

Public Consultation Strategy Report

45 Grenoble Drive

City of Toronto

Prepared for
Davad Investments Inc.

December 2024

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Urban Planning | Urban Design | Community Engagement

Job Number 2337-1

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1 Introduction

This Public Consultation Strategy Report has been prepared in support of a planning application by Davad Investments Inc. ('the applicant') for **45 Grenoble Drive** ('the site') in the Flemington Park neighbourhood of Toronto.

The site is located on the southwest corner of Grenoble Drive and Deauville Lane. It is currently occupied by a 28-storey residential apartment building and a vacant open space area.

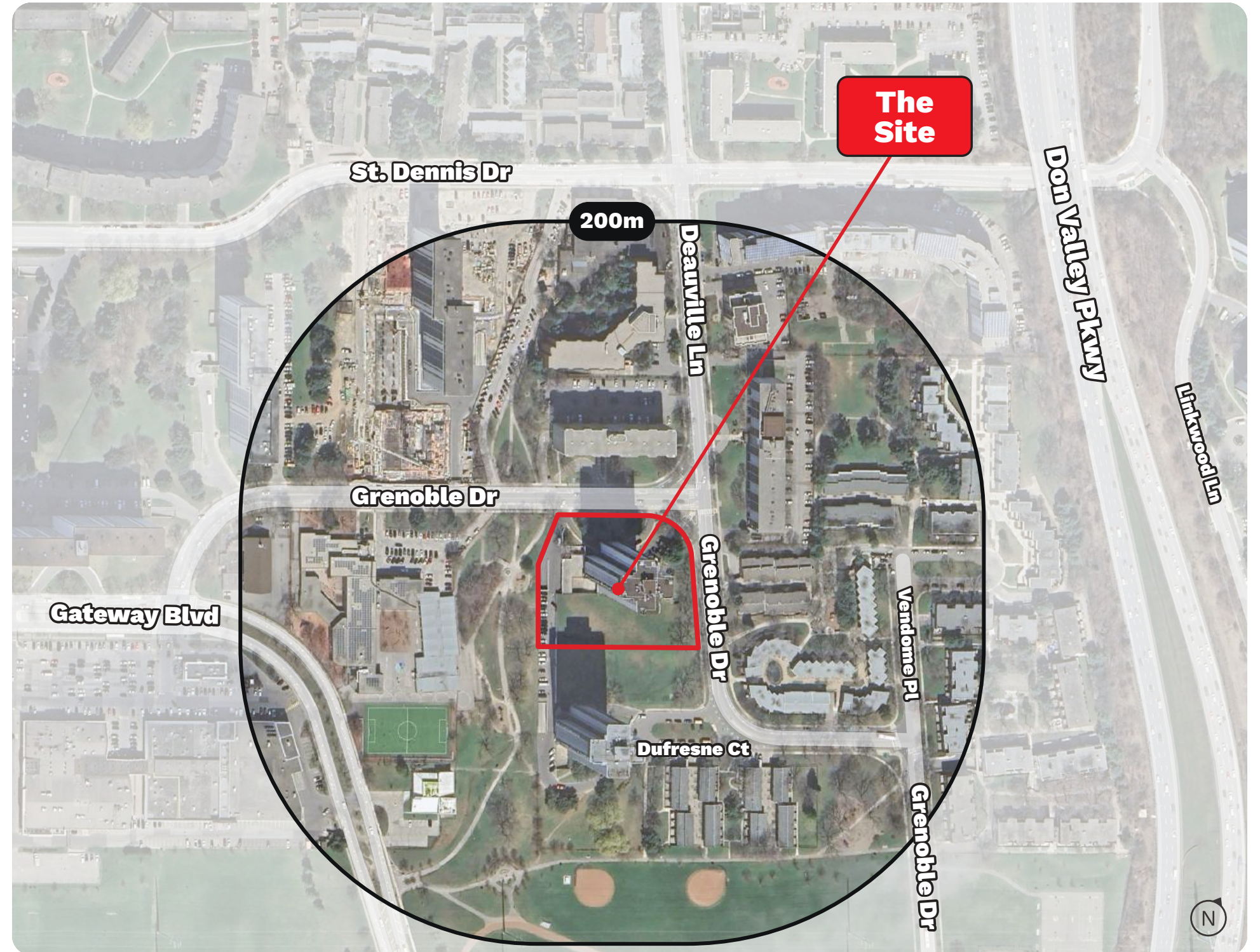
This application is proposing to develop the vacant open space area with a new 39-storey residential building on the southeast corner of the site. The existing 28-storey building will remain.

2 The Project

Site & Surroundings

The Site

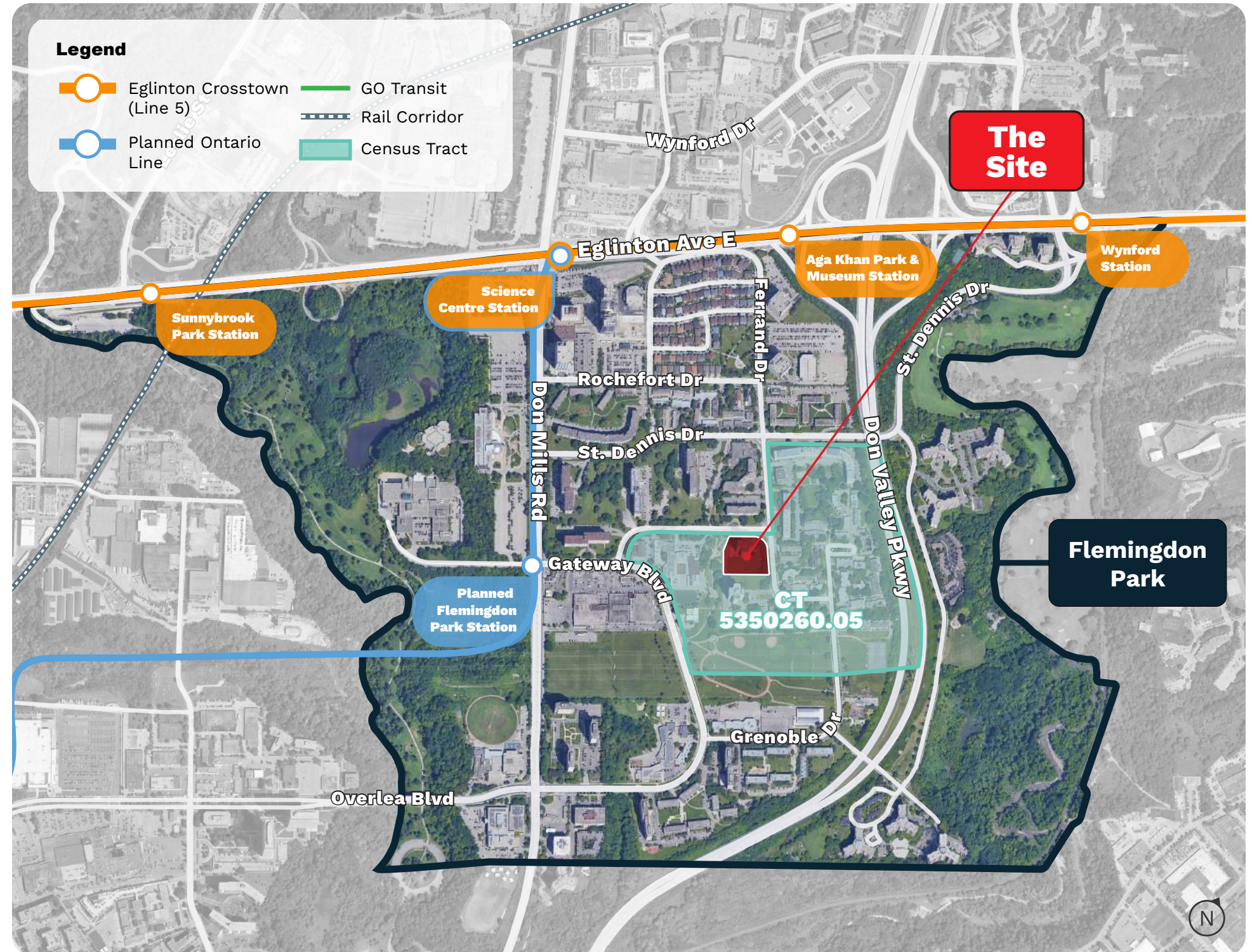
- The site is located on the southwest corner of Grenoble Drive and Deauville Lane.
- It is currently occupied by a 28-storey residential apartment building and a vacant open space area.



Surrounding Context

- The site is well located in proximity to higher order transit, including both the planned Ontario Line and Eglinton Crosstown LRT:
 - 8-minute walk (600 metres) from Flemingdon Park Station on the Ontario Line
 - 10-minute walk (800 metres) from Aga Khan Park & Museum Station on the Eglinton Crosstown
- The site is situated within the **Flemingdon Park** neighbourhood and within **Census Tract 5350260.05**.

*Neighbourhood boundaries are defined by the City of Toronto’s Neighbourhood Profiles (2021).



2.1 What is the project?

Project Highlights



A new **39-storey** infill residential building.

Retention of existing 28-storey apartment building (**217 units**)



405 new rental units

1-bedroom: **174 (43%)**

2-bedroom: **189 (47%)**

3-bedroom: **42 (10%)**



1,620 m² Total Amenity Space

914 m² Indoor Space

706 m² Outdoor Space



264 spaces Vehicular Parking



457 spaces Bicycle Parking



Key Messages

The project team has drafted a series of key messages about the proposed development at 45 Grenoble Drive. These messages are meant to address some of the frequently asked questions typically received during the development application review process for similar projects. As the development proposal gets further refined throughout the process, and depending on the method of communication or engagement, the project team can adjust these key messages and/or provide further clarification.



The Proposal



The Existing Building



New Purpose-Built Rental Housing



Improved Public Realm
and Streetscape



Transit Supportive
Development



The Proposal

- The proposal is for a new 39-storey residential building on the southeast corner of the site, currently a vacant open space area.



The Existing Building

- The existing 29-storey building would remain as part of the redevelopment, and current tenants would have the opportunity to access the new amenities provided as part of the redevelopment.
- Access to the site will remain the same, with the existing driveway serving both the existing building and proposed new building.



New Purpose-Built Rental Housing

- This proposal includes contributing 405 new units to the site, which will support the significant need for rental housing in the City.
- The units in the new building will be a mix of unit types and sizes, including 1, 2, and 3-bedroom units, ensuring that a range of household types are able to live in the neighbourhood.



Improved Public Realm and Streetscape

- The new building will support the activation and animation of Grenoble Drive with new ground-level units and indoor amenity space fronting onto the street.
- Along Grenoble Drive, the new building will be set back to allow for a generous public realm, sidewalk, and landscaping along the street.
- The new building will provide new outdoor amenities and improved outdoor amenity space for both existing and future residents to enjoy.



Transit Supportive Development

- This proposal will contribute additional housing to a site that is within short walking distance of future higher order transit. The site is an 8-minute walk from Flemington Park Station on the Ontario Line and a 10-minute walk from Aga Khan Park & Museum Station on the Eglinton Crosstown.

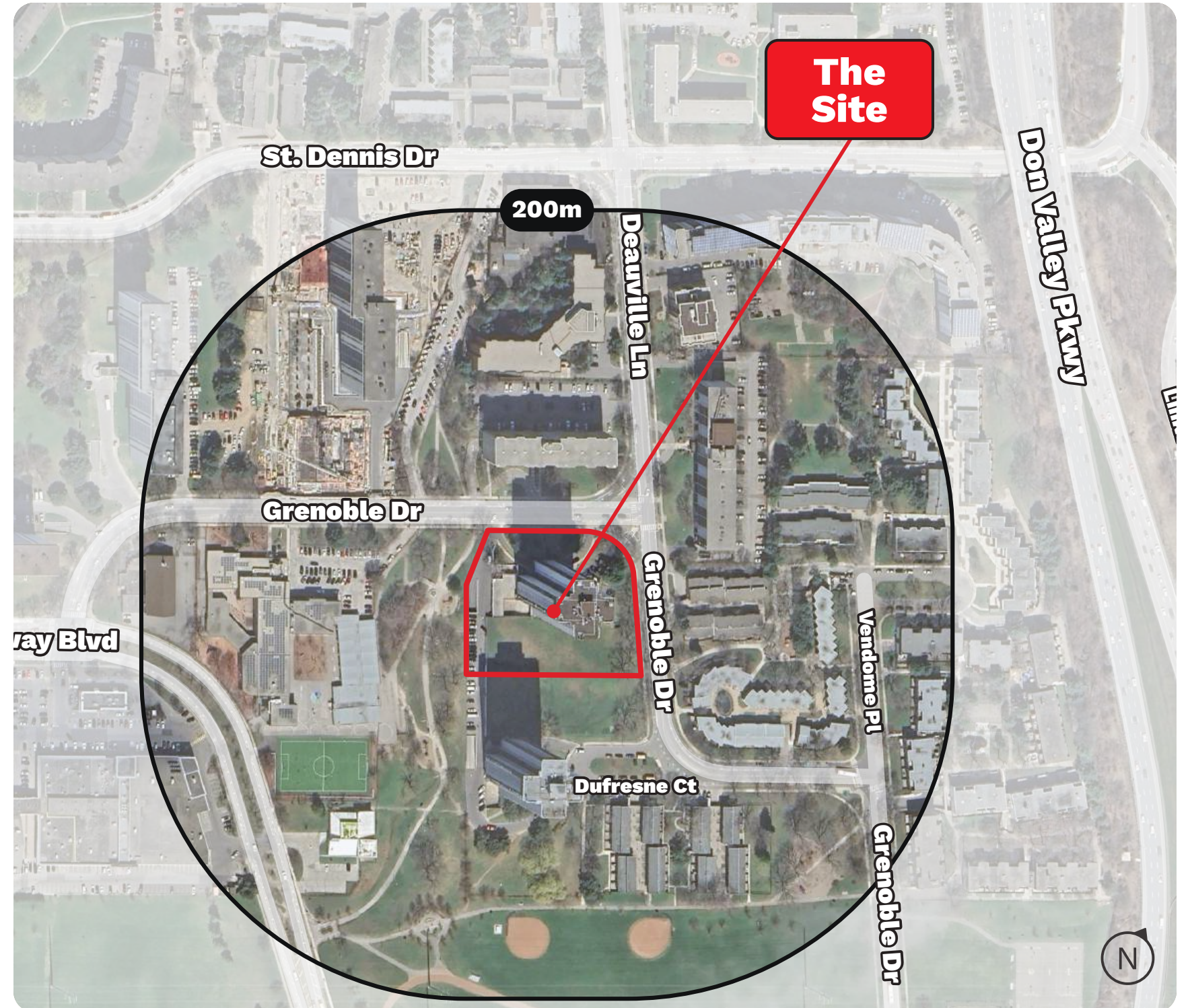
3 The Neighbourhood

3.1 Where are we engaging?

Scope of Consultation

We have defined the scope of consultation as approximately 200 metres around the subject site.

This area includes the tenants currently living on site, nearby residents, landowners, businesses, and visitors to the area who may have an interest in changes to the site and the accompanying effects of those changes in the neighbourhood. This scope of consultation includes the 120-metre radius surrounding the subject site, which is the minimum notification area for public meetings as prescribed in the *Planning Act*.



3.2 Who are we engaging?

Demographic Snapshot

The project team is taking into consideration the demographics and population of the local census tract (**Census Tract 5350260.05**) as part of the planning and consultation process. The team has reviewed Statistic Canada census data in the development of the communication and consultation strategies for this proposal, and described in ensuing sections of this report.

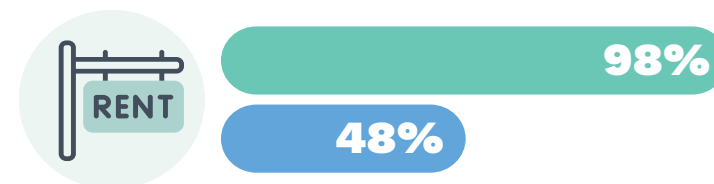
Overall, this demographic snapshot reveals the important ways the local area is distinct from the wider **City of Toronto** population. A complete demographic profile can be accessed in Appendix A.

Age



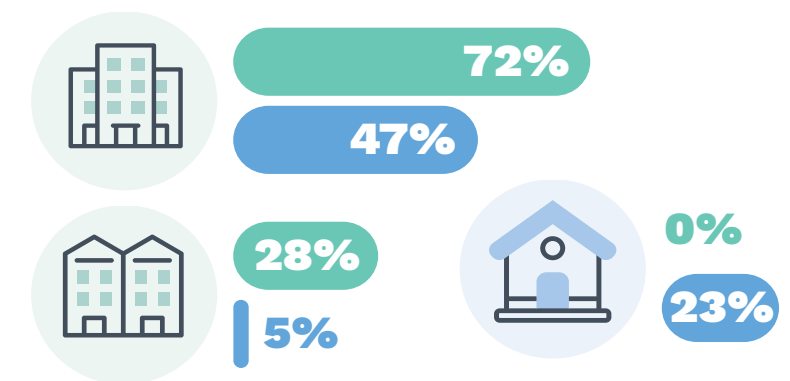
Overall the population in the local CT area is far younger than the broader City of Toronto population. 44% of the CT are either children between the ages of 0-14 years or youth between the ages of 15-24 years, whereas this number is 25% across the city.

Housing Tenure



98% of the local CT rent their homes, in comparison to the 48% who rent their homes across the city.

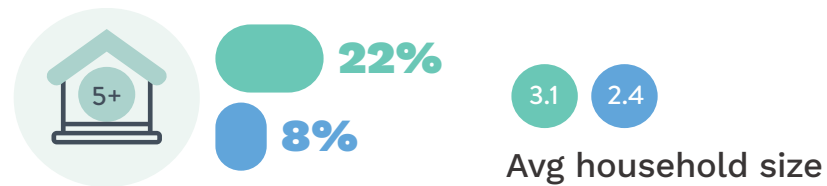
Housing Structure Type



In the local CT area, the majority of people live in apartments that are taller than 5-storeys (72%) or in row houses (28%), and no one lives in a single-detached house. This is in contrast to the broader city, where a smaller percentage of people live in apartments greater than 5-storeys (47%) and row houses (5%), and a greater percentage live in single-detached houses (23%).

- Local Area (CT 5350260.05)
- City of Toronto

Household Size



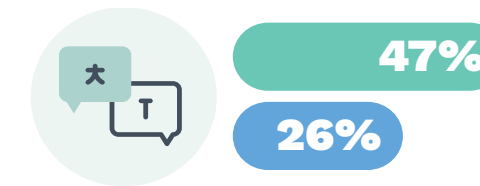
The average household size in the local CT area (3.1) is larger than the city (2.4), in particular due to the higher percentage of 5+ person households in the local CT (22%) in comparison to the city (8%).

Median Household Income



The median household income in the local CT area is lower (\$55,200) than the median household income across the city (\$84,000).

Non-Official Languages Spoken at Home



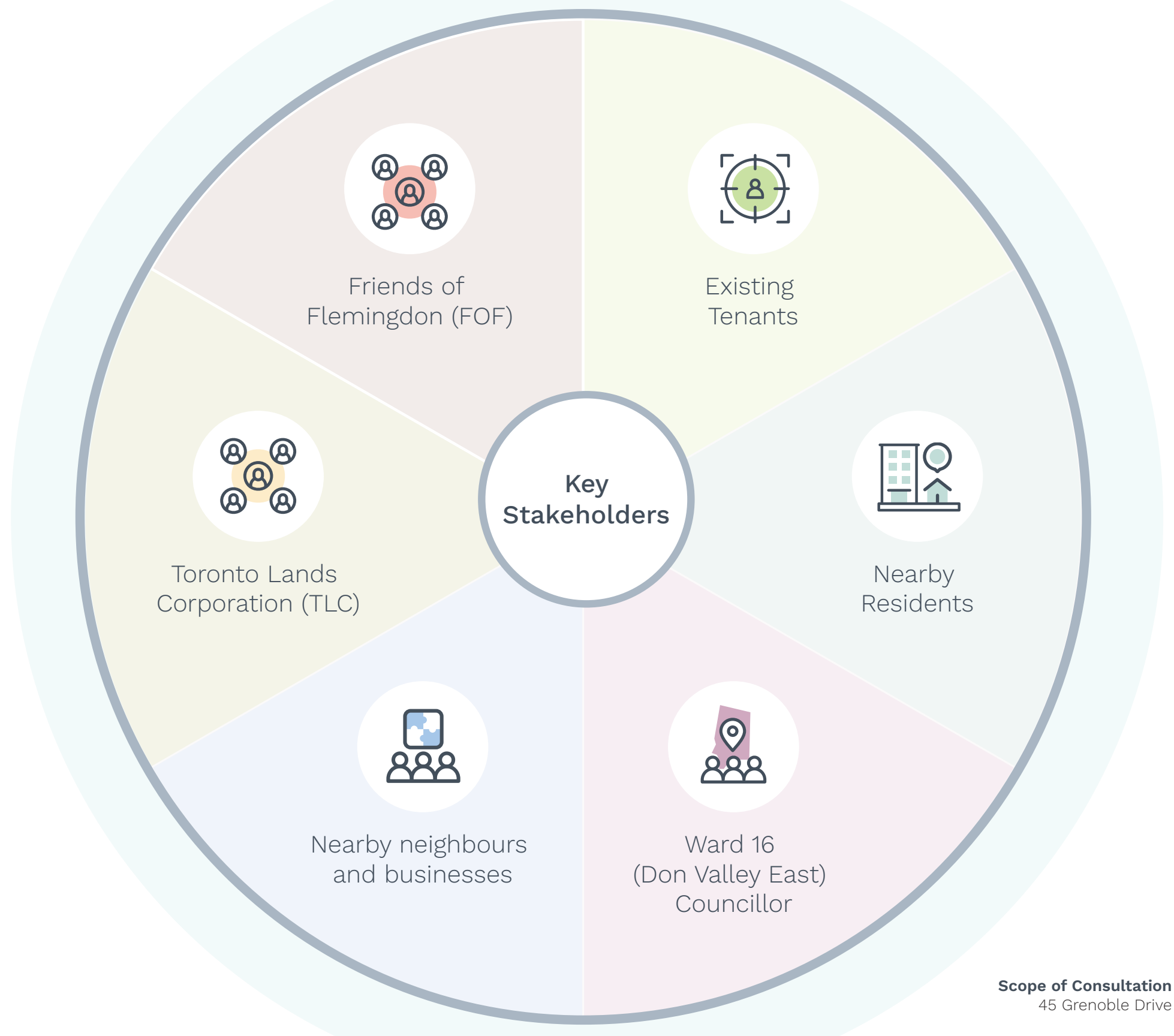
A greater number of non-official languages (i.e. neither English nor French) are most often spoken at home for the local CT area (47%) compared to across the city (26%). The top 3 non-English home languages are Dari, Urdu, and Gujarati for the local area.

- Local Area (CT 5350080.02)
- City of Toronto

Target Audience & Stakeholders

The project team has identified the following series of key stakeholders who may take an interest in the proposal and wish to be consulted throughout the process:

- Existing Tenants
- Nearby Residents
- Friends of Flemingdon (FOF)
- Toronto Lands Corporation (TLC)
- Nearby neighbours and businesses
- Ward 16 (Don Valley East) Councillor



4 The Communication & Engagement Approach

4.1 What are the goals and outcomes?



4.2 How are we engaging?

Applicant-led Communication & Engagement Methods

Taking into consideration the neighbourhood context, nature of the proposal, demographics of the local census tract, and stakeholder landscape, the applicant and project team are proposing a series of communication and engagement methods to both share information with, and seek feedback from, existing tenants and the broader community. These methods may be adjusted based on initial feedback, as well as what is feasible for those parties who express interest in the proposal.

- Project Website, Email & Phone Number
- Tenant Letters
- Tenant Information Session(s)

Applicant-led Engagement



Project Website,
Email & Phone Number

What?

- A dedicated project website has been created to serve as an information hub for anyone interested in learning about the project
- It provides the public with the opportunity to:
 - Learn about the proposal
 - Get updates on the status of the project
 - Give comments and ask questions
- A project email and phone number have also been created to allow existing tenants and community members to communicate directly with members of the project team

Who?

- Anyone interested in the project



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Applicant-led Engagement



Tenant Letters

What?

- A series of letters will be used to inform and update existing tenants about the proposed development, and include information related to:
 - The application submission and timing
 - Project milestones (e.g., resubmissions)
 - Tenant survey

Who?

- Existing Tenants



Tenant Information Session(s)

What?

- An engagement session (format can vary) for existing tenants to learn about the proposed development and new amenities

Who?

- Existing Tenants

City of Toronto Public Consultation Methods

The aforementioned applicant-led communication and engagement methods will be in addition to, and aim to complement and support, the following standard public consultation methods employed by the City:



Community Consultation Meeting

- The community consultation meeting is hosted by the City of Toronto, and its purpose is to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff and the Ward Councillor on how we can best support the organization and facilitation of this meeting
- Members of the project team will attend the meeting to present the proposal, as well as respond to comments and questions from the public



Application Notice Sign

Once the application is submitted and is deemed complete by City Staff, a notice sign will be installed on the property to notify members of the application's submission. It will include:

- A 3D massing of the building
- Information about the proposal, including the type of application and some proposal statistics
- Contact details of the City Planner assigned to the file
- A link to the City's Development Application Information Centre



Application Information Centre (AIC)

Members of the public will be able to access the application submission materials, including this report and all other reports provided to the City (e.g. architectural drawings, planning rationale, transportation impact study, etc.), online at the AIC.



Statutory Public Meeting

Once the Community Consultation Meeting is hosted, members of the public may attend the Statutory Public Meeting at North York Community Council (NYCC) to provide further commentary to City Staff, the project team, and members of Community Council.

4.3 What will we be discussing?

List of Matters to be Addressed

The following list refers to the various topics associated with the proposed development that will be brought forward for further discussion and consultation.



4.4 How will we share feedback?

Methodology for 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, email or phone number, City Planner, Councillor, and other communication and engagement methods will inform future iterations of the proposal. Upon request, a summary of feedback can be made available to those who are interested.

Reporting Back

After feedback has been documented, various tools may be used to report back to the public and stakeholder groups:

- **Project website & email**

- When they are available, updates about the proposal and process may be posted to the project website and communicated out to existing tenants and community members via the project email

- **Tenant letters**

- When they are available, project status updates will be provided in letters to be delivered to existing tenants

- **In-person and/or virtual updates at community meetings or stakeholder meetings**

- The project team will review and consider feedback provided throughout the process derived from meetings with stakeholders and neighbours, as well as the project website and email, and report back either in-person or virtually at any future community meetings

- **Public Consultation Strategy Report addendum**

- The project team may prepare an addendum to this report as a summary and update on the feedback received at the time of a subsequent application resubmission

Conclusion

Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy outlined in this report with City Staff, and if appropriate, make adjustments based on Staff's feedback. The applicant and project team are committed to engaging with existing tenants and the broader community throughout the duration of the planning application process.

The process has been developed to be responsive, flexible, and adaptable to the local demographic and stakeholder context. The aim of this approach is to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that will align with the interests of community members.

Appendix A: Demographic Profile

Census data has been distilled from the 2021 Statistics Canada Census.

CT: Census Tract 5350260.05 **City:** City of Toronto

Age	CT	City
0-14 years	27%	14%
15-24 years	17%	11%
25-64 years	50%	58%
65 years +	6%	17%

Educational Attainment

No Certificate, Diploma, Degree	27%	9%
High School	27%	19%
Apprenticeship or Trades	2%	3%
College, CEGEP, Other	13%	17%
University Below Bachelor Level	2%	3%
Bachelors' Degree or Higher	28%	49%

Household Income

Median	\$55,200	\$84,000
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Home Language	CT	City
English	41%	66%
French	2%	<1%
Non-Official	47%	26%
Multiple	11%	7%

Top non-English Home Languages:
Dari, Urdu, Gujarati & Mandarin, Cantonese, Tagalog

Immigration

Born in Canada	33%	48%
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Top places of birth:
Afghanistan, India, Philippines & Philippines, China, India

Visible Minority

Population:	71%	56%
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Housing Structure	CT	City
Single-detached	0%	23%
Semi-detached	0%	6%
Row House	28%	5%
Duplex	2%	4%
Apartment <5 storeys	0%	14%
Apartment 5+ storeys	72%	47%

Housing Tenure

Own	2%	52%
Rent	98%	48%

Household Size

Average	3.1	2.4
1-person	18%	33%
2-person	25%	30%
3-person	18%	15%
4-person	17%	13%
5 or more persons	22%	8%

Main Mode of Commuting

	CT	City
Car	58%	61%
Public Transit	36%	26%
Walking	2%	8%
Bike	2%	2%
Other	2%	3%

