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PDC NOV 15 2010

DATE: October 29, 2010

TO: Chair and Members of Planning and Development Committee
Meeting Date: November 15, 2010

FROM: Bruce Carr
Director, Strategic Community Initiatives

SUBJECT: **Inspiration Lakeview Update**

- RECOMMENDATIONS:**
1. That the report titled "*Inspiration Lakeview Update*" dated October 29, 2010 from the Director, Strategic Community Initiatives be received for information.
 2. That Planning and Development Committee (PDC) be updated at milestone moments in the project. Updates to PDC will take varying formats; email, report or presentation, depending on the content available.

BACKGROUND: On August 4, 2010, the Inspiration Lakeview Project Team (Project Team) presented Council with a project plan for the Ontario Power Generation (OPG) lands in Lakeview. The objective of the project plan is to create a visionary concept plan for the OPG lands including the surrounding employment lands. The creation of this vision would involve building on the existing community sentiment, and would be a collaborative process that engages Council, the community, and stakeholders including landowners and staff.

COMMENTS: The Project Team has made a concerted effort in August and September 2010, engaging stakeholders, and gathering ideas and information which will form the basis of developing a visionary concept plan for the OPG lands.

In September, the Consulting Team and the Project Team met with key stakeholders and facilitated 'Idea Exchanges' where opportunities, constraints, and a Vision for the OPG lands were discussed. Participants included the Mayor, Councillor Corbasson, the Leadership Team, members of the Extended Leadership Team, key City staff, community groups (10) and landowners (8). Appendix 1: Summary of Key Stakeholder Comments provides a summary of what was heard during these early Idea Exchanges.

The community component of Inspiration Lakeview got off to an "inspiring" start at the kick-off event on October 6, 2010. Almost 300 people from across the city attended the event at the Mississauga Seniors' Centre. The event began with introductions from Councillor Corbasson and comments from Mayor McCallion and Mississauga South MPP Charles Sousa. Attendees participated in various activities as well as heard from inspiring experts Joe Berridge, partner at Urban Strategic Inc. and Barry Lyon, senior partner and president of N. Barry Lyon Consulting. Both their presentations provided insight and inspiration.

Participants were asked to tell us what they liked and didn't like about the Lakeview waterfront area. Appendix 2: Poke-A-Dot Board from October 6, 2010 Kick Off Event shows an aerial photograph of the study area, armed with green and red dots (for the good, and not-so-good aspects of the area, respectively). The visionary concept plan will take these things into consideration by building on the positive attributes of the area and working to improve or mitigate the less desirable ones. Participants were also asked to choose words or pictures that sparked their imagination of what the Lakeview waterfront could become. This collection of ideas was posted to the Inspiration Wall, or in written comment form and can be found in Appendix 3: Inspiration Wall Comments from October 6, 2010 Kick Off Event. A 15'x15' model of the project area, complete with scaled buildings was unveiled at the event showing the OPG site and surrounding study area as it exists today.

Targeted engagement and key stakeholder interviews will continue during the months of October and November 2010. As part of the targeted engagement the Project Team will focus on engaging youth. The Project Team contacted the Peel Board of Education and the Dufferin-Peel Catholic District School Board for the purposes of reaching out to the youth of Mississauga and hearing their views, ideas

and dreams for the Lakeview area waterfront. Arrangements were made by both school boards to present this initiative to all thirty-two (32) secondary schools across Mississauga. To date, four (4) schools (Glenforest, Cawthra Park, St. Paul's and John Cabot) have expressed interest in participating in the Inspiration Lakeview project. Members of the Project Team will be available to discuss the Inspiration Lakeview initiative with the students of participating schools. A similar offer was provided to members of the Young Leaders Council (YLC) of the United Way of Peel in an effort to seek out their input for Inspiration Lakeview. The Project Team will also be arranging to make a presentation to the Mayors' Youth Advisory Committee.

All of the above engagement will be done as a lead up to the December 2, 3, and 4, 2010 Inspiration Lakeview Sessions where stakeholders will have the opportunity to take part in design charettes, workshops, model building and fully engage in conversations which will form the basis for a visionary concept plan. The three day event will include working sessions with the Project Team that will be open to the public during the day, and presentations from international experts in an evening speakers' series.

The Consulting Team will be setting up an open design studio at the Mississauga Seniors' Centre and each afternoon key stakeholders, the public, including students from participating schools, and staff will be invited to roll-up their sleeves and participate in developing the visionary concept plan. The afternoon studios will be structured with concurrent sessions dealing with various topics pertinent to the development of the visionary concept plan. Both the community and staff will be encouraged to engage in discussions covering topics such as land use, water, culture and programming and the environment. In addition to the thematic sessions, staff from the Project Team will be on hand to talk one-on-one and answer questions. The evening's experts will also be on hand to provide their input directly. A team of model makers will be on site to test various ideas on the scale model.

The evening speakers' series includes:

December 2, 2010: Erik Freudenthal, Head of Communication, Hammarby Sjöstad, Stockholm, Sweden. Erik will describe the "Hammarby Model" of sustainable design and global best practices in the advancement of green infrastructure and will share lessons learned from the Hammarby process.

December 3, 2010: Gail Lord, President, Lord Cultural Resources, Toronto. Gail will describe how culture and heritage can be commemorated through mixed-use development as well as international trends in cultural initiatives and how the Lakeview site may be able to capture and build on creative capital.

December 3, 2010: Mathew Urbanski, Principal, Michael Van Valkenburgh Associates Inc., New York. Matthew will be speaking about the various ways in which landscape design can be used to create interesting and engaging public spaces and enhance sustainable communities.

December 4, 2010 will include a full day working session with stakeholders and a summary presentation by Urban Strategies Inc. which synthesises the Lakeview Sessions into the emerging Vision. The session will focus on bringing ideas into focus and moving forward.

During the month of December 2010 and January 2011, Urban Strategies Inc. will work with stakeholders and staff as required to prepare the final deliverable for February 2011 – the Visionary Concept Plan and an Action Plan, which will be a result of the concerted public engagement exercise. The Visionary Concept Plan will be presented to the community, many of whom will have been ‘part of the conversation’ with the Project Team since the summer of 2010. The Project Team will then present the Visionary Concept Plan to Council in the spring of 2011.

As an ongoing requirement of the Inspiration Lakeview project the Project Team is required to abide by Resolution 0094-2010 (April 14, 2010) and provide PDC with monthly updates on the status of the former Lakeview Generating Facility. The full project plan was provided to Council on August 4, 2010, and since May 14, 2010 weekly updates have been provided to Councillor Corbasson. It is recommended that PDC be updated at milestone moments in the project going forward. It is also recommended that updates to PDC take varying formats; email, report or presentation, depending on the content that is available. This will ensure PDC is fully informed of the status of the project in an effective and efficient manner respecting all the other agenda items that come forward to PDC each month.

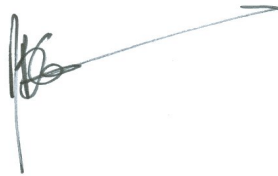
STRATEGIC PLAN: The Strategic Pillar for Change, 'Prosper', identifies the visionary action "We will create a model sustainable community on the waterfront". The revitalization of the OPG lands provides an opportunity to embrace this strategic goal and the related actions in each Strategic Pillar for Change with initiatives that are aligned with creating a mixed use, vibrant, integrated, sustainable community.

FINANCIAL IMPACT: Not applicable.

CONCLUSION: In the spirit of the development of the Strategic Plan, the Inspiration Lakeview Project Team has made a concerted effort to engage stakeholders for ideas and support, and will continue to do so in order to develop a visionary concept plan for the OPG lands that is broadly endorsed. The preparation of the visionary concept plan is the first step in garnering public support, and identifying the necessary studies and future work required in order to move forward with the revitalization of the OPG lands into sustainable mixed-used community that celebrates the waterfront with local, provincial, national and even international significance.

ATTACHMENTS:

- Appendix 1: Summary of Key Stakeholder Comments
- Appendix 2: Poke-A-Dot Board from October 6, 2010 Kick Off Event
- Appendix 3: Inspiration Wall Comments from October 6, 2010 Kick Off Event



Bruce Carr
Director, Strategic Community Initiatives

Prepared By: Lorenzo Ruffini, Strategic Leader



Summary of Key Stakeholder Comments

Opportunities:

- The huge size of the site and its prime waterfront location together make this an opportunity, not to be squandered for Mississauga and the wider GTA
- The proximity to Toronto and Port Credit means it can become another major destination on the Lake Ontario Waterfront for the whole GTA
- While transit access is not currently well provided, the site's proximity to the Long Branch GO and TTC stations as well as the planned transit on Hurontario and Lakeshore mean in the future the site will be well connected to the wider area
- The sheer size of the site means that the range of uses that can be accommodated is unlimited – there can be something for everyone: active and passive recreation space, opportunities to engage the water, residential, commercial, retail, employment and destination uses
- The site is interesting not only because of its waterfront location but also for the post-industrial remnants including the piers and hydro corridor
- The majority of the lands are in public ownership
- It is a landmark site that can attract investment partnerships, including the Province

Issues:

- Neighbouring Waste Water Treatment Plant produces unpleasant odours
- The site is large so finding ways to bring transit connections into the heart of it will be important
- The site will require remediation of contaminated lands and therefore the proposed uses must generate revenue to overcome those costs
- As the site has long been off limits to the public the area is not currently on anyone's radar as a destination in Mississauga, let alone across the GTA. It will need some unique feature to draw people
- There may be resistance from the local community for high intensity uses on the edges of the site adjacent to existing residential areas

Ideas:

- Connect the Waterfront Trail along the water's edge
- Create a model sustainable community

- Honour or commemorate the site's interesting history, and recognize the significance of the former smoke stacks as landmarks
- Post-secondary education campus, focus on water, environmental studies
- Centre of Excellence in water research and technologies
- Centre of Excellence in water-based sports
- Create additional opportunities to connect to the water, bring the water to the city and the city to the water
- Use the hydro corridor to connect north to Applewood
- Potential for water-based transportation
- A cultural community destination like Granville Island
- Use existing industrial space for film studios in the interim
- Wind turbines or other clean energy generation
- Year-round activity – not just summer
- A place for everyone with integrated affordable housing
- A multi-sport community stadium

Poke-a-dot





Inspiration Wall Comments from October 6, 2010 Kick Off Event

- Build Bourbon Street like atmosphere near the lake front like New Orleans. Have rapid transit service 24/7; making it an attraction for Mississauga residents and tourists
- Have cobblestone pathways and narrow alleys
- Include areas for swimming – beaches – parkland
- Not walled in by condos/towers
- Area for concerts and the arts
- Car free
- Cafes; outdoor restaurants; food courts
- Educational facilities
- The big ideas presented prove that they aren't learning from the things Ontario keeps doing wrong. Keep all buildings away from the lakeside. Make the wonderful "small" ideas the big ones. No more concrete, no more parking lots. Have high standards – those Stockholm buildings are ugly. Use charm, aesthetic; ask what works in Europe – not North America industrial cities.
- People love Chicago for its waterfront. Most of the cities illustrated have a bit of waterfront to play with. Mississauga cannot have huge buildings, that's where Toronto went wrong and they are trying to correct. What about activities for kids – skateboard parks, beach volleyball courts. Has anyone thought about wildlife – Mississauga does not have a High Park with hills, trees, water. Is a "Brownfield" only a housing development?
- Make it accessible, sustainable, attractions for tourists and residents alike
- Path's for running, walking, biking
- Shops, restaurants, bars, beaches – swimable water
- Perhaps an aquarium, a conference facility and a new hotel
- Have a large publicly accessible waterfront area
- Mix of residences and employment opportunities
- Waterfront connectivity as in Windsor's waterfront
- Green space areas for all ages especially for kids and for seniors
- Eco friendly developments
- Marine biology and lake research centres
- Have a beach front

- Businesses away from the waterfront
- Restaurants and food eateries
- Has reasonably priced facilities; do not want a “Navy Pier” facility as in Chicago
- Do not want high rise condos blocking the view of the waterfront
- Museum/gallery/cultural centre
- Integrated learning for the public
- Integrated green/water spaces
- New IT infrastructure
- Lake water purification
- Re-work water treatment into interesting architecture/landscape
- Passive water treatment, zero carbon foot print site
- Public access at the lake edge
- New aquatic and terrestrial habitat
- Primary focus needs to be the lake/views and interactions with the lake
- Make a huge ship looking building
- Make the amusement park the way a cruise ship looks like with theatre, cinemas, pools, etc built in
- Make it go up the structure; don’t make it a sprawl