



Public Consultation
Strategy Report –
Addendum

Future Fairview

1800 Sheppard Avenue East

The Cadillac Fairview Corporation Limited



August 2022



Summary

This report has been prepared as an addendum to the Public Consultation Strategy Report (PCSR), originally submitted in April 2022, as part of the development application for a portion of 1800 Sheppard Avenue East by the Cadillac Fairview Corporation Limited. The PCSR for this application includes information regarding the goals and outcomes of communication and engagement with the public, a description of the proposal, a list of key messages, the proposed scope of consultation, local demographic data, target audiences, a list of matters to be addressed, as well as proposed communication and engagement methods. This addendum is meant to provide supplementary information to the PCSR, and should be considered in concert with the information provided in the PCSR.

In particular, this addendum to the PCSR seeks to:

- Report out on the communication and engagement that has occurred since the initial development application submission (up until August 2022)
- Provide additional detail on the robust public engagement strategy for the proposed masterplan concept to be implemented on a foregoing basis



Communication & Engagement Approach

Applicant-led Engagement Methods



Stakeholder Meetings & Communications

- Emails to local residents' groups in February/March 2022 (prior to application submission) and in April 2022 (at time of application submission)



Project Website & Email

- Launched in April 2022 (time of application submission)
- Promotion of website and email via postcard mailout in June 2022



Surveys

- Possibility of deploying a survey asking for feedback regarding the masterplan in Fall 2022 or in early 2023




On-Site Information Centre / Open House(s)


- Installed on-site information on hoarding in July 2022 (prior to Community Consultation Meeting)
- Intention to host drop-in Open Houses in a space within the mall in early 2023



Postcard Mail-Out



Join us in shaping
the Future of CF
Fairview.



With the existing mall remaining in place, we plan to redevelop the surface parking areas surrounding CF Fairview Mall with a mix of uses to provide an even more vibrant place for people to come together and enjoy.



Get in Touch



www.futurefairview.ca



info@futurefairview.ca

Mailed out 7,900 postcards to residents and businesses surrounding the mall

The postcards generated an increase in visits to the website and Contact Form submissions



Project Website & Email

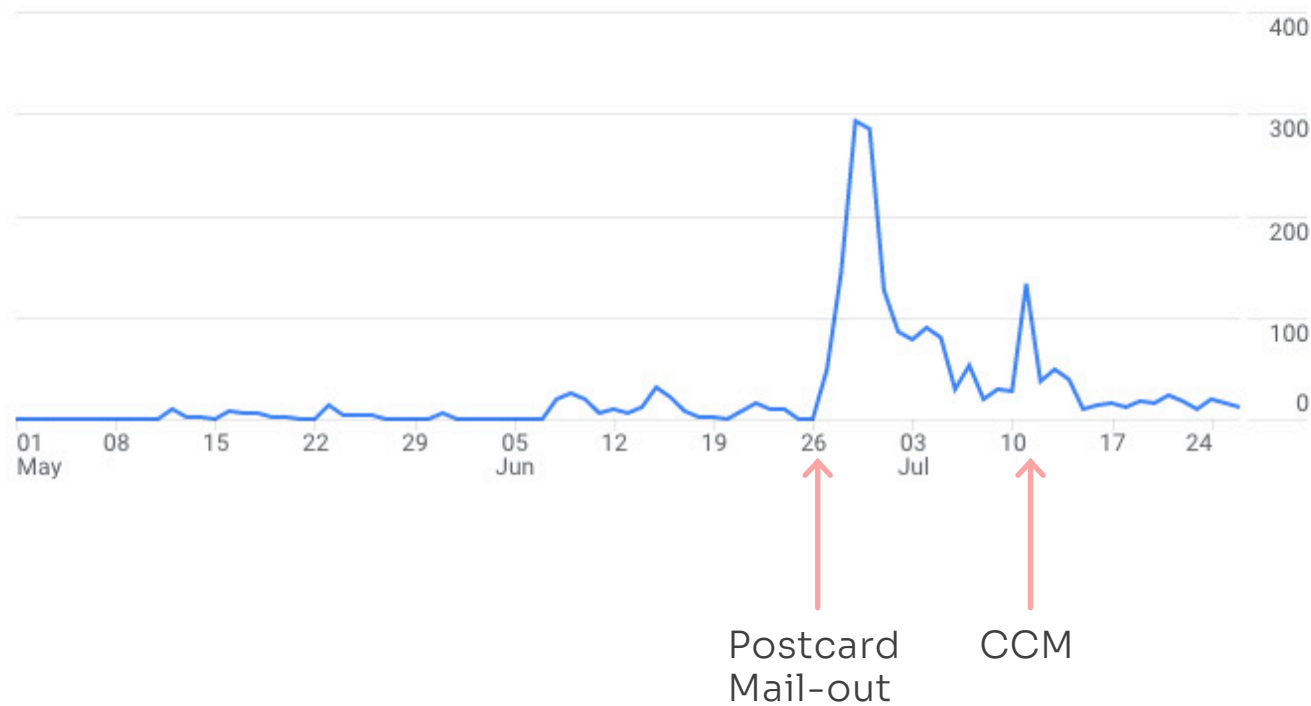


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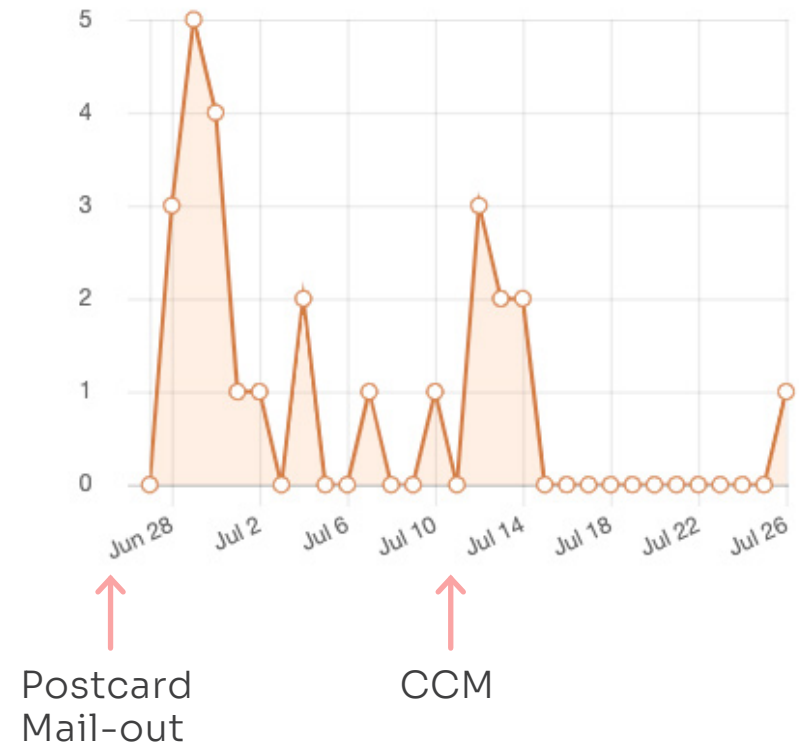


info@FutureFairview.ca

Website Views (approx. 2,100)



Contact Form Submissions (27)





On-Site Information





City-led Community Consultation Meeting



Date: July 11, 2022
Time: 6:30–8:30pm
Place: Online – WebEx
No. of Attendees: Approx. 106

1800 Sheppard Ave. E.
Toronto, Ontario
M2J 5A7

July 11, 2022



Overall Feedback To Date



Key Themes

- Affordable housing
- Tenure of the buildings
- Height and density
- Traffic
- Capacity of local infrastructure and services (including schools, hospitals, etc.)
- Interest in living in the new buildings
- Interest in learning more / participating in the community engagement process
- Overall excitement about the change
- Feedback on the existing mall operations
- Importance of green space and walkability
- Designing with seniors and accessibility in mind



Community Engagement Timeline / Next Steps

