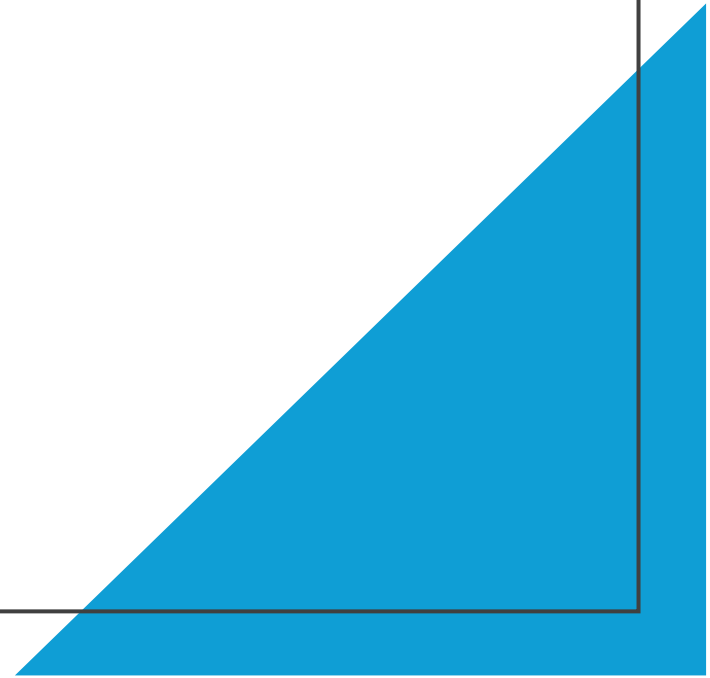


Danforth RAD
Neighbourhood Survey —

Overview of Results

Updated May 31 —



Overview



BACKGROUND

In 2022, Toronto City Council approved the **Danforth Study** guidelines & recommendations to limit the height of buildings along the Danforth between Broadview and Coxwell to approximately 7-8 storeys.

Despite the City's plan, a number of developers have applied for higher developments, most notably Del Boca Vista Properties' application for a 49 story building at Pape and Danforth.

Danforth RAD represents a group of residents concerned about the development of a 49 story skyscraper at the intersection of Pape and Danforth.

Over 1,000 residents signed a petition in favour of a more appropriate approach to increasing the density of the Danforth.

This initiative was designed to gather feedback from signatories on this list.

ABOUT THIS INITIATIVE

Purpose of this Study

The overarching purpose of this survey is **to better understand attitudes toward development** among people that have signed the Danforth RAD petition.

Participation

197
...people responded to the online survey, for a response rate of approximately **22%**.

Timing

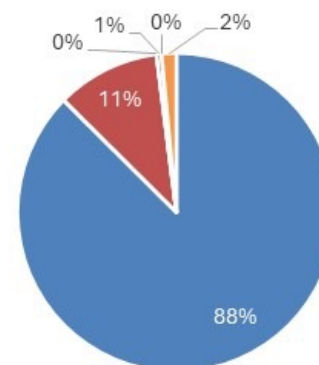
The online survey was live from **April 12 to April 26, 2024.**

About Respondents

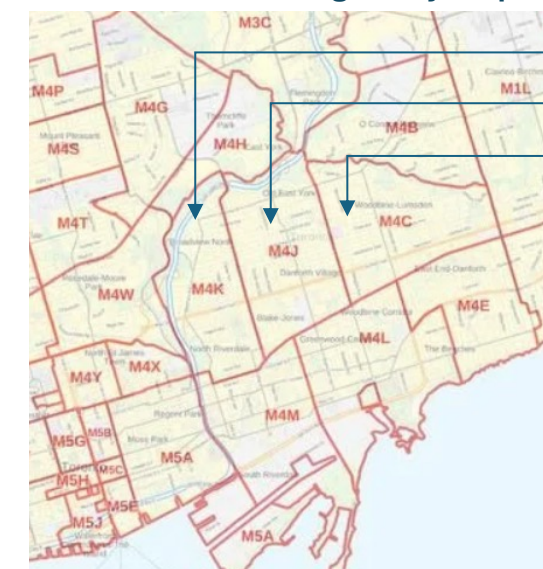
The vast majority of respondents are homeowners living near the Danforth – specifically in the M4K, M4J postal code regions.

What is your connection to the Danforth?

- I live on or near the Danforth - a homeowner
- I live on or near the Danforth - I rent
- I am employed by a business on or near the Danforth
- I own a business located on or near the Danforth
- I am interested in moving close to the Danforth



What are the first 3 digits of your postal code?



- M4K: 60% (118)
- M4J: 35% (68)
- M4C: 1.5% (3)
- Other: 2% (5)

The Context

1. Feedback from this survey corroborates findings from the City of Toronto’s Danforth Study that the Danforth represents a vibrant community with proximity to retail, restaurants, parks, is accessible by bike, transit and is pedestrian friendly. The “neighbourhood feel” as expressed by many of those surveyed is clearly a **valued** and something many feel **needs to be protected**.
2. Concern about the lack of affordable housing is high. The majority of those surveyed support the City of Toronto’s policy to increase the density of people living along the Danforth corridor through mid-rise developments. About a fifth of those surveyed oppose any development.

Development at Pape and Danforth

1. Del Boca Vista Properties’ application
 - Not surprising given that the survey was distributed to people who have signed Danforth RAD’s petition, most (92%) do not support the application for a 49 storey building at Pape and Danforth. For the majority (77%) of those surveyed, concerns are squarely on the scale of building proposed, as opposed to being against any development. When asked specifically, top concerns include:
 - The height of the proposed building (88%)
 - The precedent that this would set (69%)
 - Concerns about the change to the character of the neighbourhood (57%)
 - Increase in traffic/congestion(50%)
2. Transit Oriented Communities (TOC’s)
 - Awareness of provincial plans from TOCs ranges from a high of 83% being at least somewhat aware of the Pape and Danforth TOC to a low of 50% being aware of the Gerrard and Carlaw South TOC.

Information & Communication

Interest in additional information on the development along the Danforth is high. Topping the list of areas of interest:

- How decisions will be made (83%)
- How community feedback will be used in decision-making (83%)
- Impact of development on pedestrian experience (72%)
- Provincial plans for TOCs (68%)
- Impact of development on green spaces (67%)

Toronto's Danforth – What's Valued, Opportunities for Improvement

The survey began by asking respondents what they like “best” about living or working near the Danforth, and where they believe are the greatest opportunities for improvement.

What's valued: common themes from comments around what people “like best” about living/working near the Danforth reference the walkability, sense of community, access to public transportation and local shops/restaurants.



What do you like best about living/working near the Danforth?

Common Themes from Commentary¹

1. Community Feel

- Many comments mention a strong sense of community, friendliness, and neighborhood vibe.

2. Walkability

- Numerous responses highlight the ability to walk to shops, restaurants, parks, and public transit.

3. Local Businesses

- Significant appreciation for small, independent, and locally-owned businesses, including shops and restaurants.

4. Green Spaces

- Access to parks, trees, and green spaces is a recurring theme.

5. Access to Amenities

- Many appreciate the proximity to amenities like grocery stores, fitness centers, schools, and healthcare services.

6. Public Transportation

- Easy access to the subway and other public transit options is frequently mentioned.

7. Safety

- The neighborhood is often described as safe and family-friendly.

8. Low Density

- Several comments express a preference for the low-rise, low-density character of the area, as opposed to high-rise developments.

9. Convenience

- The overall convenience of having everything needed within close reach is a major plus for many residents.

¹Note: 191 people provided a response.

Toronto's Danforth – What's Valued, Opportunities for Improvement (cont'd)



Opportunities for Improvement: when asked for opportunities for improvements to the area, comments from respondents reflect a community that values its unique character and seeks improvements that enhance livability without sacrificing the qualities that make the Danforth special.

What do you see as the greatest opportunity for improvement in this area?

Common Themes from the Commentary¹

1. Balanced development and density

- Support for increased housing density, but with a preference for low to mid-rise buildings rather than high-rise towers; emphasis on maintaining community's character and avoiding the over-development seen in other parts of the city.

2. Affordable housing

- Need for more affordable housing options is a recurring theme, including rent-controlled units and a variety of housing types to support different demographics.

3. Support for local businesses

- Recognition of the importance of supporting small, independent businesses and local shops, particularly those that serve everyday needs.
- Concern over the loss of unique mom-and-pop shops due to high rents and new developments.

4. Community character and aesthetics

- Advocating for thoughtful, urban planning that respects the existing aesthetic and community feel.

5. Green space and public amenities

- Value of green spaces, suggestions for the development of more parks and public areas; call for improved maintenance and beautification of existing streets and public spaces

6. Transportation and infrastructure

- Concerns about traffic congestion and the impact of new developments on the existing infrastructure are common.
- Suggestions include better traffic flow management, improved public transit, and safer cycling infrastructure.

7. Community engagement and events

- The need for more community events and spaces that foster social interaction and community building.

8. Preservation and mindful development

- Wary of large-scale developments and emphasize the importance of mindful, incremental changes that do not overwhelm the current infrastructure.
- There is a call for responsible development that includes provisions for affordable housing, public services, and green spaces.

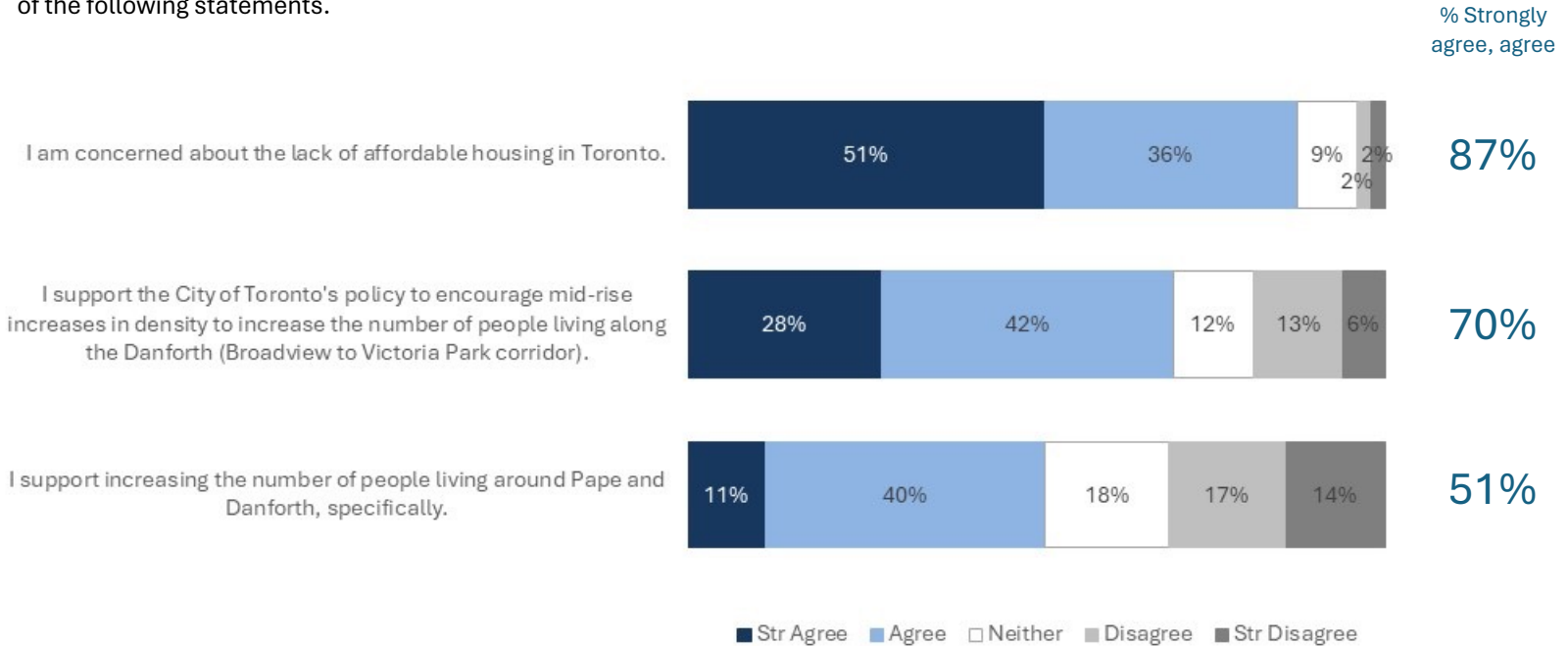
¹Note: 159 people provided a response.

General Attitudes Toward Housing & Development



- Lack of affordable housing in Toronto is a concern for most (87%) respondents.
- A majority (70%) support the City of Toronto’s policy to increase the number of people living along the Danforth.
- A slim majority of those surveyed support increasing the number of people living around Pape and Danforth — nearly a third oppose.

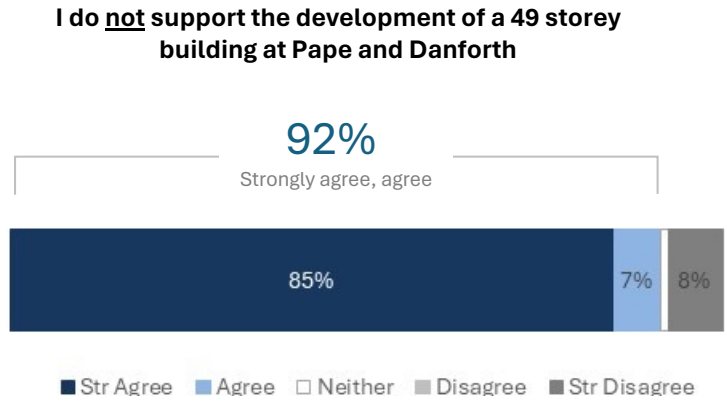
Please indicate the extent to which you agree or disagree with each of the following statements.



Opposition to the 49 Storey Proposal at Pape and Danforth

Level of Opposition

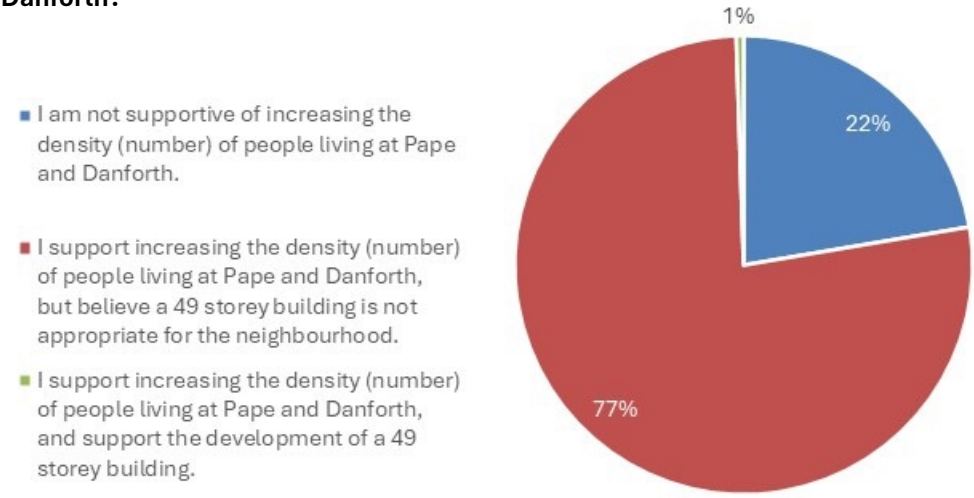
- Quite resoundingly, most of those survey do not support the development of a 49 storey building at the Pape and Danforth intersection.



Understanding the Opposition

- To better understand attitudes toward development at the Pape and Danforth specifically, respondents were presented with three points of view and asked to indicate which *one* best represents their own.
- Just over three-quarters (77%) of those surveyed support increasing the number of people living at Pape and Danforth, but believe that a 49 storey building is not appropriate for the neighbourhood.

Which one of the following three points of view below best represents your opinion of this development at Pape and Danforth?

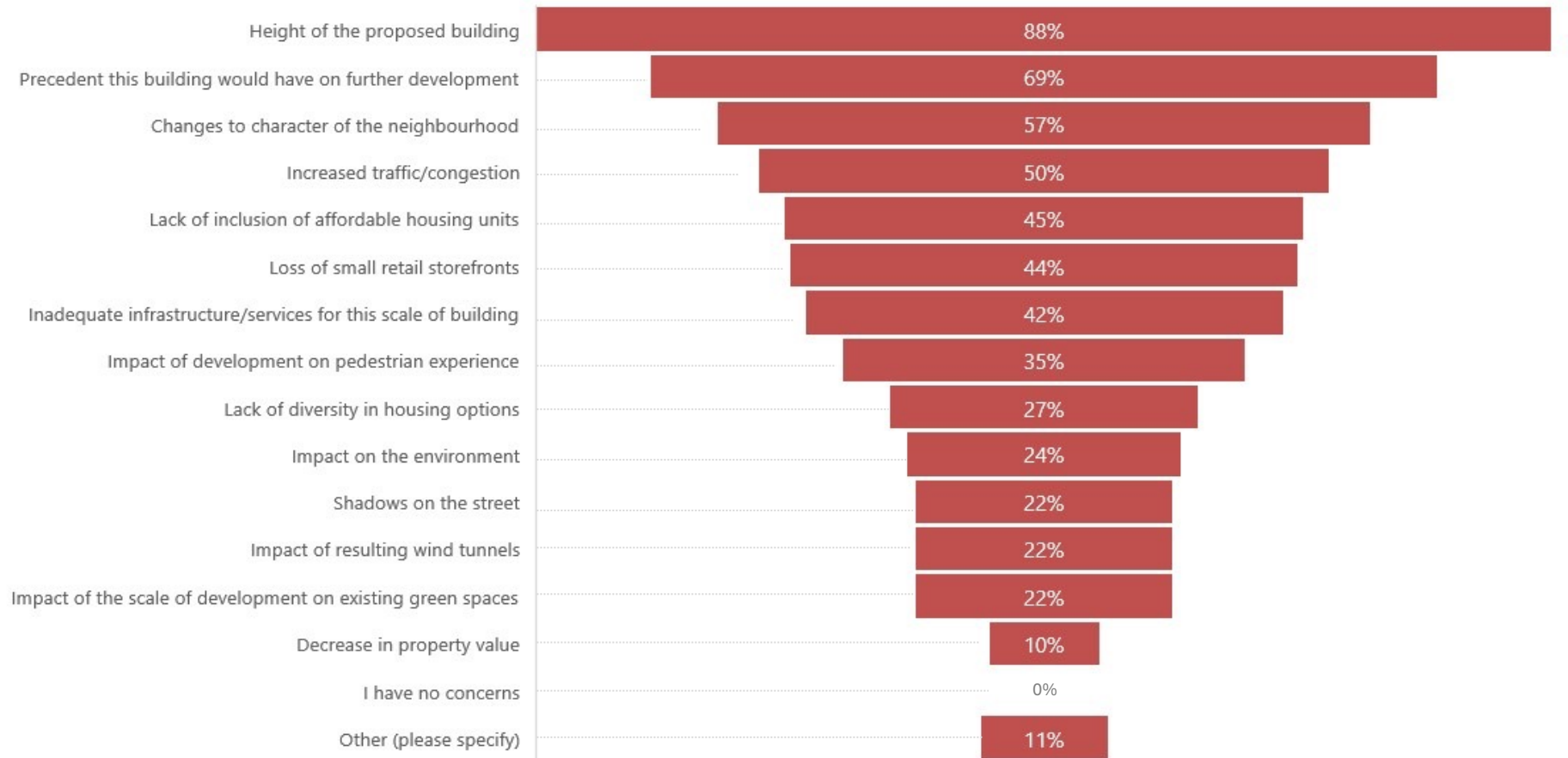


Top Concerns about the 49 Storey Proposal at Pape and Danforth

Concerns about the Proposal

- The **height** of the proposed building and the **precedent** this would have on future applications top the list of concerns people have about this 49 storey proposal.
- Over half also cite **character of the neighbourhood** and **increased traffic/congestion** as top concerns.

Below is a list of concerns that have been raised regarding this proposal specifically. Which of these are you most concerned about? Select up to four (4) responses.

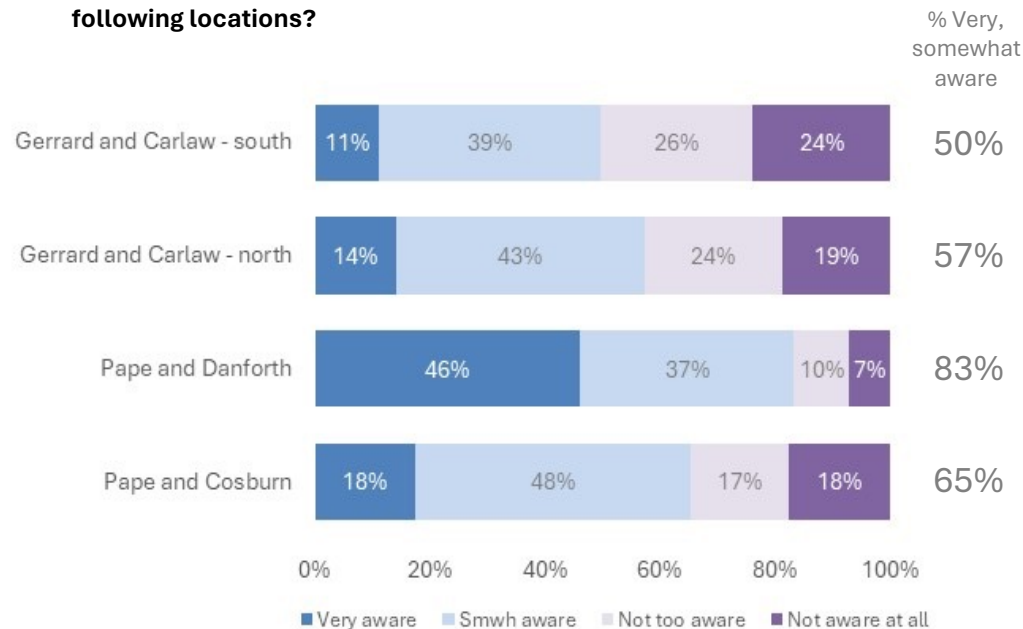


Awareness of Plans for Transit Oriented Communities (TOCs)

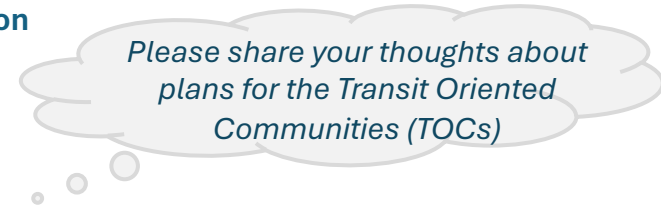
- Awareness of the Province’s plans for Transit Oriented Communities (TOCs) within the ward are mixed.
- When asked for additional thoughts on TOC plans, remarks ranged from support for TOC development to skepticism about program execution and governance, and emphasized the need for development that balances increased density with preserving the unique character and quality of life in existing neighbourhoods.

Awareness of TOCs

As you may be aware, the Province of Ontario is planning to develop a number of Transit Oriented Communities (TOCs), above transit stations for the future Ontario Line. How aware are you of the plans for each of the following locations?



Open-ended Feedback on TOC Plans



Common themes from open-ended commentary¹

- 1. Density and height concerns** — Many express concerns about excessive density and tall building which may later the character and livability of the neighbourhood – expressing an interest in lower-rise developments that blend with existing surrounding
- 2. Transit and Transit-Oriented Communities (TOCs)** — While there's general support for transit-oriented development, there's skepticism about the specific plans proposed, especially regarding the scale of development and the prioritization of private developers over community needs.
- 3. Affordable housing** — Concerns about the lack of affordable housing and the need for a mix of housing options, including family-sized units and rent-controlled units at various income levels.
- 4. Infrastructure and services** — Concerns about the strain on infrastructure, including transportation, schools, parks, and utilities, and the need for proper planning to accommodate increased population.
- 5. Developer influence and transparency** — Skepticism about the role of developers in shaping development plans, along with concerns about transparency, accountability, and potential government influence.
- 6. Consultation and Governance** — There's a consistent call for more community consultation in the planning process, with skepticism toward provincial government interference. Residents want their voices heard and fear decisions are being made without considering their needs or preferences

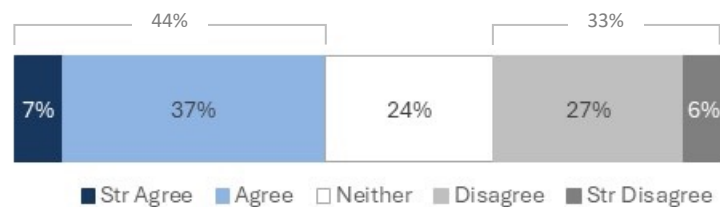
¹Note: 145 people provided a response – see accompanying document for a complete review of all comments.

Interest in Information on Development Plans

Access – Knowing Where to Go

- Less than half of those surveyed report knowing where to go to get information on development plans along the Danforth.

I know where to go to get information on development plans along the Danforth



Preferred Sources of Information

- Support for receiving information from Danforth RAD newsletters and updates is the preferred source of information on development along the Danforth for the vast majority of those surveyed.

How would you like to be kept informed about issues related to the development along the Danforth and surrounding neighbourhoods? Please select all that apply.

Sources	% selected
Danforth RAD newsletter and updates	81
Updates from my City Councillor	71
Danforth RAD website	46
Community group meetings	40
Social media	18
Other	3

Of those that indicate a preference of social media (n=100), top choices include:

- Facebook — 54%
- Instagram — 35%
- TikTok — 2%
- WhatsApp — 19%

Interest in Information on Development Plans — Topics

- Interest in more information is high. Understanding how development-related decisions are made and how community feedback is used in decisioning top the list of topics respondents would like more about.

Which of the following topics would you like to know more about? Please select all that apply.

