

“Hot Topics”

Government Relations

WT 2.0

An Intergovernmental Steering Committee (“IGSC”) meeting has been confirmed for September 15, 2014. The IGSC serves as a senior level forum for matters relating to intergovernmental management and coordination and facilitates strategic policy discussions. The meeting has been scheduled to discuss WT 2.0 and to seek a commitment from all orders of government on how to complete the revitalization of the waterfront and to discuss how best to set up Waterfront Toronto with the governance tools required to successfully deliver the second half of its mandate.

As part of our proactive outreach on WT 2.0 and to build consensus among key political players by demonstrating evidence of the significant economic development opportunities and Return on Investment (“ROI”) of continued investment in waterfront revitalization, we are in the process of organizing several briefings with provincial and federal MPs and MPPs including:

- Federal GTA Caucus (late September/early October) as well as several key Ontario Federal Ministers;
- Minister Duguid (Minister of Economic Development Employment and Infrastructure);
- Minister Del Duca (Minister of Transportation);
- Minister Sousa (Minister of Finance – tentatively scheduled for September 19th); and
- Peter Milczyn (Parliamentary Assistant to the Minister of Economic Development, Employment and Infrastructure).

Information Requests from the City

Since June of this year, Waterfront Toronto has received a number of information requests from Councillor Minnan-Wong and the office of the Mayor. The requests include project costs for:

- Sugar Beach (info provided August 2013);
- Sugar Beach signature elements: umbrellas/rocks/sand/air emissions study/lamps;
- Sherbourne Common;
- Granite sourcing;
- Cherry Beach Washrooms;
- Consultant Contracts 2011-2013;
- Communication & Marketing staff titles and salaries;
- East Bayfront Transit budget and costs;
- Queens Quay Revitalization budget and costs; and
- All Contracts since inception 2001-2014.

All information requests have been responded to. Our approach has also evolved in the past few months in that we now make the request and our response public at the same time that we provide the information to the City. This allows us to ensure proper context around the project in question and as part of the public debate. It helps ensure appropriate comparisons are made when our projects are being reviewed.

We have created a feature on our website called “Get the Facts” and it has been a successful tool to manage the issues created by these information requests. We view these requests and the manner in which our information has been used in the public arena as reputational management issues fundamentally linked to WT 2.0.

West Don Lands (“WDL”)

Urban Capital

Urban Capital is still on track to commence occupancy of their Phase 2 building in February, 2015. Urban Capital is currently preparing for municipal approvals applications for the Phase 3 Building. They launched this phase with an event on May 29, 2014 which was very well attended.

Toronto Community Housing (“TCH”)

TCH has applied for an Occupancy Permit for the Seniors building on King Street. Once obtained, residents will begin to move in, which is expected to take place in early fall. The family buildings are nearing completion and TCH will be applying for Occupancy Permits shortly.

Woonerf Construction

The final stages of the Urban Capital woonerf are under construction and will be completed this fall. Construction of the private woonerf through the TCH site was completed in July, 2014.

Construction Liaison Committee (“CLC”)

The WDL CLC continues to meet on a 6-week schedule. The meeting gives the community an ongoing opportunity to meet with Waterfront Toronto’s developer and construction partners, allowing Waterfront Toronto to resolve any issues in a coordinated fashion. No issues of significance were raised at the last meeting and the next meeting is scheduled for October 7, 2014.

Pan/Parapan American Games Athletes’ Village

Construction continues on track and Dundee Kilmer continues to work towards site turn-over to TO2015 in early 2015. The Village is approximately 90% complete. Waterfront Toronto continues to work with TO2015, TRCA and governments as necessary regarding TO2015’s planning efforts. The various agencies continue to discuss security issues, the eventual completion of the Village and restriction of public access, including the temporary closure of Corktown Common during the Games. All parties are working towards minimizing the amount of time for which public access to the park will be restricted. Waterfront Toronto has been advising the community of these discussions through the West Don Lands Committee (“WDLC”) monthly meeting.

Storm Water Quality Facility (“SWQF”)

The architecture of the building that houses the SWQF at Cherry Street and Lakeshore has gone through a value engineering process to ensure it can be delivered within the budget. As a result, the exterior of the building has been redesigned, and the current proposal is to use exposed concrete for the exterior finish rather than the original limestone cladding over concrete. The original design received unanimous support from the Design Review Panel and will be brought back to them for review of this material change. Construction is expected to begin early in 2015 with completion anticipated in spring 2016.

Corktown Common

On July 10, 2014 a two-part event was held to celebrate the official opening of Corktown Common. The morning's official ribbon cutting acknowledged and thanked our government partners and the afternoon community picnic invited community members and stakeholders to help us celebrate this new community park.

The official ribbon cutting was led by Mark Wilson with Federal Ministers Oliver and Gosal, Minister Murray, Deputy Mayor Kelly, Councillor McConnell, Cindy Wilkey, Chair of the WDLC speaking on behalf of their respective organizations. Tedd Konya, winner of Name That Park, was presented with a commemorative rendering of Corktown Common.

From 5:00-8:00pm, Waterfront Toronto and its development partners River City (Urban Capital) and the Canary District (Dundee Kilmer) hosted a community picnic, with a free BBQ and live entertainment generously provided by the developers.

Both events were very well attended. Media relations leading up to and during the events, including the use of a dedicated hashtag - #CorktownCommonParty - to leverage the event on social media resulted in extensive coverage across all formats – print, broadcast, online and social. Coverage was universally positive. Coverage continues across various mediums, including in high-profile outlets such as WIRED.com, a Conde Nast publication.

East Bayfront (“EBF”)

Bayside

The Section 37 Agreement for Phase 1 of Bayside was approved at the May 8, 2014 Council meeting. The Agreement was then registered on June 12, 2014. This agreement sets out Waterfront Toronto's and Hines' obligations with respect to, among other things, public art, affordable rental housing and infrastructure provision for Bayside Phase 1. Zoning is fully in place and pending other site plan and building permit related approvals, construction can commence.

Tridel and Hines continue to process their municipal approvals for Aqualina (first building of Bayside) and are targeting a fall construction start.

Construction of the local municipal services continues on site.

A web camera has been installed to capture construction of the new Bayside development. We are promoting the web camera on our website and social media as are our development partners.

Dockside

The Request for Proposals (“RFP”) for the Waterfront Innovation Centre closes in late summer. Proponents continue to work on their submissions.

Parkside

Great Gulf continues to work with the City and Waterfront Toronto on their Site Plan Approval (“SPA”) and re-submitted their SPA on July 11, 2014. The anticipated start of construction is March 2015.

Central Waterfront

Queens Quay Design and Construction

The construction of the new TTC right-of-way is nearing completion. The track bed, rails, platforms, traction power and poles were largely completed in August, with TTC's own forces now installing the overhead wires and commissioning. The Spadina street car service has resumed, and is utilizing the newly-completed turn-around loop at Queens Quay and Spadina as its southern terminus. The Queens Quay street car service is scheduled to resume on October 12, 2014 once the rest of the right-of-way work is completed along Queens Quay, including overhead wiring, shelters, guardrails at platforms, and ticket vending machines.

The construction of the new roadway has advanced significantly. The base slab and base coat of asphalt has been installed between York and Rees streets. The base slab is being installed between York and Bay for the Harbour Square service lane. Westbound traffic has now been shifted to the north side for most of the length of Queens Quay to allow work on the granite promenade to advance before the onset of cold weather. The Queens Quay roadway is expected to be completed in the fall of 2014.

The landscape contractor has continued to install the granite sidewalk at several locations on the north side and south side of Queens Quay. The north side is now complete from York Street to the Rees Street Parkette and from Rees Street to 350 Queens Quay. Portions of granite promenade pavement have been installed on the south side from Queens Quay Terminal to YoYo Ma. Granite work will continue through fall 2014 and resume in spring 2015.

Excavation and installation of soil cells for the double allee of trees along the south side is well underway with approximately 50% of soil cells completed.

Installation of remaining light pole caissons and installation of the signature light poles is underway. Light poles will be installed in the fall of 2014.

Toronto Hydro will be mobilizing to complete two areas of work. The first involves the install in September of two remaining chambers between Rees and HTO Park south of the TTC corridor. The second location involves ductwork at the southwest corner of York and Queens Quay. Work will be coordinated with our Construction Manager.

Communications

Several construction milestones have been communicated over the summer including the re-opening of two major intersections (York and Rees), TTC streetcar testing and the resumption of the 510 streetcar service to the Spadina Loop, and the beginning of soil cell installation along Queens Quay. A Progress Report summarizing the many milestones was issued the first week of September.

Over the summer, Waterfront Toronto has continued to work extensively with the BIA and other area stakeholders to address issues related to construction and help mitigate problems during the busy summer season. Regular site walks and intensified site clean-ups ahead of long-weekends were undertaken.

Queens Quay East Interim Improvements

Waterfront Toronto has created branded, project information signage to support the construction of the new Queens Quay east interim improvements which started in early September. We are also promoting the new improvements (which include a new separated Martin Goodman Trail and sidewalk) via our newsletter, blog and social media. Bi-weekly construction notices are also being issued to a database of area stakeholders and other interested subscribers.

Health and Safety

There was one health and safety incident on the Queens Quay project since the previous report. This incident did not result in a lost time injury.

On July 25, 2014 an elderly couple tripped on the leg of a temporary fence that was erected to separate the 77/99 Queens Quay West property from the construction site. The construction manager contacted EMS to tend to their injuries which consisted of cuts and bruises. EMS attended to the couple on site and advised they did not require hospital attention.

Don Mouth Naturalization and Port Lands Flood Protection Project (“DMNP”) & Lower Don Lands (“LDL”) Environmental Assessments (“EAs”)

Waterfront Toronto, the City of Toronto and the TRCA continue to work towards the implementation of Phase 2 of the Port Lands Acceleration Initiative (“PLAI”).

The TRCA, on behalf of and in cooperation with Waterfront Toronto and the City of Toronto, has completed the EA for the DMNP. The Ministry of the Environment and Climate Change (“MOECC”) posted their Review of the EA for public and agency comments which concluded on August 29, 2014. Two submissions (neither objecting to the project) were received by the MOECC and the TRCA is in the process of preparing responses. Once the responses have been submitted, the EA will be submitted to the Minister for approval, currently anticipated in mid-November 2014.

The LDL Environmental Assessment Master Plan Addendum and Environmental Study Report notice of filing was released on September 4, 2014 and the document will be available to the public for a 30 day review period concluding on October 3, 2014.

Port Lands Planning Framework/Transportation and Servicing Master Plan EA

Waterfront Toronto and the City of Toronto continue to work towards developing a high-level Planning Framework for the Port Lands. The PLAI Phase 2 Progress Report went before the Planning and Growth Management Committee on June 19, 2014 and to City Council on July 8 and 9, 2014. It was adopted and the preferred land use direction endorsed.

The City and their consultant Dillon, with assistance from Waterfront Toronto, will now commence analysis of the alternatives for the Transportation and Servicing Master Plan EA (“TSMP EA”) project.

Communications

At the end of July, approximately 50 people got together at Pinewood Studios for two days to brainstorm and share ideas on a vision for the Ship Channel and lands south of it. Offered by the City of Toronto in partnership with Waterfront Toronto and TRCA, the objective of the Charrette was to engage a broad range of people and interests in the future of the Port Lands.

The Charrette focused on two themes: the importance and role of the shipping channel and the role and potential of open space and parkland south of the Shipping Channel. A report summarizing the Charrette and the feedback and ideas generated will be available mid to end of September.

Film Studio Precinct Plan

The Project Team, led by the City in consultation with Waterfront Toronto, continues to work through constraints within the Film Studio Precinct Planning area and is in the process of preparing four iterations of the proposed streets and blocks plan concepts for City, Waterfront Toronto and various City Agency review and comment.

Villiers Island (formerly Cousins Quay) Precinct Plan

The Project Team, led by Waterfront Toronto, has prepared the preferred streets and blocks plan which has now been circulated to the City, TRCA and various City Agencies for review and comment. High level discussions and analysis on the built form options for the Island have commenced and a joint SAC/LUAC meeting to discuss built form options is anticipated to be held at Waterfront Toronto in the fall. The Precinct Plan will be presented to the Waterfront Toronto Board in the Fall of 2014 once the streets and blocks plan and built form direction has been established.

Environment and Innovation

Electric Vehicle (“EV”) Parking Infrastructure for George Brown College

The Ministry of Transportation has provided up to \$150,000 in funding towards the purchase and installation by Waterfront Toronto of eight Level 2 EV charging stations at 51 Dockside Drive in East Bayfront. These spaces will be used by the Pan Am organizing committee and provide a sustainability legacy for the East Bayfront neighbourhood, while advancing Waterfront Toronto’s EV market uptake objectives.

Green Building Energy Tracking Project with Ontario Power Authority (“OPA”) and University of Ontario Institute for Technology (“UOIT”)

Waterfront Toronto is undertaking a project with the UOIT, with support from OPA, to research actual energy consumption in recently occupied residential and commercial buildings in Toronto’s waterfront. The research will provide lessons learned by comparing modelled to actual energy consumption for these green buildings. It will provide insight to our Minimum Green Building Requirements, to support energy reduction achievements as well as provide building information that can be shared with the buildings for conservation strategies. The OPA will provide a contribution of up to a maximum of \$34,650 plus applicable sales taxes to the Project, offsetting a large portion of the project costs.

Carbon Tool Transportation Update with University of Toronto

Waterfront Toronto is working with University of Toronto to update and extend the transportation carbon model system previously developed by the University for Waterfront Toronto and demonstrate the application of a smart phone app for tracking trip-makers’ travel behavior. This would be suitable for on-going use by Waterfront Toronto to monitor Waterfront residents’ travel and transportation-related energy use over time. The updated tool will be capable of modelling transportation for any Waterfront Toronto precinct (the current model was specifically developed for the WDL) and has enhanced sensitivity to the prediction of non-motorized modes of travel (walking and biking) relative to the current model. The enhanced model will be applied to Waterfront Toronto’s Cousin’s Quay precinct as a demonstration application.

The project is partially funding through the University by an NSERC submission, working in collaboration with the Canadian Green Building Council, as this project will provide market transforming insight for other communities.

Waterfront Toronto's Presentation at the Association of Municipalities of Ontario ("AMO") Annual Conference

Waterfront Toronto's Director of Environment and Innovation attended the AMO conference in August and spoke at a Holcim sponsored session, presenting our portfolio of revitalization examples of best practice for brownfields and innovation in technology and materials. The examples resonated strongly with the full house audience of other municipal representatives looking for strategies for similar projects.

4th International Holcim Foundation Awards in September

Waterfront Toronto has submitted for a Holcim Foundation Award for projects and visions in sustainable construction. This year the competition has attracted more than 6,000 projects and visions from 152 countries. The Holcim Award ceremonies will see winning projects announced at five Holcim Awards ceremonies in Moscow, Toronto, Medellín, Beirut and Jakarta. The awards held in Toronto will take place on September 18 and 19, 2014.

Intelligent Communities

Work is ongoing on the procurement process for the Innovation Centre, along with continued efforts to identify third party applications to include on the intelligent community platform. Element Blue is also working on a phase 2 design for www.newblueedge.ca that incorporates the City of Toronto's Open Data and third party applications within the platform to help accelerate smart city pilot opportunities. An "Apps competition" is being planned in partnership with IBM, the DMZ and MaRS for a Fall 2014 launch.

Lower Yonge Precinct

On July 7, 2014, Waterfront Toronto and the City of Toronto held the third Stakeholder Advisory Committee meeting for the Lower Yonge precinct. The work to date was well-received by the SAC and their feedback was incorporated into the final Lower Yonge Urban Design Report: Principles and Recommendations ("UDR") and Transportation Master Plan EA ("TMP") which were presented to City Council on August 24, 2014. The recommendations in the report will be refined during the next phase of the precinct planning process, which will include any necessary revisions to the Official Plan. The Precinct Plan will also address the requirements for community facilities, servicing infrastructure, heritage, affordable housing and the development of phasing and implementation tools. Waterfront Toronto and the City will jointly scope out the next phases of work needed to support the precinct planning process and the TMP.

Gardiner East Environmental Assessment

Preliminary plans for both the Hybrid and Remove Optimization options are in progress as per direction from Public Works and Infrastructure Committee. Stakeholder meetings to consult on the additional Goods Movement and Economic Competitiveness studies are scheduled for September.

Communications and Marketing

Earned Media

Toronto Life magazine did a two-page feature piece on Waterfront Toronto with callouts and images that highlight specific projects. The reporter toured WDL and EBF areas and was introduced to specific features of these areas and Waterfront Toronto's approach to planning.

Business Elite magazine, a Toronto-based publication, completed an interview with John Campbell on sustainable communities that was published in August.

A brief piece on the Woonerfs in the WDL ran in Design Lines, an Azure magazine feature publication.

The Globe and Mail and Toronto Star have run a number of supportive articles in the past six weeks on Waterfront Toronto and waterfront projects, particularly Sugar Beach. Many are in response to the claims being made in the media by City Councillors Minnan-Wong and Ford and by the Mayor's office.

Other high-profile publications have run complimentary pieces on Canada's Sugar Beach and Corktown Common:

- *Controversial umbrellas give city branding value at fair price, says park designer* (Globe)
- *Big Ideas: A new island to anchor the Port Lands: Naturalizing the mouth of the Don River will avert flooding and create a new island to be a key feature in the remade Port Lands* (Globe)
- *Despite what Ford says, Sugar Beach is a sweet deal* (Globe)
- *Waterfront Toronto CEO says organization has plenty of oversight* (Globe)
- *CITY-BUILDING/Shored up: How Toronto's waterfront redevelopment is going right* (Globe)
- *Five signs of a revitalized Toronto waterfront* (Globe)
- *East end Toronto a developer's dream: Toronto's long neglected east end is now fashionable* (Star)
- *4 Amazing Man-Made Beaches: Canada's Sugar Beach hailed as one of four noteworthy man-made beaches worth visiting*
- Travel Pulse (<http://www.travelpulse.com/news/features/4-amazing-man-made-beaches.html>)
- *The Urban beach: A Comparative Study*, featuring Canada's Sugar Beach and Montreal's Clock Tower Beach, Air Canada EnRoute, August 2014
- *A Gorgeous Park Designed With a Double Purpose: Flood Protection*: a feature story on Corktown Common on WIRED.com, a Condé Nast publication, August 25/14

Marketing Initiatives

Waterfront Video Update

As part of our WT 2.0 marketing efforts, Waterfront Toronto is creating a 60 second video with the objective of creating excitement and anticipation for waterfront revitalization. We are currently developing a marketing and distribution plan that includes partnering with various organizations to get the video the broadest possible distribution and viewership. We are aiming to have the video rolled out in late autumn.

Animated Fly-Throughs

In an effort to answer the question “What will the waterfront look like when revitalization is complete?”, we have started work on a series of 30-second animated fly-throughs that take the viewer on a tour of each of Waterfront’s main precincts. The animations are based on the most up-to-date 3D renderings of existing and planned commercial and residential developments in waterfront precincts and the surrounding area. The animations will be deployed in conjunction with the wider Waterfront Toronto marketing push described above and will also be made available to our development partners and others partners that could benefit.

Reference Library Exhibition

In partnership with the Toronto Public Library, Waterfront Toronto has co-produced an exhibition entitled “**Dreaming Big: Toronto’s Waterfront 1852 to Tomorrow.**” The exhibition tells the story of Toronto’s waterfront through art, architecture, design and media, charting the history of nearly two centuries of passionate discussions and debates – and it provides an inspiring glimpse into the future of our love affair with the water’s edge. The show features rarely seen archival material from the Toronto Public Library’s Special Collections – including the personal scrapbooks of Frederick G. Gardiner, a design for the waterfront drawn by John George Howard in 1852 and a view of the Yonge Street Wharf from 1887. As a complement to the archival material, we have selected some of the most striking renderings from three Waterfront Toronto projects: Queens Quay, The Gardiner Expressway, and The Port Lands. Historical images are displayed alongside some of the “big dreams,” and are punctuated with the headlines that reflect the ongoing dialogue about our relationship to the waterfront. What emerges is a sense of the magnitude and the importance of the public conversation that Torontonians have been having about their waterfront for nearly two centuries.

Dreaming Big runs until October 11, 2014 at the TD Gallery, Main Level, [Toronto Reference Library](#)

The exhibition curators will offer guided tours of the show on the following dates:

- Wednesday, September 17th, 2:00pm
- Wednesday, October 8th, 2:00 pm

Blog & Social Media

Our blog continues to develop its role as our hub for all online content. Since launching on May 20th, the blog has engaged 2,627 unique users through a variety of blog posts about public art, cycling, urban design, sustainability and innovation.

Recent blog posts include:

- [Lower Yonge Update: Planning a New Waterfront Precinct](#)
- [The Benefits of Green Infrastructure: Waterfront Green Roofs are Beautiful and Functional](#)
- [Well-Thought-Out Transit is Key to Making Commuting Less Stressful](#) (Guest post by York University Professor David L. Wiesenthal)
- [Native Plants Make Healthy Ecosystems in Toronto’s Urban Wilderness](#) (Guest post by TRCA staff Natalie Racette)
- [Exploring the History of Toronto’s Big Waterfront Dreams](#)

Facebook

- Likes on the Waterfront Toronto fan page have increased to 3,316, up 68% from 1,965 at the beginning of 2014.
- The three top posts in June, July and August reached over 57,000 Facebook users.

Twitter

Our number of followers has increased to 9,249, up 43% from 6,475 at the beginning of 2014. Our public responses to media reports about Canada's Sugar Beach and Cherry Beach Sports Field spending contributed directly to growth of our influence on Twitter – as noted from spikes in mentions of our Twitter handle @WaterfrontTO and new followers within hours or days of our responses.

LinkedIn

Our LinkedIn followers have increased to 1,115, up 38% from 808 at the beginning of 2014.