



PUBLIC CONSULTATION STRATEGY REPORT

2157 Lake Shore Boulevard West

**March 2020
2599302 Ontario Ltd.**

BOUSFIELDS INC.
PLANNING | DESIGN | ENGAGEMENT

TABLE OF CONTENTS

1.0 INTRODUCTION	1
2.0 WHAT ARE THE GOALS AND OUTCOMES?	3
2.1 PROJECT GOALS AND OUTCOMES	3
3.0 WHAT IS THE PROJECT?	5
3.1 SUBJECT SITE AND SURROUNDINGS	5
3.2 PROPOSAL HIGHLIGHTS	7
3.3 KEY MESSAGES	8
4.0 WHERE ARE WE ENGAGING?	10
4.1 SCOPE OF CONSULTATION	10
5.0 WHO ARE WE ENGAGING?	12
5.1 DEMOGRAPHIC PROFILE	12
5.2 TARGET AUDIENCE & STAKEHOLDERS	14
6.0 WHAT HAVE WE HEARD?	15
6.1 PRE-APPLICATION CONSULTATION	15
7.0 WHAT WILL WE BE DISCUSSING?	16
7.1 LIST OF MATTERS TO BE ADDRESSED	16
8.0 HOW ARE WE ENGAGING?	17
8.1 ENGAGEMENT METHODS	17
9.0 HOW WILL WE SHARE FEEDBACK?	23
9.1 METHODOLOGY FOR EVALUATING AND REPORTING FEEDBACK	23
10.0 CONCLUSION	24
APPENDIX A	25
DEMOGRAPHIC SNAPSHOT	25



Job Number 1893-1

1.0 INTRODUCTION

This Public Consultation Strategy Report outlines the proposed engagement process for the application by 2599302 Ontario Ltd. represented by Stay Inn Hospitality ("the applicant") to redevelop 2157 Lake Shore Boulevard West ("the subject site") in the Humber Bay Shores area within the Mimico neighbourhood in Etobicoke. This change would require an Official Plan Amendment (OPA) and a Zoning By-law Amendment (ZBA).

The applicant is proposing to add a 13-storey hotel with retail uses at ground-level to the site municipally addressed 2157 Lake Shore Blvd. West, on the south side of Lake Shore Blvd. West at the corner of Silver Moon Dr.

The subject site is currently vacant and is part of a site that was formerly approved for a mixed-used development.

Located a short distance away from the Humber Bay Park system and waterfront, and extensive recreational trails, the site is well-connected to the surrounding natural environment which informed the development proposal.

**For the purposes of this report, Lake Shore Blvd. West is referred to as the north-south dividing boundary, with the Gardiner Expressway to the north and Lake Ontario to the south (as described in the City of Toronto's Motel Strip Secondary Plan).*



2.0 WHAT ARE THE GOALS AND OUTCOMES?

2.1 Project goals and outcomes

Overall Engagement Goals and Outcomes

GOAL

Share information and seek input related to the proposal with the public and any interested stakeholders

OUTCOME

The public and interested stakeholder groups feel sufficiently informed and consulted about the proposed development

GOAL

Consult with interested persons and groups, using various methods of consultation

OUTCOME

The various consultation methods were simple, straightforward, and useful, allowing a range of people to learn about the project, ask questions, and provide input

GOAL

Determine overarching themes and key points about the proposal from various consultations

OUTCOME

The feedback received during consultations helped inform the applicant's understanding of the community's sentiments related to the project

GOAL

Communicate with the public in a transparent and open manner about the proposal as well as the consultation process

OUTCOME

The public, interested stakeholder groups, and the applicant are clear on the overall consultation and feedback processes and their outcomes

Tailored Engagement Goals and Outcomes

GOAL

Effectively share information with nearby condominium residents through Condominium Board representatives

OUTCOME

Nearby condominium residents felt informed about the proposal, were aware of opportunities to give input, and understood how their input would be considered

GOAL

Highlight economic development opportunities associated with adding hotel uses to the site

OUTCOME

Members of the public were aware of the economic development opportunities and associated benefits to the community

GOAL

Share information about the applicant, including their understanding of the Humber Bay Shores area and its unique features

OUTCOME

Members of the public understand the applicant's knowledge of the area and experience with hotel development in the GTHA, and how this has informed the proposal

3.0 WHAT IS THE PROJECT?

3.1 Subject Site and Surroundings

Overview

- The subject site is located at 2157 Lake Shore Blvd. West in the general area commonly referred to as Humber Bay Shores and formerly known as the Motel Strip area, within the Mimico neighbourhood of Etobicoke.
- It was formerly occupied by the Silver Moon Motel which was demolished in 2008.
- It is currently vacant and is used as a construction yard for nearby development.
- Immediate surroundings include:
 - High-rise condominium buildings with ground-floor retail uses
 - Parkland, including the Humber Bay Shores Park and Martin Goodman Trail
- The subject site was approved for a 5-storey office building in 2010 as part of a larger development that included the lands to the immediate south.



Mimico neighbourhood, as defined by the City of Toronto

Immediate Surroundings

- To the north is a vacant parcel of land municipally known as 2150 Lake Shore Boulevard West and 23 Park Lawn Road that was formerly the site of the Christie Bakery factory.
- Immediately to the west is a vacant parcel (2165 Lake Shore Boulevard West) that is approved for a 4-storey commercial building.
 - The site at 2155 Lake Shore Boulevard West) is also vacant, with approval for a 3-storey building.
- To the south is a 10-storey condominium building and 39-storey condominium building (with ground-floor retail), known as the "Ocean Club Waterfront Condominium" (59-60 Annie Craig Drive).
- To the west, there are several properties currently under construction and a number of recent approvals.



The proposal for a midsize hotel responds to the site's location in the Humber Bay Shores area and its proximity to transit, shopping, parks, and community facilities.



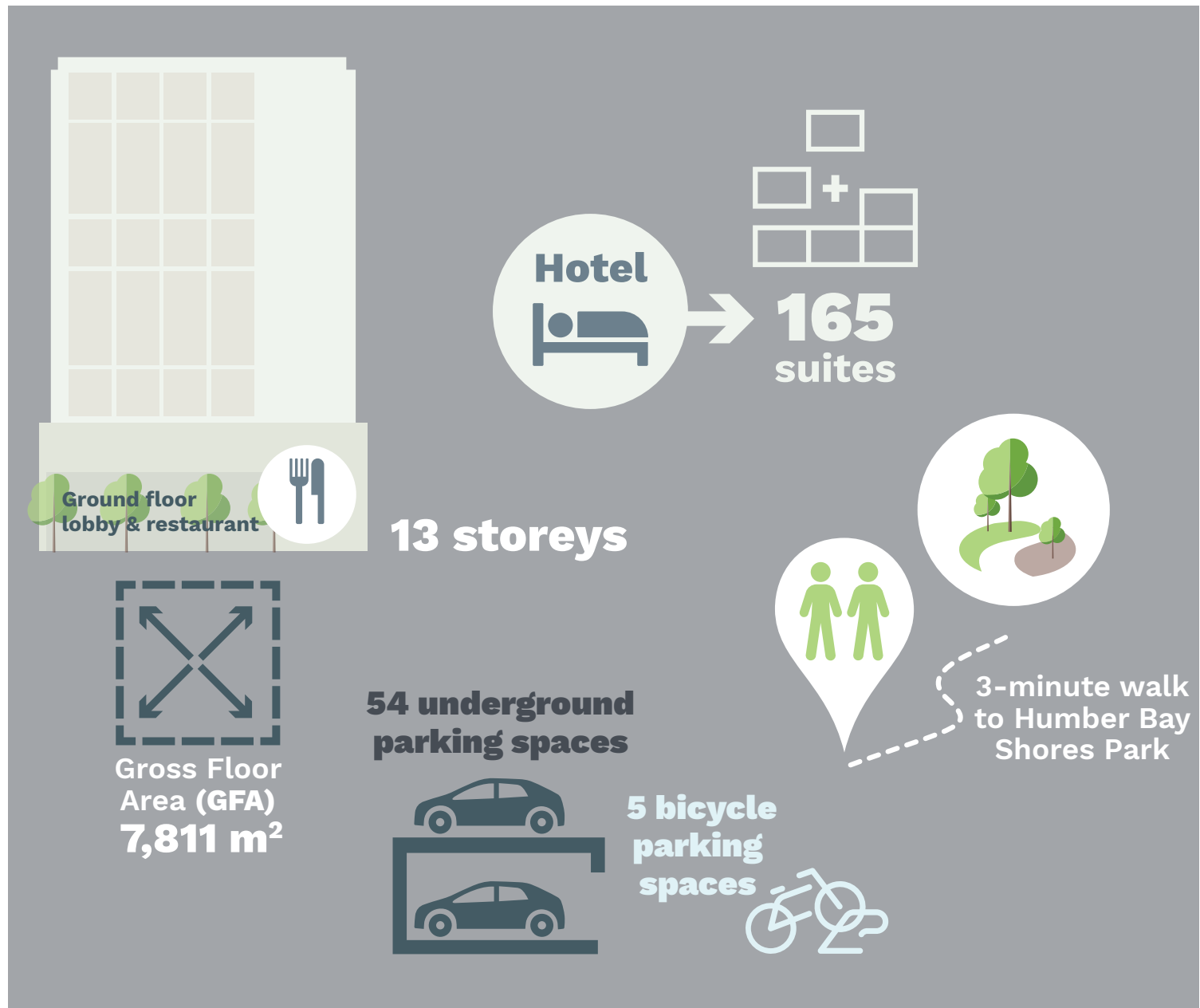
Subject site and immediate surroundings

3.2 Proposal Highlights



Project Developers
2599302 Ontario Ltd.

Subject Site Address
2157 Lake Shore
Boulevard West



* Icons are for illustrative purposes only – they are not to scale

3.3 Key Messages

This project has a number of key messages, which will be used to share information about the proposal with key stakeholders and the broader public.



Adding new uses

- A midsize hotel with restaurant uses at the ground-level would complement and enhance the existing residential community at Humber Bay Shores.
- The proposed hotel use is permitted by the City's Official Plan and Secondary Plan.
- Introducing a hotel to the area would alleviate the need for short-term rentals as well as meet a need for guest suites for nearby condominium residents.
- Adding hotel uses would also meet a need for hotel suites following the closure of many nearby hotels and motels in the Mimico, Humber Bay, and Queensway areas.



Supporting economic development

- The proposed hotel uses would provide 40-50 full-time local jobs to the community.
- A \$45-50 million investment would represent a boost to Toronto's economy and fulfill the City of Toronto's desire for new business development more broadly, including in the tourism sector.
- A midsize hotel would offer a unique option in this neighbourhood, serving guests seeking alternatives to larger hotels.
- The hotel is intended to appeal to business travelers and tourists seeking to experience one of Toronto's waterfront neighbourhoods.
- Ground-level restaurant space would add convenient shopping and services for nearby residents and visitors, contributing to the local economy.



Contributing to revitalization along Lake Shore Blvd.

- Replacing a vacant site with a mixed-use building would contribute to ongoing revitalization along Lake Shore Blvd.
- The proposal would represent an appropriate transition between industrial uses to the north and residential uses to the south.
- With a recent proposal for a mixed-use redevelopment put forth for the 28-acre Christie Lands property (located to the north of the site), this proposal would align with the current and ongoing changes to Humber Bay Shores.
- A mixed-used development would respond to future transit improvements, including the proposed Park Lawn GO Station and Waterfront LRT.



Taking cues from the natural environment

- With distinctive architecture and public realm improvements, the hotel would respond to its surroundings, including nearby parkland and trails along the Waterfront.
- The proposed hotel would capitalize on connections to Humber Bay Park and the Martin Goodman Trail, encouraging guests and visitors to use active transportation.
- The building includes several environmental sustainability features, including a green roof, soft landscaping, and tree planting.
- A consistent building streetwall and pedestrian-oriented ground-level design would contribute to walkability.



A Canadian developer with broad experience in the GTHA

- Stay Inn Hospitality is a Canadian owned and operated hospitality company.
- They are committed to making a positive contribution to the Humber Bay Shores area.
- They have extensive experience in the GTHA, including in Etobicoke, Toronto, and Richmond Hill.

The proposal is consistent with a new vision for Humber Bay Shores. This includes a gradual shift in built form and uses from the former, low-density 'Motel Strip' to a revitalized, walkable, mixed-use area oriented towards the waterfront.

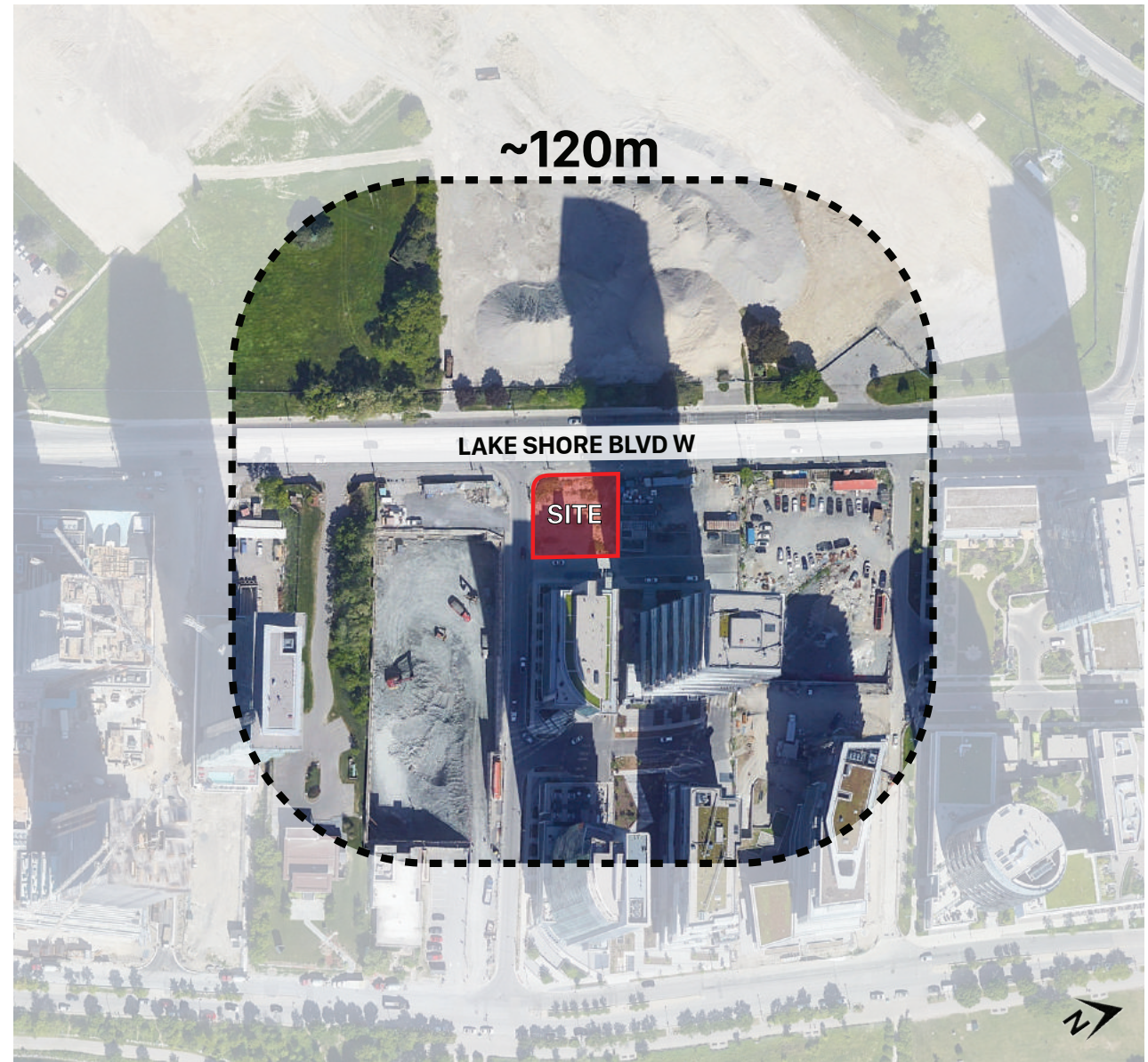
4.0 WHERE ARE WE ENGAGING?

4.1 Scope of Consultation

The scope of consultation area is defined by two populations: (1) those who immediately surround the proposed development, and (2) those in the broader area surrounding the proposed development.

Immediate Consultation Area

In the **Immediate Consultation Area**, are the groups who will likely take an interest in the engagement process. Notification for public meetings will be distributed to a 120 metre radius of the subject site, which is the minimum notice area outlined in the *Planning Act*. Populations in this area include residents of adjacent condominiums who have indicated an interest in changes coming to their neighbourhood during early consultation (please see Section 6.1 for a summary of pre-application consultation). As such, the area may be expanded based on continued conversations with the Ward Councillor.



Immediate Consultation Area

Broader Consultation Area

Outside of the immediate area of impact is the **Broader Consultation Area**, which refers to people who may not experience change directly, but who might experience changes at the neighbourhood level, for example from changes to local transportation. These include the Ward Councillor and residents in adjacent neighbourhoods. The applicant intends to continue conversations with the Councillor and the Humber Bay Shores Condominium Association to identify how best to notify these groups of the development proposal and engagement opportunities. Notification processes will respond to the high percentage of residents living in condominium towers in Humber Bay Shores.

Given that this proposal will add a number of tourists and visitors to the Humber Bay Shores area (in combination with other proposed developments), it could also have an indirect impact on the future development of the area, such as population growth and transportation impacts.

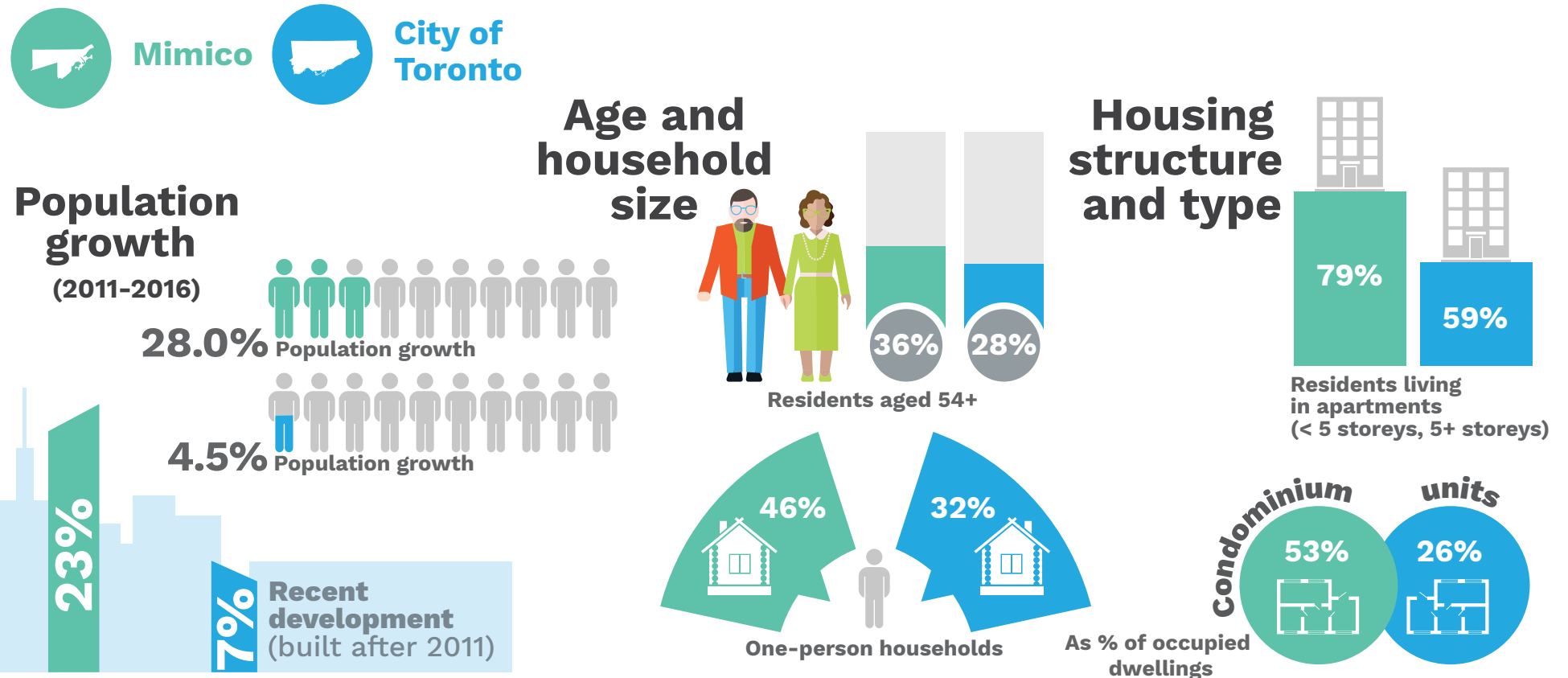


The Humber Bay Shores neighbourhood, characterized by a concentration of high-rise condominium towers

5.0 WHO ARE WE ENGAGING?

5.1 Demographic Profile

Below is a snapshot of the Mimico neighbourhood in comparison to the City of Toronto, highlighting notable differences between the two areas. This information was used to design the tailored set of engagement approaches. A full breakdown of demographics for both areas can be found in Appendix A.



*Icons/graphics are for illustrative purposes only - they are not to scale

It is also helpful to view finer-grain demographic information for the census tract that includes the site (5350210.02) as defined by Statistics Canada (2016 Census). The following statistics demonstrate variability between the immediate (census tract) and broader (Mimico neighbourhood) surroundings:

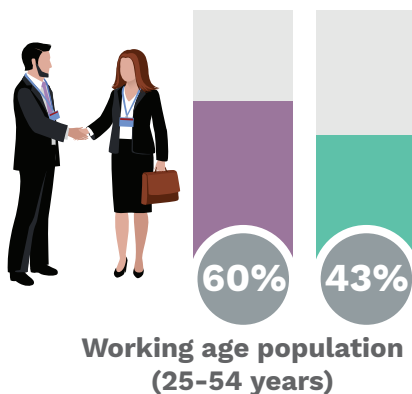


**Census Tract
5350210.02**

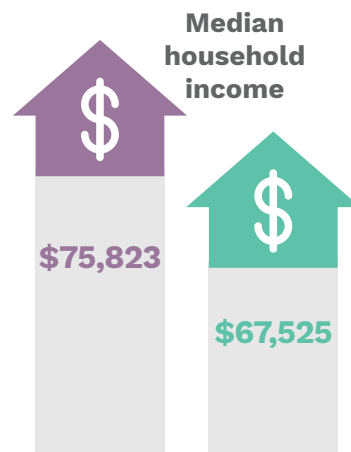


**Mimico
neighbourhood**

Age



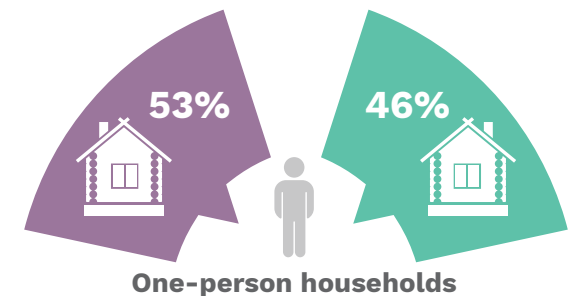
Income



Housing structure



Household size



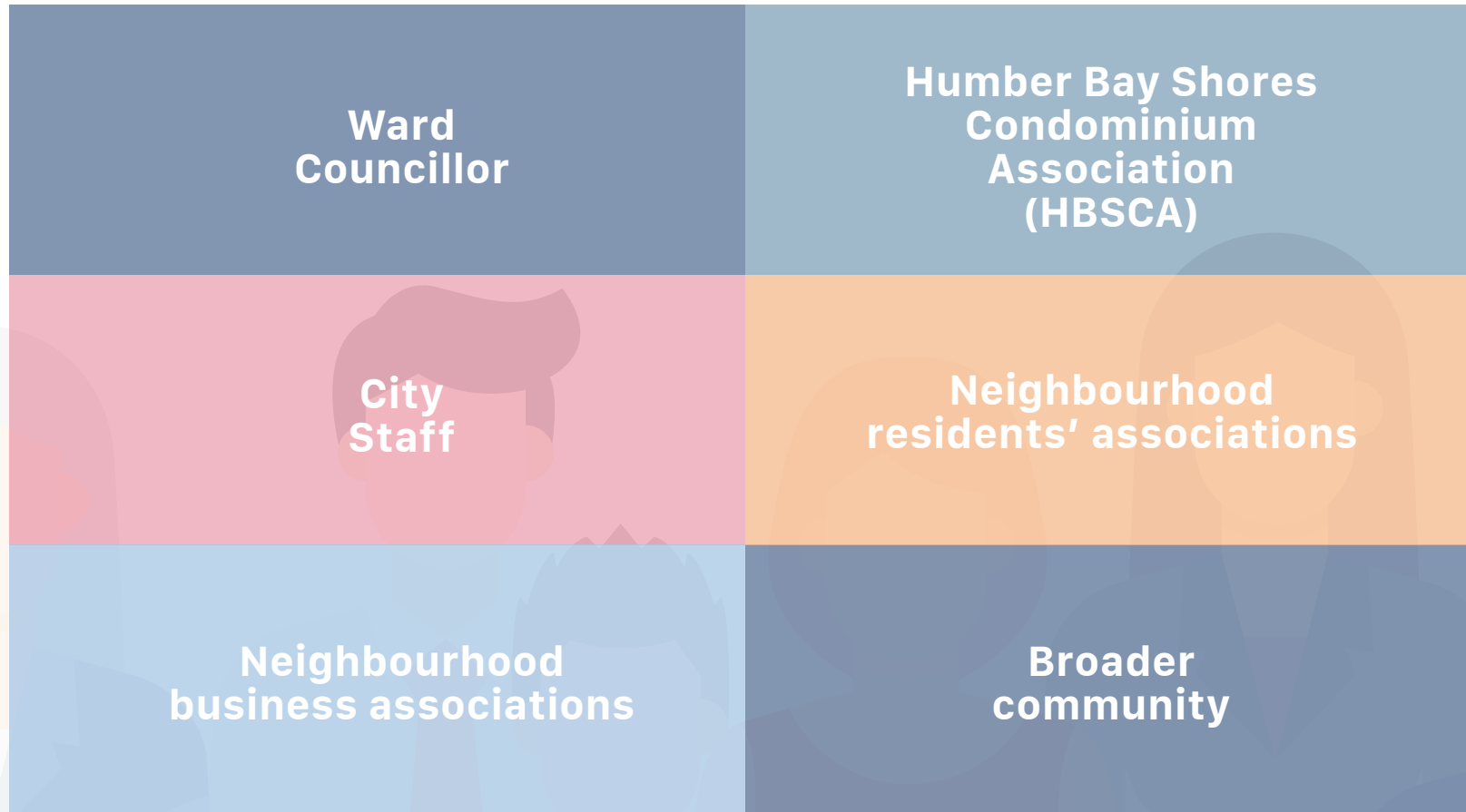
These demographic findings help to inform our community engagement strategy, including messaging, communications channels, and consultation methods.

5.2 Target Audience & Stakeholders

In addition to the broader public and the Mimico neighbourhood, the applicant aims to share information with key neighbourhood stakeholders in order to support and complement the City-led community consultation process. Thus far, the below local

stakeholders have been identified as those who may wish to be involved in the process.

Stakeholders may also include other individuals and groups who express interest in the proposal.



6.0 WHAT HAVE WE HEARD?

6.1 Pre-application Consultation

The applicant has had the opportunity to meet with key stakeholder groups prior to the submission of this application. The charts below summarize each of these pre-application meetings. The applicant plans to continue having these conversations with interested stakeholders throughout the remainder of the development process.

Purpose

Introductory Meeting with HBSCA

Date

November 26, 2019

Attendees

- Applicant representatives
- HBSCA representatives
- Ocean Club Condominium Board representatives
- Bousfields Inc. representatives

Discussion & Feedback

- Overview of the proposal, including height, uses, and massing
- Transportation, including vehicular traffic and parking
- Further opportunities for consultation

Purpose

Introductory Meeting with Ward Councillor's Office

Date

January 28, 2020

Attendees

- Applicant representatives
- Kim Edgar, Chief of Staff for Ward Councillor
- Mary Campbell, Senior Policy Advisor, Planning for Ward Councillor

Discussion & Feedback

- Overview of the proposal
- Further opportunities for consultation



7.0 WHAT WILL WE BE DISCUSSING?

7.1 List of Matters to be Addressed

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



Project Description



Design & Built Form



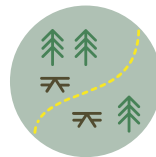
Proposed Uses



Economic Development



Parking & Traffic



Pedestrian Realm



Development Process & Estimated Timeline



Consultation Process & Engagement Approaches

8.0 HOW ARE WE ENGAGING?

8.1 Engagement Methods

The applicant proposes the following engagement methods to share information about the proposal to stakeholders and is prepared to adjust the plan in response to direction from City Staff and the Ward Councillor.

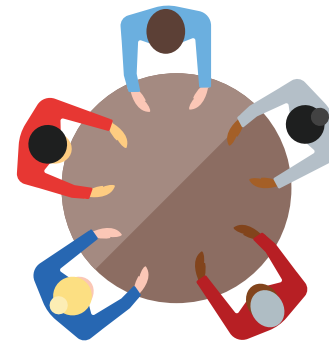
The following engagement methods have taken into consideration ways of sharing information with a) the broader public and b) specific stakeholder groups:



Project Website



Update Notices



Targeted Stakeholder Meetings



City-Led Community Consultation Meeting

Project Website

Description & Purpose

- A basic website for the project will act as an information hub
- The purpose of the website will be to inform residents, stakeholders, and interested members of the public. It will also provide the opportunity to:
 - Learn more about the project
 - Review plans and reports
 - Learn about the status of the project
 - Be notified about any upcoming meetings
 - Ask questions and provide input
- The intention is to launch the website after the formal submission of the development application and before the City-led Community Consultation Meeting

Additional Information

- The website would be updated throughout the process
- The project team would seek to work with neighbourhood representatives for their assistance in notifying community members about the website's launch (for example, including the URL in the condominium board's e-newsletter)
- The URL will be included on all subsequent communications materials (e.g. presentations at community meetings, update notices)
- The website will serve as a consistent tool to keep the community informed, and will be a key information source in between in-person engagement sessions

Documentation & Collection of Feedback

- Member of the project team will collect responses from a feedback form on the website
- Questions received through the website will receive a response from a member of the project team in a timely manner



Update Notices

Description & Purpose

- One or more short update notices to neighbouring condominium residents will be used to share information about:
 - The proposal
 - Upcoming public consultations and/or other opportunities to provide feedback

Additional Information

- Notices could be distributed to neighbouring condominium residents via the HBSCA
- They could also be delivered electronically to broader condominium residents via the HBSCA's e-newsletter, which serves a number of Condominium Boards in the Humber Bay Shores area

Documentation & Collection of Feedback

- Notices would include contact information for the project team (e.g. project email) to allow members of the public to share comments or ask questions



Targeted Stakeholder Meetings

Description & Purpose

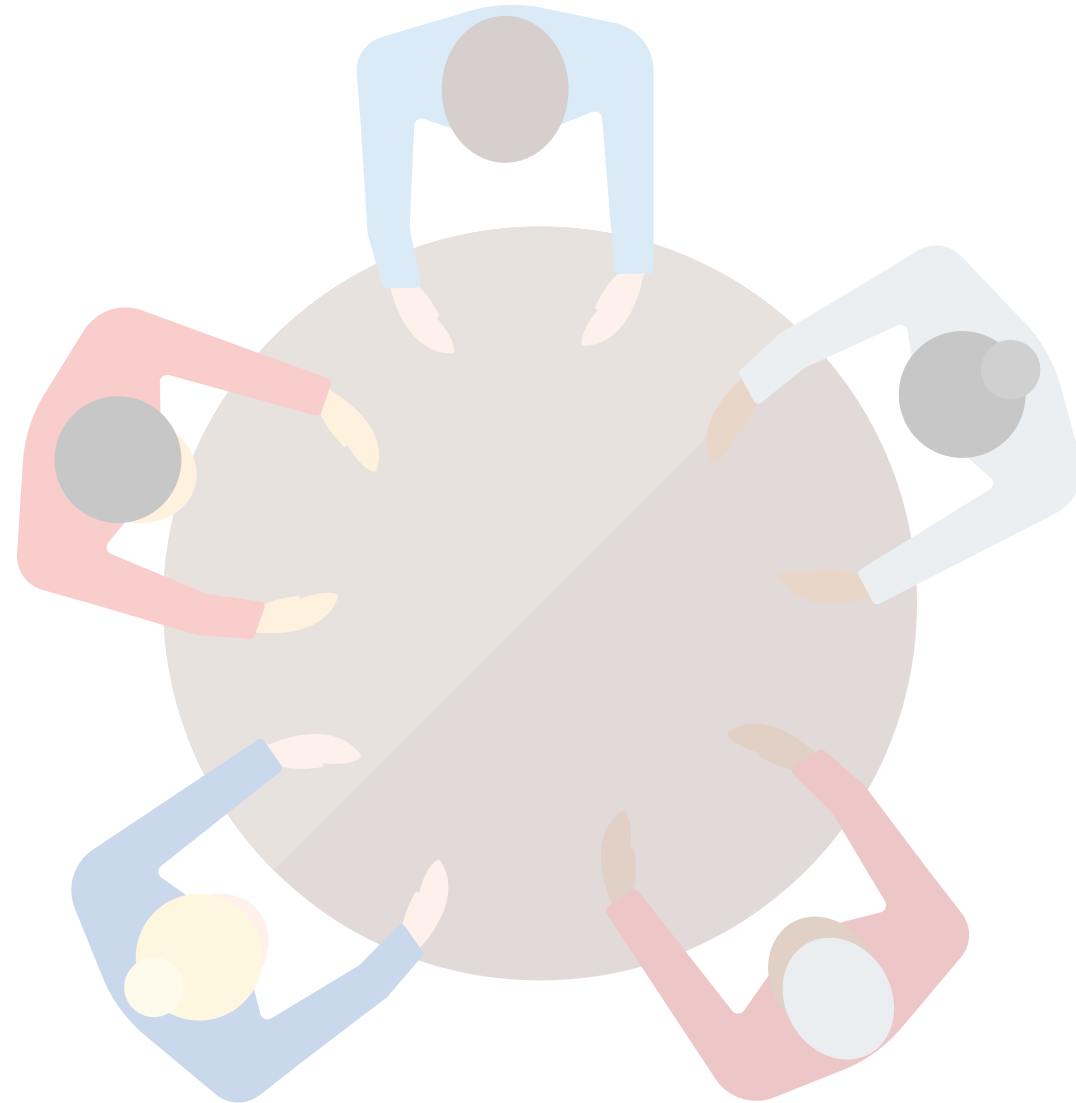
- These meetings would take the form of small group discussions with key stakeholders, such as the HBSCA and neighbouring condominium boards
- Allow for more tailored conversations, better opportunities for feedback and discussion of specific topics
- Collaborate with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback

Additional Information

- The project team worked and will work with each stakeholder group to establish the preferred meeting formats for all parties
- The process and criteria for working together was established at the initial meeting

Documentation & Collection of Feedback

- Member of the project team will take notes
- Member of the project team will make note of meeting participants, as part of the record of the meeting



City-led Community Consultation Meeting

Description & Purpose

- The purpose of the City-led Community Consultation Meeting is to provide all interested persons the opportunity to give feedback and ask questions
- The project team will consult with City Staff on how we can best support the organization and facilitation of the City-led Community Consultation Meeting

Additional Information

- In consultation with City Staff, the project team will support and/or facilitate this meeting to encourage participation by all interested parties

Documentation & Collection of Feedback

- Members of the project team will take detailed notes



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:

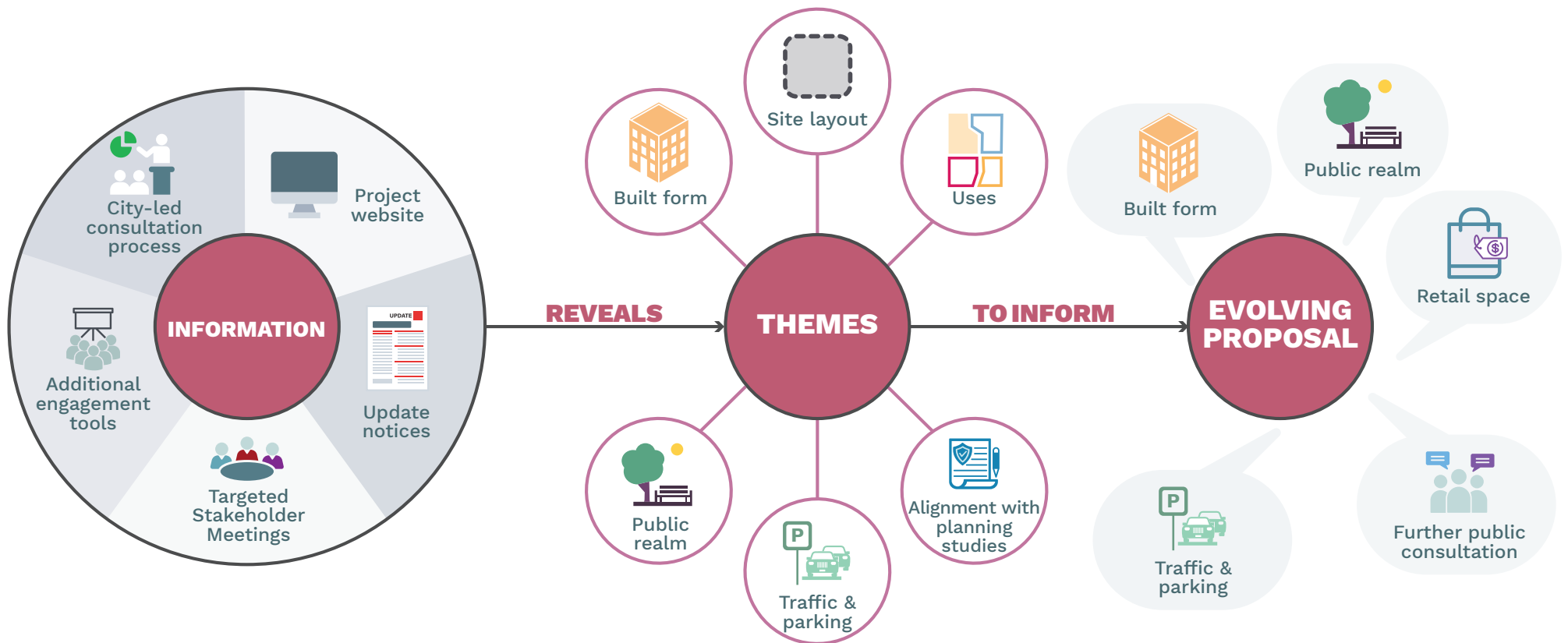
- The community will be made aware of the complete development application (once deemed complete by Community Planning) through various methods including the on-site application notice sign, and an update on the City's Development Application Centre;
- Residents and stakeholders will be able to review the submission materials, including drawings and reports, either on-line on the City's Development Application Centre, or in-person at the Etobicoke Civic Centre;
- Residents and stakeholders can direct comments and questions about the application to the assigned City Planner on the file throughout the review process;
- A Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor (date to be determined) for which the City will send meeting notice to residents
 - The project team will consult with City staff to support the organization and facilitation of the City-led Community Consultation Meeting
- A Statutory Public Meeting at Etobicoke York Community Council (date to be determined)

9.0 HOW WILL WE SHARE FEEDBACK?

9.1 Methodology for Evaluating and Reporting Feedback

Evaluating

Information from the tools outlined in Section 8.0 will be **collected and analyzed** to identify themes. Those themes may be used to **inform the proposal** throughout the application process, including ahead of resubmission(s). The feedback process is intended to **be flexible and responsive** to new information that is gathered over the course of the application process.



10.0 CONCLUSION

Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy Report with City Staff, and make adjustments to the plan based on staff's feedback. The approach to this component of the project is to create and communicate opportunities for members of the public to learn about the proposal, share comments, ask questions, and to support the City-led public consultation process.

Recognizing the development context and high percentage of residents living in condominiums in the Humber Bay Shores Area, the proposed strategy has been designed to share information in a way that respects the structures and communications channels of key stakeholder groups, in order to collect information, identify themes, and refine the proposal as appropriate.

APPENDIX A

Demographic Snapshot of Census Tract and Mimico neighbourhood (which includes Humber Bay Shores) in comparison to the City of Toronto.

Socio-Economic Indicator	Census Tract 5350210.02	Mimico neighbourhood	City of Toronto
Age			
Children (0 to 14 years)	6%	9%	15%
Youth (15 to 24 years)	7%	12%	12%
Working Age (25 to 54 years)	60%	43%	45%
Pre-Retirement (55 to 64 years)	12%	23%	12%
Seniors (65+ years)	14%	13%	16%
Sex			
Male	48%	48%	48%
Female	52%	52%	52%
Median household income	\$75,823	\$67,525	\$65,829
Home Language			
English	79%	80%	71%
Non-Official	20%	19%	29%
French	<1%	<1%	<1%
Housing Structure Type			
Single-Detached House	<1%	13%	24%
Semi-detached	<1%	2%	6%
Row House	<1%	5%	6%
Duplex	<1%	2%	4%
Apartment <5 storeys	<1%	18%	15%
Apartment 5+ storeys	99%	61%	44%
Housing Tenure			
Owners	61%	51%	53%
Renters	39%	49%	47%
Household Size			
Average	1.60	1.87	2.42
1-person	53%	46%	32%
2-person	36%	33%	30%
3-person	8%	11%	16%
4-person	3%	7%	13%
5 or more persons	<1%	3%	9%
Education			
Below Bachelor's Degree	51%	56%	56%
Bachelor's Degree or Higher	49%	44%	44%

