

Public Consultation Strategy Report

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50 Stephanie Street

City of Toronto

Prepared for
50 Stephanie Street Inc.

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1 Introduction

This Public Consultation Strategy Report has been prepared in support of a planning application by 50 Stephanie Street Inc. ('the applicant') for 50 Stephanie Street ('the site') in the the Kensington-Chinatown neighbourhood of Toronto.

The site is located on the northeast corner of Beverley Street and Stephanie Street. It is currently occupied by:

- a 24-storey residential apartment building
- a vacant open space area north of the 24-storey apartment building

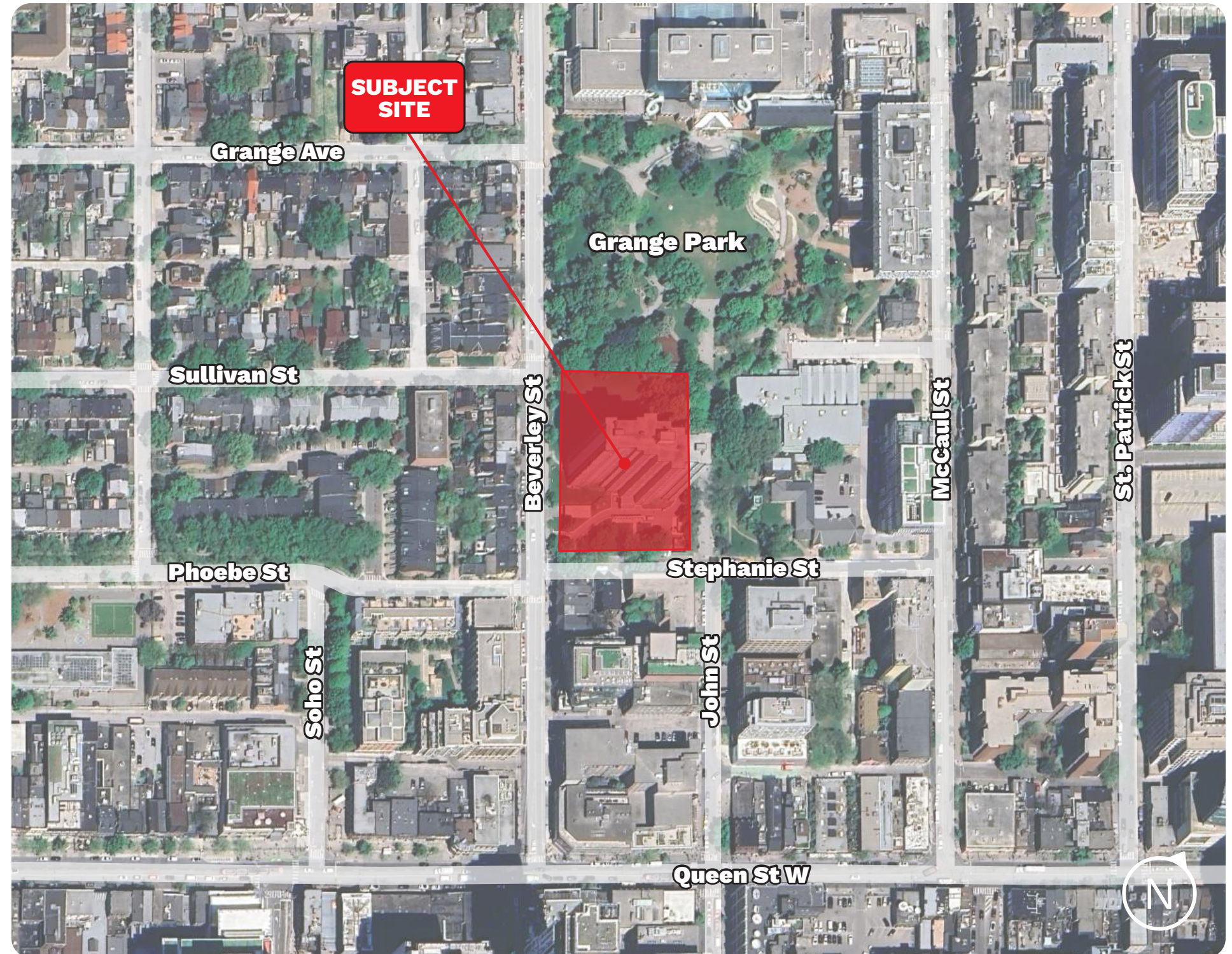
This application is proposing to develop the vacant open space area of the site with a new 11-storey infill rental residential building. The new building will be connected to the existing 24-storey apartment building by a new shared amenity space and a corridor through the lobby. As part of the planning application, the existing 24-storey apartment building will remain.

2 The Project

2.1 Site & Surroundings

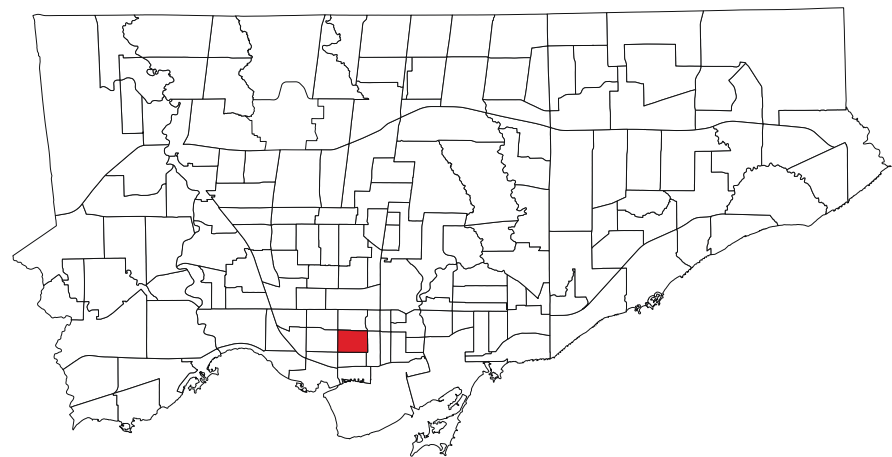
The Site

- The site is located on the northeast corner of Beverley Street and Stephanie Street.
- The southern portion of the site is currently occupied by a 24-storey residential apartment building, and the north portion of the site is an open space area with trees.



Surrounding Context

The site is situated within the **Kensington-Chinatown neighbourhood** and within **Census Tract 5350036.00**.



**Neighbourhood boundaries are defined by the City of Toronto’s Neighbourhood Profiles (2021).*

Surrounding Context

The site is near convenient retail, services, greenspace, and institutions, such as:



Main Streets:

- North, south, and west of the site are three major commercial streets, Dundas Street West, Queen Street West, and Spadina Avenue (respectively), lined with retail and entertainment uses



Greenspace:

- Directly north of the site is Grange Park



Institutions:

- The site is south of the Art Gallery of Ontario (AGO)
- The site is to the southwest of Ontario College of Art & Design (OCAD) University



Services:

- The site is west of University Settlement, which runs recreational and social programs/services from their 23 Grange Road centre



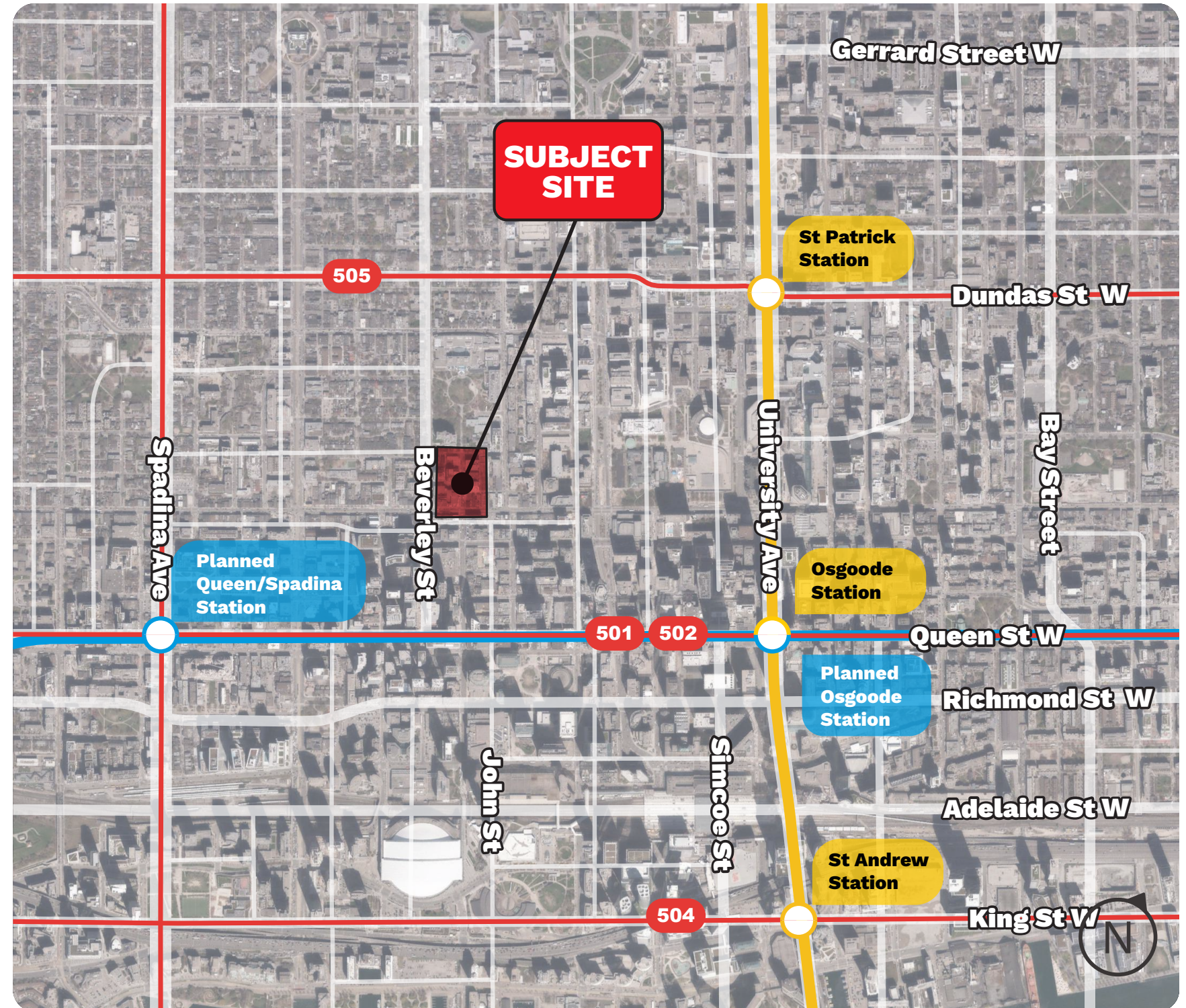
Transit Context

Transit:

- The site is an 8-minute walk to **Osgoode Station** (TTC Line 1 – Yonge University), and the upcoming **Queen/Spadina Station and Osgoode Station serviced by the Ontario Line**
- The following **TTC streetcar routes** are within a 10-minute walk or less from the site:
 - **505 Dundas**
 - **501 Queen**
 - **510 Spadina**
- There are several north-south and east-west cycling routes nearby, including:
 - North-south: Beverley Street and University Avenue
 - East-west: College Street, Richmond Street West, and Adelaide Street West

Legend

-  Line 1 (Yonge/University)
-  Planned Ontario Line
-  TTC Route



2.2 What is the project?

Project Highlights



Existing **24-storey** building to remain

New **11-storey** infill rental residential building



163 New Rental Units

1-bedroom: 103 (63%)

2-bedroom: 42 (26%)

3-bedroom: 18 (11%)



1,266 m²

Total Amenity Space



337 m²

Parkland Dedication
(Additional Park Space to Grange Park)



142 spaces

Vehicular Parking



226 spaces

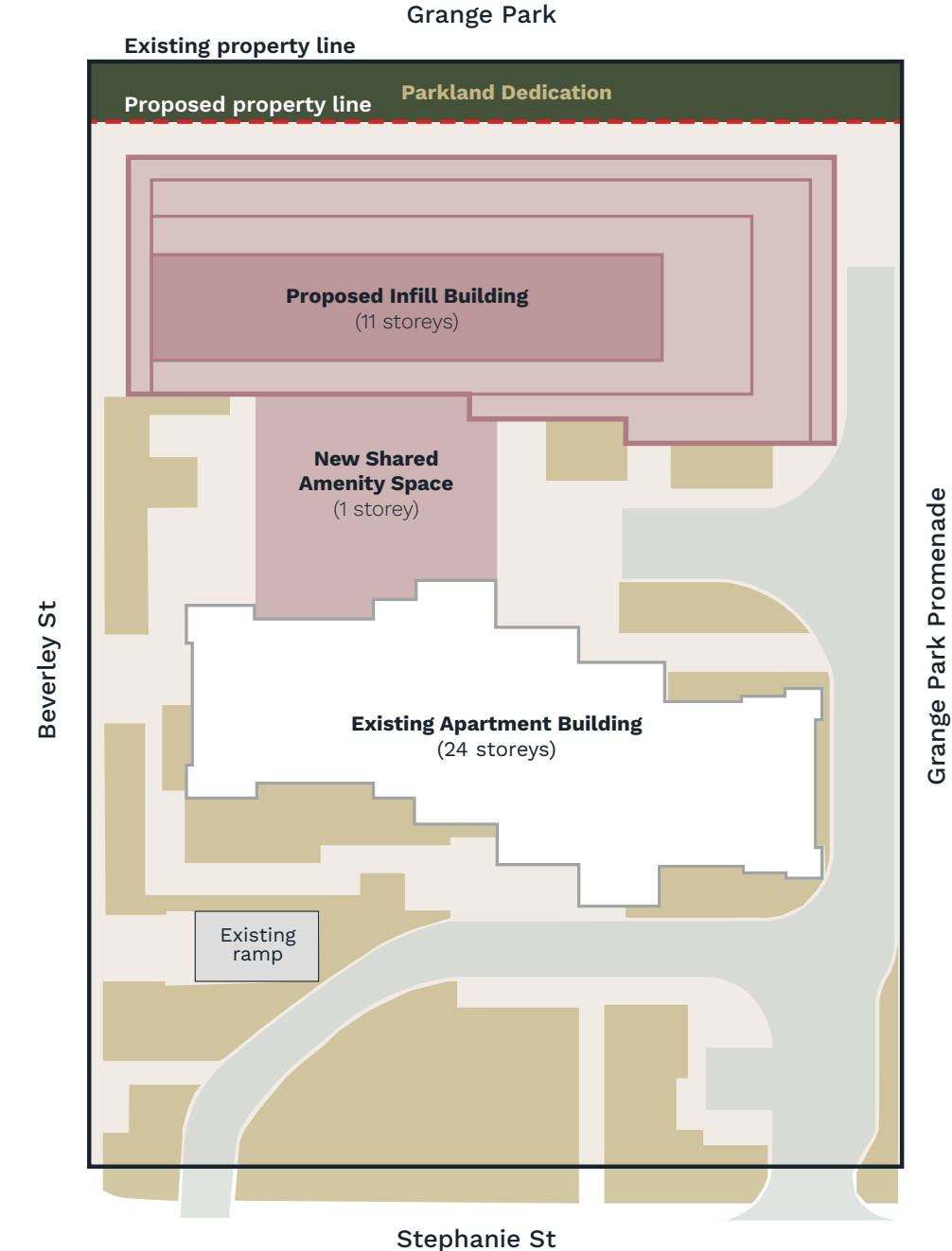
Bicycle Parking

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

*** 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.*



Site Plan



Rendering - View Looking East from Beverley Street



Key Messages

The project team has drafted a series of key messages about the proposed development at 50 Stephanie Street. These messages are meant to address some of the frequently asked questions typically received throughout the planning application process for similar projects. As the development proposal gets further refined, and depending on the method of communication or engagement, the project team can adjust these key messages and/or provide further clarification.



The Proposal



New Purpose-Built Rental Housing



Considerate Design



The Proposal

- The proposal is for a new residential infill development to the north of the existing building at 50 Stephanie Street. The existing building at 50 Stephanie Street will remain as part of the redevelopment.
- The proposal is for a mid-rise, 11-storey purpose-built rental building. The new building is proposed to be located on the existing open space area and connected to the existing building via a new shared amenity space.
- As part of the proposed development, there will be improved landscaping in open areas around the site. Additionally, the proposal includes parkland dedication fronting onto Grange Park, which will increase the size of the existing park.
- The existing building currently does not include any amenities. The proposed building will provide new indoor and outdoor amenities that will be shared amongst residents of the existing and new building.



New Purpose-Built Rental Housing

- This proposal will add 163 new rental homes to the site, which will support the significant need for rental housing in Toronto.
- The new building will have a mix of unit types and sizes, including 1, 2, and 3-bedroom units, ensuring that a range of household types are able to live in the neighbourhood.
- The proposal provides new rental housing options for people who may want to move into the neighbourhood and live in proximity to a range of community and cultural amenities.



Considerate Design

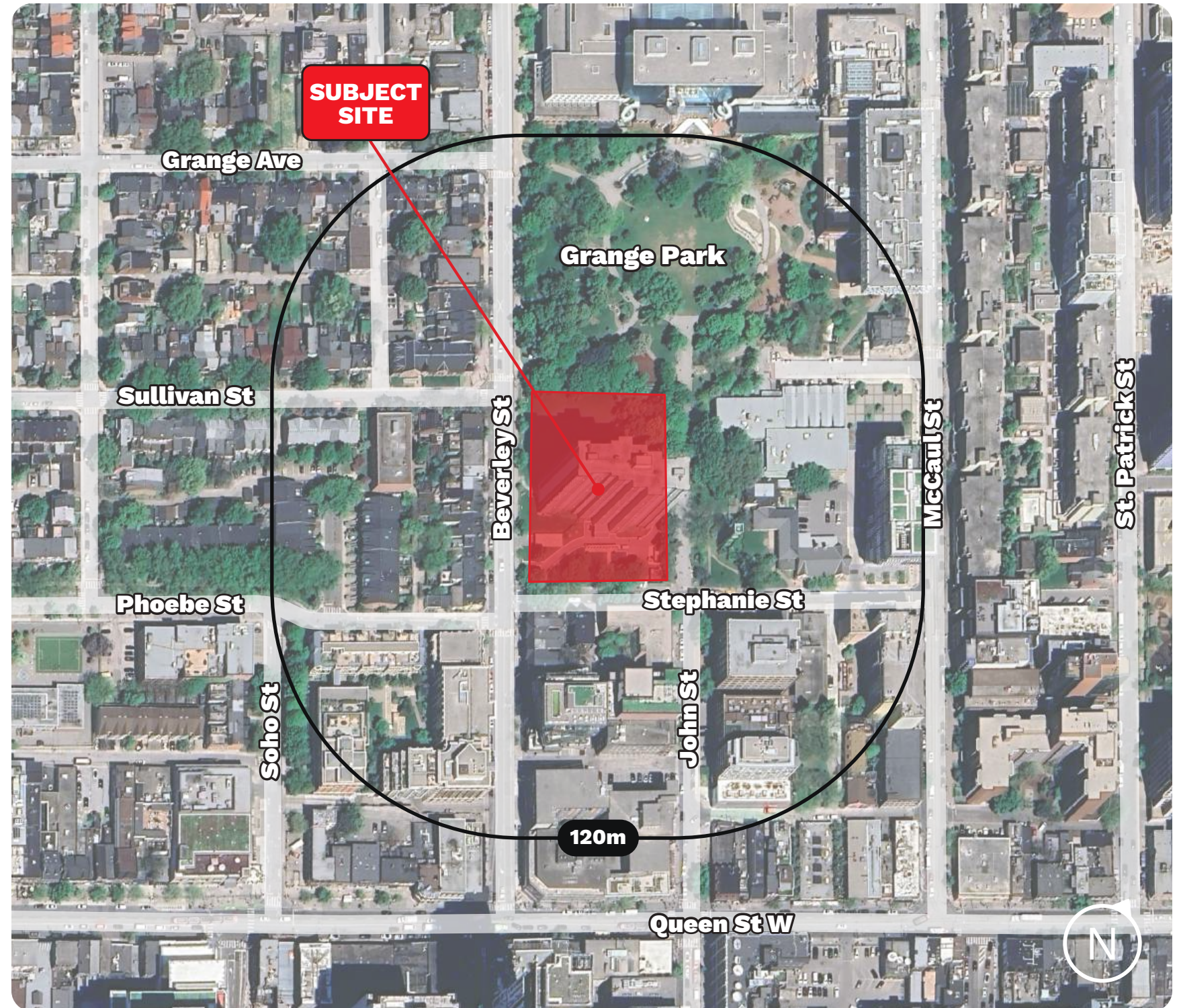
- The architect, BDP Quadrangle, is bringing forward a design for a residential building that considers new and existing residents at 50 Stephanie Street, nearby neighbours, and nearby park users.
- The new building has been designed to consider its surrounding context which includes the Grange view corridor (a protected view corridor), Grange Park to the north, as well as the existing building to the south.

3 The Neighbourhood

3.1 Where are we engaging?

Scope of Consultation

The proposed scope of consultation is **120m** around the subject site, which is the minimum notification area for public meetings as prescribed in the *Planning Act*. This area includes the tenants currently living on site, nearby residents, institutions, services, landowners, businesses, and visitors to the area who may have an interest in changes to the site and the accompanying effects of those changes in the neighbourhood.



3.2 Who are we engaging?

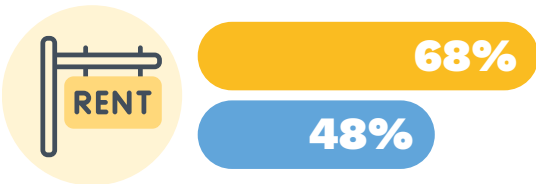
Demographic Snapshot

The project team is taking into consideration the demographics and population of the local census tract (**Census Tract 5350036.00**) as part of the planning and consultation process. The team has reviewed Statistic Canada census data in the development of the communication and consultation strategies for this proposal, and described in ensuing sections of this report.

Overall, this demographic snapshot reveals the important ways the local area is distinct from the wider **City of Toronto** population. A complete demographic profile can be accessed in **Appendix A**.

- Local Area (5350036.00)
- City of Toronto

Housing Tenure



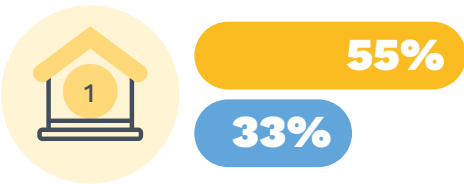
There are a higher number of renters (68%) in the local CT area, compared to the average across the city (48%).

Average Persons Per Household



The average household size in the local CT area (1.7) is less than the city (2.4), in particular due to the higher percentage of 1-person households in the local CT (55%) in comparison to the city (33%).

Household Size

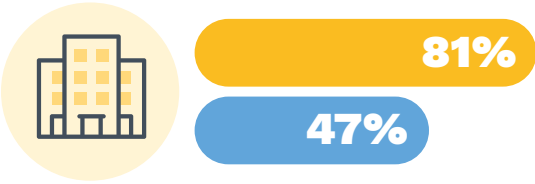


Median Household Income



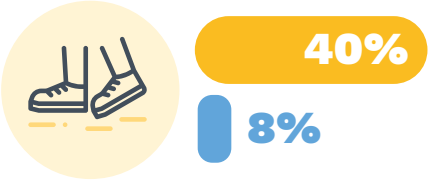
The median household income in the local CT area is lower (\$65,500) than the median household income across the city (\$84,000).

Housing Structure Type



In the local CT area, the majority of people live in apartments that are taller than 5-storeys (81%), whereas, across the city, a smaller percentage of people live in apartments taller than 5-storeys (47%).

Main Mode of Commuting



Almost half of people in the local area (40%) walk as their main mode of commuting, which is significantly greater compared to across the city (8%).

Target Audience & Stakeholders

The project team has identified the following series of key stakeholders who may take an interest in the proposal and wish to be consulted throughout the process:

- **Existing Tenants at 50 Stephanie Street**
- **Grange Community Association (GCA)**
- **Grange Park Stakeholders:**
 - City of Toronto's Parks Forestry & Recreation (PFR)
 - The Art Gallery of Ontario (AGO)
 - Grange Park Community Council (GPCC)
 - Grange Park users
- **Ward 10 (Spadina-Fork York) Councillor**
- **Nearby Neighbours:**
 - St. George's Grange Park Church (30 Stephanie Street),
 - University Settlement (23 Grange Rd), & 64-74 Beverley Street



4 The Communication & Engagement Approach

4.1 What are the goals and outcomes?



4.2 How are we engaging?

Applicant-led Communication & Engagement Methods

Taking into consideration the neighbourhood context, nature of the proposal, demographics of the local census tract, and stakeholder landscape, the applicant and project team are proposing a series of communication and engagement methods to both share information with, and seek feedback from, existing tenants and the broader community. 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, Email & Phone Number



Tenant Letters



Tenant Information Session(s)



Communications to Neighbours



Stakeholder Meetings

Applicant-led Engagement Methods



Project Website, Email & Phone Number

What?

- A dedicated project website has been created to serve as an information hub for anyone interested in learning about the project
- The project website provides the public with the opportunity to:
 - Learn about the proposal
 - Get updates on the status of the project
 - Give comments and ask questions
- A project email and phone number have also been created to allow existing tenants and community members to communicate directly with members of the project team

Who?

- Anyone interested in the project
- Existing Tenants



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Tenant Letters

What?

- A series of letters will be used to inform and update existing tenants about the proposed development, and include information related to:
 - The application submission and timing
 - Project milestones (e.g., resubmissions)
 - Tenant survey

Who?

- Existing Tenants



Tenant Information Session(s)

What?

- An engagement session (format can vary) for existing tenants to learn about the proposed development and new amenities

Who?

- Existing Tenants



Communications to Stakeholders

What?

- Communications (format can vary) to stakeholders to share information about the proposed development and open a line of a communication with the project team, and link the project website

Who?

- GCA
- Grange Park Stakeholders
- Ward 10 (Spadina-Fork York) Councillor
- Nearby Neighbours



Stakeholder Meetings

What?

- Individual and/or small group meetings which facilitate in-depth communication, consultation, and feedback throughout the development application process

Who?

- GCA
- Grange Park Stakeholders
- Ward 10 (Spadina-Fork York) Councillor

City of Toronto Public Consultation Methods

The aforementioned applicant-led communication and engagement methods will be in addition to, and aim to complement and support, the following standard public consultation methods employed by the City:



Community Consultation Meeting

- The community consultation meeting is hosted by the City of Toronto, and its purpose is to provide 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



Application Notice Sign

Once the application is submitted and is deemed complete by City Staff, 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 proposed development
- 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



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.



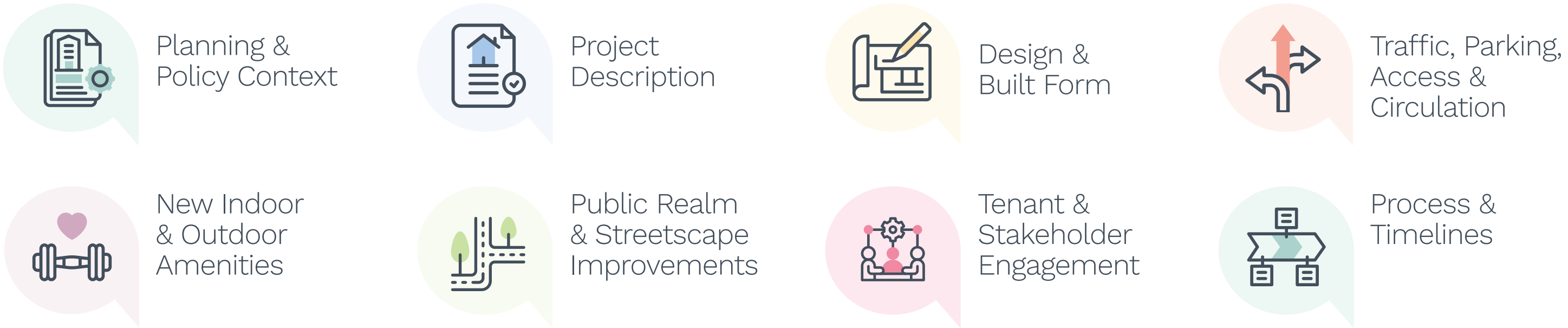
Statutory Public Meeting

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.

4.3 What will we be discussing?

List of Matters to be Addressed

The following list refers to the various topics associated with the proposed development that will be brought forward for further discussion and consultation:



4.4 How will we share feedback?

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from the various communications tools and methods will be summarized to reveal recurring topics and themes. Feedback collected through the project website, email or phone number, City Planner, Councillor, and other communication and engagement methods may inform future iterations of the proposal. Upon request, a summary of feedback can be made available to those who are interested.

Reporting Back

After feedback has been documented, various tools may be used to report back to the public and stakeholder groups:

- **Project website & email**

- When they are available, updates about the proposal and process may be posted to the project website and communicated out to existing tenants and community members via the project email

- **Tenant letters**

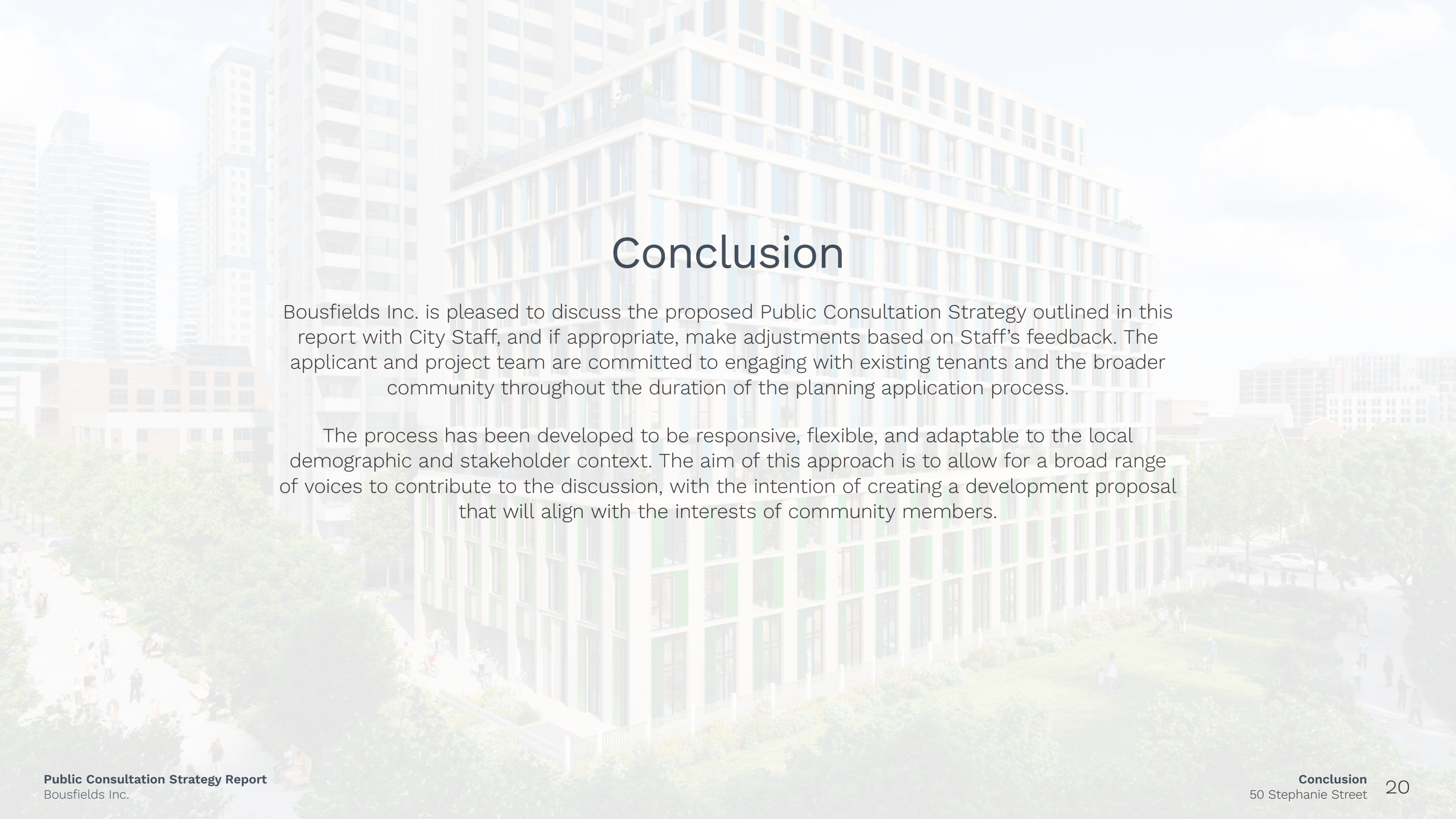
- When they are available, project status updates may be provided in letters to be delivered to existing tenants

- **In-person and/or virtual updates**

- The project team will review and consider feedback provided throughout the process derived from meetings with tenants and neighbours, as well as the project website and email, and report back either in-person or virtually at any future community meetings

- **Public Consultation Strategy Report addendum**

- The project team may prepare an addendum to this report as a summary and update on the feedback received at the time of a subsequent application resubmission

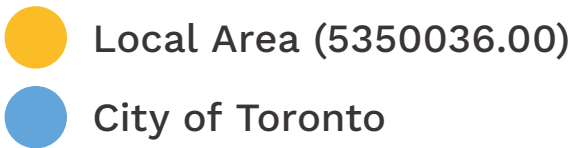


Conclusion

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

The process has been developed to be responsive, flexible, and adaptable to the local demographic and stakeholder context. The aim of this approach is to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that will align with the interests of community members.

Appendix A: Demographic Profile



Age			Home Language			Housing Structure			Main Mode of Commuting		
	CT	City		CT	City		CT	City		CT	City
0-14 years	6%	14%	English	70%	66%	Single-detached	0%	23%	Car	21%	61%
15-24 years	12%	11%	French	1%	<1%	Semi-detached	1%	6%	Public Transit	20%	26%
25-64 years	68%	58%	Non-Official	23%	26%	Row House	4%	5%	Walking	49%	8%
65 years +	14%	17%	Multiple	6%	7%	Duplex	1%	4%	Bike	5%	2%
			Top non-English Home Languages:			Apartment <5 storeys	13%	14%	Other	4%	3%
			Mandarin, Cantonese, Tagalog & Mandarin, Cantonese, Tagalog			Apartment 5+ storeys	81%	47%			
Educational Attainment			Immigration			Housing Tenure					
No Certificate, Diploma, Degree	10%	9%				Own	32%	52%			
High School	19%	19%	Born in Canada	51%	48%	Rent	68%	48%			
Apprenticeship or Trades	1%	3%	Top places of birth:			Household Size					
College, CEGEP, Other	11%	17%	China, South Korea, Philippines, & Vietnam & Philippines, China, India			Average	1.7	2.4			
University Below Bachelor Level	3%	3%	Visible Minority			1-person	55%	33%			
Bachelors' Degree or Higher	56%	49%				2-person	32%	30%			
Household Income			Population:			3-person	8%	15%			
Median	\$65,500	\$84,000				4-person	3%	13%			
						5 or more persons	2%	8%			

Source: Statistics Canada, 2021 Census.

