

# Public Consultation Strategy Report

**1050 Markham Road**

City of Toronto

**Prepared For**

CAPREIT

June 2024



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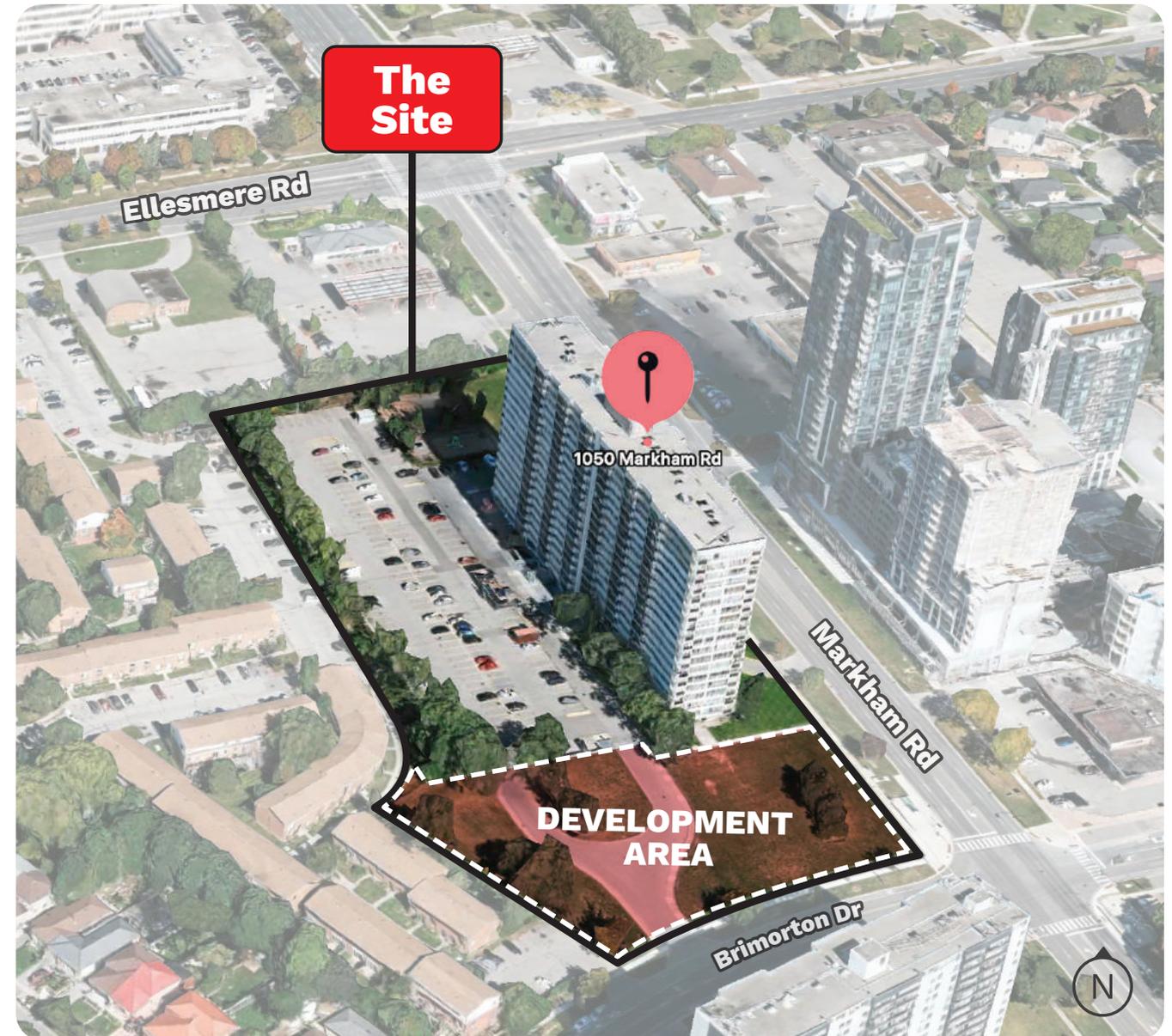
# Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Zoning By-law Amendment (ZBA) application by CAPREIT (‘the applicant’) for the site known municipally as **1050 Markham Road** (‘the site’) in Toronto’s Woburn North neighbourhood.

The site is located at the northwest corner of Markham Road and Brimorton Drive, approximately 125 metres from a planned station on the Durham-Scarborough bus rapid transit line (DSBRT) which will provide connections to the University of Toronto Scarborough Campus and the downtowns of Pickering, Ajax and Whitby in Durham Region.

The site is currently developed with a “tower-in-the-park” style 19-storey, 295-unit rental apartment building. A daycare is located on the ground floor. A fenced-in children’s play area surrounded by unprogrammed open space is located north of the existing building and is used as an outdoor play space for the daycare. The southern portion of the site is currently used as an unprogrammed open space and contains grass and trees. Vehicular access is provided from Brimorton Drive and a pick-up/drop-off vehicular loop is provided along Markham Road.

The requested ZBA would permit the introduction of two new infill buildings. A 37-storey mixed use building is proposed to front on to Markham Road and a 15-storey residential building is proposed to front onto Brimorton Drive. The existing 19-storey building, including the daycare facility, playground and most of the existing parking, will be retained. The proposal includes streetscape improvements along Brimorton Drive and would require a realignment of the existing driveway access. 635 new residential units are proposed for the two infill buildings, in a mix of unit types.



# Targeted Goals & Desired Outcomes



**GOAL**  
**Engage** with existing tenants about the proposal by using a range of tools, and provide sufficient opportunity to learn, ask questions and provide feedback

→ **OUTCOME**  
Current tenants received timely information about the proposal and application process, were confident in their understanding of the application process, and had multiple opportunities to engage with the project team



**GOAL**  
**Inform** the community proactively, to learn about the perspectives from different interest groups and gather questions, comments, and feedback

→ **OUTCOME**  
The community felt actively engaged and informed, and there were different ways to get involved at key milestones of the consultation process

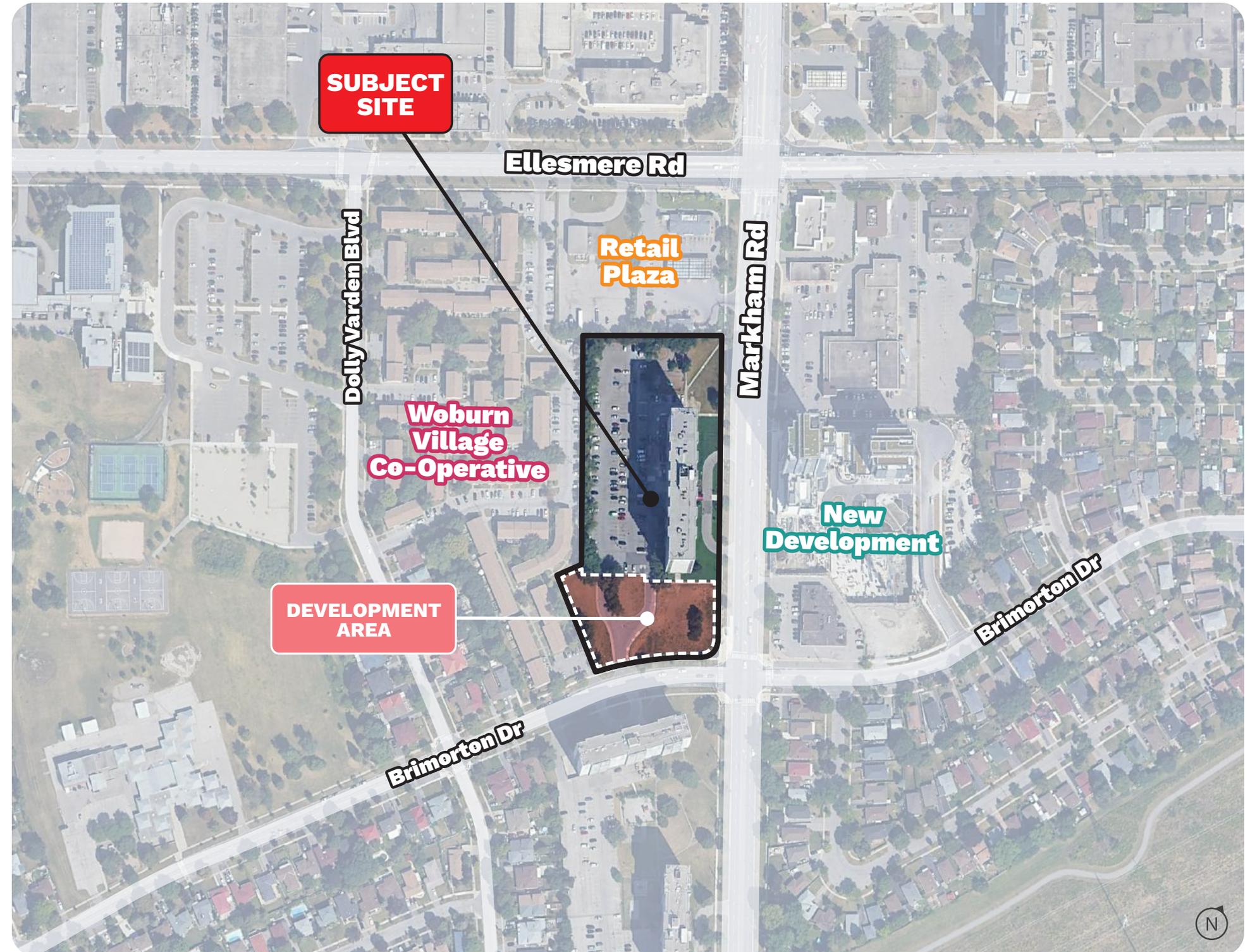


**GOAL**  
**Demonstrate** how the consultation process integrated with the project proposal by providing a record of what transpired, and explain how it was incorporated into the project process

→ **OUTCOME**  
The various engagement methods were simple, straightforward, and useful, allowing a range of people to learn about the proposed development, ask questions, and provide input

# Site & Surroundings

- The site is located at the northwest corner of Brimorton Drive and Markham Road
- It is adjacent to the Woburn Village Co-Operative to the west, a small retail plaza to the north, and a new mixed-use building across Markham Road to the east
- It is currently occupied by a single 19-storey slab style rental building with associated surface and underground parking



# Public Infrastructure

## Transit

- 38 Highland Creek Bus Route
- 95 York Mills Bus Route
- 133 Neilson Bus Route
- 102 Markham Road Bus Route
- Future Durham-Scarborough BRT Route

## Parks & Recreation

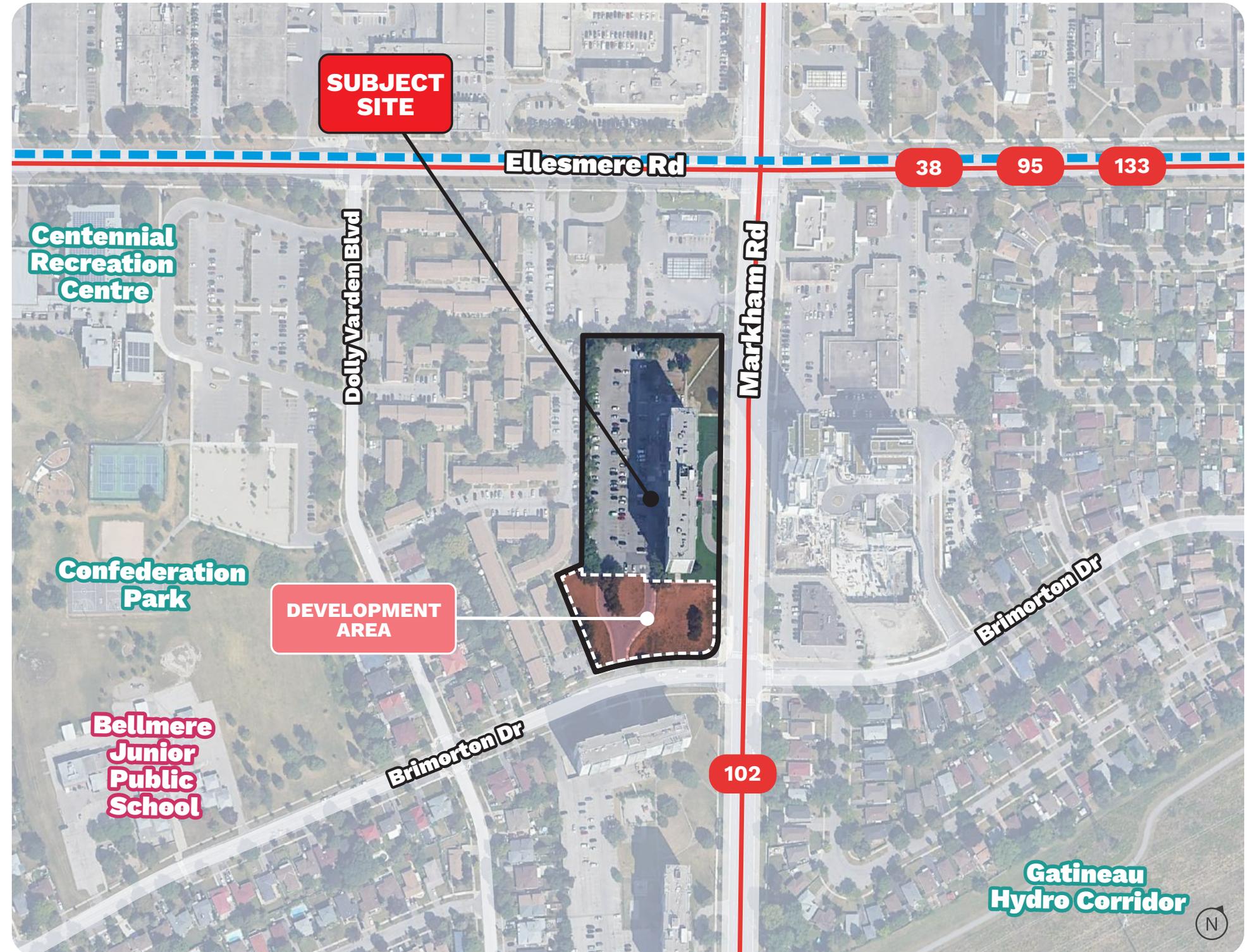
- Confederation Park
- Centennial Recreation Centre
- Gatineau Hydro Corridor

## Schools

- Bellmere Junior Public School

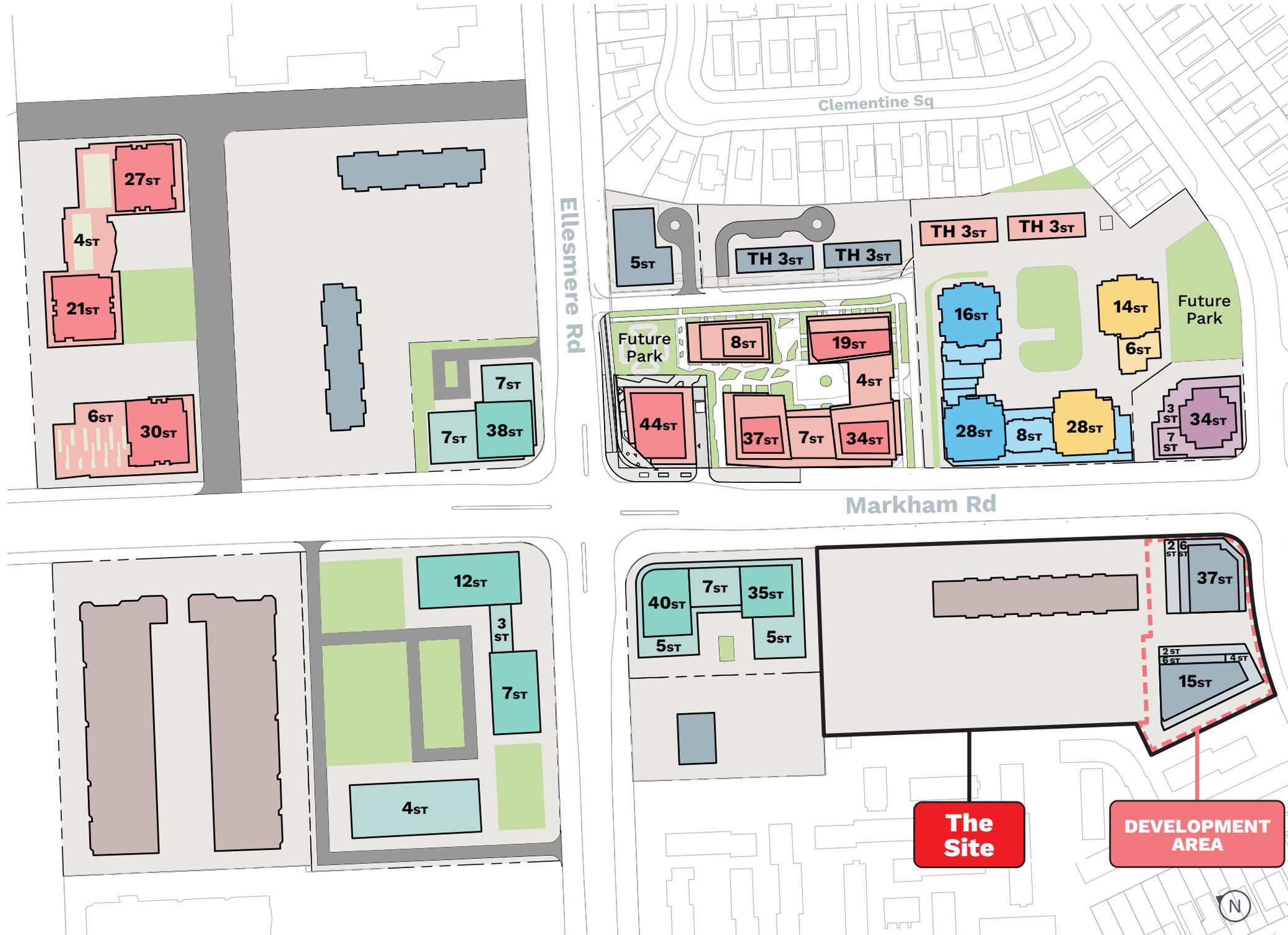
## Legend

- TTC Bus Route
- Future Durham-Scarborough BRT Route



# Development Context

- The area surrounding the intersection of Markham Road and Ellesmere Road has begun to transition into a high-density mixed-use node, and is expected to continue to experience significant change over the coming years
- The proposed infill development at 1050 Markham Road is in keeping with the evolving context in the Markham-Ellesmere area



## Legend

### Development Status

- Complete
- Under Construction
- Approved
- Proposed
- Conceptual
- Potential
- Existing (to remain)

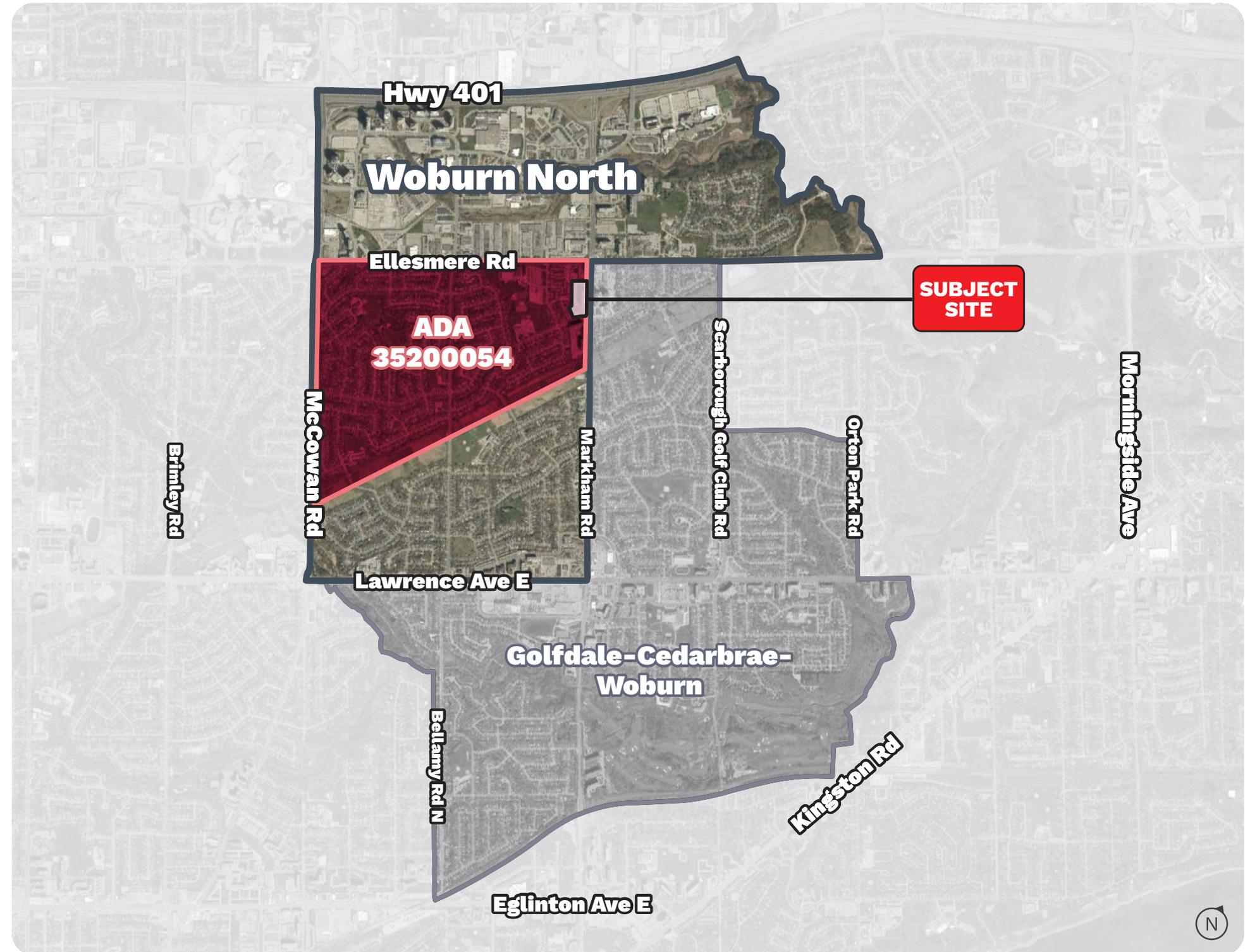
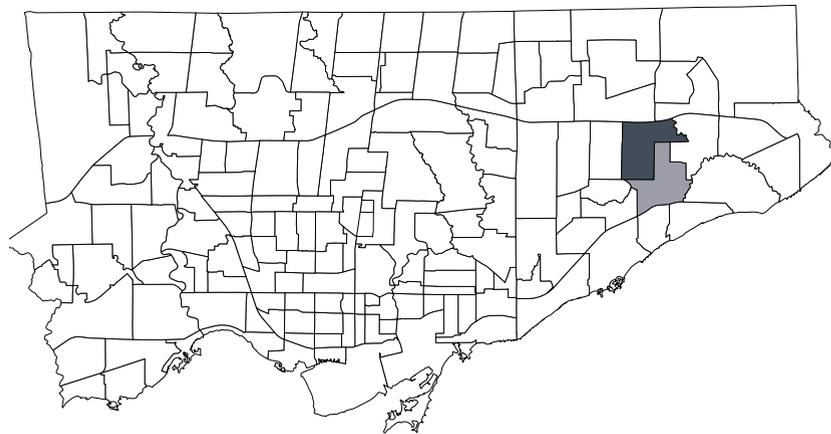
### Site Plan Legend

- #ST** Height (storeys)
- TH** Townhouses
- Block Plan Boundary
- Future Green/Open Space
- Future Green Roof
- Future Roads/Driveways

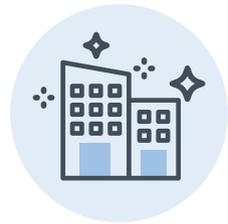
# The Neighbourhood

- The site is located in:
  - **Woburn North**, according to the City of Toronto neighbourhood profiles
  - **Aggregate Dissemination Area (ADA) 35200054**, which provides a more localized source of demographic data
- The site is directly adjacent to **Golfdale-Cedarbrae-Woburn**, located on the east side of Markham Road

## Key Map



# The Proposal



**2 New**  
Residential  
Buildings



Retained Existing Building  
**1050 Markham Road**



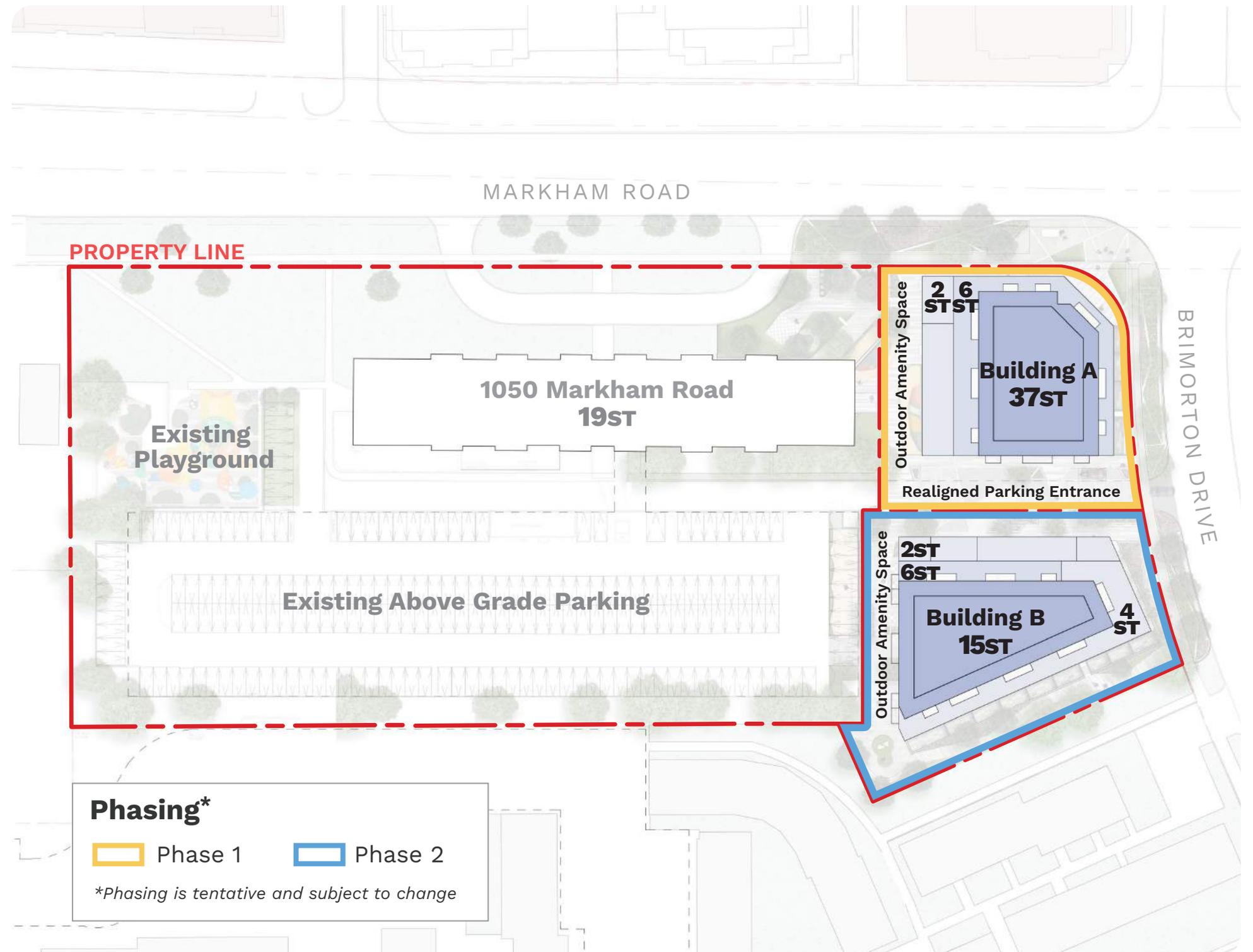
Retained Existing  
**Daycare**



Retained Existing  
**Playground**



Majority Retained Existing  
Above-Grade  
**Parking Lot**





**15 & 37 Storeys**  
in height



**635 units**  
Total residential units  
**450 (71%)** 1-Bedroom Units  
**121 (19%)** 2-Bedroom Units  
**64 (10%)** 3-Bedroom Units



**2,554 m<sup>2</sup>**  
Total Amenity Space



**208 spaces**  
Vehicular Parking



**496 spaces**  
Bicycle Parking



# Key Messages

Key messages have been developed to communicate and share information about the proposed development with existing tenants and the public in a simple and straightforward way. As we move through the development review process, these messages will be updated to reflect current information and adapted based on the engagement tool used.



Existing Tenants



Approval & Construction



Project Benefits



## Existing Tenants

- “There are no changes proposed to your building, and your unit will not be affected. CAPREIT will continue to be your housing provider, and we are committed to keeping you informed throughout the process.”
- “Your rent will not increase as a result of the development application happening on this site. Any regular annual increases permitted through the Residential Tenancies Act would apply to your current rent.”
- “CAPREIT is always looking to improve the function and appearance of our buildings across the country through renovations and the development of new units. The proposal presents an opportunity for CAPREIT to provide additional units and offer new amenities to our existing residents.”
- “Please submit your maintenance requests as you usually would through the online resident portal. You can also visit CAPREIT staff members at the 1050 Markham Management Office at any time for general inquiries.”
- “Tenants are welcome to submit their feedback through our project email/website as well as participate in any community wide consultation. There will be focused tenant consultation throughout the process where we will look to you to understand what improvements you are looking for in your existing building.”
- “There will be new amenities and upgrades that will improve the experience of all existing tenants in the future. You will have access to new amenities following construction, and we will be consulting with existing residents on how to best to use some of the space.”



## Approval & Construction

- “If the proposal is approved, we will be communicating with tenants on the ways in which we plan to mitigate the impacts of construction.”
- “A small amount of existing parking onsite may be altered to accommodate new landscaping, and we will be discussing interim parking relocation and eventual replacement parking with tenants later in the process if that situation occurs.”
- “A Construction Management Plan is required by the City of Toronto and will help to mitigate concerns experienced by existing tenants of 1050 Markham Road and surrounding neighbours during construction.”



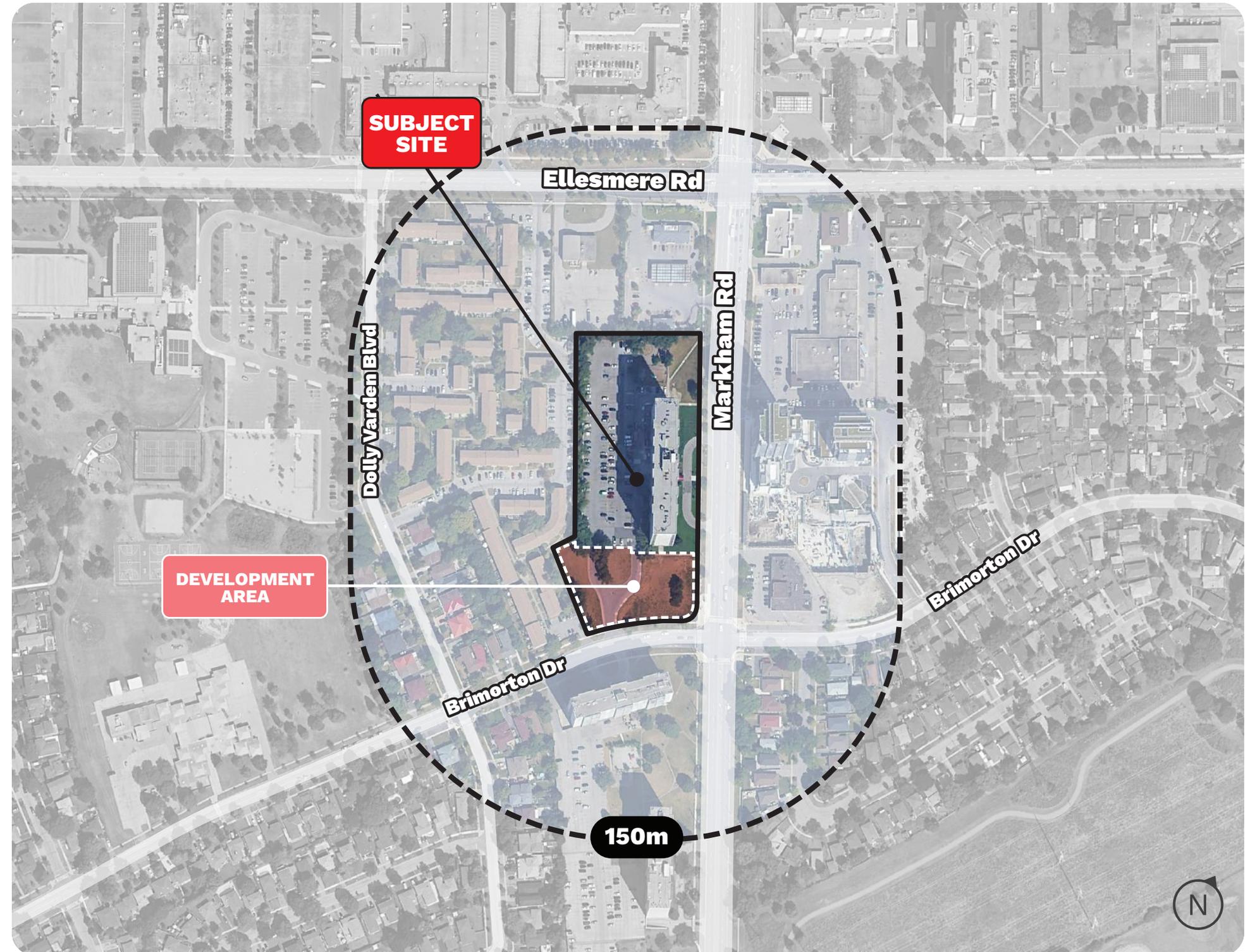
## Project Benefits

- “This site has the opportunity to provide new housing options for people hoping to move to the neighbourhood, and a diverse unit mix will accommodate a variety of households.”
- “The majority of the current outdoor space is unprogrammed, and our goal is to make it more usable in the future. New outdoor amenity space at-grade will be accessible to existing and future residents, and streetscape improvements will provide the entire community with a more enjoyable public realm experience.”
- “The proposed site plan takes into consideration the City of Toronto urban design guidelines for tall buildings. This plan includes a required setback between buildings to accommodate natural light and privacy for the existing building.”
- “The existing playground will remain onsite and has the opportunity to be modernized and improved for the daycare and resident’s children to use.”
- “The connectivity surrounding the site will be improved, with a new centralized parking and internalized waste pick-up for all buildings.”

# Scope of Consultation

## Area of Impact

On a local level, we recommend including community members that are approximately **150 metres** around the subject site due to their proximity to the site and potential interest in being consulted. This radius encompasses the 120-metre minimum notification area for community consultation, as outlined in the *Planning Act*.



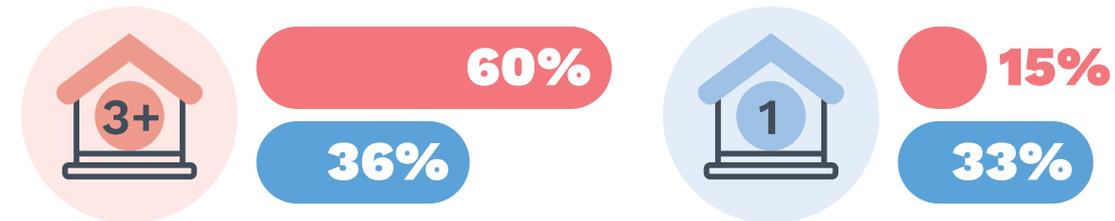
# Audience

● Local Area (ADA 35200027)  
● City of Toronto

## Demographic Profile

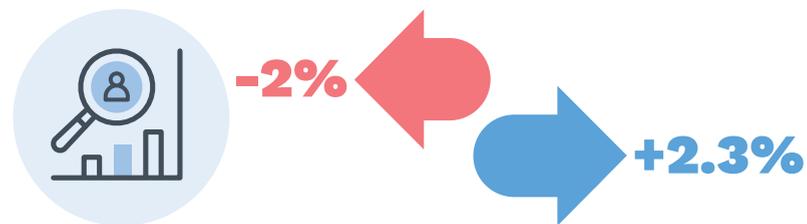
The consultation process has been developed based on our understanding of the site and its immediate surroundings, as informed by Statistics Canada demographics and population data for the local area. This demographic snapshot reveals key highlights of **Aggregate Dissemination Area 35200054** in comparison with the **City of Toronto**. A complete demographic profile is provided in **Appendix A**.

## Household Size



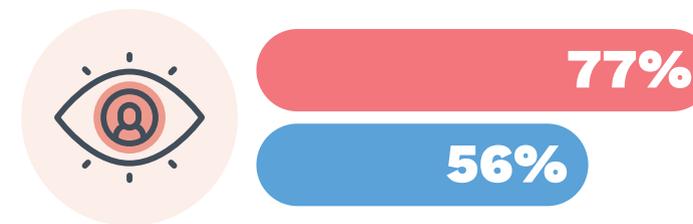
60% of households in the ADA are made up of more than 3 people, compared to the city average which has significantly more 1-person households

## Population Change



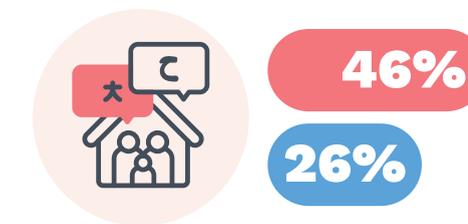
The population in the ADA decreased by 2% between 2016-2021, while it increased by over 2% City-wide

## Visible Minority Population



77% of residents in the ADA are a visible minority which is significantly higher than the City average

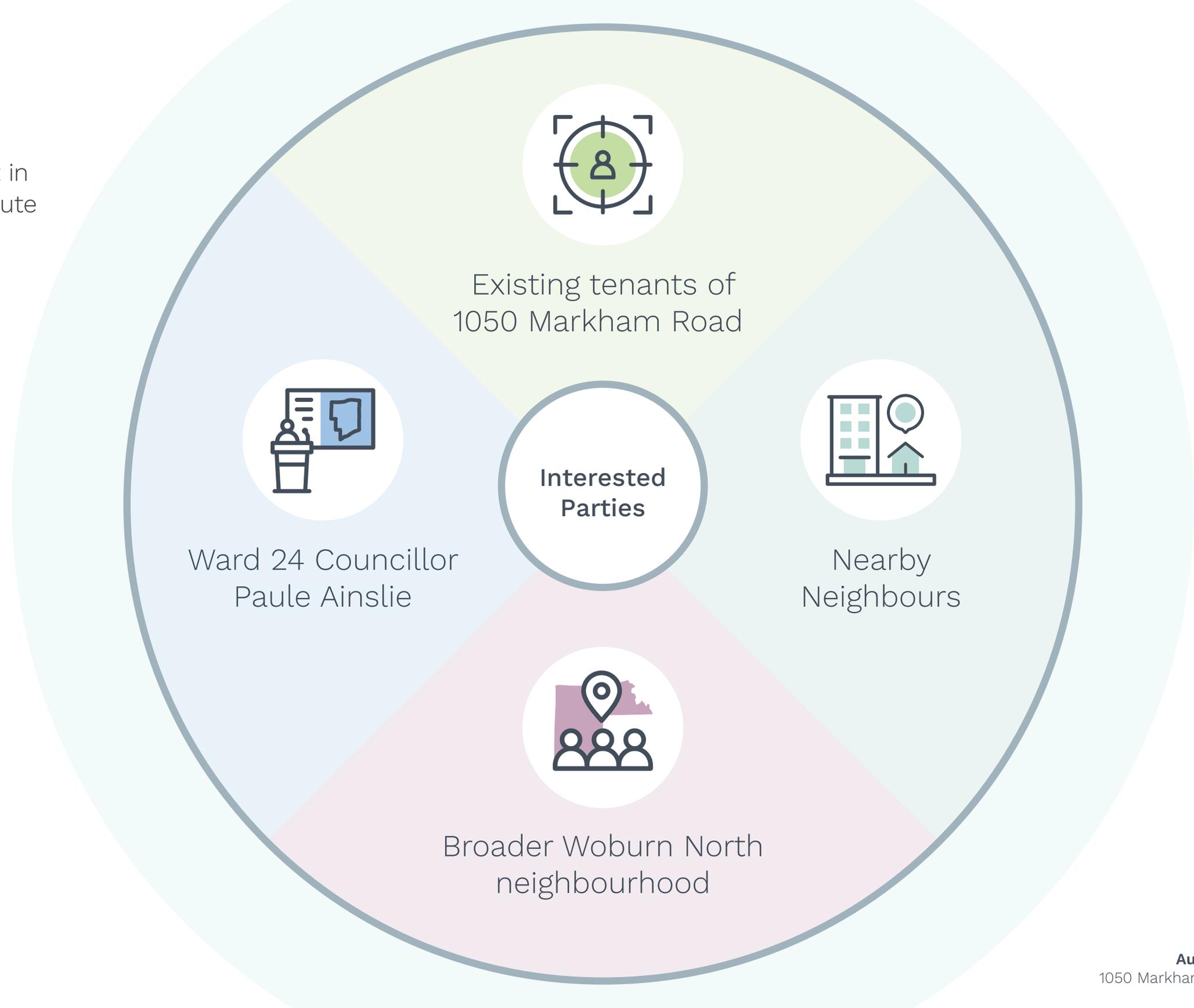
## Home Language



37% of the ADA speak a language at home other than English, of which 11% speak Gujarati and 8% speak Tamil

# Interested Parties

The project team has identified parties that may take an interest in the proposal and wish to contribute throughout the process.



*\*Please note: this list may be adjusted to include other individuals and groups who express interest in the proposed development during the public consultation period*

# List of Matters to be Addressed

The following list covers various topics and issues that will continue to be brought forward for further discussion and consultation.



## Existing Tenants

infill development & amenity space



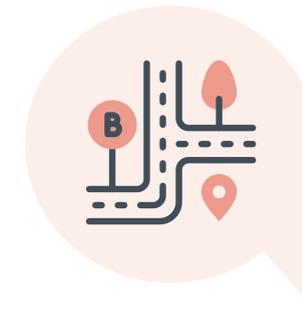
## Site Plan

design & built form



## Site Circulation

re-aligned driveway access from Brimorton Drive



## Transit

proximity to TTC buses and future DSBRT station stop



## Parking

current & future access



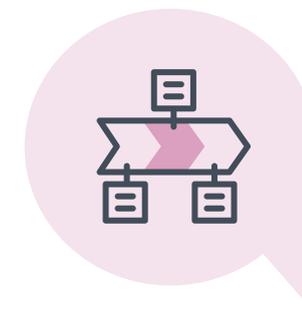
## Housing

unit types, tenure, & affordability



## Public Realm

streetscape improvements



## Timing & Process

construction phasing & project timeline

# Communication & Consultation Strategy

## Tools, Methods & Techniques

The applicant and project team will implement a series of engagement methods to both inform and engage with on-site tenants and surrounding community members. Some of these methods will be ongoing and may be adjusted based on initial feedback. These applicant-led engagement methods will be in addition to the standard public consultation methods employed by the City.



Project Website & Email



Communication with Tenants



Tenant Drop-in Session



Communication with Neighbours



City of Toronto Public Consultation



## Project Website & Email

[www.markhambrimorton.ca](http://www.markhambrimorton.ca)   [info@markhambrimorton.ca](mailto:info@markhambrimorton.ca)

- A project email has been setup to provide a direct line of communication for tenants and community members that may have questions or feedback about the proposal
- A project website was created to provide details about the application, and will act as the central hub for updates and messages about the project
- Provides an additional opportunity for feedback and questions, the potential to reach a broader range of voices





## Communication with Tenants

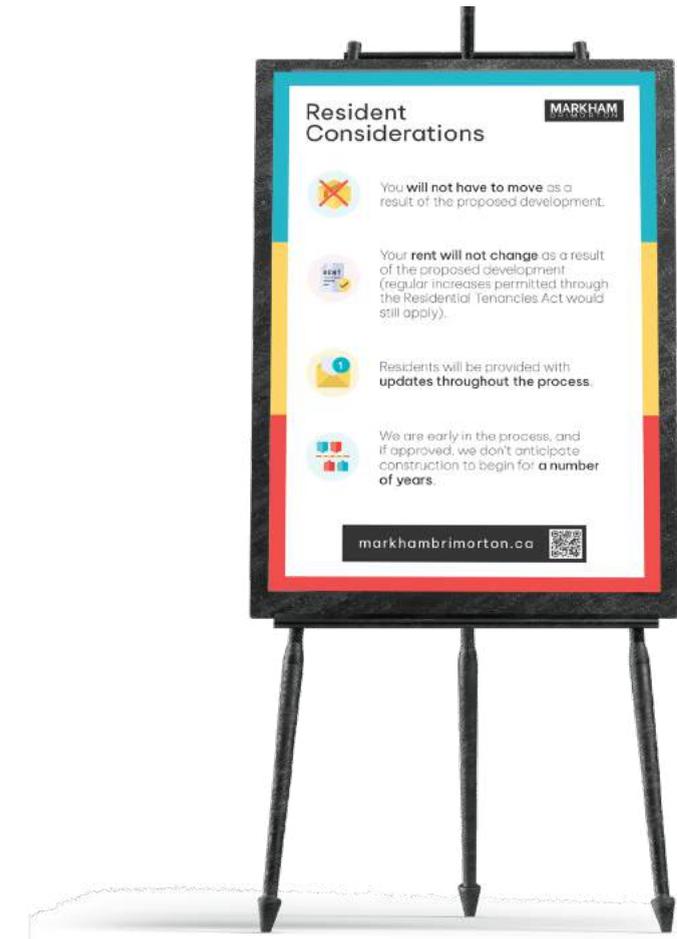
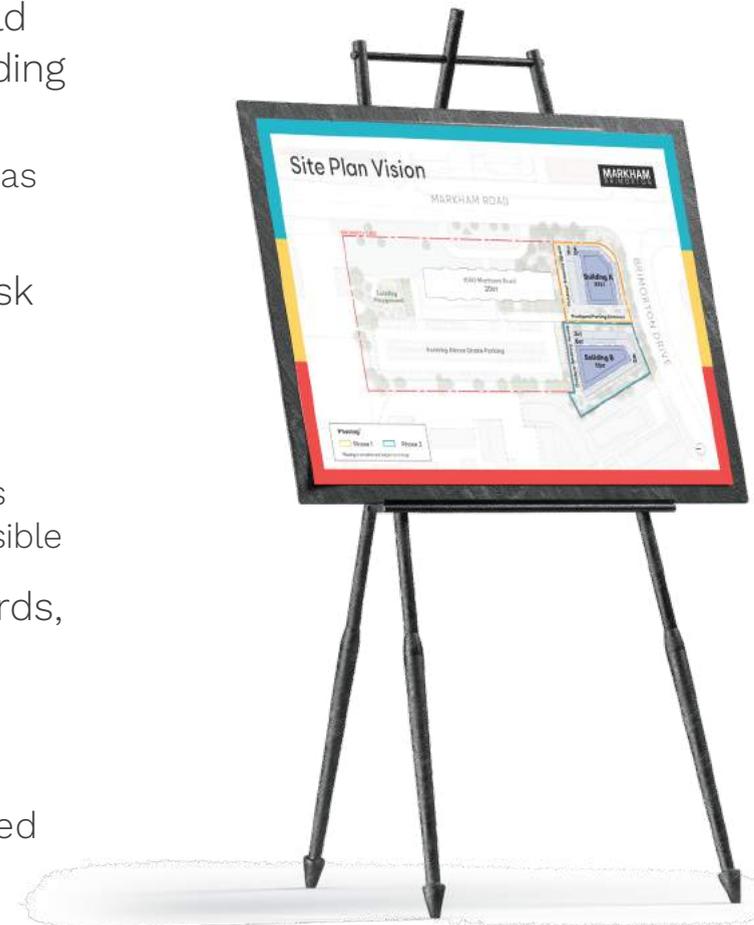
- All tenants were delivered a letter in May 2024 which introduced high-level details about the proposal in advance of application and acted as an invitation to a drop-in session in the building lobby
  - A list of FAQ was provided to help answer initial questions and a project email and website were listed for tenants to learn more, ask questions and provide comments
- This method of communication is a quick and easy way to share information with the existing tenants about the project and what it means for them, and to ensure they receive the same information at the same time
- Additional communications will be distributed to tenants regarding matters such as: 1) inform them about the application submission, and 2) provide them with the survey prepared in collaboration with the City of Toronto
  - Language translation will be made available
- Future communications will be provided in advance of consultation events and will provide important updates as the planning process continues





## Tenant Drop-in Session

- An applicant-led tenant drop-in session was held on May 16, 2024 in the lobby of the existing building and was attended by approximately 50 tenants
  - Member of the applicant and project team, as well as City of Toronto staff were in attendance
- The event provided tenants an opportunity to ask questions and comments early on, and engage face-to-face with the project team
  - The drop-in nature of the event allowed tenants to come by when they were available, to ensure it was convenient for the greatest number of tenants possible
- Information boards, contact-information postcards, and FAQ sheets were available at the event
  - The FAQ sheet was translated into Gujarati, Punjabi and Hindi for pickup at the event
- Additional in-person tenant events will be considered for later in the process





# Communication with Neighbours

- Property Management and Condo Boards of surrounding multi-unit buildings, as well as surrounding landowners, will be informed of the application via letter or email to share information with about the proposal and offer the opportunity to meet as requested
- Future communications may be used to provide interested neighbours overall information about the proposed development, as well as:
  - Upcoming community consultations and/or other opportunities to provide feedback
  - Any additional project milestones

**MARKHAM BRIMORTON**

A proposal for new housing & streetscape improvements next to **1050 Markham Road.**

**Have questions?**  
**Want to share your feedback?**

Contact the Project Team by email:  
**info@markhambrimorton.ca**

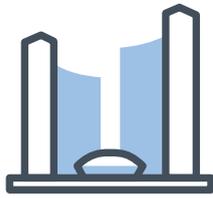
Learn more at our Project Website by scanning the QR code or visiting:  
**markhambrimorton.ca**

**Site Plan Vision**

Building A 37ST  
Building B 15ST

Phasing\*  
Phase 1 Phase 2  
\*Phasing is tentative and subject to change

*\*Example from prior Drop-in Session*



# City of Toronto Public Consultation



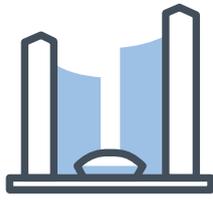
## Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff on how to 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



## Tenant Survey

- This survey is required by the City of Toronto and created/delivered by the applicant to gather feedback from tenants on the types of building improvements for 1050 Markham Road that will be secured through the development process



# City of Toronto Public Consultation



## Application Notice Sign

- Once an application is deemed complete, 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
  - Contact details of the assigned City Planner
  - A link to the City's Development Application Information Centre (AIC)



## Development 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 online at the AIC.



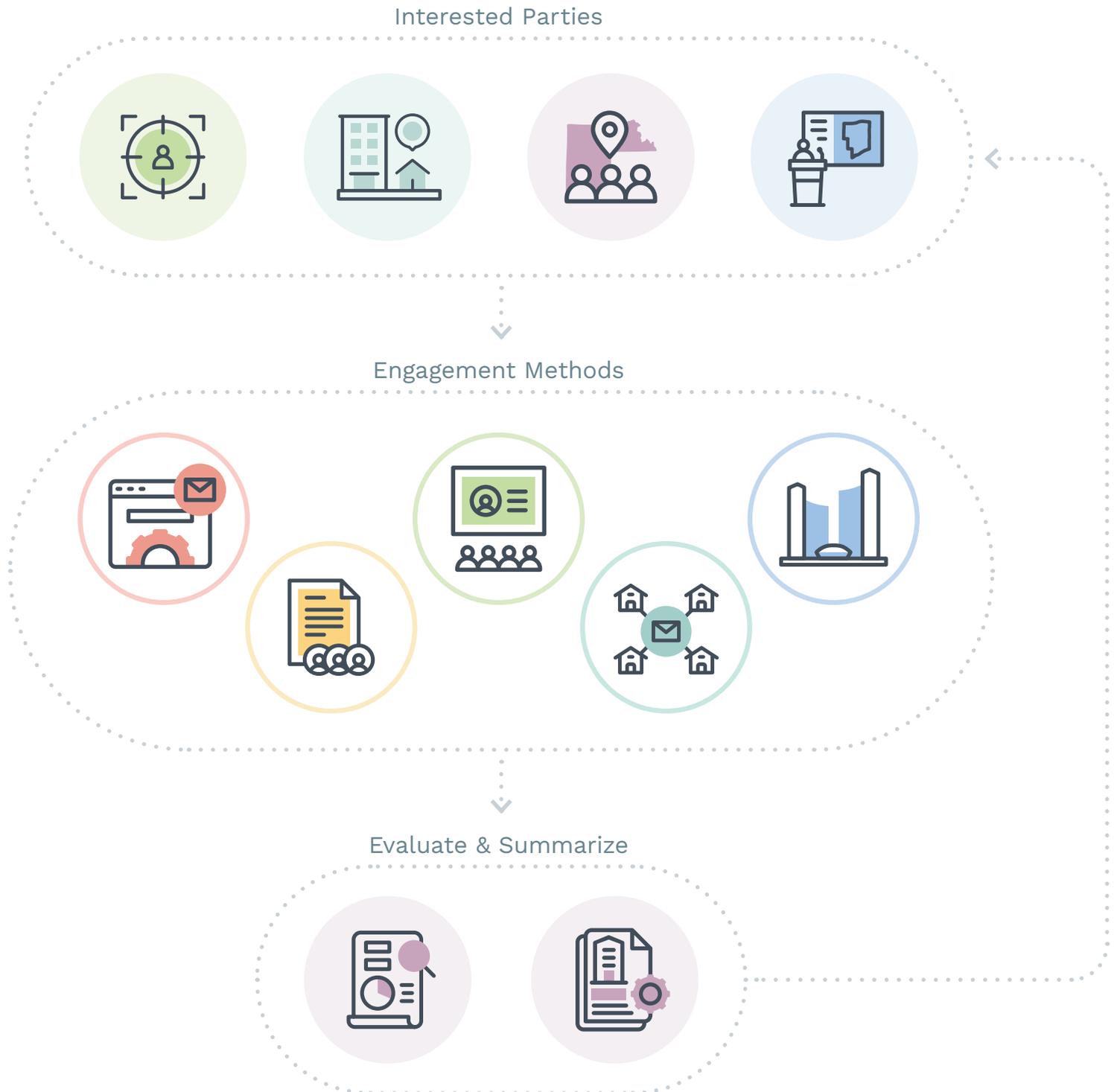
## Statutory Public Meeting

- Members of the public may attend the Statutory Public Meeting at Scarborough Community Council (SCC) later in the process to provide further commentary to City Staff, the project team, and members of Community Council.

# Sharing Feedback

## Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from meetings/events with interested parties, various communication methods and the Community Consultation Meeting, will be summarized to reveal key discussion topics. The applicant will aim to maintain a consistent feedback loop with onsite tenants and interested community members. At minimum, the goal is to provide them with access to clear summaries of any engagement that has transpired over the course of the development application process.



# Conclusion

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



# Appendix A: Demographic Profile

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

**ADA:** Aggregated Dissemination Area 35200054

**City:** City of Toronto

Age	ADA	City
0 to 14 years (Children)	16%	14%
15 to 24 years (Youth)	14%	11%
25 to 65 years (Working Age)	54%	48%
65 to 85 years (Seniors)	13%	15%
85+ years (Elderly)	3%	2%

Household Income	ADA	City
Median	\$89,000	\$84,000

Home Language	ADA	City
English	50%	66%
Non-Official	37%	26%
French	<1%	<1%
Multiple	13%	7%
Top non-English Home Languages:		
<b>Tamil &amp; Gujarati</b>		
<b>&amp; Mandarin &amp; Cantonese</b>		

Visible Minority	ADA	City
Visible Minority Population:	77%	56%

Housing Tenure	ADA	City
Own	59%	52%
Rent	41%	48%

Housing Structure Type	ADA	City
Single-detached House	51%	23%
Semi-detached	6%	6%
Row House	5%	5%
Duplex	9%	4%
Apartment <5 storeys	3%	14%
Apartment 5+ storeys	26%	47%

Population Change	ADA	City
(2016-2021)	-2%	2.3%

Main Mode of Commuting	ADA	City
Car	71%	61%
Public Transit	25%	26%
Walking	2%	8%
Bike	<1%	2%
Other	2%	3%

Education	ADA	City
Bachelors' degree or higher	33%	41%

Household Size	ADA	City
1-person	15%	33%
2-person	25%	30%
3-person	20%	15%
4-person	21%	13%
5 or more persons	19%	8%

