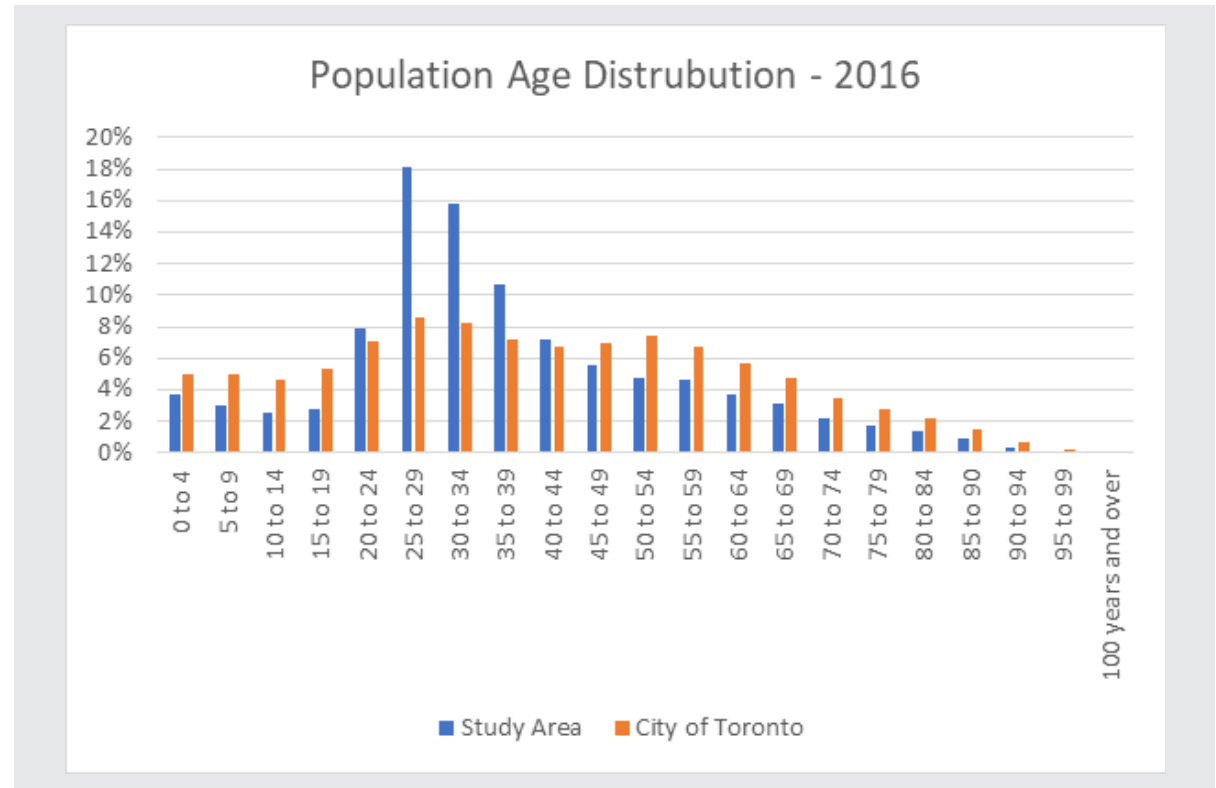


Figure 6: Caption Population Age Distribution, from 2016 Toronto Neighbourhood Profile

## 4.2 Household Size And Composition

The Study Area has a greater proportion of 1-person households than the City of Toronto: 39% of compared with 32%. 36% of households within the Study Area have 2 people, compared to 30% in the City as a whole. The proportion of 3-person households is lower than the City of Toronto (13%), while households with 4 and 5 or more persons in the Study Area (8% and 4% respectively) is significantly lower than the City averages (13% and 9%, respectively). The average number of persons per household in the Study Area is 2.0, which is lower than the City (2.4).

	Study Area	City of Toronto
<b>Average Household Size (2016)</b>	2.0	2.4
<b>Average Household Size (2011)</b>	2.23	2.46
<b>Total Number of occupied private households</b>	7,425	1,112,929
<b>1 person</b>	2,930 (39%)	359,955 (32 %)
<b>2 persons</b>	2,710 (36%)	333,425 (30%)
<b>3 persons</b>	940 (13%)	175,720 (16%)
<b>4 persons</b>	555 (8%)	146,580 (13%)
<b>5 or more persons</b>	295 (4%)	97,245 (9%)

Table 3: Household Size and Composition, 2016

## 4.3 Housing Tenure And Type

A significantly lower proportion of the Study Area live in single-detached dwellings (4%), compared to the rest of the City (24%). The majority of residents in the Study Area live in apartment buildings. 40% of dwellings in the Study Area are apartments greater than 5 storeys. This is slightly lower than the rest of the City, where 44% of dwellings are 5+ storey apartment buildings. However, apartments less than 5 storeys make up 38% of the dwellings in the Study Area, compared with 15% in the rest of the City. There is a somewhat higher proportion of renters in the Study Area (56%) than in the City as a whole (47%).

	Study Area	City of Toronto
<b>Total private households by tenure, 2016</b>	7,430	1,112,930
<b>Owners</b>	3,280 (44%)	53%
<b>Renters</b>	4,150 (56%)	47%

Table 4: Housing Tenure, 2016

	Study Area	City of Toronto
<b>Single-detached house</b>	4%	24%
<b>Semi-detached house</b>	6%	6%
<b>Row House</b>	8%	6%
<b>Duplex</b>	3%	4%
<b>Apartment, less than 5 storeys</b>	38%	15%
<b>Apartment, more than 5 storeys</b>	40%	44%

Table 5: Housing Type, 2016

## 4.4 Home Languages

The Study area has a somewhat lower percentage of residents for whom their home language is not English, compared to the City of Toronto overall (21% vs 29%). Other than English, the three most common languages spoken at home in the Study Area are Portuguese, Cantonese, and Mandarin.

	Study Area	City of Toronto
<b>Home language not English</b>	21%	29%
<b>Top Languages spoken at home, other than English</b>	Portuguese Cantonese Mandarin	Mandarin Cantonese Tamil

Table 6: Home Languages, 2016

## 4.5 Education

The Study Area has similar rates of educational attainment as the City of Toronto, apart from those with no certificate, diploma, or degree and those with university degrees above the bachelor level. Those with no certificate, diploma, or degree make up 17% of the Study Area and only 10% of the City as a whole, representing a somewhat higher proportion of residents with a relatively low education level. 2% of residents in the Study Area have received a university degree above the bachelor level, compared with 16% in the City as a whole, representing a significantly lower proportion of residents with advanced degrees.

	Study Area	City of Toronto
<b>No certificate, diploma, or degree</b>	17%	10%
<b>High school diploma or equivalent</b>	20%	20%
<b>Apprenticeship or trades</b>	3%	4%
<b>College, CEGEP, or other</b>	15%	18%
<b>University certificate or diploma below bachelor level</b>	2%	3%
<b>Bachelor's degree</b>	29%	28%
<b>University above bachelor level</b>	2%	16%

Table 7: Education Level, 2016

## 4.6 Socio-Economic Characteristics

Compared to the broader City of Toronto, the Study Area has a higher proportion of employed individuals and a lower proportion of unemployed individuals. 73% of individuals in the Study Area are employed, while 5% are unemployed. 22% of people in the Study Area are not in the labour force, which is less than the City as a whole (35%). Median incomes of individuals and households are very similar between the Study Area and the City of Toronto, although the prevalence of low-income households is slightly lower in the Study Area (15.6%) than in the City of Toronto (20.2%).

	Study Area	City of Toronto
<b>Median total household income (before tax)</b>	\$67,000*	\$66,000*
<b>Median total income (Individuals 15 years and older)</b>	\$30,272	\$30,089
<b>Prevalence of low income based on LIM-AT in 2020 (the low income measure; after tax)</b>	15.6%	20.2%
<b>0-17 years</b>	19.3%	26.3%
<b>18-64 years</b>	15.3%	19.2%
<b>65 years and over</b>	13.7%	17.4%
<b>Participation rate</b>	78%*	65%
<b>Employment rate</b>	73%	59%
<b>Unemployment rate</b>	5%	8%

Table 8: Income Levels and Income Indicators

# 5.0 CONSULTATION METHODS

To effectively engage a wide range of community members and stakeholders, the project team will employ a range of tools and strategies, which are described in this section.

As the project team moves through the planning process, it is committed to ensuring that community members stay informed about the development application and have appropriate opportunities to provide their input and feedback. The engagement methodology and consultation strategy will be nimble and responsive, supporting input and feedback for both quantitative and qualitative inputs. Potential engagement tools are outlined below; decisions regarding which to implement will be made as the project advances and in conversation with City of Toronto staff.

## SCOPE AND POTENTIAL TOOLS

Engagement processes involve listening to community ideas and concerns as well as fostering two-way dialogue between the project team and the community to gain input on proposed plans and ideas, inform alternatives and solutions and enhance mutual understanding. The use of multiple approaches and tools to reach a varied public audience can support an accessible and inclusive process. The process of informing and listening to the public will continue throughout the duration of the project. It can change to adapt to new operations/processes, community priorities, and possible shifts in the current COVID-19 climate.

Beyond the statutory meeting requirements, one or more of the following potential kinds of engagement tools may be considered:

- Mailing notices to residents and businesses to keep the community informed about public consultation initiatives;
- The development team may host a virtual 'Town Hall' and/or Consultation meetings using webcasting tools or video conferencing for presentations, and live Q&A session moderated by a host;
- Online polls and surveys may be employed, including quantitative and qualitative data via sentiment analysis;
- Smaller group meetings with adjacent landowners and/or local community groups or organizations; and
- Targeted social media ads may be used to reach a larger audience.

## PROJECT WEBSITE

A project website has been established to provide information about the project and act as a forum for obtaining feedback. The website includes images of the Proposed Development, key statistics, an FAQ section, a planning approvals timeline section, and a portal for submitting questions and comments. The website will be accessible to the public once the application materials are submitted and can be found at the following url:

<https://www.hullmark.ca/450dufferin-development>

## CITY WEBSITE

All submission materials will be posted on the City of Toronto application website as per City requirements once the application materials are submitted.

## CITY OF TORONTO STAFF AND OTHER AGENCIES

City of Toronto staff are an integral part of the development application review process. The project team met with the City during a Pre-Application Consultation prior to this submission. The project team will hold coordination meetings with staff from various City departments, including but not limited to City Planning, Transportation, Parks, Urban Design, Heritage, and Development Engineering. City staff will also be invited to any public consultation events that the project team may hold.

## WARD 9 DAVENPORT

Due to the recent municipal election, much of the work to advance the planning approvals for the Proposed Development has occurred during a period of uncertainty regarding who would be the next City Councillor for the ward. Now that the election process is complete, the project team can open communications with the Councillor. Updates will be provided throughout the process, and the Councillor will be able to provide insights into the needs of the local community and feedback on the Proposed Development.

## 6.0 KEY MESSAGES

Future public consultation for the Proposed Development will focus on several key messages that emphasize why the proposal represents an important addition to the Little Portugal neighbourhood and how it has been designed to appropriately integrate into its surroundings.

The following is an initial list of issues expected to be addressed through public consultation, and the project team's key messages regarding these issues. Should additional matters and specific questions or concerns be raised as the consultation process continues, these will also be addressed.

### **Providing Needed Housing**

The Proposal seeks to maximize the potential of a well-located site to deliver much-needed housing options. The development would deliver new, high-quality residential units in an appropriate location that is well served by transit, active transportation infrastructure, and neighbourhood amenities. The Proposal includes 143 units in a range of unit sizes to meet the needs of different households, including 33% 2- and 3-bedroom units suitable for families. The Proposed Development is intended as purpose-built rental, and will therefore help to address the mounting need for rental housing in Toronto.

### **Creating New Space for Contemporary Employment**

The Proposed Development replaces and expands the existing employment space on site with facilities designed to meet contemporary needs. The 898 square metres of new non-residential space provided in street-animating units and modern mezzanine spaces, is designed to fit a

range of modern urban employment uses such as offices and creative studios. It is estimated that the proposed development will create 32 jobs on site, contributing to the economic health and vibrancy of the area.

### **Improving the Public Realm on Dufferin**

The Proposed Development is thoughtfully designed to improve the Site's relationship to Dufferin Street and to extend the active, mixed-use condition that has emerged to the south. The lower building component is designed to be human-scaled, with a low-rise form that is set back from the street to provide improvements such as a widened sidewalk and street trees. Commercial spaces on the ground floor with generous use of windows, inset balconies that break up the mass of the building, and accessible entrances to the commercial spaces and building lobby will animate the streetscape, creating interaction between the building and public realm on a site that has historically not been outwardly oriented. The combination of residential and employment uses will support activity on site throughout the day, contributing to public safety and eyes on the street.

### **Complementing Existing and Emerging Context**

The Proposed Development complements the Site's existing context while anticipating the continued evolution of Dufferin Street as a mixed-use and transit-oriented corridor. The building's mid-rise scale reflects the existing mid-rise and tall buildings to the south, while also anticipating higher-scaled development along the rail corridor in the future. The graceful mid-rise form limits impacts on sensitive uses by stepping upper building elements significantly away from the

Dufferin corridor and low-scaled buildings, while also providing architectural variety on a block that already has a significant presence of typical, tiered mid-rise buildings. The building articulation and materials, including a rhythm of street-facing recessed balconies and warm brick cladding materials, are designed to complement both the existing brick homes and industrial legacy in the area.

### **Supporting Sustainability and Travel Choice Through Transit-Supportive Intensification**

The Proposed Development is an appropriate location for transit-supportive intensification given its location in a highly connected area with extensive bus service, multiple streetcar lines nearby, and planned transit improvements including the West Toronto Railpath Extension, King Liberty SmartTrack Station, and RapidTO bus priority measures along Dufferin. The Proposed Development will provide residents with numerous travel options other than private automobiles, supporting sustainability and climate change mitigation and making efficient use of transportation infrastructure.

# 7.0 CONCLUSIONS

This Report has provided a demographic analysis to provide insight into the Little Portugal community, to ensure that public consultation activities are designed to reach a wide range of community members and address their current concerns.

The following are significant findings from the analysis:

- Between 2011 and 2016, the Study Area experienced population growth significantly in excess of the growth in the City of Toronto.
- The age distribution in the Study Area is similar to the rest of the City, though with a notably higher proportion of working age adults and slightly lower proportion of children and seniors.
- The Study Area has a greater number of one-person households compared to the rest of the City.
- A greater proportion of people in the Study Area live in apartments that are less than five storeys than in the City as a whole.
- The Study Area has a lower proportion of recent immigrants than the rest of the City.
- The Study Area has a very similar income profile to the City as a whole.
- When compared to the rest of the City, the Study Area has a higher workforce participation rate and employment rate, and a lower unemployment rate.

The project team has designed its engagement approach to reach a wide range of residents and stakeholders through consultation activities, including the project website, and planned in-person and virtual public meetings. As the application process progresses, the community will have ample opportunities to learn about and provide feedback on the Proposed Development. The project team will also continue to work with City Staff and other stakeholders as the planning and development process continues.

As the ZBA application is reviewed by the City and considered by the community, it may be necessary to review this Public Consultation Strategy in order to maintain relevance throughout the approvals process.

The project team will continue to report on project milestones to City staff and the public to help maintain a clear communication stream and to identify areas where progress has not been made or is slow to occur. Further discussion with City staff will be required to confirm the

intent, timing, logistics, roles, and anticipated outcomes of all engagement activities.



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