



# **PUBLIC CONSULTATION STRATEGY REPORT**

**1 Heron's Hill Way**

[www.newheronshill.com](http://www.newheronshill.com)

**April 2020**

**Paradise Developments Heron's Hill Inc.**

**BOUSFIELDS INC.**

PLANNING | DESIGN | ENGAGEMENT

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Job Number 19318-1

## 1.0 INTRODUCTION

This **Public Consultation Strategy Report (PCSR)** has been prepared to outline the consultation process proposed in association with the application for an Official Plan Amendment and Zoning By-law Amendment for 1 Heron's Hill Way (the site). The site is owned by **Paradise Developments Heron's Hill Inc.**

Located generally south of Sheppard Avenue East and east of Yorkland Road, the site currently includes a recently built 2-storey office building (Head Office and Design Studio of Paradise Developments Inc.), a surface parking lot, and a vacant piece of land. The proposal is to develop a 39-storey mixed-used building and provide part of a future public connector road. The existing 2-storey office building would remain.



## 2.0 WHAT ARE THE GOALS AND OUTCOMES?

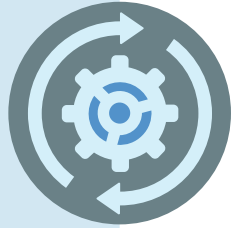
### Overall Consultation Goals and Outcomes

#### GOAL

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

#### OUTCOME

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

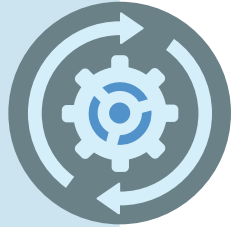


#### GOAL

*Consult with interested persons and groups, using various methods of consultation*

#### OUTCOME

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

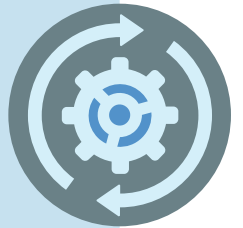


#### GOAL

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

#### OUTCOME

*The feedback received during consultations helped inform the project team's understanding of the community's sentiments related to the project*

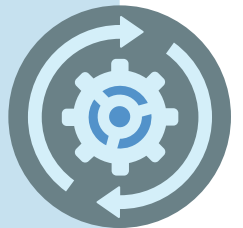


#### GOAL

*Communicate with the public transparently and openly about the proposal as well as the consultation process*

#### OUTCOME

*The public, stakeholder groups, and the project team are clear on the overall consultation and feedback processes and their outcomes*



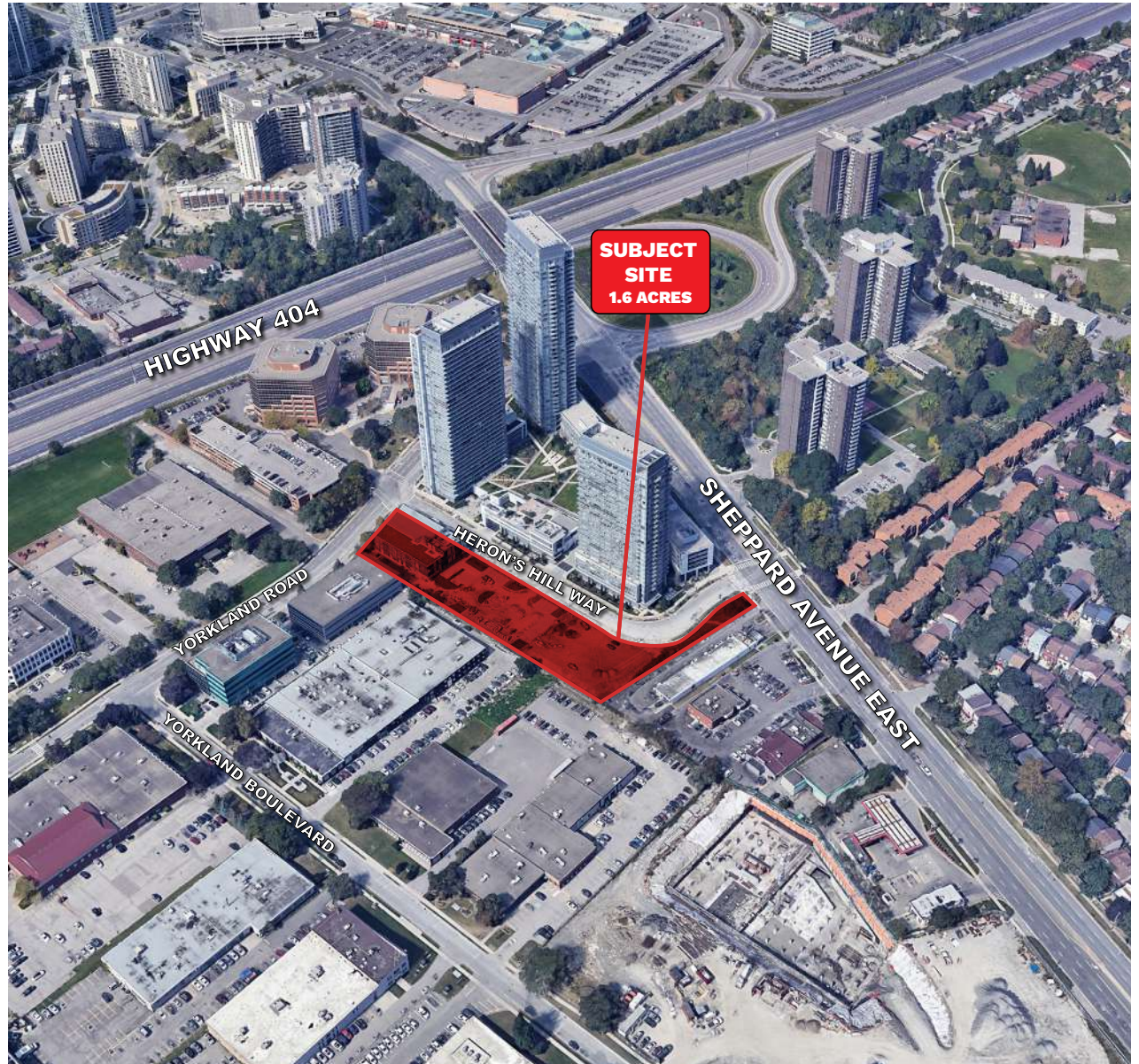
## 3.0 WHAT IS THE PROJECT?

### 3.1 Current Site and Context

The 1.6-acre site is located on the south side of Heron's Hill Way, generally south of Sheppard Avenue East and east of Yorkland Road in the Henry Farm neighbourhood within the City of Toronto. It is occupied by a recently built 2-storey office building (the Head Office and Design Studio for Paradise Developments Inc.), a surface parking lot, and a vacant piece of land.

North: Immediately north of the site is the Monarch Group's/Mattamy Homes' Heron's Hill community, including three residential towers at 25, 30 and 38 storeys, a 5-storey residential building with street-level retail along Sheppard Avenue East and a 2-storey commercial building on the north side of Heron's Hill Way (2015-2035 Sheppard Avenue East, 265-275 Yorkland Road, and 20-30 Heron's Hill Way).

South: Immediately south of the subject site, along the east side of Yorkland Road, is a 3-storey office building as well as 5-storey and a 1-storey Lambton College buildings (259 and 265 Yorkland Road) with surface parking spaces.

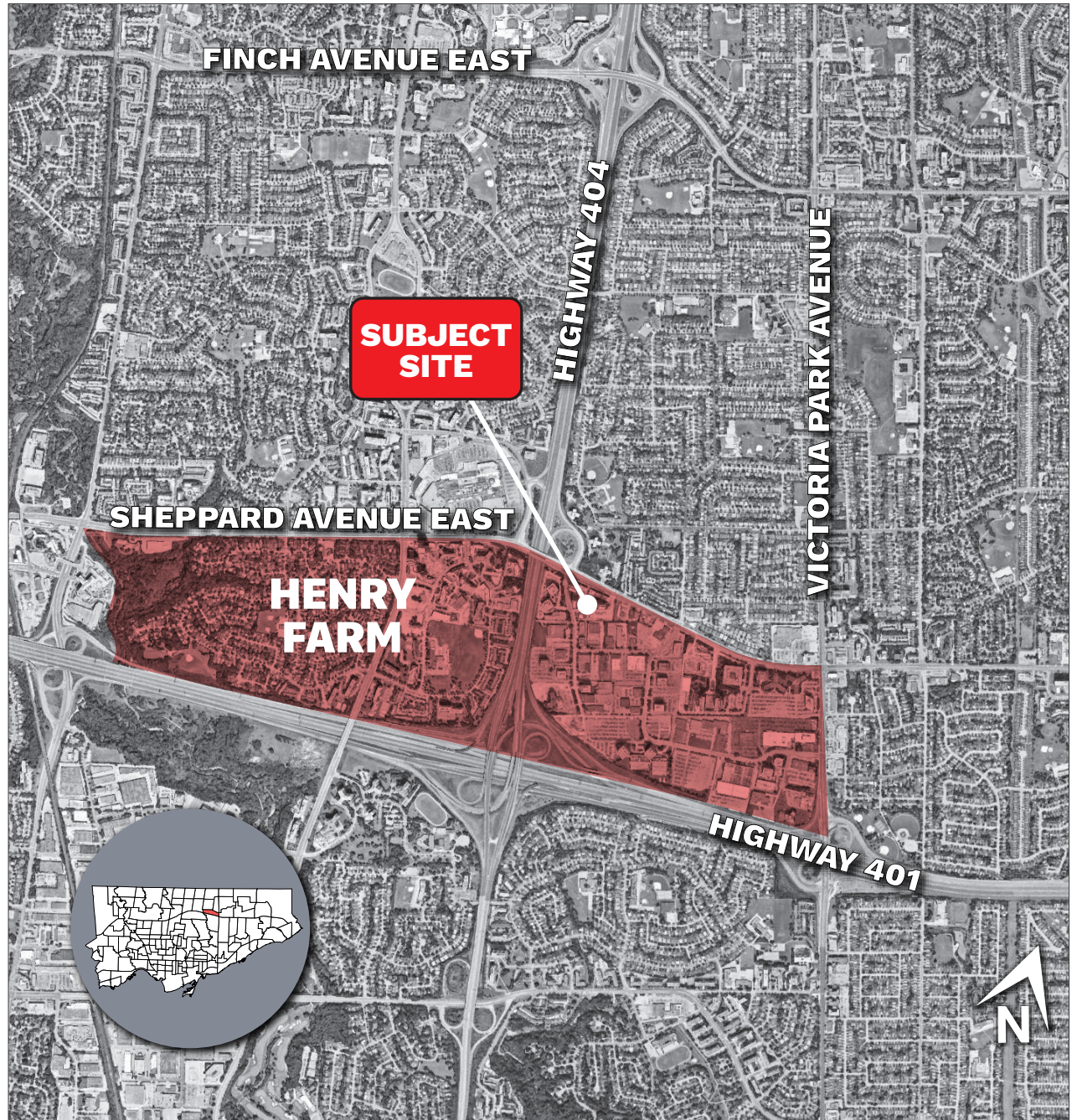


*Subject site and Immediate Surroundings*



East: Along the south side of Sheppard Avenue East, there are commercial uses, including a car wash, a retail plaza with restaurant uses, an automotive centre and a Petro Canada (2055, 2075, 2111, 2115 and 2125 Sheppard Avenue East). These addresses are designated as mixed-use in the ConsumersNext Secondary Plan.

West: West of Yorkland Boulevard and east of Highway 404 is a 3-storey above-ground parking structure (260 Yorkland Boulevard) and two 8-storey office buildings (2001 & 1005 Sheppard Avenue East).



Henry Farm Neighbourhood

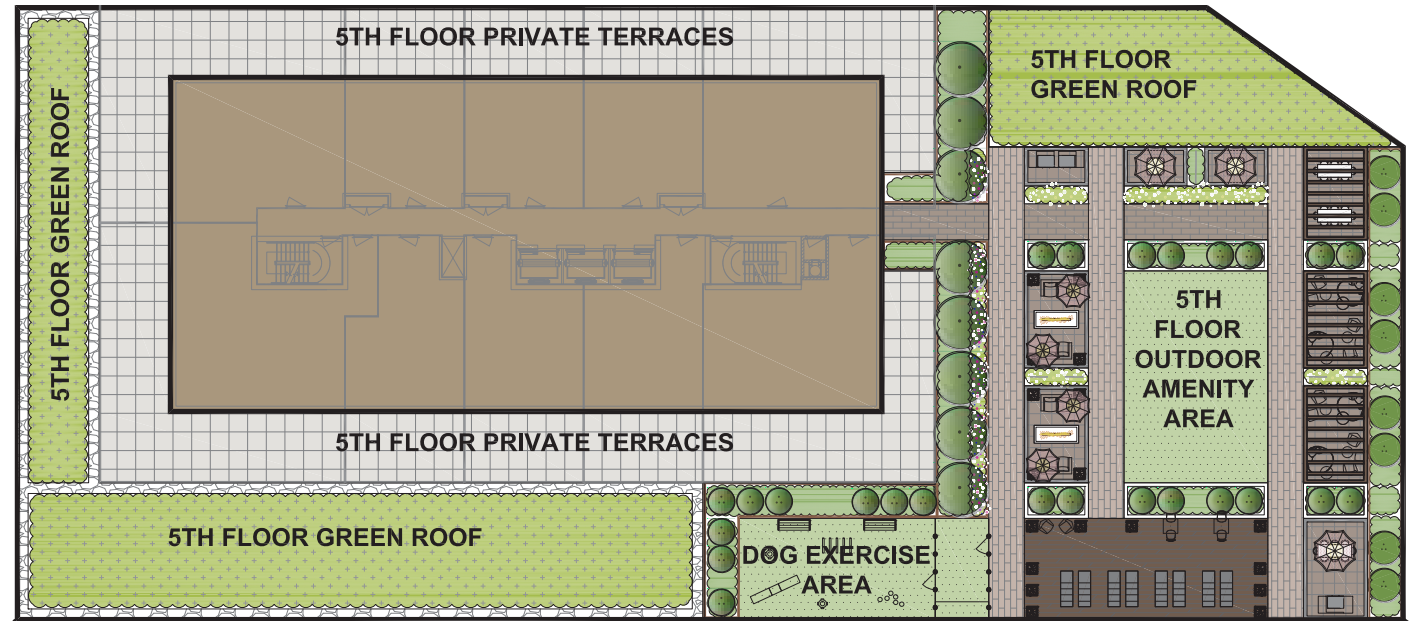


### 3.2 Project Highlights



**Project Developer**  
Paradise Developments  
Heron's Hill Inc.

**Subject Site Address**  
1 Heron's Hill Way



Proposed Fifth Floor



Proposed Site Plan

\* Graphics are for illustrative purposes only – they are not to scale.

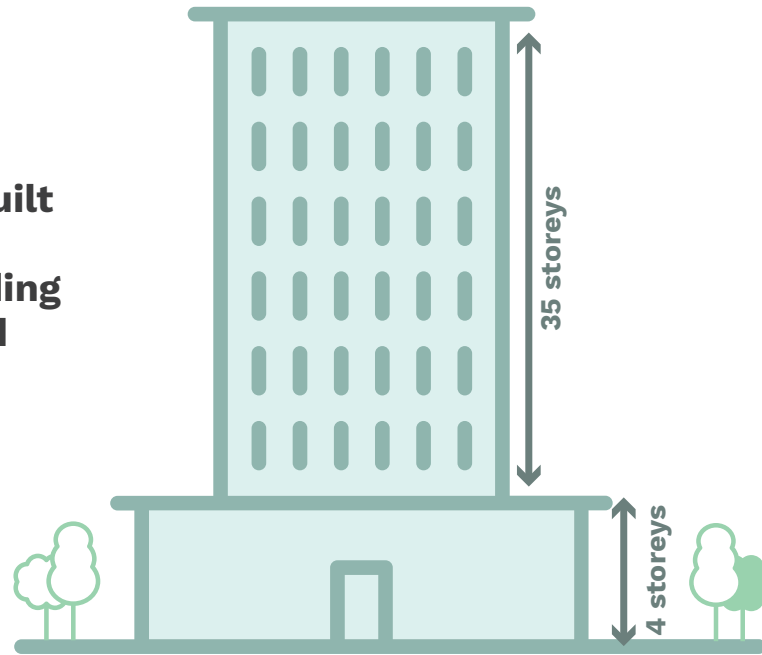


Application Submission in May 2020

**Project Developer**  
Paradise Developments  
Heron's Hill Inc.

**Subject Site Address**  
1 Heron's Hill Way

Recently built 2-storey office building is proposed to stay



**Gross Floor Area (GFA)**  
306,448 ft<sup>2</sup> / 28,470 m<sup>2</sup>



**Additional office space at ground-level**  
3,144 ft<sup>2</sup> / 292 m<sup>2</sup>



**Outdoor Open Space for Public Use**  
5,920 ft<sup>2</sup> / 550 m<sup>2</sup>



**350 Units**

**Unit Mix**



**1-Bedroom**  
60% (210)



**2-Bedroom**  
30% (105)



**3-Bedroom**  
10% (35)

\* Graphics are for illustrative purposes only – they are not to scale.



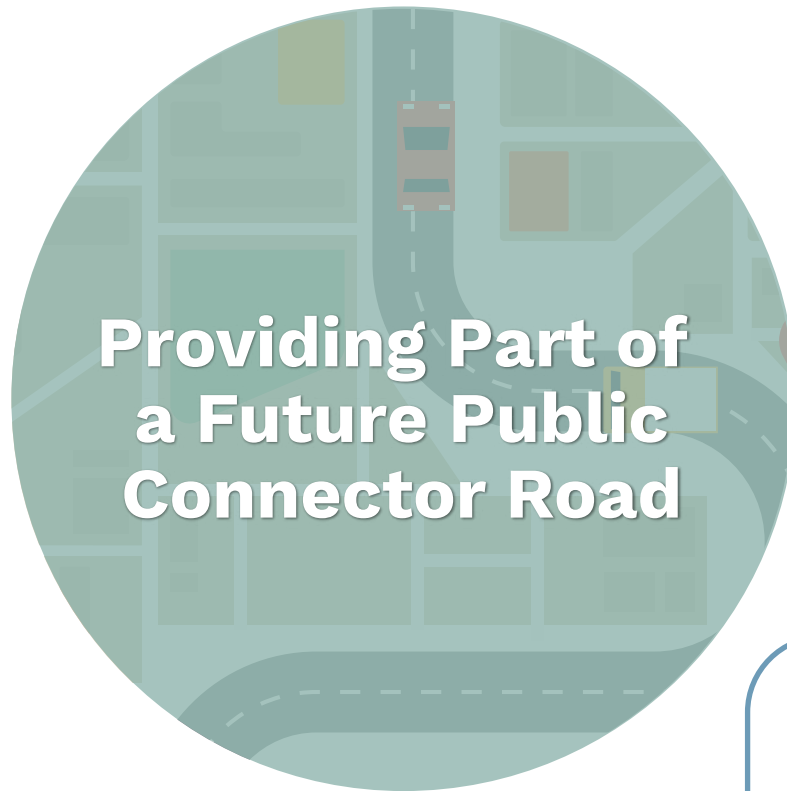


**Project Developer**

Paradise Developments  
Heron's Hill Inc.

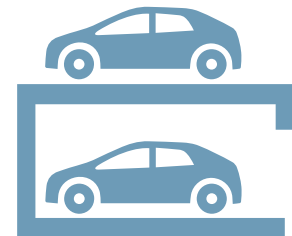
**Subject Site Address**

1 Heron's Hill Way



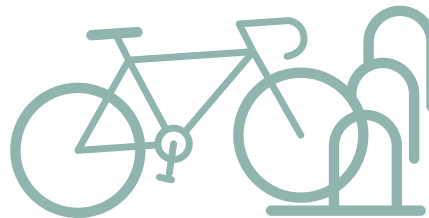
**Providing Part of  
a Future Public  
Connector Road**

**327**  
Vehicle  
Parking  
Spaces



Including relocation of 46  
existing spaces

**281**  
Bicycle  
Parking  
Spaces  
Including 13  
existing spaces



**276**  
Residential



**51**  
shared visitor/  
office

\* Graphics are for illustrative purposes only – they are not to scale.

### 3.3 Key Messages

We have developed several key messages into themes to help provide clarity around various components of the proposal. They will be modified and updated to reflect any changes to the project and to be appropriate for the type of communication materials they are being used for.



#### Project Highlights

**The site is in the ConsumersNext Planning Area that is planned to accommodate population and employment growth.**

- The developer is proposing to build a 39-storey mixed-use building, specifically a 35-storey tower atop a 4-storey podium.
- The new building will be comprised of 350 contemporary rental units and 292 m<sup>2</sup> of additional office space at ground-level.
- A privately-owned publicly accessible space of about 5,920 ft<sup>2</sup> will be provided between the recently built 2-storey office building and the new 39-storey mixed-use building.
- A part of a future public connector road would be constructed on the east side of the site.
- The recently built 2-storey Paradise Developments' Head Office and Design Studio will stay at the same location.
- When the development is fully built-out, the site will be able to accommodate a total of approximately 149 full-time employees in office jobs, including those in the existing office building.

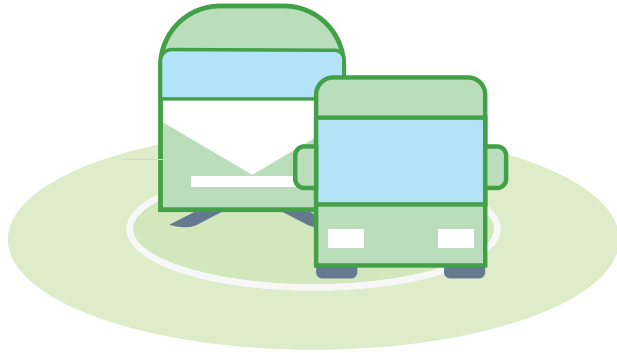


#### New Type of Rental Living

**Toronto's rental apartment vacancy rate in 2019 was 1.5% and the rental stock is insufficient for the growing number for newcomers and people in the working age group (25-54 years) wanting to rent.**

- The City is attracting 70,000 new residents a year. The new development will introduce 350 contemporary rental units, which will support the anticipated population growth and the significant need for rental housing in the City.
- Rental buildings that are built today have evolved from their dated reputation. This new development will introduce a new type of rental living with contemporary, high-quality and long-lasting finishes and amenities, like a condominium would, for future residents' use and enjoyment.
- The majority of new development proposals in the area are ownership-based and this proposal will offer new options for rental housing.





### Transportation

**1 Heron's Hill way is rated as "excellent transit" because transit is convenient for most trips.\***

- The site is recognized as being within a 'Major Transit Station Area' as defined by the Growth Plan 2019.
- The site is well-served by the Don Mills Subway Station, which is only a 12-min (or 700 metres) walk away.
- In 2018, the Don Mills Station, which is the closest subway to the site, handled 74% of all ridership on Line 4 (Sheppard Line).
- The site is a 5-min walk (500 metres) from the planned stop at Sheppard Avenue East and Consumers Road for the Sheppard East rapid transit expansion.
- The site is a one-minute walk from the closest bus stop that is serviced by buses connecting to the Don Mills Subway Station and other destinations.
- The proposal includes a part of a future public connector road on the east side of the site. It would link to the future north-south road, which would connect Sheppard Avenue East and Yorkland Boulevard. This new road connection will increase connectivity for the area as envisioned by the City's ConsumersNext Secondary Plan.



### Enhanced Outdoor Space

**Currently, the site has limited outdoor space for enjoyment by area residents and employees.**

- The new 5,920 ft<sup>2</sup> of privately-owned publicly accessible space will offer a pleasant outdoor space for local residents and employees in and around the site to enjoy.
- The pedestrian connections will be enhanced, making it a more desirable walk around the neighbourhood.

\* [walkscore.com](https://walkscore.com)

## About the Developer



**The City needs more developers like Paradise Developments Heron's Hill Inc. to commit to building rental buildings.**

- With a profile largely in low-rise residential and low-rise commercial developments, the Paradise is embarking on its first high-rise development.
- With plans to keep its Head Office and design Studio on the site, Paradise wants to build and maintain good relationships with the surrounding properties.





# 4.0 WHO AND WHERE ARE WE ENGAGING?

## 4.1 Demographic Snapshot

Highlights of the Henry Farm neighbourhood's socio-economic indicators in comparison to the City of Toronto's indicators are provided below. These highlights are based on the demographic data reported in *Appendix A*.

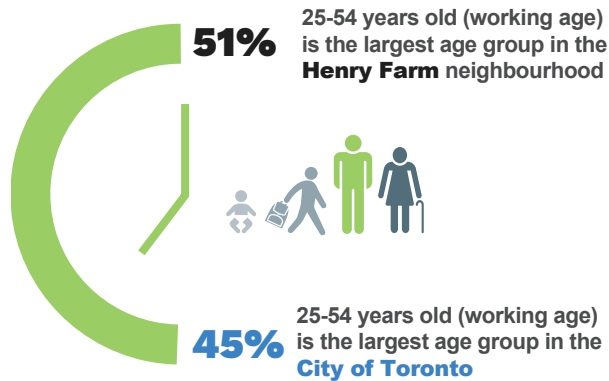


### Henry Farm Neighbourhood

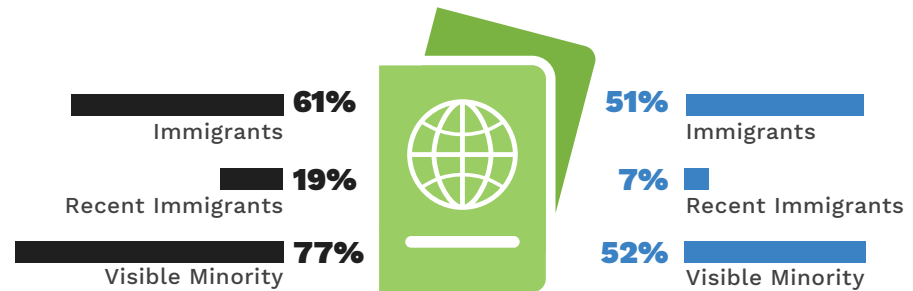


### City of Toronto

#### Age



#### Immigration and Identity



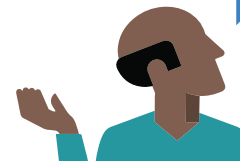
#### Population



Population change between 2011 and 2016 was **38.7%** in the **Henry Farm** neighbourhood

#### Language

In the **Henry Farm** neighbourhood, there is a higher percentage of residents who's **Mother Tongue Language** is not English (68% compared to **47%**)



Also in the **Henry Farm** neighbourhood there is a higher percentage of residents who's **Home Language** is not English (47% compared to **29%**)



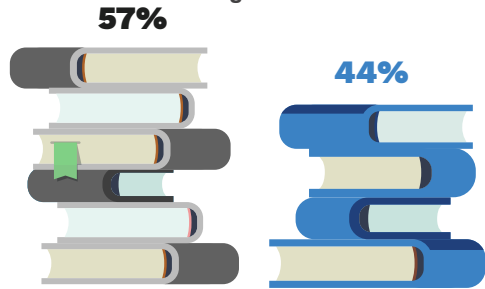
## Henry Farm Neighbourhood



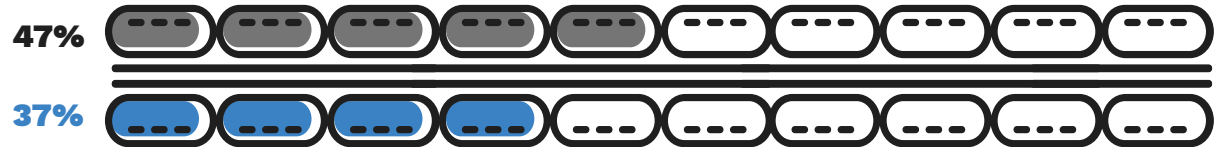
## City of Toronto

### Education

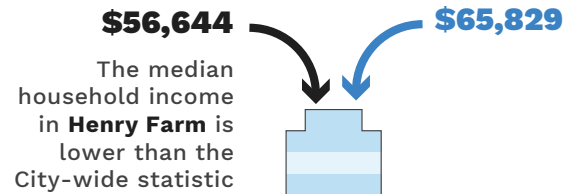
There is a higher percentage of residents in **Henry Farm** with a Bachelor's degree or higher



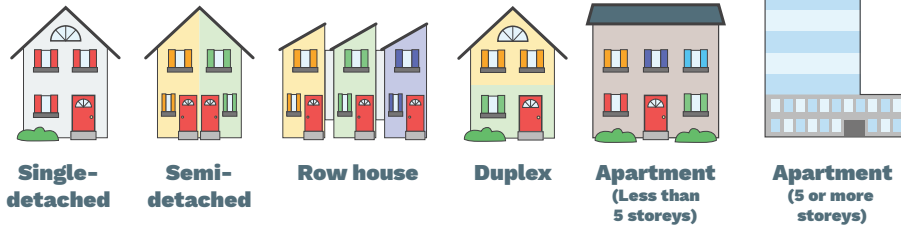
### Commute Using Public Transit to Work



### Median Household Income

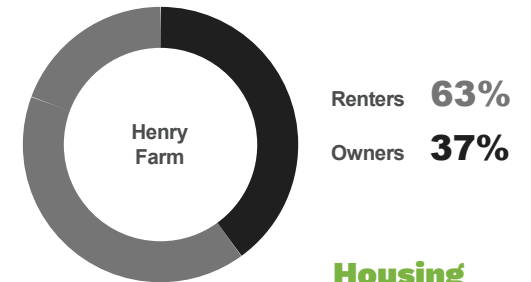


### Housing Structure Type

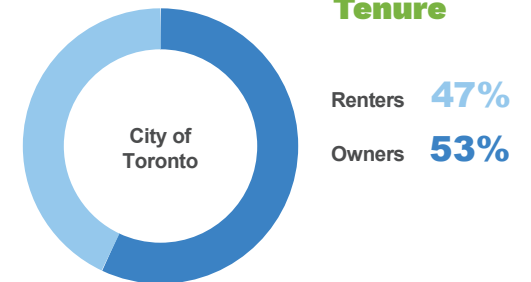


	Single-detached	Semi-detached	Row house	Duplex	Apartment (Less than 5 storeys)	Apartment (5 or more storeys)
<b>Henry Farm</b>	<b>8%</b>	<b>0%</b>	<b>7%</b>	<b>0%</b>	<b>1%</b>	<b>83%</b>
<b>City of Toronto</b>	<b>24%</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	<b>15%</b>	<b>44%</b>

Much higher percentage of residents living in apartments that are 5 or more storeys (**83%** compared to **44%** City-wide)



### Housing Tenure









In the **Henry Farm** neighbourhood there is a **higher percentage of renters** (63% compared to the 47%)

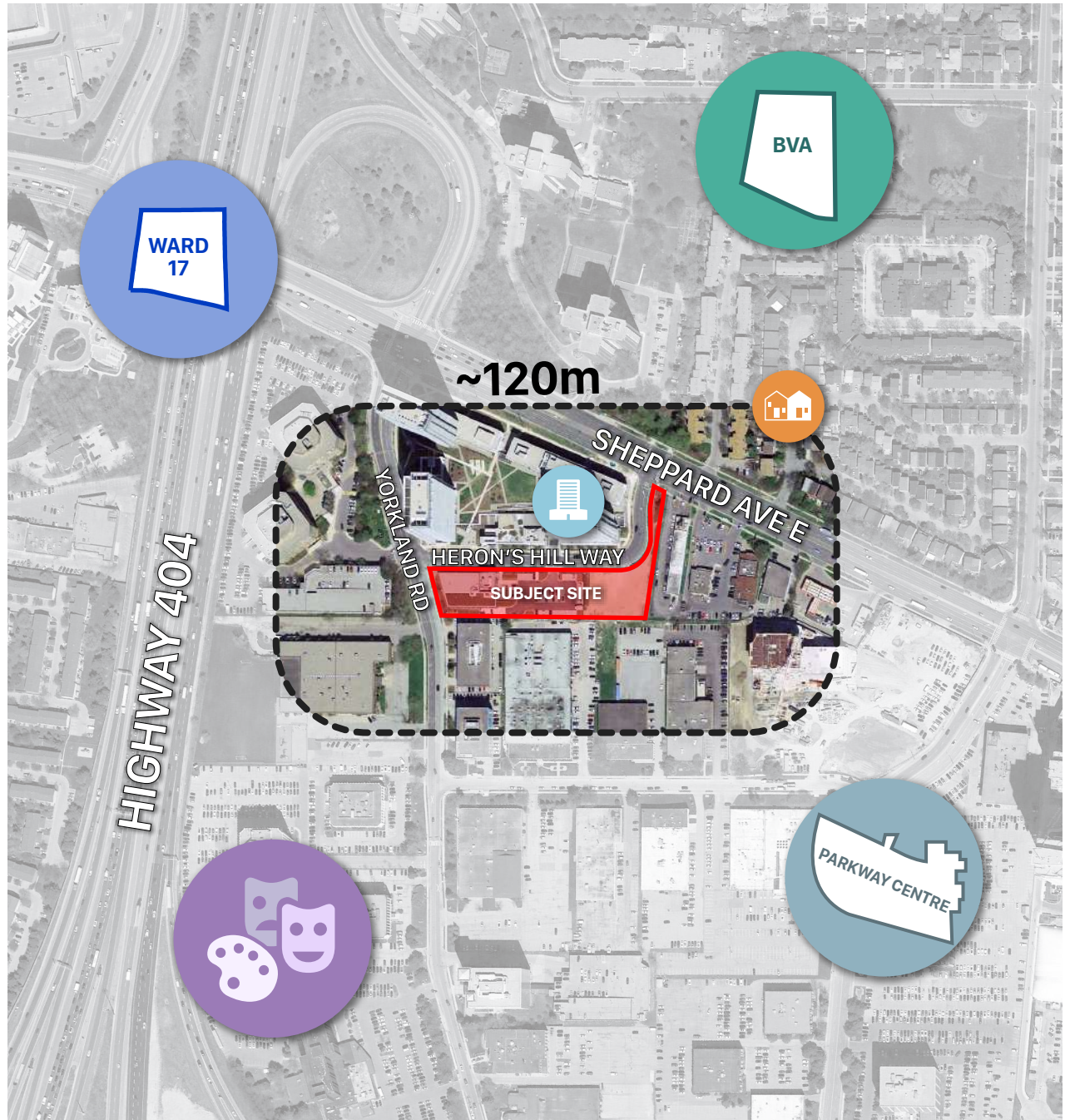


## 4.2 Stakeholders and Consultation Areas

Potential key stakeholders for this development proposal are the following.

-  City Councillor Ward 17  
Don Valley North
-  Condominium residents at  
2025-2045 Sheppard Avenue East
-  Parkway Centre Business  
Association
-  Brian Village Association
-  Adjacent residents in low-rise  
residential neighbourhood
-  Artscape and North York Arts

From the key stakeholders identified above, the condominium residents are within the 120-metre radius. While the others are considered to be outside of this radius, they are considered for consultation in this PCSR.



## 5.0 WHAT HAVE WE HEARD?

There were a number of pre-application consultations prior to the submission of the development application. The details of these consultations are provided below:

### Meeting with City Staff

**Purpose:** To discuss conversion of vacant land for mixed-use development purpose

**Date:** November 27, 2018

**Attendees:**

- City of Toronto
  - Jeffrey Cantos
  - Kelly Matsumoto
  - Gerry Rogalski
  - Thomas (Tom) McGinty
  - Guy Matthew
- Applicant Team
  - David Bronskill (Goodmans LLP)
  - Tony Volpentesta (Bousfields)
  - Ron Baruch (Paradise Developments Heron's Hill Inc.)
  - Mitch Taleski (Paradise Developments Heron's Hill Inc.)

**Discussion topics:**

- Use of vacant lands
- Mixed-use development
- Public roads
- Privately-owned publicly accessible space

### Meeting with Councillor's Office

**Purpose:** To discuss conversion of vacant lands for mixed-use development purpose.

**Date:** December 7, 2018

**Attendees:**

- Councillor's Office
  - Shelley Carroll
  - Tom Gleason
- Applicant Team
  - Ron Baruch (Paradise Developments Heron's Hill Inc.)
  - Mitch Taleski (Paradise Developments Heron's Hill Inc.)

**Discussion topics:**

- Use of vacant lands
- Mixed use development
- Public roads
- Privately-owned publicly accessible space



## Meeting with Artscape

**Purpose:** To understand Artscape's organization, mission and needs.

**Date:** August 9, 2019

### Attendees:

- Councillor's Office
  - Shelley Carroll
  - Tom Gleason
- Stakeholders
  - LoriAnn Girvan (Artscape)
  - Tim Jones (Artscape)
- Applicant Team
  - Ron Baruch (Paradise Developments Heron's Hill Inc.)
  - Brandon DiLollo (Paradise Developments Heron's Hill Inc.)

### Discussion topics:

- Artscape's current portfolio (spaces and sizes), mission, business model, plans and needs

## Meeting with Councillor's Office, Artscape and North York Arts (NYA)

**Purpose:** To discuss the City, Artscape and NYA needs

**Date:** October 18, 2019

### Attendees:

- Councillor's Office
  - Shelley Carroll
  - Tom Gleason
- Stakeholders
  - LoriAnn Girvan (Artscape)
  - Tim Jones (Artscape)
  - Lila Karim (NYA)
- Applicant Team
  - Ron Baruch (Paradise Developments Heron's Hill Inc.)
  - Brandon DiLollo (Paradise Developments Heron's Hill Inc.)

### Discussion topics:

- Needs for space
- Outreach strategies





## Meeting with Parkway Centre Business Association (CNBA)

**Purpose:** To introduce the mixed-use development proposal for the site within the ConsumersNext Secondary Plan

**Date:** Jan 15, 2020

### Attendees:

- Parkway Centre Business Association
  - Joe Guzzi
- Applicant Team
  - Ron Baruch (Paradise Developments Heron's Hill Inc.)
  - Brandon DiLollo (Paradise Developments Heron's Hill Inc.)
  - Mark Jepp (Paradise Developments Heron's Hill Inc.)

### Discussion topics:

- Plans for Paradise Developments' Head Office
- New additional office space at ground level
- New type of rental living
- ConsumersNext Secondary Plan
- Public roads

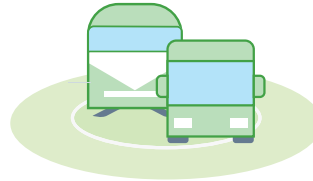


## 6.0 WHAT WILL WE BE DISCUSSING?

The following are various topics that may be brought forward for discussion and consultation related to the proposal. The project team is open to discussing other topics that are of interest to the community.



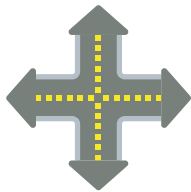
**Mix of Uses**



**Proximity to Existing and Planned Public Transit**



**Design & Built Form**



**Part of Public Connector Road**



**Consultation Process & Opportunities**



**Development Application Process & Estimated Timeline**

## 7.0 HOW ARE WE ENGAGING?

We have developed an engagement strategy that includes multiple consultation approaches catered to the stakeholders for this development. Feedback received through these consultation approaches will be documented and a consultation summary will be provided at the time of resubmission.



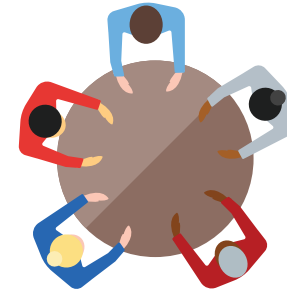
**Project Website**



**Neighbours Drop-in Session**



**Update Notices**



**Targeted Stakeholder Meetings**



**City-led Community Consultation Meeting**



## Project Website

Check out [www.newheronshill.com](http://www.newheronshill.com) to learn more about the project.

### Who?

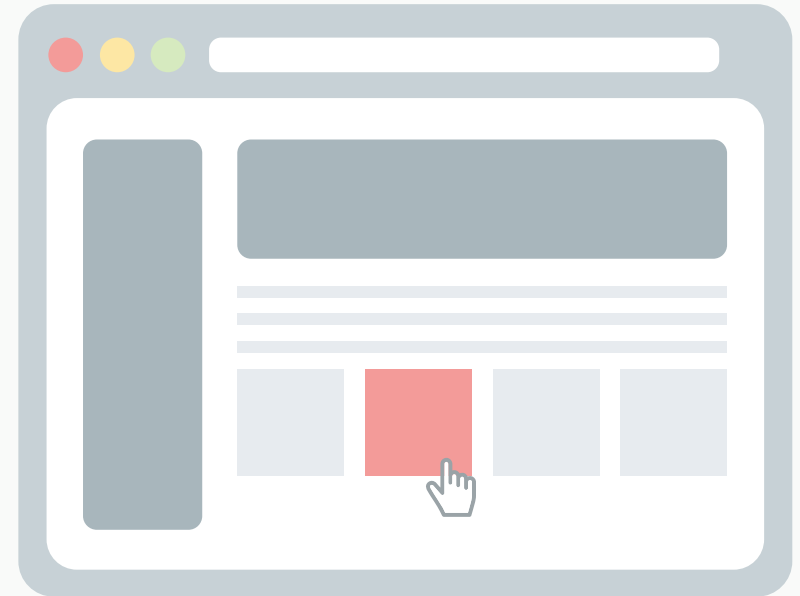
- Key stakeholders and the broader community

### What?

- An online information hub that provides opportunities for a few things, including:
  - Get up-to-date information about the project
  - Review plans and reports
  - Be informed about ways to stay involved
  - Submit questions and comments

### Why?

- Allows people to access information and submit questions and/or comments on their own time
- Serves as a consistent and ongoing tool to keep the community informed and is a key information source between in-person engagement sessions



## Neighbours Drop-in Session

### Who?

- Condominium residents at 2025-2045 Sheppard Avenue East

### What?

- An open house-style session at one of the condo party rooms with visual displays staffed by members of the consultant team to interact with the residents

### Why?

- Provide an opportunity to be involved at a location that is convenient to the residents, allowing them to learn in a comfortable and familiar space
- Provide flexibility for residents to view the displays without having to commit for a full meeting that would take more time
- Achieve the purpose of informing and collecting input while asking for shorter time commitment than regular in-person meetings



## Update Notice(s)

### Who?

- City Councillor Ward 17 Don Valley North
- Condo residents at 2025-2045 Sheppard Avenue East
- Adjacent residents in low-rise residential neighbourhood
- Parkway Centre Business Association
- Brian Village Association

### What?

- A 1 to 2-page notices/letters to targeted key stakeholders to provide information about the project and share the project website and direct people to it for more information
- Update notice(s) could also be used to invite stakeholders to in-person engagement sessions

### Why?

- Stakeholders would receive communication that they can read on their own time and easily share with others in their network





## Targeted Stakeholder Meetings

### Who?

- City Councillor Ward 17 Don Valley North
- Parkway Centre Business Association
- Brian Village Association

### What?

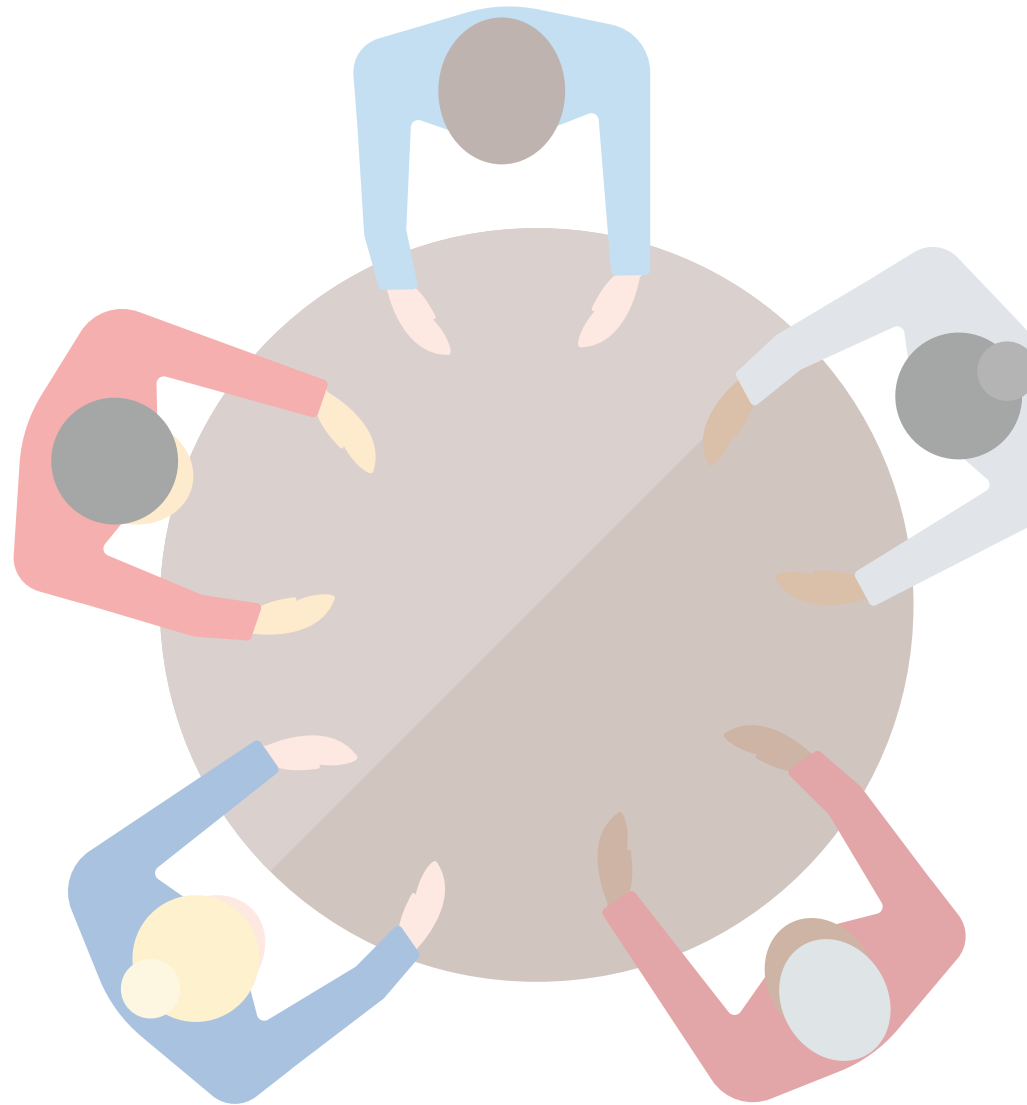
- These are small group meetings or individual meetings with specific stakeholders

### Why?

- Such meetings would allow for in-depth communication, consultation, and feedback, making it productive for all participants

### Update

- Discussions with the City Councillor Ward 17 Don Valley North and the Parkway Centre Business Association have begun through separate meetings – see Section 5.0 for more details



## City-led Community Consultation Meeting

### Who?

- Everyone within a given radius as approved by North York Community Council
- Any member of the public

### What?

- City of Toronto Community Planning Staff will organize a community meeting to provide an opportunity for the public to:
  - Learn about the:
    - Planning process, relevant planning policies, and City's evaluation of the planning application
    - Proposed development
  - Ask questions and make comments

### Why?

- It is a requirement by the City's development application review process
- The meeting would have to be approved by the North York Community Council



## City of Toronto Standard Public Consultation Methods

The aforementioned engagement methods will aim to complement and support the following standard public consultation methods employed by the City:

- The community will be made aware of the complete development application (once deemed complete by City Planning) through various methods including an on-site **application notice sign**
- Members of the public will be able to review the submission materials, including drawings and reports, either on-line on the **City's Application Information Centre** or in-person at **North York Civic Centre**
- Residents and stakeholder groups can direct comments and questions about the application to the assigned **City Planner** on the file throughout the review process
- A **Community Consultation Meeting** will be organized by Planning Staff in consultation with the Ward Councillor (date to be determined) for which the City will send a meeting notice to residents/landowners
- A **Statutory Public Meeting** will take place at North York Community Council (date to be determined)

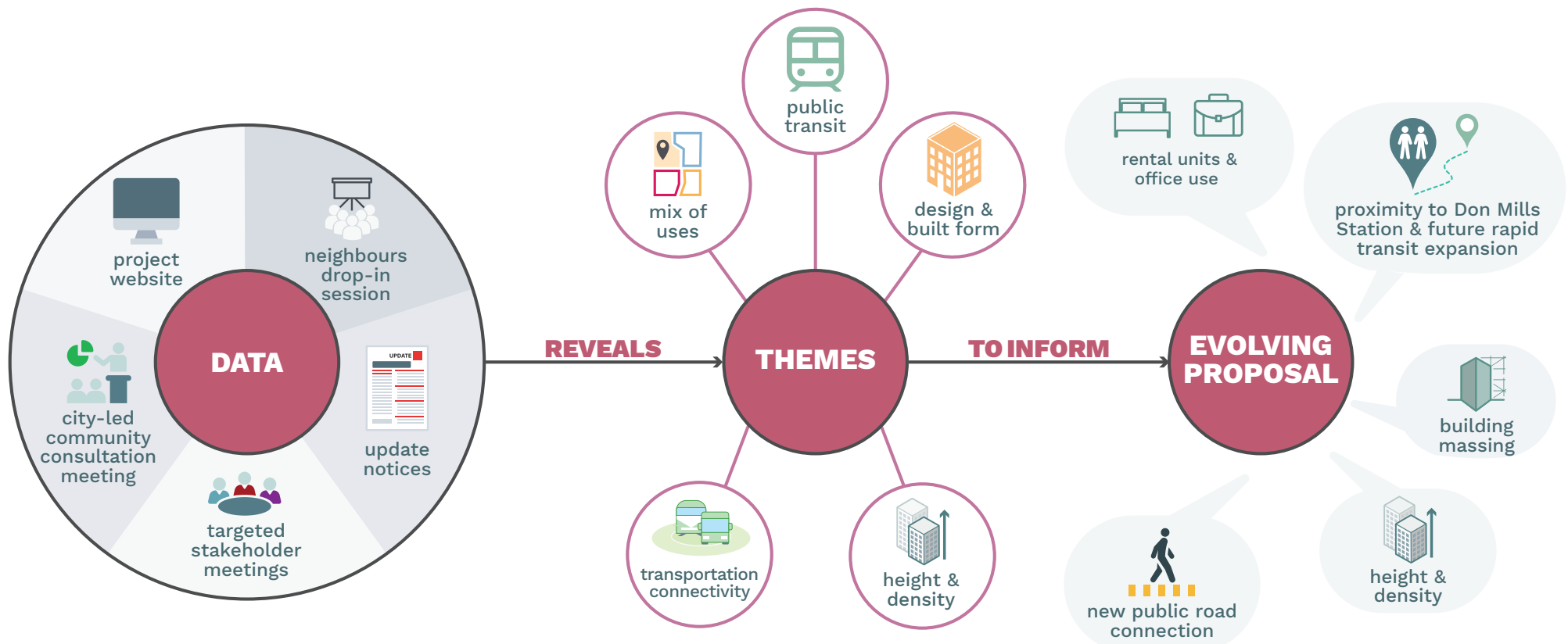
## 8.0 HOW WILL WE SHARE FEEDBACK?

Data from community consultation will be synthesized and analyzed to reveal recurring themes and patterns. These themes and patterns will inform future iterations of the proposed development.

The graphic below exemplifies potential themes that characterize the feedback collected regarding this application and is meant to evolve with the project over time as new information is gathered throughout the process.

These themes and patterns are not meant to represent the opinions of the community but are examples of potential themes that may come forward.

After feedback has been analyzed and summarized, Paradise Developments Heron's Hill Inc. will provide updates to stakeholders involved in the public consultation process where opportunities are available.





## **9.0 CONCLUSION**

Bousfields Inc. is pleased to discuss the proposed public consultation strategy with City Staff and, if appropriate, make adjustments to the plan based on Staff's feedback. We are committed to sharing project information, answering questions, and collecting feedback to inform the development proposal throughout the application process.

# APPENDIX A

## Demographic Data

Demographic data of socio-economic indicators for the Henry Farm neighbourhood in comparison to the City of Toronto is provided below.

Socio-Economic Indicator	Henry Farm	City of Toronto
<b>Age</b>		
<i>Children (0 to 14)</i>	16%	15%
<i>Youth (15 to 24)</i>	15%	12%
<i>Working Age (25 to 54)</i>	51%	45%
<i>Pre-Retirement (55 to 64)</i>	9%	12%
<i>Seniors (65+ years)</i>	9%	16%
<b>Bachelor's Degree or Higher</b>	57%	44%
<b>Median Household Income</b>	\$56,644	\$65,829
<b>Home Language</b>		
<i>English</i>	53%	71%
<i>Non-official</i>	46%	29%
<i>French</i>	<1%	<1%
<i>Top Non-English Home Language</i>	Mandarin	Mandarin & Cantonese
<i>Mother Tongue Not English</i>	68%	47%
<i>Home Language Not English</i>	47%	29%
<i>No Knowledge of English</i>	6%	5%
<b>Immigration and Identity</b>		
<i>Immigrants</i>	61%	51%
<i>Recent Immigrants</i>	18%	7%
<i>Visible Minority Population</i>	77%	52%
<b>Average Persons Per Household</b>	2.47	2.42
<b>Housing Structure Type</b>		
<i>Single-Detached House</i>	8%	24%
<i>Semi-Detached House</i>	0%	6%
<i>Row House</i>	7%	6%
<i>Duplex</i>	0%	4%
<i>Apartment, &lt; 5 storeys</i>	1%	15%
<i>Apartment, 5+ storeys</i>	83%	44%
<b>Housing Tenure</b>		
<i>Rent</i>	63%	47%
<i>Own</i>	37%	53%
<b>Commuting</b>		
<i>Public Transit to Work</i>	47%	37%

The data was derived from 2016 Neighbourhood Profiles, prepared by Social Policy, Analysis & Research and Social Development, Finance & Administration at the City of Toronto (with data provided by Statistics Canada Census of Population, 2016).

