

5 implementation

5.1 Implementation Recommendations

5.1.1 Zoning By-law and Official Plan Policies

Currently the City's zoning restrictions act as a disincentive to reinvestment and intensification within this section of Avenue Road. Almost 50% of the existing buildings along this stretch of Avenue Road exceed the currently allowable 1x density.

The community and property owners are faced with an unpredictable rezoning process. The recommendation of this report is that the City's zoning be updated to reflect a more feasible and therefore defensible, framework. Acceptable densities, heights and urban form that reflect economically viable redevelopment will improve the prospects for owners and allow the community to accurately anticipate where larger buildings will be acceptable and what those buildings will look like. The recommended zoning and policy amendments for Avenue Road are as follows:

Increase allowable height to five-storeys along the length of Avenue Road.

All sites may be developed to a maximum height of five storeys or 16.5 metres. All buildings should reflect the setbacks and stepbacks as indicated in Section 3.6.1.

Increase allowable height to six or seven storeys on the nine larger sites outlined in Section 3.6.2.

The massing envelopes for the nine larger opportunity sites should be included in the Zoning By-law. These sites will also have to adhere to the setbacks and stepbacks outlined in Section 3.6.1 and 3.6.2.

Increase permitted density

Increase permitted density to 3x for the entire Avenue Road study area.

Create an Official Plan Amendment for Douglas Greenbelt
Create an Official Plan Amendment to designate all of the Douglas Greenbelt lands as public open space.

Create an Official Plan Amendment for side street C1

To allow for side street commercial to remain, but only in house form and/or scale.

Amend Sign By-law

A prohibition on rooftop billboards will prevent any new rooftop billboards from legally being located along this stretch of Avenue Road.

Amend By-law 1-83

To allow home occupation in the broader study area.

5.1.2. Other Recommendations

Through the course of this study, a number of recommendations came forward that should be pursued by the City. These include:

Adoption of Urban Design Guidelines

To ensure the character and built form of new development and redevelopment will occur in a positive and sustainable manner, the City should adopt urban design guidelines for Avenue Road between Lawrence Avenue West and Wilson Avenue. The guidelines outlined in this document provide direction on the design and integration of new developments into the existing fabric of Avenue Road. The guidelines make recommendations on building and site elements such as minimum sidewalk widths, building stepbacks (from building face) and set-backs (from property lines), preferred building materials, ground floor design, parking, environmental sustainability and other elements.

Paid Public Parking included in new developments

Public parking spaces should be introduced into the parking structures of new developments. As the larger sites begin to be redeveloped there will be a loss of public or retail parking, and this should be replaced and enhanced in new developments. Partnerships with the City of Toronto's Parking Authority should be encouraged as a means of expanding public parking spaces especially for patrons of local business. These may take the form of both structured parking and surface parking areas located at the rear of new development.

Other recommendations include:

- Purchase land to provide an access from the Douglas Greenbelt to Glengarry Street to create a southerly access (Section 3.3.5);
- Acquire the Roe TTC Loop when declared surplus for the creation of a public park (Section 3.3.1);
- Investigate closure of the Dunblaine Avenue right-of-way at Avenue Road to create a park. Some residents on Dunblaine Avenue were informally surveyed about closing-off the street and indicated support for this proposal (Section 3.3.1);
- Consult City divisions regarding opportunities to improve, landscape and maintain leftover areas of open space within the public right-of-way to develop and construct the "green fingers" (Section 3.3.2);

- Prepare a Public Realm Study for Avenue Road to consider all of the improvements recommended to the Public Realm (the City would prepare this document);
- Conduct an area traffic study to identify problems and measures to discourage cut-through traffic and improve pedestrian safety on local streets east and west of Avenue Road (Section 3.7.4);
- Preserve the front setbacks on Avenue Road north of Melrose Avenue (Section 3.6.3); and
- Designate Avenue Road in the City's Public Art Master Plan (Section 3.5.1).

5.2 Community-City Partnerships

5.2.1 Community Association

There is currently no Business Improvement Association in this section of Avenue Road. From previous experience and the responses to the retail survey conducted during the course of this project, it is unlikely that one will be formed. There are three ratepayers association in the surround area, Ledbury Ratepayers Association, Bedford Park Ratepayers Association and the Old Orchard Ratepayers Association. The Associations are deeply involved in community issues and the Avenue Road corridor and will continue to be so. There is however, interest in a "Community Association" from both residents and some business representatives. The Councillor's office has committed to assisting interested community representatives in this endeavour. A number of LAC members have also expressed interest in participating.

Likelihood of implementation of many of the recommendations in this report would be greatly enhanced if a Community Association were to be formed. Other initiatives that could be taken on by the Community Association include:

- Design and maintenance of the green fingers;
- Solicitation of funding or donations to contribute to public art or gateways;
- Design review committee to work with the City on reviewing development applications;
- Branding initiatives to promote the "Upper Avenue"; and
- Coordinated street furniture site plan review.

5.2.2 Design Review

Transparency in the development process is essential to the acceptance and support of new development on Avenue Road and the input provided by design professionals in the community will help build community support. Outside of the typical review process, additional steps should be taken to ensure community involvement and awareness, including ongoing website updates, regular publications in local newspapers and partnerships with local community groups.

5.3 Ongoing Monitoring & Evaluation

This document will be made available to the LAC and the public to continue the transparent process by which this project has been conducted. This report will be forwarded to the Community Council with the staff implementation report.

Over time, the City of Toronto will need to amend their policies based on experience, trends and feedback from stakeholders. It is essential that a monitoring process be established to review the success of each new development project upon its completion. This review should inform the implementation of the next project to ensure that new buildings respond to changing conditions in the area.