



Public Consultation Strategy Report

48 Grenoble Drive
City Of Toronto

Prepared For
Tenblock

March 18, 2022

www.48Grenoble.com



www.bousfields.ca

Urban Planning
Urban Design
Community Engagement

Toronto Office

3 Church Street, Suite 200
Toronto, ON
M5E 1M2

T. 416.947.9744
F. 416.947.0781

Hamilton Office

1 Main Street East, Suite 200
Hamilton, ON
L8N 1E7

T. 905.549.3005
F. 416.947.0781



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1 Introduction

This Public Consultation Strategy was prepared in support of Zoning Bylaw Amendment, Site Plan Control, and Rental Housing Demolition applications made by Tenblock to the City of Toronto for their property at **48 Grenoble Drive**. The site is currently home to a 9-storey residential rental apartment building constructed in 1962. The proposed Zoning By-law Amendment would permit the redevelopment of the site with a new residential building comprised of a 6-storey podium, two

towers at 41 and 43 storeys, landscaped space at the entrance of the building (POPS), and a public park along the west side of the property. The 109 existing purpose-built rental units would be replaced in the proposed development.

This report outlines **(1)** the goals for consultation relating to the proposal, **(2)** who was considered in developing the approach, and **(3)** how Tenblock plans to consult with all interested stakeholders.

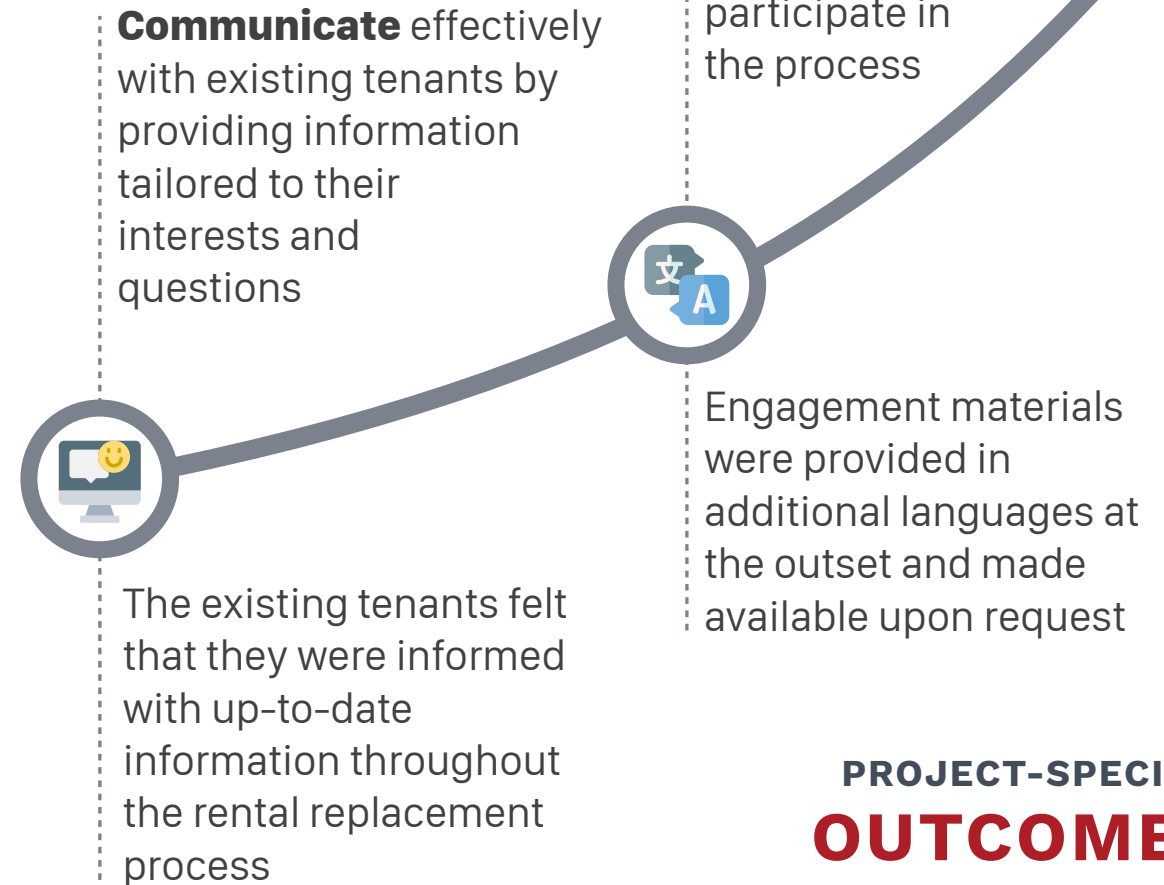
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Targeted Goals & Desired Outcomes

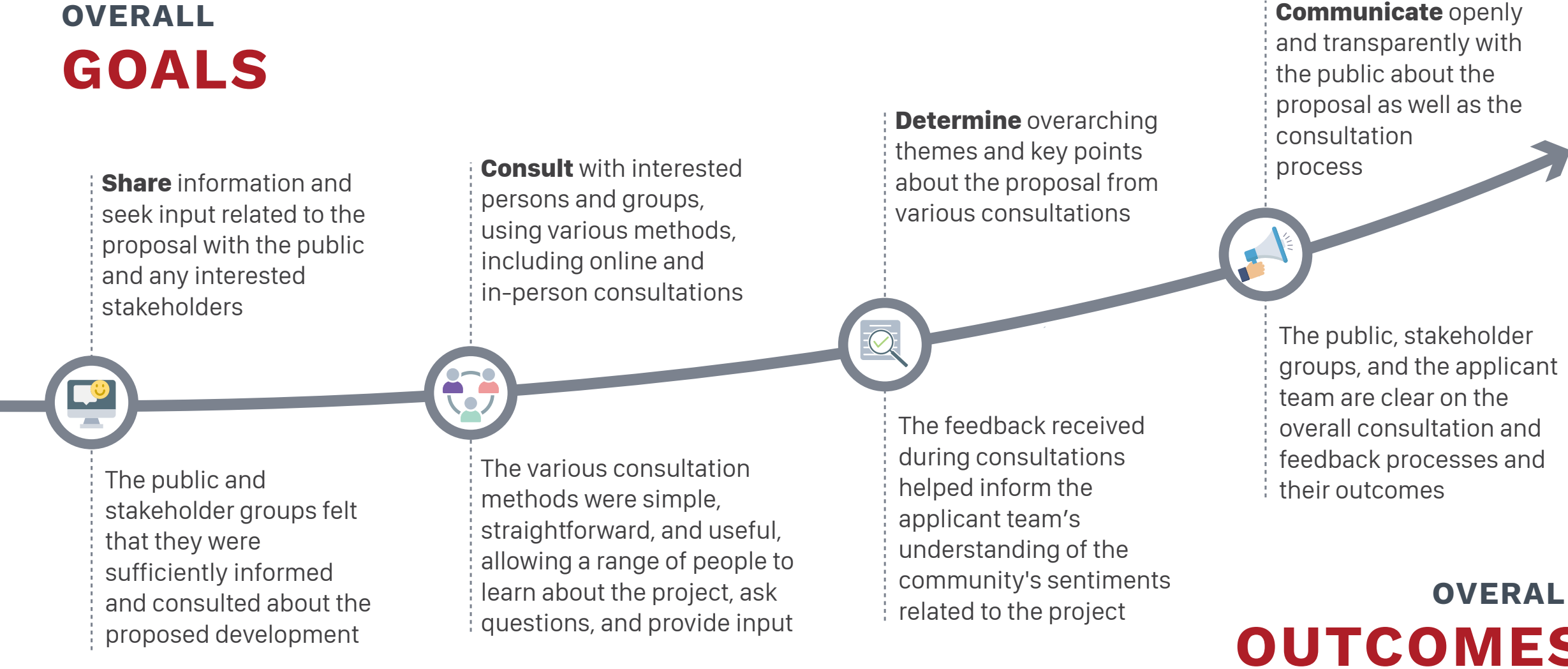
The targeted goals and desired outcomes of the Public Consultation Strategy Report below illustrate that the applicant has put thought into:

- ✓ How to build “trust” in the area impacted by the proposal
- ✓ Who the audience or “public” is who will be impacted by the proposal
- ✓ Ensuring that the public’s voice is heard, evaluated, and recorded as part of the development application review process

PROJECT-SPECIFIC GOALS



OVERALL GOALS



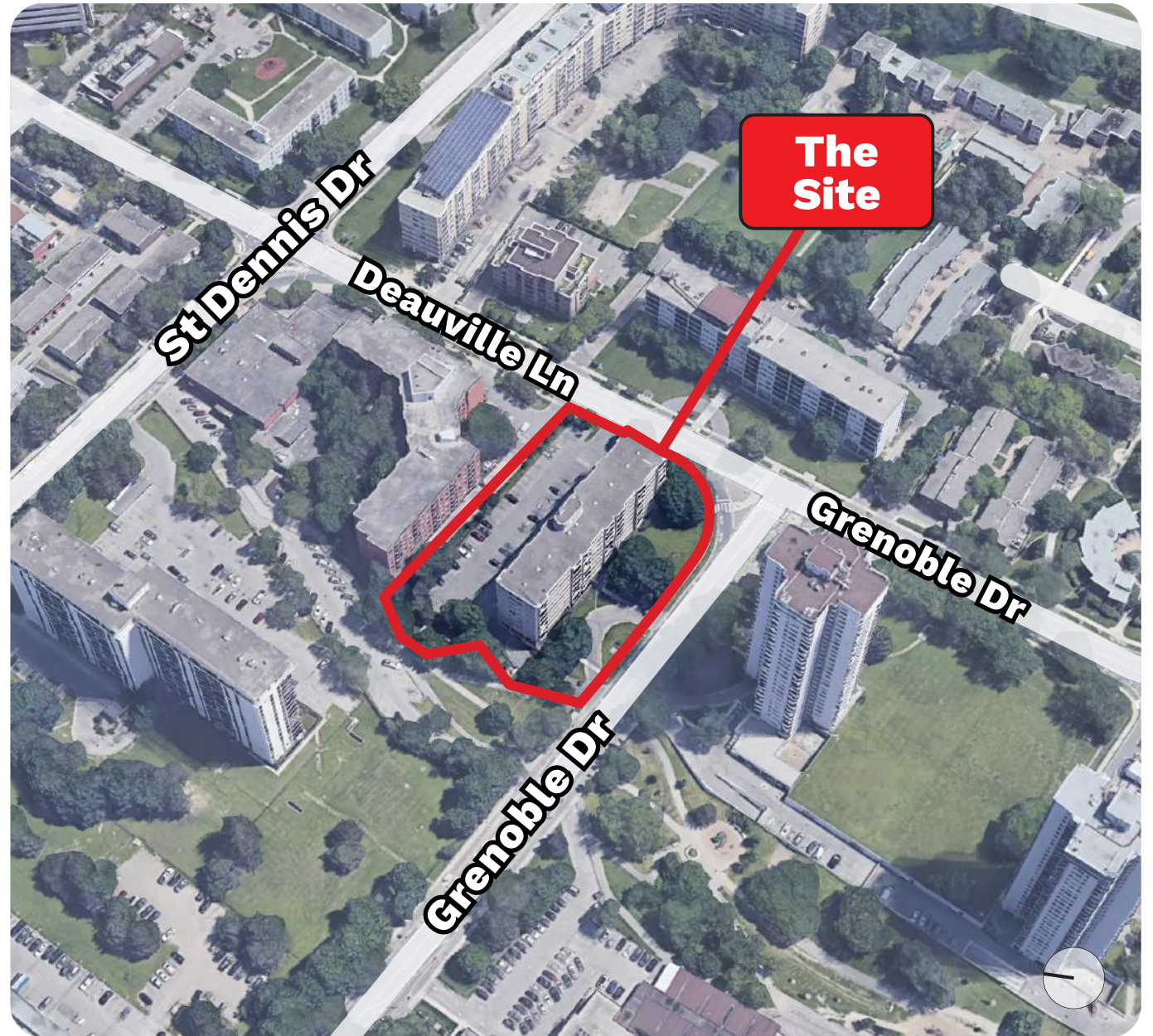
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The Site & Neighbourhood

48 Grenoble Drive

Currently on the Site:

- 9-storey purpose-built rental building
- 109 Units
- Surface parking lot on north side of the building
- Open space along west side of the property





Surrounding Context

1 Wynford Green

Parks:

2 Flemingdon Park

3 Ferrand Drive Park

4 ET Seton Park

Schools:

5 Grenoble Public School

6 Gateway Public School

7 St. John XXIII Catholic School

8 Future TDSB Elementary school

Recreation:

9 Angela James Arena

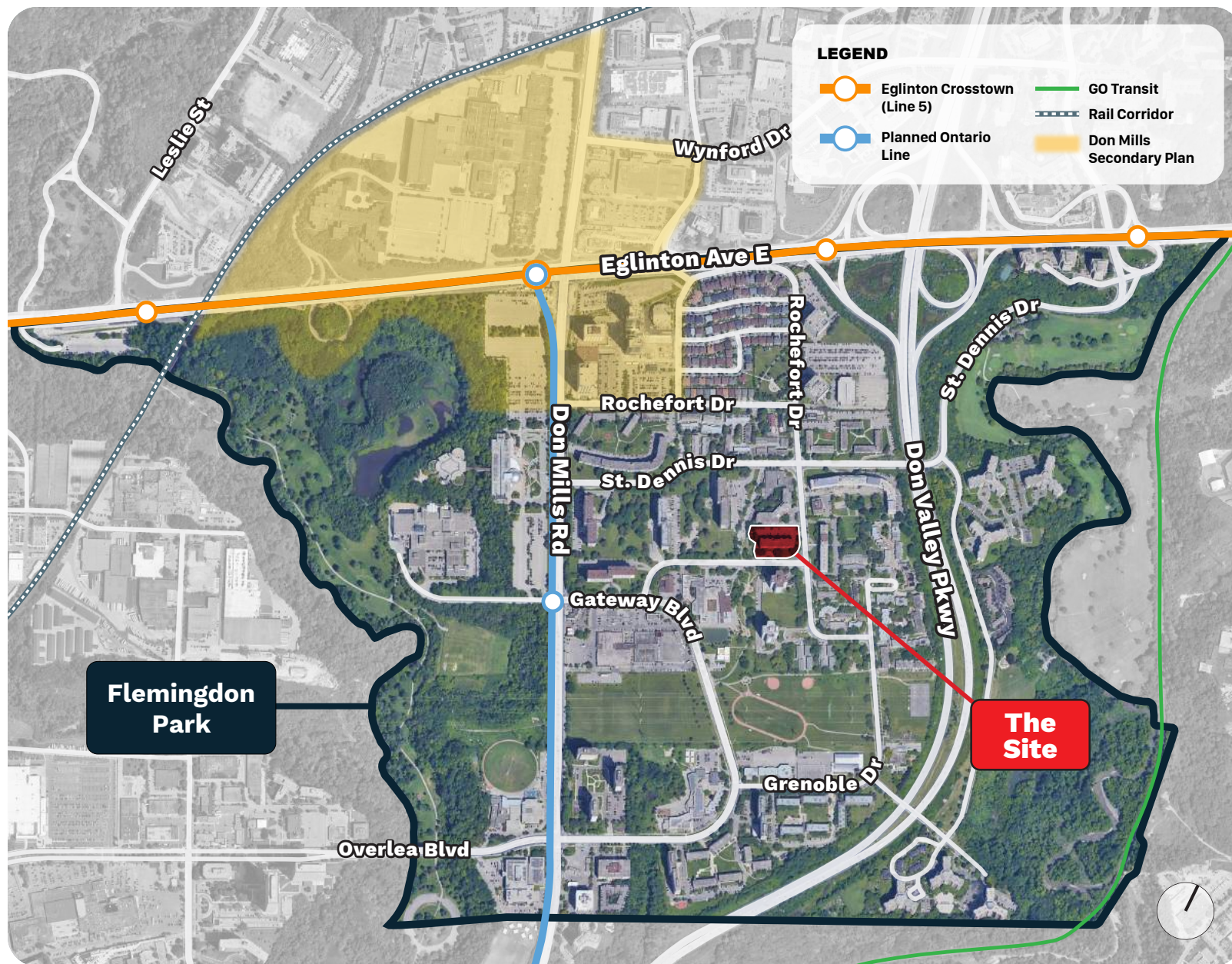
10 Don Mills Community Centre

11 Playground Paradise

12 Dennis R. Timbrell Resource Centre

Daycares:

5 6 7 10 11 12
13 14 15 16 17



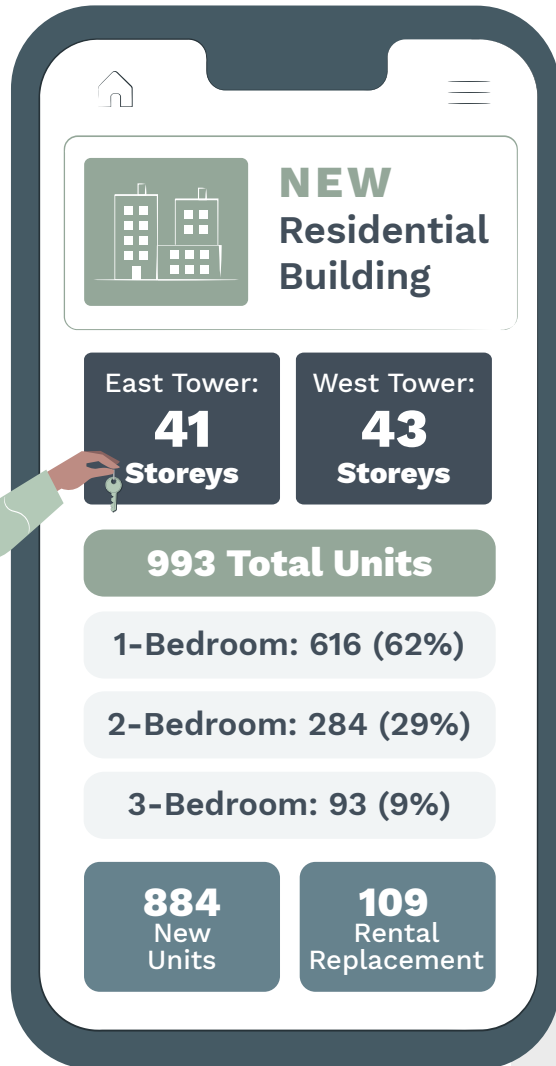
The Neighbourhood

- According to the City of Toronto's Neighbourhood Profiles, the subject site is located in **Flemingdon Park**, one of Toronto's **Neighbourhood Improvement Areas (NIAs)** within the Toronto Strong Neighbourhoods Strategy 2020
- The Toronto Strong Neighbourhoods Strategy supports healthy communities across Toronto by partnering with residents, community agencies and businesses to invest in people, services, programs and facilities in Toronto's NIAs. The strategy attempts to strengthen the social, economic and physical conditions and deliver local impact for city-wide change.

*Neighbourhood boundaries are defined by the City of Toronto Neighbourhood Profiles (2016).

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Proposal Highlights



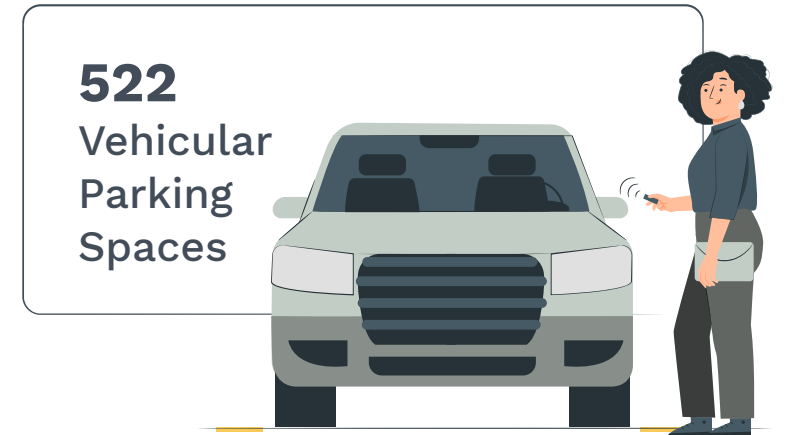
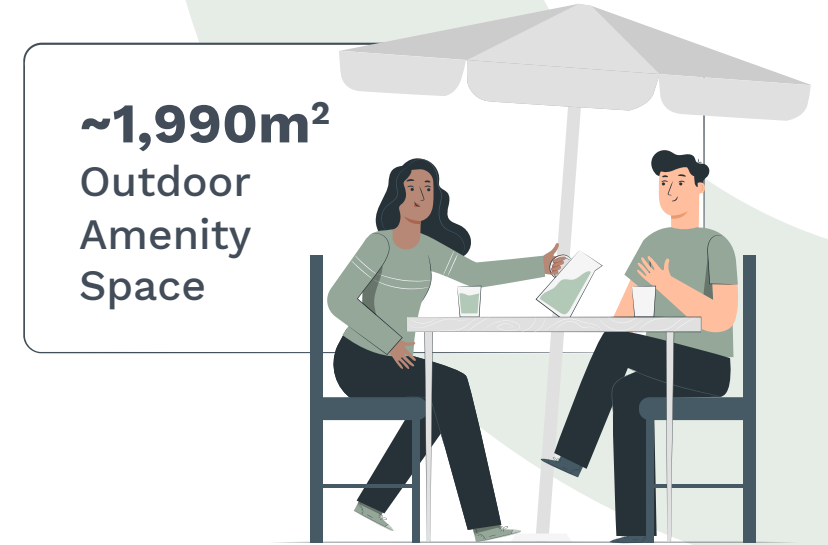
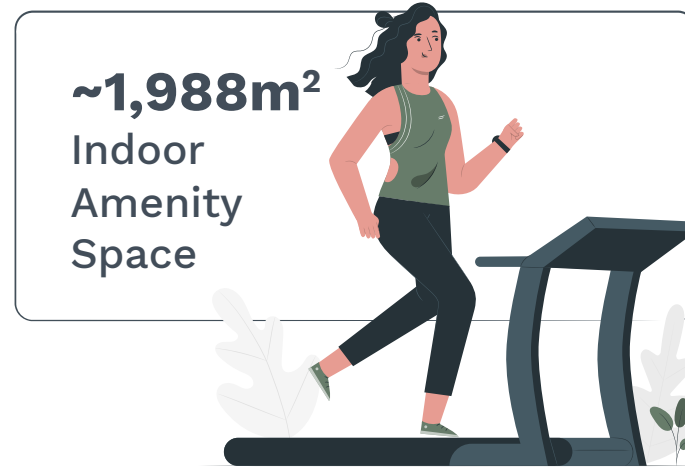
Developer:

Tenblock

Architect:

**Diamond
Schmitt
Architects**





*Privately-Owned Publicly Accessible Spaces

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Key Messages

The key messages listed here are meant to provide tenants, community members, and other interested stakeholders with straightforward information regarding what is being proposed on the site as well as describing the context for the development. These messages are meant to address some of the frequently asked questions typically received during the development application review process for similar projects. As more details are defined and/or information changes about the proposal, the key messages will be modified before being delivered to the various stakeholders.



48 Grenoble



The Proposal



Rental Replacement



Tenblock

Key Message

48 Grenoble



“The ownership group has owned 48 Grenoble since it was constructed in 1962. We look forward to continuing to provide much needed rental housing stock for the neighbourhood while also providing additional housing opportunities close by to new rapid transit.”



“Significant investments in the neighbourhood are bringing new transit, community services and facilities, and development to the area.”



“The site is within a 5-minute walk to the future Flemington Park Subway Station at Don Mills Road and Gateway Boulevard. It will also be within a 10-minute walk to the Aga Khan Park & Museum stop on the soon to be open, Eglinton Crosstown LRT.”



“We look forward to providing improved landscaping and welcoming gathering spaces for the surrounding community.”

Key Message

The Proposal



“The proposal for 48 Grenoble Drive includes replacing the existing 109 purpose-built rental units and adding an additional 884 residential units. The new development is comprised of two towers joined by a 6-storey podium. The West Tower is proposed at 43-storeys and the East Tower at 41-storeys.”



“The new units will be a significant improvement over those in the existing aged building, including the introduction of air conditioning, indoor and outdoor amenity space, modern building systems, improved physical accessibility, in-suite laundry, updated finishes and features, bicycle parking, and more.”



“Along the west side of the proposed building is a 676m² public park. The intersection of Grenoble and Deauville Lane is additional landscaped open space, or what is known as a privately owned public space (POPS).”



“Townhouse units will be located along the western edge of the site adjacent to the public park.”



“Indoor and outdoor amenity will be provided on the first and seventh floors of the building.”



“All garbage and loading will become internal to the site to mitigate visual and noise pollution for building residents and surrounding neighbours.”



“Parking will be available for 522 vehicles underground, as well as spaces for 1,094 bicycles.”

Key Message

Rental Replacement



“All 109 existing rental units will be replaced in the new development.”

“Tenblock will be available to discuss the details of the rental replacement process with any tenant. They will be working with City Staff on updating tenants with all of the information they need to know.”

“Developing new housing options will allow for existing residents to return to new modern units, as well as introducing access to new amenity spaces, bicycle parking, air conditioning, improved building systems, physical accessibility, in-suite laundry, and other improvements.”

Key Message

48 Grenoble



“For over 65 years, we have developed and managed real estate in Toronto, with a vision of providing our community with great places to live.”



“Tenblock is committed to providing a thoughtful and meaningful engagement process for the redevelopment of their property at 48 Grenoble Drive.”



“Tenblock will work alongside their property management partner, Briarlane, to support tenants throughout the redevelopment process by keeping them informed and answering any questions they may have.”

6 Consultation Area

The Consultation Area for this proposal is focused on the subject site itself, neighbours surrounding the site, and the broader Don Mills & Eglinton area. The notification area defined by the *Planning Act* as a **120-metre minimum** surrounding the subject site has also been taken into consideration when defining this area.

For the most part, neighbours of the site include residential uses in the form of apartment buildings. Discussions with these stakeholders have begun and will continue throughout the process. The consultation area will evolve to accommodate any other stakeholders who want to be involved in the process.



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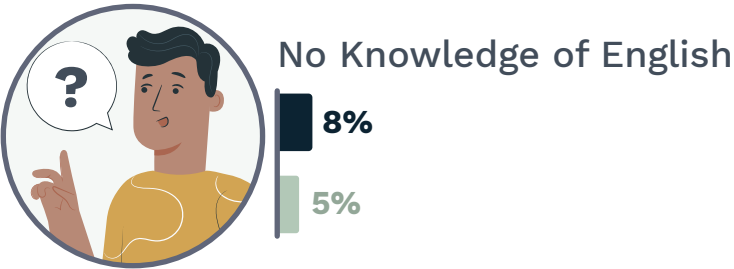
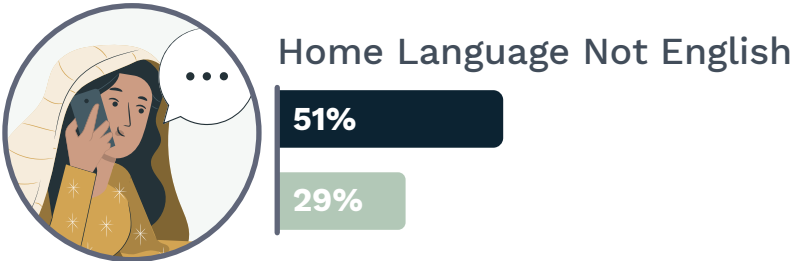
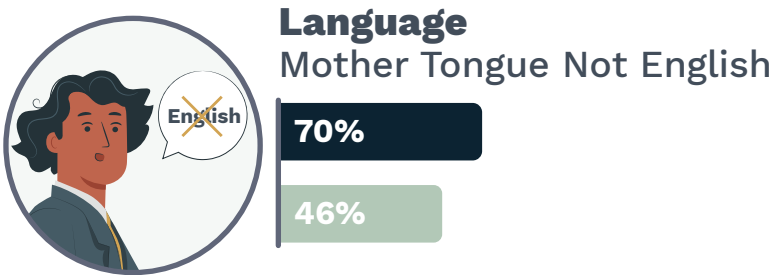
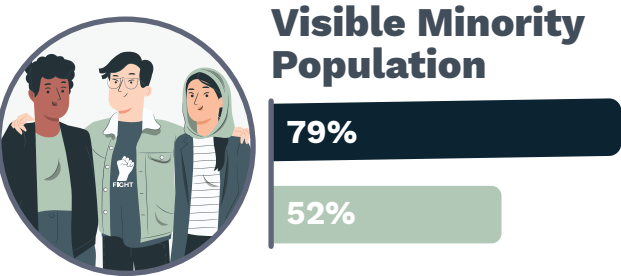
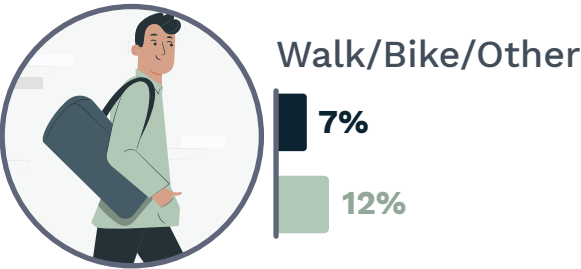
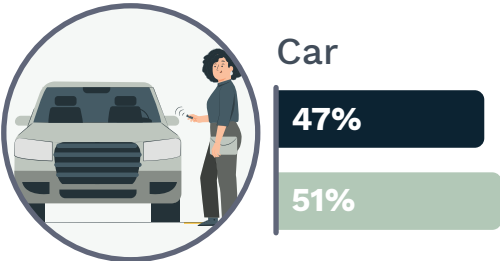
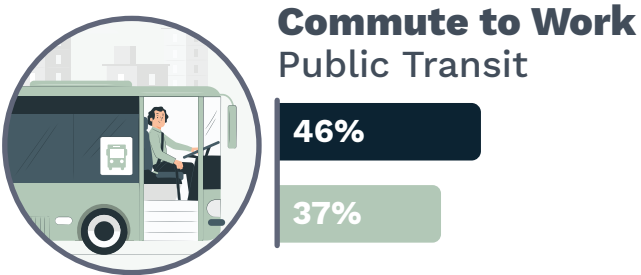
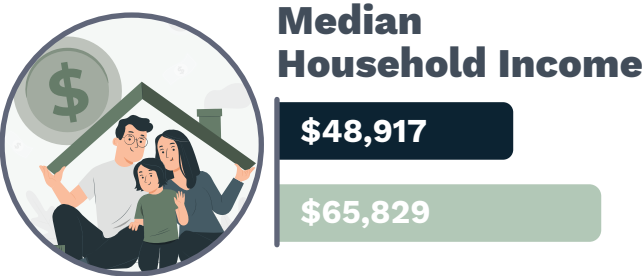
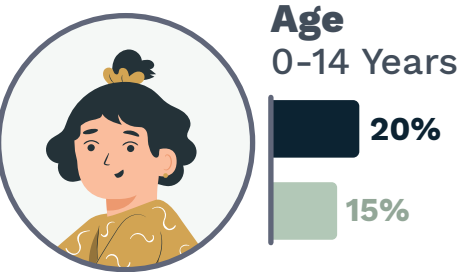
Audience

The audience for consultation is based on our understanding of the site and its immediate surroundings. It is further defined by the demographic characteristics of the neighbourhood the site is located within, Flemington Park. This demographic information also helps to inform the overall consultation process by acknowledging who is living in the Flemington Park neighbourhood.

One key piece of information gleaned from demographic analysis as well as consultation with building management, is the high number of Urdu speakers currently living at 48 Grenoble Drive. The project website as well as tenant letters will proactively be translated into multiple languages (e.g. Urdu, Farsi, Gujarati) throughout the process. Additional translation services can be provided upon request.

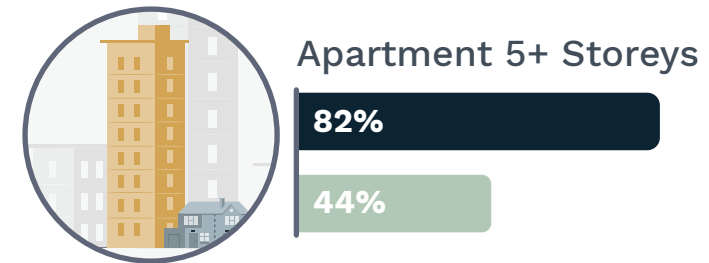
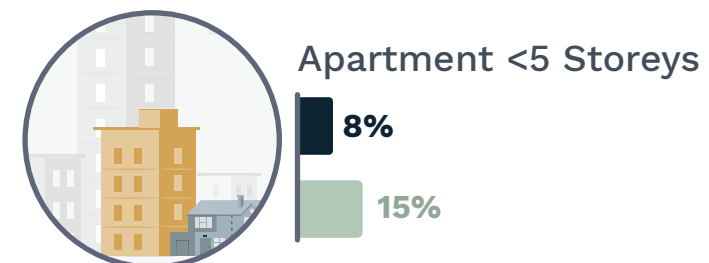
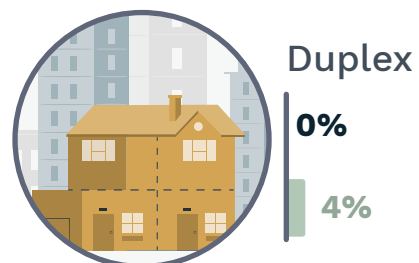
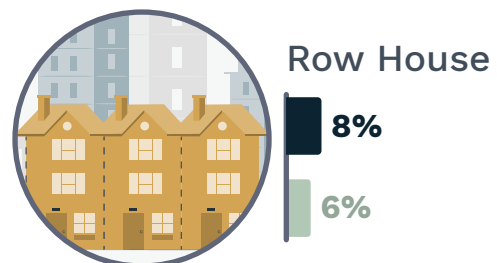
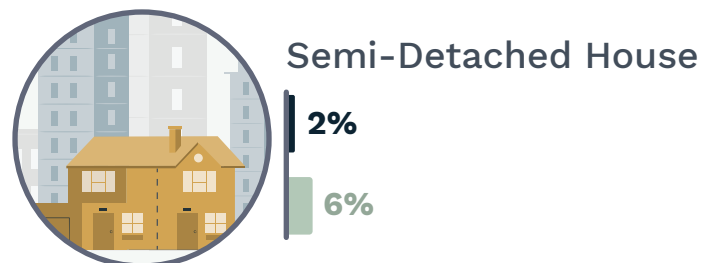
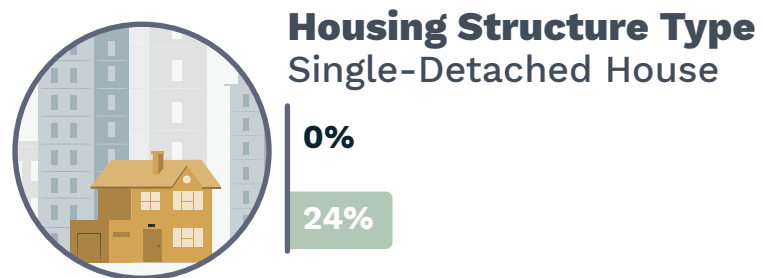
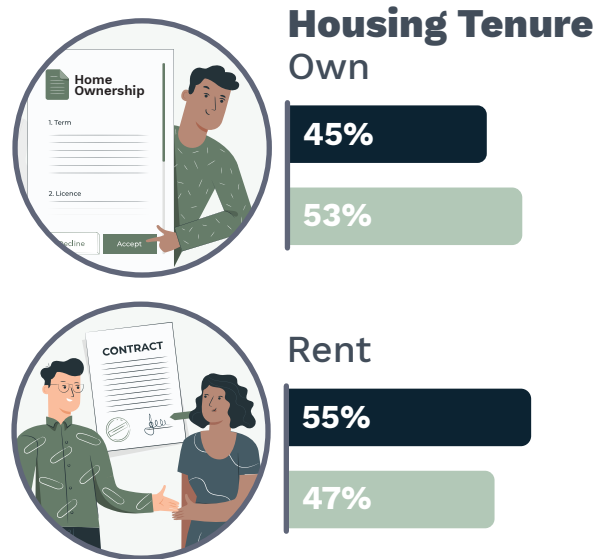


Demographic Highlights



Top Three Non-English Home Languages

Neighbourhood	City
1. Urdu	1. Mandarin
2. Farsi	2. Cantonese
3. Gujarati	3. Tagalog



Stakeholder Groups

Our initial list of stakeholders is meant to represent those who live on the site, have been active in the area in regard to other developments, who live close by, and/or represent the area the site is located within. This list will grow as the formal consultation process begins and is not meant to be a comprehensive list of all those who might be interested in the proposal. The project team is open to meeting with all stakeholders who are interested in the consultation process.



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Pre-application Consultation & Communications

Tools, Methods, & Techniques

Discussions with City Planning Staff

Date: January 28, 2022

Purpose: Introduce the project, discuss submission requirements and get initial feedback

Attendees included representatives from:

- City of Toronto
- Project Team

Discussion Topics:

- Proposal
- Planning & Urban Design
- Rental Replacement
- Transportation

Discussions with the Deputy Mayor / Ward Councillor

Date: February 15, 2022

Purpose: Introduce the project and get initial feedback

Attendees included representatives from:

- Councillor's Office
- Applicant

Discussion Topics:

- Proposal
- Community Engagement

Letter to Residents of 48 Grenoble Drive

Date: March 17, 2022

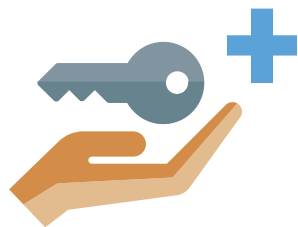
Purpose: Inform residents living on site of the upcoming rezoning application submission

Recipients: All residents of 48 Grenoble Drive received a copy of the letter prior to the application submission

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List of Matters to be Addressed

The following list outlines various topics that are often discussed during the rezoning process but also those that are unique to the subject site. This list will evolve as the formal consultation process begins following the first submission of the application.



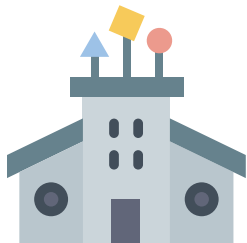
Rental Replacement



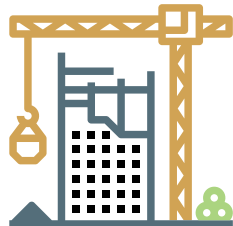
Design & Built Form



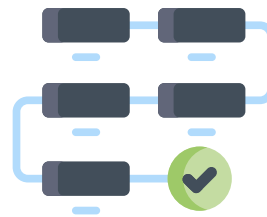
Public Realm



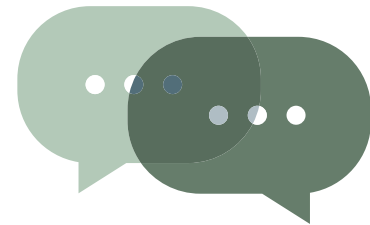
Community Services
& Facilities



Nearby Development
& Transit Investments



Development Application
Process & Estimated
Timelines



Consultation Process
& Opportunities

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Pre-application Consultation & Communications

Tools, Methods, & Techniques



Project Website & Email

What?

- www.48Grenoble.com
- 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
- It will be launched shortly after submission of the application

Who?

- Anyone interested in the project
- Resource for tenants to learn more and ask questions

Tenant-Focused Engagement



Translation
services provided
upon request.



Tenant Letters

What?

- One-page letters will be used to provide tenants with information and updates on a number of topics.
- Quick and easy way to share information with the existing tenants about the project
- All tenants would be sent the same information at the same time
- Physical copies of each communication will be delivered to each tenants door/mailbox

Who?

- Existing tenants



Applicant-Led Tenant Session(s)

What?

- An engagement session (format can vary) for existing tenants to learn about the contemplated redevelopment project, the rental housing replacement process, and existing tenants' rights

Who?

- Existing tenants



Project Website & Email

What?

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- 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
- It will be launched shortly after submission of the application

Who?

- Anyone interested in the project
- Resource for tenants to learn more and ask questions



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?

- Deputy Mayor Minnan-Wong
- Adjacent residential neighbours
- Other interested organized groups



1. Learning More

Application Information Centre

- Once the application is submitted, the City Planner on the file will post all the application materials to the City's online Application Information 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



2. Asking Questions

City Planner and 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 project team will be involved to help coordinate the meeting



3. Informing Decisions

Statutory Public Meeting

- Held at the end of the City process, when a decision is to be made by North York Community Council regarding the proposal

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Evaluation

Consulting with onsite residents will help to inform how this process continues to evolve. All feedback received from engaging with tenants will help to inform the tenant relocation and assistance plan as well as revisions to the proposal. The applicant will also continue to work with other stakeholders interested in the development application to understand their feedback and ideas.

Feedback collected through the project website, City Planner, Councillor, and other engagement events will inform future iterations of the proposal. A summary of all of this feedback can be made available to anyone who is interested, upon request.



Socio-Economic Indicator	Flemingdon Park	City of Toronto
Age		
0 to 14 years (Children)	20%	15%
15 to 24 years (Youth)	14%	12%
25 to 54 years (Working Age)	42%	45%
55 to 64 years (Pre-Retirement)	11%	12%
65+ years (Seniors)	14%	16%
Median Household Income	\$48,917	\$65,829
Home Language		
Mother tongue not English	70%	46%
Home language not English	51%	29%
No knowledge of English	8%	5%
Top non-English Home Languages	Urdu, Farsi, Gujarati	Mandarin, Cantonese, Tagalog
Housing Structure Type		
Single-Detached House	0%	24%
Semi-detached	2%	6%
Row House	8%	6%
Duplex	0%	4%
Apartment <5 storeys	8%	15%
Apartment 5+ storeys	82%	44%
Total Population	21,993	2,731,571

Socio-Economic Indicator	Flemingdon Park	City of Toronto
Housing Tenure		
Owners	45%	53%
Renters	55%	47%
Main Mode of Commuting		
Public Transit	46%	37%
Car	47%	51%
Walk/Bike/Other	7%	12%
Household Size		
Average persons per household	2.80	2.42
Education		
Adults 25-64 with a Bachelor's degree or higher	35%	44%

