

## STAGE 1

# WHAT WE HEARD REPORT

### Developer

Masotti Construction Inc.

### Project Site

3930 & 3950 Sixth Concession Road /  
Windsor / ON

**11.27.2023**

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## PREPARED BY

Siv-ik Planning and Design Inc.

## PREPARED FOR

Masotti Construction Inc.

## VERSION 1.0

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## ISSUED

11.27.2023

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## ABOUT THIS REPORT

This What We Heard Report has been prepared by Siv-ik Planning and Design Inc. for Masotti Construction Inc. as part of our CREATE process. It provides an account of all community engagement activities undertaken in support of the planning process for 3930 & 3950 Sixth Concession Road, the feedback received throughout the process and the project team's response to common questions and concerns. This report includes all of the feedback that the project team has received up to November 27, 2023. It will be updated as we continue to work with various stakeholders over the coming months through City review of the Official Plan and Zoning By-law Amendment application.

# S1: INTRODUCTION

## S1.1 About the Project

The project site is comprised of two legal parcels, municipally referred to as 3930 & 3950 Sixth Concession Road in the City of Windsor. The site is located on the east side of Sixth Concession Road at the intersection of Ducharme Street. The project site is located in the Roseland Planning District which encompasses the area generally bound by Cabana Road to the north, the CN rail line to the east, and Provincial Highway 401 to the south and west. The site currently contains an existing 2-storey single detached dwelling but is of a suitable size and shape to accommodate a greater intensity of development.

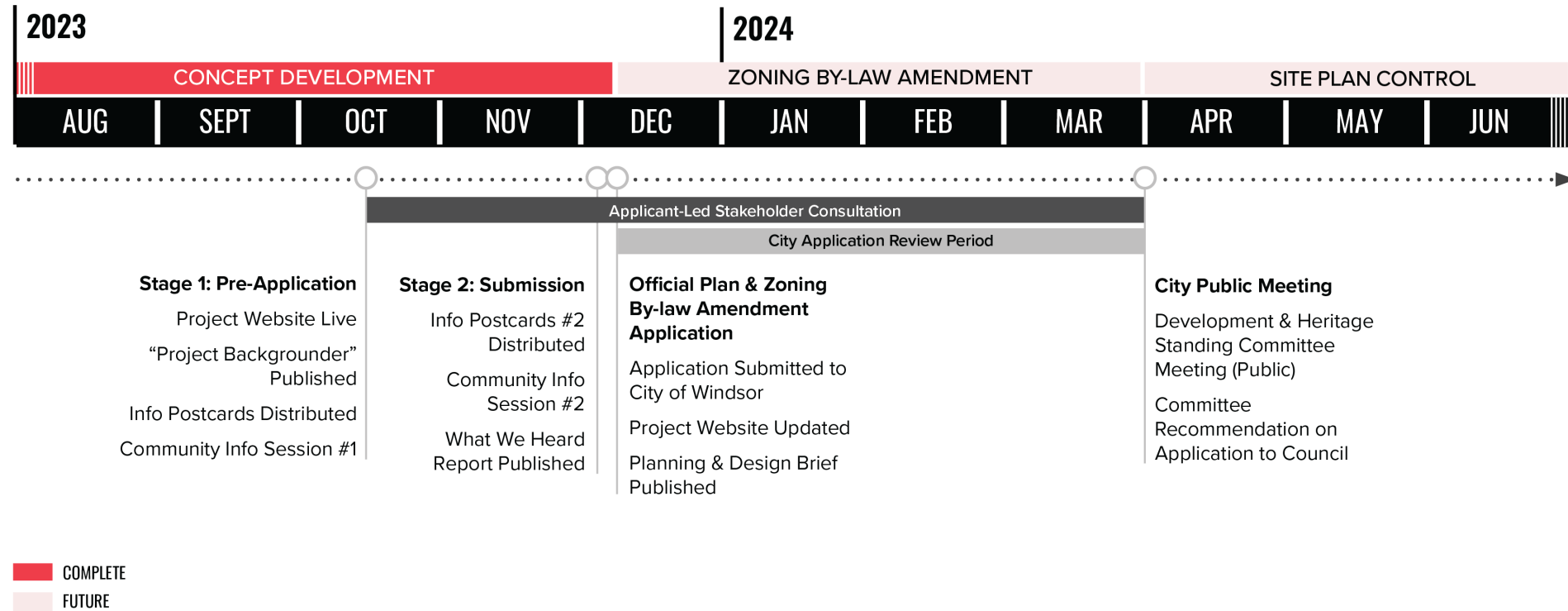


Figure 1. The Project Site



Figure 2. Proposed Development

## / Project Timeline



■ COMPLETE  
■ FUTURE

**Note:** Projected "future" timelines subject to change.

# S2: PROGRAM OVERVIEW

We understand that change in neighbourhoods warrants conversation. Our community engagement program was designed to provide an opportunity for those who are interested to learn more about the vision for the site early on in the planning process and share their thoughts. The Developer (Masotti Construction Inc.) and the project team are committed to engaging with local residents at multiple points in the process.

The timeline below shows a general overview of the steps in the planning process for 3930 & 3950 Sixth Concession Road and how those steps interact with our applicant-led community engagement program.

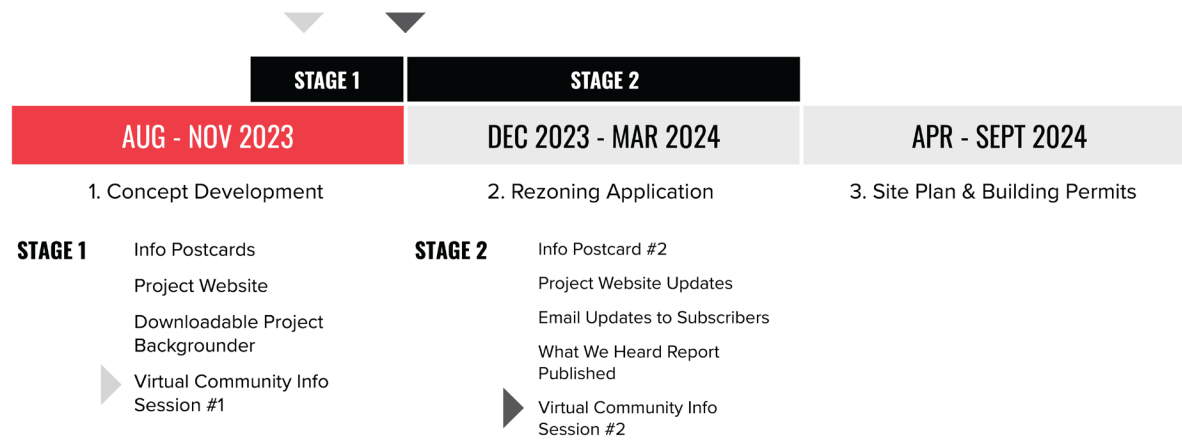


Figure 3. Engagement Program Overview

Feedback received through our outreach program is used to deepen our understanding of the local context and shape some elements of the design of the project, where possible. We acknowledge that change is difficult and that no outcome will satisfy all interested parties completely. As such, the project team cannot integrate everything suggested by our neighbours and the community at-large. However we commit to: providing residents with quality and up-to-date information about the project; helping residents to understand how they can participate in the process; asking for their thoughts and opinions; and sharing what we have heard and our team’s response to it.

## STAGE 1 TACTICS



### Info Postcard

83 information postcards were circulated to surrounding homes and businesses to notify the local community of the planned redevelopment via direct mail and to direct them to the project website.

### Project Website

A project website (www.siv-ik.ca/3930sc) was launched on October 11, 2023 to provide a “home base” for sharing information and updates about the project and gathering feedback through an online feedback form.

### Downloadable “Project Backgrounder” Publication

Siv-ik published a project backgrounder document to provide informative content regarding City planning policy, the planning process and the preliminary design principles that were established for the site. The backgrounder was made available for download on the project website.

### Virtual Community Information Session

The project team hosted a Zoom webinar on October 25, 2023 to provide a live forum to share information directly with residents/participants and to facilitate a Q&A session with lead members of the project team.

### What We Heard Report

The report has been published and shared on the project website. The report “closes the loop” on Stage 1 of our community engagement program by clearly documenting the feedback that was received and our response to it.

Figure 4. Info Postcard Snapshot

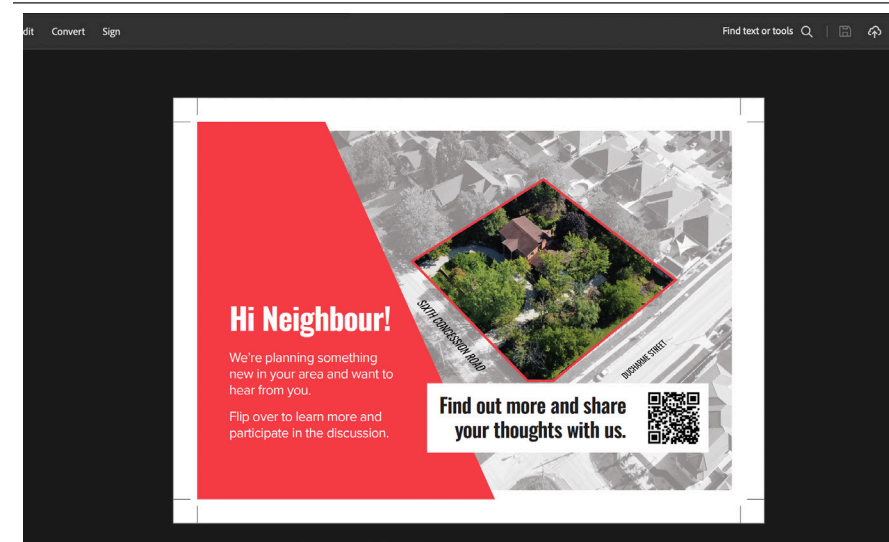


Figure 5. Project Backgrounder Snapshot



Figure 6. Project Website Snapshot

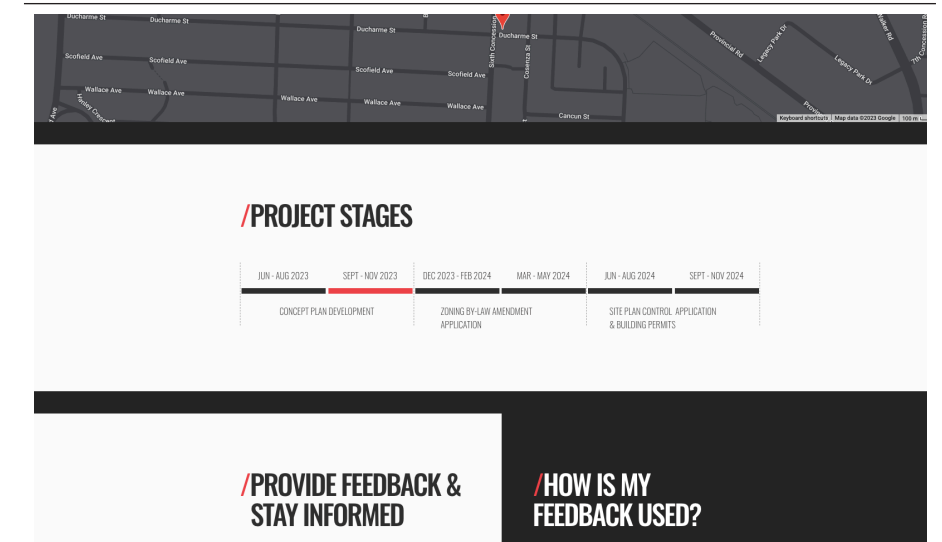
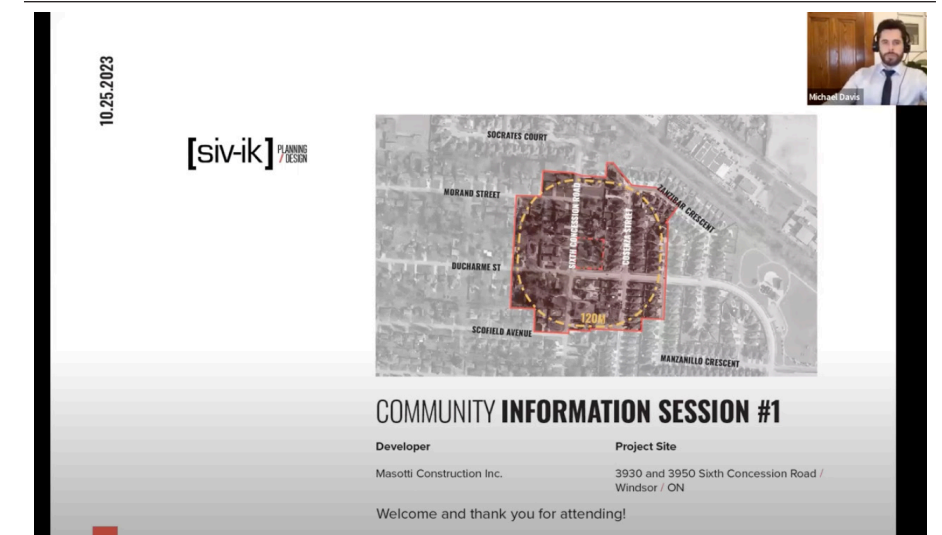


Figure 7. Community Info Session Snapshot



# / STAGE 1 BY THE NUMBERS

## REACH

83

INFO POSTCARDS CIRCULATED

117

UNIQUE PROJECT WEBSITE VIEWS

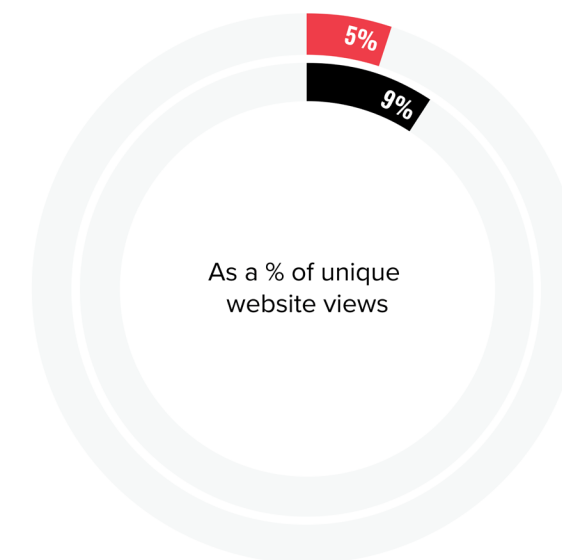
20

UNIQUE RESPONDENTS

39

UNIQUE PIECES OF FEEDBACK

## ENGAGEMENT



- Attended the Virtual Info Session #1
- Signed up for email updates

## FEEDBACK

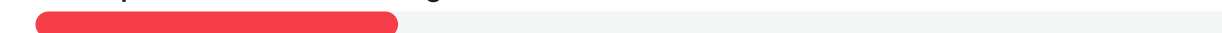
### TOPICS OF INTEREST

Key topics of interest have been extracted from the feedback and comments provided. The table below shows the frequency that respondents provided feedback on specific topics. Some respondents provided feedback on more than one topic of interest. In some cases, comments were received that could not be organized into a topic of interest but were taken into consideration as part of this application process and included in this report. All verbatim responses received can be found in the Section 3 of this report.

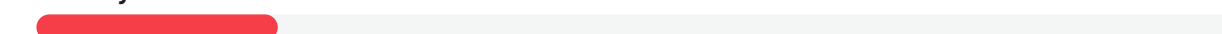
#### Building Typology



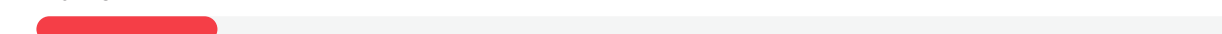
#### Development Process and Timing



#### Site Layout



#### Traffic



**Note:** The graphics and text above represent highlights of Stage 1 of our community engagement program.

# S3: WHAT WE HEARD

## S3.1 Key Themes & Response

This section of the What We Heard Report includes an inventory of all written verbatim feedback collected by the project team through various channels during Stage 1 of the engagement process. The project team has applied best practice privacy rules to this What We Heard Report and therefore names, locations and contact information have been redacted in all instances to protect the anonymity of those who provided feedback.

### 1 Building Typology

#### SELECT COMMENTS

- I understand the need for higher density. But a 30+ apartment building on this lot is not realistic.
- I am concerned about the number of units in a small area.
- Will these be rental or resell units?

#### PROJECT TEAM RESPONSE

While the project site could accommodate a low-rise apartment building, after careful consideration of the existing city planning policies and the neighbourhood context the proposed concept plan includes 16 townhouses (up to 8 of the proposed townhouses may contain a secondary dwelling unit on the main floor). The proposed concept follows the applicable policies of the Windsor Official Plan and is supported by the City of Windsor Intensification Guidelines.

It is anticipated that the large majority of residential units will be offered at a market rate. The specific form of tenure (e.g. owner-occupied condominiums vs. rental housing) has not been determined at this time and is not regulated by the City of Windsor through the Official Plan and Zoning By-law Amendment application process.

### 2 Development Process and Timing

#### SELECT COMMENTS

- Are they looking to utilize government funding for the project?
- What stages can we make changes, provide feedback that will be listened to?
- I think there should be a public forum with the ward Councillor so we can have a public discussion.

#### PROJECT TEAM RESPONSE

At this time, the developer has not indicated whether they are looking to utilize any government funding for the project.

In addition to the applicant-led community engagement process, the City will provide an opportunity for additional participation in the planning process once the Official Plan and Zoning By-law Amendment application has been submitted to and accepted by the City. Community members will be able to provide comments directly to the City Planner assigned to the file, review the application materials and provide your comments at a future public participation meeting before the City's Development and Heritage Standing Committee. Windsor City Council is the approval authority for the applications.

### 3 Site Layout

#### SELECT COMMENTS

- Where will the parking be? Will it be a large parking lot?
- Where are the windows facing?
- What is going to happen to all the mature trees that are on the lot?

#### PROJECT TEAM RESPONSE

Vehicle parking for the proposed townhouse units is provided in the rear yard of the site, entered from Ducharme Street. Parking will be provided by way of integrated/attached garages and individual driveways in front of each garage. A single row of parallel parking spaces are provided along the common driveway.

The townhouse layout has been designed to reduce overlook onto neighbouring residential properties. The majority of unit windows face towards the public streets (Sixth Concession Road & Ducharme), towards the internal spaces of the site. or towards the rear of the property. In cases where windows face towards existing residential buildings (specifically towards the rear), increased setbacks and vegetation buffers have been contemplated to reduce the potential for overlook.

A Tree Inventory is required as part of this Official Plan and Zoning By-law Amendment application. Several of the large mature trees on the site are identified as "Poor" or "Fair" condition. New tree plantings will be contemplated through the future landscape plan which will be prepared during the site plan control application process. The Tree Inventory will be made available online at [www.siv-ik.ca/3930sc](http://www.siv-ik.ca/3930sc).

### 4 Traffic

#### SELECT COMMENTS

- Is 6th concession going to be widened with 4 lanes with all this traffic? Also, are there going to be traffic lights by Ducharme and 6th concession for all this extra traffic?
- I am against this proposal. It will cause too much congestion.

#### PROJECT TEAM RESPONSE

A Traffic Impact Brief is required by the City as part of the Official Plan and Zoning By-law Amendment application. Based on the evaluation of existing infrastructure and the proposed development, the study concluded that the existing intersection of Ducharme Street and Sixth Concession Road is expected to operate well even with the additional traffic generated by the proposed development. It was also identified that a mini roundabout is proposed at this intersection as part of the completed Sixth Concession-North Talbot Environmental Assessment. The full Traffic Impact Brief will be made available online at [www.siv-ik.ca/3930sc](http://www.siv-ik.ca/3930sc).

### S3.2 Verbatim Feedback

This section of the What We Heard Report includes an inventory of all written verbatim feedback collected by the project team through various channels during Stage 1 of the engagement process. The project team has applied best practice privacy rules to this What We Heard Report and therefore names and contact information have been redacted in all instances to protect the anonymity of those who provided feedback.

#### / Online at [www.siv-ik.ca/3930sc](http://www.siv-ik.ca/3930sc)

Date	Respondent	Verbatim Feedback
2023-10-14	#1	<ul style="list-style-type: none"> <li>Please mail me info about the project. I don't have a computer.</li> </ul>
2023-10-17	#2	<ul style="list-style-type: none"> <li>Is 6th concession going to be widened with 4 lanes with all this traffic??? Also, are there going to be traffic lights by Ducharme and 6th concession for all this extra traffic. I'm not happy about this development at all. This was a quiet neighborhood now it's going to be one big traffic jam!</li> </ul>
2023-10-25	#3	<ul style="list-style-type: none"> <li>Interested in finding out what the development will look like.</li> </ul>
2023-10-25	#4	<ul style="list-style-type: none"> <li>For zoom meeting!</li> </ul>
2023-10-26	#5	<ul style="list-style-type: none"> <li>We are not happy with Masotti constructions new project. It will ruin the entire street. Think about people who are already living here</li> </ul>
2023-10-26	#6	<ul style="list-style-type: none"> <li>I understand the need for higher density. But a 30+ apartment building on this lot is not realistic.</li> </ul>
2023-10-27	#7	<ul style="list-style-type: none"> <li>What are you planning ?</li> </ul>
2023-10-27	#8	<ul style="list-style-type: none"> <li>I am not in favour of this multiple unit project in this neighbourhood . Instead would recommend 2-3 town houses .</li> </ul>
2023-10-29	#9	<ul style="list-style-type: none"> <li>I am concerned about the number of units in a small area.</li> <li>I think there should be a public forum with the ward councillor so we can have a public discussion.</li> </ul>
2023-10-30	#10	<ul style="list-style-type: none"> <li>Stop ruining our beautiful neighbourhood. Get out of here!</li> </ul>
2023-10-31	#11	<ul style="list-style-type: none"> <li>Will these be rental or resell units?</li> <li>What zoning use will you be applying for?</li> </ul>
2023-10-31	#12	<ul style="list-style-type: none"> <li>I am against this proposal. It will cause too much congestion. Walker and Ducharme is already suffering. It's not fair to close up the other end. If there is a community vote, many will vote NO.</li> </ul>

### / Virtual Community Meeting #1

Date	Respondent	Verbatim Feedback
2023-10-25	#13	<ul style="list-style-type: none"> <li>What is the typology? Townhouse? Apartment? One building? Multiple buildings?</li> <li>How is drainage going to be affected?</li> <li>Concerned about multiple buildings – worried about too many people/apartments as they have kids</li> <li>Renovated my house – beautiful neighbourhood, we will lose money when reselling our houses. Concerned about pool, property values – Do you think about the people living on this street for 20+ years</li> </ul>
2023-10-25	#14	<ul style="list-style-type: none"> <li>How many units are you proposing?</li> <li>If an apartment where will the parking be? Will it be a large parking lot?</li> <li>Is our plan for Sixth Concession to be redone before we start? Or will you go ahead before reconstruction?</li> <li>Are you looking more for condo or rental?</li> <li>How high is 3 storeys? In m?</li> <li>Where are the windows facing?</li> <li>Do you know if there will be any changes to the intersection of Ducharme and Sixth Concession? Would there be a stop light? No one stops at the stop sign.</li> <li>House was for sale for 10 months or so – why the change in direction?</li> <li>What's the projected timeline for construction? From shovels in the ground to occupancy?</li> <li>Would there be underground parking?</li> </ul>
2023-10-25	#15	<ul style="list-style-type: none"> <li>What is the maximum number of units based on Design Principal 1?</li> <li>Concerns with an apartment complex.</li> <li>What stages can we make changes, provide feedback that will be listened to.</li> <li>Believe that 2 houses should be developed on the site – no more, no apartment complex – does not want 25-35 units on the site.</li> </ul>
2023-10-25	#16	<ul style="list-style-type: none"> <li>How many buildings are you actually considering and how many storeys?</li> <li>Are they looking to utilize government funding for the project?</li> <li>Can this project be stopped?</li> </ul>
2023-10-25	#17	<ul style="list-style-type: none"> <li>What is going to happen to all the mature trees that are on the lot. It doesn't sound that the green space will be saved. When I look out my window, instead of seeing beautiful green space I'm going to see an eyesore of a building?</li> </ul>

Date	Respondent	Verbatim Feedback
2023-10-25	#18	<ul style="list-style-type: none"><li>Is there any chance or actually stopping this project with the provincial mandate?</li></ul>
2023-10-25	#19	<ul style="list-style-type: none"><li>Thank u all.... very professional.</li></ul>
2023-10-25	#20	<ul style="list-style-type: none"><li>Thank you for your time gentlemen.</li></ul>

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## S4: SUMMARY

### S4.1 Purpose of this Report

This report represents the culmination of Stage 1 of our Applicant-led community engagement program for the proposed redevelopment of 3930 & 3950 Sixth Concession Road. The report is intended to be read in conjunction with the 2023-11-27 Planning and Design Brief, also prepared by Siv-ik Planning & Design Inc. That brief will be made available for public download at [www.siv-ik.ca/3930sc](http://www.siv-ik.ca/3930sc). We understand that what various stakeholders such as local residents think and say about an issue should be factored into the project planning for consideration. This report provides a transparent account of all feedback received to help inform decision-makers about issues that are important to local residents. It also represents a “closing of the loop” with participants in our engagement program where they can learn about how key themes of feedback have been addressed by the project team

### S4.2 Stakeholder Engagement

The project team has carried out early engagement with City Administration and surrounding residents, to inform the redevelopment vision for the site and looks forward to continuing to do so as the applications progress through the review. The next steps for our Applicant-led engagement program (i.e., Stage 2) are detailed above.



## REFERENCES

1. City of Windsor Official Plan (2000).
2. North Roseland Secondary Plan (1998).
3. City of Windsor Intensification Guidelines (2022).
4. City of Windsor Zoning By-law 8600
5. City of Windsor, MappMyCity (Last updated 2023).

