

# Public Consultation Strategy Report

**2343-2363 Eglinton  
Avenue East**

City of Toronto

**Prepared for**  
1764174 Ontario Inc.

May 2025





**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](http://www.bousfields.ca)

Urban Planning | Urban Design | Community Engagement

**Job Number** 22215-1

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# Introduction

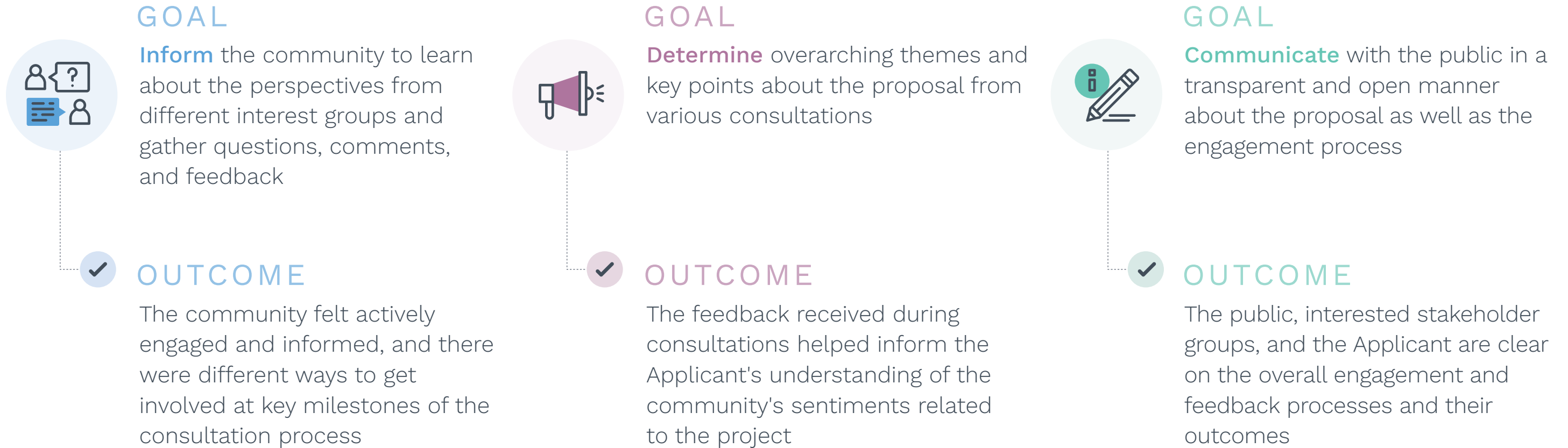
This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Zoning By-law Amendment application by 1764174 Ontario Inc. ('the applicant') for 2343-2363 Eglinton Avenue West (the 'site' or 'subject site') in Toronto's Caledonia-Fairbank neighbourhood.

The subject site is located at the southwest corner of Caledonia Road and Eglinton Avenue West. It is located approximately a 3-minute walk from the upcoming Caledonia Station, which will be an intermodal station providing access to the Eglinton Crosstown LRT and Barrie GO Line.

The site is currently occupied by a one-storey Shoppers Drug Mart, including a Canada Post location, and associated surface parking to the south and west of the building.

The proposed development consists of a 43-storey tower and a 12-storey mid-rise building sharing a 6-storey podium, with ground-floor retail and 638 new residential units.

# Targeted Goals & Desired Outcomes





# Site & Surroundings

## The Site & Surrounding Area

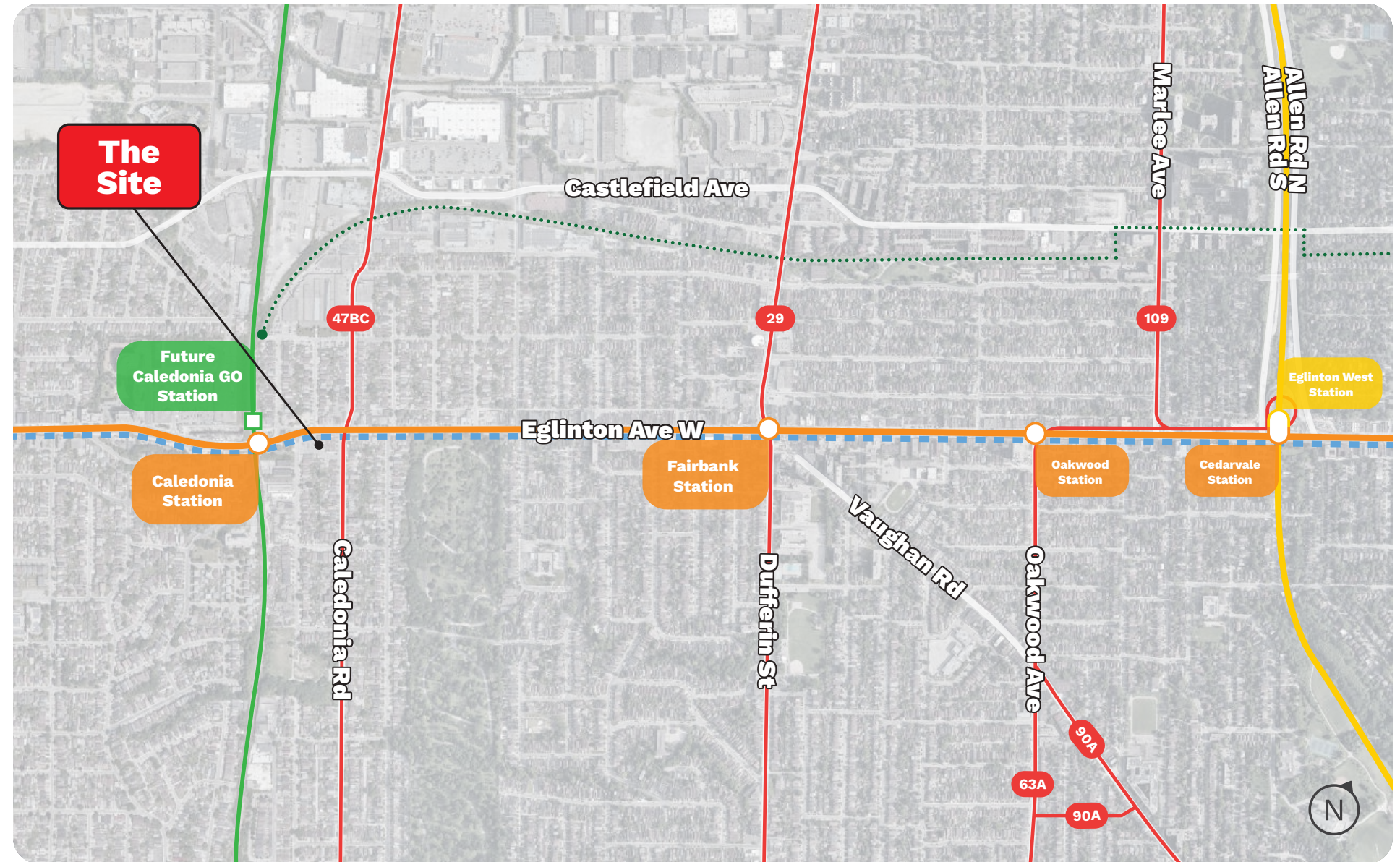
- The site is located on the south side of Eglinton Avenue West, west of Caledonia Road
- The site is currently occupied by a one-storey Shoppers Drug Mart, including a Canada Post location, and associated surface parking to the south and west of the building.
- The surrounding area in the vicinity of the subject site is comprised of:
  - Low-rise mixed-use buildings and a newly built mid-rise building to the north
  - Low-rise single-detached houses and apartment buildings to the west, south, and east.












# Transit Context

- The site will be well served by higher order transit with its proximity to the Caledonia Crosstown LRT / GO station. This intermodal station will provide access to:
  - Eglinton Crosstown LRT
  - Barrie GO Line
  - Connections to other key transit systems, including Line 1 (Yonge-University) of the TTC subway, the UP Express, and the several GO Transit lines
- On the Site, there is a stop for the TTC bus route 47 along Caledonia Road, which provides north and southbound connections to Line 1 Yorkdale Station and Line 2 Lansdowne Station
- The site is approximately a 1-minute bike ride from the east-west York Beltline trail, which connects to cycling routes like the Lower Don River Trail
- The eglintonTOday Complete Street Project will implement complete street features along Eglinton Avenue West, including bikeways and other public realm improvements, to complement the upcoming Eglinton Crosstown LRT



## Legend

- |  |   |   |   |
|--|---|---|---|
|  Line 1 (Yonge/University)                        |  TTC Bus Route |  Future GO Station   |  eglintonTOday Complete Street Project |
|  Line 5 (Under Construction) (Eglinton Crosstown) |  GO Line       |  York Beltline trail |   |



# Development Context

- With future access to Caledonia GO and LRT Stations, the Caledonia-Fairbank neighbourhood will soon begin to transition into a high-density mixed-use node
- North of the site is the Castlefield Caledonia Design and Décor District, an area which has undergone change in the past several decades related to evolving uses:
  - While zoned as an employment area, new and upcoming developments are introducing a mix of uses into the neighbourhood, such as the master-planned “Beltline Yards” community at the previous Canada Goose headquarters, which will introduce over 2000 new homes to the area
- Northwest of the site, the master-planned redevelopment of Westside Mall at 2400 Eglinton Avenue West will transform 9.3 acres of land with mixed-use developments and new public spaces.

## Legend

- Approved
- Under Review or Appeal
- Under Construction
- Constructed

## Active Sites

- ①

**2400 Eglinton Avenue West (currently Westside Mall)**  
Phase 1 - 35-storeys, part of master-planned community; approved (2024)
- ②

**2485 Eglinton Ave West**  
45-storeys mixed-used building; under appeal
- ③

**2421 Eglinton Avenue West**  
Seven 4-storey townhouse units; under review
- ④

**494 – 498 Gilbert Avenue**  
6-storeys (storage facility); under review (NOAC issued in 2022)
- ⑤

**250 Bowie Avenue & 670-680 Caledonia Road (previous Canada Goose headquarters)**  
5 to 42-storeys, master-planned community called “Beltline Yards”; under review
- ⑥

**2270-2280 and 2296 Eglinton Avenue West, 6 Sanderstead Avenue and 9 Croham Road**  
8-storeys; constructed (2023)
- ⑦

**2116 Eglinton Avenue West**  
9-storeys; approved (2022)

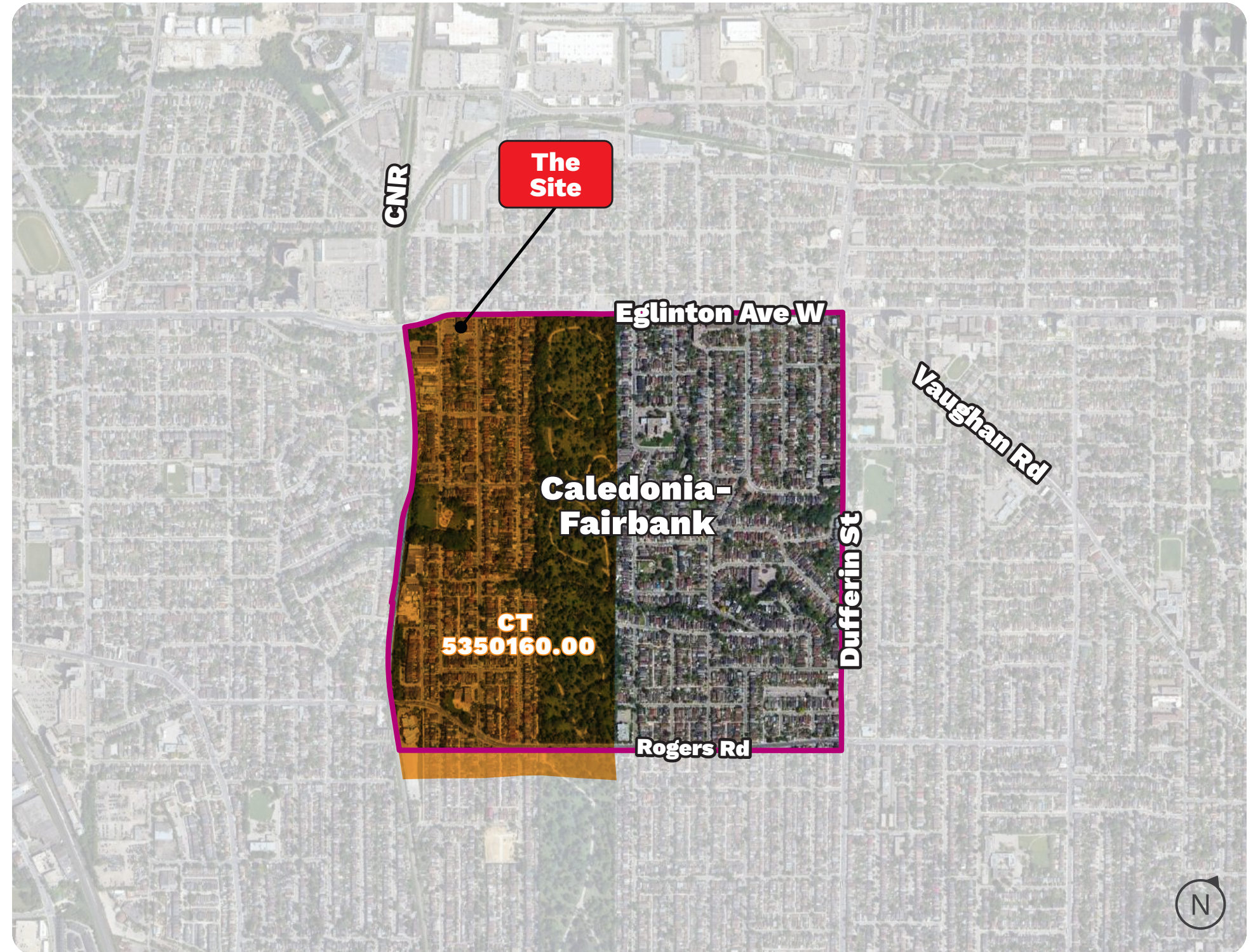
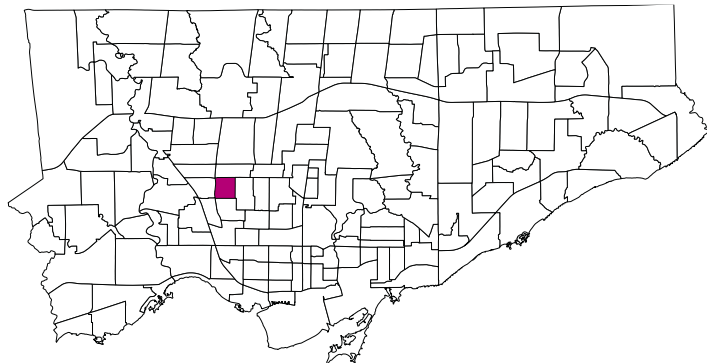




# The Neighbourhood


- The site is located in:
  - **Caledonia-Fairbank**, according to the City of Toronto neighbourhood profiles
  - **Census Tract 5350160.00**, which provides a more localized source of demographic data

## Key Map







# Proposal Highlights




**43-storeys**  
Including a 12-storey  
element atop a shared  
6-storey podium




**878 m<sup>2</sup>**  
Retail  
Area




**638**  
Total Residential  
Units



**348**  
1-bedroom (55%)




**225**  
2-bedroom (35%)




**65**  
3-bedroom (10%)

**2,690 m<sup>2</sup>**  
Total Amenity Space




**1,331 m<sup>2</sup>**  
Indoor Amenity  
Space




**1,359 m<sup>2</sup>**  
Outdoor Amenity  
Space





**184**  
Car Parking  
Spaces



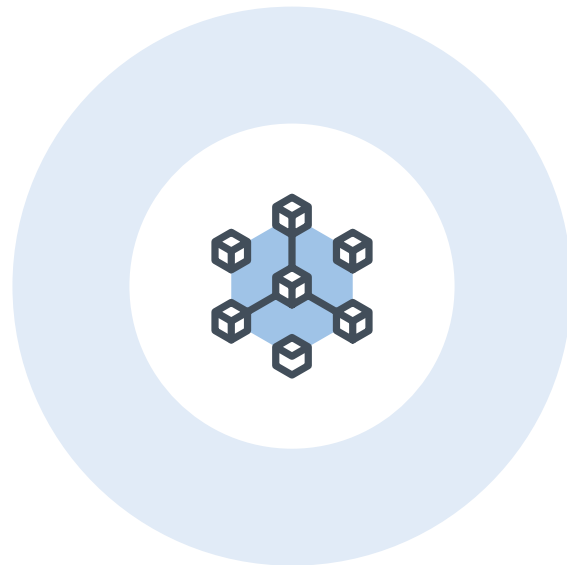
**714**  
Bicycle Parking  
Spaces

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



# Key Messages

Key messages have been developed to communicate and share information about the proposed development with retail tenants and the public in a simple and straightforward way. As we move through the development review process, these messages will be updated to reflect current information and adapted based on the engagement tool used.



A Transit Supportive  
Community



Future  
Retail



Application  
Process





## A Transit Supportive Community

- The site is approximately 65m from the upcoming Caledonia Station, which will be an intermodal station providing access to the Eglinton Crosstown LRT and Barrie GO Line. With the site's proximity to a major local and regional transit hub, adding new housing here will provide future residents with convenient access to transit.
- This site has the opportunity to provide new transit-oriented housing options for people hoping to move to the neighbourhood, and a diverse unit mix will accommodate a variety of households.
- Complementing the ongoing eglintonTOday Complete Street Project, a new courtyard and wider sidewalks will improve the pedestrian experience and connectivity along this stretch of Eglinton.
- With the upcoming Caledonia Station, the development at this site will support provincial and municipal policies that encourage growth in proximity to higher order transit.
- There are a number of new buildings proposed and approved in the area, and this development intends to complement the growing density and mixed-uses in the community.





## Future Retail

- We are in the early stages of the application process, and no changes are being made at this time. Shoppers Drug Mart remains open and will continue its operations for the foreseeable future. Any updates on the application process will be provided on the project website.
- At this point in the process, it is too early to know the details of future retail on site. It is intended that future retail can continue to serve the community.
- Frequent customers, neighbours, and members of the public are welcome to submit their feedback regarding the development application through our project email.



## Application Process

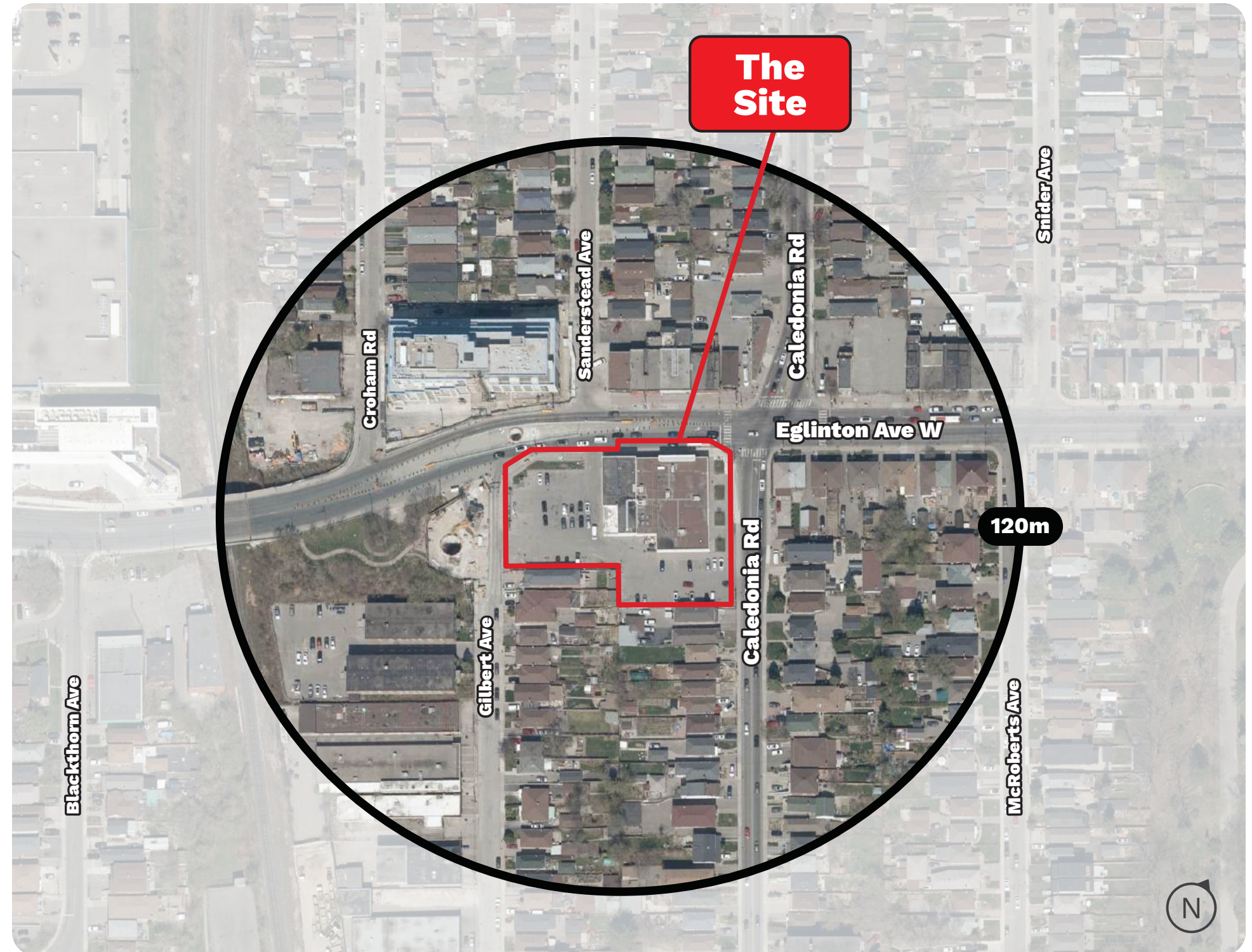
- We are at the beginning of the process. Once the application is submitted to the City of Toronto and deemed complete, technical review of the application by City Staff of the will begin.
- There are no changes that will happen today. We require approval for the rezoning application from the City of Toronto before proceeding with the project. This development application involves multiple steps and will take some time before any construction will occur.



# Scope of Consultation

## The Neighbourhood

The Applicant has identified the proposal's geographic area of impact as a 120-metre radius around the 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

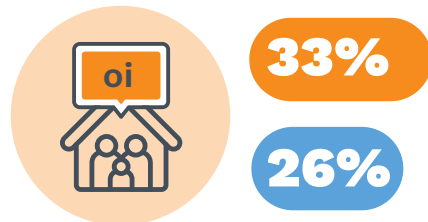
Census Tract 5350160.00

City of Toronto

## Demographic Snapshot

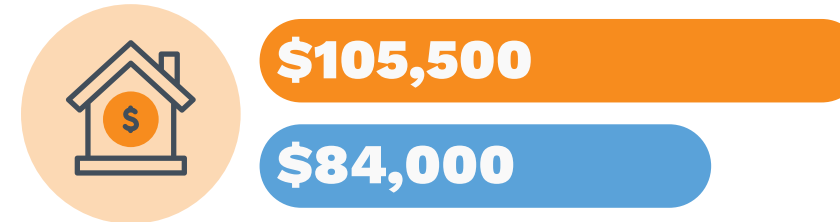
As part of the consultation process, the applicant and project team considered the demographics and population of the local area surrounding the site by referring to Statistics Canada data. Overall, this demographic snapshot reveals key highlights of **Census Tract 5350160.00** in the Caledonia-Fairbank neighbourhood where the site is located, in comparison the **City of Toronto**. A complete demographic profile can be accessed in **Appendix A**.

## Language



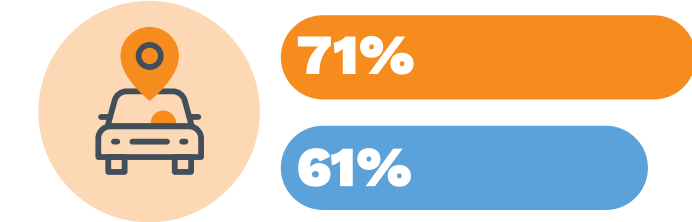
33% of people Caledonia-Fairbank speak a non-official language as the language most spoken at home; this number is slightly higher than the City average (26%). Notably, the non-official language most spoken at home in Caledonia-Fairbank is Portuguese at 20%

## Household Income



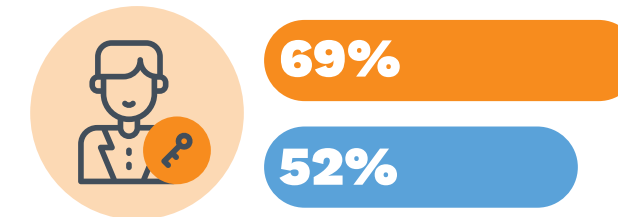
Average household income in Caledonia-Fairbank is \$105,500, which is higher than the average household income for the City of Toronto

## Commute



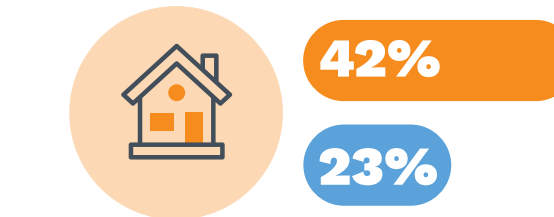
71% of residents in Caledonia-Fairbank commute by car to work, compared to 61% across the City

## Housing Tenure



There are notably more homeowners in Caledonia-Fairbank (69%), compared to the City average (52%)

## Household Structure



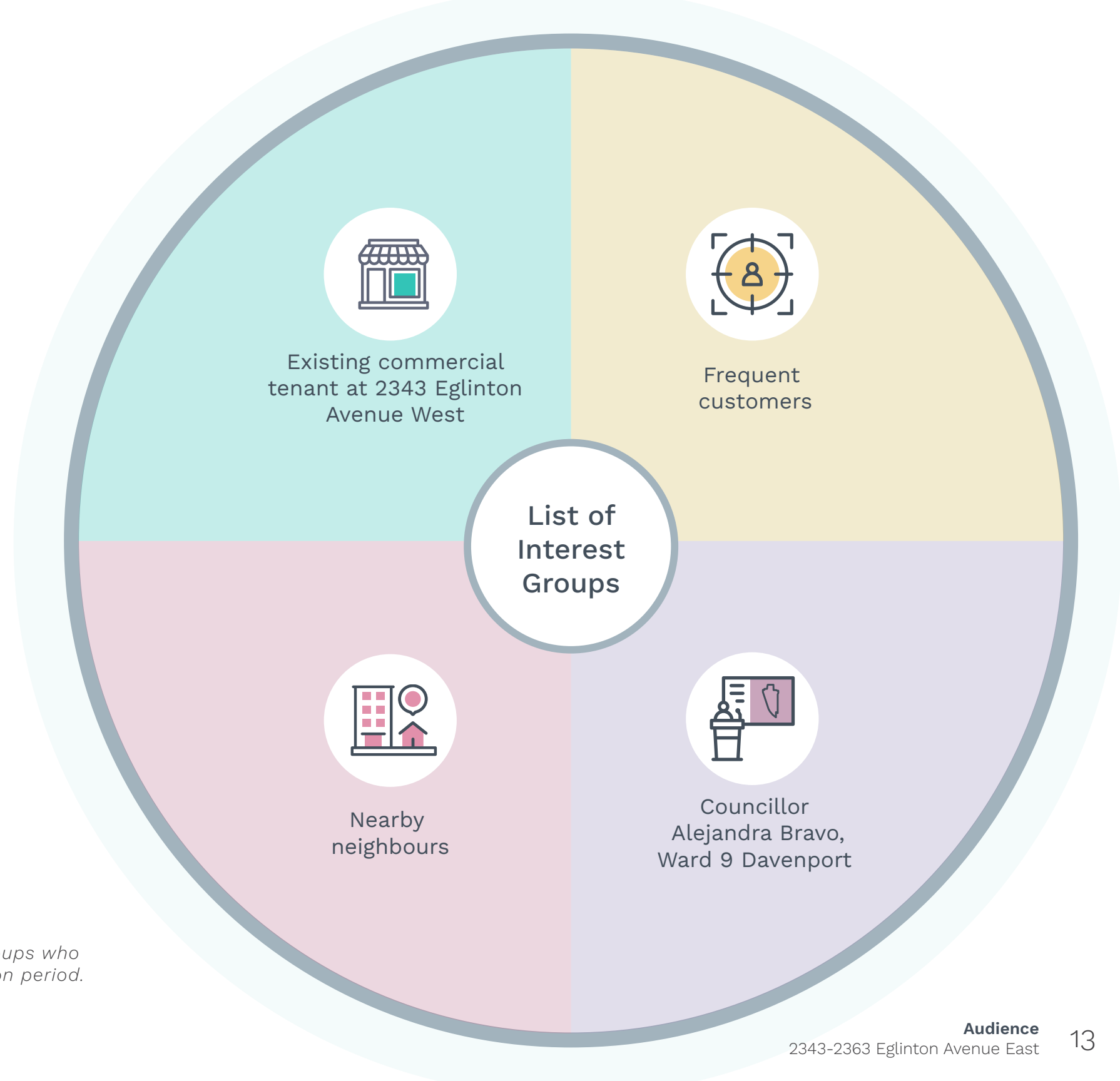
There are significantly more single-detached houses in Caledonia-Fairbank (42%) compared to the City average (23%)



# Interest Groups

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

- **Existing commercial tenant at 2343 Eglinton Avenue West**
- **Nearby neighbours**
- **Frequent customers**
- **Councillor Alejandra Bravo, Ward 9 Davenport**



*\*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 will continue to be brought forward for further discussion and consultation.



**Existing & future retail:** tenancy & timeline



**Site plan:** design & built form



**Parking:** current & future access



**Housing:** unit types & tenure



**Public realm:** streetscape improvements



**Construction:** phasing & project timeline



# 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 Email & Website



Communications to the Local Councillor and Nearby Neighbours

### City-led Consultation Methods



Community Consultation Meeting



Application Notice Sign



Development Application Information Centre (AIC)



Statutory Public Meeting



# Applicant-led Consultation Methods



## Project Email & Website

- The project website provides details and updates about the application and process
- The project email and website provide an opportunity for feedback and questions from the public



[2343eglingtonwest.ca](http://2343eglingtonwest.ca)



[info@2343eglingtonwest.ca](mailto:info@2343eglingtonwest.ca)



## Communications to the Local Councillor and Nearby Neighbours

- Communications to introduce the local councillor and nearby neighbours to the project, share the project website and email, and provide the opportunity for further discussion with the project team



# City-led Consultation Methods



## Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff on how to 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 an application is deemed complete, 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
  - Contact details of the assigned City Planner
  - A link to the City's Development Application Information Centre (AIC)

# City-led Consultation Methods



## 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 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) later in the process to provide further commentary to City Staff, the project team, and members of Community Council



# How Will We Share Feedback?

## Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from meetings/events with interested parties, various communication methods and Community Consultation Meeting, will be summarized to reveal key discussion topics. The applicant will aim to maintain a consistent feedback loop with interested community members. At minimum, the goal is to provide them with access to clear summaries of any engagement that has transpired over the course of the development application process.



The background of the slide is a faded aerial photograph of a city. A tall, modern skyscraper with a grid-like facade is the central focus, rising above the surrounding urban landscape. The foreground shows a dense residential area with many smaller buildings and trees. The overall tone is light and professional.

# Conclusion

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



# Appendix A: 2021 Demographic Data

CF: CT 5350160.00 (Caledonia Fairbank) City: City of Toronto

Population Change	CF	City
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(2016-2021)	+1.2%	+2.3%
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Age		
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0 to 14 years (Children)	14%	14%
15 to 24 years (Youth)	11%	11%
25 to 65 years (Working Age)	60%	58%
65 to 85 years (Seniors)	14%	15%
85+ years (Elderly)	1%	2%

Household Income		
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Median	\$105,000	\$84,000
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Visible Minority		
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Visible Minority Population:	36%	56%
	Black & Latin American, South Asian & Chinese	

Home Language	CF	City
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English	60%	66%
Non-Official	33%	26%
French	<1%	<1%
Multiple	7%	7%
Top non-English Home Languages: Portuguese (20), Spanish (5), Mandarin & Cantonese		

Housing Structure Type		
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Single-detached House	42%	23%
Semi-detached	19%	6%
Row House	0%	6%
Duplex	11%	4%
Apartment <5 storeys	28%	14%
Apartment 5+ storeys	0%	47%

Housing Tenure		
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Own	69%	52%
Rent	31%	48%

# Appendix A: 2021 Demographic Data

CF: CT 5350160.00 (Caledonia Fairbank) City: City of Toronto

Main Mode of Commuting	CF	City
Car	71%	61%
Public Transit	26%	26%
Walking	1%	8%
Bike	0%	2%
Other	2%	3%

Household Size	CF	City
1-person	21%	33%
2-person	31%	31%
3-person	22%	15%
4-person	16%	13%
5 or more persons	10%	8%

Education	CF	City
Bachelors' degree or higher	23%	41%



