

Public Consultation Strategy Report

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**70 & 86
Lynn Williams Street**
City of Toronto

Prepared For
Shiplake LTD.

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Job Number 1825-1

Table of Contents

Introduction	1
Goals and Outcomes	2
Current Site and Context	3
Proposal Highlights	7
Key Messages	8
Scope of Consultation	11
Audience	12
List of Matters to be Addressed	15
Communication & Consultation Strategy	16
Sharing Feedback	20
Conclusion	21
Appendix A: Demographic Profile	A1

Introduction

This Public Consultation Strategy Report has been prepared on behalf of Shiplake LTD. ('The Applicant') in support of their Zoning By-law Amendment application to the City of Toronto for the address municipally known as 70 & 86 Lynn Williams Street ('The Site'). Currently, the site is occupied by a former 2-storey industrial warehouse building, the southern half of which is designated heritage, and surface parking. The proposal would be in alignment with the built form of the neighbourhood and respect the heritage portion of the site.

The Applicant is proposing to demolish the northern portion of the existing warehouse, to allow for a new 43-storey mixed-use building. Their vision is to add complementary uses to the neighbourhood and enhance the site with a unique design and significant public realm improvements.

Throughout the course of the development application process, the Applicant will work with the Councillor, City Staff, nearby residents, interest groups, and their project team to support the public consultation process for this proposed development.



Goals and Outcomes

The Applicant has four goals and associated desired outcomes when engaging and consulting with interested parties and the public:



Current Site and Context

The Site

The site is currently occupied by the former A.R. Williams Machinery building that was constructed in the late 1920s. While the building may appear to be one property, it is comprised of two municipal addresses with different defining characteristics:

86 Lynn Williams: North building

- Currently underused and vacant
- Not listed or designated on the heritage registry
- Subject of this development application

70 Lynn Williams: Surface parking area

- Currently underused and vacant
- Not listed or designated on the heritage registry
- Subject of this development application

80 Lynn Williams: South building

- Currently being used as office space
- Listed building on the heritage registry
- Not included as part of this development application



The Neighbourhood

According to the City of Toronto's 2022 Neighbourhood Profiles, the subject site is located in the **Fort York-Liberty Village** neighbourhood. The City is currently undertaking a Public Realm and Community Services and Facilities Study within the neighbourhood (The Liberty Village Study Area) to address the need for more open space and community services and facilities resulting from significant residential and commercial growth.

Legend

- Fort York-Liberty Village Neighbourhood
- Liberty Village Study Area



Public Amenities

The site is located in the eastern portion of Liberty Village in the Fort York-Liberty Village neighbourhood, which is characterized as a mixed-use residential area with good access to public spaces and amenities such as parks and arenas.








Legend

- Park
- Recreation Centre
- Fort York-Liberty Village Neighbourhood
- Liberty Village Study Area

Transportation









The site is well connected to different modes of transportation, such as buses and streetcars. A new GO station, the King/Liberty SmartTrack Station, is planned to be located on the Kitchener GO Rail Corridor. In addition, there will be a terminus for the future Ontario Line at Exhibition Station, located within the Liberty Village neighbourhood.

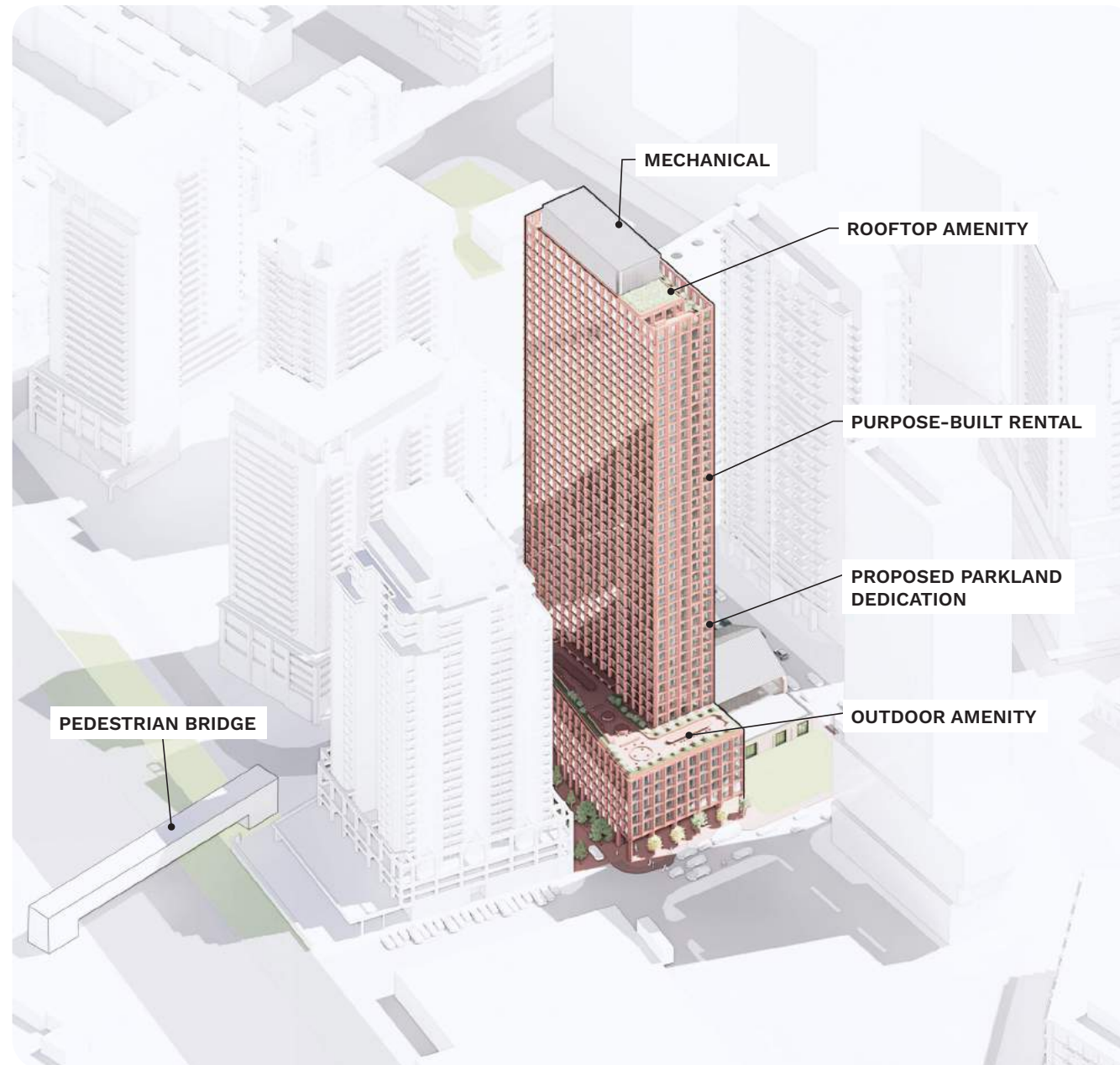
Legend

-  GO Line
-  Planned GO/RER Station
-  Ontario Line
-  UP Express
-  TTC Streetcar







Proposal Highlights

-  **43 Storeys** in Height
-  **785 m²** Community-oriented Retail Space
-  **Mixed-Use** Building
-  **1,285 m²** Outdoor Amenity Space
-  **1,186 m²** Indoor Amenity Space
-  **704** Bicycle Parking Spaces
-  **110** Vehicular Parking Spaces
-  **264 m²** Public Park



588 Purpose-Built Rental Units

-  **56 (9%)** Studio Units
-  **387 (66%)** 1-Bedroom Units
-  **86 (15%)** 2-Bedroom Units
-  **59 (10%)** 3-Bedroom Units

Key Messages

We have developed several key messages to help provide clarity around various components of the proposal. To help break down these components, we have organized the key messages into themes. These messages are meant to address some of the frequently asked questions typically received during the development application review process for similar projects. This set of messages serves as a living document, which will continue to evolve as the proposal advances through the application process



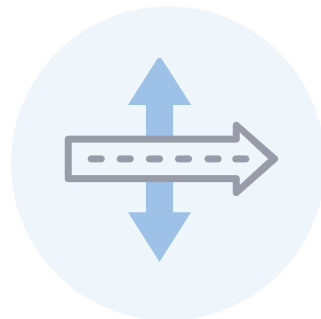
Shiplake Ownership
& History



Providing Much Needed
Purpose-Built Rental Housing



Animated Commercial
Space & Connectivity



Enhanced Transit Access



Public Realm & Design



Shiplake Ownership & History

“Shiplake has had long-term ownership and history in Liberty Village, and the redevelopment of this site is important to them. They look forward to continuing their presence in the neighbourhood.”

“With an elevated design comes greater quality. Shiplake has always strived for superior design and quality for all of their projects across Toronto. Having built many rental apartment buildings across Toronto, their experience and success makes them the ideal applicant to provide a one-of-a-kind mixed-use residential building in Liberty Village.”



Providing Much Needed Purpose-Built Rental Housing

“The proposed development features a 43-storey, mixed-use rental apartment building, located on the north side of the property.”

“The 588 residential units in the building will be purpose-built rental, supporting the much-needed stock of rental housing in the City and area.”

“The proposal includes demolition of the northern half of the existing building to allow for the residential tower. The south portion of the property is under a separate ownership and will be retained as a heritage element of the neighbourhood.”

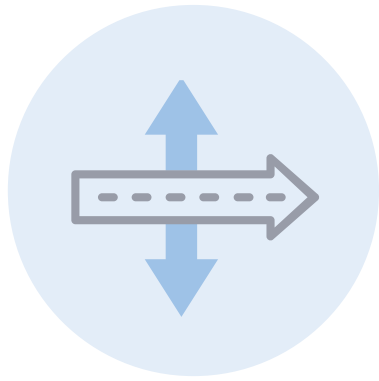
“The tower portion of the building along the east-west private road steps down to 6-storeys and provides a 25-metre separation distance from the tower at 125 Western Battery Road to the north. The base element of the building along the northern and western edge of the property aids in transitioning toward the low-rise commercial structures to the west of the site.”



Animated Commercial Space & Connectivity

“The proposal includes community-oriented retail space at street-level that will integrate seamlessly into the area and further bolster a lively commercial scene.”

“A mid-block connection of 4.0 metres will run along the south property line connecting the private road to the west and Western Battery Road to the east. The mid-block connection will emphasize the industrial heritage of the site and improve site permeability for pedestrians.”



Enhanced Transit Access

- “The King Liberty pedestrian bridge that connects Western Battery Road and King Street West, will provide easy access for the future patrons of the retail space and residents to the 504 King Streetcar and King West neighbourhood.”
- “There will be a new GO station located along King Street West, between the north and south sides of the existing rail corridor, with access to the Kitchener GO Rail line.”
- “The site is located a 7-minute walk to the Exhibition GO station, connecting commuters to all stops along the Lakeshore GO Rail line.”
- “The site is very close to both the Wellington Street West/Douro bicycle path, which connects riders to several other routes downtown, as well as the Strachan Avenue bicycle path which runs southward to Coronation Park and along Lake Shore Boulevard West.”



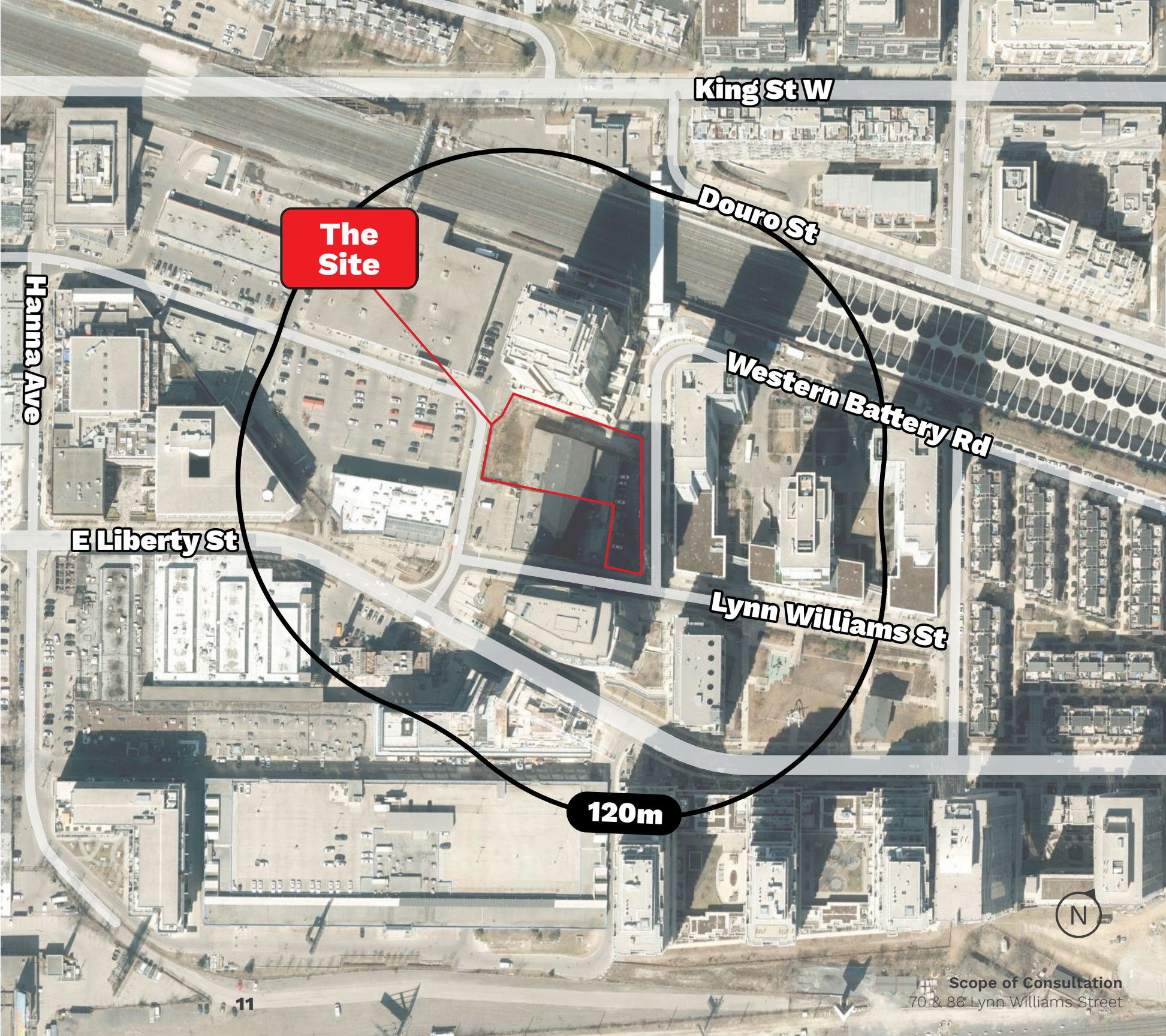
Public Realm & Design

- “The new public park will be 264 m² in size and will be located on the southeast corner of the site, offering accessible greenspace to residents and their neighbours.”
- “The current public realm directly surrounding the site is in need of improvements. The proposal will activate the street on all three frontages thereby increasing pedestrian and vehicular permeability. The nature of the street-level design is focused on a welcoming pedestrian environment for patrons of the retail space, residents, and the public.”
- “The proposed building is being designed to be sensitive to the site’s layout, features, and surroundings, in particular the retention and conservation of the heritage building on the southern portion of the site.”
- “In addition to the heritage building, the pedestrian experience along Lynn Williams Street will be enhanced with new public parkland as well as other street frontages with modern walkways and street plantings, where appropriate.”
- “The proposed development includes various sustainability measures with geothermal capabilities; Shiplake is aiming for Tier 2 of the Toronto Green Standards.”

Scope of Consultation

Area of Impact

The Applicant has identified the proposal's geographic area of impact as a 120-metre radius around the subject site, which is the minimum notification area as prescribed by the *Planning Act*. The area of impact captures the populations who would be directly and indirectly affected by the proposal, including adjacent neighbours and businesses, as well as existing onsite businesses. The radius of the scope of consultation may be adjusted based on discussions with the Councillor's Office and City Staff.



Audience

The audience for this consultation process has been developed based on our understanding of the site and its immediate surroundings. It is further defined by the Fort York-Liberty Village neighbourhood demographics, which shape the overall consultation process. Through this research, the Applicant understands who is living in the neighbourhood, which informs the engagement process.

Demographics

Key findings from the demographic profile for **Census Tract 5350005.00** ('CT'), which covers the site, have been compared to the **City of Toronto** ('City') and outlined below. A comprehensive demographic table can be found in Appendix A at the end of this document. This information was derived from the 2021 Statistics Canada Census.

Median Household Income



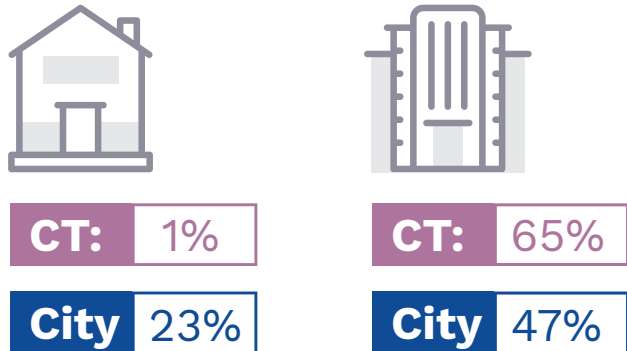
The Census Tract shows a much lower household income average than the City of Toronto average

Language Spoken Most Often at Home (English)



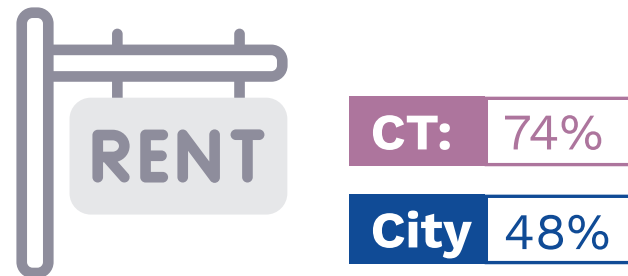
The Census Tract shows a higher percentage of those who speak English at home, compared to the City of Toronto average

Housing Structure



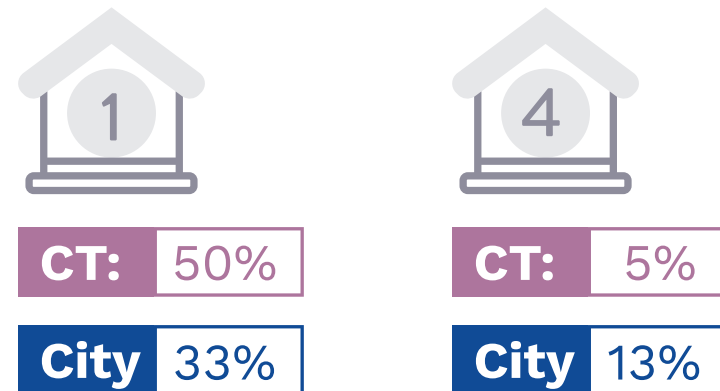
The Census Tract shows a much lower percentage of single-detached houses, and many more 5+ storey apartment buildings, compared to the City of Toronto average

Housing Tenure (Renters)



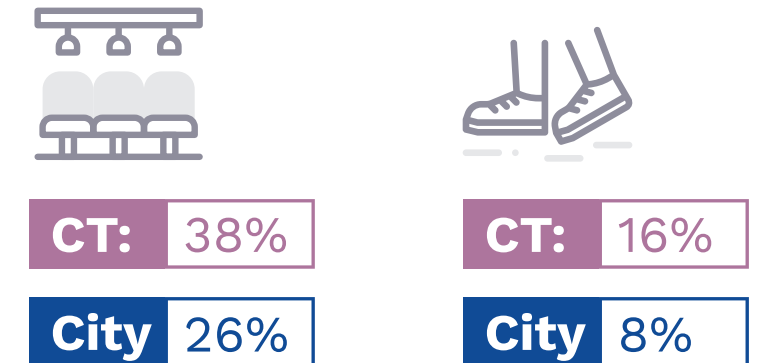
The Census Tract has a much higher percentage of those who rent their homes, than the City of Toronto

Household Size



The Census Tract shows a much higher percentage of 1-person households, and far fewer 4-person households, compared to the City of Toronto

Main Mode of Commuting



The Census Tract has more people who use public transit, and walk, as their main forms of commuting, compared to the City of Toronto

Interest Groups

In addition to the broader public and Fort York-Liberty Village neighbourhood, the Applicant aims to consult and engage with a series of key neighbourhood stakeholders as a component of the entire community consultation process. Thus far, the following local stakeholders have been identified as those who may wish to be involved in the process.



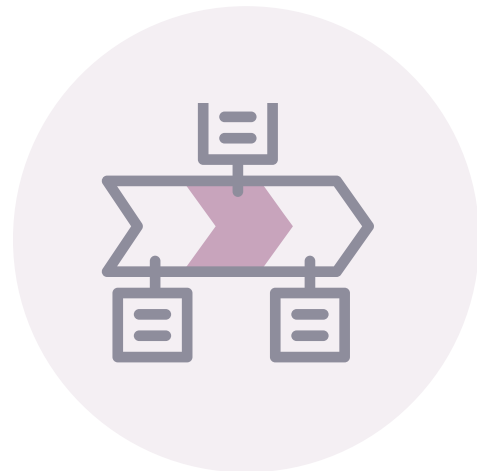
List of Matters to be Addressed

The following list outlines the various topics that may be brought forward for discussion and consultation related to the proposal. This list will evolve as the formal consultation process begins following the first submission of the application.



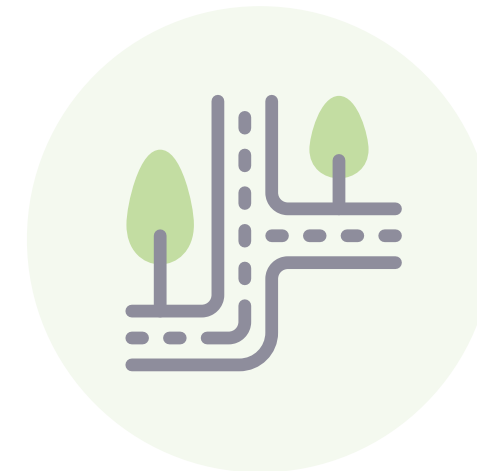
Proposal Details

- Project Context
- Project Description
- Design & Built Form
- Residential & Non-Residential Uses
- Heritage



Application Process

- Development Application Process
- Estimated Timelines
- Consultation Process & Opportunities



Connectivity and Public Realm

- Public Realm Improvements
- Transportation, Traffic & Parking

Communication & Consultation Strategy

Tools Methods and Techniques

The consultation tools and tactics listed here are meant to provide a number of options for stakeholders to stay informed and get involved. The Applicant will endeavour to support City Staff and the Councillor’s Office in the implementation of each engagement approach.



Dedicated Project Email & Website



Meetings with Organized Groups



Notice Sign



Community Consultation Meeting



Statutory Public Meeting

Dedicated Project Email & Website



What?

A dedicated project website will help serve as a central source for consistent messaging, updated information, and feedback collection for community members. Building off of the website, a project email will create a dedicated and direct channel for the public to directly engage with a member of the project team for project-related inquiries.

Project Website: www.86lynnwilliams.com

Project Email: info@86lynnwilliams.com

Who?

- Open to anyone in the public who is interested in learning more about the project

Meetings with Organized Groups



What?

An opportunity to collaborate with key interest groups in small group meetings (as needed) for more pointed communication, consultation, and feedback. Through these discussions, the Project Team can get more detailed feedback that can be more easily incorporated into potential revisions to the proposal

Who?

- Ward 10 Councillor – Spadina-Fort York
 - Adjacent neighbours
- Liberty Village Residents' Association
 - Liberty Village BIA

The Applicant hosted meetings with condo boards of neighbouring buildings in August and September 2023.

Notice Sign



What?

A development 'Notice' sign will be posted shortly after the application has been submitted and the City has deemed it complete. The sign will contain contact information for the City Planner who is assigned to the project. The sign will also include instructions on how to access the submitted application material which is found on the City's Development Application Centre.

Who?

- Available to members of the general public

Community Consultation Meeting



What?

A Community Consultation Meeting (CCM) will be scheduled, and residents that live within 120 metres of the subject site will receive a notice from the City detailing information about the CCM. During the meeting, members of the Applicant team will present a summary of the proposal, listen to feedback, and answer any questions from members of the public in attendance.

Who?

- Open to all members of the public
- Residents within 120 metres of the Site
 - Ward 10 Councillor

Statutory Public Meeting



What?

The Statutory Public Meeting will take place at Toronto and East York Community Council. This meeting will provide the public with another opportunity to share their feedback and commentary on the proposal. Information regarding the Statutory Public Meeting will also be included on the Notice sign and residents living within 120 metres of the subject site will receive a mailed letter from the City detailing the meeting location, date, and time.

Who?

- Open to all members of the public
- Residents within 120 metres of the site

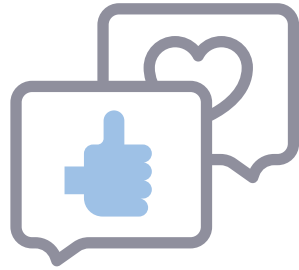
Summary of Pre-Application Consultation

ENGAGEMENT METHOD	PURPOSE	KEY QUESTIONS & COMMENTS RECEIVED	OUTCOME / IMPACT ON PROPOSED DEVELOPMENT
<p>Meeting with 125 Western Battery Road Condo Board</p> <p>A virtual meeting was hosted by the Applicant on September 20, 2023</p>	<ul style="list-style-type: none"> • Inform members of the condo board about the development application and proposal highlights • Listen to feedback, and respond to questions and comments • Respond to questions of clarification raised by the condo board with regards to the proposal 	<p>Height & Density</p> <ul style="list-style-type: none"> • Concerns about the height of the building <p>Mixed-Use Building</p> <ul style="list-style-type: none"> • Question about the proposed use of the podium and comment about the need for services in the neighbourhood <p>Privacy & Separation Distance</p> <ul style="list-style-type: none"> • Concerns over distance from 125 Western Battery Road building and proposed building <p>Site Adjacency</p> <ul style="list-style-type: none"> • Question regarding view for existing residents facing the site <p>Traffic & Pedestrian Safety</p> <ul style="list-style-type: none"> • Concern that the throughway will receive a lot of traffic <p>Engagement</p> <ul style="list-style-type: none"> • Request that the condo board is kept abreast future iterations of the proposal 	<p>As part of the application submission, a series of reports and studies have been conducted and have found that the proposed development can be developed in accordance with the City of Toronto guidelines in this respect. These reports will be reviewed by the City, and as part of the City’s review process these findings will be confirmed.</p> <p>The desire for community uses in the podium were noted by the Applicant. At the time of application, the western portion of the ground floor is intended to provide retail space.</p> <p>The proposed building conforms with the built-form policies of the Official Plan and considers the surrounding and existing built for context. In this regard, a Block Context Plan (BCP) has been prepared as part of the application and demonstrates that the proposed development would not result in any unacceptable light, view or privacy impacts on adjacent buildings and properties.</p> <p>The Applicant has noted the concern about the use of the proposed throughway and will review methods to reduce automobile traffic. An Urban Transportation Consideration Report was submitted as part of the application and contains a Transportation Impact Study. The study evaluates the traffic impacts of the development of the study area transportation network, and assess the proposed parking supply, loading arrangement and site plan.</p> <p>Throughout the planning and engagement process, the Applicant will continue to have discussions with the community, including the 125 Western Battery Road condo board.</p>

ENGAGEMENT METHOD	PURPOSE	KEY QUESTIONS & COMMENTS RECEIVED	OUTCOME / IMPACT ON PROPOSED DEVELOPMENT
<p>Meeting with 150 East Liberty Street Condo Board</p> <p>A virtual meeting was hosted by the Applicant on August 29, 2023</p>	<ul style="list-style-type: none"> • Inform members of the condo board about the development application and proposal highlights • Listen to feedback, and respond to questions and comments • Respond to questions of clarification raised by the condo board with regards to the proposal 	<p>Design</p> <ul style="list-style-type: none"> • Request that the pet relief area be located more visibly <p>Wind</p> <ul style="list-style-type: none"> • Concerns about wind effects <p>Purpose-Built Rental</p> <ul style="list-style-type: none"> • Question about whether the building will be purpose-built rental and whether it will be rent-controlled <p>Heritage</p> <ul style="list-style-type: none"> • Question about retention of historical building and its use <p>Parking, Traffic & Congestion</p> <ul style="list-style-type: none"> • Comment about existing traffic and concern that the proposed development will add more traffic to the area • Question about underground parking and whether it is necessary to have so many parking spots • Desire for more traffic signals in the area <p>Mix of Uses / Community Uses</p> <ul style="list-style-type: none"> • Desire for a community centre, parks, shopping areas, or other kind of amenities • Desire for adjacent site (80 Lynn Williams Street) to be used as something other than residential use 	<p>The Applicant has noted the request for the pet relief area to be located more visibly on the site and will look assess whether this is feasible.</p> <p>The Applicant has included a Pedestrian Wind Assessment as part of the application. The findings of the report indicate that the wind conditions on-site are generally predicted to be windier in the winter months compared to existing wind conditions. Wind mitigation measures are anticipated and will be improved through future resubmissions of the application.</p> <p>The proposal is for a purpose-built rental building, and will include 588 new rental dwellings.</p> <p>The building on 80 Lynn Williams Street is a ‘listed’ building on the City of Toronto’s Heritage Register. The atrium will function as a mid-block connection between the proposed podium building and the heritage warehouse.</p> <p>The Transportation Impact Study that was submitted as part of the application concludes that the parking supply is appropriate. However, the Applicant has noted the concern about proposing 110 vehicular parking spaces, given the site’s proximity to higher-order transit, bike and car-share facilities.</p> <p>The proposal includes a public park at the southern portion of 70 Western Battery Road. There is also a proposed mid-block connection between the podium building, which would contain the retail space, and the retained heritage warehouse. 80 Lynn Williams Street does not form part of the subject site and is under a different landownership.</p> <p>City Staff are conducting an analysis of amenities and facilities adjacent the site.</p>

Note: The communications and engagement listed above occurred over the course of August and September 2023

Sharing Feedback



Evaluating Feedback

Throughout the engagement process for this proposal, information collected from the various communications tools and methods will be summarized to reveal recurring topics and themes. Feedback collected through the project email, project website, City Planner, Councillor, and conversations with interest groups will inform future iterations of the proposal, when possible.



Reporting Back

After feedback has been analyzed and summarized, a number of tools may be used to report back to the public and various interest groups. These tools could include regular updates to the project website, and communications with members of the public. In addition, at the start of each public or interest group meeting, a member of the project team will endeavour, where appropriate, to provide an update on the proposal and what feedback was received.

Conclusion

This Public Consultation Strategy Report has been prepared by Bousfields Inc. for Shiplake LTD. in support of their Zoning By-law Amendment application at 70 & 86 Lynn Williams Street, Toronto.

The report describes in detail the purpose of consultation, the key messages, list of matters to be addressed, the audiences for the consultation, the area of impact, and proposed methods of communicating and consulting with interested stakeholders and the public. Given that this report is being submitted with the initial planning application, upon request, the Applicant can provide updates to the document through subsequent revised submissions as well as provide a summary of the public consultation at the conclusion of the consultation period. Bousfields and the Applicant welcome the opportunity to discuss the contents of this report with either the Councillor's Office or City Staff in both developing and furthering our engagement approach.



Appendix A: Demographic Profile

Socio-Economic Indicator		Census Tract 5350005.00	City of Toronto
Age	0-14 years	9%	14%
	15-24 years	10%	11%
	25-64 years	67%	58%
	65+ years	12%	17%
Educational Attainment	No Certificate, Diploma, Degree	9%	9%
	High School	21%	19%
	Apprenticeship or Trades	3%	3%
	College, CEGEP, Other	17%	17%
	University Below Bachelor Level	2%	3%
Bachelors' Degree or Higher	49%	49%	
Median Household Income		\$66,000	\$84,000
Language Spoken Most Often at Home	English	77%	66%
	French	1%	<1%
	Non-Official	17%	26%
	Multiple	5%	7%
Top 3 Non-English Home Languages		Tibetan, Polish, Vietnamese	Mandarin, Cantonese, Tagalog
Immigration	Born in Canada	58%	48%
	Top Places of Birth	India, Philippines, Vietnam	Philippines, China, India
Visible Minority Population		48%	56%
Housing Structure Type	Single-Detached House	1%	23%
	Semi-Detached House	1%	6%
	Row House	8%	5%
	Duplex storeys	4%	4%
	Apartment, less than 5 storeys	24%	14%
	Apartment, 5+ storeys	65%	47%
Housing Tenure	Own	26%	52%
	Rent	74%	48%
Household Size	Average persons per household	1.8	2.4
	1-person	50%	33%
	2-person	32%	30%
	3-person	11%	15%
	4-person	5%	13%
	5 or more persons	3%	8%
Main Mode of Commuting	Car	35%	61%
	Public Transit	38%	26%
	Walking	16%	8%
	Bike	6%	2%
	Other	4%	3%

* Information from Statistics Canada 2021 Census Profile.

