



Public Consultation Strategy Report

147 Spadina Avenue
City Of Toronto

Prepared For
Hullmark

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Urban Planning
Urban Design
Community Engagement

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Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the rezoning application by Hullmark ('the applicants') for **147 Spadina Avenue** ('the site') in Toronto's King-Spadina neighbourhood.

The site is located on the north-east corner of Spadina Avenue and Richmond Street. Currently, the site is occupied with a 2-storey building containing office and retail uses. The subject site is included as a listed heritage property on the City's heritage register and is also included in the proposed King-Spadina Heritage Conservation District (HCD) Plan. There are also two alleyways to the east and north of the property, separating the building from the adjacent properties at 161 Spadina Avenue and at 388 Richmond Street West.

The rezoning application proposes to redevelop the site with a 25-storey mixed-use building that includes a 14-storey building base. There is 4,667 ft² of ground floor retail uses proposed, and 223 residential units in a range of sizes. The architectural style implements a strong granite base building with rectangular windows and stone arches and bronze metal details. The overall design fits with the surrounding art deco character of the historical Garment and Fashion District, and the industrial warehouse built form of Spadina Avenue.

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What are the goals and outcomes?

GOALS

OUTCOMES

a

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

The public and stakeholder groups felt that they were sufficiently informed and consulted about the proposed development

b

Consult with interested persons and groups, using various methods of consultation, including online and in-person consultations (depending on public health and safety considerations)

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

c

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

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

d

Communicate openly and transparently with the public about the proposal as well as the consultation process

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

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Site & Surroundings

Where is the site located?

- The site is within the **Waterfront Communities-The Island** demographic catchment area
- It is also located in the **King-Spadina** area of Downtown Toronto neighbouring the Financial District
- More specifically, the site is located within **Census Tract 5350011.00**
- A formal industrial area, it has evolved into a vibrant mixed-use neighbourhood containing a mix of residential, office, media and entertainment uses
- The 1996 King-Spadina Plan provided a flexible planning framework with no density limitations and limited use restrictions, which has led to significant redevelopment of tall buildings, and adaptive reuse of existing buildings

- Waterfront Communities-The Island
- King-Spadina Area
- CT 5350011.00



Where is the site located?

- **147 Spadina Avenue**
 - Currently occupied by a 2-storey brick building containing office and retail uses
 - 147 Spadina Avenue has been identified as a listed heritage property as of 2017, in the proposed King-Spadina Heritage Conservation District (HCD) Plan



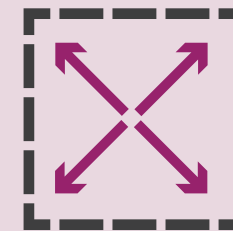
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Proposal Highlights

**25-Storey
Mixed-use
Building**



**213,648 ft²
TOTAL GFA**



**797 ft²
Average Unit
Size**



**4,667 ft²
Retail/
Commercial
Space**



**26
Vehicular
Parking Spaces**



**223
TOTAL UNITS**



**Studio
5%**



**1-Bedroom
50%**



**2-Bedroom
30%**



**3-Bedroom
15%**

**248
Bicycle
Parking Spaces**



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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 development review process, these messages will be updated to reflect current information and adapted based on the engagement tool used.



Transit-Supportive
Development



Architectural Design
for the Neighbourhood



Mixed-Use
Development

Key Message



Transit-Supportive Development

“The site is within a Major Transit Station Area (MTSA) and right at the corner of the major intersection of Richmond and Spadina, which provides multi-modal transportation options including a bike lane and the 501 streetcar, both which have dedicated right-of-ways for efficient movement across the city.”

“The site is an approximate 10-minute walk to Osgoode Subway Station, which provides quick service other TTC subway lines, as well as GO and VIA Rail connections at Union Station, which is just two stops away.”

“A new station at Queen and Spadina is proposed for the future Ontario Line, which would be a 2-minute walk from the site and significantly increase the speed of service for users traveling west and northeast.”

Key Message



Architectural Design for the Neighbourhood

“Audax is an award-winning Toronto based architecture, interior design and construction firm. They follow a design approach that combines the most important elements of traditional and modern architecture, in order to create distinct, well-conceptualized buildings.”

“In keeping with the historic facades of the Garment District, the design approach for this proposal is heavily influenced by the many iconic art deco buildings in the neighbourhood, such as the Balfour Building, the Tower Building, and the Fashion Building.

“The incorporation of a distinctive base, with crown elements and a tapered tower at the upper section of the proposed building are in keeping with the art deco style.”

Key Message



Mixed-Use Development

“The proposal is for a mixed-use development including residential and retail uses. A combination of these uses will introduce a new kind of vibrancy to the site.”

“The proposed uses are in keeping with the mixed-use community of King-Spadina and would be a positive addition to an area that is close to schools, parks, groceries, restaurants, and entertainment.”

“Hullmark has a long-standing history with mixed-use development, and a large portfolio of commercial and office spaces in Toronto and are committed to a vibrant retail component for this proposal.”

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Where are we engaging?

Scope of Consultation

The Scope of Consultation includes existing commercial tenants and nearby neighbours and is proposed to be a **120-metre radius** surrounding the site. We are proposing this scope given that it encompasses nearby residents and businesses, as well as visitors to the area, who will likely be the most interested in the proposed development due to their physical proximity to the site. This radius includes the prescribed minimum notice area for Community Consultation Meetings, as outlined in the Planning Act.



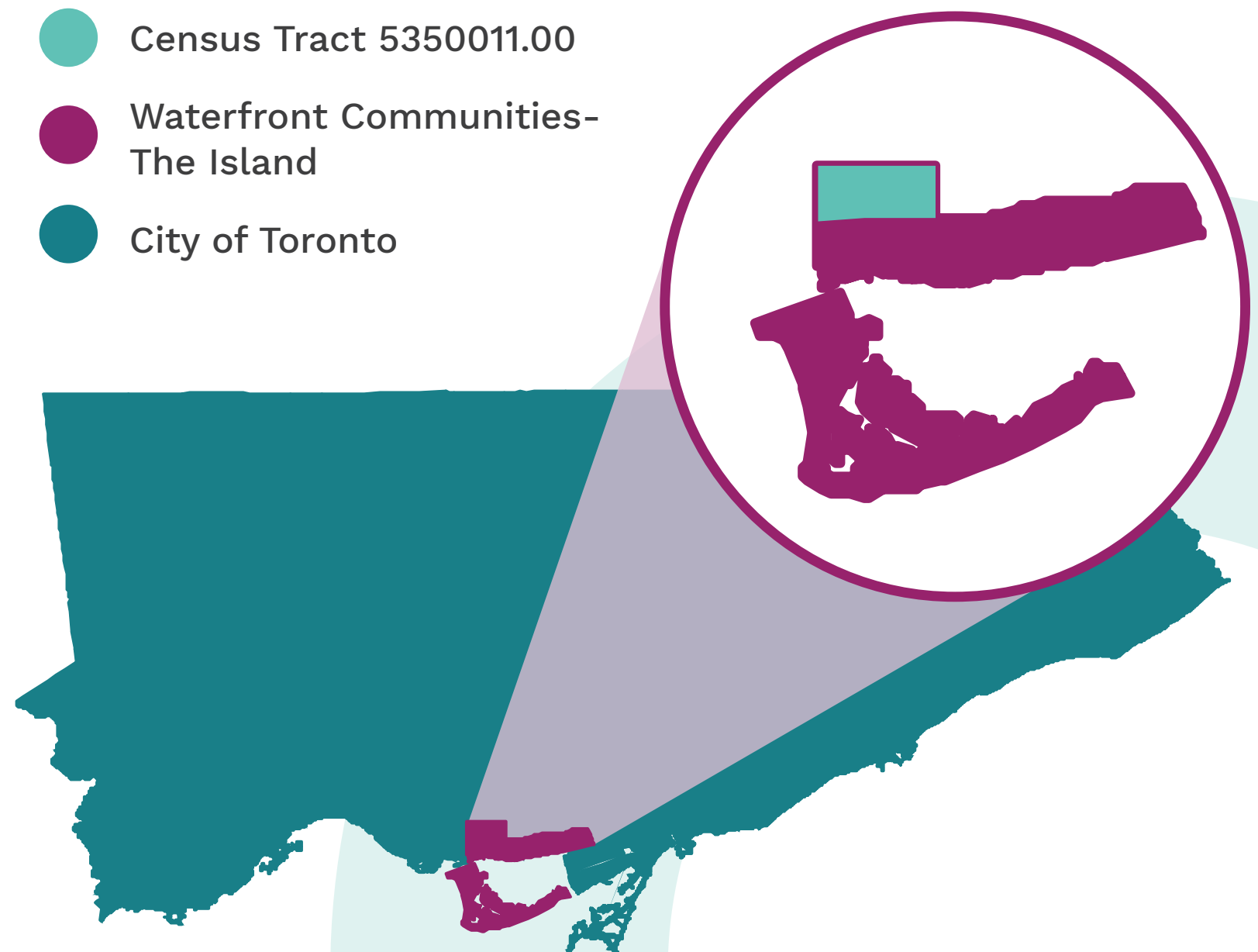
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Who are we engaging?

Demographic Snapshot

As part of the rezoning application and 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. This census tract data was considered in the development of the communication and consultation strategies for this proposal, described in Section 7.

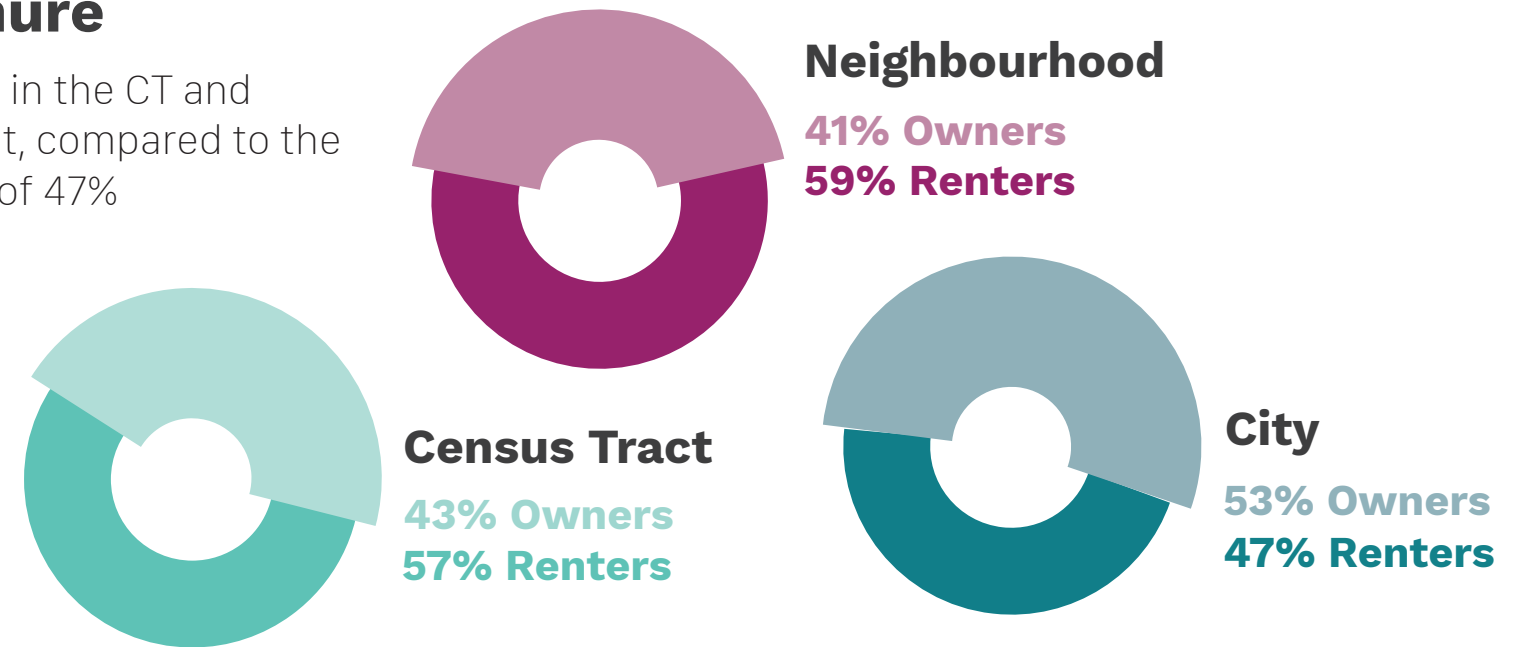
The following pages illustrate key demographic highlights of **Census Tract 5350011.00** compared to the **Waterfront Communities-The Island** neighbourhood and the **City of Toronto**. The detailed demographic table is provided in **Appendix A**.



- Census Tract 5350011.00
- Waterfront Communities-The Island
- City of Toronto

Housing Tenure

Over 57% of people in the CT and neighbourhood rent, compared to the lower City average of 47%



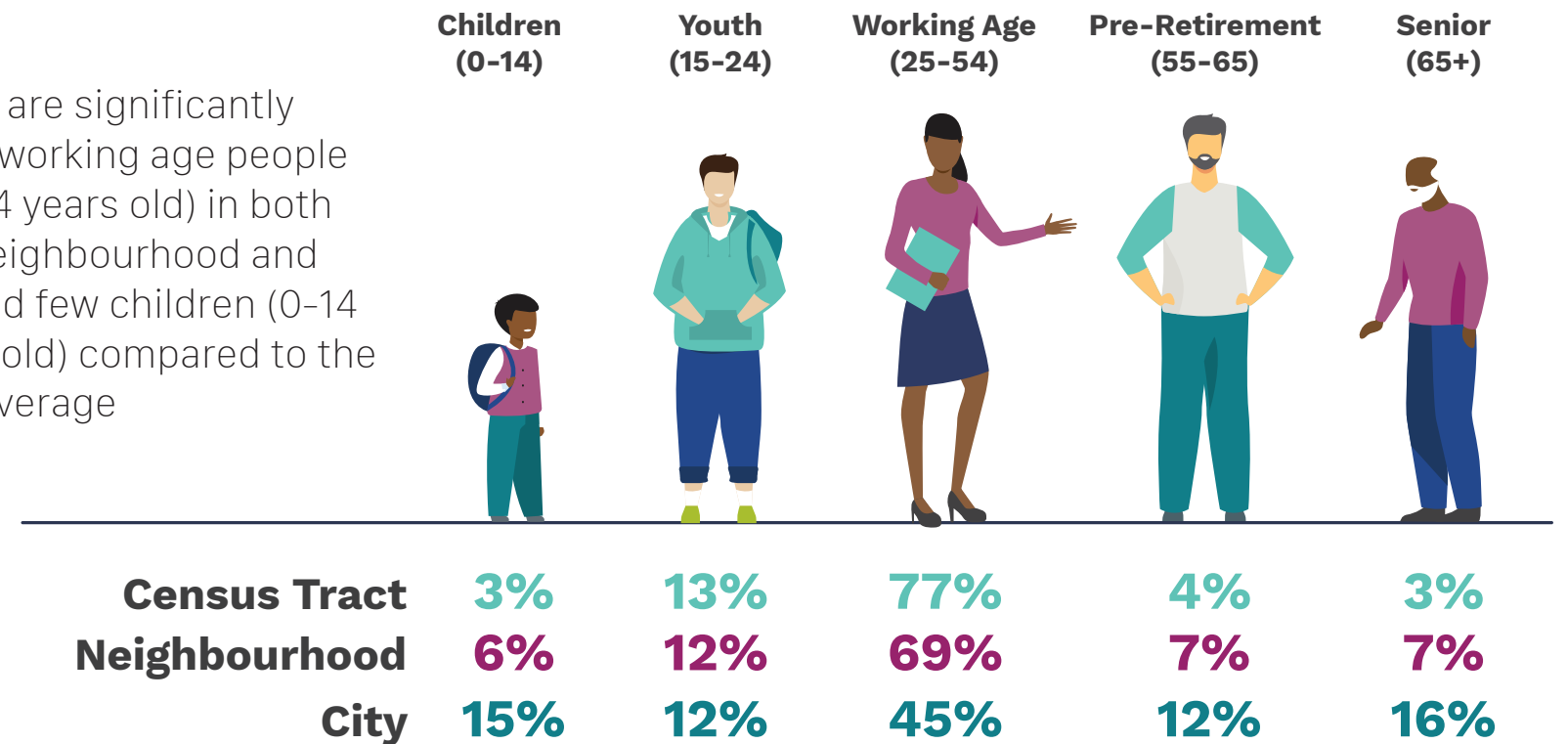
Average Household Size

There is a significantly higher rate of 1-person households in both the CT and neighbourhood, compared to the City



Age

There are significantly more working age people (25-54 years old) in both the neighbourhood and CT, and few children (0-14 years old) compared to the City average



Target Audience & Stakeholders

When developing this approach to engaging with the public, the project team identified a series of key stakeholders who may take an interest in the proposal and wish to be consulted 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.*

Target Audience & Stakeholders



Nearby Neighbours

-  The Morgan, 438 Richmond Street West (condominium west of the site)
-  161 Spadina Avenue (offices north of the site)
-  District Lofts, 388 Richmond Street West (condominium east of the site)
-  401 Richmond Street West (offices southeast of site)



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What will we be discussing?

List of Matters to be Addressed

The following list outlines various topics that are often discussed during the rezoning process but also those that are unique to the subject site. This list will evolve as the formal consultation process begins following the first submission of the application.



Planning Policy & Context



Overview of Proposed Development



Architecture & Built Form



Amenity Space

Public Realm & Landscape Plan



Traffic, Access, & Parking



Rezoning Application Process & Estimated Timeline

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How are we engaging?

Based on the neighbourhood context, nature of the proposal, demographic profile, and stakeholder landscape, the applicant and project team are proposing a series of engagement methods to both inform and consult with existing tenants and the broader community. These methods may be adjusted based on initial feedback, as well as what is feasible for those parties who express interest in the proposal.

This list of engagement methods has also taken into consideration the current COVID-19 public health situation, aiming to be flexible in response to up-to-date public health recommendations as well as City Staff's directions regarding online consultation.



Project Website



Communication with Neighbours



Project Website:

www.hullmark.ca/147spadina

- A project website will be created to provide details about the application, and will be the central hub for updates and messages about the project, particularly in lieu of in-person tools that aren't currently feasible due to COVID-19 protocol
- Provides an additional opportunity for feedback and questions, which can be submitted to **147spadina@hullmark.ca**
- - Has the potential to reach a broader range of voices



Communication with Neighbours

- Future meetings may be with other groups not listed in this report, but who convey an interest in being involved in the process
- District Lofts, the neighbouring residential building to the east of the site, was notified of the application via email, and invited to meet with the applicant
- The applicant team presented to the District Lofts' condo board on July 28th 2021, answered questions about the proposal and received feedback

City of Toronto Public Consultation Methods

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



Community Consultation Meeting

- The community consultation meeting is hosted by the City of Toronto, and its purpose is to provide all interested persons the opportunity to give feedback and ask questions
- We understand that this meeting may be held virtually, in accordance with directions from City Staff and the Ward Councillor
- The project team will proactively consult with City Staff and the Ward Councillor on how we can 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, including the type of application and some proposal statistics
 - Contact details of the City Planner assigned to the file
 - A link to the City's Development Application Information Centre
 - The date and location for (or the link to) the Community Consultation Meeting once it is scheduled



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 (e.g. architectural drawings, planning rationale, transportation impact study, etc.), 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 the Toronto and East York Community Council (TEYCC) to provide further commentary to City Staff, the project team, and members of Community Council.

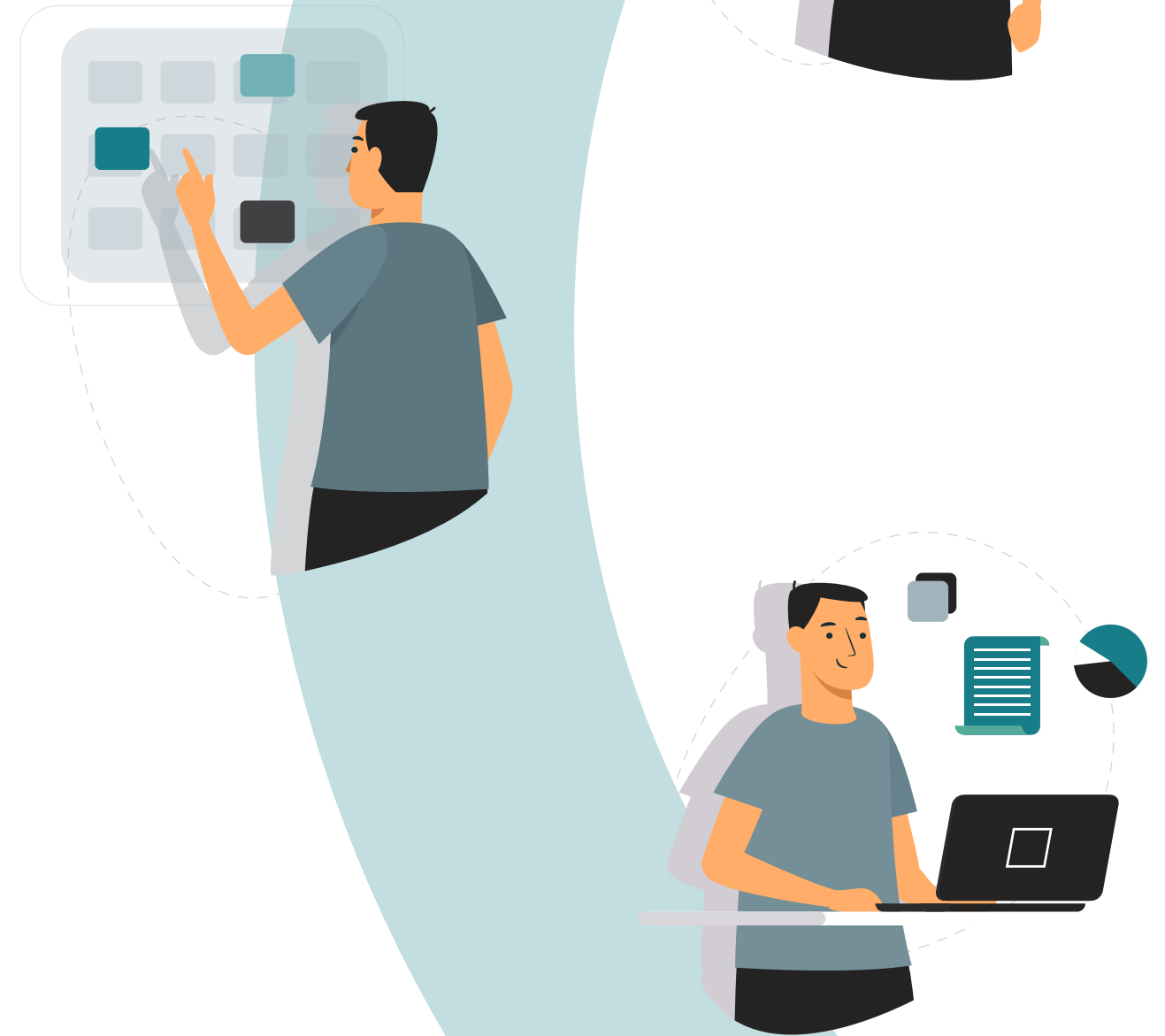
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How will we share feedback?

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from meetings with neighbours or other communications, any City-led consultations, as well as any comments or feedback submitted to the project website and/or project email, will be summarized to reveal recurring topics and themes.

Whether the topics and themes raised during these public consultations refer either to specific components of the development proposal, or refer more so 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 interested stakeholders and the broader public. 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







Appendix A: Full Demographic Profile

| Socio-Economic Indicator | | Census Tract 5350011.00 | Waterfront Communities- The Islands | City of Toronto |
|---------------------------------------|--------------------------------|-------------------------|--|---------------------------|
| Age | Children (0 to 14) | 3% | 19% | 15% |
| | Youth (15 to 24) | 13% | 15% | 12% |
| | Working Age (25 to 54) | 77% | 41% | 45% |
| | Pre-Retirement (55 to 64) | 4% | 11% | 12% |
| | Seniors (65+ years) | 3% | 14% | 16% |
| Median Household Income | | \$82,950 | \$53,518 | \$65,829 |
| Home Language | English | 91% | 85% | 70% |
| | Non-Official French | 9% | 13% | 29% |
| | French | 1% | <1% | <1% |
| Top Non-English Home Languages | | Mandarin & Cantonese | Mandarin & Cantonese | Mandarin & Cantonese |
| Visible Minority Population | | 36% | 44% | 51% |
| Immigration | Born in Canada | 24% | 56% | 49% |
| | Top Places of Birth | China, Iran, India | China, India | China, Philippines, India |
| Housing Structure Type | Single-Detached House | <1% | 1% | 24% |
| | Semi-Detached House | <1% | 0% | 6% |
| | Row House | <1% | 1% | 6% |
| | Duplex storeys | <1% | 0% | 4% |
| | Apartment, less than 5 storeys | 2% | 1% | 15% |
| | Apartment, 5+ storeys | 97% | 96% | 44% |
| Housing Tenure | Own | 43% | 41% | 53% |
| | Rent | 57% | 59% | 47% |
| Main Mode of Commuting | Car | 19% | 22% | 51% |
| | Public Transit | 21% | 25% | 37% |
| | Walking | 55% | 48% | 9% |
| | Bike | 4% | 4% | 3% |
| | Other | 1% | <1% | <1% |
| Household Size | Average Household Size | 1.5 | 1.6 | 2.42 |
| | 1-person | 61% | 54% | 32% |
| | 2-person | 33% | 36% | 30% |
| | 3-person | 5% | 7% | 16% |
| | 4-person | 1% | 2% | 13% |
| | 5 or more persons | <1% | 1% | 9% |
| Educational Attainment | Bachelors' degree or higher | 74% | 72% | 44% |