

City of Toronto – Parks, Forestry & Recreation

70 Croatia Street Park

Phase 1: Towards a Vision

Community Pop-Up Summary Report

February 2024



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Introduction

The City of Toronto is engaging the community to develop the vision for the new 3,580 m² park (about the size of a baseball field) coming to 70 Croatia Street.

This new park is a result of a broader residential development project at Bloor Street West and Dufferin Street. The park will be located on Croatia Street and will be bordered by a residential development to the north, a new public street to the west, and a new private street to the east.

How We Reached People

Community Mail Outs (Postcards)

6,100 postcards advertising the project webpage, online conversation, community popups, and how to join the Community Advisory Committee (CAC) and Indigenous Advisory Circle (IAC) were delivered to all addresses in the neighbourhood within 500 meters of the park site. The postcard included specific dates and locations of engagement activities:



TORONTO

A New Park is Coming to 70 Croatia Street!
Help us design a park for everyone to enjoy.


Project information
A new 3,580m² park (about the size of a baseball field), is coming to 70 Croatia St. as a result of a broader residential development project at Bloor Street West and Dufferin Street. The park design will be determined through a community engagement process.

Help us shape the Park Vision!


Participate in the Online Thought Exchange
Friday, November 17 to December 10, 2023
A pesquisa está disponível em português.

Join the Community Advisory Committee or the Indigenous Advisory Circle
These groups will meet with the project team at each stage to provide input on the park vision and design. If you are interested in being involved, apply on the project website!

Attend the Online Visioning Workshop
Monday, December 4, 2023 from 6:30 p.m - 8:00 pm
A link to the meeting will be posted on the project website.

70 Croatia St Park Location



Scan the QR code with your smartphone camera for the project webpage.
www.toronto.ca/70croatiastreet

Contact
For more project information, or if you require accessibility accommodations in order to participate, please contact:
Katie Black, Project Coordinator Landscape Architect
📞 437-788-7245 ✉️ Katie.Black@toronto.ca

TORONTO Call **3 1 1**

Digital Flyer

A digital flyer was circulated to community groups and the local Councillor's Office for additional distribution.

Social Media and Digital Ads

The City of Toronto used its Facebook and Instagram accounts to promote the engagement activities through paid advertisements and organic posts for two weeks.

Public Pop Up Event at Dufferin Mall Summary

51

Attendees

On December 16th, 2023, project staff engaged **51 people** from the Bloor Dufferin community at Dufferin Mall. The pop up provided an opportunity for community members to provide their feedback on the new park's look and feel, character, key features, and provide other ideas or feedback on the project.

Three pop-up boards were brought to the event to gather feedback from community members. Participants were invited to place sticky dots to show which park look and feel, character and features they liked the most. Participants were also invited to share other suggestions for park features and amenities on sticky notes.

Images of the final three posters can be found in **Appendix C*

Key Feedback

- When asked about the new park's **look and feel**, top responses included:
 - Soft and natural (26 people)
 - Mix of Soft and Natural and Urban Plaza (19 people)
- When asked about the **character** of the new park to be, top responses included:
 - Playful (25 people)
 - Peaceful (19 people)
 - Green and Sustainable (18 people)
 - Eventful (17 people)
- When asked about **key features** for the new park, top responses included:
 - Play Structure (23 people)
 - Fitness equipment (23 people)
 - Pollinator gardens (19 people)
- Other top feedback provided by community members engaged included:
 - Suggested park features and amenities:
 - Bathrooms and water fountains
 - Playing field and work out stations

- Bike racks and garbage cans
- Trees and flowers
- Historic photos with information
- Walking circle
- Farmers market and food stalls
- Signage (e.g., to direct park visitors)

Appendix A – Pop Up Event Interactive Boards

The feedback received on sticky notes/stickers during the Pop Up Event are listed below.

Results

Question 1: What look and feel would you like the new park to have?

- Urban Plaza [1 person]
- Soft and natural [26 people]
- Mix of Soft and Natural and Urban Plaza [19 people]

Question 2: What character do you want this new park to have?

- Green and Sustainable [18 people]
- Eventful [17 people]
- Social [11]
- Flexible [15 people]
- Historic [9 people]
- Playful [26 people]
- Peaceful [19 people]
- Whimsical [8 people]

Question 3: What key park features would you like to see?

- Play Structure [23 people]
- Pollinator gardens [19 people]
- Mounds/topography [15 people]
- Pavilion/shade structure [10 people]
- Fitness equipment [23 people]
- Pet friendly space [17 people]

Question 4: What are your ideas for this new park?

**A check mark (“✓”) was added to some sticky notes to indicate that another person also agreed/supported the note of feedback.*

- Work out station
- Water fountain
- Water fountain
 - *One check mark
- Water fountain proper size, bike racks, garbage

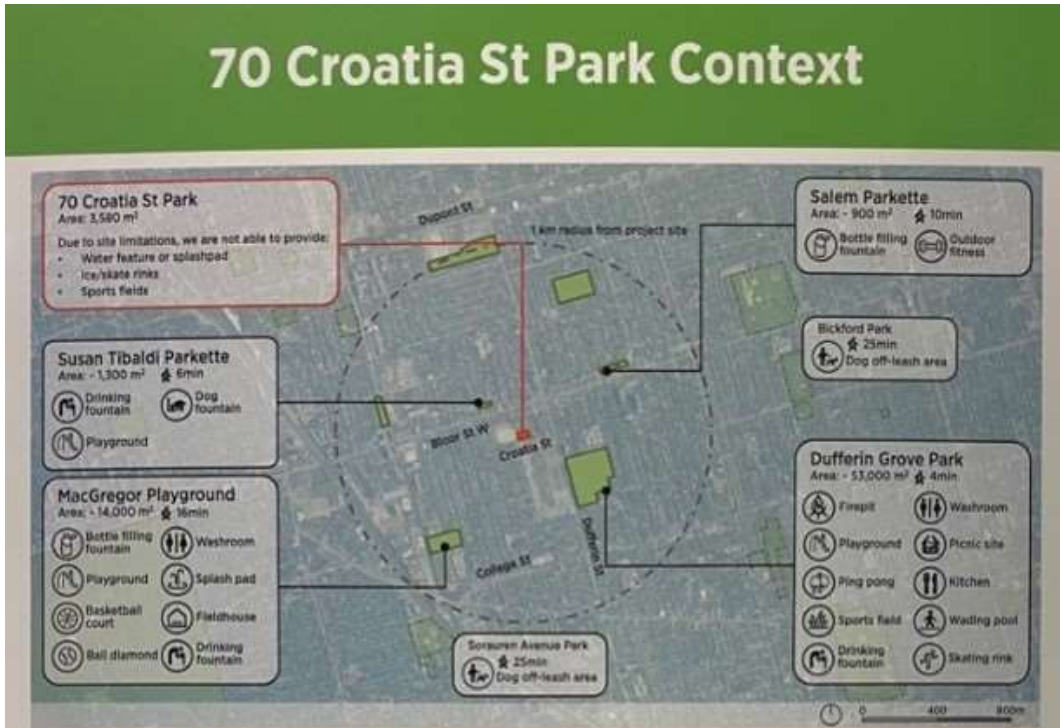
- Natural/wooden seating and green space
- Clean and well maintained
 - **One check mark*
- Food areas/stalls
- Food stalls | Container market – locally owned and healthy
 - **One check mark*
- Farmers market
 - **One check mark*
- Historic photos and information
- Half basketball court
- Playing field
 - **Two check marks*
- Signage – to help visitors know where to go
- Flowers
- Lots of trees
 - **Two check marks*
- Family friendly space
- Physical activity
 - **One check mark*
- Library and book exchange
- Bathrooms
 - **Five check marks*
- Interactive, educations, historic
- Area to be with dogs and to be social (not off leash)
- Walking circle or loop (map of area?)

Question 5: Put (1) sticker here so we know how many people participated!

- Total number: 51

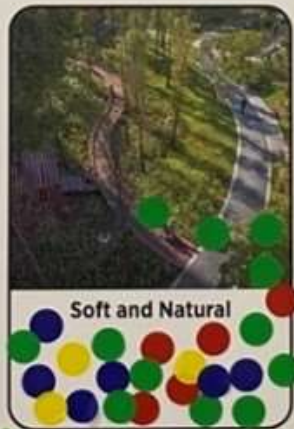
Pop Up Poster #1

*Note – Colour of sticker has no meaning.



1. What look and feel do you want this new park to have?

Put your sticker on the one you like!



Pop Up Poster #2

*Note – Colour of sticker has no meaning.

We want to hear from you!

2. What character do you want this new park to have?
Put your sticker on the ones you like! (pick top 3)

- Green and Sustainable
- Eventful
- Social
- Flexible
- Historic
- Playful
- Peaceful
- Whimsical

3. What key park features would you like to see?
Put your sticker on the ones you like! (pick top 3)

- Play structure
- Pollinator gardens
- Mounds / topography
- Pavilion / Shade structure
- Fitness equipment
- Pet friendly space

The poster features a grid of 14 images, each with a label and a collection of colorful stickers (green, blue, yellow, red) placed over it. At the bottom, there is a colorful illustration of a park scene with people walking, a child on a bicycle, a person in a wheelchair, and a dog on a leash.

Pop Up Poster #3

*Note – Colour of sticker has no meaning.

