

## **Agincourt Mall Planning Framework Review Local Advisory Committee Meeting #2 Summary**

**Thursday, April 26, 2018**

6:30 – 9:00 p.m.

Agincourt Mall, Unit 100

3850 Sheppard Avenue East

This is a high level summary of key themes and feedback from the second Local Advisory Committee Meeting (LAC) held as part of the public engagement process for the Agincourt Mall Planning Framework Review.

### **Staff Contacts:**

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### **MEETING OVERVIEW**

On April 26, 2018, City of Toronto staff hosted the second Agincourt Mall Planning Framework Review Local Advisory Committee (LAC) meeting.

The purpose of the LAC is to provide an ongoing forum for feedback, guidance, and advice to the City Project Management Team at key points during the City-led Planning Framework Review process. The LAC is composed of individuals representing a range of interests, including local property owners and/or residents and local businesses as well as two representatives from the Agincourt Mall applicant group.

Fourteen (14) LAC members participated in the meeting, including a representative from Councillor Norm Kelly's office. City of Toronto staff from City Planning (Community Planning, Urban Design & Transportation Planning) and Parks & Recreation also attended to provide information and to assist in facilitating the meeting.

Doug Muirhead, Senior Planner & Interim Project Lead for the Agincourt Mall Planning Framework Review provided opening remarks and reviewed the meeting agenda.

Jessica Kwan, Planner, provided a summary of the Community Consultation meeting held on February 20, 2018 related to the Official Plan Amendment application for the Agincourt Mall site. This included matters related to: Merits of Redevelopment; Retail & Commercial Uses; Community Services & Facilities; Parks, Open Space & Public Realm; Built Form; Phasing & Construction; Servicing; Housing; & Transportation. Please refer to the Community Consultation Meeting summary notes for further details.

Alan Filipuzzi, Senior Transportation Planner, provided information related to traffic congestion and traffic infiltration concerns raised by the local community. Information and rationale pertaining to the proposed Allanford Road extension (from Bonis Avenue to Sheppard Avenue East) and planned upgrades to the Agincourt GO Station site and access improvements were also provided.

### Retail Trends Presentation (Guest Speaker)

Jamie Tate of Tate Economic Research Inc., who is retained by North American Development Group to inform their redevelopment plans for the Agincourt Mall site gave a presentation on current retail trends. Highlights include the following:

- Retailers and developers respond to consumer preferences particularly as it relates to products & consumer experience:
  - price & convenience;
  - quality & service;
  - urban format retail;
  - more experiential; and
  - more food & beverage options.
- Planning Policies related to intensification and their impacts on built form and development trends;
- Developer redevelopment strategies include:
  - urban retail format;
  - units designed for flexibility and modification;
  - mixed use development;
  - shrinking store sizes (current trends show that consumers tend to learn about products on-line & use physical store as a showroom);
  - locating retail towards streets and transit; and
  - emphasis on pedestrian traffic and visibility.
- Retail Trends:
  - E-commerce – biggest change in retail (Wal-Mart sales 25% increase vs. Amazon sales 800% increase);
  - Retail sales in Canada – 3.6% e-commerce (as high as 25% in other countries);
  - Omni channel retail (deliver goods to customer's desired destination, i.e. home, work place, pick-up, etc.);
  - Blurring of retail focus (i.e. Shoppers Drug Mart introducing food sales);
  - Since 2005, 150 new foreign retailers came into Canada which is seen as a safe market for foreign retailers;
  - High fashion department stores (i.e. Nordstrom);
  - Off price expansion; and
  - Online only stores – increasing physical presence.

## Retail Strategy

Michael Rietta of Giannone Petricone Associates Inc., project architect for the Agincourt Mall redevelopment proposal, presented North American Development Group's retail strategy. Main points of his presentation include:

- The existing mall is a traditional mall site with extensive surface parking which creates an environment that discourages pedestrian activity;
- The new retail strategy focuses on the creation of a complete community, not a single use space;
- The redevelopment will create a sense of place where people want to be to shop, live, and play;
- Urban format stores with reduced footprint will help create more efficient stores;
- The redevelopment will focus on site organization to provide good flow and movement which is an important factor for an enhanced public realm;
- The redevelopment will create a retail environment that is active and animated;
- Retail uses will be located around the edges of major streets to maximize visibility and accessibility; and
- The redevelopment will create a mixed-use, complete community that addresses both future on-site residents and the local Agincourt community.

## Guiding Principles Revisited

Doug Muirhead, Project Lead, revisited the guiding principles for the Agincourt Mall Planning Framework Review study area. These are the goals and objectives of the planning review. These principles are informed by Provincial and City policies and are also based upon the feedback received to date from the public and key stakeholders.

The **four Guiding Principles** are:

1. Create a **Complete** Community
2. Create a **Vibrant & Diverse** Community
3. Create a **Connected** Community
4. Create a **Green & Sustainable** Community

The Agincourt Mall lands, in addition to being subject to these four guiding principles, also warrant a site-specific guiding principle given their size, prominence and historic function as a retail hub.

5. Create a **Community Focal Point on the Mall lands**
  - maintain strong retail presence;
  - make it beautiful;
  - build on local assets;
  - provide variety of on-site public parks and open space and connected network of multi-functional publically accessible space throughout;
  - appropriate building heights and transit supportive densities;

- appropriate public realm conditions and compatible integration and transition to nearby uses; and
- variety of building types and create strong built form edges along Kennedy Road and Sheppard Avenue.

### Agincourt Vision Statement

"Create a complete, connected, vibrant and transit-oriented community that recognizes the unique and diverse character of the Agincourt area and contributes towards making it a great place to live, work, play and shop."

### Design Charrette Summary

Sasha Terry, Senior Urban Designer, summarized the outcomes and findings of the design charrette that was held on January 20, 2018 and several development options to the LAC members. The LAC members provided feedback on the options. Please refer to the Design Charrette summary notes for further details.

### SUMMARY OF FEEDBACK

Over the course of the meeting, LAC members asked questions and shared feedback on a number of topics including traffic & transit, the public realm, retail trends, the guiding principles and the vision statement. An exercise to review the pros and cons of the design options was also undertaken.

Below is a summary of LAC members' general feedback.

#### Traffic/Transit

- Concerns regarding the location of the Allanford Road extension
- Need for connectivity into the site from the west
- Implement safe pedestrian crossings, especially for elderly community members
- Lack of parking spaces at the Agincourt GO station
- Timing with respect to LRT on Sheppard Avenue
- Residents are concerned of increased traffic congestion
- Suggestion to provide a signalized intersection between Bonis Ave and Sheppard Ave
- A safe pedestrian crossing should be provided over Sheppard Avenue and Kennedy Road to access the Agincourt GO Station, similar to the proposed pedestrian overpass over Steeles Ave at Milliken GO Station

#### Retail

- Patios and outdoor retail areas are only seasonal and are not suitable for Toronto's winters
- Concerns over the loss of an indoor mall, especially during the winter. There was emphasis on the need of an enclosed public indoor space, especially for seniors in the area.

- Provide retail uses as well as a mix of uses on main avenues to maintain vision statement
- Agincourt is a community with existing retail which should be expanded while maintaining existing retail
- Underground parking to access street level should have multiple access points with indoor areas like the shopping mall in Downtown Markham

### New Guiding Principle

- LAC members supported the new guiding principle "Community Focal Point on the Agincourt Mall lands"
- LAC members emphasized the guiding principles should consider and implement designs that are suitable and appropriate for all seasons

### Vision statement

- LAC members suggested that the word "safety" be added to the vision statement

### Feedback on Mall Options

Pros	Cons
Option 1: Sheppard Park <ul style="list-style-type: none"> <li>• Continuous East-west street</li> </ul>	Option 1: Sheppard Park <ul style="list-style-type: none"> <li>• The park is taking away from space that could be used for retail space along Sheppard Ave</li> </ul>
Option 2: Central Park with Wal-Mart East <ul style="list-style-type: none"> <li>• Large park central to the site</li> </ul>	Option 2: Central Park with Wal-Mart East <ul style="list-style-type: none"> <li>• East-west street connection is not direct due to offset by Central Park</li> </ul>
Option 3: Central Park with Wal-Mart East on Sheppard <ul style="list-style-type: none"> <li>• East-west street</li> </ul>	Option 3: Central Park with Wal-Mart East on Sheppard <ul style="list-style-type: none"> <li>• East-west street connection is not direct due to offset by Central Park</li> </ul>
Option 4: Library Park & Central Park <ul style="list-style-type: none"> <li>• Large parks, connected green spaces</li> </ul>	Option 4: Library Park & Central Park <ul style="list-style-type: none"> <li>• The two parks are located too close to each other proximity and may cause a safety concern for kids crossing from 1 park to another</li> <li>• The park is taking away from space that could be used for retail space along Sheppard Avenue</li> </ul>
Option 5: Library Park & East Park with Wal-Mart at Centre <ul style="list-style-type: none"> <li>• Separation of both parks</li> <li>• Large park and its proximity to the library</li> <li>• Location of retail stores on Option 5 is preferred</li> </ul>	Option 5: Library Park & East Park with <ul style="list-style-type: none"> <li>• East-west street connection is not continuous</li> <li>• Wal-Mart seems to be focal point</li> <li>• East Park is too small</li> <li>• East Park should be reoriented to be north-south</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Tall buildings on Sheppard should be relocated</li> </ul>
<p>Option 6: Library Park &amp; Subway Park with Wal-Mart East</p> <ul style="list-style-type: none"> <li>• Large park and its proximity to the library</li> <li>• Built form location</li> <li>• Location and spacing of tall buildings on Option 6 is preferred</li> </ul>	<p>Option 6: Library Park &amp; Subway Park with Wal-Mart East</p> <ul style="list-style-type: none"> <li>• Safety issue of East Park due to its location along Kennedy Road</li> </ul>

**General Comments on all Mall Options:**

- General consensus indicating preference to Options 5 and 6
- Community space not shown and should be identified
- Explore a larger park along the east portion of the site (not necessarily along Kennedy Road)
- Avoid narrow-sized parks
- Locate higher densities where transit is (along Kennedy and Sheppard)
- Maintain vehicular access to library
- Create connections between existing and future parks
- Support for a new larger park adjacent to the Library with the potential to develop a synergy with the Agincourt Library and Ron Watson Park to create a cultural hub
- Legal obligation for Wal-Mart to remain generally in same location
- Safety issues on Bonis Avenue should be considered
- Focus should be on practical and safe designs
- Retail along the site edges would serve the larger community
- A large park closer to Library is preferred
- Allanford parkettes should be used as community gardens

**Next Steps**

Doug Muirhead finished the meeting by summarizing the next steps:

- Further develop Sheppard Corridor Context Analysis (includes soft site analysis);
- Narrow down Mall & Corridor Design Options/Ideas(based upon feedback);
- Status Report: Planning Framework Review – June 6<sup>th</sup> or July 4<sup>th</sup> SCC (will post date on Study Webpage once confirmed); and
- Community Consultation (WGM, POH/CCM & LAC #3 – Dates TBD)

## Participant list

### LAC members

- **President, Agincourt Village Community Association** – R. Potter
- **Executive Director, Sheppard East Village BIA** – Ernie McCullough
- **Agincourt Mall Applicant** – S. Bishop
- **Agincourt Mall Applicant's Agent** – C. Allan
- **Facility Manager, Shepherd Village** – Mario Gugliotta
- **Councillor Norm Kelly (Ward 40) Constituency Assistant** - Lynda Bowerman
- **Planning Consultant on behalf of Local Business Interest** – Richard Domes
- Resident – L. Chu
- Resident – C. Goodrich Dyer
- Resident – K. Simon
- Resident – K. D'Souza
- Resident – S. Vaughn
- Resident – A. Yang
- Business Interest - H. Kuang

### City of Toronto

- Community Planning - Doug Muirhead
- Community Planning - Paul Zuliani
- Community Planning - Colin Ramdial
- Community Planning - Jessica Kwan
- Urban Design - Xue Pei
- Urban Design - Sasha Terry
- Community Planning - Carl Novikoff
- Transportation Planning – Nasim Norouzi
- Transportation Planning – Alan Filipuzi
- Parks & Recreation – John Stuckless

### Guest Speakers

- Tate Economic Research Inc - Jamie Tate
- Giannone Petricone Associates Inc. – Michael Rietta