

# Introduction to the Study

## Who is the consultant team?

Office for Urbanism is a multidisciplinary firm of planners and designers with a central focus on providing planning and urban design related services. The firm has extensive experience in large scale Visioning Studies and Master Planning, Urban Design Guidelines, and Implementation Strategies. All of Office for Urbanism's projects involve significant public engagement and most include a myriad of stakeholders and a complexity of issues inherent with existing urban areas.

Office for Urbanism is currently engaged in a wide range of projects for municipalities across Canada, including creating an Urban Design strategy for the Halifax Regional Municipality and the Downtown Lethbridge Master Plan. The firm is currently completing the Heritage Management Plan and Avenue study for St. Clair West for the City of Toronto. Recently, OU prepared the Bloor-Yorkville Urban Design Guidelines and the Queen Street Heritage Conservation District.

Office for Urbanism is the project lead.

Marshall Macklin Monaghan has considerable experience in transportation planning for intensification and improved design on streets in a range of urban environments across Canada. MMM will provide strategic expertise and analysis regarding transit, servicing and parking strategies, pedestrian movement and traffic.

Cushman Wakefield LePage provides retail market expertise specifically with respect to quality and type of retail and its anticipated distribution along Bloor Street.

Michael Spaziani Architect is an award winning firm that offers a complete range of architectural services, and frequently provides urban design expertise related to infill. Michael Spaziani will provide strategic advice during public events and preparation of the guidelines.

## How can you Participate?

YOU are an important part of this study. Input we receive from you is a vital component of the process. We are encouraging residents, landowners, business owners and other interested community members to participate in our interactive Forums. Members of BIAs, ratepayers' and residents' associations may also provide feedback through their associations that are participating in the Bloor Visioning Study Local Advisory Committee. The LAC will be asked to contribute ideas and provide feedback at additional meetings with the Consultant Team and City Staff throughout the Study Process.

## What happens after Forum 1?

Following Forum 1, the Consultant Team will integrate feedback, continue with an in-depth analysis of the Study Area and prepare materials for Forum 2 (June 22-23). The Consultant Team will use the information generated to prepare a draft opportunities and constraints analysis, and draft design principles for Bloor. These findings will be represented graphically for review and feedback at Forum 2 with Forum participants.

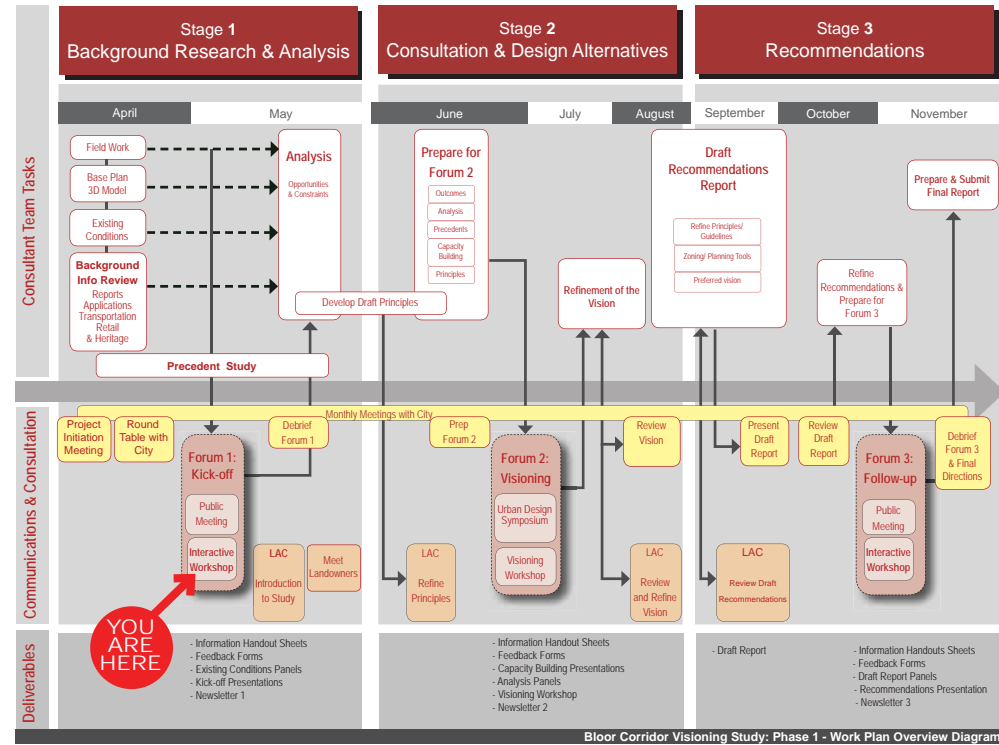
## What is the study area?

The Study Area includes Bloor Street West from Avenue Road to Bathurst Street and comprises the right-of-way and properties fronting on the right-of-way. Important to the study will be consideration of an 'Area of Influence' surrounding the study area that is generally bounded by Christie Street to the West, Harbord Street/Hoskin Avenue/Queen's Park to the South, Bay Street to the East, and the CPR tracks to the North. The 'Area of Influence' is crucial to the role, function and successes of Bloor Street.

## What is the study process?

The Study will unfold in three phases over an 8-month period. The Study tasks are summarized in the Work Plan Summary Diagram below. The Study Process includes three public Forums (including open houses and design workshops) where the public, City Staff, the Consultant Team and members of the Local Advisory Committee will collaborate to develop a vision for the area, and the subsequent design recommendations.

## Work Plan Summary Diagram



## Do you want to provide additional feedback or input?

Your comments and feedback on the Bloor Visioning Study are important to the success of the Study. We encourage you to fill out a comment sheet before you leave, or to chat with a member of the Study Team who will make notes of your comments. For further information on the Study, or if you have additional comments, please do not hesitate to contact:

- Consultation Lead, Jennifer Keesmaat of Office for Urbanism at 416.971.7521 ext. 25; or
- Barry Brooks, Senior Planner City of Toronto at 416.392.1316

Corridor

**Bloor Visioning Study**

Avenue Road to Bathurst Street