

April 24, 2018

Luisa Galli, Manager  
Community Planning, Etobicoke York District, Central Section  
Etobicoke Civic Centre  
2 Civic Centre Court, 3rd Floor  
Toronto, Ontario M9C 5A3

Dear Ms. Galli:

**Re: *Public Consultation Strategy  
Application for Zoning By-law Amendment  
250 Wincott Drive and 4620 Eglinton Avenue West  
Montrin Richview GP Inc.***

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We are the planning consultants for Montrin Richview GP Inc. (“Trinity”), in relation to the property municipally known as 250 Wincott Drive and 4620 Eglinton Avenue West in the City of Toronto (the “subject site”). On behalf of our client, and as per the new Bill 73 requirements, we are pleased to submit the following Public Consultation Strategy in support of a Rezoning application to permit the infill redevelopment of the subject site consisting of three new mixed-use buildings and the retention of the existing retail shopping plaza (the “Application”).

In this regard, we note that Policy 5.5(1) of the Official Plan seeks to ensure a fair, open and accessible planning process through encouraging participation by all segments of the population, promoting awareness of planning issues and decisions, and providing adequate and various opportunities for those affected by planning decisions to be informed and contribute to planning processes.

#### Identification of Stakeholders

We have identified the following local stakeholders: residents of the nearby low-rise residential neighbourhoods and the adjacent high-rise residential buildings, business owners and commercial tenants within the existing retail plaza on the subject site, the Richmond Gardens Ratepayer’s and Resident’s Association and the Friends of Silver Creek association. Stakeholders and the general public will be able to review the submission online or at the Etobicoke Civic Centre.

Methods of Public Involvement and Means of Communication

The following meetings have taken place to date, with the purpose of discussing the proposed development and addressing staff and community concerns prior to submitting the Application:

- Meetings with Councillor John Campbell (Ward 4 – Etobicoke Centre):
  - September 25, 2017: Meeting to review concept plans
  - January 17, 2018: Meeting with Community Groups (Richmond Gardens Ratepayer's and Resident's Association and the Friends of Silver Creek association)
  
- Meetings with City Staff:
  - July 21, 2017: Meeting to review massing and site plan
  - September 26, 2017: Meeting to review concept plans
  - January 29, 2018: Pre-application Consultation Meeting
  
- Meetings with executive members of various Community Associations
  - Multiple Dates in preparation for the formal community meetings set out below
  
- Formal Community Consultation Meetings:
  - May 27, 2017: Community Open House
  - August 15, 2017: Interactive Community Meeting
  - November 1, 2017: Community Meeting and Q&A.

Further details on the purpose, format and outcome of the Community Consultation Meetings listed above is provided in our Planning and Urban Design Rationale that is also being submitted in support of the Application.

Subsequent to the formal submission of the Application to the City, the following opportunities are available for public consultation:

- The community and necessary department/agencies will be notified of the complete development application (once deemed complete by Community Planning) through various methods including the on-site application notice signs, hosting of the complete application materials on the Richview Square website and accompanying e-mail notice to community groups, and an update on the City's Development Application Information Centre (website);

- Residents and stakeholders can review the submission materials, including drawings and reports, either on-line on the City's Development Application Information Centre and the Richview Square website, or in-person at the Etobicoke Civic Centre;
- Residents and stakeholders can direct comments and questions about the application to the assigned City planner (to be determined) on the file throughout the review process or can contact Trinity directly using the "Contact Us" function on the Richview Square Website;
- Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor (date to be determined);
- Input from the Community Consultation Meeting will be considered, and revisions will be made to the plans for a re-submission; and
- Statutory Public Meeting at Etobicoke York Community Council (date to be determined).

In addition to the above, we recognize that extensive community consultation regarding the redevelopment of the subject site has already taken place throughout the past year, including community meetings, open houses and breakout discussion sessions. As a result of this consultation, many community members are aware of the change and development that is anticipated on the subject site. Following the formal submission of the Application, should staff, the councillor or the community request additional consultation beyond the requirements set out above, the proponent would be amenable to participation in further consultation events coordinated by Planning Staff.

#### Proposed Roles

As noted, residents and stakeholders will be able to review the submission on-line or at the Civic Centre. It is proposed that City staff will serve as the main contact person(s) with respect to the Application, while the Local Councillor will serve as a resource for residents and local stakeholders. Throughout the process, the applicant will be available to respond to questions and inquiries from stakeholders and attend public meetings.

Methods to Evaluate and Validate Public Feedback

All comments received from City staff will be forwarded to the applicant. The applicant will monitor, review and log all comments, will seek overarching patterns and emerging themes, and will factor such themes in the evolution and refinement of the scheme, and ensure, through subsequent submissions, that comments have been considered.

We trust that the foregoing is satisfactory. However, if you have any questions or require additional information, please do not hesitate to contact the undersigned or Jordan Kemp of our office at 416-947-9744.

Yours very truly,  
**Bousfields Inc.**



Peter Smith, MCIP, RPP