

UNILEVER PRECINCT PLANNING STUDY

& EAST HARBOUR **SmartTrack** STATION

Community Engagement Report

May 2018



The background of the slide is a photograph of a desk. On the desk, there is a map of a city, several Crayola markers (one red, one blue, one green), and some sticky notes. The text is overlaid on this image.

“I am very excited about the Unilever Precinct development project. I fully support this project as a community member... Thank you for making our city more beautiful and for transforming the Unilever Precinct into the most accessible site in the city.”

— Local Resident, email, September 20, 2017

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Executive Summary

Executive Summary

The Unilever Precinct Planning Study is a City-led initiative to develop a vision for and guide the transformation of the Unilever Precinct. The employment lands, located east of Downtown and the Don River, present a unique opportunity for the City to re-envision the Precinct as an employment hub with new transit accessibility, flood protection, open space, servicing and transportation infrastructure.

The vision for the site is to transform it into a vibrant employment zone focused on office work, while reflecting its historic and natural context through adaptive reuse of the buildings, public art and public realm treatments. The Precinct lands are envisioned to include complementary uses that provide amenities to workers and the surrounding community, both within and outside of traditional business hours, and support active transportation through connected walking and cycling trails that integrate the Precinct into the surrounding neighbourhoods. The redeveloped site will encourage a rich public realm focused on connectivity, permeability, and quality. The location, size, and employment designation of the Precinct lands allow the City to link major employment and major transit growth all the while supporting future economic prospects.

Supported by a variety of engagement tactics and outreach methods, the objective of this consultation was to support the creation of a Precinct Plan that incorporates input from the community and can be supported by residents, businesses, stakeholders, landowners, City staff and Council. The Planning Study and supporting public engagement process

focused on six master planning themes tied directly to the vision and objectives of the Precinct lands: planning for jobs, transportation and transit, public realm and heritage, built form, infrastructure coordination, and sustainability.

The six themes were explored in greater detail throughout the public meetings:

- The September 2017 public meeting introduced the community to the six planning study themes and heard participants' priorities relative to these themes. Discussions were wide-ranging related to the themes, but most important to event attendees was ensuring a vibrant space with enhanced pedestrian and cycling connections and the desire to see diverse employment uses.
- The November 2017 public meeting focused on the theme of mobility in and around the Precinct, with participants suggesting a focus on connectivity between transit infrastructure and the surrounding community, promotion of active transportation methods, and a focus on pedestrian safety.
- The January 2018 public meeting focused on the themes of public realm, design and sustainability. The interactive consultation resulted in feedback from participants about concerns over parking infrastructure, potential for shadows and light pollution caused by taller buildings along with the impacts to bird populations, and project phasing and timelines.

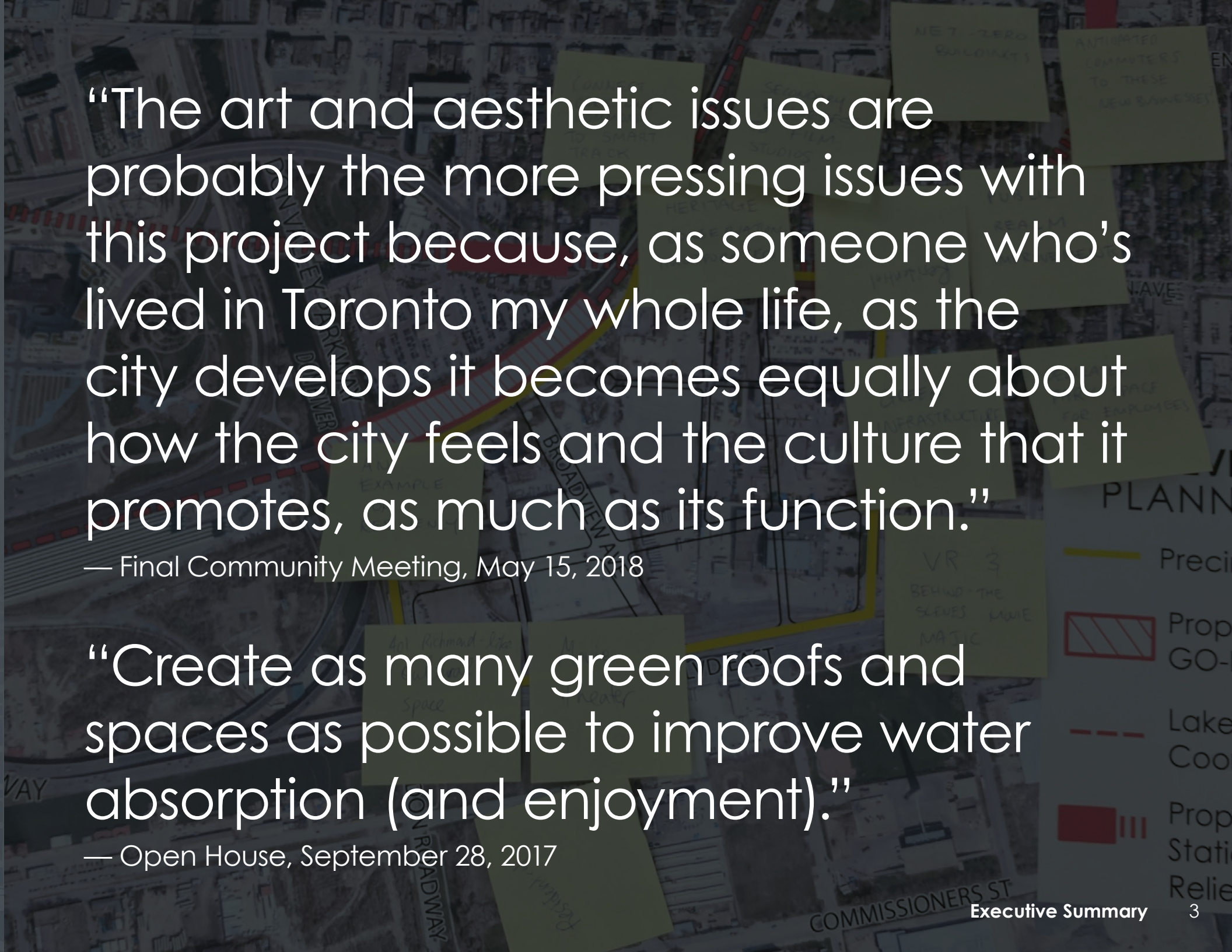
- The March 2018 public meeting explored the planning framework for the Precinct, specifically examining the built form. Feedback from participants suggested a need for more park and open spaces, connectivity between public spaces and the surrounding communities, and the activation of the Precinct outside of business hours.
- The May 2018 public meeting was an opportunity for City Staff to report back on study outcomes and what is being recommended to Council in summer of 2018, as well as to outline next steps.

This study was also intended to inform the First Gulf East Harbour development application and the various infrastructure and transit initiatives that will transform the area. The engagement activities assisted in the development of a Precinct Plan to guide the accommodation of the next generation of employment in the Precinct.

The purpose of this report is to provide readers with an overview of the public and stakeholder engagement process related to the Unilever Precinct Planning Study, and summarize what was heard.



October 21st, 2017 Community Walking Tour

The background is a grayscale aerial map of a city, likely Toronto, showing streets and building footprints. Overlaid on the map are several semi-transparent yellow sticky notes with handwritten text. Some notes include phrases like "NET ZERO BUILDINGS", "AUTUMPTED CHAIRS TO THESE NEW BARRIERS", "VR 3", "BEHIND THE SCENES LOWE", "MATIC", "PRECISION", "Prop GO-", "Lake Co", "Prop Stati", "Relie", and "PLANN". There are also red and yellow lines drawn on the map, possibly indicating project boundaries or routes. The text of the quote is overlaid on the map in a large, white, sans-serif font.

“The art and aesthetic issues are probably the more pressing issues with this project because, as someone who’s lived in Toronto my whole life, as the city develops it becomes equally about how the city feels and the culture that it promotes, as much as its function.”

— Final Community Meeting, May 15, 2018

“Create as many green roofs and spaces as possible to improve water absorption (and enjoyment).”

— Open House, September 28, 2017

A green-tinted photograph of an urban scene. On the left, a concrete bridge with multiple pillars spans a body of water. In the background, there are industrial buildings, including one with a tall smokestack and another with a large billboard on its roof. The billboard appears to be for a movie or TV show. The sky is filled with power lines.

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What is the Unilever Precinct Planning Study?

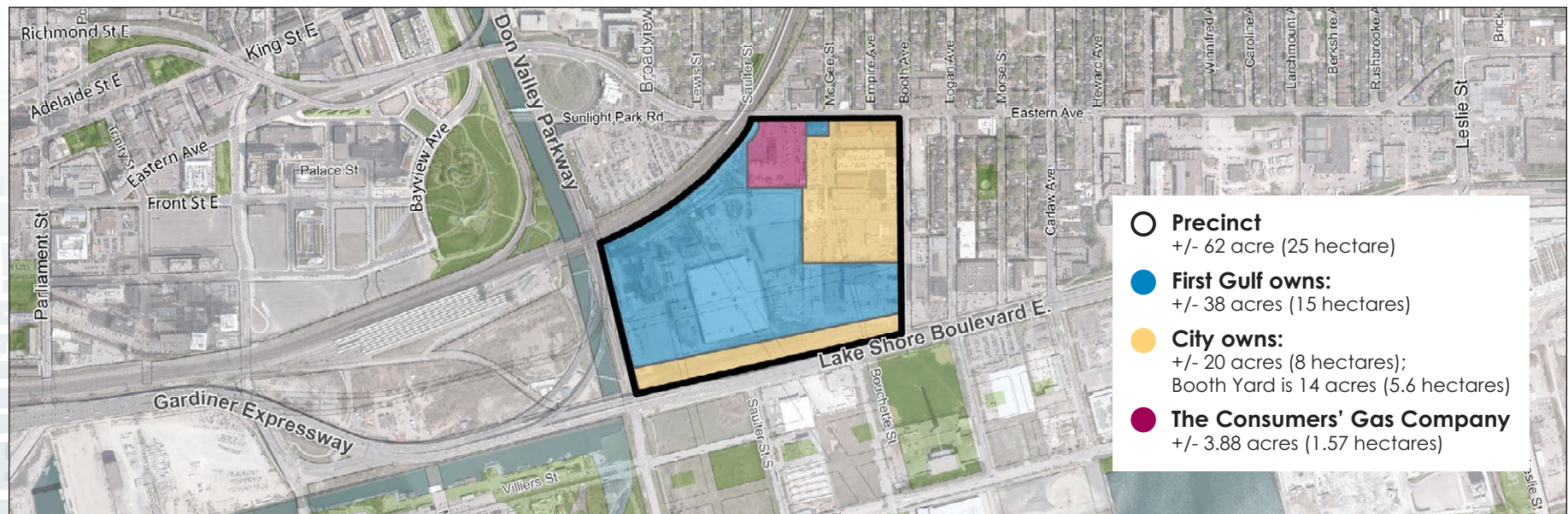
What is the Unilever Precinct Planning Study?

2.1 About the Unilever Precinct

The Unilever Precinct encompasses 25 hectares of historic industrial lands, currently containing an eight-storey former manufacturing facility, a film studio, the Booth Yard City Works Facility, the Keating Rail Lands, and a number of smaller buildings and employment uses. The Precinct lands are owned by First Gulf, the City of Toronto, and the Consumers' Gas Company.

2.2 First Gulf Application

The Unilever Precinct Planning Study was initiated in response to employment redevelopment applications submitted to the City by First Gulf. First Gulf's initial Official Plan Amendment (OPA) application was received by the City in October 2015 with a comprehensive submission in December 2016, completing the original OPA application and initiating the rezoning and subdivision processes. First Gulf proposes the



Ownership map. (Source: City of Toronto)

site be redeveloped as a major employment hub, focusing primarily on office development linked to accessible transit stations and supported by retail, commercial and cultural uses to provide amenities to workers onsite and surrounding communities.

The East Harbour applications offer the opportunity to develop approximately 926,000 square metres (10 million square feet) of employment uses on 15 of the 25 hectares of land within the East Harbour. First Gulf estimates that 50,000 people will be employed in the Precinct once the project is completed. The development will take place over multiple phases and over a considerable amount of time. Subsequent development will take place once infrastructure has been put in place and demand for the site warrants future development.

There are minimal lands of the size found in the Precinct available near downtown Toronto that can be redeveloped for office employment. The development application from First Gulf has afforded the City the opportunity to re-envision the site as a major employment hub and transit hub within a broader municipal context. With the opportunity to strengthen surrounding communities and intensify employment within a short distance from Toronto's Financial District and north of the redeveloping Port Lands, the Precinct is in a prime location to support the City's growing economic base.

“Given the significance of Unilever as an important cultural, retail, employment and community node, it would make sense to increase residential capacity nearby, both now and in the future. As many surrounding areas are protected as low-rise low-density neighbourhoods... I would suggest that ongoing developments should also be evaluated and planned with an eye to the future.”

— Local Resident, email, April 24, 2018



Proposed First Gulf East Harbour Master Plan (Source: First Gulf; January 31, 2018)

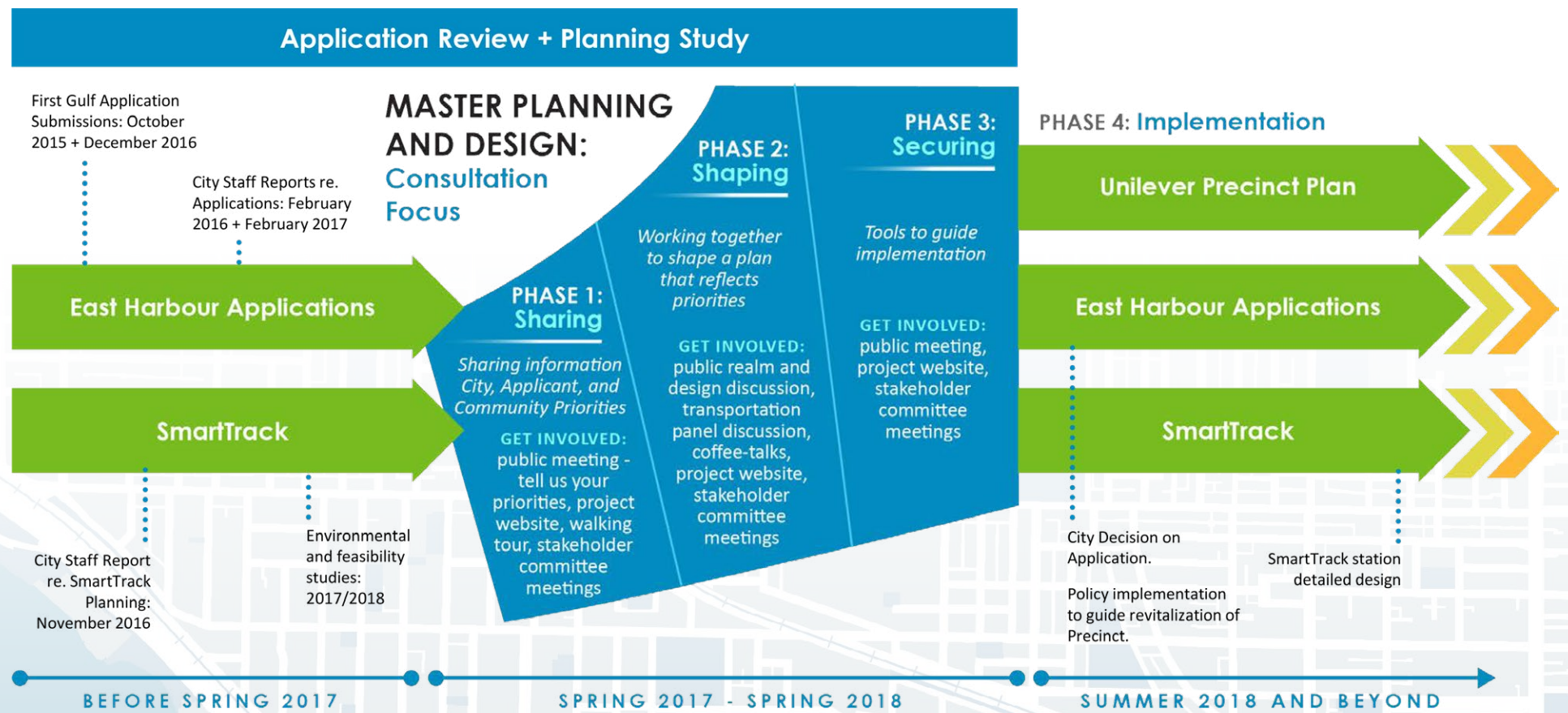
2.3 Project Process & Timeline

The Precinct is being planned comprehensively, linking land use, built form and density, land division, interim development conditions, flood protection, public realm connections and appropriate transition in built form to low-scale residential uses north of Eastern Avenue. The comprehensive plan also

reflects the transportation and servicing infrastructure plan to accommodate the intensification.

The following diagram reflects the timelines for the consultation components of the Precinct's master planning and preliminary implementation.

Precinct Planning Study timeline



2.4 Scope of Engagement

2.4.1 Purpose of engagement

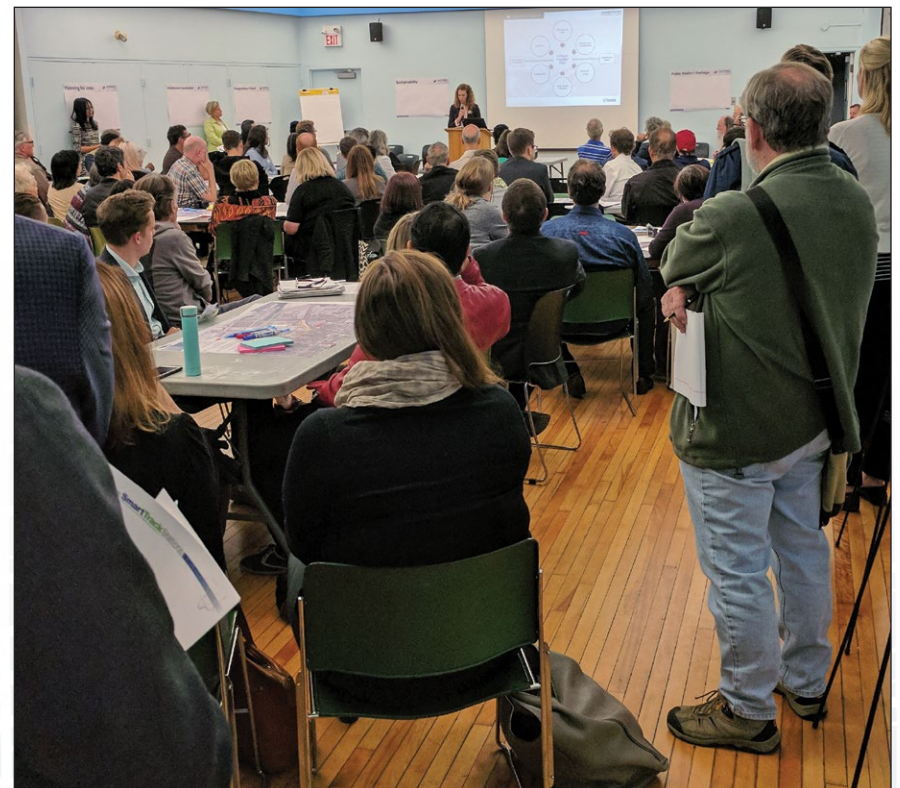
The Unilever Precinct Planning Study considered, consulted on, and engaged the public in a transformative vision for the Precinct. The City Planning-led study considered an expanded range of non-residential employment uses, including post-secondary institutions, studios, research facilities, and supportive uses. The successful redevelopment of the Precinct requires investment in planned transit and other infrastructure elements.

The overall purpose of the consultation and communication program was to support the creation of a Precinct Plan that incorporated input from the community and stakeholders and could be supported by residents, businesses, stakeholders and Indigenous communities, landowners, City staff and Council. It was also intended to inform the First Gulf East Harbour development application and the various infrastructure and transit initiatives that will transform the area. These include the East Harbour SmartTrack Station, the Eastern and Broadview Protection EA, and the Broadview Extension.

Input from the community has assisted Planning staff in developing recommendations as well as providing feedback respecting the East Harbour applications.

Extensive three-phase consultation process:

- Sharing information and defining priorities;
- Shaping the Unilever Precinct Plan and concurrent applications, as well as the East Harbour SmartTrack Station, to reflect the priorities established in Phase 1; and
- Securing the emerging preferred plan and underlying priorities, with tools to guide future implementation.



September 28th, 2017 Community Consultation Meeting.

2.4.2 The Six Main Themes

Six main themes have been developed for the Precinct Study, encompassing the priorities that have come out through the consultation process. The final Planning Framework is centred around these six themes that were established at the onset of the City-led Planning Study. The Study subsequently established objectives for each theme, intended to guide the redevelopment of the Precinct. These objectives were

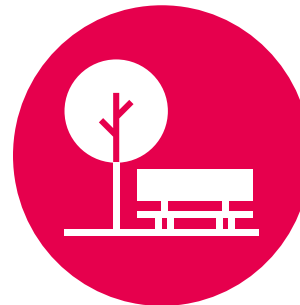
informed, in part, by consultations with stakeholders and members of the public, as outlined in this report, as well as by provincial and municipal planning policy and a review of the concurrent applications.

The themes, and associated questions that guided the scope of community engagement, are outlined below.



Planning for Jobs

How do we support our City's long-term economic prosperity and plan for the future of a thriving, connected and resilient office district?



Public Realm + Heritage

How do we plan for a connected, spectacular and generous public realm that celebrates local history and culture?



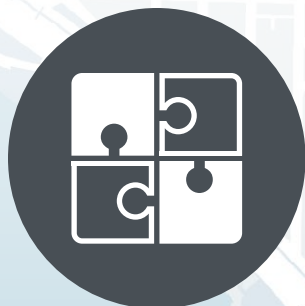
Transportation + Transit

How do we move people into, out of and around the Precinct, encouraging more people to walk, cycle and take transit?



Sustainability

How do we ensure equity, resilience and climate protection?




Infrastructure Coordination

How do we coordinate such a major development with the significant level of major nearby city-serving infrastructure projects?



Built Form

How do we design buildings to make a positive contribution to our streets and open spaces, our skyline, our environment, and quality of life for people?



“Pathways and trails once used by Indigenous peoples should be incorporated into the landscape and parks planning.”

— Built Form Meeting, March 21, 2018

“Space for the arts - especially as an early incubator.”

— Open House, September 28, 2017

“Pedestrian and cycling environment along Eastern needs to be improved.”

— Public Realm Meeting, January 23, 2018



3.0

How we engaged

3.0 How we engaged

3.1 Who we reached

Transformation of the Unilever Precinct into an office employment hub is of city-wide importance. The Precinct is also an integral part of an existing community surrounded by the neighbourhoods of Riverside, Leslieville, West Don Lands and Corktown. Engagement for this project needed to reach both of these audiences:

The Local Neighbourhood and Key Stakeholders -

Development of the Unilever Precinct will have a direct impact on people who currently live and work in the area. Local residents and businesses in the vicinity of the Precinct were invited by direct mail to participate by coming to meetings, contacting the project team with their input and commenting through the project website. City staff also reached out directly to businesses along Queen Street East to provide information and encourage input and participation. A number of local stakeholders also participated on a Stakeholder Advisory Committee for the project with local representation from ratepayer and community organizations and local business improvement areas, as well as from transportation, environment and arts & culture organizations.

City-wide Stakeholders - How development in the Unilever Precinct unfolds should be of interest to all Torontonians as it will be part of the economic engine of our city. Capturing the interest of this broader audience was accomplished primarily through social media and the promotion of videos developed

about the Unilever Precinct Planning Study. An interactive web site was launched in September, 2017 and has been maintained as the main vehicle for city-wide participants to learn about the project and provide their input.

3.2 Methodology

Engagement Tactics included:

- **Kick-off Open House** – An introductory, drop in event held at Ralph Thornton Community Centre and attended by 190 people. This open house provided informal, board-based information on the planning study, area infrastructure projects, and South of Eastern development applications. (May 16, 2017)
- **Planners in Public Spaces** - City Planners attended the Underpass Park and Withrow Farmers' Market Planners in Public Spaces events to reach out directly to nearby communities, providing information on the Plan). (Summer 2017)
- **Community Consultation Meetings** - Five (5) meetings have been chaired by Dillon Consulting to present information and generate discussion and feedback:
 - **Community Priorities** - Following a presentation on the Unilever Precinct Plan, 120 participants discussed their priorities for the Precinct in small groups. (September 28, 2017)

- **Mobility** - A panel including City planners, City transportation planners and First Gulf spoke about connections within the Precinct and connections to the broader city to 90 attendees. In small groups participants provided input on maps of the Precinct and responded to workbook questions. (November 21, 2017)
- **Public Realm, Design & Sustainability** - The City presented on their perspective regarding public realm, cultural heritage and sustainability. First Gulf followed with a presentation on the proposed public realm components of their East Harbour Development. The 80 participants present were invited to visit five market stations to provide their input on 1) parks and open space, 2) transit hubs and plazas, 3) heritage conservation, 4) sustainability and innovation and 5) the proposed east harbour development. (January 23, 2018)
- **The Planning Framework & Built Form** - Following a presentation on the planning framework, the 90 participants present were invited to provide their input on key elements. (March 21, 2018)
- **Final Community Meeting** - After thanking the community for their input on the project during a brief presentation, the 60 participants present were invited to review the findings of the study and ask any final questions of City Planners and First Gulf. (May 15, 2018)
- **Stakeholder Advisory Committee** - A 22 person Stakeholder Advisory Committee (SAC) was established, in consultation with the local Councillor. The SAC provided local knowledge to frame the review of the concurrent applications and the progress of the planning studies, as well as input in advance of public consultation events. The SAC members met five times over the course of the Study.

Membership in the committee included local residents, business owners, and representatives from key agency and interest groups.

- **Landowner and Business Consultation Meetings** - A meeting with local landowners and businesses was held on December 11, 2017, with 20 attendees. The purpose of the event was to provide landowners and business community members with an overview of the City's Precinct planning process considerations, information on the First Gulf development application, and hear from them regarding their priorities for the area. A follow-up meeting, inviting those who had attended in December, was held on March 23, 2018, to present the emerging Planning Framework. The follow-up meeting was attended by 5 landowners.
- **Digital Engagement** -
 - **Social Media** - Posts to Facebook and Twitter promoting the Study, meetings, and other consultation events were ongoing. The purpose of engaging via social media was to receive input from a wider range of the community on specific planning opportunities, identification of preferred precedents or ideas, and to obtain questions regarding the plans. To make the public meetings accessible to those unable to attend, the March 21st and May 15th meetings were broadcast via Facebook Live.
 - **Videos** - Two videos were produced and uploaded to the Precinct webpage and YouTube; promoted via social media; and used at in-person events to promote the project. The videos provided an opportunity for residents to learn about and get updates on the project. Currently, the two videos have been viewed over 15,000 times on YouTube, Facebook and Twitter.

Stakeholders engaged with:

Local Residents Representatives

Agencies:

Metrolinx
TTC
TRCA

Landowners:

Talisker Corporation
First Gulf
Hullmark
SmartCentres

City of Toronto
Enbridge

Business & Economic Organizations:

Leslieville BIA
Riverside District BIA

Transportation & Transit:

Cycle Toronto
Walk Toronto
Code Red

Local Businesses, Ratepayers & Community Organizations:

Corktown Residents and
Business Assoc.
South Riverdale Community
Health Centre
Ralph Thornton Community
Centre
Weston Bakery
Redevelopment
Community Coalition

East Toronto Community
Coalition
Parcel Design

Environment Organizations:

West Don Lands Committee
Park People

Arts and Culture:

East End Arts
Syndicate Sound
SPINVFX/CASO

- **Surveys** - Two surveys were distributed online to gather feedback on the project from engaged participants and residents from the surrounding neighbourhood and across the city. The first survey provided respondents an opportunity to give their input and list any questions they may have about the project. The second survey was a visual preference survey, giving respondents the opportunity to provide feedback on the public realm, open spaces, and parklands.
- **Website** - The website (toronto.ca/unileverPrecinct) provides an ongoing opportunity for the City to update the community on a frequent basis about the project. The extensive site contains an Interactive map, ideation tool, discussion forum on the Transit Hub, visual preference survey on parks and open spaces, open online Q+A (including FAQs), and educational resources (including background documents and historical photos).
- **Walking Tour** – 60 Attendees spent 1.5 hours on a guided walking tour of the Precinct and surrounding neighbourhood providing an immersive experience for participants to get a better understanding of the project and the opportunities afforded by the site. Participants were encouraged to ask questions throughout the tour and provided input on a variety of aspects.
- **Business Canvas** – Given that the East Harbour development will include a significant commercial and retail component, it was important to understand the perspective of local businesses. Leading up to the December landowners' meeting, City staff distributed meeting invitations and project postcards to businesses along Queen Street East, the adjacent segment of Broadview, and throughout the South of Eastern Employment Area in the vicinity of the Unilever Precinct and spoke to businesses about the project.
- **Coffee Shop hours** - A drop-in community Coffee Shop session was held in December at a local coffee shop and promoted online through the Precinct website and social media.

3.3 Engagement at a glance



Approximately

700

attendees engaged
through **public**
meetings & workshops

15,000+ views of the project videos



Hundreds of #UnileverPrecinct Tweets, Likes, and Retweets



700+

individual comments
from members of the
public recorded

145

online survey
submissions

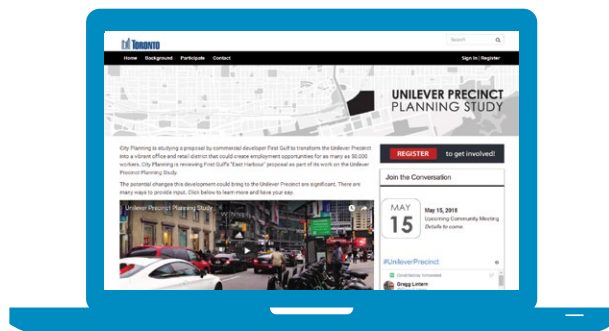


"The Unilever Precinct Planning Study Team is holding **community 'Office Hours'** Tues, Dec 19th 8:30am-12pm at Boxcar Social, 4 Boulton Avenue Can't make it? Visit toronto.ca/unilever for more info and to take the survey" – @PaulaFletcher30

"Grafting 60 acres into its many contexts - **physical, social, cultural, natural, economic, environmental** - while maximizing investment in significant **new transit access with density & jobs** #UnileverPrecinct @CityPlanTO" – @GreggLintern



Citywide public consultation through **online engagement hub**
toronto.ca/unileverPrecinct



8,000+
all-time visits to
Precinct website

Local Public Consultation events:



6 Community Meetings



5 Stakeholder Committee Meetings



1 Community Office Hours



1 Area Business Walk-about



1 On-site Walking Tour



2 Landowner Meetings

#UnileverPrecinct
engagement on



1,400+
impressions from
two Facebook Live Events



4.0

What we heard

4.0

What we heard

Throughout the consultation process, from September 2017 through May 2018, the public and key stakeholders provided feedback that can generally be categorized into six themes that helped directly inform the development of the Unilever Precinct Planning Study - planning for jobs, transportation and transit, infrastructure coordination, public realm and heritage, sustainability, and built form.

This report presents a qualitative analysis of the aggregated feedback received from members of the public and key stakeholders who were reached through the variety of engagement mechanisms described earlier. The thematic analysis is provided below for each of the six master planning

themes. Selected quotes are also provided throughout to present a richer picture of the various ideas and feedback received from stakeholders and other members of the community. Although dialogue pertaining to all six themes occurred throughout the consultation process, certain themes were the focus of specific meetings or outreach mechanisms (for example, the community meeting conducted on November 21, 2017 focused primarily on transportation and transit issues). A more detailed description of the feedback received at community meetings can be found in the individual Community Consultation Summary reports that were produced following each of these gatherings (see Appendix A).



September 28th, 2017 Community Consultation Meeting.



4.1 Planning for Jobs

Employment areas are crucial for providing jobs in the City, and are of limited supply. Provincial and City policy underscores their importance, and requires their preservation. First Gulf’s proposal envisions the Precinct as a major employment hub for 50,000+ new jobs. Development of the Precinct Plan considered ways to make it a vibrant area that includes office and supporting retail, recreation, cultural and entertainment uses.

The Unilever Precinct historically was a site of manufacturing jobs, and will continue as a place of employment for future generations of Torontonians. Linked to major new transit development, the Precinct offers a rare opportunity to accommodate a significant concentration of new office employment. It is within this scope that a dialogue was held about planning for the future of jobs located in the Precinct. Brainstorming about planning for jobs was a key element of the September 2017 community meeting, although comments related to the future of employment in the Precinct were collected throughout the Study.

The following provides a summary of what we heard related to planning for jobs in the Unilever Precinct.

Make it Vibrant

- The most common sentiment expressed related to planning for jobs was a concern about developing an employment monoculture. Participants wanted to ensure spaces were offered for creative jobs such as studios and flexible space for creative startups. There is a desire to see diverse employment uses and flexible employment spaces for different types of employers (i.e., tech, non-profit, arts-based, etc.).
- Some participants also raised questions regarding the vibrancy of a non-residential development, concerned that the area may turn into an “urban wasteland” after 5pm. These sentiments emphasize the importance of supporting a range of employment and supportive uses that draw in workers and visitors into the evenings and weekends.

Make it Diverse

- Some commenters raised the importance of affordability for small, medium and creative businesses as essential.
- Along with diverse employment uses, many felt it was important to offer a variety of supporting amenities for future workers such as daycare, recreation, health care, healthy food options, and more.
- To further employment diversity, space for educational jobs through satellite post-secondary campus space should be part of the mix.
- With Toronto's television and film district in close proximity to the Precinct, it would be wise to include employment space for television and film services such as animation, Virtual Reality, editing, etc.
- There was also a desire expressed to use a portion of the future employment space to develop suitable employment spaces that are purpose-built to capitalize on Toronto's tech industries.



View of the Precinct from the October 21st, 2017 Community Walking Tour.

“Affordable rent for small business (i.e., companies that have outgrown incubators accelerator for there 5-10 employees).”

— Open House, September 28, 2017

“I continue to be concerned about the connection between the Office/ Institutional portion and the less traditional employment areas. I think it's too early to tackle this but I hope those connections are strong enough to maintain the overall development as a single entity rather than a have/have not mixture.”

— Local Resident, email, October 8, 2017

“Jobs that generates life in the streets (e.g., cafés, theatres, restaurants, nightlife).”

— Open House, September 28, 2017



4.2 Transportation + Transit

The City, the TTC, and Metrolinx are working together to plan new transportation infrastructure to support development in this area. This includes the East Harbour SmartTrack Station, Eastern/Broadview Relief Line Subway Station, Broadview Streetcar extension, new streets, and improved pedestrian and cycling connections. The Study looked at how people move through and within the area, coordinating with the other ongoing transportation projects.

Transportation and transit were identified as themes of major interest in early phases of the consultation. Significant commentary was dedicated to issues around mobility during the September 2017 community meeting on priorities. The entirety of the November 2017 community meeting was then dedicated to discussing these issues through a mobility-focused panel discussion and workshop. The purpose of the Mobility Workshop was to offer a “deep dive” into the plans and proposals for getting people into, out of and around the Unilever Precinct and surrounding areas. At these meetings and throughout the entirety of the consultation, much was said about transportation and transit. Specific input related to the East Harbour SmartTrack Station was provided to the team working on this parallel project.

Make it Connected, Make it Safe, for Pedestrians and Cyclists

- A majority of the commentary received on transportation related to ensuring safe, secure and convenient pedestrian and cycling access. Some expressed a preference for separated bicycle lanes over sharrows. Some wanted to ensure the development included “complete streets,” with a desire to see dedicated bike lanes on Broadview Avenue and other Precinct streets and adjacent roadways. The possibility of making Broadview Avenue pedestrian and transit only was also raised. Others wanted to make sure that final designs encouraged and supported walking through prioritizing open spaces, providing well-designed green space, and taking into account how building shadows might impact public space.

- To improve the quality of the user experience and level of safety some felt that consideration should be given to intersection improvements (i.e., Don Roadway and Lake Shore Blvd. E.), pedestrian and cycling only zones, grade-separated pedestrian and cycling bridges over traffic, and other comprehensive cycling and pedestrian infrastructure.
- To further enhance pedestrian experience, some suggested improvements around the Don Valley Parkway to create more parkland adjacent to the Precinct and the Don River.
- Considering the plan shared in November 2017, some participants felt that additional connections to the Precinct should be considered such as connections across the Valley, connection to Corktown Common, improvements to the Eastern Avenue bridge to support active transportation modes, and a boardwalk system from the transit stations to the Don River and Lake Ontario. Some also indicated that there may need to be additional mid-block pedestrian connections.
- The need to ensure connectivity to the surrounding neighbourhoods, especially north to Queen, east to the Beaches and West to downtown was raised. Questions were raised about whether this could include additional bus routes along Eastern and/or Lakeshore as well as the possibility of SmartTrack through-service coming from Union Station to the west. The need for a strong connection between the East Harbour and Relief Line stations was also highlighted.

“The main concern is connecting South Riverdale with this new area. I think that Eastern and the Rail line will be extremely challenging obstacles to overcome. The west-end has a lot of these issues near Liberty Village and also at Exhibition. Maybe there is an option to cover the rail line with pedestrian bridges, or green space similar to Rail Deck Park. I think the connections in the site will depend a lot upon the built form in the site. But adding as many access points on either side of the rail line is important.”

— Mobility Workshop, November 21, 2017

“I hope there will be parking on this site because if all these businesses are here, it's sure to attract people with cars from all over and we already have problems parking in the city.”

— Final Community Meeting, May 15, 2018

- Any impacts to the heavily used Lower Don Recreation Trail as a result of new street intersections also needs to be considered.

Transit is Critical, Timing is Critical

- Throughout the Study, many participants raised the critical importance of transit. Development of the Precinct should be contingent on implementing the new transit infrastructure that is planned.
- Many respondents felt that there needed to be good integration between the various modes of transit coming together at the East Harbour hub, including through fare integration.
- Some commenters expressed concern that frequent Regional Express Rail trains along the SmartTrack line could negatively impact residents living close to the tracks. The environmental impact of a station spanning the Don River and the potential impact to bird populations was also raised.
- Further commentary related specifically to SmartTrack and the East Harbour station can be found listed in Appendix D.

Manage Cars and Trucks

- Because parking is limited in the area and most homes in the neighbourhood rely on street parking, some participants from the local neighbourhood stressed the importance of mitigating parking challenges, especially during construction phases. Some also raised the importance of continued access to cycling and pedestrian connections during construction. Traffic impacts on surrounding neighbourhood streets (e.g., Booth

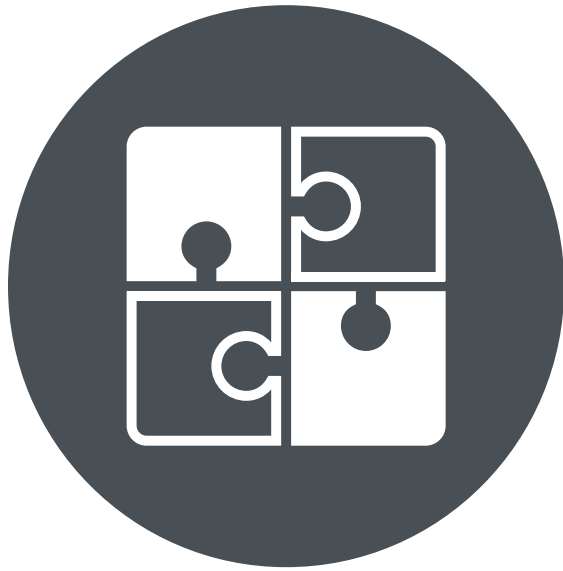
Avenue, Queen Street East, Eastern Avenue) also should be considered and steps taken to improve local traffic management conditions (e.g., speeding traffic on Lewis Street, McGee Street, and Booth Avenue).

Make it Accessible

- Several participants raised the importance of ensuring that new transit infrastructure, particularly the transit hub, are made accessible.



October 21st, 2017 Community Walking Tour.



4.3 Infrastructure Coordination

This area is at the intersection of major, city-serving infrastructure projects. A very significant level of infrastructure coordination has already been occurring and the Precinct Plan will continue to contribute to this coordination.

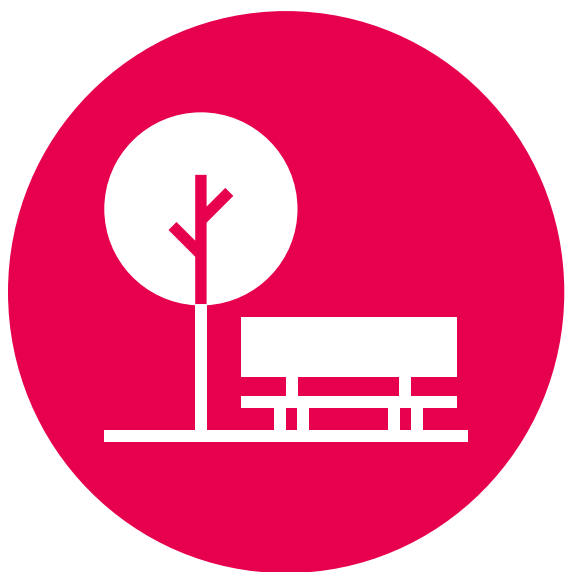
Comprehensive redevelopment of the Unilever Precinct will be enabled by new infrastructure. The proposed public and private infrastructure investments are of regional importance and represent a generational leap forward in transportation, transit, flood mitigation, servicing and open space improvements for the eastern waterfront. The complex and necessary coordinated development of this infrastructure was an important theme throughout the dialogue with the public and other key stakeholders.

Time it Right, Minimize Impacts

- As mentioned in a number of the transit-related discussions throughout the consultation period, the importance of ensuring adequate transit services are in place before development was raised many times as critical.
 - Many commenters wanted to ensure that enhanced pedestrian and cycling connections were in place early on. This includes connectivity to local neighbourhoods and local destinations, sufficient north-south/east-west cycling infrastructure, and pedestrian connections to new transit stations.
 - Others raised the importance of appropriate vehicle connections that must also be in place to minimize local traffic impacts.
- A number of comments were received related to the importance of phasing construction to mitigate impacts on local residents.

“Major confluence of construction activities: SmartTrack Station, Gardiner rebuild, Sediment Basin for Don re-naturalization, multiple builds in West Don Lands along rail line and new commercial at East Harbour - WOW! That’s a lot at once. My neighbourhood will need LOTS of feedback as construction progresses.”

— Mobility Workshop, November 21, 2017



4.4 Public Realm & Heritage

The public realm includes streets, parks, Privately-Owned Publicly Accessible Spaces (POPS), and other open spaces. Planning for a connected, spectacular and generous public realm and associated opportunities to celebrate local history and culture are important elements of the Precinct Plan.

Like transit and transportation, issues related to public realm and heritage received significant focus throughout the consultation period. The bulk of the January 2018 community meeting was dedicated to discussions about parks and open space, celebrating the history of the Precinct, and the public space opportunities associated with the new transit hub and other plazas.

Make Beautiful and Functional Parks and Open Spaces

- A large number of participants stressed the importance of incorporating high quality green spaces for workers and the public. Many wanted to see parks and green spaces that are appropriately setback back from the roadway and can accommodate many uses.
- Connections to the river's edge were seen by some as an important component of future parks.
- Some suggested considering publicly accessible green roofs.

Make a Great Transit Hub

- Beyond the commonly-expressed desire to ensure strong connectivity to the new East Harbour Station mobility hub, many participants brought forward ideas about how to create a vibrant multi-use destination at the site of this major new station. A number of people would like to see a diversity of shops and services incorporated in or near the transit hub, such as daycare, dry cleaning, coffee shops, mobile phone kiosks, and fast service food restaurants.

Incorporate the Arts, Celebrate Heritage

- Preserving the heritage of the Unilever Precinct was important to many participants. There was a desire expressed to incorporate past elements such as the

water tower and existing Soap Factory into the future development of the site in a manner that is appropriate.

- A number of participants wanted elements of the future development to reflect the rich history of the Precinct. For example, consider the importance of the mouth of the Don River as the place of Indigenous settlement for 12,000 years and recognize Indigenous history on site. Also, consider interpreting the history of the ancient lakeshore and river mouth in the landscape plan. Consider incorporating the old Eastern Bridge, at Sunlight, as a permanent art installation on site.
- Some suggested the inclusion of art and cultural destinations for the public in the Precinct such as a major museum or art gallery (i.e. the Soap Factory as museum/gallery space), a theatre, a farmers market, street festival space, public art installations, and Indigenous spaces.
- Some suggested that the Unilever Precinct should be a unique place that does not duplicate existing urban features found nearby in Corktown Common or the Distillery Historic District.

Attract and Animate

- Many participants stressed the importance of attracting people to the Precinct throughout the day as well as into the evening and during weekends. They felt this could be accomplished through quality public realm, including maintaining retail along the street edge; developing at a pedestrian-scale; improving the public realm through comprehensive streetscaping; including intimate streets with outdoor cafes; incorporating parklets; allowing

“Moveable, flexible seating.”

— Public Realm Meeting, January 23, 2018

“Like Distillery, Brick works, retain some of the larger industrial equipment and machinery on display around site.”

— Public Realm Meeting, January 23, 2018

“Walking friendly spaces in the precinct.”

— Public Realm Meeting, January 23, 2018

“Vibrant café/streetscape.”

— Open House, September 28, 2017

“Don’t duplicate public realm features present nearby in Corktown Common, Canary, Distillery District.”

— Public Realm Meeting, January 23, 2018

temporary art installations; and possibly an amphitheatre to support live music and other performance. All of which, if strategically located, would animate the public realm throughout various hours of the day and night, weekdays and weekends. The importance of attracting people working in the Precinct to existing businesses in the area was also raised.

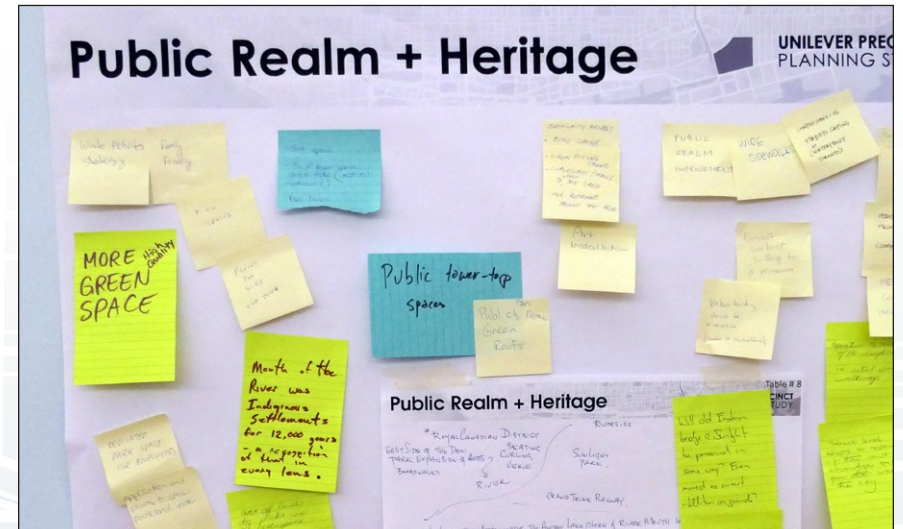
- Some suggested the desirability of flexible open spaces, such as the creation of gathering places and eating areas with adjustable seating that could be rearranged for groups or individuals or space for different uses such as open air classes (e.g., yoga or boot camps). It was felt that the urban environment could be both interactive and fun.
- There was desire expressed to mitigate known issues associated with tower developments such as wind tunnels, difficult wayfinding, and pedestrian pathways that are not fully accessible.
- Open spaces within widened boulevards that are integrated into pedestrian pathways was suggested as a way to create dynamic placemaking along corridors.
- Many wanted to see the creation of fun public spaces that are suitable for all ages and family friendly. The message was clearly that in order to create a sustainable Precinct for the future do not create another financial district. Keep the young family neighbourhood demographic in mind.
- Others wanted to ensure the space is animated year-round through the creation of amenities that are four-season, including winter activities such as ice skating on the sediment basin or a skating and/or curling venue.

Recognize Indigenous History

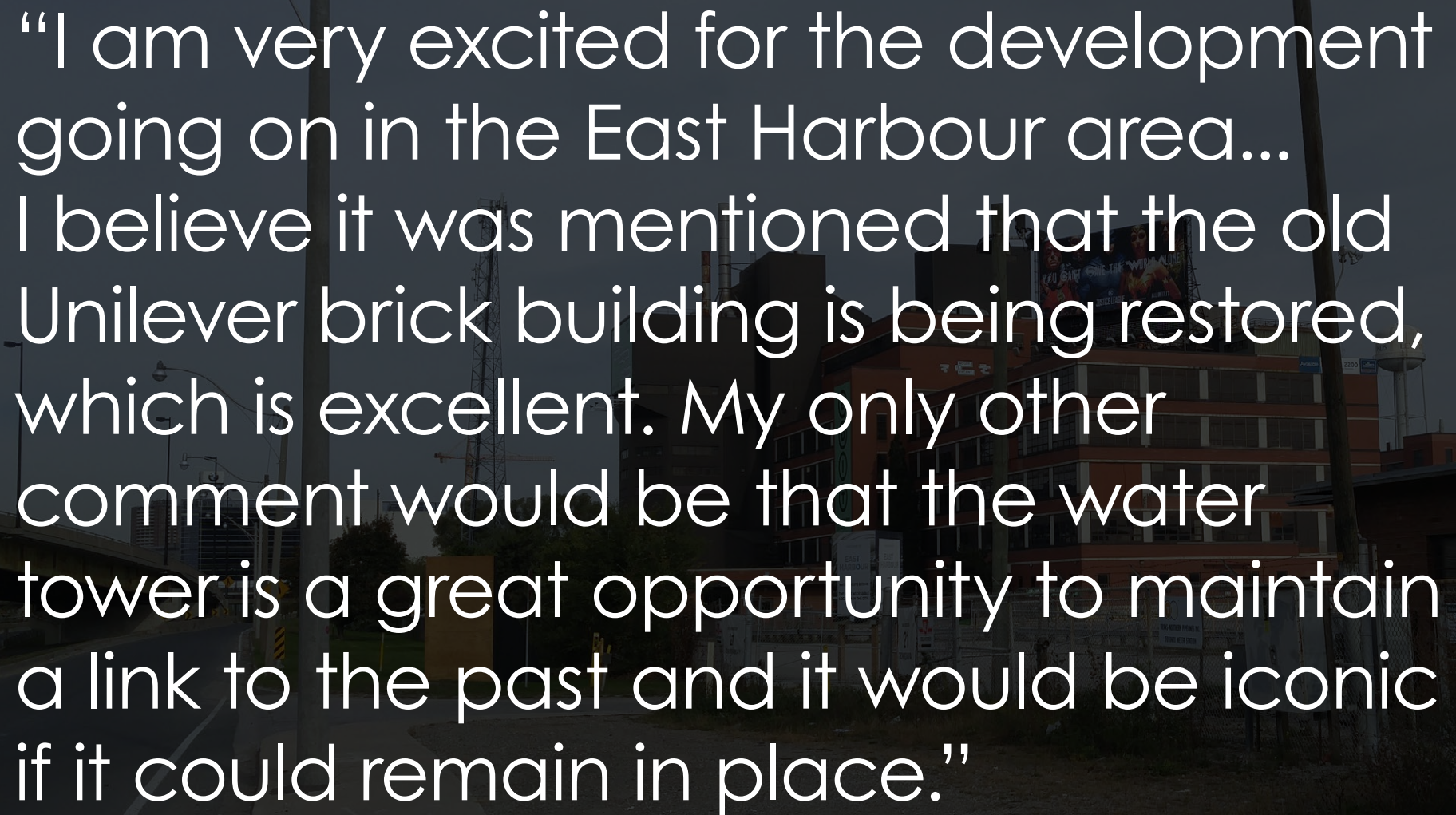
- Recognition and celebration of the Indigenous peoples who once used the Precinct lands and their heritage. Suggestions from participants included development of paths and trail networks that follow traditional Indigenous paths and portage routes.

Animate Public Space

- Considerations for animated public spaces were paramount in the discussion with participants. Suggestions included a need for park space (particularly with a focus on a dog park), event space to activate the Precinct outside of business hours, and the integration of usable green space, incorporating opportunities for urban farming and green infrastructure.



Community feedback on Public Realm & Heritage, September 28, 2017.

The background image is a dark, low-contrast photograph of an industrial or urban landscape. It features a multi-story brick building with several windows, some of which appear to be boarded up. To the right of the building, a tall, thin water tower is visible against the sky. In the foreground, there are utility poles with wires and a paved area that looks like a road or a parking lot. The overall tone is somber and industrial.

“I am very excited for the development going on in the East Harbour area... I believe it was mentioned that the old Unilever brick building is being restored, which is excellent. My only other comment would be that the water tower is a great opportunity to maintain a link to the past and it would be iconic if it could remain in place.”

— Community Resid, email, September 29, 2017



4.5 Sustainability

Buildings are the largest source of greenhouse gas emissions in the city. The Planning Study considers ways to incorporate sustainability into this urban employment area.

During the consultation period, commentary and dialogue related to the theme of sustainability was woven throughout. During the September 2017 community meeting, participants were asked about their priorities related to sustainability. In the interactive portion of the January 2018 meeting, attendees were asked for specific ideas about how sustainability, as well as innovation, could be achieved. Participants were invited to talk about the sorts of design approaches that could be included in a Sustainability Plan for the Precinct under the emerging sustainability goals of equity, resilience, and climate protection.

Go for Green

- Many participants indicated that green space is essential and provides opportunity to be an example of resiliency through green infrastructure while providing community space through rooftop gardens, green corridors, and community farming in the Precinct.

Use Low-Carbon Energy Sources, Reduce GHGs

- A number of those who discussed sustainability issues suggested considering developing a net-zero carbon footprint for the Precinct. This could include carbon-neutral new developments; a priority on supporting transit and active transportation; reduced parking; solar and green roofs; vehicle and bike sharing amenities.

- In order for the Precinct to be considered a precedent for environmental resiliency, some suggested on-site energy generation to support the development (i.e. solar/wind capture for site use).
- Electric vehicle charging stations located in the employment centre to promote low carbon transportation coupled with active transit options was noted as a method to achieve high eco-standards for the city and the proposed development.

Protect Local Ecology

- Some suggested considering a wildlife crossing for connectivity across the Don River as a feature to contribute to the core circle of parks and open space but primarily to serve local animals and birds.

- The promotion of native plant species and growing the urban tree canopy were noted as options to help reduce the heat island effect and lower energy costs.
- Minimizing light pollution and the impact of building lights and glazing on migrating birds was also raised.

Make it Resilient

- To protect against future climate change, it was suggested that indoor or sheltered public spaces should be provided to maintain activities during poor weather conditions or the winter season. Due to the effects of climate change, spaces such as these may be necessary to keep public events ongoing throughout the year in extreme weather.
- Investments in smart infrastructure as well as resilient building design to mitigate the effects of climate change while also using renewable energy was also commonly noted.
- To address potential flooding concerns, community meeting attendees commented that softscaping and good stormwater management on-site should be carefully planned. Design features, such as dry ponds, should be incorporated to manage extreme weather run-off, and below-grade parking garages should be designed to prevent flooding.

“Green corridor from McCleary to J. Simpson.”

— Public Realm Meeting, January 23, 2018

“Bird-friendly buildings are critical”

— Public Realm Meeting, January 23, 2018

“Self-sustaining, locally-based, and energy supported buildings (e.g., small wind power system on each building rooftop.”

— Open House, September 28, 2017

“Have some green spaces that are natural wetlands and fields.”

— Public Realm Meeting, January 23, 2018

“Wildlife crossings for connectivity across the Don River.”

— Public Realm Meeting, January 23, 2018

“Green space. Be an example of resiliency and green infrastructure.”

— Open House, September 28, 2017



4.6 Built Form

The Precinct planning focus is on framing streets and open spaces, establishing appropriate scales and locations for buildings, and prioritizing pedestrian comfort.

Throughout the engagement process, the Precinct's built form has been at the forefront of discussions with the community. At the September 2017 community meeting, attendees provided input related to this important master planning theme, and on March 21, 2018 continued this discussion in greater detail. The purpose of the March meeting was to gather a range of public opinion related to the public realm, design and sustainability for the Unilever Precinct and First Gulf's East Harbour development. The open audience question and answer period and interactive dialogue activities provided opportunities for participants to ask questions regarding the draft framework and First Gulf development application, and engage with and share ideas on the proposed planning framework.

Create Connectivity

- To support connections between the surrounding neighbourhood, the Precinct, and the transit facilities, participants suggested that a primary focus should be on the integration of the facilities within the public spaces, creating clear sightlines and continuity between different land uses.
- Community safety was important to participants. Considerations included pedestrian and cycling safety through pedestrian right of ways and priority zones, integrated multi-use path systems to the surrounding community, bicycle storage at the SmartTrack station, and the potential for elevated pedestrian and cycling infrastructure.

- The connection between the Precinct and Corktown Common is important to participants. However, they suggested it could use an urban, weather protected path from the Don River Bridge to the Mark Di Suvero art installation and Bayview and Mill Street to provide an entrance for neighbourhoods on the west side of the Don River access to the East Harbour Station and the development as a whole.

Excellence in Urban Design

- To create an active and vibrant streetscape, suggestions included the development of a variety of building frontages, diverse retail spaces and sizes, support for a street-level café culture, prioritization of human-scale spaces, and support for public art both at the Precinct gateways and throughout the site.

- Development of new buildings should be in keeping with the surrounding community, considering a mix of low, mid- and high-rise buildings that use high-quality architecture.
- Many participants were concerned with bird safety and the tall building design. To achieve a safe environment for birds, suggestions included:
 - enforcement of the City's bird friendliness guidelines on building construction and maintenance;
 - landscaping of parkland, streetscape, and the flood berm to attract birds away from the lighted buildings;
 - consideration of taller trees along roadways to move flight trajectory away from street level; and
 - use of the bird friendliness lens in all building and landscape development.

Ample Amenities

- Built form should be flexible to different people and businesses to allow for creative uses and not just office-related activities, helping to activate the space outside of business hours (ie. Art studios, experiential entertainment).
- Ensure that the Precinct site has a diverse set of land uses and not just large built structures. Suggestions included daycare facilities and a grocery store, supporting the workers on site and the surrounding community in and out of work hours.

“Bicycle storage at the stations.”

— Built Form Meeting, March 21, 2018

“Prioritize open spaces and make sure there is a draw to have people there in the evenings and weekends.”

— Mobility Workshop, November 21, 2017

“Spaces that are flexible for different people to come up with creative fun activities.”

— Open House, September 28, 2017

“Need to ensure new buildings do not create wind tunnel effects.”

— Public Realm Meeting, January 23, 2018

“Must be an anchor and easily accessible for existing residents north of Eastern and new office buildings/retail.”

— Mobility Workshop, November 21, 2017

“Need integration of new streets with old streets.”

— Mobility Workshop, November 21, 2017



5.0

Conclusion

Conclusion & Next Steps

The City of Toronto initiated the Unilever Precinct Planning Study to guide the transformation of the Unilever Precinct. The Study provides an opportunity to reimagine former industrial lands east of the downtown core as a thriving new place to work, shop, and visit within in our city, supported by new transit and defined by great open space.

The Unilever Precinct Planning Framework is a non-statutory, descriptive document that sets out the vision for the Unilever Precinct. It has been prepared through the Unilever Precinct Planning Study process, and is a companion document to the implementing Unilever Precinct Secondary Plan, implementing by-laws, and future detailed design guidelines. The Planning Framework reflects the results of technical planning studies, a concurrent review of the First Gulf development application that triggered the Study and the many conversations held with community members and key stakeholders.

Focused on six master planning themes – planning for jobs, transportation and transit, public realm and heritage, built form, infrastructure coordination, and sustainability – the engagement process has led to a Framework that will result in a new vision for the revitalization of the Unilever Precinct into a new place to work for future generations.

We would like to thank each and every individual that took the time to come to an event, attend a meeting, participate in the conversations in-person and online, and learn more about the Unilever Precinct Planning Study.

“This is an amazing opportunity to transform our city and turn the Unilever precinct into the most accessible site in Toronto. Thank you for doing that.”

— Walkshop Feedback Form, October 22, 2017

“The Precinct is a massive, transformative project in our neighbourhood, providing jobs into the future for the City of Toronto.”

— Paula Fletcher, City Councilor for Ward 30

