



Danforth Avenue Study

12 Emerging Principles to Guide Positive Change

- 1. People**
More people need to live on the Avenue to support business development, new community amenities and the evolution of a broader demographic profile within the community.
- 2. Development**
Use development opportunities to repair the street wall – move development back to the street, and strengthen the urban character of the street.
- 3. Commercial Character**
Diversity and strengthen the commercial retail sector.
- 4. Transit**
Build on the Victoria Park Subway Station Initiative.
- 5. Balanced Movement**
Organize movement and connectivity throughout the study area to achieve a better balance between pedestrian, vehicular, and other forms of movement.
- 6. Parking**
Organize parking and examine a parking strategy for the area.
- 7. Open Space**
Connect and enhance the open space System.
- 8. Heritage**
Protect and enhance heritage resources.
- 9. Distinct Places**
Establish a focus on place making to improve the character of the corridor and create a destination.
- 10. Design Excellence**
Promote a high quality of design excellence.
- 11. Change**
Change will not happen overnight. Many incremental moves will be necessary over many years, possibly decades to improve the corridor.
- 12. Demonstrate Positive Change**
Identify a catalyst project, which can demonstrate the principles above, and the value of positive incremental moves.