


Public Consultation Strategy Report

 2040queeneast.ca

 info@2040queeneast.ca

2026-2042 Queen Street East
City of Toronto

Prepared For
Crombie REIT

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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

www.bousfields.ca

Urban Planning | Urban Design | Community Engagement

Job Number 19248-1

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Introduction

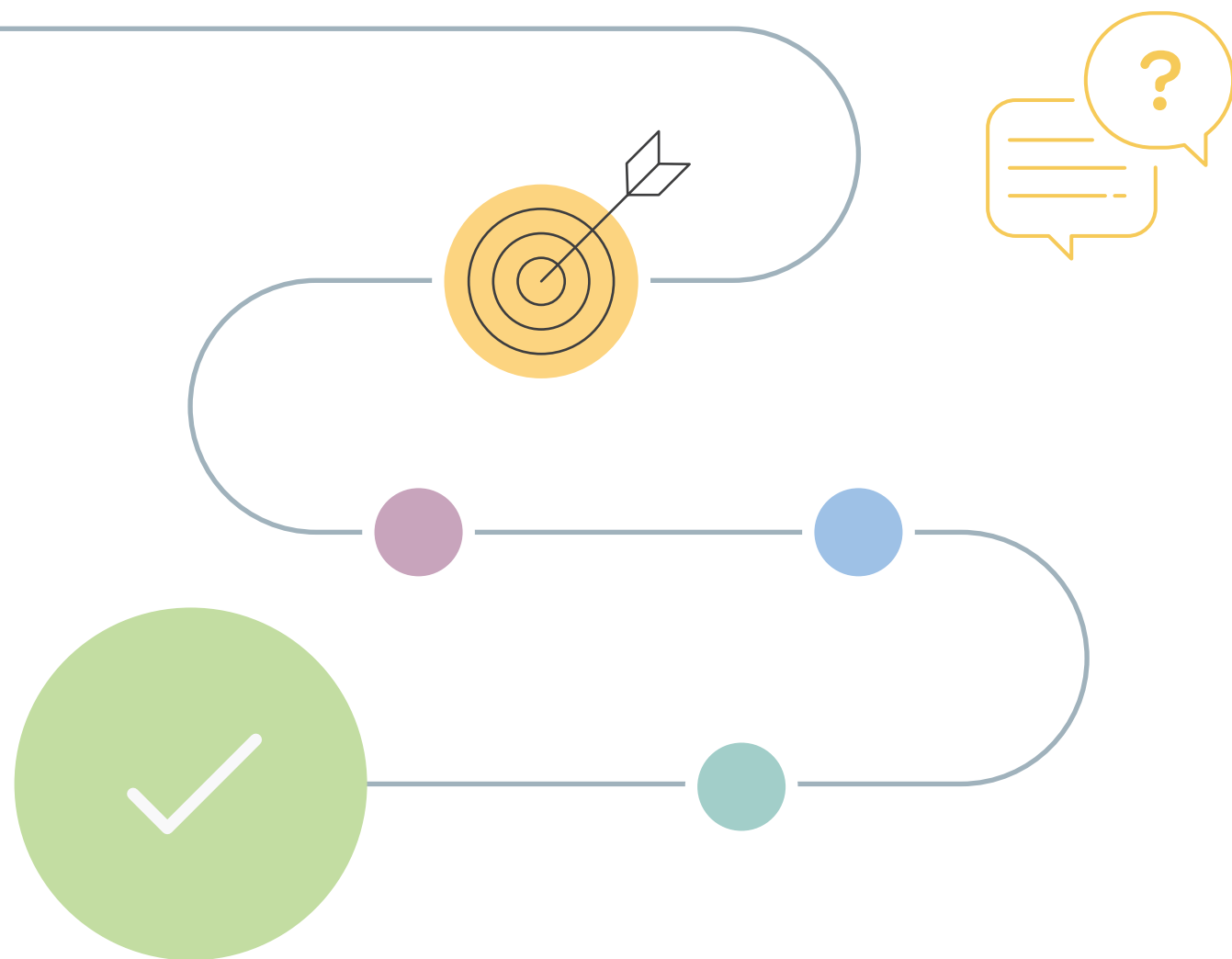
This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the planning application by Crombie REIT (“the applicant”) for 2026-2042 Queen Street East (“the site”) in Toronto’s The Beaches neighbourhood.

The subject site is located at the northwest corner of Queen Street East and Lee Avenue, east of Woodbine Avenue. The site is currently occupied by five 2-storey properties.

The application is proposing a 6-storey mixed-use building that will contain retail at the ground level for a future grocery store, and 60 residential units above.



Targeted Goals & Outcomes



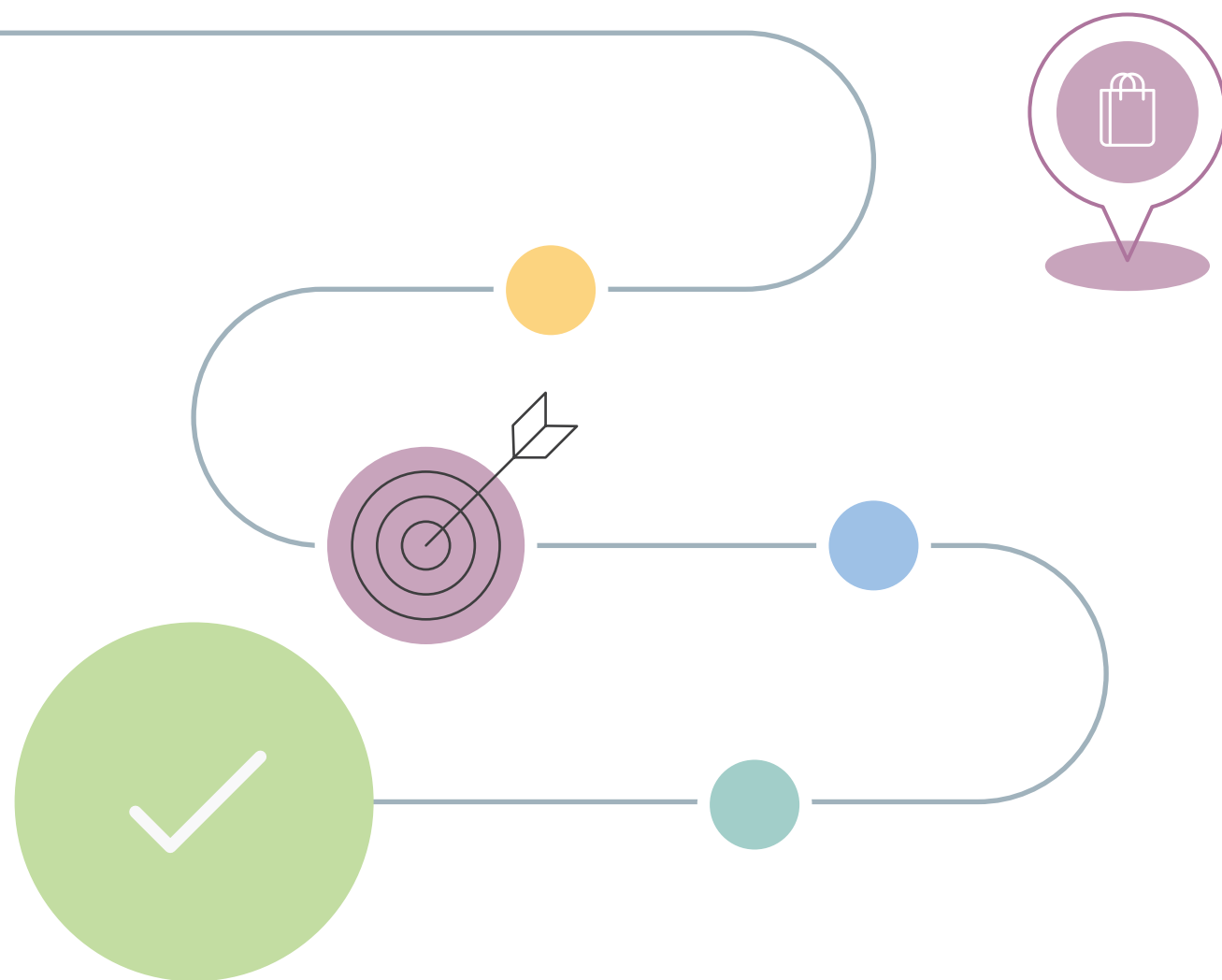
Goal

Inform the community about the proposed development and application process in a clear and timely manner

Outcomes

The community feels actively informed and have been provided with clear and accurate information about the proposed development and application process

Targeted Goals & Outcomes



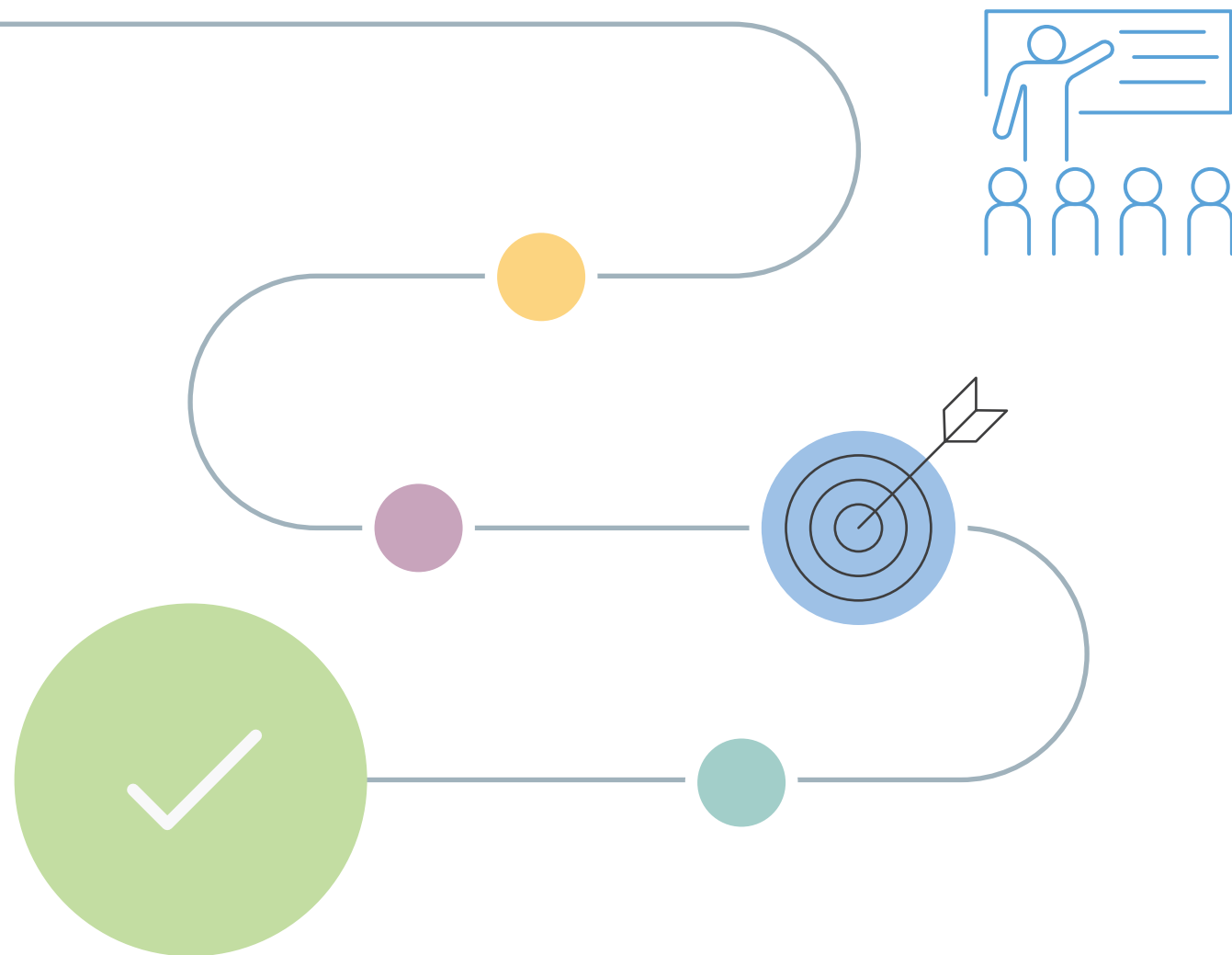
Goal

Establish that the retail component of the proposal is to remain a grocery store, to proactively address concerns

Outcomes

The community understands the future plans for the retail space, and were provided updates when available

Targeted Goals & Outcomes



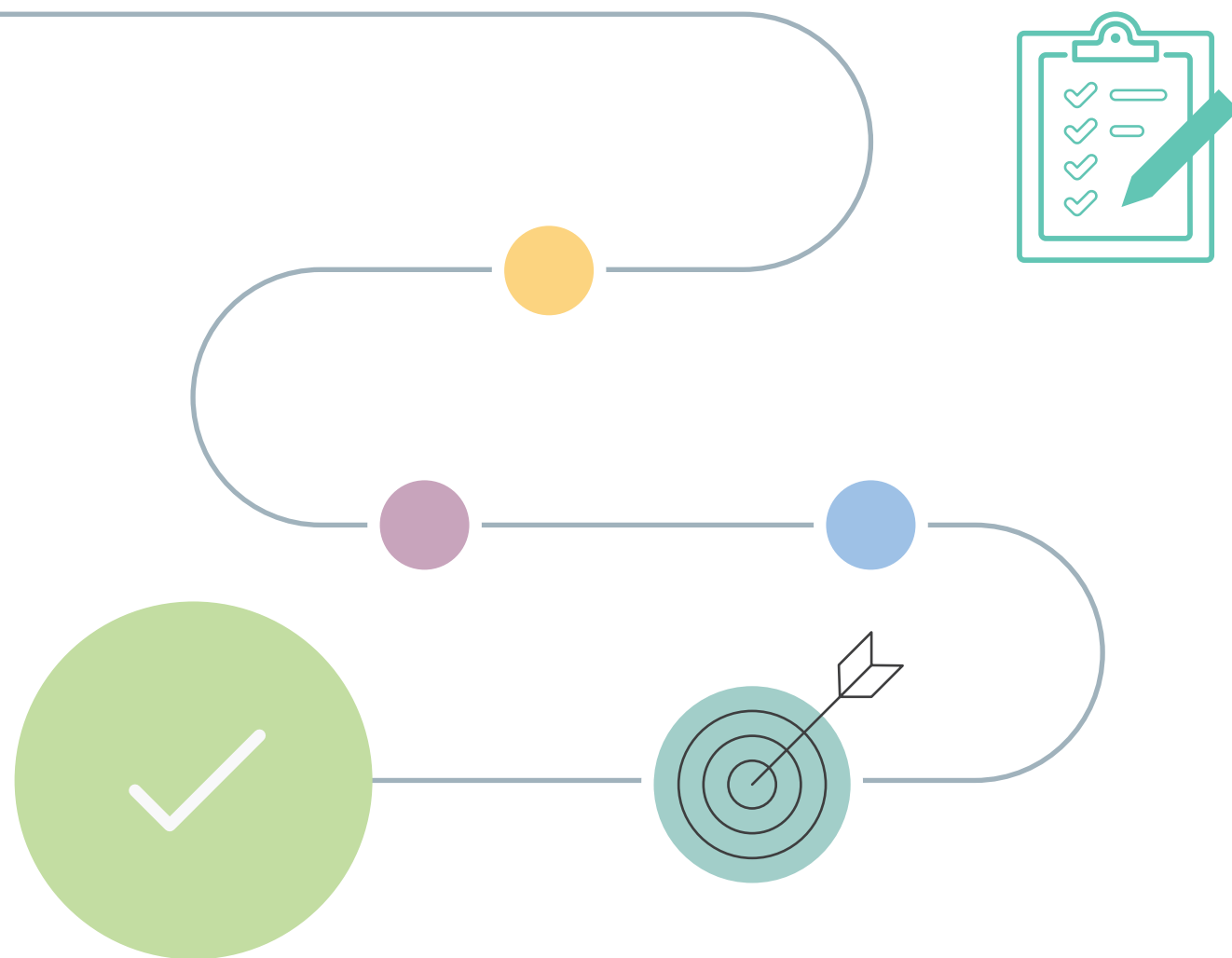
Goal

Engage with, and seek input from, interested parties about the proposed development using various methods of communication

Outcomes

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

Targeted Goals & Outcomes



Goal

Summarize key themes and points about the proposed development from various consultations

Outcomes

The feedback received during consultations helped the applicant understand the community's sentiments about the proposed development

Site & Surroundings

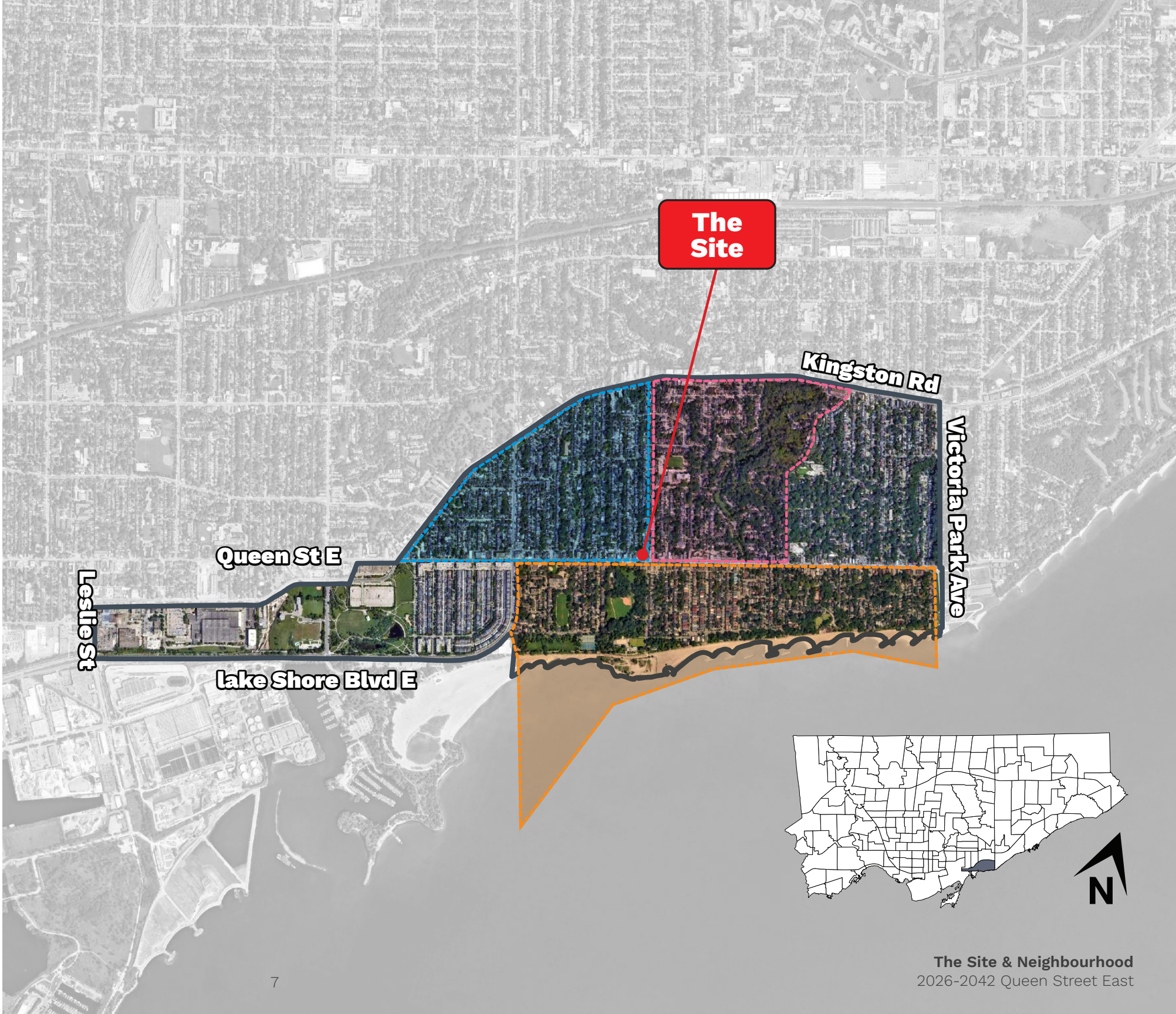
Site and Surroundings

- The site is located at the northwest corner of Queen Street East and Lee Avenue
 - It is across the street from Kew Gardens, a 6,500m² public park that connects to the waterfront
 - It is currently occupied by five 2-storey mixed use buildings
 - 2026 Queen Street East
 - 2028 Queen Street East
 - 2030 Queen Street East
 - 2032-2038 Queen Street East
 - 2040-2042 Queen Street East (Foodland)



Neighbourhood

- According to the City of Toronto's Neighbourhood Profiles, the site is located in:
 - The Beaches neighbourhood
 - Census Tract 5350024.00
- It is adjacent to:
 - Census Tract 5350023.00
 - Census Tract 5350021.00
- Census Tract data provides a more focused understanding of the demographics







Public Infrastructure




501 Transit

 501 Queen streetcar

 **Parks**

-  1 Kew Gardens
-  2 Kew-Balmy Beach
-  3 Pantry Park
-  4 Ivan Forrest Gardens

 **Schools**

-  1 Kew Beach Junior Public School
-  2 Williamson Road Junior Public School
-  3 Glen Ames Senior Public School

 **Library**

-  1 Toronto Public Library - Beaches Branch



The Proposal

6-storey mixed-use building



60
residential
units



67% 1-bedroom



23% 2-bedroom



10% 3-bedroom



1,140 m²
retail
space



257 m²
amenity
space



33
car
parking
spaces



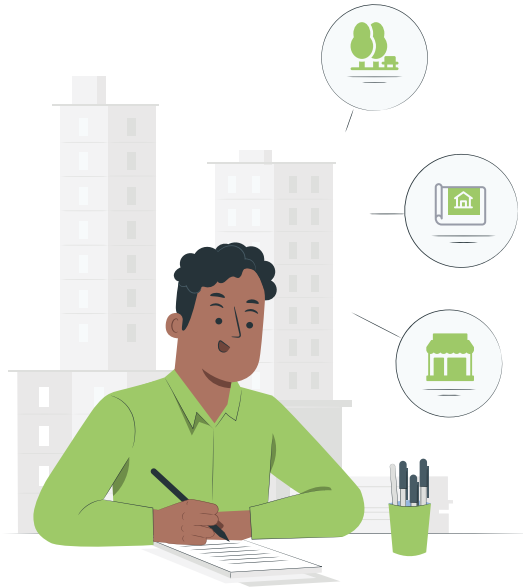
68
bicycle
parking
spaces

Where applicable, numbers have been rounded to the nearest whole number. Please refer to the Planning Rationale or Architectural Drawings Package for exact project statistics



Key Messages

The project team has developed a series of key messages and grouped them into themes. The key messages help to communicate and share information about the proposed development with the community in a simple and straightforward way. Themes and key messages will be updated accordingly as the application moves through the development review process.



Considerate Design



Enhanced Retail Space



New Housing and Employment



Considerate Design



The proposal aims to preserve and enhance the existing functions of the site by continuing to provide retail space and introducing residential units above.



The introduction of a mid-rise building will allow for new landscaping and street-level features to be incorporated into the quality design.



Floors 3-6 are set back considerably from the property line to provide transition towards the street and surrounding neighbourhoods to create a pedestrian scale experience.



The brick façade draws on the character of the older storefronts along Queen Street and is intended to fit in visually with its surroundings.



The proposal seeks to follow the *Queen Street East Urban Design Guidelines* that promotes redevelopment compatible with the existing character of the area.



Enhanced Retail Space



1,140 m² of new retail space is proposed at the ground level, to replace and enhance the current offerings on site.



We understand the importance of having a grocery store on this site and will be bringing a grocery store back to the new site to continue this important function for the neighbourhood.



We are early in the process and won't know which type of store under the Sobeys banner will be on site for some time. We will share that information when it is available.



New Housing and Employment



This site has the opportunity to provide new housing options for existing residents and people hoping to move to the neighbourhood, and a diverse unit mix will accommodate a variety of households.



It is important to us that retail employees are supported on site. We will be working with Sobeys to ensure that Foodland staff are kept up to date as the process continues.

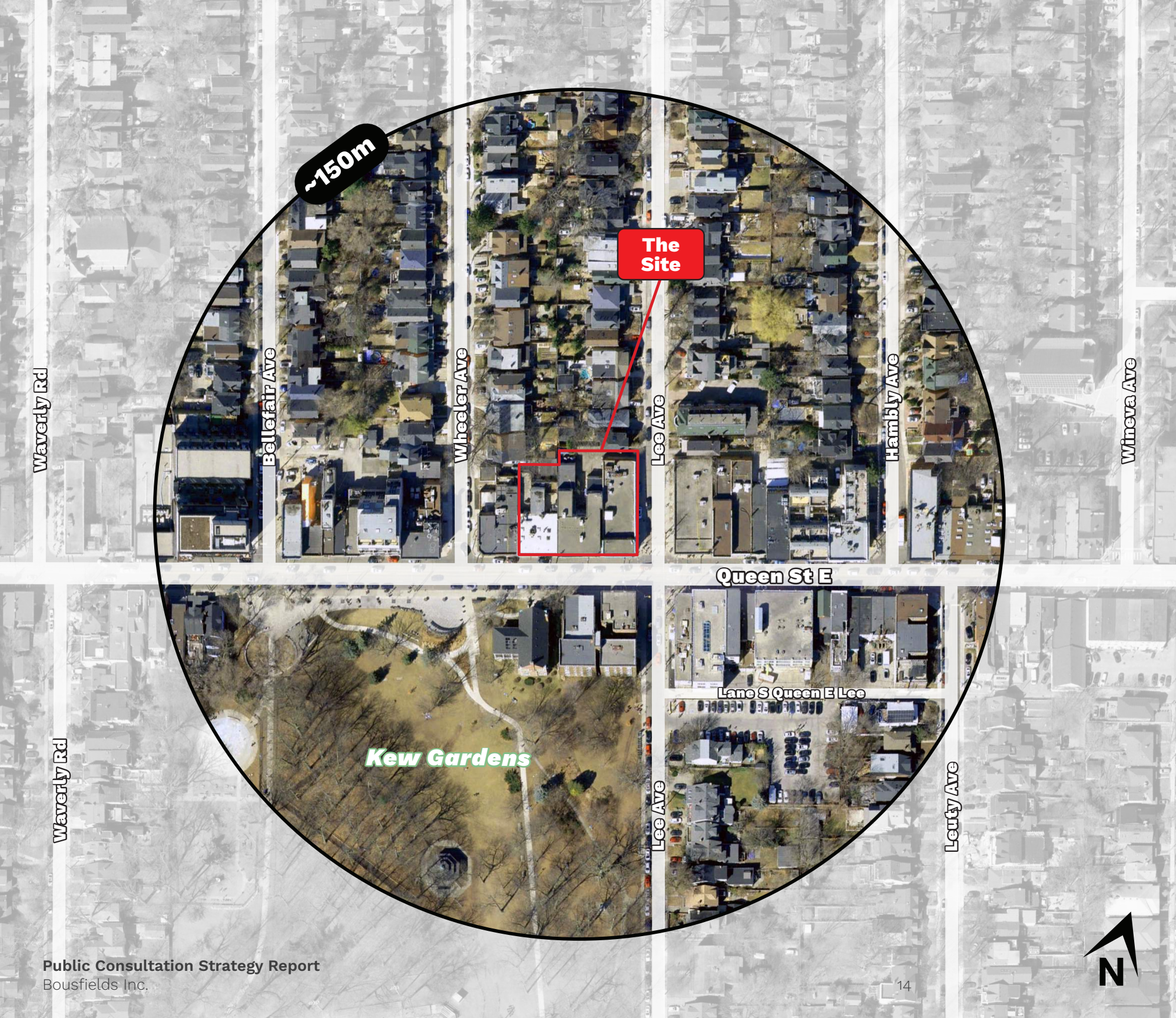


Due to the scale of the new retail, the proposal will create a significant number of new jobs on the site.

Scope of Consultation

We recommend that the Scope of Consultation for the proposed development be defined as an area of approximately 150 metres around the subject site. The proposed consultation area encompasses residents and employees adjacent to the site that will likely be interested in the proposed development due to their physical proximity, as well as patrons of the Foodland within the local community.

This scope of consultation also includes the prescribed 120 metres around the site for the minimum notice area, as outlined in the *Planning Act*.



Audience

Demographic Snapshot

To provide a more nuanced understanding of the surroundings, the applicant and project team considered the demographics of **Census Tract 5350024.00** where the site is located, **Census Tract 5350023.00** to the east, and **Census Tract 5350021.00** to the south.

Overall, this snapshot reveals the important ways that The Beaches neighbourhood is unique in comparison to the wider **City of Toronto** population. A complete demographic profile can be accessed in **Appendix A**.

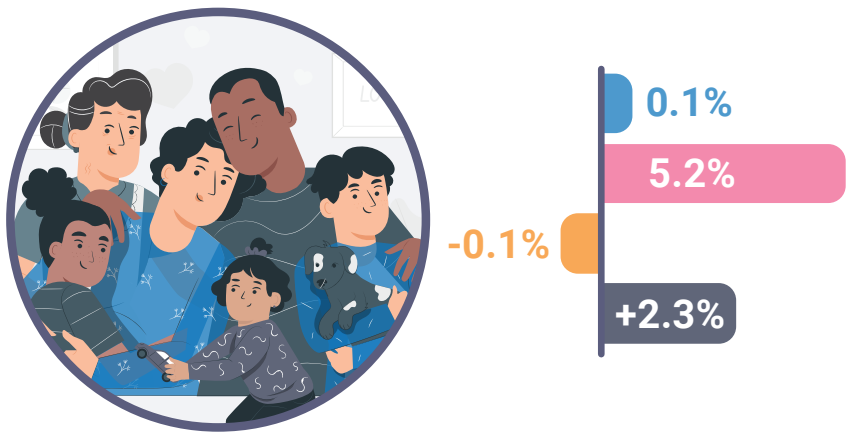


Audience

- Census Tract 5350024.00
- Census Tract 5350021.00
- Census Tract 5350023.00
- City of Toronto

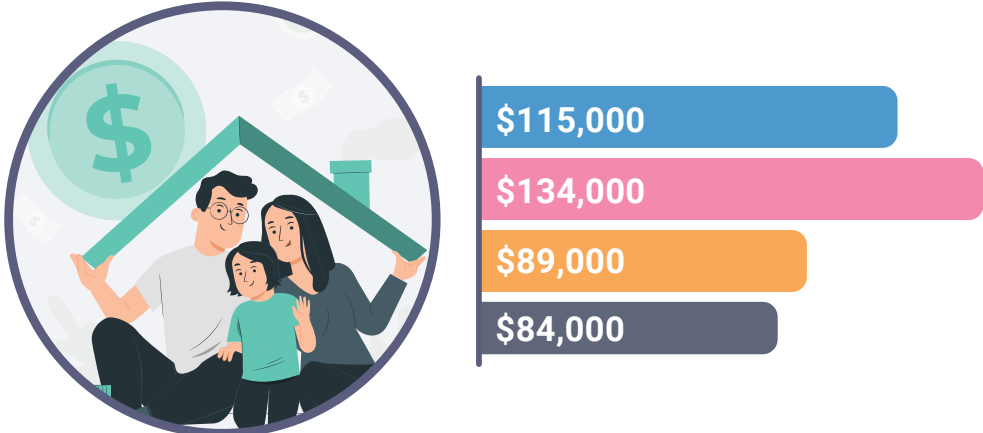
Population Change

The immediate and southern CT have experienced little to no population change, while the CT to the east has grown by 5.2% since 2016, which is more than double the City average



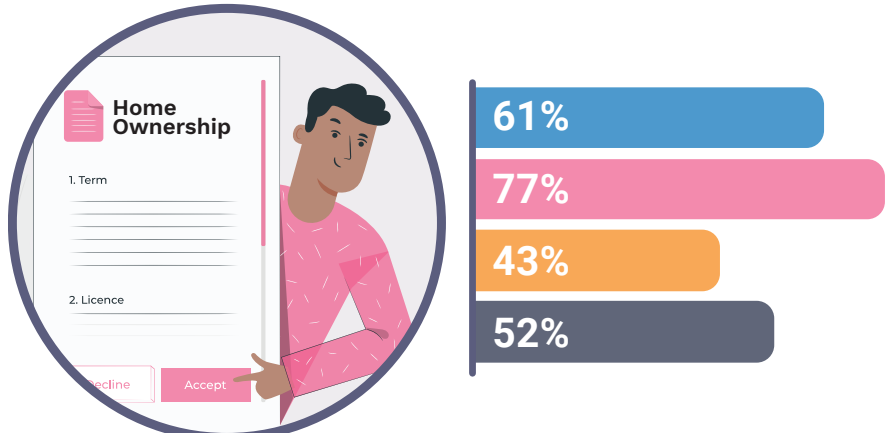
Median Household Income

The median income in the immediate and eastern CT is 27-37% higher than the City average

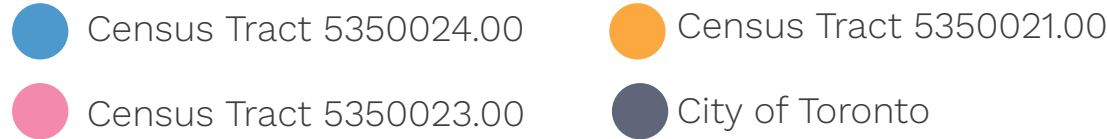


Housing Tenure

There is a significant range of tenure amongst the local CTs, with 43-77% of residents being homeowners

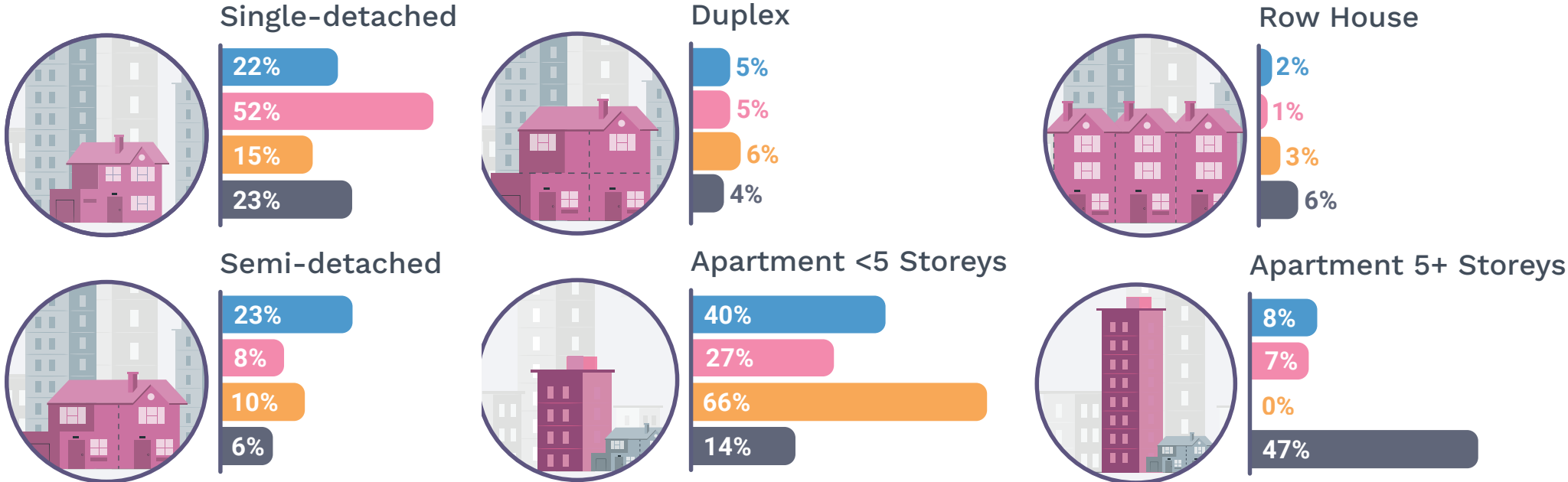


Audience



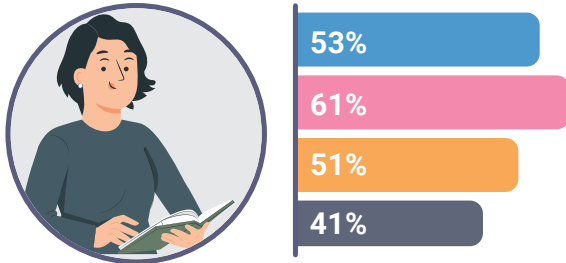
Housing Structure Type

The immediate and eastern CTs have 7-8% 5+ storey buildings, and all CTs in The Beaches have a significant number of apartments under 5-storeys compared to the City average



Education

51-61% of residents in the local CTs have a Bachelor's degree (or higher), which is significantly more than the City average



Audience

Target Audience & Stakeholders

When developing this approach to engaging with the public, the project team also identified a series of key stakeholders who may take an interest in the proposal and wish to be consulted throughout the process. These stakeholders are outlined in the following list:

- Councillor Brad Bradford, Ward 19 Beaches-East York
- Nearby low-rise residents
- Foodland staff
- The Beach BIA
- Greater Beach Neighbourhood Association (GBNA)
- Broader Beaches neighbourhood



*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 refers to the various topics associated with the proposed development that will likely be brought forward for discussion and consultation.



Urban Design Guidelines



Architecture & Built Form



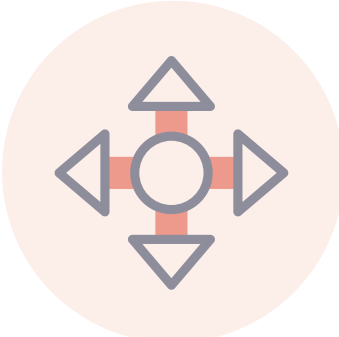
Residential Mix & Tenure



Grocery Store Replacement



Public Realm Improvements



Transportation Access



Parking, Traffic & Site Circulation

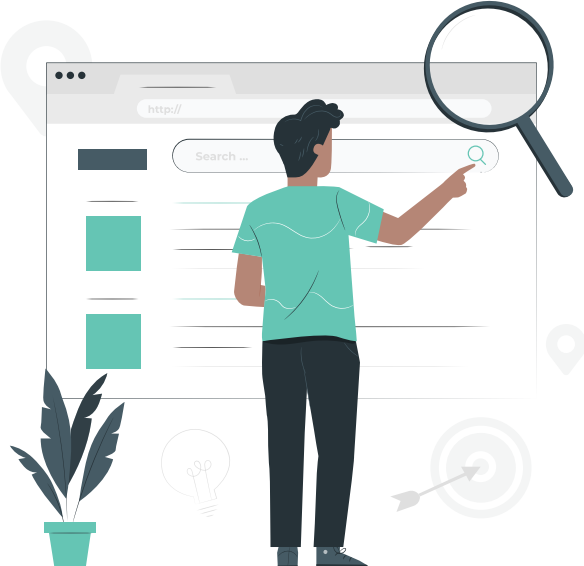


Estimated Timeline

Communication & Consultation Strategy

Engagement Methods

The applicant and project team are proposing the following engagement methods to both inform and consult with the community with regards to the proposal. These methods may be adjusted based on initial feedback, as well as what is feasible for those parties who express interest in the proposal



Project Website
and Email



Written
Communications



Targeted Stakeholder
Meetings



Project Website and Email

- A project website (**2040queeneast.ca**) will be created and will act as a central source for information and feedback collection
- Allows the project team to inform community members in a transparent and proactive way
- A project email will be created (**info@2040queeneast.ca**) to allow community members to communicate directly with members of the project team
 - The project email will be connected to the project website submission form, and included on all communications materials (e.g. presentations at community meetings, any print materials/letters)



Written Communications

- A series of communications (e.g. letters or emails) will be used to inform commercial tenants, nearby neighbours, the BIA and the nearby residents association about the proposed development, and include information related to:
 - The proposal details, including application submission and timing
 - Upcoming community consultations and/or other opportunities to provide feedback
 - Any additional project milestones
- For the commercial tenant staff, this will provide an opportunity to share appropriate resources should the community have any questions while in the store
- It is anticipated that any feedback will be directed through the project email



Targeted Stakeholder Meetings

- One-on-one or small group meetings may be held with key stakeholders that express interest during the consultation period
- Provides an opportunity to share the proposal, determine priorities, and address specific questions and concerns
- There may be more than one meeting with the same individual or group dependent on the particular needs



City of Toronto Public Consultation Methods

The previously listed engagement methods will be in addition to the following standard public consultation methods employed by the City

Application Notice Sign

- 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, including the type of application and some proposal statistics
 - Contact details of the City Planner assigned to the file
 - A link to the City's Development Application Information Centre

Development Application Information Centre (AIC)

- Members of the public will be able to access the application submission materials provided to the City online at the AIC

Community Consultation Meeting

- The community consultation meeting is hosted by the City of Toronto, and it provides all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff and the Ward Councillor on how we can 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

Statutory Public Meeting

- Members of the public may attend the Statutory Public Meeting at Toronto and East York Community Council (TEYCC) to provide further commentary to City Staff, the project team, and members of Community Council.

Feedback Evaluation

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information and feedback collected from engagement events will be summarized to reveal recurring topics and themes. A conceptual graphic representing the applicant and project team’s approach to evaluating feedback for this proposal is shown below.



Methodology for Evaluating Feedback



Data



Themes



Evolving Proposal

Project website & email

Communications with neighbours

Community consultation meeting

Architecture & Built Form

Retail Uses

Traffic, Access & Parking

Future
Resubmission

Conclusion

Bousfields Inc. is pleased to discuss this proposed consultation approach with City Staff. The applicant and project team look forward to communicating and engaging with the community throughout the duration of the proposal. The approach has been developed to be responsive to the local demographic and stakeholder context, flexible to changing circumstances, and allow for a broad range of voices to contribute to the discussion.



Appendix A: Full Demographic Profile

Socio-Economic Indicator		CT 5350024.00 (Site)	CT 5350023.00 (West)	CT 5350021.00 (South)	City of Toronto
Population Change (2016-2021)		0.1%	5.2%	-0.1%	+2.3%
Age	0 to 14 years (Children)	19%	17%	14%	14%
	15 to 24 years (Youth)	9%	10%	8%	11%
	25 to 54 years (Working Age)	45%	38%	42%	45%
	55 to 64 years (Pre-Retirement)	13%	16%	16%	13%
	65+ years (Seniors)	14%	19%	20%	17%
Median Household Income		\$115,000	\$134,000	\$89,000	\$84,000
Home Language	English	94%	95%	95%	66%
	Non-Official	3%	2%	3%	26%
	French	1%	1%	1%	<1%
	Multiple	2%	2%	1%	7%
Top non-English Home Languages		Spanish & Mandarin	Spanish & Mandarin	Spanish	Mandarin & Cantonese
Visible Minority Population		16%	12%	17%	56%
Housing Structure Type	Single-Detached House	22%	52%	15%	23%
	Semi-Detached House	23%	8%	10%	6%
	Row House	2%	1%	3%	6%
	Duplex storeys	5%	5%	6%	4%
	Apartment, less than 5 storeys	40%	27%	66%	14%
	Apartment, 5+ storeys	8%	7%	0%	47%
Housing Tenure	Own	61%	77%	43%	52%
	Rent	39%	23%	57%	48%
Main Mode of Commuting	Car	60%	59%	51%	61%
	Public Transit	19%	19%	23%	26%
	Walking	9%	14%	14%	8%
	Bike	6%	6%	5%	2%
	Other	6%	2%	7%	3%
Household Size	1-person	32%	31%	44%	33%
	2-person	31%	32%	31%	31%
	3-person	15%	13%	12%	15%
	4-person	17%	17%	9%	13%
	5 or more persons	5%	7%	4%	8%
Educational Attainment	Bachelors' degree or higher	53%	61%	51%	41%

