



Public Consultation Strategy Report

**561 Jarvis Street
& 102-120 Earl Place**
City Of Toronto

Prepared For
Jarvis & Earl Inc.

July 2022



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Community Engagement

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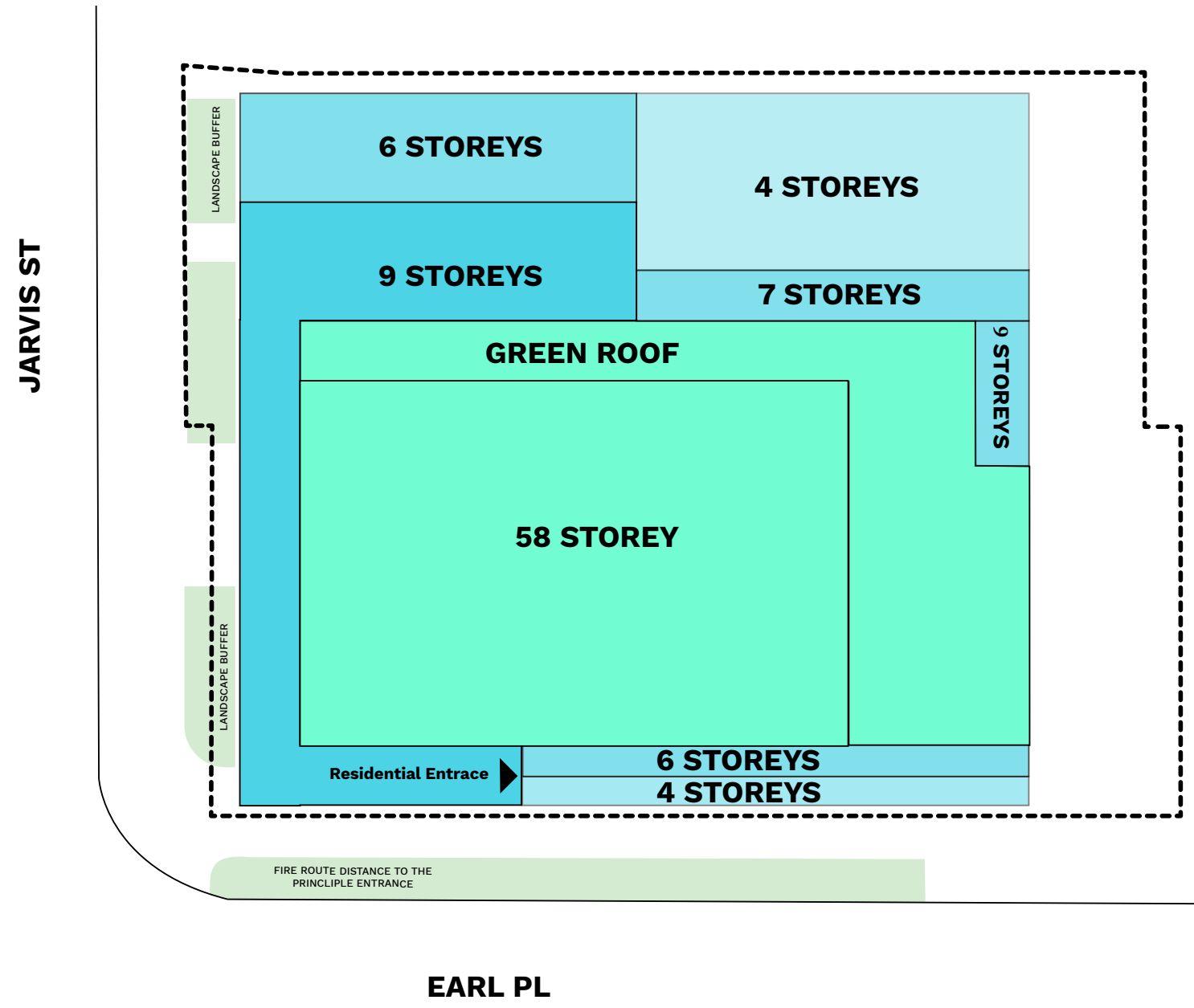
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Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Official Plan Amendment, Zoning By-law Amendment and Site Plan applications by Jarvis & Earl Inc. (‘the applicant’) for 561 Jarvis Street & 102-120 Earl Place (‘the subject site’) in Toronto’s North St. James Town neighbourhood.

The subject site is located at the northeast corner of Jarvis Street and Earl Place and is currently occupied by a three-storey walk-up apartment building on Jarvis Street and townhouses along Earl Place. The application proposes to redevelop the subject site with a 58-storey mixed-use building which includes 690 residential units (including rental replacement) and 154 square metres of commercial space.



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Targeted Goals & Desired Outcomes

GOALS

Inform stakeholders about the proposal through a variety of communication methods, including a project website, letters and emails

Update stakeholders as the planning process continues, ensuring that information is available in a timely fashion

Engage with the existing tenants of 561 Jarvis Street about the rental housing application process by using a range of engagement tools, and provide sufficient opportunity to learn and ask questions

Demonstrate how the consultation process is integrated with the project proposal by providing a record of what transpired, and explaining how it was incorporated into the project process



Stakeholders felt actively informed and knowledgeable about the application

Stakeholders received updates and understood how best to communicate with the project team for sharing questions and/or comments

Current tenants of 561 Jarvis Street received timely information about the proposal and application process, and were confident in their understanding of rental housing application process

Feedback was collected, reviewed and organized for analysis, and the public and interested stakeholders understood how their feedback may be incorporated in future proposal submissions

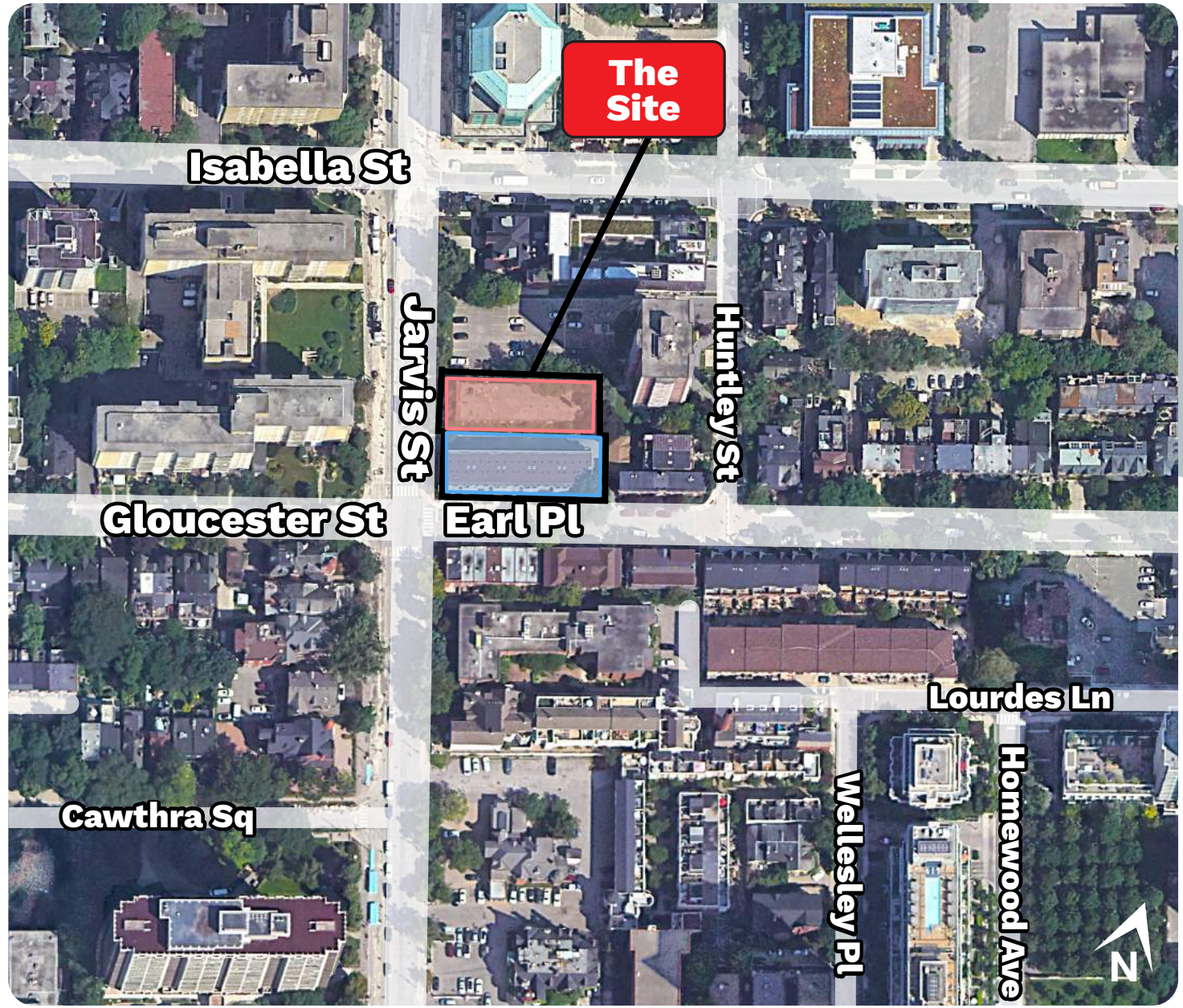
OUTCOMES

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Site & Surroundings

The Site

- The subject site is currently made up of two lots, including:
 - A 3-storey rental building at 561 Jarvis Street
 - Ten 3-storey townhouses at 102-120 Earl Place



The Neighbourhood





- The subject site is located in the broader **North St. James Town neighbourhood** and located in **Census Tract 5350064.00**, which allows for a more in-depth demographic analysis

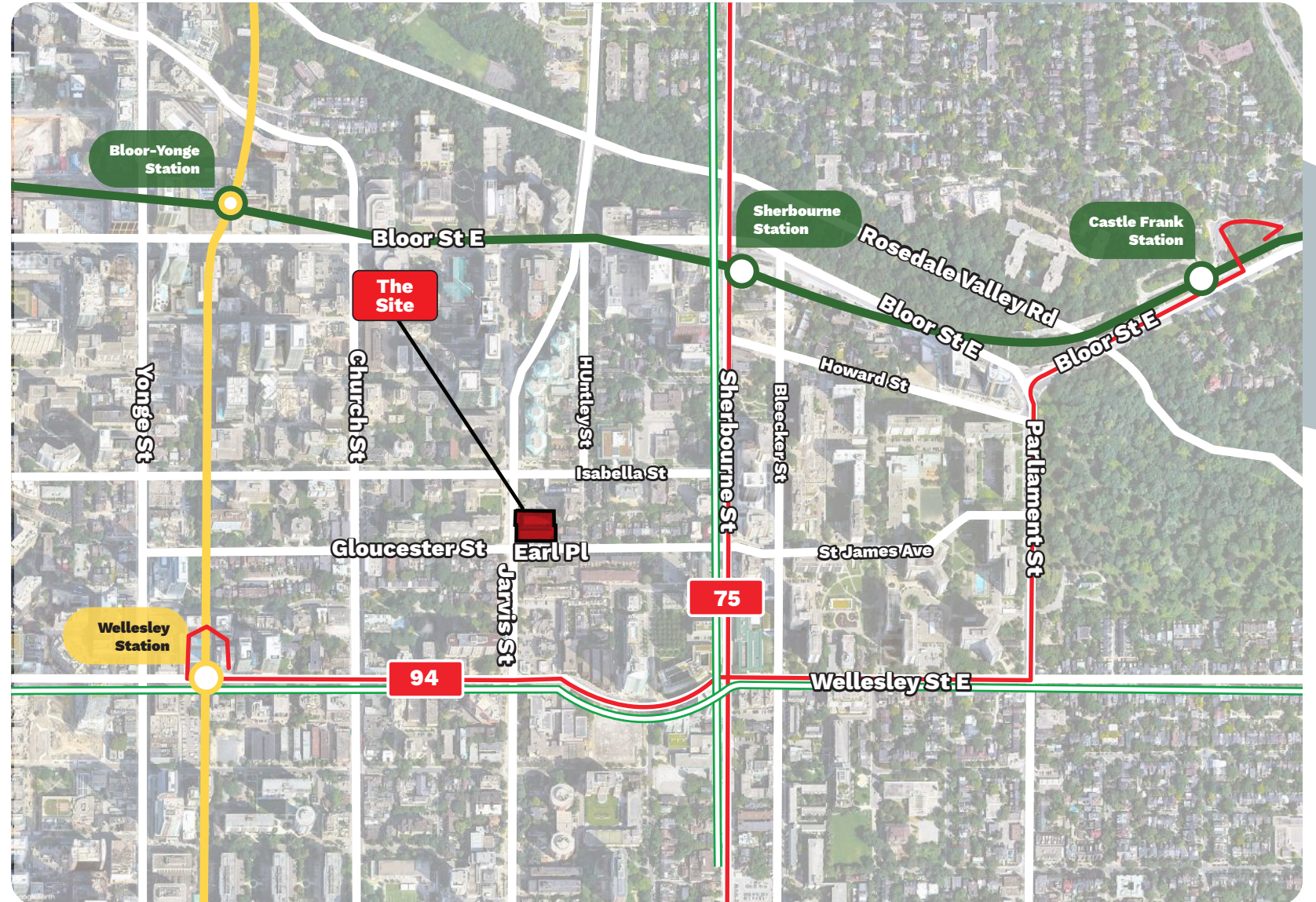


Transportation

- The subject site is less than an 8-minute walk to TTC subway and bus connections at both Wellesley Station (Dundonald Street entrance) and Sherbourne Station
- Wellesley Street and Sherbourne Street cycle tracks are an approximate 3-minute walk from the subject site

LEGEND

-  Line 1 (Yonge/University)
-  Line 2 (Bloor/Danforth)
-  Bus Route
-  Cycle Track



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Proposal Highlights



690
Total Residential Units



659
New Units



31
Rental
Replacement
Units



154 square metres
Commercial Space



2,282 square metres
Amenity Space

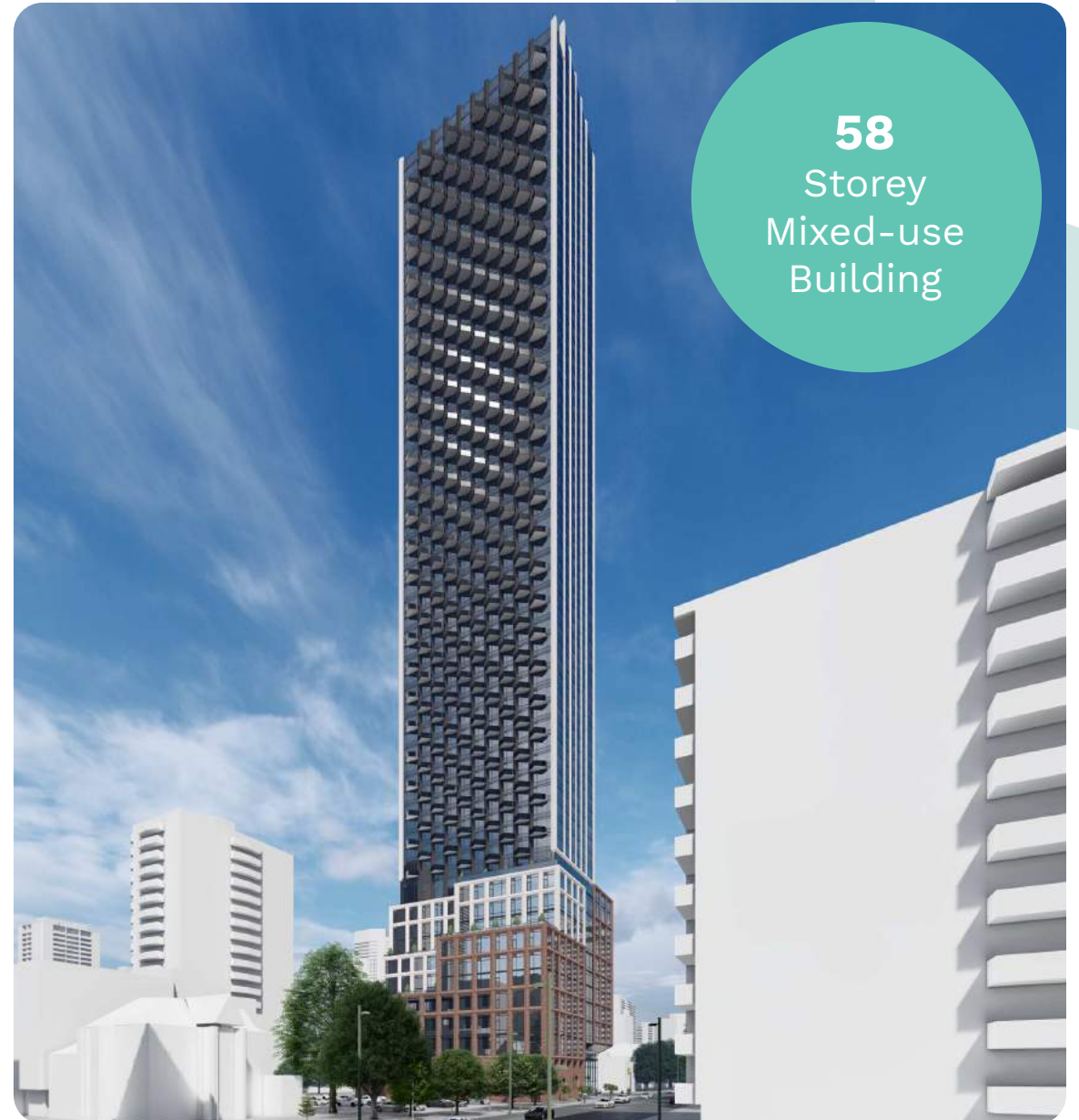


74
Vehicular
Parking Spaces



692
Bicycle
Parking Spaces

58
Storey
Mixed-use
Building



* Icons are for illustrative purposes only. Where applicable, numbers have been rounded to the nearest whole number. Please refer to the Planning Rationale or Architectural Drawings for exact project statistics.

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Key Messages

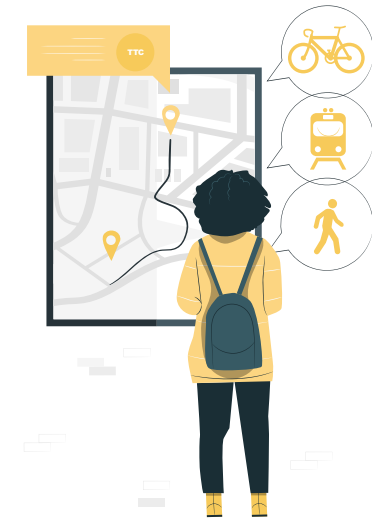
To communicate and share information about the proposed development with the public and local stakeholders in a simple and straightforward way, key messages have been developed and grouped into themes. As we move through the development review process, these messages will be updated to reflect current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



Rental Replacement



Improved Housing and Amenity Options



Proximity to Transportation

Rental Replacement



“Jarvis & Earl Inc. will follow, support, and enhance the City’s rental housing replacement process by ensuring that tenants understand their rights and are given up to date information in a timely manner.”



“The rental housing replacement application process is lengthy and may take a couple years. We are committed to keeping you informed throughout the process.”



“All existing tenants who moved into the current building before the date of the application submission are eligible to return to a replacement unit at a similar rent and similar unit size, as well as to receive the Tenant Relocation and Assistance Plan, to be discussed throughout the process.”



“Nothing changes for you today, and you may continue to live in your unit. Westdale continues to have the same obligations to you as your landlord, and you have the same rights and obligations as a tenant.”

Improved Housing and Amenity Options



“The new development will replace all existing rental units as well as provide additional market units in a range of sizes.”



“With the addition of new units to the site, this project supports the need for additional housing in the city that is accessible to transit.”



“The development will allow for all residents to have access to amenities that are included in, and associated with, condo buildings (such as in-suite laundry, shared indoor and outdoor recreational spaces, etc.).”



“Introducing small-scale retail to the site will help to activate Jarvis Street.”

Proximity to Transportation



“The site is less than an 8-minute walk to both Wellesley and Sherbourne Stations, and a 10-minute walk to Bloor-Yonge Station with additional bus connections, allowing for convenient travel across the city.”



“Nearby cycle tracks along Wellesley Street and Sherbourne Street offer active transportation options for nearby trips.”



“The proposal includes fewer car parking spaces in favour of more bicycle spaces, which capitalizes on existing nearby transit and bike lanes.”

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Scope of Consultation

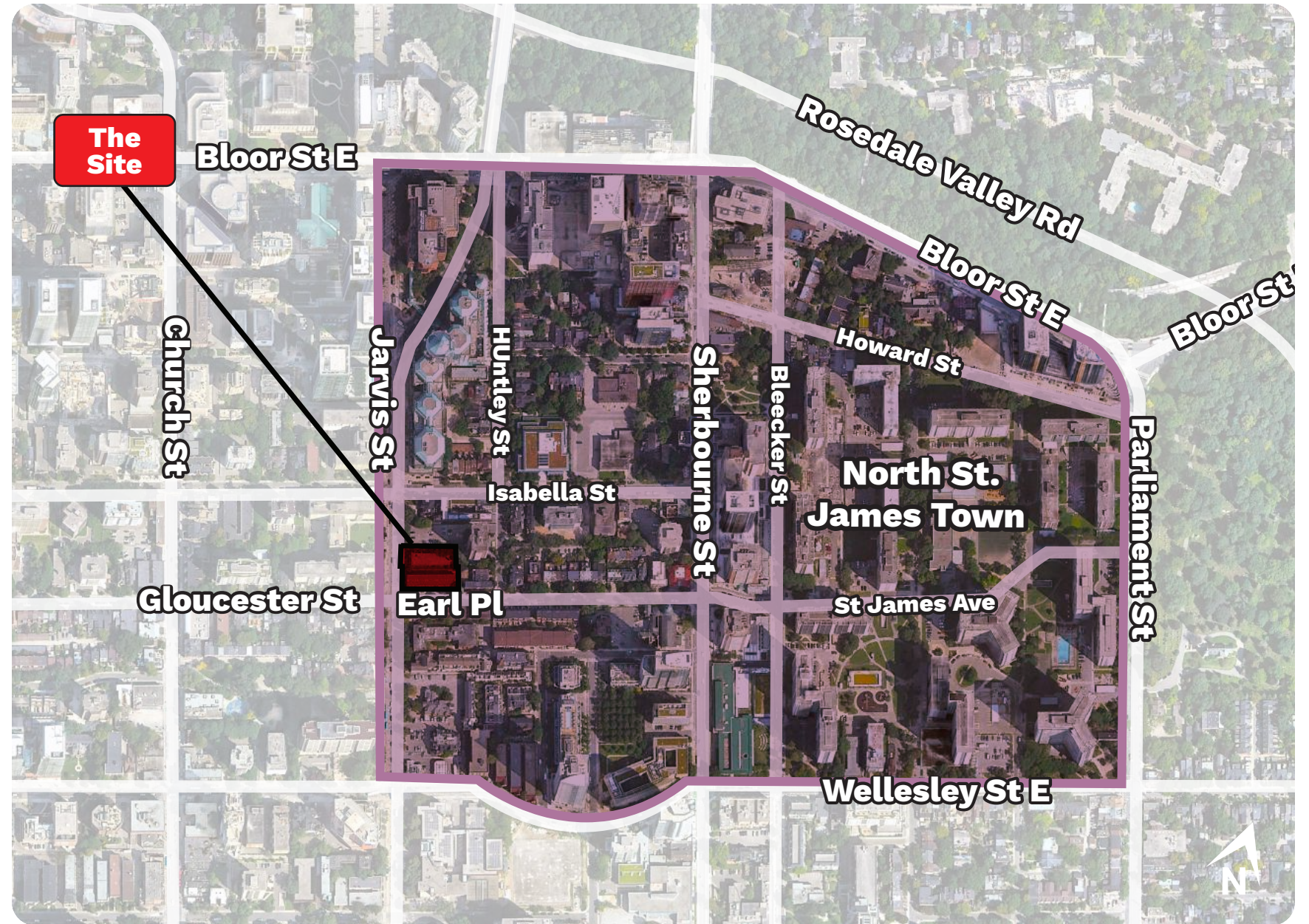
Nearby Neighbours

We recommend that the Scope of Consultation for the proposed development be defined as an area of approximately 120 metres around the subject site. This area follows the prescribed minimum notice area, as outlined in the Planning Act. Current tenants of 561 Jarvis Street, neighbouring residents along Jarvis Street, Earl Place and Huntley Street may be interested in the proposed development due to their proximity or relationship to the site.



Broader Neighbourhood

The broader consultation area for the proposed development includes the wider **North St. James Town neighbourhood** and other members of the public.



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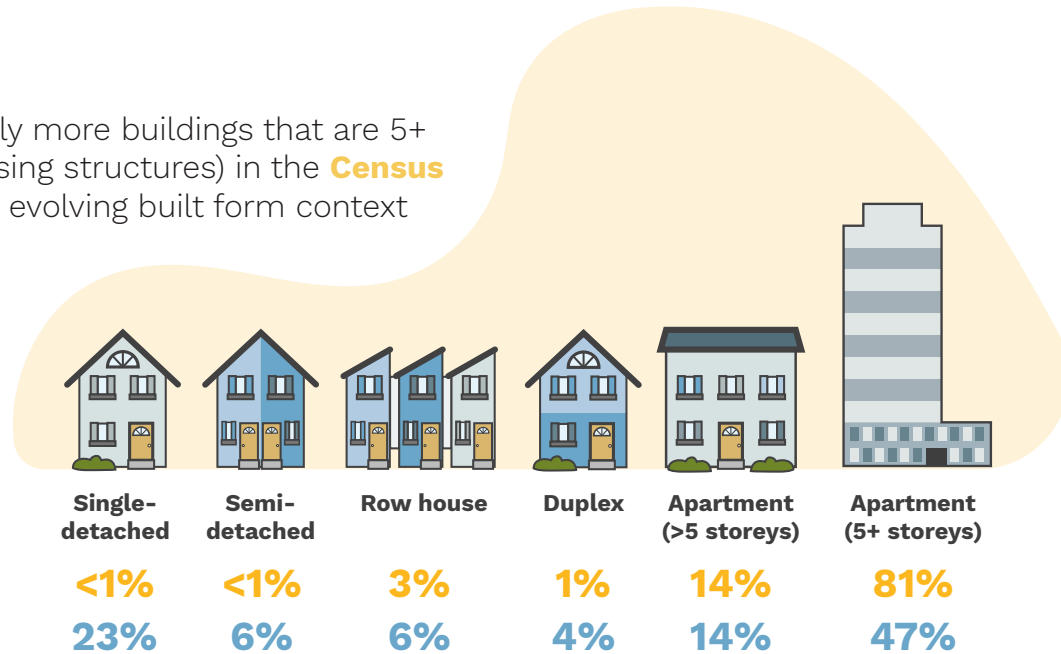
Audience

Demographic Snapshot

As part of the consultation process, the applicant and the 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 (where available). Overall, this demographic snapshot* reveals key highlights of **Census Tract 5350064.00** in comparison to the wider **City of Toronto** population. A complete demographic profile can be accessed in **Appendix A**.

Built Form

There are significantly more buildings that are 5+ storeys (**81%** of housing structures) in the **Census Tract**, indicating the evolving built form context



*2021 data

Census Tract 5350064.00 ●
 City of Toronto ●



Population

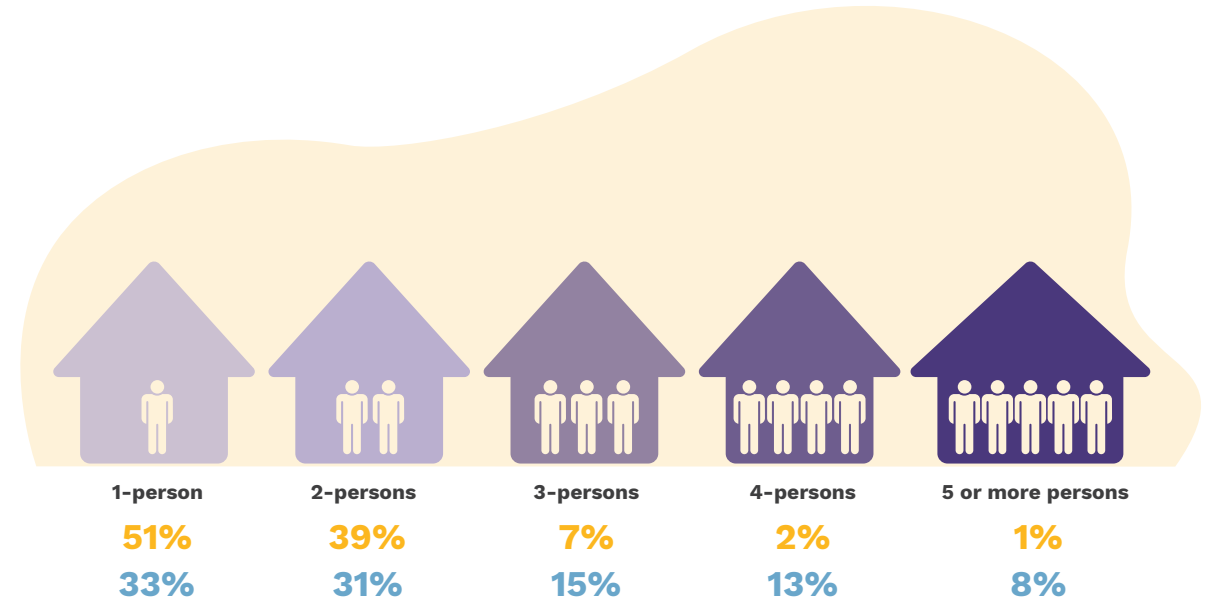
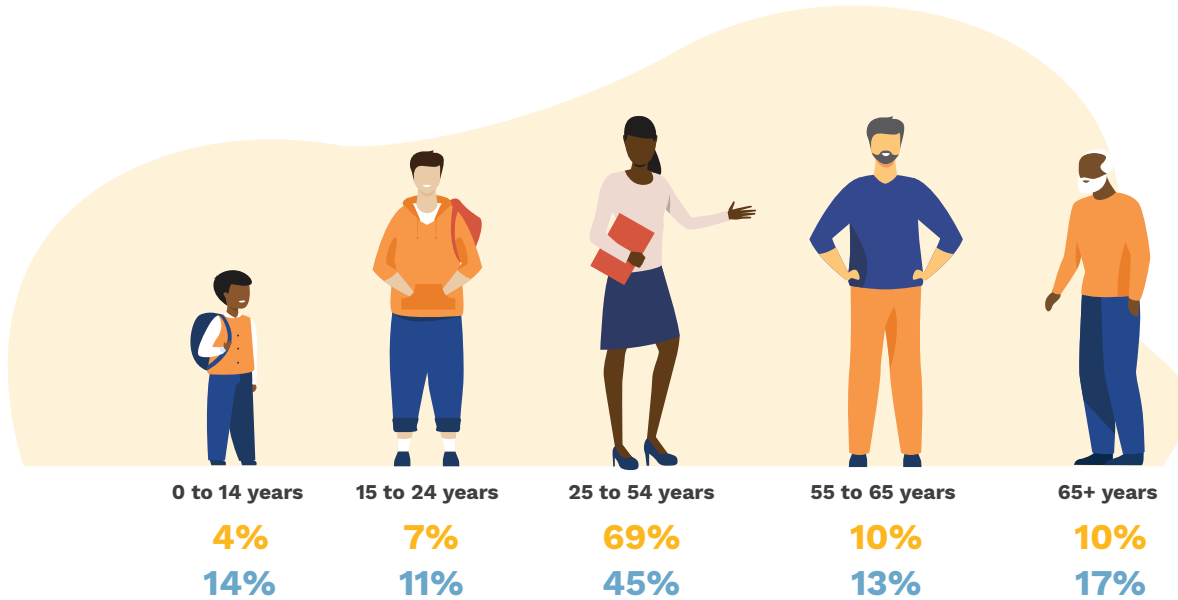
The **CT** has increased in population by just over **15%** since 2016, indicating a steady growth in the area

Census Tract 5350064.00

City of Toronto

Age

There are nearly **25%** more 25-54 year-old residents in the **CT**, and fewer children and seniors compared to the City average



Household Size

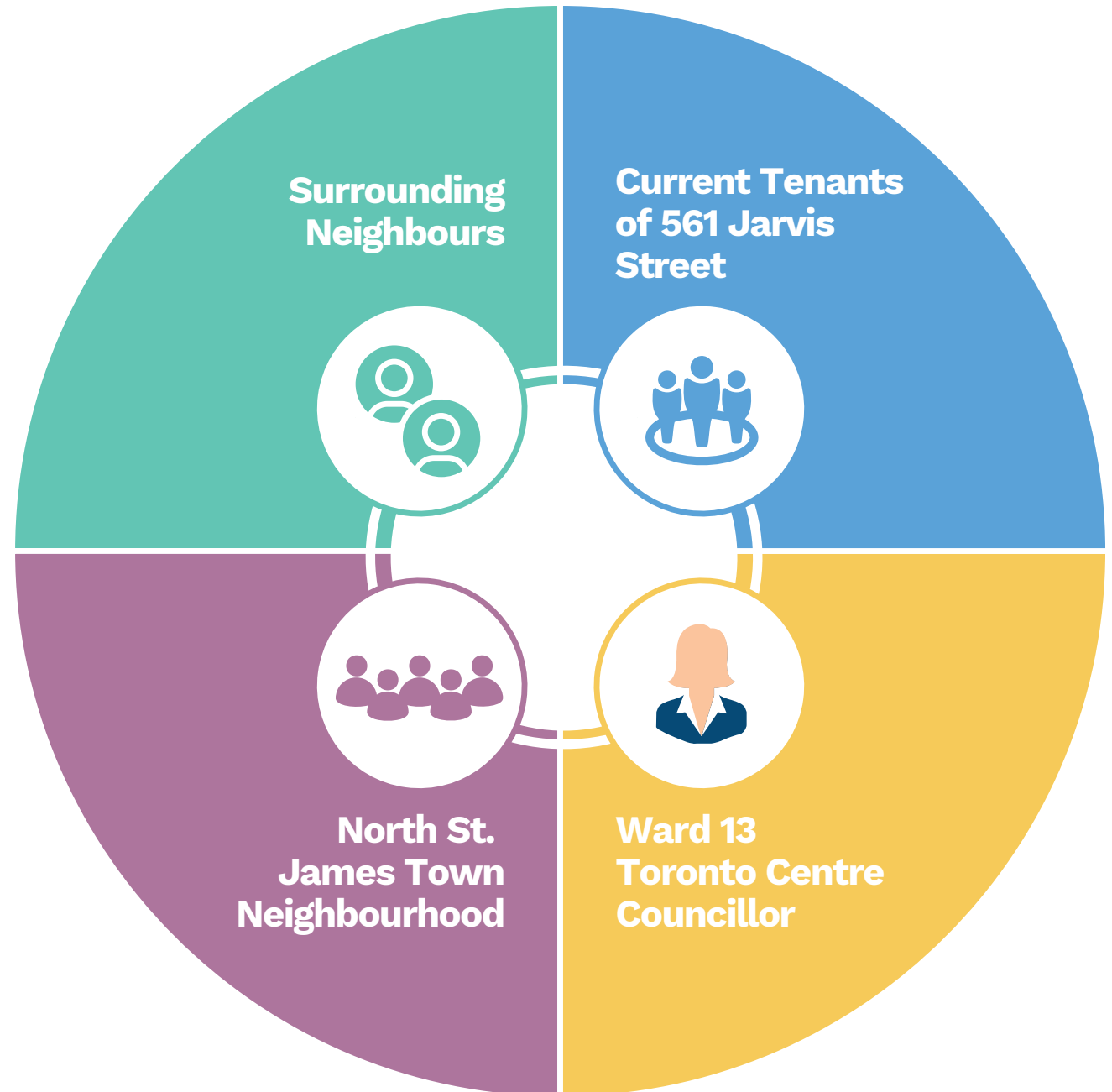
There are significantly more buildings that are 5+ storeys (**81%** of housing structures) in the **CT**, indicating the evolving built form context

*2021 data | **2016 data

Key Stakeholders

The project team has identified a series of key stakeholders who 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*



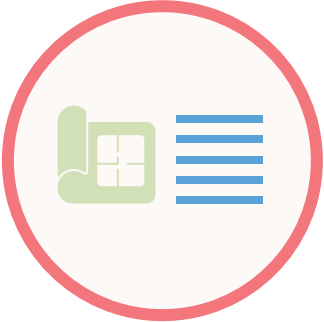
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List of Matters to be Addressed

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 setbacks



Existing Tenants
rental housing
replacement process



New Uses
proposed retail
at-grade



Transportation
proximity to TTC services
and cycling routes



Housing
unit types and tenure



Building Amenities
for existing and
future residents



**Site Access
and Parking**



**Construction and
project timeline**

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Communication & Consultation Strategy

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

Applicant's Tools



Communication with Existing Tenants



Applicant-led Tenant Meeting



Communication with Stakeholders



Project Website

Applicant's Public Consultation Tools

Communication with Existing Tenants

- All tenants of 561 Jarvis Street were delivered a letter in July 2022 which introduced the proposal, provided a timeline, and provided an introductory overview to the rental demolition and replacement process
 - A list of FAQ was provided to help answer initial questions, and a project email was listed for tenants to learn more, and provide questions or comments
- Letter distribution is an efficient way to share information with the existing tenants about the project and what it means for them, and to ensure they all receive the same information at the same time
- Tenants will receive communication updates in the future, and will be kept up-to-date throughout the process about the planning and rental housing application process



Applicant's Public Consultation Tools

Applicant-led Tenant Meeting

- An applicant-led tenant meeting will be scheduled in the near future, as a forum to gather questions and comments, and provide tenants with an additional outlet to further engage with the project team



Applicant's Public Consultation Tools

Communication with Stakeholders

- Neighbours directly surrounding the site were delivered letters in July 2022 notifying them of the application and invited them to meet with the applicant on an individual basis
- Future communications may be used to provide interested stakeholders 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 with other groups not listed in this report, but who convey a strong interest in being involved in the process



Applicant's Public Consultation Tools

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.561jarvis.com



City of Toronto Public Consultation Methods

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



Community Consultation Meeting



Tenant Meeting



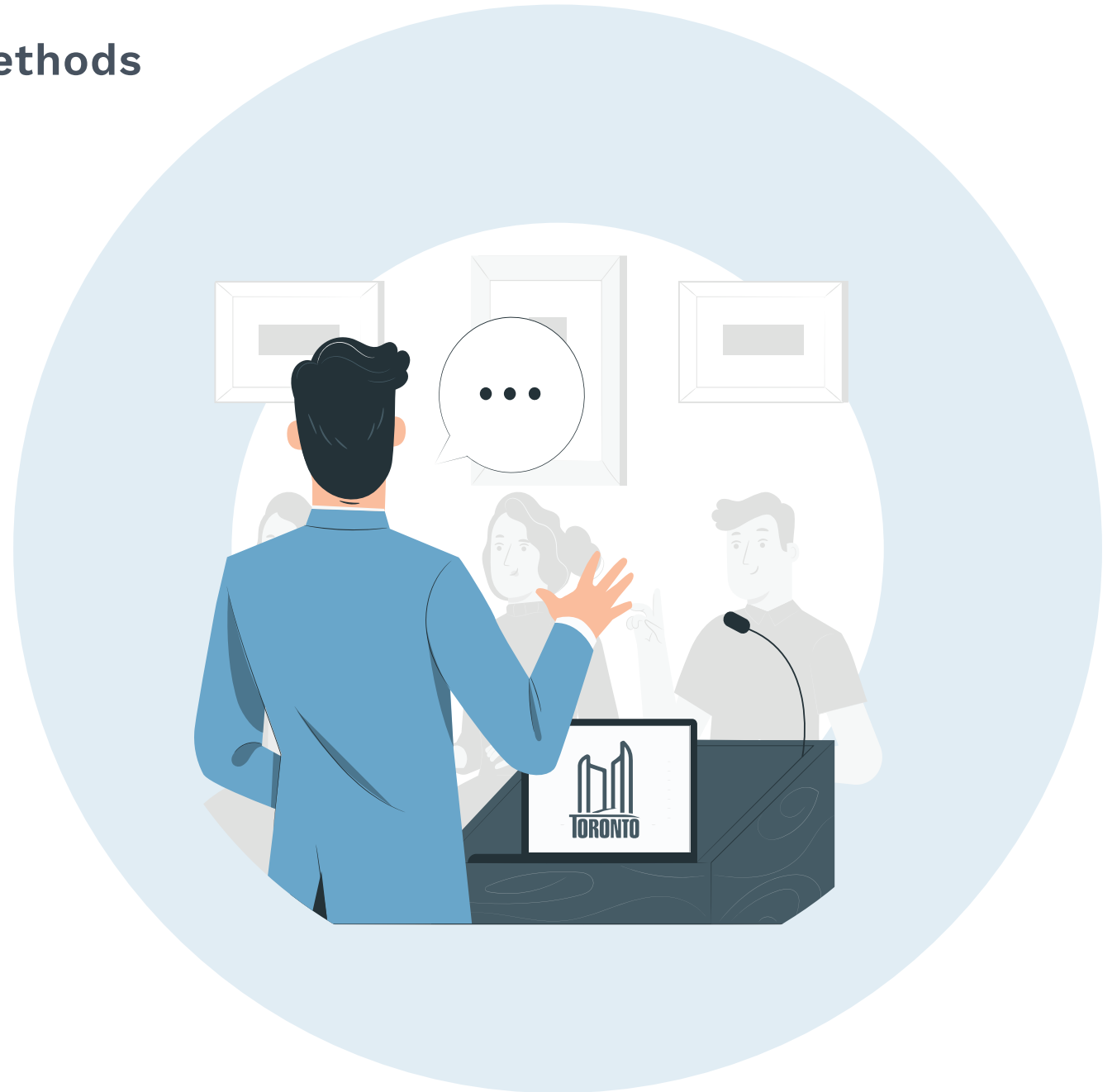
Application Notice Sign



Development Application Information Centre (AIC)



Statutory Public Meeting



City of Toronto Public Consultation Tools



Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons with 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)



Statutory Public Meeting

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



Tenant Meeting

- This meeting is for existing residential tenants to discuss the details of their Tenant Relocation and Assistance Plan, including the rental housing replacement process, and existing tenants' rights



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

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Feedback Evaluation

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 to maintain a consistent feedback loop with the public and interested stakeholders. At a 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

- Where feasible, the project team will explain how the collected feedback was incorporated into the proposal updates at future in-person or virtual community meetings

Public Consultation Strategy Report addendum

- The project team may include an addendum with a summary and an update on the feedback received at the time of a rezoning application resubmission



11 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 - Full Demographic Profile

*Available 2021 data

Socio-Economic Indicator	Census Tract 5350263.02	City of Toronto
Age*	0 to 14 years (Children)	11%
	15 to 24 years (Youth)	9%
	25 to 54 years (Working Age)	37%
	55 to 64 years (Pre-Retirement)	15%
	65+ years (Seniors)	28%
Median Household Income	\$75,232	\$65,829
Home Language	English	73%
	Non-Official	26%
	French	1%
	Visible Minority Population	33%
Top Non-English Home Languages	Serbian & Cantonese	Mandarin & Cantonese
Housing Structure Type*	Single-Detached House	15%
	Semi-Detached House	8%
	Row House	12%
	Duplex storeys	0%
	Apartment, less than 5 storeys	9%
	Apartment, 5+ storeys	56%
Housing Tenure	Own	69%
	Rent	31%
Main Mode of Commuting	Car	35%
	Public Transit	50%
	Walking	11%
	Bike	2%
	Other	2%
Household Size*	1-person	42%
	2-person	32%
	3-person	13%
	4-person	9%
	5 or more persons	3%
Educational Attainment	No certificate, diploma, degree	59%



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