

St. Dennis & Grenoble

7 St. Dennis Drive & 10 Grenoble Drive



Prepared for

OGDC

July 2022

Public Consultation Strategy Report



Job Number 2293

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This Public Consultation Strategy Report has been prepared by Bousfields Inc. on behalf of the applicant, Osmington Gerofsky Development Corp (OGDC). It is in support of their Official Plan Amendment, Zoning By-law Amendment and Draft Plan of Subdivision applications to the City of Toronto for **7 St. Dennis Drive & 10 Grenoble Drive**.

Currently, the site is occupied by a:

- 17-storey rental apartment building (7 St. Dennis Drive), which **will remain** on the site as part of the proposal. The development lands are a vacant portion of the 7 St. Dennis Drive property, to the east of the existing building
- 17-storey rental apartment building (10 Grenoble Drive), which **will remain** on the site as part of the proposal. The development lands are a vacant portion of the 10 Grenoble Drive property, to the east of the existing building

OGDC is proposing infill development on both sites, including four buildings ranging in height from 34-52 storeys. The proposed redevelopment includes 2,197 units, indoor and outdoor amenities, a public park, new public street, and multiple mid-block connections.



Goals

Outcome

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



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

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



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

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



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

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



The public, interested stakeholder groups, and the applicant are all clear on the overall engagement and feedback processes and their outcomes

The engagement process helps foster new relationships and strengthens existing relationships within the community



The community feels confident in the plan for the future of the site

Communicate clearly and often with the existing tenants at 7 St. Dennis & 10 Grenoble Drive that their buildings will remain on the site and provide ways for them to ask questions and comment on the proposed development



Existing tenants at 7 St. Dennis & 10 Grenoble Drive understand what is being proposed and felt that they were able to actively participate in the consultation process

The Site

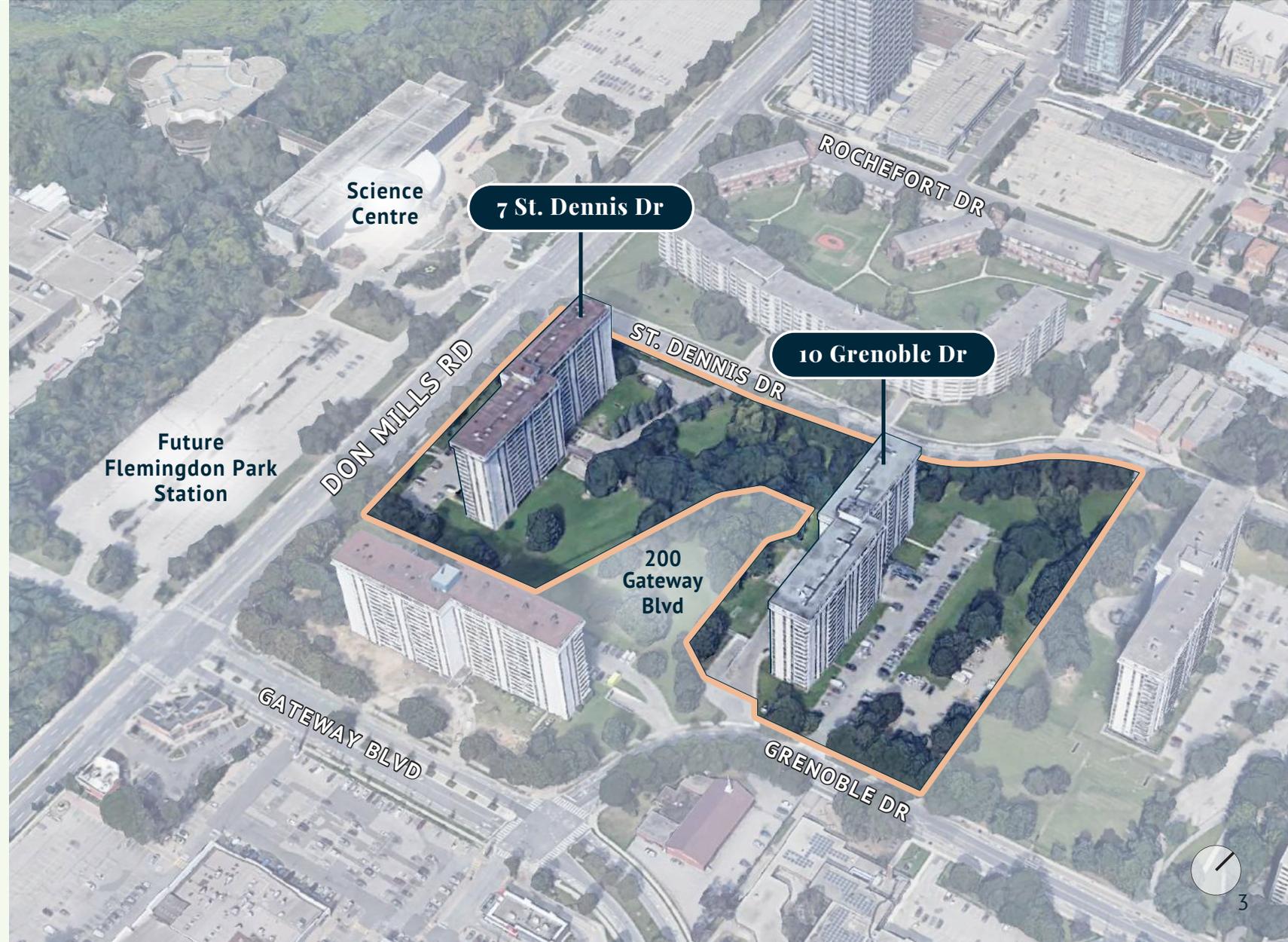
The application includes two addresses:

7 St. Dennis Drive

- 17-storey rental apartment building, which will remain as part of the proposal
- Underground & surface parking

10 Grenoble Drive

- 17-storey rental apartment building, which will remain as part of the proposal
- Underground parking & surface parking

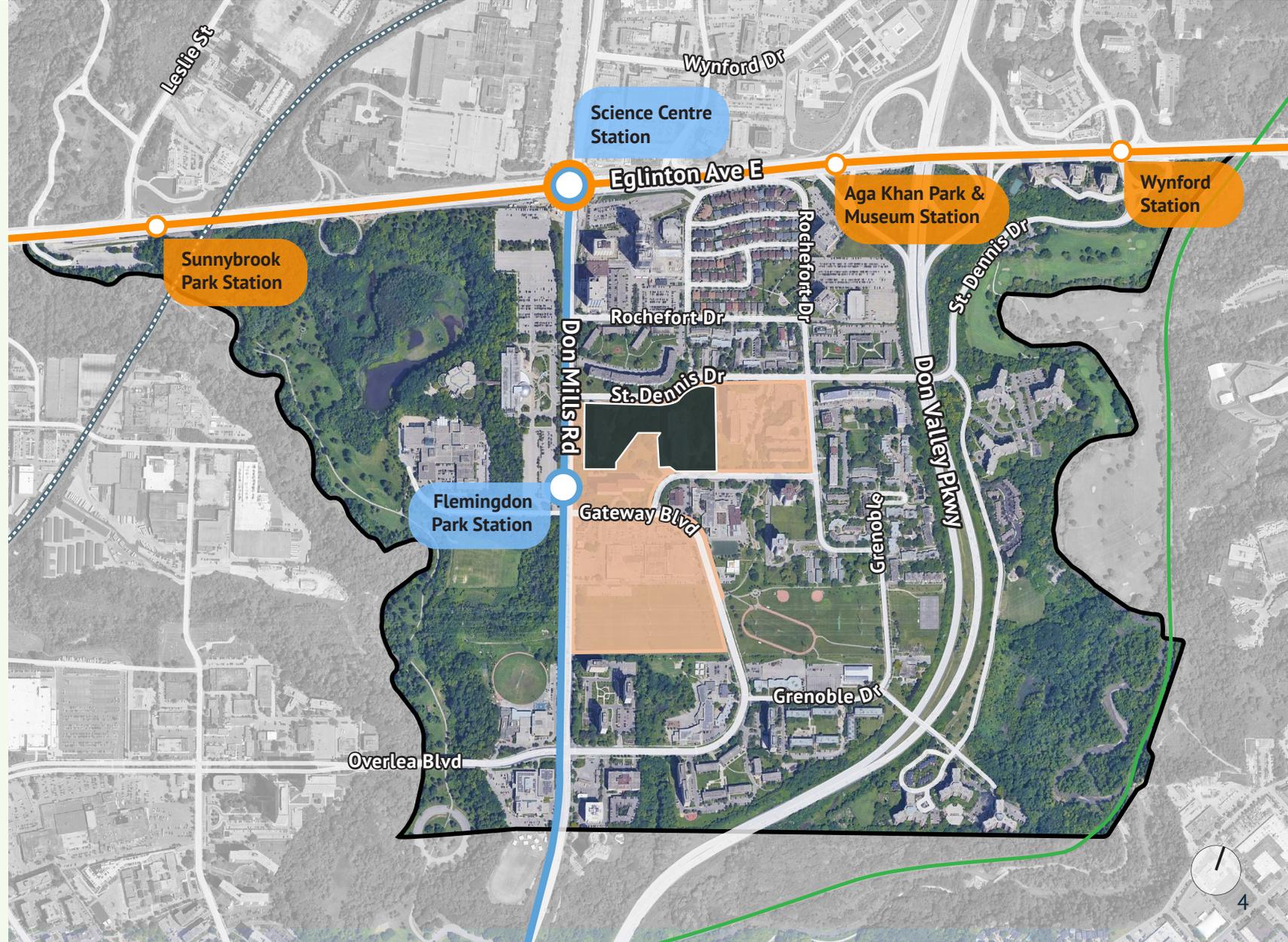




The Neighbourhood

The site is located within Apartment Neighbourhoods of the Official Plan, which consists of a diversity of tall buildings, mid-rise buildings, and low-rise multi-unit buildings set within landscaped private spaces.

-  Flemingdon Park Neighbourhood
-  Census Tract 5350260.04
-  Eglinton Crosstown Line 5
-  Future Ontario Line
-  The Site



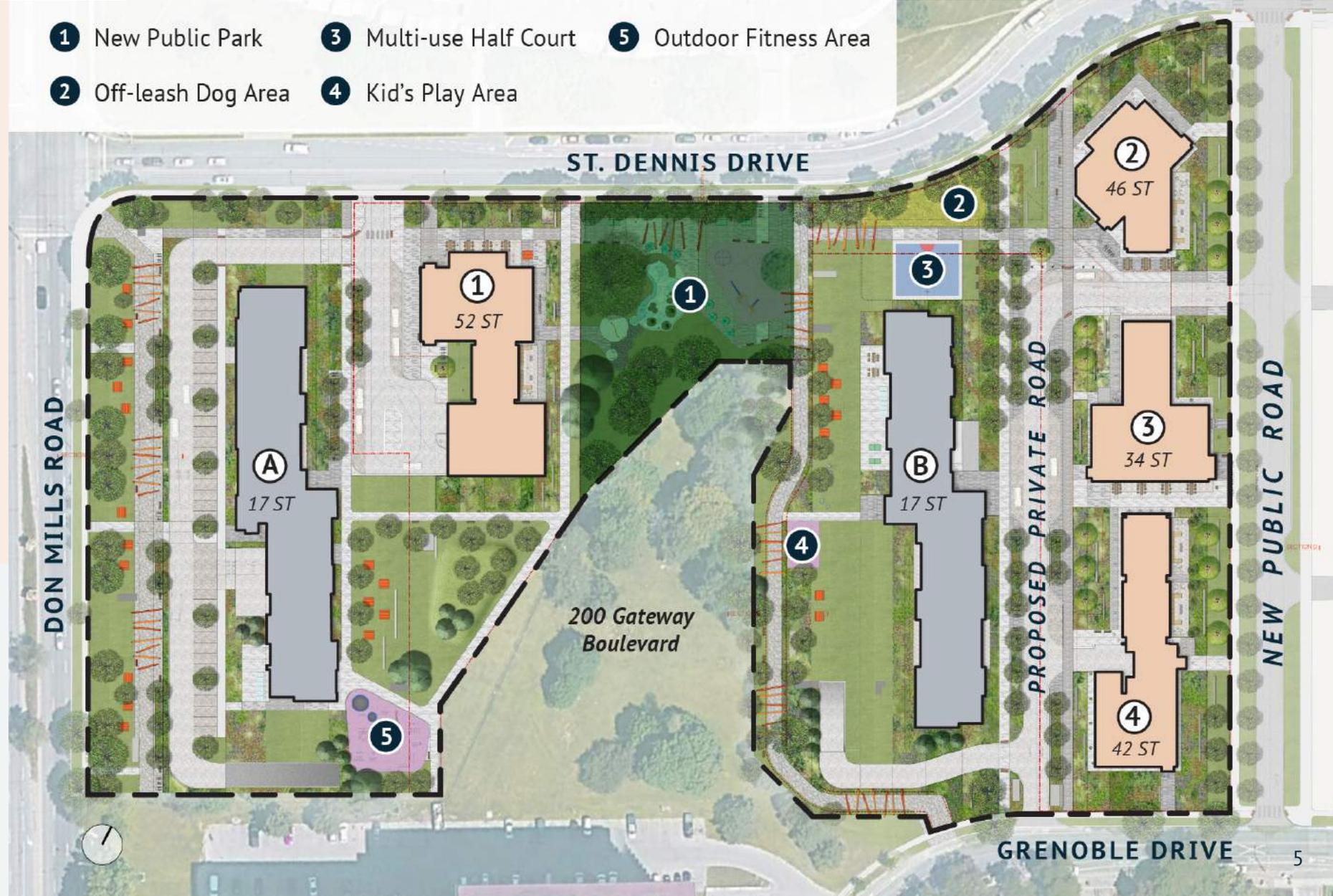


Proposed Buildings

- ① 52 Storeys, 668 Units
- ② 46 Storeys, 588 Units
- ③ 34 Storeys, 407 Units
- ④ 42 Storeys, 534 Units

Existing Buildings

- Ⓐ 17 Storey, 278 Units
- Ⓑ 17 Storeys, 284 Units

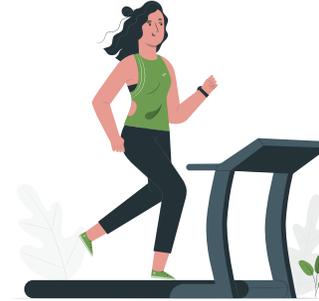




Developer
OGDC



2,793 m²
Public Park



3,185 m²
Indoor Amenity Space



3,446 m²
Outdoor Amenity Space

aA

Architect
architectsAlliance



2,197
Residential Units



1,445
Vehicular Parking Spaces

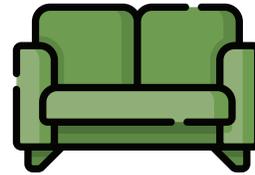


2,200
Bicycle Parking Spaces



2,197

Residential Units



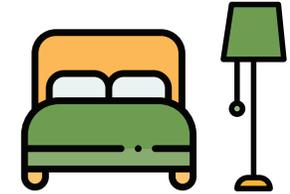
228 (10%)

Studio



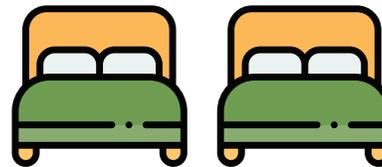
721 (33%)

1-Bedroom



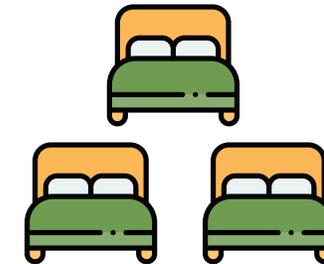
446 (20%)

1-Bedroom + Den



584 (27%)

2-Bedroom



218 (10%)

3-Bedroom



The key messages for this project are 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, previous consultation in the area, and the proposed development.



**7 St. Dennis Drive
& 10 Grenoble Drive**



**New Housing
Options & Supply**



**Outdoor Spaces
& Connections**



**Engagement Process
& Opportunities**



7 St. Dennis Drive & 10 Grenoble Drive

- “Onsite today are two 17-storey apartment buildings, home to 562 residential units.”
- “The existing buildings at 7 St. Dennis Drive and 10 Grenoble Drive will not be demolished; they will be retained as part of the proposed development. Tenants of both buildings will not have to move as a result of this development proposal.”
- “Both properties include significant open space surrounding the buildings. This underutilized land provides an opportunity to introduce new housing in close proximity to future transit.”



New Housing Options & Supply

- “Future transit access in Flemington Park will be transformative for the area. As a result, the neighbourhood is targeted for more people and jobs. The project team for the St. Dennis & Grenoble proposal sees an opportunity to utilize the vacant lands at 7 St. Dennis Drive & 10 Grenoble Drive to support growth and expand housing supply and options in the city.”
- “We are proposing to add approximately 2,197 new units to the site in a mix of studio, one-bedroom, two-bedroom, and three-bedroom units. This mix of units will support a range of household types living in the area.”



Outdoor Spaces & Connections

- “Through the creation of a landscape and open space strategy, the intention is to activate the public spaces in the area and provide for a safe and vibrant public realm.”
- “A new, 2,793 m² public park, is proposed in the open space area between the two existing buildings. This new public park will be designed in close collaboration with the community through a City-led engagement process.”
- “The proposed redevelopment includes new outdoor amenity space to be programmed in consultation with current tenants so that it can better serve their existing needs, as well as the needs of future generations.”
- “A new linear public space is proposed along the west side of 10 Grenoble Drive and will link to a series of proposed pedestrian connections throughout the site. These new connections will enhance pedestrian safety and the overall pedestrian experience throughout both the site and the neighbourhood.”
- “A new private road is proposed to the east of 10 Grenoble Drive, and a new public road is underway along the eastern edge of the property. These new roads will facilitate improved vehicular movement throughout the area.”



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.StDennisGrenoble.com or info@StDennisGrenoble.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 to institutional.





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 Flemington Park Neighbourhood. There are multiple communities and organized groups in the area that might be interested in the redevelopment.

-  Flemington Park neighbourhood
-  TNO (The Neighbourhood Organization)
-  Friends of Flemington Park
-  Eglinton Crosstown Line 5
-  Future Ontario Line
-  The Site

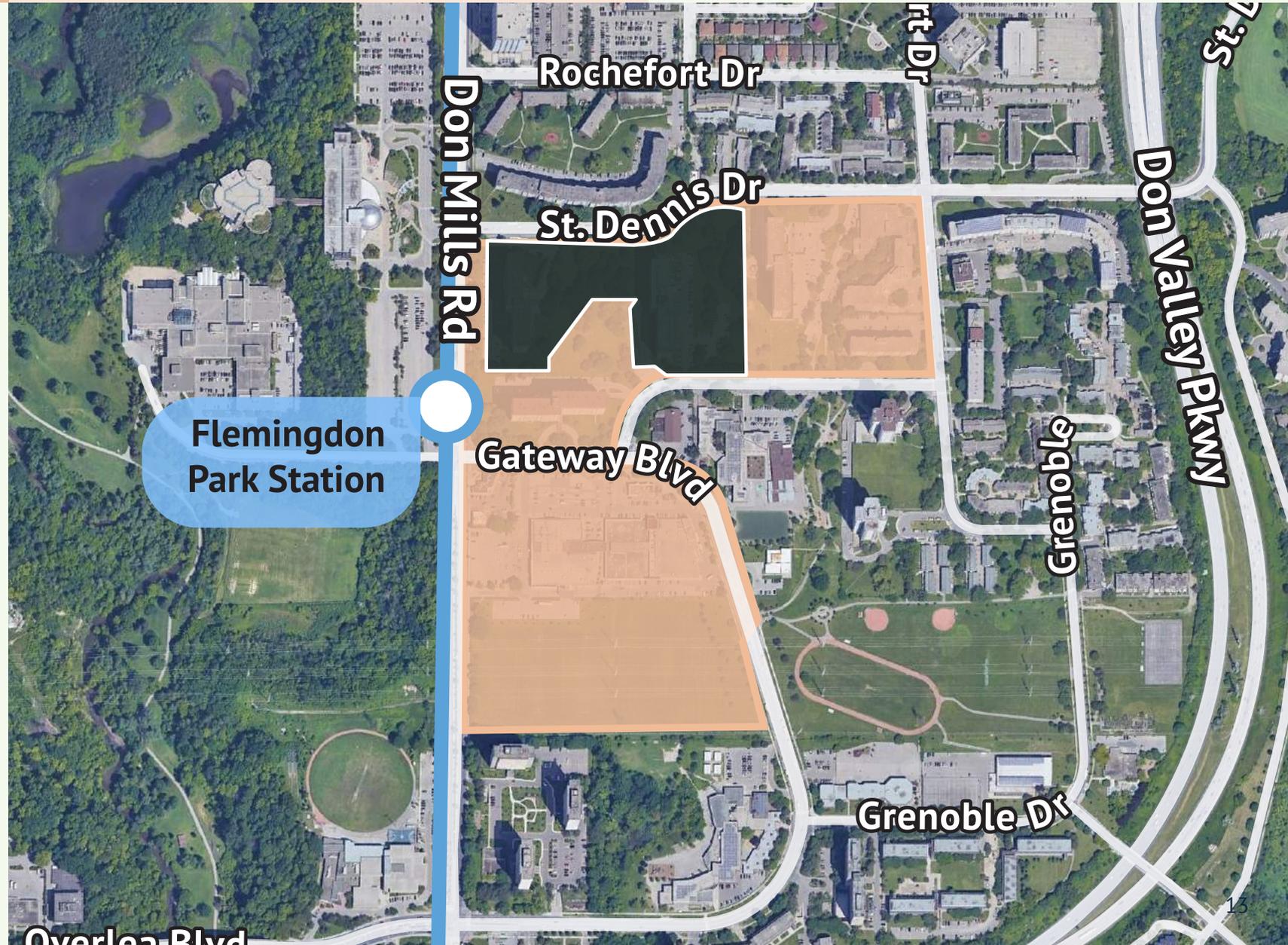




Demographics

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 Census Tract 5350260.04 demographics which help to inform the overall consultation process. The goal of specific site demographics is to tailor engagement processes accordingly. Surveys with existing tenants have also helped to inform what languages are spoken at home which has informed the translation of various tenant materials.

-  Census Tract 5350260.04
-  The Site

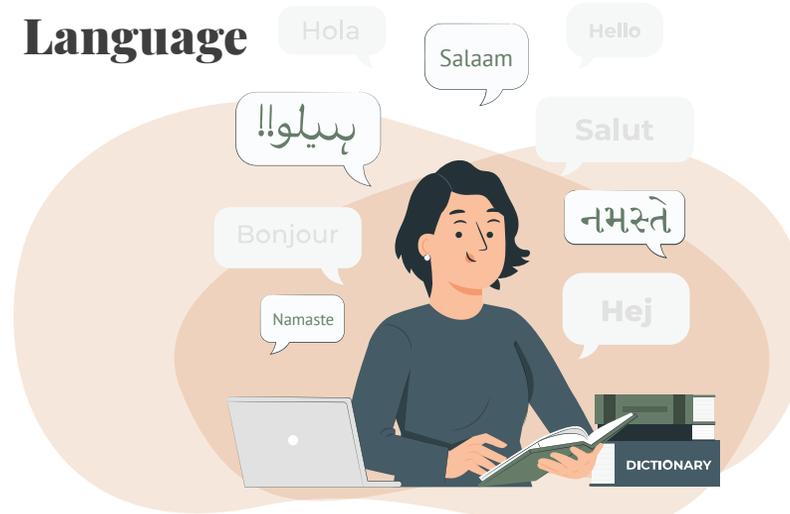




Demographics

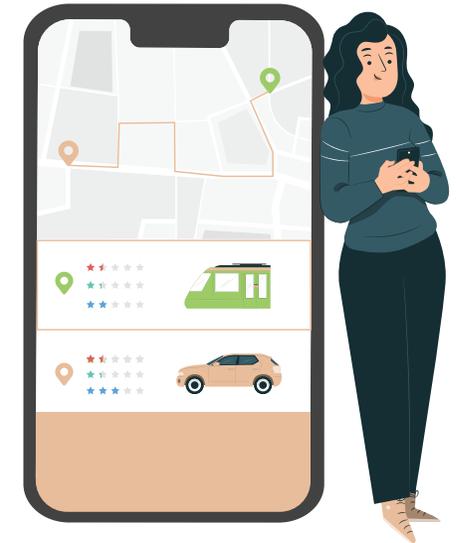
The following are some of the key demographic highlights from the 2016 & 2021 Canadian Census, including Census Tract 5350260.04 and the City of Toronto. The detailed demographic table is provided in Appendix A.

Language



Mother Tongue not English	72%	45%
Home Language not English	15%	27%
No Knowledge of English	9%	5%
Top Three Non-English Home Languages	Urdu Persian Bengali	Mandarin Cantonese Taaaloo

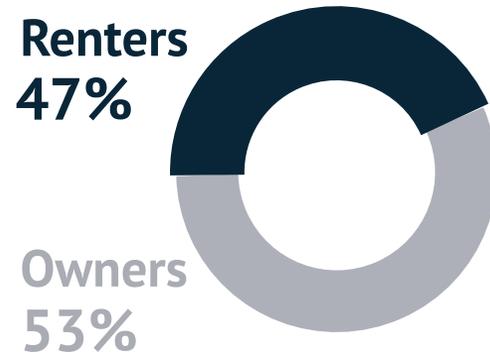
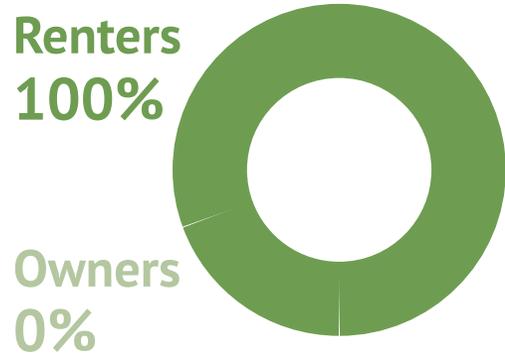
Commute to Work



	Public Transit	Car	Walk/Bike /Other
Census Tract 5350260.04	47%	41%	12%
City of Toronto	37%	51%	12%



Housing Tenure



-6.5%

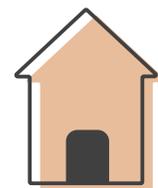
Population Change from 2016-2021 in the Census Tract 5350260.04

2.3%

Population Change from 2016-2021 in the City of Toronto

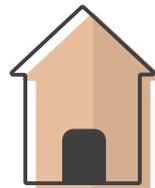
Housing Structure

Census Tract 5350260.04
City of Toronto



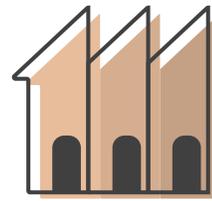
Single-detached

0%
23%



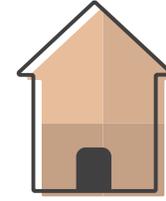
Semi-detached

0%
6%



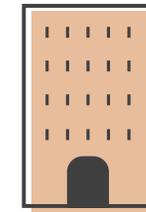
Row house

2%
5%



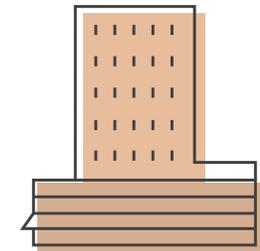
Duplex

0%
4%



Apartment (>5 storeys)

0%
14%



Apartment (5+ storeys)

100%
47%



Stakeholders

In addition to the broader public and Flemington Park neighbourhood, the applicant aims to consult and engage with a series of key neighbourhood stakeholders as a component of the entire community consultation process. To date, the following local stakeholders have been consulted:



Existing Tenants



Nearby neighbours



Toronto Lands Corporation



Friends of Flemington



The Neighbourhood Organization



Flemington Park Community Development Officer



City Staff



Ward Councillor



Organized Groups

Introductory Meeting

- **Date:** April 14, 2022
- **Purpose:** To introduce the team and establish an approach to working together



Ward Councillor

Introductory Meeting

- **Date:** April 19, 2022
- **Purpose:** To introduce the project and discuss next steps for consultation
- **Attendees included representatives from:**
 - Councillor's Office
 - Applicant team



City Staff

Pre-Application Meeting

- **Date:** May 10, 2022
- **Purpose:** To introduce the project and receive feedback
- **Attendees included representatives from:**
 - Councillor's Office
 - Applicant team



**Communications with
Tenants**

Letter to Tenants

- **Date:** July 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



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.



Tenant Considerations



Design & Built Form



Parking



Major Transit Station Areas



Community Benefits



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 is open to responding to consultation requests from various stakeholder groups and the community.



**Tenant
Engagement**



**Project Website
& Email**



**Stakeholder
Meetings**



**City of
Toronto**



Tenant Engagement

What?

- **Letters:** used to provide tenants with information and updates on several topics throughout the process
- **Print 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?

- Tenants at 7 St. Dennis Drive and 10 Grenoble Drive



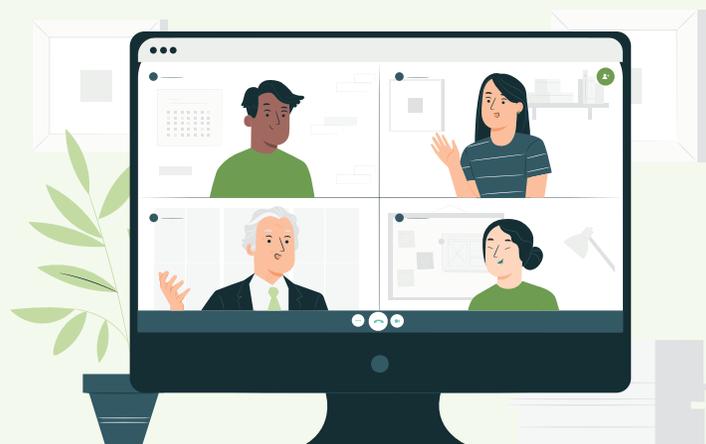
Project Website & Email

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
- Translated material (provided upon request)
- www.StDennisGrenoble.com & info@StDennisGrenoble.com

Who?

- Anyone interested in the project



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
- TLC
- The Neighbourhood Organization
- Friends of Flemington



City of Toronto

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: the intention is to post announcements and updates on the website



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.



Demographic Indicator		Census Tract 5350260.04	City of Toronto
Population (2021)	Population Change Total Population	-6.5% 3,879	+2.3% 2,794,356
Age (2021)	0 to 14 15 to 64 65+ years	22% 62% 15%	14% 69% 17%
Household Size (2021)	Average persons per household	2.8	2.4
Housing Structure (2021)	Single-detached house Semi-detached house Row house Duplex Apartment, < 5 Storeys Apartment, 5+ Storeys Other single-attached house	0% 0% 0% 0% 0% 100% 0%	23% 6% 5% 4% 14% 47% <1%
Housing Tenure (2021)	Owners Renters	0% 100%	53% 47%
Income (2016)	Median household income	\$40,038	\$65,829
Education (2016)	Adults 25-64 with a Bachelor's degree or higher	36%	44%
Language (2016)	Mother tongue not English Home language not English No knowledge of English Top 3 non-English home languages	72% 51% 9% Persian, Urdu, Bengali	45% 27% 5% Mandarin, Cantonese, Tagalog
Commute to work 2016	Public Transit Car Walk/Bike/Other	47% 41% 12%	37% 51% 12%