

# Public Consultation Strategy Report

**1543-1551 The Queensway &  
66-76 Fordhouse Boulevard**  
City of Toronto

**Prepared For**  
Community Affordable  
Housing Solutions

St. Clare's Multi Faith Housing Society,  
Habitat for Humanity Greater Toronto Area  
and Haven on the Queensway

December 2024



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# Introduction

This Public Consultation Strategy Report has been prepared in support of the development application for 1543-1551 The Queensway & 66-76 Fordhouse Boulevard ('the site'). The applicant ('the applicant') is Community Affordable Housing Solutions, a coalition of non-profit organizations – Haven on the Queensway ("Haven"), Habitat for Humanity Greater Toronto Area ('Habitat GTA'), and St. Clare's Multi Faith Housing Society – that have come together to support a mixed-use redevelopment of the site. The proposal includes a new facility space for Haven on the Queensway and a significant affordable housing component.

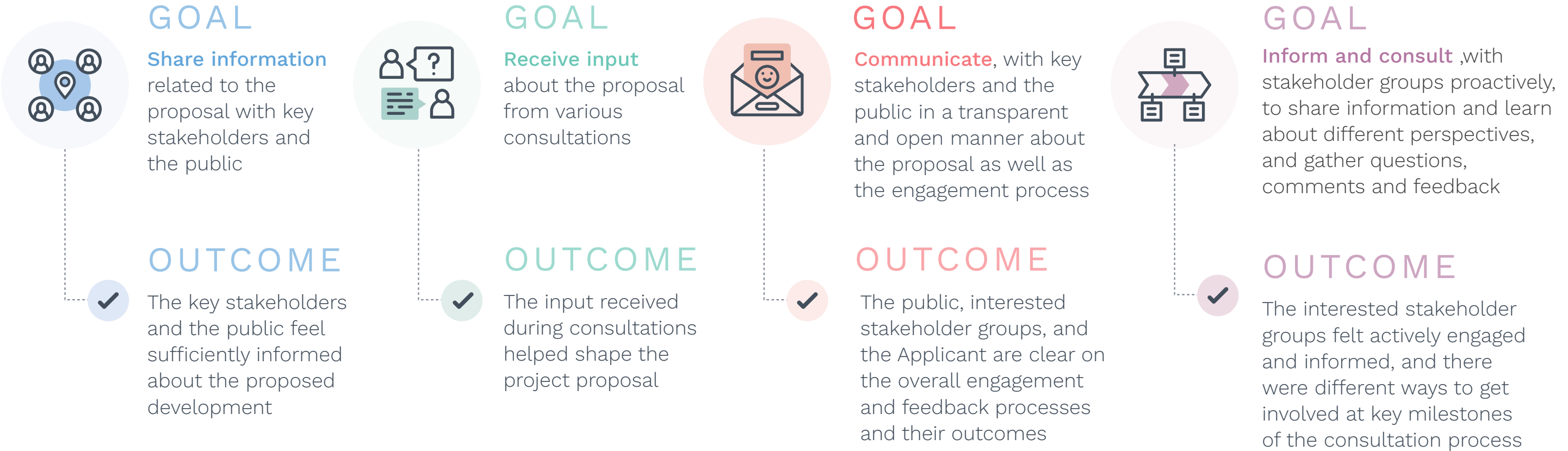
The site is located between The Queensway and Fordhouse Boulevard, west of Algie Avenue. It is currently occupied by a mix of commercial buildings.

This application is proposing to redevelop the site to include:

- Four buildings ranging from 30 to 45 storeys:
  - One mixed-use building, inclusive of affordable housing units, daycare, Habitat GTA's ReStore (retail), and Haven on the Queenway's new facility
  - Three residential buildings, inclusive of indoor and outdoor amenity space
- Dedicated Public Parkland
- Affordable & Market Housing

# Goals & Outcomes

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

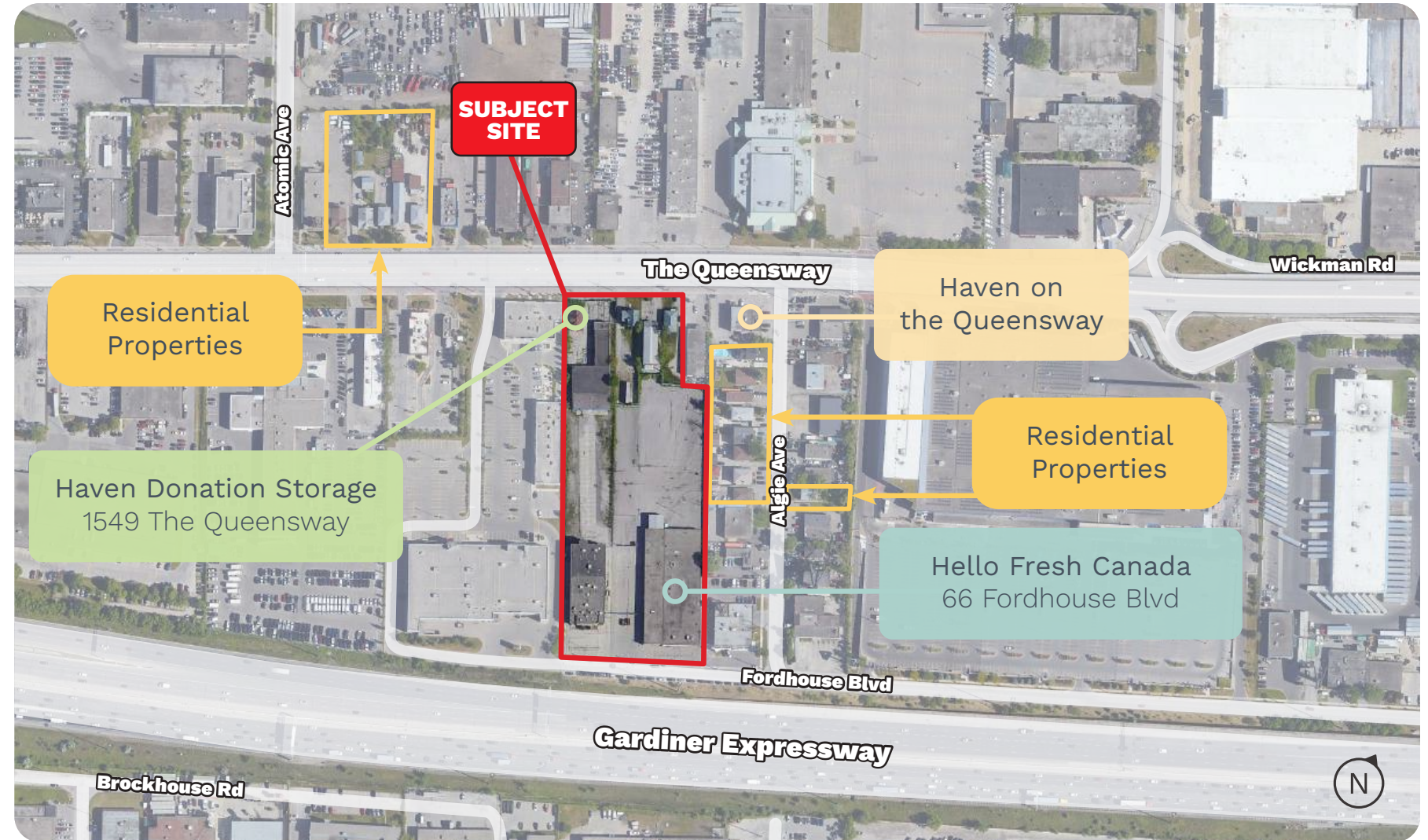


# Current Site & Context

## Site and Surroundings

### The Site

- The site is located between The Queensway and Fordhouse Boulevard, west of Algie Avenue
- The addresses of the site are 1543-1551 The Queensway and 66 & 76 Fordhouse Boulevard
- It is currently occupied by a mix of low-rise commercial/industrial buildings and parking:
  - 1549 The Queensway is being used by Haven on the Queensway for donation storage
  - 1545 The Queensway is being used for Cancore Building Services' head office
  - 66 Fordhouse Boulevard is used by Hello Fresh, a food preparation and delivery service
  - The remainder of the buildings on the site are vacant



### Immediate Surroundings

- Along Algie Avenue, there are several low-rise residential houses and auto garages which share property lines with the site
- Immediately east of the site is the Haven on the Queensway's current facility at 1533 The Queensway

# History of the Proposal: Haven on the Queensway

Haven on the Queensway (“Haven”) is one of the leading non-profit organizations that is part of this development application. Established in 2009, Haven is a charitable organization dedicated to enhancing the quality of life for residents and families, primarily in Etobicoke. By offering food, clothing, and other essential resources, Haven’s vision is to support individuals and families achieve self-sufficiency.

Located at 1533 The Queensway, just east of the proposed development site, Haven operates five key community programs from its current facility.

1

**First Care:** A program supporting expecting and new parents by providing free diapers, formula, and other necessities.

2

**Food Bank:** Operating twice a week, this program provides critical food support to those in need.

3

**Haven’s Closet:** A service offering seasonal clothing, hygiene products, and household items to individuals and families.

4

**Haven Helping Seniors:** A program designed to support seniors with immediate needs and social services.

5

**Hope with Wheels:** A mobile street outreach program supporting people experiencing homelessness by providing meals and social support.

Haven serves over 6,000 individuals each month, including both clients and walk-ins, making it a vital community hub in Etobicoke and beyond. The organization primarily supports seniors, individuals needing financial and employment assistance (such as those receiving Ontario Works), unhoused individuals, and newcomers. In recent years, with the rising cost of living and housing, more middle-class families and individuals have also sought Haven's services. As well, Haven's current facility is used by other mutual aid groups and organizations to host community meetings and events.

Haven is seeking additional facility space to expand its programs and introduce new ones to meet evolving community needs. Recognizing the importance of continuity and accessibility, Haven aims to remain in the same neighbourhood, where its location is well-established as a trusted community hub. This proposal, located just steps from Haven's current site, reaffirms their commitment to supporting the community. In collaboration with a coalition of non-profits, this development will better address the evolving needs of the area. A key element of the proposal, as detailed in the "Project Highlights" section, includes 3,755 m<sup>2</sup> of dedicated facility space for Haven.



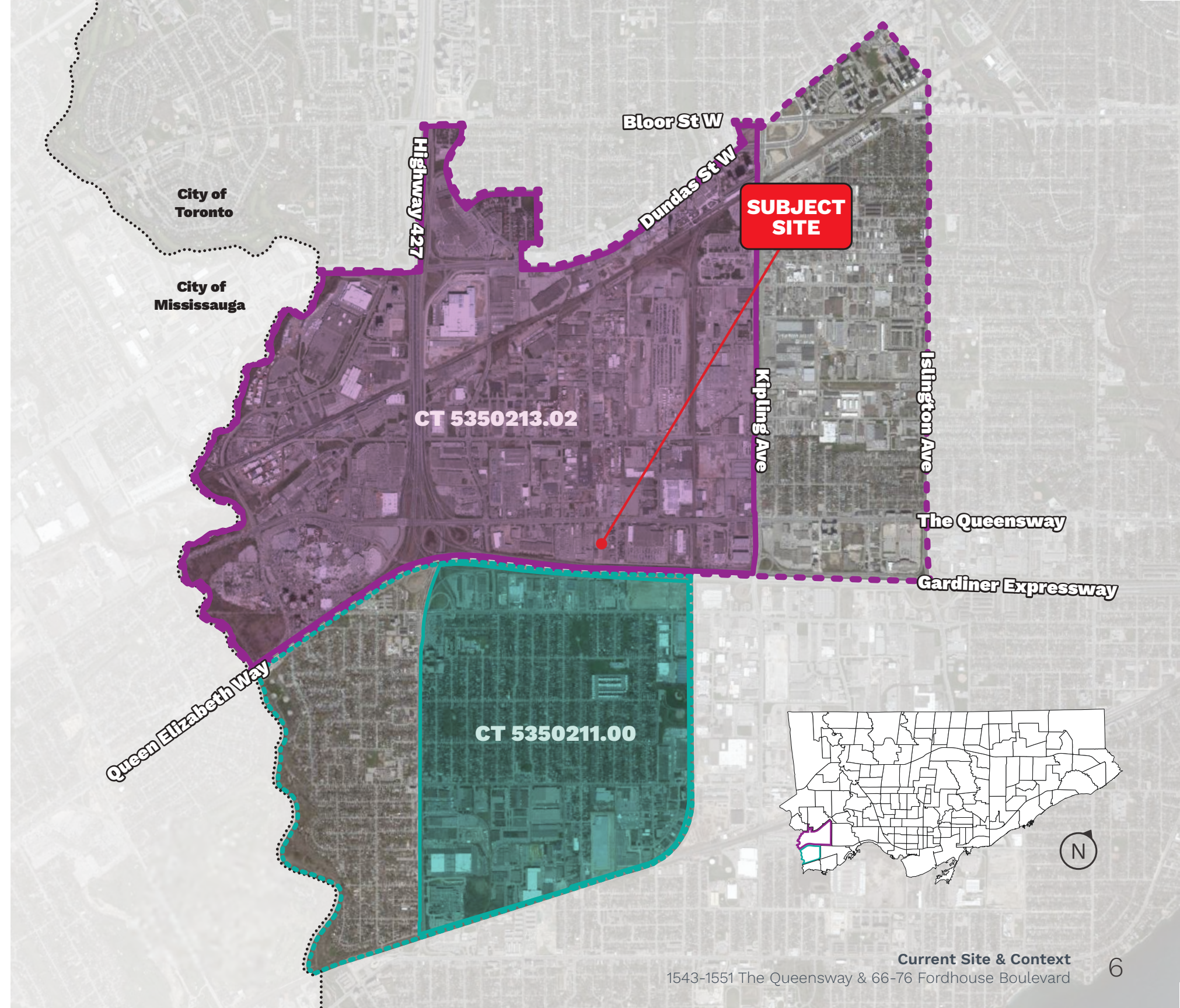
*Haven on the Queenway's current facility at 1533 The Queensway*

# The Neighbourhood

The site is situated within the **Etobicoke City Centre** neighbourhood and within **Census Tract 5350213.02**, which provides a more localized source of demographic data. Etobicoke City Centre is largely comprised of commercial and industrial uses. The neighbourhood's residential areas are concentrated to the northeast (near Bloor and Islington) and southeast (near Queensway and Islington) of its boundary. Along the Queensway, there are recently constructed and upcoming mid- and high-rise buildings.

The site is adjacent to **Alderwood**, a residential neighbourhood located on the south side of the Gardiner Expressway, which includes **Census Tract 5350211.00**.

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



# Transportation

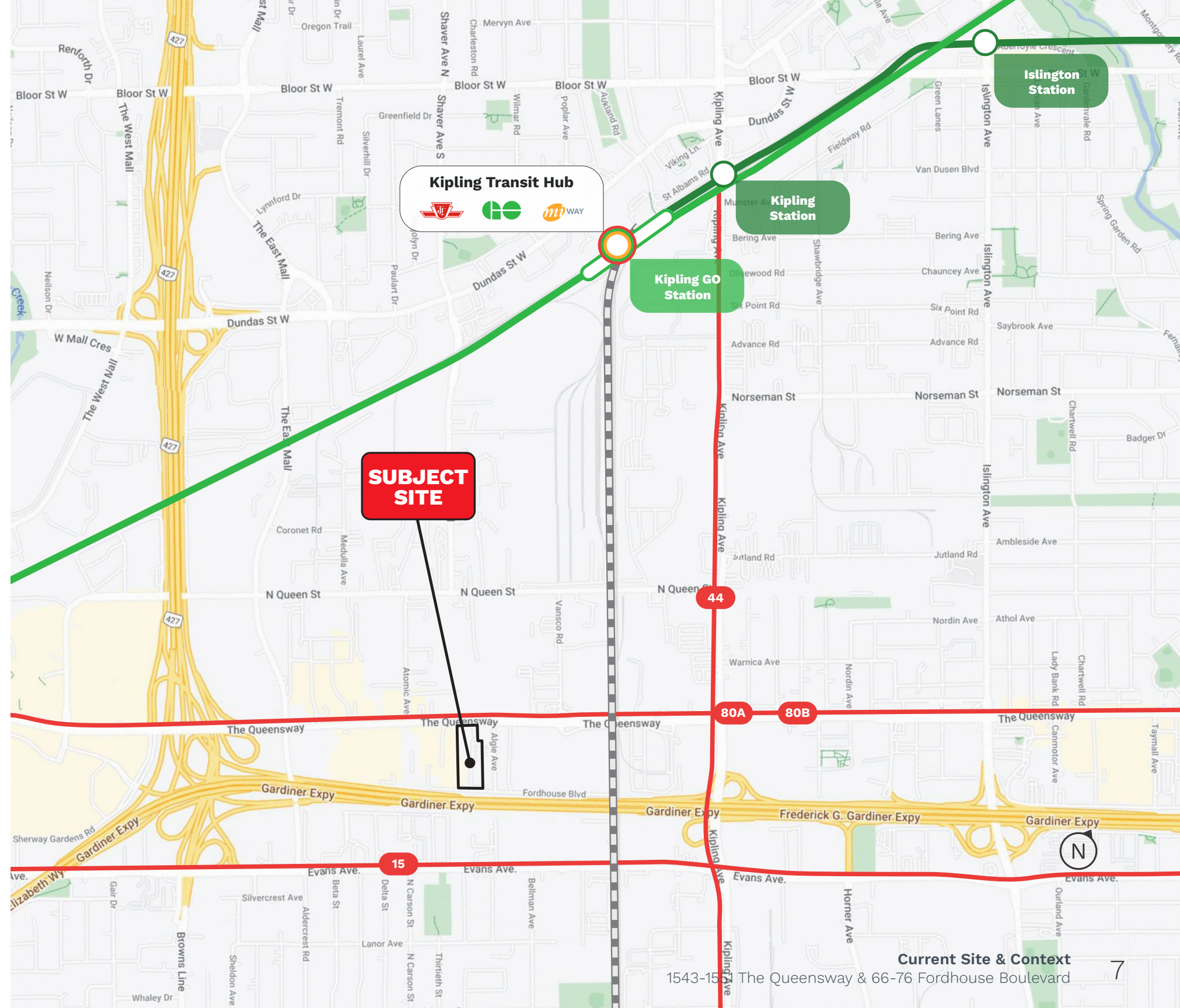
The site has access to key public transit and vehicular transit routes, outlined below:

## Public Transit

- TTC Bus Route 80A & 80B (Queensway)
- TTC Bus Route 44 (Kipling)
- TTC Bus Route 15 (Evans)

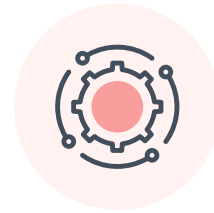
## Vehicular Transit

- Gardiner Expressway
- Highway 427

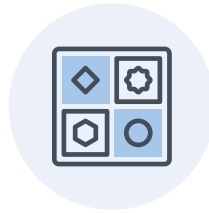


# Key Messages

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.



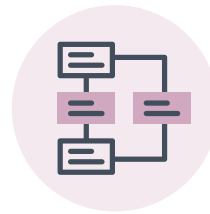
Expansion & Integration of Haven's Facilities and Programming



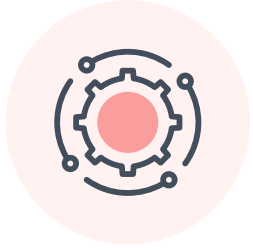
Introducing a Mixed-Use Community



Public Realm



Engagement & Planning Process



## Expansion & Integration of Haven's Facilities and Programming

- “Haven on the Queensway is a charitable organization supporting residents in Etobicoke and the wider city with essential services since 2009. Haven is a lead applicant on this proposal and will have a dedicated 3,755 m2 of new facility space in one of the new buildings.”
- “The new facility will support Haven to expand their current programs, in addition to providing the facility space for two new programs:
  1. A community drop-in space, with youth-focused initiatives
  2. An education centre, which will offer a variety of programs include employment skills development and ESL.”

- “Haven’s current facilities have placed limitations on program delivery, particularly in meeting accessibility needs and running multiple programs simultaneously. The expanded facilities will provide greater flexibility, allowing Haven to enhance their services, improve accessibility, and offer concurrent programming to better support their community members.”
- “Haven’s current location is a well-established community hub, providing critical support to individuals facing challenges such as unemployment and limited access to technology. By staying within the same neighbourhood, with a new facility just steps away, Haven ensures continuity of care and remains accessible to the community members who rely on their services.”



## Introducing a Mixed-Use Community

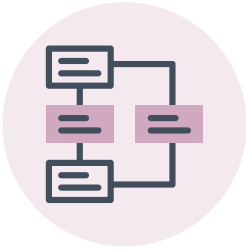
- “The Site presents an opportunity to replace low-rise buildings with a mixed-use development with significant affordable housing, retail, daycare, and park space, and Haven’s new facility
  - Haven on the Queensway’s new facility: Haven will deliver their programs with expanded capacity and run new programs with the additional facility space.
  - Affordable Housing: Habitat GTA is a non-profit housing provider that will deliver the proposed affordable housing. The project proposes to introduce 342 affordable housing units to the site (about 18%), which will provide a significant contribution of much-needed affordable housing stock.
  - Retail: The proposed retail will be Habitat for Humanity’s ReStore, a non-profit home improvement retail store which sells home furnishings, appliances and renovation materials at lower-than-market prices.
  - Daycare: The daycare space will provide childcare services for up to 146 children.
  - Park and Open Spaces: Nearly 20% of the site is dedicated to enriching the public realm, with 10% dedicated as public parkland, and another 9% offering open, landscaped space.”



## Public Realm

- “This portion of the street will have an active and animated streetscape, and significantly enhance the public realm experience with retail, daycare, and Haven’s new facility fronting off The Queensway.”
- “There is a proposed 1322m<sup>2</sup> public park in the northeast corner of the site by Fordhouse Boulevard, as well as dedicated open space that will provide hard and soft landscaped areas.”
- “A new public street, laneways, mid-block connections, and sidewalks will facilitate circulation in and around the site for future residents and visitors.”

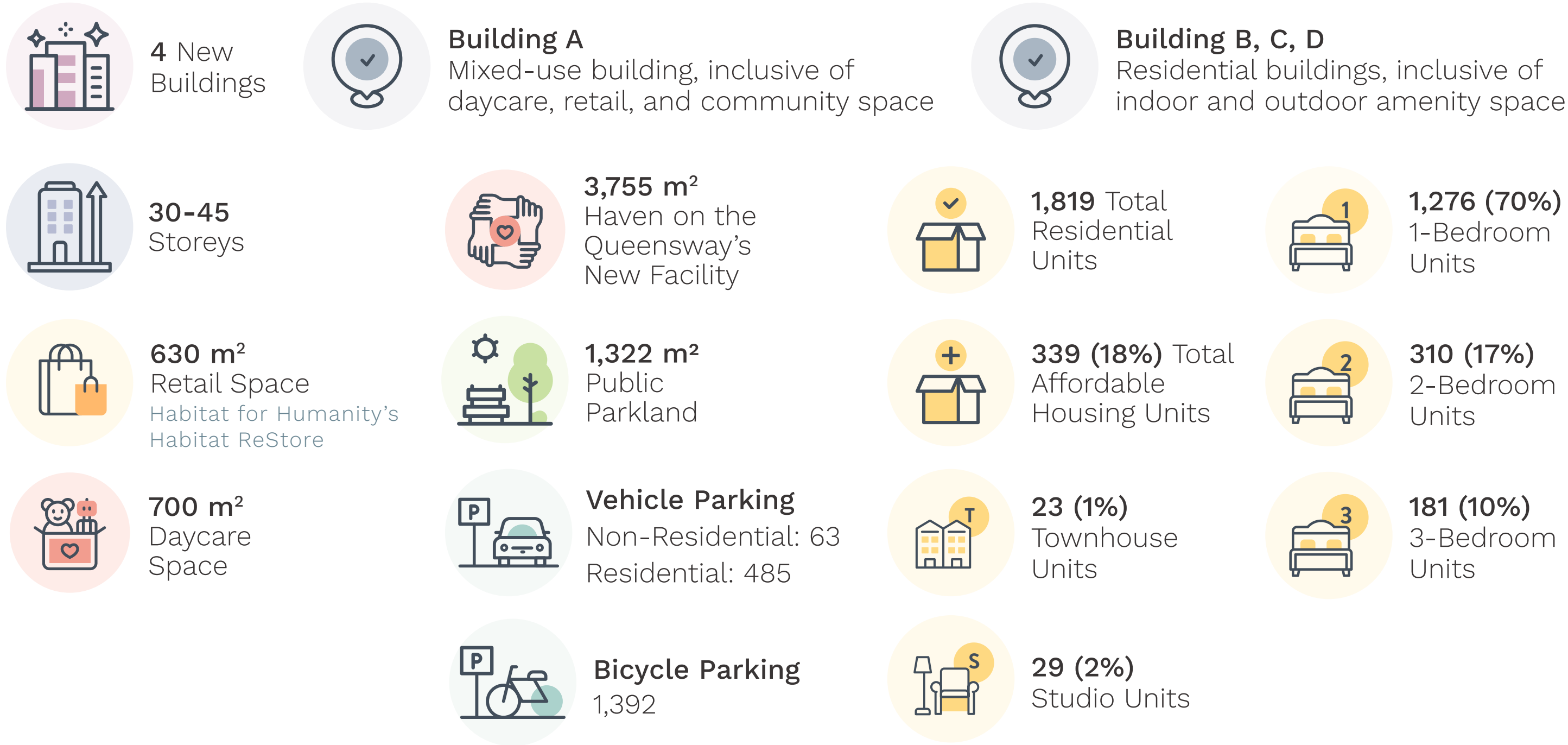




## Engagement & Planning Process

- “This application does not affect Haven’s day-to-day operations, and Haven’s community members continue to have access to their services.”
- “The Applicant will engage and work with the Councillor, City Staff, Haven’s community members, and key stakeholder groups throughout the course of the application process to consider and integrate feedback. We will continue to engage with identified community members and the public.”
  - “Haven’s community members will be provided focused engagement opportunities to learn about the proposal, with a focus on Haven’s new facility, ask questions and provide feedback.”
- “The Project Team is committed to keeping key stakeholders and the public, informed of updates and next steps throughout the application process and endeavour to answer any questions that you might have.”
- “We are at the beginning of a long process and there are no changes that will happen today. We require the necessary approvals from City of Toronto. Following approval of this stage in this process, further applications and their approval are required before any construction can begin.”

# Project Highlights



# The Proposed Site

- A** Building A  
30 Storeys
- B** Building B  
35 Storeys
- C** Building C  
40 Storeys
- D** Building D  
45 Storeys



## Community Services

Haven on the Queensway programs

Current Programs requiring expansion:



First Care Program



Food Bank



Haven's Closet Program



Haven Helping Seniors Program



Hope with Wheels Program

Introduction of New Programs:



Community Drop-in Space

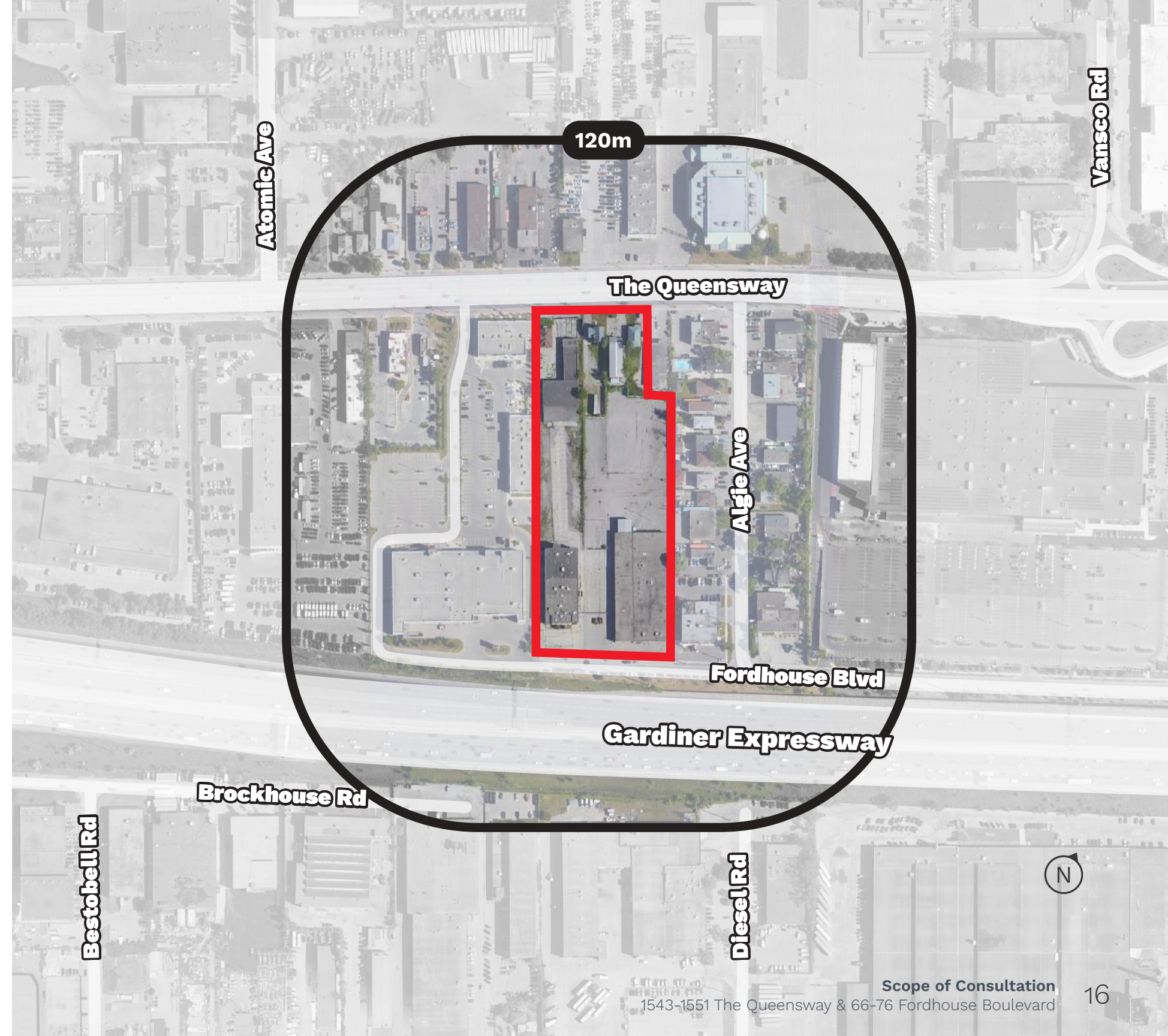


Educational Centre

# 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 would be directly and indirectly affected by 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.



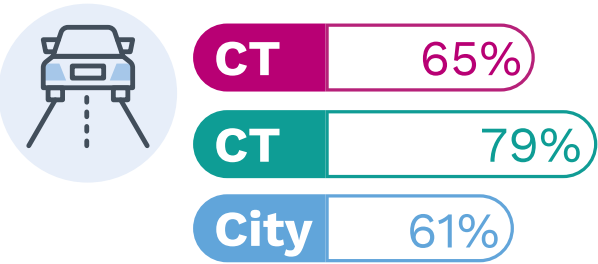
# Audience

## Demographics

In the following section, we highlight some of the key demographic trends in within **Census Tract 5350213.02** (Etobicoke City Centre neighbourhood) (‘the local area’), compared to **Census Tract 5350211.00** (Alderwood) and the **City of Toronto**.

### Mode of Transportation

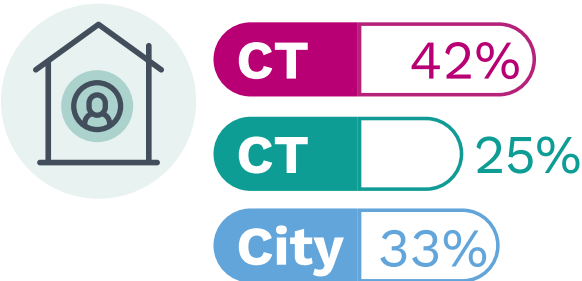
Car



65% of residents in the local area use a car as their main mode of transportation, which is close to the City’s average of 61%. Residents in Alderwood have a notably higher use of the car at 79%.

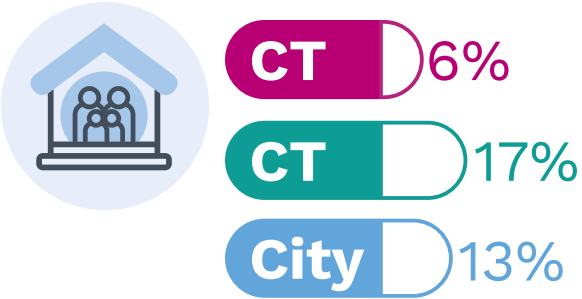
### Household Size

1-Person Households



The local area has a greater population of 1-person households at 42%, compared to Alderwood (25%) and the City of Toronto (33%). Conversely, the local area has a lower population of 4-person households at 6% in comparison to Alderwood (17%) and the City of Toronto (13%).

4-Person Households



### Legend

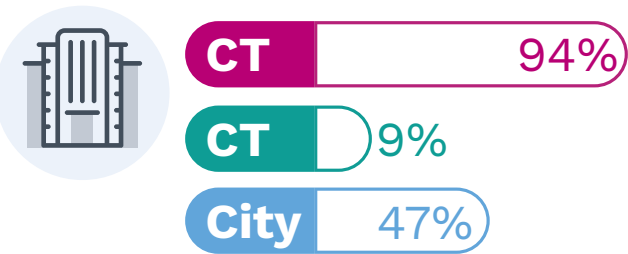
- Local Area (Census Tract 5350213.02)
- Alderwood (Census Tract 5350211.00)
- City of Toronto

# Demographics

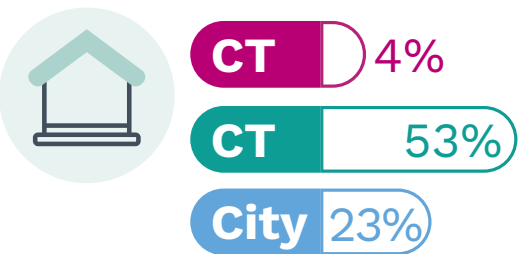
All data is distilled from the 2021 census. This information has been helpful in informing our key messages and what engagement strategies we recommend going forward. A more comprehensive demographic table of the 2021 census is available in **Appendix A**.

## Housing Structure

Apartments 5+ storeys



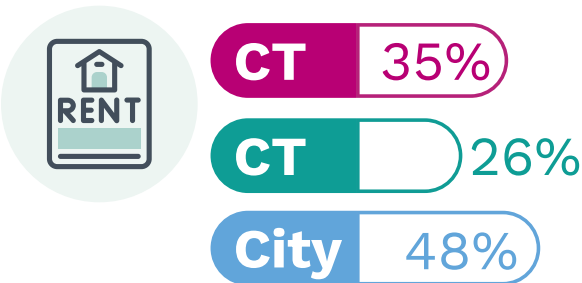
Single-detached Homes



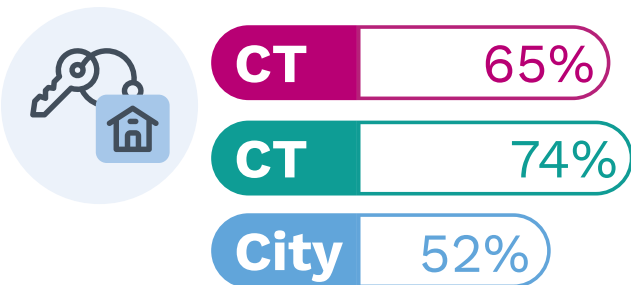
In the local area, 94% of residents live in apartments of 5 storeys or more, compared to 9% in Alderwood and 47% citywide. In contrast, only 4% of local residents live in single-detached homes, while 53% of Alderwood residents and 23% of city residents live in single-detached homes.

## Housing Tenure

Rent



Own



The local area and Alderwood have a higher population of homeowners at 65% and 74% respectively, compared to the City average of 52%. Conversely, the local area and Alderwood have a lower population of renters at 35% and 26%, compared to the City average of 48%.

### Legend

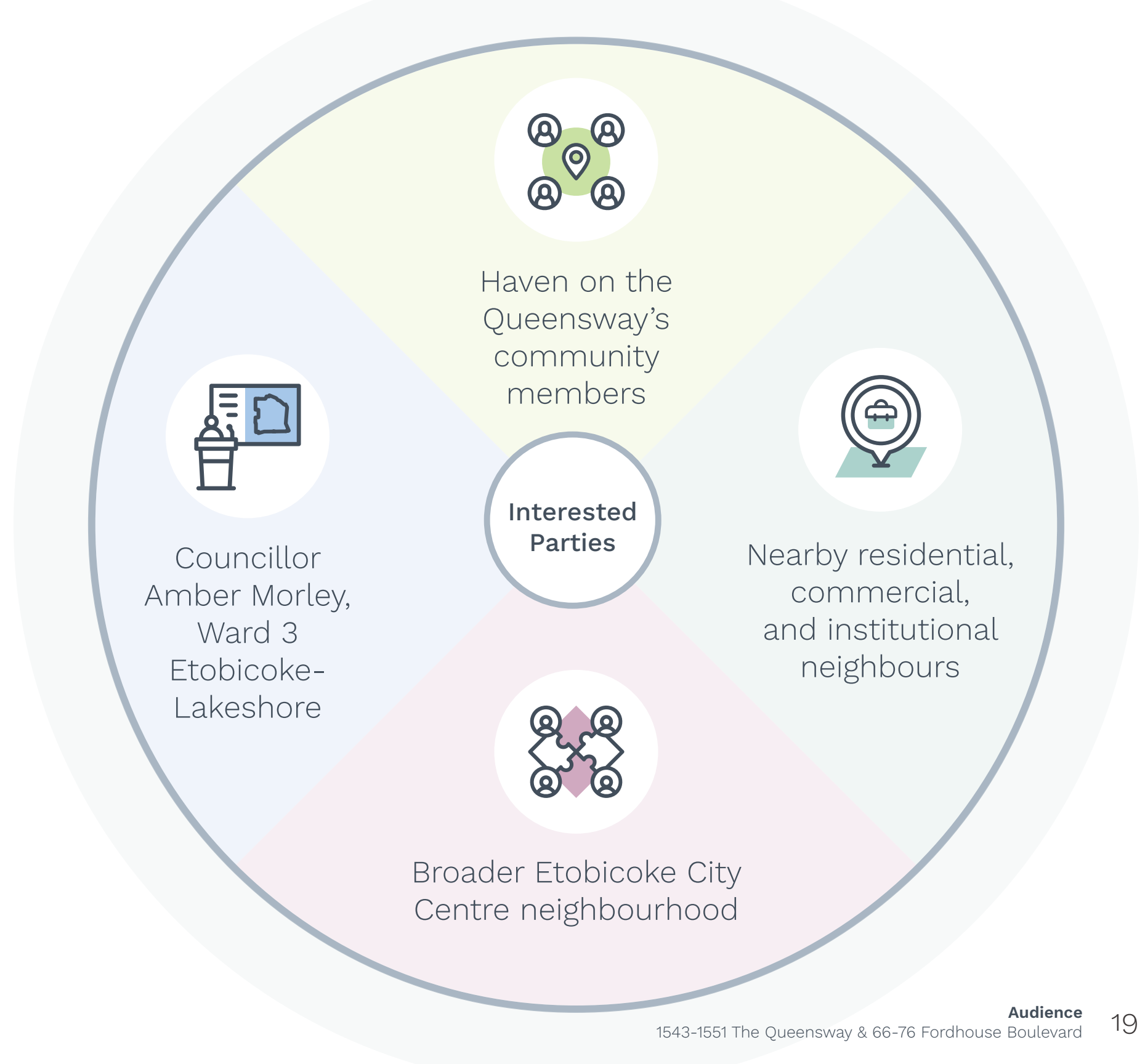
- Local Area (Census Tract 5350213.02)
- Alderwood (Census Tract 5350211.00)
- City of Toronto

# Interest Groups

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

1. Haven on the Queensway's community members
2. Nearby residential, commercial, and institutional neighbours
3. Broader Etobicoke City Centre neighbourhood
4. Councillor Amber Morley, Ward 3 Etobicoke-Lakeshore

*\*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 outlines some of the topics that have been and may continue to be brought forward for discussion and consultation related to the proposal. This list has evolved as the formal consultation process started prior to the application submission.



## Proposal Details

- Site Context
- Project Description
- Built Form and Design
- Mix of Uses



## Proposes Mix of Uses

- Haven on the Queensway's new facility - space & programming
- Retail: Habitat for Humanity ReStore details
- Daycare Space



## Transportation & Public Realm

- New Public Parkland
- Landscape and Public Realm Improvements
- Transportation, Traffic & Parking
- New Public Road, Laneways, & Mid-block Connection



## Process & Timelines

- Development Application Process
- Engagement Process & Opportunities
- Construction Process, Phasing & Management
- Estimated Construction Timelines

# Communication & Consultation Strategy




## Tools Methods and Techniques

The consultation tools and tactics listed here are meant to provide a number of 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.

### Applicant-led Engagement Methods

-  Drop-in Open House
-  Communications to Stakeholders

### City-led Engagement Methods

-  Community Consultation Meeting
-  Notice Sign
-  Statutory Public Meeting



### Drop-in Open House

#### What?

- An opportunity to introduce the project to Haven on the Queensway's community members
- Drop-in open house-style event that is hosted onsite/near the site (Haven on the Queensway), over a few hours, to allow flexibility for members to attend
- The meeting will include visual materials to support conversations with attendees

#### Who is it for?

- Haven on the Queensway's community members



### Communication to Stakeholders

#### What?

- Communications, in the form of an email/letter, to introduce the project, and provide the opportunity for further discussion with the project team

#### Who is it for?

- Nearby residential, commercial, and institutional neighbours



### Community Consultation Meeting

#### What?

- 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 any questions from members of the public

#### Who is it for?

- Open to all members of the public
- Residents within 120 metres of the Site
- Councillor Amber Morley, Ward 3 Etobicoke-Lakeshore



### Notice Sign

#### What?

- A development 'Notice' sign 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

#### Who is it for?

- Open to all members of the public



### Statutory Public Meeting

#### What?

- The Statutory Public Meeting will take place at Etobicoke York Community Council (EYCC). 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

#### Who is it for?

- Open to all members of the public
- Residents within 120 metres of the Site



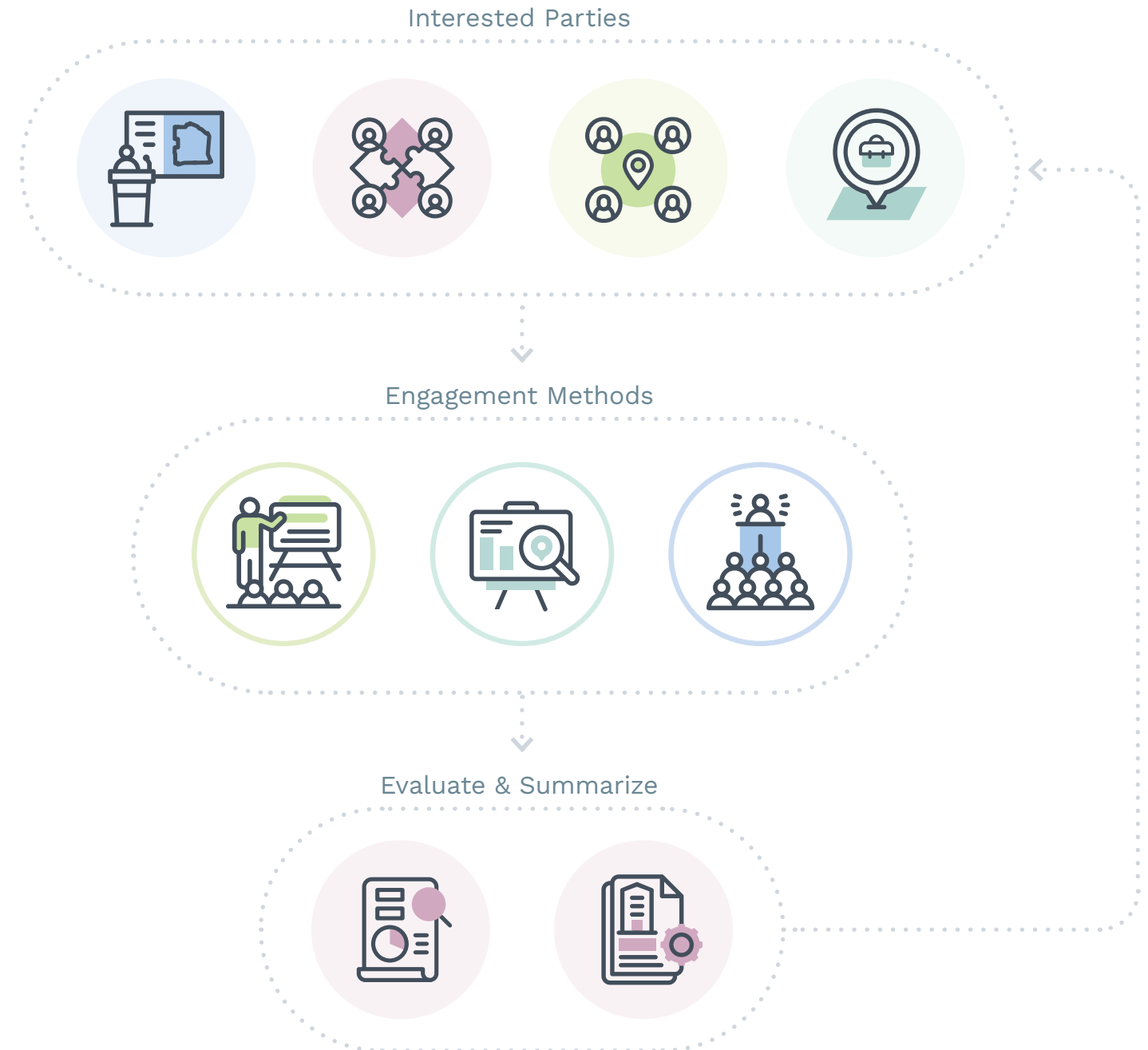
# Analyzing Feedback

## 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. In addition, at the start of each public or interest group meeting, a member of the project team will endeavour, where appropriate, to provide an update on the proposal and what feedback was received. 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 the applicant in support of the Official Plan Amendment and Zoning By-law Amendment application at 1543-1551 The Queensway & 66-76 Fordhouse Boulevard, 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 or City Staff in both developing and furthering our engagement approach.



# Appendix: Demographic Data

Socio-Economic Indicator		Census Tract 5350213.02	Census Tract 5350211.00	City of Toronto
Population Change (2016-2021)		+4.2%	+8.4%	+2.3%
Age	0 to 14 years (Children)	10%	15%	14%
	15 to 24 years (Youth)	6%	9%	11%
	25 to 65 years (Working Age)	70%	57%	58%
	65 to 85 years (Seniors)	13%	16%	15%
	85+ years (Elderly)	1%	3%	2%
Median Household Income		\$90,000	\$101,000	\$84,000
Home Language	English	68%	75%	66%
	Non-Official	23%	19%	26%
	French	<1%	<1%	<1%
	Multiple	8%	5%	7%
Top non-English Home Languages		Spanish (3%) & Portuguese (2%)	Polish (3%) & Portuguese (3%)	Mandarin & Cantonese
Visible Minority Population		53% South Asian & Korean	27% South Asian & Filipino	56% South Asian & Chinese
Housing Structure Type	Single-Detached House	4%	58%	23%
	Semi-Detached House	0%	14%	6%
	Row House	<1%	<1%	6%
	Duplex storeys	1%	7%	4%
	Apartment, less than 5 storeys	1%	11%	14%
	Apartment, 5+ storeys	94%	9%	47%
Housing Tenure	Own	65%	74%	52%
	Rent	35%	26%	48%
Main Mode of Commuting	Car	65%	79%	61%
	Public Transit	26%	12%	26%
	Walking	5%	5%	8%
	Bike	1%	1%	2%
	Other	3%	2%	3%
Household Size	1-person	42%	25%	33%
	2-person	37%	30%	31%
	3-person	13%	18%	15%
	4-person	6%	17%	13%
	5 or more persons	2%	10%	8%
Educational Attainment	Bachelors' degree or higher	57%	37%	41%