



Proposed Redevelopment of 300 Bloor Street West

Public Consultation Strategy

December 4, 2017

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300 Bloor Street West – Proposed Redevelopment of the Bloor Street United Church Site

Overview: Work to Date

Northrop Development Inc. (“Northrop”), CollecDev, and the Bloor Street United Church (“BSUC”) (collectively “the applicant”) have entered a partnership to redevelop the Bloor Street United Church site at 300 Bloor Street West. This partnership was created out of the Church’s need to find a solution for its long-term sustainability. Both parties recognize and value the strong relationship that the Church has built with its faith based and local community and are committed to working collaboratively with the community as the project progresses.

The project applicants recognize the importance of the site to the broader community, which is why they engaged StrategyCorp to lead a pre-application multi-faceted community engagement process in advance of the city’s application review process.

To date, the applicant has hosted three community information sessions, conducted proactive outreach to community stakeholders, and hosted four meetings with stakeholder organizations. In addition, the applicant created a project website (www.300bloorstreetwest.com) to keep them apprised of project progress and solicit feedback from the community.

This report will outline the community engagement process to date, as well as the feedback that the applicant has received.

Preliminary Stakeholder Outreach

In advance of the initial preliminary community meeting, StrategyCorp worked with the applicant to determine a list of relevant community stakeholders who should be contacted about the proposed redevelopment. At the time of this submission, there were no outstanding requests to meet with the church tenants, City Shul, church partners or the University of Toronto.

The chart below outlines the list of stakeholders, how they were notified and the outreach actions taken to include tenants in the process.

Stakeholder	Notification Method	Action Undertaken, if applicable
Local Ward Councillor Joe Cressy	<ul style="list-style-type: none"> Phone call with request to meet 	<ul style="list-style-type: none"> Meetings on May 11 and September 18 2017
Church Tenants	<ul style="list-style-type: none"> Email of community notice for each meeting 	
City Shul	<ul style="list-style-type: none"> Email of community 	

Stakeholder	Notification Method	Action Undertaken, if applicable
	notice for each meeting	
Neighbourhood Churches <ul style="list-style-type: none"> • Trinity-St. Paul's United Church • Bathurst Street United Church • Walmer Road Baptist Church • St. Thomas's Anglican Church 	<ul style="list-style-type: none"> • Email of community notice for each meeting 	
Local Residents Associations <ul style="list-style-type: none"> • Annex Resident's Association (ARA) • Huron Sussex Residents Organization (HSRO) • Harbord Village Residents Association (HVRA) 	<ul style="list-style-type: none"> • Personal email with invitation to meet • Email of community notice for each meeting • Ongoing correspondence as required 	<ul style="list-style-type: none"> • Meeting #1 with ARA on September 19 2017 • Meeting #2 with ARA on November 7 2017 • Meeting #1 with HSRO on September 26 2017 • HVRA requested to be kept informed via meeting notice
95 Prince Arthur for Responsible Development	<ul style="list-style-type: none"> • Personal email with invitation to meet • Email of community notice for each meeting • Ongoing correspondence as required 	<ul style="list-style-type: none"> • Meeting #1 with 95 Prince Arthur Residents on November 20, 2017
University of Toronto	<ul style="list-style-type: none"> • Personal email with invitation to meet • Email of community 	

Stakeholder	Notification Method	Action Undertaken, if applicable
	notice for each meeting	
Interested Community Members (opt in via website or community meeting sign-in sheets)	<ul style="list-style-type: none"> Email/flyer delivered to home in advance of each community meeting (2.5 – 3 weeks in advance) 	
Local Community	<ul style="list-style-type: none"> Flyer delivered to surrounding community in advance of each community meeting (2.5 – 3 weeks in advance) 	

Digital Engagement

In order to create a more fulsome engagement experience for the community, the applicant worked with a web developer to set up an easy to navigate project website (www.300bloorstreetwest.com) in advance of the preliminary community meeting. This site has existed as a place for the public to seek information and submit feedback for the duration of the engagement process to date. Since the site went live, it has received 784 unique visitors.

All presentations and community notices are on the site, as well as an email form that allows community members to submit feedback or questions on specific issues and receive direct responses within 24 hours.

As the application process enters into the formal stages, we would expect that this website may be enhanced and expanded to reflect changing project needs. We will continue to use the website as a foundational information source for the public and update it frequently, as information becomes available.

Community Meeting #1

Meeting Summary

Bloor Street United Church and Northrop Developments hosted a preliminary information session for the proposed redevelopment at 300 Bloor Street West on June 21 from 7 – 9 PM at the Bloor Street United Church.

Local residents were notified of the application via flyer delivery. Resident associations (ARA, HSRO, HVRA) were invited to circulate the electronic notice to their membership.

The purpose of the initial information session was to introduce the community to the project,

highlight the importance of the renewal project to the Church, its congregation and the larger community, and solicit feedback from the broader community.

Church community members and members of the project consulting team also presented on the background studies that were conducted including heritage preservation, sustainability and community space.

Notable attendees included Councillor Joe Cressy’s Constituency Assistant Colin Burns as well as several members of the Annex Resident’s Association.

Meeting Content

The following items were covered in the first community meeting on June 21, 2017.

Speaker and Subject Matter	Highlights
Jocelyn Deeks , StrategyCorp – Introductions	<ul style="list-style-type: none"> • Introduced the meeting and the consulting team presenting this evening
Beverly Stager , Bloor Street United Church – Church Sustainability	<ul style="list-style-type: none"> • Provided an overview of the Church’s efforts to sustain the congregation for the future
Marianne McKenna , KPMB – Initial Project Overview	<ul style="list-style-type: none"> • Presented the initial project plan to the community, which included: <ul style="list-style-type: none"> ○ Church’s role in the community ○ Importance of working collaboratively on the project ○ Overview of local projects ○ Overview of model/inspiration sites ○ The importance of an elegant new built form and respect for the existing structure of BSUC ○ Highlighted that the church structure will be preserved, however, there will be a need for partial demolition of the existing structure ○ Importance of renewal of existing site for regeneration and progression of the Bloor Street Community ○ Notes that the back portion of the structure will be high and the sides will be lower

Speaker and Subject Matter	Highlights
	<ul style="list-style-type: none"> ○ Indicated efforts will be made to preserve or increase green space on site, specifically at the front of the Church
<p>Andrew Pruss, ERA Architects – Heritage Preservation</p>	<ul style="list-style-type: none"> ● Presented heritage aspects of the site including: <ul style="list-style-type: none"> ○ Historical progression of the Church site including an overview of the different iterations of the built form ○ Acknowledge the fire in 1954 that resulted in a reconstruction of the current structure

Community Meeting #2

Meeting Summary

Bloor Street United Church and Northrop Developments hosted a second information session for the proposed redevelopment at 300 Bloor Street West on September 27 from 7 – 9 PM at the Bloor Street United Church.

Local residents were notified of the application via flyer delivery. Resident associations (ARA, HSRO, HVRA) were invited to circulate the electronic notice to their membership.

The purpose of the second information session was to present the community with a further advanced version of the project, including the planning context and built form proposal. This project also outlined the timeline and process for the proposed redevelopment.

Members of the project consulting team presented the next iteration of the project and took questions and comments from the community on the proposal.

Notable attendees included Councillor Joe Cressy and his Constituency Assistant Colin Burns as well as several members of the Annex Resident’s Association and the Huron-Sussex Residents Organization.

Meeting Content

The following items were covered in the second community meeting on September 27, 2017.

Speaker and Subject Matter	Highlights

Speaker and Subject Matter	Highlights
Jocelyn Deeks, StrategyCorp – Introductions	<ul style="list-style-type: none"> • Introduced the meeting and the consulting team presenting this evening
Councillor Joe Cressy, Local Ward Councillor – Opening Remarks	<ul style="list-style-type: none"> ○ Provided opening remarks, outlining the planning process as well as his key priorities for the site. He stressed that there is no application yet and noted the fact that the Church and developer are engaging the community early in the process. His priorities include: <ul style="list-style-type: none"> ○ 1) heritage retention, 2) the continued provision of community services (both worship and community services), 3) liveable residential development and 4) adherence to the appropriate planning process and policies regarding height, shadowing and setbacks ○ Councillor Cressy expressed concern about the height of the building
Reverend Martha ter Kuile, Bloor Street United Church – Church Sustainability	<ul style="list-style-type: none"> • Provided an overview of the Church’s efforts to sustain its spiritual, social justice and community functions in the long-term
Louis Tinker, Bousfields – Site Context	<ul style="list-style-type: none"> • Presented the context of the site: <ul style="list-style-type: none"> ○ Church’s role in the Annex community ○ Overview of the site, including boundaries and land use designation ○ Overview of the various provincial and municipal policy frameworks that apply to the site ○ High-level overview of the proposed mixed-use development application
Marianne McKenna, KPMB – Detailed Project Proposal	<ul style="list-style-type: none"> • Presented the detailed proposals and design principles for the site, including: <ul style="list-style-type: none"> ○ The mixed-use nature of the project, which will include a sacred space, support offices, meeting spaces, office space for the United Church of Canada as well as residential dwellings ○ An overview of the massing, lot coverage and setbacks as

Speaker and Subject Matter	Highlights
	<p>well as key features, including the promenade, green space, mix of residential units, structural considerations with regard to the TTC underground, etc.</p> <ul style="list-style-type: none"> ○ The Church’s desire for greater transparency at the Bloor Street entrance ○ The heritage aspects of the site, including an overview of the different iterations of the built form as well as the fire in the 1950s that resulted in a reconstruction of the current form ○ The design principles, which include social and economic sustainability and integration of the church into the residential development

Community Meeting #3 Content

Meeting Summary

Bloor Street United Church and Northrop Developments hosted a third information session for the proposed redevelopment at 300 Bloor Street West on November 21 from 7 – 9 PM at the Bloor Street United Church.

Local residents were notified of the application via flyer delivery. Resident associations (ARA, HSRO, HVRA) were invited to circulate the electronic notice to their membership.

The purpose of the third information session was to present the community with a further advanced version of the project and highlight the process to date and what can be expected leading into the proposal’s formal application to the City.

Members of the project consulting team presented the next iteration of the project and took questions and comments from the community on the presentation. The meeting format than split into four smaller stations (traffic and parking, built form and shadows, church and community, and public realm) where participants were able to ask project consultants about the specific subject matter.

Notable attendees included Councillor Joe Cressy and his Constituency Assistant Colin Burns as well as several members of the Annex Resident’s Association and the Huron-Sussex Residents Organization.

The following items were covered in the first community meeting on November 21, 2017.

Meeting Content

Speaker and Subject Matter	Highlights
Jocelyn Deeks, StrategyCorp – Introductions	<ul style="list-style-type: none"> • Introduced the meeting and the consulting team presenting this evening
Councillor Joe Cressy, Local Ward Councillor – Opening Remarks	<ul style="list-style-type: none"> • Provided opening remarks, outlining the planning process, the community planning framework (Bloor Corridor Visioning Study) as well as his key principles for the site <ul style="list-style-type: none"> ○ His principles included 1) appropriate height- he suggested “in the teens” 2) heritage retention 3) livable residential development and 4) adherence to the appropriate planning process and policies regarding height, shadowing and setbacks • Recommended establishing a working group prior to the submission of the application
Michael Hilliard, Chair, BSUC Redevelopment Committee – Opening Remarks	<ul style="list-style-type: none"> • Provided an overview of the Church’s efforts to sustain its spiritual, social justice and community functions in the long-term <ul style="list-style-type: none"> ○ Noted that depending on how you view the building, you may have differing opinions on the proposal • Reiterated that this is not the end of the process
Maurice Wager, President, Collecdev – Site Context	<ul style="list-style-type: none"> • Noted the importance of the feedback and collaboration <ul style="list-style-type: none"> ○ Highlighted project at 77 Charles and how it integrated economic sustainable and socially sustainable development with a place of worship ○ Highlighted the idea of wanting to build complete communities • Reiterated that the goal is to build out a more detailed application but notes that they have heard the communities concerns including with respect to built form, height and traffic <ul style="list-style-type: none"> ○ Explained that the working group will help refine the details of the proposal but that the subway, heritage, urban design need to tie into the comments we receive

Speaker and Subject Matter	Highlights
	<ul style="list-style-type: none"> • Collecdev is piloting the Open Door Affordable Housing Program through the City of Toronto (affordable rental and ownership units). Notes that they have over 200 units in the pipeline, 100 under construction
<p>Marianne McKenna, Partner, KPMB – Detailed Proposals and Design Principles</p>	<ul style="list-style-type: none"> • Presented the detailed proposals and design principles for the site <ul style="list-style-type: none"> ○ Notes that we are in the conceptual design phase, not in design development ○ Highlights the complexity of the project: heritage, subway and mixed-use • We plan to make adjustments, we’re trying to truthfully represent our project but it is important to understand that we are building from the bottom up <ul style="list-style-type: none"> ○ Discusses the new compact parking scheme, unit mix, public realm on Huron Street ○ Noted that a key choice was to retain the heritage portion of the project • Highlighted the importance of the meeting, in addition to the working group format, in order to hear from a diverse group of voices

Feedback from Community Information Sessions

The applicant places a strong importance on communicating with the community in an open and transparent manner. These meetings represented an important opportunity for the community to hear the project explained first hand and to allow the proponents to hear community feedback on the initial proposal.

At each meeting, a range of comments was put up for discussion – some were positive, but many were negative.

Given our respective roles in the process, and our representation of the applicant, we would not presume to summarize expressed opinions of others in the community.

We actively listened to the community members when they raised issues, and we understand that height, shadows and built form, parking and traffic, the role of the church in the community, and the impact on the neighbourhood are all key issues that will need further consultation and consideration.

We also heard other people express, in some cases privately after the larger open-house format presentation, their support of a project that would help revitalize a church, and a key community space, instead of being torn down and turned into condos.

Throughout this process, the proponent has committed to listen and learn from the community's input as much as possible within the pre-application period. Moving forward, we commit to taking our learnings from this initial process and using them to continue to inform the application process.

Moving Forward: Next Steps

The proponent commits to working with the community through the City of Toronto planning application review process. We look forward to working with Community Planning Staff to discuss how to further engage with residents and other stakeholders to figure out what works best as part of the application process.

Through the application process, we will engage in the city-led consultation process. Based on our experience with similar applications, it is anticipated that there will be at least one larger community consultation meeting.

The details of the application will be available to the community on the City of Toronto Development Projects portal, including the materials provided as part of the submission. The community will also be made aware of the application by the development notification signs that will be posted on the site. These signs provide basic information on the project, links to more information, and methods for providing comments.

Additionally, in an effort to ensure community consensus on the project, we are committed to participating in a Working Group with local stakeholders, led by Councillor Cressy. The details of the Working Group, such as the Terms of Reference and meeting agendas, are still being finalized. We know that at least one resident's association, the Annex Resident's Association, has expressed a strong desire for the Working Group to discuss the details of the application.

We will be continuing to host the project website at www.300BloorStreetWest.com. We will also be examining additional opportunities for continued digital information sharing with the broader community and interested parties.

Finally, the community will have the opportunity to delegate at Toronto and East York Community Council, subject to the City's procedural rules, when the application is heard by that Committee.

Appendix



Notice from the Bloor Street United Church

Community Meeting

Preliminary Information Session regarding the Renewal of the Bloor Street United Church (300 Bloor Street West)

Bloor Street United Church is examining its options regarding the redevelopment of its current site at 300 Bloor Street West.

We value the strong relationship we have built with our faith based and local communities and are committed to working collaboratively with you as this project progresses.

It has taken a long time to reach this point however we have the commitment and momentum to move forward. We have progressed to being early in the process which will lead to more detailed conversations with the City and the community. We are interested in telling you about what we are thinking, and hearing your feedback. We encourage you to add your voice to the discussion.



Current Status Overview:

- Bloor Street United Church has assessed its current operations and concluded that the building no longer meets the needs of the community for current and desired programming
- To plan for our future sustainability, we have begun by conducting background studies:
 - Heritage Preservation: to assess how to preserve the building's architectural heritage
 - Sustainability: to plan for the sustainability of our building and faith community
 - Community space: to consider how to better meet the needs for more space for programs

Please join us to learn more

- Church community members and our project team will be there to present on the background studies we have done so far

Meeting Details

Date: Wednesday, June 21, 2017
Time: 7 – 9 PM (Introductory Remarks at 7:30 PM)
Location: Bloor Street United Church, 300 Bloor Street West, Toronto

Please refer to www.300BloorStreetWest.com for further information



Notice from the Bloor Street United Church Community Information Session

Information Session: Renewal of the Bloor Street United Church

Bloor Street United Church is examining its options regarding the redevelopment of its current site at 300 Bloor Street West.

We value the strong relationship we have built with our faith based and local communities and are committed to working collaboratively with you as this project progresses.

This is the second community information session to discuss the proposed redevelopment. Over the past few months, we have developed a built form proposal based on the background analysis.



We are interested in telling you about our process and hearing your feedback. We encourage you to add your voice to the discussion.

Current Status Overview:

- Bloor Street United Church has assessed its current operations and concluded that the building no longer meets the needs of the community for current and desired programming
- To plan for our future sustainability, we have undertaken several background studies:
 - Heritage Preservation: to assess how to preserve the building's architectural heritage
 - Sustainability: to plan for the sustainability of our building and faith community
 - Community space: to consider how to better meet the need for more space for programs
- The project architects have developed a built form proposal for the project
- We have had preliminary meetings with the City to discuss the project and the application process

Please join us to learn more

- Our project team will be there to present on the project progress to date

Meeting Details

Date: Wednesday, September 27, 2017
Time: 7 – 9 PM (Presentation at 7:30 PM)
Location: Bloor Street United Church - 300 Bloor Street West
Please enter through the red doors on Bloor Street West



Community Information Session #3 – November 21 2017

Bloor Street United Church is examining its options regarding the redevelopment of 300 Bloor Street West.

We value the strong relationship we have built with our faith based and local communities and are committed to working collaboratively with you as this project progresses.

We are interested in hearing your feedback and encourage you to add your voice to the discussion.



Current Status Overview:

- Bloor Street United Church has assessed its operations and the condition of the building and concluded that, given the need for substantial repairs, the building no longer meets the needs of the community for current and desired programming
- Over the past few months, the project architects have developed a built form proposal, which is available at www.300BloorStreetWest.com
- At this third community information session, we will be providing further information based on the feedback that we have heard to date, as well as identifying areas that the Project Team is continuing to explore throughout the process

Meeting Format:

7:00 pm – 7:30 pm – Introduction and brief presentation

- The presentation will focus on traffic and parking, and shadow studies

7:30 pm – 9:00 pm – Breakout sessions

- There will be four breakout sessions related to the proposed development: 1) Traffic and Parking; 2) Public Realm and Built Form; 3) Community Services; and 4) Shadow Studies
- Members of the project team will be present at each station to share information and respond to questions
- Each station will rotate approximately every 20 minutes to allow everyone to participate in each breakout session

Meeting Details:

Date: Tuesday, November 21st, 2017

Time: 7:00 – 9:00 PM

Location: Bloor Street United Church - 300 Bloor Street West