

# Public Consultation Strategy Report

**1747-1773 Jane Street**  
City of Toronto

**Prepared For**  
1771 Jane Street Limited and  
1775 Jane Street Limited

March 2026

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Job Number 23231-1

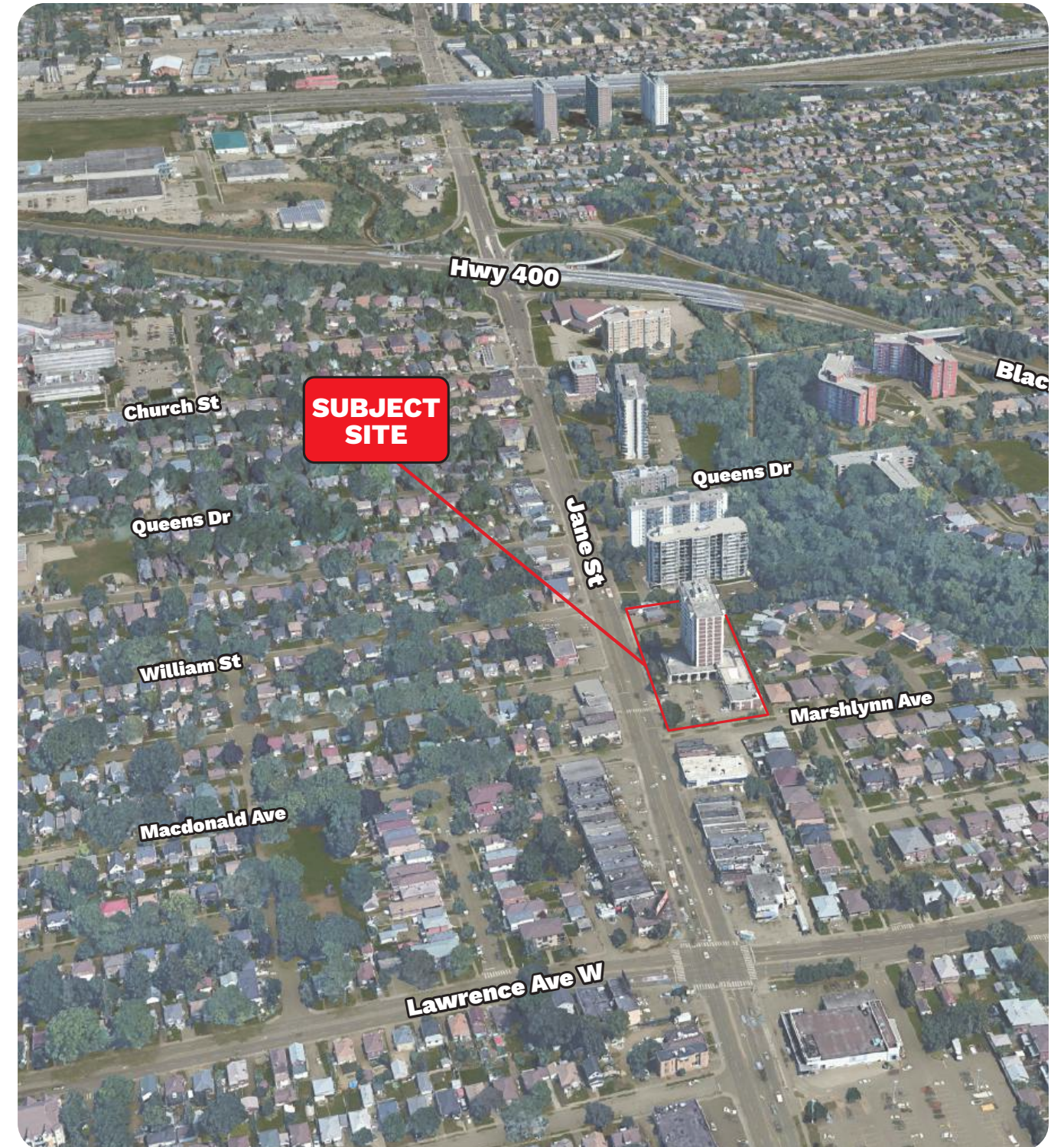
# 1.0 Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Zoning By-law Amendment application by 1771 Jane Street Limited and 1775 Jane Street Limited ('the applicant') for 1747-1773 Jane Street ('the site') in Toronto's Rustic neighbourhood.

The site is located at the northeast corner of Jane Street and Marshlynn Avenue. 1755 Jane Street is developed with a 14-storey slab-style apartment building (Janmount Towers). The building is comprised of 103 existing rental dwelling units, in a mix of unit types. A surface parking lot is located north and east of the apartment building, and a landscaped area is located between the building entrance and Jane Street right-of-way. A one-storey commercial component (1747-1749 Jane Street) is connected to the southern portion of the apartment building. The commercial building contains five commercial units. 1771 and 1773 Jane Street is occupied by two one-storey single-detached dwellings. 1771 Jane Street contains two occupied rental dwelling units and a surface parking area in the front yard, and 1733 Jane Street contains one vacant rental dwelling unit with a 1-storey retail addition.

The proposed development concept includes the introduction of two new infill buildings that are both 12-storeys, along with the retention of the existing 14-storey rental building at 1755 Jane Street and a portion of the existing commercial space at 1747-1749 Jane Street. As part of the redevelopment, the existing rental apartment building will be enhanced with an internalized garbage storage room.

248 new residential units are proposed for the two infill buildings, in a mix of unit types. The proposal includes several public realm improvements, including landscaping and new mid-block pedestrian connections. The three existing curb-cuts will be reduced to two to improve site circulation, with one vehicular access point on Jane Street and one access point on Marshlynn Avenue.



# 2.0 Goals & Outcomes



## GOAL

**Engage** with existing tenants about the proposal by using a range of tools, and provide sufficient opportunity to learn, ask questions and provide feedback



## OUTCOME

Current tenants received timely information about the proposal and application process, were confident in their understanding of the application process, and had multiple opportunities to engage with the project team



## GOAL

**Inform** the community proactively, to learn about the perspectives from different interest groups and gather questions, comments, and feedback



## OUTCOME

The community felt actively engaged and informed, and there were different ways to get involved at key milestones of the consultation process



## GOAL

**Demonstrate** how the consultation process integrated with the project proposal by providing a record of what transpired, and explain how it was incorporated into the project process



## OUTCOME

Feedback was collected, reviewed, and organized for analysis, and the community/interested parties understood how their feedback may be incorporated in future proposal submissions

# 3.0 Site & Surroundings

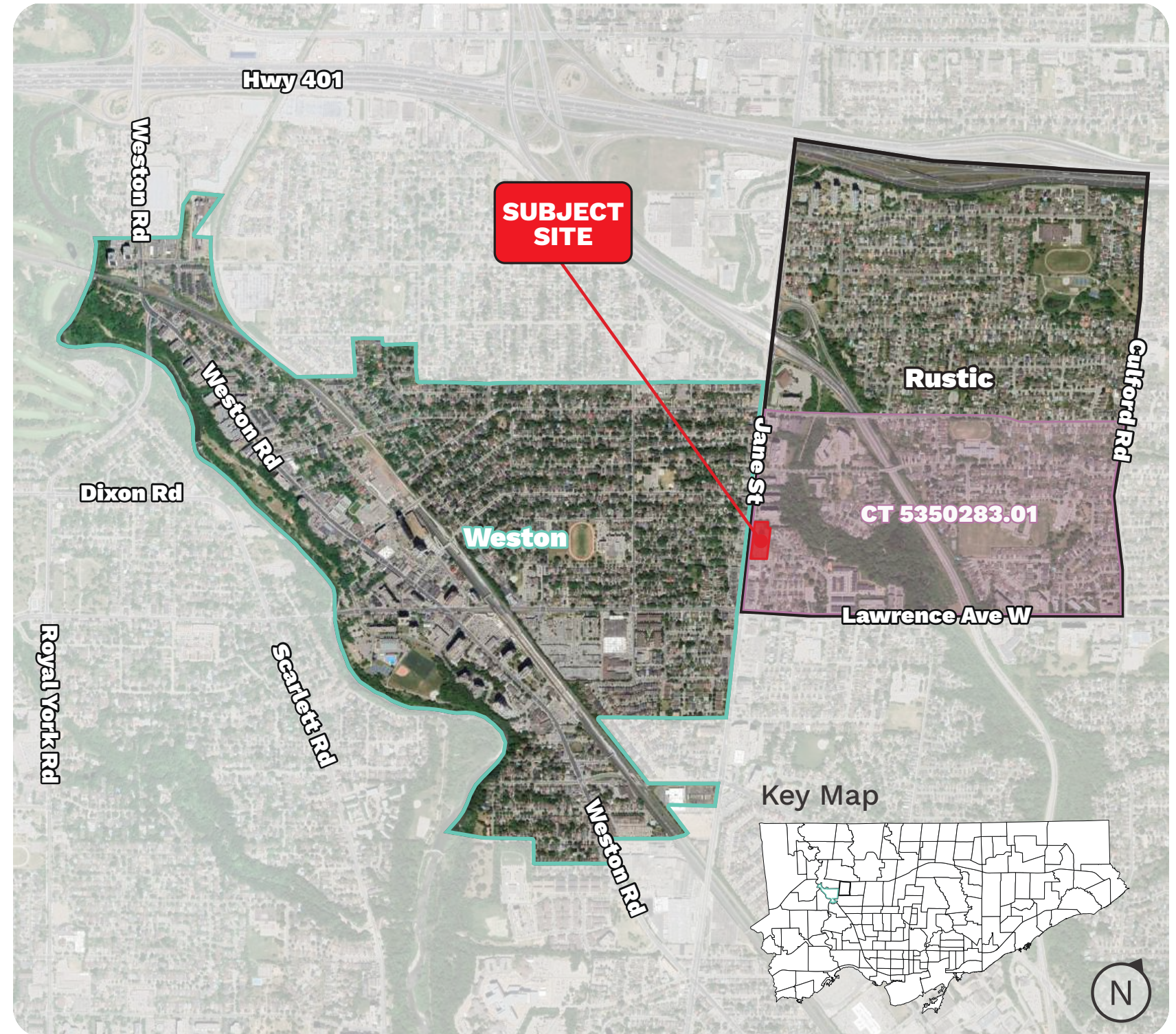
- The site is located at the northeast corner of Jane Street and Marshlynn Avenue
- It is adjacent to a 12-storey slab-style apartment building to the north, low-rise residential to the east, a 2-storey mixed-use building with surface parking to the south across Marshlynn Avenue, and low-rise commercial buildings to the west across Jane Street
- The site is currently occupied by a 14-storey slab-style apartment building with a one-storey commercial component at the south end, and two one-storey single-detached dwellings at the north end



## The Neighbourhood

- The site is located in the **Rustic** neighbourhood and within **Census Tract 5350283.01**, which provides a more localized source of demographic data
- The site is also directly adjacent to the **Weston** neighbourhood, located on the west side of Jane Street
- The neighbourhood is characterized by older slab-style apartment buildings and low-rise commercial buildings on Jane Street
- The interior streets are primarily occupied by single and semi-detached houses and a new townhouse subdivision located east of the site, along Lawrence Avenue West

-  Rustic neighbourhood
-  Weston Neighbourhood
-  CT 5350283.01



## Transportation

- The site is well-served by existing transit, including the following bus routes:
  - 35 Jane
  - 935 Jane Express
  - 52 Lawrence West
  - 79 Scarlett Road
- The planned RapidTO project along Jane Street will include a priority bus lane in each direction to improve transit operations
- The Weston GO Station is 12-minutes away by transit, which provides access to the Kitchener GO Line and the UP Express



## Nearby Amenities

- **Parks & Green Space**

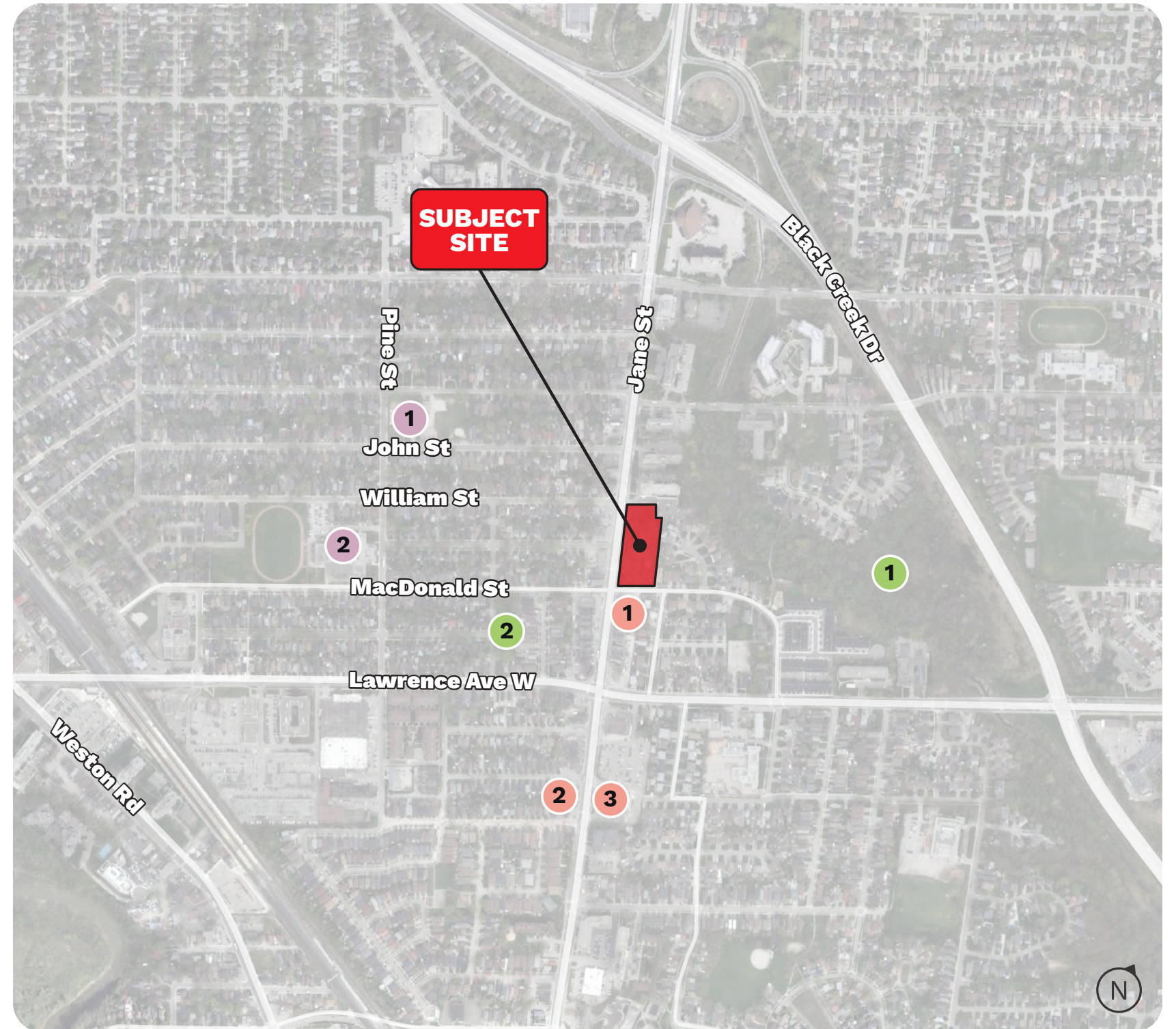
- 1 Upwood Greenbelt/Black Creek
- 2 Merrill Park

- **Public Schools**


- 1 Weston Memorial Public School
- 2 Weston Collegiate Institute

- **Supermarkets**


- 1 Starfish Market
- 2 Sohan West Indian Supermarket
- 3 No Frills



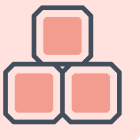
# Proposal Summary & Highlights




1755 Jane Street  
Apartment Building  
Retained




Two 12-storey  
Infill Buildings



**248**  
Residential Units



**1** **119** (48%)  
1-Bedroom



**2** **105** (42%)  
2-Bedroom



**3** **24** (10%)  
3-Bedroom




**103**  
Existing Rental  
Dwelling Units  
Retained




**585 m<sup>2</sup>**  
Commercial Space  
Retained

**867 m<sup>2</sup>**  
New Retail Space



**992 m<sup>2</sup>**  
Indoor & Outdoor  
Amenity Space



**187**  
Bicycle  
Parking Spaces



**219**  
Vehicle  
Parking Spaces



# 4.0 Key Messages

Key messages have been developed to communicate and share information about the proposed development with existing 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.



1755 Jane Street Tenants



1771 & 1773 Jane Street Tenants



Commercial Tenants



Construction



Project Benefits



## 1755 Jane Street Tenants

- “There are no changes proposed to your building, and your unit will not be affected. Medallion will continue to be your housing provider, and we are committed to keeping you informed throughout the process.”
- “Your rent will not increase as a result of the development application happening on this site. Any regular annual guideline increases permitted through the Residential Tenancies Act would apply to your current rent.”
- “The proposal presents an opportunity for Medallion to provide additional rental housing units and offer new amenities to our existing residents.”
- “Tenants are welcome to submit their feedback through our project email and website as well as participate in any community wide consultation. There will be focused tenant consultation throughout the process where we will look to you to understand what improvements you are looking for in your existing building.”



## 1771 & 1773 Jane Street Tenants

- “Nothing changes for you today, and you can continue to live in your unit as usual at this time.”
- “Your rent will not increase as a result of the development application happening on this site. Any regular annual increases permitted through the Residential Tenancies Act would apply to your current rent.”
- “If the proposal is approved, a Tenant Assistance Plan is required by the City of Toronto to support tenants with the transition to alternative living arrangements.”
- “It is important to the project team to provide all tenants with early and frequent information about the process and the future plans, and we will continue to keep you updated on major milestones.”



## Commercial Tenants

- "Nothing changes for you today, and you can continue to operate your business as usual at this time."
- "We are early in the planning process and if approved, it will be some time before there are any changes made on site."
- "It is important to the project team to provide all tenants with early and frequent information about the process and the future plans, and we will continue to keep you updated on major milestones."
- "Our commercial leasing team will keep an open line of communication with all tenants, and are available through the process to discuss matters regarding their lease."



## Construction

- "If the proposal is approved, we will be communicating with tenants on the ways in which we plan to mitigate the impacts of construction."
- "Construction is anticipated to proceed in two phases, with construction of the north building in Phase 1, followed by the construction of the south building in Phase 2. Vehicular access for all existing and future residents will continue to be provided from the existing ramp, located between the north building and retained 1755 Jane Street."
- "Some of the existing parking onsite may be altered to accommodate the north expansion of the underground garage during Phase 1 construction, and subsequent demolition and reconstruction of the south parking garage during Phase 2 Construction. We will be discussing interim parking relocation and eventual replacement parking with tenants later in the process if that situation occurs."
- "A Construction Management Plan is required by the City of Toronto and will help to mitigate concerns experienced by existing tenants of 1755 Jane Street and surrounding neighbours during construction."



## Project Benefits

- “This site has the opportunity to provide new housing options for people hoping to move to the neighbourhood, and a diverse unit mix will accommodate a variety of households.”
- “New active retail uses on the ground floor of the north and south building will animate the public realm along Jane Street and Marshlynn Avenue.”
- “New streetscape improvements including landscaping and a plaza along Marshlynn Avenue with seating areas will provide the entire community with a more enjoyable public realm experience.”
- “As part of the redevelopment, the existing 1755 Jane Street apartment building will be enhanced with a new internalized garbage storage room.”
- “The connectivity surrounding the site will be improved, with new mid-block pedestrian connections and a reduction to two curb-cuts (located on Jane Street and Marshlynn Avenue) for efficient vehicular movement.”

# 5.0 Scope of Consultation

## Immediate Area

On a local level, we recommend including community members that are approximately 120 metres around the site due to their proximity and interest that may be expressed in being consulted. This radius meets the 120-metre minimum notification area for community consultation, as outlined in the *Planning Act*.



# 6.0 Audience

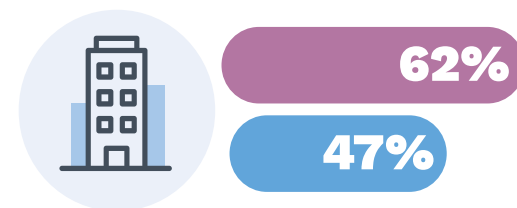
## Demographic Snapshot

As part of the 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 data. Overall, this demographic snapshot reveals key highlights of **Census Tract 5350283.01** in comparison with the **City of Toronto**. A complete demographic profile can be accessed in **Appendix A**.



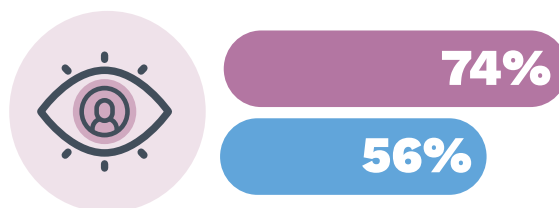
### Population Change

Between 2016-2021, the CT's population decreased by 4.6% compared to the City's overall growth of 2.3%.



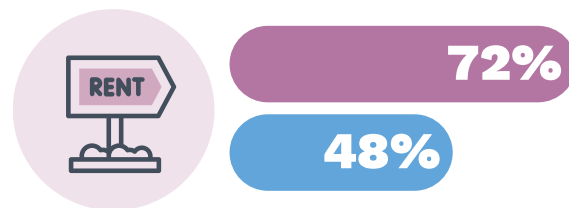
### Housing Structure

There are more apartments over 5+ storeys in the CT (62%) compared to the City average (47%).



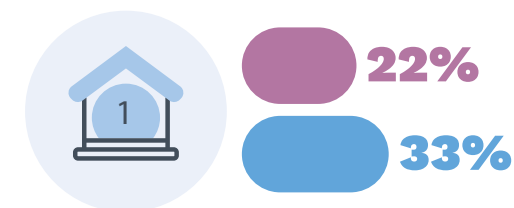
### Visible Minority

There is a higher visible minority population in the CT (74% of residents) compared to the City average (56% of residents).



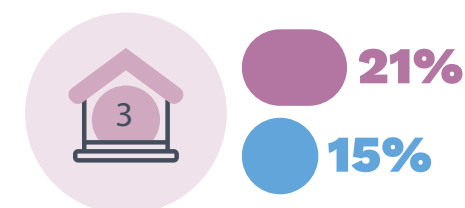
### Housing Tenure

72% of residents in the CT are renters, which is significantly higher than the 48% average across the City.



### Housing Size

There are fewer 1-person households in the CT compared to the City average (23% and 33%, respectively), and more 3-person households in the CT compared to the City average (21% and 15%, respectively).



● City of Toronto  
● Census Tract 5350283.01

## Target Audience

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

*\*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*



# 7.0 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.



## 1755 Jane Street Tenants

Infill development and  
building improvements



## 1771 & 1773 Jane Street Tenants

Tenant Assistance Plan



## Commercial Tenants

Existing leases



## Site Plan

Design and built form



## Site Circulation

Vehicular access and  
pedestrian mid-block  
connections



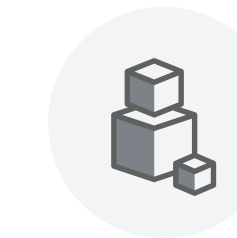
## Transit

Proximity to TTC buses



## Parking

Parking alterations and  
access



## Housing

Unit types and tenure



## Public Realm

Streetscape  
improvements








## Construction

Phasing and project  
timeline






# 8.0 Communication & Consultation Strategy

The applicant and project team will implement a series of engagement methods to both inform and engage with on-site tenants and surrounding community members. Some of these methods will be ongoing and may be adjusted based on initial feedback. These applicant-led engagement methods will be in addition to the standard public consultation methods employed by the City.

## Applicant-led Engagement

-  Project Email & Website
-  Communication with Residential & Commercial Tenants
-  1755 Jane Street Drop-in Session
-  Communication with Neighbours
-  Community Open House

## City of Toronto Public Consultation Methods

-  Development Application Information Centre (AIC)
-  Application Notice Sign
-  Community Consultation Meeting (CCM)
-  1755 Jane Street Tenant Survey
-  Statutory Public Meeting

## Applicant-led Engagement



### Project Email & Website

 [www.janeandmarshlynn.ca](http://www.janeandmarshlynn.ca)  [info@janeandmarshlynn.ca](mailto:info@janeandmarshlynn.ca)

- A project email has been setup to provide a direct line of communication for tenants and community members that may have questions or feedback about the proposal
- A project website was created to provide details about the application, and will act as the central hub for updates and messages about the project
- Provides an additional opportunity for feedback and questions, the potential to reach a broader range of voices



### Communication with Residential & Commercial Tenants

- Tenants will be delivered a letter introducing the proposal and will include a list of FAQ and the project email/phone number for tenants to learn more, and provide questions or comments
- This method of communication is a quick and easy way to share information with the existing tenants about the project and what it means for them, and to ensure they receive the same information at the same time
- Additional communications may be distributed to tenants regarding matters such as 1) informing them about key application updates, and 2) providing them with the survey prepared in collaboration with the City of Toronto

## Applicant-led Engagement



### 1755 Jane Street Drop In Session

- An applicant-led tenant drop-in session will be held post-application for existing tenants of 1755 Jane Street
- The event will provide tenants an opportunity to ask questions and comments early on, and engage face-to-face with the project team
- The event will be a drop-in format to ensure it is convenient for the greatest number of tenants



### Communication with Neighbours

- Surrounding neighbours will be informed of the application via letter to share information with about the proposal
- Future communications may be used to provide interested neighbours overall information about the proposed development and any additional project milestones

## Applicant-led Engagement



### Community Open House

- An applicant-led Open House will be held post-application for surrounding community members
- The event will provide community members with an opportunity to learn more about the proposal and provide feedback in advance of the City's Community Consultation Meeting
- The event will be a drop-in format to ensure it is convenient for the greatest number of people

## City-led Engagement 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.



### 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 community members of the application's submission.

It will include:

- A 3D massing of the building
- 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

## City-led Engagement 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



### Tenant Survey

- This survey is required by the City of Toronto and created/delivered by the applicant to gather feedback from tenants on the types of building improvements for 1755 Jane Street that will be secured through the development process

## City-led Engagement Methods



### Statutory Public Meeting

- Members of the public may attend the Statutory Public Meeting at Etobicoke York Community Council (EYCC) later in the process to provide further commentary to City Staff, the project team, and members of Community Council.

# 9.0 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 onsite tenants and 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.



## 10.0 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 onsite tenants and the broader community throughout the application review process.

# Appendix A: Demographic Profile

Census Tract (CT): 5350283.01  
City: City of Toronto

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

Population Change	CT	City
Population Change (2016-2021)	-4.6%	+2.3%

Age	CT	City
0 to 14 years (Children)	17%	14%
15 to 24 years (Youth)	14%	11%
25 to 65 years (Working Age)	51%	58%
65 to 85 years (Seniors)	14%	15%
85+ years (Elderly)	4%	2%

Median Household Income	CT	City
Median Household Income	\$69,000	\$84,000

Visible Minority	CT	City
Population:	74%	56%

Home Language	CT	City
English	67%	66%
Non-Official	25%	26%
French	<1%	<1%
Multiple	8%	7%

Top non-English Home Languages:  
**Spanish & Italian** & **Mandarin & Cantonese**

Housing Structure	CT	City
Single-Detached House	17%	23%
Semi-detached	9%	6%
Row House	0%	5%
Duplex	3%	4%
Apartment <5 storeys	9%	14%
Apartment 5+ storeys	62%	47%

Housing Tenure	CT	City
Own	28%	52%
Rent	72%	48%

Main Mode of Commuting	CT	City
Car	58%	61%
Public Transit	36%	26%
Walking	3%	8%
Bike	1%	2%
Other	2%	3%

Household Size	CT	City
1 Person	23%	33%
2 People	29%	31%
3 People	21%	15%
4 People	15%	13%
5+ People	12%	8%

Education	CT	City
Bachelors' Degree or Higher	16%	41%

