

**In reply please quote:
REF.: 04-PF#9(3)**

December 7, 2004

BUDGET ADVISORY COMMITTEE:

**Subject: Policy and Finance Committee Report 9, Clause 3
Clean and Beautiful City - Five-Point City Action Plan to Make
Toronto a Clean and Beautiful City - All Wards**

City Council on November 30, December 1 and 2, 2004, considered this Clause, and directed that a copy be forwarded to the appropriate Standing Committees, including Budget Advisory Committee for consideration with the 2005 budget.

Council also requested the Budget Advisory Committee to consider giving the Toronto Police Service additional funding to deal with graffiti enforcement.

for City Clerk

M. Toft/sb

Attachment

Sent to: Planning and Transportation Committee
Economic Development and Parks Committee
Budget Advisory Committee
Roundtable on a Clean and Beautiful City
Commissioner of Urban Development Services
Commissioner of Economic Development, Culture and Tourism
Acting Commissioner of Works and Emergency Services

c. Chief Financial Officer and Treasurer
Administrator, Works Committee

Consolidated Clause in Policy and Finance Committee Report 9, which was considered by City Council on November 30, December 1 and 2, 2004.

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**Clean and Beautiful City - Five-Point City
Action Plan to Make Toronto a Clean and
Beautiful City - All Wards**

City Council on November 30, December 1 and 2, 2004, amended this Clause:

(1) *to provide that:*

- (a) *all parks receive an extra grass cutting in 2005, subject to the normal budget approval process;*
- (b) *all boulevards receive one extra cut in 2005, subject to the normal budget approval process; and*
- (c) *the funds that are allocated for 2005 and beyond for the Action Plan for a Beautiful City, be equally distributed across all 44 Wards in the City of Toronto; and*

(2) *by adding the following:*

“That:

- (a) *the Postering By-law be considered by the Planning and Transportation Committee at its first meeting in January 2005;*
- (b) *the Budget Advisory Committee be requested to consider giving the Toronto Police Service additional funding to deal with graffiti enforcement;*
- (c) *the Acting Commissioner of Works and Emergency Services look at ways to hire extra students, at student rates, for litter picking, and report to the Works Committee in January 2005; and*
- (d) *the Acting Commissioner of Works and Emergency Services be requested to report to the Works Committee in two months on operational changes to ensure streets are clean.”*

This Clause, as amended, was adopted by City Council.

Council also considered additional material which is noted at the end of this Clause.

The Policy and Finance Committee recommends that:

- (I) **City Council adopt the staff recommendations in the Recommendations Section of the report (November 22, 2004) from the Commissioner of Urban Development Services, the**

Commissioner of Economic Development, Culture and Tourism and the Acting Commissioner of Works and Emergency Services; and

(II) the Commissioner of Economic Development, Culture and Tourism be requested to explore ways of ensuring that Hydro One is included in the Tree By-law and that the amendments address:

(1) how the clear-cutting policy in hydro right-of-ways will be:

(a) reviewed with Urban Forestry and the Tree Advocate;

(b) reviewed with the local community; and

(2) the tools that will be available for enforcement;

and submit a report to the Economic Development and Parks Committee in the first half of 2005;

Action taken by the Committee:

The Policy and Finance Committee referred the following motion to the Commissioner of Urban Development Services, the Commissioner of Economic Development, Culture and Tourism and the Acting Commissioner of Works and Emergency Services for consideration:

Moved by Councillor Cowbourne:

“That Gateways to the City be identified for beautification, including Port Union and Kingston Road, and they be referred to staff and to the Roundtable for a Beautiful City for consideration.”

The Policy and Finance Committee submits the following report (November 22, 2004) from the Commissioner of Urban Development Services, the Commissioner of Economic Development, Culture and Tourism, and the Acting Commissioner of Works and Emergency Services:

Purpose:

To outline a five-point City action plan to make Toronto a clean and beautiful city and to provide a status report on initiatives undertaken to date.

Financial Implications and Impact Statement:

The Clean and Beautiful City initiatives described in this report will require an operating budget of \$4.326 million in 2005, with an incremental operating budget impact of \$5.656 million in 2006 and \$3.825 million in 2007. These funds are part of the recommended 2005 Operating Budget requests of the affected departments, which include Urban Development Services (UDS), Works and Emergency Services (WES) and Economic Development Culture and Tourism (EDCT) and are summarized and detailed in Appendix 1.

In addition, the recommended 2005 Capital Budget submissions of departments include \$4.688 million for Clean and Beautiful City initiatives with \$915 thousand to be funded from development charges and \$3.773 million to be funded from debt. The future year capital budget requests are \$2.310 million in 2006, with \$530 thousand to be funded from development charges and \$1.780 million to be funded from debt, and \$1.618 million in 2007, with \$530 thousand to be funded from development charges and \$1.088 million to be funded from debt. The future year operating impacts of the 2005 Capital Budget may not be fully outlined in this report and will be reporting on prior to the finalization of the 2005 budget.

The Chief Financial Officer and Treasurer has reviewed this report and concurs with the financial impact statement.

Recommendations:

It is recommended that:

- (1) the service enhancements to support the Clean and Beautiful City initiative as described in Attachment 1, be approved in principle subject to final approval in the 2005 Operating and Capital Budgets;
- (2) this report be forwarded to the Roundtable on the Clean and Beautiful City;
- (3) this report be forwarded to the appropriate Standing Committees, including Budget Advisory Committee for consideration with the 2005 budget; and
- (4) that the Commissioners of UDS, WES and EDCT report back to the Budget Advisory Committee in January 2005, on the operating impact of the 2005 Capital Budget.

1.0 Background:

The City of Toronto has embarked on an ambitious program to make Toronto a clean and beautiful city as one of nine Council priorities for the 2003 to 2006 term. At its meeting of March 1 to 3, 2004, City Council unanimously approved a two-stage approach to achieving this priority, as outlined in Mayor David Miller's report "The Clean and Beautiful City Agenda."

Stage 1 of the program focused on cleaning up the city and was the subject of a number of reports, including an April 30, 2004, report from the Commissioner of Works and Emergency Services and the Chief Administrative Officer that set out an implementation and operational plan for both clean and beautiful city actions over the next two years. In 2004, Council allocated a \$2.6 million Operating Budget solely for clean city initiatives.

Stage 2 of the program, led by the Commissioner of Urban Development Services, continues the clean city initiatives and introduces actions to beautify Toronto with the participation and assistance of the public and private sector.

Implementation of the 10 steps to a coordinated and sustainable program of cleanliness began in early 2004. The main steps included a 20-minute Toronto makeover, community and ward cleanup, litter and recycling collection improvements, street sweeping and flushing improvements, graffiti removal and prevention enhancements, bylaw enforcement improvements and actions to reduce illegal dumping.

Postering, consolidation of litter, waste, long grass and weeds bylaws, a review of the harmonized placement of newspaper vending boxes and city-wide graffiti abatement activities were later added.

Stage 2 set out the following four steps to achieve beautiful city goals:

- (i) enhancing urban design and architectural elements of all development;
- (ii) forging key partnerships and strategic alliances with public and private partners on public realm initiatives.
- (iii) working closely with the development industry to ensure the City's urban design standards are met and provide a high level of public amenity; and
- (iv) beautifying public parks, local parks, ravines and other civic open spaces through landscaping, parks design and public art.

Roundtable on the Beautiful City:

In 2004, City Council approved the establishment of a number of citizen advisory roundtables to champion Council's priorities. Members of the Roundtable on the Beautiful City are highly respected individuals with expertise in fields related to a variety of City-building initiatives. They will advise the Mayor and Council, through the City's standing committees, on strategies and actions to implement a variety of Beautiful City related actions, on ways to form partnerships, to find and leverage resources and to build public awareness. The first meeting of this Roundtable will take place on November 29, 2004.

2.0 Comments: Shift in Thinking:

During Listening to Toronto sessions, residents expressed their desire for a cleaner and more attractive city. This view underscores Toronto's own Official Plan policies for creating a city that is both functional and beautiful. A clean and beautiful Toronto encourages neighbourhood pride and urban vitality, enhances business and tourist investment in Toronto and preserves a high quality of life for all. This report proposes a five-point action plan to clean and beautify Toronto that encourages individuals, community groups and the private sector as well as all city departments to take responsibility for achieving Council's priority. While articulating a clear action plan for City programs is a good first step to achieving a more Clean and Beautiful City, a paradigm shift in thinking will be key to fully realizing Toronto's potential. City Council, City departments and the public will all need to look at how their day-to-day decisions and activities affect Toronto's image. This will mean filtering normal operations and planning decisions through a "Beauty Lens," to identify how to do things differently within the same program and budget and achieve a better outcome. The City's partners such as its agencies, boards and commissions (ABCs), school boards, and senior levels of government must also embrace this approach.

Five-Point Action Plan:

A five-point action plan, depicted on Attachment 1, organizes an evolving list of Clean and Beautiful City initiatives into five key actions: Sweep It, Design It, Grow It, Build It, Celebrate It. The plan includes approximately 48 initiatives, 13 of which are new proposals, and highlights a number of programs which already contribute to the Beautiful City agenda.

The action plan represents an ongoing cycle of activities in which the City and its residents are engaged at any given moment. For example, while great buildings and streetscapes need to be built, they must also be maintained, and trees must be planted to thrive, not just survive. Slippage in any of the links in the cycle will undermine the whole.

Sweep It – These actions are primarily directed at achieving a Clean City. Programs include roadway and roadside cleaning, litter removal, graffiti management and sustainable maintenance.

Design It - These activities are about getting projects ready for delivery. It includes designing and fundraising for projects and implementing them.

Grow It – These activities are about restoring and enhancing the system of parks, gardens, ravines and trees that make Toronto green and healthy and act as an effective barometer of urban health and well-being.

Build It - This refers to the actual bricks and mortar construction phase of projects.

Celebrate It - Celebration recognizes the collective achievements of the Toronto Public Service, the community and the private sector in beautifying Toronto. This includes events such as the Architecture and Urban Design Awards, Doors Open Toronto, ribbon-cutting to celebrate new public art, lectures and symposia.

What Has Been Implemented:

The following activities are a sampling of the numerous City programs and activities underway to help make Toronto a Clean and Beautiful City. Concerted effort and coordination has shown that visible success is achievable. Many of the programs implemented in the Clean City stage of the program will continue in 2005 and in subsequent years. They are included in the 2005 to 2007 plan set out in Attachment 1.

A number of initiatives that will result in beautification enhancements, such as those on St. Clair Avenue West and the waterfront for example, are not discussed in this action plan. In addition, day-to-day operations of City Parks, City Planning, the Culture Division, Facilities and Real Estate and Works and Emergency Services support Clean and Beautiful City objectives. These and the considerable efforts of the private sector – including developers, community groups and private individuals – to clean, enhance and beautify the City are likewise not mentioned in this plan.

The 20-Minute Toronto Makeover – More than 44,000 people participated in the April 2004, initiative, supported by seven private companies.

39-Clean – A primary point of public contact was created in Access Toronto for general inquiries about the Clean and Beautiful City: 39-Clean (392-5326).

Enhanced Litter Collection and Roadside Cleaning – The July 2004 litter audit revealed 16 percent reduction in litter on city streets over a two-year period, significantly advancing Council's goal of a 50 percent litter reduction over five years. Ongoing activities led by WES and Parks to improve access to litter/recycling bins in public spaces include:

- (i) six-month trial of EUCAN litter/recycling bins;
- (ii) placement of more than 500 new litter/recycling bins and 100 deep-waste across the city in;
Phase 1 of a three-year plan to site more than 1,500 bins and 300 deep-waste containers in Parks;
- (iii) October 2004 Council adoption of a Publication Box Strategy as the first stage of the unified street furniture program;
- (iv) improved frequency and efficiency of litter collection and street cleaning; and
- (v) the creation of a Clean Streets Reference Group.

Private Tree Bylaw – In September 2004, Council adopted a bylaw to help maintain and extend Toronto's tree canopy through the regulation of tree removal on private property.

Harmonized Enforcement – A new initiative was formally launched on December 1, 2004, integrating litter, dumping, waste, graffiti, postering, a-frame and mobile sign enforcement. MLS (UDS) and Solid Waste, Transportation (WES) and Parks Enforcement officers are involved. The integrated enforcement team will deal with jurisdictional matters on public, private and park properties. Follow-up clean up requests, outcomes, and legal proceedings will be tracked.

Focus is on ten Priority Locations with the most chronic and persistent problem areas in the City, such as Rouge Valley and the Dundas Street West and Spadina Avenue area.

Bylaw Harmonizations – Urban Development Services has led a process to consolidate and harmonize former municipal bylaws administered by UDS, WES and EDCT that relate to Littering and Dumping of Refuse and Long Grass and Weeds. Additional bylaws to require businesses and property owners to clean in front of their properties and on adjacent public lands are being explored.

Council's recent approval of a city-wide harmonized Parks Bylaw and revised fine structure will come into effect in 2005.

3.0 Spring/Summer 2005 Activities:

To have a discernible and timely impact on the beauty of Toronto, a number of initiatives drawn from all five actions have been scheduled for the spring and summer of 2005.

- (i) the 20-Minute Makeover (Sweep It) is planned for April 22, 2005. This program demonstrates that everyone working together can create change, good will and civic pride in a short time;
- (ii) Design Competition for Nathan Phillips Square (Design It) – City Council is sponsoring a design competition to update and improve Nathan Phillips Square to coincide with its 40th anniversary. The competition which is planned for 2005, will send an important signal to the public and the design community about the City's commitment to beautifying its outdoor civic spaces;
- (iii) Request for Proposals (RFP) for a coordinated street furniture program (Design It) – An RFP for a consolidated street furniture program will be prepared in 2005 and issued in 2006. The intent is to achieve a coordinated street furniture and advertising program, such as those in Paris, Chicago and Vancouver, in which all elements placed within the public realm are designed with beauty, safety and efficiency of use and movement in mind;
- (iv) Gateways: City-wide Civic Beautification Projects (Design It) – Four significant public beautification projects will be designed in the city at prominent gateway locations. Projects will be designed in 2005 and built in 2006. There will be considerable public focus around each of these places;
- (v) Orphan Spaces (Build It) – Adoption and renewal of neglected public spaces across all wards of the city, targeted for "beautification" in early summer 2005. Selected sites will first be cleaned up, then spruced up through local community and business efforts, and maintained through a long-term maintenance program;
- (vi) Parks Renaissance Project (Grow It) - The first step in an integrated plan approved by Council to restore and enhance Toronto's parks to the level the public expects;
- (vii) the first priority is increased grass cutting, combined with improved litter collection and recycling in parks. A Parks litter audit will be undertaken in January 2005;
- (viii) enhanced horticulture and floral displays across the city that use creative and unique plant materials and bed design will have an immediate impact on the look of the city in spring/summer 2005;

- (ix) Urban Tree Project (Grow It) – Develop and implement new City standards for street tree-planting to ensure that every tree in the public right-of-way has a chance to thrive; and
- (x) enhanced Architecture and Urban Design Awards planned for May 2005, (Celebrate It) – The action plan proposes funding to reinvigorate the awards program and to increase both the number and the quality of design submissions. The program will involve a gala event that will attract a large audience as well as media attention. The City has engaged a number of partners to help with this effort, including the Toronto Society of Architects, the Toronto Board of Trade, the Ontario Association of Architects, the Ontario Association of Landscape Architects and the Royal Architectural Institute of Canada.

This biennial awards program has been shifted to May, so it can be supported by other activities that month such as the potential declaration of the Festival of Architecture and Design in the City, and the successful Doors Open Toronto program.

4.0 Clean and Beautiful City Initiatives – Fall 2005 to 2007:

The following other Clean and Beautiful City initiatives from all five key actions will take place from 2005 to 2007. These initiatives represent new as well as ongoing programs and are in addition to the Spring/Summer 2005 activities mentioned above.

4.1 Sweep It (See Attachment 1 – Section 1):

- (i) Clean City initiatives such as the harmonized enforcement approach and the 20-Minute Makeover will continue into 2007.

4.2 Design It (See Attachment 1 – Section 2):

- (i) Design Review Panels in Toronto:

UDS is proposing to set up a one-day seminar on design review panels with participants from Vancouver, Montreal, Ottawa (National Capital Commission) and Birmingham, Michigan. This information will be used to assist staff, local practitioners and the Beautiful City Roundtable on how to develop a made-in-Toronto solution, consistent with our regulatory approach and processes.

Design review panels consist of professionals (architects, landscape architects, and developers) who provide advice to the Mayor and Council on specific development projects. In cities such as Vancouver, Montreal and Ottawa, they help to raise the bar on design, and the process can provide an additional level of expertise and review to improve specific aspects of developments.

- (ii) City Building Projects: Lead by Example:

This action plan proposes that the City lead urban design in all areas of its business activities, including the management of its social infrastructure through:

- (a) high-quality design and production of City buildings;
- (b) high-quality design and construction of the public realm;
- (c) procurement policies that give greater weight to design quality; and
- (d) environmental sustainability standards for new construction.

Toronto has a good record of leading urban design. The Humber River Pedestrian-Bicycle Bridge, Robertson House, Yonge Hearts Child Care Centre, Cloud Garden, the Eatonville Public Library, New City Hall/Nathan Phillips Square and the RC Harris Filtration Plant, show the range of buildings and public infrastructure contracted for by the city, and are all fine examples. The City must continue to build to the highest urban design standards in order to encourage the public,

design and development industries to produce the highest quality buildings and streetscapes. Design decisions for each new public building project – whether it is a public building (fire station, library, police station, community centre, home for the aged), streetscape, street-sign, park, bridge or underpass – should feature the best design, architecture, materials and construction methods possible.

The City's partners in the agencies, boards and commissions, must join in the Clean and Beautiful City initiative to make it successful. Agencies such as the Toronto Transit Commission (TTC), the Toronto Parking Authority and the utility companies for example, have a tremendous impact on the final "look" of the city. Engaging them in the Clean and Beautiful discussion is part of the 2005 work program.

(iii) New and Enhanced Civic Improvements Projects:

This action plan recommends a budget increase of \$1 million to increase the number and quality of civic improvement projects in Toronto and to implement the new urban tree standards that call for larger tree pits and greater soil volumes.

With its current modest budget of \$1.5 million (compared to \$6 million in the former Toronto and \$20 million in Chicago), the Civic Improvement Project is able to upgrade a few blocks of about six to eight streets each year with decorative pavers, street trees and lighting fixtures, and to leverage \$20 from private development for every dollar it spends.

(iv) Beautiful Places Private Funding Campaign:

This plan recommends securing expertise in 2005 on soliciting private-sector contributions for actions such as the Gateway Beautification projects.

The Official Plan identified the need and the opportunity to direct private funds to civic enhancement projects around the City. In the same way that a private donor acted as the seed funder for the revitalization of St. George Street in 1996, the Beautiful Places program offers the opportunity to formally seek private funds to expand and enhance City projects.

(v) Development Infrastructure Policy and Standards (DIPS):

As part of this action plan, WES is leading an interdepartmental team to prepare a range of design criteria and engineering standards for new city streets for presentation to Council in 2005. In a city as mature and diverse as Toronto, a range of street standards rather than a one-size-fits-all approach is required. DIPS is intended to ensure that the right standards are achieved in the right places and that human scale is not sacrificed.

(vi) Avenue Studies:

A minimum of two avenue studies will be included in 2005, including Dundas Avenue West from Royal York to the Humber Valley, and Danforth Avenue from Victoria Park to Warden. The Avenues Program (which is part of the City's Official Plan) is the City's vision for intensifying development along existing arterials with the transit and public infrastructure to accommodate growth.

(vii) Urban Design Tools:

This action plan recommends a more aggressive use in 2006 and 2007 of the "tools" that planners and urban designers use to engage the public and achieve the best and most appropriate design. These include design workshops and charrettes, design guidelines, policy studies and design competitions, as well as statutory design review..

Design Workshops and Charrettes:

A number of charrettes are planned for 2005. Design workshops and charrettes ensure that all stakeholders, including community residents, business owners, and city staff from all relevant departments, jointly develop the best project design. Recent successful examples include the Toronto Waterfront Design Initiative, the Shuter Street Area Design Initiative, the Fort York Neighbourhood, the Sheridan Nursery site on Evans Ave in the West District, Highland Creek in the East District, and the Avenues Study Charrettes for portions of Wilson Avenue, Lakeshore Boulevard and College Street.

Urban Design Guidelines:

This plan proposes updating existing design guidelines and creating new area-wide and specific guidelines for such conditions as gas bars, drive-throughs, parking lots and big box retail. Design guidelines provide a consistent and rational approach to dealing with development on any particular site, street or area.

Urban Design Studies: King West District:

UDS is proposing a study in 2005 to review the built form and licensing policies of the King West area east of Spadina Avenue in the context of increasing development. Complex urban design issues can often be resolved by undertaking independently led studies that deal with major, city-wide and area-specific design issues.

(viii) Green Development Guidelines:

UDS proposes a two-part study to analyze municipal cost benefits of green design to understand measurable benefits to the city, and the development of guidelines for green design to provide clear and concise information for developers and planners.

(ix) Heritage Conservation District Studies:

Twelve potential candidates for heritage conservation districts are under consideration. The required background studies are paid for entirely by the communities under study.

A city's cultural and heritage infrastructure are key to the quality of life of residents and to neighbourhood identity. The work of Heritage Preservation Services under the Ontario Heritage Act has included the designation of eight Heritage Conservation Districts which ensures that changes to existing buildings and new construction maintain or enhance the design intent and existing character of the area.

(x) District Planning Models: Repair and Ongoing Maintenance:

In 2005, model builders will repair, paint and update the physical planning models located in the four district City Halls/Civic Centres. The existing planning models are in various states of disrepair and do not reflect city development over the past decade. A significant number of the public, including tourists, view these models. Planners and other City staff use models extensively to test alternative development proposals and to explain design and development ideas to the public.

4.3 Grow It (See Attachment 1 – Section 3):

(i) Urban Forestry:

Toronto's trees are one of the urban forest's most visible and troubled resources. This plan recommends a significant change in the waiting time for forestry service, increasing tree

inspections and bylaw enforcement, decreasing tree removal and replacement times, enhancing the tree-watering program and implementing and enforcing the ravine and private tree bylaws. In the two-year phasing of the program, this initiative is targeted for 2006.

(ii) Parks Renaissance Project:

This is the first step in an integrated plan approved by Council to restore and enhance Toronto's parks to the level the public expects. Phase Two of enhanced turf management includes increased grass cutting, combined with improved litter collection and recycling in parks. In 2007, additional resources will be added to rejuvenate existing planting beds and develop new public gardens, supported by improved shrub and perennial garden maintenance.

In addition, a further step in the plan to restore Toronto parks involves planting 16,000 more street trees a year, improving the management of naturalized areas, cleaning up litter and replacing invasive species with appropriate alternatives.

4.4 Build It (See Attachment I – Section 4):

(i) F.G. Gardiner Expressway Underside Restoration and Cleanup – Bay to Bathurst Streets:

This plan involves modest restoration of the underside of the elevated F.G. Gardiner Expressway through the use of additional trees and plantings, lighting and fencing and limited paving, to improve general pedestrian amenity in the vicinity of pedestrian crossings.

(ii) BIA Streetscape Improvement Program:

Continuation of this program which is cost-shared with business is an important component of the action plan. Funds are provided for improvements to the physical condition of public open spaces in order to develop a desired identity and to make shopping districts more competitive, safe and attractive. Capital improvements to public property include new and enhanced sidewalks, decorative pedestrian lighting, landscaping, tree lighting and decorations, signage, public art and street furnishings.

(iii) Employment Revitalization Program:

The Employment Revitalization Program which funds capital improvements to enhance the appearance, function and public safety of employment areas is another example of a program which forms part of this plan. Many of Toronto's Employment districts need capital investment to ensure that they are desirable, attractive and safe locations for employers to locate and invest.

(iv) Façade Improvement Program:

The Façade Improvement Program provides grants to owners of commercial buildings within targeted districts to renovate their facades. Cumulatively, the façade renovations within a district provide a new image for the street, attracting new businesses. The Façade Improvement Program is also a key investment incentive, leveraging \$7 of private investment for every \$1 of public funds.

(v) Toronto Heritage Grant Fund:

In order to put in place a long-term funding strategy, a restructuring plan for the program is being prepared that includes a funding increase, to be drawn from a separate Toronto Heritage Grant Fund reserve account.

The Toronto Heritage Grant Fund provides matching grant funding to property owners of designated heritage structures for eligible restoration initiatives. Since 1986, the program has been

funded by the interest generated by a modest reserve account, which has been limited to about \$55,000 for the entire city, far below the grants available in other Canadian and American cities. It is also the only financial incentive for heritage property owners made available by the City.

(iv) Banner and Mural Program:

The Banner and Mural Program provides grants to community and business associations for wall mural or street banner projects. Since 1999, 33 Banner and Mural Projects have been completed across the city.

4.5 Celebrate It (See Attachment I – Section 5):

(i) Doors Open Toronto and May Festival of Architecture and Design:

This plan recommends that the Mayor proclaim the Festival of Architecture and Design in the City during May. This program will provide the public and design communities a range of lectures, displays and events intended to educate and celebrate architecture in the city. Doors Open provides free access to inspiring spaces throughout the city during the last weekend in May, many of which are not normally open to the public. Open forums about architecture and urban design lead up to the weekend itself. The program is currently supported by federal and provincial grants, as well as by a number of sponsorships and private donations.

(ii) Private Developer Public Art Program:

This action plan recommends expansion of Toronto's Private Developer Public Art Program across the city. During the fall of 2004, the Public Art Commission will be broadened to include members from across Toronto.

The program has been extremely successful in securing millions of dollars for art to enhance public spaces or in public areas of major developments, at no cost to the City. In 2003, the Public Art Commission and City Council approved public art plans in the order of \$3.475 million. That same year, ten projects with a value of \$6.4 million were under construction and four projects with a value of \$2.2 million were completed.

(iii) Art in Public Places:

This action plan calls for a public art contribution in the amount of one percent of the construction value of major new public buildings and structures.

Toronto's public art collection includes more than 200 works of art dating from the 1880s to the present. The collection represents an important expression of community aspirations, achievements and civic pride. The management of this collection benefits from the advice of the Art Committee for Public Places.

(iv) Celebration of Creativity – 2006:

Toronto is at the threshold of a cultural renaissance created by an unprecedented number of iconic cultural facilities, designed by internationally renowned architects, that include the Art Gallery of Ontario by Frank Gehry; the Royal Ontario Museum by Daniel Libeskind; the Ontario College of Art and Design by Will Alsop; the Four Seasons Centre for the Performing arts by Diamond and Schmitt Architects; and the Royal Conservatory of Music and the Gardiner Museum of Ceramic Art by KPMB. Toronto will showcase its new cultural buildings in the year 2006 which has been proclaimed a national year of celebration of creativity in Canada.

Costs related to the Celebration are a separate request and are not included in the chart.

(v) Public Paper and Lectures:

This action plan calls for the Toronto Public Service, the business community and professional organizations to pursue lecture events and opportunities to advance excellence in urban design in the public realm.

In December 2003, The Toronto Board of Trade issued a paper entitled “Building a Successful City – Fostering Excellence in Urban Design and Architecture” which outlined the importance of high quality urban design and architecture to the quality of life of the city.

The Toronto Society of Architects (TSA) has issued “Towards a Clean and Beautiful Initiative – 10 Suggestions” with clear ideas for advancing related programs. Additionally the TSA, in conjunction with the Ontario Association of Landscape Architects (OALA), and UDS have together initiated a series of public lectures on achieving Toronto’s Beautiful City agenda.

(iv) Walk of Fame:

This action plan calls for improving the current Walk of Fame installation on King Street West, between John and Simcoe Streets. The private sector will contribute half of the costs of enhancing the streetscape and urban design of this prominent neighbourhood, which attract a large number of residents and tourists each year.

Conclusion:

With enthusiasm and hard work on the part of Toronto’s residents and business communities, as well as the full engagement of all City Departments, Agencies, Boards, Commissions and their private and public sector partners, our collective desire to make Toronto more clean and beautiful can become a reality.

Staff will continue to develop initiatives to report through the appropriate Standing Committees to Council with recommendations on necessary changes to programs, policies, bylaws, procedures or funding and to pursue innovative ways to maintain and enhance the city’s appearance.

Contact:

Elyse Parker, Manager, Special Projects, Tel: (416) 338-2432; Fax (416) 392-8115
Email: eparker@toronto.ca

The Commissioner of Urban Development Services gave a presentation to the Policy and Finance Committee respecting this matter.

(A copy of Attachment 1 - Clean and Beautiful City - 3 Year Program - Enhancements, attached to the foregoing report was forwarded to all Members of Council with the November 23, 2004, agenda of the Policy and Finance Committee and a copy thereof is also on file in the office of the City Clerk, City Hall.)

City Council – November 30, December 1 and 2, 2004

Council also considered a communication (November 30, 2004) from Deputy Mayor Sandra Bussin, Chair, Roundtable on a Beautiful City, forwarding the following communication (November 30, 2004) from the Roundtable on a Beautiful City:

Subject: Clean and Beautiful City – Five-point City action Plan to Make Toronto a Clean and Beautiful City (All Wards)

The Roundtable on a Beautiful City on November 29, 2004, requested the Chair to forward the following recommendation to City Council at its meeting on November 30, 2004, for consideration together with Clause 3 of Policy and Finance Committee Report No. 9:

That City Council be advised that the Roundtable on a Beautiful City endorses the report (November 22, 2004) from the Commissioner of Urban Development Services, the Commissioner of Economic Development, Culture and Tourism and the Acting Commissioner of Works and Emergency Services, outlining a five-point City action plan to make Toronto a clean and beautiful city and to provide a status report on initiatives undertaken to date.

The Roundtable on a Beautiful City also requested the Chair to forward the following recommendations to the Planning and Transportation Committee for consideration at its meeting on January 4, 2005:

- (a) That the Commissioner of Urban Development Services be requested to report to the Roundtable on a Beautiful City on the development and adoption of sustainable design principles and standards; and*
- (b) That the proposed billboard policy/by-law be referred to the Roundtable on a Beautiful City for review and comment.*

Background:

The Roundtable on a Beautiful City on November 29, 2004, heard a presentation from the Commissioner of Urban Development Services on the City's Five-Point Action Plan for the Clean and Beautiful City Program – Proposal for 2005/2006/2007.

The Roundtable on a Beautiful City also considered a report (November 22, 2004) from the Commissioner of Urban Development Services, the Commissioner of Economic Development, Culture and Tourism, and the Acting Commissioner of Works and Emergency Services.