South Etobicoke Regeneration Project -
Blueprint for Action (Lakeshore-Queensway)

(City Council on July 4, 5 and 6, 2000, adopted this Clause, without amendment.)

The Economic Development and Parks Committee recommends the adoption of the
following report (May 30, 2000) from the Commissioner of Economic Development,
Culture and Tourism and requests that it be forwarded to Etobicoke Community Council
for information:

Purpose:

The purpose of this report is to present the South Etobicoke Regeneration Project's report,
Blueprint for Action (Attachment No. 1) and to describe the process for implementation of the
Blueprint.

Financial Implications and Impact Statement:

The process for working with the South Etobicoke Regeneration Project and developing the
Blueprint for Action was part of the Economic Development Division’s 2000 Workplan and has
no financial impacts on the Division’s year 2000 Operating Budget.

Recommendations:

It is recommended that:

(1) the Commissioner of Economic Development, Culture and Tourism be requested to hold
a meeting at the earliest possible time with the Commissioners of Works and Emergency
Services, Urban Development Services, Community and Neighbourhood Services, and
the Chair of the South Etobicoke Regeneration Project to review the Blueprint for Action
and to discuss assistance to the workgroups of the South Etobicoke Regeneration Project
as described in the body of this report;

(2) the Commissioner of Economic Development, Culture and Tourism, upon completion of
the prioritization of the projects as described in Phase Two of this report and in
consultation with the Departments referred to in Recommendation No. (1), be requested
to report further concerning the recommendations for implementation of the South
Etobicoke Regeneration Project’s Blueprint for Action, including financial and human
resource implications, and the involvement of the private, public and non-profit sectors;
and

(3) the Commissioner of Economic Development, Culture and Tourism be requested to
forward copies of the Blueprint for Action to appropriate staff of the Ministry of
Economic Development, Trade and Tourism, Human Resources Development Canada (HRDC), the Toronto and Region Conservation Authority, the Etobicoke Chamber of Commerce, and other interested parties.

Background:

The Blueprint for Action is the result of an active community dialogue sponsored by the South Etobicoke Regeneration Project over the past year. The Blueprint for Action presents the community’s vision, goals and recommended actions for South Etobicoke and represents the end of the first of three phases of the Project. The Blueprint provides a strong direction for the future of the South Etobicoke community (QEW, Lake Ontario, Etobicoke Creek, and Humber River). When implemented, the Blueprint will provide significant benefit to the businesses, residents and visitors in South Etobicoke.

The Steering Committee of the South Etobicoke Regeneration Project was formed in August 1999, with fifteen voting members representing South Etobicoke’s businesses, residents’ associations, arts and cultural organizations, environmental associations, and social service agencies. The two area councillors and the area’s Provincial and Federal representatives are ex-officio members of the Committee. Economic Development and Urban Development Services staff provided support to the project. A key partner included Human Resources Development Canada (HRDC) in August 1999, whereby $100,000.00 was committed to the project for facilitation, strategic planning, and staffing assistance.

Comments:

There are three phases to the South Etobicoke Regeneration Project. Phase One, which set the overall direction for the project, is complete. Phase Two requires setting priorities, and Phase Three involves implementation.

Phase One – Setting Directions:

The South Etobicoke Regeneration Project sponsored nine community meetings, beginning in October 1999, involving more than 150 people representing businesses, community stakeholders and residents. Included in these meetings were three meetings of local industries and one meeting with the four Business Improvement Areas (BIAs). As a result of these meetings, the Steering Committee drafted the Blueprint for Action expressing a vision and recommendations for South Etobicoke’s revitalization. On May 17, 2000, the Steering Committee held a public meeting to review the Blueprint and proposals for implementation.

Phases Two and Three – Setting Priorities and Implementation:

Attachment No. 2 shows three workgroups: Physical Infrastructure; Business Attraction and Retention; and Social Infrastructure.

The assignment of recommendations to the three workgroups is shown in Attachment No. 3. Over the next three months, the three workgroups will prioritize the recommendations in the
Blueprint, and identify the staff, physical or capital resources required for implementation. To facilitate the process, the Commissioner of Economic Development, Culture and Tourism will meet with the Commissioners of Works and Emergency Services, Urban Development Services, Community and Neighbourhood Services, and the Chair of the South Etobicoke Regeneration Project, to assign appropriate staff to the three workgroups, who will assist in prioritizing recommendations. When this process is completed, the Commissioner of Economic Development, Culture and Tourism will report back to the Economic Development and Parks Committee on the proposed implementation, its phasing, and any financial and human resource impacts that might be incurred by the City.

Conclusions:

The South Etobicoke Regeneration Project’s Blueprint for Action is a strategy for South Etobicoke’s revitalization that represents significant community involvement and volunteer time and resources. Staff of the Economic Development Division, Urban Development Services, HRDC, other agencies, and a broad range of the business, social and environmental interests in South Etobicoke have supported this community initiative. The Blueprint is an exciting statement representing the community’s vision and recommendations for the future regeneration of South Etobicoke. The first phase is now completed. Phase Two, Setting Priorities, has now begun. To ensure its success, during this phase of the project, it is recommended that appropriate staff from Works and Emergency Services, Urban Development Services, Community and Neighbourhood Services, HRDC, and other public agencies assist with the establishment of priorities.

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(Copies of Attachment No. 1, entitled “Blueprint for Action”, Attachment No. 2, entitled “South Etobicoke Regeneration Project - Blueprint for Action: Implementation Structure”, and Attachment No. 3, entitled “South Etobicoke Regeneration Project: Workgroup Assignments”, referred to in the foregoing report were forwarded to all Members of Council with the June 19, 2000 agenda of the Economic Development and Parks Committee, and copies thereof are on file in the office of the City Clerk.)

The following persons appeared before the Economic Development and Parks Committee in connection with the foregoing matter:

- Mr. Bill Goursky, Chair, The South Etobicoke Regeneration Project;
- Councillor Blake F. Kinahan, Lakeshore-Queensway; and
- Councillor Irene Jones, Lakeshore-Queensway.