



MEMORANDUM

To: Kristy Shortall **Date:** March 22, 2018.
Company: 11 Yorkville Partnership Inc. **Project:** 11 Yorkville Ave
From: Brook Pooni Associates **Project #:** #1836

Re: 11 Yorkville Avenue - Public Consultation Strategy

This memorandum outlines a public consultation strategy for the redevelopment of 11 Yorkville Avenue. This consultation strategy will be submitted in conjunction with the development application and will outline the role of public participation during the application process. Final determination of an acceptable consultation strategy will be determined by city planning staff based on a review of the area context, stakeholder analysis, complexity of proposal, and input from local Ward Councillor.

The following sections are included in this memo:

- Project Information
- Community Profile and Demographics
- Community Input
- Key Stakeholders
- Engagement Activities
- Geographic Area for Engagement
- Project Timeline & Engagement

PROJECT INFORMATION

11 Yorkville Partnership Inc. are submitting an application for a 62 storey building at the property municipally known as 11-25 Yorkville Avenue and 16-18 Cumberland Street between Yonge St. and Bay St. in the Yorkville neighbourhood. The proposed building is architecturally striking in a densely populated neighbourhood surrounded by luxury condos in close proximity to transit. Within the site, there is opportunity to extend the underground pedestrian network, add a new public park, and a coherent and well-developed string of public spaces that are continuously activated and animated at various times of day, including a Town Hall Walkway – a pedestrian-oriented public realm space with landscaping, street furniture, and activities between entrances, and the Clock Tower Walkway.

The current site is an assembly of properties, which consist of a 9-storey office building, a residential rental building, and retail spaces in converted houses on both Yorkville Ave and Cumberland St. The site is outside the *Yorkville-Hazelton Area Heritage*

Conservation District Plan, and is zoned *Commercial Residential Zone* and is designated a *Mixed Use Area* in the City's Official Plan.

COMMUNITY PROFILE AND DEMOGRAPHICS

Yorkville is an affluent neighbourhood bounded by Bloor St, Davenport Rd, Yonge St, and Avenue Road, and is home to some of Toronto's most expensive condos, most starting at over a million dollars. In the 1960's, Yorkville flourished as the centre of Toronto's bohemian culture centre and was known as Canadian capital of the hippie movement. Yorkville transitioned into a high-end shopping district when the Line 2 subway opened along Bloor and higher densities were allowed through the City's Official Plan. Luxury hotels, high-end retail, and offices were introduced to the area and displaced the local retailers and artists.

Yorkville is very well served by transit with proximity to both Line 1 (Yonge-Bloor Station) and Line 2 (Bay Station) subway lines, and for cycling with the Bloor Street and Davenport Road lanes, and has pedestrian connections through the underground pedestrian network. The Greater Yorkville Residents Association is a leading advocate for the protection and preservation of Yorkville's built heritage and cultural assets. Local City Councillor for Ward 27 is Councillor Kristyn Wong-Tam who was first elected to office in 2010.

COMMUNITY INPUT

Public engagement is an important component of the planning process, which will help the project team understand community values, concerns and aspirations for the future of the site. Community input will be considered along with existing property conditions and constraints, developer aspirations and applicable planning policies. Our goal is to maintain open communication with the neighbourhood and we have identified a number of engagement activities that will be conducted throughout the planning process.

KEY STAKEHOLDERS

The purpose of the public consultation strategy is to discuss details of the redevelopment proposal with a diverse audience, engage key stakeholders, and understand neighbourhood priorities. Successful public consultation requires identifying key stakeholders early on in order to facilitate an inclusive approach. Stakeholders range from those who are involved at a municipal level to community members and future users.

The Yorkville community is comprised of a balanced mix of age groups living mostly in high-rise apartment/condominium buildings. The redevelopment of 11 Yorkville Ave presents an opportunity for significant public realm improvements and extension of the pedestrian networks and we expect the Bloor Yorkville BIA to be involved in the process. The proposal contains elements of progressive urban design and we anticipate

that architects and designers will be engaged with key design elements. Lastly, since the majority of community members live in high-rise developments, the project team will work closely with the Residents Associations to ensure project details are communicated.

A preliminary list of key stakeholders includes the following:

- Kristyn Wong-Tam – local Ward 27 Councillor
- GYRA – Greater Yorkville Residents Association
- ABC Residents Associations
- Bloor-Yorkville Business Improvements Association
- Asquith Collier Residents Association

ENGAGEMENT ACTIVITIES

The following section outlines engagement strategies to ensure the community is kept up to date on the development application. The engagement strategies proposed should remain flexible and respond to evolving reconnaissance, community feedback, planning direction, and project objectives. The following engagement activities will be implemented throughout the application process:

Mail-Drop

Ensuring that all residents and business owners in the engagement target area are well informed of upcoming meetings is critical to engaging a broad audience. A mail-drop of Open House notifications to condominiums and apartment buildings, seniors' homes, single family homes, and surrounding businesses approximately two weeks prior to all community consultations will take place.

Open House – April 11th, 2018

The project team will introduce the redevelopment and planning process to the community at an Open House on April 11th, 2018. The intent of the event will be to introduce the project team, provide site, neighbourhood and policy context, share developer aspirations for the future of the property; and listen to community input and ideas.

Community Meeting – June 2018

The city will be hosting a meeting to introduce the application to the community in June 2018. The intent of the event will be to provide site, neighbourhood and policy context information. The project team will be available to assist with the development of communication materials, advertising, etc., on an as needed basis.

Online Engagement

The project website is a central component of the overall engagement strategy. The website will clearly communicate project information and news/updates, highlight the

project outcomes and how it fits within broader city and regional goals, and provide ongoing opportunities for public feedback.

Neighbourhood Meetings

Key stakeholders will need to be engaged more proactively and frequently, ahead of key milestone events. Hosting individual meetings with stakeholders, as vetted by the City of Toronto, to discuss details of the proposal and to answer questions in an informal setting is an integral part of the engagement process.

The following is a list of neighbourhood meetings conducted to date:

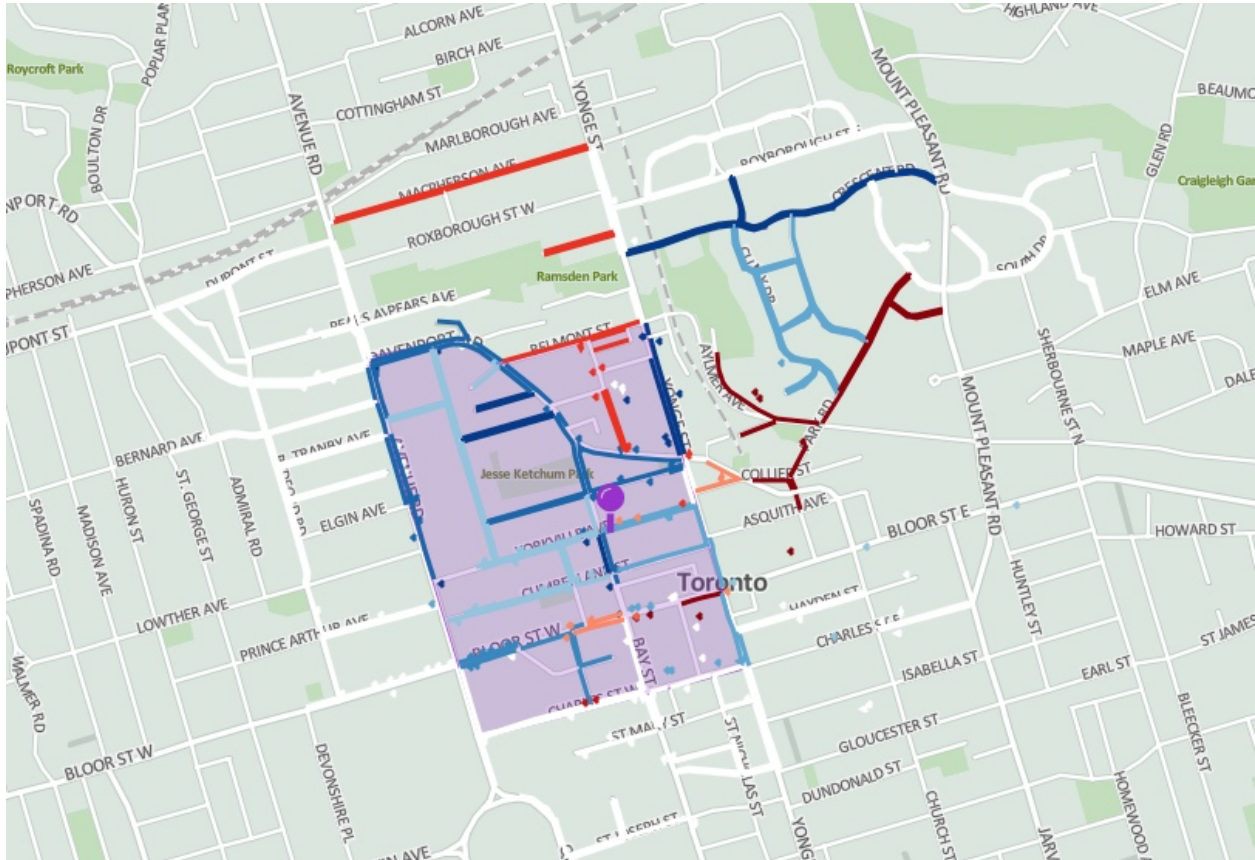
- Meeting with Councillor on February 22, 2018
- Meeting with Bloor-Yorkville BIA on March 7, 2018
- Meeting with GYRA Residents Group on March 16, 2018

The following is a list of upcoming neighbourhood meetings (TBC):

- Meeting with ABC Residents Association
- Meeting with Asquith Colliers Residents Association

GEOGRAPHIC AREA FOR ENGAGEMENT

This geographic area was selected because it is approximately 1 KM of the site exceeding the city’s guidelines and will include all residents and stakeholders affected by the potential redevelopment of 11 Yorkville Avenue.



PROJECT TIMELINE & ENGAGEMENT

DATE	ACTIVITY
February 2018	Meeting with Planning Staff
February 2018	Meeting with Ward Councillor
March 2018 (Ongoing)	Neighbourhood Meetings
April 11, 2018	OPEN HOUSE
March 2018	Submission
May – June 2018	Follow up neighbourhood meetings
June 2018	Community Meeting
June 2018 – Spring 2019	Follow up neighbourhood meetings

