

Plan Dixie Open House No.1

Community Engagement Report



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High Level Summary

Open House #1
October 3, 2019
The Living Room, Dixie Outlet Mall
180 guests

On Thursday, October 3, 2019, the Plan Dixie Project Team invited the community to attend the first Open House for the redevelopment of Dixie Outlet Mall to hear a brief presentation and remarks from Slate Asset Management, local architects Giannone Petricone and Choice Properties REIT as well as ask questions, provide feedback and share ideas around the future of Dixie Mall. Following a brief Q&A, attendees could browse the room and express comments or concerns via sticky notes, feedback cards and dry-erase maps. Attendees were also given a leave behind with email and website details for further comments or to learn more about the project. Key takeaways will be leveraged to inform future engagements and serve to outline areas of focus where education can be expanded.



Key takeaways

Design & Architecture - Diversity in Housing

This community desires a replacement of the concrete parking lot with something useful, safe and welcoming. Beautification of streetscapes and boulevards coupled with inspired architecture are key elements for the design of this new development.

46 mentions / 20%

**based on event feedback*

"Make it a self-contained village, with all amenities and a gathering place, Beautiful boulevards and streetscape beautification"

Mixed Use & Amenities

The greatest area of response was driving toward revitalization and relevance in retail and the experience, with 79 comments via stickies.

"Mix of uses, community space, different types of food retailers"

Connection & Walkability

From interchange plans to creating new ways to move through and connect the area on foot or by bike, mobility and active transportation are important. Opportunities for enhanced transit connections and traffic management are important considerations.

45 mentions / 19%

*based on event feedback

"Walkable, Connect bike lanes"

Environment, Well-Being & Green Places

A desire for parks, parkettes, new ways to move through the area and public places to get outdoors were prevalent, with 36 comments on the need for more green and public spaces. Environmental protection and restoration are also valued; 5 comments were related to sustainability.

41 mentions / 18%

*based on event feedback

"Nature incorporated, Protect the creek"

Historical - Sense of Place

Be it a nod to history, the name Dixie, or the mall experience, this community and mall visitors value this place of connection and community gathering.

16 mentions / 7%

*based on event feedback

"Dixie is beloved by the community"

General support for

- Retail variety and a mix of uses: new shops, services, restaurants and places to gather are at the forefront.
- A walkable neighbourhood; being able to get to new shops or restaurants safely by foot or by bike. Creating a place that draws the community as a central gathering place.
- Improved connections to local and regional transit
- Variety in housing options and diversity in design
- Accessible, public green space; notion of 100% concrete being replaced with a pedestrian-focused public realm (trees, parks, naturalized green space).

Areas of Concern

- Traffic and transit/road infrastructure capacity for new residents to the area
- Keep grocery store
- Affordability of retail/shops
- Height of buildings and respecting that character of surrounding neighbourhoods
- Preserving the heritage of Dixie Mall; this is a gathering place for the community.

Plan Dixie Open House No.1

October 3, 2019
The Living Room, Dixie Outlet Mall
Full Engagement Summary



Overview

On Thursday, October 3, 2019, the Plan Dixie Project Team invited the community to attend the first Open House for the redevelopment of Dixie Outlet Mall; key goals of this public engagement session were:

- Introduce the project team
- Begin conversations with the local community and outline next steps
- Answer questions and gather initial feedback and ideas for the site

Event Overview & Outreach

Event Details

- **Time:** 6:30 - 8:30pm
- **Location:** The Living Room, Dixie Outlet Mall
- **Number of approx. attendees:** 180, with 149 signed in at check-in
- **Number of email opt ins:** 83
- **Format:** The Open House allowed for attendees to walk the room 15 minutes prior to presentations. The structure of the meeting was as follows:
 1. Opening remarks from Shawn Fujiki and Steven Dejonckheere from Slate Asset Management
 2. A brief presentation from Ralph Giannone of Local architects Giannone Petricone
 3. Quick remarks from Joe Svec of Choice Properties REIT
 4. A short Q&A from the community
 5. Free-form engagement with opportunities for the community to provide feedback, engage with Project team members and ask questions

Outreach

- Meeting notices distributed within boundary of Cawthra Rd, Lakeshore Road, The Queensway, Etobicoke Creek.
- Supplemental notices hand delivered to residences bordering site on west side.
- Demographic: based on visual assessment - Ages 50-75+, majority skewing 65+. Only 1-2 parents with young kids visible. Verbal comments during the Q&A emphasized a need for affordable grocery/shopping based on fixed income status + concerns around losing the mall.

Dixie Outlet Mall
Community Introductory Drop-in Session

We invite you to join us at our introductory community drop-in discussing the future of Dixie Outlet Mall. Come to learn about our team, ask questions, and provide input on what you envision the future of this site to be.

We will start the evening with opening remarks followed by a brief presentation from the project team. After the presentation attendees will have the opportunity to participate in breakout discussions with project team members and other attendees.

To learn more about us visit our website, www.slateam.com, or email us at dixieinfo@slateam.com. We look forward to hearing more from you at the drop-in session.

Date
Thursday October 3, 2019

Time
6:30pm - 8:30pm

Location
**Dixie Outlet Mall
"The Living Room"
1250 South Service Rd**

Leave behind

Attendees were provided with a two-sided postcard with the Plan Dixie website and email for getting in touch, providing feedback or asking questions.

Engagement Summary

Free-form feedback was generated via sticky notes, feedback cards, dry-erase maps and via email/the website; verbal comments and concerns were also expressed during Q&A, with some key themes listed in the raw feedback below.

Total points of engagement: 309

**Note: some comments have been removed from the raw data section to maintain privacy such as email and phone numbers.*

“Looking forward to walkable space, pedestrian friendly, with gathering places for people. People first.”

Key takeaways

Design & Architecture - Diversity in Housing

This community desires a replacement of the concrete parking lot with something useful, safe and welcoming. Beautification of streetscapes and boulevards coupled with inspired architecture are key elements for the design of this new development.

46 mentions / 20%

**based on event feedback*



Design & Architecture - Diversity in Housing

Sample Comments

Make it a self-contained village, with all amenities and a gathering place, Building types that are not just boxes and sterile, Good architecture, Keep it different, Reasonable density, Beautiful boulevards and streetscape beautification, Transition from high to low density housing and parkettes, variety of housing options.

Mixed Use & Amenities

The greatest area of response was driving toward revitalization and relevance in retail and the experience, with 79 comments via stickies.

90 mentions / 38%

**based on event feedback*

Sample Comments

Mix of uses, community space, farmers market, different types of food retailers, daycare and family spaces a must, services, high-end retail.

Engagement Summary - cont'd

Connection & Walkability

From interchange plans to creating new ways to move through and connect the area on foot or by bike, mobility and active transportation are important. Opportunities for enhanced transit connections and traffic management are important considerations.

45 mentions / 19%

*based on event feedback

Sample Comments

Physically active walk to the mall, GO bus stop, Walkable, Connect bike lanes, Footpath, Transportation hub, Dixie road: concerns about traffic; infrastructure has to handle it, Multi-use trails.

Environment, Well-Being & Green Places

A desire for parks, parkettes, new ways to move through the area and public places to get outdoors were prevalent, with 36 comments on the need for more green and public spaces. Environmental protection and restoration are also valued; 5 comments were related to sustainability.

41 mentions / 18%

*based on event feedback

Sample Comments

Naturalized green space, Destination park, Walking paths, Green connections, Trail system, Nature incorporated (Shops at Don Mills), Green space-bee hive, Protect the creek, 4 seasons place.

Historical - Sense of Place

Be it a nod to history, the name Dixie, or the mall experience, this community and mall visitors value this place of connection and community gathering.

16 mentions / 7%

*based on event feedback

Sample Comments

History of mall, 1950's history, Keep the mall!, Dixie is beloved by the community- it is nostalgic.

General support for

- Retail variety and a mix of uses: new shops, services, restaurants and places to gather are at the forefront.
- A walkable neighbourhood; being able to get to new shops or restaurants safely by foot or by bike. Creating a place that draws the community as a central gathering place.
- Improved connections to local and regional transit
- Variety in housing options and diversity in design
- Accessible, public green space; notion of 100% concrete being replaced with a pedestrian-focused public realm (trees, parks, naturalized green space).

Areas of Concern

- Traffic and transit/road infrastructure capacity for new residents to the area
- Keep grocery store
- Affordability of retail/shops
- Height of buildings and respecting that character of surrounding neighbourhoods
- Preserving the heritage of Dixie Mall; this is a gathering place for the community.

The Go Forward

Open House #1 allowed the community to share ideas and raise concerns with the Plan Dixie Project Team. Key takeaways will be leveraged to inform future engagements and serve to outline areas of focus where education can be expanded.

Raw Data

Verbal comments via Q&A

1. Grocery store - will the No Frills stay?
2. Are you getting rid of the mall?
3. We need affordable grocery and shopping options. Many of us are on fixed income
4. Don't get rid of the mall.
5. Why are you taking this away from us?
6. Give me a shoppers and a grocery store.

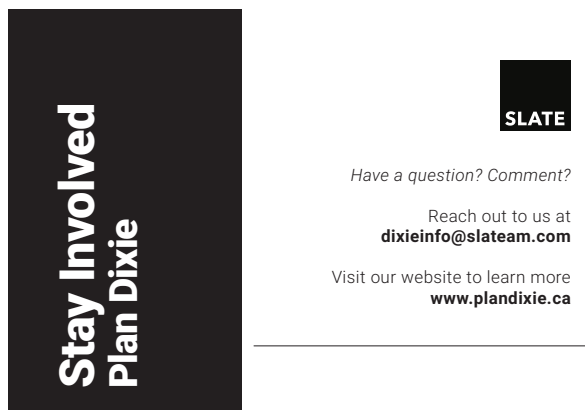
(note: does not include all comments heard)

Leave behind

Total emails received: 75

provided the opportunity for attendees to send comments / questions via email.

Sample Leave Behind



Key themes

1. Strong support for the addition of new amenities: restaurants, bars, parks, gathering space, gym
2. Architectural consideration: Buffers, respecting the character of surrounding neighbourhoods
3. Traffic concerns and transit/connection improvements
4. History & preserving the heritage of the mall; many residents shared their memories of Dixie Mall
5. Project inquiries: general interest in project plans, regular updates, ways to get involved, construction timelines
6. General support for the redevelopment of Dixie Mall; the community seeks revitalization that supports community needs.

Sample Comments

7. Mix it with green space.... You could have outdoor food vendors with eating spaces, water fountains and maybe a mini stage that could hold karaoke and open mike/ young talent. I think it has potential and it would showcase the pride we all still hold for our Community while drawing in many people from around our vast city.
8. Been shopping at Dixie Mall since it was Dixie Plaza (Since 1960).
9. In terms of residential units, we feel low-rise condominiums can fit in very nicely in our area. Certainly, that will be of interest to the older home owners looking at downsizing, but also stay in this community.
10. Nurture a wonderful environment for families.
11. Grocery store, other things on our wish list will be a couple of nice restaurants, and maybe a nice bakery/coffee shop.



Event Raw Feedback

Total Points of Engagement: 234

Stickies - total comments: 196

Comments have been parsed out by key themes

Shops, Services, Amenities / Active Transportation / Parks & Open Space / Housing / Heritage / Design, Architecture / Sustainability / General

Key themes / areas of focus:

1. Delivering of a new retail experience with a mix of different uses; access to a variety of shops and dining options coupled with traditional day-to-day services is a priority.
2. Importance of the mall as a gathering place for the community; consideration for families and seniors should be given as well as access to public places that both invite and delight.
3. Traffic and road infrastructure to support new density are key concerns; improved access to transit and creating a more walkable community are desired.
4. A nod to history should be considered during the design phase, with built form fitting within the neighbourhood and providing housing options for all.
5. Greening the neighbourhood with trails, buffers, green spaces and parks.

***Note:**

some comments have been removed from the raw data section to maintain privacy such as email and phone numbers.



Raw Data

Shops, Services and Amenities / the Retail “Experience” (79)

1. Affordable shopping
2. Affordable shops!
3. Affordable
4. Mixed retail cost effective
5. Variety
6. Shopping experience for fixed income residents needs to be protected

Raw Data - cont'd

Shops, Services and Amenities / the Retail “Experience” (79)

7. No big box don't be like Sherway area
8. Main street shops
9. Main street restaurants
10. Crafts/Michaels
11. Services
12. Entertainment: bowling
13. Community centre
14. Kids things
15. Quiet zone
16. Community rec centre
17. Skating rink outdoor and indoor
18. Community theatre space
19. Community-led farmers/ permanent markets
20. Running room
21. Bowling alley
22. Different uses
23. Community living room
24. Local business
25. Public school
26. Live theatre
27. Not a lot of bars and restaurants too loud
28. Year-round community spaces
29. Restaurants
30. Grocery
31. LCBO
32. Put a community centre or library here (near burger island)
33. Mix of uses
34. Mixed use: environmental
35. Restaurants
36. Seniors Hub
37. Cottage resort
38. Charming retail
39. Fitness
40. Stopover
41. Community space
42. Food market: farmers
43. Farmers market space
44. Restaurants closer to this neighbourhood
45. Auditorium both indoor/outdoor
46. Performance space
47. Theatre space
48. Restaurants
49. Bakery
50. Local retail
51. San Remo
52. Competition with Sherway
53. Hardware store
54. Different types of food retailers
55. Food made to go
56. Cafes with patios
57. Plaza good for: no frills and retail.
58. Add a café
59. Mall walking
60. Want to be able to have something in the area, right now we have to go to Port Credit and Etobicoke for that
61. Art
62. Add a McDonalds
63. Add a hair salon
64. Ice skating rink
65. Playground

Raw Data - cont'd

Shops, Services and Amenities / the Retail “Experience” (79)

- 66. Add an art camp
- 67. Community centre/library
- 68. Shops you can walk to (like before)
- 69. Add a Starbucks
- 70. Community space
- 71. Crafts/activities
- 72. Study space
- 73. Beer garden now
- 74. A big bakery mom and pop bakery like San Remo's on Royal York
- 75. Daycare must
- 76. High end retail
- 77. Consider programs such as a medical centre
- 78. Daycare and family spaces a must
- 79. What is in applewood and Sherway

Active Transportation / Mobility (32)

- 1. Traffic patterns
- 2. Be accessible to orchard heights
- 3. Physically active walk to the mall
- 4. GO bus stop
- 5. Intercity bus terminal for the greyhound buses
- 6. MTO timing
- 7. How about being bold...line 2 subway extension
- 8. Like underground parking
- 9. Walkable
- 10. Subway (with map included)
- 11. Rapid transit on Dixie
- 12. Miway and connect to TTC GO Station
- 13. Bus interchange
- 14. Footpath
- 15. Connect bike lanes
- 16. Could there be a distribution hub?
- 17. Pick-up location
- 18. Bicycle hub/stations
- 19. Transportation hub
- 20. Get out and walk!
- 21. Dixie road: concerns about traffic; infrastructure has to handle it
- 22. Connection
- 23. GO station needs more frequent access to
- 24. Transit is very important
- 25. No entrance off Haig Blvd to Mall
- 26. Add a bus stop
- 27. Connection to the lake
- 28. Pedestrian active transport bridge
- 29. Walkability
- 30. Connections
- 31. Most people drive
- 32. Multi-use trails

Raw Data - cont'd

Parks and Open Space (31)

1. Having park space
2. Green connections
3. Parks/open space
4. Trail system
5. Nature incorporated (Shops at Don Mills)
6. Destination park (water gardens etc)
7. Walking paths
8. Parks
9. Fountain
10. PS green space!
11. Community green park
12. Creeks
13. Green space
14. Hydro corridor
15. Interior green space with restaurants
16. Add a park
17. Green spaces
18. Trail to applewood and to lakeview
19. Add an indoor park
20. Park space
21. Protect the creek
22. Enhance existing park
23. Naturalized green space
24. Naturalized green space to attract pollinators
25. Natural space
26. 4 seasons place
27. People place in all respects in all seasons
28. Destination park
29. Places to sit and rest not along frontage
30. Indoor trails
31. (drawing of flowers)

Diversity in housing (8)

1. Affordable housing and shopping
2. Affordable units needed
3. Low cost housing for families
4. Variety of housing options
5. Low rise townhouses vs big tall condos
6. Secondary units/basement apartments
7. 1,100 S.F. 1-bedroom unit
8. Who's the market? What's the need for residential units?

Preserving Heritage / The Mall (10)

1. I use the mall- haircut, winners, no frills
2. 1st suburban in Mississauga linked back to Dixie
3. Community heritage history of the mall (Knobhill, Savet)
4. History: lakeview armory, Hurricane hazel; TPL; long branch, archives
5. History of mall
6. 1950's history
7. Keep the mall!
8. Dixie is beloved by the community- it is nostalgic
9. Like affordability of mall
10. Like the footpath

Raw Data - cont'd

Architecture & Design (30)

1. Make it a self-contained village, with all amenities and a gathering place
2. Ensure services/infrastructure will support the development
3. Shops of Don Mills style
4. Create buffer/transition to existing neighbourhood to the west
5. Building types that are not just boxes and sterile
6. Good architecture
7. Create a space where people linger
8. Respect the serenity we currently possess
9. Keep seniors in mind
10. Do not encroach into existing neighbourhood
11. Keep it different
12. Totally welcoming
13. Reasonable density
14. No towers, no 40-storeys, don't go higher than what exists
15. Distillery district but not as urban
16. Buffer for existing residents from development (Myron Drive)
17. Ensure low rise condos not "Sherway" high rises
18. Beautiful boulevards and streetscape beautification. Transition to low density housing and parkettes
19. Don't make this an extension of the city centre
20. Plan to reduce theft/crime through design and state of the art security
21. Height study: noise
22. More diversity
23. No butt ugly condos
24. No condo towers
25. Density what is right for the area?

26. No high rises
27. Please no high-rise development
28. Minimal residential
29. Condo on top shopping mall underneath
30. Consider modern program uses i.e. daycare and retirement home combo

Sustainability (5)

1. Design it for water run-off mitigation
2. Incorporate renewable energy
3. Environmental study of Lakeview Golf Course
4. Green space-bee hive
5. Environmental sustainability

General (1)

1. How can we volunteer as part of community voice?

Feedback Forms

Total comments: 30

Key themes / areas of focus

1. Walkability and transit, traffic issues/flow, parking
2. Affordable shopping, grocery store
3. Mixed-use with all amenities contained within a village type setting
4. Family-sized units, housing with options for low income/affordable
5. Parks, play-ground, paths, more green, recreation area, green landscapes
6. Variety of restaurants, Daycare centre, places to gather that consider seniors, community centre/spaces, coffee shops
7. Heritage preservation
8. Conflicting notions around keeping or getting rid of the mall
9. Good architecture, height concerns/res concern, flood mitigation, respecting the neighbourhood, designing with "people first" in mind

Raw Data

1. Look up Jane's Walk: Jane Jacobs. Need walkability and transit. Affordable shops: very few grocery stores in this area
2. Self contained village. Needs all amenities including a park people can sit in, water management (flood mitigation), transit, family sized apartments
3. Great start of the process. I would like to see a variety of restaurants



4. Good meeting. Dixie Mall needs to be more accessible by public transit and by foot (too much of this area is car centred. Need small parks for seniors to gather together, small play-ground area, possibly a daycare centre
5. Transit walkable
6. Haig Blvd: green buffer/division. Creek.
7. Recreation area, housing, grocery store.
8. No more discount mall
9. That creates traffic issues
10. We need a low income housing section on the property to accommodate the growing number of people who have grown up in this neighbourhood and can no longer afford to stay here. I am a community social advocate and work with the Compass organization in Port Credit (food bank).
11. Please: attractive architecture and landscaping!! Put T.O. to shame! Good transport hub: Miway involved etc. Good restaurants etc.

Raw Data (cont'd)

12. Please don't put an entrance/exit onto Haig Blvd
13. Leave this mall just as it is!
14. Need to keep grocery store and retail stores plus restaurants and maybe commercial but no residences. Need park space also
15. Respect the neighbourhoods around the property
16. Get homeowners associations (Orchard heights, Sherway, Applewood, Lakeview, involved in planning)
17. Don't destroy the integrity of area for the sake of the dollar
18. A discount mall is leaving for development all that will be left is larger malls we can't afford
19. Height limit of towers
20. Community centre
21. Parking?
22. Traffic
23. The traffic is very heavy during the rush hour. No more residential buildings please! More green, community spaces with small restaurants, coffee shops and parks
24. Looking forward to walkable space, pedestrian friendly. With gathering places for people: people first
25. This area becomes very dense! A few new developments of residential buildings are in progress. We don't need more residential areas around here. The traffic in here is ridiculous! We need green area, paths, boulevard with coffee shops etc. no more residential buildings!
26. Public transport round about needed if further growth is taking place in this area
27. Dixie name must continue for historical reasons name has been lost in Mississauga
28. Dixie Mall/Plaza has become synonymous with reasonable pricing. Do not turn this area into a money making only for developers project. Leave a good part for the citizens of community. This area was built by farmers and war veteran families who lived on the lower lands, and many were native Canadians who helped during WWII. All of this must be taken into consideration when this remaining large area in this community is being redeveloped! Roads, infrastructure rec facilities were not built for this density and now must be by developers if developing.
29. Remember Dr. Dixie! Dixie families Watson Kennedy's! Etc! Etc!
30. Please do not say everyone is happy with your other south Mississauga projects. If you think so, you are not listening/hearing/ or allowing yourselves to absorb!! This area did not have advance plans for so much "growth". Let's be respectful and use this spot to help the community catch up. Rec space public transport hub?

Photo Gallery



Photo Gallery



Photo Gallery

