



CENTRAL WATERFRONT PUBLIC ENGAGEMENT PLAN

Pino Di Mascio, Urban Strategies



WATERFRONTToronto

CENTRAL WATERFRONT ONGOING PUBLIC ENGAGEMENT

May 12, 2010

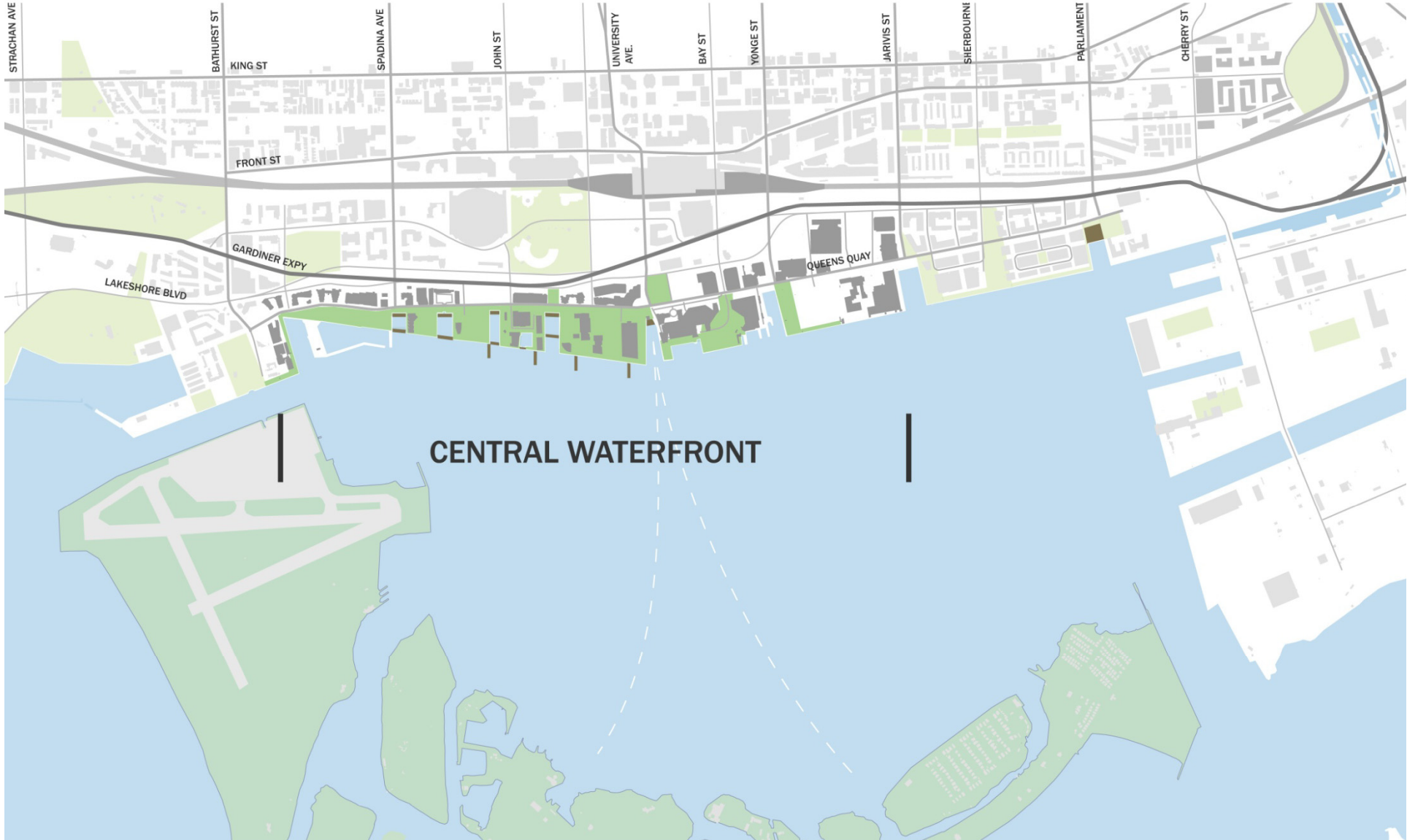
URBAN
STRATEGIES
INC .



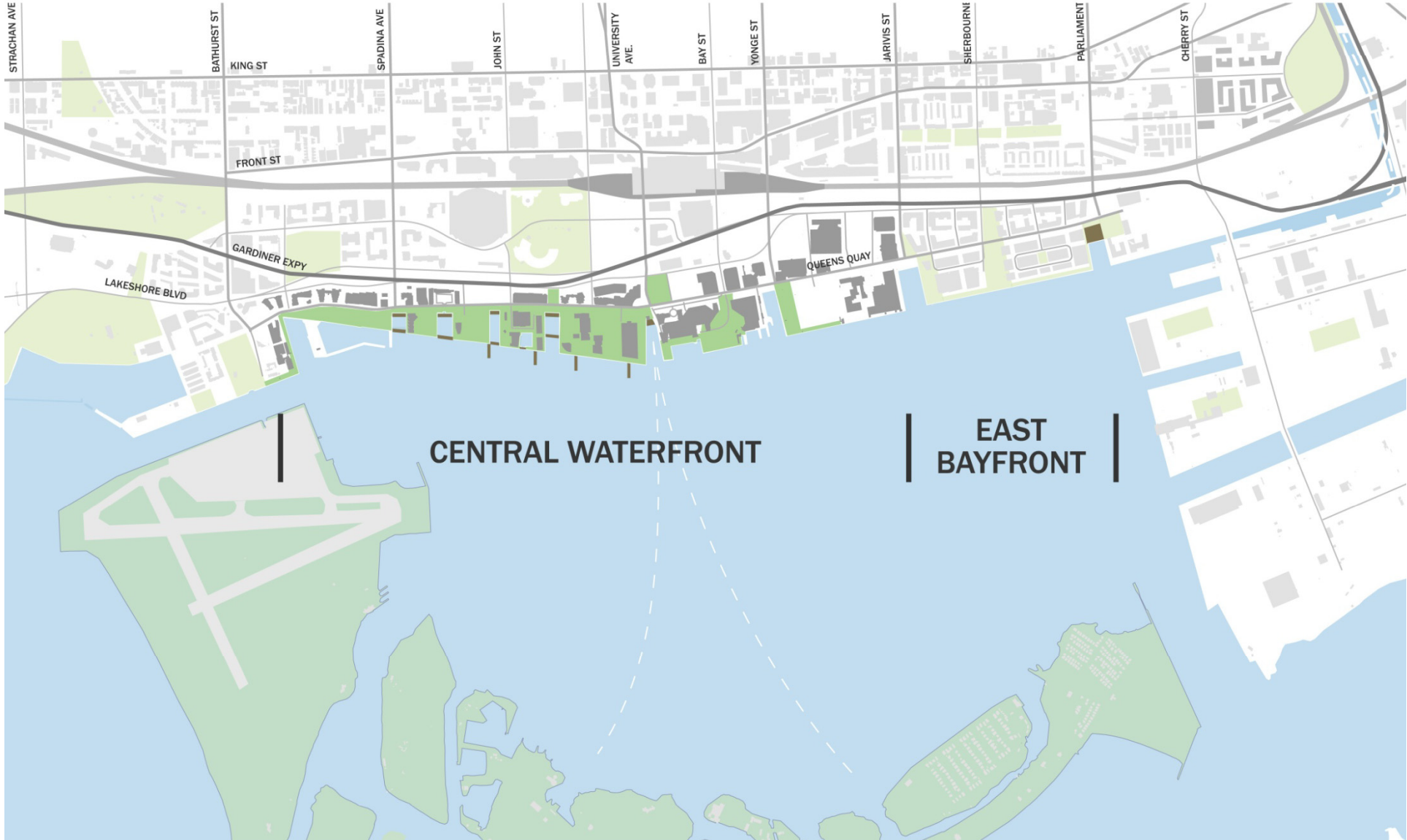
WATERFRONToronto

1

THE CENTRAL WATERFRONT AREA & INITIATIVES

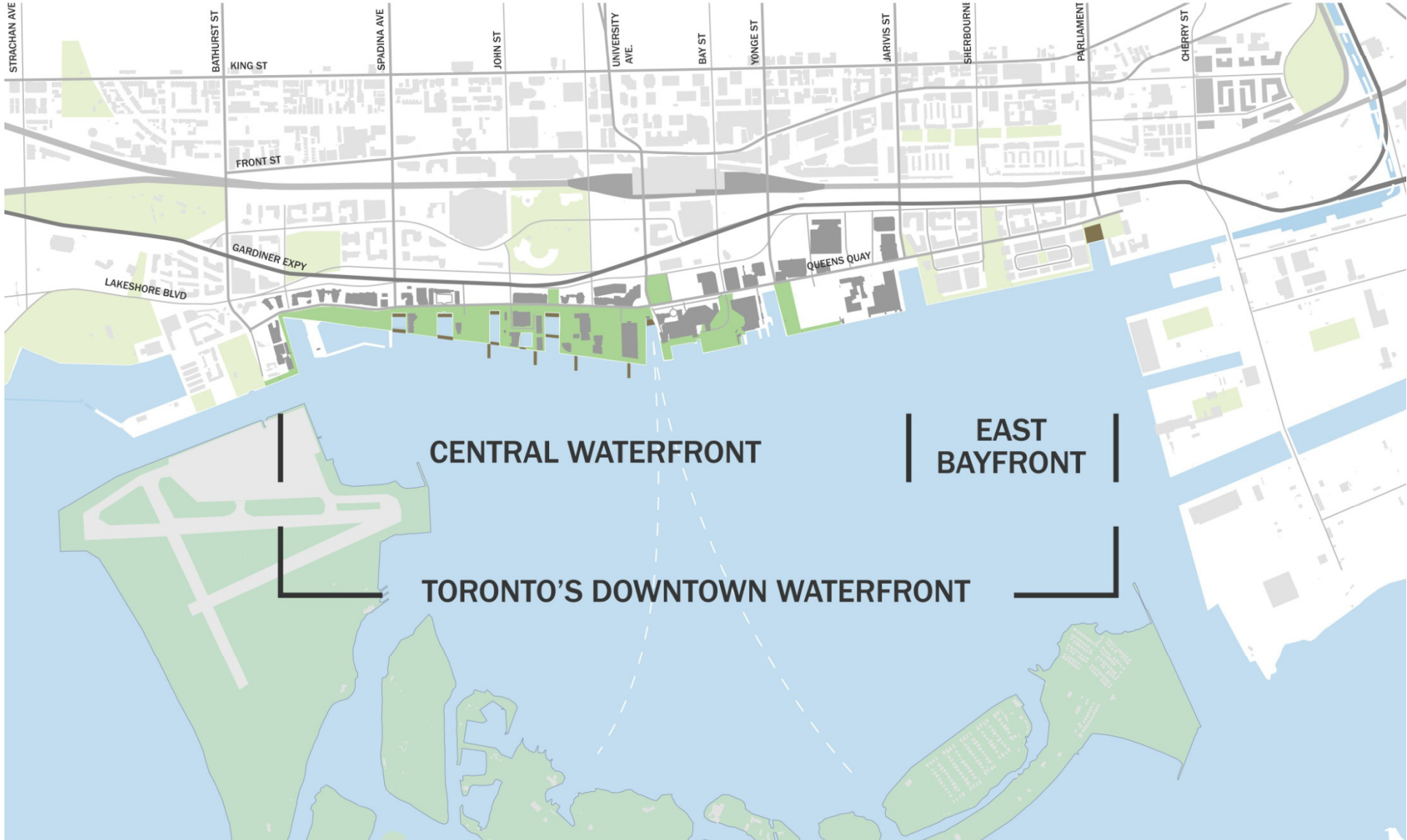


CENTRAL WATERFRONT



CENTRAL WATERFRONT

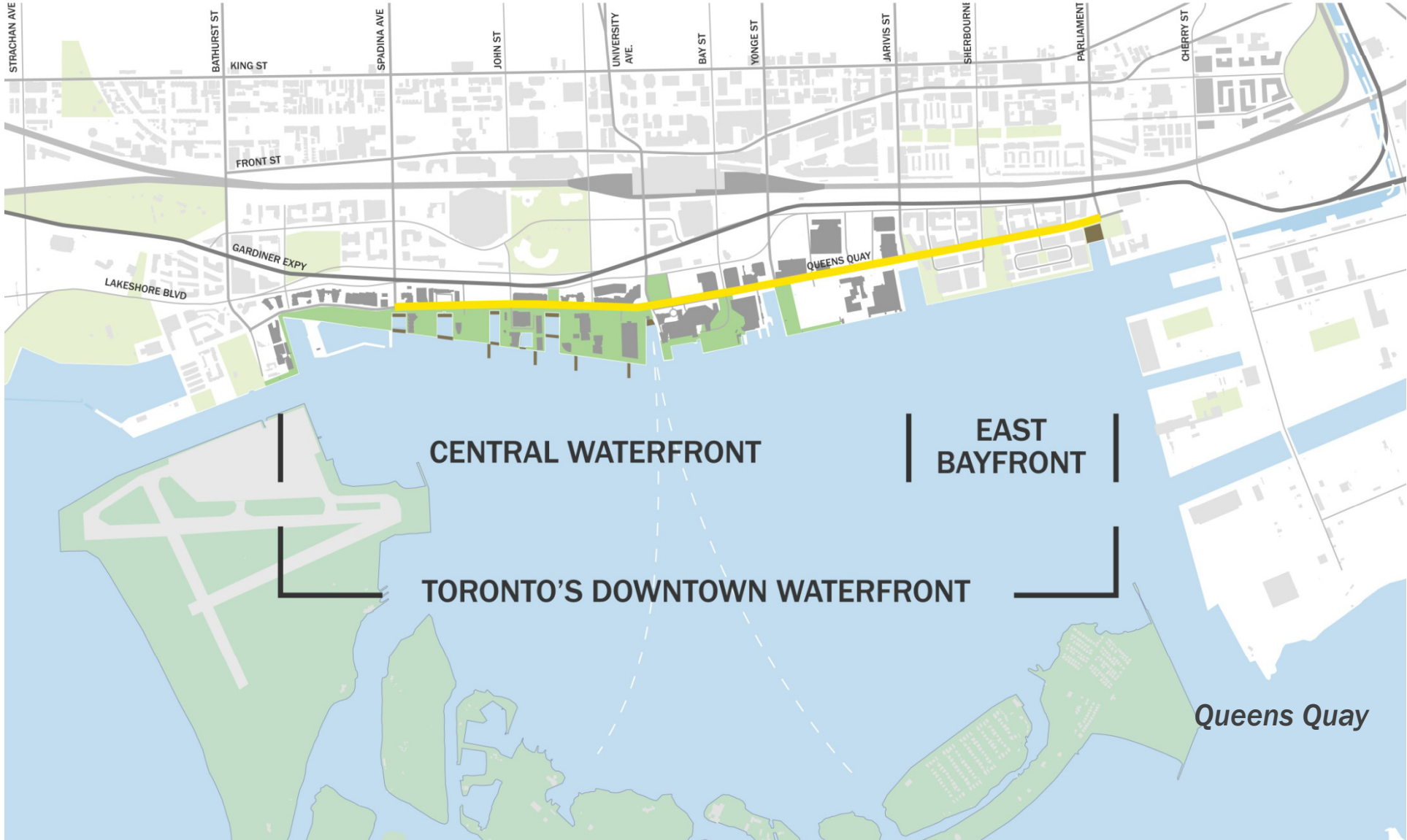
EAST BAYFRONT



CENTRAL WATERFRONT

**EAST
BAYFRONT**

TORONTO'S DOWNTOWN WATERFRONT

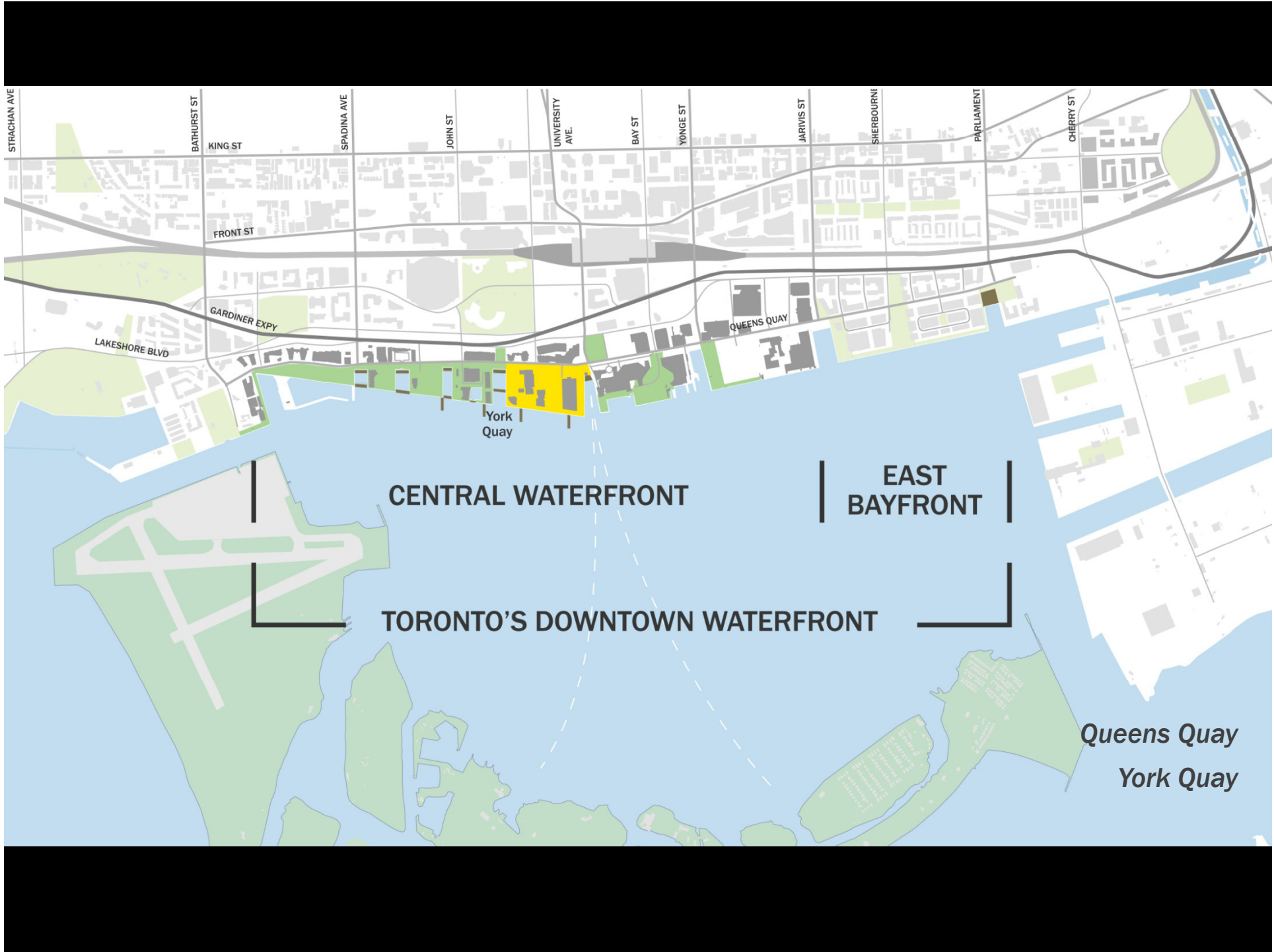


CENTRAL WATERFRONT

EAST BAYFRONT

TORONTO'S DOWNTOWN WATERFRONT

Queens Quay



STRACHAN AVE

BATHURST ST

KING ST

SPADINA AVE

JOHN ST

UNIVERSITY AVE

BAY ST

YONGE ST

JARVIS ST

SHERBOURNI

PARLIAMENT

CHERRY ST

FRONT ST

GARDINER EXPY

LAKESHORE BLVD

QUEENS QUAY

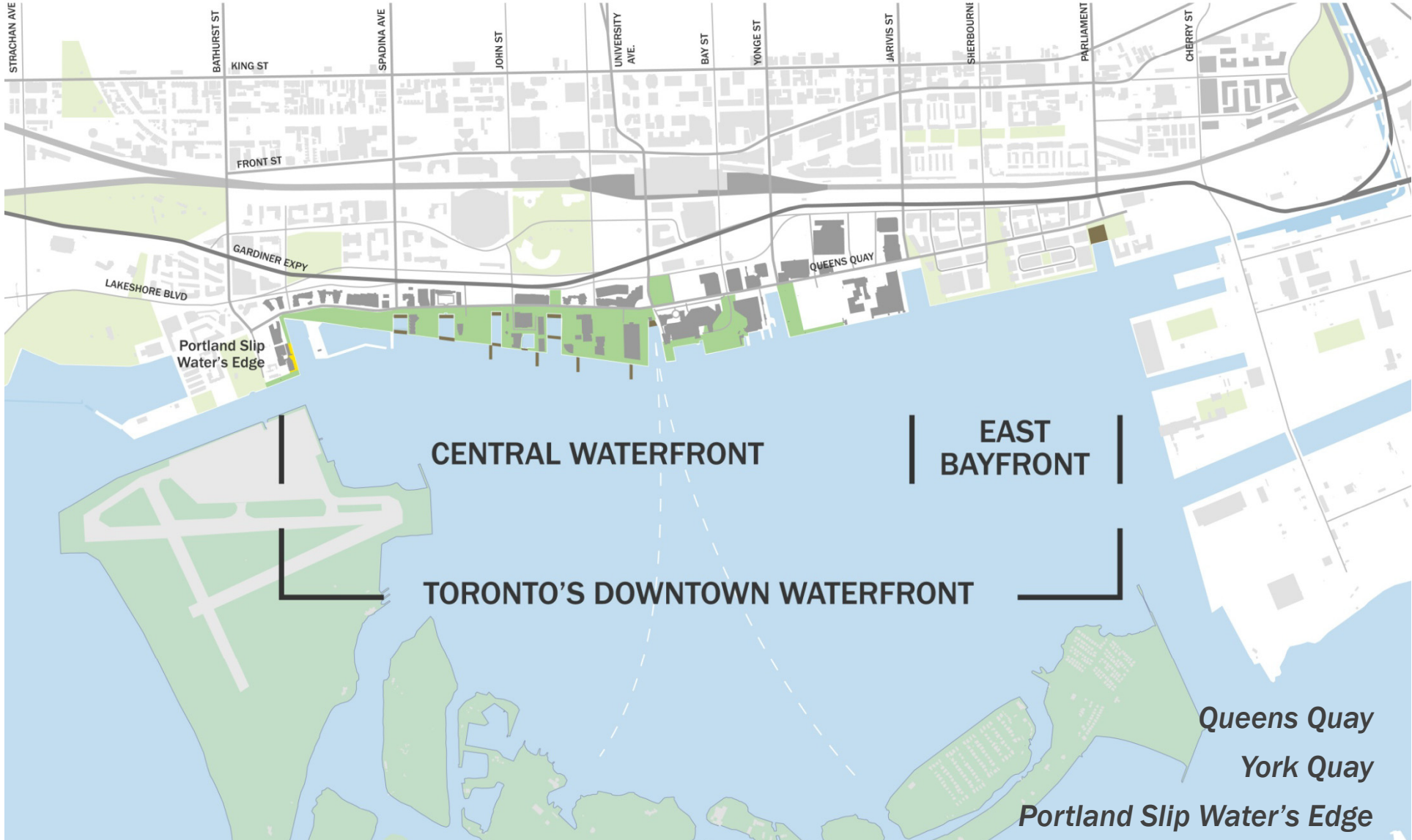
York Quay

CENTRAL WATERFRONT

EAST BAYFRONT

TORONTO'S DOWNTOWN WATERFRONT

Queens Quay
York Quay

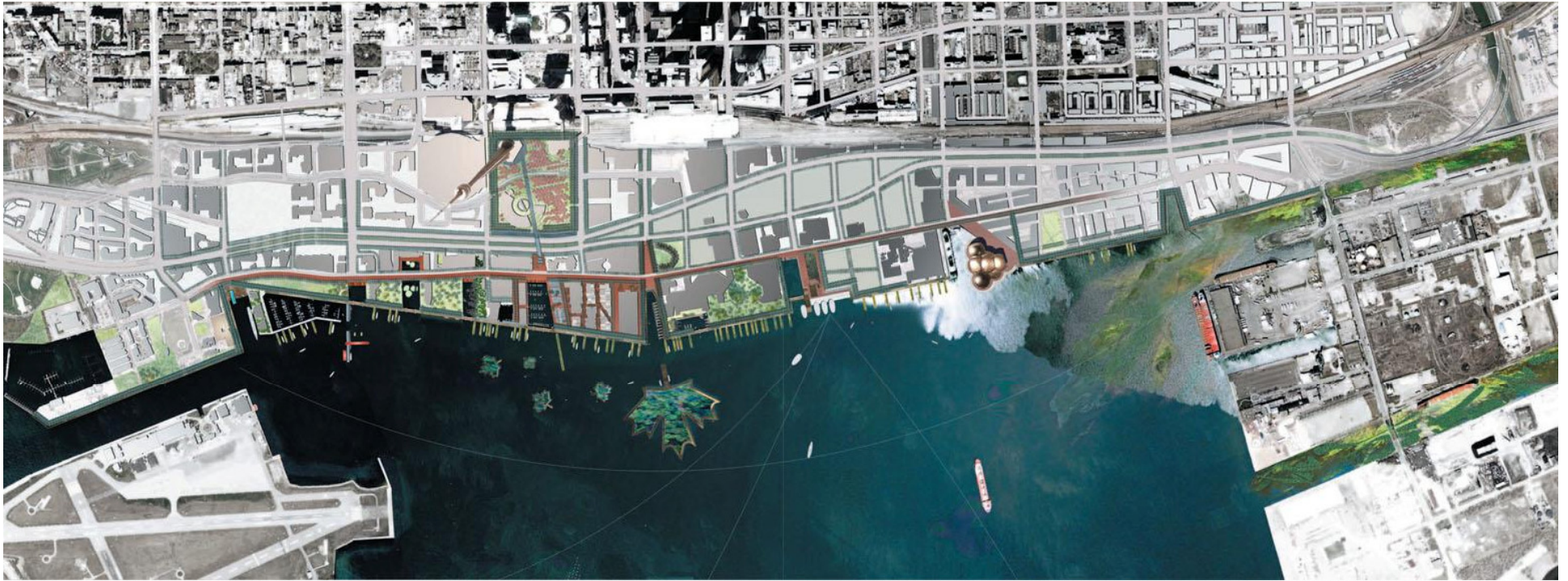




**Growing focus of revitalization
is related to detailed design
and implementation.**


2

A NEED FOR ONGOING PUBLIC ENGAGEMENT



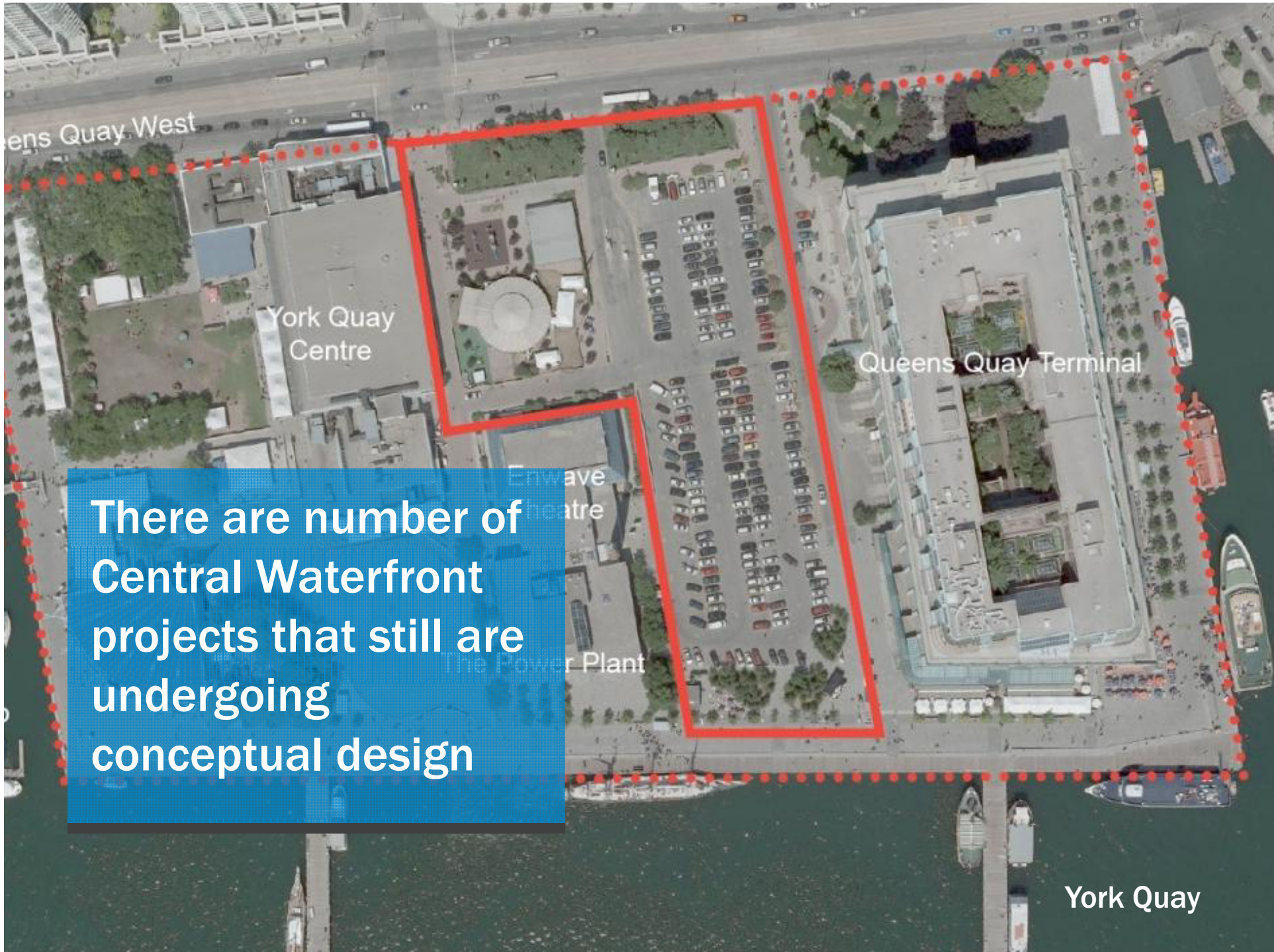
In 2006, Waterfront Toronto held an international design competition for the Central Waterfront.

That vision is now being formalized through the Master Plan.

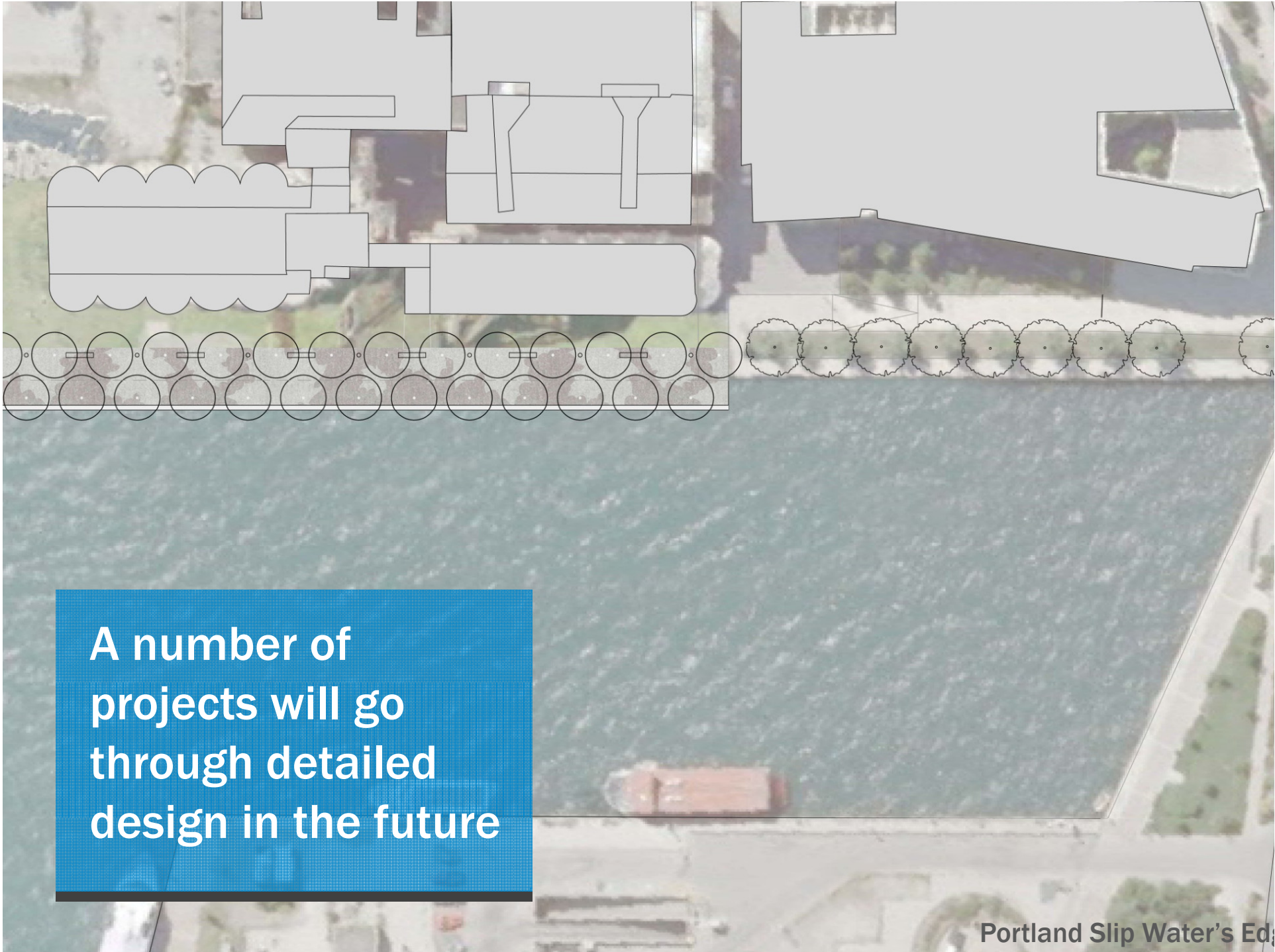
An architectural rendering of the Queens Quay waterfront development. The scene shows a modern urban environment with a mix of high-rise residential buildings and lower-rise commercial structures. In the foreground, a multi-lane road with a dedicated bus lane is shown. A red and white bus is traveling along the bus lane, while several cars are in the adjacent lanes. To the right of the road is a wide, landscaped promenade with a red brick path, green grass, and numerous trees. People are depicted walking, jogging, and riding bicycles. Further right, a waterfront area features a marina with several boats docked at a pier. The sky is bright with some light clouds, suggesting a clear day. A blue semi-transparent box with white text is overlaid on the upper right portion of the image.

Recently completed
the Queens Quay
Municipal Class
Environmental
Assessment

Queens Quay




There are number of
Central Waterfront
projects that still are
undergoing
conceptual design



A number of projects will go through detailed design in the future


3

PUBLIC ENGAGEMENT PRINCIPLES



**Public engagement
should have a clear
focus and defined
outcome.**

**Engagement is time
intensive.**

A vibrant outdoor market scene with several food stalls under white awnings. In the foreground, a man in a black t-shirt and blue apron is preparing food at a stall with skewers and corn. A woman in a striped dress is walking past, talking on a phone. In the background, other people are browsing the stalls. The ground is paved with cobblestones, and there are large trees and a clear sky. A blue semi-transparent box with white text is overlaid on the right side of the image.

**Issues that have already
been resolved should not
be reopened for
discussion.**

**Dialogue should be directed
to those issues in which
feedback and discussion
are applicable.**



Central Waterfront is of region-wide significance.

The broader benefits of waterfront revitalization should be reinforced and the audience/stakeholders should be expanded where appropriate.

A photograph of a winter street scene. The ground is covered in snow, and many trees are bare. People are walking along the path, some in winter clothing. In the foreground, a woman in a red jacket is pushing a stroller with a baby inside. A young boy in a green jacket is walking next to her. In the background, a man in a dark jacket is walking away, and a woman in a blue coat is walking towards the camera. A child in a blue snow suit is walking in the distance. On the right, a man in a red jacket is kneeling and taking a photo. The scene is bright and sunny, with long shadows cast on the snow.

The existing neighbourhood is the most impacted by detailed design and implementation.

Dialogue with specific local stakeholders must be organized and focused to address issues that are of local significance.



A range of engagement activities is required to respond to the diversity of audiences and issues.

We need to balance forums for resolution of detailed local issues with opportunities to promote the long-term vision and celebrate successes.

Some people want to understand details, others want the “big picture”

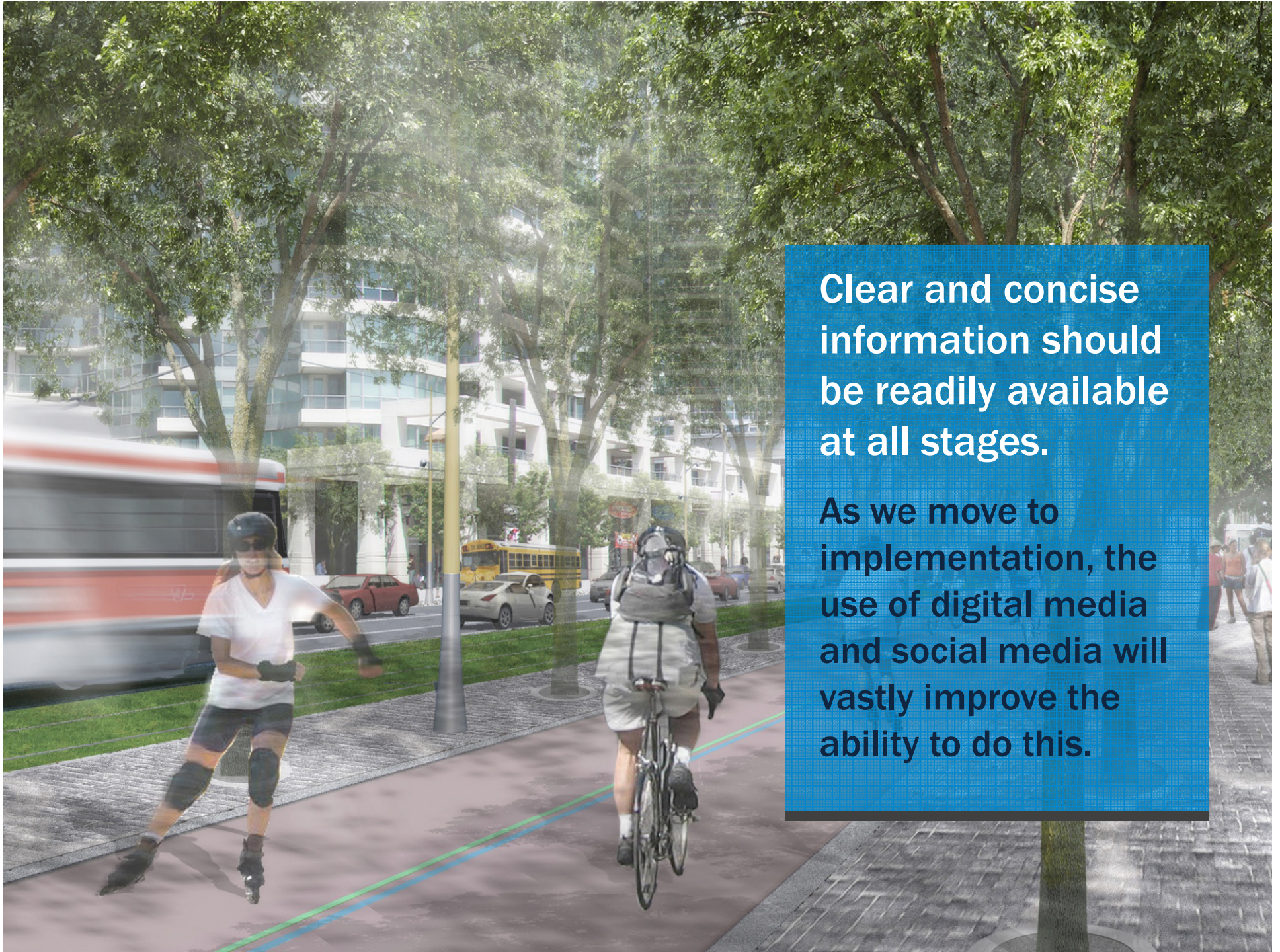
A range of information is required.





Regular updates and access to information are essential.

Before and during construction, information on timing and impacts must be provided.



Clear and concise information should be readily available at all stages.

As we move to implementation, the use of digital media and social media will vastly improve the ability to do this.



**Engagement needs to
be a two-way dialogue.**

**For consultation to be
meaningful each participant
should be heard.**



Engagement should be documented.

When questions are asked or ideas or suggestions made, follow-up is necessary to provide answers and demonstrate how comments have been incorporated into the decision making process.

4 PUBLIC ENGAGEMENT OPPORTUNITIES

Ongoing Public Engagement will be structured around four categories of projects and a variety of related engagement techniques and methods

1

Central Waterfront Revitalization

Portland Slip to Jarvis Street



**Reinforce
the broader
waterfront
objectives
and initiatives**

Central Waterfront Revitalization

Portland Slip to Jarvis Street



2

Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

**Formalize the
vision and
conclude the
Master Plan**

Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

3

Ongoing need
to engage
on a variety
of projects

Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Detailed Design

Planning for Construction

Construction

4

A growing need to discuss detailed design issues and project construction

**Central Waterfront
Revitalization**
Portland Slip to Jarvis Street



Central Waterfront
Revitalization
Portland Slip to Jarvis Street



Community Update Meetings

COMMUNITY UPDATE MEETINGS

- Quarterly meetings
- General public forums



Central Waterfront Revitalization

Portland Slip to Jarvis Street



Community Update Meetings

Digital Media (e.g. Website, Video, Blog, Social Media)

DIGITAL MEDIA: Website

www.waterfronttoronto.ca



WATERFRONTToronto

- waterfront vision
- get involved
- learn about us
- explore projects
- opportunities
- newsroom

[calendar](#) | [site map](#) | [contact](#) | [subscribe](#) | [text size: A A A](#)

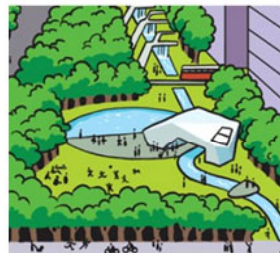
Search



Revitalizing our waterfront for everyone



what's new?



City-Wide Naming Contest for New Waterfront Park Now Underway

April 26, 2010 - The public is invited to come up with a new name for Sherbourne Park – an innovative new waterfront park opening this summer. The “Rename Sherbourne Park” contest sponsored by Waterfront Toronto and Torontoist, encourages members of the public

what do you think?

Join the Waterfront Toronto on the web



Central Waterfront
Revitalization
Portland Slip to Jarvis Street



Community Update Meetings

Digital Media (e.g. Website, Video, Blog, Social Media)

DIGITAL MEDIA: Video



Search

Browse

Upload

Building Our New Blue Edge: Central Waterfront

WaterfrontToronto

14 videos

Subscribe



WaterfrontToronto — June 11, 2009 — Take a tour around the Queen's Quay area with renowned landscape architect and urban designer Adriaan Geuze as h...

4,351 views

Like

Save to

Share

<Embed>

Sign In or Sign Up now!

Central Waterfront Revitalization

Portland Slip to Jarvis Street



Community Update Meetings

Digital Media (e.g. Website, Video, Blog, Social Media)

Visual Information / Signage

VISUAL INFORMATION: Signage



**Central Waterfront
Revitalization**
Portland Slip to Jarvis Street



Community Update Meetings

Digital Media (e.g. Website, Video, Blog, Social Media)

Visual Information / Signage


Speakers Forum/Special Events

SPEAKERS FORUMS/SPECIAL EVENTS



Central Waterfront Revitalization

Portland Slip to Jarvis Street



- Vision
- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
 - Toronto's Downtown Waterfront Master Plan

Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Focused Working Groups

FOCUSED WORKING GROUPS



Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Focused Working Groups

- Marine Infrastructure Planning
- Wayfinding & Signage
- Programming/Public Art & Heritage

FOCUSED WORKING GROUPS



Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

General Public Meeting(s)

GENERAL PUBLIC MEETING(S)



Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

General Public Meeting(s)

Focused Working Groups

FOCUSED WORKING GROUPS



Central Waterfront Revitalization

Portland Slip to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

General Public Meeting(s)

Focused Working Groups

Design Review Panel

DESIGN REVIEW



**Central Waterfront
Revitalization**
Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

QUEENS QUAY WORKING GROUP



Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

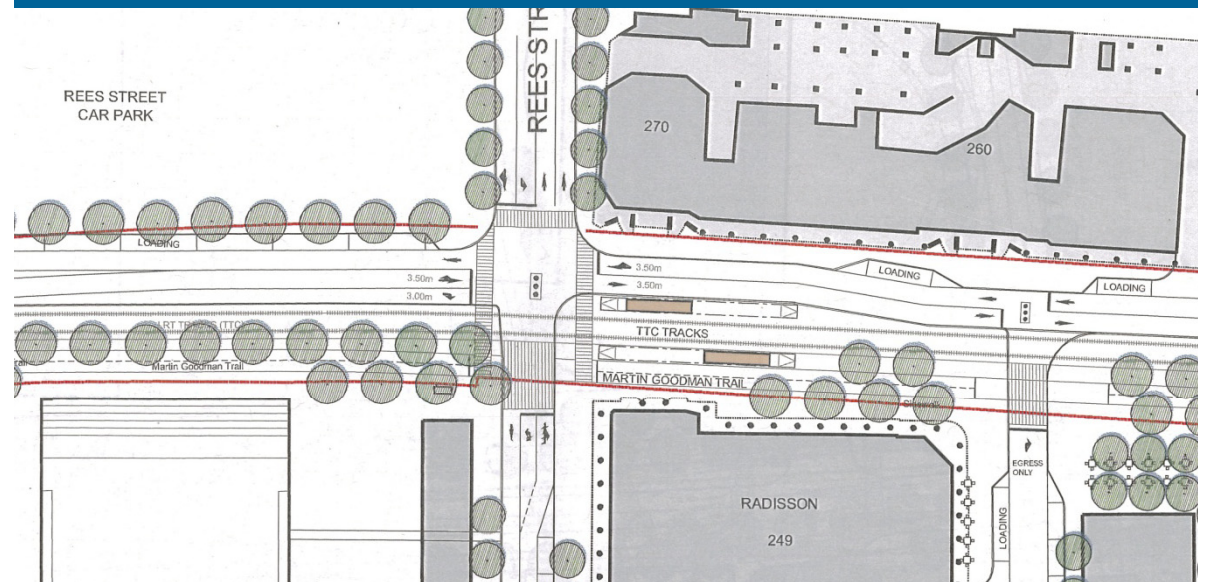
Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

Site-Specific Meetings

SITE-SPECIFIC MEETINGS



Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

Site-Specific Meetings

Implementation Drop-in Sessions

IMPLEMENTATION DROP-IN SESSIONS



Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

Site-Specific Meetings

Implementation Drop-in Sessions


Construction Liason Committee

CONSTRUCTION LIASON COMMITTEE



Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

Site-Specific Meetings

Implementation Drop-in Sessions

Construction Liason Committee

Regular Updates
(e.g. Email, Bulletins, Twitter, Webcam)


REGULAR UPDATES: Email and Bulletins

Message

Reply Reply Forward Delete Move to Create Other Block Safe Lists Categorize Follow Mark as Find
to All to All Folder Rule Rule Actions Sender Not Junk Up Unread Related
Respond Actions Junk E-mail Options Find

From: Info
To: Info
Cc:
Subject: Central Waterfront Community Update Meeting

Sent: Tue 04/05/2010 4:22 PM




Central Waterfront Community Update Meeting

Wednesday, May 12, 2010

The revitalization of the Central Waterfront is well underway. From the new wavedecks to the recently completed Queens Quay Environmental Assessment, the transformation of Toronto's downtown waterfront is happening.

Join Waterfront Toronto on Wednesday, May 12 for the first in a series of community update meetings that will provide you with information on projects underway in the area. During the meeting, you'll hear a variety of short presentations and you'll have an opportunity to ask questions and give feedback to the project teams.




Community Update Meeting #1 – Agenda

- o General update on waterfront revitalization
- o Overview of upcoming opportunities for public involvement
- o Introduction of the Downtown Waterfront Master Plan
- o Queens Quay revitalization schematic design presentation
- o York Quay revitalization (Phase 2)
- o Portland water's edge (Phase 1) presentation

Meeting Details:

Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

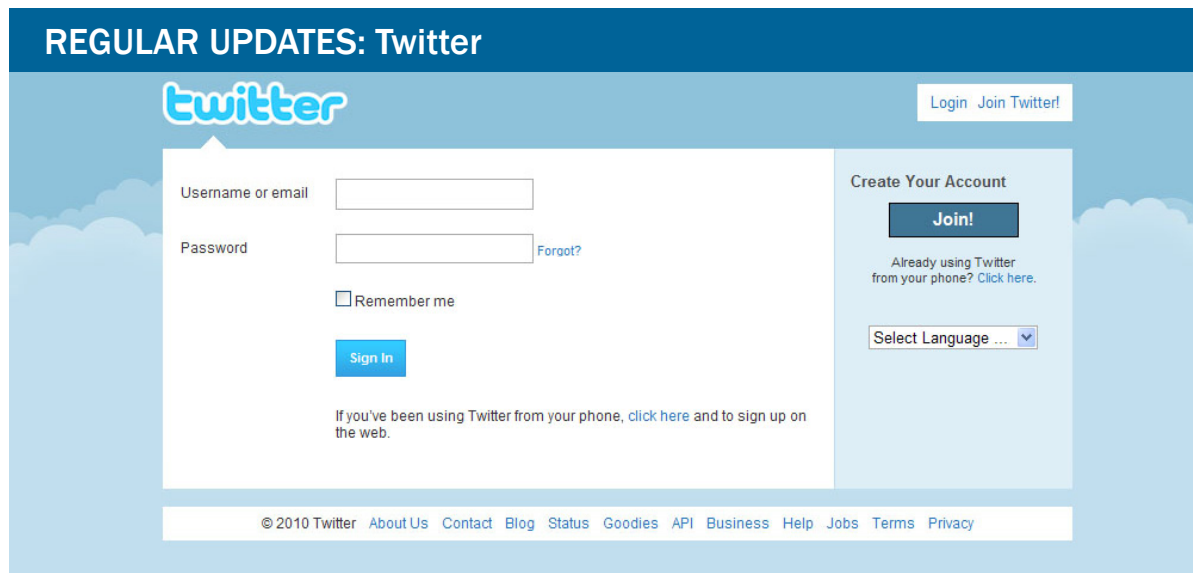
Site-Specific Meetings

Implementation Drop-in Sessions

Construction Liason Committee

Regular Updates
(e.g. Email, Bulletins, Twitter, Webcam)

REGULAR UPDATES: Twitter



The screenshot shows the Twitter website interface. At the top, there is a dark blue header with the Twitter logo and a 'Login Join Twitter!' button. Below the header, the main content area is white with a light blue background. On the left, there are two input fields: 'Username or email' and 'Password', with a 'Forgot?' link next to the password field. Below these fields is a 'Remember me' checkbox and a blue 'Sign In' button. On the right, there is a 'Create Your Account' section with a 'Join!' button and a link for users already on their phones. At the bottom, there is a footer with copyright information and various links like 'About Us', 'Contact', 'Blog', etc.

twitter [Login](#) [Join Twitter!](#)

Username or email

Password [Forgot?](#)

Remember me

[Sign In](#)

[Create Your Account](#)

[Join!](#)

Already using Twitter from your phone? [Click here.](#)

Select Language ...

If you've been using Twitter from your phone, [click here](#) and to sign up on the web.

© 2010 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Goodies](#) [API](#) [Business](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#)

Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

Site-Specific Meetings

Implementation Drop-in Sessions

Construction Liason Committee

Regular Updates
(e.g. Email, Bulletins, Twitter, Webcam)

REGULAR UPDATES: Webcam



Central Waterfront Revitalization

Bathurst Street to Jarvis Street



Vision

- 2006 West 8 + DTAH Central Waterfront Competition Plan (complete)
- Toronto's Downtown Waterfront Master Plan

Planning and Conceptual Design

- Queens Quay Environmental Assessment (complete)
- York Quay Revitalization Phase II (above grade)
- Future Projects

Detailed Design & Implementation

- Queens Quay (spring 2011)
- York Quay Revitalization Phase II (below grade)
- Portland Slip Water's Edge Phase I
- Future Projects

Queens Quay Working Group

Site-Specific Meetings

Implementation Drop-in Sessions

Construction Liason Committee

Regular Updates
(e.g. Email, Bulletins, Twitter, Webcam)

Construction Drop-in Centre

PUBLIC INFORMATION CENTRE (ON-SITE OR MOVEABLE)



CENTRAL WATERFRONT PUBLIC ENGAGEMENT PLAN

May 12, 2010

www.waterfronttoronto.ca

URBAN
STRATEGIES
INC .



WATERFRONToronto

DISCUSSION

