

PUBLIC CONSULTATION STRATEGY

PICKERING HARBOUR REDEVELOPMENT VISION

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PREPARED FOR: PICKERING HARBOUR COMPANY LTD.



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Description
PROJECT No.:
DATE:



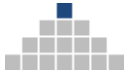
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1.0

INTRODUCTION

1.1 The Project

The Biglieri Group Ltd. (“TBG”) has been retained by the Pickering Harbour Company (“PHC”) to develop a Vision and Planning Framework for the redevelopment of their landholdings in South Pickering. PHC’s landholdings include approximately 80 hectares of land, inclusive of lands in Frenchman’s Bay and Lake Ontario, 591 Liverpool Road and docking facilities in Frenchman’s Bay (the “Subject Lands”) (**Figure 1**). In addition to creating a Vision and Planning Framework for the Subject Lands, TBG has been retained to prepare and submit planning application(s) and to obtain the municipal approvals that are necessary to permit the redevelopment of the property located at 591 Liverpool Road (the “Subject Site” or “Site”) (**Figure 2**) in the City of Pickering.

1.2 Statement of Purpose

The purpose of this consultation strategy is to identify how stakeholders will be consulted throughout the life of the project. The main focus of all messaging will be on gathering public comment on the proposed design and built form, and generating discussions on potential recreational opportunities for PHC’s landholdings in Frenchman’s Bay and Lake Ontario.

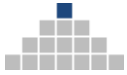
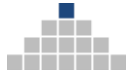


Figure 1 – Subject Lands



Figure 2 – Subject Site





1.3 The Study Area

The Study Area (**Figure 3**) represents the area of South Pickering known as the *Bay Ridges Neighbourhood* as identified in the City of Pickering Official Plan, inclusive of the GO Station which the City defines as part of the *City Centre Neighbourhood*. While the Study Area does not include the *West Shore Neighbourhood* on the west side of Frenchman's Bay, connections to this neighbouring waterfront community have also been considered throughout this Report.

The lands surrounding the Subject Site can be described as follows:

North: To the immediate North of the Site is a residential development by Marshall Homes consisting of three-storey "live/work" townhouses with parking provided in the rear of the development. Northeast of the site is a Regionally owned and operated Pumping Station.

East: To the immediate East of the Site is the Provincially Significant Wetland associated with the Frenchman's Bay Postal Wetland Complex. Further east is the Pickering Nuclear Generating Station owned and operated by the Ontario Power Generation.

South: To the immediate South of the Site is Lake Ontario and the Boardwalk along Pickering Harbour with a footbridge providing pedestrian access to Millennium Square and the beaches and boardwalk along Lake Ontario.

West: To the immediate West of the Site is Nats Marina Supplies and the Waterfront Bistro Restaurant. Further west is Frenchman's Bay which has boat docking facilities located along the eastern edge owned and operated by the Frenchman's Bay Marina, The Lake House and Nats Marina.

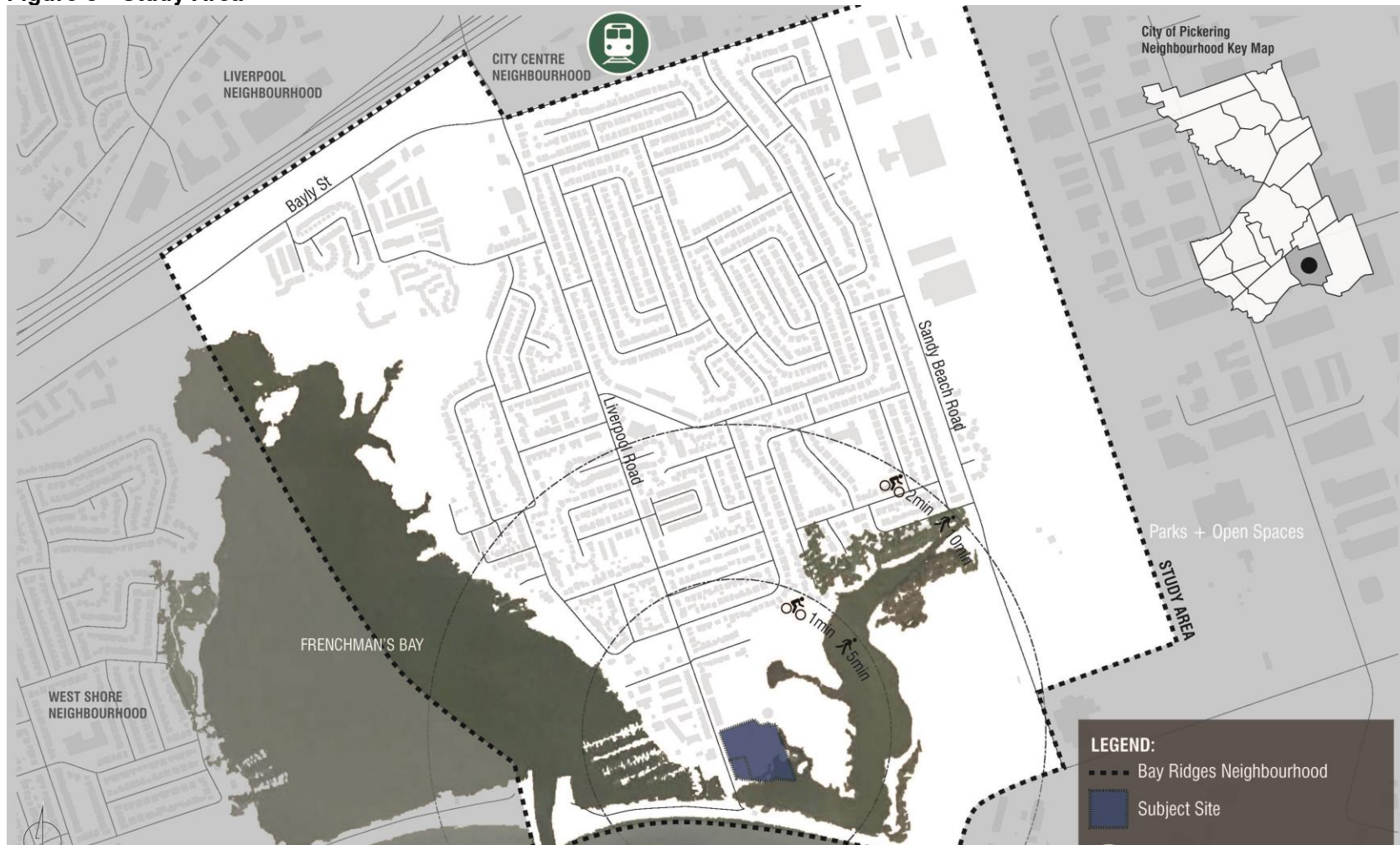
1.4 The Subject Lands

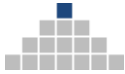
The Subject Lands include approximately 80 hectares of PHC's landholdings, inclusive of the water and associated lakebeds in portions of Frenchman's Bay and Lake Ontario, 591 Liverpool Road and the docking facilities in Frenchman's Bay (**Figure 1**).

1.5 The Subject Site

The Subject Site is the parcel at 591 Liverpool Road and the City-owned parking lot lands to the immediate south (**Figure 2**). The City of Pickering has provided authorization for our client to include their lands as part of the visioning exercise for this waterfront node. The Subject Site has a total area of 2.42 hectares, or 6 acres. The property has a total frontage of approximately 86.84 metres on Liverpool Road. The Frenchman's Bay Marina office and boat storage yard currently occupy the Site.

Figure 3 - Study Area





1.6 About this Strategy

This Public Consultation Strategy has been prepared by TBG on behalf of PHC in support of Official Plan Amendment and Zoning By-law Amendment applications in the City of Pickering. Additionally, we have examined public engagement documents such as *Discuss. Decide. Do.* by Nicole Swerhun and Vanessa AvRuskin and the *Stakeholder Partnership Strategy by Growing Conversations: Making Engagement Work*, published by the City of Toronto, which includes an ethnic media strategy, youth engagement strategy, stakeholder partnership strategy and open data framework. To address older and aging populations, we have consulted *Finding the Right Fit: Age-Friendly Community Planning* by the Province of Ontario, and two Ontario Municipal Social Services Association guides: *The Guide to Accessible Public Engagement*, and *The Guide to Conducting Accessible Meetings*. These strategies, reports, and guides have been used to inform the overall document and approach of this Public Consultation Strategy.

1.6.1 Guiding Principles

The following guiding principles have been prepared in accordance with the above noted public engagement documents.

Inclusivity – This engagement strategy will seek perspectives from all manners of stakeholder groups with an interest in the proposal in a way that is accessible and meaningful; regardless of age, gender identity, ability, ethnicity, religion, socio-economic status, language skills, or other identities.

Accountability + Clarity – This engagement strategy is committed to being clear and timely in its communications with the public through the use of plain language, multiple communication formats (online, by phone and in person). It ensures that the connections between feedback and outcomes, in terms of changes to the proposal, for the Subject Site are made explicitly.

Transparency – Engagement processes should and will be transparent. Consultation should be recorded and made available to the public in a timely manner, clearly indicating how feedback affected the project outcomes.

Openness – This engagement strategy has been designed so that it can be flexible in adjusting the style of engagement to meet the needs of the community. The strategy incorporates participant interests when shaping the proposal for Pickering Harbour.

Educational – Planning processes should seek to improve the public understanding of planning issues, as well as clear objectives to improve planning literacy.

Fun – Where appropriate, engagement processes should be designed to be fun and enjoyable for its participants.

Evaluative – Throughout the public engagement process, we will evaluate the strategy to ensure that public consultation continues to maintain the guiding principles listed above.

1.6.2 Objectives

1. Generate awareness about the proposal to residents, stakeholders, and current and potential visitors of the space to provide them with the opportunity to help shape the proposal;
2. Solicit meaningful feedback in an inclusive and accountable manner on the conceptual site design and vision for the open space components in terms of design and programming; and,
3. Record participant feedback, and make connections between feedback and outcomes.

2.0 TARGET AUDIENCES

This Public Consultation Strategy aims to identify and establish a balance between the interests and needs of the local community, wider region, various government agencies and diverse, vulnerable, and/or minority audiences.

2.1 Local Interests

Local stakeholders will have multiple opportunities to learn about the Pickering Harbour project and provide input during the planning process. TBG recognizes the broad scope of this development, area-wide significance of key project components, such as open space, and diverse demographical groups within the community. To properly address these concerns, TBG is proposing a broader notification area to inform local interests about the project and engagement activities than is required under the *Provincial Planning Act, 1990*. The proposed “notification zone” for the study area is the same geographical region identified as the Study Area and will include the Bay Ridges Neighbourhood at large.

A preliminary listing of key local study area stakeholders is provided in **Table 1** below. These stakeholders were not only selected for their proximity to the site, but also for their role as community builders in the neighbourhood. We envision that by involving these local interest, a “snowballing effect” will occur and engage the broader public body. This Strategy recognizes the importance of maintaining flexibility in order to meet the community’s needs.

Table 1: Key Local Stakeholders

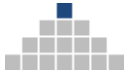
Community Facilities & Schools	<ul style="list-style-type: none"> • East Shore Community Centre; • Sir JA MacDonald P.S.; • Bayview Heights P.S.; and, • Durham Alternative P.S.
Parks Organizations	<ul style="list-style-type: none"> • Alderwood Park; • Alex Robertson Park; • Progress Frenchman’s Bay East Park; • Douglas Park; • Commerce Street Park; and, • Beachfront Park.
Business/Retail	<ul style="list-style-type: none"> • Individual businesses within the Bay Ridges Area.

2.2 Agency/Government Interests

Agency/Government Interests

The project will also be of interest to several agency and government bodies including, but not limited to:

- Region of Durham;
- City of Pickering;
- Toronto Region Conservation Authority (TRCA);
- Metrolinx/GO Transit;
- Durham Region Transit;
- Ontario Power Generation (Pickering Nuclear Generating Station);
- Greater Toronto Airports Authority (GTAA);
- Mayor Dave Ryan;
- Regional Councillor Kevin Ashe, Ward 1;
- Regional Councillor Bill McLean, Ward 2;
- Regional Councillor David Pickles, Ward 3;
- City Councillor Maurice Brenner, Ward 1;
- City Councillor Ian Cumming, Ward 2;
- City Councillor Shaheen Butt, Ward 3;



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- Pickering Trustee Chris Braney (DDSB);
- Pickering Trustee Jim McCafferty (DCDSB); and
- Jennifer O'Connell, Member of Parliament for Pickering-Uxbridge.

2.3 Reaching Diverse Audiences

Based on the feedback collected from key stakeholder groups, The Biglieri Group Ltd. will consider translation services if required. Most importantly, in order to be accessible to community members regardless of language proficiency or ability, all materials will include photos and plain language to be universally accessible and reach all audiences. In addition, multiple mediums will be used to engage a variety of government, local and agency interests.

3.0

ENGAGEMENT PROCESS

The Engagement Process will occur over three (3) phases. TBG will involve key local stakeholders, interested government agencies, and other interested parties throughout the entire engagement process. Each phase has individual objectives further discussed below.

3.1 Engagement Phases

Phase 1 will involve obtaining feedback on the overall design concept and vision. Phase 2 will involve design refinement and further feedback and engagement on the public realm. Phase 3 will include the presentation of the final design and a detailed Report with a summary of the public consultation process to provide an overview of the key takeaways.

3.1.1 Phase 1: Design Concept and Vision

The first phase of consultation is focused on informing people about the proposal and obtaining feedback on the initial design concept and vision. This phase will take approximately 6 months. Participants of this phase will have the opportunity to express what they do and do not like about the proposed development, and what changes they would like to see. TBG will engage with key local stakeholders, interested government agencies, and other interested parties in this first phase.

This phase will gather feedback on the design concept from the public and will also include the review of all comments received from Staff and external agencies and Departments from the first submission circulation. The proposed design will be further refined based on the feedback received.

3.1.2 Phase 2: Design Refinement

The second phase of consultation will provide an overview of the revised plan and what changes were made based on the feedback received. This phase will take approximately 4 months.

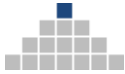
This phase will further hone in on the public realm components of the proposal, including the open spaces and streetscapes. Through privately-hosted public open houses and the Social Pinpoint website, participants will be able to discuss what they would like to see in the publicly accessible spaces throughout the development. This can include desired outdoor amenities (e.g. picnic tables, permanent table tennis tables, public art, etc.) as well as community services and facilities that have the potential to be accommodated within the Subject Lands.

In addition to providing feedback on the revised proposal, participants will also be encouraged to think about future programming opportunities and civic functions within these spaces.

TBG will also consider the ongoing comments received from Staff and external agencies and Departments from the application circulation process.

3.1.3 Phase 3: Final Design Presentation and Public Consultation Summary

TBG will consider all feedback received throughout Phase 2 and work on a final design and vision for the Subject Lands based on the information relayed by participants. This phase will take approximately 4 months.



TBG will present the findings of the public consultation process in a detailed Report that presents a summary of the public consultation process to provide an overview of the key takeaways.

3.2 Communication Tools

The following communication tools will be used throughout the entire public consultation process, and will help coordinate and facilitate the exchange of information throughout all phases of engagement.

Social Pinpoint Website

TBG will utilize Social Pinpoint as a key tool throughout the engagement process. Social Pinpoint contains an intuitive drag and drop mapping tool for engaging communities in the planning process. The website allows community members to add categorized feedback to a live map gathering GIS information system to provide stakeholder input. TBG will use this website to post all relevant information to the project, including all supporting Reports, Studies and Drawings as well as key dates.

The Social Pinpoint website can be accessed using the following link:

<https://biglieri.mysocialpinpoint.com/pickering-harbour-home>

Privately-Hosted Public Open Houses

TBG will work with City of Pickering staff and the local Councillor to coordinate two (2) public open houses to engage the local stakeholders in the planning and design process. One public open house will occur after the initial submission is made and one after the design and vision has been revised based on the feedback received from all parties.

Statutory Public Meeting

The City of Pickering will host the Statutory Public Meeting at the City of Pickering Civic Centre. The public open house portion will

take place at 6pm in the lobby area with the Public Meeting portion before Council commencing at 7pm. The date for this meeting will be determined by City of Pickering Planning Staff. TBG Staff will be present at this meeting to discuss the proposal with all members of the public.

4.0 MONITORING

Ensuring accountability of the engagement process is arguably the most important component of this Public Consultation Strategy. There are various ways that monitoring and evaluation will be conducted throughout the duration of this process.

4.1 Documentation

In order to ensure accountability for this process, we will be creating two types of documents to keep participants involved in the project, and relay back to them how their perspectives are being integrated into the project.

4.1.1 Contact List Development

Throughout all methods used in the public consultation process, we will offer the chance for participants to sign up for our master contact list, in which we will send out further updates and any communication for the project. To maintain privacy, this master contact list will not be shared with any third parties, and recipients will not be able to see the contact information of the other contacts. In accordance with privacy legislation, there will be the option on all email correspondence for participants to opt out of receiving further emails from TBG.

4.1.2 Engagement Reporting

We believe it is important to not only take notes and summarize the ideas put forward by the public, but for the public to hear what other community members have to say. We also believe it is important to demonstrate to the public why or why not their idea is being considered and the rationale behind that decision. Thus, we will create a Public Engagement Reporting Table that summarizes comments provided throughout the process and then provides rationale as to why the theme is appropriate, inappropriate, or considerable for the proposed development. The table will be formatted as follows:

Table 2: Public Engagement Reporting Table Format Example

Theme	Yes	No	Considering	Rationale

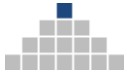
We will be posting overall summaries of each Engagement Phase, as well as the Engagement Reporting Table on the Social Pinpoint Website.

4.2 Evaluation

We will use the following indicators to evaluate the number and diversity of people reached through the variety of engagement tools in this strategy:

- Number of visits to the website;
- Number of people at in-person events; and,
- Where participants live (if they wish to disclose this, if not, then if they do or do not live within the Study Area).

This information will be relayed back to the public at large through the Social Pinpoint website.



5.0

CONCLUSION

TBG's public consultation strategy is open to further refinement based on feedback provided by the City of Pickering Planning Department and members of the public. TBG will strive to communicate efficiently with the community while the proposed development goes through the application review process.

TBG staff will be available to members of the public to discuss the proposed development at any time through email and phone correspondence. Any member of the public can contact the following Staff with any questions or concerns:

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