

Public Consultation Strategy Report Swansea Mews

Prepared For:

Toronto
Community
Housing



21 Windermere Avenue, Toronto ON

October 31, 2025

Project Team:

 BOUSFIELDS INC.

KPMB ARCHITECTS

 PFS STUDIO

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PURPOSE

 BA Group

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Section 01: Introduction and Background

Introduction

This Public Consultation Strategy Report (“PCSR”) has been prepared on behalf of the Toronto Community Housing Corporation’s (“TCHC” or “Applicant”) as part of the Official Plan Amendment, Zoning By-law Amendment, Rental Housing Demolition applications for the property municipally known as 21 Windermere Avenue (‘the property’) which is colloquially known as Swansea Mews. These applications will support the revitalization efforts by TCHC.

This PCSR follows the City of Toronto’s Terms of Reference and includes information about the proposed redevelopment, context about the Swansea Area, TCHC’s approach to both tenant and community engagement, and avenues for receiving feedback. Following City Staff’s review, the Revitalization Team would be pleased to discuss the contents of this report further.

A Background of the Revitalization

May 2022

A structural concrete panel collapsed into a unit in the Swansea Mews community. The incident resulted in a City-issued emergency order, and all residents were immediately temporarily relocated. Since the emergency order, all 154 units have remained vacant. Once the Revitalization process has been completed, the temporarily relocated tenants will have the opportunity to return to a new modern rental replacement unit in the proposed redevelopment.

April 2025


Toronto City Council approved an Initial Development Proposal (IDP) which provides direction and guidance on the type of built form the Revitalization project will be aiming to achieve. The IDP identifies the height, types of uses, indoor & outdoor amenities, and parking requirements that informs the planning application submission.

The Planning Application

TCHC is applying for an Official Plan Amendment, Zoning By-law Amendment, and Rental Housing Demolition Application, which is referred to as the Planning Application.

Collectively, the Planning Application is looking to help determine:

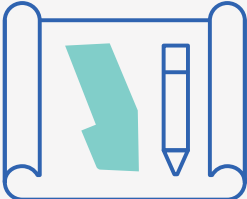
- Where the new buildings will go
- What type and how big the buildings will be
- Where the public spaces will go
- Any other uses (e.g. community space)
- Where the vehicles and pedestrians will go
- How sustainable design and best practices will be incorporated



Official Plan Amendment and Rezoning Application

~4-6 Months

We Are Here



Section 02: Goals and Outcomes

Goals

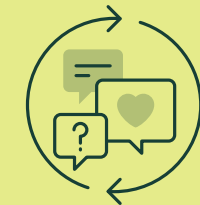
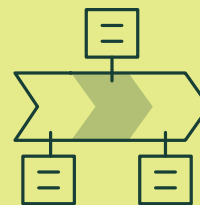
Share information and seek input related to the proposal with tenants, the public, and interested groups.

Engage with tenants and interested parties, using various methods of engagement.

Determine overarching themes and key points about the proposal from various engagements.

Communicate with tenants and the public in a transparent and open manner about the proposal as well as the engagement process.

Understand tenant and community dynamics to ensure a well-informed engagement process is implemented.



Outcomes

Tenants, the public, and interested groups feel sufficiently informed and consulted about the proposed development.

The various engagement methods were accessible, and useful, allowing a range of people to learn about the project, ask questions, and provide commentary.

The feedback received during engagements helped inform the Applicant's proposal and understanding of the community's priorities for the project.

Tenants, the public, interested groups, and the Applicant are clear on the overall engagement and feedback processes and their outcomes.

All interest groups in the process felt adequately engaged.

Section 03: Swansea Mews Context

Swansea Mews Context

Swansea Mews is located in the southwest area of the High Park-Swansea neighbourhood in Toronto. This portion of the neighbourhood is characterized by low-rise residential with a mix of multi-unit apartments, primarily to the north and west. The property is located west of High Park and is nestled between low-rise residential housing along Windermere Avenue to the west, Coe Hill Drive to the east and The Queensway to the south. The property has direct street access to both Windermere Avenue and The Queensway.



Public Amenities

The property has access to several public spaces and amenities such as parks, trails, and schools. The map on this page shows all the publicly accessible facilities within a 15-minute walk from the property.

Legend

- Trails
- Public Community/ Recreation Centre
- Public School
- Point of Interest
- Public Beach
- Nature Point of Interest
- Active Recreation



Swansea Mews

Transportation Context

The property has excellent access to public transit options, including various TTC Streetcar and Bus Routes.

- TTC Streetcar Route: 501, Queen
- TTC Streetcar Route: 508, Lake Shore
- TTC Bus Route: 77, Swansea
- TTC Bus Route: 80, Queensway

Legend

- TTC Streetcar Route
- ▭ TTC Streetcar Platform
- ⋯ TTC Bus Route
- TTC Bus Stop



Scope of Consultation

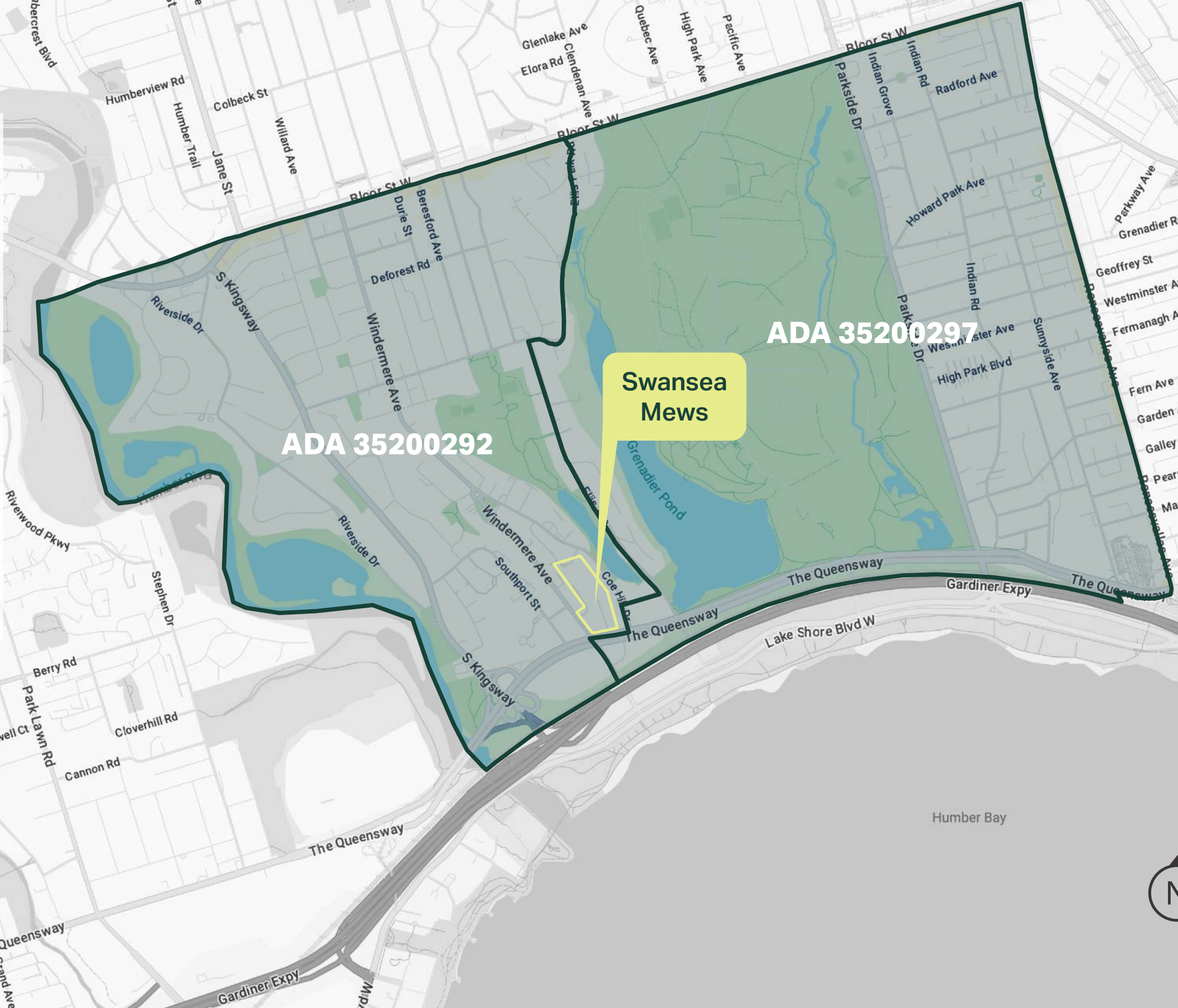
The Applicant has identified the proposal's geographic area of impact as a 120-metre radius around the property, which is the minimum notification area as prescribed by the *Planning Act*. The area of impact captures the populations who may be directly and indirectly interested in the proposal, including 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

The socio-economic indicators for the High Park–Swansea neighbourhood have been derived from the 2021 Statistics Canada Census. The neighbourhood is comprised of two **Aggregated Dissemination Areas (ADAs): 35200292 and 35200297**. A comprehensive demographic profile can be found in **Appendix A**.

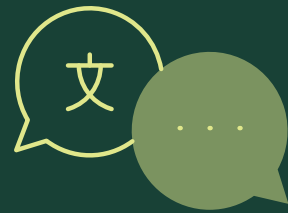
Note: the 2021 Census captures the Swansea Mews community, inclusive of the Swansea Mews TCHC tenants, given that the City-issued emergency order was issued in May 2022.





Median Household Income

The median household income in High Park–Swansea is \$102,000, which is significantly higher than the City’s median of \$84,000.



Language Spoken Most Often at Home

English is the dominant home language in the neighbourhood (88%), much higher than the city average of 66%. The top non-English languages in the neighbourhood are Polish, Serbian, and Russian.



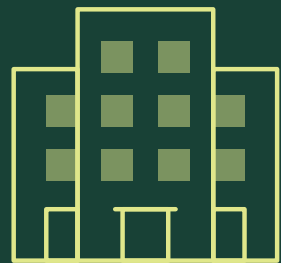
Immigration

70% of neighbourhood residents were born in Canada, compared to only 48% city-wide. The top places of birth for the immigrant population in the neighbourhood are Poland, India, and the United States.



Visible Minority Population

23% of the neighbourhood identifies as a visible minority group, which is lower than the city-wide average of 56%.



Housing Structure Type

The neighbourhood has a balanced mix of housing types. Notably, 29% of homes are in low-rise apartments (under 5 storeys), compared to 14% city-wide. Fewer residents in the neighbourhood live in high-rise apartments compared to the City (33% vs. 47% respectively).



Educational Attainment

57% of the neighbourhood holds a Bachelor’s degree or higher, compared to 49% city-wide.



Housing Tenure

Homeownership is more common in the neighbourhood, with 60% of residents owning their homes compared to 52% across the city. Renters make up 40% of the neighbourhood, below the city average of 48%.



Main Mode of Commuting

Travelling via private vehicle is the most common mode of commuting in both the neighbourhood (56%) and the city (61%). Public transit usage is equal at 26%. The neighbourhood, compared to the City, has a higher share of cyclists (5% vs. 2% respectively) and those who commute via walking (9% vs. 8% respectively).

Key Interest Groups

The following interest groups have been identified based on our understanding of the property and its immediate surroundings. This list builds on the engagement that has been conducted to date, and the Revitalization Team anticipates that it may evolve throughout the application process to reflect those who may become interested in the proposal as the proposal advances through the Planning Process.



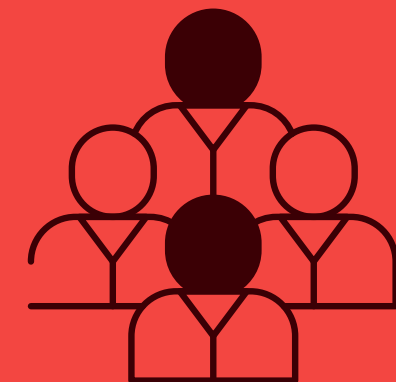
**Former Swansea
Mews Tenants**



Neighbours



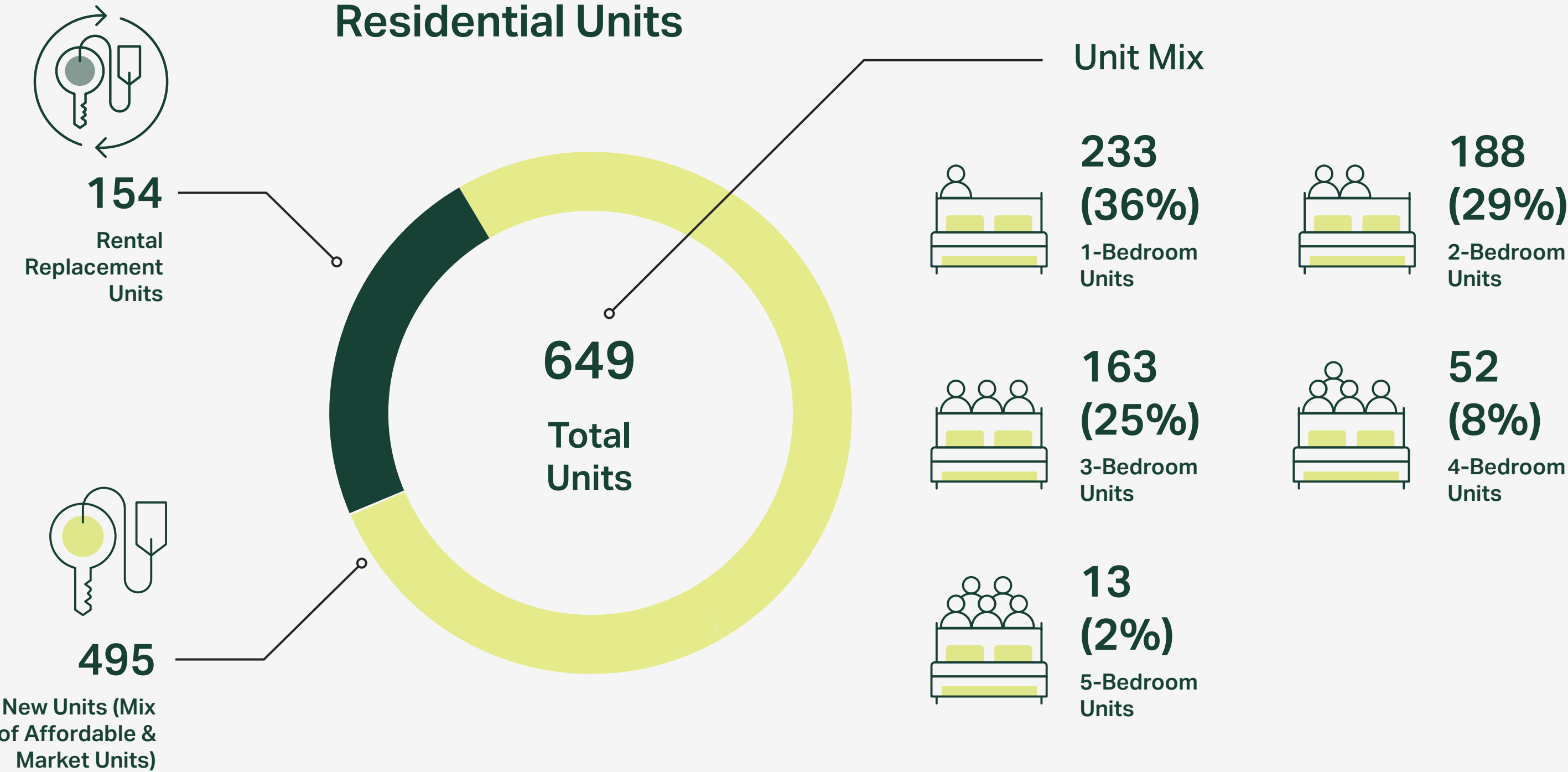
**Elected
Officials**



**Organized
Community Groups**

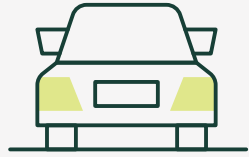
Section 04: Proposal Highlights

New revitalized Swansea Mews community



Note: Statistics have been rounded to the nearest whole number. Full project statistics can be found in the Architectural Drawing Set.

Parking



121

Vehicular
Parking Spaces



716

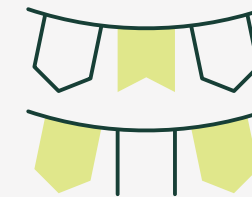
Bicycle
Parking Spaces

Commercial / Community Spaces

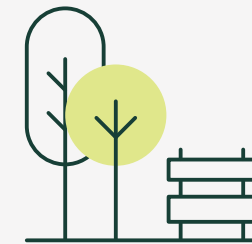


1,205 m²
Space

Amenity Space



1,397 m²
Indoor
Space

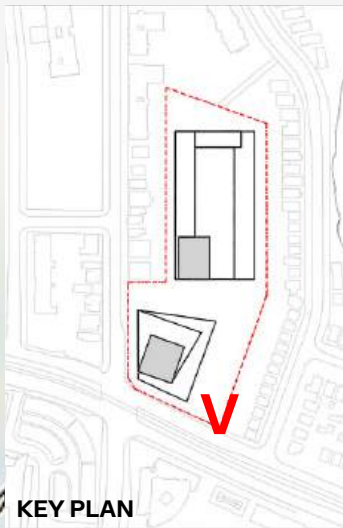
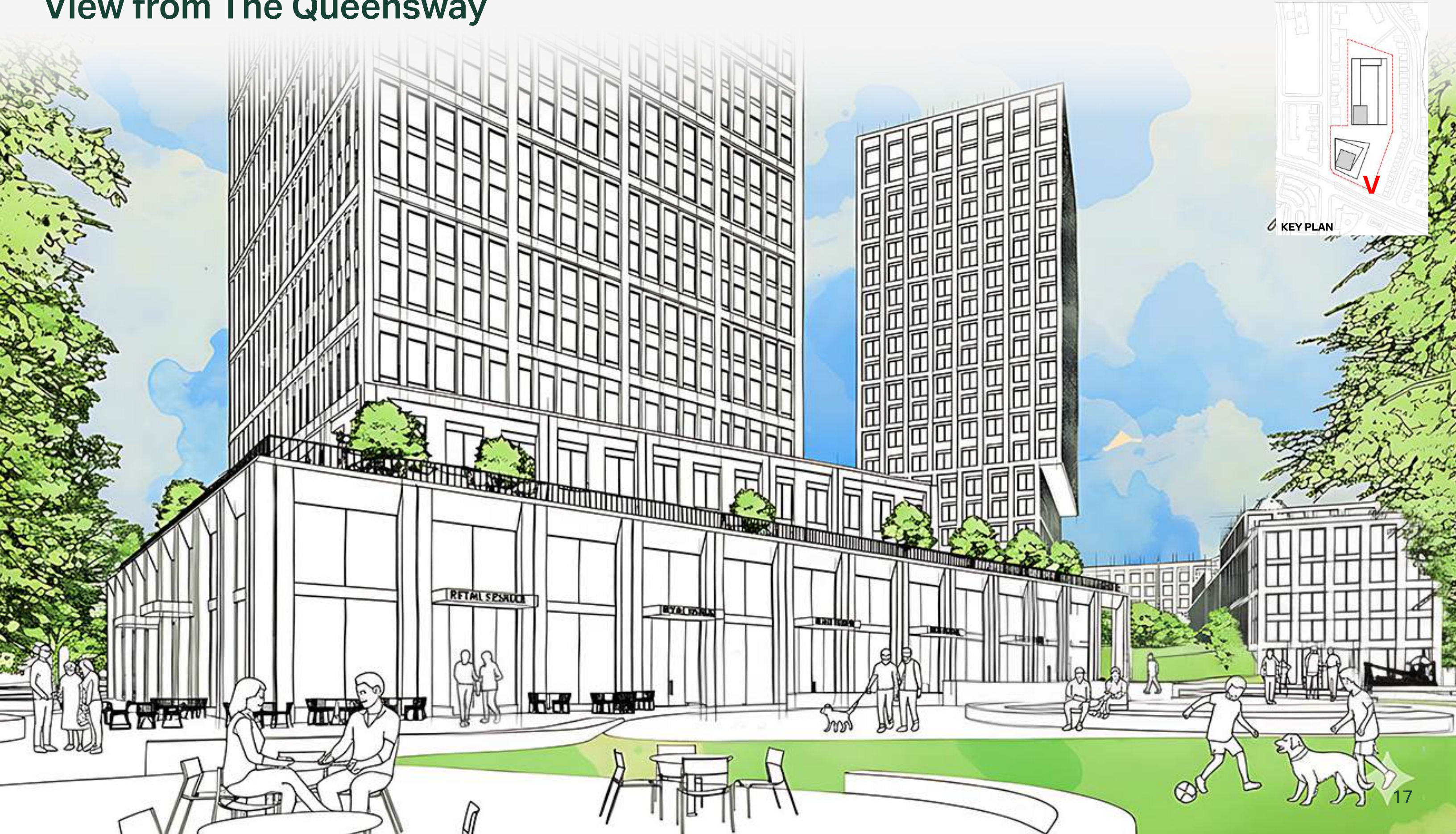


5,588 m²
Outdoor
Space

Note: Statistics have been rounded to the nearest whole number. Full project statistics can be found in the Architectural Drawing Set.

The Proposal

View from The Queensway



Section 05: Key Themes

What We Have Heard So Far?

Since June 2025, a series of pre-application Tenant and Community Engagement activities and events were held both in-person and online. More details about specific events/engagement activities can be found in **Section 6: Communications & Consultation Strategy**. Key themes/feedback areas from these engagement events/activities are summarized here, including results from an online survey, into Matters to be Addressed and considered by the Revitalization Team throughout the process.

Matters to be Addressed

Swansea Mews

- Community, Identity, History, and Background
- Long-term Plans for the property

Mobility

- Transportation
- Parking,
- Access & Circulation
- Safety & Operational Considerations

Demolition & Construction

- Process
- Timing

Amenity Spaces

- Indoor & Outdoor Common Spaces
- Amenities & Programming
- Community Space

Built Form & Design

- Retail Space
- Accessibility Considerations

Planning & Community Engagement Process

- Engagement Opportunities
- Next Steps
- Timing

Housing

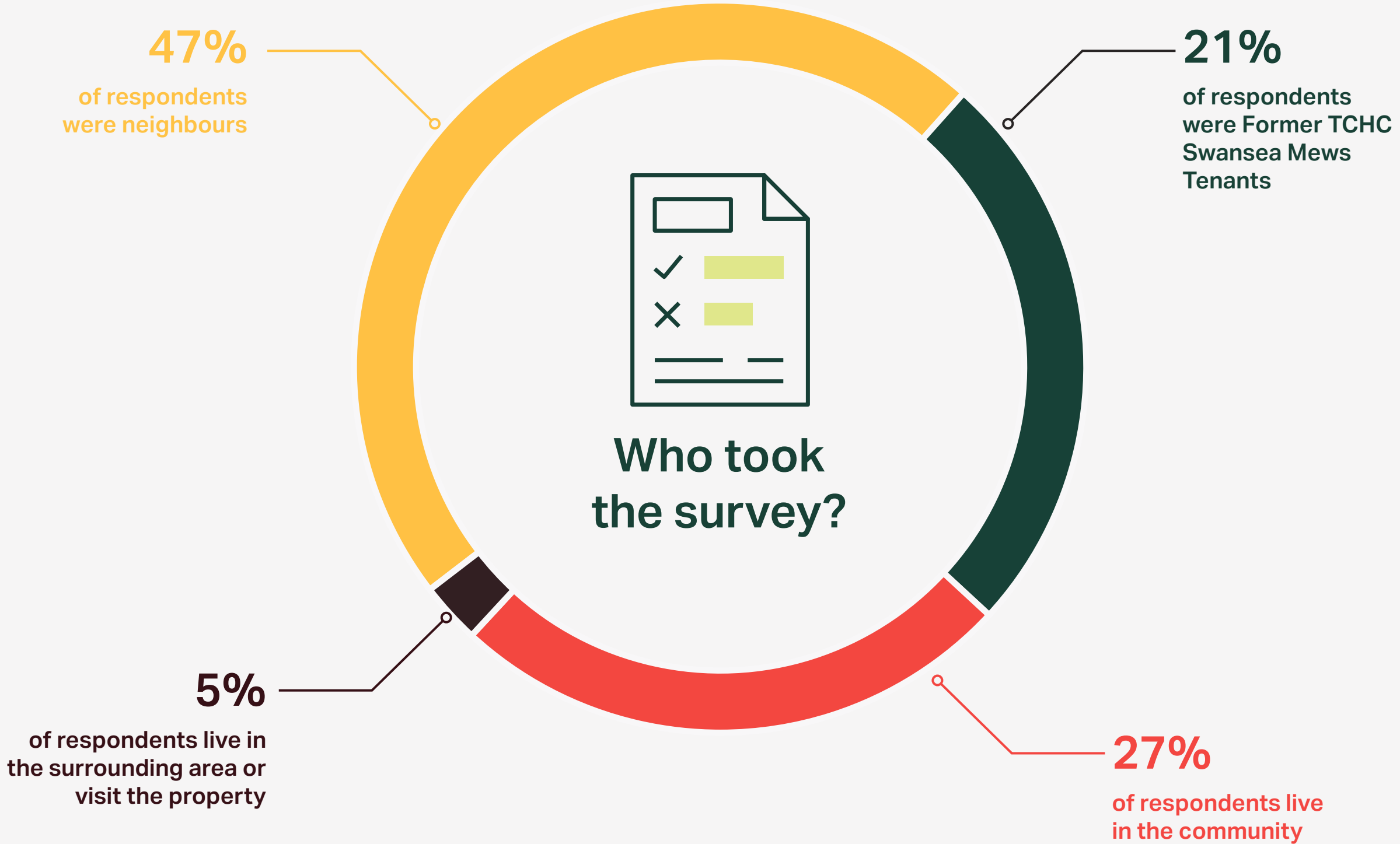
- Unit Mix & Types
- Unit Design & In-Unit Amenities

Infrastructure

- Servicing

Survey Results

The online survey was available from August 2025 to October 2025 and was administered directly on the Project Webpage. A total of 86 respondents completed the survey.



Key Survey Results

For the Former Swansea Tenants, the top three words that come to mind when envisioning what Swansea Mews should feel like when they return include:

1. Safe
2. Community
3. Home

When ranking priority areas for the Revitalization of Swansea Mews, the top three areas identified by tenants include:

1. Accessible connections within Swansea Mews and to the surrounding neighbourhood
2. Spaces for outdoor activities and play areas
3. Greenspace and fulsome landscaping

When asked to rank priority areas for the Revitalization of Swansea Mews, the top three areas identified by the broader community include:

1. Spaces for the community to gather
2. Accessible connections within Swansea Mews and to the surrounding neighbourhood
3. Greenspace and fulsome landscaping

Key Messaging

Swansea Mews Vision

“ TCHC looks forward to introducing two modern, high-quality residential buildings, which include the full rental replacement of the 154 existing units. The proposal includes a mix of uses such as new ground floor commercial and community space, as well as a mix of unit types. Residents can expect new amenities in the building, in line with other new TCHC buildings and communities.

“ TCHC’s revitalization vision for the Swansea Mews property is to add:

1. 649 new residential units with a mix of affordable and market units
2. Full rental replacement of the existing 154 units
3. Provide a mix of unit types ranging from 1- to 5-bedroom units
4. Provide 121 vehicular parking spaces
5. 1,205 m² of new indoor commercial and community space
6. 1,397 m² of indoor amenity space
7. 5,588 m² of outdoor amenity space
8. Extensive landscaping improvements.

Mobility

“ The property is located on a public transit line, and the plan will consider how to support all modes of transportation including public transit, biking, vehicular movement, parking, and walking.

“ As part of the proposal, a landscaping plan has been developed that proposes new pedestrian connections throughout the property as well as enhanced connections to the surrounding area.

Environmental

“ Sustainability is top of mind for this project, and we have retained specialists who will be evaluating and providing interventions to address climate resiliency and energy efficiency for the new modern buildings.

“ We also want to make sure that the new buildings complement the area and do not adversely impact the natural environment. The environmental components of the Revitalization are being studied in order to mitigate against potential flooding and stormwater management.

Planning Process

“ In order for us to revitalize the property, we need to get permission from the City of Toronto, and they will want to ensure that there is a good plan in place before they provide any permissions to proceed with any construction. A Planning Application has been submitted to the City of Toronto for their review, comment, and approval.

“ This is a priority project for the City of Toronto and TCHC. We anticipate that we will have a decision about the Planning Application in 2026. At this point, no changes will be happening to the property until the necessary approvals have been granted by the City of Toronto. We will be working with the tenants and community to provide details on the process and answer your questions throughout the Planning Process.

Engagement Opportunities

“ We want you to be involved! We look forward to continuing to engage with the TCHC Tenant Leaders, wider Swansea Mews tenant community, and the broader community about this important project.

“ You will continue to be provided with advance notice and information about what to expect from the planning process, along with updates as we move along. There will be ongoing opportunities to participate in both tenant-specific and community-wide engagement events where you can provide feedback and learn more about the future of Swansea Mews.

Section 06: Communications & Consultation Strategy

Pre-Application Engagement Tools

This section outlines the tools and methods that were employed throughout the Revitalization Process to-date.



Project Webpage and Email



One-on-One Communication



Meetings with TCHC Tenant Leaders



TCHC Swansea Tenant-wide Meetings



Online Survey



Online Community Meeting

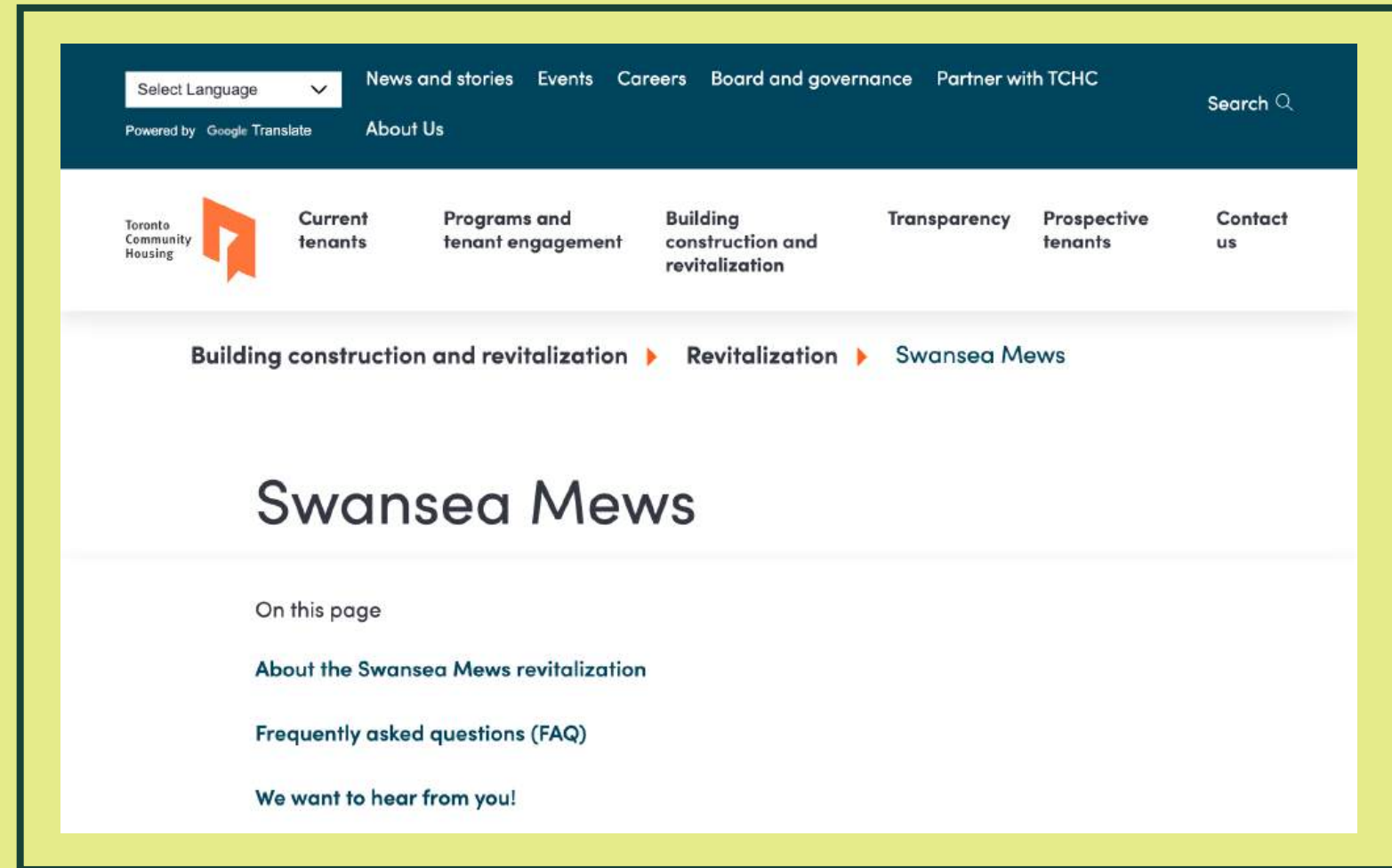


Project Webpage and Email

What?

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

Do you have any questions or comments?



Contact us, we would love to hear from you!

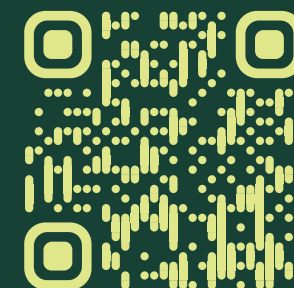


647-654-8639



swansea.mews@torontohousing.ca

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<https://bit.ly/swanseamews>



One-on-One Communication

What?

The Revitalization Team will continue to be available to have one-on-one conversations with the temporarily relocated tenants, as well as neighbours in the community, so that they can learn more about upcoming events, share their feedback, and have their questions answered.

Who?

Former Tenants of Swansea Mews.

Surrounding Neighbours.



Meetings with TCHC Tenant Leaders

What?

As part of the Revitalization Process, the Tenant Leadership programme is an opportunity for a group of the tenants to meet regularly with the Revitalization Team to discuss and provide input on the proposal and engagement.

Who?

TCHC Tenant Leaders at Swansea Mews.



TCHC Swansea Tenant-wide Meetings

What?

TCHC has hosted two meetings for the temporarily relocated tenants to engage with the Revitalization Process before an Application was submitted. The first meeting was held in August 2025, in-person at another TCHC building in Regent Park, and approximately 35-40 tenants attended the meeting. At this meeting, Tenants had the opportunity to learn more about the Revitalization process, what is being proposed for the property, and what the next steps are. The Revitalization Team also had the opportunity to learn more about the lived experiences of the Tenants and identified areas of focus for the project. In October 2025, the Revitalization Team met with the Tenants virtually to share the submission-ready design, in order to gather input and provide further information about next steps.

Who?

Former Tenants of Swansea Mews.



Online Survey

What?

An online survey was conducted in August 2025 until October 2025. The purpose of the survey was to provide tenants and the wider-community a low-barrier avenue to provide specific feedback on the revitalization priorities, to help shape the proposal and future revitalization.

A total of 86 respondents, representing tenants and the broader community took the survey. Some of the key results from the Survey can be found in **Section 5: What Have We Heard So Far**.

Who?

Former Tenants of Swansea Mews.

Available to Community Members.



Online Community Meeting

What?

An Online Community Meeting was held in September 2025, on Zoom Webinar for the Tenants and general public. Notifications were sent to the residential neighbours surrounding the property, through the TCHC Tenant Leaders, and in direct communication with the tenants, as well as physical invitations were made available in the Swansea Town Hall and Community Recreation Centre. A total of 83 community members attended the meeting.

During this meeting, the Revitalization Team provided background information about the project, the planning application process, an overview of the preliminary plans, and next steps. The meeting had a facilitated Q&A session, where the public could ask the Revitalization Team questions and provide feedback.

Who?

Former Tenants of Swansea Mews.

The general public.

Post-Application Engagement Tools

This section outlines the tools and methods that will be employed as part of the formal planning application process. As we advance through the Planning Process, more information regarding timing and details about the format and kinds of engagement will become available. We invite all tenants and community members to check-out the Revitalization Webpage for more information.



Ongoing Tenant and Community Engagement



Development Notice Sign



Application Information Centre (AIC)



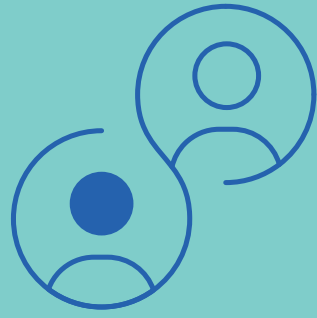
Community Consultation Meeting



Tenant Meeting



Statutory Public Meeting



Ongoing Tenant and Community Engagement

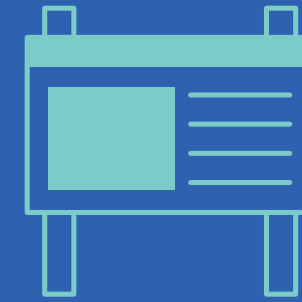
What?

Tenants and the broader community will continue to be notified of any additional engagement opportunities to learn more about the latest plans and provide input through a variety of methods such as direct email communication. The Revitalization Team will also continue bi-weekly meetings with the TCHC Swansea Mews Tenant leaders. Additionally, there will be ongoing updates to the project webpage.

Who?

Former Tenants of Swansea Mews.

Available to Community Members.



Development Notice Sign

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 also include instructions on how to access the submitted application material, which is found on the City's Development Application Centre.

Who?

Available to Community Members.



Application Information Centre (AIC)

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.

To access the City's Development Application Centre, the public can use the link to the webpage below:

www.toronto.ca/city-government/planning-development/application-information-centre

Who?

Available to Community Members.



Community Consultation Meeting

What?

The City of Toronto will be hosting a meeting where tenants and members of the community can learn about the submitted proposal, provide feedback, and ask any questions. Members of the Revitalization Team and City Staff will be in attendance.

Who?

Former Tenants of Swansea Mews.

Available to Community Members.



Tenant Meeting

What?

The City of Toronto will be hosting a meeting for the tenants of Swansea Mews to discuss the details of the Tenant Assistance Plan, the rental housing replacement process, and their rights.

Who?

Former Tenants of Swansea Mews.



Statutory Public Meeting

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 property will receive a mailed letter from the City detailing the meeting location, date, and time.

Who?

Available to Community Members.

Residents within 120 metres of the property.

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 webpage, Tenants, City Planner, Councillor, and conversations with the public will inform future iterations of the proposal, when and wherever 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 webpage, and communications with Tenants and members of the public. In addition, at the start of each tenant or public meeting, a member of the Revitalization Team will endeavour, where appropriate, to provide an update on the proposal and how feedback has been incorporated into the revised proposal. The Revitalization Team will also work with City Staff to share information related to the engagement process with the public.

Section 07: Conclusion

This Public Consultation Strategy Report has been prepared by Bousfields Inc. for Toronto Community Housing Corporation in support of their Official Plan Amendment, Zoning By-law Amendment, and Rental Housing Demolition application related to the Swansea Mews Revitalization in the City of Toronto.

The report describes in detail the purpose of tenant and community engagement, the Swansea Mews context, what we have heard so far, 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 the Councillor or City Staff's request, The Revitalization Team can provide a summary of the public consultation to date. The Revitalization Team welcomes 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: Comprehensive Demographic Profile

Socio-Economic Indicator

High Park-Swansea Neighbourhood

City of Toronto

Age		High Park-Swansea Neighbourhood	City of Toronto
	0-14 years	15%	14%
	15-24 years	9%	11%
	25-64 years	59%	58%
	65 years +	17%	17%

Educational Attainment		High Park-Swansea Neighbourhood	City of Toronto
	No Certificate, Diploma, Degree	8%	9%
	High School	17%	19%
	Apprenticeship or Trades	2%	3%
	College, CEGEP, Other	14%	17%
	University Below Bachelor Level	2%	3%
	Bachelors' Degree or Higher	57%	49%

Median Household Income	High Park-Swansea Neighbourhood	City of Toronto
	\$102,000	\$84,000

Language Spoken Most Often At Home		High Park-Swansea Neighbourhood	City of Toronto
	English	86%	66%
	French	1%	<1%
	Non-Official	10%	26%
	Multiple Responses	3%	7%

Socio-Economic Indicator

High Park-Swansea Neighbourhood

City of Toronto

Top 3 Non-English Home Languages

1. Polish
2. Serbian
3. Russian

1. Mandarin
2. Cantonese
3. Tagalog

Immigration

Born in Canada

70%

48%

Top Places of Birth

1. Poland
2. India
3. United States of America

1. Philippines
2. China
3. India

Visible Minority Population

23%

56%

Housing Structure Type

Single-Detached House

25%

23%

Semi-Detached House

5%

6%

Row House

3%

5%

Duplex

5%

4%

Apartment <5 Storeys

29%

14%

Apartment 5+ Storeys

33%

47%

Socio-Economic Indicator

High Park-Swansea Neighbourhood

City of Toronto

Housing Tenure

Owners

60%

52%

Renters

40%

48%

Household Size

Average Persons Per Household

2.2

2.4

1 Person

37%

33%

2 People

32%

30%

3 People

14%

15%

4 People

12%

13%

5+ People

5%

8%

Main Mode Of Commuting

Car, Truck or Van

56%

61%

Public Transit

26%

26%

Walking

9%

8%

Bike

5%

2%

Other

4%

3%

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Prepared By

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