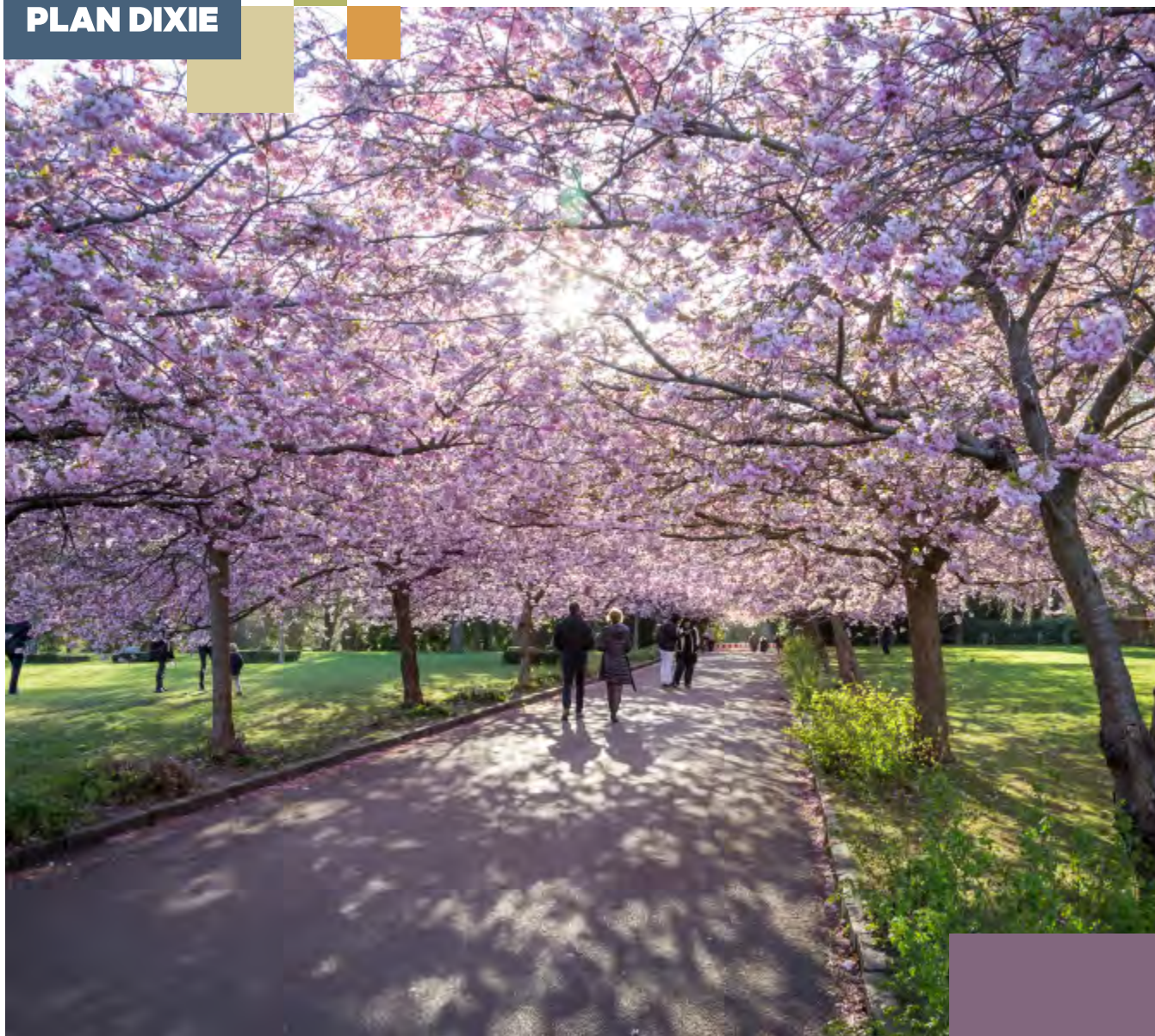


PLAN DIXIE



Virtual Open House №2

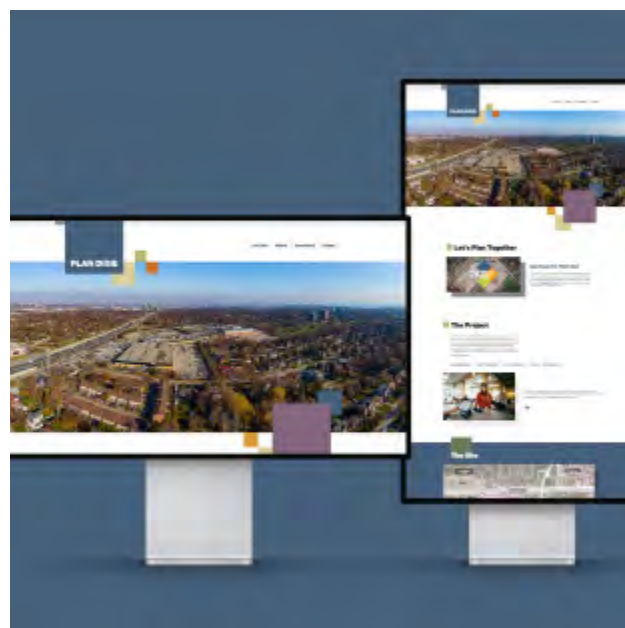
Community Engagement Report



Choice
Properties

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Engagement Overview

Virtual Open House No.2
May 26 - July 30, 2020
Engage.plandixie.ca
1,200 attendees

Hosted online and facilitated by the Plan Dixie Team, Virtual Open House #2 created a means for the community to connect and share ideas for the redevelopment of Dixie Outlet Mall. The “virtual stations” focused on a set of predefined themes including Parks & Open Spaces, Shops, Services & Amenities, Active Transportation, and Design, Housing and Sustainability – based on comments received at Open House #1 held in October 2019. The Plan Dixie online platform allowed for a 9-week long public engagement process to take place, ensuring robust, meaningful feedback could be gathered to support the development of a Master Plan, which is to be presented to the community at the next Virtual Open House.

Sentiment Analysis

- **62% recommended** range of housing types, green buffers, outdoor gathering spaces, safer access to transit, pedestrian focused public realm, new retail and restaurant options, seniors amenities, sustainability features and a design that respects the surrounding neighbourhoods
- **13% celebrated** a grocery store, new places to shop & eat, enhanced walkability/cycling access, new parks and places to play, access to Long Branch GO, modern design
- **8% expressed hesitations considering** increased density and height, removal of the mall, affordability (retail, housing), traffic and safety, school capacity
- **17% were mixed reviews** that provided both positive feedback and highlighted areas of hesitation








**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*



Engagement Statistics

- ✓ 555 total points of engagement*
- ☰ 178 Surveys Completed
- 💡 92 New Ideas
- 👤 36,335 people reached
- 🔗 81,578 social engagements

Voting Summary Statistics

-  42 votes for grocery store
-  27 votes for restaurants with patios
-  57 votes for safe walking & cycling paths
-  30 votes for diversity in housing
-  17 votes for a health food store
-  9 votes for passive & active parks
-  8 votes for improved access to transit

Aggregated Feedback

- #1 Master Plan Priority: Mix of Neighbourhood Retail
- 49% want new dining options
- 29% want a cycling trail from Dixie Rd to the Hydro Corridor
- 28% want affordable retail
- 68% prioritize protection/restoration of wildlife
- 45% prioritize sustainable transportation as a key sustainable feature
- 7 mentions of traffic and road safety
- 17 mentions of design that respects existing neighbourhood character
- 6 mentions of height

Introduction

Virtual Open House No.2

Due to COVID-19 restrictions, Open House #2, originally planned to be hosted in-person at the Living Room during the Spring, required a new form of engagement that would allow the community to connect and share ideas about the redevelopment of Dixie Mall in a safe manner. The Plan Dixie online engagement platform was built using a City of Mississauga sanctioned software with dynamic and interactive tools to ensure robust, meaningful feedback could be gathered from the community to help inform the master plan. Comments from Open House #2, as well as key takeaways from Open House #1, working sessions with the City, and consultant background studies, will continue to support the evolution of the plan in this next phase of the planning process.

Attendees: 1,200



Outreach

Various online channels were used for informing the public and key stakeholders of the online engagement process and how to get involved, including:

- 1. A series of outreach emails** to the Plan Dixie database: 8 campaigns, 204 contacts, 1,143 total emails sent
- 2. Regular project website updates** to keep the community informed and engaged: 4,692 page views, 1,522 new users
- 3. Social Ads:** highly visual and targeted outreach via postal codes within the Dixie area (3 km radius) to reach a wide and demographically diverse audience. Channels: Facebook & Twitter; total of 7 ads: 34,478 reach, 106,239 views on the community ideas video, 81,707 people engaged
- 4. Printed & Locally Targeted Post Cards:** distributed via Canada Post within a 2km radius of Dixie Mall. Included a large call to action to join in sharing feedback via the online platform: 4,174 total homes/apartments reached
- 5. Stakeholder Outreach:** emails to several local stakeholder groups and associations providing an overview of the engagement plan, along with materials to support direct outreach with community members. Included a request to participate in a future stakeholder forum on key topics

Attendance & Audience

1,200 Attendees

96 Engaged Visitors* (9%)

315 Informed Visitors (29%)

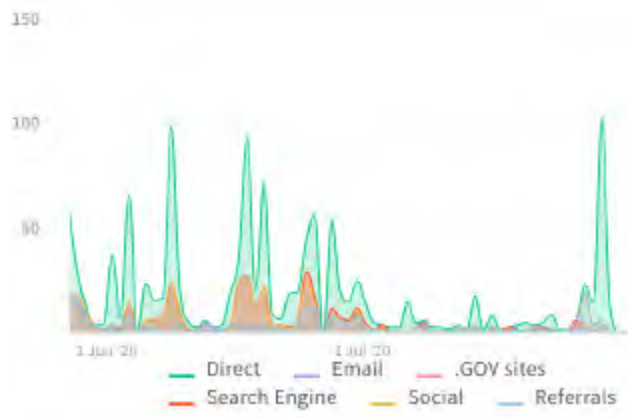
672 Aware Visitors (62%)

65 Visitors per Day

68 New Project Followers

Traffic Sources by Channel

- Majority of participants came direct to the platform (814 visits)
- 115 visits came from the Plan Dixie website
- 163 visits came from social media
- 30 visits came from organic search
- 27 visits came from email outreach



*Engaged visitors interacted with at least 1 tool, Informed visitors viewed more than 4 pages, Aware visitors visited at least 1 page.

Audience

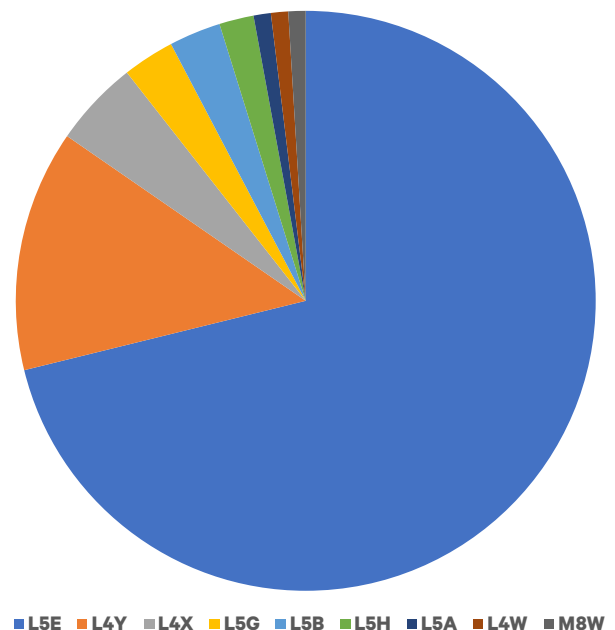
Online Engagement Platform Postal Code Demographics:

103 registrants

As part of the registration process, participants are required to provide their postal code before sharing feedback. Postal codes have been compiled and segmented by area, including: **L5E, L4Y, L4X, L5G, L5B, L5H, L5A, L4W, M8W.**

The majority of participants (72%) are from the area surrounding Dixie Mall (L5E, south of the QEW to Lake Ontario bordered by Cawthra Rd and Etobicoke Creek), followed by L4Y (14%) which includes neighbourhoods north of the QEW (Applewood Hills, Applewood Heights, Dixie proper and Applewood Acres). The data shows that outreach tactics reached nearby areas and neighbourhoods within close proximity.

Open House No.2 | Postal Codes

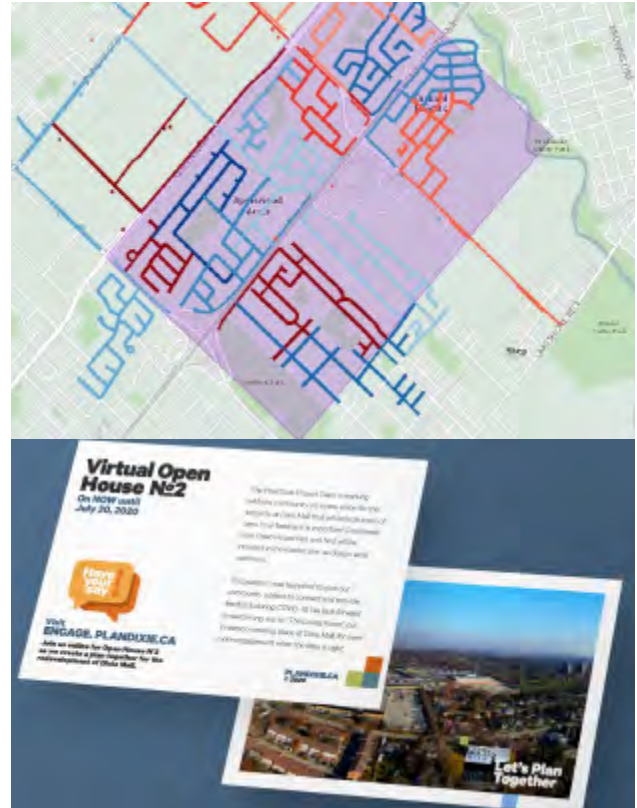


Attendance & Audience [cont'd]

Social Media Demographics

Using Facebook's Ads Manager tool, social ads were targeted to postal codes within a 3km radius of Dixie Outlet Mall to ensure a diverse audience could be reached as part of the consultation process.

1. Majority 25-44 years of age
2. 50.4% Women, 49.6% Men



Printed & Locally Targeted Post Cards

Distributed via Canada Post within a 2km radius of Dixie Mall to encourage community members to go online and share feedback.

1. 4,174 total homes/apartments reached
2. 3,887 homes (93%), 287 apartment buildings (7%)
3. By Postal Code: L5E: 1,861 postcards mailed; L4Y: 1,844 postcards mailed, L5A: 469 postcards mailed

Key Findings

- **The community is highly engaged with topics surrounding Shops, Services and Amenities, followed by Parks & Open Spaces.** Active Transportation had the least activity, likely due to the difficulty to convey and respond to complex planning concepts surrounding mobility; to address this, we have incorporated active transportation as a main feature of engagement moving forward.
- **Affordability is a common theme throughout, appearing within the retail theme as well as surrounding housing affordability.** Further discussions with residents will be part of the ongoing engagement process with the community to ensure a balance of day-to-day services and amenities in combination with specialty retailers can be achieved to reflect a future-forward mixed-use approach for the area.
- **There is overwhelming support for creating new places to play with outdoor recreation and active spaces for the community to gather year-round, with a focus on pedestrian and cycling safety as the most important.**
The community has deep concerns surrounding cycle and pedestrian safety that will be addressed through a redesigned street network, wider more accessible sidewalks and a study that will incorporate cycle traffic safely into the road networks. New routes will be incorporated into the site, along with the addition of POPS and open space to support an improved public realm experience. Due to the location of the site, first and last mile solutions will be considered including plans for improved transit access.
- **As with any new mixed-use development, height and increased density have been raised as a concern for some;** using setbacks and/or locating the height away from existing neighbourhoods coupled with the management of traffic flow through improved transit access and safe routes for pedestrians and cyclists will be considered.. School capacity assessment will be defined in conjunction with the City of Mississauga..

Top Tools & Stations

- 356 contributions* on the Ideas Tool
- 178 Survey Submissions

Top Tools:

- Shops, Services & Amenities Ideas Tool (137 contributions)
- Parks & Open Spaces Ideas Tool (97 contributions)
- Design, Housing & Sustainability Ideas Tool (92 contributions)
- Active Transportation Survey (45 responses)

Most Active Stations

- Shops, Services & Amenities (60 participants / 26% of total project visits)
- Parks & Open Spaces (59 participants / 19% of total project visits)

**Total contributions includes the number of ideas, likes and comments.*

Key Findings [cont'd]

Sentiment Analysis Summary













Celebrated

- A grocery store
- New places to shop and eat
- Enhanced walkability and cycling access to shops
- New parks & places to play, with activated public squares to gather
- Direct transit access to Long Branch GO
- Modern, unique architectural design

Concerns

- Density + addition of residential
- Getting rid of the mall
- Affordability of grocery, retailers and housing
- Impact on Haig Blvd: traffic and safety
- High rise condos
- School capacity

Top Voted Community Ideas

-  Provide housing options for all: seniors, families, affordable, live work
-  Creating a separation of green, or green buffer, between existing homes and the new development
-  Create spaces for the community to gather: Naturalized areas, water features, gardens, public art, rooftops and opportunities for outdoor recreation
-  Safe cycling and pedestrian connections
-  Safer access point to transit
-  Keep the No Frills and pharmacy
-  Patios, cafes, restaurants for people to gather; open-air and pedestrian-focused
-  Specialty retail - book store, record store, cheese shop, butcher, art gallery, hardware store
-  Community / seniors amenities; fitness/health facilities
-  Design buildings to reflect the character of the neighbourhood
-  Sustainable design mindset, such as energy efficient buildings, protecting the creek, creating naturalized areas to support wildlife restoration, and providing opportunities for sustainable transportation
-  Keep height away from existing neighbourhoods (north end of site)

Parks & Open Spaces

158 TOTAL POINTS OF ENGAGEMENT
(28% of total event feedback)

Majority of ideas/comments support the need for natural surroundings and passive use (trees, fountains, ponds, gardens, shade, benches) and active places to play and gather (park programming, kids' playground, public square, Indigenous celebration space, areas to picnic, skating, cross country skiing, splash pad).

The largest cohort of respondents are neutral (48%), providing recommendations and ideas for the project surrounding preservation of green space, outdoor recreation, water features, an activated square, and accessibility for pedestrians and cyclists.

The addition of housing was raised as a topic of discussion for 29% of people (5 out of 17 respondents).

The Way Forward

Primary feedback shows a preference for greening this location and providing uses that permit play, gatherings, and recreation which is aligned with the vision for the master plan.

“A gathering space where a powwow can be performed, or a smudging ceremony, people can learn about the indigenous peoples of the area and celebrate the history and reconciliation.”

Shops, Services & Amenities

185 TOTAL POINTS OF ENGAGEMENT
(33% of total event feedback)

Majority of ideas/comments indicated the importance of keeping the grocery store/pharmacy, and bringing new shops, services, community amenities and a new mix of restaurants (fitness/health facility, butcher, cheese shop, daycare, record store); walkability and cycle access to these services are important.

The largest cohort of respondents are neutral (59%), providing recommendations and ideas for the project surrounding new places to eat. An open-air, pedestrian-focused retail square with local shops and retailers, community / seniors amenities, pharmacy and a grocery store.

Affordability of retailers has been raised as a key topic of discussion for 28% of people (9 out of 32 respondents).

The Way Forward

“Right sizing” the retail to fit the needs of the neighbourhoods is a shared vision, and will be prioritized as part of the master planning process.

“Enhanced Walkability!”

Key Findings [cont'd]

Active Transportation

55 TOTAL POINTS OF ENGAGEMENT

(10% of event feedback)

Majority of ideas/comments are surrounding safety of cyclists and pedestrians, traffic on Haig, and improved access to transit / Long Branch GO station.

Bringing more traffic to Haig and further reducing safety of this street for pedestrians and cyclists is a concern for some; parking availability for shops and services is important to ensure parking overflow does not occur on neighbourhood side streets.

The largest cohort of respondents are neutral (92%) and recommend improving safety for cyclists and pedestrians, considering the addition of a new transit hub with a direct connection to Long Branch GO as well as safer access, and reducing traffic / parking on Haig.

The Way Forward

From transit to cycling, the plan will respond to the safety and traffic management priorities highlighted by the community.

“Bus directly from Dixie to Long Branch will make a huge difference!”

Design, Housing & Sustainability

157 TOTAL POINTS OF FEEDBACK

(28% of total event feedback)

Ideas/Comments were across a range of topics due to the nature of this theme (inclusion of Architecture, Design & Sustainability); 44% of this audience was engaged with the topic of sustainability while the other half discussed a range of ideas such as housing options for all, community amenities and places to gather, school capacity, and design that reflects the existing neighbourhood.

Height discussions focus on the effects of density on traffic, with comments referencing that height should be located at the north end of the site and green setbacks / buffers included as part of the design.

The Way Forward

Architecture will be designed to ensure housing options are provided for all incomes and lifestyles, including opportunities for affordable ownership.

“Larger, end user units that families can grow into”

“Places to gather as a group. Public art. Fountains for dogs and people”

“LEED certification or equivalent. Geo-thermal heating. Zip-car rentals, bike rentals - purpose built retail that supports eco-friendly ventures”

PLAN DIXIE



**Parks &
Open Spaces**

Parks & Open Spaces

158 Total Points of Engagement *

474 Visits

314 Aware, 161 Informed, 59 Engaged

Observations:

- Majority of ideas/comments support the need for natural surroundings and passive use (trees, fountains, ponds, gardens, shade, benches) and active places to play and gather (park programming, kids' playground, public square, Indigenous celebration space, areas to picnic, skating, cross country skiing, splash pad)
- Accessibility (ramps, wide sidewalks) within parks and the public realm are important
- Most Liked Ideas: Water feature, walkable and accessible park pathways, recreational features such as sports courts and playgrounds.
- 5 comments mention the desire for passive park use, 4 comments mention the desire for active use
- 4 comments indicate green buffers and protection of the creek are key design features
- 3 ideas/comments mention the importance of walking/ cycling connections
- Survey responses ranked Walking trails and cycling paths, activated places and public squares and recreational outdoor spaces as the top 3 priorities for parks and open spaces.



Sentiment Analysis

(avg's based on combined numbers for Ideas & Comments)

- **The largest cohort of respondents are neutral (48%)** and had the following recommendations:
 - Preservation of existing trees, addition of green buffers, naturalized areas
 - Outdoor recreation such as skating rinks, markets, splash pads, gardens, dog park, skate park, playgrounds, park fitness, ice rink
 - Water features, ponds and gardens
 - Public square with pop ups
 - Cycling and pedestrian connections
 - Accessible multi-entry points
- **46% had mixed comments that indicated support for ideas** such as outdoor places to meet friends and a grocery store.
- **24% celebrated ideas including Indigenous spaces,** water features, central square with pop ups, picnic tables, shaded areas, landscaped gardens, quiet places to relax and enjoy the sun, bike trails, cross country skiing
- **6% want the mall to stay and are seeking in-person public engagement opportunities.**

Parks & Open Spaces [cont'd]

Share Your Idea

37 Points of Engagement (open feedback)

13 New Ideas, 14 Likes, 4 Comments, 2 Unvotes

Sentiment Summary



1. Water Feature - 3 likes, 1 comment

Comment: Definitely. Great way of blocking out traffic noise.

2. Multi points to enter and exit the park, and long ramps allow children who use wheelchairs to access the playground area. Other features include a sensory garden, a skate park, sports courts, various dining options, playgrounds for different age groups - **3 likes, 1 unvote**

3. Artwalk in the Square: Similar to Shoppes @ Don Mills where there is a central 'square' or 'piazza' - a meeting place that can be utilized to display crafts and art as well as pop-up optional food stands - a great way to spend a summer afternoon - **1 like, 1 comment**

- Comment: Solid concrete squares are incredibly hot in the summer, which makes them unpleasant to be in. Like the idea of a central square though and pop up food stands.*

4. Outdoor Green Gym: Fitness equipment for all ages - **1 like**

5. A water feature (i.e. fountain or pond) with outdoor seating and flower gardens: See Rosetta McClain Park in Scarborough - **1 like**

6. Construction of a large pond: Using Mulletts creek as a water source, which is mostly buried under the existing parking-lot, a water feature could be constructed that includes a large pond. - **2 likes, 1 comment**

- Comment: This would work as a storm water management strategy but the water may provide a breeding ground for mosquitos. The marshland would definitely be a haven ecosystem for many other migratory birds*

7. Cycling connections to surrounding areas - **1 like, 1 comment**

- Comment: this space is not really at a junction point, so I don't know how this can be realized. A small track to cycle around is not really helpful.*
- Pathways for pedestrians and bikes** to connect residential areas to the east and west of Dixie Rd. (Orchard Heights and Lakeview)

8. Naturalized areas and pollinator friendly gardens for butterflies, bees and birds - **1 like**

9. A prominent gathering point recognizing the Indigenous people of the area (Mississaugas of the Credit). Educational, interactive, ceremonial: A gathering space where a powwow can be preformed, or a smudging ceremony, people can learn about the indigenous peoples of the area and celebrate the history and reconciliation - **1 like, 1 unvote**

10. Keep the mall: How about we just keep the mall as a mall - people need a place to buy things and to work. Plus, there's enough intensification in the area.

11. Public square that converts to an ice rink in winter, and variety in the type of park facilities (areas for various ages/interests): e.g. Skatepark, children's playground with rubber surface (as in Port Credit's Memorial Park), basketball courts, winter ice rink

12. Mature trees...Larger mature trees lining the highway to buffer sound and sight lines.

Leave a Comment

17 Entries (open feedback)

Sentiment Summary



- Brueckner Rhododendron Gardens In Port Credit is beautiful, with a lot of shade and landscaped gardens. Some space with picnic tables would also be nice.
- PLEASE find a way to get people together for presentations and discussions - obviously smaller groups that respect social distancing. Gathering feedback in isolation will not necessarily give you the resulting wants of the neighbourhood.

Parks & Open Spaces [cont'd]

Leave a Comment [cont'd]

3. I don't see the option to Plan Intensification. Because there will be a residential component.
4. In a busy area, I feel it's important where people can feel they have an outdoor place where they can rest from the commercial hustle and bustle and from the car traffic around the buildings. Ideally a place to be able to get away from the noise, sit quietly and reflect, with benches, trees for shade and a water feature. Kariya Park in Mississauga comes to mind. People living in this development will need a place or places to feel they can relax and enjoy the sun outside. No parks in walking distance. As this will be the size of a large village, people need the equivalent of the village green.
5. Please consider
 - The preservation of all existing trees and shrubs that run parallel with Haig BLVD on both sides of the grey fence and especially the established landscaping opposite of houses on Haig BLVD.
 - A more substantial widened buffer-zone between Haig Blvd and any development east of Haig. Perhaps any designated greenspace could be established adjacent to the existing buffer (with or without preserving the existing fence as stated below).
6. Please consider the re-establishment of the forested area that once existed along Mulletts Creek and joining Lakeview Golf Course: to provide a garbage-barrier between the developed area and the creek.
7. I would love to see you bring back to life the applewood creek work with the city of Mississauga to create a wetland trail that starts at Dixie site plan and ends at the waterfront. DixieWetlandCommunity to bring back to life our healthy environmental history that also will protect us with climate change.
8. DIXIE MALL PLAN -No homes we have enough development in area. Re design bus stop at Dixie. PLEASE NO GYMS. They are all over the place. Down stairs at dixie redesign to make food court or more retail. New stores like book store, music store , nice restaurant. PLUS size store like Torrid Dixie has too many shoe stores put a variety of retail there. How many shoes stores do you need with the same kind. GROCER store for sure. Lot of older people in the area. More benches in mall to sit down. lotto booth. Like to see one descent semi large retail store go in there something like the Bay cleatence store or others."
9. More benches. Seem to be catering to the young not older generation or people who have disabilities. Would like to see more for handicap people. Ramps for easy access. Spaces they can enjoy the view as well as others. Water fountains maybe. Deveopers seem to forget that they need to enjoy the outdoor space as well. Old or disabled.
10. I hope that we keep the area a retail location and not a turn any of it into a residential location. We have enough residentials being built in the Lakeview area with the waterfront project. What we need in this neighborhood more than anything is a place for all to gather and enjoy window shopping or a place to stop and have a drink/ food and to grab some quick groceries. Port credit is nice but not in walking distance and if it busy you wont find parking. I believe Lakeview deserves to have some new life injected into it and become a place where people will want to gather with family, friends and neighbors.
11. I would love to have a bike trail that is not adjacent to a major roadway and be able to ride my bike to it without hauling it in my car. Or be able to cross country ski in the winter.
12. We really don't need anymore housing in this area. Please keep it an affordable retail site with comfortable outdoor places where people can meet and sit for a chat/coffee. Lakeshore waterfront is not far away and is a large open area. It doesn't make much sens recreate something similar so close the roads and highway.

Parks & Open Spaces [cont'd]

Leave a Comment [cont'd]

13. Obviously the plan is to see the land for residential. But I can't help but agree with KathyD and John - there is not a need for more housing here and especially high-density housing. It is difficult enough with the housing being built around the edges of the new Dixie Road Bridge. But I kind of feel that the "community involvement" is really just a facade and that what will end up being built are townhouses and/or buildings with multiple stories, a tiny park space, a bicycle path around the whole development and a small lawn with a fence around it ("dog park"). Are you not suggesting your plans to us so that we confirm them? The questions you pose are so leading. Do we need the things you suggest? I would prefer more parkland at the lake. I would also prefer that the golf courses be turned into parks on each side of Dixie Road but that isn't likely to happen. What is likely to happen is that the entirety of the Dixie Plaza property gets converted into a mixture of highrises and low-rises with a "quaint" looking (McMansion style fake brick) facade to look like a small town. This isn't a small town. Streetsville is a small town. This was an orchard and then it was a suburb. No amount of fake brick turns it into "main street" (which, by the way, is an American designation anyway). What about something in the style of what was here before? Dixie Plaza? Single storied buildings in the style of the houses built around it (i.e. bungalow, straight lines): A supermarket, a pharmacy, a bank, a hardware store, a Tim Horton's. But I wonder how it is you propose something like a "bike trail" here at all? There is no space for that. Nor is there space for cross country skiing (on which snow too, generally). We skied on the golf courses in the 1970s. Why replicate that directly adjacent? Or how about using the "Stoa" concept from Sidewalk Toronto, but properly (they understood, incorrectly, "Stoa" as a synonym for commercial space (that was "Agora"))? In other words, providing space for community access (Homeowner Meetings etc.). But I fear all of this thinking is for nothing and we will just find an "American Colonial" style development with a small number of stores tucked into it to make it quaint.
14. As many of the previous responses indicate, residential housing - be it townhouses or multi floor condo/apartment style homes are really the last thing this neighbourhood needs. Orchard Heights needs a place to shop for fresh foods, breads, fruits, vegetables, meat and fish. A food market with adjacent green space to rest and relax with benches and tables to sit at would also be a start in the right direction. The quality of retailers could also be improved with a wider range of offerings, not just a focus on fashion. Thank you.
15. Maintain the PRIVACY of the backyards of Myron Drive residents that back onto the creek that has existed for 50+ years e.g. trees and green space.
16. In general, there should be an adaptable community based environment that can accommodate different groups of people who live and work nearby. There is already residential in the surrounding areas and there could be an additional residential component in your plan, so it would be important to consider ideas for outdoor recreation such as seating/ benches, skating rinks, markets, splash pad, children's play, gardens, and a dog park. The idea of a "town square" that could be used as a social meeting place or could be set up for a farmer's market or other events would be a great addition to the area.
17. It would be ideal to maintain the natural greenspace around the ravine in the west side of the property. Perhaps there is an opportunity to have a garden space or natural greenery area at this part of the property.

Parks & Open Spaces [cont'd]

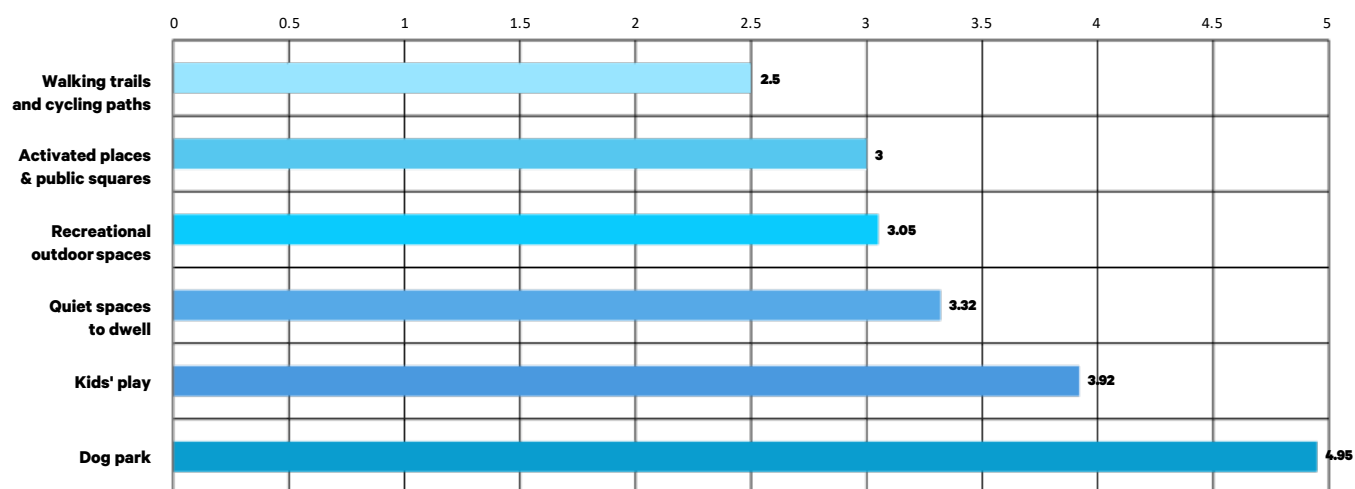
Survey

41 Submissions (ranking)

Question: Thinking about what your neighbourhood needs most...rank the following in order of priority.

Responses Summary: ranked in order of priority (1-6)

1. **Most important: Walking trails and cycling paths: 2.5**
2. Activated places and public squares: **3**
3. Recreational outdoor spaces: **3.05**
4. Quiet spaces to dwell: **3.32**
5. Kids' play: **3.92**
6. Dog park: **4.95**



**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

PLAN DIXIE



**Shops, Services
& Amenities**

Shops, Services & Amenities

185 Total Points of Engagement*

379 Visits

226 Aware, 127 Informed, 60 Engaged

Observations

- Majority of ideas/comments indicated the importance of keeping the grocery/pharmacy, and bringing new shops, services and community amenities such as a fitness/health facility, butcher, cheese shop, daycare, record store, and more restaurant options; however, affordable retail is a shared interest
- Walkability to new shops, services, amenities and restaurants is important
- Most Liked Ideas: outdoor shops, open air and pedestrian-focused, LCBO, wine bar, large restaurant, get rid of the outlet mall
- 9 ideas/comments describe the importance of providing affordable retail options
- 7 comments indicate new restaurants and dining options are important
- 5 comments mention the need for local retailers / specialty stores, 6 comments mention the need for a grocery store
- Grocery store had the most votes for across all 4 survey categories with 36 votes, followed by restaurants with patios with 27 votes and neighbourhood retail with 23 votes
- Survey Responses ranked the top 3 amenities for each category:
 - Health & Wellness: Health food store, Pharmacy & Spa
 - Weekend: Restaurants with patios, Bakery, Butcher
 - Everyday: Grocery store, Liquor store, Bank
 - Retail: Neighbourhood retail, Sustainable retail, Clothing boutique / Sports store



Sentiment Analysis

- **The largest cohort of respondents are neutral (59%)** and had the following recommendations:
 - New places to eat; a variety in restaurants
 - A walkable public square with patios, cafes, restaurants for people to gather; open-air and pedestrian-focused
 - Specialty retail – book store, record store, cheese shop, butcher, art gallery, hardware store
 - Dollarama, LCBO, Winners – affordable retail and everyday services
 - Keep the No Frills and pharmacy
 - Community / seniors amenities; fitness/health facilities
- **22% had mixed comments indicating support for new stores/amenities;** ensuring the affordability of retailers is a shared interest
- **19% celebrated ideas including enhanced walkability and cycling access to shops, wine bars and restaurants,** a lively retail square, a mix of food options, and the grocery store

Shops, Services & Amenities [cont'd]

Share Your idea

43 Points of Engagement (open feedback)

16 New Ideas, 24 Likes, 3 Comments

Sentiment Summary



1. **Outdoor shops:** Like Shops at Don Mills - **5 likes**
2. **Dixietown** - an open air, pedestrian-focused, lifestyle "Main Street". Look at the Millennium Stage in Unionville & Towne Square in Oakville - **5 likes**
3. **Tim Hortons:** with Drive through, outdoor seating, and a pet-friendly indoor seating area - **1 like**
4. **Dollarama** with outdoor access: Of a small hardware store, such as Home Hardware like in Applewood Plaza - **1 like**
5. **Off-leash dog park:** Would be great to have a nice one within walking distance - **1 like**
6. **Easy bicycle access.** Full size LCBO. A wine bar and a large restaurant similar to PF Chang's. Get rid of the outlet mall stuff - **3 likes**
7. **McDonald's** instead of Burger King - 1 like, 1 comment
 - *Comment: There is a McDonalds close by. It would be nice to have some healthier or different options than burgers.*
8. **Enhanced Walkability!** Add - LCBO, Shoppers; Eateries, Coffee & Tea Houses, Gastro Pub, Elevate the Experience! The 1950 type indoor outlet mall era has passed, encourage cycling & provide designated areas to secure your bike & provide accessible and well maintained on site WR facilities - **2 likes**
9. **Senior Center Drop in:** A place where Seniors can drop in and connect with and do activities - **1 like**
10. **Vertical greenhouse / farm building** for grocery store with produce sold in store - **1 like**
11. **Different amenities than those offered at the Lakeshore and Applewood Plaza:** We have two shoppers, two dollaramas, enough Liquor and beer stores in the general area. How about something different and not just the same old strip mall content. Having a kids store (Carters) close by has been great. The Nike store is really popular and a great asset to the area.
12. **Need improved stores:** True outlet satellite stores from major retailers. Opportunity to increase craft and boutique stores. Cheese/ butcher/specialty options. Not big box stores. Build indoor ice rink/ training centres and Gym/ spin studio/ yoga. Area needs more childcare/ Montessori/ daycare = families = housing = home sales\$\$\$\$. Integrate a library, Community centre space, gas station, drive thru-foods/coffee,
13. **A Cobble stone street** closed to cars, full of patio bars/restaurants and cafe's: It would be like entering a European city for a getaway for a few hours to have drinks/food with family and friend and meet new people from the neighborhood - **2 likes, 1 comment**
 - *Comment: great idea!*
14. **Book store and record store**
15. **Shopping:** Should keep spirit of Dixie Mall with affordable outlet stores. No need for high end boutiques with Sherway Gardens around the corner - 1 like, 1 comment
 - *Comment: Dixie Plaza was great, Dixie Mall less so. Direct access from parking, like at Applewood Plaza would be good. And not a second Sherway Gardens.*
16. **Art gallery, restaurants, installations:** Draw walking traffic with art galleries and art installations. Follow this with controlled restaurants (control what they are/sell) and some boutique shops. Green space can complete the retail to make it an destination point.

Shops, Services & Amenities [cont'd]

Leave a Comment

13 Entries (open feedback)

Sentiment Summary

38.5%

38.5%

23.1%

1. I have been shopping at Dixie for 30 years. I love the closeness to home and the prices at Dixie. Sherway is to high end and expensive. Square One is to far and gets quite crowded. The Source, clothing stores, toy store, Show Case, shoe stores, Bentley, No Frills. Please don't change it too much.
2. I would still like to see this remain an affordable retail space a true outlet mall, the grocery store is a staple for me, and I would like to see some sort of fitness/health facility. I do need to emphasize the affordability of the new concept, all around us we have very expensive malls – Sherway Gardens, grocery stores – Longo's and health facilities – One Health Club, these are all very close to the Dixie Mall location. Dixie Mall has been a place for our seniors to come to socialise and spend money on coffees, lunches and buying presents for their grandchildren; our youth have gotten their first part time job at some of these stores and have spent their paychecks there as well; and for the rest of us it has been a local go to spot where we are able to feed, clothe and entertain our families all within our budgets. Please keep affordable retail in our community. Thank you.
3. I am a 20 year resident of the Dixie mall area. I have a disability that does not allow me to drive. I live in this area because I have easy walking access to Dixie mall where I do my weekly groceries, pick up items from the pharmacy, buy shoes and clothes and other items for myself and my family. It would be a good to update this mall, renovate and bring in more stores. I am against condos or townhouses in this area that would replace this mall.
4. Have to agree with others on this page that this is the only place in the area where people can come and shop at reasonable prices. I did not know it was such a meeting place for people, but would then add that as it is, places outdoors, away from the parking lots, where people could enjoy a coffee or whatever in a more parklike and relaxed setting would be good. As this will become a sizable village it's important not to forget the public spaces and essential shops where people can get what they need and meet. Possible gentrification worries me.
5. A nice coffee shop and/or restaurant will be nice additions to the community. In terms of a grocery store, the No Frills is certainly a huge part of the community. Hopefully that will not change.
6. There are so many plazas around the area with so much of the same stores/places in them - can we please not just duplicate the same stuff - beer/LCBO, shoppers, dollarama, convenience store, hair place, nail places, orange theory etc. etc. etc. Dixie was great for getting things you need quickly, including grabbing something from the grocery store on the way home, kids clothes or shoes or brows waxed. The Nike store is amazing to have in our neighbourhood. I would hate to lose it. It needs to work for everyone in the area - there are so many different income levels in Lakeview.
7. Build for the future, limited retail space. I agree a sizeable grocery store is required, Longo's is a pick up a few items store; Metro on Lakeshore is too small and often does not have what you need. Restaurants, outside patios, eateries, cafe's (no \$5 coffees please), where people in the community can walk to and catch up with each other. I do not believe we need another retail destination with struggling retailers, opening and closing, leaving empty store fronts
8. There is definitely a need for No Frills at this location, We cannot afford a more expensive grocery store, you may say that there is a No Frills at Browns Line but it is smaller and has no pharmacy, which many people rely on for reasonable prescriptions.

Shops, Services & Amenities [cont'd]

Leave a Comment [cont'd]

9. As with many others posting here, I believe strongly that this community needs the no frills store - both for its affordability and size (allowing it to have a pharmacy that many in the community use). The Dollarama is also popular, as is the general affordability of the stores in the mall, such as the clothing outlets and Winners. If there is a decision made by the property owners to upscale the mall, perhaps they could consider having at least a section of the mall for more affordable retail spaces that have been pushed out in many GTA malls due to rising rents. One type of retail which is not presently in the Lakeview area is a hardware store (Home Depot, Lowes, Rona). The highway makes the home hardware store on the other side seem farther away.
10. This development should resemble a "Shops of Don Mills" type of development that is very walkable for both people living within the community and those visiting
11. Need a PF Chang's.
12. Please maintain the affordability element, especially when it comes to groceries, to help differentiate it from Sherway Gardens. A large-size grocery store is needed to accommodate the wide range of food needs/wants in the area. Outside patios would be nice too.
13. Like others, I believe that a large grocery store is important for this site. We currently enjoy having a No Frills close by and it appears to be one of the busiest stores in the mall. At least some element of affordable retail would be a draw for the area. This may be outlet stores, or perhaps more affordable stores like Winners. A variety of food options like full service and quick service restaurants would be a great mix for the neighbourhood.

Shops, Services & Amenities [cont'd]

Survey

37 Submissions (top 3)

Question: What types of wellness amenities or facilities are most important to you? Choose your top 3 or select 'other' to add a new option.

Health food store: 17

Pharmacy: 16

Spa: 15

Gym: 13

Yoga studio: 9

Bike shop: 9

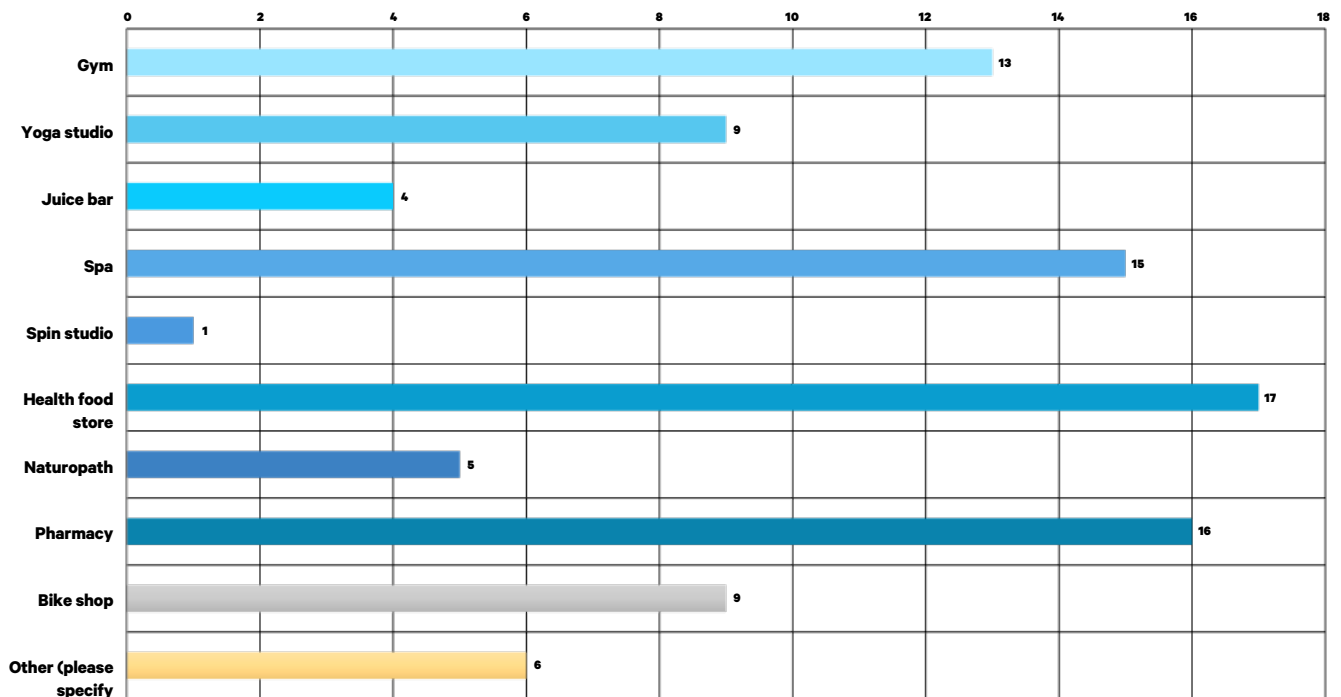
Naturopath: 5

Juice bar: 4

Spin studio: 1

Other (please specify): 6

1. Boxing facility
2. No Frills
3. Spa
4. Fitness equipment store
5. Spa
6. Dentist
7. Doctor's offices: optometrist, dental



*Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.

Shops, Services & Amenities [cont'd]

Survey

37 Submissions (top 3)

Question: What does your ideal weekend look like? Tell us your top 3 priorities for dining, shopping and weekend fun. Select 'other' to add a new option.

Restaurants with patios: 27

Bakery: 18

Butcher: 12

Coffee shop: 12

Ice cream shop: 12

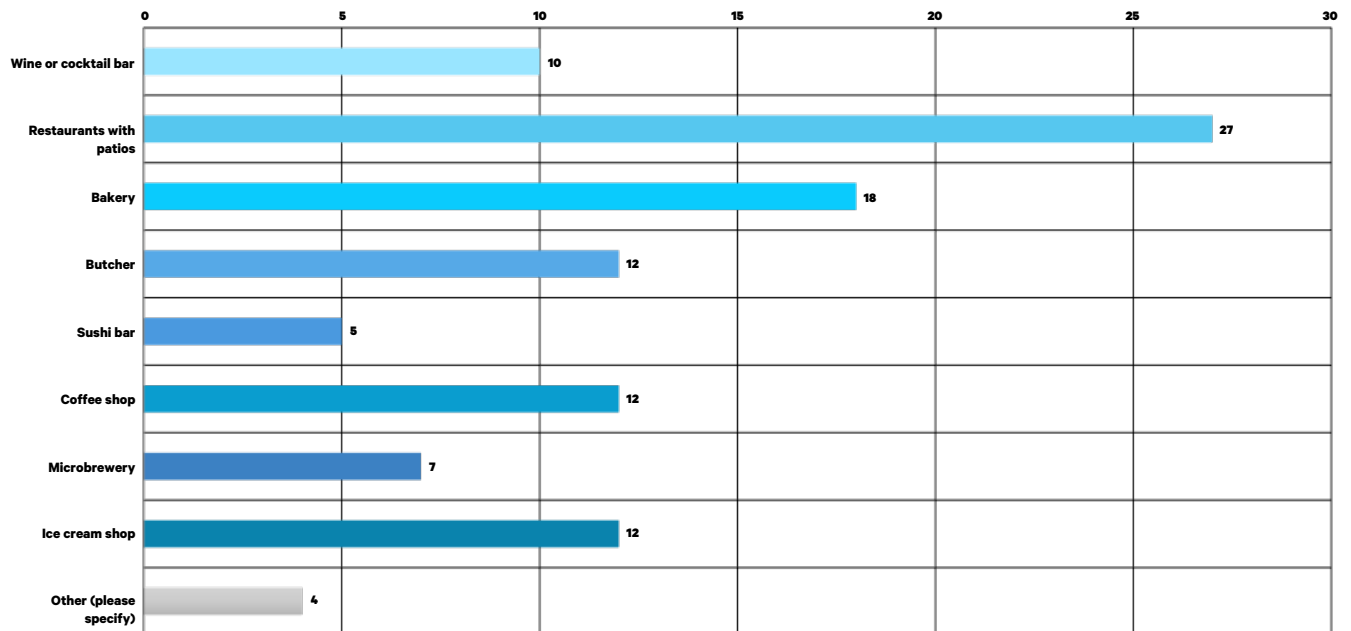
Wine or cocktail bar: 10

Microbrewery: 7

Sushi bar: 5

Other (please specify): 4

1. Live entertainment
2. Lunch to go like Sub shops but with greater varieties such as salads, wraps, etc
3. produce market and/or seafood market. In terms of a bakery there are a lot in the area - it would need to be something different and well rounded or something like San Remo on Royal York.
4. shopping: clothing stores, crafts, shoes



**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

Shops, Services & Amenities [cont'd]

Survey

37 Submissions (top 3)

Question: What is most important to your everyday? Choose your top 3 or select 'other' to add a new option.

Grocery store: 36

Liquor store: 16

Bank: 15

Medical facility: 9

Hair salon: 6

Dry cleaner: 4

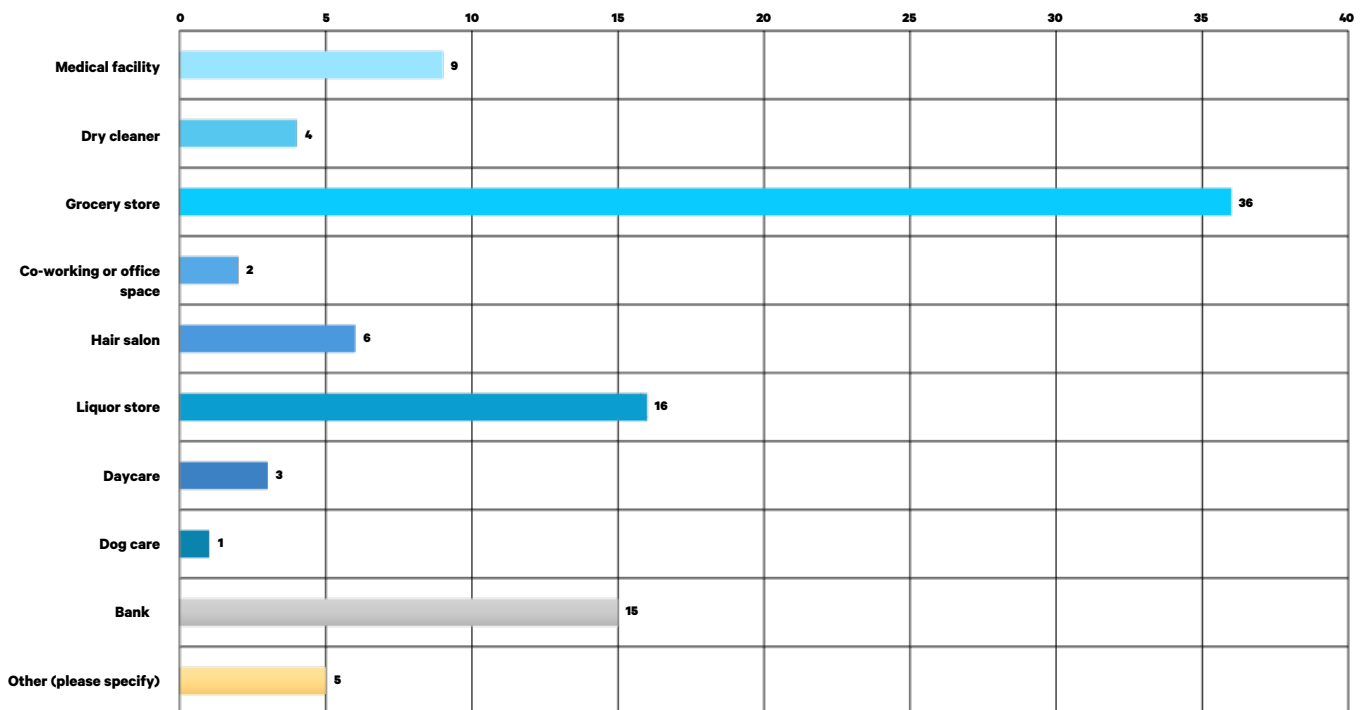
Daycare: 3

Co-working or office space: 2

Dog care: 1

Other (please specify): 5

1. Green Space, walking trails, biking trails - Trees - nature on property - should be a beautiful space.
2. Tim Hortons
3. We have everything at Applewood Plaza
4. gas station
5. Cafe



**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

Shops, Services & Amenities [cont'd]

Survey

37 Submissions (top 3)

Question: What shops and services does your neighbourhood need most? Choose your top 3 or select 'other' to add a new option.

Neighbourhood retail: 23

Sustainable retail: 15

Clothing boutique: 9

Sports store: 9

Dollar store: 9

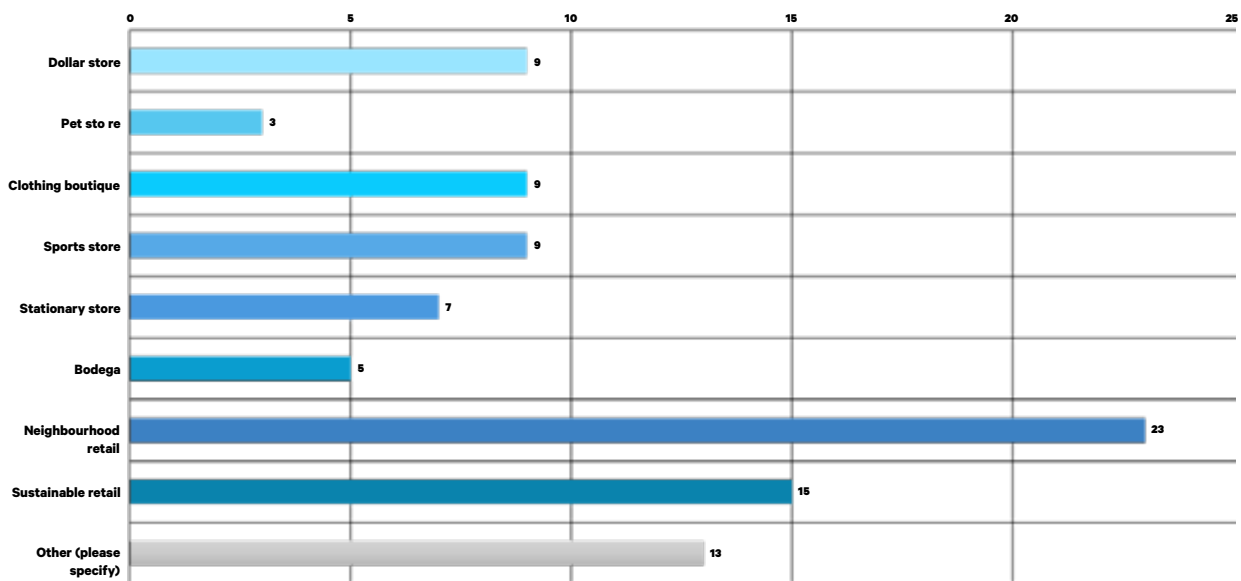
Stationary store: 7

Pet store: 3

Bodega: 5

Other (please specify): **13**

1. Grocery store
2. Farmers market, running room, consignment store
3. Bistro restaurant
4. Shoe store
5. Specialty Grocery / farmers market
6. kids store such as carters, shoe store(s), fast food that is not McDonald's
7. Grocery- No Frills
8. Winners Store
9. Neighbourhood retail, Book store
10. Quick service food retailers
11. Book store and record store
12. Interactive art/craft studio, Cafe - sit in, kid friendly
13. Cafe



**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

PLAN DIXIE



**Active
Transportation**

Active Transportation

158 Total Points of Engagement*

474 Visits

314 Aware 161 Informed 59 Engaged

Observations

- Majority of comments are surrounding safety of cyclists and pedestrians, traffic on Haig, and improved access to transit / Long Branch GO station.
- Bringing more traffic to Haig and further reducing safety of this street for pedestrians and cyclists is a primary concern; parking availability for shops and services is important to ensure parking overflow does not occur on neighbourhood side streets.
- The mapping tool showed two key areas of interest for mobility improvements: at the Dixie Rd. entrance to the mall (2 comments; underground walkway + Long Branch GO transit connection), along Haig Blvd (3 comments; safety of intersection).
- 8 comments mention the need for improved access to transit; 50% of comments indicate a direct connection to Long Branch GO is important.
- 6 comments mention the importance of improved safety for cyclists and pedestrians
- 5 comments mention Haig Blvd and how traffic can be reduced / safety improved through other mobility connections
- Only 2 comments raise the concern for parking and traffic
- Survey responses voted for the top 3 active transportation amenities: naturalized walking paths (18 votes), Safe cycling routes (15 votes), a cycling trail connecting Dixie Rd. to the Hydro Corridor (13 votes); the least number of votes were for electric vehicle charging stations (3 votes), a green connection from Dixie Rd (3 votes), and convenience / surface or street parking (1 vote)



A Connected Plan

Sentiment Analysis

(averages based on combined numbers for Mapping Tool & Comments)

- **The largest cohort of respondents are neutral (92%) and recommend**
 - Improving safety for cyclists and pedestrians
 - Addition of a new transit hub with a direct connection to Long Branch GO
 - Safer access to transit
 - Reduce traffic and parking on Haig.
- **4.2% celebrated the addition of a direct bus connection to the GO station**
- **4.2% discussed the impact of density on traffic and safety for Haig and surrounding neighbourhood streets**

Active Transportation [cont'd]

Mapping Tool

13 Entries (open feedback)

Sentiment Summary



- Underground walkway:** Underground walkway across dixie
- Transit:** Public transit to Long branch GO
- Try to keep a safe active travel crossing** in the area while Dixie is being worked on. Don't want to lose QEW crossing to Ogden until safer infrastructure available on Dixie crossing QEW. Ogden crossing point will need to be replaced soon.
- Fix the current exit/entry point** from Haig
- Access to the new development can not be solely through Haig Blvd.** Haig is already very busy with traffic of vehicles, cyclists, and pedestrians including young children and students walking from nearby schools to the mall. It is essential that access be made available by connecting Myron Drive To the New development. Access to the new Dixie development from the Myron Drive cul-de-sac.
- Please either remove this accent point or redesign it.** It is too confusing for most drivers and creates dangerous conditions. [note, comment is referencing Haig & South Service Rd. intersection]
- Please maintain this pedestrian access point to the site across the ravine.**
- Consider adding a **gas station** to the site.



Leave a Comment: 12 Entries (open feedback)

Sentiment Summary



- Bus directly from Dixie to long branch will make a huge difference!
- Once the new Lakeview Developement comes online, Dixie might well become a destination to shop at, assuming No Frills is still the main grocery store. Therefore, a direct connection to Dixie will be necessary. To make public transit attractive, I think a form of LRT, connecting the Lakeview developement and Dixie would be desirable, which should continue to other major transport nodes such as: Burnamthorpe, Dundas and Sherway. If we are actually going to move away from complete reliance on automobiles we need comfortable rapid transit in this area that connects with other major transit routes (dare I even mention Square One and Kipling subway?) .
- Please consider: No vehicle access points on Haig and the removal of the entrance, at the north end of Haig, that now enters the mall.
- Please consider: The removal of the hydro towers, with all future hydro placed underground. The removal of the fence along Haig; if the quality of the developed area immediately adjacent to it, is such that Haig would benefit aesthetically by making it contiguous. All new parking-lots underground
- Please keep any transportation separate from shopping and residential uses like the bus hub at Square One
- My experience with taking walking path in lakeview is "you can get hurt". My suggestion is have two paths and make sure you mark them. One for walking/jogging and the other for bicycles/ skateboard/ rollerblades. Right now walkers could get hurt by the bicycles that are going so fast and expect the walkers to jump out of their path. Slow down people

Active Transportation [cont'd]

Leave a Comment [cont'd]

7. Traffic flow will be critical to reducing the frustration of higher density. I would agree with eliminating the entrance at the corner of Haig and the South Service Road, it is confusing to people not familiar with the area, access to Haig, or Myron should be foot, or bike enabled. Keep bus transportation hub, light rail transit is an expense that in my opinion is not cost justified. Ensure sufficient parking, under ground preferred, do not design to encourage street parking on adjacent streets or local communities.
8. I think the main priority should be connecting the site with other areas to make travel to and from it smooth and safe. Transit should be improved on Dixie Rd., especially once the Lakeview area begins its redevelopment, bringing more people into the neighbourhood. Bike paths on Dixie Rd were a good start, and can be supplemented by widening South Service Road to add bike paths on the south side. These two bike paths would of course need a convenient connection point, such as a bike path/trail through the mall property. I agree with the suggestion that a walking/biking path to connect to Haig would integrate the new residential areas of the mall with the community.
9. You need to give serious consideration to your neighbours on Haig Blvd. It is already too busy with too many people using it to avoid Dixie, exceeding the limit and endangering children and other residents. Jamming the mall site full of high density living is going to destroy the area.
10. Need to keep traffic to a minimum. I agree that access to Haig and Myron should be accessible by foot and bike, as it is now. Want to keep our streets quiet and safe and not become thoroughfare to the site once all is completed. Sufficient parking for the number of amenities must be strongly taken into consideration. It only makes sense that if you want customers, they should not have to worry about finding a place to park or encourage them to find alternate parking on streets. Good public transportation is key. It needs to be safely accessible as well. Having to weave through parked cars in a lot is a safety issue
11. Also, keep a cycling/walking path from Dixie to Myron Drive (much quieter than Haig). I'd like to see a bus to Long Branch GO (without changing buses), although the "last mile home" is still an issue..
12. Sufficient parking, including short term and longer term parking options. Access points should be respectful of residential streets surrounding the site. Access points should be further from these streets. The removal of the access from Haig is one example. Pedestrian safety is important. It would be nice if there was a way to keep pedestrian accessibility separate from vehicle traffic. If the site is designed in a way that pedestrians have to walk through parking areas or areas designed for driving (like Heartland) it discourages walkability. A direct bus to Long Branch would be a great advantage for residents in the area.

Active Transportation [cont'd]

Survey

45 Submissions (top 3)

Question

What mobility enhancements or amenities are you looking for? Choose your top 3 or select 'other' to add a new option.

Naturalized walking paths: 18

Safe cycling routes: 15

Cycling trail connecting Dixie Rd. to the Hydro Corridor: 13

Well-lit streets: **10**

Bus route to the GO Station: **10**

Wider sidewalks: **9**

Better access to transit: **8**

Strong pedestrian connections to public squares and retail: **8**

Access to Haig Blvd: **7**

A future transit or mobility hub: **7**

Safe pedestrian crossings: **5**

Bike parking: **4**

Underground parking: **4**

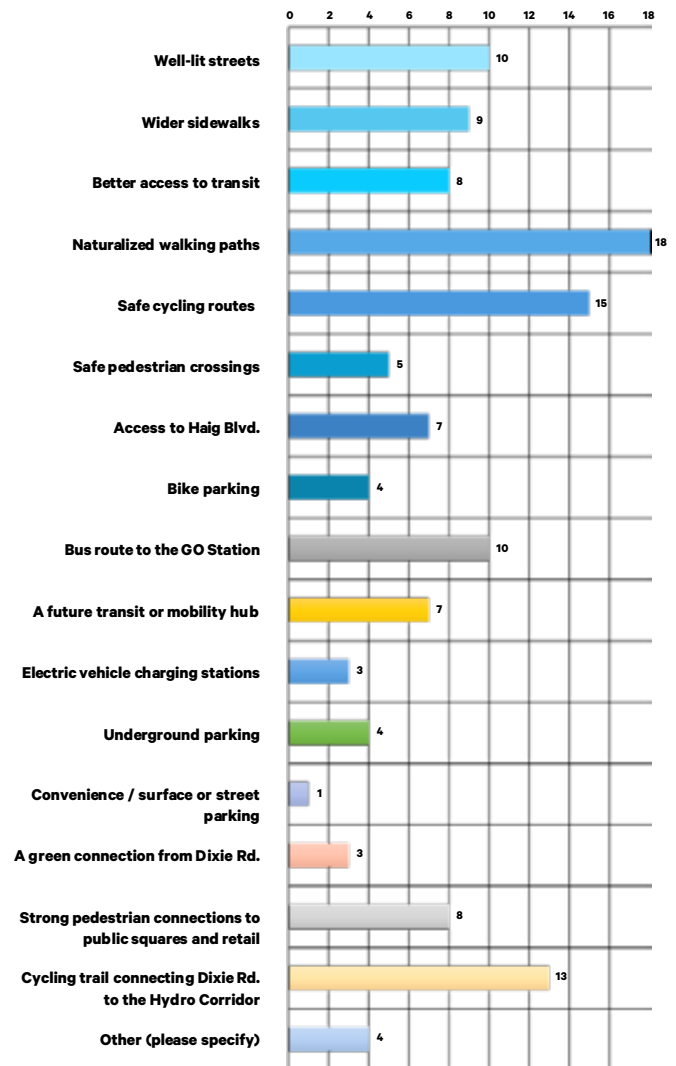
Electric vehicle charging stations: **3**

A green connection from Dixie Rd: **3**

Convenience / surface or street parking: **1**

Other (please specify): **4**

1. Rapid transit from Lakeview Developement or major intersections North. i.e. Dundas, Burnamthorpe, Sherway.
2. Express route, or even non express (one bus) route to the airport
3. No access to Haig Blvd!
4. Making Haig less busy by opening up other options such as Myron drive so that Haig does not have to solely bear the brunt of commenter traffic to the highway and new development.



**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

PLAN DIXIE



**Design, Housing
& Sustainability**

Design, Housing & Sustainability

157 Total Points of Engagement*

461 Visits

311 Aware, 139 Informed, 50 Engaged

Observations

- Ideas/Comments were across a range of topics due to the nature of this theme (Inclusion of Design, Housing & Sustainability); 44% of this audience was engaged with the topic of sustainability while the other half discussed a range of ideas such as housing options for all, community amenities and parks programming, design that reflects the existing neighbourhood and height and density/traffic.
- There is a small group concerned about height within the development (10% of respondents), with 2 mentions of low rise, 2 “no high rise” comments, and 2 comments referencing height to be at north end of site and include green setbacks / buffers against existing neighbourhoods.
- Most Liked Ideas: Green Roofs & Gardens, Rooftops & Outdoor Space; Variety in Housing was the most commented idea (9 comments)
- 41 comments focus on the design of the community, ranging from underground parking, rooftops and housing types to community gathering spaces, schools and public amenities.
- 30 comments discuss housing, including options for purpose built rental, seniors, families and affordable
- 17 comments reference the importance of quality construction and design that respects the existing neighbourhood character; 3 comments reference bringing in unique or modern design such as elevated walking spaces (NYC High Line)
- 7 comments mention sustainability within the ideas tool: district energy, LEED, energy efficient buildings and materials, natural gathering spaces, water features and sustainable landscaping

A Design Plan



- **Survey responses showed the top 3 Master Planning features:**
 - Delivering a mix of neighbourhood retail to support everyday services and shopping needs: 20
 - Integrating nature into the neighbourhood through parks, green spaces, water features, and naturalized areas: 16
 - Building a community that supports local connectivity through walking, cycling, and safe access to transit: 14
- **Survey respondents were primarily families (70%),** with 15% seniors, 9% single professionals, 6% downsizers; majority saw themselves in the next five years looking for age in place housing (57%), followed by family-friendly units (15%) and affordable (15%).
- **Sustainability survey respondents indicated protection/restoration of wildlife (68%) and sustainable transportation (45%)** are the top two sustainability principles.

Design, Housing & Sustainability [cont'd]

Sentiment Analysis

(averages based on numbers for Ideas & Comments)

- **The largest cohort of respondents are neutral (49.4%) and recommend:**
 - Housing options for all: seniors, families, affordable, live work
 - Design that respects cyclists and pedestrians
 - Protection of creek, nature, wildlife
 - Energy efficiency & sustainable features
 - Keeping height away from existing neighbourhoods (north end of site)
 - Community gathering spaces - rooftops, natural surroundings, public art, water features
- **23% had mixed reviews indicating the design should fit within the neighbourhood and provide affordable housing options**
- **23% raised key areas for consideration including traffic, height and school capacity**
- **4.5% celebrated modern and unique architectural design**

Share Your Idea

98 Points of Engagement (Open Feedback)

18 New Ideas, 50 likes, 37 comments, 3 unvotes

Sentiment Summary



1. Family-Friendly Design - 3 likes, 2 comments

- *Comment: Larger, end user units that families can grow into. Playgrounds, safe streets that don't include parking in the residential areas.*
- *Comment: I'm not sure what you mean by this, but what I think you should be prioritizing are 2, 3 and 4 bedroom units/homes. The typical condo development of today is mostly 1 bedroom units, which fail to provide for the real needs of the city's population. This is a family-friendly mall right now, within a family-friendly neighbourhood. Single bedroom condos would be more suited to a downtown environment or an upscale mall. We already have one of those nearby (Sherway Gardens). Making 2, 3 and 4 bedroom units more affordable begins with designing them to have more affordable features, rather than the high-end units which are common in new condos today.*

2. Modern Design - 2 likes, 4 comments, 1 unvote

- *Comment: As opposed to what other designs. Let's hear some discussion around this.*
- *Comment: Modern "California" style boxy houses seem more like a fad and cost saving building method than that of traditional, quality construction and my concern is that these types of structures will be dated and out of style in 10 years and the cladding materials will not wear well and will look run down in a few years as well.*
- *Comment: The box look in not attractive. It gives the impression you are living in an office building. A place of residence should look like a home.*
- *Comment: I like it*
- *Comment: I would love to see modern designs. The cookie cutter peaked roof and traditional all brick victorian towns and apartments are well used in the Toronto. Lets look forward mixing building materials and scale that reflect the youth of the future of Mississauga.*

Design, Housing & Sustainability [cont'd]

Share Your Idea [cont'd]

3. Variety in Housing - 1 like, 9 comments

- Comment: Keep height on the north side, away from the golf course and existing housing.
- Comment: Include sizeable, green setbacks on condos that incorporate townhomes in the base versus retail.
- Comment: Include live-work units that encourage unique businesses.
- Comment: Keep residential parking below grade to offset the volume of cars the retail will bring.
- Comment: Bring GO buses and MiWay into the development so you can drop the number of parking spaces per unit to below 1:1 and offer lower prices.
- Comment: Don't go higher than 15-18 storeys and no more than 2 - 3 at that height.
- Comment: Keep height on northeast side to keep height away from the majority of low density residential and have ground floor retail in multi-story buildings.
- Comment: townhomes and low-rise condominiums
- Comment: I like it

4. Architectural Integrity - 1 like, 2 comments

- Comment: Quality construction that delivers an exceptional experience at street level.
- Comment: Looks awful

5. Sustainable Design - 3 likes, 2 comments

- Comment: LEED certification or equivalent. Geo-thermal heating. Zip-car rentals, bike rentals - purpose built retail that supports eco-friendly ventures like this.
- Comment: Any possibility for district heating and cooling?

6. Community-Centric Design - 2 likes, 1 comment, 1 unvote

- Comment: Create natural gathering spaces where people want to sit and relax. Water features. Playgrounds are important.

7. Unique Public Spaces - 4 likes, 2 comments

- Comment: Make them sized for function. Not a strip of grass. Places to gather as a group. Public art. Fountains for dogs and people.
- Comment: They used to have concrete chess tables near Ryerson that were pretty popular - I think that would be a nice idea.

8. A New Place to Live - 1 comment

- Comment: Give people a reason to want to call this home. Create a vibe. What makes it special - affordable? Transit? Lake? Shops? Identify your demographic. Families? First time home buyers?

9. Green Roofs and Gardens - 5 likes, 3 comments

- Comment: Exceptional, drought tolerant landscaping with mature trees to provide shade and buffer noise from highways and hard building surfaces.
- Comment: Agree
- Comment: opportunity to use roof spaces for social gatherings. For example, green roofs, elevated walking spaces, NYC High Line or Elevated Acre inspired space

10. Beautiful Design - 4 likes, 6 comments

- Comment: Beautiful design is subjective. For me it's light, airy and with sufficient setbacks to be able to appreciate it from a distance
- Comment: Something with architectural style and character instead of the boring boxy looking homes and buildings being built in many places.
- Comment: when is design ever advertised as "ugly" design. What kind of question is this? I figure people like their McMansions but I think they are completely horrific and without any sense of design at all (Barbie's dream house planned by someone without any experience). So what is the suggestion here? I would absolutely not want more fake brick style multiple storied garage in the front of the house styled McMansions... But someone clearly likes their new home and didn't like the bungalow that was there before and was torn down. We, the majority of the inhabitants here, actually do like the neighbourhood as it was. Coherent and varied. From the 1950s.

Design, Housing & Sustainability [cont'd]

Share Your Idea [cont'd]

- *Comment: ps. is the wood here a reference to "Sidewalk Toronto"?*
- *Comment: The Marilyn Monroe towers in the heart of Mississauga were new and exciting but also set a tone of the city. Lets move forward with the same thought... create something new. I like your idea!*
- *Comment: No more high rises or townhouses, please. If you are going to combine housing and business we like the example of the two story buildings next to the St.Lawrence Starch building in Port Credit.*

11. Rooftops and Outdoor Space - 5 likes, 1 comment

- *Comment: Rooftops with a view to the lake, city centre or downtown Toronto. BBQ pits. Year round spaces - eg reflecting pond becomes skating rink in winter.*

12. Solar power: Use solar power to help with the Hydro costs and charging points for electric vehicle. - 4 likes

13. Do not do floor to ceiling grouped windows: "They are a safety challenge for small children and very expensive to "dress". Impractical

14. Consider traffic levels and school capacity when planning housing: Please please please consider how many more residences you can integrate into this neighbourhood in terms of traffic levels and school capacity. They closed several junior schools and amalgamated them into one that is already pretty much at capacity. They also closed a high school. Traffic can already be very heavy on the highway and local arterial roads. Consider how much more the roads can handle. We live out here in Mississauga to avoid the huge traffic back ups. They made a mess of traffic flows in the Parklawn Area of Etobicoke. Please don't do this here. Please don't cause schools to set up a field of portables with no room left for the kids to play. - 1 like, 1 comment

- *Comment: Bring the subway to dixie. Solves most of the transportation issues*

15. Principal Residence owners only: Purchases of these new townhouses/condos should only be for families/seniors/singles buying as a principal residence. No AIRBNB rentals.

16. No housing - 3 likes, 1 unvote

17. Indoor-all-in-franchise-community: Create an indoor park design with the applewood creek, housing, shops, clubs, education centre. Work with the city on creating a waterfront trail - 1 like, 1 comment

- *Comment: that sounds really terrible.*

18. Learn from past mistakes: if there is to be housing (undoubtedly) where are the schools. The nearby ones have ALL been closed: Orchard Heights Public School, Applewood Public School, Sherway Public School, Matheson Public School, Gordon Graydon Secondary School. All of these are now gone and all of them served this exact area. Do not repeat the mistake of development in Toronto full of Millenials about to have children and with no schools at all. What is your plan? - 1 like, 1 comment

- *Comment: I agree.*

Design, Housing & Sustainability [cont'd]

Leave a Comment

3 Entries (open feedback)

Sentiment Summary



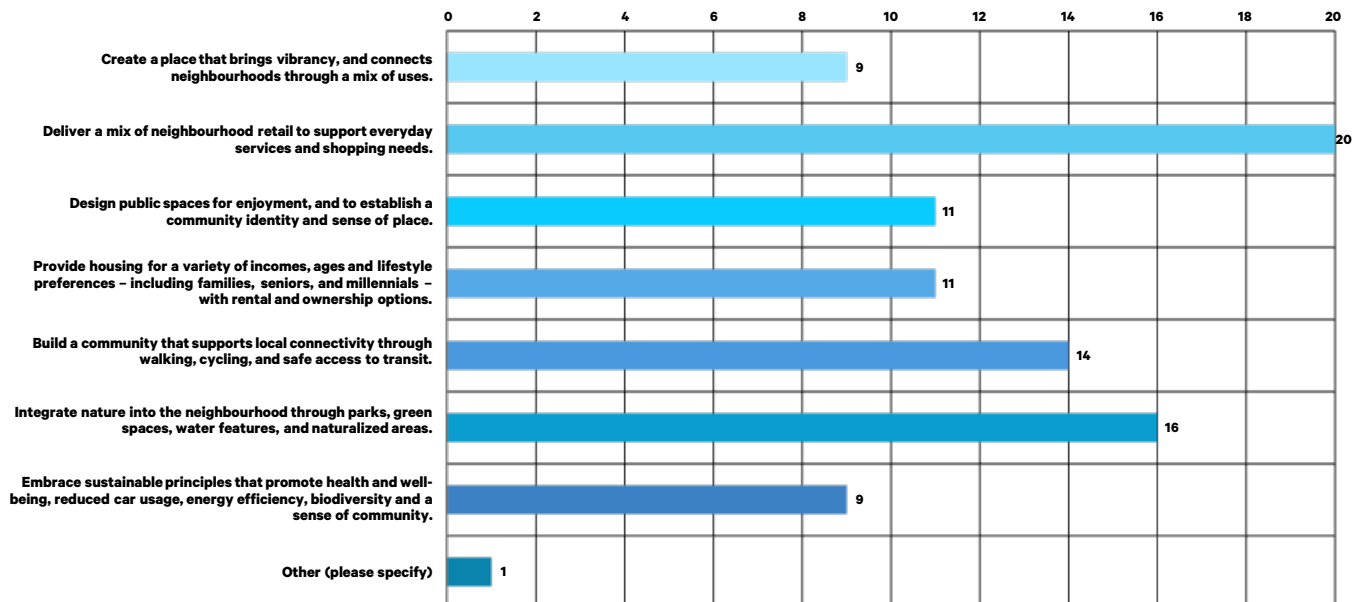
1. What I would like - accessible units - built for people with all types of physical needs - wider door frames, walk in showers, ramps; sustainment and protection of nature, the creek - it is vital to local wildlife: energy efficient designs. What I would not like - high rise condos
2. Build larger housing units (e.g. 2 or 3 bedrooms, 1400+ SF), with designs in keeping with the modest/affordable nature of the neighbourhood. Design the mall so that pedestrians/cyclists feel welcomed (paths, bike parking, separated bike routes, overall design).
3. Orchard Heights enjoys a peaceful existence with Dixie Mall currently. Although it can be busy it is not a Square One or a Sherway Mall. We would like to keep it that way. Turning it into a "destination" would be the wrong thing to do. With the Lakeview re development currently underway we need a place of peace and quiet, something to separate us from the hustle and bustle of the Lakeshore and the increasing traffic in the city. Don't make it a local attraction. As for the housing portion it would be nice to see our aging community taken into consideration with a retirement community. This coming from a 46 year old.

Design, Housing & Sustainability [cont'd]

Master Plan/Design Survey 33 Submissions (varied)

Question: What are the most important Master Planning features for this community? Select your top three.

1. **Deliver a mix of neighbourhood retail to support everyday services and shopping needs: 20**
2. **Integrate nature into the neighbourhood through parks, green spaces, water features, and naturalized areas: 16**
3. **Build a community that supports local connectivity through walking, cycling, and safe access to transit: 14**
4. **Design public spaces for enjoyment, and to establish a community identity and sense of place: 11**
5. **Provide housing for a variety of incomes, ages and lifestyle preferences – including families, seniors, and millennials – with rental and ownership options: 11**
6. **Embrace sustainable principles that promote health and well-being, reduced car usage, energy efficiency, biodiversity and a sense of community: 9**
7. **Other (please specify): 1**
 - Keep the site as a mall with housing above the mall.



*Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.

Design, Housing & Sustainability [cont'd]

Master Plan/Design Survey 33 Submissons (varied)

Question: Tell us a little bit about yourself...

- 1. **Family: 23 (70%)**
- 2. **Senior: 5 (15%)**
- 3. **Single professional: 3 (9%)**
- 4. **Downsizer: 2 (6%)**



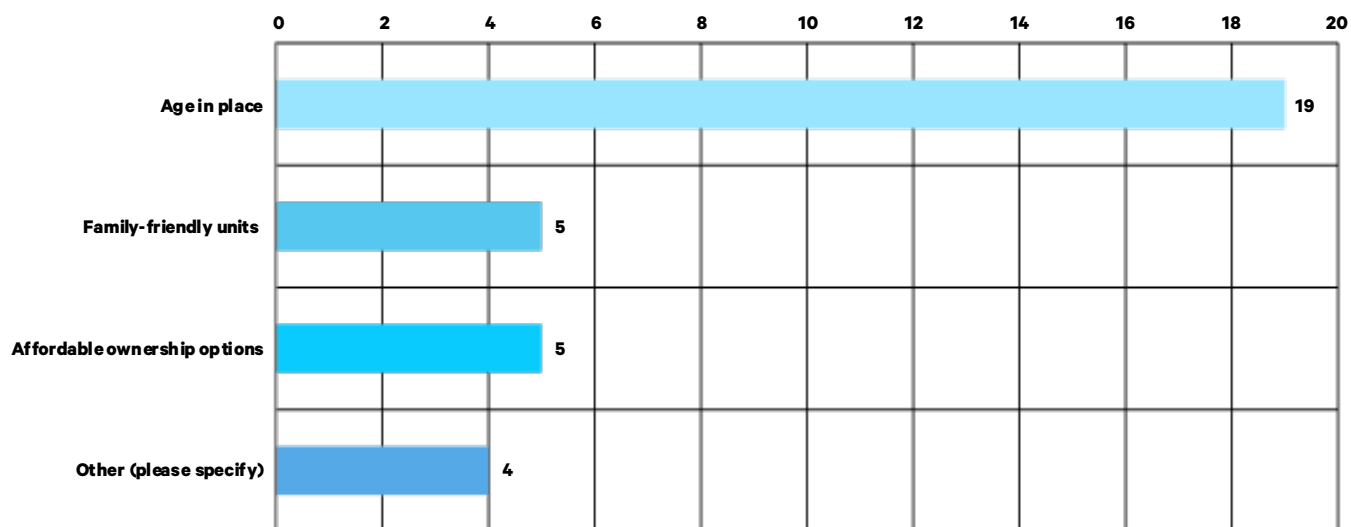
**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

Design, Housing & Sustainability [cont'd]

Master Plan/Design Survey 33 Submissions (varied)

Question: In the next 5 years, which type of housing would apply to you most?

1. **Age in place: 19 (57%)**
2. **Family-friendly units: 5 (15%)**
3. **Affordable ownership options: 5 (15%)**
4. **Other (please specify): 4 (12%)**
 - Detached bungalow with approx. 1800-2000 sq. ft. for Boomers who want to downsize.
 - Single detached developments
 - Growing house needs, with ample yard space
 - High end housing



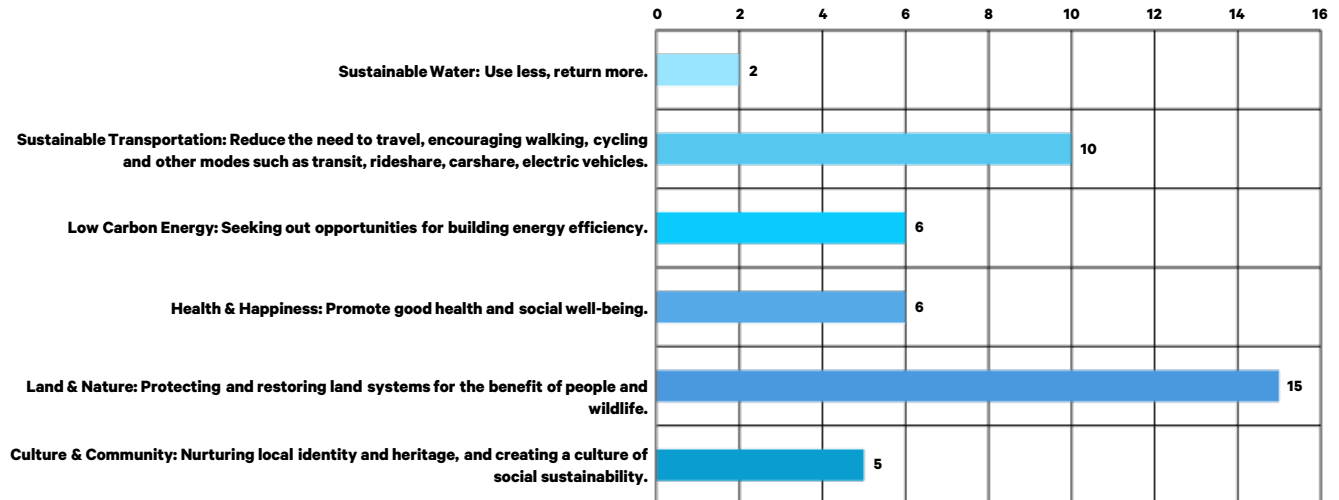
**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

Design, Housing & Sustainability [cont'd]

Sustainability Survey 22 Submissions (top 2)

Question: Thinking about the future of our city and our communities, which guiding sustainability principles are most important for the redevelopment of Dixie Mall? Select the two most important to you.

1. **Land & Nature: Protecting and restoring land systems for the benefit of people and wildlife: 15**
2. **Sustainable Transportation: Reduce the need to travel, encouraging walking, cycling and other modes such as transit, rideshare, carshare, electric vehicles: 10**
3. **Low Carbon Energy: Seeking out opportunities for building energy efficiency: 6**
4. **Health & Happiness: Promote good health and social well-being: 6**
5. **Culture & Community: Nurturing local identity and heritage, and creating a culture of social sustainability: 5**
6. **Sustainable Water: Use less, return more: 2**



**Points of engagement include the total number of ideas, likes, comments, survey submissions, and photo or document downloads received via engage.plandixie.ca.*

Conclusion

Forward Looking

We recognize through our work with Environics that the neighbourhood demographic indexes above 65 years of age, and to maintain safety and accessibility for all of our neighbours, the Project Team will not engage in unsafe engagement practices that may exclude this cohort due to COVID-19. The demographic behaviour within the surrounding neighbourhoods along with the level of engagement seen online indicate that the community has a higher than normal capability to manage online engagement.

Our planning cycle takes place over several years and our engagement practices will remain nimble throughout, including both in-person and online sessions for the consultation lifetime to ensure we have equitable and robust representation from all community members.





Appendix

Digital Engagement: The Why

Engagement Experience

Moving to an online environment is a change for many, but it is something that cities globally have been doing for many years. Statistics and studies have shown that online engagement out-perform in-person engagement for the following reasons:

1. **Inclusive & Diverse:** the nature of discourse and language at face-to-face community meetings has historically been led and controlled by persons in power or the wealthy; where the “microphone” is held in the hands of landowners, armchair experts, passionate activists, and professionals who may not be representative of the diverse perspectives and lived experiences of the broader community. Systematically, this excludes large portions of the population: those with English as a second language, without post secondary education, renters, those fearful of public meeting formats, and new Canadians. A digital environment allows projects to reach a broader audience for greater inclusivity, democracy and diversity during the consultation process. Unlike traditional engagement methods, engaging the community online allows hard-to-reach groups and communities to be involved in the conversation - voices that are often neglected and marginalized. This builds trust within the community, and ensures more people have a say, instead a select few – leading to higher participation, greater data, and better insights.
2. **Data Rich:** Consultation is more than a conversation. It is an opportunity to quantify feedback and gather statistically relevant information to support the planning and design process. Digital engagement provides a deeper consultation experience through interactive media and data-driven tools, allowing data collection and education to take place simultaneously to ensure feedback is as informed as possible. Online engagement platforms create structure, guide conversations and help to realize more focused outcomes by delivering high-quality data sets that can be tallied, vetted and distilled into actionable direction for planners, urban designers and architects.
3. **Insightful:** The “self-driving” nature of an online platform allows for quiet reflection and self-education, providing the opportunity for the community to think about their responses and leading to more in-depth or detailed comments. Online consultation allows peripheral issues or ideas to be uncovered early on, creating a vigorous two-way dialogue in the initial planning phases. Digital tools include idea generation via precedent images with voting and commenting capabilities; ranking via quick polls and surveys; open commentary or ‘virtual sticky notes’; mapping tools; and, a public Q&A that remains open online for an extended period of time to ensure all questions can be asked and answered. The net result: robust commentary that can be responded to, itemized, and used to inform the planning and design process.
4. **Highly Accessible:** for parents, the commuter, multiple job holders, persons with disabilities, or those with socio-economic constraints, an online environment makes community engagement more accessible and convenient. The platform is available 24/7, and with its recent user experience design upgrades, can be accessed via desktop or mobile devices by all age groups with ease. Notable: The 30-45 year old demographic prefers online engagement as they tend to be most time-starved due to work and familial obligations, and are often unable to attend in-person community meetings. This cohort is crucial to discussions surrounding diversity in housing and addressing Mississauga’s housing crisis; the continued under-representation of this group can be mitigated through an online engagement process.

Digital Engagement: The Platform

Engagement Details & Tools

1. **Open Environment:** participants can engage with each other via Ideas and Mapping Tools. Precedent images serve to guide the ideas generation process using highly visual precedent images based on key themes such as Parks & Open Spaces, Shops, Services & Amenities, and Design, Housing & Sustainability; community members have the ability to 'like' or comment on an existing idea, or add a new one. Active Transportation idea generation is facilitated through a digital mapping tool where users could provide comments by adding a pin to a map of Dixie Mall and its surrounding neighbourhoods.
2. **Mixed Environment:** participants can see others' contributions but mostly interact with the Project Team. Virtual 'Sticky Notes' can be posted via the Guestbook or comments tool: a quick and easy way for community members to share feedback online across all themes.
3. **Private Environment:** participants can share private answers to quick polls and surveys with the Project Team; leveraged across all themes as a means for participants to rank key elements in order of importance, including Sustainability, green space, housing typologies, Master Plan principles, and local shops and amenities.

Supporting Educational Tools: each 'station' includes a supporting video using highly visual videography to support the ideation process. Other available tools for self-education available on the platform: high-level master plan virtual walk-through video, precedent images, a project timeline, the Open House #1 Community Ideas Report, a 'Who's Listening' feature showcasing Project Team members involved in the facilitation process, project FAQs, and links to the Project website. A 'how to engage online' page, accessible via the home page navigation

on the platform, included simple steps for how to sign up and share feedback during the 9-week consultation process. Email opt-in and follow project functionality are also available to ensure community members can receive regular engagement and project updates.

Registration: participants are required to sign up to engage online using their name, email address and postal code to support the reporting process and ensure key stakeholders are captured during the consultation process. Asking users to sign up mitigates 'grand standers' and levels the playing field within the engagement space.

Reporting: using Google Analytics and platform-specific analytics to support the reporting process and provide compiled statistically relevant data sets that can be distilled into meaningful action for the Project Team. Includes sentiment analysis comparisons to showcase community member sentiment across a set of key themes.

Stations Roll Out: to provide a seamless and more easily digestible online consultation process, key themes were made available to the public every other week supported by an email notification and direct link to the page; this allows the community to digest, self-educate and focus on a single theme before introducing a new element for feedback. It also allows for participants to familiarize themselves with the online platform prior to engaging. Stations were made available in the following order: Parks & Open Spaces, Shops, Services & Amenities, Active Transportation, and finally, Design, Housing & Sustainability to build and support the design of a high-level plan.