



STAGE 1

WHAT WE HEARD REPORT

Developer

Farhi Holdings Corp. (FHC)

Project Site

530-540 Exmouth Street /
Sarnia / ON

03.30.2024

Contact

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PREPARED FOR

Farahi Group of Companies
(c/o Amir Farahi)

VERSION 1.0

ISSUED

03.25.2024

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ABOUT THIS REPORT

This What We Heard Report has been prepared by Siv-ik Planning and Design Inc. for Farahi Group of Companies (c/o Amir Farahi) as part of our CREATE process. It provides an account of all community engagement activities undertaken in support of the planning process for 530 & 540 Exmouth Street, 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 March 30, 2024. It will be updated as we continue to work with various stakeholders over the coming months through City review of the 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 530 & 540 Exmouth Street in Sarnia, ON. The site is located on the north side of Exmouth Street at the intersection of East Street N., immediately south of Highway 402, in a transit-oriented commercial area. The site currently contains surface parking for the surrounding commercial uses. Properties immediately surrounding the project site include a grocery store, pharmacy retailer, discount retail stores and other personal service and retail stores. Due to the proximity of commercial uses, and the extensive availability of nearby transit options, there is a unique opportunity to redevelop this site into a mixed-use, transit-oriented development, that supports the City’s vision for development of Strategic Growth areas.

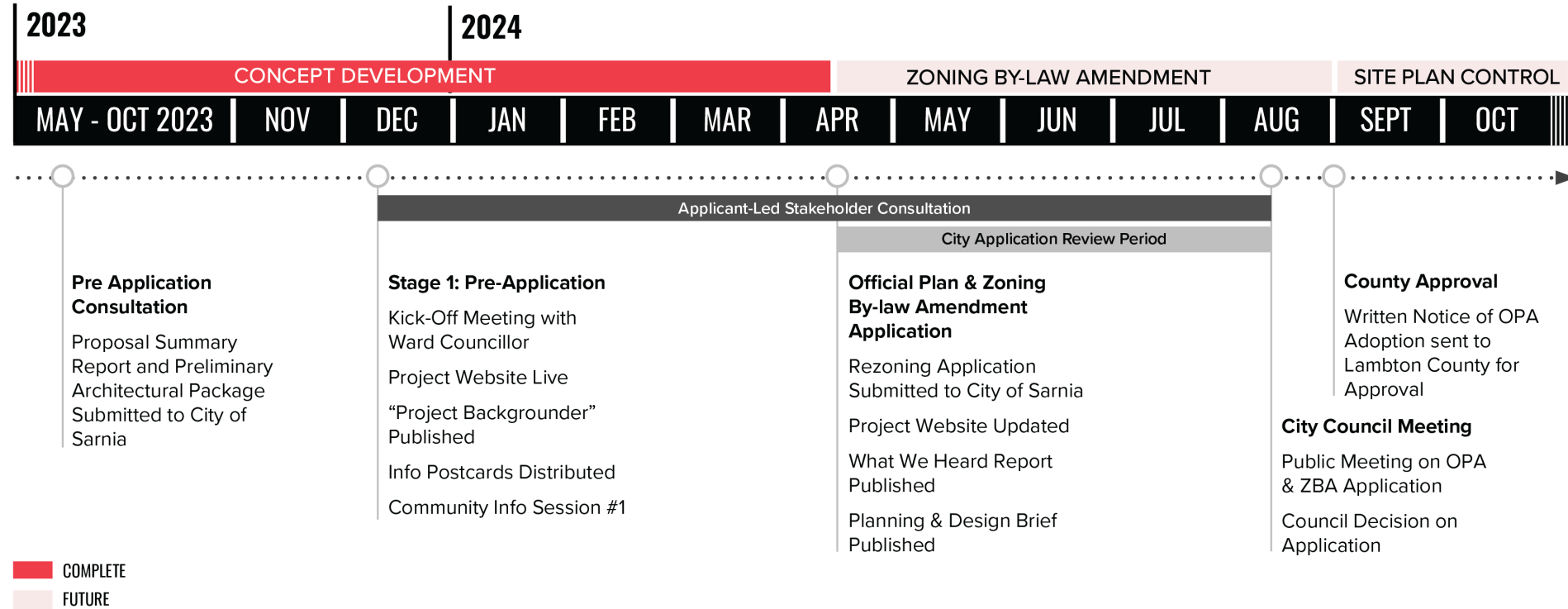


Figure 1. The Project Site



Figure 2. Proposed Development

/ Project Timeline



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 (Farahi Group of Companies) 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 530 & 540 Exmouth Street and how those steps interact with our applicant-led community engagement program.

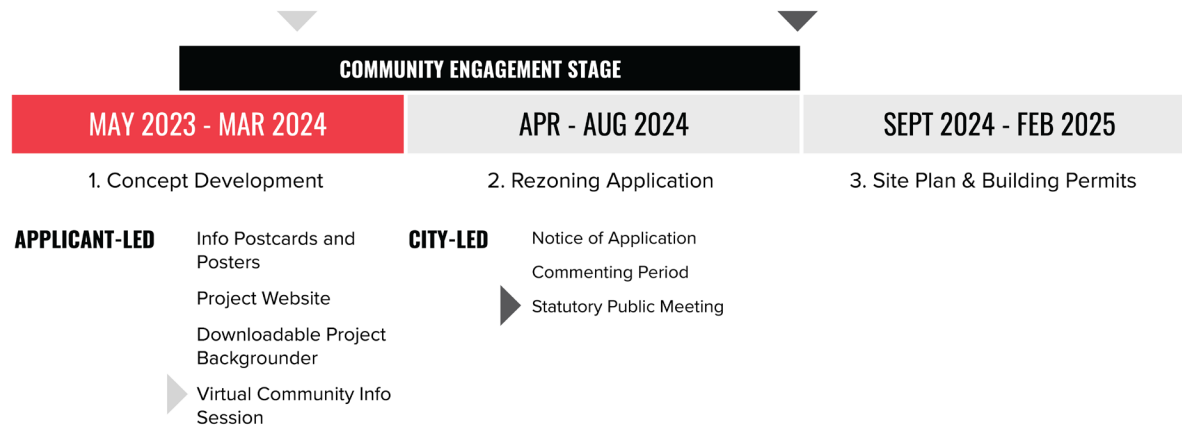


Figure 3. Engagement Program Overview

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

53 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/530e) was launched on November 22, 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 December 6, 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, shared on the project website and submitted with the Zoning By-law Amendment application. The report "closes the loop" on 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

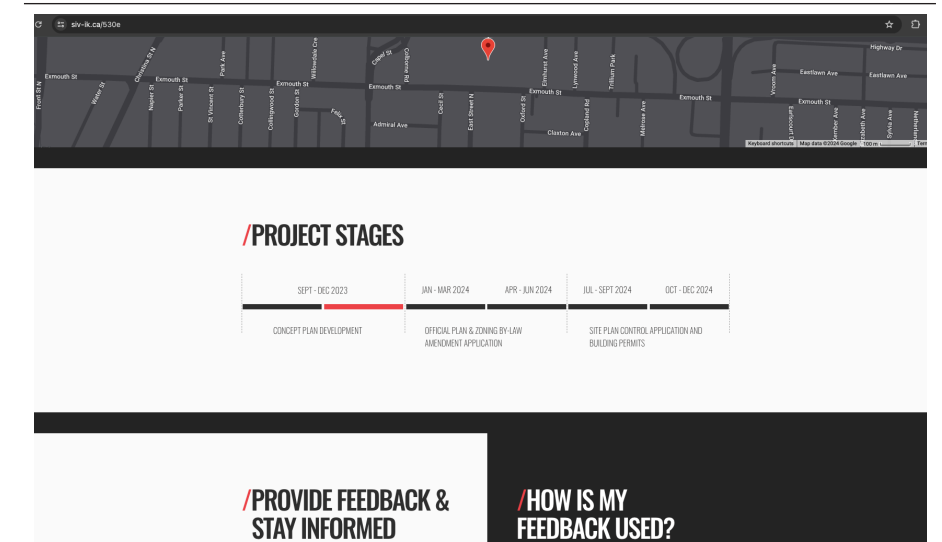
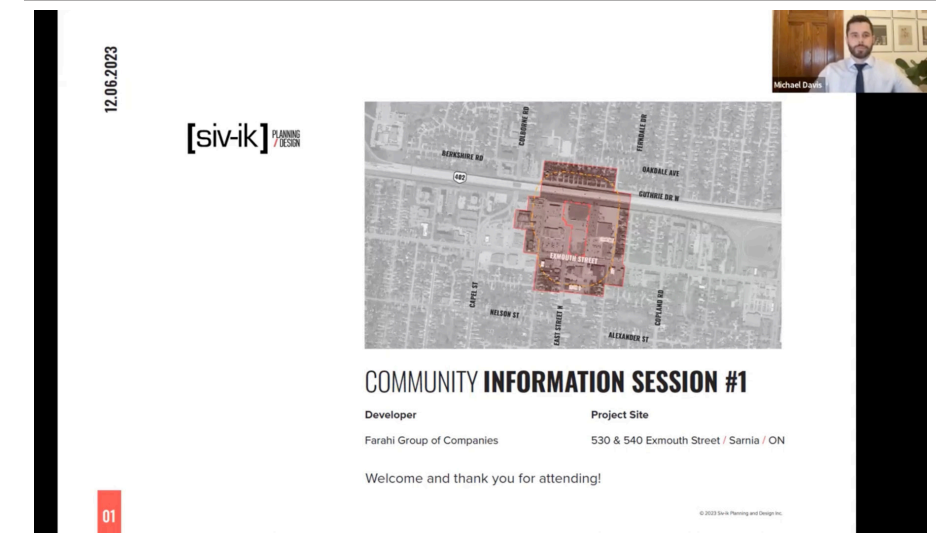


Figure 7. Community Info Session Snapshot



/ STAGE 1 BY THE NUMBERS



REACH

53

INFO POST CARDS CIRCULATED

96

UNIQUE PROJECT WEBSITE VIEWS

FEEDBACK

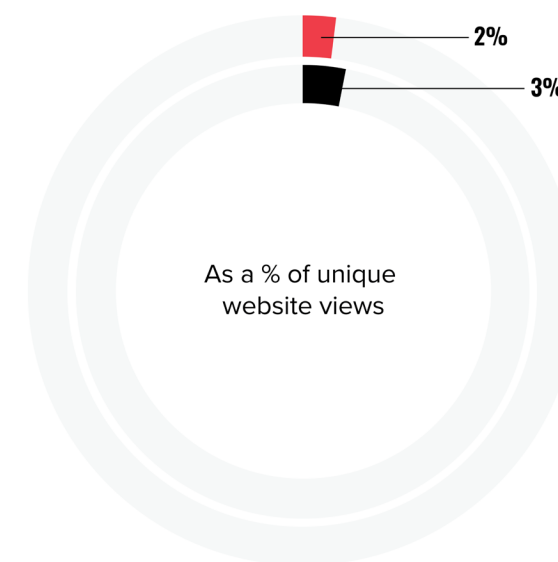
1

UNIQUE RESPONDENT

4

UNIQUE PIECES OF FEEDBACK

ENGAGEMENT



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

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 Section 3 of this report.

Neighbourhood Fit



Traffic



Height



Sunlight



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 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 Neighbourhood Fit

SELECT COMMENTS

- It's a quiet neighbourhood and should be treated with dignity, not cramped living spaces.

PROJECT TEAM RESPONSE

The City of Sarnia Official Plan envisions this portion of the Exmouth Street corridor as a high-density, mixed-use area that supports existing and future transit. As a result of the vision set out by the City, it is anticipated that this area will change over time and be a focus for intensified forms of development. High-rise buildings are permitted to be developed within this area.

2 Traffic

SELECT COMMENTS

- That grocery store is a very quiet place as well, having more excessive traffic in that area will ruin the whole place.

PROJECT TEAM RESPONSE

Exmouth Street is identified as an Arterial Road that is intended to carry high traffic volumes and act as major transit corridors. A Traffic Impact Assessment has been prepared as part of the Official Plan and Zoning By-law Amendment application to the City. Based on the evaluation of existing infrastructure and the proposed development, the study concluded that the study area intersections forecast to operate with similar levels of service based on predicted 2038 traffic volumes. The full Traffic Impact Assessment report can be found online at www.siv-ik.ca/530e.

Further review of this proposal by the City of Sarnia Engineering Department will occur through this process.

3 Height

SELECT COMMENTS

- I would agree if they were under 10 stories but no higher than that.

PROJECT TEAM RESPONSE

The City of Sarnia Official Plan envisions this portion of the Exmouth Street corridor as a high-density, mixed-use area that supports existing and future transit. The City's Official Plan permits high-rise buildings in this area. The Sarnia Official Plan identifies a series of locational criteria that directs development on any particular site. This project site has an elevated level of proximity/access to transit and commercial facilities that warrants special consideration from a building height perspective. Accommodating additional building height on this site, helps to concentrate people in the immediate vicinity such that residents can live an automobile-free lifestyle and access key necessities within a 5-minute walk.

4 Sunlight

SELECT COMMENTS

- I also have considered about the amount of sunlight the surrounding neighbourhood would get if such tall buildings were built there.

PROJECT TEAM RESPONSE

The proposed buildings have been designed to reduce potential impacts on sunlight access and sky views. A Sun/Shadow Study has been completed as part of the Official Plan and Zoning By-law Amendment to demonstrate the impacts of the proposed development in terms of sun and daylight access, on the surrounding context. The study has been included in the Planning and Design Brief which will be made available online at www.siv-ik.ca/530e.

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 siv-ik.ca/530e

Date	Respondent	Verbatim Feedback
2023-11-23	#1	<ul style="list-style-type: none">I don't think that building something this big in the area is what the residents in said area want or need. It's a quiet neighbourhood and should be treated with dignity, not cramped living spaces.That grocery store is a very quiet place as well, having more excessive traffic in that area will ruin the whole place.I would agree if they were under 10 stories but no higher than that.I also have considered about the amount of sunlight the surrounding neighbourhood would get if such tall buildings were built there. Please reconsider your proposal and think of the community and not your wallets. Signed a potential buyer.

S4: SUMMARY

S4.1 Purpose of this Report

This report represents the culmination of our Applicant-led community engagement program for the proposed redevelopment of 530 & 540 Exmouth Street. The report is intended to be read in conjunction with the 2024-03-30 Planning and Design Brief, also prepared by Siv-ik Planning & Design Inc. That brief is available for public download at www.siv-ik.ca/530e. 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 communications/engagement with City Council, Municipal Administration (Community Services Division), 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 process.

REFERENCES

1. City of Sarnia Official Plan, July 2022.
2. City of Sarnia Zoning By-law.
3. County of Lambton Official Plan, October 1, 2020.
4. County of Lambton, Lambton County GIS Online (Last updated July 2018).
5. Architectural Design Package prepared by Baird Architecture + Engineering, dated 2024-02-21.
6. Functional Servicing Report prepared by Baird Architecture + Engineering, dated 2024-02-29.
7. Transportation Impact Assessment, prepared by Paradigm Transportation Solutions Ltd., dated March 2024.

