

March 2021

Public Consultation Strategy Report

Pier 27 - Phase 3
25 & 35 Queens Quay East
City of Toronto

CITYZEN

www.pier27phase3.ca



Public Consultation Strategy Report



Communicate clearly about the proposal to necessary audiences at the right time.



Provide several opportunities through various tools for the audiences to learn about the proposal and to provide feedback.



Ensure online tools are in place to increase access to information to any interested stakeholders.



Table of Contents

- Pier 27 Master-Planned Community 1
- Proposed Phase 3 2
- Discussion Topics 3
- Communication Messages 4
- Audiences 6
- Consultation Tools 9
- Feedback & Evaluation 11
- Conclusion 12

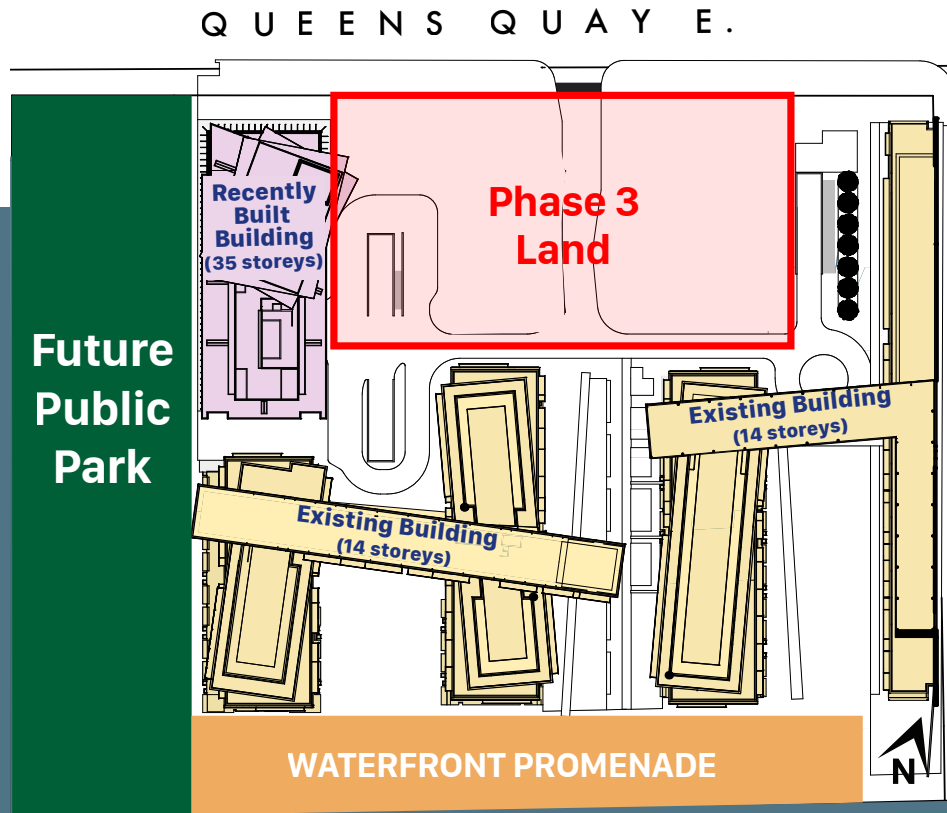
Pier 27

Master-Planned Community

The construction of a phased development of this community started in 2010:

Legend

- Phase 1
- Phase 2
- Phase 3



Phase 1:

- consists of two 14-storey residential buildings
- buildings have been constructed and are occupied

Phase 2:

- consists of a 35-storey mixed-use building
- building has been constructed and is occupied

Phase 3:

- is the subject of the new OPA and ZBA applications

Future Public Park:

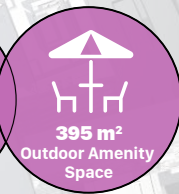
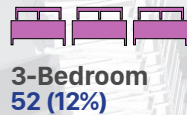
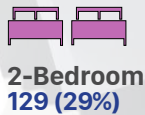
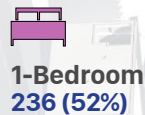
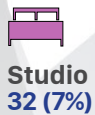
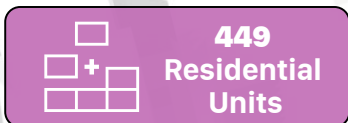
- the future park consists of lands conveyed by Pier 27 to the City of Toronto and lands swapped between Cityzen and Waterfront Toronto
- the lands are currently owned by both Waterfront Toronto and the City

Proposed Phase 3

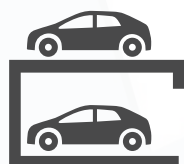
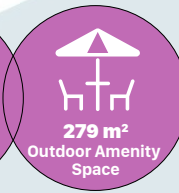
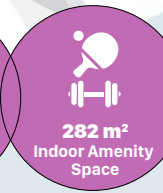
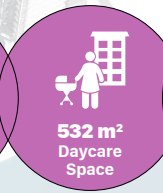
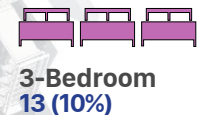
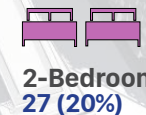
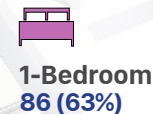
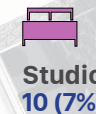
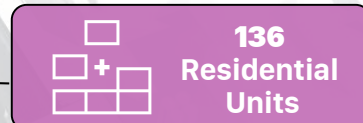
Phase 3 Land's Planning History

In 2012, the Phase 3 land was approved for two 13-storey buildings. Since then, significant development growth has been planned and approved in the immediate area, as a result of updated planning policies that support intensification in already built-up areas. It is important that Phase 3 fits well within this new landscape. To do that, the built form is being reimagined to include an 11-storey East Building and a 45-storey West Building.

West Building "Building F"



East Building "Building A"

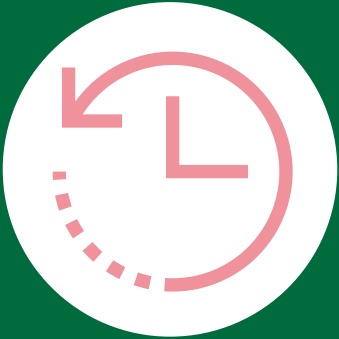


362 Vehicular Parking Spaces
227 for residents
36 for visitors
97 for retail
2 for daycare



587 Bicycle Parking Spaces
462 for residents
116 for visitors

Discussion Topics



Pier 27 Planning History



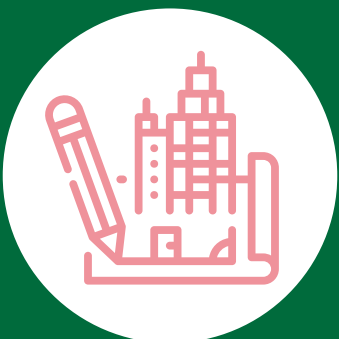
Transportation



Built Form



Mix of Uses



Urban Design



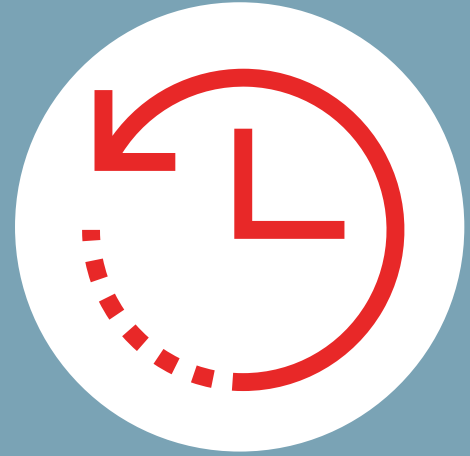
Public Realm

Communication

Messages

Phase 3 Planning History

- In 2012, the Phase 3 land was approved for two 13-storey buildings. Since then, significant development growth has been planned and approved in the immediate area, facilitated by updated planning policies that support intensification in already built-up areas.



Project Overview

- This proposal is for the Phase 3 land that is currently occupied with a temporary sales centre
- Phase 3 is the final phase that will complete this master-planned community.
- It is important that Phase 3 fits well with the updated planning policies and the evolving physical landscape. To do that, the built form is being reimaged to include an 11-storey East Building and a 45-storey West Building.
- The East Building includes retail space and daycare space on the ground level and residential units above.
- The West Building includes retail space on the ground level and residential units above.



Transit-Supportive Development

- The site is about a 10-min walk from Union Station, a major transit hub connecting people within and outside of Toronto.
- Bus routes 6 and 72B along Queens Quay East serve as alternative transit options.
- The future East Bayfront LRT would extend along Queens Quay East between Bay Street and Parliament Street increasing connecting points for the growing Central Waterfront community.



Mixed-Use Development

- The proposal includes street-level retail space, providing additional retail opportunities along Queens Quay East.
- The proposed daycare space in the East Building will help deliver services necessary for families to raise their children in the Central Waterfront community.

Public Realm

- The public promenade and part of the future public park lands were improved through landscaping and conveyed to the City by Cityzen. By unlocking these public spaces, Cityzen helped to increase the enjoyment of the waterfront for everyone.
- The development will include features to animate the public space, and complement its surroundings.



Audiences

Neighbourhood:

Waterfront Communities- The Island



Area of Consultation: Approximately 120-metre radius



List of Stakeholders



Councillor Cressy



Existing residents at Pier 27



Waterfront Toronto



York Quay Neighbourhood Association



St. Lawrence Neighbourhood Association



Waterfront Business Improvement Area



Residents at 10 Yonge Street and 10 Queens Quay West



Residents at 55 & 65 Harbour Square and 25 The Esplanade



Redpath Sugar

Consultation Tools

Website

- www.pier27phase3.ca is a proposal-specific website that was developed to inform stakeholders about the proposal and to provide a place where anyone interested in the proposal can send their questions and comments to applicant team.
- This website will provide a single online location with all the information needed to understand the proposal and project status. It is also a place to submit comments and questions anytime during the City's review process.



Email Address

- info@pier27phase3.ca is a proposal-specific email that was created for this proposal so that stakeholders may have a way of contacting the applicant team about the proposal.

Written Updates

The applicant team will send emails and/or letters to one or more of the following specific audiences throughout the process to ensure they are aware of key milestones as the proposal goes through the City’s planning process.

- Councillor Cressy
- Existing residents at Pier 27
- Waterfront Toronto
- York Quay Neighbourhood Association
- St. Lawrence Neighbourhood Association
- Waterfront Business Improvement Area
- Residents at 10 Yonge St and 10 Queens Quay West
- Residents at 55 and 65 Harbour Square and 25 The Esplanade
- Redpath Sugar



Conversations

- The applicant team welcomes conversations (via phone, online and/or in-person) with the above-noted audiences and any other interested stakeholders.
- These conversations would be with a small group of individuals to ensure there is an opportunity for detailed discussion about the proposal and address any questions and comments that are specific to the group of individuals or the entities they represent.

Feedback & Evaluation



Collect comments and questions from all interested stakeholders.



Organize the collected comments and questions.



Analyze the organized comments and questions.



Incorporate the analyzed comments and questions into the proposal where possible.

Conclusion



Pier 27 Toronto (North) Inc. is submitting this Report as part of the Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBA) application for 25 and 35 Queens Quay East. Updates to this Report could be made as requested by City Staff to ensure it continues to align with the consultation goals. A summary of the consultation could be provided at the time of resubmission to highlight consultation-related activities that have taken place.

An aerial photograph of a city skyline, likely Toronto, featuring the CN Tower and several skyscrapers. The image is overlaid with large, semi-transparent circles in various colors: a large red circle in the top right, a green circle in the middle, and a yellow circle on the right side. The word "CITYZEN" is written in white, bold, sans-serif capital letters inside the red circle.

CITYZEN

www.pier27phase3.ca