

Consolidated Clause in Policy and Finance Committee Report 7, which was considered by City Council on September 25, 26 and 27, 2006.

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**Steps Needed to Develop a Western Waterfront Master Plan  
(Wards 13 and 14 Parkdale-High Park) and a  
City-Wide Integrated Beach Management Strategy  
(Wards 6, 13, 14, 19, 20, 28, 30, 32, 36, 43 and 44)**

*City Council on September 25, 26 and 27, 2006, amended this Clause by adding to Recommendation (2) of the Policy and Finance Committee, the words “other than those already approved by City Council” after the word “measures”, so that Recommendation (2) now reads as follows:*

- “(2) the Master Plan be expedited so that its results may be available prior to any further permanent measures, other than those already approved by City Council, affecting the Western Beaches being undertaken;”.*

*This Clause, as amended, was adopted by City Council.*

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**The Policy and Finance Committee recommends that:**

- (1) City Council adopt the staff recommendations contained in the Recommendations Section of the report (August 29, 2006) from Deputy City Manager Fareed Amin;**
- (2) the Master Plan be expedited so that its results may be available prior to any further permanent measures affecting the Western Beaches being undertaken;**
- (3) the study include an analysis of realigning Lakeshore Boulevard to create more green space and options for pedestrian cycling and parking access to the Western Beaches; and**
- (4) the Acting Deputy City Manager be requested to submit a report to the Executive Committee, by 2007, regarding the City-Wide Integrated Beach Management Strategy.**

Action taken by the Committee

The Policy and Finance Committee referred the communication (September 18, 2006) from Mr. David White to staff for inclusion in the study.

**The Policy and Finance Committee submits the report (August 29, 2006) from the Deputy City Manager, Fareed Amin:**

Purpose:

To report on the steps and resources needed to develop a comprehensive master plan for the western waterfront area from Marilyn Bell Park to the Humber River, including Sunnyside Beach, and an Integrated Beach Management Strategy for all the City's beaches.

Financial Implications and Impact Statement:

The financial impact on the City's 2007 Budget of approving the cost of developing a Western Waterfront Master Plan, including civic engagement, is up to \$400,000.00. The impact of developing a City-wide Integrated Beach Management Strategy is up to \$200,000.00. The financial impact may be greater depending on the scope of work to meet any Environmental Assessment (EA) requirements, which will be determined as part of the study. The sources of funding will be identified by the Deputy City Manager responsible for Toronto waterfront revitalization through the 2007 budget process.

The Deputy City Manager and Chief Financial Officer has reviewed this report and concurs with the financial impact statement.

Recommendations:

It is recommended that City Council:

- (1) approve the following work program and critical path for development of a Western Waterfront Master Plan and Integrated Beach Management Strategy (BMS) in 2008:
  - (a) January 2007: Steering Committee to recommend project funding strategy for master plan, including civic engagement strategy, and City-wide integrated beach management strategy for consideration in 2007 budget process;
  - (b) April 2007: Public meeting to review Master Plan process and confirm opportunities and constraints to be addressed;
  - (c) May 2007: RFP to be issued for Western Waterfront Master Plan and civic engagement strategy;
  - (d) June 2007 to 2008: Master planning process and development of the BMS, with specific activities to include implementation of a comprehensive civic engagement strategy, mapping of existing conditions, completion of a waterfront-wide recreational needs assessment as part of the BMS, collection and analysis of environmental data, development of options, and extensive public consultation;
  - (e) June 2008: Draft Master Plan and BMS presented publicly; and
  - (f) fall 2008: Master Plan and BMS presented to Council for consideration;

- (2) request that the Deputy City Manager responsible for Toronto waterfront revitalization together with the Deputy City Manager and Chief Financial Officer report during the 2007 budget process on the sources of funding needed to develop a Western Waterfront Master Plan, including civic engagement strategy, for the area from Marilyn Bell Park to the Humber River, and a City-wide Integrated Beach Management Strategy with total investment not to exceed \$600,000.00; and
- (3) authorize and direct the appropriate City officials to take the necessary action to give effect thereto.

Background:

Council Directives:

At its April 25 to 27, 2006, meeting, City Council endorsed Clause 22 of Report 3 of the Policy and Finance Committee entitled, "Beach Postings in 2005 and Actions to Improve Water Quality at City Beaches." In so doing, Council directed that the Waterfront Project Director report to September 2006 Policy and Finance Committee on a proposed project schedule and associated capital and operating costs for developing an integrated beach management strategy for the area between Marilyn Bell Park and the Humber River. Specifically, the recommendation reads:

"(2)(a) Deputy City Manager, Fareed Amin, through the Waterfront Project Director and in collaboration with the General Manager, Toronto Water, the Medical Officer of Health, the General Manager, Parks, Forestry and Recreation, the Chief Planner and Executive Director, City Planning, the General Manager, Transportation, the General Manager, Economic Development, Culture and Tourism, and other public agencies, including TTC, TWRC, and TRCA, undertake the development of an Integrated Beach Management Strategy, in consultation with the Councillors for Wards 13 and 14, affected stakeholders, including sports clubs and residents from across Toronto, for a full range of issues affecting waterfront beaches, with an initial focus on Sunnyside Beach (more accurately defined as the area between Marilyn Bell Park and the Humber River) to:

- (i) identify parks infrastructure requirements to support present and future recreational uses;
- (ii) identify other management objectives including improving aquatic habitat, repair and replacement of the breakwall, mitigation of beach erosion, protecting and enhancing pedestrian and trail development, considering compatible commercial uses, addressing transit, parking and transportation requirements and maintaining public realm requirements, improving access and connections between the waterfront and adjacent neighbourhoods, considering diverse marine uses in the protected waterway and providing land-side infrastructure to support marine uses and boat club requirements;
- (iii) assess current approaches to and levels of beach maintenance;

- (iv) review the appropriateness of existing beach designations;
  - (v) recommend, where appropriate, siting of new beaches; and
  - (vi) identify the necessary measures, their associated capital and operating cost implications and prepare a proposed implementation schedule, to support the implementation of the Integrated Beach Management Strategy; and
- (b) Deputy City Manager, Fareed Amin, in collaboration with the General Manager, Toronto Water, the Medical Officer of Health, the General Manager, Parks, Forestry and Recreation, the Chief Planner and Executive Director, City Planning, the General Manager, Transportation, and the General Manager, Economic Development, Culture and Tourism, report to the Policy and Finance Committee no later than September 2006, on the resources required to develop the Integrated Beach Management Strategy as it relates to Sunnyside Beach, the proposed source of these resources and a critical path for completing the work.”

At its June 27 to 29, 2006 meeting, Council subsequently approved Policy and Finance Committee Report 5, Consolidated Clause regarding a lease agreement with Palais Royale Corporation, associated parking lot construction and traffic signals at 1601 Lake Shore Boulevard West. In so doing, Council directed:

“that under the Western Waterfront review, this location be considered as a potential gateway initiative . . .”

and that

“the Director, Waterfront Secretariat be requested to report to the Policy and Finance Committee on the civic engagement strategy with respect to the forthcoming Western Beaches Strategy.”

Study Area for the Western Waterfront Master Plan:

The western waterfront study area is approximately 4-kilometres in length, bounded by the Humber River in the west, Marilyn Bell Park in the east and Lake Ontario in the south. The northern boundary is formed by Lake Shore Boulevard West / Gardiner Expressway corridor and the neighbourhoods, transit, stormwater drainage areas and major parks that border this transportation network. The City’s Western Beaches lie within the study area, providing a connection between the Western Waterfront Master Plan and the City-wide Integrated Beach Management Strategy. The western waterfront is outside the legislated jurisdiction of the Toronto Waterfront Revitalization Corporation (TWRC), whose mandate for waterfront renewal extends from Dowling to Coxwell Avenues. TWRC recently undertook improvements to Marilyn Bell Park as part of its Five-Year Business Plan/10-Year Forecast and plans for the western waterfront will integrate with these improvements.

A map of the western waterfront and its surroundings is attached as Appendix A.

### Current Conditions Along the Western Waterfront:

The western waterfront area from Marilyn Bell Park to the Humber River is a significant waterfront asset for the City of Toronto. It features 41 hectares (100 acres) of parkland, including two trail systems (the Martin Goodman and Humber River Trails), three City beaches (collectively known as Sunnyside Beach) and key historic sites. It is also home to a number of recreational clubs, including the Toronto Sailing and Canoe Club, the Argonaut Rowing Club and the Boulevard Club. These clubs are on long-term leases with the City, as are other operators of various facilities, restaurants and concession stands.

The area lacks a clear vision necessary to guide and coordinate decision-making and to properly celebrate the area's physical, cultural and heritage assets.

### Historic Assets:

The western waterfront is rich in local community and national history. This includes Aboriginal settlements and the explorations of Étienne Brûlé in 1615, who travelled down the Humber River from Lake Simcoe to become one of the first Europeans to see Lake Ontario. In 1999, the 100-km Humber River was designated a Heritage River under the Canadian Heritage Rivers System (CHRS) in recognition of its outstanding natural, cultural and recreational value and its significant Aboriginal and French history.

Beginning in the 1880s, the western waterfront became a popular meeting, swimming and amusement destination. Several significant buildings from the area's lively 1920s era attest to this more recent heritage, including the Sunnyside Pavilion, the Sunnyside Pool, the Boulevard Club, the Royal Canadian Legion, the Joy Oil Gas Station and the Palais Royale, which has just undergone a significant renovation. This stretch of the waterfront also features several pieces from the City's Outdoor Art and Monument Collection, including the Queen Elizabeth Way ("Lion") Monument (1939-1940), Tenth Anniversary of Hungarian Uprising of 1956 Monument (1966), Sir Casimir Gzowski Monument (1967-1968) and integrated art elements in the Humber River Pedestrian and Cycling Bridge (1997).

### Western Waterfront Breakwall:

The breakwall protecting the western waterfront was created between 1920 and 1925 with additional work undertaken between 1931 and 1943. A 1997 routine detailed inspection by Transport Canada led to recommendations for repairs to extend the life of the structures and ensure their ability to withstand storms. The study also recommended that underwater surveys of the cribs and crib joints be undertaken every five years to confirm the condition of the breakwall.

The TWRC has recently completed the repair of sections of the breakwall in front of the Argonaut Rowing Club and the Boulevard Club and construction of a new 600-metre long breakwater which encloses a multi-sport watercourse. However, the overall breakwater condition, and ownership and maintenance responsibilities are complex, the subject of tri-government discussion, and must be directly addressed through the Western Waterfront studies.

### Study Area for the City-wide Integrated Beach Management Strategy (BMS):

The City of Toronto's 42-kilometre waterfront stretches from the Rouge River in the east to the Etobicoke Creek in the west. The shoreline is comprised of natural ecosystems and features, areas protected by dockwalls and other structures, and sand and cobble beaches. The City currently operates 10 public beaches which can be grouped into five geographic locations: the Scarborough Beaches (Rouge and Bluffers); the Eastern Beaches (from Ashbridges Bay to Balmy Beach); the Island Beaches and Cherry Beach; the Western Beaches (Sunnyside, Budapest and Gzowski); and the Etobicoke Beaches (at Marie Curtis Park). The study area for the Western Waterfront Master Plan overlaps with the Western Beaches but is larger in extent. Appendix B identifies the study area for the BMS.

### Current Beach Conditions along the Toronto Waterfront:

An attractive, usable and accessible waterfront is an asset to the community in terms of green space, recreational opportunities and tourism potential. Each Toronto beach area possesses unique features that attract increasing numbers of competing recreational users each year. Water quality testing is performed at all Toronto beaches using the highest standard in the world. Some beaches are open for swimming more often than others, depending on climate and other conditions. The internationally recognized Blue Flag Program has confirmed that four of our beaches currently meet and exceed international beach quality standards, while others have the potential to reach the same quality if water quality is improved and a beach management strategy is adopted to maintain and operate the beaches at a consistently high standard.

The following beaches consistently show good to excellent water quality conditions listed in order of increasing beach posting frequencies:

- (i) Hanlan's Point Beach (Blue Flag);
- (ii) Ward's Island Beach (Blue Flag);
- (iii) Woodbine/Ashbridges Bay Beaches (Blue Flag);
- (iv) Cherry Beach (Blue Flag); and
- (v) Kew/Balmy Beach.

These beaches are generally away from any direct pollution discharges, are exposed to the open water of Lake Ontario, and are subject to lake circulation currents that help improve local water quality conditions. It is no surprise that all of these beaches, except for Kew/Balmy, were designated Blue Flag beaches. It is expected that, as various water quality improvement initiatives are implemented, particularly through the City's Wet Weather Flow Master Plan, the City can expect additional Blue Flags to be flying at other waterfront beaches in the future.

Conversely, five City beaches have consistently experienced poor water quality. They are listed in order of increased beach posting frequencies:

- (i) Centre Island Beach;
- (ii) Marie Curtis Park East Beach;
- (iii) Sunnyside Beach;
- (iv) Rouge Beach; and
- (v) Bluffer's Park Beach.

Marie Curtis Park East Beach, Sunnyside Beach and Rouge Beach are located near the mouth of major river systems with watersheds that extend well beyond the City limits. Efforts to improve water quality to achieve the stringent Province of Ontario swimming beach water quality standard will require a concerted effort by all municipal governments and agencies which have a stake in the ecosystem health of these watersheds. Given the magnitude of the problem and financial resource implications, this cannot be achieved in the short term. In the interim, the City of Toronto should assess the merits of maintaining the “swimming beach” designation for these waterfront beaches; consider implementing measures to improve local water quality conditions to decrease the frequency at which these beaches are posted as unsafe for swimming; and consider designating new beach areas, where water quality is good enough to support a swimming beach designation. These issues should be addressed through the development of an Integrated Beach Management Strategy. The Strategy should acknowledge other ongoing City initiatives such as the Wet Weather Flow Management Master Plan and recreational objectives laid out in Our Common Grounds. This would provide an overarching strategy addressing operations, maintenance, water quality and administrative issues. Subsequent beach studies would be required to address more detailed design and management issues.

#### Comments:

This report recommends development of a Western Waterfront Master Plan, including civic engagement strategy, and a City-wide Integrated Beach Management Strategy (BMS) as a means of achieving Council’s directives. The exercise would bring together people, resources and ideas to define a vision and objectives for the western waterfront and all of the City’s beaches, and identify actions that meet these objectives and the needs of a range of stakeholders and interests in a manner that complements Toronto waterfront renewal efforts.

#### Project Leadership:

A Western Waterfront Steering Committee was set up in June 2006 to address Council’s directives for the western waterfront. The committee is made up of representatives from Toronto Water; Public Health; Parks, Forestry and Recreation; Economic Development, Culture and Tourism; Planning; Clean and Beautiful City Secretariat; Transportation Services; Strategic Communications; Toronto and Region Conservation (TRCA) and the TWRC. The Toronto Transit Commission (TTC) has been invited to participate and it and other impacted divisions and agencies, boards and commissions will be consulted and attend as required.

The Steering Committee’s mandate is to identify resources and the steps needed to develop a strategy or master plan in consultation with the community and ward councillors that would address Council’s directives. Should Council approve development and funding of a Western Waterfront Master Plan as part of the 2007 budget process, the Steering Committee’s mandate will continue to oversee the plan’s development.

The City’s existing Blue Flag Steering Committee will lead the BMS study process recommended in this report. The Committee will be expanded to include other impacted agencies, such as the Toronto and Region Conservation, and will work closely with the Western Waterfront Master Plan Steering Committee to ensure the two studies inform one another.

Development of the Master Plan and the Integrated Beach Management Strategy:

The genesis of a comprehensive plan for the western waterfront arose from the need to address water and beach quality and beach management issues at Toronto beaches as a whole. Toronto Water's ongoing monitoring and analysis of Toronto beaches has revealed consistently poor water and beach quality along the western waterfront, particularly Sunnyside Beach. As Toronto Water's comprehensive analysis and inventory of Toronto beaches has shown, the reasons for this include the Humber River as the dominant pollution source, the high e-coli counts from the large number of gulls and waterfowl that render the beaches unacceptable for swimming, and the breakwall which, while providing sheltered areas for boaters, rowers and canoers, also contributes to nuisance algal growth.

The Western Waterfront Master Plan must assess current approaches to beach maintenance, review the appropriateness of existing beach designations and recommend, where appropriate, siting of new beaches. Council also directed staff to report on improving public access and connectivity to the area, compatible commercial and tourism/event uses, transportation requirements, marine and land-side infrastructure requirements and pedestrian and trail development. The plan will present an integrated approach to ecological restoration, stormwater and shoreline management, recreational development and urban forestry that builds on Toronto's Blue Flag beach evaluation program and should act as a prototype for future planning at Toronto's beaches.

The Integrated Beach Management Strategy will act as an overarching direction document primarily focussed on internal operational and maintenance issues, the identification of physical and man-made constraints for beach use and development, and potential beach improvements. The co-ordinated management strategy would include public engagement focused mainly on local application of international principles of Blue Flag beaches, linkages to Wet Weather Flow findings and the impacts of individuals on the quality of City beaches, and beach-related opportunities for implementing recommendations in Our Common Grounds, Council's strategic plan for Parks, Forestry and Recreation.

#### Planning Phases:

The planning exercise will include the following key components:

- (1) Development, Public Presentation and Implementation of a Civic Engagement Strategy. For the purposes of this project, it is important that the civic engagement strategy be completed first to ensure that the public and key stakeholders are engaged during each phase of work.

A civic engagement strategy includes specific objectives for a project for the purpose of mobilizing interest in the project, encouraging stakeholder participation, reinforcing the City's key values of transparency and accountability, and building trust and support for the City and its work on the western waterfront. The strategy would also identify principles to guide consultation activities, key consultation audiences and specific mechanisms for engaging the public to ensure smooth two-way communication between the City's project team and the public. It would also include a means of tracking and responding to feedback received, resolving issues and ensuring its incorporation into the work program.

(2) Inventory and Research:

Gathering and review of all policies, studies and activities regarding the area, identify and address data gaps, including environmental conditions, breakwall conditions, recreational uses and programming, ownership, survey of orphan spaces, zoning, servicing, current use, urban design, public art and monuments, transportation, heritage and archaeological sites/places of interest, parks, trails system and beaches, sightlines, etc.

(3) Analysis and Mapping of Existing Conditions:

Analysis of all information collected, including uses, competing uses, programming and community feedback; mapping of opportunities and constraints based on analysis.

(4) Development of Options:

Development and evaluation of a range of Master Plan options for the area to address identified deficiencies and opportunities, competing uses, infrastructure and public realm requirements, environmental conditions, marine uses, beach sitings and designations, site management and operations, programming, and integration with Toronto waterfront renewal efforts.

(5) Draft Master Plan and BMS:

Public and Council presentation of a preferred draft Western Waterfront Master Plan and City-wide BMS, with detailed and prioritized actions, (including any required environmental assessments), vision, milestones, phasing, implementation schedule, capital and operating cost implications as well as the cost of maintaining and operating new and enhanced infrastructure.

Resources Required to Develop a Western Waterfront Master Plan and a City-wide BMS:

Staff evaluated the costs of similar planning exercises in the preparation of this report. This included TWRC's Central Waterfront Design Initiative, and West Don Lands and East Bayfront precinct plans and EA Master Plans, as well as a number of waterfront environmental assessments and other smaller scale studies such as the Ashbridges Bay Treatment Plant Landscape Site Design Project and the creation of a Green Development Standard for the City. Based on this information, staff determined that up to \$400,000 may be sufficient to develop the Western Waterfront Master Plan, about one-fifth of which reflects development and implementation of a civic engagement strategy that includes charettes. Staff also determined that up to \$200,000 is sufficient to develop the City-wide Integrated Beach Management Strategy, about one-tenth of which reflects public consultation. Costs reflect both in-house costs as well as external costs. The sources of funding will be identified through the 2007 budget process and any required EAs identified in the studies will be the subject of future reports to Council.

New funding for work associated with developing the Western Waterfront Master Plan, most of which requires external services, is outlined in the planning phases above. New funding for work associated with developing the BMS, which requires both in-house and external services, includes:

- (i) recreational needs assessment (out-of-house);
- (ii) additional beach water sampling and collection of baseline environmental data;
- (iii) analysis of historical water data;
- (iv) review and integration of TRCA's Waterfront Aquatic Habitat Restoration Strategy (out-of-house); and
- (v) public consultation.

#### Public Participation:

The Western Waterfront Master Plan and the BMS process must reflect Toronto's commitment to the value of meaningful and extensive civic engagement and the involvement of residents in the planning of their communities and the review and input required to ensure heritage authenticity and inclusiveness. This is especially true along the waterfront, where the TRCA, the City and, more recently, the TWRC have worked together for years to develop and implement key plans, policies, and projects that are changing the face of Toronto along the water's edge.

This report, therefore, proposes that the Western Waterfront Master Plan and the BMS emerge through a consultative process with the community by means of a civic engagement strategy, modeled on the TWRC's award-winning Public Consultation and Participation Strategy. This strategy is in addition to statutory public consultation processes required under the *Ontario Planning Act*, *Ontario Environment Assessment Act* and the *Canadian Environmental Assessment Act*. Resources to develop and implement a comprehensive civic engagement strategy for this project form part of the costs estimated for developing a Master Plan and BMS.

Until the strategy is developed, the Steering Committee is consulting with Wards 13 and 14 Parkdale-High Park Councillors Bill Saundercook and Sylvia Watson, respectively, as well as the general public and appropriate community, resident, business, sports, boating, environmental, cultural and waterfront groups. City staff attended several community group meetings in July 2006, and invited the public to begin meaningful public dialogue and explore issues and opportunities for the western waterfront at the first public meeting on July 24, 2006. Ads promoting the meeting, which was held at the Grenadier Café and Teahouse, were also placed in the Liberty Village Gleaner and the Bloor West Villager on July 7, 2006.

The public meeting was well received and there was agreement that a guiding plan for the area is needed, one that is informed by the principles of connectivity, sustainability, innovation, inclusiveness and environmental and ecological stewardship. The end result should create a unique sense of place through heritage and culture, be captivating as well as pedestrian and transit-friendly. It should also build on previous studies and reports to create a comprehensive plan for the area. In the days following the public meeting, staff received additional comments from members of the public that confirmed these key messages. Based on this feedback, the following areas are emerging as critical to the success of a Western Waterfront Master Plan:

- (a) Ensure a meaningful role for the public in the Master Plan process that includes regular meetings, transparent decision-making, web access to information, design charettes and broadened outreach to seniors, tenants, children, Business Improvement Areas, boat and recreation users, and neighbouring areas.
- (b) Enhance public access to the waterfront for all age groups through programming and improved transit, pedestrian and cycling access to the area, and preservation and enhancement of public areas and green corridors.
- (c) Create a sustainable ecosystem that, addresses poor water quality, while creating a balance of activities and creative and modern parks facilities, programming and partnerships that build on the area's unique role in our natural and cultural heritage.

In addition, the community highlighted the need for comprehensive, not piecemeal, planning in the area. The public meeting record in its entirety, attached to this report as Appendix C, was reviewed by the stakeholders in attendance. These comments and others received from future public engagement activities will be instrumental to development of the Master Plan and accompanying civic engagement strategy.

#### Project Schedule:

The Western Waterfront Master Plan and the City-wide Integrated Beach Management Strategy will be conducted concurrently. A minimum of one year is normally required to arrive at a draft Master Plan but this varies with the complexity of the project and the area. Given the western waterfront's rich history, its transportation network attributes, and the number of historic sites and previous studies of the area, this report recommends a 12- to 18-month draft schedule for developing a Western Waterfront Master Plan, following Council approval of funding in the 2007 budget. Community building activities will take place throughout the process. An extensive program of civic engagement will begin once Council considers the budget for a civic engagement strategy and Master Plan in March 2007.

#### Work Program:

- September 2006: Council considers recommendations regarding project schedule for development of Master Plan and BMS funding through 2007 budget process.
- Oct'06 – Jan'06: Steering Committee develops and recommends project funding strategy for master plan, including civic engagement strategy, and City-wide integrated beach management strategy for inclusion in 2007 budget process.
- March 2007: Council considers 2007 budget and western waterfront allocation.
- April 2007: Public meeting to review Council directives and Master Plan process and confirm opportunities and constraints to be addressed.

- May 2007: RFP developed and issued for comprehensive Western Waterfront Master Plan and civic engagement strategy.
- June 2007: Master Plan options, civic engagement strategy and integrated beach management strategy developed and extensive public consultation program undertaken.
- June 2007 to 2008: Master planning process undertaken in consultation with community.
- June 2008: Draft Master Plan and BMS presented publicly.
- Fall 2008: Master Plan and BMS presented to Council for consideration and for resources to implement.

Status of City Initiatives during the Western Waterfront Master Plan (WWMP)/BMS Planning Process:

Any previously approved City projects within the WWMP/BMS study area should proceed as planned. Any new opportunities or initiatives that arise during the planning process and which require an immediate decision by Council will be evaluated within the context of emerging WWMP/BMS directions.

Project Coordination:

To ensure the most effective use of resources and coherence, consistency and coordination with existing Council-approved objectives, this report requires that related policies, studies and activities be reflected and, where appropriate, knit together in the Western Waterfront Master Plan.

Conclusion:

This report recommends steps to address Council's objectives for a comprehensive Western Waterfront Master Plan for the area from Marilyn Bell Park to the Humber River, including civic engagement strategy, and a City-wide Integrated Beach Management Strategy. The Western Waterfront Master Plan and BMS will together address the need for a vision, comprehensive approach to decision-making, ecological restoration, stormwater and shoreline management, operations, maintenance, entrepreneurial opportunities, tourism, culture, heritage, habitat creation and urban forestry that may act as a prototype for future integrated beach management plans for other Toronto beaches. If the necessary resources are obtained, a Master Plan and Integrated Beach Management Strategy are expected to be presented to Council in 2008.

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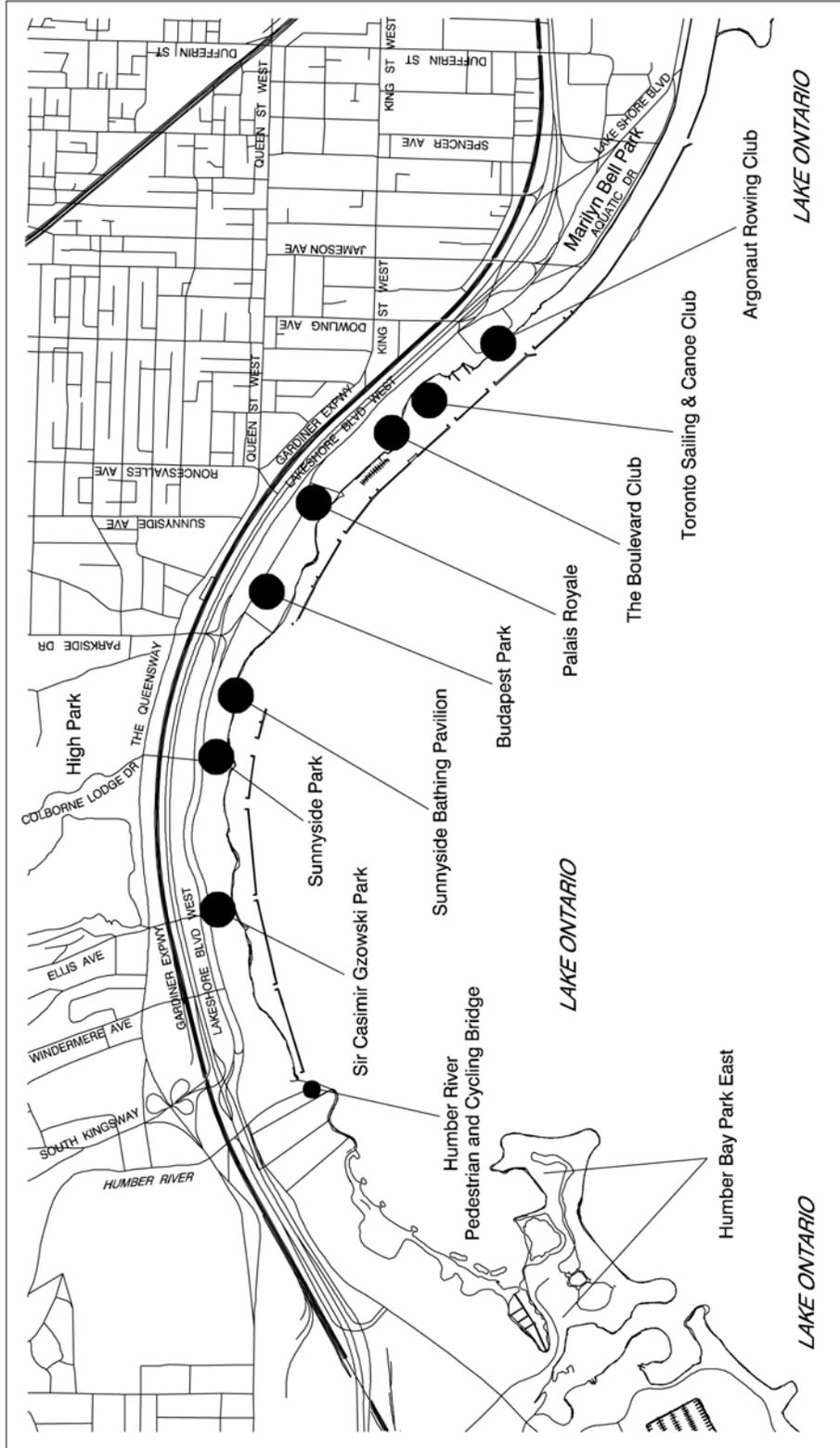
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Attachments:

Appendix A – Map of Western Waterfront Study Area;  
Appendix B – City-wide Integrated Beach Management Strategy Study Area; and  
Appendix C – July 24, 2006 Public Meeting Record.  
Appendix A – Map of Western Waterfront Study Area



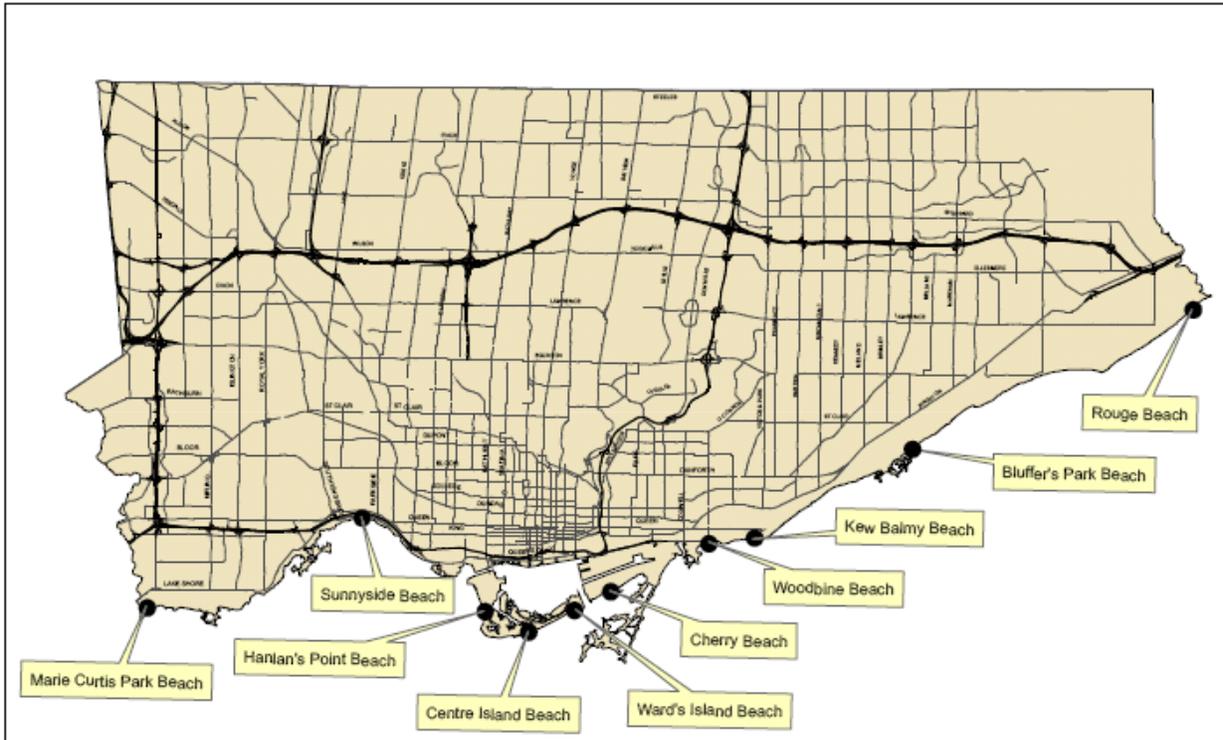
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Appendix B – City-wide Integrated Beach Management Strategy Study Area



**City of Toronto Public Swimming Beaches**



## Appendix C – July 24, 2006 Public Meeting Record

City of Toronto, Waterfront Secretariat - Western Waterfront Master Plan Public Meeting

July 24, 2006, 6:30 – 9:00 p.m.

Grenadier Café and Teahouse, High Park

### Meeting Record:

Nicole Swerhun and Anjana Dooling provided neutral third party facilitation and reporting services for the workshop. This Meeting Record presents the key issues raised in the discussions, and is not intended to provide a verbatim transcript. It is based on the feedback received at the meeting, both during discussion and from the 34 written comments received. This Meeting Record was distributed in draft for review by all participants who wrote their names and email addresses on the registration sheets provided at the meeting. Two suggested edits were received and have been incorporated here. If you have any questions about this Meeting Record, please contact Pinelopi Gramatikopoulos at the City of Toronto Waterfront Secretariat (pgramati@toronto.ca or 416-397-4816), or Facilitator Nicole Swerhun (nicole@swerhun.com or 416-531-8777).

### Summary of Public Feedback:

The following summary highlights the key feedback of participants at the meeting. Considerable more detail follows in the complete Meeting Record, and they are intended to be read together:

- (a) There needs to be a significant and meaningful role for the public in developing the Western Waterfront Master Plan. This includes providing access to the information required so that public feedback and advice is based on an understanding of the recent history of the area, and the reports and projects that have already been completed that will inform the Master Plan. More meetings are better than fewer meetings, and efforts should be made to make participation as easy as possible (in terms of meeting location, as well as supports provided at meetings).
- (b) One of the biggest issues to be addressed in the Western Waterfront is access to the waterfront. More north-south connections are needed, and consideration should be given to transforming Lake Shore Boulevard into more of a local road with reduced speed limits, rather than continue as a major transportation corridor. This will help make the western waterfront more of a destination location, rather than just a place to “travel through.”
- (c) Need to create a sustainable environment as part of this process. People would like to see a mix of uses in the area, focused primarily on parks, improved parks facilities, improved green space, ecosystem, and management of waterfowl. Improved water quality was seen as a high priority. Many support non-motorized boat uses, and there was a mix of opinion on whether swimming should happen in pools and/or in the lake.

- (d) There are concerns about past Council decisions in the area, including Council's decisions to put a BMX park in Marilyn Bell Park and to put Palais Royale parking in the median of Lake Shore Boulevard. Participants would like to see these decisions re-opened.
- (e) The process of developing the Master Plan needs to be transparent. In addition to a significant public engagement process, it is critical that the overall decision-making approach, milestones, and final deliverable be clearly communicated right from the beginning of the planning process.
- (f) Tonight's meeting was good because people were listened to. If you carry through with this it will be a huge step forward. Beyond tonight, if the community is going to feel ownership over the Master Plan, there needs to be an opportunity to share decision-making regarding the priorities and goals that will become the focus of the Plan.
- (I) Welcome, Introductions and Agenda Review:

Nicole Swerhun, an independent facilitator, opened the meeting by describing its purpose and reviewing the agenda. The purpose of the meeting was to:

- (i) share information on recent Council directives regarding the development of a Western Waterfront Master Plan, including related activities and initiatives; and
- (ii) seek feedback from the public regarding their perspectives and advice on the outcomes, direction, and scope of the Master Plan.

Following welcoming remarks from Councillor Sylvia Watson (remarks from Councillor Bill Saundercook were provided later in the meeting), Nicole indicated that the agenda would begin with a brief overview presentation by Elaine Baxter-Trahair, Director of the City of Toronto's Waterfront Secretariat. The remainder of the meeting would be dedicated to hearing from participants. In particular, Nicole highlighted the areas where public feedback would be most helpful to the Waterfront Secretariat at this time. These included public perspectives and advice regarding the following questions:

- (1) What are the key issues that you would like to see addressed in the Western Waterfront Master Plan? And are some of these of higher priority than others? Which ones and why?
- (2) What advice do you have on what needs to be done during development of the Master Plan to address these issues?
- (3) Public consultation is critical to the Master Planning process. What advice do you have regarding the public consultation process?

Nicole also indicated that any other advice or feedback would also be helpful.

The meeting agenda is included as “A,” and the list of Participant Affiliations is included as “B” below. Materials distributed at the meeting included:

- (i) meeting agenda and worksheets;
  - (ii) copy of the Toronto Waterfront Revitalization Corporation Public Consultation and Participation Strategy;
  - (iii) map of Parks Infrastructure in the Area (from Parks, Forestry and Recreation, City of Toronto);
  - (iv) map of the Area (from the Waterfront Regeneration Trust); and
  - (v) copy of the Presentation delivered by Elaine Baxter-Trahair, Waterfront Secretariat
- (II) Briefing from the City’s Waterfront Secretariat

Elaine Baxter-Trahair, City of Toronto Waterfront Secretariat, delivered a presentation that reviewed the rationale for the Western Waterfront Master Plan, the approach that will be taken to developing the Master Plan, and the key issues to be addressed. Copies of the presentation were distributed at the meeting\*. Key points covered in the presentation included:

- (a) The City’s Waterfront Secretariat has been asked to coordinate the development of the Master Plan. In order for the process to be successful it needs to be very collaborative, including the community, key stakeholders, City staff, and other agencies and interests.
- (b) The Master Plan will include the area from Marilyn Bell Park (and including Marilyn Bell Park) west to the Humber River.
- (c) One of the main reasons a Master Plan is required is to address poor water quality and beach quality issues. Short term engineering solutions do not make sense without addressing two major challenges: (1) the Humber River as the dominant pollution source; and (2) the many competing uses in the area (e.g., large number of gulls and waterfowl are at odds with a beach acceptable for swimming; the breakwall provides sheltered area for swimmers, but may also contribute to nuisance algal growth).
- (d) Need to develop an overall plan for the Western Waterfront that identifies compatible uses that meet the needs of a range of stakeholders and interests. Council directed that the Master Plan should: identify parks, marine and land-side infrastructure requirements, assess current approaches to beach maintenance, review the appropriateness of existing beach designations, and recommend, where appropriate, siting of new beaches. It should also address other issues like commercial uses, pedestrian and trail development, transit, parking and the breakwall.

- (e) A strong civic engagement strategy is needed to reflect the importance of community and public participation in the development of the Master Plan. Engagement strategy will be based on the model used by the Toronto Waterfront Revitalization Corporation which has worked well.
- (f) Anticipated end result of the planning process will be a Master Plan for the area including: a list of actions required; capital and operating cost implications; and an implementation schedule.
- (g) There is a lot of activity on the waterfront already and it is critical that the Western Waterfront Master Plan tie these activities together. There are a number of reports that have already been written that will need to inform this process. There are also a number of community issues that will need to be addressed.
- (h) Notes from this meeting will be sent in draft for your review. A report from City staff will go to the Policy and Finance Committee on September 18 of this year. Council will likely consider the budget allocation for this project in 2007.

\*Copies of the presentation can be obtained by contacting Brigitte Ernewein, Waterfront Secretariat, at [bernewe@toronto.ca](mailto:bernewe@toronto.ca) or 416-392-4988.

#### Questions of Clarification:

The following Questions and Answers session followed Elaine Baxter-Trahair's presentation:

#### The Role of Other governments and agencies:

- (a) What is the role of the provincial and federal governments in this? Are they involved? The City's Waterfront Secretariat is very positive partners with the Toronto Waterfront Revitalization Corporation (TWRC). The provincial and federal governments are both represented through their role with the TWRC. The province is primarily involved through the Ministry of Public Infrastructure Renewal, and Minister Baird is part of the federal team.
- (b) The TRCA has more information than anyone else on the Western Waterfront region. Why are we not using them more? They also have a lot of money and resources and we should be using them. They are part of the steering committee and we do rely on their expertise for our planning.

#### BMX Park:

Is there a BMX park approved in Marilyn Bell Park? I would like the decision to put a BMX park in Marilyn Bell Park reversed. Yes, Council approved a BMX park for Marilyn Bell Park in 2005.

Decision Making Process:

- (a) What exactly will be presented to the Policy and Finance Committee in September? At what point in the process will the community be able to comment on draft report to go to council? The purpose of the report is to obtain the resources we need to start developing the Master Plan. It will reflect our commitment to implementing a strong community engagement process, and it will identify the resources that will be required for the process. The public will have an opportunity to comment on the draft report when it is presented to the Policy and Finance Committee.
- (b) At the budget and finance committee meeting, what budget is being discussed? The cost of developing the master plan will be discussed.
- (c) You mentioned that the report will go to finance and that the community will have time for comments, how much time will we have? I can't say exactly, but the report will become public when it is submitted to the clerk. It will most likely be sometime between September 4th and September 18th. We will email everyone when the report is signed and it is with the clerk, along with a link to a copy of the report.
- (d) Tonight we are beginning process to develop a plan for the plan – how many meetings are we going to have to do this, or is this the only one? This is the one public meeting we have scheduled, but we will have many more meetings when we are working on the development of the actual Master Plan. Our experience tells us that people are much more interested in the planning process itself, than coming to meeting after meeting about planning how to come up with the plan.

Scope of work:

- (a) Will the Western Waterfront Master Plan deal with the beaches only, or will it look at other issues? Is it really broad based? Council's directive is to look at a range of issues.
- (b) Do you have any money so far to do anything for the Western Waterfront – what is the funding allocation? If we are developing a plan for a plan, why are we being asked for our opinions for the plan? So there is no big pot of money for this? It is important that we get public input on the core issues that need to be addressed when developing the Master Plan. This feedback will help us understand the resources needed to support the Master Planning process. In terms of money, we may have small pieces of budget within existing city resources to do smaller projects, but for the larger Master Planning process we will need a budget recommendation from Council. We are trying to tell council how much we need to develop this plan and make it happen.
- (c) Could we extend the Western Beaches to the eastern part of Etobicoke beaches? What is the potential for housing? The framework we are developing can be used in other parts of waterfront further west or east, but for now Council asked us to focus on the Western Waterfront area. We have not considered housing at this point, but will do so.

- (d) The eastern beaches have a lot of public access and park space, and we need more of that. Look to the eastern beaches as a model for this area.

What will be the result of the planning process?

What will be the status of the master plan? How does it relate to the City's Official Plan? The Official Plan is the base guiding document for all planning in the city. If, as we develop the master plan for the Western Waterfront we find that it has implications for the Official Plan, then it may mean that the Official Plan needs tweaking.

The Breakwall:

Is the new breakwall built for the dragon boat course going to continue to other areas where the breakwall needs repair? The dragon boat course was a tri-government project under the TWRC. The project was completed slightly under budget, so the remaining resources were used to repair three other areas along the breakwall that were badly damaged. As part of the Master Plan we will have to look at the breakwall issue.

Public Involvement:

- (a) Can we look at having five citizens elected by citizens to participate on a project steering committee? What is the process for re-opening other decisions? As part of our framework going forward we will look at a community advisory committee as we are going through the master planning process. In terms of re-opening decisions, City staff is responsible for implementing decisions of Council. Once Council has made a decision, it is only Council that can change it. We will include your dissatisfaction with previous decisions in our public meeting report.
- (b) This is the third meeting I have been to this week about the Western Waterfront. The community is involved and interested and wants to be involved – they needed to be involved three and a half years ago and we were not. We want transparency and meetings and time for input.

(III) Discussion:

- (1) Big Issues to address in the Western Waterfront Master Plan, including advice on how to address them.

The discussion questions asked participants to identify the key issues that they would like to see addressed in the Western Waterfront Master Plan. If some issues are of higher priority than others, they were asked to identify which ones and why. When responding to this question, many people also provided suggestions on what could be done during development of the Master Plan to address the issue(s). The feedback (both issues and advice) is organized below according to the major topics that were raised.

(a) Meaningful public participation – High Priority Issue

- (i) pay attention “to the local” – don’t make any assumptions about our diverse community;
- (ii) need a decision-making model that uses public input – break the area into smaller parts and create a committee and sub-committee structure for different issues – addressing all issues in one meeting does not represent public interest adequately;
- (iii) need ongoing consultation process with residents’ associations etc. to reflect community interests;
- (iv) no more deals and selling off of waterfront space without community consultation; and
- (v) provide Council with a report that provides an assessment of local concerns, including what is important to local residents, and what the hot button issues are.

Participants were also asked their specific suggestions regarding the civic engagement process. Additional feedback is provided under Focus Question No.3.

(b) Past Council decisions – High Priority Issue:

- (i) concern with results of past Council decisions, particularly related to the BMX park in Marilyn Bell Park and parking issues related to the Palais Royale – suggestion to put the BMX park downtown where visitors can see and use it, e.g., at Dundas Square);
- (ii) would like to re-open previous Council decisions to get more community input;
- (iii) look to the TWRC Sustainability framework for guidance on how to connect the public process to planning decisions; and
- (iv) request that staff estimate the cost of re-opening these decisions and include those costs in their September report to the Policy and Finance Committee.

(c) Accessibility – High Priority Issue:

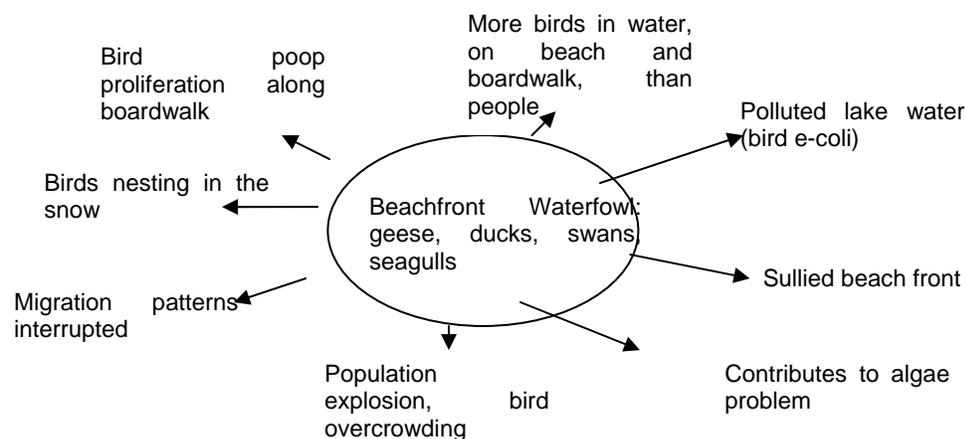
- (i) better transit to waterfront;
- (ii) better entranceways (well-lit, safe and clean, see Chicago for example);
- (iii) improve linkages;
- (iv) improve north-south access to waterfront – make it safer and provide more bridges and more traffic lights for pedestrians;

- (v) more accessible avenues all the way down the waterfront;
  - (vi) cap the Gardiner and the rail corridor, creates energy opportunities and improves access (could access at any point);
  - (vii) High Park is the largest barrier to accessing the waterfront from Ward 13, unlike the Eastern Beaches, the residential community in the west end is one mile north of the lake; and
  - (viii) Should be able to access the area without using a car.
- (d) Design of Lake Shore Boulevard – High Priority Issue:
- (i) calm traffic on Lake Shore Boulevard, it needs to move more slowly;
  - (ii) do not treat Lake Shore like a transportation corridor, change the character of the road, transform it into more of a neighbourhood road (ideally like one of the roads running through High Park);
  - (iii) think of the Lake Shore as a destination rather than a place to “travel through”;
  - (iv) vision is that Lake Shore become more of a neighbourhood road that has strong connections to the community;
  - (v) consider moving the eastbound lanes of Lake Shore north adjacent to the westbound lanes;
  - (vi) remove all roadways and parking lots south of westbound Lakeshore;
  - (vii) enforce speed limits along Lakeshore; enforce no parking on green space (enforcement of both of these will also increase City revenues that could be directed to the area); and
  - (viii) could consider also reducing the size of Parkside Drive (for similar reasons described above).
- (e) Water quality – High Priority Issue:
- (i) clean water has to be the first priority “otherwise, why bother?”
  - (ii) deal with the breakwall;
  - (iii) the Humber (a Canadian Heritage river) drops more than the St. Lawrence from its sources in the Moraine and Escarpment. South of Bloor it is a drowned river, resulting in the 4000 year old Humber marshes, whose formation has not altered substantially in the last 2000 years;
  - (iv) deflector arm will kill the Humber River;
  - (v) water quality for watershed and sustainability for watershed; and
  - (vi) need to address pollution issues.

- (f) Approach to developing the Western Waterfront Master Plan (in addition to suggestions raised in point a. above as well as focus question No. 3):
- (i) don't hurry process – get it right and take time to do it right;
  - (ii) development principles should be articulated;
  - (iii) this planning process is a political process – as you do this, as much as you can, build as much consensus in the community so we can get what we want;
  - (iv) Federal and provincial members of parliament need to be engaged;
  - (v) investigate the history of other similar areas;
  - (vi) until the Master Plan is complete, no further parking requests should be approved;
  - (vii) don't sign anything related to this area between tonight's public meeting and the Policy and Finance Committee meeting in September (i.e., leases);
  - (viii) include Humber River in the study area;
  - (ix) University of Toronto has created a new Think Tank for city issues – look there, could also approach them for resources;
  - (x) examine history of eastern beaches to see how it was done well there;
  - (xi) clearly define measurement criteria for this process;
  - (xii) clear checkpoints for evaluating master plan;
  - (xiii) large-scale infrastructure concerns need to be addressed before you can have an effective plan: storm water management, transportation etc.;
  - (xiv) get infrastructure to work and the rest will follow (need involvement of three levels of government to do this);
  - (xv) list all volunteers (on website) that will be needed for process and let community volunteer their time (help save money);
  - (xvi) look to the Port Lands as a model for planning this area;
  - (xvii) look at the "Avenue process" as an example that could inform the City's approach to this process;
  - (xviii) create a plan for children – the more the city is paved the less it is for children (see Bogotá as an example); and
  - (xix) would like to see the City allocate money for small community projects in this area.
- (g) Uses on the water:
- (i) need more pools, rather than swimming in the lake;
  - (ii) more swimming pools for better safety;
  - (iii) want a truly swimmable beach;
  - (iv) need to look at the compatibility of boating and swimming;
  - (v) no power boats, but rowing and canoeing are fine; consider building a canoeing centre at the mouth of the Humber River (in conjunction with an Aboriginal centre);
  - (vi) need boat rental in the area (no motor boats); and
  - (vii) ensure that people who want to practice sports like rowing and dragon boating can still do their sport.

- (h) Uses in the area:
  - (i) think big, be creative!
  - (ii) there is not much green space now, nothing new should be built;
  - (iii) think about how the waterfront could be tied into High Park to make a contiguous people-friendly area;
  - (iv) should be a good mix of recreational activities;
  - (v) do not want to see the Lake Shore become an economic development centre – the focus should be on green space, not on ferris wheels;
  - (vi) no condos, no residential;
  - (vii) don't build things that cannot be maintained;
  - (viii) need cooling stations;
  - (ix) utilize it more in winter – snow man building and more winter activities to revitalize the area (plus special events, kiosks for snacks, etc.);
  - (x) no more privatizing of public space;
  - (xi) Waterfront should be a refuge from the city;
  - (xii) plan for children; very little space right now for children to be happy and we should plan waterfront for this;
  - (xiii) establish a useful, mixed-use waterfront where residents from all over the city can come and walk and enjoy the lake;
  - (xiv) encourage biking and walking to the waterfront, and along it;
  - (xv) stop all monuments on the beach;
  - (xvi) set up a kiosk reflecting the history of the area;
  - (xvii) have booths for food and refreshments;
  - (xviii) create a 150 meter long green house dedicated to Jane Jacobs;
  - (xix) use the [www.earthcharter.org](http://www.earthcharter.org) as a reference for this process;
  - (xx) make the beaches far more interesting and attractive to a variety of ages (including more diverse and engaging facilities);
  - (xxi) negotiations are underway to redevelop the concessions in the area – will the permit/licence for this process be stopped pending completion of this Master Plan? and
  - (xxii) put speed bumps on sidewalk to slow down speeding bikes.
  
- (i) Nature and Green Space:
  - (i) the waterfront is a refuge from the city – right now the western waterfront has no trees, its busy, and its dirty – we need more green space there;
  - (ii) need to address fragmentation of the parkland;
  - (iii) this is a Carolinian climate which is different from the rest of the city – we have to be aware of that, and the significant heritage and history in the area;
  - (iv) start a “don't feed the birds” campaign;
  - (v) make this a natural corridor – stop managing it;
  - (vi) respect the role of the lake shore as part of our natural systems (including a wildlife corridor, migration point, habitat for birds, fish, etc.) and people's ability to use this area for nature appreciation;

- (vii) change type of grass so waterfowl eat off land and don't foul area for people use;
- (viii) the western waterfront is for both people and nature, and the Master Plan needs to address both – make sure you consult with naturalist groups;
- (ix) improve green space (do not take away from it);
- (x) rethink the use and usefulness of the green space – need more creative and engaging facilities, parks as they are now are boring, need to look beyond boring;
- (xi) Ontario means “beautiful lake” (in Iroquois);
- (xii) the Franklin's Garden on Toronto Island is an excellent example of how to add recreation opportunities while working with nature;
- (xiii) make the area nature-friendly;
- (xiv) establish partnerships with schools, horticultural programs, inner city youth – get the City's Parks Department working with these partners in the area; and
- (xv) key issues as illustrated by one participant (see figure below).



(j) How the area is managed/maintained:

- (i) feels safe, clean;
- (ii) good sanitation, waste management; and
- (iii) beach maintenance – have city clean up beaches.

(k) Revenue sources:

- (i) increase funds available for the area by enforcing the speed limit and enforcing the rule that there is no parking in green space;
- (ii) consider using community improvement funds for small quick start projects;
- (iii) re-allocate Front Street Extension funds to help pay for this;
- (iv) use volunteers to offset costs (see approach used when developing the new Dragon Boating course, it's a good model);

- (v) purify and sell Humber River water – revenue can go towards funding waterfront projects; and
  - (vi) revisit the budget of the TWRC as part of the City budgeting process, and bring in the viewpoint of the west end.
- (l) Parking:
- (i) no further increase in parking spaces on waterfront should be approved; and
  - (ii) re-visit Palais Royale parking; use western lot instead of paving a new lot.
- (m) Noise:
- (i) need noise management on Lake Shore itself and creating buffers north of waterfront to create an oasis; and
  - (ii) Queen and Roncesvalles is the loudest spot in Ontario.
- (n) Transportation:
- Extend TTC, LRT, public transit to Lakeshore (connect right-of-way from the CNE to the right-of-way on the Queensway)
- (o) Sustainability:
- (i) need sustainability principles; and
  - (ii) think about innovation opportunities – e.g., electro kinetic road ramps that power street lights.

(2) Public Consultation Advice:

Public consultation is critical to the Master Planning process. What advice do you have regarding the public consultation process?

Mechanisms for involving the public:

- (i) want more public meetings – provide more information before the meeting, stay in touch with people through a website, emails, residents associations;
- (ii) consider direct involvement of citizen groups on a task force/advisory body for this project;
- (iii) suggest that a committee comprising relevant city councillors and public representatives be struck to work on an ongoing basis with City staff on this project;
- (iv) establish a Western Beaches Advisory Council to gather public input and reduce workload of City staff;
- (v) host an open design competition;
- (vi) must not only be public meetings and general consultation, but need working groups with citizen reps;

- (vii) provide background information in local libraries, on the website;
- (viii) provide information in local papers (about meetings);
- (ix) should have a project website with meeting minutes, outcomes, other materials, and a place for people to voice opinions and post suggestions;
- (x) consider providing 3<sup>rd</sup> party funding to support the involvement of residents in the consultation process;
- (xi) use .com surveys;
- (xii) use a model that mobilizes the grassroots;
- (xiii) focus groups; and
- (xiv) email.

Focus of public meetings:

- (i) would help if the City could consolidate the research and work that has been done to date and provide a training session to the residents groups or others interested - could be a full day seminar so people get a sense of the recent history;
- (ii) would like to know how all the reports already completed for this area will inform or influence the master plan;
- (iii) staff should be explicit about constraints and biases; and
- (iv) consider having a design charrette – public can submit ideas and have their input heard and hear others' ideas.

Meeting location:

Look to other locations for public meetings that are easier to access – e.g., Palais Royale

Suggested supports to be provided at public meetings:

- (i) would like translation services, especially for tenants;
- (ii) provide TTC support for lower income people to travel to meetings;
- (iii) provide coffee/tea and munchies since people come straight without dinner; and
- (iv) provide childcare at meetings.

Relationship to decision-making:

- (i) the public needs a clearly defined process that explains exactly who will be accountable for ensuring the consultation takes place – we also need clear timelines, milestones, and public check points;
- (ii) ensure involvement of the public in the review of preliminary reports;
- (iii) want to see the City take a committee approach to developing the Master Plan, and would like to see 5 representatives from the community on the committee (and want those 5 community reps elected by the community); and
- (iv) once something goes through the public process it shouldn't be changed.

Who to consult:

- (i) travel to local seniors homes for input/meetings;
- (ii) have BIAs (Business Improvement Areas) become involved in the consultation process;
- (iii) orient the process to the local area, the city and the region;
- (iv) need to involve Etobicoke groups on any advisory body;
- (v) develop a plan for some sort of “Friends of Humber Bay” organization to formalize ongoing activities;
- (vi) involve non-activists (engage them through a residents newsletter);
- (vii) do consultation with schools, community centres – get advice from what kids would like to see (can get this by asking front line workers);
- (viii) engage youth;
- (ix) involve more children in the process;
- (x) consult existing users of the water, and involve them in the development of the Master Plan;
- (xi) involve groups involved with adjacent green spaces;
- (xii) connect with tenants associations;
- (xiii) connect with general public, including those who are low income (may need extra money for this); and
- (xiv) designate the Parkdale High Park Waterfront Group as the lead liaison to the City on behalf of the community for this project (Nicole asked for a show of hands re: how many people at the meeting were a member of this group – a very rough estimate is that ¼ to 1/3 of the room raised their hands).

Previous experience:

- (i) last year there was a visioning study done on Bloor West Village and the community put faith in a comprehensive plan which was completely disregarded – therefore no back room deals in this process – listen to the community;
- (ii) a petition was signed by 2662 residents in Parkdale against the Palais parking lot (in the median) – the City and its councillors should listen to the concerns of residents

Advice for the future:

- (i) be honest;
- (ii) be open;
- (iii) be democratic; and
- (iv) be transparent.

Perspective on this meeting:

- (i) this meeting is good. It has actually listened to people and if you carry through with this it will be a huge step forward; and

- (ii) tonight was great, but for the community to feel ownership there needs to be an opportunity to build consensus around the priorities and goals that will become the focus of the Master Plan.

(A) Agenda:

City of Toronto, Waterfront Secretariat - Western Waterfront Master Plan  
Public Meeting - Monday July 24, 2006  
Grenadier Café and Tea House  
6:30 to 9:00 p.m.

Meeting Purpose:

- (i) to share information on recent Council directives regarding the development of a Western Waterfront Master Plan, including related activities and initiatives; and
- (ii) to seek feedback from the public regarding their perspectives and advice on the outcomes, direction, and scope of the Master Plan.

6:30 p.m. Welcome, Introductions and Agenda Review  
Councillors Sylvia Watson and Bill Saundercook  
Nicole Swerhun, Third-Party Facilitator

6:40 p.m. Briefing from the City of Toronto, including recent Council directives for the Western Waterfront area  
Elaine Baxter-Trahair, City of Toronto Waterfront Secretariat

Questions of Clarification

7:20 p.m. Discussion:

Focus Questions:

- (1) What are the key issues that you would like to see addressed in the Western Waterfront Master Plan? And are some of these of higher priority than others? Which ones and why?
- (2) What advice do you have on what needs to be done during development of the Master Plan to address these issues?
- (3) Public consultation is critical to the Master Planning process. What advice do you have regarding the public consultation process?
- (4) Do you have any other advice?

8:45 p.m. Summary of Feedback Received  
Nicole Swerhun, Facilitator

8:55 p.m. Wrap-Up and Next Steps  
Elaine Baxter-Trahair, City of Toronto Waterfront Secretariat

9:00 p.m. Adjourn.

(B) Participant List:

The following list reflects the affiliations represented by some of the 88 individuals who signed registration sheets at the July 24, 2006 meeting on the western waterfront.

Affiliation Name:

Argonaut Rowing Club  
Citizens for the Gardiner Dismantling  
Grenadier Group  
High Park Community Advisory Council  
High Park Initiative  
High Park Residents Association  
High Park-Parkdale Residents Association  
Humber Heritage Committee  
Parkdale Neighbourhood Council  
Parkdale Tenants Association  
Parkdale/High Park Waterfront Committee  
Parkdale-High Park Residents Waterfront Group  
Roncesvalles-Macdonell Residents Association  
Smart School  
South Parkdale Residents Alliance  
Sunnyside Community Association  
Swansea Area Ratepayers Association  
Swansea Area Residents Association  
The Bloor West Journal Newspaper  
The Boulevard Club  
Village Gleaner

Elected Representatives:

City Councillor, Ward 13, Bill Saunderson  
City Councillor, Ward 14, Sylvia Watson  
Federal Member of Parliament, Peggy Nash

City of Toronto

Culture  
Economic Development, Culture and Tourism  
Heritage  
Parks, Forestry and Recreation  
Planning  
Strategic Communications  
Toronto Parking Authority  
Toronto Water  
Traffic Operations  
Urban Design  
Waterfront Secretariat

## Other Agencies

Toronto and Region Conservation  
Urban Strategies Inc. (on behalf of the Toronto Waterfront Revitalization Corporation)

## Facilitation Team

Nicole Swerhun  
Anjana Dooling

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The following persons addressed the Policy and Finance Committee:

- Mr. David White; and filed a written submission with respect thereto;
- Mr. Ted Lojiko;
- Mr. Bob Shenton;
- Mr. Walt Jarsky;
- Ms. Irene Willis;
- Ms. Cheri DiNovo, Member of Provincial Parliament, Parkdale High Park;
- Mr. Mike Biliski; and
- Mr. Roger Brook, on behalf of Parkdale High Park Residents Waterfront Group.