

# Public Consultation Strategy Report

**145 Wellington Street West  
& 53-55 Simcoe Street**

City of Toronto

**Prepared For**  
145 Wellington Portfolio Inc.

October 2024

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Urban Planning | Urban Design | Community Engagement

**Job Number 18240-1**

# Introduction

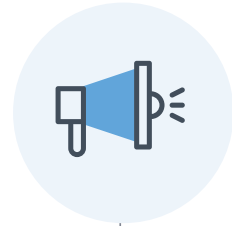
This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBA) applications by 145 Wellington Portfolio Inc. ('the applicant') for 145 Wellington Street West and 53-55 Simcoe Street ('the site' or '145 Wellington Street West') in the Yonge-Bay Corridor neighbourhood of Toronto. At this time, the site is occupied by a 13-storey office building.

In 2019, an initial ZBA application was submitted to permit the redevelopment of the site with a 60-storey (203 m) mixed-use building, including office, residential, and retail uses, as well as improvements to the public realm. On July 19, 2022, the final report recommending approval of the rezoning application was considered and adopted by Toronto City Council.

Subsequently, the proposed development has been reconsidered by the applicant. A new OPA and ZBA application is being submitted to reflect a new proposal to permit the construction of a 65-storey (203 m) mixed-use building, with retail and residential uses, as well as public realm improvements.

# Goals & Outcomes

The Applicant aims to achieve the following goals and outcomes from their community engagement.



## GOAL

**Inform** the public and interested stakeholders about the proposed development and planning application process in a clear and accurate way



## OUTCOME

The public and interested stakeholder groups feel confident in their understanding about the proposed development and rezoning application process to provide feedback



## GOAL

**Summarize** key themes and points about the proposed development from various engagement methods



## OUTCOME

The applicant understands the full breadth of community input regarding the proposal, and key feedback areas



## GOAL

**Consult** with, and seek input from, interested persons and groups about the proposed development using various methods of engagement



## 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



## GOAL

**Outline** the key difference(s) in the application details between the approved development and the proposed development



## OUTCOME

The public understands the current application details for the proposed development





# Current Site & Context

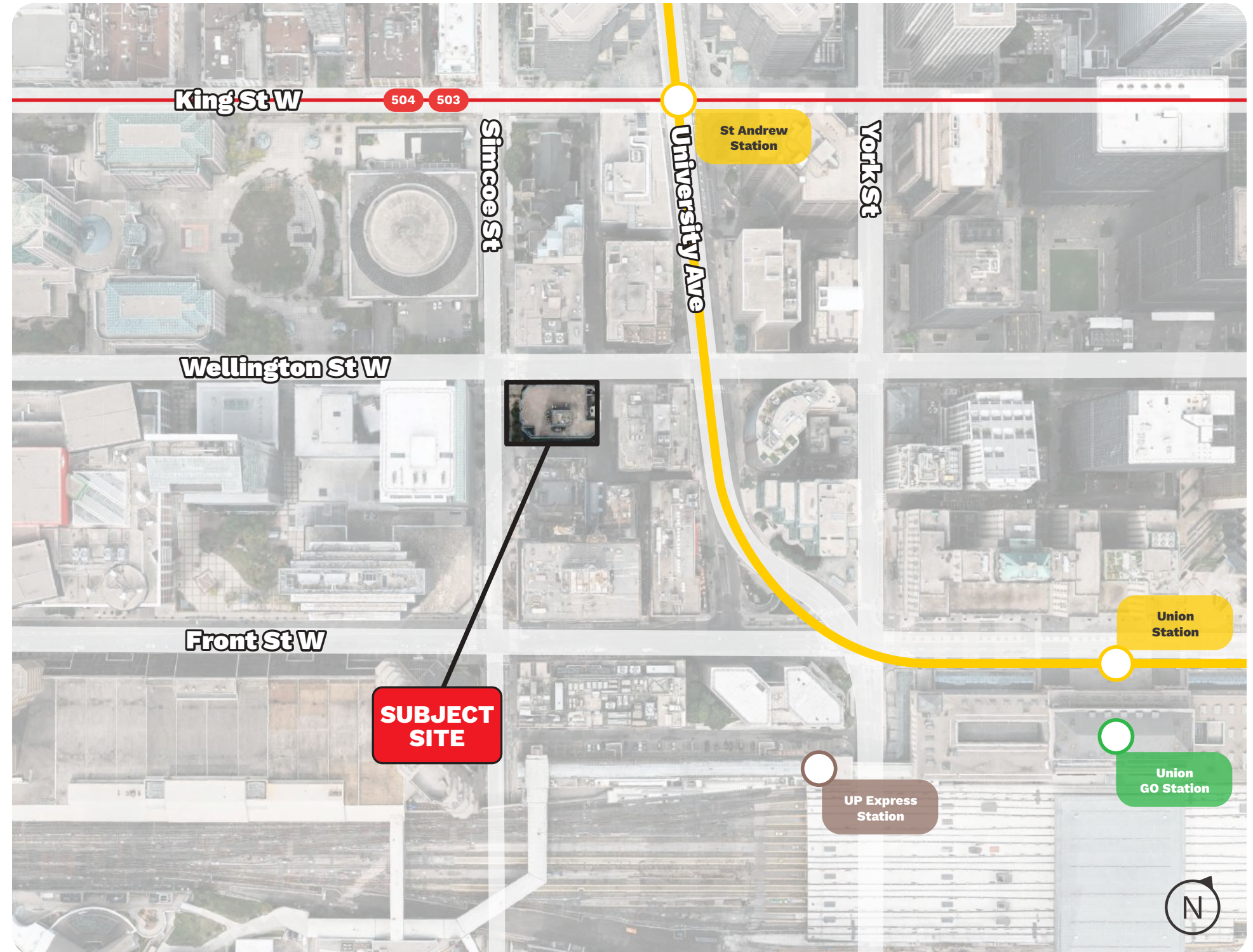
## The Site

The site, municipally known as **145 Wellington Street West and 53-55 Simcoe Street**, is currently a 13-storey office building. The site is located at the southeast corner of Wellington Street West and Simcoe Street. It is near Roy Thompson Hall and David Pecaut Square and is within both Toronto's Financial and Entertainment Districts.

It is also located within very short walking distance of three subway stations, St. Andrew, Osgoode, and Union, in addition to the King Street Streetcar line.

### Legend

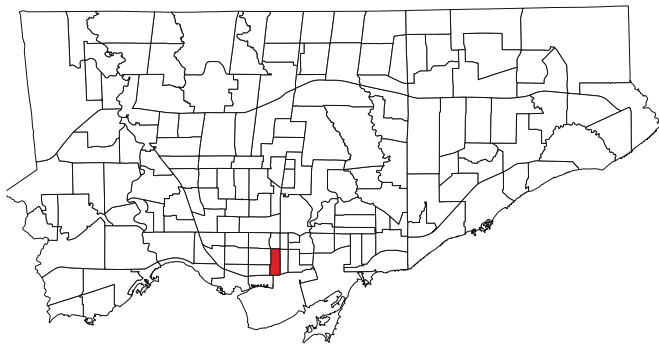
-  Line 1 (Yonge/University)
-  TTC Route
-  GO Line
-  UP Express



# The Neighbourhood

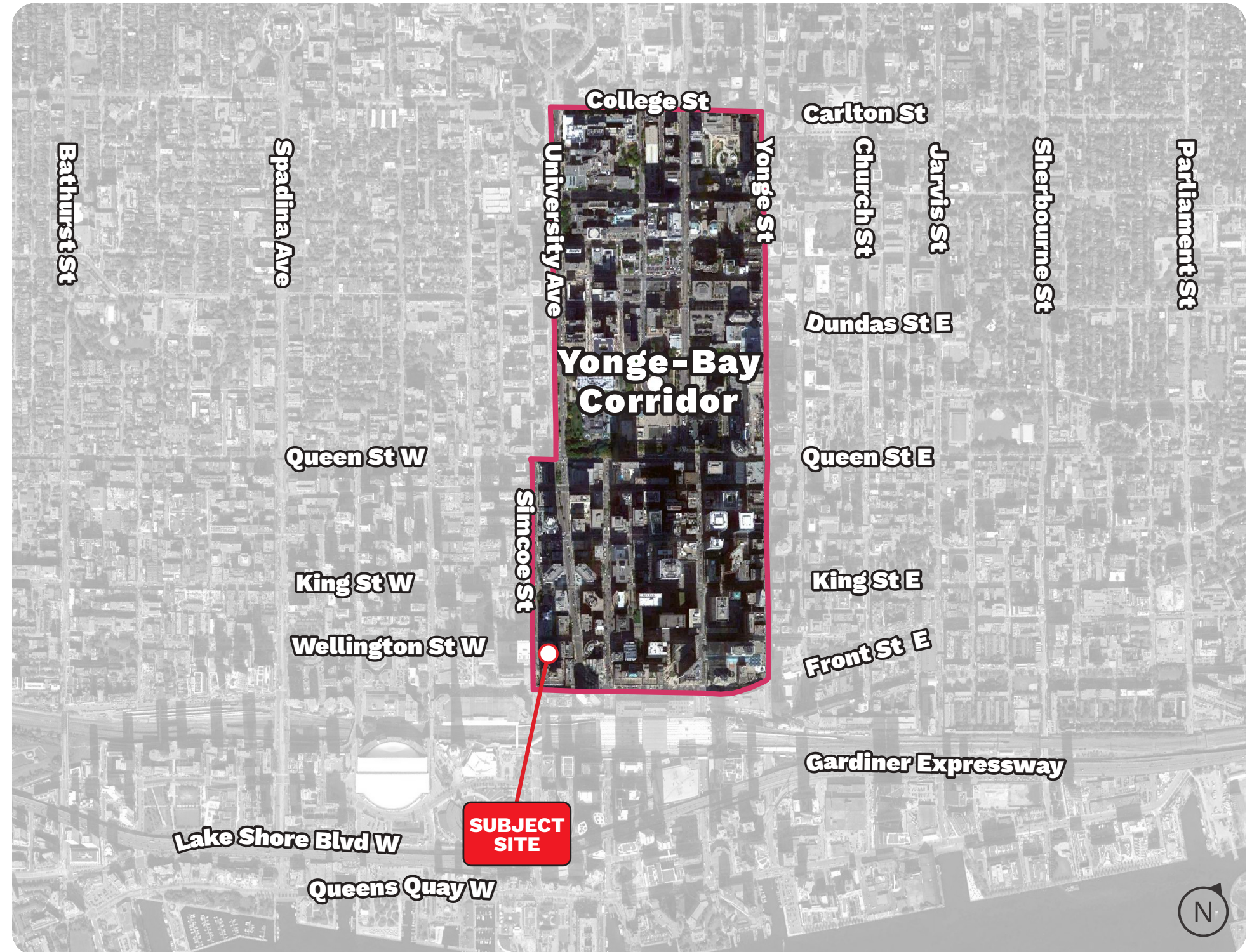
The site is situated within the **Yonge-Bay Corridor neighbourhood** of Toronto. At the centre of downtown Toronto, Yonge-Bay Corridor is comprised of key main streets lined with popular retail uses, hotels, and attractions; the city's Financial District; the underground PATH system; and civic and health institutions. The neighbourhood offers diverse and vital services which supports Toronto's economic, health, civic, cultural, and tourism sectors.

## Key Map



## Legend

 **Yonge-Bay Corridor Neighbourhood**



# Transportation

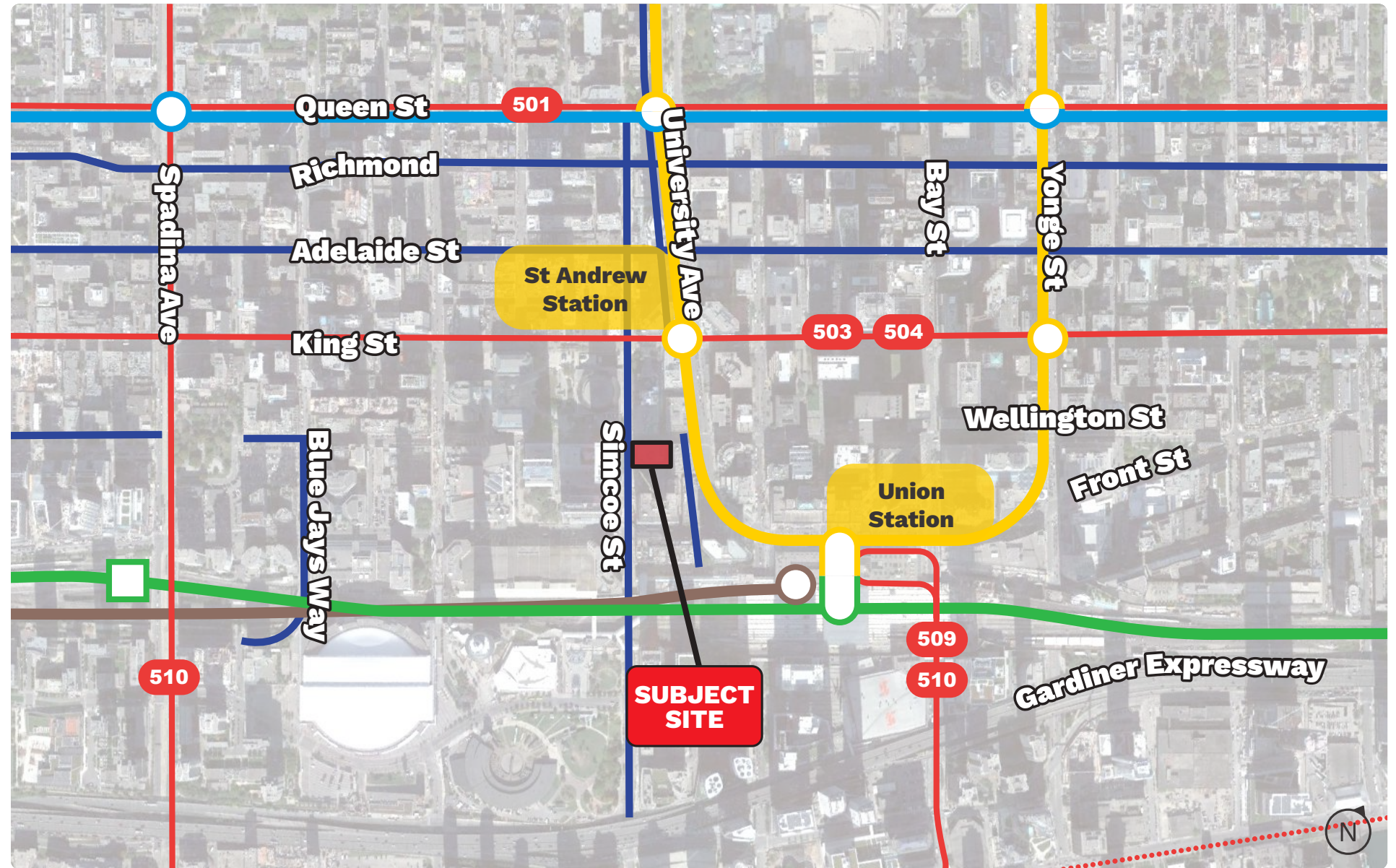
The site benefits from its proximity to a number of key transit options, as well as cycling infrastructure.

## Nearby Transit Routes:

- Union Station (TTC, GO Transit, Union Pearson Express, VIA Rail)
- St. Andrew Station
- Osgoode Station
- TTC Streetcar Route 501 Queen
- TTC Streetcar Route 504 King
- TTC Streetcar Route 510 Spadina

## Cycling Routes:

- Simcoe Street Cycle Track
- University Avenue Cycle Track
- Blue Jays Way Bike Lane
- Adelaide St W Cycle Track
- Richmond St W Cycle Track



### Legend



# Proposal Highlights



**65** Storey  
**Mixed-Use  
Building**



**206 m<sup>2</sup>**  
**Street-level  
Retail Space**



**861 Residential Units**  
including &  
barrier-free units



**99 (12%)**  
Studio Units



**630 (73%)**  
1-Bedroom Units



**44 (5%)**  
2-Bedroom Units



**88 (10%)**  
3-Bedroom Units

Note: Percentages are rounded to the nearest whole number.



## Amenities

**1,118 m<sup>2</sup>**  
Indoor Amenity Space



**605 m<sup>2</sup>**  
Outdoor Amenity Space

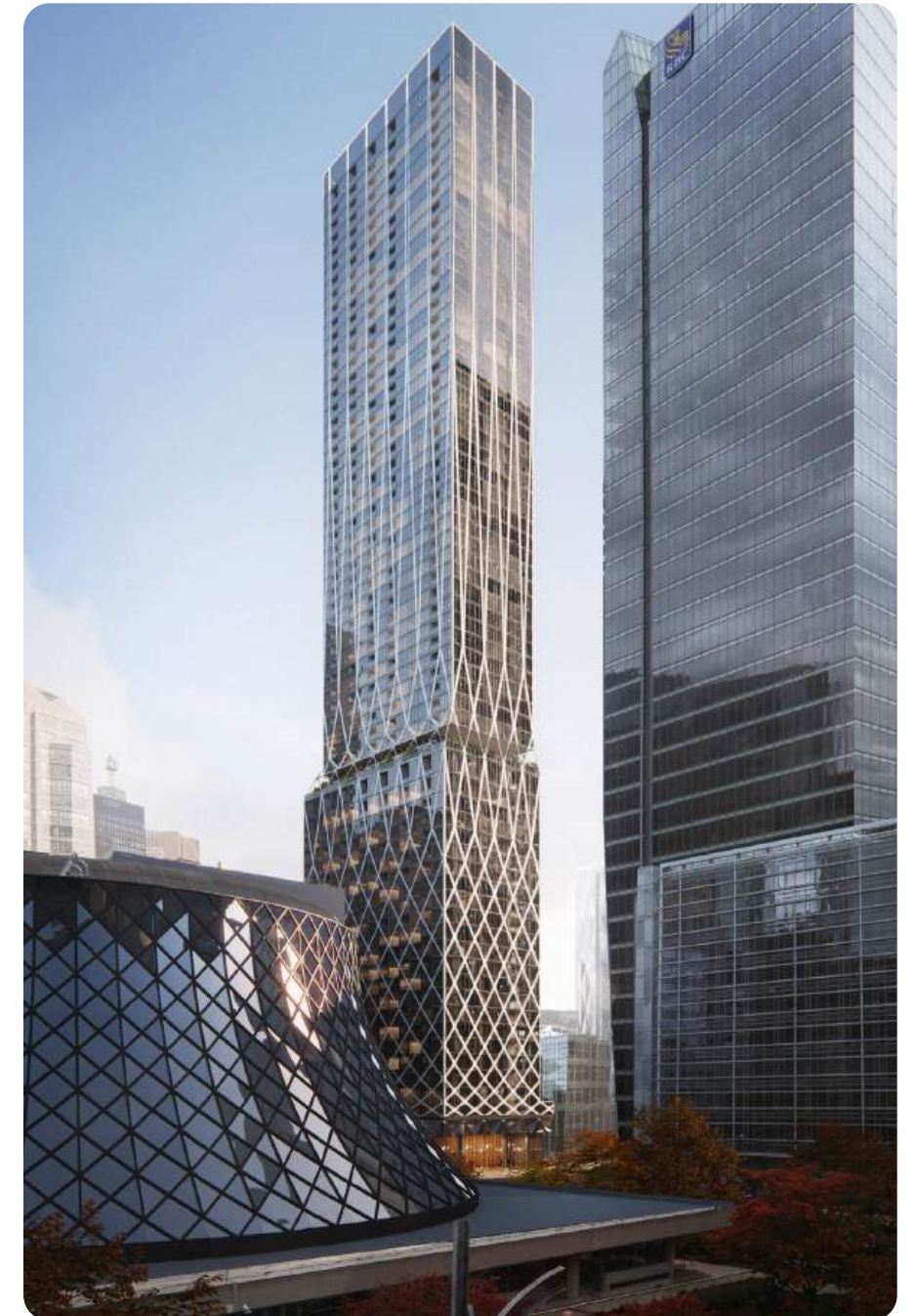


## Parking

**74**  
Vehicle Parking Spaces



**346**  
Bicycle Parking Spaces





# Key Messages

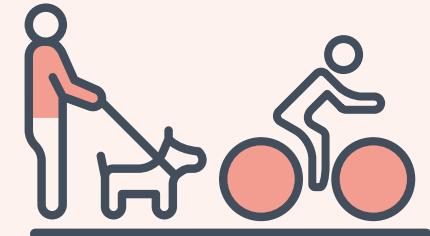
We have developed several key messages to help provide clarity around various components of the proposal. To help break down these components, we have organized the key messages into themes. These messages are meant to address some of the frequently asked questions typically received during the development application review process for projects of similar scope and complexity. This set of messages serves as a living document, which will continue to evolve as the proposal advances through the application process.



Opportunity to Provide  
Additional Housing



Public Realm  
Improvements



Contributing to the Vibrancy  
and Vitality of Downtown



## Opportunity to Provide Additional Housing

Given the ongoing housing crisis across Toronto, the development proposal will make a meaningful contribution of housing to our city and fulfill an important need in our downtown core with a proposed 861 residential units. The new development will include a significant portion of barrier-free units, and offer a range of housing options for people who want to move into the neighbourhood.

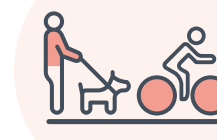
The provision of additional residential units will provide for a better and more optimal use of the land given the site's prominent location in downtown Toronto, and its proximity to higher-order transit as well as employment and other city services.

Non-residential floors typically have higher floor-to-ceiling heights than residential floors. As this proposal shifts predominantly to residential use and reduces non-residential spaces, the number of storeys from the previous application has increased from 60 to 65, while the total height remains unchanged at 203 meters (excluding the mechanical penthouse). The additional storeys provide an opportunity to add more housing to the site.



## Public Realm Improvements

The proposal will include public realm improvements along the streets fronting the Site, which will improve the overall walkability of this highly pedestrianized neighbourhood. These improvements include wider sidewalks along Wellington Street West and the provision of new street trees and landscaping.



## Contributing to the Vibrancy and Vitality of Downtown

A lack of residential uses in the downtown core confines animation, activity, and retail opportunities to office hours and office workers. The redevelopment of the existing office building with a vibrant mix of residential and retail uses presents an opportunity to contribute to the animation and vitality of the city's downtown core, and provides better long term uses for the site.

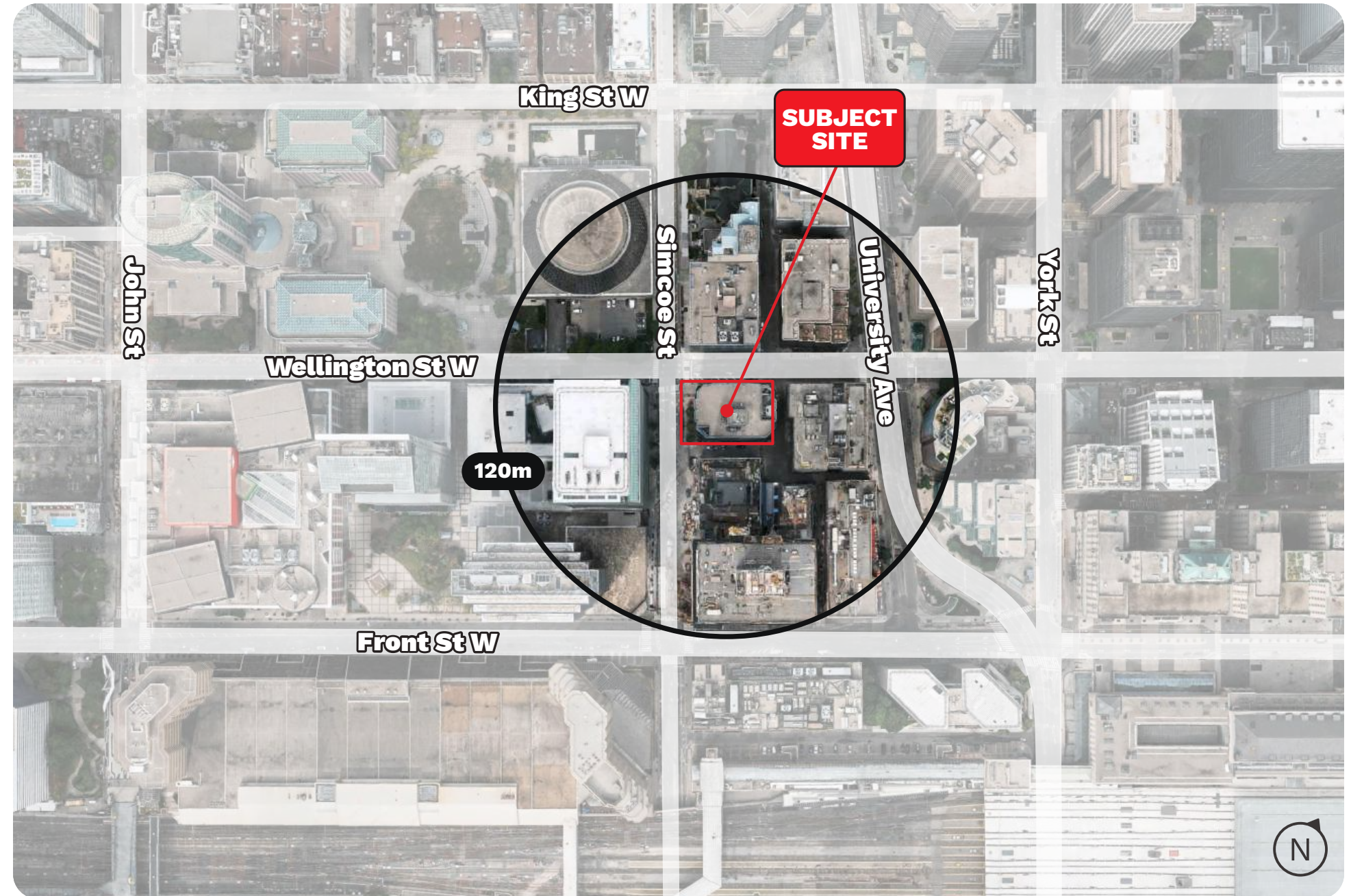
Introducing residential uses and amenities to site, as well as opportunities for small scale retail, supports the overall revitalization of the downtown core. The redevelopment of the site with these uses will allow for 24-hour activity to better support residential life, while attracting wider range of demographics, fostering community, and contributing to economic development.

With Partisans Architects and Turner Fleischer working as collaborating architects, the proposal will transform the site into a building with distinctive architecture, including a unique façade.

# Scope of Consultation

## Area of Impact

The Applicant has identified the proposal's geographic area of impact as a **120-metre** radius around the Subject Site, which adheres to the minimum notification area as prescribed by the *Planning Act*. The area of impact captures the populations who will likely be directly and indirectly interested in the proposal, including adjacent neighbours and businesses. The radius of the scope of consultation may be adjusted based on discussions with the Councillor's Office and City Staff.



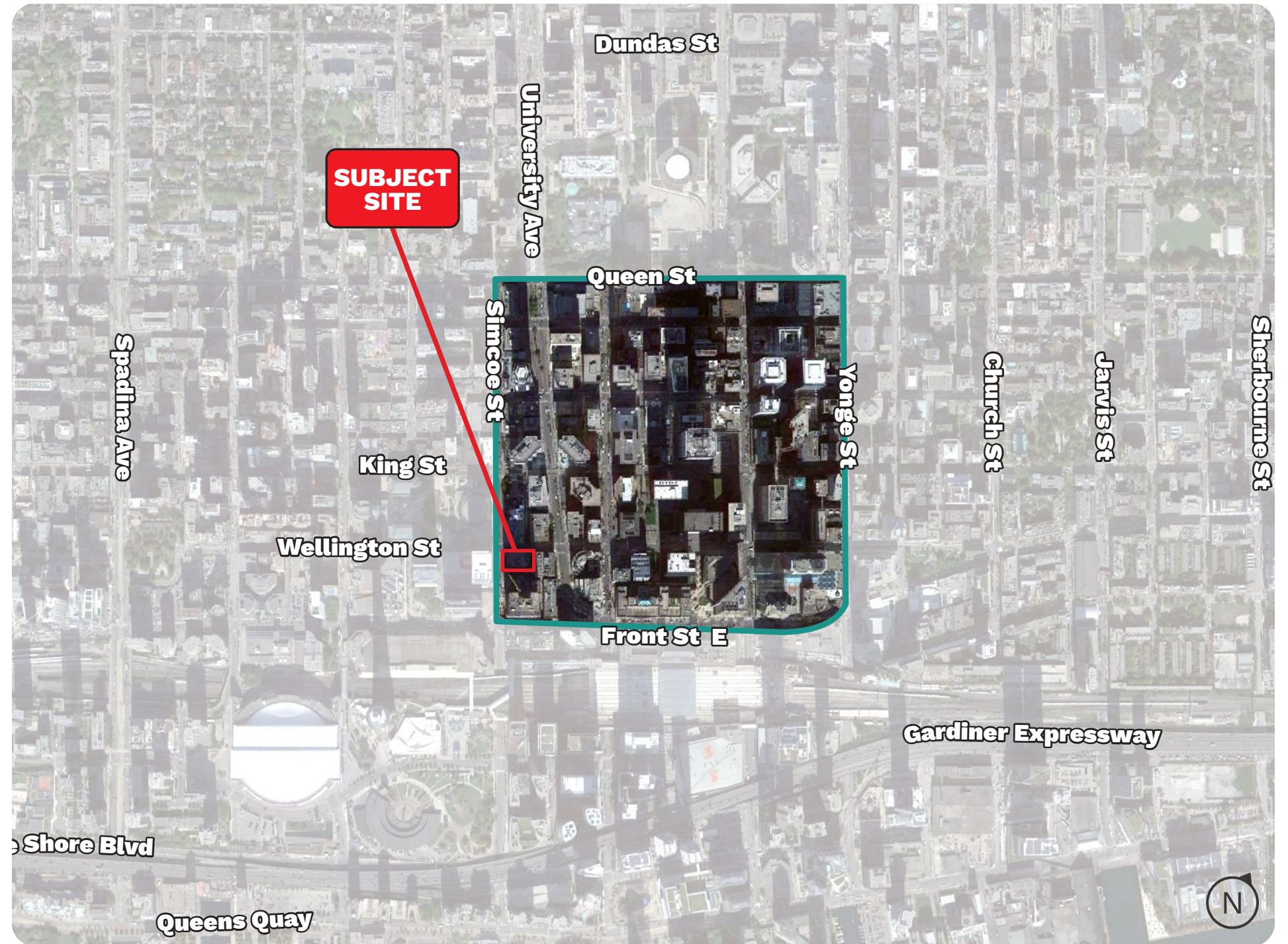
# Audience

## Demographics

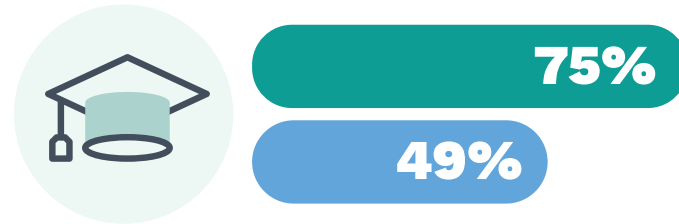
As part of the rezoning application and consultation process, the applicant and project team considered the demographics and population of the local area surrounding the subject site by referring to Statistics Canada census data. In the following section, we highlight some of the key demographic trends in **Census Tract (CT) 5350014.00** ('the local area'), compared to the **City of Toronto**. All data is distilled from the 2021 census. This information has been helpful in informing our key messages and what engagement strategies we have employed thus far and recommend going forward. A more comprehensive demographic table of the 2021 census is available in **Appendix A**.

### Legend

 **CT 5350014.00**



### Education



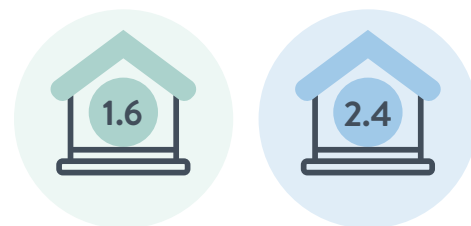
Residents in the local area have a notably high education attainment, where 75% of the population have a bachelor's degree or higher. The City's average for a bachelor's degree or higher is 49%.

### Income



The median household income in the local area is \$92,000, which is higher than the citywide median household income of \$84,000.

### Household Size



The average household size in the local area is 1.6, which is notably lower than the City's average of 2.4. Furthermore, 52% of households in the local area are a 1-person household, while the City's overall average is 33% for a 1-person household.

### Main mode of Commuting



The local area has a notably high population of residents who walk as a main mode of commuting at 41%; the City's average for walking as a main mode of commuting is 8%.

# Target Audience & Stakeholders

The applicant has completed consultations prior to this application, as part of the previous approved development for this site. In addition to individuals and interest groups already involved in previous consultations, the following list outlines key stakeholders that may take an interest in the proposal and wish to contribute throughout the application process

- **Surrounding Neighbours, Businesses & Landowners**
- **Existing Office Tenants**
- **Ward 10 - Councillor, Ausma Malik**



**Surrounding Neighbours**



**Existing Office Tenants**



**Ward 10 Councillor**

*\*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 have been raised during pre-application conversations with the public and local stakeholders, and will continue to be brought forward for further discussion and consultation:



## Proposal Details

- Site Context
- Project Description
- Design & Built Form
- Unit Types, Tenure & Affordability
- Mix of Uses
- Public Realm Improvements



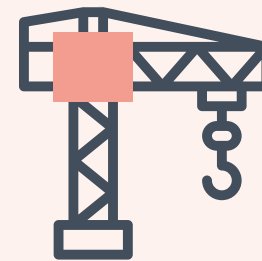
## Connectivity

- Streetscape Improvements
- Transportation, Traffic & Parking



## Application Process

- Development Application Process
- Engagement Process & Opportunities



## Construction

- Construction Process & Management
- Pedestrian Safety & Access

# Communication & Consultation Strategy

## Tools, Methods & Techniques

The consultation tools and tactics listed here are meant to provide options for interested groups, individuals, and members of the public to stay informed and get involved. The Applicant will endeavour to support City Staff and the Councillor's Office in the implementation of the City-initiated engagement approach. The engagement tools have been organized into either Applicant- or City-led engagement approaches.

Based on the context of the neighbourhood and stakeholder groups, the applicant and project team have implemented a series of engagement methods to both inform and consult with community members. These methods are ongoing and are adjusted based on feedback.

### Applicant-led Consultation Methods



Project Website & Email



Communications with Office Tenants



Communications to Stakeholders

### City-led Consultation Methods



Notice Signs



Development Application Information Centre (AIC)



Community Consultation Meeting



Statutory Public Meeting



# Applicant-led Consultation Methods



## Project Website & Email

A project website and email have been created. The project website will be updated to provide details and updates about the application and process, and both channels will provide an additional opportunity for feedback and questions from the public.



[www.145wellington.com](http://www.145wellington.com)



[info@145wellington.com](mailto:info@145wellington.com)



## Communications with Office Tenants

Communications update(s) will be distributed to existing commercial tenants on site to inform them about the current development application.



## Communications to Stakeholders

The project team may meet with stakeholders to discuss the new development proposal (as needed).

# City-led Consultation Methods



## Application Notice Signs

A development 'Notice' sign for each site (145 Wellington Street West and 53-55 Simcoe Street) will be posted shortly after the application has been submitted and the City has deemed it complete. The sign will contain contact information for the City Planner who is assigned to the project. The sign will also include instructions on how to access the submitted application material which is found on the City's Development Application Centre.



## 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 (e.g. architectural drawings, planning rationale, transportation impact study, etc.), online at the AIC.



## Community Consultation Meeting

A Community Consultation Meeting (CCM) will be scheduled following the application submission. Residents that live within 120 metres of the Subject Site will receive a notice from the City detailing information about the CCM. During the meeting, members of the Applicant team will present a summary of the proposal, listen to comments, and answer questions from members of the public.



## Statutory Public Meeting

The Statutory Public Meeting will take place at Toronto and East York Community Council. This meeting will provide the public with another opportunity to share their feedback and commentary on the proposal. Information regarding the Statutory Public Meeting will also be included on the Notice sign and residents living within 120 metres of the Subject Site will receive a mailed letter from the City detailing the meeting location, date, and time.

# Analyzing Feedback

## Evaluating Feedback

Throughout the engagement process for this proposal, information collected from the various communications tools and methods will be summarized to reveal recurring topics and themes that the Project Team may potentially address.

## Reporting Back

After feedback has been analyzed and summarized, the Project Team could use various communication methods to report back to the public and interest groups, including updates to the project website, and at future community and stakeholder meetings. The Project Team will also work with City Staff to report information related to the consultation process back to the public.



# Conclusion

This Public Consultation Strategy Report has been prepared by Bousfields Inc. for 145 Wellington Portfolio Inc. in support of their Official Plan Amendment and Zoning By-law Amendment applications at 145 Wellington Street, Toronto.

The report describes in detail the purpose of consultation, the key messages, list of matters to be addressed, the audiences for the consultation, the area of impact, and proposed methods of communicating and consulting with interested stakeholders and the public. Bousfields and the applicant welcome the opportunity to discuss the contents of this report with either the Councillor's Office or City Staff in both developing and furthering our engagement approach.

# Appendix A: Demographic Profile

CT: 5350014.00

City: City of Toronto

Age	CT	City
0 to 14 years	6%	14%
15 to 24 years	13%	11%
25 to 64 years	72%	58%
65+ years	9%	17%

## Educational Attainment

No Certificate, Diploma, Degree	<1%	9%
High School	12%	19%
Apprenticeship or Trades	<1%	3%
College, CEGEP, Other	10%	17%
University Below Bachelor Level	2%	3%
Bachelors' Degree or Higher	75%	49%

## Household Income

Median	\$92,000	\$84,000
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## Home Language

English	78%	66%
French	1%	<1%
Non-Official	17%	26%
Multiple	5%	7%

Top non-English Home Languages: **Mandarin, Cantonese, Korean** & **Mandarin, Cantonese, Tagalog**

Immigration	CT	City
Born in Canada	42%	48%
Top Places of Birth: <b>China, South Korea, India</b> & <b>Philippines, China, India</b>		

## Visible Minority Population

Visible Minority	63%	56%
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## Housing Structure Type

Single-detached House	0%	23%
Semi-detached	0%	6%
Row House	0%	5%
Duplex	0%	4%
Apartment <5 storeys	0%	14%
Apartment 5+ storeys	100%	47%

## Housing Tenure

Owners	41%	52%
Renters	69%	48%

Household Size	CT	City
Average persons per household	1.6	2.4
1-person	52%	33%
2-person	37%	30%
3-person	7%	15%
4-person	3%	13%
5 or more persons	1%	8%

## Main Mode of Commuting

Car	30%	61%
Public Transit	18%	26%
Walking	41%	8%
Bike	2%	2%
Other	9%	3%

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

