

Public Consultation Strategy Report

48 Isabella St
City of Toronto

Prepared For
Land's Edge Properties Ltd.

June 2025

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Introduction

This Public Consultation Strategy Report (PCSR) has been prepared in support of an Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBA) for Land's Edge Properties Ltd. (the Applicant) property municipally known as **48 Isabella Street** (The Subject Site or Site).

At the time of submission, the Site has a 10-storey residential apartment building with 84 rental units. The proposal will redevelop the property and replace all 84 units into a new 69-storey residential tower.

Throughout the course of the development application process, the Applicant will work with tenants, the Councillor, City Staff, interested members of the public and organized groups to support the public consultation process for this development.

Goals & Outcomes

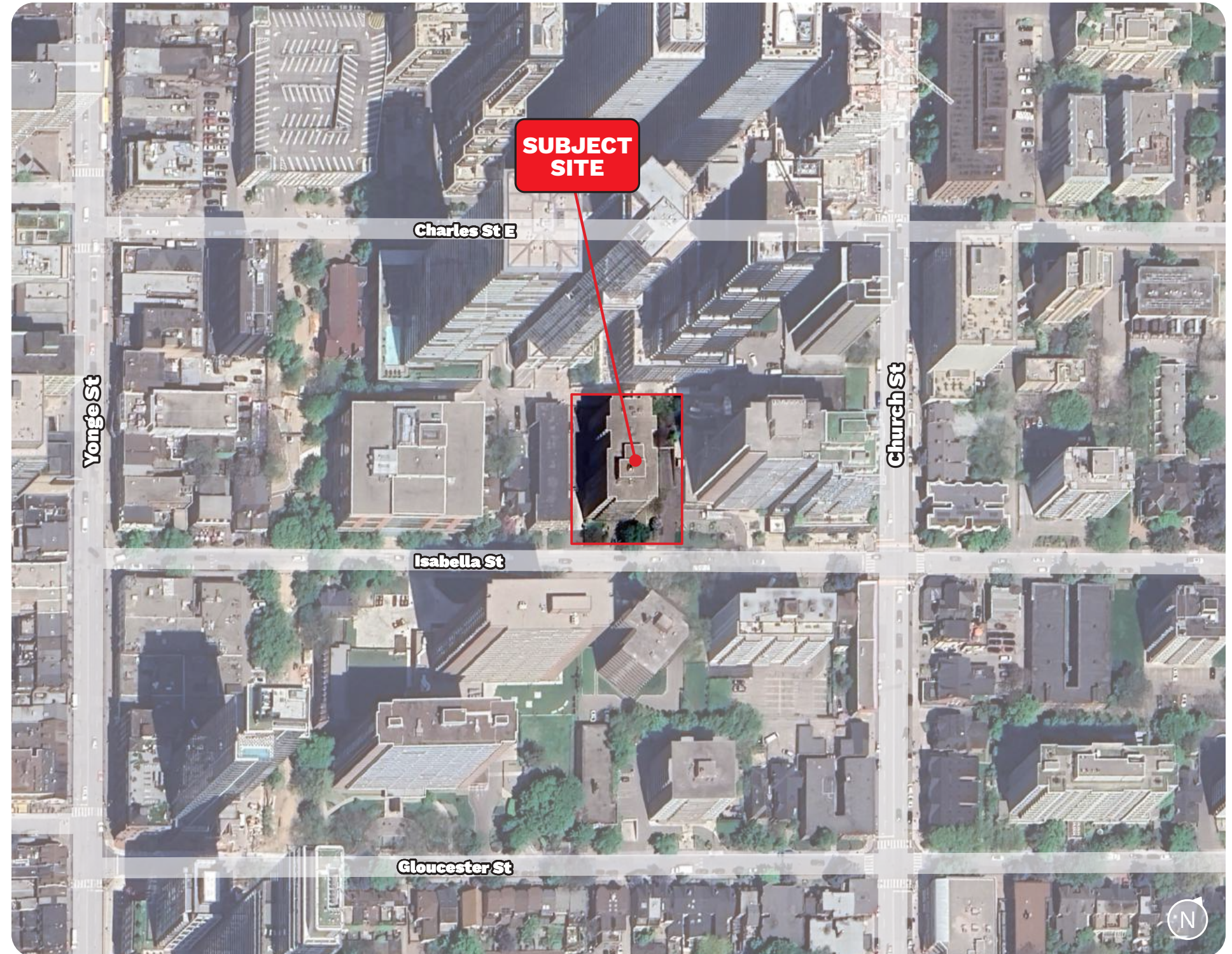
The Applicant aims to achieve the following goals and desired outcomes from their community engagement activities.



Current Site & Context

The Site

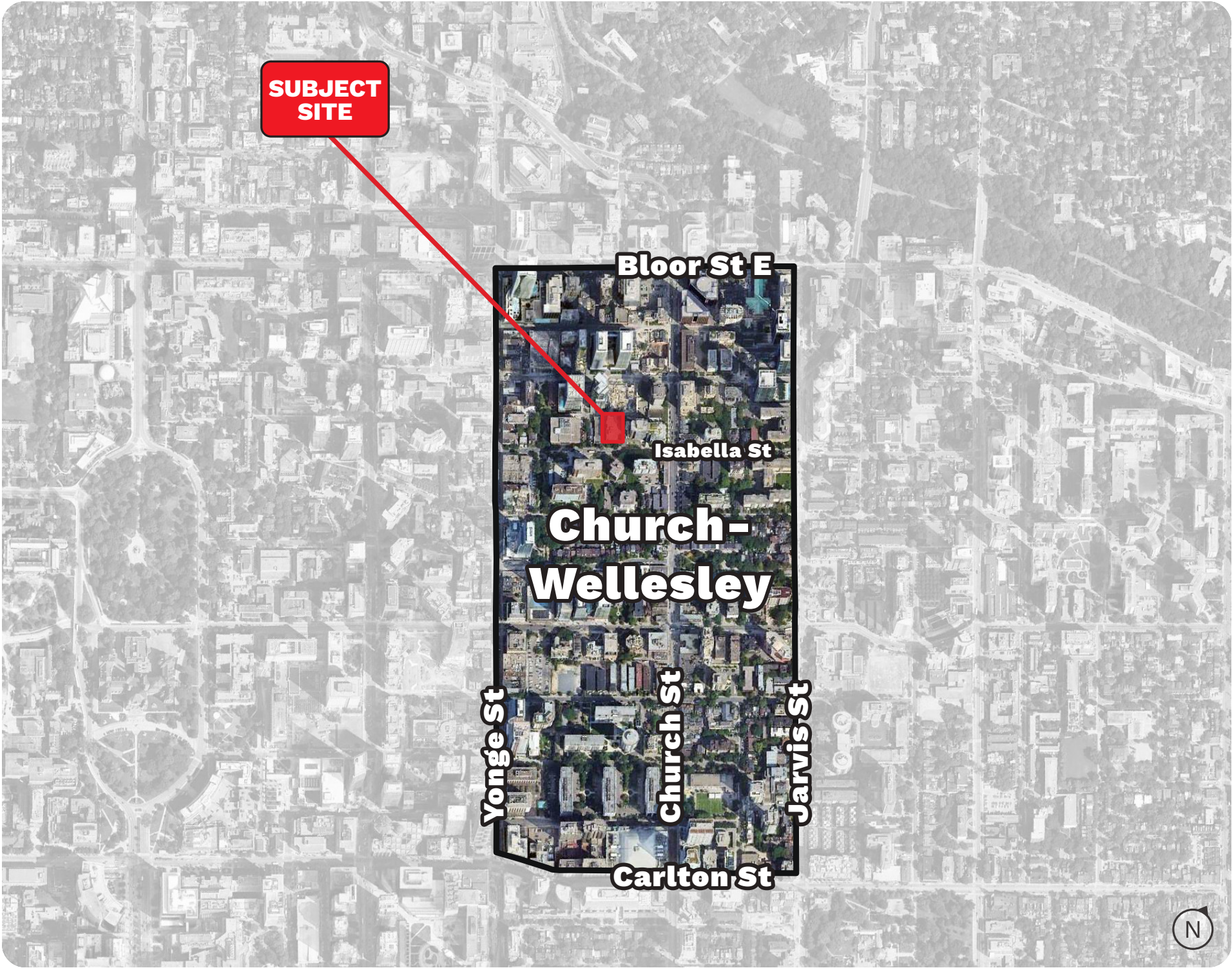
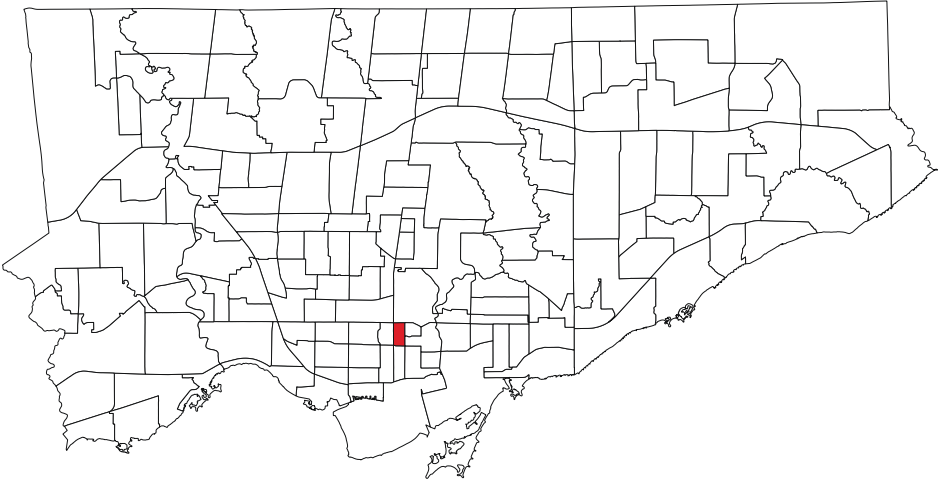
Located within the Church-Wellesley neighbourhood, in Toronto, the Site is located on the north side of Isabella Street. The property is municipally known as **48 Isabella Street** and is occupied by a 10-storey residential apartment building with 84 rental units.



The Neighbourhood

According to the City of Toronto’s 2022 Neighbourhood Profiles, the Site is located in the **Church-Wellesley** neighbourhood. The neighbourhood is made up of a diverse mix of high- and low-rise buildings that are consistent with the broader downtown Toronto area.



Key Map



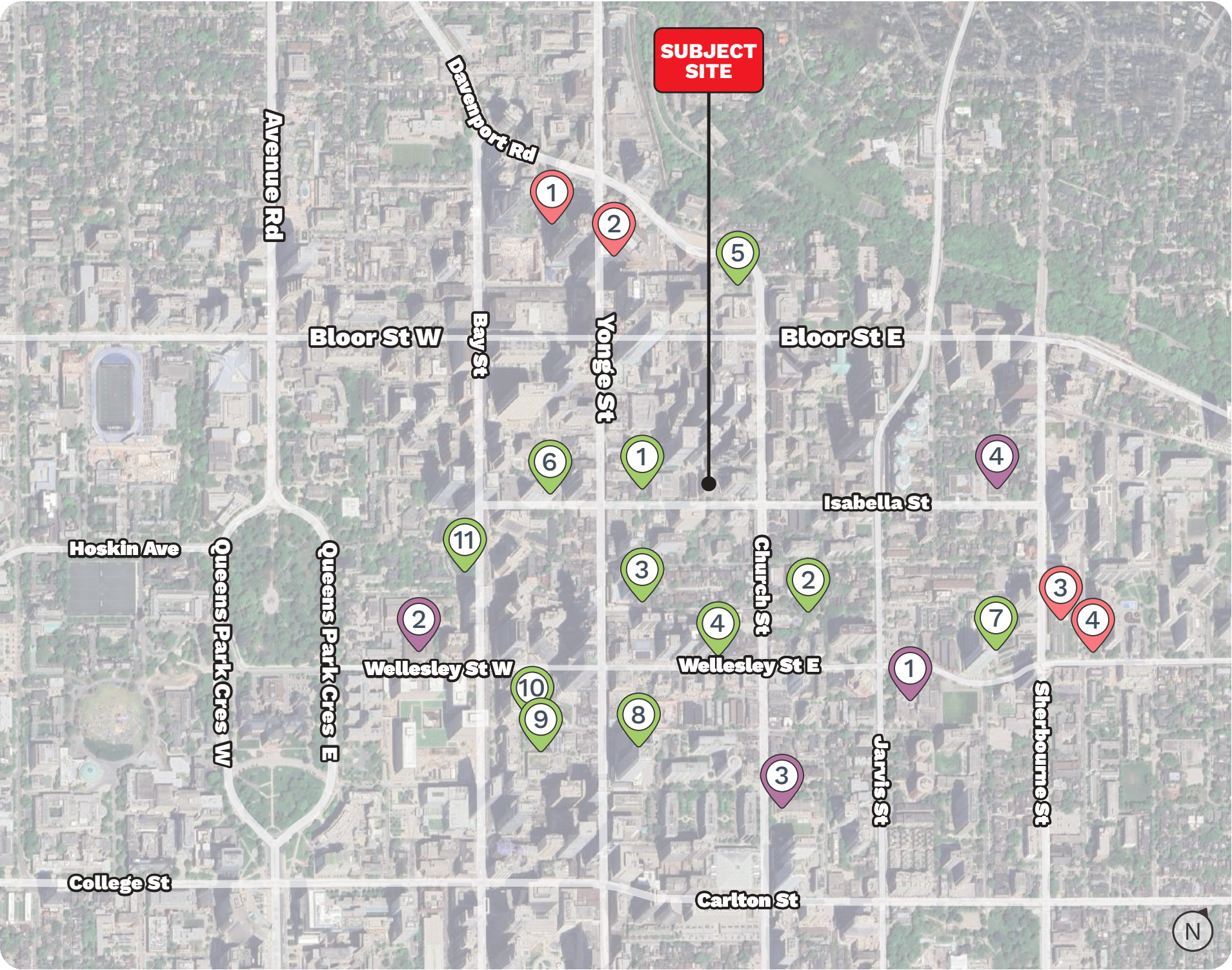
Public Amenities

The Site is located in the northern half of the Church-Wellesley neighbourhood, with good access to public spaces and amenities such as parks, recreation centres, schools, and libraries. The map on this page shows all the publically accessible facilities within a 15-minute walk from the Site.

Legend

- **Schools**
 - 1. Jarvis Collegiate Institute
 - 2. St. Joseph's College School
 - 3. Church Street Junior Public School
 - 4. Monsignor Fraser College
- **Libraries & Community Centres**
 - 1. Toronto Public Library - Yorkville Branch
 - 2. Toronto Public Library - Toronto Reference Library
 - 3. Toronto Public Library - St. James Town Branch
 - 4. Wellesley Community Centre

- **Parks**
 - 1. George Hislop Park
 - 2. Barbara Hall Park
 - 3. James Canning Gardens
 - 4. Paul Kane House Parkette
 - 5. Asquith Green Park
 - 6. Saint Mary Street Parkette
 - 7. Wellesley-Magill Park
 - 8. Alexander Street Parkette
 - 9. Opera Place
 - 10. Breadalbane Park
 - 11. Clover Hill Park



Transportation

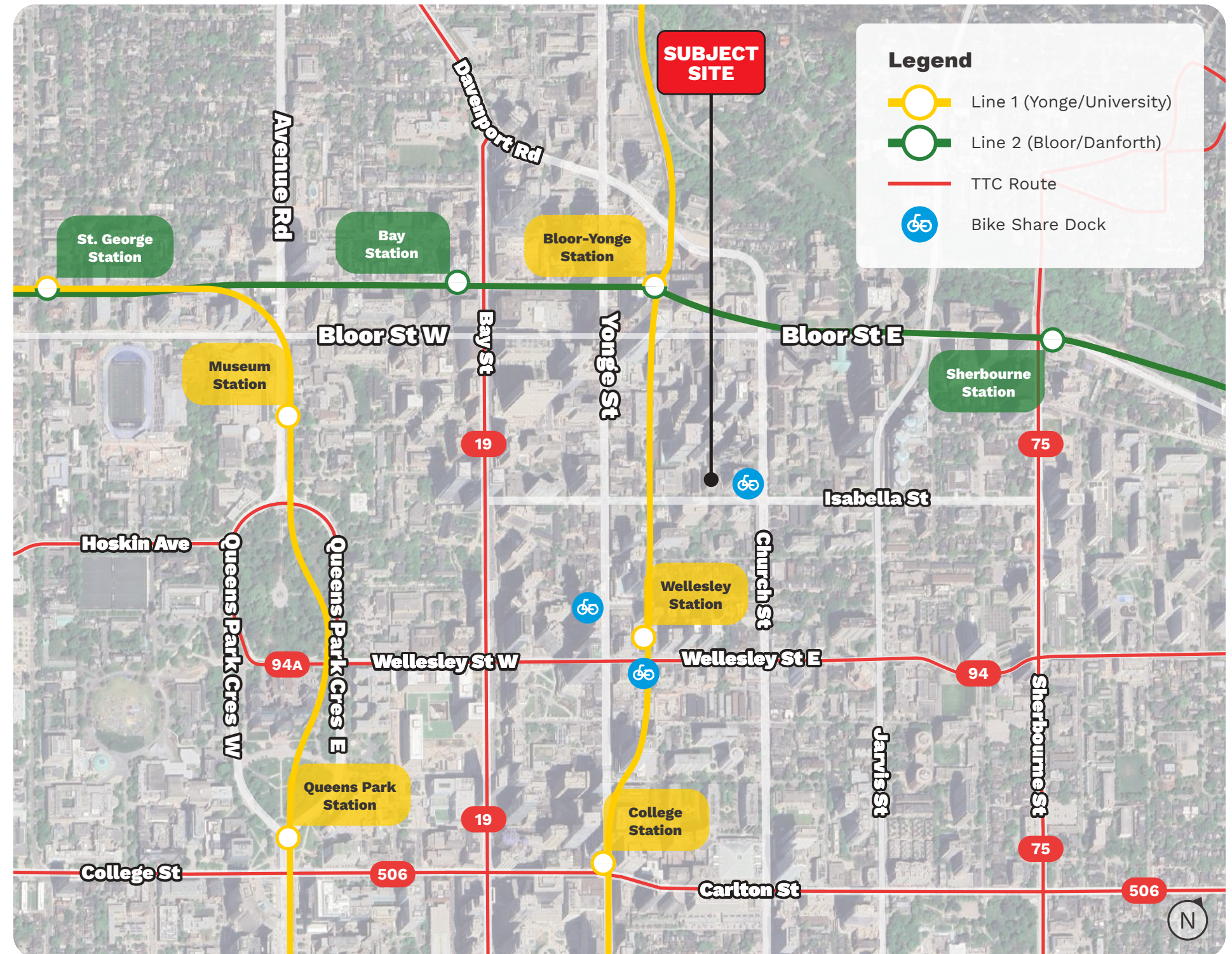
The Site has excellent access to a variety of local and regional transit options, including Bloor-Yonge and Wellesley Subway Stations, and various TTC Bus Routes.

The following routes and lines are easily accessible from the Site:

- TTC Subway: Line 1
- TTC Subway: Line 2
- TTC Bus Route: 94 Wellesley
- TTC Bus Route: 141 Downtown/Mt Pleasant
- TTC Bus Route: 97B Yonge
- TTC Bus Route: 320 Yonge Blue

The subject site is also within walking distance of multiple bike share docking locations.

- Northwest corner of Isabella St and Church St
- Southeast corner of Yonge St and Dundonald St
- South of Wellesley Station



Proposal Highlights



814 Total Residential Units
Inclusive of **84** rental replacement units

27 (3%) Studio	152 (19%) 2-Bed
554 (68%) 1-Bed	81 (10%) 3-Bed



2,036 m² Total Amenity Space

1,597 m² Indoor	439 m² Outdoor
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825 Total Bicycle Spaces

733 Long-term Resident	92 Short-term Resident
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No Vehicle
Parking Spaces

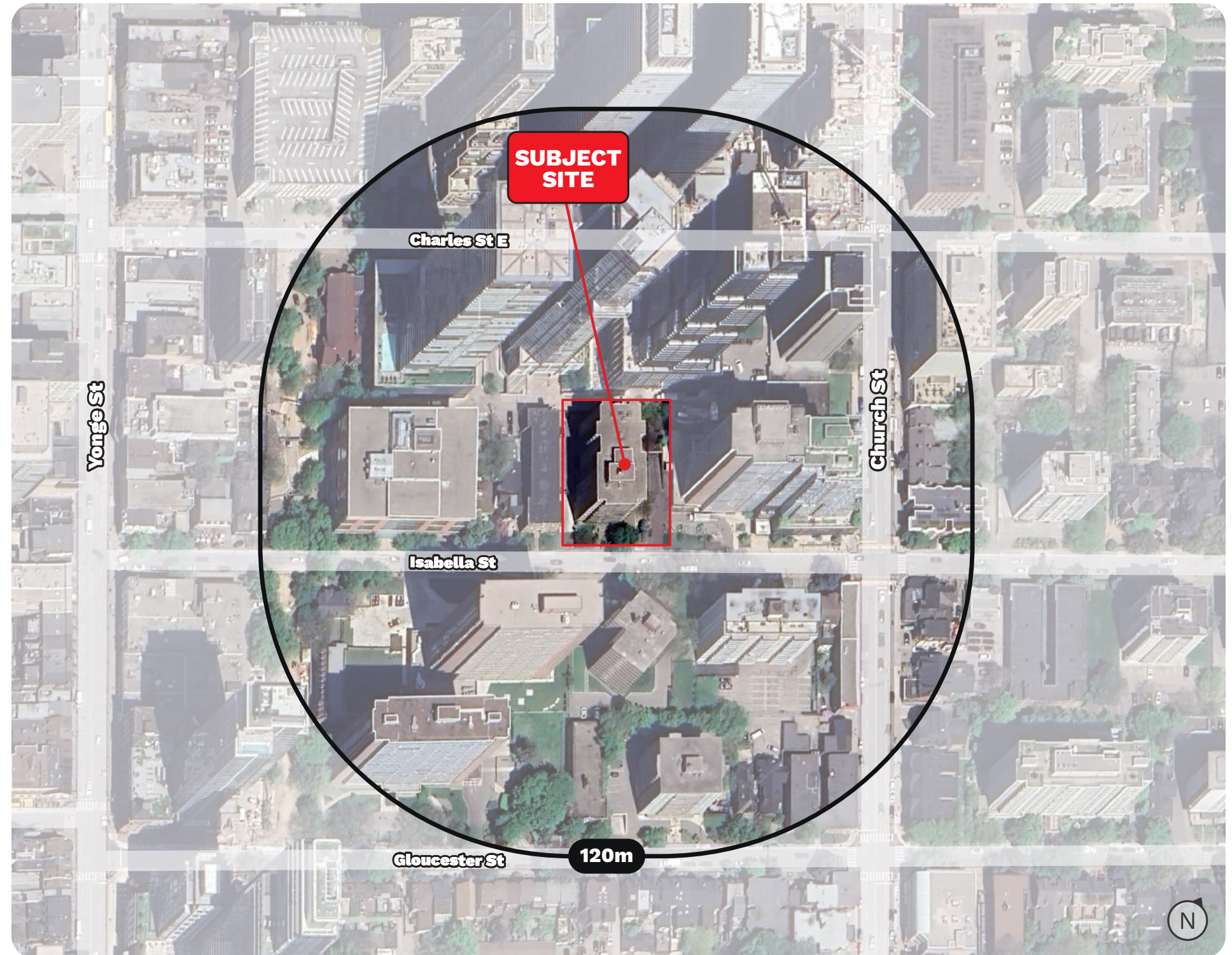


69-Storey
Residential
Building



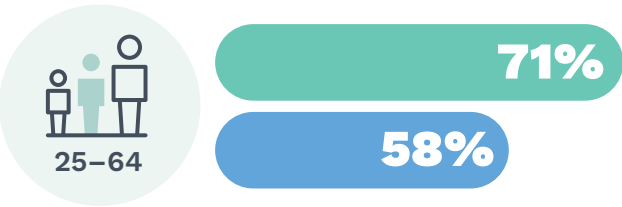
Scope of Consultation

The Applicant has identified the proposal's geographic area of impact as a **120-metre** radius around the Subject Site, which is 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. The radius of the scope of consultation may be adjusted based on discussions with the Councillor's Office and City Staff.

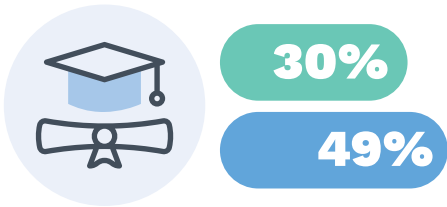


Demographic Profile

Below are key demographic snapshots of the Church-Wellesley neighbourhood (‘Neighbourhood’) in comparison to the City of Toronto (‘City’ or ‘The City’). A more comprehensive demographic table can be found in Appendix A. This information was distilled from the 2021 Statistics Canada Census.



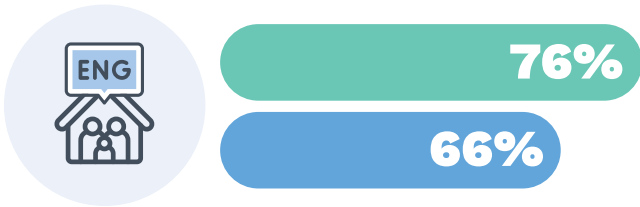
Age
71% of the Neighbourhood are working age adults (25-64 years old), which is significantly higher compared to the City’s proportion of 58%.



Educational Attainment
30% of the Neighbourhood have a bachelors’ degree or higher, compared to the City-wide average of 49%.



Median Household Income
The median household income for the Neighbourhood is \$60,400, which is lower than the City-median of \$84,000.



Language Spoken Most Often at Home
76% of the Neighbourhood speak English most often at home, with 23% of the Neighbourhood speaking a non-official language. This is a higher proportion of English speakers compared to the City-wide average of 66% and 26% respectively.

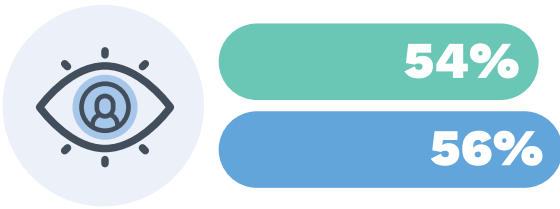
The top three non-official languages in the neighbourhood are:
1. Mandarin **2.** Korean **3.** Spanish



Immigration

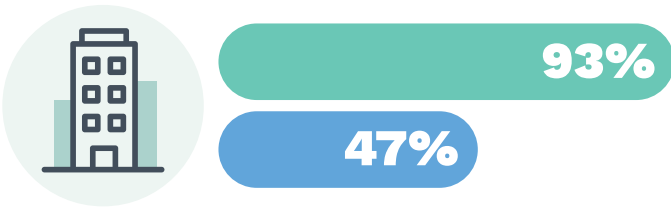
45% of the Neighbourhood were born in Canada, which is similar to the City-wide average of 48%. The top three places of birth outside of Canada are:

1. India 2. China 3. South Korea.



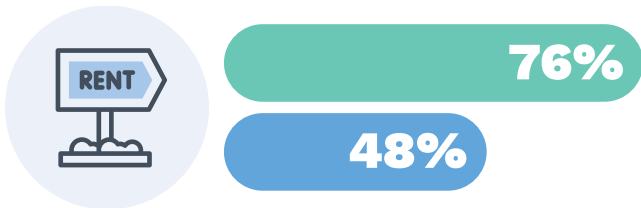
Visible Minority Population

54% of the Neighbourhood identifies as a visible minority, which is consistent with the City-wide average of 56%.



Housing Structure Type

A high proportion of the Neighbourhood residents live in an apartment that is over 5-storeys (93%), which is significantly higher than the City-average for this housing type (47%).



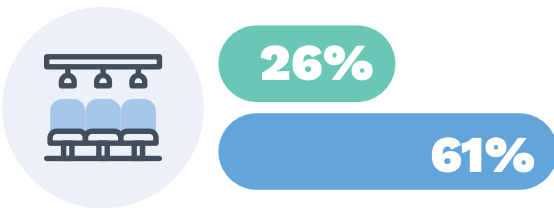
Housing Tenure

76% of the Neighbourhood rent their home, which is significantly higher compared to the City-average of 48%.



Household Size

The average household size in the Neighbourhood is 1.5 and 60% of the residents live in households of 1 person. These households are significantly smaller compared to the average household size in the City (2.5 people; 33% of residents in 1 person housholds).



Main Mode of Commuting

The Neighbourhood relies on public transportation and walking compared to private vehicles. 26% of the Neighbourhood uses a private vehicle, while public transit and walking (33% and 32% respectively) are the main mode of commuting compared to the City's averages of 61%, 26%, and 8% respectively.

List of Matters to be Addressed

The matters to be addressed outlined in this section is a living document representing a high-level summary of the key themes and subjects we expect to address during the engagement and application process, and may be adjusted in response to feedback from tenants, community members, the Councillor, and City Staff. These themes will help inform our key messaging and anticipated questions.

Land’s Edge Properties

- History and Background

Housing

- Affordability
- Unit Size and Typology
- Tenure

Rental Replacement

- Rental Replacement Process
- Timeline and Next Steps

Active Mobility and Transit

- Vehicular Traffic and Parking
- Public Transit
- Cycling Infrastructure

Key Messages



Land's Edge Properties & The Project Team

- "Land's Edge Properties is the owner of 48 Isabella, which is currently being managed by Hollyburn. Land's Edge Properties is the applicant and will be working with the existing tenants and the City of Toronto through the Planning and Rental Replacement Process."
- "As part of the application process, Land's Edge Properties has assembled a Project Team consisting of various subject matter experts to assist with the application. A project website, email and phone number has been created for tenants to get in touch directly with the Project Team. Throughout the planning process, tenants will have opportunities to meet the Project Team to learn more about the proposal and have their questions answered."



Rental Replacement Process

- "Nothing changes for you today or in the near future. The development application process requires multiple steps, and approval before any construction could begin. We are committed to keeping you informed throughout the process."
- "The rental housing replacement process entitles all those who live in a unit at the time of a formal application submission to the City of Toronto, and at the time of notice to vacate, the right to return to a new unit in the redevelopment. This unit will be the same type of unit you currently live in, of similar size, and with similar rent."
- "Land's Edge Properties is available to discuss the details of this process with any tenant. We will be updating you with all of the information you need to know. Our consultation will also be supported by City Housing Policy Staff who will be speaking with you about your rights as a tenant in this process."
- "The Tenant Assistance Plan is a document that will be created for each tenant who will need to vacate their unit as part of the partial or full demolition. This package will be tailored, in consultation with City Housing Policy Staff, tenants, and Land's Edge Properties. This package outlines your compensation for moving and details of returning to the new building."



Project Vision

- “With the Site’s proximity to public transit, and walking distance to various public amenities, areas with employment, as well as entertainment, this is a prime location for redevelopment and to increase the available housing options both in the neighbourhood and in the City.”
- “Our vision for the property is to introduce new modern rental units, which will support the significant need for rental housing in the neighbourhood and City.”
- “Residents can expect new amenities in the building, in line with other new rental buildings.”
- “As part of the proposal, future residents can expect both new indoor and outdoor amenity spaces as well as landscaping improvements. As we progress through the process, details about these improvements will become available such as what programming and amenities are planned.”



Planning Process

- “We are at the early stages of the planning application process, and we want to hear from you on how this proposal can add meaningfully to the community. We will be working with you to provide details on the process and answer your questions before we submit a planning application with the City of Toronto.”
- “The City has a comprehensive planning and rental replacement process that they oversee. This process includes a detailed review of all plans and application materials by relevant City departments before it goes to City Council for a decision. We will be working closely with City Staff to address comments as well as support City Staff and rental replacement residents through the rental replacement process.”
- “We are committed to keeping you informed of updates and next steps as we develop our proposal as well as endeavour to answer any questions that you might have about the proposal or process.”
- “At this point, no changes will be happening to the property until the necessary approvals have been granted by the City of Toronto. Land’s Edge Properties remains committed to continue maintaining the buildings.”

Communication & Consultation Strategy

- Applicant-led Engagement
- City-led Engagement

This section outlines the tools and methods for engagement.



Pre-Application Engagement Tools

Project Website & Email

Initial Communication with Tenants

Door Knocking

Virtual Tenant Meeting



Post-Application Engagement Tools

Ongoing Communication with Tenants

Communication with Interest Groups

Tenant Drop-in Session(s)

Development Notice Sign

Application Information Centre (AIC)

Community Consultation Meeting

Tenant Meeting

Statutory Public Meeting



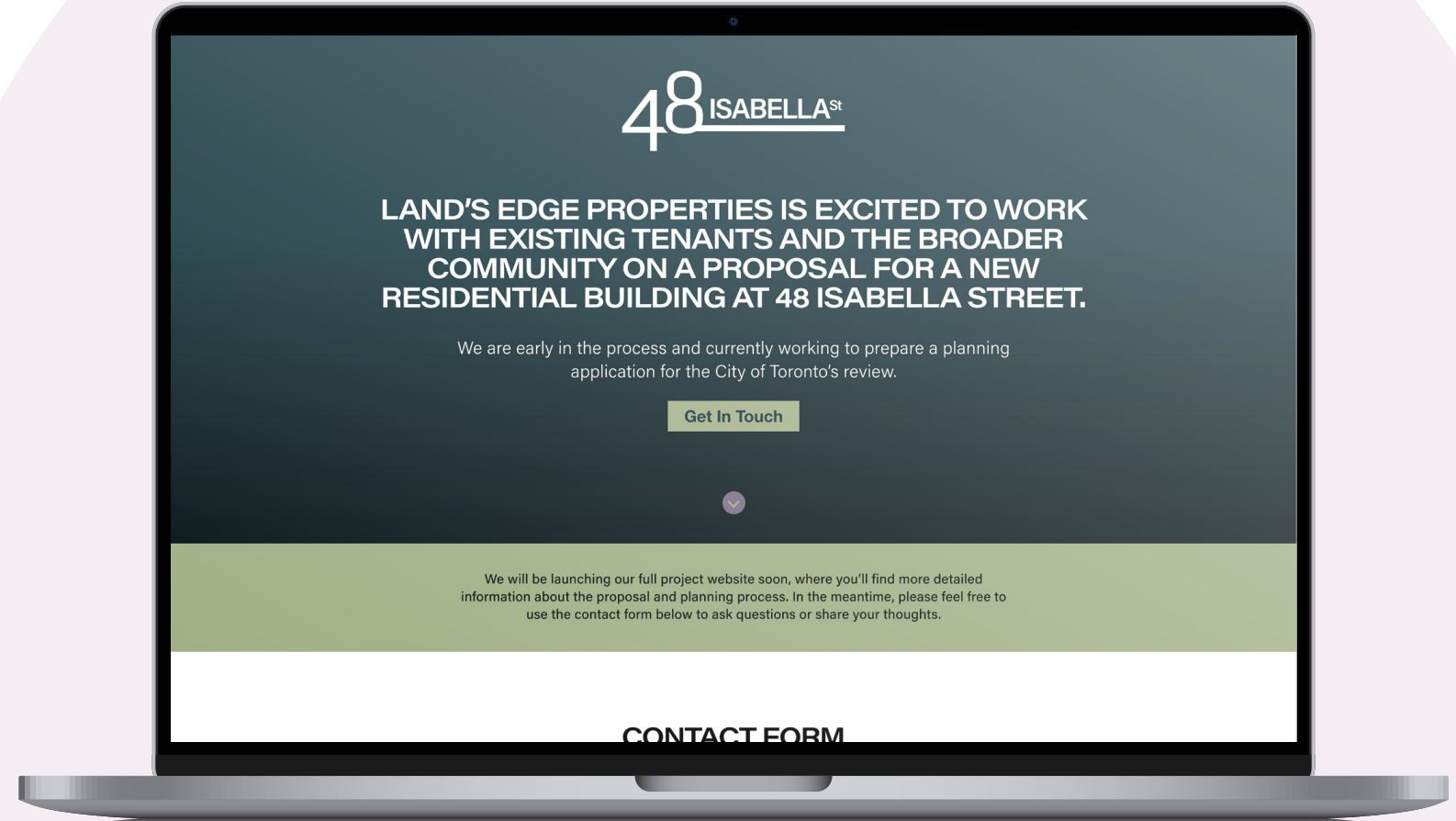
Pre-Application Engagement Tools



Project Website & Email

Applicant-led Engagement

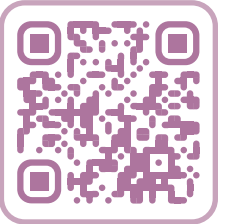
The project team has setup a dedicated project website to serve as a central source for consistent and updated information, and feedback collection for tenants and community members. Building off the website, a project email was created as a dedicated and direct channel for anyone to directly engage with a member of the Project Team for project-related inquiries.



Do you have any questions or comments?
Contact us, we would love to hear from you!
info@48isabella.ca



Do you want to learn more?
Visit our website below or scan here!
www.48isabella.ca





Pre-Application Engagement Tools



Initial Communication with Tenants

Applicant-led Engagement

What?

- A detailed communication was sent out to the existing tenants, informing them of the plans for the property, next steps, FAQ on rental replacement process, and avenues to ask questions and get in contact with the project team.

Who?

- Existing tenants.



Virtual Tenant Meeting

Applicant-led Engagement

What?

- A virtual meeting was hosted for the tenants of 48 Isabella. At the meeting, the Applicant presented information about the Rental Replacement process, including their rights, as well as information about the proposed redevelopment. Members of the Project Team helped answer questions and address comments.

Who?

- Existing tenants.



Door Knocking

Applicant-led Engagement

What?

- Members of the project team went door to door to have one-on-one conversations with tenants, share information, and answer questions about the proposed future vision for the site.

Who?

- Existing tenants.



Post-Application Engagement Tools



Ongoing Communication with Tenants

Applicant-led Engagement

What?

- Communications will be sent out at key milestones in the planning process and will include updated FAQs, next steps in terms of both the planning and rental replacement process, and invitations for any upcoming engagement events or meetings.

Who?

- Existing tenants.



Tenant Drop-in Sessions

Applicant-led Engagement

What?

- A drop-in session hosted in the lobby of the building will give tenants an opportunity to directly engage with the project team, ask questions, and learn more about the proposal and process.

Who?

- Existing tenants.



Communication with Interest Groups

Applicant-led Engagement

What?

- The applicant will be prepared to meet with either individuals or interest groups who express interest in the proposed development.

Who?

- Interest groups.



Post-Application Engagement Tools



Application Information Centre

City-led Engagement

What?

- The Application Information Centre (AIC) is a mobile friendly platform used by the City of Toronto to upload submission materials and information related to development applications across the City.

Who?

- Available to the general public.



Development Notice Sign

City-led Engagement

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, the link to which can be found here: www.toronto.ca/city-government/planning-development/application-information-centre

Who?

- Available to the general public.



Community Consultation Meeting

City-led Engagement

What?

- Hosted by the City of Toronto, this is a meeting where members of the community or any interested individual can come and learn about the proposal and provide feedback

Who?

- Available to the general public.



Post-Application Engagement Tools



Tenant Meeting

City-led Engagement

What?

- Hosted by City Staff, this meeting is for existing tenants to discuss the details of the Tenant Assistance Plan, the rental housing replacement process, and existing tenants' rights

Who?

- Existing tenants.



Statutory Public Meeting

City-led Engagement

What?

- 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.

Who?

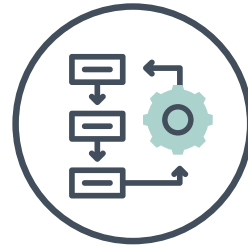
- Open to all members of the public;
- Residents within 120 metres of the Site.

Sharing 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. Feedback collected through the project email, project website, tenants, City Planner, Councillor, and conversations with the public will inform future iterations of the proposal, when possible.



Reporting Back

- After feedback has been analyzed and summarized, a number of tools may be used to report back to the public and various interest groups. This report back could include regular updates to the project website, and communications with tenants and members of the public. 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 Land's Edge Properties Ltd. in support of their Official Plan Amendment and Zoning By-law Amendment application at **48 Isabella 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. Given that this report was submitted with the initial planning application, upon request, the Applicant can provide a summary of the public consultation to date. 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

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

Neighbourhood (CW): Church-Wellesley **City:** City of Toronto

Age			Immigration			Education			Household Size					
	CW	City		CW	City		CW	City		CW	City			
Children (0-14)	4%	14%	Born in Canada	45%	48%	No Certificate, Diploma, Degree	3%	9%	Average Persons Per Household	1.5	2.4			
Youth (15-24)	16%	11%	Top Places of Birth: India, China, South Korea & Philippines, China, India.			High School	12%	19%	1 Person	60%	33%			
Working Age (25-64)	71%	58%				Apprenticeship or Trades	2%	3%	2 People	32%	30%			
Seniors (65+)	9%	17%				College, CEGEP, Other	13%	17%	3 People	5%	15%			
Home Language						Household Income			University Below Bachelor Level	2%	3%	4 People	2%	13%
English	76%	66%	Median	\$60,400	\$84,000	Housing Structure			5+ People	1%	8%			
French	<1%	<1%	Visible Minority			Single-detached	0%	23%	Main Mode of Commuting					
Non-Official	23%	26%				Population:	54%	56%	Semi-detached	<1%	6%	Car	26%	61%
Top non-English Home Languages: Mandarin, Korean, Spanish & Mandarin, Cantonese, Tagalog.						Housing Tenure			Row House	<1%	5%	Public Transit	33%	26%
						Own	24%	52%	Duplex	0%	4%	Walking	32%	8%
			Rent	76%	48%	Apartment <5 storeys	6%	14%	Bike	4%	2%			
						Apartment 5+ storeys	93%	47%	Other	4%	3%			

