

60
Balliol

Public Consultation Strategy Report

60 Balliol Street & 33 Davisville Avenue

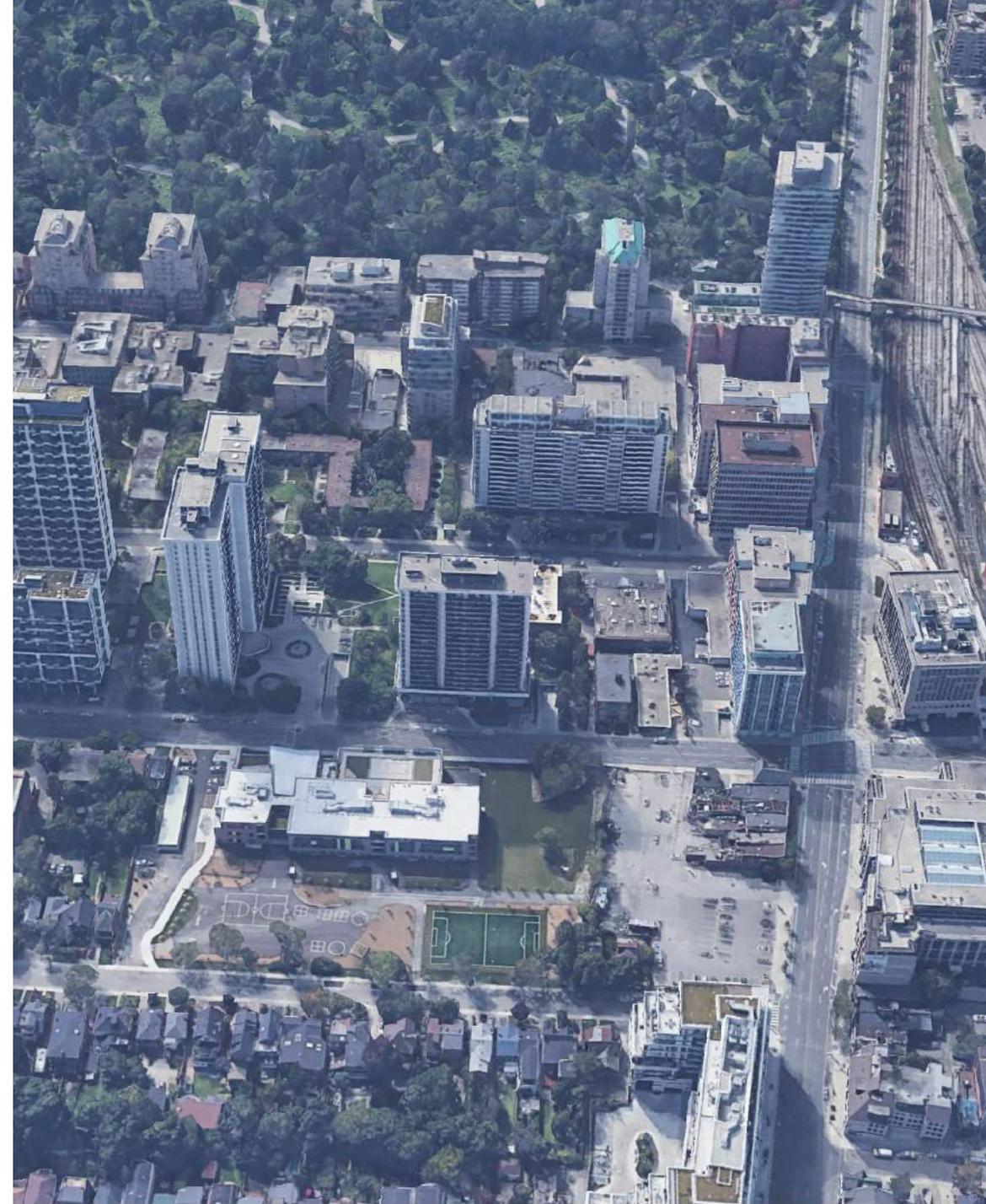
Osmington Gerofsky
Development Corp

May 2022



www.60Balliol.com

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This Public Consultation Strategy Report has been prepared in support of an Official Plan Amendment (OPA), Zoning By-law Amendment (ZBA) and a Site Plan Approval (SPA) application submitted by Osmington Gerofsky Development Corporation (OGDC), the applicant, for the site municipally known as **33 Davisville Avenue** and **60 Balliol Street**.

The site consists of a 21-storey, 266-unit rental apartment building located on the northern portion of the site fronting Davisville Avenue (33 Davisville Avenue). The southern portion of the site is currently used as a privately-owned open space (60 Balliol Street). The requested OPA, ZBA and SPA applications would permit infill intensification on the lands known as 60 Balliol Street with a 39-storey residential building comprised of a 6-storey base building and 33 storey tower element on a developable site area of 2,879 square metres (0.28 ha). The existing 21-storey building currently on site at 33 Davisville Avenue will be retained.

The proposed building will include approximately 526 new dwelling units (in a mix of studio, one-bedroom, two-bedroom, and three-bedroom units) across 30,786 square metres of residential gross floor area.



Engagement Goals & Desired Outcomes

Goal

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

Consult with interested persons and groups, using various methods of engagement

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

Communicate with the public in a transparent and open manner about the proposal as well as the engagement process

Communicate clearly and often with the existing tenants at 33 Davisville Avenue that their building will remain on the site and provide ways for them to ask questions and comment on the proposed development

Outcome

The public and interested stakeholder groups feel informed and consulted about the proposed development

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

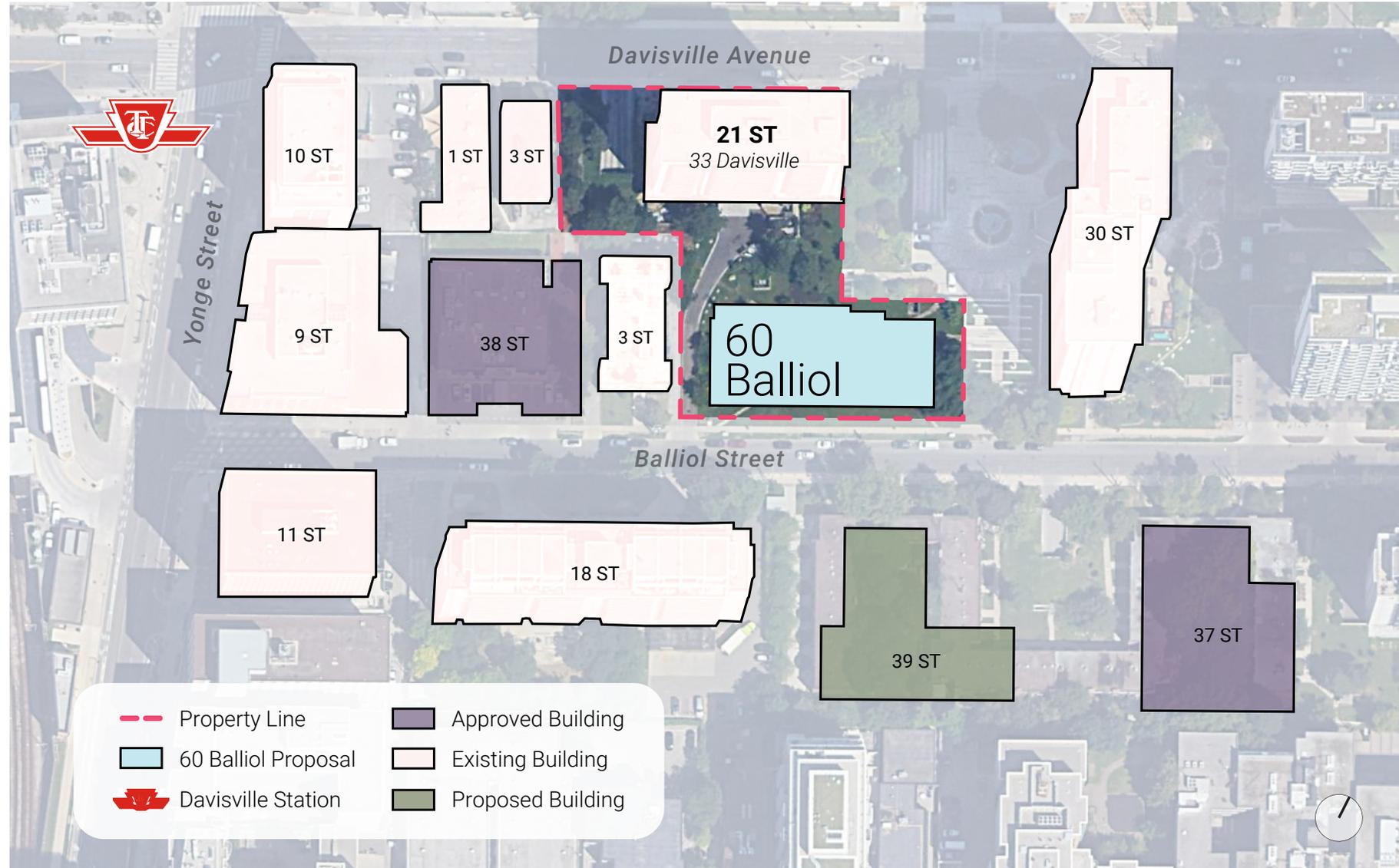
The public and interested stakeholder groups feel that the overall engagement and feedback processes were clear, accessible, and provided opportunities to give feedback

The public, interested stakeholder groups, and the applicant are all clear on the outcomes of the engagement process

Existing tenants at 33 Davisville Avenue understand what is being proposed and feel that they were able to actively participate in the consultation process

The Site

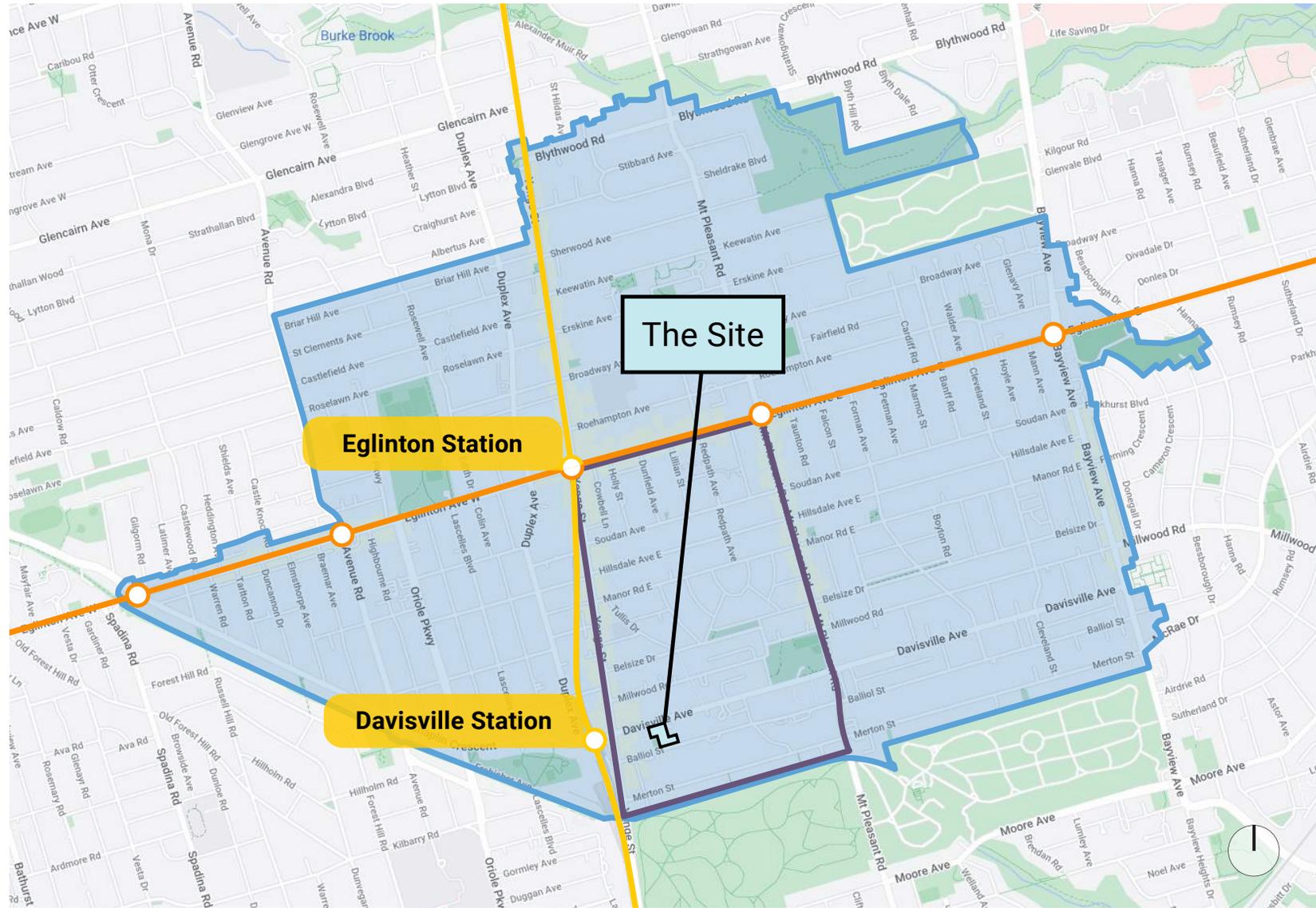
- **60 Balliol Street**
 - Privately-owned vacant land
 - Underground parking
- **33 Davisville Avenue**
 - 21-storey rental apartment building, which will remain as part of the proposal
 - Underground parking



The Surroundings

The site is located within the Davisville *Apartment Neighbourhoods* of the Yonge-Eglinton Secondary Plan, which consists of a diversity of tall buildings, mid-rise buildings and townhouses set within landscaped private spaces. The area is very well-served by transit.

-  South Eglinton-Davisville Neighbourhood
-  Yonge-Eglinton Secondary Plan
-  Yonge-University Subway - Line 1
-  Eglinton Crosstown - Line 5

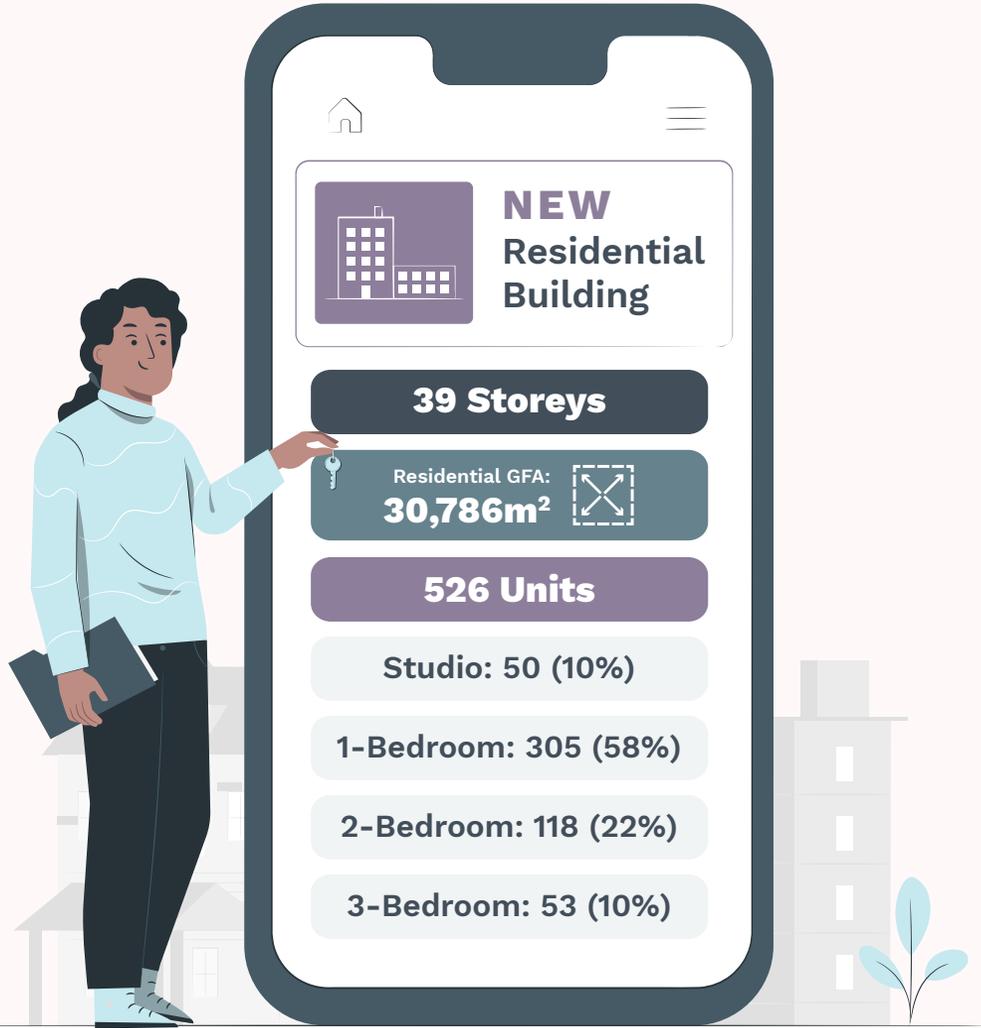


Architect
WALLMAN ARCHITECTS

*the distance between 60 Balliol and the existing building at 33 Davisville is 27.2 m



Proposal Highlights



NEW Residential Building

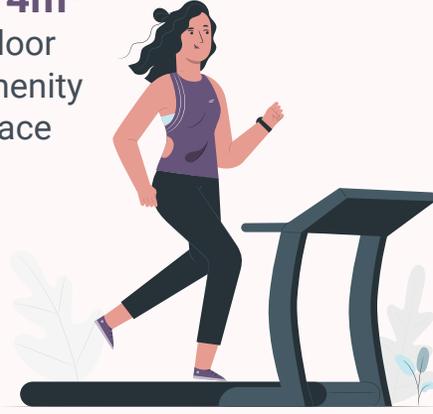
39 Storeys

Residential GFA: **30,786m²**

526 Units

- Studio: 50 (10%)
- 1-Bedroom: 305 (58%)
- 2-Bedroom: 118 (22%)
- 3-Bedroom: 53 (10%)

814m²
Indoor
Amenity
Space



789m²
Outdoor
Amenity
Space



526
Bicycle
Parking
Spaces



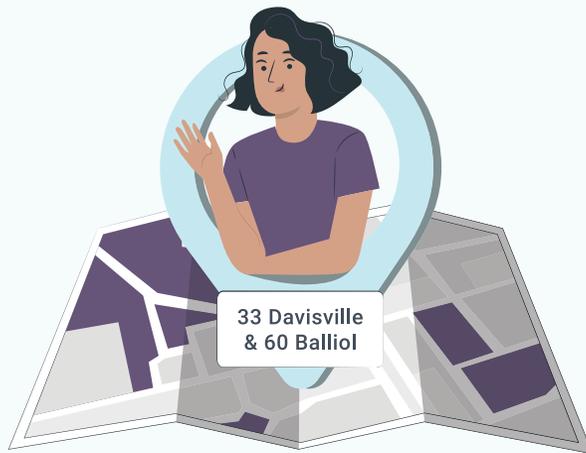
167
Vehicular
Parking
Spaces



Key Messages

The key messages for this project could be categorized into a series of themes to help support stakeholders in their understanding of the rationale behind the proposal and what is being considered. These themes have been identified based on review of the site, neighbourhood, and the proposed development.

33 Davisville & 60 Balliol



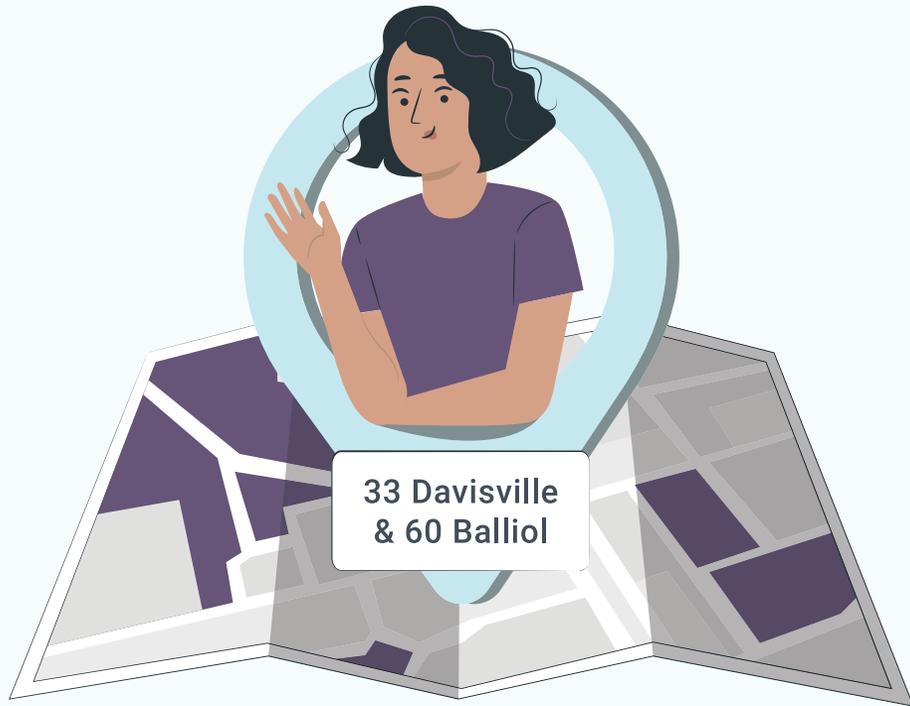
The Proposal



Engagement Process & Opportunities



33 Davisville & 60 Balliol



- “60 Balliol is privately-owned land that is currently vacant. 33 Davisville is included as an address in the development application because the underground parking structure of 33 Davisville extends into and is located within the boundaries of 60 Balliol.”
- “The existing building at 33 Davisville Avenue will not be demolished; it will be retained as part of the proposed development. Tenants of 33 Davisville will not have to move as a result of this development proposal.”
- “The existing site is less than a 2-minute walk from the Davisville Subway Station, giving this site some of the best connectivity in the city for future residents.”
- “Given its proximity to higher-order transit and urban infrastructure, the site is currently underutilized. By adding more housing options, the new building can provide a more efficient and optimal use of the land for a more sustainable way of living.”

The Proposal



- “The proposed building contemplates a 39-storey residential building, including 526 units on the vacant land at 60 Balliol Street.”
- “The 526 residential units will include 32% family sized units with two and three bedrooms as well as indoor and outdoor amenity areas for residents.”
- “The underground parking that exists at 33 Davisville and 60 Balliol would be altered as part of the development. The plan includes demolishing large portions of the garage and rebuilding it to accommodate the new development. Accommodations would be made for tenants who currently use the parking garage during the construction period and replacement tenant parking would be provided when construction is completed.”
- “Having access to existing higher-order transit allows for fewer parking spaces to be provided in the development. Fewer parking spaces means fewer cars on the road, helping to reduce our traffic impact in the neighbourhood. The proposal includes 167 vehicle parking spaces.”

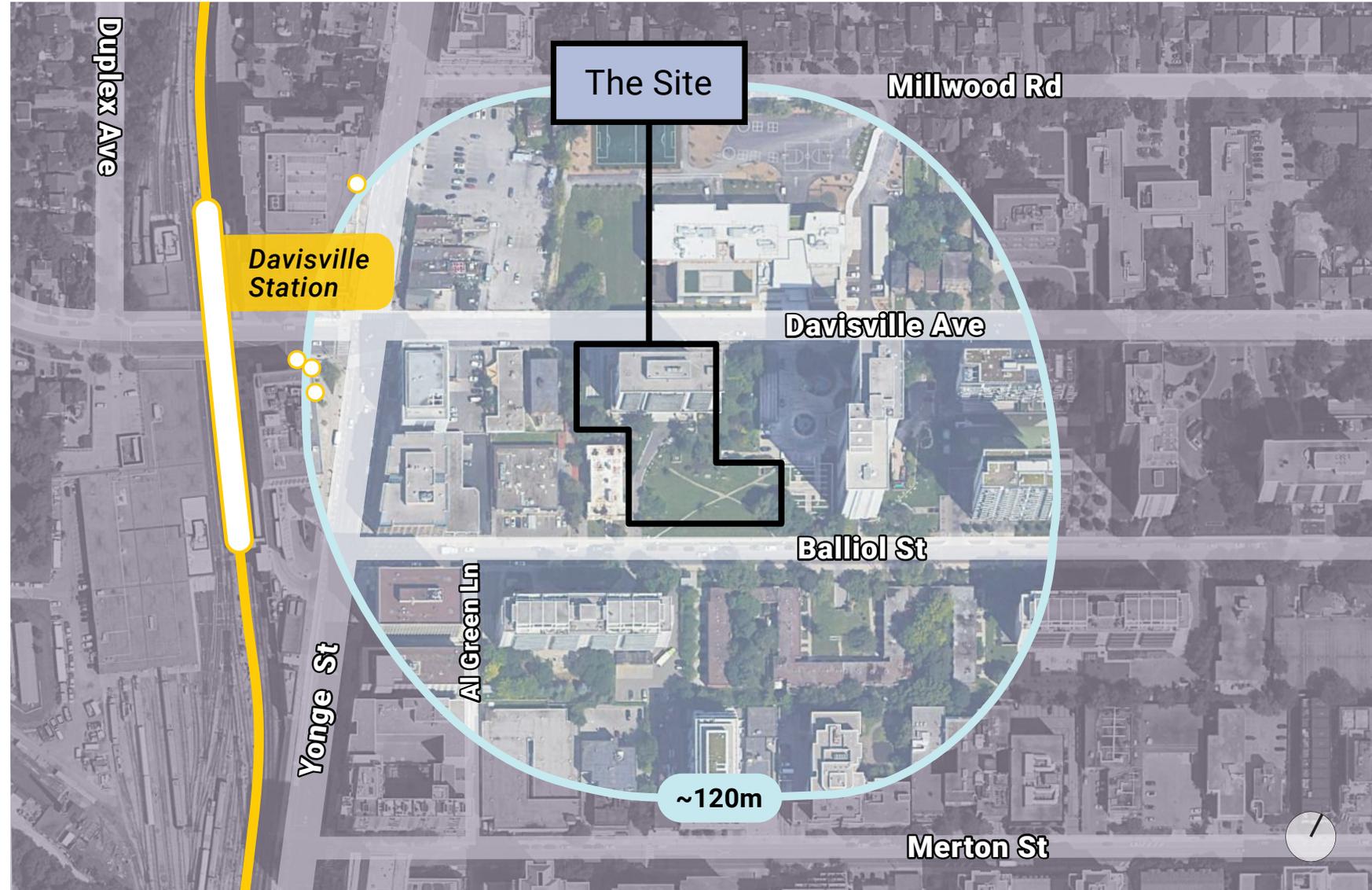
Engagement Process & Opportunities



- “The development team is committed to ensuring an open and transparent process for existing tenants and the community during the application review process.”
- “All of the information regarding the application will be posted to the project website. We encourage anyone with questions or feedback to reach out through www.60Balliol.com or info@60Balliol.com.”

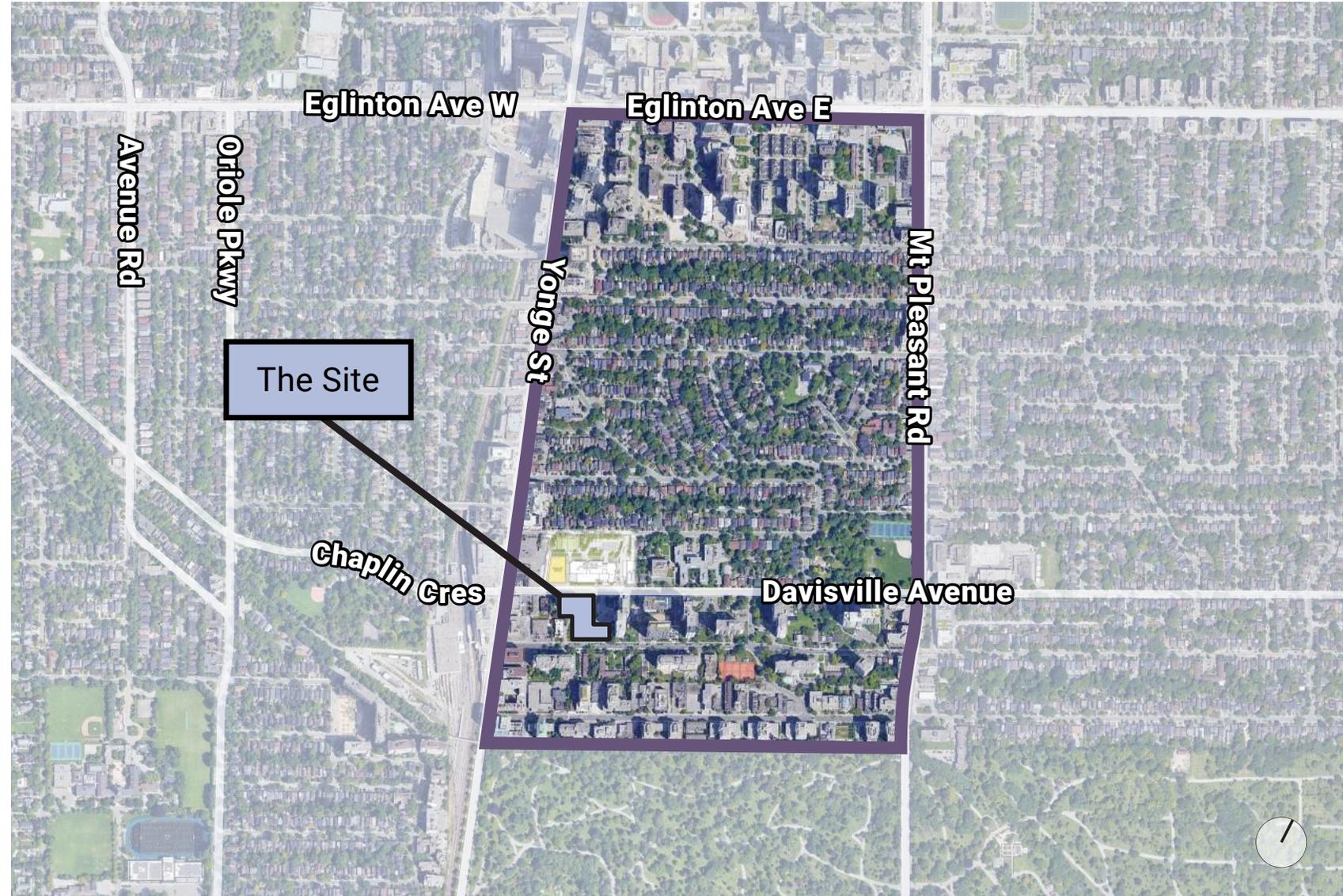
Proximal Impact Area

The consultation process for this development will involve a number of stakeholders across various geographies. The immediate area surrounding the site, of a **120-metre** radius, includes several different adjacent neighbours that will likely be interested in the proposal. Neighbours range from residential, institutional, and commercial.



Community Impact Area

Outside of the proximal impact area is the community impact area, a broader boundary that encompasses those whose immediate day-to-day environments may not change but who may experience changes at the community/neighbourhood level. There has been consideration for stakeholders in the wider **South Eglinton-Davisville Neighbourhood**. There are a number of community members as well as the residents' association in the area that might be interested in the redevelopment.



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 **South Eglinton-Davisville** neighbourhood and the **Aggregate Dissemination Area (ADA) 3520201** demographics which help to inform the overall consultation process. The goal of specific site demographics is to tailor engagement processes accordingly.

-  Mount Pleasant West Neighbourhood
-  ADA 3520201



Demographics

The following summary illustrates some of the key demographic highlights from the 2016 & 2021 Canadian Census including the **Aggregate Dissemination Area (ADA) 35202001, South Eglinton-Davisville** neighbourhood and the **City of Toronto**. The detailed demographic table is provided in **Appendix A**.

- ADA 35202001
- Mount Pleasant West Neighbourhood
- City of Toronto

Population



Population Change*

+8.4%

+2.3%

*Change in population from 2016-2021. Data for South Eglinton-Davisville neighbourhood not yet available

Housing Tenure



Own

27%

31%

53%



Rent

73%

69%

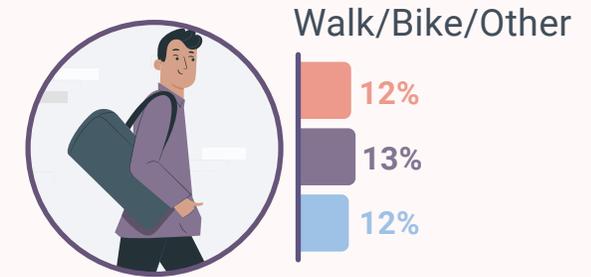
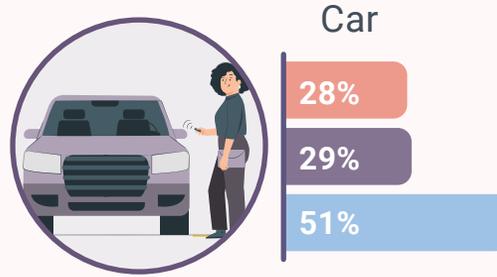
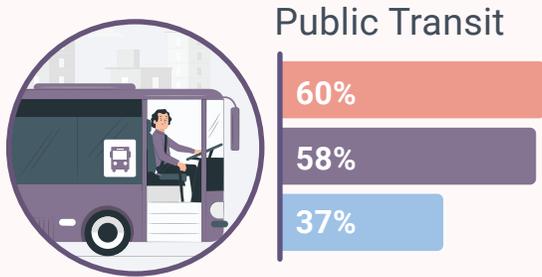
47%

ADA 35202001

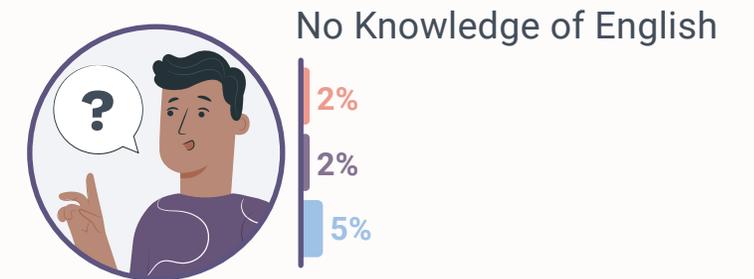
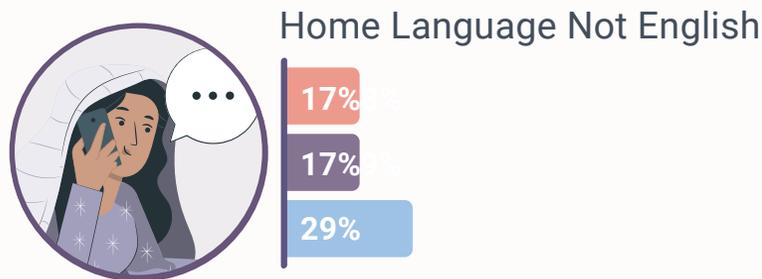
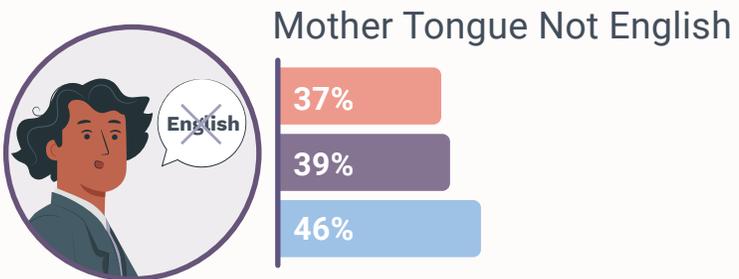
Mount Pleasant West Neighbourhood

City of Toronto

Commute to Work



Language

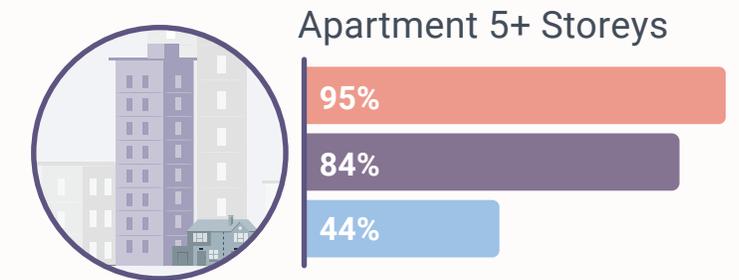
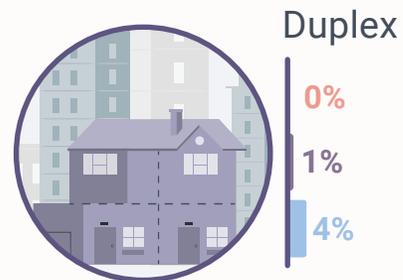
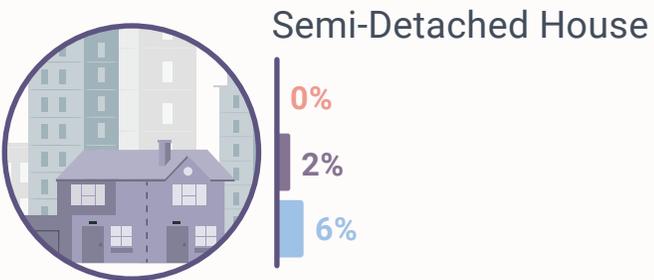
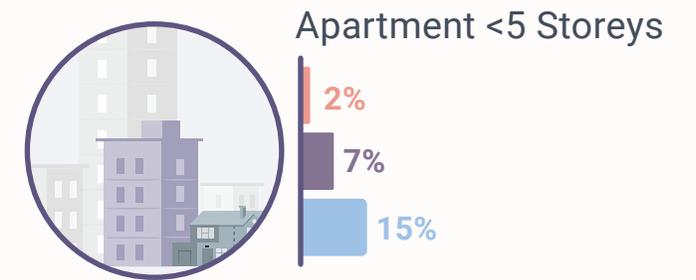
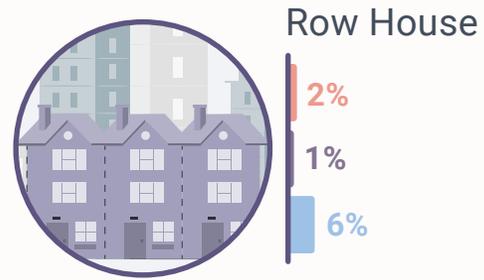
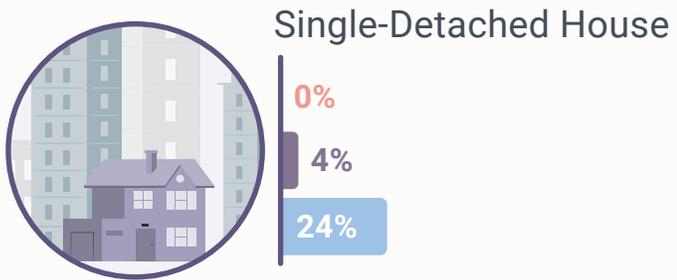


ADA 35202001

Mount Pleasant West Neighbourhood

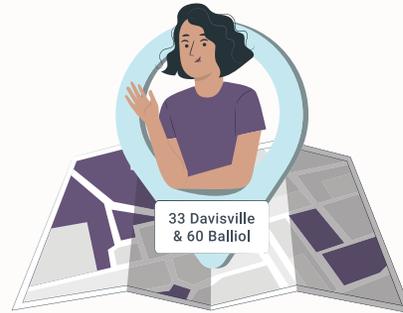
City of Toronto

Housing Structure Type



Stakeholders

In addition to the broader public and South Eglinton-Davisville neighbourhood, the applicant aims to consult and engage with a series of key neighbourhood stakeholders as a component of the entire community consultation process.

Existing
TenantsNearby
NeighboursSouth Eglinton Davisville
Residents' Association
(SEDRA)Toronto Lands
Corporation (TLC)Ward 12 Councillor
Toronto-St. Paul'sCity
Staff



City Staff

City Staff Meeting | *Spring 2022*

- **Purpose:**
To introduce the project and receive feedback
- **Attendees included representatives from:**
 - City Staff
 - Applicant team



Ward 12 Councillor
Toronto-St. Paul's

Councillor Meeting | *Spring 2022*

- **Purpose:**
To introduce the project and discuss next steps for consultation
- **Attendees included representatives from:**
 - Councillor's Office
 - Applicant team



Communications with Existing Tenants

Letter to Tenants *May 2022*

- **Purpose:**
To introduce the project and provide contact information to tenants for any questions or comments they may have

Onsite Information

- Onsite staff were provided with materials to share with tenants should they have any questions.
- These materials will include postcards, lobby display boards, and FAQ sheets throughout the process



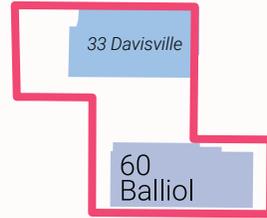
Organized Groups & Neighbours

Email | *May 2022*

- Communications were sent to the residents' association (SEDRA), adjacent neighbours, and Toronto Lands Corporation (TLC) at the time of application submission to coordinate stakeholder meetings

List of Matters to be Addressed

The following list refers to the various topics and themes that have been identified by the applicant team as a starting point for discussion with interested community members. It will continue to evolve and be refined throughout the development application review process.



Retention of existing apartment building



Design & Built Form



Tenant considerations



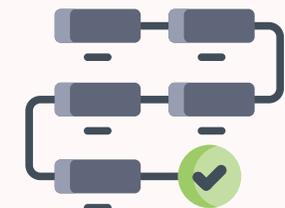
Parking



South Eglinton-Davisville Development Context



Engagement Process & Opportunities



Development Application Process & Estimated Timelines

Tools, Methods & Techniques

The consultation tools listed here are meant to provide a number of options for stakeholders to stay informed and get involved. The applicant will endeavour to implement each tactic throughout the process, based on interest and feasibility. As the formal consultation process begins following the submission of the application, the applicant will be open to responding to consultation requests from various stakeholder groups and the community.



Project Website & Email



Targeted Stakeholder Meetings

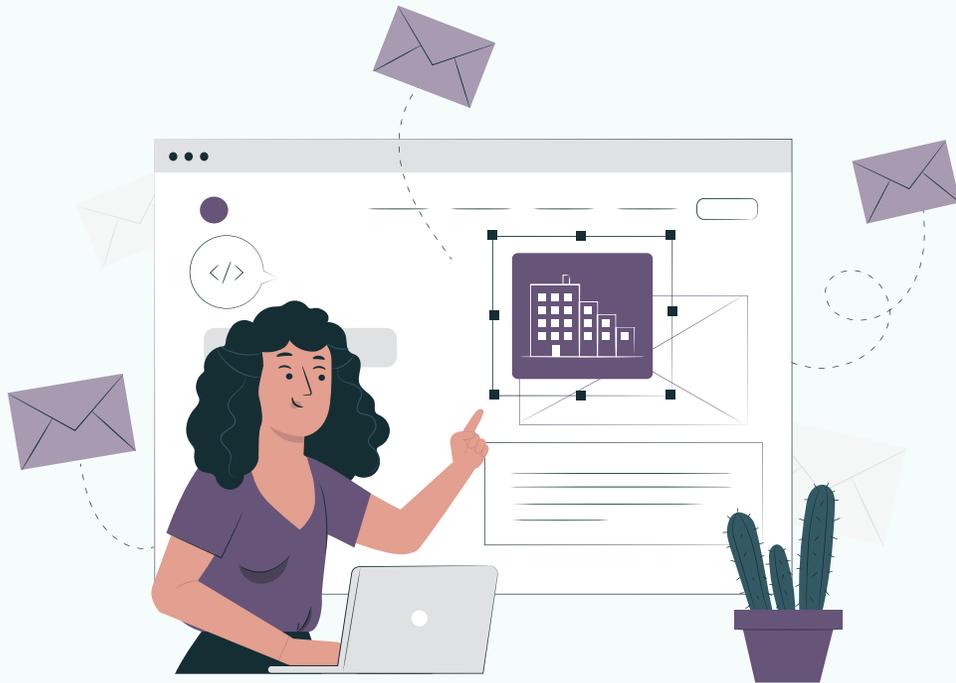


Tenant Engagement



City of Toronto Community Consultation

Project Website & Email



What?

- A dedicated project website and email that will serve as an information hub for all stakeholders interested in learning about the project
- It provides stakeholders with the opportunity to:
 - Learn about the proposal
 - Review plans and reports
 - Get updates on the status of the project
 - Give comments and ask questions
- Translation provided upon request
- **www.60Balliol.com & info@60Balliol.com**

Who?

- Anyone interested in the project

Targeted Stakeholder Meetings



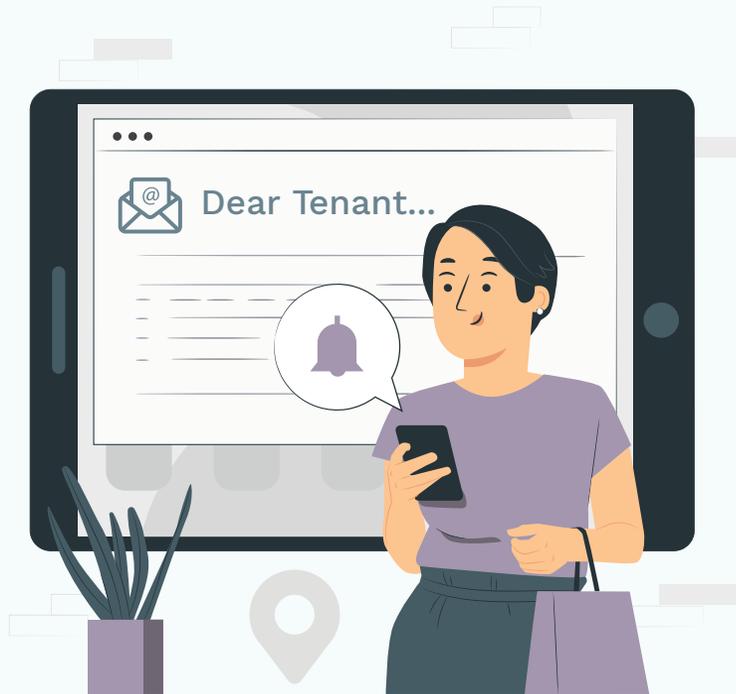
What?

- Collaborate with key stakeholders through small group meetings (as needed) for in-depth communication, consultation and feedback
- Individual and smaller meetings are effective for having more tailored conversations and discussions around specific issues
- Through these discussions, there is an increased ability to get detailed feedback that can be more easily incorporated into modifications to the proposal

Who?

- Ward Councillor
- Nearby neighbours
- SEDRA
- TLC

Tenant Engagement



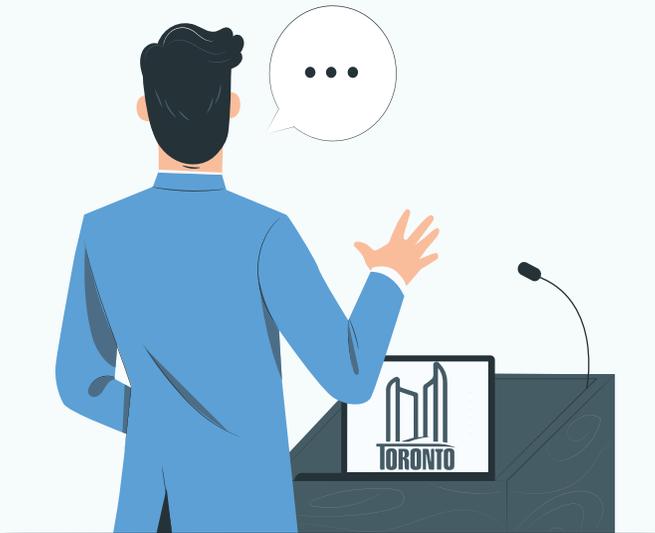
What?

- **Letters:**
Used to provide tenants with information and updates on several topics throughout the process
- **Printed Materials:**
Postcards, lobby boards, and FAQ sheets will be available to tenants at various points in the process to provide contact information and answers to commonly asked questions
- **Meetings:**
Throughout the process the applicant team may host sessions for tenants to come learn about the project, ask questions, and provide feedback

Who?

- 33 Davisville Tenants

City of Toronto Methods



Learning More

- **Application Information Centre**
Once the application is submitted, the City Planner on the file will post all application materials to the City's Online Development Application Centre.
- **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.

Asking Questions

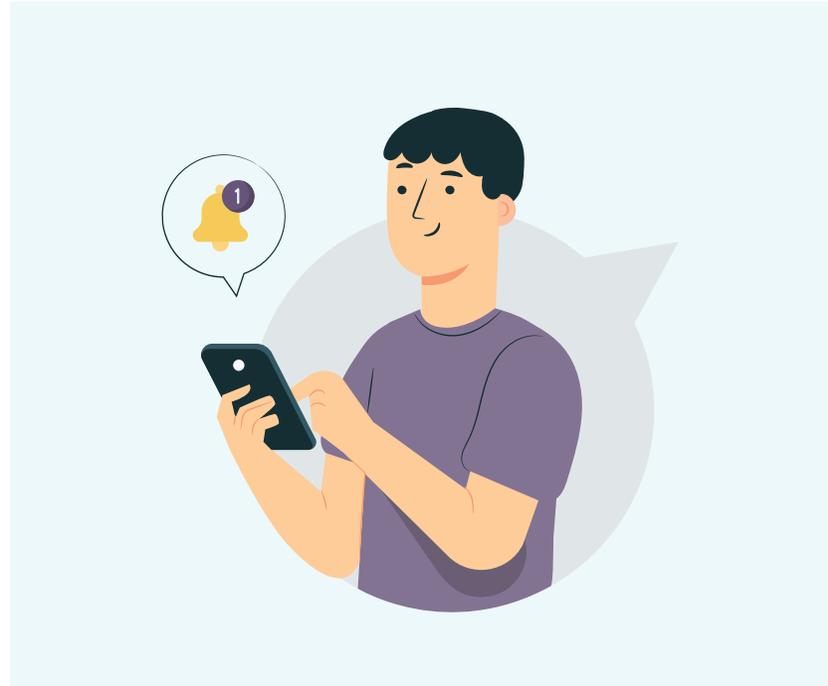
- **City Planner & Councillor**
Contact the City Planner on the file to submit your feedback and ask questions
- **Community Consultation Meeting**
Organized by City Planning Staff in consultation with the Ward Councillor to consult with those who are interested in the proposal. Notification will be sent by the City to residents/landowners surrounding the site. The applicant team will be involved to help coordinate the meeting.

Informing Decisions

- **Statutory Public Meeting**
Held at the end of the City process, when a decision is to be made by City Council regarding the proposal

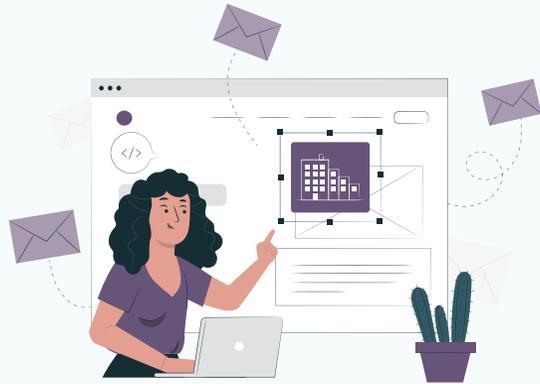
Evaluating Feedback

Throughout the public consultation 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 website, City Planner, Councillor, and other engagement events will inform future iterations of the proposal. Upon request, a summary of all of this feedback can be made available to those who are interested.



Reporting Back

After feedback has been analyzed and summarized, a number of tools may be used to report back to the public and various stakeholder groups:



Website

After feedback has been analyzed and summarized, a number of tools may be used to report back to the public and various stakeholder groups



Meeting Updates

At the beginning of each subsequent public or stakeholder group meeting, a member of the applicant team will aim to provide an update on what feedback has been received to date

The applicant team is pleased to discuss the proposed Public Consultation Strategy Report with City Staff, and if appropriate, make adjustments to the plan based on staff's feedback. The applicant team is committed to engaging with the community throughout the duration of the development process, at varying levels of intensity appropriate to the status of the planning application.

The approach to this component of the project is to ensure that there is an opportunity for members of the public to engage in the process in a manner that is most convenient and accessible to them. The process has been developed to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that has been informed by various forms of public input.



Appendix A: Full Demographic Profile

Socio-Economic Indicator		ADA 35202001	South Eglinton-Davisville	City of Toronto
Age	Children (0 to 14 years)	8%	9%	15%
	Youth (15 to 24 years)	10%	8%	12%
	Working Age (25 to 54 years)	58%	55%	45%
	Pre-Retirement (54 to 65 years)	11%	10%	12%
	Seniors (65+ years)	15%	13%	16%
	Total Population	8,895	18,547	2,731,571
Average Household Size		1.6	1.7	2.4
Education	Bachelor's Degree or above	63%	59%	44%
Median Total Household Income		\$61,302	\$67,000	\$65,829
Home Language	English	37%	39%	46%
	Non-Official	17%	17%	29%
	French	2%	2%	5%
	Non-English Home/Mother Tongue Languages	Persian, Spanish	Farsi, Spanish, Korean	Mandarin, Cantonese, Tagalog
Housing Structure Type	Single-Detached House	21%	8%	24%
	Semi-detached	3%	0%	6%
	Row House	14%	7%	6%
	Duplex	1%	0%	4%
	Apartment <5 storeys	3%	1%	15%
	Apartment 5+ storeys	57%	83%	44%
Housing Tenure	Owners	27%	31%	53%
	Renters	73%	69%	47%
Commute to Work	Public Transit	60%	58%	37%
	Car	28%	29%	51%
	Walk/Bike/Other	12%	13%	12%