



# **PUBLIC CONSULTATION STRATEGY REPORT**

**465-471 Richmond Street &  
38 Camden Street  
City of Toronto**

**BOUSFIELDS INC.**  
PLANNING | DESIGN | ENGAGEMENT

July 2019  
Manga Hotels

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Job Number 18123-1

## 1.0 INTRODUCTION

This Public Consultation Strategy Report has been prepared to outline the engagement process regarding the application by Manga Hotels for a hotel at 465-471 Richmond Street West and 38 Camden Street in the King-Spadina neighbourhood.

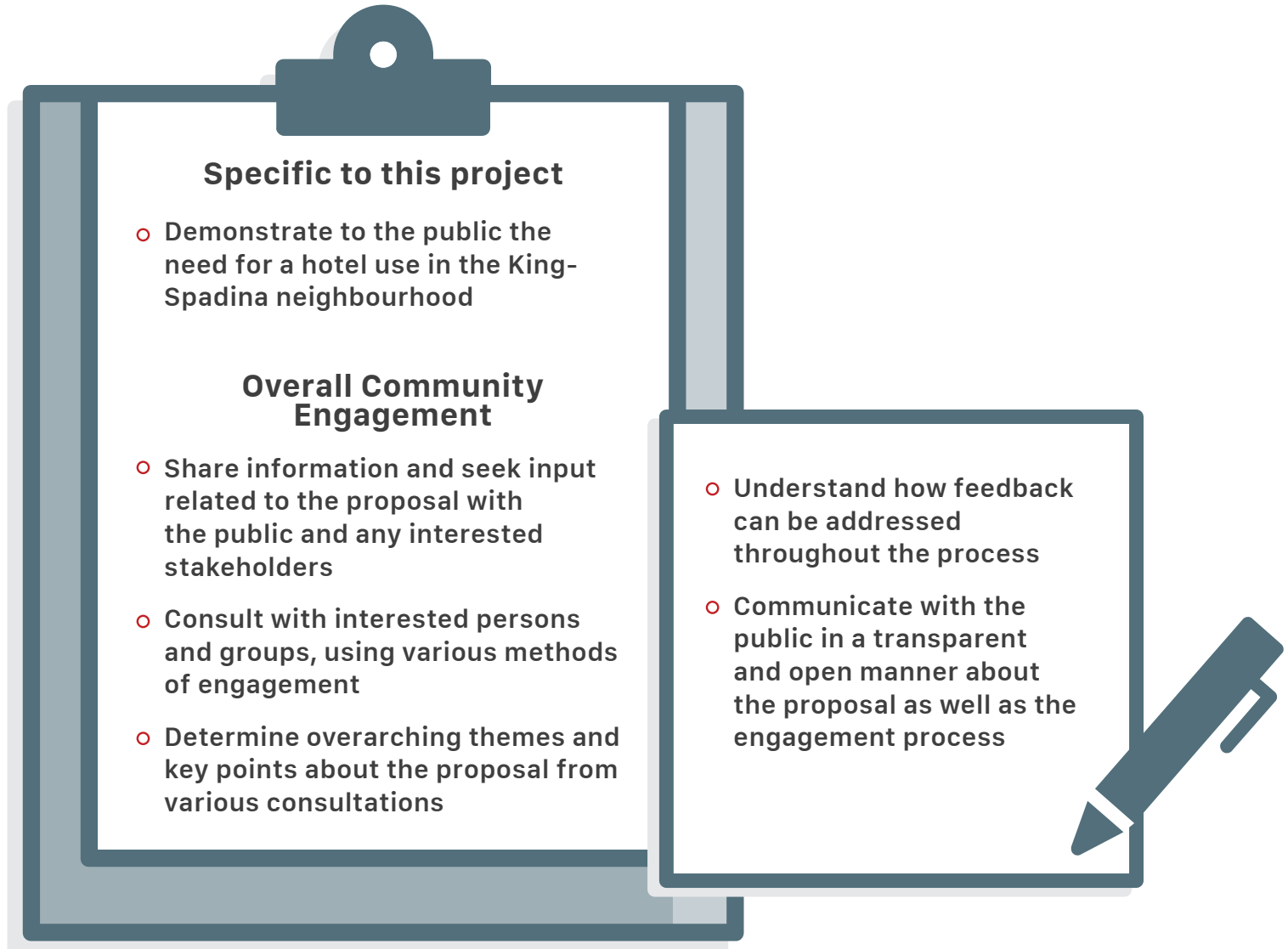
The subject site is in an area which has experienced significant investment; however, it is lacking in diverse land use mixes. The Richmond hotel frontage is located on the south side of Richmond Street West, just west of Spadina Avenue and east of Brant Street. The Camden hotel frontage is located directly south of the Richmond site along Camden Street, also between Spadina Avenue and Brant Street. Currently, the Richmond Street frontage is occupied by a surface parking lot for 22 vehicles and a 2-storey brick building with commercial uses, and the Camden site is occupied by a 2½-storey commercial building.

The proposal includes the construction of two hotel buildings with shared space on the ground level and 375 suites. The first hotel fronting Richmond Street West is a 17-storey hotel building, where all access and loading will occur for both hotels. The second hotel fronting Camden Street will be 15-storeys with a pedestrian entrance only.

## 2.0 WHAT ARE WE HOPING TO ACCOMPLISH?

### 2.1 Purpose of Consultation

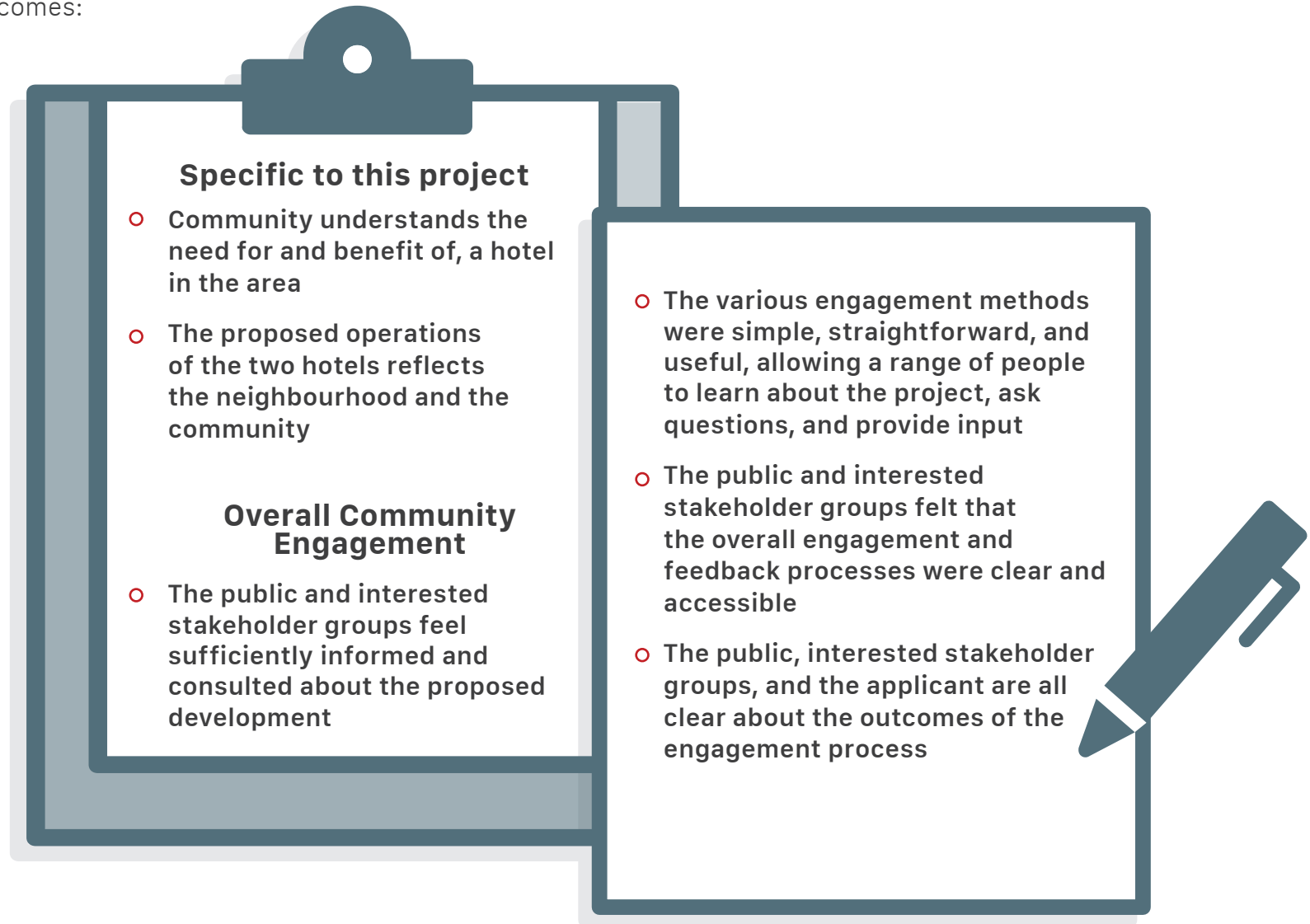
The applicant has the following objectives they wish to accomplish by engaging and consulting with the public regarding their proposal:



## 3.0 WHAT ARE THE DESIRED OUTCOMES?

### 3.1 Desired Outcomes

At the end of the consultation period, the applicant hopes to achieve the following outcomes:



# 4.0 WHAT IS THE PROJECT?

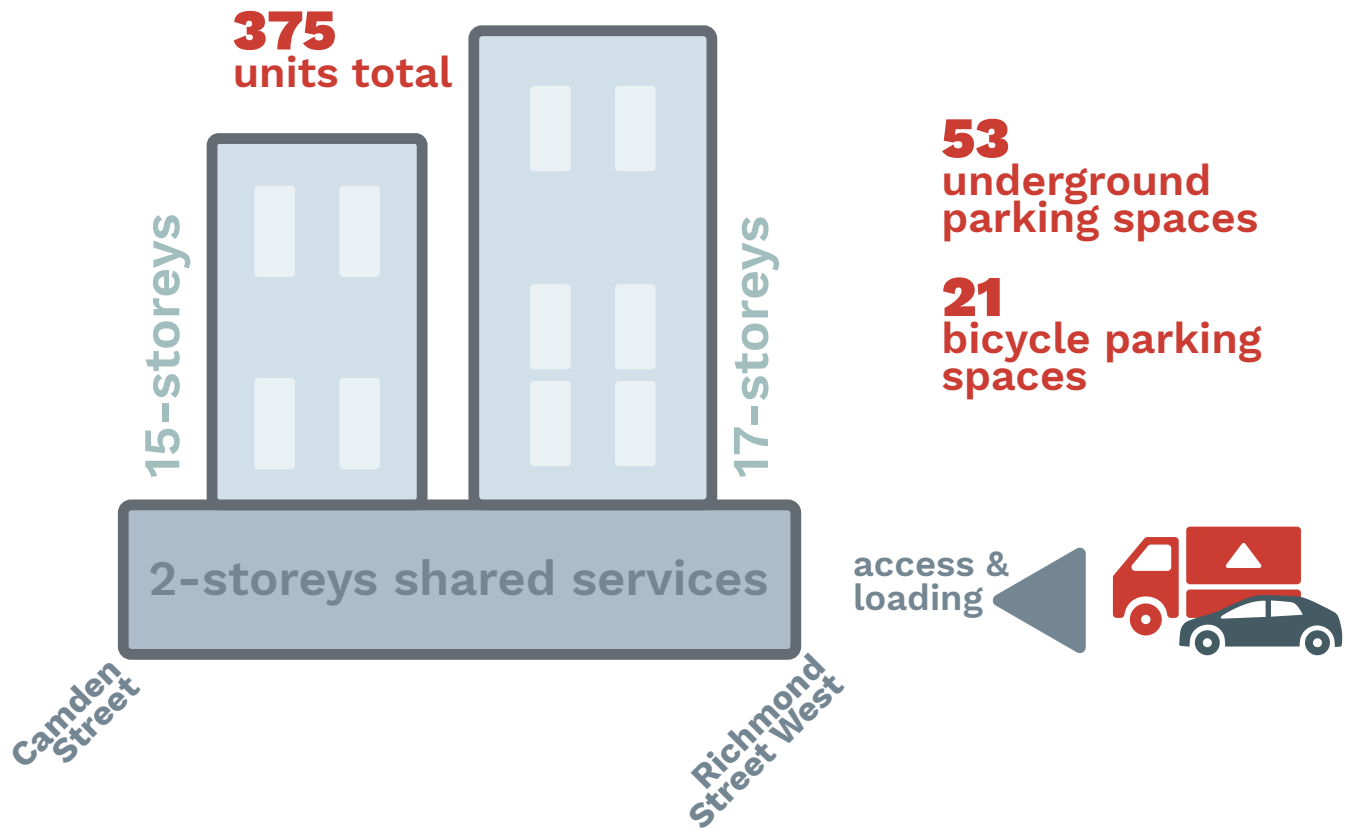
## 4.1 Proposal Highlights

Application Submission in July 2019



**Project Developers**  
Manga Hotels

**Subject Site Address**  
465-471 Richmond Street West, 38 Camden Street



## 4.2 Key Messages

This project has a number of key messages that aim to provide clarity around the various components of the proposal. If there are additional points of clarification about the project that arise through the consultation process, or as a result of any amendments to the proposal, the applicant will add them to (and/or adjust) the following list of key messages:



### Key Elements of the Proposal

- The proposed hotel development, at 17- and 15-storeys, will contribute to an interesting mix of uses in the neighbourhood
- Introducing a new hotel to the area can help alleviate the need for short-term rentals
- Both hotels will be home to brands that reflect the character of the immediate area. The hotels are intended to appeal to families, tourists, and business travelers



### The Neighbourhood

- This hotel will boost the local economy by adding 150 jobs to the area, as well as supporting Toronto's flourishing tourism industry
- The reinvestment and revitalization of the current site anticipates and supports the King-Spadina Secondary plan, the provincial policy relating to the efficient use of land and infrastructure, and the promotion of economic development in the area
- Located in a cultural precinct, the hotel uses will promote tourism in an area that can support it



### About the Developer

- Manga Hotels is a Canadian owned and operated business who is committed to becoming a good neighbour to the King-Spadina neighbourhood
- Manga Hotels is committed to brands that will represent the King-Spadina neighbourhood and its residents

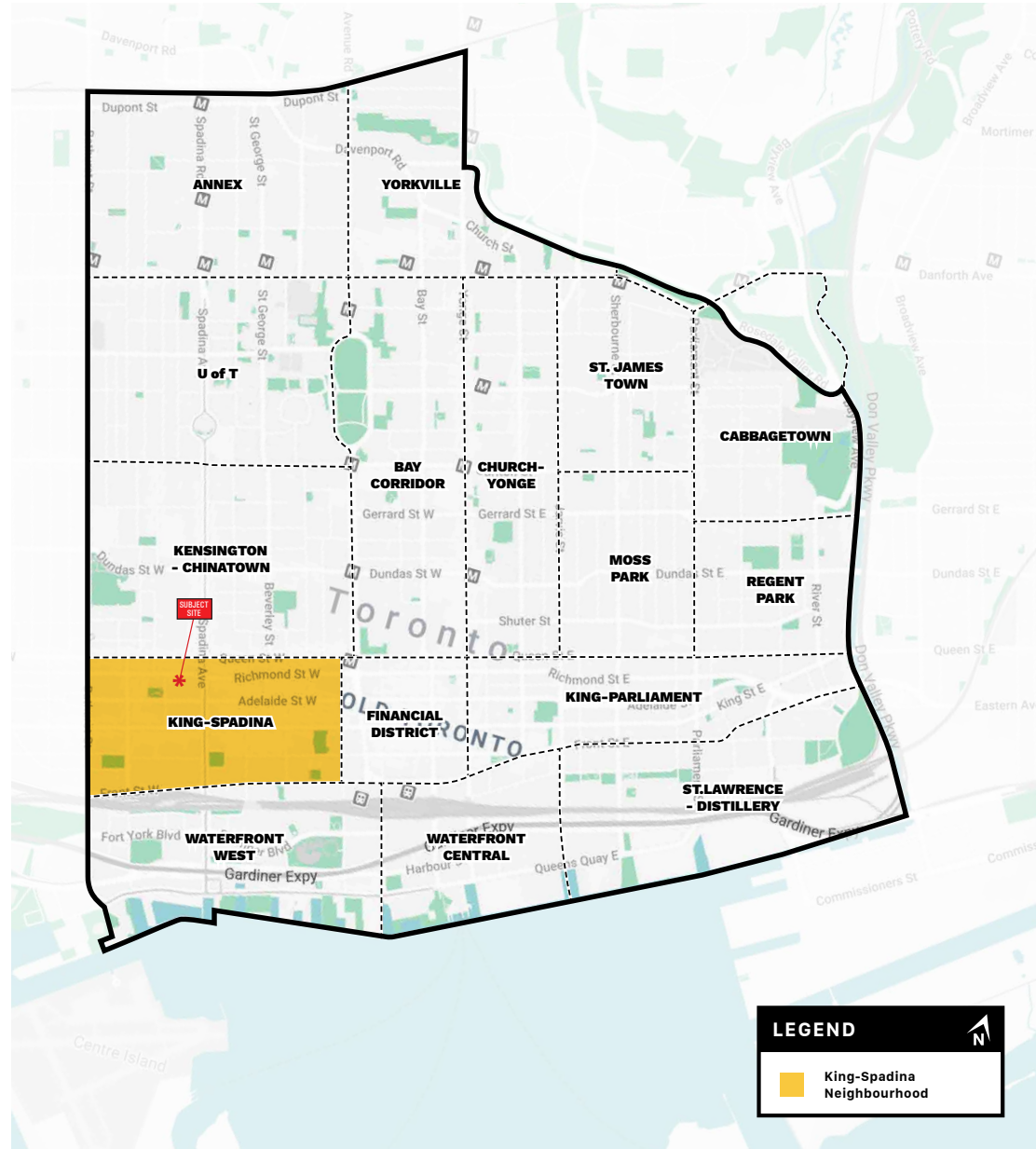
## 5.0 WHERE ARE WE ENGAGING?

### 5.1 Scope of Consultation/ Areas of Impact

The proposal has two geographic areas of impact which can be divided into: (1) the neighbourhood-level impact area; and (2) the proximal impact area.

#### Neighbourhood-Level Impact Area

As mentioned in Section 1.0, and according to TOCore, this project is located in the King-Spadina neighbourhood. In order to gain a thorough understanding of the neighbourhood's demographic profile and the audience for this project's consultation strategy (detailed in Section 6.0), the applicant and its consultant team referred to the *TOCore Neighbourhood Population Profile* on King-Spadina. This area of impact is included because the proposal, and its associated consultation strategy, were informed by neighbourhood-level data. Furthermore, as this proposal will add a number of tourists and visitors to the neighbourhood (in combination with other proposed developments), it will also have an indirect impact on the future development of the area.



Aerial of King-Spadina neighbourhood



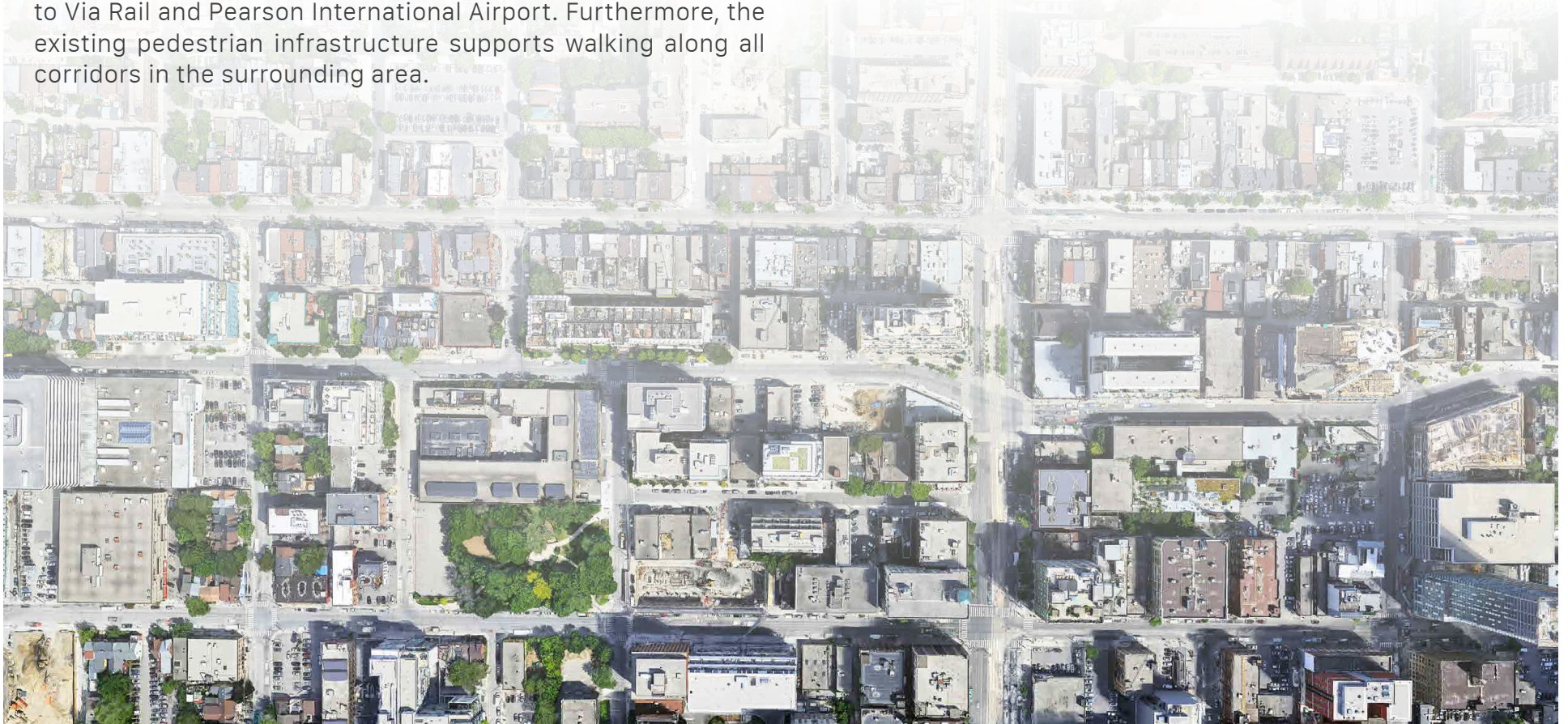
## Proximal Impact Area

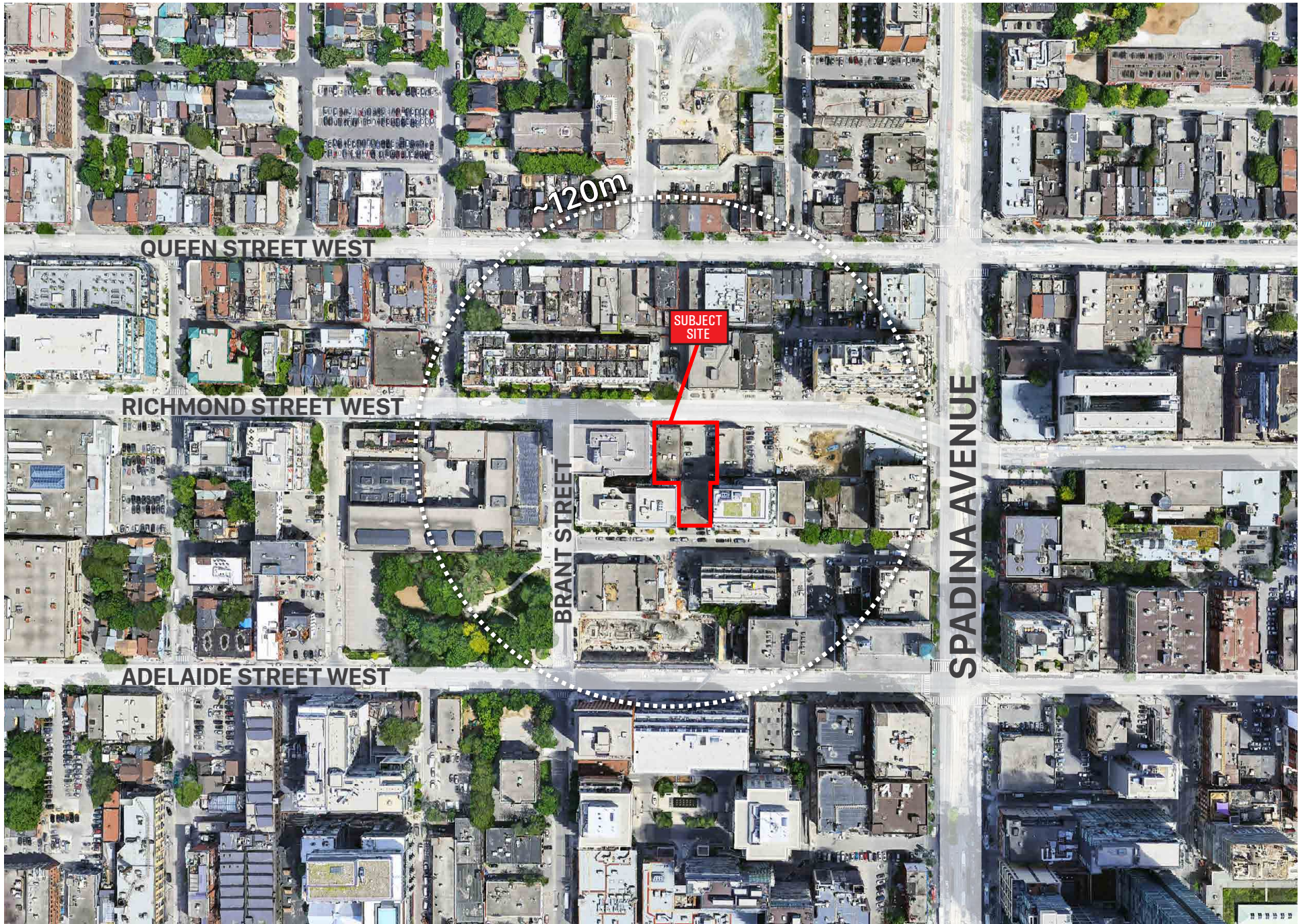
The proximal impact area is a 120-metre radius around the subject site, extending further east to reach Spadina Avenue. This area of impact was selected as a result of conclusions drawn from the application's Transportation Impact Study and the Planning Rationale:

- The subject site is easily accessible by public transit and designated bike lanes. The Spadina streetcar is approximately 150 metres from the subject site, which accesses both subway lines in the downtown, Union Station, and the UP Express. With this access to Union Station and the UP Express, the site is an ideal location for a hotel development, allowing easy access to Via Rail and Pearson International Airport. Furthermore, the existing pedestrian infrastructure supports walking along all corridors in the surrounding area.

- Since the proposed development will be solely commercial hotel space, the site does not have any potential to bring new permanent residents, more specifically children, who generally have the largest impact on community facilities and services. Therefore, it is appropriate for the proximal area of impact to be defined by the 120-metre buffer. The impact of this development on the surrounding community will be an increase in economic development and improvement in the aesthetic of the area by redeveloping a 'non-contributing' site.

For the aforementioned reasons, this report defines the proximal impact area as within 120 metres of the subject site.





Aerial of Impact Area

# 6.0 WHO ARE WE ENGAGING?

## 6.1 Demographic Profile

This report has gathered demographic information about the King-Spadina neighbourhood from the TOcore Neighbourhood Population Profiles (with data provided by Statistics Canada Census of Population, 2006 & 2011). Below is a brief snapshot of this neighbourhood's population characteristics in comparison to the city-wide average and downtown core.

The demographic profile of the King-Spadina neighbourhood is significantly different in comparison to the City as a whole. The neighbourhood is predominantly made up of single person

households (63%) aged 20-34 (57%), with the majority of the population speaking English as their home language. Only 29% of the population are immigrants compared to the City's 49%. However, when we look at housing tenure and household income, the neighbourhood is very closely aligned with the City, having identical median household income (\$70,000) and renter-owner split (King-Spadina: 44%/56% and City: 45%/55%). See Appendix A for a full demographic description of both areas.

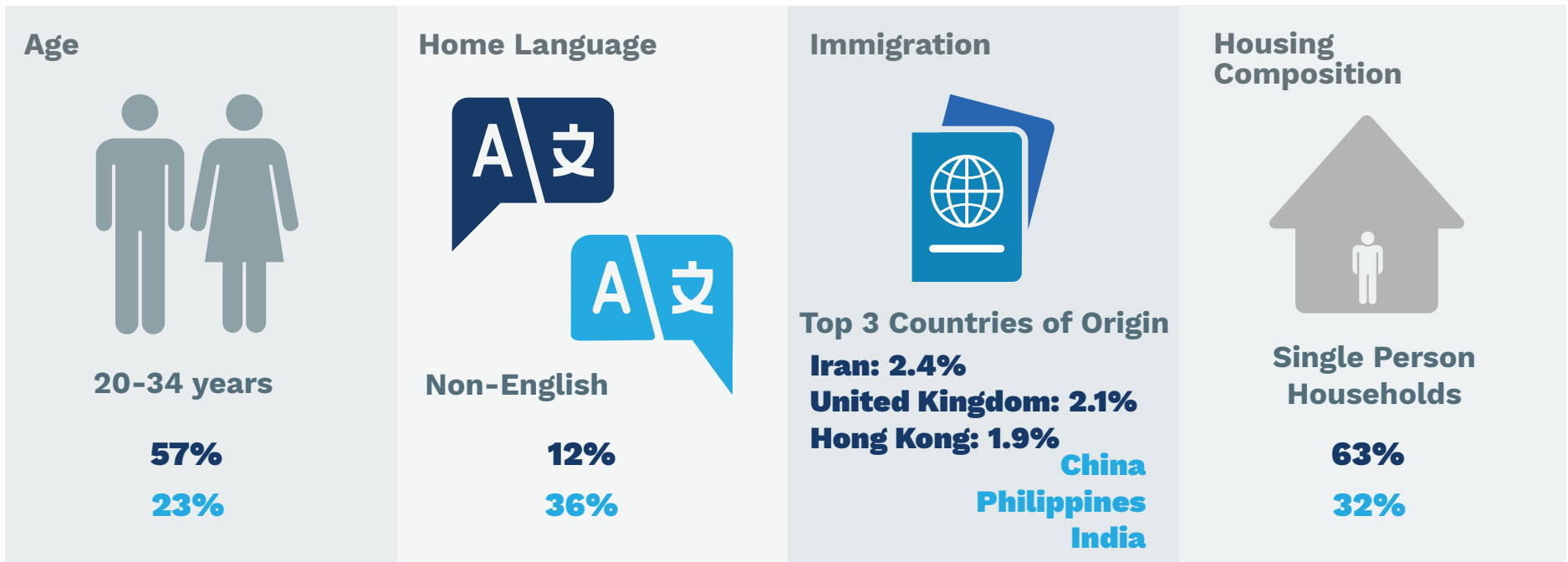
*These differences in population demographics help to inform our strategy when moving forward with community engagement.*



**King-Spadina**



**City of Toronto**



## 6.2 Target Audience & Stakeholders

Based off the demographic profile and associated groups operating in the King-Spadina neighbourhood, it is the goal of the applicant to engage with as wide a spectrum of residents as possible. In order to achieve participation by a broad range of residents (across age groups, gender, income level, etc.) this consultation strategy will include a diversity of engagement platforms (described in Section 9.0) as a means to accommodate a wide variety of participants. Given that the area is 63% single person households and 79% working age people, it will be

important to inform as many individuals as possible to ensure that the neighbourhood is aware of the proposed development.

Furthermore, as part of the rezoning process, we believe it is crucial to develop and maintain strong relationships with organizations that are key stakeholders in the community. As mentioned previously, the identification of interested persons/parties and participation by all segments of the population is critical to meaningful public participation. In this respect, we have identified the following local stakeholders:

**Councillor Joe Cressy**

**City Staff**

**Garment District Neighbourhood Association (GDNA)**

**Boards of Directors and residents of neighbouring buildings**

32 Camden Street

42 Camden Street

477 Richmond Street West

**Broader Community**

## 7.0 WHAT HAVE WE HEARD?

The applicant has had the opportunity to speak with a number of stakeholder groups prior to the submission of this application. The charts below details key considerations and themes that were discussed in each of the pre-application meetings. The applicant plans to continue to keep the dialog open with these groups and other interested stakeholders throughout the remainder of the development process.

### 7.1 Pre-application Consultation

#### **Purpose: Pre-Application Consultation Discussions with City Staff**

#### **Date:**

June 2018 & April 2019

#### **Discussion & Feedback:**

##### **Built form**

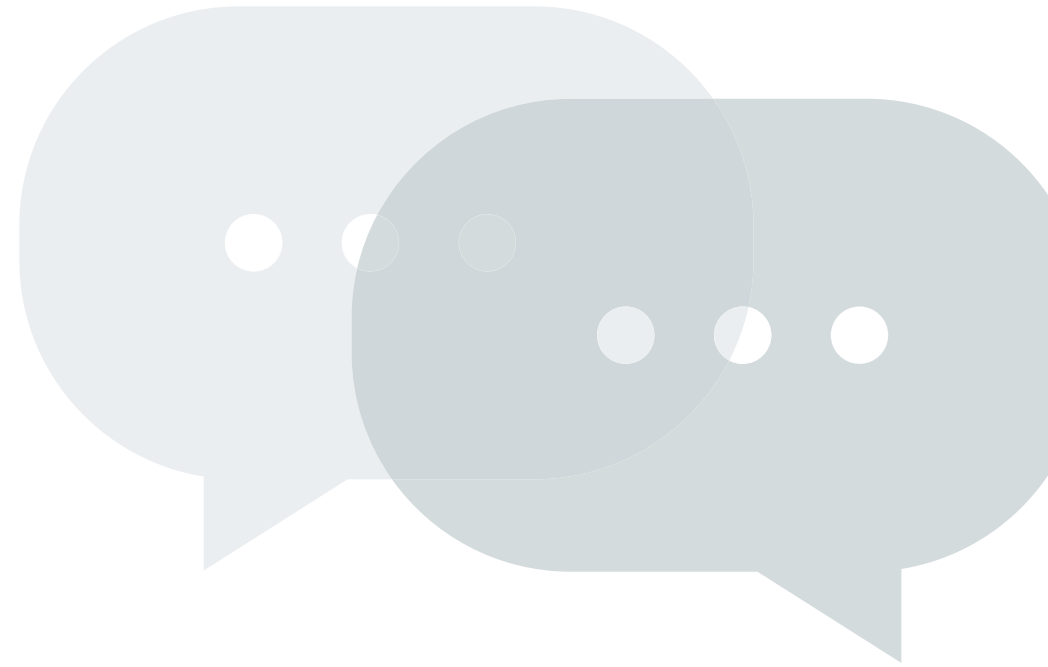
- Height and massing
- Setbacks provided along the front façade and lot lines
- Protection of sunlight, sky view, and privacy

##### **Heritage**

- Considerations for King-Spadina Heritage Conservation District Plan for buildings across the street
- Heritage Impact Assessment

##### **Other**

- Access to the site, servicing, and parking



#### **Follow up comments April 2019**

- Heritage considerations for current Camden Street building as well as building to the direct east of the Richmond Street site
- Appropriate setbacks for heights proposed
- Pedestrian connection between Richmond and Camden

## **Purpose: Pre-Application Consultation with Garment District Neighbourhood Association**

### **Date:**

January 16, 2019

### **Attendees:**

- 6 GDNA Members
- Shahzad Cokar (Manga Hotels)
- Avneet Toor (Manga Hotels)
- David Copeland (Sweeny & Co)
- Jocelyn Deeks (Bousfields)
- Suzanne Tillmann (Bousfields)

### **Discussion & Feedback:**

- Manga Hotels provided an introduction to the company, sharing examples of its portfolio, and outlined its vision for this site
- Sweeny & Co provided a high-level overview of the site, proposed project, and preliminary drawings
- Bousfields provided an overview of the community engagement approach, seeking input from the group
- Board Members asked questions regarding the following points:

### **Built Form**

- Height of both buildings
- Servicing, loading, access, garbage removal
- Mid-block pedestrian connection
- Easement along 38 Camden
- Materials used on party walls
- Ventilation of restaurant (RE: sound and odour)
- Maintaining residential livability of Camden Street



### **Use**

- Type of hotel and its operations

### **Traffic/Congestion**

- Retain planned pickup/drop-off internal to the property

### **Community Engagement**

- Dedicated project website, link to be shared once launched
- Meeting with neighbouring buildings and interested parties
- Second meeting with GDNA

## **Purpose: Pre-Application Consultation with 42 Camden Street Condo Board**

### **Date:**

January 21, 2019

### **Attendees:**

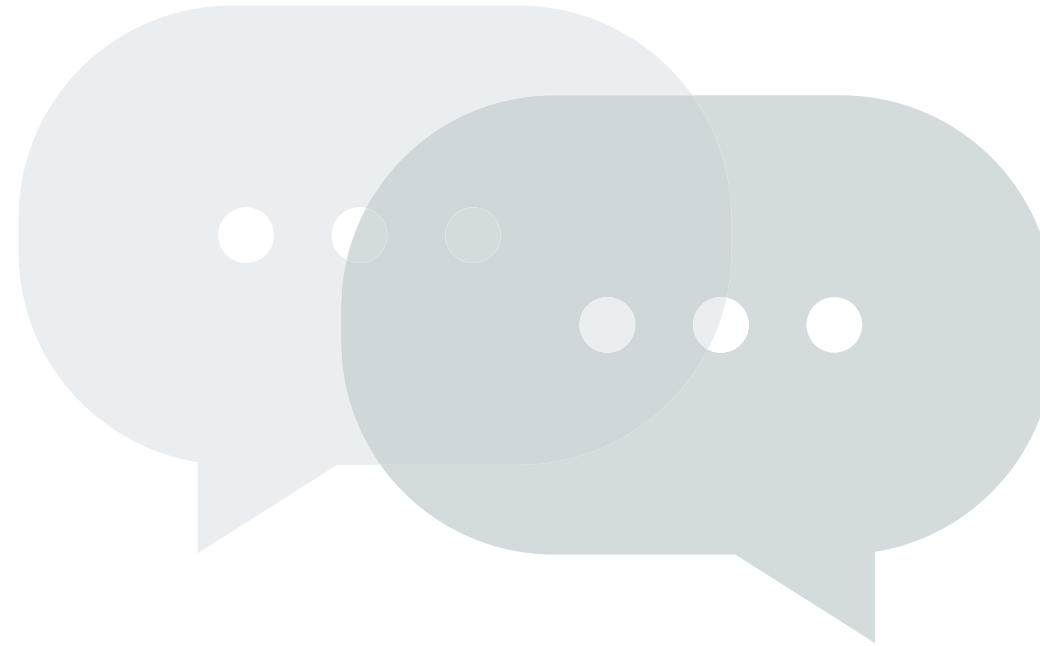
- 4 Board Members
- Shahzad Cokar (Manga Hotels)
- Jocelyn Deeks (Bousfields)
- Suzanne Tillmann (Bousfields)

### **Discussion & Feedback:**

- Manga Hotels provided an introduction to the company, sharing examples of its portfolio, and outlined its vision for this site
- Bousfields provided a very high-level overview of the site, proposed project, and community engagement approach
- Board Members asked questions regarding the following points:

### **Built form**

- Height/number of units of both buildings
- Setbacks
- Servicing, Loading, Access
- HVAC
- Parking



### **Use**

- Type of hotel and its operations

### **Next Steps**

- Dedicated project website, link to be shared once launched
- Second meeting with 42 Camden once plans for both sites have progressed
- Board members to contact Bousfields with any questions they may have in the meantime

**Purpose: Pre-Application Consultation with 32 Camden Street Condo Board**

**Date:**

February 28, 2019

**Attendees:**

- Board Members
- Avneet Toor (Manga Hotels)
- David Copeland (Sweeny & Co)
- Jocelyn Deeks (Bousfields)
- Suzanne Tillmann (Bousfields)

**Discussion & Feedback:**

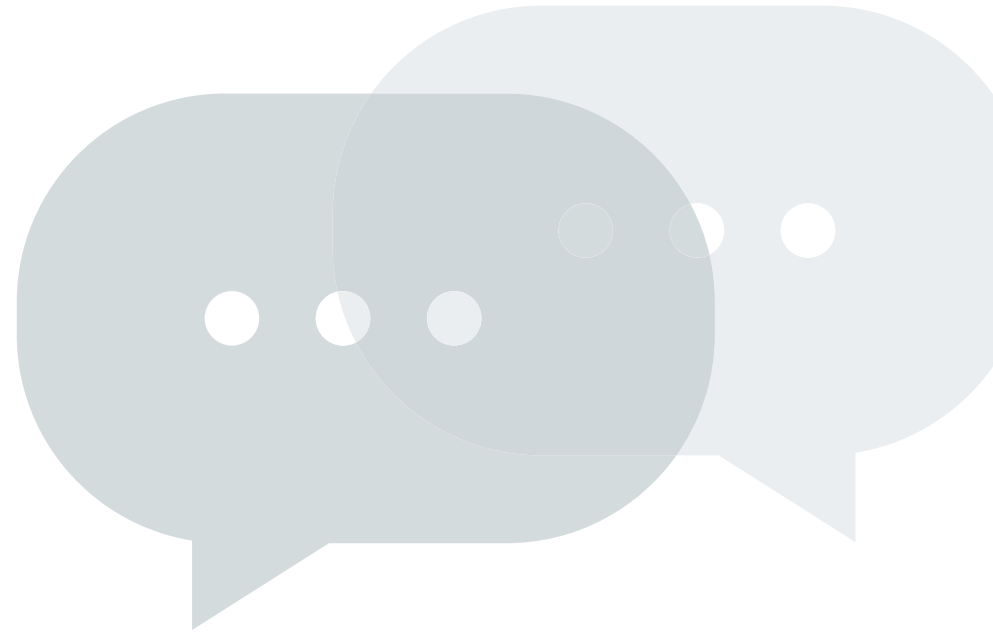
- Manga Hotels provided an introduction to the company, sharing examples of its portfolio, and outlined its vision for this site
- Architect provided a very high-level overview of the site, proposed project, and community engagement approach
- Board Members asked questions regarding the following points:

**Manga**

- Experience in Toronto and residential neighbourhoods

**Built form**

- Laneway between 32 Camden and proposed hotel on Camden
- Shared podium and services
- Height
- HVAC
- Heritage
- Materiality



**Use**

- Pedestrian activity on Camden Street

**Traffic & Access**

- Traffic impacts from this proposal and other surrounding buildings under construction
- Uber and taxi traffic

**Community Engagement**

- Dedicated project website, link to be shared once launched
- Future meetings with neighbouring buildings and interested parties



**Purpose: Pre-Application Consultation with City Staff & Councillor Cressy**

**Date:**

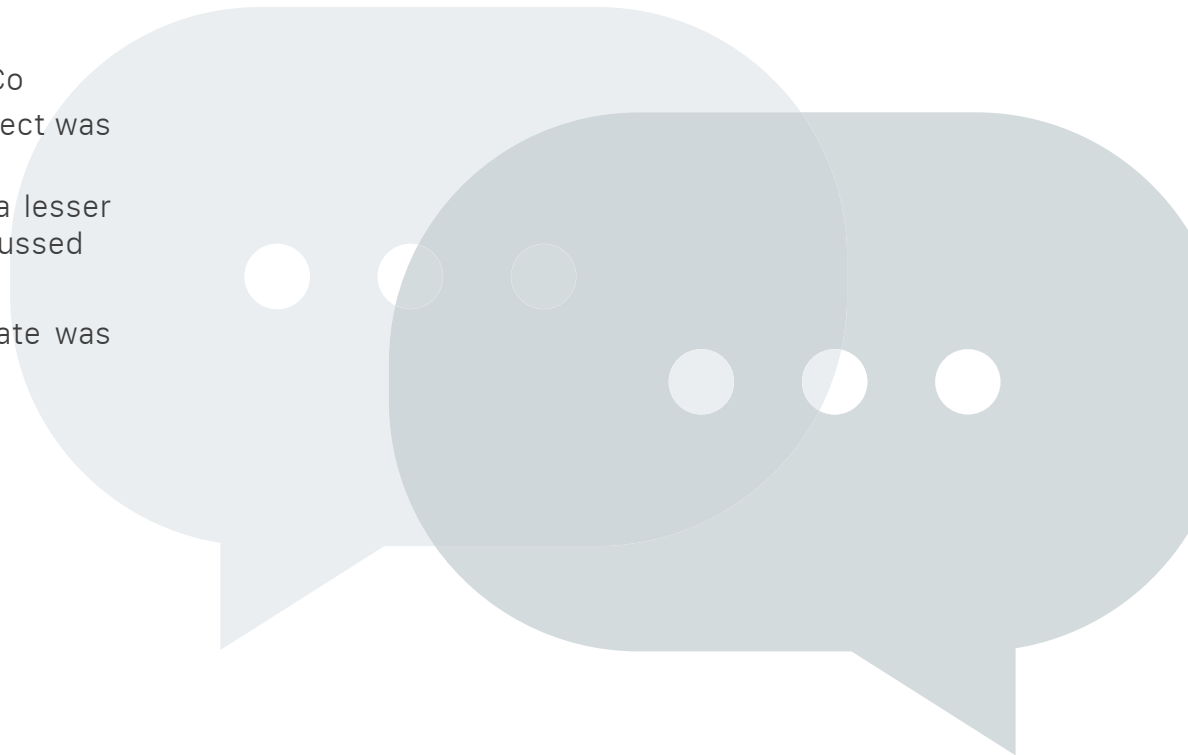
April 25, 2019

**Attendees:**

- Councillor Cressy
- Anthony MacMahon (Advisor to Councillor)
- Joanna Kimont (City Planning)
- Sukhdev Toor (Manga Hotels)
- Dermot Sweeny (Sweeny & Co Architects)
- David Copeland (Sweeny & Co Architects)

**Discussion & Feedback:**

- Fulsome description of the project given by Sweeny & Co
- The built form of Richmond/Camden as a singular project was discussed
- The heritage components of Camden Street, and to a lesser degree, the easterly neighbour on Richmond were discussed
- Loading and servicing to the hotels was discussed
- The extensive community consultation covered to date was discussed



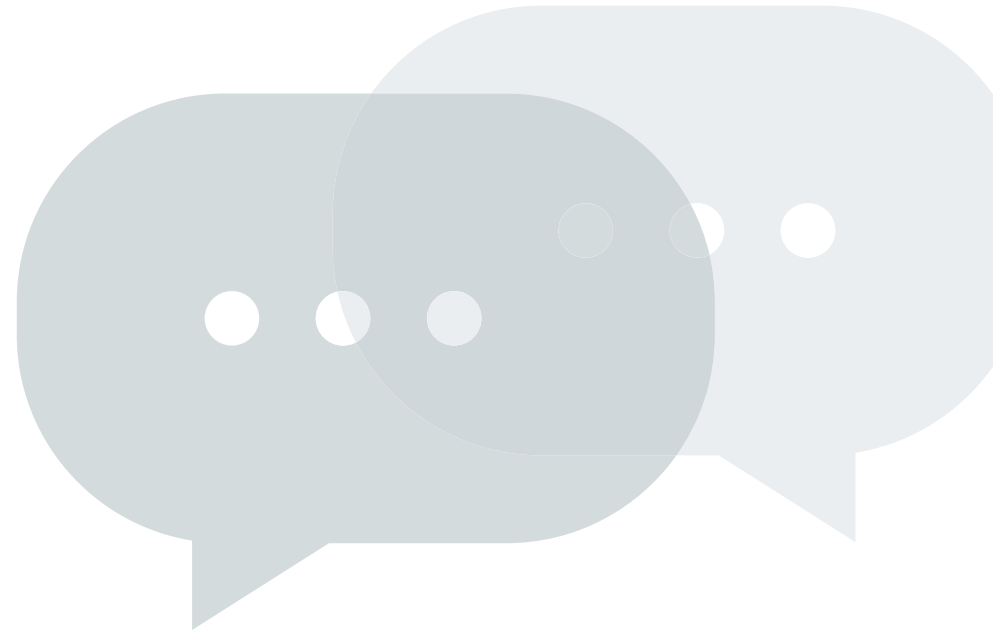
**Purpose: Pre-Application Consultation with  
Garment District Neighbourhood Association**

**Date:**

May 14, 2019

**Attendees:**

- Board Members
- Avneet Toor (Manga Hotels)
- David Copeland (Sweeny & Co)
- Jocelyn Deeks (Bousfields)
- Suzanne Tillmann (Bousfields)



**Discussion & Feedback:**

- Bousfields provided an overview of where we are at in the process and what the purpose of the meeting was
- Manga Hotels provided a refresher on the company and where its current sites are
- Sweeny & Co provided an overview of the current status of the project
- Board Members asked questions regarding the following points:

**Application Details**

- Has not been submitted yet
- Have met with Councillor and City Staff

**Built form**

- Height
- Consideration of east side neighbours at 477 Richmond Street West

- Heritage Considerations
  - Do not necessarily agree with City's view on heritage value of 38 Camden
  - Could use brick from 38 Camden in walkway between the two sites
- Light pollution

**Traffic and Access**

- Next meeting have transportation consultant come in to address congestion concerns

**Community Engagement**

- Dedicated project website, link to be shared once launched
- Future meeting bring in transportation consultant

**Purpose: Pre-Application Consultation with 477 Richmond Street West**

**Date:**

June 11, 2019

**Attendees:**

- Board Member, Residential and Commercial Owners (9)
- Avneet Toor (Manga Hotels)
- David Copeland (Sweeny & Co)
- Jocelyn Deeks (Bousfields)
- Suzanne Tillmann (Bousfields)

**Discussion & Feedback:**

- Bousfields provided an overview of where we are at in the process and what the purpose of the meeting was
- Manga Hotels provided a refresher on the company and where its current sites are
- Sweeny & Co provided an overview of the current status of the project
- Residents & Commercial owners asked questions regarding the following points:



**Built Form**

- West facing wall on Richmond site
- Setbacks and step backs

**Use**

- Restaurant operations/use

**Traffic & Access**

- Traffic impacts from this proposal and other surrounding buildings under construction

**Community Engagement**

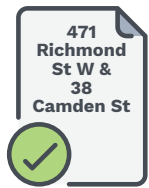
- Dedicated project website, link to be shared once launched
- Continuing the conversation throughout the process

*The applicant will continue to use feedback and questions asked by interested stakeholders to inform the evolution of the proposed development*

## 8.0 WHAT WILL WE BE DISCUSSING?

### 8.1 List of Matters to be Addressed

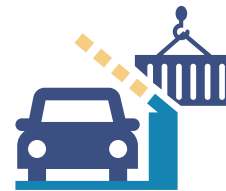
The following list outlines the various topics that will be brought forward for discussion and consultation with regards to the proposal:



**Project Description**



**Design & Built Form**



**Hotel Land Use**



**Pedestrian Accessibility, Parking & Traffic**



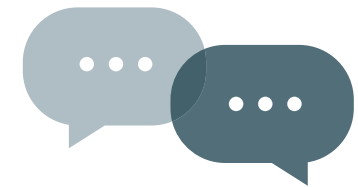
**Public Realm Improvements**



**The Development Process & Estimated Timeline**



**The Consultation Process, Engagement Methods & Opportunities to get Involved**



**Stakeholder Feedback Throughout the Project**

## 9.0 HOW ARE WE ENGAGING AND WHEN?

### 9.1 Engagement Methods

While our early discussions with various stakeholders will seek input on how each group wishes to engage, we have prepared our thinking on what could work, as identified with the following engagement methods. The applicant has put this outline forward to the various stakeholders for their input and has adjusted the plan in response to their feedback. As more feedback is collected the plan will continue to evolve as necessary.

These methods will consider the involvement of the broader public in the engagement process, alongside more targeted participation by specific stakeholder groups:

#### Broader Public Engagement Methods

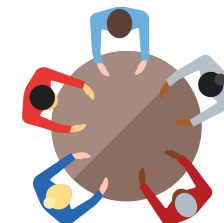


**Website**



**Social Media Monitoring**

#### Targeted Stakeholder Engagement Methods



**Targeted Stakeholder Meetings**

# Broader Public Engagement

## Website

### Description & Purpose

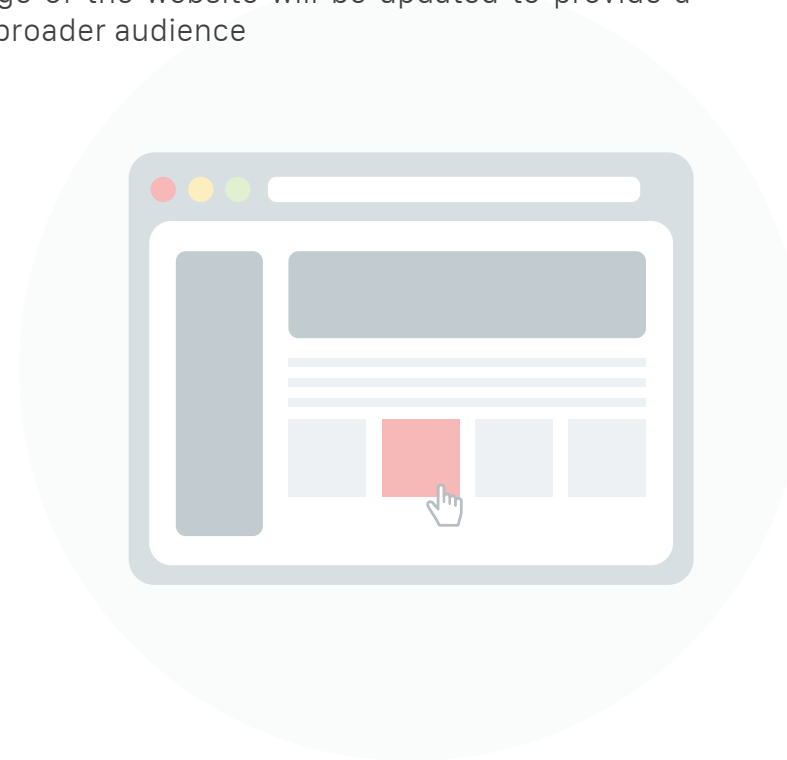
- A project dedicated website will serve as a central information hub
- The purpose of the website will be to inform residents, stakeholders, and interested members of the public. It will provide the opportunity to:
  - learn more about the project
  - review plans and reports
  - keep up-to-date on the status of the project
  - be notified about any upcoming meetings
  - provide input and ask questions
- The intention is to launch the website in a timely manner after the formal submission of the application to the City

### Additional Information

- The website will continuously be updated throughout the process
- We would seek to work with the residents' association and/or the Councillor's office for their assistance in notifying community members about the website's launch (e.g. including the website's address in an e-newsletter)
- We will also plan for the website's address/link to go out on all subsequent communications materials (e.g. print, social media, etc.)
- The website will serve as a consistent and ongoing tool to keep the community informed and will be a key information source in between in-person engagement sessions

### Documentation & Collection of Feedback

- A member of the consulting team will catalogue comments and responses from a feedback form on the website
- A member of the consulting team will catalogue comments on social media channels which link to the website
- These comments will be included as part of the feedback received from all components of the engagement process
- Questions received through the website will receive a response from a member of the consulting team
- If there are questions that are being asked by several members of the public or key stakeholders, the "Frequently Asked Questions" page of the website will be updated to provide a response to a broader audience



## Social Media Monitoring

### Description & Purpose

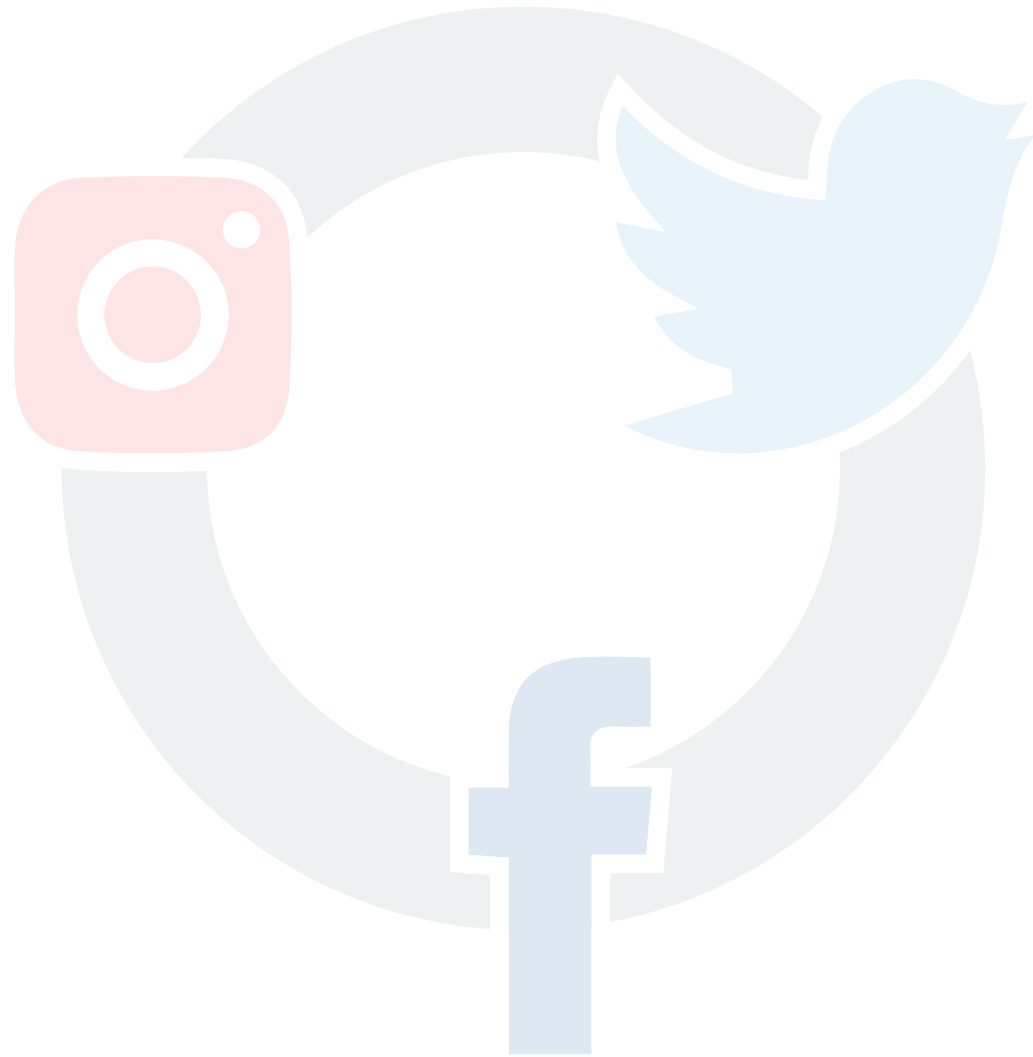
- Social media will be monitored throughout the approvals process for any discussion of the proposal or related content

### Additional Information

- The option of creating accounts for the project on different social media platforms (e.g. Twitter or Facebook) and taking a more proactive role on social media will only be developed should it be determined to be a valuable tool in the community engagement process

### Documentation & Feedback

- Member of the consulting team will catalogue comments on social media channels
- These comments will be included as part of the feedback received from all components of the engagement process
- If there are questions that are being asked by several members of the public, then the "Frequently Asked Questions" page of the website will be updated to provide a response to a broader audience



# Targeted Stakeholder Engagement

## Targeted Stakeholder Meetings

### Description & Purpose

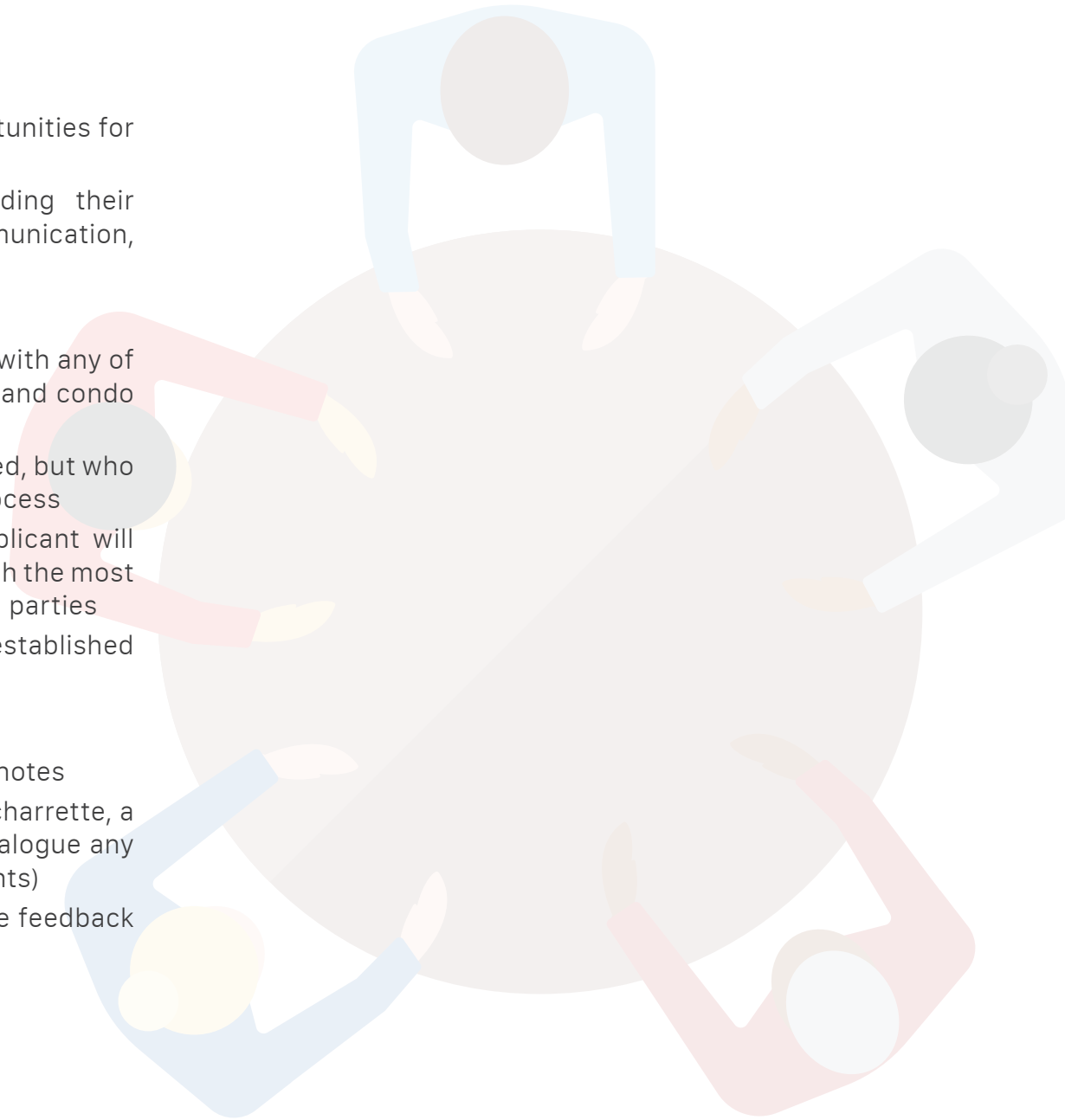
- Allow for more tailored conversations, better opportunities for feedback, and discussion of specific issues
- Collaborate with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback

### Additional Information

- These stakeholder meetings may include meetings with any of the groups listed in Section 6.2, such as the GDNA and condo associations of adjacent buildings
- This may also include meetings with groups not listed, but who convey a strong interest in being involved in the process
- The consulting team in consultation with the applicant will work closely with each stakeholder group to establish the most productive and constructive meeting formats for all parties
- The process and criteria for working together will be established at the first meeting

### Documentation & Feedback

- A member of the consulting team will take detailed notes
- If the meeting takes on the form of a workshop or charrette, a member of the consulting team will collect and catalogue any materials produced (e.g. designs or written comments)
- The consulting team will synthesize and analyze the feedback received from meetings





## City of Toronto Standard Public Consultation Methods

The aforementioned engagement methods will be in addition to, and will aim to complement and support, the following standard public consultation methods employed by the City:

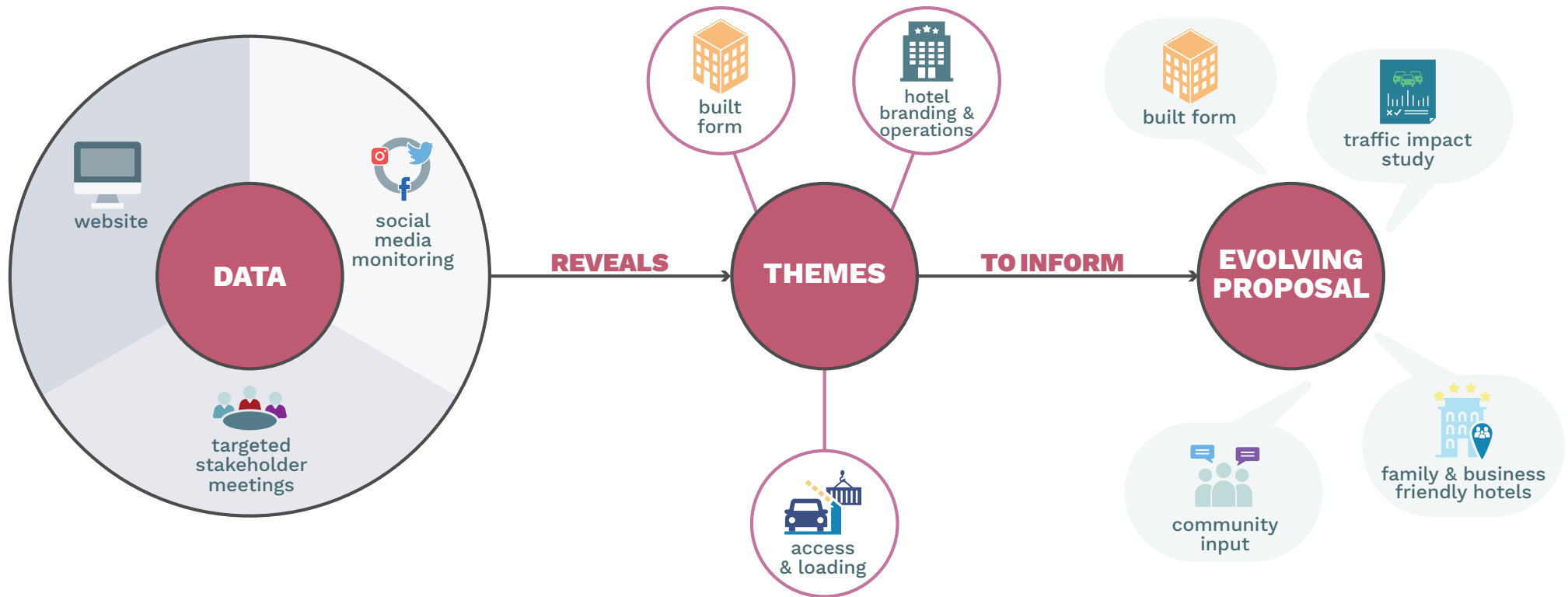
- The community and necessary department/agencies will be notified of the complete development application, once deemed complete by Community Planning, through various methods including the on-site application notice sign and an update on the City's Development Application Centre
- Residents and stakeholders will be able to review the submission materials, including drawings and reports, either on-line on the City's Development Application Centre or in-person at Toronto City Hall
- Residents and stakeholders can direct comments and questions about the application to the assigned City Planner on the file throughout the review process
- Date to be determined – Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor, applicant will work to support the City for this meeting
- Date to be determined – Statutory Public Meeting at Toronto & East York Community Council

# 10.0 HOW WILL WE SHARE FEEDBACK?

## 10.1 Methodology for Evaluating Feedback

All forms of data including notes, feedback forms, photographs, general comments, and any other documentation stemming from the broader public meeting, stakeholder meetings, any city-led consultations, and any comments or feedback recorded on the microsite will be synthesized and analyzed to reveal recurring themes and patterns. Those themes and patterns will inform the

proposal throughout the applications process. The figure below represents this feedback evaluation process, with examples of the potential themes that may be heard regarding this application, and is meant to evolve with the project over time.



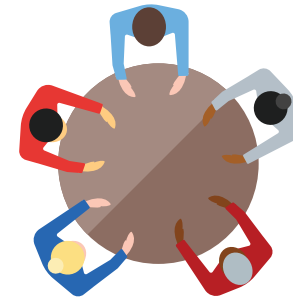
## 10.2 Report-Back Tools

After feedback has been catalogued and analyzed, a number of tools will be used to report back to the public and various stakeholder groups:



### Website

Announcements and updates regarding the incorporation of feedback into the development will be posted to the website when they are available.



### In-person Meeting Updates

At the beginning of each subsequent public or stakeholder group meeting, a member of the consulting team will provide and update any feedback that was received, the manner in which it was considered, and if applicable, how it was incorporated into the development or what associated performance standard was met in the revised version of the proposal.

## 10.3 Proposed Assignment of Roles

Both the applicant and the consulting team will attend and be active participants in all community consultation and targeted stakeholder meetings, including any City-led meetings. The applicant and the consulting team also plan to work collaboratively with City Staff and the Ward Councillor throughout every stage of the application process. This will require consistent communication between all parties and a commitment to open, respectful, and transparent dialogue.

## 11.0 CONCLUSION

The applicant team is pleased to discuss the proposed Public Consultation Strategy Report with City Staff, and if appropriate, make adjustments to the plan based on Staff's feedback. The team is committed to engaging with the community throughout the duration of the proposal at varying levels of intensity appropriate to the status of the planning application. The approach to this component of the project is to ensure that there is an opportunity for members of the public to engage in the process in a manner that is most convenient and accessible to them. The process has been developed to allow for a broad range of voices to contribute to the discussion with the intention of creating a development proposal that will align with the interests of community members.

# APPENDIX A

## Demographic Snapshot of King-Spadina in comparison to the City of Toronto

Socio-Economic Indicator	King-Spadina	Core	City of Toronto
<b>Age</b>	0 to 19 years: 4% <b>20 to 34 years: 57%</b> 35 to 54 years: 30% 55 to 64 years: 5% 65+ years: 3%	0 to 19 years: 11% <b>20 to 34 years: 40%</b> 35 to 54 years: 29% 55 to 64 years: 10% 65+ years: 11%	0 to 19 years: 21% <b>20 to 34 years: 23%</b> 35 to 54 years: 30% 55 to 64 years: 12% 65+ years: 14%
<b>Educational Attainment</b>	Adults 25-64 without high school diploma: 2%	Adults 25-64 without high school diploma: 6%	Adults 25-64 without high school diploma: 11%
<b>Household Income</b>	Average: \$91,137 Median: \$70,000	Average: \$78,942 Median: \$55,000	Average: \$87,062 Median: \$70,000
<b>Home Language</b>	<b>Non-English: 12%</b>	Non-English: 26%	<b>Non-English: 36%</b>
<b>Immigration (Top 3 Countries of Origin)</b>	<b>Total: 29%</b> Iran: 2.4% United Kingdom: 2.1% Hong Kong: 1.9%	Total: 40% China Philippines Great Britain	<b>Total: 49%</b> China Philippines India
<b>Housing Tenure</b>	Rent: 44% Own: 56%	Rent: 65% Own: 35%	Rent: 45% Own: 55%
<b>Household Composition</b>	<b>Single Person Households: 63%</b>	Single Person Households: 54%	<b>Single Person Households: 32%</b>

