

**Community Meeting
Western Waterfront Master Plan**

Thursday, June 7, 2007
7:00 – 9:00 pm
Lithuanian Centre, 1573 Bloor Street West

MEETING RECORD

This Meeting Record was written by Daniel Bernal in collaboration with Nicole Swerhun, a Third-Party Process Advisor and Facilitator, who facilitated the meeting. It was written with two functions in mind: to provide a record of the meeting; and to be used as a tool by the City of Toronto to revise the RFP for the Western Waterfront Master Plan and by consultants in the bidding process to develop the Master Plan. A draft of this record was sent to all participants present at the meeting and was subject to their review. If you have any questions about the Record, contact Nicole Swerhun by email at nicole@swerhun.com or by phone at 416 778 0186. Alternatively readers can contact Brigitte Ernewein at the Waterfront Secretariat, City Hall, 100 Queen Street West, Toronto, On M5H 2N2, 416 392 4988 or email berneuwe@toronto.ca

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I. SUMMARY OF FEEDBACK

The purpose of the meeting was to seek public feedback on the draft Terms of Reference proposed to guide the development of a Master Plan for the Western Waterfront. Very comprehensive and detailed feedback was received both verbally and in writing, and it is important that the following summary be read in conjunction with the detailed notes in later sections of this report.

A. Feedback on the Terms of Reference of the RFP

- **The public wants to be involved in generating ideas and in the decision-making process for the Western Waterfront Master Plan.** Participants made clear that the city and the consultants hired to develop a Master Plan should have a clear plan to engage the public, include their ideas, and promote a dialogue that gives equal participation to all parties involved and ensures transparency.
- **The principle of Inclusivity needs to be expanded and include specific ways to engage the public.** Participants want all voices to be heard and recognized the Western Waterfront to be of interest to both the local community and the whole city. Thus, ideas from all parties (youth, seniors, specialty groups, government, local and regional, etc.) should be sought in creative ways.
- **Sustainable forms of transportation should be the major form of connectivity to and within the Western Waterfront.** It was suggested that public transit, bicycle and pedestrians networks be the main focus of the Master Plan in regards to connectivity.
- **Language of the RFP should not be ambiguous or open to interpretation.** Participants noted and raised objections to terms that are free to interpretations. Specific examples were the use of “urban avenue” referring to Lake Shore Boulevard and “economic gain” to describe an aspect of the principle of Sustainability. Similarly, participants suggested editing the purpose statement to more appropriately reflect the desire of the community for a shared vision for the western waterfront area.
- **Emphasize the unique characteristics of the Western Waterfront.** Participants recognized unique characteristics in the project area, of which the Master Plan should take advantage. With this in mind, those present expressed their want for the Master Plan to complement the City rather than overlap with existing infrastructure in other areas.
- **Boundaries of the study area have some flexibility.** Some participants voiced their disagreement with the current boundaries of the study and suggested these boundaries remain flexible to help the eventual plan integrate the new development with the surrounding area.

B. Feedback on the Master Plan

Participants noted that there are some basic aspects that they would like to see materialize in the Western Waterfront Master Plan:

- **Facilities that can be used all year round.**
- **A comprehensive plan outlining strategies to involve the community in the use of the area.** Participants outlined a variety of initiatives that can be implemented and demographic groups that should be targeted. The main goal should be to include all groups and not leave any group or individual unrepresented.
- **A timeline that prioritizes implementation of the Master Plan over time.**
- **A plan to clean the water in the area.***
**City of Toronto note: Water quality improvements will be addressed through the Integrated Beach Management Strategy being led by the City's Parks, Forestry & Recreation Division and Toronto Water.*
- **Create a Master Plan that creates an identity for the Western Waterfront.**
- **The latest concepts and designs should be reflected in the Master Plan.** This should reflect the commitment to build state-of-the-art park grounds that shows the Western Waterfront's desire to be an example of innovation, sustainability and environmental-friendliness.

II. MEETING OVERVIEW

More than 50 people attended the Community Meeting at the Lithuanian Centre, 1573 Bloor St. West, to discuss the proposed purpose, objectives, and principles, that will serve as a basis for the Request for Proposal (RFP) from the City of Toronto to develop a Master Plan for the Western Waterfront. This meeting is part of the City's commitment to engage the public in the planning of their communities. With this in mind the city is committed to exploring opportunities to reflect and integrate this feedback into the final RFP.

The feedback received from the participants will inform the RFP for the Western Waterfront Master Plan and will be useful for prospective consultants responsible for development of the Western Waterfront Master Plan.

Twenty-three different organizations were represented at the meeting, including representatives from all three levels of government. For a full list of participants see Appendix 1.

Order of events

Upon arrival participants were invited to sign in and were handed a participant workbook which included the agenda, as well as a summary of key components of the Terms of Reference for the RFP. A copy of the workbook is included as Appendix 2.

The meeting was opened by facilitator Nicole Swerhun, who presented Councillors Gord Perks (Ward 14) and Bill Saundercook (Ward 13). The Councillors welcomed the participants. Councillor Perks recognized some of the opportunities and challenges to date in the Western Waterfront, and his vision of this project as a new opportunity to be creative and inventive. He also acknowledged the presence of MPP Cheri Di Novo and previous Councillor Sylvia Watson. Councillor Saundercook reflected on his work to date with Sylvia Watson to get the process of the Western Waterfront Master Plan started, and also noted the importance of addressing the need to balance park uses with water quality.

Following, Nicole Swerhun announced the agenda (see Appendix 1) and introduced Elaine Baxter-Trahair, Director of the City of Toronto Waterfront Secretariat, who provided a presentation summarizing the Master Plan process and the terms of reference of the RFP and answered questions of clarification raised by the participants.

Participants then gathered for small-table discussions. Discussions were guided by the following focus questions: Do you have any comments or suggested edits to the proposed Purpose of the Master Plan, Principles, or Objectives?; Do you have any further advice regarding civic engagement?; And do you have any other thoughts or comments regarding the Terms of Reference that will guide development of the Western Waterfront Plan?

After approximately forty-five minutes of small-table discussions, Nicole facilitated the full-room discussion and every point made by participants was recorded on a laptop and projected to a large screen for review by all participants. At approximately 9 p.m. Nicole

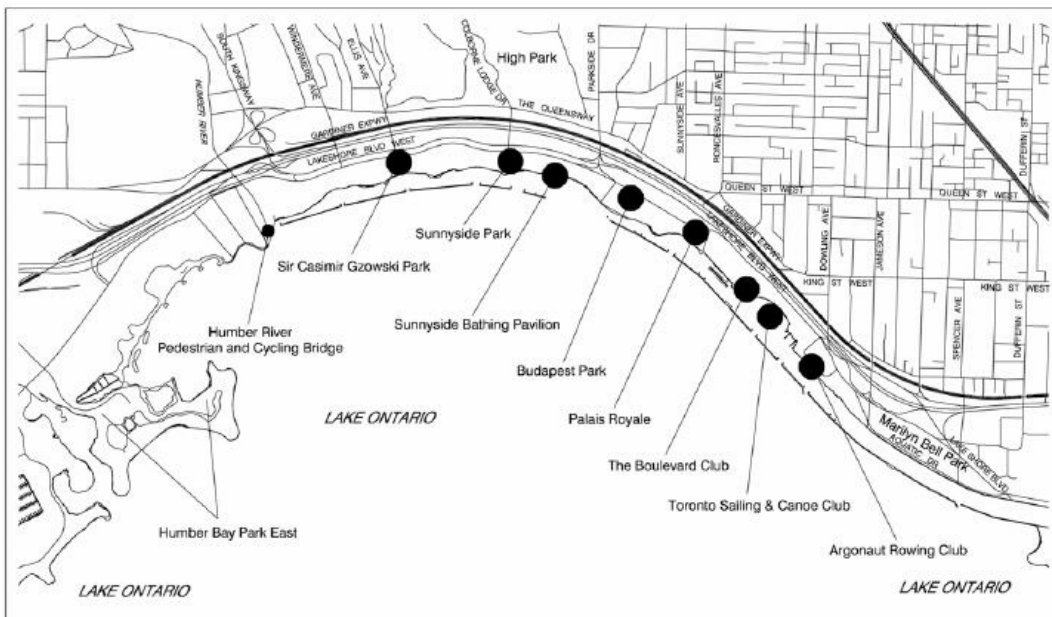
Swerhun wrapped up the meeting by asking each table for the most important point they discussed related to civic engagement. These points are included in this report.

Summary of Presentation

Elaine Baxter-Trahair, Director of the City of Toronto's Waterfront Secretariat, started her presentation by confirming the need for a Master Plan as recognized by the community and City Council.

She pointed out that the area was primarily parkland and that the area would remain so in the Master Plan. She went on to specify the area of the project, which is approximately 4 kilometres long, bounded by the Humber River in the west, Marilyn Bell Park in the east, Lake Ontario in the south, and Lake Shore Boulevard West and the Gardiner Expressway to the north. (See map below).

Map of Master Plan Study Area



Toronto City Planning Division
Western Waterfront Study Area

↑
Net to Scale

In her presentation she expressed that the main objective was “to get feedback on key components of the Terms of Reference,” which were described later on. The Terms of Reference are shaped by five general sections: study area, principles, objectives, civic engagement strategy, and general timeline.

She recalled some of the priority issues from the July 2006 Public Meeting. These included the need for a transparent process; the need to improve accessibility; the intention to create a sustainable environment; address the different possible designs for Lake Shore Boulevard; and improve water quality. She went on to outline the recent activities, which included the approved resources by Council to develop the Master Plan and the drafted Terms of Reference, which would be modified according to the feedback

of this meeting. In regards to the water quality, she clarified that this is the responsibility of the Integrated Beach Management Strategy, a city-wide initiative, which will be closely linked to this project.

Most of the presentation focused on four main areas pertaining to the Terms of Reference: the purpose statement, the principles, and the objectives and strategies for civic engagement. This information was also included in the workbooks handed out to participants (see Appendix 1).

Elaine finished by outlining a general timeline for the project and specifying the next steps, which include drafting this record and refining the Terms of Reference.

Questions of Clarification

After Elaine's presentation, the participants were offered the opportunity to ask clarification questions. Below is a record of this exchange. All questions posed are noted and answers given are written in italics. Note that this is not a verbatim transcript. Instead, it is a document intending to provide a clear and succinct summary of the session.

- i. Will there be a process to account for how the budget for the development of Master Plan will be used? *The majority of the money will be allocated to the consulting team. We are looking for a well rounded team. A small part of the money will be used for rentals of facilities and other activities supportive of the community engagement process.*
- ii. Of all councillors, only four have a direct connection to the waterfront. How will a balance between the local and the regional be achieved so that councillors in distant wards are committed to the interests of the local community? *The Waterfront belongs to the whole City of Toronto and it is safe to say that across council there is a commitment to revitalize the waterfront.*
- iii. Participant affiliated to the Royal Canadian Legion offered to host future public meetings for this project at no cost to the City.
- iv. Will consultants hired to do the Master Plan be from Toronto? *The RFP will be released and it will be open to everybody, locally and internationally.*
- v. What are the boundaries of the area? *The Humber River in the west, Marilyn Bell Park in the east, Lake Ontario in the south, and Lake Shore Boulevard West and the Gardiner Expressway to the north.*
- vi. At this point there is no budget to implement what we'd like to think about. Are we under pressure to look at a minimal base or are we looking at a comprehensive plan that offers a sort of blue-sky future for the waterfront? *I think this is an opportunity for both. I think a Master Plan should definitely include grand notions about what's possible in the waterfront. But you are right about the fiscal constraints, and the plan should also include some quick hits to start to get the plan on the way, until the long term vision can be achieved.*

- vii. When will the RFP be public? *By early July 2007.*
- viii. Are we invited to dream and vision issues that involve provincial and federal matters or are you trying to keep this a city master plan? For example to build a new wharf? We are invited to dream across jurisdictions? *Yes, I think absolutely, the Master Plan will encourage innovative and new ideas, including marine-related uses.*
- ix. How will IBMS and the Western Waterfront Master Plan work together? *Both studies have city steering committees and we have representation in each committee. In addition, both the IBMS and the Western Waterfront Master Plan involve a lot of the same technical staff, so the same people are pretty integrated in both projects. Park use recommendations in the Master Plan will inform IBMS while IBMS strategies will help achieve the goals of the Master Plan.*

III. DETAILED FEEDBACK

This report contains all points made by participants during the full-room discussion and the written feedback submitted (both from group discussions and individuals). The feedback is classified according to the chronology in which the different sections of the Terms of Reference were discussed (e.g. Purpose Statement, Principles, Objectives and Strategies for Civic Engagement.)

1. Purpose Statement

- i. Review Purpose statement: the participants questioned the language used for the purpose statement and suggested that the statement should read: "To develop a **shared** vision for the area..." instead of "...unifying vision."
- ii. Consider adding words to the Purpose statement that reflect community process (e.g. "To develop a shared vision for the area that reflects community priorities, including a clear understanding of how...").

2. Principles

- i. In terms of **connectivity** there was agreement that this principle should specify that the Master Plan will emphasize and prioritize the creation of networks that support the use of sustainable transportation (i.e. cycling and pedestrian). The need for improving the corridor linking High Park and the waterfront was raised, which will promote traffic between these two areas that are traditionally used separately. New ways of transportation should also be examined to transport people to, from and within the area (i.e. ferry link downtown).
- ii. While there was agreement that the immediate benefactors of the re-development of the waterfront are the nearby residents, the participants recognized the need to examine the relationship between the local and the regional populations. In synch with this, the public suggested that the Master Plan should balance the needs of both local residents and the rest of the city.

This need to balance local and regional needs and interests could be reflected in the **Inclusivity** principle.

- iii. Also related to **Inclusivity**, participants emphasized the need to draw ideas from a wide audience, to ensure inclusion of perspectives that often vary with age, gender, ethnicity, interest, etc. This involvement should happen during the development of the Master Plan, thus ensuring that the Master Plan and the eventual development of the area are able to meet the needs of a range of end users. One voice shouldn't be any more important than other voices in the participation process, and all members of the public should have an opportunity to participate.
- iv. Beyond implementation of an extensive public consultation process, the **Inclusivity** principle needs to clearly demonstrate that the public will have a strong say in the final outcome of the Master Plan.
- v. Participants raised concerns about "the economic gain" mentioned in the principle of **sustainability**. Many participants agreed that viable economic activity is necessary; however, they would like to see more specifics regarding the type of economic activity that will be allowed in the area to make sure it does not contradict some of the other principles. Consider modifying the language used to reflect the public's interest in economic activities that are compatible with and support other activities and uses in this park area.
- vi. Also regarding **sustainability**, participants mentioned the need to address the nature of the harsh weather patterns in Toronto (i.e. hot summers vs. long winters) and develop facilities that can be used all-year round and for multiple purposes.
- vii. An **additional principle** was proposed: To use technologies and new design concepts that will ensure sustainable and environmentally friendly development of the area.

3. Objectives

- i. To objective a) "Improve design and use of parks" some participants would like to see more text around opportunities for naturalization and recognizing the uniqueness of this shoreline.
- ii. There were a number of questions about the meaning of the term "urban avenue" in objective b.). There were different opinions about how to redesign Lake Shore Blvd., but many would like to see a shift in focus away from cars to bicycles, pedestrians and public transportation. It was suggested that the City consider separating out transit so that it is its own Objective.
- iii. An edit to objective c) "Identify key sites and nodes in the area including enhanced cultural opportunities" was suggested. The propose edit would add "...including enhanced cultural and recreational activities unique to this specific waterfront."

- iv. Objective d) “Identify commercial uses” was agreed upon as long as it supports other objectives and guiding principles, fits within the context of park, and recognizes the goals and values of the communities residing in the area.
- v. It was suggested to add another objective: “Identify priorities and develop a timeline for development accordingly.”
- vi. An additional objective was proposed: “To create an identity for the western waterfront.”
- vii. A new objective was suggested that requires the Master Plan to look at the “fit” of the Western Waterfront in the context of the overall city. This includes looking at what the Western Waterfront area can do well and uniquely (e.g. the only 4 km area of flat water in the city).
- viii. Consider making “clean water” an objective in itself.

4. Study Area

Members of the public asked that the boundaries of the Master Plan be extended to Queensway and King St. They also asked that the boundaries remain flexible throughout the study and that the study consider including the other side of the Humber River and marshes that feed into it.

5. Civic Engagement

The overall message related to civic engagement was that a commitment to public process in itself is not enough to ensure that the public has a voice in the Master Planning process. There are a number of specific mechanisms that participants suggested be added to the Terms of Reference to ensure they make a significant contribution to all aspects of the Master Plan. Specific ideas included:

- i. Providing a permanent weatherproof display of information at a key location regarding the ongoing process of developing the Master Plan
- ii. Organize charrettes
- iii. Organize site tours
- iv. Organize meetings at different locations (i.e. Parkdale)
- v. Allow for “blue sky” visioning as part of the process
- vi. Create a process that is open to everyone’s participation
- vii. In addition to advertised public meetings, deliberate work needs to be done to seek feedback from a range of community members that often do not participate – this includes going to seniors, community centres, schools, and other locations to deliberately seek feedback
- viii. Examples of good processes to follow included: Bloor West Urban Design Study , which had a steering committee with a strong say or vote in the final plan, Don Task Force.

APPENDIX 1

Participant List

A total of 51 participants signed the attendance sheets. Among these, 24 different organizations/institutions were represented, including the municipal, provincial and federal governments, as well as residents of the area. Ten participants did not list any affiliation. Organizations represented are listed alphabetically:

- 10 Residents (did not list an affiliation)
- Argonaut Rowing Club
- Bloor by the Park – Business Improvement Association
- Bloor West Village Residents Association
- Boulevard Club
- CFGA/RMNA (Dave Hanna)
- Cheri Di Novo, MPP
- City of Toronto – Waterfront Secretariat; Parks, Forestry and Recreation; Planning
- Gordon Perks, Ward Councillor
- Parkdale Residents Association
- Representative of Peggy Nash, M.P.
- Roncesvalles – Macdonell Residents Association
- Royal Canadian Legion, Branch 344
- SARA (Swansea Area Ratepayers Association)
- Bill Saundercook, Ward Councillor
- Smart School
- Swansea Historical Society
- Toronto Community Housing (TCHC)
- Town Crier Newspaper / Bloor West Journal
- TRCA (Toronto and Region Conservation Authority)
- Waterfront Action
- Waterski Wakeboard Ontario
- West Beach Association
- West End Beaches Stakeholders Association (WEBSA)
- Wheel Excitement

APPENDIX 2

Participant Workbook

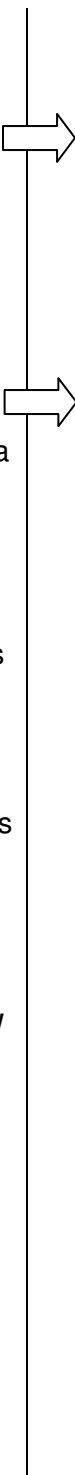
Community Meeting
Western Waterfront Master Plan
Thurs June 7, 2007
7:00 – 9:00 pm
Lithuanian Centre, 1573 Bloor Street West

Proposed Agenda

- 7:00** **Welcome, Introductions & Agenda Review**
Councillors Gord Perks and Bill Saundercook
Nicole Swerhun, Facilitator
- 7:10** **Overview Presentation**
Elaine Baxter-Trahair, City of Toronto Waterfront Secretariat
- Questions of Clarification*
- 7:45** **Small Table Discussion**
- Focus Questions:
- Do you have any comments or suggested edits to the proposed Purpose of the Master Plan, Principles, or Objectives?
 - Do you have any further advice regarding civic engagement?
 - Do you have any other thoughts or comments regarding the Terms of Reference that will guide development of the Western Waterfront Master Plan?
- 8:15** **Full Room Discussion**
- 8:55** **Wrap up and Next Steps**
- 9:00** **Adjourn**

FOCUS QUESTIONS

1. Review the proposed purpose of the Master Plan, along with the principles.

	Comments, suggested edits?
<p>Proposed Purpose Statement:</p> <p>To develop a unifying vision for the area (addressing City Council’s direction for a comprehensive approach), including a clear understanding of how the area will be used.</p>	
<p>Proposed Principles:</p> <p>Connectivity – WW Master Plan will create a coherent image and identity for the area that complements ongoing waterfront renewal initiatives as well as other activities to the north, east and west. Existing links will be reinforced and new access points and linkages made with adjacent neighbourhoods</p> <p>Sustainability – Plan will be guided by Waterfront Toronto’s Sustainability Framework, and demonstrate that commitment to sustainability principles results in overall environmental enhancement (including environmental and ecological stewardship), economic gain, and social benefits.</p> <p>Innovation – diversity of experience – WW will feature a diversity of experience, including a balance of active and passive, year round opportunities for both land and water-based activities. Will draw on Waterfront Toronto’s Marine Strategy and <i>Our Common Grounds</i></p> <p>Inclusivity – Will reflect Toronto’s commitment to the value of meaningful and extensive public consultation and the involvement of residents in the planning of their communities.</p>	

2. Review the list of proposed Objectives to guide the Master Plan (see below).

Proposed Objectives



- a.) Improve the design and use of parks
- b.) Enhance connections in and through the area for all modes of travel, including enhancing Lake Shore Blvd as an urban avenue
- c.) Identify key sites and nodes in the area, including enhanced cultural opportunities
- d.) Identify compatible commercial uses

Comments, suggested edits?

3. Review the feedback received to date regarding the role of the public in development of the Master Plan.

Is there any further advice and/or detail you would like to provide at this time?

Feedback to date:



- **Make sure process is transparent** – be clear about what and who influences the decision making process, need clear public check-points
- **Foster community ownership by building consensus around priorities for the Master Plan**
- **Use a range of mechanisms for involving the public** –consider a design charrette, project website, newsletter, outreach through schools and community centres, etc.
- **Reach beyond formal groups** to residents, including children, youth, seniors, BIAs
- **Facilitate public participation** by making meeting locations easy to access, providing translation services where required, providing childcare at meetings, providing some type of snack and drink because people come straight from work
- **Make background information accessible** (could consolidate research, provide training sessions to public)

