175WYNFORD

PUBLIC CONSULTATION STRATEGY REPORT

175 Wynford Drive, Toronto, ON September 2020

Freed Developments & Fengate Asset Management

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INTRODUCTION

Freed Developments and Fengate Asset Management are submitting a Zoning By-law Application for their property at 175 Wynford Drive to allow for the development of 4 high-rise buildings. With over 5 acres of developable land adjacent to the future Eglinton Crosstown LRT, Don Valley Parkway, and Don Valley River, we see this site as a unique opportunity to build a project that is truly significant in its context. We hope that by creating a vibrant mixed-use development at 175 Wynford, we will contribute to the diverse and dynamic fabric of the neighbourhood.

The site is located at the northeast corner of the DVP and Eglinton Avenue East in the Banbury-Don Mills neighbourhood, within walking distance to the Don Valley Ravine system. It is currently occupied by the Don Valley Hotel, which does not reflect the current trends in today's hospitality industry. The hope with this new development proposal is to recreate the vibrancy the site once contributed to the neighbourhood.

This report outlines the strategy for consulting with the community throughout the development application review process. The primary goal is to ensure that the community has access to information and opportunities to engage.

THE SITE & NEIGHBOURHOOD



Neighbourhood

Banbury-Don Mills neighbourhood

According to the City of Toronto neighbourhood profiles, the site is located within the Banbury-Don Mills neighbourhood, but is also close to Victoria Village and Flemingdon Park.

Don Mills Residents Inc. Area 10

Divided into 13 areas with a designated representative for each area.

Concorde Wynford Area

Although this area is located in the Banbury-Don Mills neighbourhood, it functions as an isolated pocket defined by the TRCA ravine area to the north and east, the DVP to the west, and Eglinton Avenue East to the south. The Wynford Residents' Group is actively involved in supporting its community in this area.



Map 2: Neighbourhood Map







- Outdoor Amenity
 - 5,500 m²
- Indoor Amenity
 - 5,500 m²

- Parking
 - Vehicle parking
 - · Residental: 1,375
 - · Non-residential: 183
 - Bicycle parking
 - · 2,757

- New signalized intersection at Wynford Drive and north end of the subject site
- Centralized courtyard

KEY MESSAGES

The key messages provided here are meant to address a number of topics that will be of interest to stakeholders. The next section of this document contains a list of matters to be addressed during the consultation process that are connected to many of the key messages. These messages will change throughout the process as the proposal is modified to reflect feedback and further decisions that are made regarding some of the finer details.

175 Wynford Drive

- "The site is located at the northeast corner of the DVP and Eglinton Avenue East in the Banbury-Don Mills neighbourhood, within walking distance to the Don Valley Ravine system."
- "The site is currently occupied by the Don Valley Hotel and its surface parking lot."
- "This site is an ideal candidate for redevelopment due to its future proximity to higher order transit, large developable area, access to natural space surrounding the site, and the need for more mixed-use programming in the area."
- "The proposal contemplates a 4-tower scheme with heights of 45-54 storeys.
- "The central open space between the two sets of towers is a key design feature in facilitating connections for pedestrians and cyclists. This space will be central in welcoming visitors, area residents, and hotel users."

A Mixed-Use Development

- "This pocket of the Banbury-Don Mills neighbourhood is isolated from many neighbourhood amenities. Redeveloping this site will allow for new retail/commercial businesses to provide much needed services to both future residents of the site, as well as those already living in the area."
- "The retail and commercial uses that will be introduced at street-level will engage residents and visitors, provide additional shopping opportunities, and create a more interesting pedestrian experience."
- "Freed and Fengate are ready to listen to the community to get a better understanding of what is missing right now, and how they could help provide better access to community services and facilities."
- "A hotel use is proposed to come back as a part of the new development at 175 Wynford Drive."

Contributing to Exceptional Design & Public Realm

- "Freed and Fengate are dedicated to providing a unique architectural contribution to this neighbourhood, and on a larger scale to the City of Toronto. Our goal is for this development to become a landmark for the City and a neighbourhood hub for area residents."
- "With the site's location along two major arterials, Eglinton Avenue East and the DVP, we aspire to create buildings that community members and Torontonians are excited about."
- "There is a significant opportunity for public realm on the site to be improved. Through the introduction of residential, hotel, and other uses this proposal will elevate how people experience the site through thoughtful architecture and landscaping."
- "The existing built form context of the neighbourhood supports the opportunity for an urban redevelopment of the site. Our immediate neighbours at Accolade Condos and Delmanor-Wynford are also a part of this context, and will be taken into consideration when designing the new site."

Natural & Green Spaces

- "One of the focal points of the proposal is the large mid-block Courtyard. This central courtyard will combine landscape elements into an accessible, pedestrian-oriented public realm that is framed by the proposed base building elements and provides connection from Wynford Drive to Eglinton Avenue East."
- "Freed and Fengate have hired Claude Cormier + Associates, Landscape Architects, to create a design that celebrates and compliments the natural landscape of the area."
- "Landscape features and green space are important aspects of this project and will be critical in achieving design excellence."

Bringing People & Streets Together

- "The existing condition at the Don Valley Hotel does not create an inviting environment for walking or cycling. Redeveloping the site to be a place people want to visit will facilitate pathways for users of the site to move efficiently through the development and beyond."
- "Planned to be running by 2022, the Eglinton Crosstown LRT will stop right in front of the site, through the redevelopment we will be able to give people in the area access to the LRT stop through the site."
- "The Eglinton Crosstown LRT will also connect users to the planned Ontario Line, at the Science Centre stop located two stops west of the site."
- "Redesigning this site to include parking underground will improve pedestrian accessibility and safety, maximize our ability to provide services and amenities, as well as integrate the surrounding greenspace."
- "A new signalized intersection is proposed at the north end of the site to facilitate safer pedestrian, bicycle, and vehicular

LIST OF MATTERS TO BE ADDRESSED

passage to and through the site."

The following list represents our preliminary understanding of what stakeholders have identified in other area developments, unique qualities of the subject site, and areas of discussion in many development proposals. The list will be updated and modified accordingly based on stakeholder input, where we are in the process, and changes to the proposal. Many of the topics here are

Design & Built Form

- High quality architecture
- 4 towers

Don Valley Hotel

 A hotel use is proposed to return to the site in the southwest tower

Mix of Uses

 Consultation with City Planning Staff, Ward Councillor, and the community will help inform how Fengate and Freed program the building

Parking, Traffic, and Public Transit

- Significant change is coming to the area with the opening of the Eglinton Crosstown LRT. Discussing how this will support the redevelopment of the site with stakeholders will be a focus of the transportation discussion
- Vehicle traffic in this area has always been a top priority in discussions surrounding development and will continue to be something addressed throughout the application process

Green Space

- Outdoor amenity space accessible to the community will be included in the proposal
- The central courtyard will be a key design element providing green space on site

Development Application Process & Timelines

- Getting a rezoning approval is a lengthy process, and there are many steps before a decision can be made
- Following the first submission the formal review process begins with City Staff, the Councillor, and the community

PURPOSE OF CONSULTATION & DESIRED OUTCOMES

also described in the key messages section, these messages are based off the proposal in its current form and will also be updated throughout the process accordingly.

The purpose and desired outcomes of the Public Consultation Strategy Report are described by the City's Terms of Reference as getting the applicant to think about:

- How to build trust in the area impacted by the proposal
- · Who the audience or public is who will be

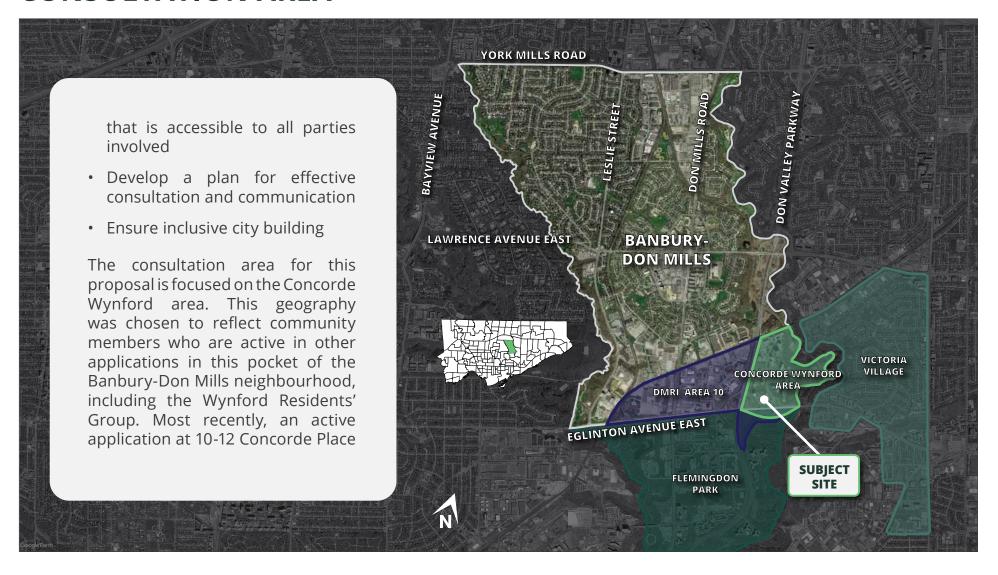
impacted by the proposal

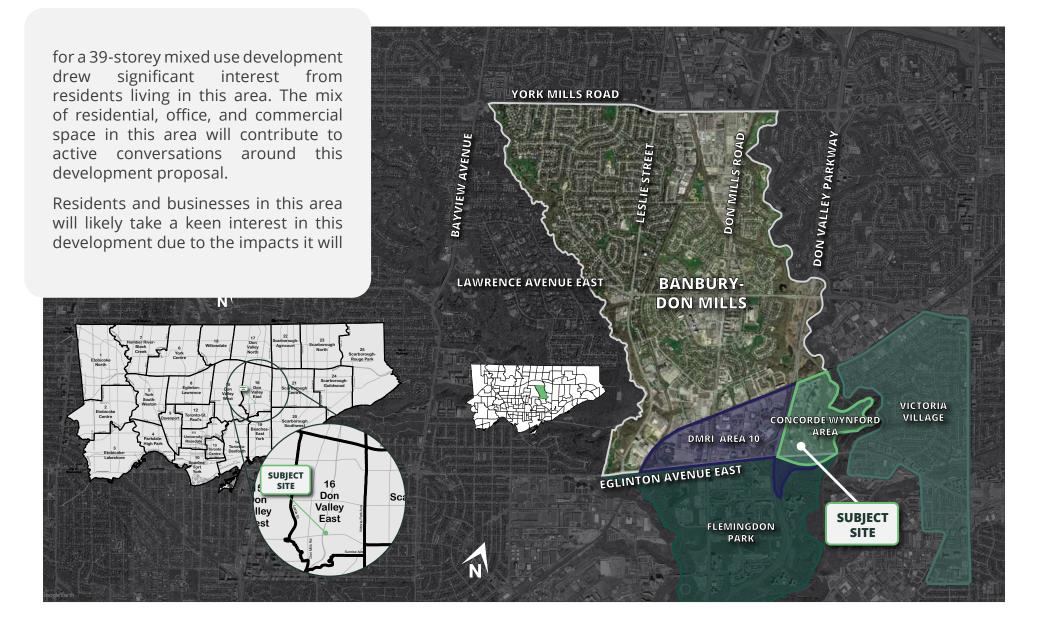
 Ensuring that the public's voice is heard, evaluated and recorded as part of the Development Application review process

In addition to the goals outlined by the City, Freed and Fengate see the strategy outlined in this report as an opportunity to:

- Understand the interests and priorities for stakeholders regarding the redevelopment of 175 Wynford
- Work with stakeholders to develop a process

CONSULTATION AREA





AUDIENCE

have on their built and social environments. Other areas that will be taken into consideration during the consultation process include:

• Banbury-Don Mills/Victoria Village/Flemingdon Park neighbourhoods

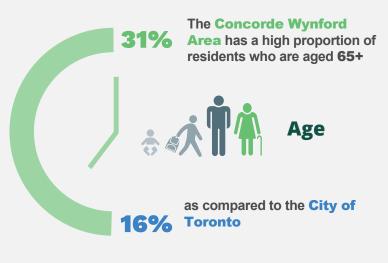
Demographics

Ward 16 Don Valley East

The audience for consultation was created based on the consultation area identified in the previous section as well as reviewing the demographics of the area. This demographic information helps to inform a consultation process that responds to the immediate residents of the area.

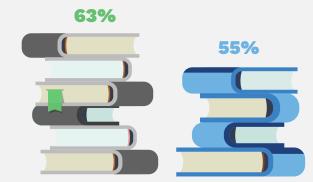
The Banbury-Don Mills neighbourhood represents a large area of North York. For the purposes of understanding the demographics of those who may be interested in the consultation process for this project, we looked at a more local





Education

The Concorde Wynford Area has a higher proportion of residents who have completed Post-Secondary Education



Language

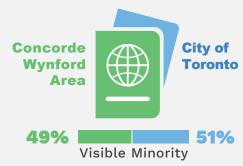
In the Concorde Wynford Area, there is a higher percentage of residents who's **Home Language** is English (67% compared to 64%)

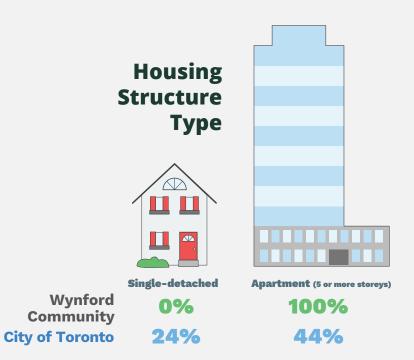


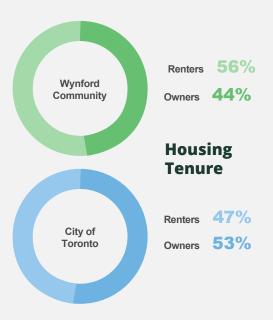
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In the Concorde Wynford Area, there is a lower percentage of residents who's Home Language is not an official language (22% compared to 26%)

Identity







In the **Wynford Community** there is a higher percentage of renters (56% compared to 47%)

Number of	بكك				+
Bedrooms	No Bedrooms	1-Bedroom	2- Bedroom	3-Bedroom	4+ Bedrooms
Wynford Community	0%	35%	55%	10%	0%
City of Toronto	2%	28%	28%	24%	17%

Household Size



The **Wynford Community** has a smaller average **household size** than the City, with 47% of residents living in 1-person households (compared to 32% for the City)

Stakeholder Groups

level including a summary of the Census Tract for the site.

The following graphic outlines the demographic differences for the Census Tract, which covers most of the Concorde Wynford area, in comparison to the City of Toronto. The detailed demographic table is provided in the Appendix. All data was derived from Statistics Canada Census of Population, 2016.

Our initial list of stakeholders is meant to represent those who work on the site, have been active in the area in regard to other developments, who live close by, and/or represent the area the site is located within. This list will grow as the formal consultation process begins and is not meant to be a comprehensive list of all those who might be interested in the proposal.

- Don Valley Hotel Employees
- Accolade Condos
- Delmanor Wynford
- Ward 16 Don Valley East Councillor

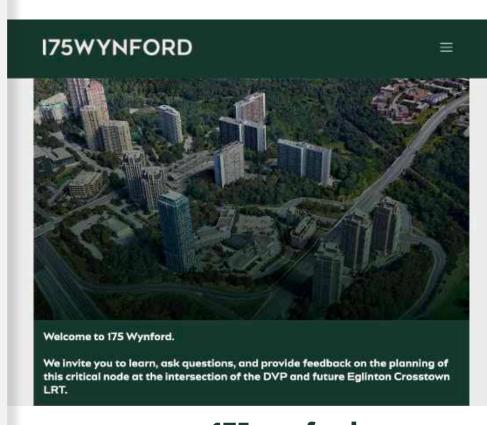
COMMUNICATION & CONSULTATION STRATEGY TOOLS, METHODS, & TECHNIQUES

Project Website

- City of Toronto Staff
- · Wynford Residents' Group
- Don Mills Residents Inc. Area 10
- Area residents

<u>What:</u> A project website dedicated to informing stakeholders about the proposal at 175 Wynford. It is a central location where anyone interested in the project can have access to:

- 1. Application materials
- 2. Project statistics
- 3. Development principles
- 4. The project team (info@175wynford.com)
- 5. Timelines
- 6. Details on upcoming consultation events



Where: www.175wynford.com

Stakeholder Discussions - Online Information Session(s)

When: the website launched in August 2020

How: over the course of the development application review process, this website will be updated with new information as it becomes available by the project team.

Who: available to anyone interested in learning about the project

<u>What:</u> an information sharing event where community members were invited to ask questions prior to the event as well as during the presentation.

When: September 10, 2020

Where: Livestorm Webinar Platform

How: A mailer inviting the community living within ~1 km of the subject site was delivered ~2 weeks prior to the event. Anyone with the link was welcome to join. If future online webinars are hosted, a similar delivery method could be used. The project website is the main distributor of information regarding engagement opportunities.

Who: available to anyone interested in learning about the project

Next: additional opportunities to have discussions with various groups who are interested in the proposal will be available following submission of the rezoning application. The format and timing of these opportunities will be determined in consultation with interested stakeholders. Options include:



City of Toronto

- Additional Online Information Sessions
- Working Group(s)
- Targeted Stakeholder Meetings
- Open House(s)
- Update Letters
- 1. Application Information Centre
 - Once the application is submitted, the City Planner on the file will post all of the application materials to the City's Online Development Application Centre. These materials will also be posted on the project website www.175wynford.com
- 2. City Planner & Councillor
 - Contact the City Planner on the file to submit your feedback and ask questions
- 3. Development Application Notice Sign
 - The applicant is required to install a development application notice sign to notify the community of the application and statutory public meeting
 - The sign will be posted in prominent locations on each edge of the property where applicable
- 4. Community Consultation Meeting
 - Organized by City Planning Staff in consultation with the Ward Councillor to consult with those who are interested in the proposal. Notification will

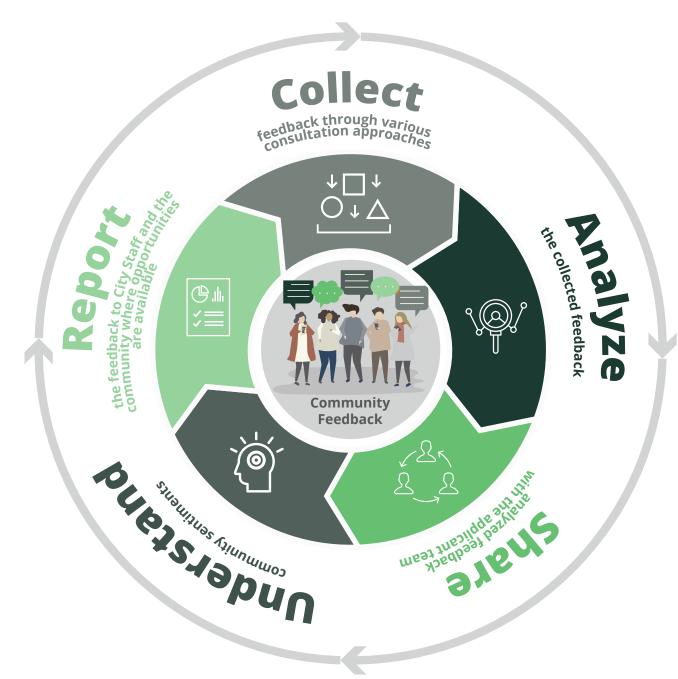
EVALUATION

be sent by the City to residents/ landowners surrounding the site. The project team will be involved to help coordinate the meeting

5. Statutory Public Meeting

 Held at the end of the City process, when a decision is to be made by North York Community Council regarding the proposal

Throughout the development application review process, we will continue to collect feedback through our project website, the City Planner, Councillor, and other engagement



APPENDIX: FULL DEMOGRAPHIC PROFILE

onnortunities such as the Online	e Information Session hosted in S	Sentember	
Socio-Econo	mic Indicator	Concorde Wynford Area (Census Tract 5350263.04)	City of Toronto
Age			
	0 to 19 years	11%	20%
	20 to 39 years	26%	31%
	40 to 64 years	31%	33%
	65+ years	31%	16%
Home Language	•		
	English	67%	64%
	Non-Official	22%	26%
	French	1%	1%
Housing Structure Type			
	Single-Detached House	0%	24%
	Semi-detached	0%	6%
	Row House	0%	6%
	Duplex	0%	4%
	Apartment <5 storeys	0%	15%
	Apartment 5+ storeys	100%	44%
Household Size	· · · · · · · · · · · · · · · · · · ·	1.8	2.4
	1-person	47%	32%
	2-person	34%	30%
	3-person	12%	16%
	4-person	5%	13%
	5 or more persons	2%	9%
Number of Bedrooms			
	No bedrooms	0%	2%
	1-bedroom	35%	28%
	2-bedroom	55%	28%
	3-bedroom	10%	24%
	4 or more bedrooms	0%	17%
Housing Tenure			
_	Owners	44%	53%
	Renters	56%	47%

Socio-Economic Indicator	Concorde Wynford Area (Census Tract 5350263.04)	City of Toronto
Median Household Total Income	\$64,981	\$65,829
Visible Minority	49%	51%
Education		
No certificate, diploma, or degree	8%	16%
High school diploma	24%	24%
Apprenticeship or trades	4%	4%
Postsecondary certificate; diploma or degree	18%	16%
College; CEGEP or other non-university certificate or diploma	4%	3%
University certificate or diploma below bachelor level	26%	23%
Bachelor's Degree or Higher	15%	13%

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