

Acknowledgments

The site of Exhibition Place has had a long tradition as a gathering place. Given its location on the water, these lands would have attracted Indigenous populations before recorded history.

We acknowledge that the land occupied by Exhibition Place is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Metis peoples.

We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands.



Figure 1. Moccasin Identifier engraving at Toronto Trillium Park

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Executive Summary

Exhibition Place is a unique landmark and historic site with a long tradition as Toronto's gathering place and central fairgrounds, covering approximately 192 acres (78 hectares) of land along the city's western waterfront. It is Toronto's largest entertainment, convention and trade show complex, attracting over 5.5 million visitors to over 350 events each year, including conventions, meetings, exhibitions, the Canadian National Exhibition, Royal Agricultural Winter Fair and the Toronto Honda Indy as well as year-round attractions. As the surrounding context grows and evolves, establishing a framework and guidelines for the physical attributes of the site can assist with setting priorities for heritage conservation, future development opportunities and public realm enhancements.

At its meeting of May 14-15 2019, City Council requested City Planning staff to undertake a Master Plan for Exhibition Place:

- *under the guidance of the recently-completed Cultural Heritage Landscape Assessment for the grounds (CHLA, 2019),*
- *in accordance with a recommended study framework;*
- *in consultation with various stakeholder groups, the community at large and the Indigenous community;*
- *in coordination with the Province of Ontario with respect to the revitalization of Ontario Place; and*
- *in coordination with the development of a new Strategic Plan for Exhibition Place.*

Figure 2. (opposite page) View towards Liberty Grand



Figure 3. View of existing cultural landscape

The purpose of the Master Plan is to provide the overall vision, guiding principles and planning framework to guide physical change and usage of the Exhibition Place grounds, to:

- *support its economic benefits to the City*
- *introduce public realm improvements that enhance the visitor experience;*
- *rehabilitate heritage buildings and landscapes as a key component of the Exhibition Place identity/sense of place;*
- *leverage external initiatives that will greatly improve local and regional transit accessibility and connectivity; and*
- *establish City priorities and opportunities for mutually beneficial collaboration with the revitalization of Ontario Place.*

City Planning staff launched Phase 1 of the Exhibition Place Master Plan exercise in June 2019 with a robust consultation and information gathering strategy. A draft vision, guiding principles and preliminary urban design analysis were presented at public and stakeholder meetings, and to the Board of Governors in early Fall 2019. Staff returned to these groups in Winter 2019-2020 to present an emerging Master Plan Strategy, including proposed key actions for long-term implementation.

The following Vision, Guiding Principles, draft Structure Plan and "Quick Start" Initiatives are proposed as the basis for further analysis in the development of a Final Master Plan. These Phase 1 findings and proposals will be studied in future phases, with consideration for external influences, including the revitalization of Ontario Place and the detailed design of the Ontario Line.

Vision

Exhibition Place is Toronto's gathering place. Its historic and landmark buildings, landscapes and features provide the foundation for signature events, festivals and activities that bring people together and inspire us. The ongoing evolution of Exhibition Place will build upon this tradition by showcasing innovation and enhancing spaces for all visitors to relax, entertain and exhibit.

In serving as a public gathering place, Exhibition Place is:

A place of innovation, inspiration and economic development – a centre for conventions, meetings, exhibition, festivals, and premier events, including sporting, cultural and public celebrations.

A green destination – a unique place within the City that prioritizes environmental sustainability and provides publicly accessible parkland and a green retreat, with connections to the waterfront open space network.

A historic place – a location of extensive cultural heritage resources, including landscapes, buildings and public art, which are conserved and enhanced to celebrate the City's cultural heritage and historic character.

A place of entertainment – a year-round entertainment hub for Torontonians, tourists and event goers.

A place of recreation – a multi-seasonal destination offering active and passive recreation opportunities for local residents, visitors and the surrounding communities.

Guiding Principles (Summary)

The following guiding principles, informed by the Cultural Heritage Landscape Assessment, urban design analysis, and public and stakeholder consultation, are grounded in the core principles expressed in the Central Waterfront Secondary Plan:

Prioritizing Transit / Removing Barriers / Making Connections

- *Prioritize public transit as primary means to move people to and through the site*
- *Enhance and promote cycling connections*
- *Accommodate emerging mobility technologies to complement transit and active transportation*
- *Improve the site's interface with the rest of the City*
- *Improve linkages to Ontario Place through enhanced transit service and/or alternative modes of transportation*

Building a Network of Spectacular Waterfront Parks & Public Spaces

- *Contribute to the waterfront open space network by connecting and enhancing the public realm and maximizing green open space within Exhibition Place and its surroundings, through improved linkages to Ontario Place*

Promoting a Clean & Green Environment

- *Build in Resilience – through sustainability initiatives, low impact development, and optimized surface parking treatments that promote adaptability for multiple purposes*
- *Maximize Efficiency of Site Operations – optimizing vehicular access and servicing*

Creating Dynamic & Diverse New Places

- *Celebrate and conserve the cultural heritage of Exhibition Place*
- *Complement built form with programming and open space*
- *Continue to develop and display an extensive public art collection*

Ensuring Openness and Transparency/Responsiveness to Community and Stakeholders

- *Engage with the community and stakeholders throughout the Master Plan process and implementation*

Conceptual Strategy

The recommended approach to the 192-acre Exhibition Place organizes the grounds according to their prevalent program areas - Relax, Entertain and Exhibit.

- **Relax Zone** (west end) – features the greatest concentration of heritage buildings and landscapes. The focus is on passive recreational opportunities and improved connections to Marilyn Bell Park and South Parkdale.
- **Entertain Zone** (central area) – the key opportunity area for creating and enhancing gathering places, multipurpose public plazas and north-south connections linking between Exhibition GO/TTC/Ontario Line transit hub and Ontario Place.
- **Exhibit Zone** (east end) – reinforces the formal pattern of Princes' Boulevard with new development and public realm improvements to support exhibition and trade functions. Enhanced linkages to Coronation Park, Gore Park and Fort York/Bentway provide connectivity to the surrounding green space network.

These program areas would be bound together with "Green DNA" – a network of public realm improvements, green infrastructure and open spaces – and grounded in the recommendations of the CHLA to restore the site's cultural heritage landscapes.

Structure Plan

A draft Structure Plan has been developed for the grounds, proposing a cohesive physical strategy to achieve:

- *New and enhanced Gateways and Meeting Places, including an expanded Transit Hub and potential Park Bridge over Lake Shore Boulevard West linking to Ontario Place;*
- *Primary axes/corridors for moving people to and through the site;*
- *Existing surface parking areas to be upgraded as flexible, hardscape open spaces that can accommodate programming, parking, staging and operations;*
- *Future development sites to accommodate potential future expansion of the Enercare Centre and Hotel X (Phase 2);*
- *Other areas for future development which can potentially accommodate parking as needed;*
- *Potential pedestrianization of selected road segments;*
- *Pedestrian and/or multiuse promenade encircling the perimeter of the grounds; and*
- *Potential shuttle routes to improve last-mile accessibility through the site.*

Quick Start Initiatives

A series of potential improvements can be implemented in the short term as the Master Plan continues to be developed:

- *Pedestrian Path at the West Side of the Food Building*
- *Landscaped Link to Ontario Place*
- *Transportation Innovation Zone*
- *Enhanced East Gateway (Princes' Gates)*
- *Under Gardiner enhancements*



Figure 4. Conceptual Strategy: the three zones within the Exhibition Place



1. Introduction

1.1 Overview

Exhibition Place is a unique Toronto landmark and historic place with a long tradition as the City's gathering place and central fairgrounds. Located at 2 Strachan Avenue, it is situated immediately west of downtown Toronto, bounded by the Gardiner Expressway, Lake Shore Boulevard, Dufferin Street and Strachan Avenue, just north of Ontario Place and Lake Ontario.

Exhibition Place is Toronto's largest entertainment, convention and trade show complex covering approximately 192 acres (78 hectares) of land. It attracts over 5.5 million visitors and hosts over 350 events a year, including conventions, meetings, exhibitions, the Canadian National Exhibition, Royal Agricultural Winter Fair and the Toronto Honda Indy. It is home to several notable venues including the Enercare Centre, Beanfield Centre, BMO Field, Better Living Centre, Queen Elizabeth Building, Bandshell Park, Liberty Grand, and the Coca-Cola Coliseum, among others. Exhibition Place is owned by the City of Toronto, and managed, operated, maintained and promoted by Exhibition Place and its Board of Governors, an agency of the City of Toronto.

The site is visually prominent in the City's landscape, defined by iconic entrances, buildings and structures, and connected to the broader Toronto waterfront. It is well known to Torontonians, the Greater Toronto Area, and more broadly throughout the province, Canada and internationally. It is a place that has showcased critical periods and crowning achievements in Toronto's history, including events that are also significant to Ontario and Canada.

Toronto City Council requested staff to undertake a Master Plan for Exhibition Place, under the guidance of the Cultural Heritage Landscape Assessment (CHLA) completed in 2019, and in collaboration with the Province with regard to the revitalization of Ontario Place. The purpose of a Master Plan is to provide the overall vision, guiding principles and planning framework to guide physical change and usage of the Exhibition Place grounds. It is intended to guide future development of the Exhibition Place grounds over the long term, including the conservation and rehabilitation of heritage resources and landscapes, with a cohesive strategy for placemaking on the site as a whole.

Figure 5. (opposite page) Bird's eye view towards Exhibition Place
(Source: www.theex.com/main/guest-info/)



Figure 6. Medieval Times



Figure 10. The Fashion Incubator



Figure 15. Centennial Square Park & Playground



Figure 19. Fire Hall



Figure 24. Princess Margaret Fountain



Figure 7. Beanfield Centre



Figure 11. Liberty Grand



Figure 16. Bandshell



Figure 20. Food Building



Figure 25. Queen Elizabeth Building



Figure 8. Coliseum Complex



Figure 12. Princes' Gate



Figure 17. Better Living Centre



Figure 21. BMO Field



Figure 26. Enercare Centre



Figure 13. Scadding Cabin



Figure 18. Dufferin Gate



Figure 22. Horticultural



Figure 27. Hotel X



Figure 9. Horse Palace



Figure 14. Stanley Barracks



Figure 23. Press Building

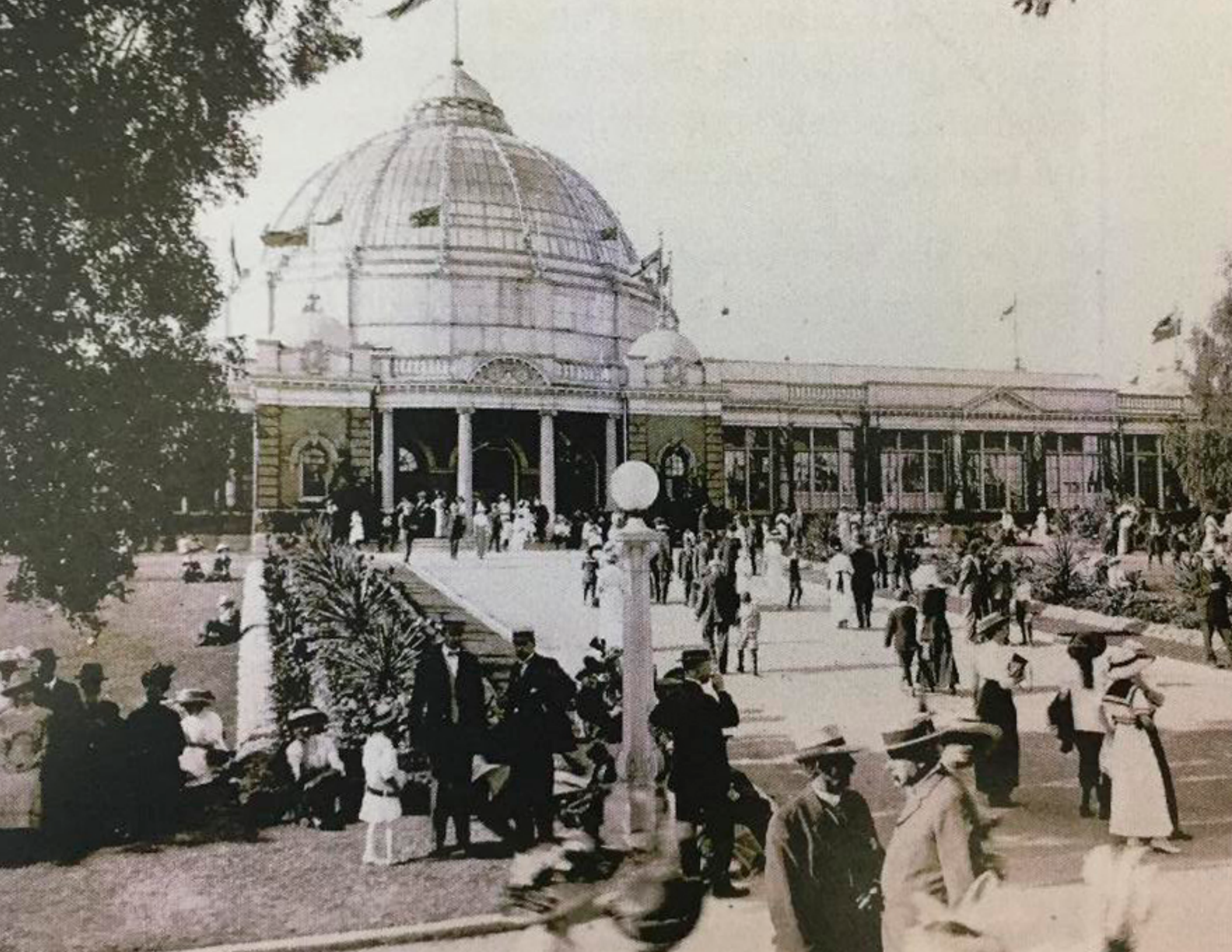


Figure 28. Rose Garden



Map 1. Study Area and existing buildings and structures

(Opposite page sources: Figures 13, 15, 17 and 28. www.explace.on.ca; Figure 22. Wikipedia)



1.2 History of Exhibition Place

Exhibition Place is a special and distinct waterfront asset in Toronto that represents an assemblage of built heritage resources and cultural heritage landscape features. It is a place that has organically evolved in relation to its strategic location on the Lake Ontario shoreline. It is a provincially significant cultural heritage landscape that contains a rich layering of designed areas that have gradually changed and coalesced over time to create a unique public complex.

Before recorded history, Toronto was part of a meeting point of land and water routes, with trails running northward from the shoreline, along the Don and Humber rivers, and linking the lower and upper Great Lakes. For ten millennia, temporary encampments and semi-permanent villages of various sizes comprised the extent of human habitation along the Lake Ontario shore. Given the location of the Exhibition Place site on the north shore of Lake Ontario, it is a place that would have attracted Indigenous populations for its rich natural resources and water access.

In 1750, the French constructed a storehouse enclosed by a palisade, known as Fort Toronto, on the east bank of the Humber River. However, the structure was deemed too small for an adequate garrison and a new post, Fort Rouillé, was built on the present-day Exhibition Place grounds in 1751. After the fall of Fort Niagara on July 25, 1759, the French burned and abandoned Fort Rouillé.

In 1793, the Town of York was founded by Lieutenant Governor John Graves Simcoe on the west side of the outlet and associated wetlands of the Don River, and a military establishment was created further to the west at the mouth of Garrison Creek. This new garrison, Fort York, was intended to control entry to the town's harbour.

Figure 29. (opposite page) Extract from CHLA - Figure 5-19: View looking northeast through Bandshell Park to Horticulture Building, 1924
(Source: Toronto Public Library, Toronto Star Archives, tspa_0112026f)



Figure 30. Extract from CHLA - Figure 4-26: Sketch of the Ground In Advance of and Including York, Upper Canada, November 1813.
(Source: NMC22819. Library and Archives Canada, Ottawa)



Map 2. Extract from CHLA - Map 9 in CHLA: Pre-1793 Period
Diagrammatic Map

After the destruction of most of Fort York and a portion of the town during the Battle of York and its aftermath in 1813, plans were laid for improved defenses. A new barracks establishment known as the “New Fort” (to distinguish it from Fort York, which had been rebuilt) was built in 1841 on what is now the east part of Exhibition Place.

The Exhibition Place grounds have also contributed to Ontario's agricultural history and development. Agricultural fairs in Ontario were first developed to support the province's developing agricultural economy in the early nineteenth century. The first Provincial Exhibition was held in Toronto in 1846, and it became an annual event, with the host city changing every year. When it returned to Toronto in 1852 it was a four-day event that attracted more than 30,000 visitors, roughly the population of Toronto at that time. Toronto broke away from the Provincial Exhibition rotation in 1879 and established its own annual exhibition, which drew



Figure 31. Extract from CHLA - FIGURE 4-48: Music Building, c. 1920s showing sidewalks
(Source: C.N.E. Archives)

the largest crowds and was seen to set the standard for all other regional fairs. On September 3, 1879 the new exhibition grounds on the waterfront opened for a three-week period.

By the turn of the twentieth century Toronto was emerging as a strong home for manufacturing and industrial factories. Space to set up displays during the exhibition was inadequate, and in 1902 the City of Toronto engaged a number of architects, predominantly George Gouinlock, to redesign the Exhibition grounds. Gouinlock embarked on an ambitious building campaign that was influenced by the City Beautiful movement. Over the next decade Gouinlock became the favoured architect for new exhibition buildings and his designs incorporated classical elements: domes, columns, statuary and detailing. The 5 extant Gouinlock-designed buildings were commemorated as a National Historic Site in 1985. These buildings include: the Arts and Crafts, Press, Music, and Horticulture buildings, as well as the Fire Hall and Police Station.



Figure 32. Extract from CHLA - FIGURE 5-19: View looking northeast through Bandshell Park to Horticulture Building, 1924
(Source: Toronto Public Library, Toronto Star Archives, tspa_0112026f)

When war was declared in 1914, there were few permanent military garrisons in Canada. Exhibition Park, with its numerous permanent buildings, functioned as a winter barracks, a centre where troops were assembled before they went overseas, and finally a demobilization centre for returning troops. Part of the Stanley Barracks also served as a detention camp for people considered to be “enemy aliens” of the federal government.

In 1920, Toronto architects Chapman and Oxley were commissioned to develop a fifty-year plan for the grounds. The intention was to add, over time, monumental buildings to the grounds that would reflect Toronto's pride in its role as the economic engine of Canada. Their plan included buildings designed in the Beaux Arts tradition and the Art Deco style set in monumental landscapes. The Princes' Gates were designed by Chapman and Oxley to commemorate the sixtieth anniversary of Confederation and were opened on August 30, 1927 by



Figure 33. Press Building
(Source: Extracted from CHLA – Figure 5-4: The Press Building, representing the Administrative Building Type (A.S.I. 2018))



Figure 34. Extract from CHLA - FIGURE 4-46: Ontario Government Building, 1929
(Source: C.N.E. Archives)



Figure 35. Extract from CHLA - 4-5: Exhibition Railway Station with troops during First World War, 1915
(Source: Toronto Public Library E 9-253)

Prince George and his brother Edward, Prince of Wales. Concurrently with the development of this plan, The Royal Agricultural Winter Fair was established on the site in 1922. In 1939, the military returned to the Exhibition Park and many of the larger buildings became homes to detachments of the Canadian military.

The open spaces of Exhibition Place are a co-evolving balance between buildings and landscape. In the early years of the Exhibition, landscape played an equal or even more important role in the overall grounds as a place for public gatherings, events, and displays. Beginning in the early twentieth century, and continuing until the 1970s, Exhibition Place embarked on ambitious building programs that would support the site's permanent and continued use as the Canadian National Exhibition and the Royal Agricultural Winter Fair. The complexes and features established during this period signaled that Toronto and Ontario's capital had become a world class and cosmopolitan city.

The full Statement of Significance is included as Appendix A of this report.

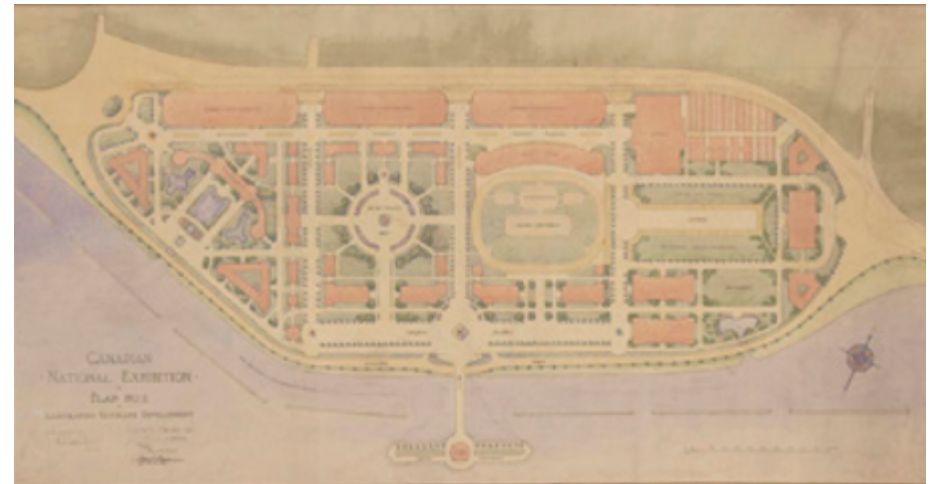


Figure 36. Extract from CHLA - FIGURE 3-13: Canadian National Exhibition Plan No. 2 Illustrating Ultimate Development by Chapman and Oxley, February 1921, as planned and partially built (Source: C.O.T.A. Series 724 Item 280)



Figure 37. Extract from CHLA - FIGURE 10-8: The monumental scale of the Liberty Grand building is balanced by its generous southwest lawn and plaza (Source: 1929, C.O.T.A., Fonds 1244, Item 2024)



Figure 38. Extract from CHLA - FIGURE 4-43: Princes' Gates 1927
(Source: C.N.E. Archives)



Figure 40. Extract from CHLA - FIGURE 5-66: View northwest of the
Flower Garden south of the Bandshell, 1963
(Source: Toronto Public Library (TSA) tspa_0111824f)



Figure 39. Extract from CHLA - FIGURE 4-45: Automotive Building c. 1920s
(Source: C.N.E. Archives)



Figure 41. Extract from CHLA - FIGURE 5-63: Parterre Gardens at the
Shrine Peace Memorial

1.3 Cultural Heritage Landscape Assessment

A cultural heritage landscape is a defined geographical area modified by human activity and identified as having cultural heritage value or interest. A Cultural Heritage Landscape Assessment (CHLA) of Exhibition Place was completed in early 2019 as a comprehensive exercise to consider the cultural heritage value of the site holistically.

The CHLA included archival research, an analysis of the site's evolution and changes over time, and heritage evaluation using Ontario Heritage Act criteria to confirm the property's cultural heritage value and level of local and provincial significance, and to identify corresponding heritage attributes.

The CHLA establishes the historical context for development of agricultural fairs and industrial exhibitions, domestic and international, in the 19th and 20th century. It identifies key periods of development at the site and traces how it evolved over time. The CHLA presents an inventory of the site's key features, and analyzes the extent to which the overall site, and its constituent elements, retain enough integrity to effectively communicate cultural heritage value. Maps included in the study illustrate features, patterns and elements that comprise the cultural heritage landscape.

The results of the CHLA conclude that Exhibition Place is a provincially significant cultural heritage landscape that incorporates a rich layering of designed areas that have gradually changed and organically evolved over time. As a whole, the site retains extensive original and significant building fabric and forms, landscape features and relationships, known archaeological resources, and open space coverage patterns that make it a provincially significant cultural heritage landscape.



Figure 42. Extract from CHLA - FIGURE 4-50: Better Living Centre c. 1960s
(Source: C.N.E. Archives)



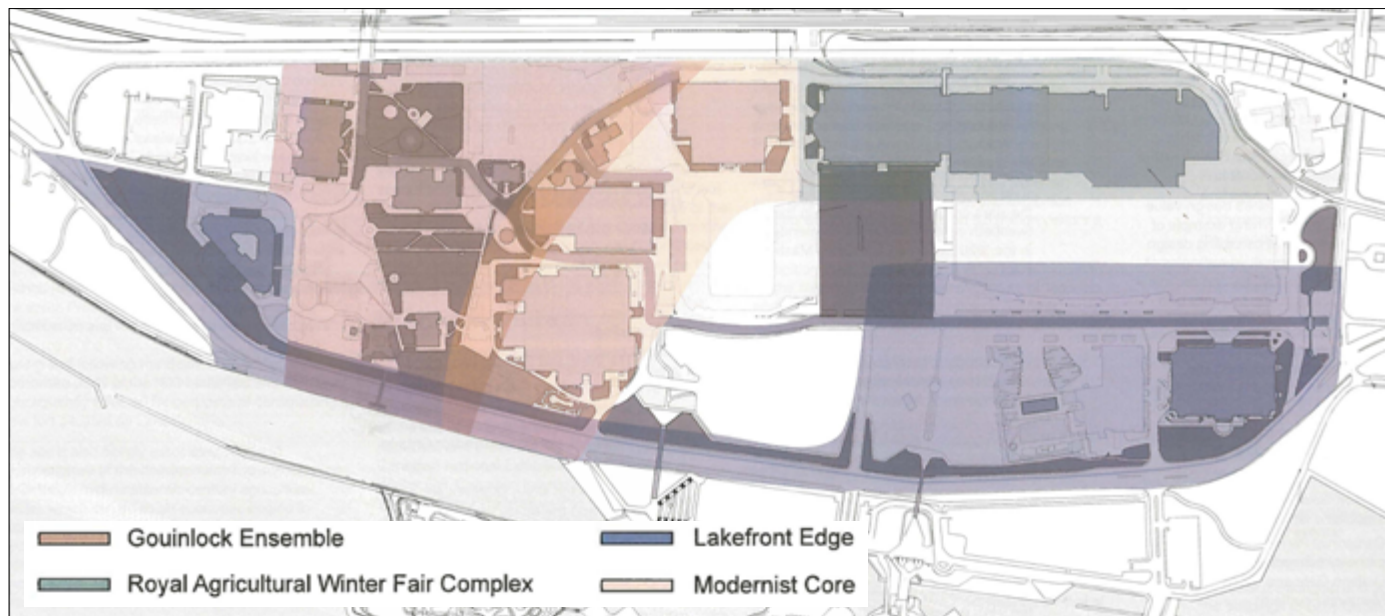
Figure 43. Extract from CHLA - FIGURE 4-51: Queen Elizabeth Building, 1957
(Source: C.O.T.A. Fonds 1231, Item 575b)

Exhibition Place is strongly characterized by elements and features that have endured across the site over time, and which are associated with its defensive origins and design as an exhibition ground. The site retains integrity and is significant for its design, historical, and contextual value. It clearly expresses itself as a unique exhibition complex in continuous use that is rare in the Province of Ontario and within North America.

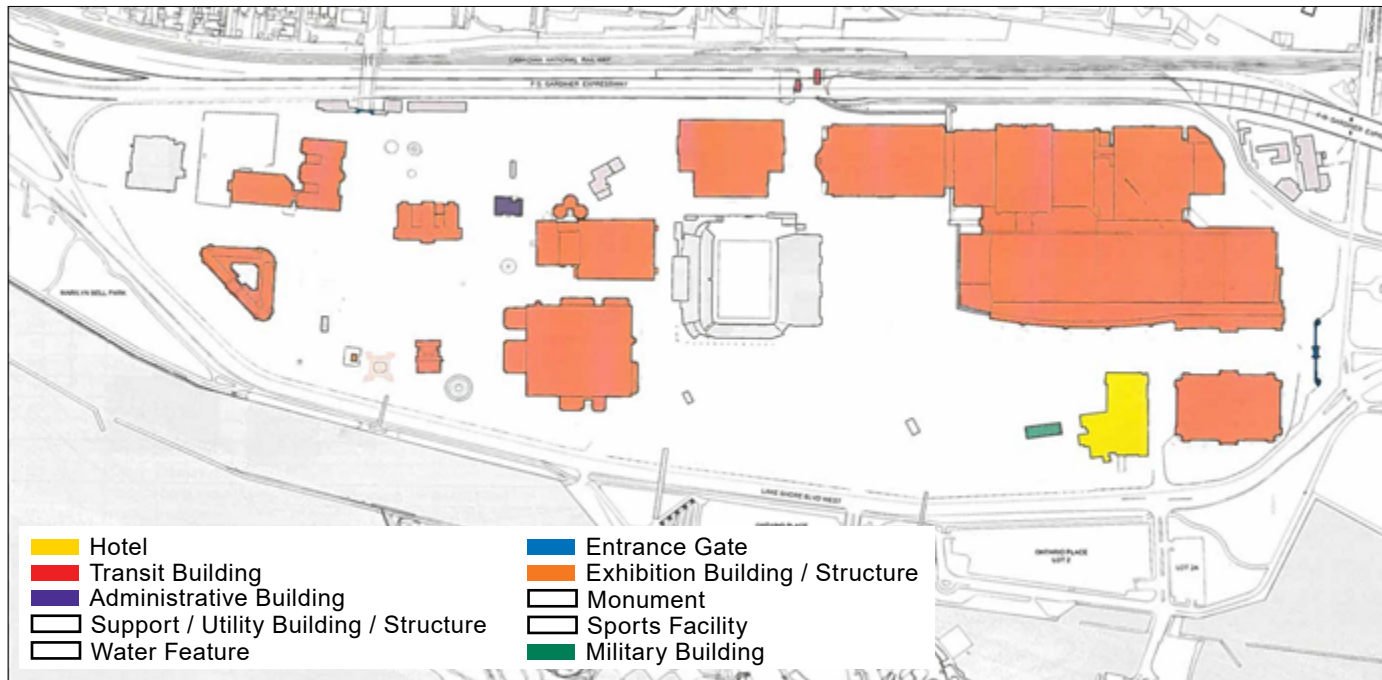
As Exhibition Place enters the next stage in its future, and as ongoing interventions are made to the site and its surroundings, it is recommended

that the primary conservation approach include rehabilitation. The CHLA recommends conservation strategies and principles to guide the rehabilitation of this provincially significant cultural heritage landscape.

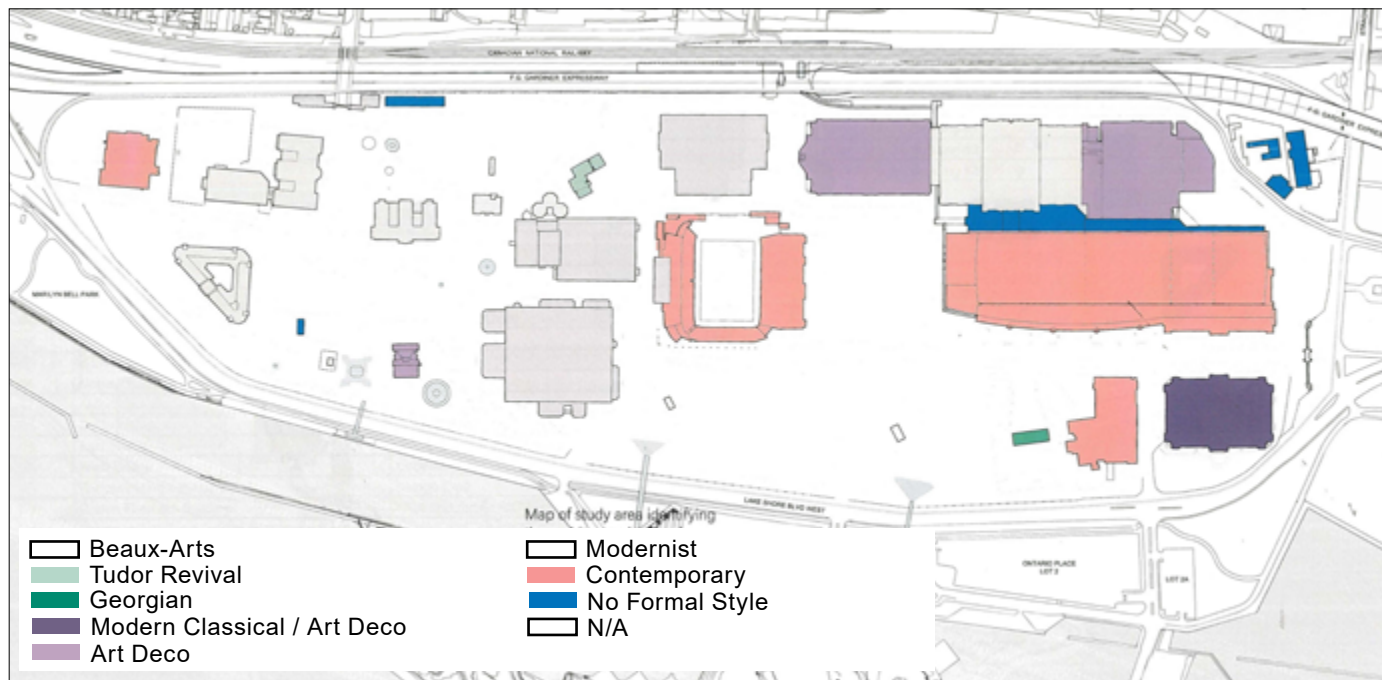
This approach is appropriate to ensure the protection of the cultural heritage values and heritage attributes of Exhibition Place, while allowing for the revitalization of historical relationships and setting, repair and replacement of deteriorated features, and alterations or additions to Exhibition Place which may be planned for its continued use as Toronto's downtown fairgrounds.



Map 3. Extract from CHLA (Map 66) Exhibition Place Designed C.H.L.s and Attributes



Map 4. Extract from CHLA (Map 43) Building and Structure Types



Map 5. Extract from CHLA (Map 44) Building Styles

1.4 Past Studies

1.4.1 Exhibition Place Program and Development Concept (1998)

In 1998, the City of Toronto Planning Division and the Board of Governors of Exhibition Place undertook a collaborative effort to study and provide a framework for considering development opportunities within the grounds. In addition to identifying potential uses and an overall structure concept, the final Plan identified ten Planning and Development Objectives. These elements formed the basis for a Program and Development Framework that identified development opportunity sites as well as opportunities for the adaptive reuse of existing buildings in three distinct precincts. Criteria by which proposals would be evaluated were also provided based on the ten objectives.



Map 6. Exhibition Place Program and Development Concept (1998)

1.4.2 Exhibition Place Development Concept Plan (2004)

Five years after the adoption of the 1998 Plan, the Board of Governors initiated a review based on three main objectives:

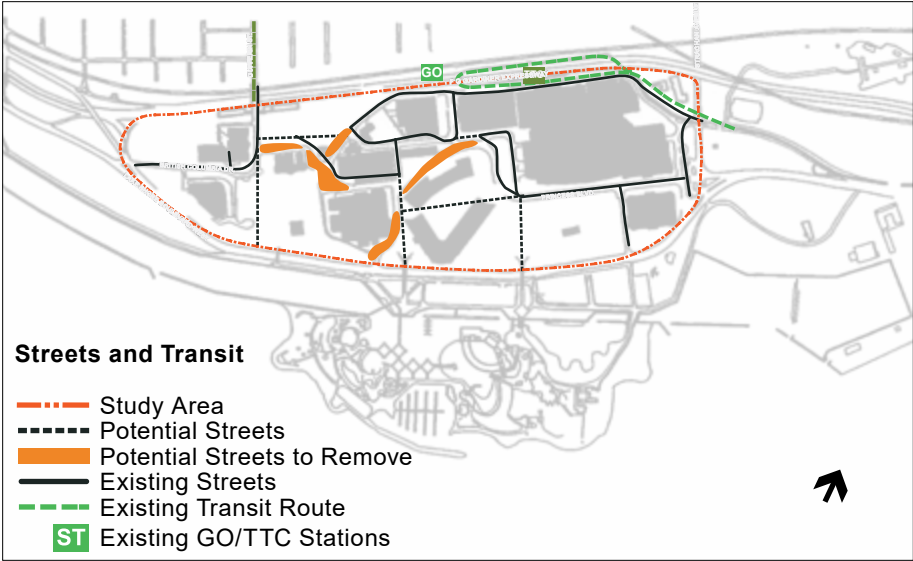
- *Review and revise the concept plan in light of the long-term developments that have taken place at Exhibition Place since 1998.*
- *Update the 1998 Structure Plan to guide future developments with a specific timeframe of the next five years, taking into consideration the City of Toronto's initiatives in the Central Waterfront.*
- *Ensure the revised plan fully considers the needs of the major users of the grounds.*

The revised Plan contained updated criteria requiring proposals to recognize the City's recently adopted Plan for a revitalized waterfront as well as refocusing attention on the value of merging Exhibition Place with Ontario Place as a planning precinct.

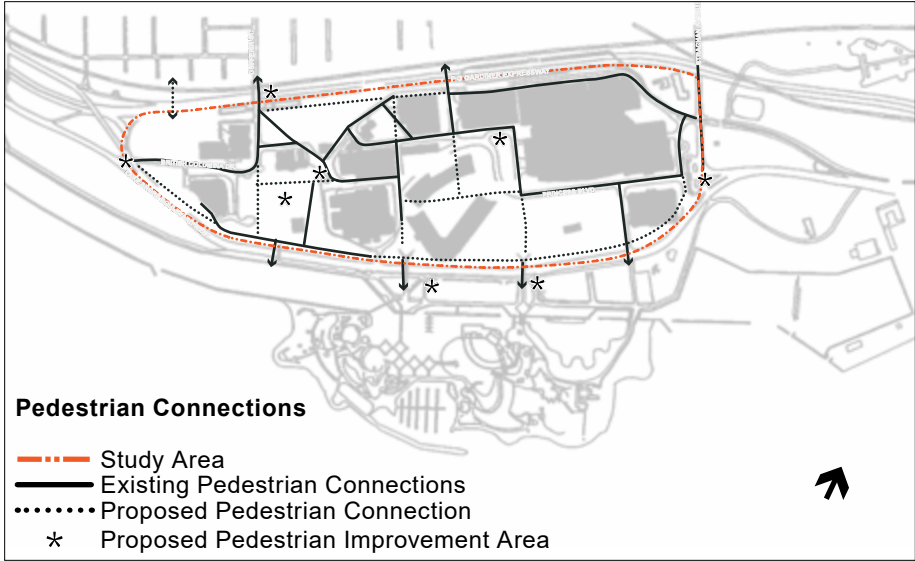


Map 7. Exhibition Place Development Concept Plan (2004)

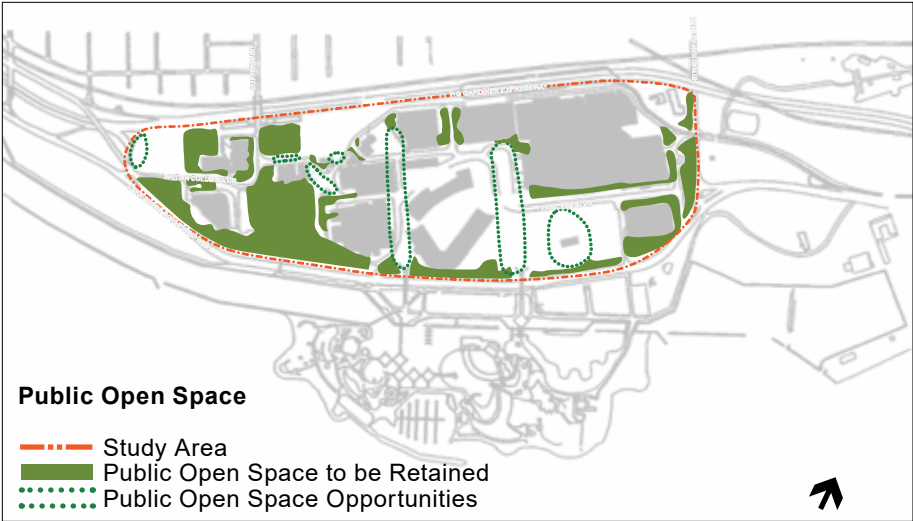
Program & Development Concept Plan – 1998



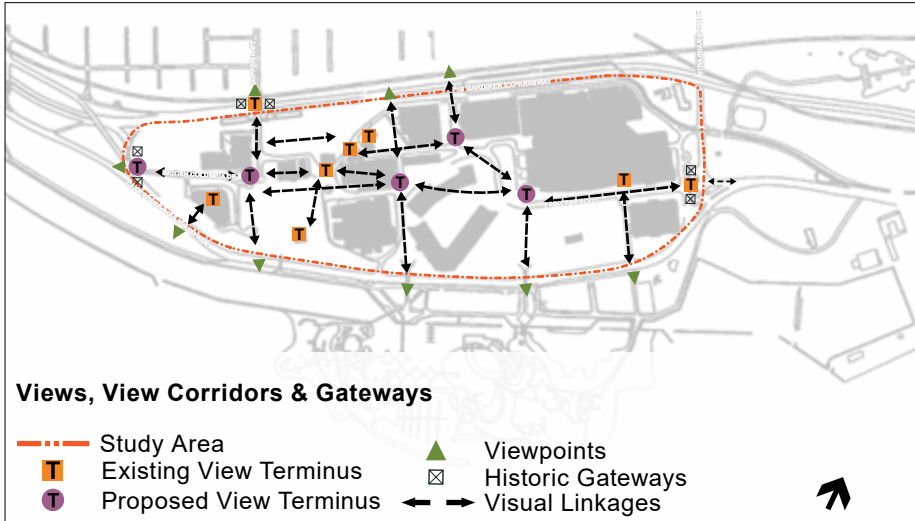
Map 8. Streets and Transit, Program & Development Concept Plan - 1998



Map 9. Pedestrian Connections, Program & Development Concept Plan - 1998



Map 10. Public Open Spaces, Program & Development Concept Plan - 1998

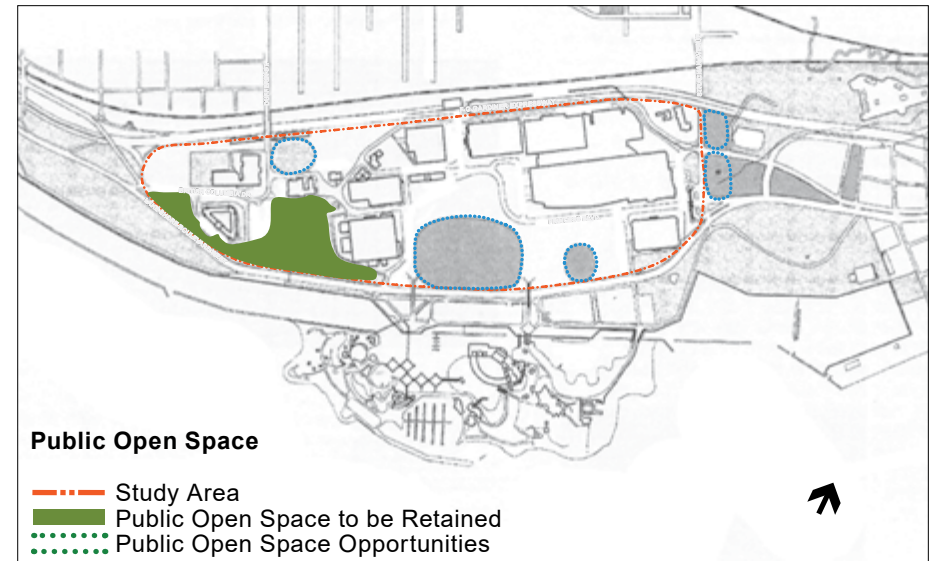


Map 11. Views, View Corridor & Gateways Program & Development Concept Plan - 1998

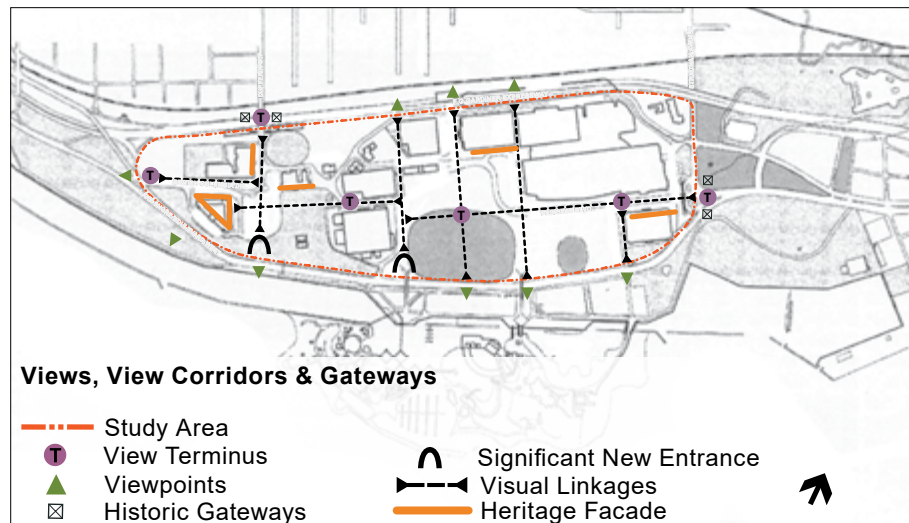
Exhibition Place Development Concept Plan – 2004



Map 12. Development Opportunities, Exhibition Place Development Concept Plan -- 2004



Map 13. Public Open Spaces Exhibition Place Development Concept Plan – 2004



Map 14. Views, View Corridors and Gateways Exhibition Place Development Concept Plan – 2004

1.4.3 Exhibition Place Structure Plan (2010)

The 2010 Structure Plan provided a further update on the original 1998 and 2004 Plans by the Board of Governors. As with previous versions, the 2010 Structure Plan established the framework for potential development and accordingly identified the following:

- *Potential locations for new developments;*
- *Where major new open spaces would be preserved or created for major festivals to complement the surrounding park system;*
- *New roads, bridges and pedestrian routes;*
- *Important buildings and landmarks to be maintained and integrated into the plan.*

Intended to reflect the Board's 2009 Strategic Plan, the Structure Plan is based on three key goals of business development, infrastructure provision and environmental protection/enhancement. The Plan also set out a number of 'primary ambitions' to be achieved by 2014 including the construction of a hotel facility reflecting an increased emphasis on business development.

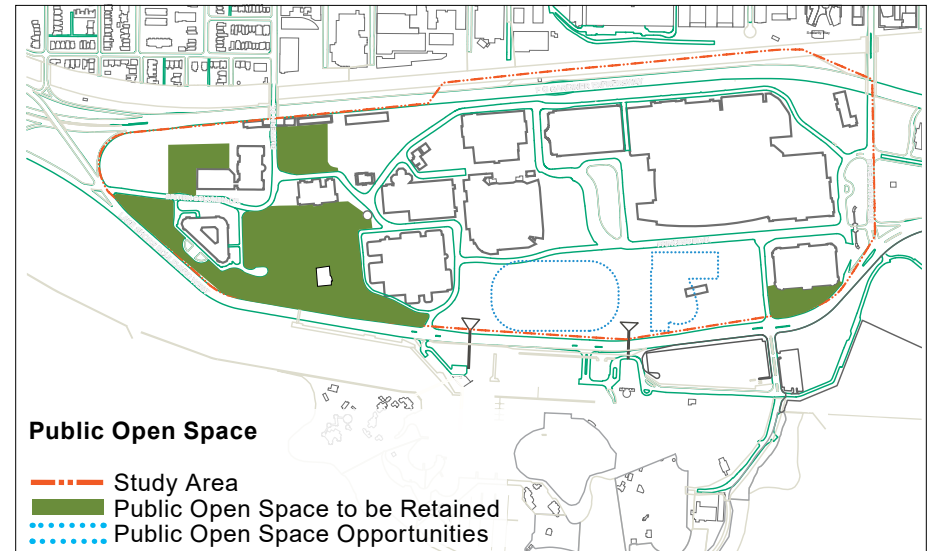


Map 15. Exhibition Place Structure Plan (2010)

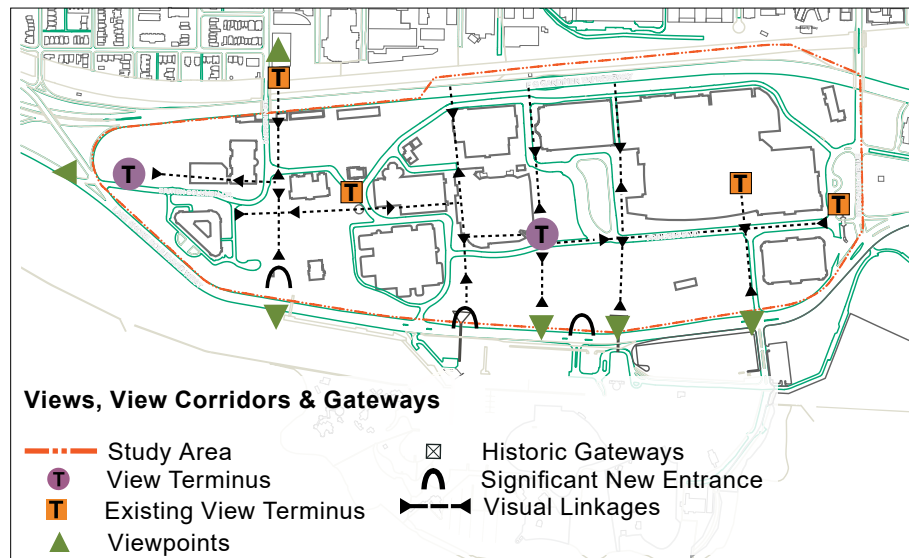
Exhibition Place Structure Plan – 2010



Map 16. Development Opportunities
(Source: Exhibition Place Structure Plan – 2010)



Map 17. Public Open Spaces
(Source: Exhibition Place Structure Plan – 2010)



Map 18. View Corridors and Gateways
(Source: Exhibition Place Structure Plan – 2010)

1.5 Legislative, Policy and Regulatory Framework

1.5.1 Planning Act

The *Planning Act* is provincial legislation that governs land use planning in Ontario. It sets out matters of provincial interest to which planning authorities must have regard when making decisions under the *Planning Act*. Key matters of provincial interest, as they may relate to Exhibition Place, include but are not limited to: heritage conservation; the efficient use of infrastructure; the development of safe and healthy communities; accessibility; the provision of social, cultural and recreational facilities; financial and economic well-being; the appropriate location of growth and development; sustainable, transit-oriented and pedestrian-oriented development; well-designed built form; high-quality public spaces; and mitigation of environmental impacts.

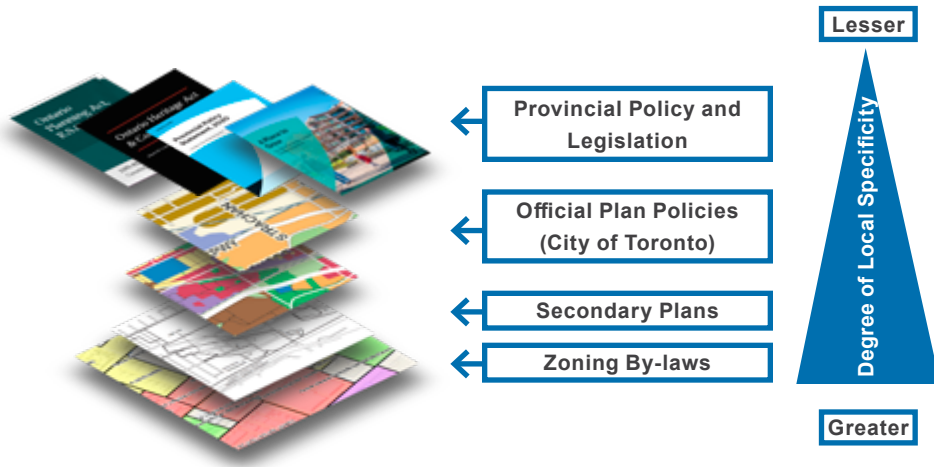


Figure 44. Planning Framework

1.5.2 Ontario Heritage Act

The *Ontario Heritage Act* is provincial legislation that enables municipalities to:

- *maintain a heritage register of listed properties of cultural heritage value or interest;*
- *designate properties of cultural heritage value or interest under Part IV of the Act;*
- *designate heritage conservation districts under Part V of the Act, and;*
- *designate a property of archeological or historical significance under Part VI of the Act.*

The *Ontario Heritage Act* regulates, among other things, how municipal councils can identify and protect heritage resources, including archeological resources, and identifies the tools to achieve this.

Given Exhibition Place contains numerous cultural heritage resources, including listed and designated properties, identified cultural heritage landscapes, and known archeological resources, the recently completed Cultural Heritage Landscape Assessment will be a key document to inform decision making about future development of the site and the conservation/rehabilitation of its heritage attributes.

1.5.3 City of Toronto Act, 2006

Section 406 of the *City of Toronto Act, 2006*, contains provisions pertaining to Exhibition Place that assign its operation, management, and maintenance to a Board of Governors.

The City of Toronto Act, 2006, requires that an exhibition be held annually at Exhibition Place, and states what Exhibition Place shall be used for, including:

- *parks and exhibition purposes;*
- *the purposes of trade centres and trade and agricultural fairs such as, but not limited to, the annual Canadian National Exhibition and Royal Agricultural Winter Fair;*
- *displays, agricultural activities, sporting events, athletic contests, public entertainment and meetings;*
- *highway, electrical transmission or public utility purposes; and*
- *any other purpose that the City may approve.*

Given these statutory provisions, the former City of Toronto Zoning By-law 438-86, as amended, is considered to not apply to development at Exhibition Place. The lands are not included in City of Toronto Zoning By-law 569-2013, as amended.

An alternative site plan process has been established by City Planning to guide and shape development as it takes place. This planning framework emphasizes the need for a Master Plan to assist in shaping the future of Exhibition Place as an iconic City of Toronto landmark site.

1.5.4 Provincial Policy Statement, 2020

The Provincial Policy Statement (PPS) contains the Province's policy direction on matters of provincial interest and sets the foundation for regulating the development and use of land province-wide. The PPS recognizes that Ontario communities are diverse and that the consideration of local context is important. All decisions affecting land use planning matters "shall be consistent with" the PPS. At the time of writing this report, the Province has updated its PPS, which will come into effect May 1, 2020.

Exhibition Place is a unique area within the City of Toronto, and is host to a number of functions at local, regional, provincial, national and international scales. It contains a distinct mix of uses including employment and entertainment uses, recreation, parks and open spaces, many of which are specialized to take advantage of the special context of the site. Exhibition Place is also notable for its rich history and heritage resources. While the PPS is wide-reaching in its scope, it generally applies to Exhibition Place in the following areas.

The PPS promotes healthy, livable and safe communities, sustained by, among other matters:

- *efficient development and land use patterns which support the financial well-being of the province and municipalities over the long term; and*
- *accommodating an appropriate range and mix of uses, including but not limited to employment, recreation, parks and open space uses, to meet long-term needs.*

The PPS directs planning authorities to promote economic development and competitiveness by providing for an appropriate mix and range of land uses and a diversified economic base, supported by the necessary infrastructure.

Long-term economic prosperity is supported by promoting opportunities for economic development; encouraging a sense of place through well-designed built form and cultural planning; conservation of built heritage resources and cultural heritage landscapes; providing for multimodal transportation and sustainable tourism development; sustaining the agri-food network; and promoting energy conservation.

Energy conservation and efficiency can be supported by promoting the use of active transportation and transit as well as design which considers the mitigating effects of vegetation and green infrastructure.

Healthy, active communities are promoted through the planning of safe, connected, pedestrian- and cycling-friendly streets and spaces, a range of recreational opportunities in natural and built environments, and improved public access to shorelines.

The PPS promotes a land use pattern and mix of uses that minimize the length and number of vehicle trips, and support increased transit use, walking and cycling.

Cultural heritage resources and archeology shall be conserved and properly managed, with due consideration for the interests of Indigenous communities.

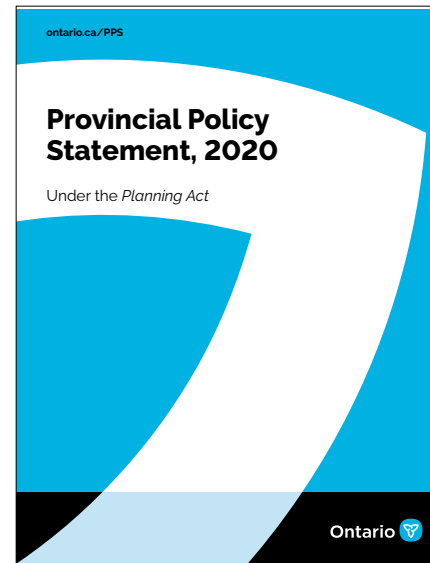


Figure 45. Provincial Policy Statement 2014 Cover

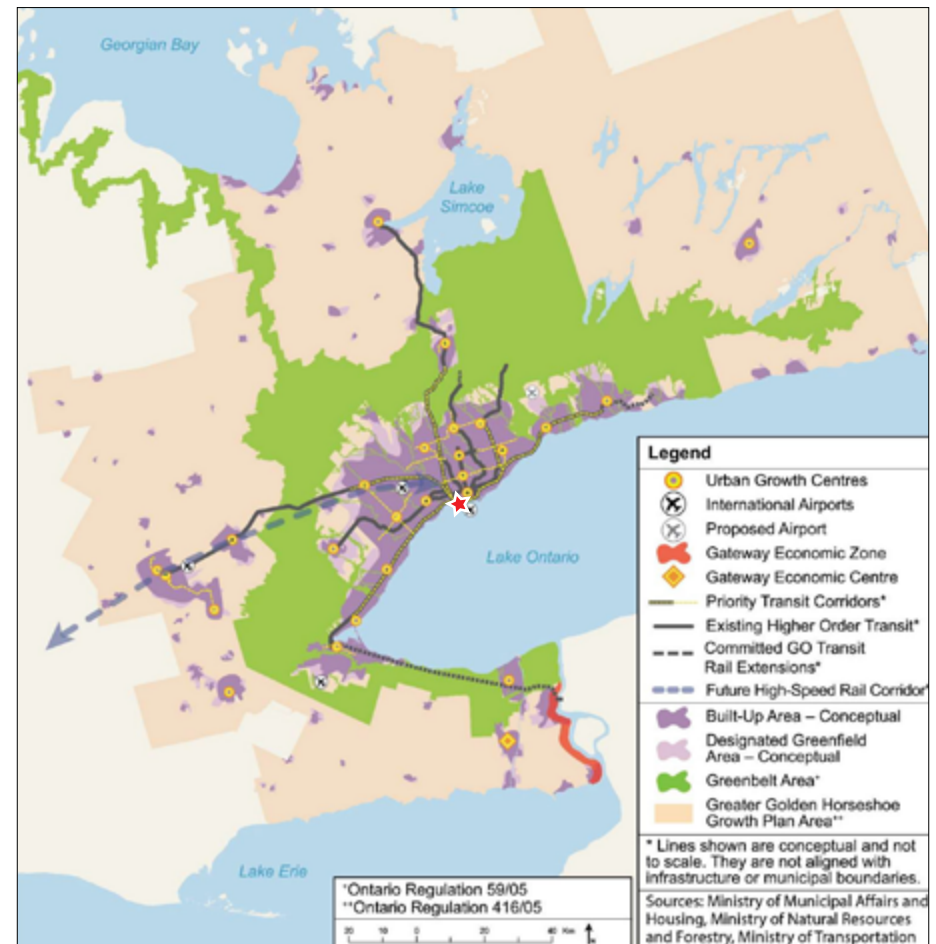
1.5.5 A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019

A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019 (Growth Plan) is a provincial plan that establishes the framework for directing and managing growth and change across the Greater Golden Horseshoe, including Toronto. All planning decisions must conform to the Growth Plan.

The policies of the Growth Plan are structured around where and how to grow, infrastructure to support growth, and protecting what is valuable. It also includes population and employment forecasts which must be used for planning and managing growth to the year 2041.

The Growth Plan envisions accommodating growth to create complete communities which are well designed to meet people's needs for daily living. Complete communities are supported by providing development in a compact built form, providing active transportation, increasing transit usage, a high quality public realm, opportunities for recreation, and creating communities which are more resilient to the impacts of a changing climate, among other matters.

In the Growth Plan, Exhibition Place is located within an existing *built-up area* and on a *priority transit corridor* (the Lakeshore West GO Line). It is also located at a major transit station area, centered on the Exhibition GO Station and Exhibition TTC Loop.



Major transit station areas are to be planned and designed to be transit supportive and to achieve multi-modal access to stations and connections to nearby major trip generators like Exhibition Place.

This can be achieved by providing, where appropriate, connections to local and regional transit services to support transit integration, infrastructure to support active transportation, and commuter pick-up and drop-off areas.

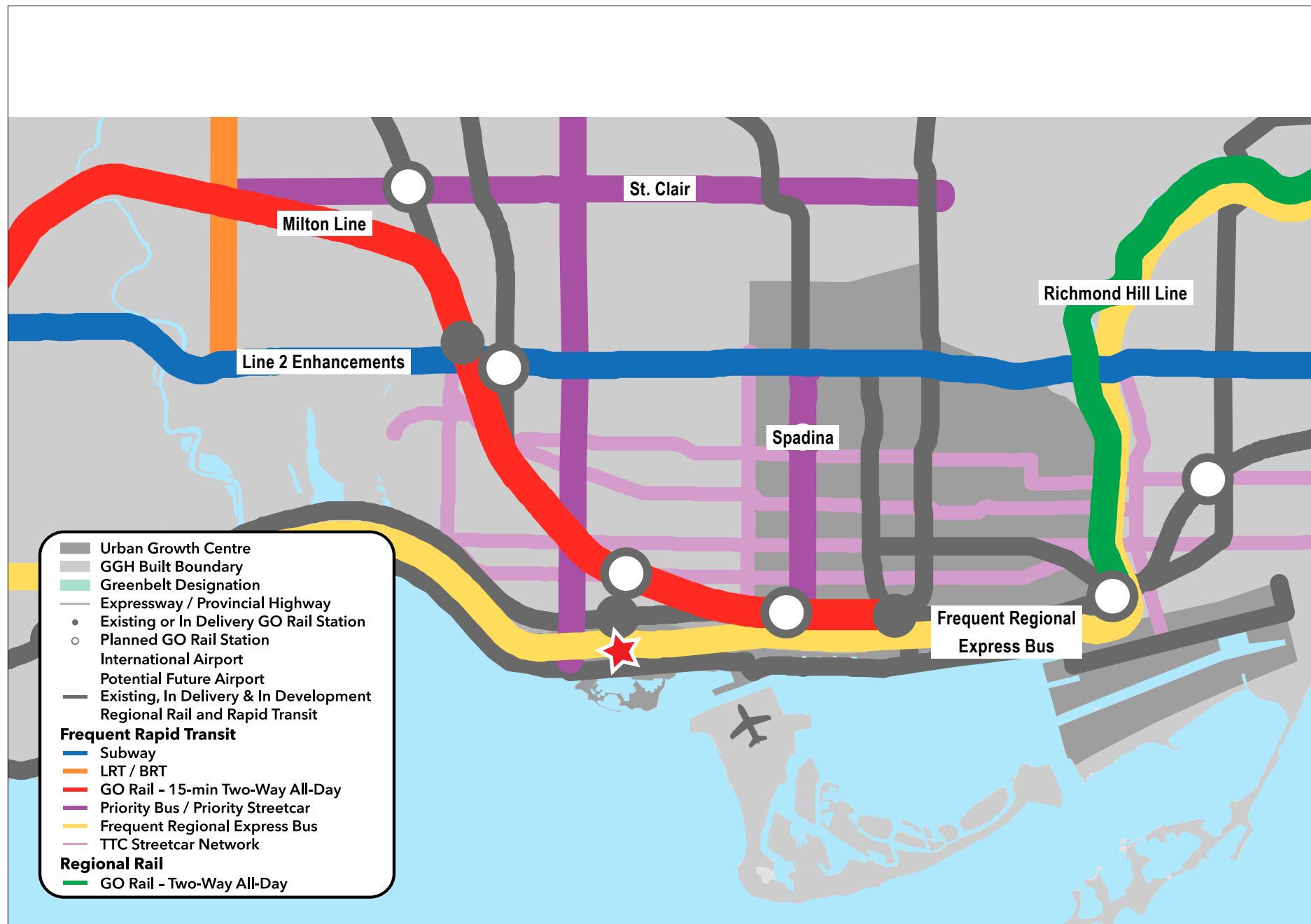
In the context of the Growth Plan policies, Exhibition Place is a major trip generator with a concentration of varied activities; a driver for economic development within the region; and an area rich in cultural heritage resources that are to be conserved to foster a sense of place and benefit communities.

1.5.6 2041 Regional Transportation Plan, 2018

The 2041 Regional Transportation Plan (2018) guides the transformation of the transportation system across the Greater Toronto and Hamilton Area, providing a plan for an integrated multimodal regional transportation system. The Plan identifies a number of transportation infrastructure projects and considerations within, or in proximity to, Exhibition Place. These include the existing Lakeshore West GO Line; the Waterfront West LRT (in development); a future priority bus route along Dufferin Street connecting Exhibition GO station to Wilson Station; and the Waterfront (Martin Goodman) Trail as a primary cycling route with other secondary routes near Exhibition Place.

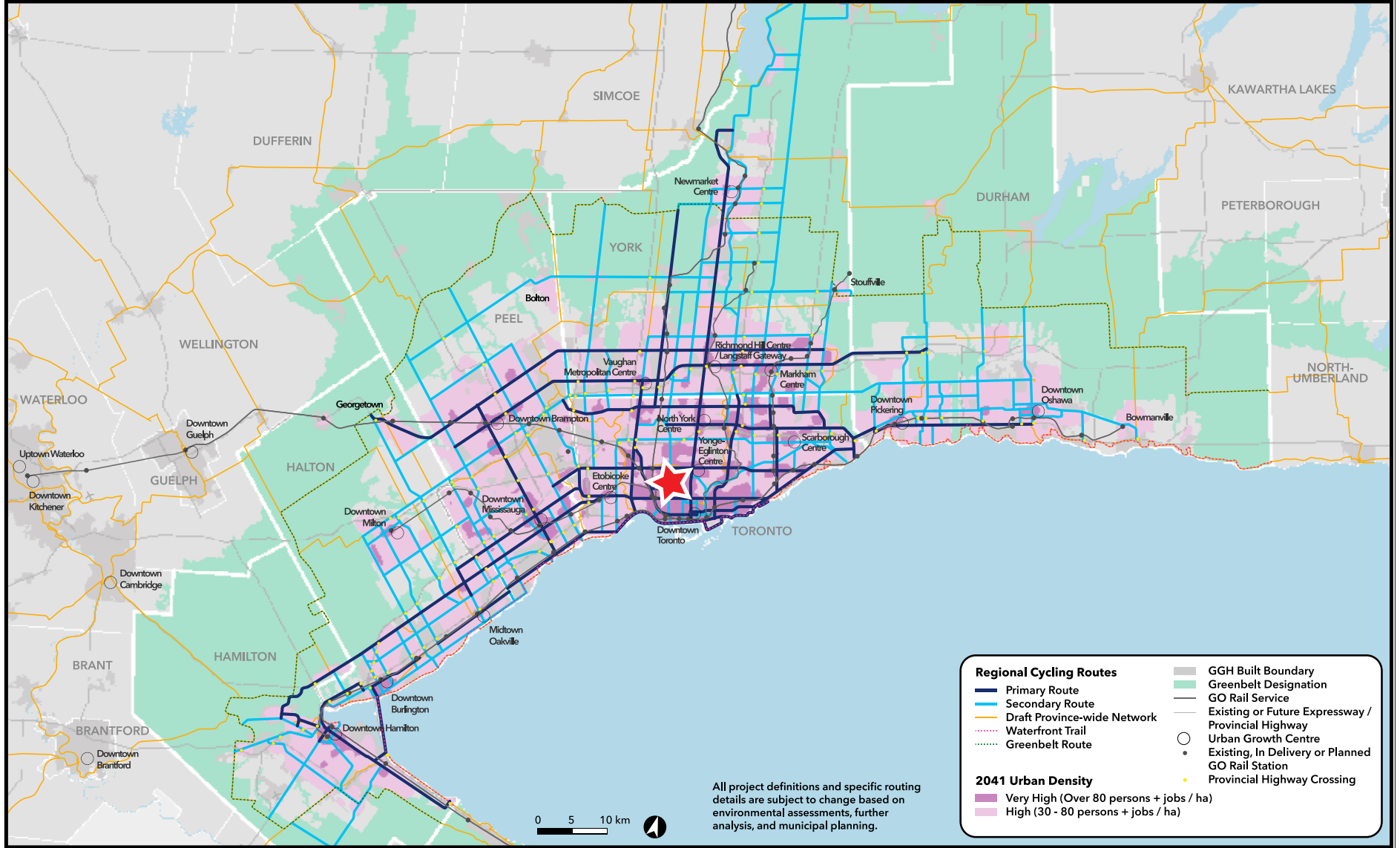


Figure 46. Metrolinx Regional Transportation Plan (2018) cover



Map 20. Extract from 2041 Regional Transportation Plan (Map 5). 2041 Frequent Rapid Transit Network

Map 9: 2041 Regional Cycling Network



Map 21. Extract from 2041 Regional Transportation Plan (Map 9). 2041 Regional Cycling Network

1.5.7 Official Plan

The City of Toronto Official Plan sets out the vision, principles and policies to guide and manage future growth and change across the City. It is the most important vehicle for implementing Provincial policy.

The Official Plan provides the strategy for directing where growth should occur, and sets out policies for the management of change including the integration of land use and transportation. The Plan recognizes that the competitiveness of the GTA economy is shaped by the unique functions found within the City. It promotes the integration of transportation and land use planning to increase mobility by providing modal choice, and to increase proximity to shorten travel times. Map 2, Urban Structure, identifies Exhibition Place as being located within the *Central Waterfront* and the *Green Space System*.

Actions will be taken on lands within the *Green Space System* to improve, preserve and enhance green space, improve public access and enjoyment of lands under public ownership, and restore, create and protect a variety of landscapes. The sale and disposal of City owned lands within the *Green Space System* is not permitted, and any development that occurs within this area may not result in the loss of public space. Specific direction is provided to improve the enjoyment of the waters' edge, including minimizing physical and visual barriers between the City and Lake Ontario.

Private development and public works on lands along or near the water's edge will improve public spaces in the waterfront; maintain and increase opportunities for public views of the water; and support a sense of belonging to the community.

Higher Order Transit Corridors are to be implemented in exclusive rights-of-way as priorities are established, funding becomes available, and the Environmental Assessment review process is completed. Map 4 identifies a transit corridor expansion westward from Exhibition GO Station.



Figure 47. City of Toronto Official Plan cover

1.5.8 Secondary Plans

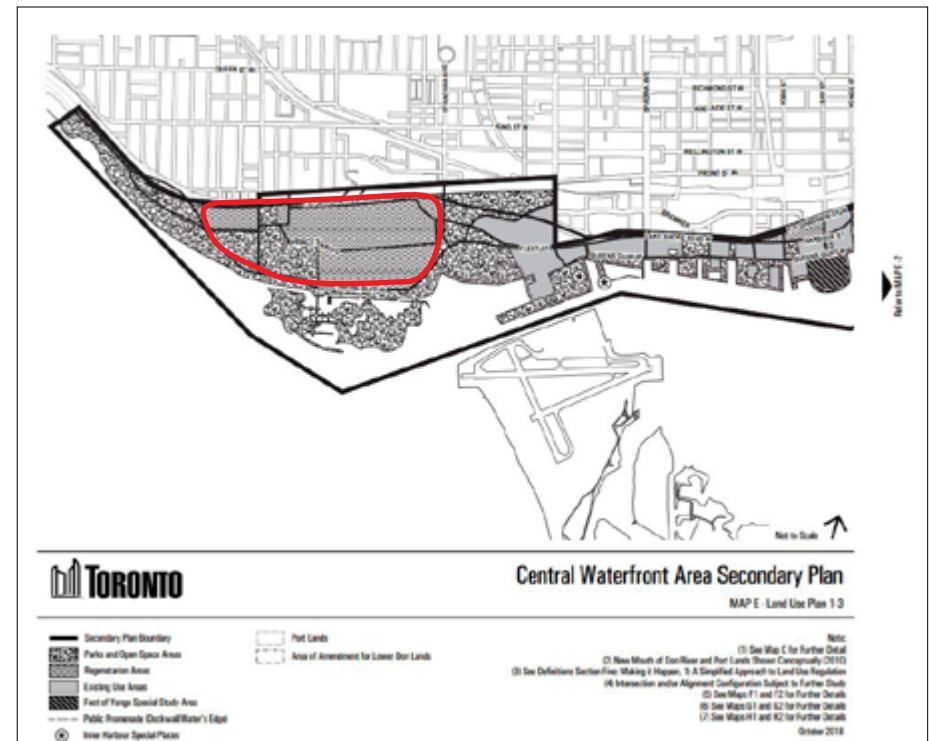
Central Waterfront Secondary Plan

Exhibition Place is located within the Central Waterfront Secondary Plan (CWSP). The CWSP was adopted by Council in 2003, and came into effect for the Exhibition Place lands in August 2018. The CWSP is founded on four core principles:

1. Removing Barriers/Making Connections;
2. Building a Network of Spectacular Waterfront Parks & Public Spaces;
3. Promoting a Clean & Green Environment; and
4. Creating Dynamic & Diverse New Communities.

The Plan includes a series of "big moves" that will guide change in the Central Waterfront in accordance with these principles. Those relevant to Exhibition Place include:

- *A New Waterfront Transit Network - including an extended Waterfront LRT line and expanded GO Transit rail service;*
- *Lake Shore Boulevard - an Urban Waterfront Avenue, to maximize opportunities for pedestrians and cycling;*
- *Completing the Waterfront Trail - with connections to the city-wide system of trails and pathways;*
- *Waterfront Cultural and Heritage Corridors - linking the cultural heritage assets with the water's edge;*
- *Reserving the Water's Edge for Public Use - linking the city to public open spaces along existing and extended street corridors;*
- *An Expanded Marilyn Bell Park - by consolidating the road network at the west end of Exhibition Place and improving this location as a gateway to the waterfront;*
- *Ontario Place, a Waterfront Destination - providing a new trail system with connections to the north, east and west to better connect pedestrians and cyclists to Ontario Place;*



Map 26. Map E of the Central Waterfront Secondary Plan - Land Use

- *Priority for Sustainable Modes of Transportation, such as transit, cycling, walking, and water transport and reduced car use; and*
- *Exhibition Place, A Place for Work, Celebration and Living, which contemplates:*
 - *expanding Exhibition Place into a place where people work, visit and live;*
 - *contemplating housing at select periphery locations on the site that will not detract from Exhibition Place's primary role;*
 - *realignment of Lake Shore Boulevard to add land available for development and easier integration with Ontario Place;*
 - *ensuring the Enercare Centre continues to function as a magnet to attract new business and support facilities;*
 - *providing for a new significant open space plaza capable of housing large gatherings and festivals; and,*
 - *respecting the existing heritage architecture and views of buildings from the water, and the adaptive reuse of heritage buildings.*

The Central Waterfront Secondary Plan includes area-wide policies that give additional, specific direction in the realization of the four core principles, through improved road and transit networks, excellence in design, accommodating a variety of maritime and high-value tourism-related activities; the provision of public community, cultural and entertainment facilities, and sustainable development practices.

Map E of the Secondary Plan confirms the land use designation of the Exhibition Place lands as *Parks and Open Space Areas*, predominantly found on the western portion of the property; and *Regeneration Areas*, predominantly found on the eastern side of the property.

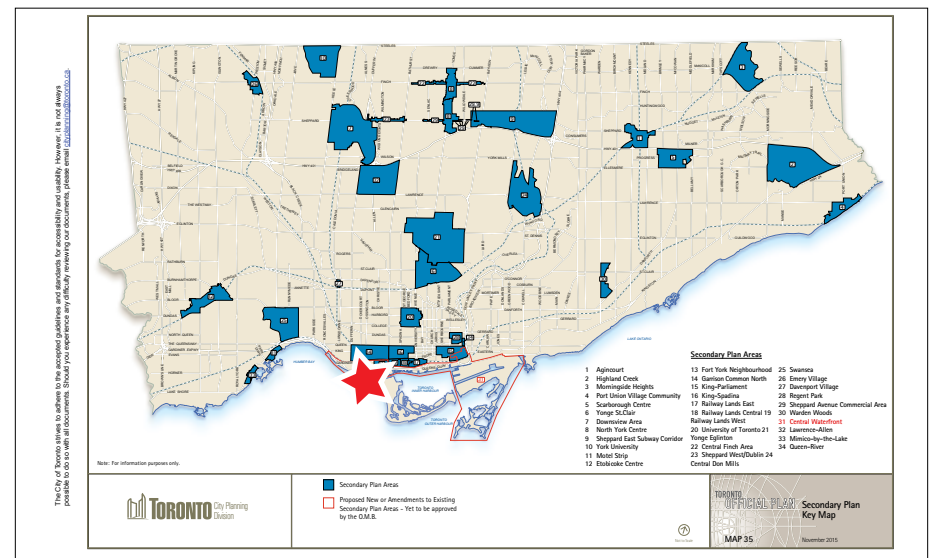
Because the extensive policy framework of the Central Waterfront Secondary Plan applies to a broad geographic area, amendments to the Official Plan specific to Exhibition Place may be necessary to more accurately reflect and implement the recommended Master Plan strategy.

Garrison Common North Secondary Plan

The Garrison Common North Secondary Plan area (e.g. Liberty Village) is north of Exhibition Place, separated by the railway corridor (e.g. Lakeshore West GO Line) and the Gardiner Expressway. One of the major objectives of the secondary plan is that new development will enhance visual and physical connections to the waterfront. To improve pedestrian circulation through Garrison Common North to the waterfront, policies identify that pedestrian links over the rail corridors will be considered through public and private initiatives.

The Exhibition Place Master Plan can help address these policy objectives for improved pedestrian circulation opportunities by accommodating:

- *improved pedestrian linkages across the rail corridor; and,*
- *improved north-south pedestrian connections from the growing neighbourhoods north of the railway corridor through Exhibition Place to the waterfront.*



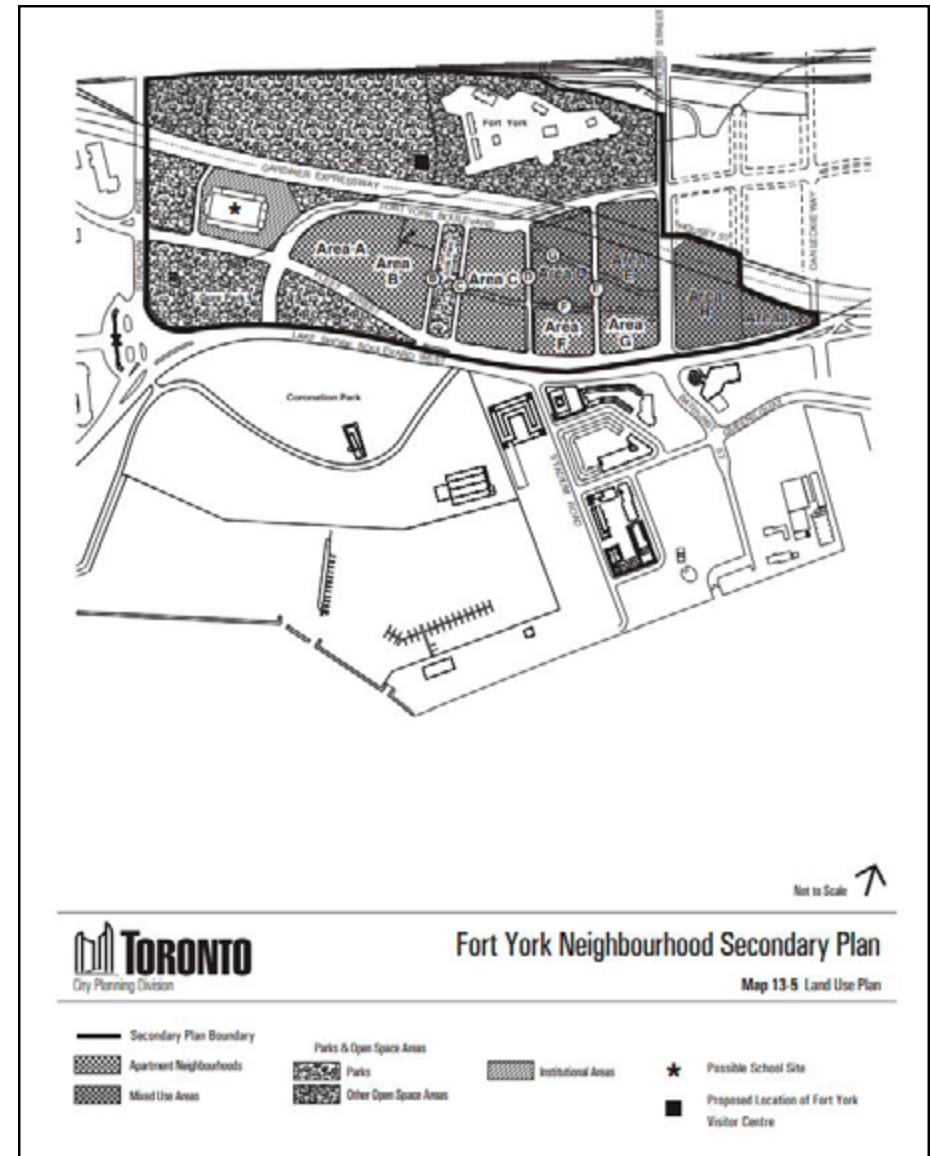
Map 27. Map 35 of the Official Plan - Secondary Plan Key Map

Fort York Neighbourhood Secondary Plan

The Fort York Neighbourhood Secondary Plan area is directly east of Exhibition Place, sharing a border along Strachan Avenue. One of the goals for the Fort York Neighbourhood is to integrate it with the area context and promote the creation of a broader system of linked public open spaces.

Transportation policies within the Secondary Plan identify that the street-level pedestrian realm will be safe, comfortable and diverse. The Plan sets out a pedestrian circulation system of public sidewalks, to be enhanced by securing, among other matters, linkages to the Exhibition Place GO station including under the Gardiner Expressway.

The Exhibition Place Master Plan can support the improved connectivity of pedestrian circulation between the Exhibition GO Station and the Fort York Neighbourhood, including under the Gardiner Expressway.



Map 28. Map 13-5 of the Fort York Neighbourhood Secondary Plan - Land Use

Downtown Plan and the Downtown Parks and Public Realm Strategy

The Downtown Plan (OPA 406), approved in 2019, guides growth and change within Toronto's central core. The Downtown Plan applies to the area just to the east of Exhibition Place, bounded by Bathurst Street.

One of the five implementation strategies of the Downtown Plan is the Downtown Parks and Public Realm Strategy. It sets out a vision for parks, open spaces and streets, and proposes a framework to reimagine, transform and grow public space. The Downtown Parks and Public Realm Strategy consists of five transformative ideas, two of which are particularly relevant to Exhibition Place: the Core Circle, and the Shoreline Stitch.

The Core Circle represents a circuit of public spaces that connect natural features around the Downtown. While Exhibition Place is just outside of the Downtown Plan area, the Core Circle includes lands along the eastern edge of Exhibition Place, including Coronation Park, Gore Park, Fort York and the Bentway, forming part of the overall network. The Downtown Plan contains several Core Circle policies that establish a vision for a connected system of parks and open spaces, to which Exhibition Place can contribute.



Map 29. Extract from Downtown Parks and Public Realm Plan (2019) - The Core Circle



Map 30. Downtown Stitch, extract from the Downtown Parks and Public Realm Plan.

The Shoreline Stitch generally comprises the area encompassing the Union Station rail corridor, Gardiner Expressway and ramps, and Lake Shore Boulevard between Exhibition Place and Corktown Common. The Shoreline Stitch is a series of public realm improvements intended to limit the barrier effect of the existing transportation infrastructure and to stitch communities and their parks and public realm together, thereby increasing accessibility to waterfront parks, improving connections to community assets and creating new civic places.

Related to Exhibition Place, the Shoreline Stitch is intended to:

- *increase and improve physical and visual north-south connections for pedestrians and cyclists across the rail corridor and under the Gardiner Expressway;*
- *increase and improve east-west connections for pedestrians and cyclists along the Union Station rail corridor and Gardiner Expressway/ Lake Shore Boulevard corridors;*
- *improve safety, comfort and accessibility for pedestrians crossing and walking along and across Lake Shore Boulevard; and,*
- *include the development of a connected public realm under and around the Gardiner Expressway to serve local neighbourhoods, workers, visitors and the city as a whole.*

The development of these public realm improvements should be considered and integrated as part of the Exhibition Place Master Plan.

1.5.9 Billy Bishop Toronto City Centre Airport

Billy Bishop Toronto City Centre Airport is approximately 85 hectares in size and is located on the Toronto Islands, southeast of Exhibition Place. The airport is connected to the mainland by a passenger tunnel and ferry service, with approximately 2.8 million passengers travelling through the airport in 2017.

The airport is managed by Ports Toronto in accordance with the 1983 Tripartite Agreement, executed by the City of Toronto, Transportation

Canada, and Ports Toronto. The agreement requires Ports Toronto to operate the facility as a public airport until June 2033.

Building heights at Exhibition Place may be limited by the proximity of the Billy Bishop Toronto City Centre Airport. Though the airport Zoning By-law regulations do not extend to Exhibition Place, airspace restrictions associated with the airport's instrument procedures do apply over much of the property.



Figure 48. Bird's eye view towards Billy Bishop Airport and Downtown Toronto

1.6 Exhibition Place Strategic Plan

The Exhibition Place Strategic Plan provides a framework for guiding the Exhibition Place Board of Governors and staff in their actions and decision-making to achieve its long-term vision for the site. There have been three Strategic Plans since 2009, the most recent being the 2017-2019 Strategic Plan.

The 2017-2019 Strategic Plan introduced a vision of Exhibition Place as a "Gathering Place" for residents of the city and province, as well as national and international visitors to the region, while protecting the facilities, cultural assets, and parklands of the City of Toronto. The Strategic Plan recognizes the role Exhibition Place has as an international exposition centre, as a host venue for major public celebrations and events, and as a waterfront site that is part of the cultural fabric of the city and its communities.



Figure 49. Exhibition Place Strategic Plan (2017-2019) cover

The 2017-2019 Strategic Plan has seven key focus areas including: public space and infrastructure, business development, environment, safety and security, recognition and public understanding, organization and staffing, and finance. Each focus area has a number of corresponding objectives. These objectives include, among other matters:

- *providing stewardship in protecting, on behalf of the City, land, buildings and cultural assets;*
- *improving access to and within the site;*
- *developing a comprehensive Master Plan with targets for infrastructure investment;*
- *implementing the Festival Plaza Plan to advance the Plan's vision as a "Gathering Place";*
- *maintaining strong relationships with existing clients/events and cultivate new opportunities and areas for revenue enhancement;*
- *developing and maintaining a communication strategy to increase the public's understanding of the role of Exhibition Place;*
- *improving connections to Exhibition Place with surrounding communities; and*
- *remaining fiscally responsible.*

The Strategic Plan's focus area concerning public space and infrastructure includes an objective to define a longer-term vision for Exhibition Place (15+ years) through the completion of a Master Plan for the site. The Master Plan is to:

- *Delineate usage zones (e.g. meeting/convention, sport, entertainment, services, parkland, conservation) and identify target future infrastructure needs and/or development opportunities within each zone;*
- *Identify connectivity between each zone within Exhibition Place, including the nature and type of support services, transportation and parking;*
- *Identify the linkages to future public transit and road networks;*
- *Identify opportunities for private sector involvement where appropriate;*
- *Ensure that the preservation and interpretation of cultural assets has a predominant position in the planning (e.g. heritage buildings and public art);*
- *Include public input as a vital part of the process;*
- *Set a priority to implement the Festival Plaza Master Plan including funding options; and,*
- *Consider the future integration of the western waterfront plan, including a redeveloped Ontario Place.*

The Strategic Plan is intended to establish the goals and objectives to meet the emerging needs of Exhibition Place and its stakeholders, while the City's Exhibition Place Master Plan will play a significant role in its future physical development and evolution. Both documents should work together to guide decision-making for the site.



Figure 50. View towards Enercare Centre



Figure 52. View towards Ontario Place
(Source: ASI, 2019)



Figure 51. View towards Ontario Place pedestrian bridge



Figure 53. View towards Lake Ontario

1.7 Recent Initiatives and Development

A common objective among previous studies and plans for Exhibition Place has been to improve connectivity, circulation, open spaces, access points, views and vistas. Specific initiatives to implement the concepts articulated in previous plans are detailed below.

BMO Field

BMO Field was completed in 2008 and is centrally located on the Exhibition Place grounds. BMO Field is home to Canada's National soccer team, the Toronto F.C., and the Toronto Argonauts football team. The facility was expanded in two phases between 2014 and 2016. Phase I included the additional of 8,400 seats, bringing the stadium to approximately 30,000 seats, as well as updated clubs and suites. Phase II included the construction of a canopy over the east, west and south stands, and audio visual system upgrades, among other improvements. In February 2018, an announcement by the Toronto F.C. president indicated potential further plans to expand the facility ahead of the 2026 FIFA World Cup, which may further expand the seating capacity.

Hotel X

Hotel X is a hotel and sports club complex located at the southeast end of the grounds, developed to complement the trade show and convention facilities at Exhibition Place. The plan to build the facility with a 49-year lease agreement was adopted by City Council on November 30, 2009. The hotel opened in 2018, including over 400 rooms, two ballrooms, business centre, rooftop bar with pool, restaurants and cinema, as well as a 90,000 square foot athletic centre containing four tennis courts, nine squash courts, and gyms/studios. To the west of the hotel, the complex includes



Figure 54. View of BMO field



Figure 55. View of Hotel X
(Source: ASI, 2018)

the exposed foundations of several of the original barracks buildings, and a landscaped plaza complementing the historic Stanley Barracks, which are also being restored. Hotel X has an option for a second phase of development to expand hotel and/or ancillary uses onto adjacent lands to the west of Stanley Barracks, within the first ten years of the lease.

Festival Plaza

The 2009-2012 Exhibition Place Strategic Plan established a goal to "enhance and sustain our dynamic and diverse public assets and integrate these assets with the surrounding urban fabric". To achieve this, the Plan included a specific objective to develop a master plan for "Festival Plaza," on a 6.7 hectare surface parking lot located south of BMO Field and the Enercare Centre, west of the Stanley Barracks and east of the Better Living Centre. The purpose of the plan was to address infrastructure deficits and enhance public assets at Exhibition Place. In 2011, the Festival Plaza Master Plan was developed by Urban Strategies Inc., Phillips Farevaag Smallenburg and Arup, proposing to provide a flexible gathering space and a destination within the City. The Exhibition Place Board of Governors approved the Festival Plaza Master Plan in late 2011, however it has not yet been implemented.

Pedestrian Bridge

On November 15, 2018, the Exhibition Place Board of Governors approved a final concept design for an elevated bridge to connect Hotel X with the Beanfield Centre over Newfoundland Drive, and work with City Planning to finalize matters related to the submission of an application. A site plan application was reviewed in 2019 and the bridge is currently under construction.



Figure 56. Festival Plaza
(Source: Urban Strategies Inc.)



Figure 57. Proposed bridge at X Hotel
(Source: NORR, 2019)

The OVO Athletic Centre

The OVO Athletic Centre, formerly the BioSteel Centre, is a basketball training facility used by the Toronto Raptors, affiliate teams and community groups. Maple Leaf Sports and Entertainment (MLSE), owner of the Toronto Raptors, proposed to build the facility and lease the property from the City and the plan was adopted by City Council on August 25, 2014. The facility opened in February 2016 in the northwest area of Exhibition Place. The two-storey building contains two full-size basketball courts, locker rooms, training and medical facilities, player amenity space, and associated parking areas.



Figure 58. View towards OVO Athletic Centre

Ontario Place Revitalization

On January 18, 2019, the Province of Ontario announced the start of a process for the comprehensive redevelopment of the Ontario Place, with a Call for Development launched on May 28, 2019. Given the close geographic relationship between Ontario Place and Exhibition Place, the complementary uses on both sites and the need for a coordinated transportation approach, City Council directed staff to engage the Province of Ontario to develop a joint planning strategy in a collaborative, cooperative and consultative manner with all stakeholders. The Exhibition Place Master Plan Study has proceeded with the intention to adapt as best as possible to the outcomes of the Ontario Place redevelopment process as further details emerge.



Figure 59. View towards Ontario Place

1.8 Study Process

Phase 1 of the Master Plan study consisted of three stages, carried out from May 2019 to April 2020.

Stage 1 – GATHER (May – June 2019)

Stage 1 of the study commenced with an extensive background information review, which focused on the Cultural Heritage Landscape Assessment, its Conservation Strategies and Recommendations, including Rehabilitation Principles and Protective Mechanisms; an inventory of existing conditions; and current programming and event requirements.

A social media campaign using the hashtag #nextplaceplan was launched to engage the broader public and to invite participation in a photo essay exercise.

The GATHER stage concluded with Public Open House #1, held on June 25, 2019.

1.8.1 Stage 2 – ANALYZE (July – early October 2019)

During this stage, the study team undertook a more detailed SWOP analysis (Strengths, Weaknesses, Opportunities and Potentials), outlined in Section 2.6 below. This analysis informed the development of the draft Vision and Guiding Principles to guide the project. The team formulated a conceptual strategy, described in Section 3.1 below, identifying the three key program areas: Relax – Entertain – Exhibit. The strategy envisions that these program areas would be affirmed and bound together with "Green DNA" – a network of public realm improvements, green infrastructure and open spaces - and grounded in the evolution and morphology of the site as a significant cultural heritage landscape. The draft Vision, Guiding Principles and conceptual strategy, detailed in Section 3.0 of this report, were presented to the public and stakeholders for feedback.

Extensive public and stakeholder consultation, including the creation of a project webpage and online survey, occurred during this part of the process. Numerous pop-up consultation events were held in public locations throughout Toronto, including downtown, North York, Scarborough, Etobicoke and Exhibition Place itself. Additionally, the study team consulted with various stakeholder groups, including the tenants and clients of Exhibition Place, a Technical Advisory Committee of City divisions and agencies, a Local Advisory Committee of area residents' and business associations, and the Exhibition Place Board of Governors.

The ANALYZE stage concluded with Public Open House #2, held on October 10, 2019.

1.8.2 Stage 3 – EVOLVE (October 2019 – March 2020)

Stage 3 of the study began with a review of the feedback received through public and stakeholder consultation, to refine and finalize the Vision and Guiding Principles. To articulate work completed in previous stages, a draft Structure Plan was developed. The Structure Plan illustrates:

- *connections to, from and within the site;*
- *new and existing gateways and meeting places;*
- *hardscaped open space areas;*
- *potential above- and below-grade parking areas;*
- *an expanded Transit Hub; and*
- *a Park Bridge / Plaza over Lake Shore Boulevard West, connecting to Ontario Place.*

Illustrative components of the draft Structure Plan were presented to the stakeholder groups including the Technical Advisory Committee, the Exhibition Place Board of Governors, the Local Advisory Committee, Exhibition Place Tenants and Stakeholders, the City of Toronto Planning Review Panel, and a joint Design Review Panel including both City of Toronto and Waterfront Toronto members. Public Open House #3 was held on January 13, 2020 to present the work undertaken through Phase 1, as well as recommended next steps for further study.

On January 20, 2020, City staff conducted a workshop with Exhibition Place tenants and operators to gain further input on the current use of the grounds and advice for future considerations in the development of the Master Plan.



Figure 60. Liberty Grand

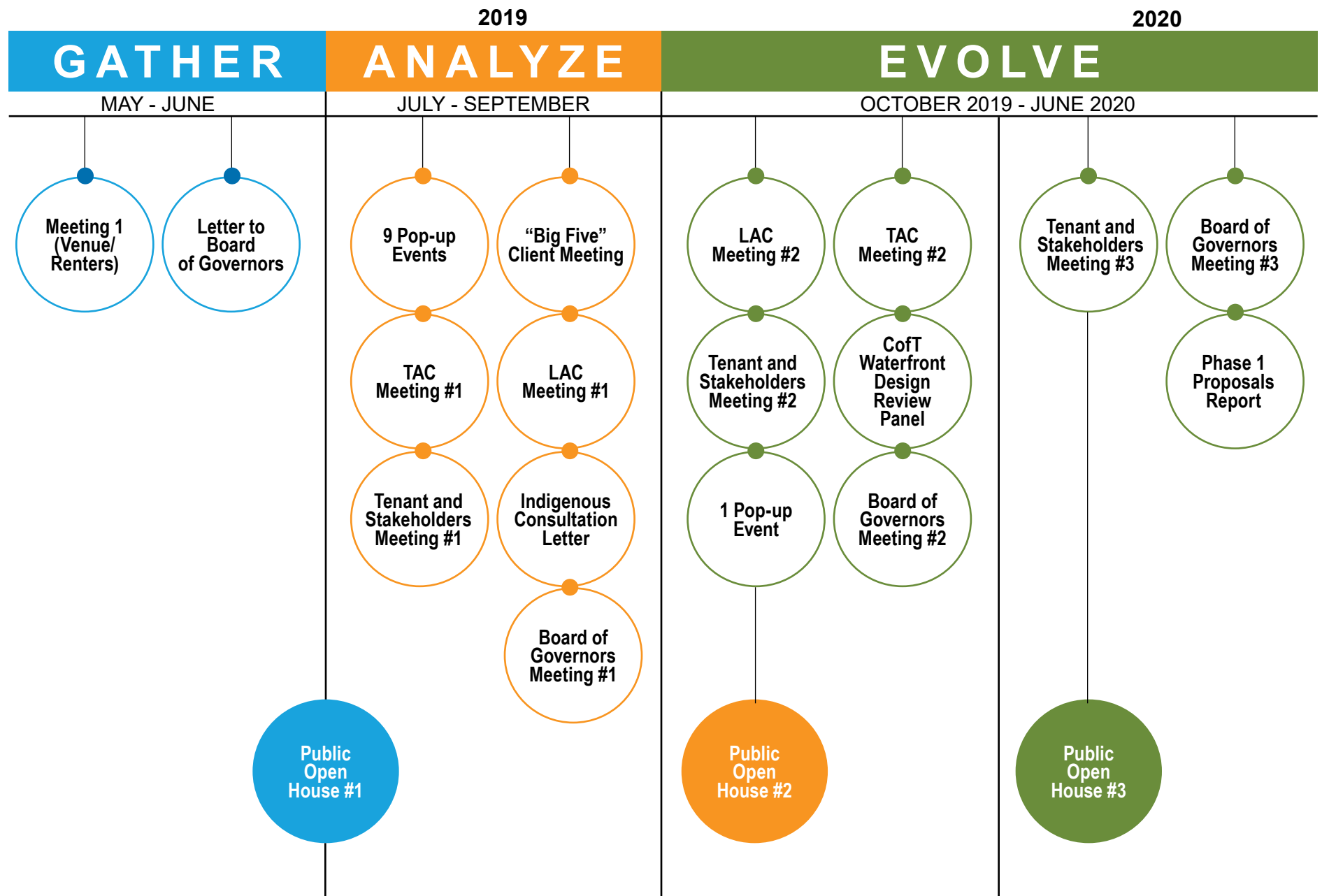


Figure 61. Timeline of the project



2. Information Gathering and Analysis

2.1 Context

Exhibition Place is situated between the Gardiner Expressway, Lake Shore Boulevard, Dufferin Street and Strachan Avenue just north of Ontario Place and Lake Ontario. As noted earlier, it is Toronto's largest entertainment venue, encompassing approximately 192 acres (78 hectares) of land area.

Exhibition Place is surrounded by a number of neighbourhoods including Liberty Village to the north, Parkdale to the northwest, South Niagara to the northeast, Fort York to the east and Ontario Place to the south.

An extensive park network borders Exhibition Place including The Gore to the east, Coronation Park to southeast and Marilyn Bell Park to the southwest. A linear public open space, The Bentway, is adjacent to the northeast corner of the site. The multi-use Martin Goodman Trail runs along the south side of Lake Shore Boulevard West between Exhibition Place and Ontario Place.

Figure 62. (opposite page) Staff visit at Exhibition Place - Photo taken in front of Toronto Fashion Incubator

2.2 Existing Conditions

Following its evolution as a permanent exhibition space that has been added to and adapted over time, the site has sustained a dedicated focus on agricultural education, entertainment, trade and exhibition use. It remains an impressive collection of the Beaux-Arts style of architecture and axial planning complemented by modernist buildings, interventions and designed open spaces. Together, these make Exhibition Place the most remarkable Canadian exhibition grounds, and a unique surviving, and active example of this kind of cultural heritage landscape in North America.



Map 31. Context map

Buildings and Structures

There are 42 extant buildings and structures on the Exhibition Place grounds. Several buildings are notable due to their capacity to host large events and conferences, their prominent location on the site, and/or building scale.

On the eastern side of the site, major event venues include the Beanfield Centre, Hotel X, Enercare Centre, The Coliseum and its Annexes, Horse Palace, Food Building, and BMO Field.

On the western side of the site, major event venues include the Better Living Centre, Queen Elizabeth Building, Press Building, Horticulture Building, Bandshell, Ontario Government Building and the Arts and Crafts Building.

In addition to these major venues, Exhibition Place features buildings and structures from the site's early history (Scadding Cabin, Stanley Barracks, Fort Rouillé monument); functional, service and utility uses (fire hall, police station, hydro facilities, wind turbine); public landmarks and gateways (Princes' Gate, Dufferin Arch, fountains, flagpole, carillon tower); and bridges connecting the site to the north and south.



Figure 63. Coca-Cola Coliseum at Exhibition Place



Map 32. Key landmarks

Properties of Cultural Heritage Value or Interest

Exhibition Place contains 24 properties identified on the City of Toronto's Heritage Register, of which 10 properties are designated under Part IV of the Ontario Heritage Act, 13 properties are listed on the City of Toronto Heritage Register, and one property is intended for designation.

Part IV designated properties include:

- *Stanley Barracks (Fort York Garrison) – constructed 1841*
- *John Scadding Cabin – constructed 1794*
- *Medieval Times (Arts and Crafts Building) – constructed 1912*
- *Music Building (Railways Building) – constructed 1907*
- *Liberty Grand (Ontario Government Building) – constructed 1926*
- *Coliseum – constructed 1922*
- *Coliseum Annexes – constructed between 1917 and 1928*
- *Princes' Gates – constructed 1927*
- *Horse Palace – constructed 1931*
- *Automotive Building – constructed 1929*



Figure 64. Enercare Centre

Listed properties on the heritage register include:

- *Fort Rouillé Site – constructed 1751*
- *Press Building – constructed c. 1904*
- *Horticulture Building – constructed 1907*
- *Fire Hall and Police Station – constructed 1912*
- *Bandshell – constructed 1932*
- *Shrine Peace Memorial – constructed 1930*
- *Dufferin Gate #3 – constructed 1960*
- *Princess Margaret Fountain – constructed 1958*
- *Queen Elizabeth Building – constructed 1957*
- *Better Living Centre – constructed 1962*
- *Food Products Building #2 – constructed 1954*
- *Carlsberg Carillon – constructed 1974*
- *CNE Flagpole – constructed 1930, replaced 1977, not extant*

The Intended property on the heritage register is:

- *Sports Hall of Fame – constructed 1961*



Figure 65. Beanfield Centre

Archaeological Resources

There are two registered archaeological sites within the Exhibition Place grounds. The Fort Rouillé (AjGu-13) site is located near the foot of Dufferin Street. The fort was a small wooden trading post built by the French in 1751 and abandoned in 1759. It sat on a slight promontory overlooking the original Lake Ontario shoreline. The New Fort (AjGu-32) was built in 1841 on what is now the east part of Exhibition Place to replace Fort York as the principal barracks for the Toronto Garrison. The majority of the structures associated with this establishment were demolished in the 1950s.

Both Fort Rouillé and the New Fort have been designated as Archaeologically Sensitive Areas (ASAs) in the City of Toronto Archaeological Management Plan. ASAs represent large archaeological sites or combinations of sites that are considered to be of heightened concern from a planning perspective, in that developments and land use alterations (even at a small scale) may adversely impact extant archaeological deposits.

In addition to recognizing and protecting the two registered archaeological sites on the Exhibition Place grounds, the City of Toronto's Archaeological Management Plan identifies approximately 50% of Exhibition Place as general areas of archaeological potential.



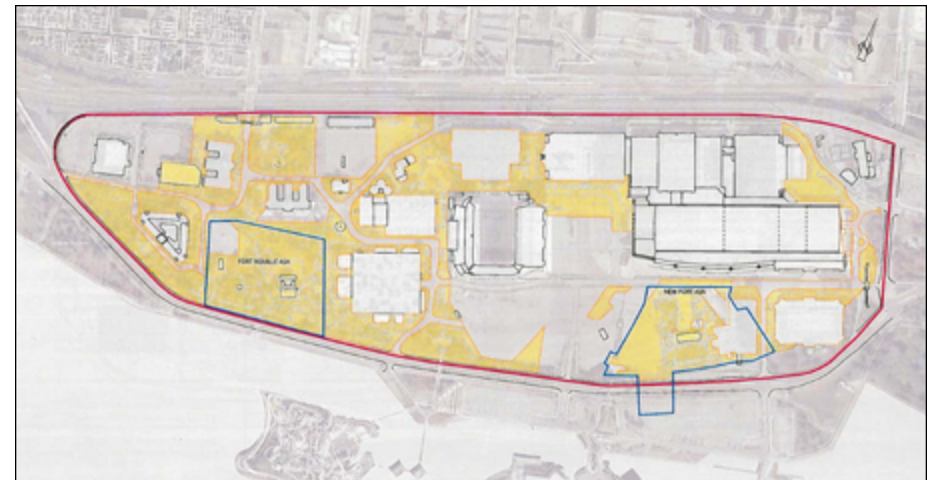
Figure 66. The Fort Rouille Plaque at Exhibition Place



Figure 67. Archeological site next to Stanley Barracks



Map 33. Extract from CHLA (Map 2) Heritage Register



Map 34. Extract from CHLA (Map 3). Areas of archeological potential and identified Archeological Sensitive Areas

Park and Open Space Areas

The Exhibition Place grounds include large open space settings, framed in part by buildings that provide additional landscaped areas. This pattern creates a park-like atmosphere and sense of place that is most prominent on the west side of the Exhibition Place grounds. The CHLA (2019) defines open space and landscape types to assist in describing and characterizing the grounds and their components. The landscape types include: Lakefront Edge, Foundation Plantings, Parterre Gardens, Palatial Landscapes and Large Open Spaces, Entrances, and Residual Open Spaces. Notable open spaces within the grounds are the soft landscaped areas located primarily in the western part of the site including Centennial Park, Bandshell Park, and the Rose Garden; as well as the lakefront promenade, allowing for pedestrian movement through a soft landscaped area along much of the south edge of the site.

Viewsheds, Landmark Buildings and Structures

The CHLA (2019) identifies 20 viewsheds associated within the Exhibition Place grounds (as shown in map 44), which are views between an observer and a landscape or landscape feature, or between relative dimensions of landscape features. Long-range viewsheds between the site and Lake Ontario emphasize the site's historical, visual and contextual relationship with the water and surrounding features such as the Waterfront Trail and Ontario Place. Viewsheds are also identified to protect the integrity of views of the Princes' Gates, Dufferin Gates, the domes of the Arts and Crafts Building, Horticultural Building and Liberty Grant Building, the Carillon, Ontario Place and Lake Ontario as visually prominent, landmark features at the site.



Figure 68. View towards open space in front of Stanley Barracks



Figure 69. Medieval Times



Map 35. Different types of landscape at Exhibition Place (As per CHLA)

Public Art

There are a total of 39 individual or groupings of outdoor art installations on the Exhibition Place grounds (as shown on map 54). Notably, a grouping of 20 limestone sculptures known as the Garden of the Greek Gods, stands just south of the Horticulture Building. These sculptures were created by the late Toronto artist Elford Bradley Cox (1914-2003). The collection features sculptures depicting ancient Gods of Greek Mythology, including Medusa, Orpheus, and the tallest sculpture, Hercules, at over 3 metres. When including both indoor and outdoor art installations, there are close to 100 individual works, created with a range of media.

Plaques

There are nearly 100 plaques across the Exhibition Place grounds, many of which commemorate events or people directly or indirectly associated with the site. Examples of plaques include those referencing Fort Rouillé, The Defence of York, Marilyn Bell, Princes' Gates, the former Exhibition Stadium, and the Stanley Barracks.



Figure 70. Greek Gods Public Art - Photo from the 1990's



Figure 71. Toronto Rochester Plaque

2.3 Transit and Transportation

Transit

TTC provides both bus and streetcar services to Exhibition Place. Frequent, all-day and overnight services operate from the Dufferin Street, Bathurst Street, and Harbourfront corridors, connecting Exhibition Place to the subway network and other TTC services. During special events, such as the CNE, the Caribbean Carnival, and Honda Indy, extra service is operated.

Service is provided on the following bus and streetcar routes as part of the Ten Minute TTC Network:

- *29A Dufferin (Dufferin Gate to Wilson Station via Dufferin Station)*
- *29C Dufferin (Canada Blvd Loop to Wilson Station via Dufferin Station)*
- *63 Ossington (Liberty Village to Eglinton West Station via Ossington Station)*
- *504B King (Dufferin Gate to Broadview Station)*
- *509 Harbourfront (Exhibition to Union Station)*
- *511 Bathurst (Exhibition to Bathurst Station)*

Other TTC service includes:

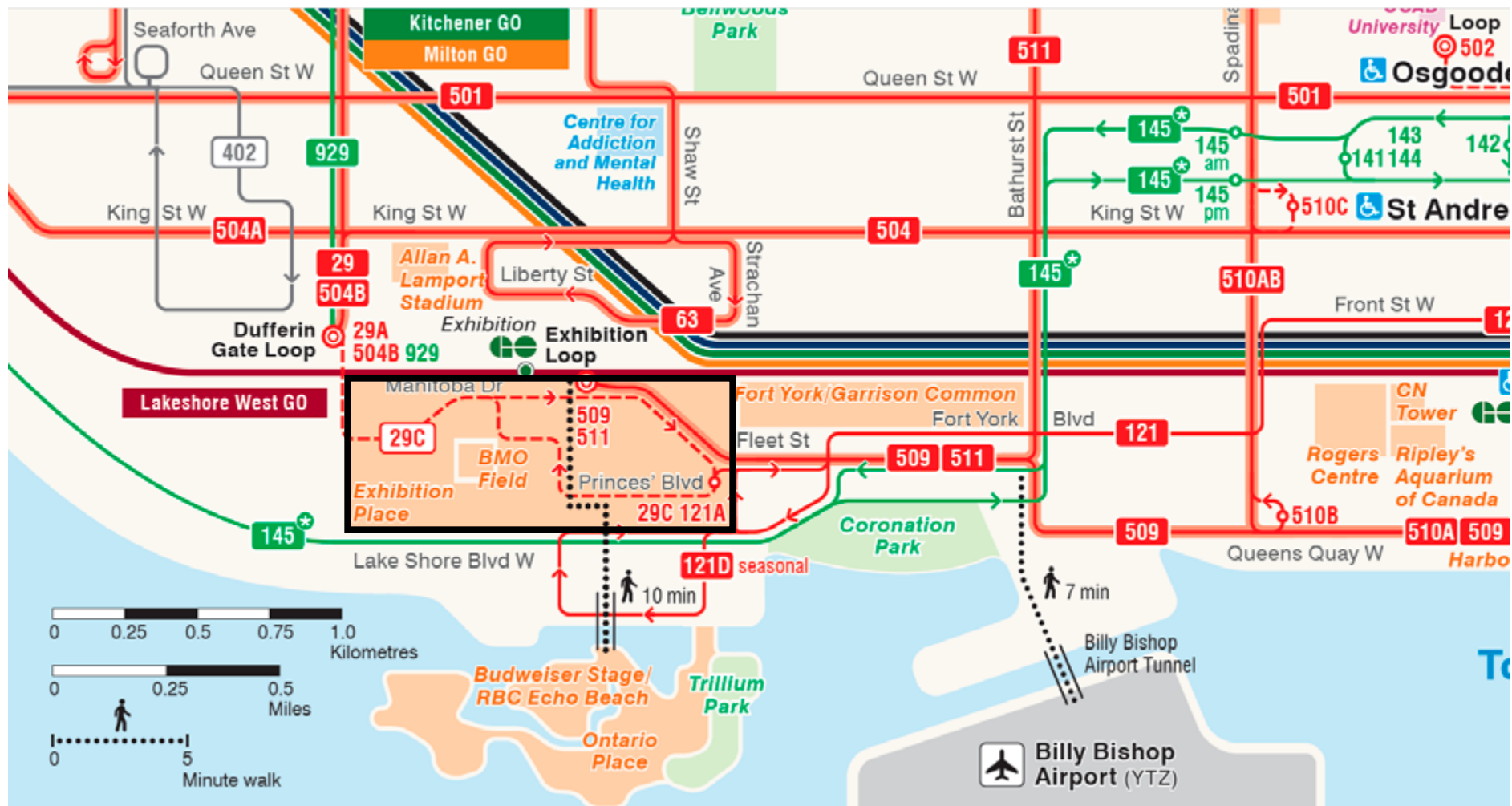
- *929 Dufferin Express, with express service from Dufferin Gate to Wilson Station*
- *121 Fort York-Esplanade, with service from Princes' Gate to Union Station, and seasonal summer service to Ontario Place*
- *Overnight bus service on 307 Bathurst, 329 Dufferin, and 363 Ossington all terminate on Manitoba Drive at Exhibition Loop*



Figure 72. Streetcar and buses eastbound at Exhibition Loop



Figure 73. Dufferin buses on Princes' Boulevard



Map 36. TTC System Map (May 2019)

Special events at Exhibition Place can limit the provision of TTC bus service entering the site. For example, 29 Dufferin buses do not enter Exhibition Place for a portion of the summer.

The City's Waterfront Transit Network Plan was approved by Council in 2018, and is included within the 2041 Regional Transportation Plan. In the Exhibition Area, the Waterfront LRT is planned to extend west along the northern portion of the site from Exhibition Loop to Dufferin Street and, in the longer term, to South Etobicoke. In addition to an improved Exhibition streetcar station, a new streetcar stop at Dufferin Street is planned adjacent the Dufferin Gate. The extension of the dedicated streetcar right-of-way infrastructure and additional station facilities provides TTC the ability to operate extended or additional streetcar routes, allowing other areas of the City more direct connections to Exhibition Place. TTC buses may be permitted to use the dedicated right-of-way during major events, allowing year-round bus access to and through the core of the site.

GO Transit provides two-way all day service on the Lake Shore West Corridor, with trains serving Exhibition GO Station along the northern edge of the site. This line provides a direct heavy rail link between Exhibition Place and Etobicoke, Mississauga, Oakville, Burlington, Hamilton, and Niagara Region, along with connections to numerous transportation services at Union Station connecting to the broader Greater Toronto and Hamilton area. As part of its GO Expansion Program, Metrolinx plans to increase service along the Lakeshore West GO Corridor to 15 minutes or better in both directions, all day.

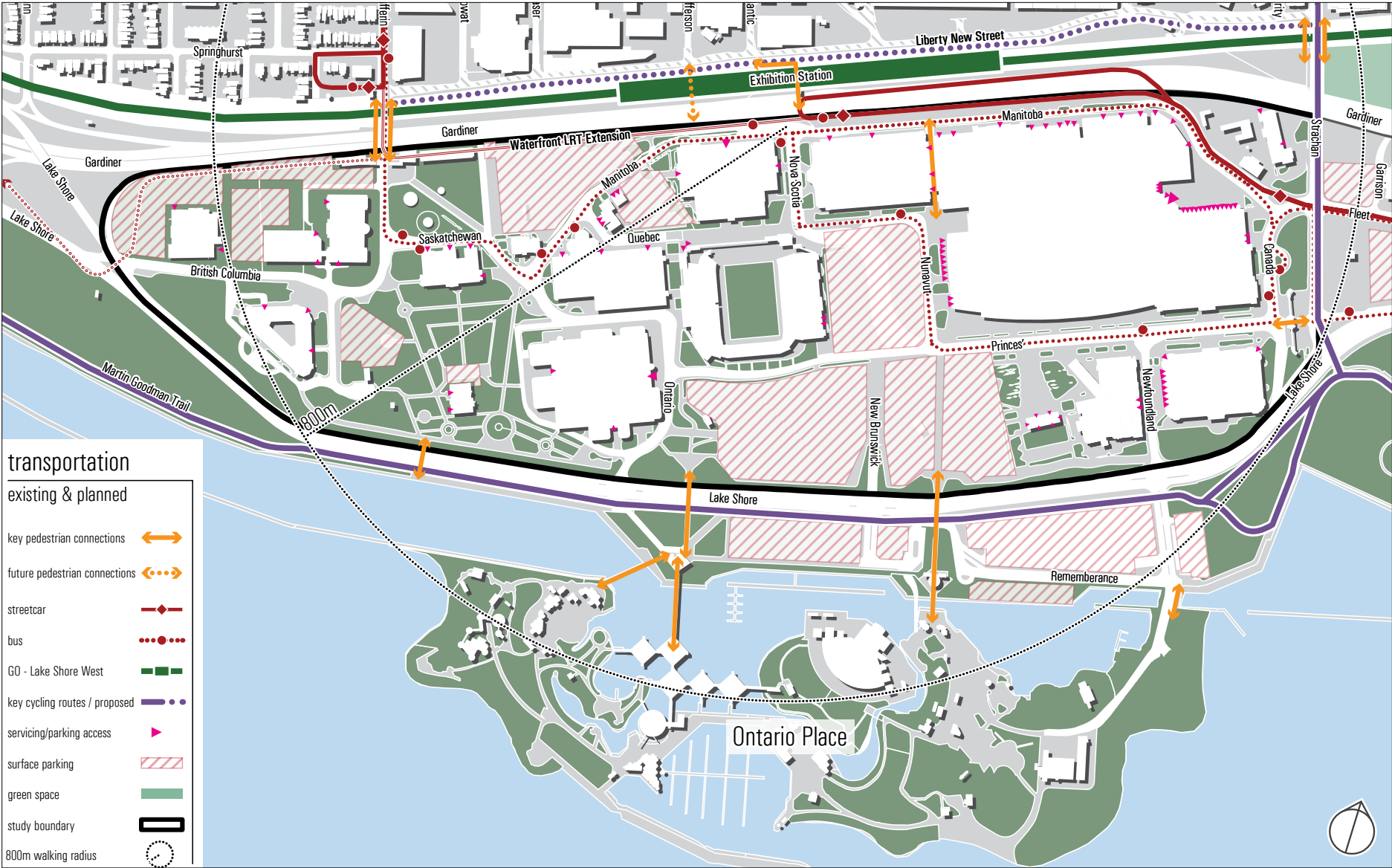
Exhibition GO Station platforms are accessed via a single, narrow pedestrian tunnel, which also provides a link between Exhibition Place and Liberty Village. Planned improvements to Exhibition GO Station include new pedestrian connections across the rail corridor and improved station facilities. New pedestrian connections across the rail corridor will help safely accommodate event surge crowds, and improved connectivity between Exhibition Place and Liberty Village. These new connections are planned to be supported by active transportation infrastructure improvements along Jefferson Avenue, the west side of the Food Building, future Liberty New Street, and other areas near the station.

In April of 2019, the Province of Ontario introduced its proposed "Transportation Vision" for Toronto. As part of this vision, the Ontario Line higher-order transit line is proposed to connect from the Ontario Science Centre at Eglinton Avenue and Don Mills Road, to Ontario Place/Exhibition Place. The Province's preliminary business case for the Line, released in July 2019, identified the Line's western terminal station adjacent the Exhibition GO Station/TTC Exhibition Loop Area. Planning and design for the line is in progress and led by Metrolinx and Infrastructure Ontario. The assessment includes various potential alignments & station locations, maintenance facilities, consultation with City and TTC staff, and focus on the need to provide the most effective and long-lasting relief to TTC's Line 1 subway while accommodating future growth in ridership from population and employment increases along the line.

Station design and track alignment of the Ontario Line may potentially impact work on the planned streetcar connection between Exhibition Loop and Dufferin Loop, as well as any additional connections at Exhibition GO station.

Access and Entry Points

There are several points of entry into the Exhibition Place grounds, providing a range of access for vehicles, active transportation, and transit. Access and entry points are shown on the adjacent map and generally discussed below.



Pedestrian Environment

Existing pedestrian connections to the site include:

- *North - Dufferin Street Bridge, the Exhibition GO tunnel and the Strachan Avenue bridge;*
- *East - crosswalks at Strachan Avenue and Fleet Street;*
- *South - crosswalks at Lake Shore Boulevard, Newfoundland Road, New Brunswick Way / Remembrance Drive and British Columbia Road; the bridge to Budweiser Stage / Ontario Place; the bridge to the Ontario Place pods / West Island; and the bridge to the Martin Goodman Trail from the vicinity of Fort Rouillé.*

Within the wider context, pedestrian connectivity to and from the north has been improved by the construction of the King-Liberty Pedestrian Cycling Bridge between Douro Street and Western Battery Road, and the Garrison Crossing pedestrian and cycling bridge between Stanley Park South, Ordance Park, and Garrison Common.

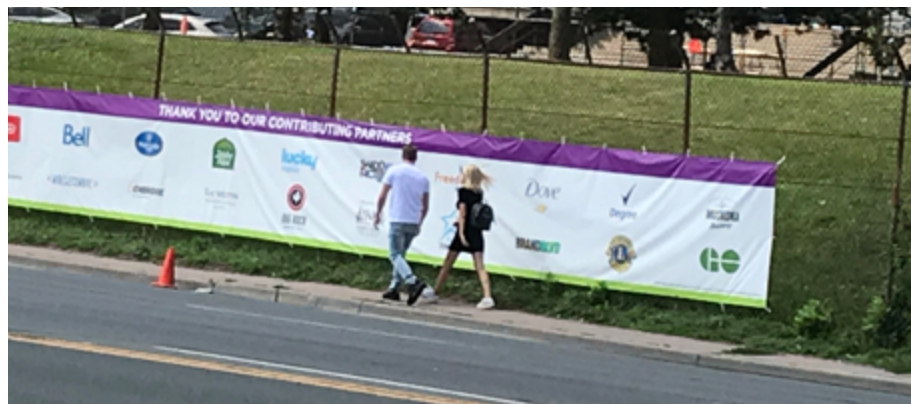


Figure 74. Pedestrians walking on sidewalk next to the Lakeshore Boulevard West

Pedestrian conditions within the site are variable. Connectivity is generally high, with many possible outdoor routes through the site. However, these routes can be poorly defined, with discontinuous and/or absent sidewalks; this is especially the case in the central portion of the site where most of the parking is located. The Enercare Centre galleria – Coca-Cola Coliseum-Beanfield Centre complex provides internal, weather protected connectivity, mainly for event patrons at specific times of year. There are also canopies providing a degree of weather protection between Exhibition GO, TTC Exhibition Loop, the Horse Palace, Coca-Cola Coliseum, and the Enercare Centre.

This weather protected pedestrian network will be further expanded by the implementation of the pedestrian bridge between the Beanfield Centre and Hotel X, and there may be future opportunities to expand accessibility and pedestrian comfort.



Figure 75. Crowd walking at Exhibition Place

Cycling Environment

Two major cycling routes are adjacent to the site. Strachan Avenue runs north-south along the eastern edge of the site, connecting to the Richmond-Adelaide cycle tracks, the Martin Goodman Trail, and to Shaw Street via Trinity Bellwoods Park. The Martin Goodman Trail runs east-west along the south side of Lake Shore Boulevard West opposite the site, and connects to the Western and Central Waterfront. Bike lanes within the site run roughly east-west along Princes' Boulevard and Saskatchewan Road, with some sections featuring sharrows. There are also bike lanes on Dufferin Street between Saskatchewan Road and the Dufferin Gate, as well as New Brunswick Way. The site sees recreational usage by joggers and cyclists, largely connecting to nearby features such as the Martin Goodman Trail and Ontario Place.



Figure 76. Marked bike lanes on Princes' Boulevard

Planned cycling improvements include the extension of cycling lanes across a new Dufferin Street bridge to connect to a multi-use trail planned south of the future Liberty New Street. In addition, the future/planned extension of the West Toronto Rail Path from Dundas Street to Sudbury Street will improve cycling connectivity between Exhibition Place and areas to the northwest via Strachan Avenue, King Street, and Sudbury Street.

Bike racks are located throughout the Exhibition Place grounds, with current capacity for approximately 750 bikes, of which approximately 250 are sheltered. There are three BikeShare stations within the site at Dufferin Gate, Exhibition GO station, and the intersection of Princes' Boulevard and Nunavut Road, with a total capacity of 48 spaces. There are an additional five BikeShare stations just outside the study area boundary along the west, south, and eastern edges, with a total capacity of approximately 120 spaces.



Figure 77. Temporary bike racks in front of Princes' Gates during CNE

Road Network

Direct vehicular access to the site is provided from Lake Shore Boulevard, Dufferin Street, and Strachan Avenue. Access to the Gardiner Expressway is provided via ramps west of the site at Jameson Avenue and Dunn Avenue via Lake Shore Boulevard West. The internal street network is functional but not well defined in terms of an orderly hierarchy and street type: its primary function is to provide vehicles access to on-site surface parking lots and event servicing facilities, though some through traffic is present and can be substantial during periods of congestion along Lake Shore Boulevard. The surrounding road network is largely at capacity, which is typical of downtown traffic during peak periods and other busy times. Before and following many major events on site, there is significant congestion on Lake Shore Boulevard West and the Gardiner Expressway, and traffic infiltration within some Liberty Village and South Parkdale residential streets. Internal congestion is also an issue following major events, as patrons try to leave the site.



Figure 78. View of vehicles on the road at Exhibition Place

A new public road, Liberty New Street, is planned east-west between Dufferin Street and Strachan Avenue along the south edge of Liberty Village. Together, the new road and its associated multi-use trail will make it easier for people in Liberty Village to connect to multiple existing and future access points to Exhibition Place.



Figure 79. View of vehicles on Princes' Boulevard



Figure 80. View of Manitoba and Nova Scotia Drives

Parking and Pick-up & Drop-off

More than 6000 vehicular parking spaces are provided on site, including 1300 underground spaces, with the remainder as surface parking. Previous parking demand studies have found that existing supply can reasonably accommodate large event scenarios or overlapping event needs, which occurs approximately up to 25% of the year. For the majority of the year, significant portions of parking lots on-site are unused for public parking, however they may be used for event staging and operating needs.

Surface parking continues to make up a large percentage of land area at Exhibition Place. Of the total land area of the site (77.7 hectares or 192 acres), 75% of the land is unbuilt, of which approximately 16% is comprised of surface parking (about 9.3 hectares or 23 acres). As new buildings have been built at Exhibition Place, such as the Enercare Centre and Hotel X, surface parking has generally been replaced below grade.

Charging stations for electric vehicles are available at five locations within the underground Enercare Centre lot, and priority parking spots reserved for carpooling and hybrid vehicles are available throughout the site.



Figure 81. View of a parking lot at Exhibition Place

There are dedicated pick-up and drop-off lanes along Princes' Boulevard adjacent to the Enercare Centre, Beanfield Centre, and the west side of BMO Field, as well as a pick-up and drop-off lay-by adjacent to the Enercare Centre on Canada Boulevard. A taxi stand is located adjacent to the Enercare Centre on Princes' Boulevard.



Figure 82. View of underground garage entrance at Exhibition Place



Figure 83. View of drop off lane at Exhibition Place on Princes' Boulevard

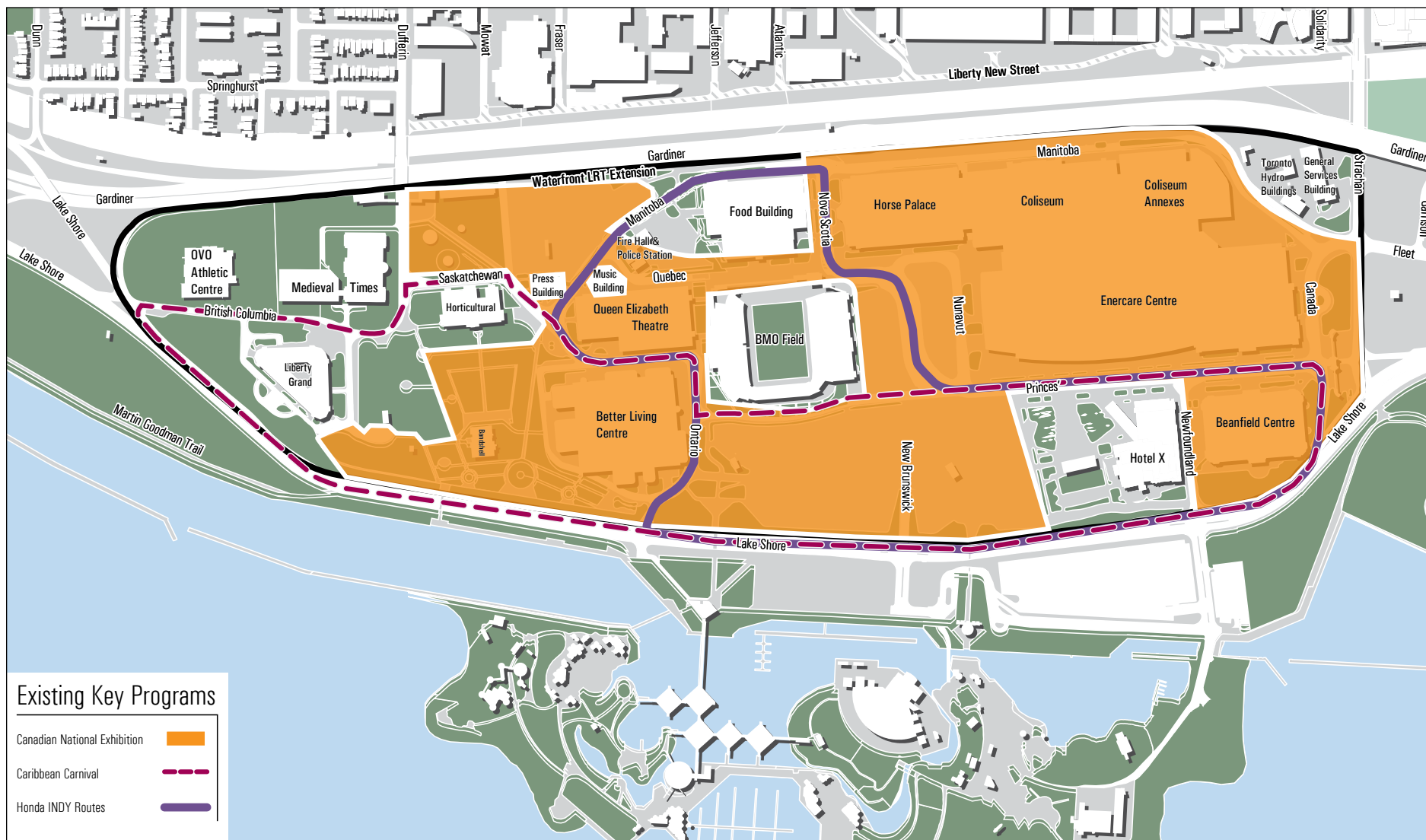
Site Servicing

Loading and servicing areas are dispersed throughout the site, with notable concentrations located on Manitoba Drive along the northern edge of the site serving the Food Building, the Horse Palace, the Coca-Cola Coliseum, and Industry Hall; at the east and west ends of the Enercare Centre, on Quebec Street serving the Queen Elizabeth Building and BMO Field; and on Newfoundland Drive serving Hotel X and the Beanfield Centre. Operators and tenants need efficient servicing and loading spaces to be available at the various venues throughout the site; however, these spaces can impact the functional and aesthetic quality of the public realm adjacent to these areas. For example, loading bays preclude the opportunity for active frontages, and generous turning radii for semi-trailers and higher volumes of truck traffic can create a more hostile pedestrian environment. Regular access routes and the availability of specific service areas are also sometimes disrupted by large events, necessitating a degree of flexibility and redundancy.

Transportation Demand Management

The main transportation demand drivers are the large events at the site, which typically occur outside of normal commuting periods. Based on user surveys from some events, these events attract a higher share of automobile drivers and vehicle occupancy than is typical in downtown. This is partly a reflection of the relatively remote and disconnected site location within the City, and the adjacency to the major road and expressway network and its associated perceived convenience.

A variety of traffic demand management strategies are currently used to accommodate travel to and from the site. Temporary road closures along Nova Scotia Avenue and portions of Princes' Boulevard are implemented during games at BMO Field, and vehicular lanes providing access through the Princes' Gates have been permanently closed. A reversible third lane along British Columbia Road has recently been implemented to help accommodate surge traffic leaving the site following large events. Paid duty officers are often employed during large events to actively manage traffic. Exhibition Place makes best efforts to avoid scheduling major on-site events simultaneously, and to stagger start and end times for events that do overlap. Certain events offer discounted transit fares with tickets and other incentives to encourage transit use. Bike parking and BikeShare facilities on site have been increased in recent years, and there are significant transit improvements planned for the site (as described above).



Map 38. Recurring outdoor events within the Study Area

2.4 Events and Programming

Since its establishment as a permanent exhibition ground in 1879, Exhibition Place has been a centre for showcasing excellence and achievement in agriculture, industry and innovation, and has further evolved to accommodate a range of trade, sports, culture and entertainment programming. Its role as Toronto's downtown fairgrounds is central to the identity of this place.

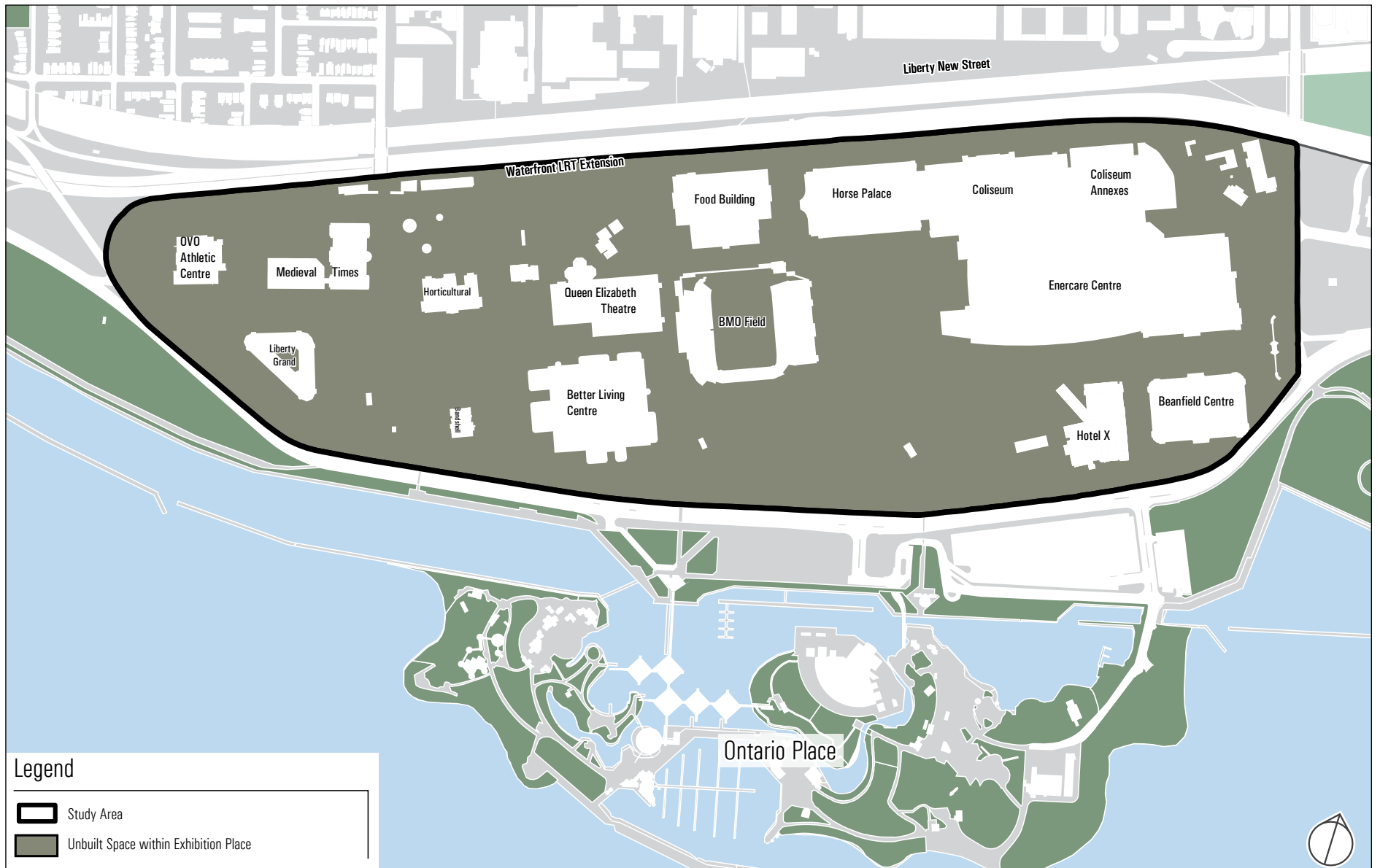
Today, Exhibition Place hosts over 350 events a year and attracts more than 5.5 million visitors annually. The site is programmed and used for a wide range of events, including as a centre for premier sporting and cultural events, public celebrations, conferences, trade and consumer shows, and recurring festivals and exhibitions. Activities occurring at Exhibition Place include annual events, seasonal uses, special functions and year-round programming.

Annual events held at Exhibition Place are generally held over a multi-day period and are temporary in duration. They include many of the signature events that attract a large number of people to the site, such as the Canadian National Exhibition, Royal Agricultural Winter Fair, Honda Indy, National Home Show, Toronto International Boat Show, and the One of a Kind Craft Show.

Each event has its own distinct needs in terms of site usage and operations, including staging and storage, loading and unloading, and programming of spaces. Events such as Canadian National Exhibition and the Honda Indy utilize the large open space areas which temporarily activate the grounds. The Royal Agricultural Winter Fair is generally contained within buildings, but requires unique functional and operational considerations due to the nature of the event and the animals brought on-site. This requires flexibility in the use of space for varying purposes and functions.

The many seasonal and year-round uses on the site are generally contained within buildings, or held at specific locations on the grounds. They collectively add to the activation and usage of the site. These include, but are not limited to:

- *Toronto FC, Toronto Argonauts, and Canada's National Soccer Team at BMO Field*
- *Toronto Marlies at The Coliseum*
- *Toronto Raptors at OVO Athletic Centre (formerly BioSteel Centre)*
- *Hotel X*
- *Medieval Times Dinner Theater*
- *Conferences at the Beanfield Centre*
- *Riding Academy at the Horse Palace*
- *Events at the Liberty Grand Entertainment Complex (Ontario Government Building)*
- *Events at the Toronto Event Centre (Horticulture Building)*
- *Events at Withrow Common and FountainBlu (Queen Elizabeth Building)*
- *Events and performances at Bandshell Park*
- *Performances at the Queen Elizabeth Theatre (Queen Elizabeth Building)*
- *Toronto Fire Services, Paramedic Services, Police Services – Mounted Unit, and Parks Forestry and Recreation maintenance yard*



Map 39. The comparison between built spaces and open space areas (Strength)

2.5 Opportunities and Constraints Analysis

The early analysis of Exhibition Place involved the identification of its strengths, weaknesses, opportunities and potentials of the physical site characteristics (SWOP Analysis). Details of this analysis are described below.

2.5.1 Strengths

Exhibition Place is a significant cultural heritage landscape in the City of Toronto and the Province of Ontario. The site contains a rich layering of designed and evolved landscape systems over time that constitute the most remarkable Canadian exhibition grounds and a notable surviving and active example of this kind of cultural heritage landscape in North America.

The study area is about 777,000 m², which in comparison to many other international fairgrounds is a considerably generous space. Of this, 25 percent is covered with building footprint and 75 percent of it is open space, including streets, connections, surface parking and landscaped areas. This means that there is a vast area for major events, open spaces, movement and servicing. Some of this open space features historic and cultural landscapes with a variety of design elements, which in combination with the rich heritage fabric add character to the site. The conservation and expansion of these open spaces, along with enhancing the streetscape conditions can create an even stronger sense of place for Exhibition Place.

The site enjoys some transit access via TTC bus routes and streetcar loop connecting to the broader network, as well as regional connections via the GO Transit Lakeshore line.



Figure 84. Existing surface parking



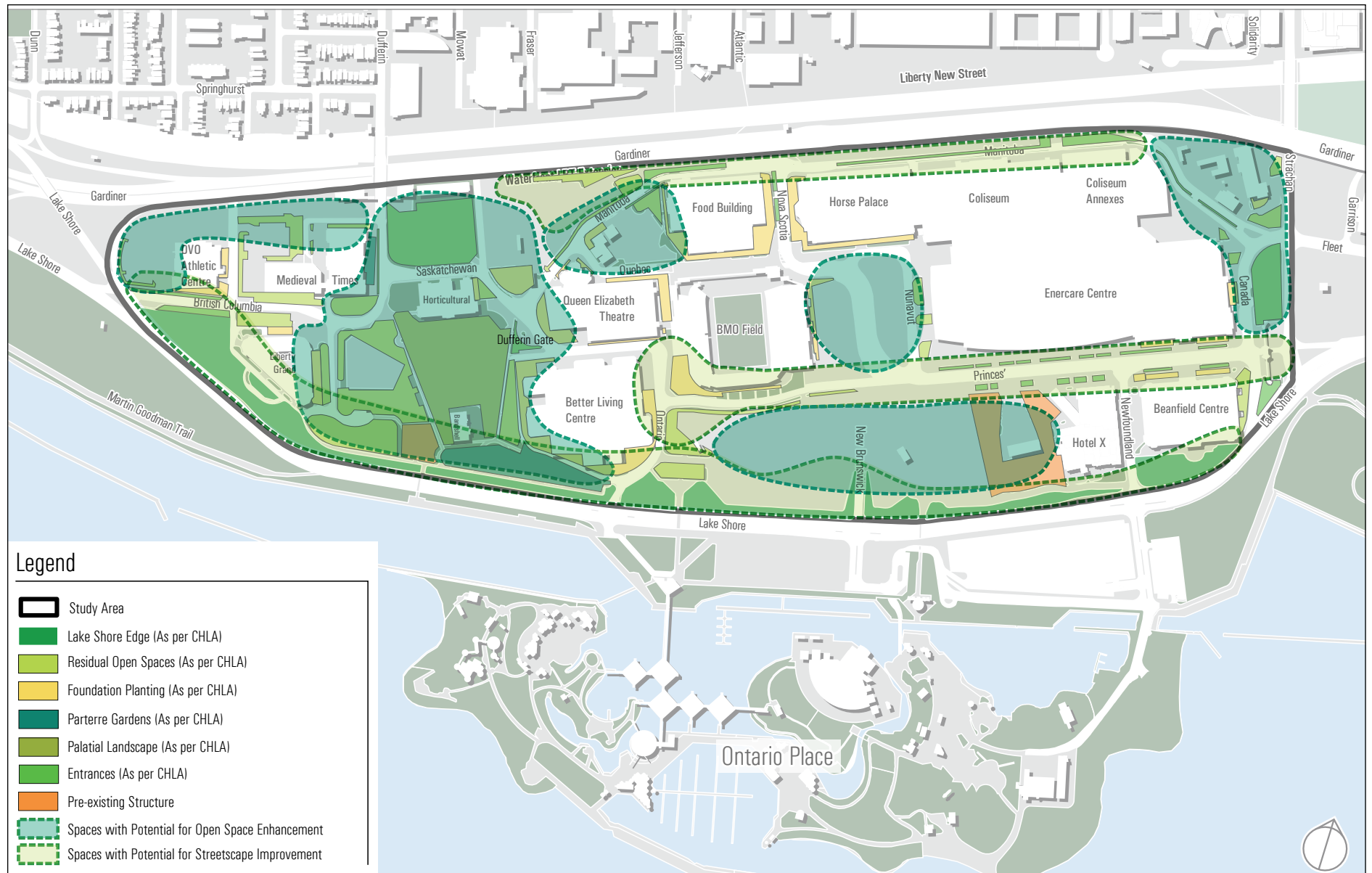
Figure 85. A segment of the streetscape along Princes' Boulevard



Figure 86. Landscape area in front of Bandshell
(Source: ASI, 2018)



Map 40. Different types of landscape within the Study Area (Strength)



Map 41. Relationship between different types of open spaces (Strength)

2.5.2 Weaknesses

Exhibition Place is close to Downtown, but it is very much disconnected from the surrounding communities, streets and neighbourhoods. This is largely due to the barrier effects presented by the Gardiner Expressway and the railway to the north. This, in combination with the service road and loading areas to the north has created an unpleasant environment for commuters and visitors, and limits access points to the site. Additionally, the area is disconnected from the context on the south side. This is the result of narrow sidewalks, continuous fencing and the volume of vehicular traffic travelling on Lake Shore Boulevard West.

Visitors using transit to get to Exhibition Place are often faced with overcrowded routes and access points, especially before and after large events, resulting in an unpleasant travel experience.



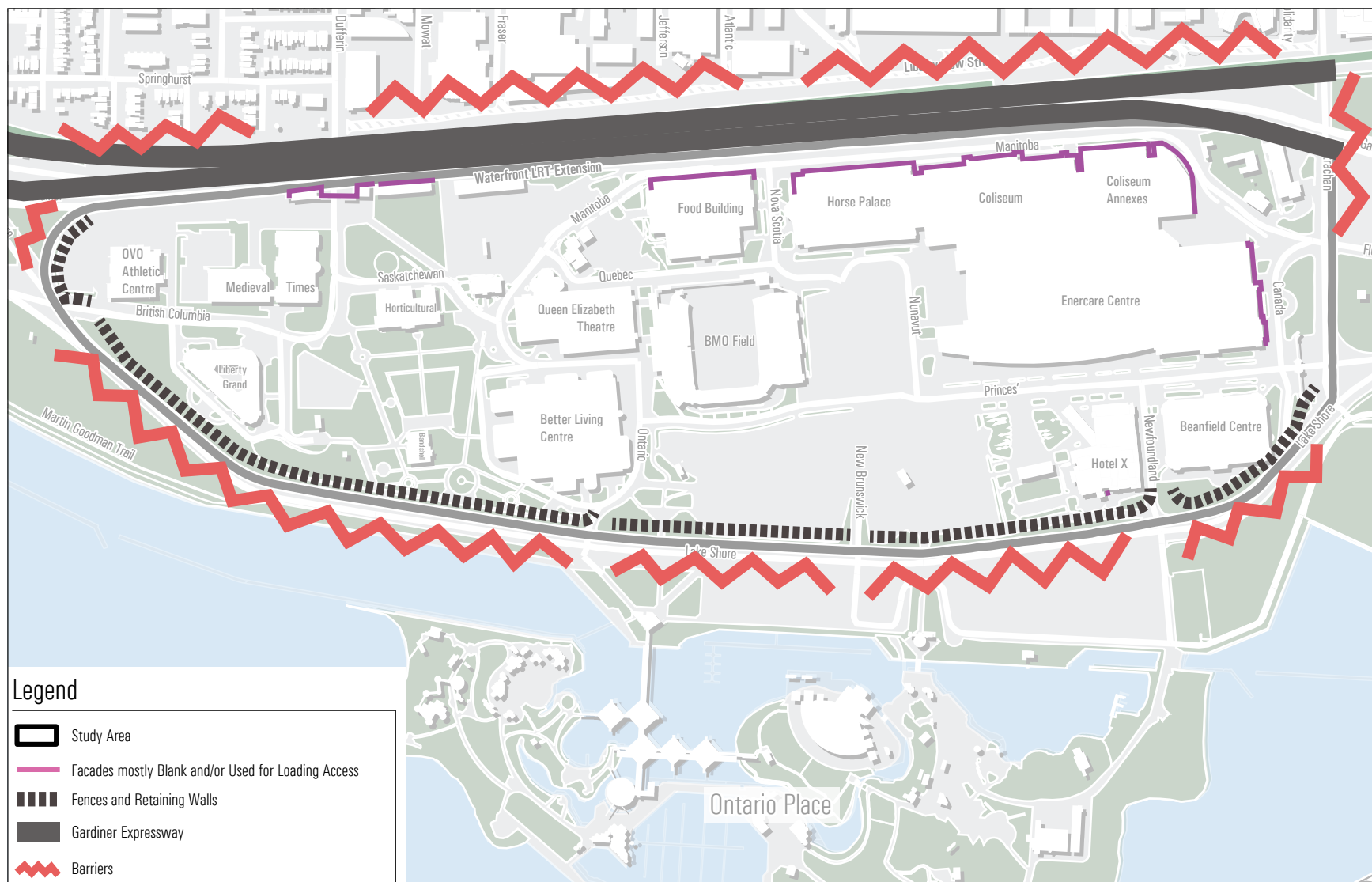
Figure 87. Gardiner Expressway looking from Manitoba Road



Figure 88. Entrance to Exhibition Place along Nova Scotia Road



Figure 89. Fences along Lakeshore Blvd West looking south from the open space in front of the Bandshell



Map 42. Weaknesses and constraints

2.5.3 Opportunities

As previously stated 75 percent of the study area is unbuilt area; 16 percent of this is occupied by surface parking, offering considerable opportunities for the development and enhancement of parks and open spaces, plazas, new connections, and additional buildings and structures as may be needed. Using these spaces requires creative solutions for relocating the parking spaces and promoting/building transit to encourage less personal auto use. Other opportunities include enhancement and expansion of the existing pedestrian gateways and creating new ones where no current access is provided.

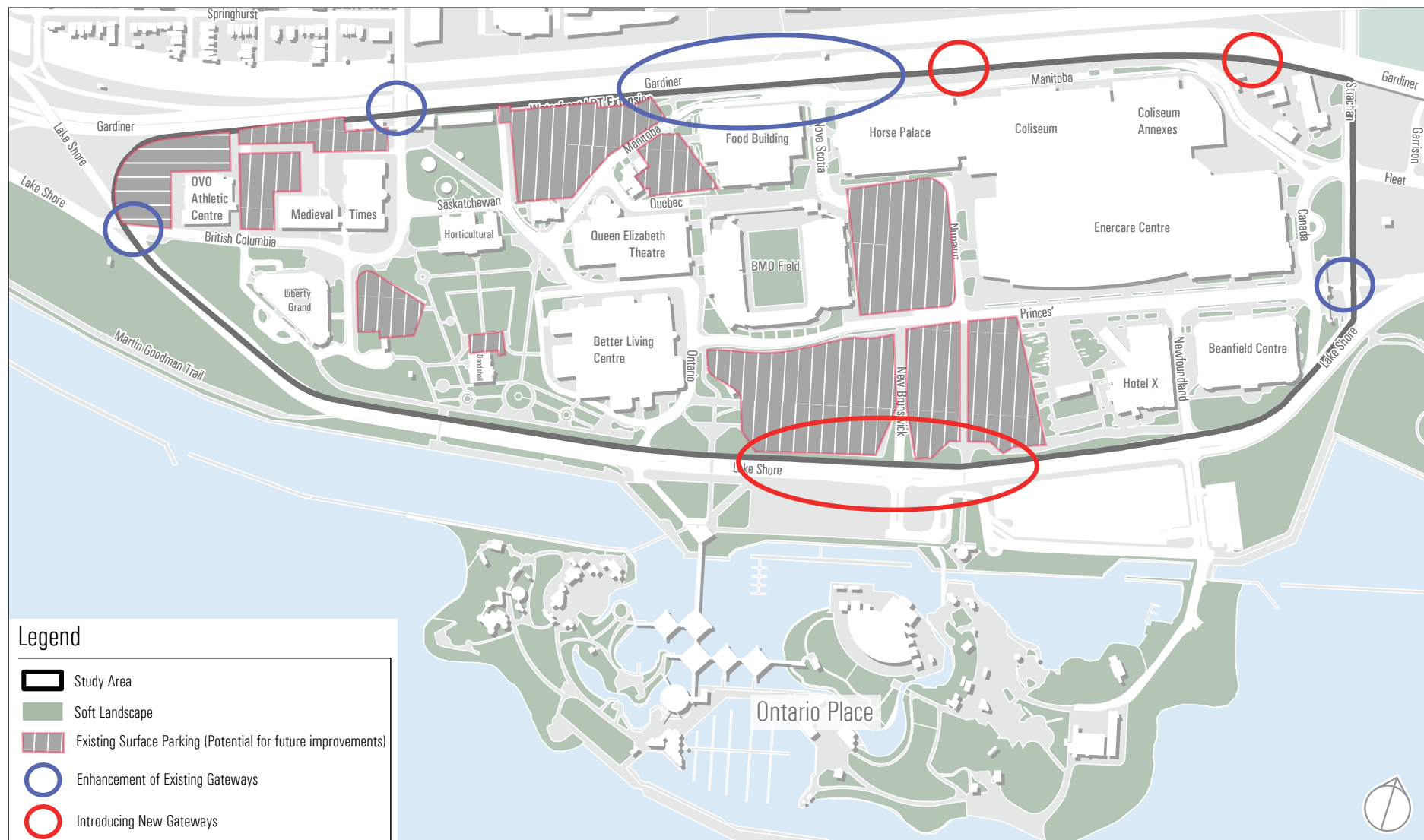
The CHLA notes that while overall, Exhibition Place retains integrity as a cultural heritage landscape, some of the site's elements, and connections between them, have been disconnected in places or their quality degraded. However these alterations are neither irreparable nor irreversible. A carefully planned management framework for the site can improve these deficiencies by applying rehabilitation treatments that seek to achieve continuity across the site and creation of strong relationships between the site's distinct internal areas and heritage attributes.



Figure 90. Existing surface parking South of Princes' Boulevard



Figure 91. Dufferin Gate



Map 43. Opportunities within the Study Area

2.5.4 Potentials

The site has some defined corridors for movement and some desire lines, both of which are important to determine important view termini and view cones. The intersection, orientation and location of these important views led to the identification of opportunities for new and enhanced meeting points. Map 44 shows the view cones in relation to important heritage buildings indicated in the CLHA, as well as view termini and views towards the lake.

Transportation improvements including new streets, streetcar extensions, higher-order transit, and pedestrian routes and cycling connections offer the potential for easier, more convenient access to the site.

The recognition and stewardship of Exhibition Place as a cultural heritage asset reinforces the potential to restore the transitions between the designed cultural heritage landscapes, and to restore the historic relationships between buildings and landscapes/open spaces. Other opportunities include developing an interpretation plan that celebrates and communicates the rich history of the site over time, and opportunities for Indigenous place making at an important waterfront site in the City of Toronto.



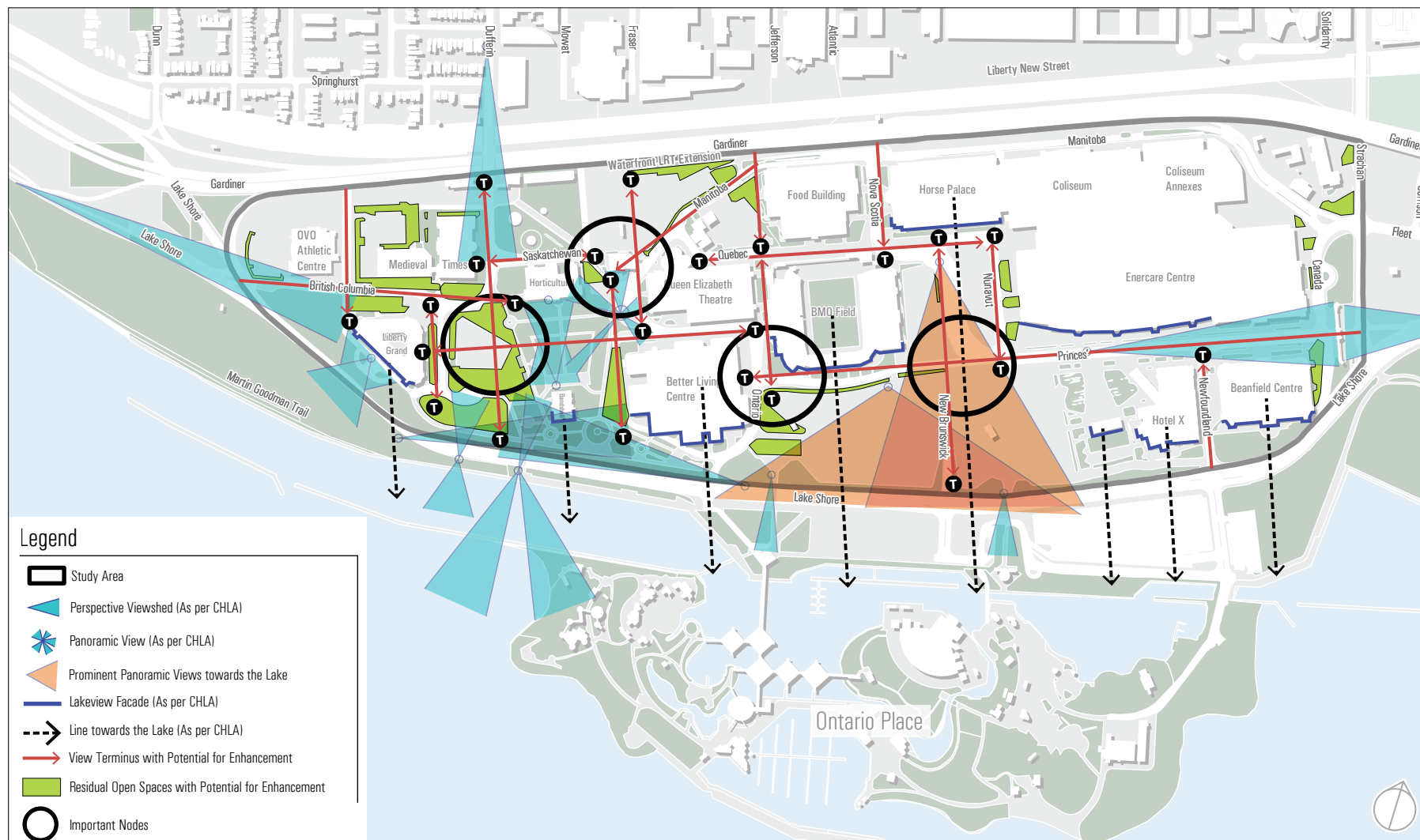
Figure 93. Princes' Blvd, looking west
(Source: Google Maps)



Figure 94. Press Building



Figure 95. View towards the Lake from the south side of Exhibition Place



Map 44. Potentials

2.6 Consultation and Community Engagement

The development of the proposed Phase 1 Master Plan Strategies was informed by a robust and wide-reaching engagement approach which included public open houses at each stage of the project; meetings with local stakeholder groups, as well as tenants and operators of the Exhibition Place grounds; presentations to the Board of Governors and advisory panels; outreach to Indigenous communities; a series of pop-up consultations at various locations throughout the city including events held at Exhibition Place; and an online survey. City staff worked with local Councillors to promote consultation opportunities through mailed postcards and social media channels. The City established a project website (toronto.ca/nextplaceplan) with frequently updated materials, and a specific email address to collect feedback. Over the course of the consultation process, City staff engaged with over 1,000 people from various constituencies.

Several common themes emerged from the public at large, with the most frequently heard comments listed below:

Green Space/Parks

- *Exhibition Place and its wide, open spaces provide an oasis centrally located in the city*
- *Provide more green spaces and walking paths*
- *Create better connections to the lake/waterfront*
- *Expanding parkland and green space can support economic development*
- *Establish a central open space/boulevard/anchor amenity*
- *Support for a land bridge crossing Lake Shore Boulevard West*



Figure 96. Public Open House #1

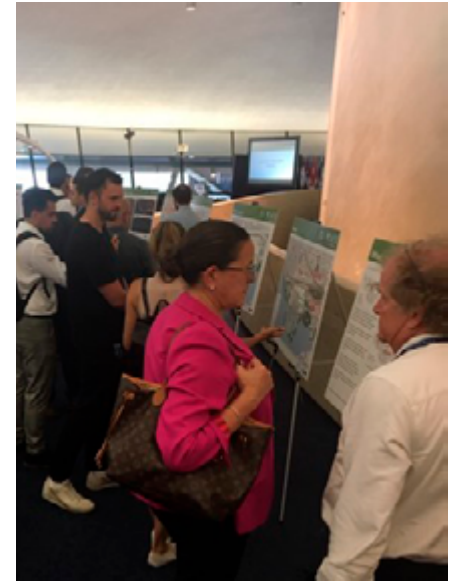


Figure 97. Public Open House #1



Figure 98. Pop-up event at Nathan Philips Square

Attractions and Events

- *Generally, there needs to be more to do on the grounds*
- *Expand year-round use of the site with seasonal activities, especially in winter to enliven the site (e.g. skating, ice festival, holiday market)*
- *Make better use of the Bandshell with more frequent concerts, music festivals and cultural events*
- *An open-air cinema would be welcomed*
- *Spaces and activities for children and youth are needed*
- *Provide more attractions or events that do not charge admission*
- *CNE and Royal Winter Fair should be maintained*

Accessibility/Mobility

- *Exhibition Place is hard to access by transit, traffic congestion is a disincentive to coming*
- *"Last mile" connections need to be improved; consider shuttle service to and within the grounds*
- *More pedestrian-only spaces are needed*
- *Provide more cycling facilities, included separated bike paths*
- *Better crowd management is needed for large events*
- *An elevated, green walkway has potential but could also cut off the site*
- *Consider accessibility needs, families with strollers*
- *The site is difficult to navigate, better wayfinding is needed*
- *CNE is disruptive to daily commuters going between the Exhibition Loop and Liberty Village/GO station*
- *Bring the UP Express to Liberty Village*
- *Consider water transportation to/from the site*
- *Coordination with the future Ontario Line and terminus station is required*
- *Discourage through traffic on the site*



Figure 99. Pop-up event at Open Streets Festival



Figure 100. Pop-up event at Mel Lastman Square

Food

- *Food options are limited within the grounds*
- *Provide restaurants and cafes and/or a food hall/market hall as a year-round attraction and amenity*

Innovation

- *Make the space convertible, flexible, adaptable*
- *Implement green infrastructure and protect biodiversity*
- *Explore alternative/sustainable energy technologies for the site*
- *Consider innovative transportation solutions such as automated shuttles*

Lack of Character

- *Too much concrete and surface parking*
- *Parking should be built underground and replaced with public open space*
- *The grounds are unwelcoming and desolate when empty*
- *Safety and security are a concern*

Concern over perceived privatization

- *The grounds feel walled-off and closed to the public*
- *Concern that long-term leases granted to private interests limit public access to the site and its buildings*
- *Decision-making for the use of the land should be more transparent*
- *Consult with and create spaces for the community*
- *Public art should remain publicly accessible*



Figure 101. Gathering information board

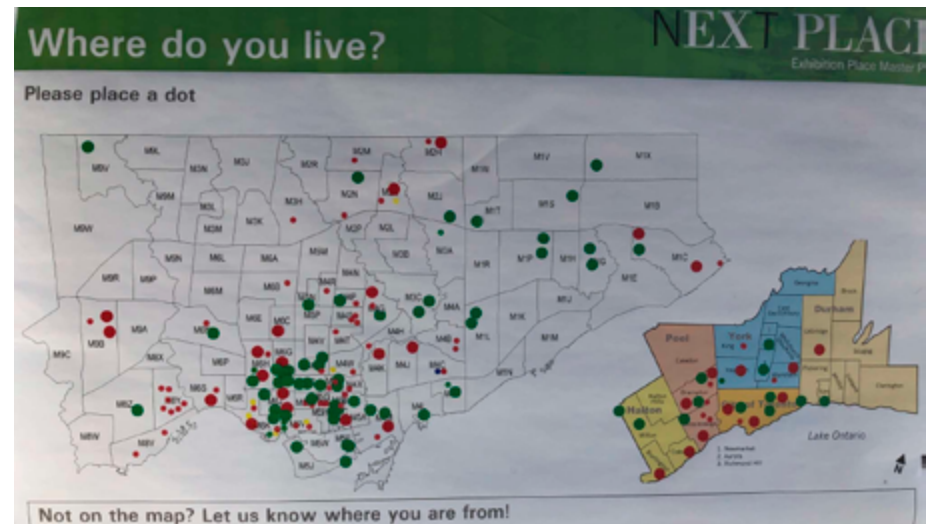


Figure 102. Gathering information board

Synergies with Surrounding Neighbourhoods and Ontario Place

- *Seek better physical connections with Ontario Place*
- *The planning and development of the two sites must be aligned and work together*

In consultation meetings, tenants and operators utilizing the Exhibition Place grounds added their perspectives, summarized thematically below:

Transit/Transportation Access

- *Improving transit access and frequency of service to the site must be a top priority*
- *The travel experience to the events at Exhibition Place is an important component of the visitor experience and should be as convenient as possible.*
- *Surge crowds during major events, or multiple events, put significant strain on access points to the grounds and must be addressed.*
- *Improve the passenger experience and facilities at the Exhibition GO station, TTC loop and tunnel connection.*
- *Improving the transit connectivity between Pearson International Airport and the site, including potential opportunities for connecting through Liberty Village and the future King-Liberty Smart Track station should be explored.*
- *Better connections to Billy Bishop Airport would offer Exhibition Place a competitive advantage.*



Figure 103. Gathering information board



Figure 104. Pop-up event at Open Streets Festival

Event Operations and Management

- *Each show, festival or event utilizes the grounds differently; spaces should be flexible and adaptable for staging and setup purposes.*
- *Access to the grounds should consider surge crowds, load-in and load-out requirements, truck turning movements and signal control.*
- *Existing uses and operations should be better managed first, before introducing new ideas.*
- *On-site solutions for trailer and exhibitor parking are preferable.*
- *Vehicle parking will continue to be needed for visitors, workers and exhibitors.*

Economic Development

- *Exhibition Place hosts a variety of events attracting large regional, national and international audiences and significant economic investment.*
- *The existing buildings are well used and generally programmed throughout the year.*
- *Consider new technologies such as site-wide WiFi to attract new generations of visitors*
- *Coordinate stormwater management to reduce flooding on Lake Shore Boulevard West*



Figure 105. Public Open House #2



Figure 106. Public Open House #3

On November 2, 2019, the project team presented the draft vision, guiding principles and emerging big ideas for the Exhibition Place Master Plan to the Toronto Planning Review Panel. The Panel is a group of volunteer residents from across the city appointed to provide input on city planning issues, working together to reflect the interests of all Torontonians. Generally, the panelists felt that Exhibition Place has an important role in the city as a venue for large events, festivals, conferences and sports, but that the grounds could be better utilized and enhanced to be attractive as a destination for all residents, at all times of the year. Some expressed that they found it difficult to navigate the vast area of Exhibition Place without adequate wayfinding; others suggested that expanding the availability of food-related venues on the grounds (cafes, restaurants, bars, markets) would make the site more attractive to visit and explore. There was general support for an elevated walkway or pedestrian path through Exhibition Place that would allow access to the grounds without requiring paid admission for special events.

On November 28, 2019, the project team presented an Emerging Master Plan Strategy to a joint meeting of the City of Toronto and Waterfront Toronto Design Review Panels. In its commentary, the Panel encouraged staff to ensure the heritage and landscape context was openly celebrated, enhanced and extended to form a connective tissue throughout the site. The Panel stressed the importance of focusing first and foremost on people, gathering and celebration, while weaving big and finer-grained moves together throughout the site to achieve a sensitively scaled and engaging environment. There was support for a clear, intuitive and universally navigable north-south pedestrian connection from Liberty Village to Ontario Place. Panellists also expressed the importance of establishing a holistic "beyond net zero" sustainability strategy to address increasingly rapid climate change over the lifespan of the Master Plan. In general, the Design Review Panel challenged the team to articulate a clear and concise vision for Exhibition Place to regain the spirit of progress and confidence on which the site was founded.



3. Emerging Master Plan Strategies

The purpose of a Master Plan is to serve as a framework to guide physical change at Exhibition Place to meet the evolving needs of its users, visitors and residents of Toronto. The final recommended Master Plan will work in concert with the Strategic Plan developed by the Board of Governors of Exhibition Place, to guide future development of the grounds over the long term, including the conservation and rehabilitation of heritage resources and landscapes.

The following strategies, informed by the information gathering, analysis and consultation conducted throughout Phase 1, are proposed to form the basis for more detailed study in the development of the final Master Plan.

Figure 107. Exhibition Place during CNE
(Source: Wikipedia)



Figure 108. INDY event at Exhibition Place
(Source: Wikipedia, Credit: George Socka, CC-BY-2.0)

3.1 Shaping the Vision

Exhibition Place continues to serve a variety of dynamic purposes for a range of users. A vision for the future of the grounds should encompass and balance this diversity of functions.

The Cultural Heritage Landscape Assessment provides a holistic account of the early history, growth and evolution of Exhibition Place. The CHLA recommendation to rehabilitate the significant cultural heritage landscape is a foundational element for evaluating future interventions on the site.

In the initial study of Exhibition Place, three distinct program areas emerged: the western area focused on relaxation and recreation ("Relax"), a central area focused on sports, festivals and entertainment ("Entertain") and an eastern area focused on innovation, inspiration and economic development ("Exhibit"). These program areas complement each other in function to serve the primary purpose of the Exhibition Place grounds as a whole.

The program areas and their functions can be bound together with a comprehensive public realm strategy that rehabilitates the cultural heritage landscape, enhances the parks and open space network and incorporates green infrastructure. Such landscape elements would integrate the various physical elements of Exhibition Place and contribute to the broader open space system of this waterfront destination.

The Vision Statement expressed in Section 3.2 below builds upon the ambitions for Exhibition Place expressed by the City, the Board of Governors, the public and stakeholders to support the fundamental objective of reinforcing Exhibition Place as the principal gathering place for Toronto. The Guiding Principles that follow set the stage for further action to realize the vision.

Exhibition Place will serve as a "Gathering Place" while protecting the facilities, cultural assets, and parklands of the City of Toronto.

- Board of Governor's Vision, Strategic Plan 2017-2019

Exhibition Place is an iconic City of Toronto landmark serving as an entertainment venue; an urban parkland enjoyed by Toronto's residents and visitors; a multi-faceted professional sports destination; and a cultural centre with significant heritage properties and public art collections.

- Strategic Plan 2017-2019

Exhibition Place is a place of celebration – a gathering place and centre for festivals, celebrations, showcases and a destination for all Ontarians.

- Wording from Council Decision regarding Ontario Place/Exhibition Place Revitalization EX5.1 – May 14, 2019

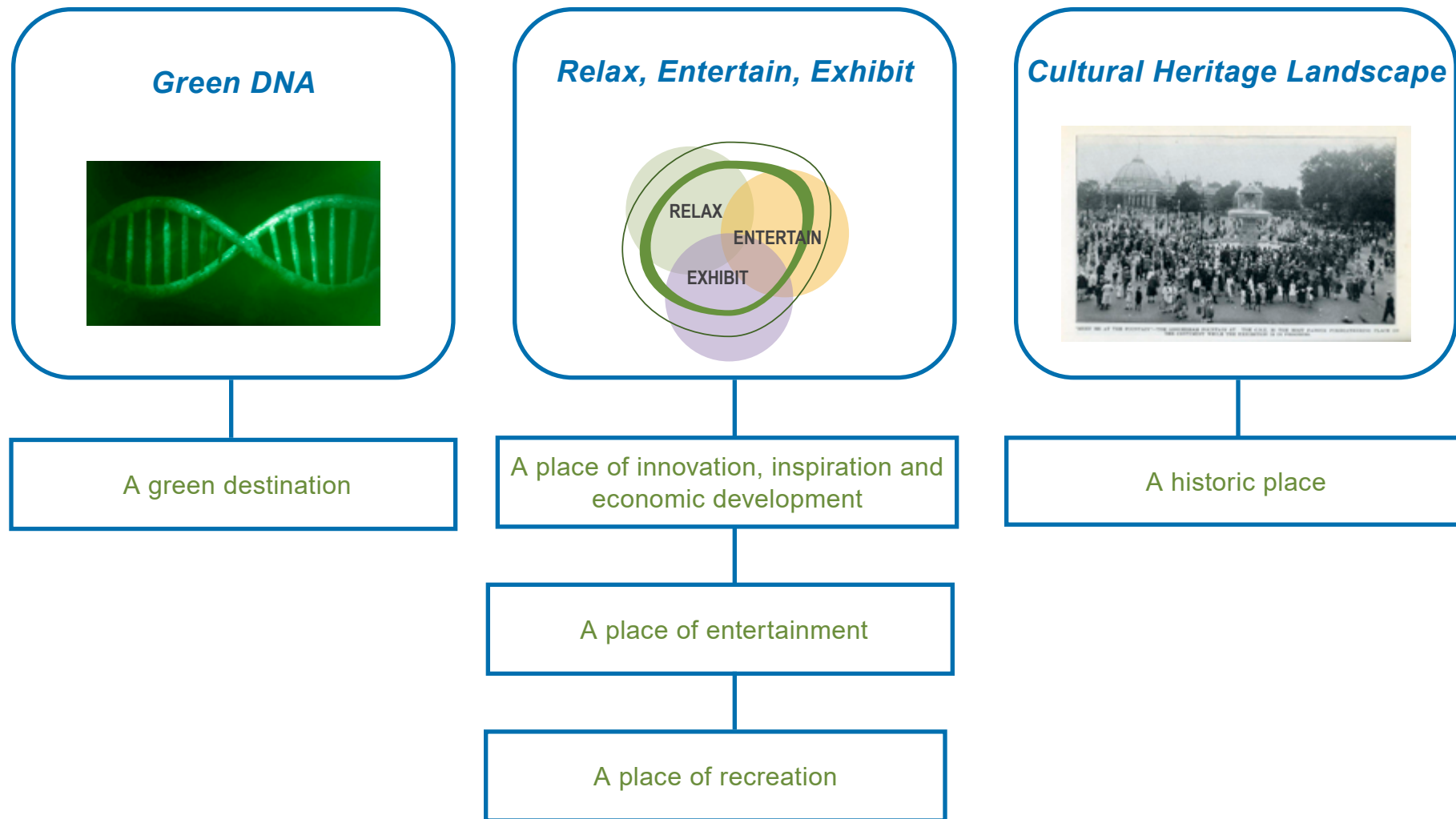


Figure 109. Shaping the Vision
(Source: Wikipedia)

Figure 110. (Image above) Extract from CHLA
(Figure 5-22) Looking west at the Gooderham
Fountain with the Toronto Event Centre in the
background, 1929 showing crowds and function
of Plaza as an open space (C.N.E. Archives)

3.2 Vision Statement

Exhibition Place is Toronto's gathering place. Its historic and landmark buildings, landscapes and features provide the foundation for signature events, festivals and activities that bring people together and inspire us. The ongoing evolution of Exhibition Place will build upon this tradition by showcasing innovation and enhancing spaces for all visitors to relax, entertain and exhibit.

In serving as a public gathering place, Exhibition Place is:

A place of innovation, inspiration and economic development

A place of innovation, inspiration and economic development - a centre for conventions, meetings, exhibitions, festivals and premier events, including sporting, cultural and public celebrations.

A green destination

A green destination – a unique place within the City that is easily accessible and provides public parkland and a green retreat, with connections to the waterfront open space network.

A historic place

A historic place – a location of extensive cultural heritage resources, including landscapes, buildings and public art, which are conserved and enhanced to celebrate the City's cultural heritage and historic character.

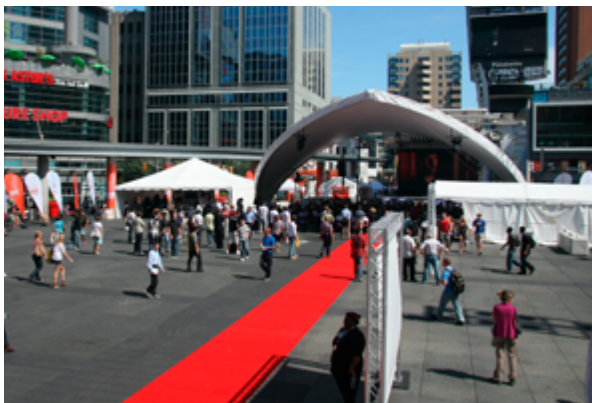


Figure 111. Dundas Square



Figure 112. Toronto Grange Park
(Credit: Brett Ryan Studios)



Figure 113. View towards Liberty Grand

A place of entertainment

A green destination – a unique place within the City that is easily accessible and provides public parkland and a green retreat, with connections to the waterfront open space network.



Figure 114. King St W closure during Toronto Film Festival

A place of recreation

A place of recreation – a multi-seasonal destination offering active and passive recreation opportunities for local residents, visitors and the surrounding communities.



Figure 115. Toronto Regent Park

3.3 Guiding Principles

Exhibition Place is a significant cultural heritage landscape that forms part of Toronto's Central Waterfront. As such, this Master Plan is informed by the Cultural Heritage Landscape Assessment and is built upon the four core principles established in the Central Waterfront Secondary Plan, applying these principles specifically to Exhibition Place. As Exhibition Place evolves, the following principles should be used to guide decision making, through public actions and in the process of evaluating development opportunities.

- *Removing Barriers/ Making Connections/ Prioritizing Transit*
- *Building a Network of Spectacular Waterfront Parks & Public Spaces*
- *Promoting a Clean & Green Environment*
- *Creating Dynamic & Diverse New Place*
- *Openness and Transparency/Responsiveness to the Broader Community and Stakeholders*



Figure 116. TTC service at Exhibition Loop

A Metrolinx advertisement featuring a woman in a blue Toronto Argonauts scarf and cap cheering with a megaphone. The text reads: "Score game tickets and GO rides to and from the game for one low price." Below the image, it says "Buy the GO and Argos combo ticket now: gotransit.com/argos" and includes the Argos and GO logos.

METROLINX

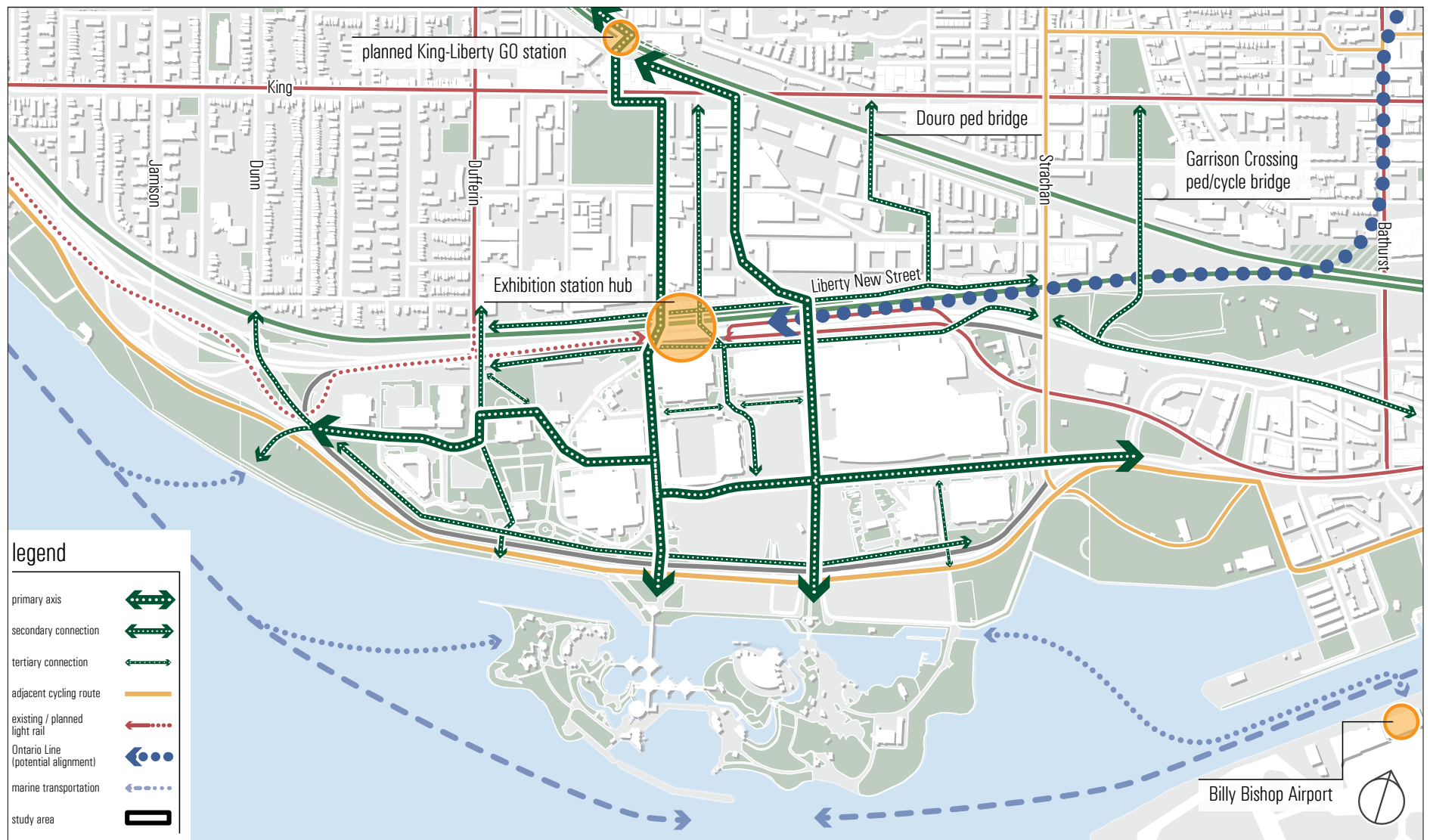
Score game tickets and GO rides to and from the game for one low price.

Buy the GO and Argos combo ticket now:
gotransit.com/argos

Figure 117. Ticket and fare bundling
(Source: Metrolinx)



Figure 118. Homme de Fer LRT station, Strasbourg
(Source: Eole 99, www.wikipedia.org)



Map 45. Key transit and active transportation connections

3.3.1 Removing Barriers/ Making Connections/ Prioritizing Transit

A critical objective to the success of Exhibition Place as a gathering place is to make it convenient for large amounts of people to travel to, within, and through the site, preferably without using personal vehicles unless absolutely necessary. There is a challenge to balance needs given the extreme variation in visitors – from very large peak crowds during occasions where there are multiple major events or shows, to sitting almost empty during non-event times. The profile of visitors extends beyond the City, attracting regional, national and international visitors with a varying access to public transit. Transit investment should be geared to improving the visitor experience with respect to ease of access, frequency and reliability of service and last-mile connections to reduce personal vehicle use.

Transit is key to moving the greatest amount of people to and from the site. Walking and cycling are also vital – connections should be accessible year-round, safe, and able to accommodate frequent surge crowding from events. Emerging transport technologies and services can potentially lessen parking needs, supplement transit priorities, attract interest to the site, and help reduce vehicle infiltration to the core of the grounds. Improving linkages to surrounding communities, as well as to the waterfront, will help re-connect the site with the city as a significant public place.

Large events such as the CNE and Honda Indy periodically close large portions of the site to the general public, interrupting connections to destinations such as Ontario Place or the Martin Goodman Trail. A grade separated connection from the Exhibition Station transit hub to Ontario Place that can operate during these large events, facilitate active transportation, and connect to destinations along the way, while considering potential heritage and operational impacts, can help address this.



Figure 119. Tunnel to Billy Bishop Airport, Toronto
(Source: www.wikimedia.org, Credit: Hutima)



Figure 120. Elevated multi-use path, Chicago

3.3.1.1 Prioritize public transit and improve connections to transit stations as the primary means to most efficiently move the greatest number of people to and from Exhibition Place

- *Facilitate and integrate the improved light rail and bus connections between Exhibition Place, the waterfront and City, as approved through the Waterfront Transit Network Plan and other local transit initiatives;*
- *Accommodate the proposed Ontario Line and enhancements to the Exhibition GO Station and Lake Shore West Rail service, ensuring appropriate integration and sensitivity to land use, other transit facilities, and other circulation routes.*
- *Develop the Exhibition Station transit hub as a single legible, coherent, and contiguous transit facility.*
- *Further incentivize and promote transit use including, but not limited to, options to bundle transit fares with event tickets, and assisting transit operators to optimize services to and from events.*

3.3.1.2 Enhance and promote pedestrian and cycling connections to adjacent communities, within, and through the site

- *Enhance existing connections, and create safe, animated, new links to the adjacent neighbourhoods that will further emphasize a sense of public ownership and improve access to, within, and through the site;*
- *Promote shared space for different modes of transportation.*



Figure 121. Cyclists on Martin Goodman Trail, Toronto
(Source: www.blog.waterfrontoronto.ca)

3.3.1.3 Accommodate emerging mobility technologies, innovations and services to complement transit and active transportation priorities

- *Explore testing and implementation of shuttle technologies complementary to higher order transit and active transportation, which can facilitate first/last mile connections;*
- *Establish appropriate sizing and locations for ridesharing and ride hailing pick-up and drop-off facilities;*
- *Consider the site broadly as a “Transportation Innovation Zone”, building on Exhibition Place’s long-standing tradition of promoting innovation, which could help showcase and accelerate proofs of concept for various emerging mobility technologies.*

While respecting accessibility needs, focusing pick-up and drop-off activity around the periphery of the site can help to minimize traffic infiltration into the interior. The provision of internal circulation solutions (e.g. via autonomous shuttles) can help to facilitate this approach and ensure patrons enjoy sufficient last-mile access to their intended destination.

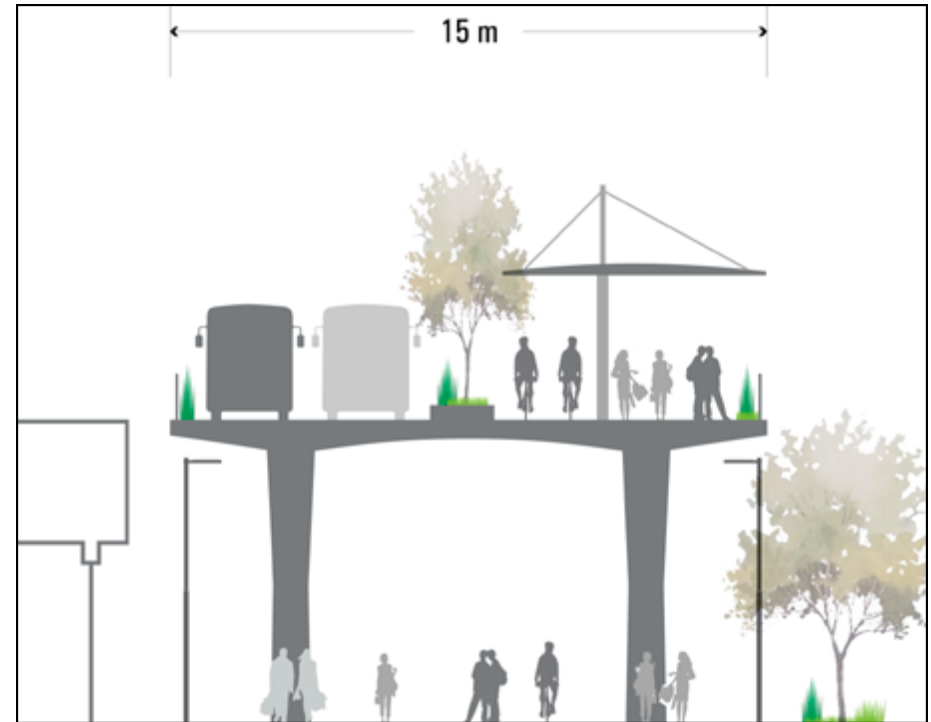
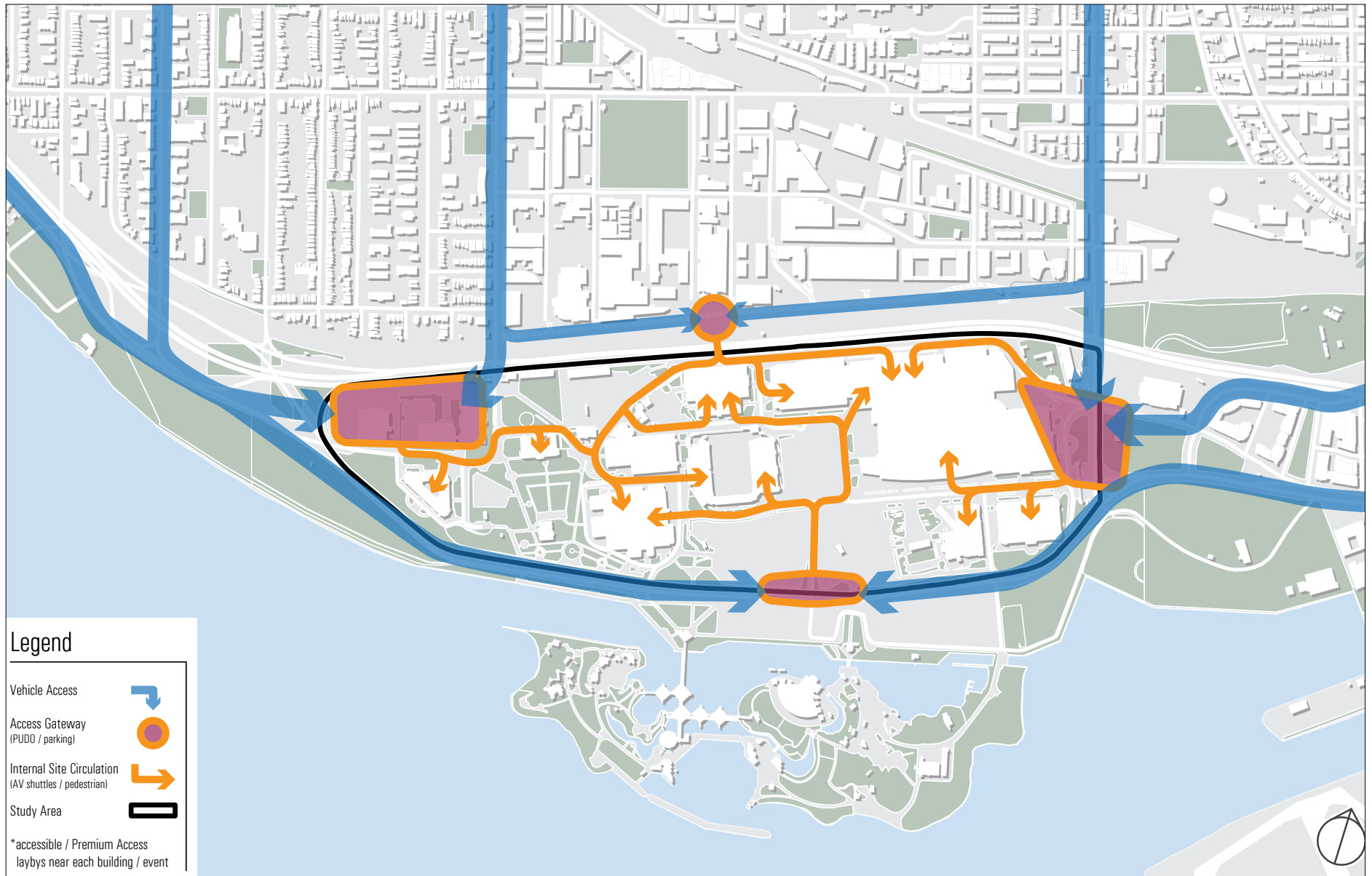


Figure 123. Conceptual elevated connection - potential section

3.3.1.4 Improve linkages to Ontario Place

- *Provide enhanced transit service and/or alternative modes of transportation to better connect the two sites over Lake Shore Boulevard West*



Map 46. Conceptual site access

3.3.2 Building a Network of Spectacular Waterfront Parks & Public Spaces

Exhibition Place holds a prominent position within the Central Waterfront area and represents a significant opportunity to enhance its parks and open space network. The CHLA (2019) recommends reinstating the multi-sided nature of buildings as well as protecting key views within the site, towards the lake, and to landmarks and open spaces. Building on this, an improved and continuous public realm presents opportunities for rehabilitating this significant cultural heritage landscape. A greener public realm serves as a “binding agent” between the old and the new, animating “in between” spaces and allowing for flexibility to support various uses, programs and seasonal activities.



Figure 124. Transit Hub
(Source: www.metrolinx.com,
www.seamlessbayarea.org)



Figure 125. Berczy Park,
Toronto, ON
(Source: Industryous Photography)



Figure 126. Pedestrian connection,
Montreal, QC



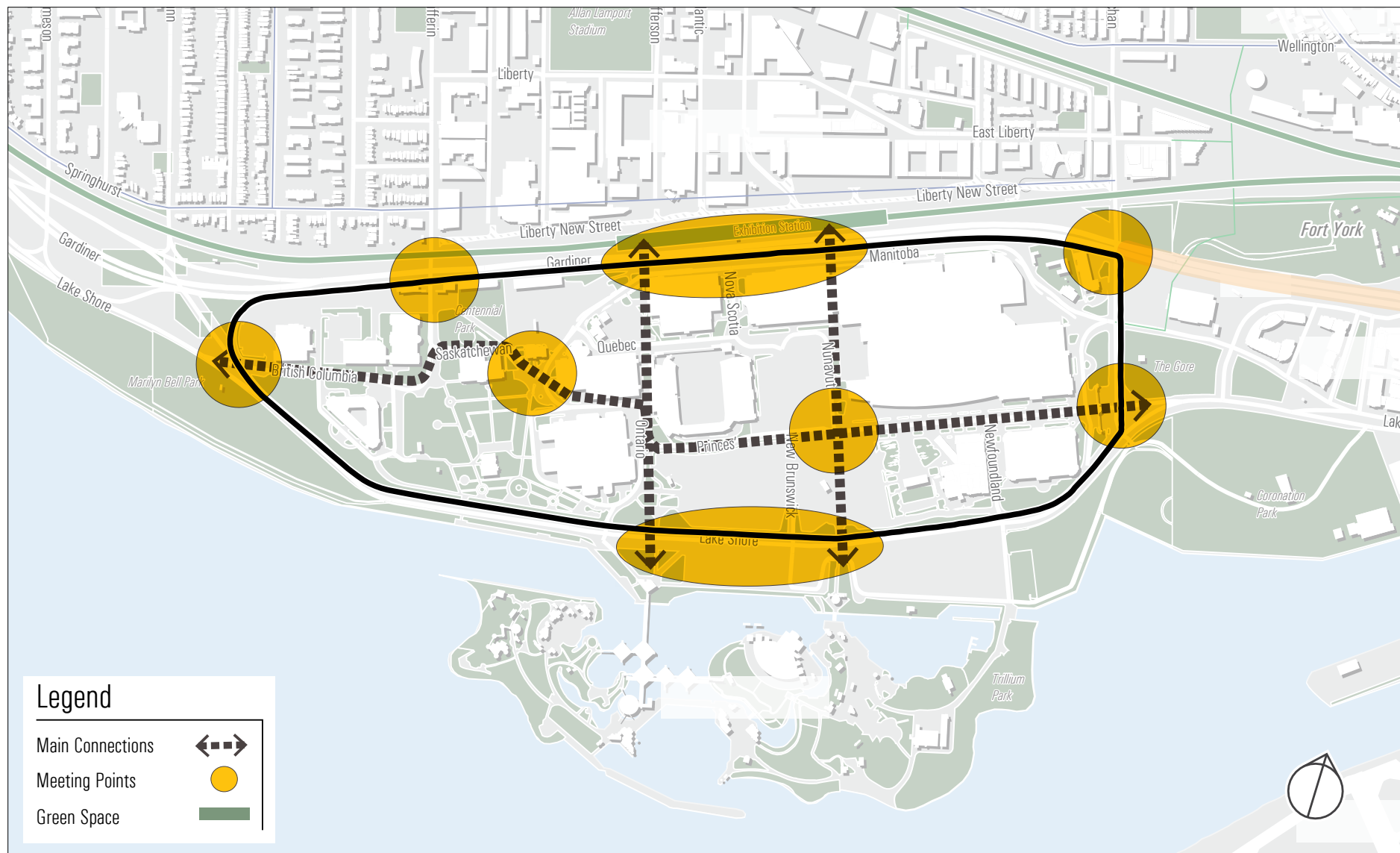
Figure 127. Philadelphia Rail Park
(Source: Flickr, Credit: airbus777 CC
BY 2.0)



Figure 128. Tropfest, Sydney
(Source: www.wikimedia.org, Credit:
Johngpolson - CC-BY-SA-3.0)



Figure 129. Example of interior
connection through a building
(Credit: James Brittan)



Map 47. Major connections and meeting places



Figure 130. Waterview Village Court, Toronto, ON
(Source: The MBTW Group)



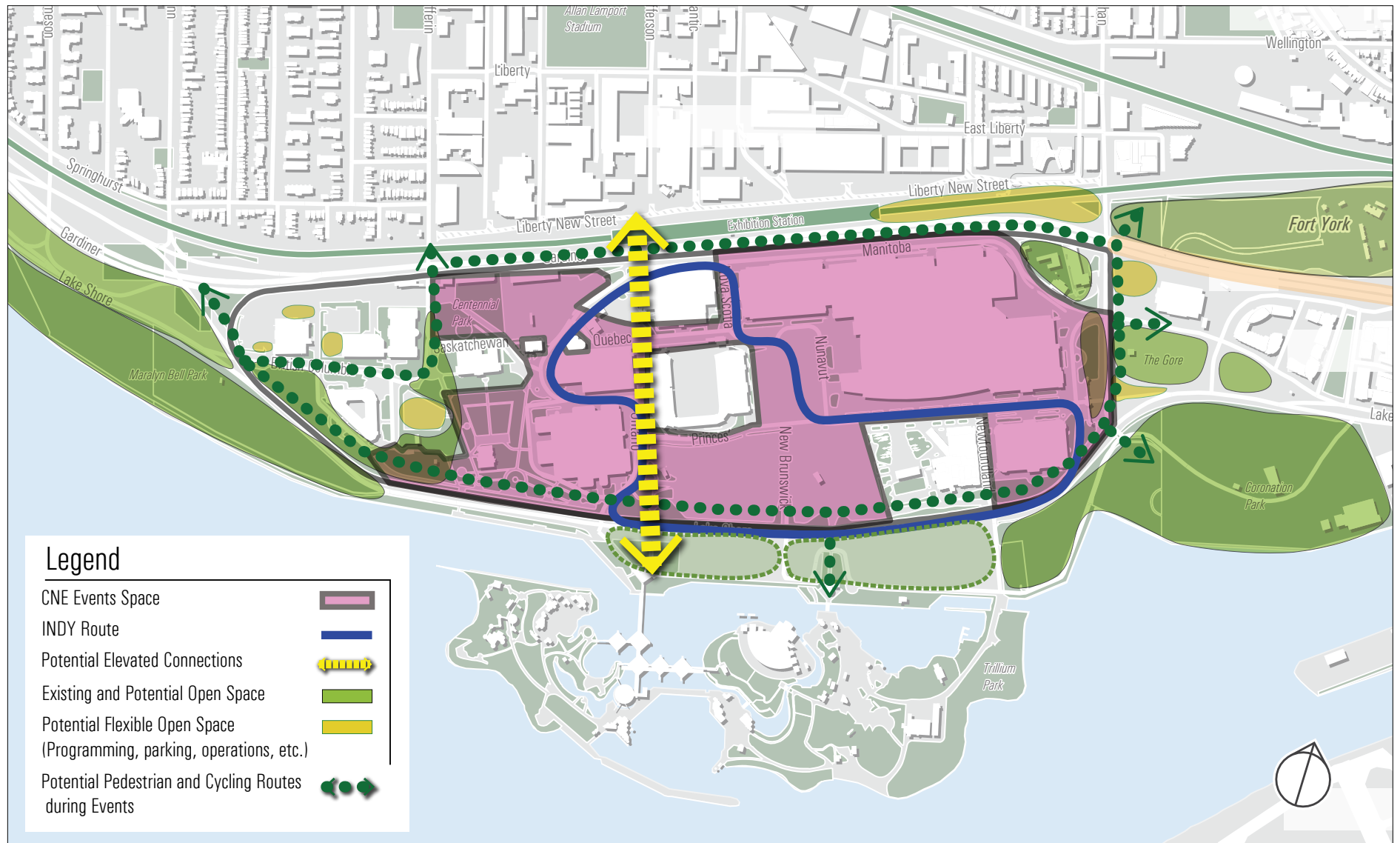
Figure 131. Chicago boardwalk



Figure 132. Honda Indy at Exhibition Place
(Source: Flickr, Credit: oaktree_brian_1976 - CC BY 2.0)



Figure 133. Sky Garden, Seoul
(Source: Flickr, Credit: bryan... - CC BY-SA 2.0)



Map 48. Enhancing connections during events

3.3.2.1 Contribute to the waterfront open space network by connecting and enhancing the public realm and maximizing green open space within Exhibition Place and its surroundings, and through improved linkages to Ontario Place

- *Improve and strengthen the quality and accessibility of public open spaces with a range of parks, plazas and pedestrian zones;*
- *Define, develop and enhance key meeting places throughout the site to emphasize existing landmarks;*
- *Connect existing and future green spaces into a continuous parkland network that provides pedestrian and bicycle connections and various recreational opportunities, while also maintaining circulation during major events;*
- *Enhance the public realm network to provide safe and direct movement of large pedestrian crowds entering and exiting Exhibition Place;*
- *Improve the public realm network to create better connections between existing buildings, landmarks, and destinations while protecting key views and reinforcing the four-sided nature of buildings;*
- *Rehabilitate Exhibition Place in a manner that maintains and enhances its flexibility of year-round public uses and leverage these uses for the enhancement of the site as a whole;*



Figure 134. Sherbourne Common
(Source: www.blog.waterfrontoronto.ca/)



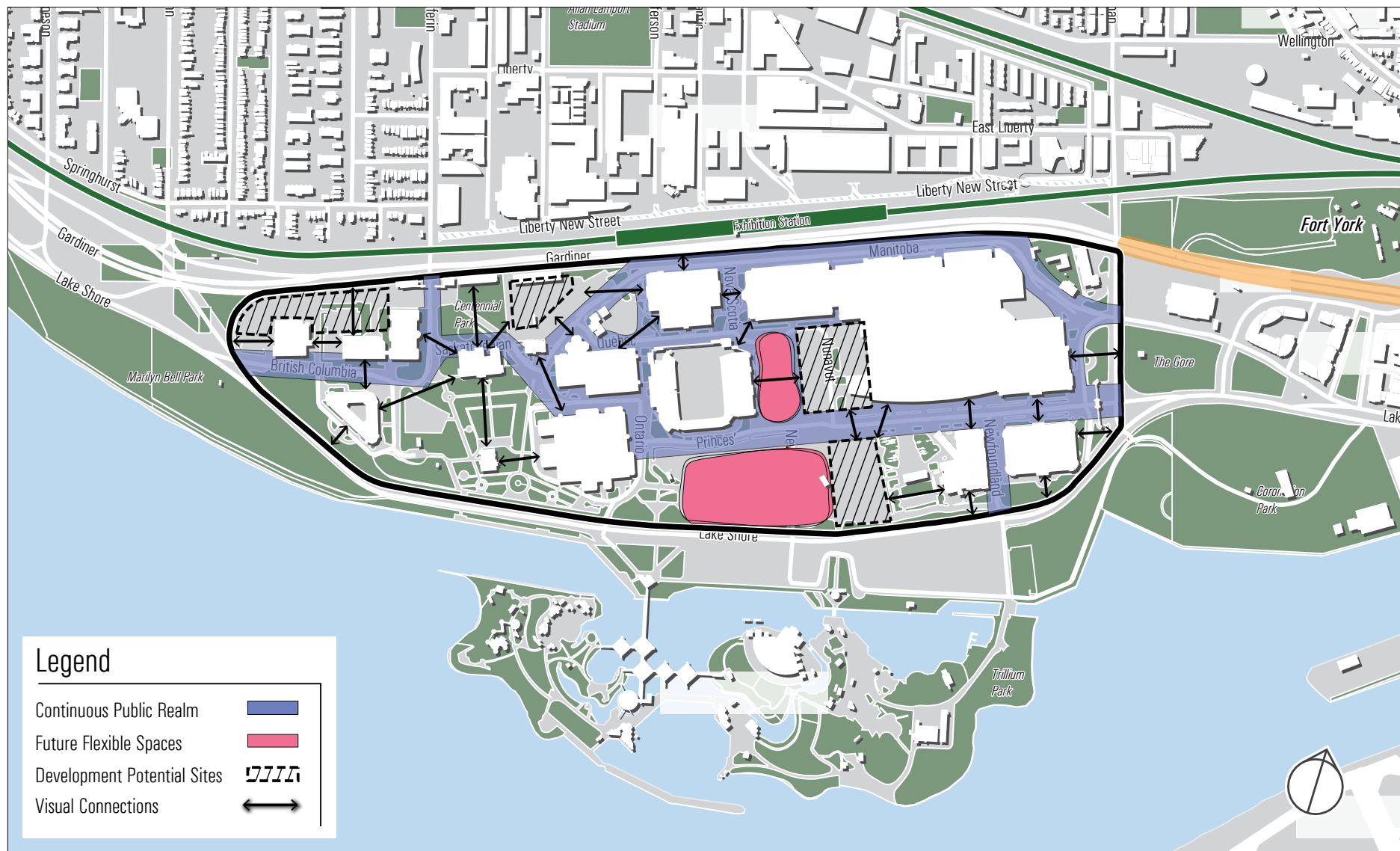
Figure 135. Breczy Park, Toronto
(Credit: Industryous Photography)



Figure 136. Quai Paquet, Levis QB



Figure 137. The Adelaide Plaza, Toronto
(Credit: Jeff McNeill)



Map 49. Public realm and view enhancement

3.3.2.2 Create a better relationship with the rest of the City

- *Enhance Exhibition Place's role in offering reprieve from city life by reinforcing its strong identity, encouraging site exploration and ease of access as a public place and waterfront asset within the City of Toronto.*



Figure 138. The Bentway



Figure 141. Connection over highway, Millenium Park, Chicago, IL
(Source: Pixabay, Credit: Mikil Narayani)



Figure 139. Queen's Quay, Toronto



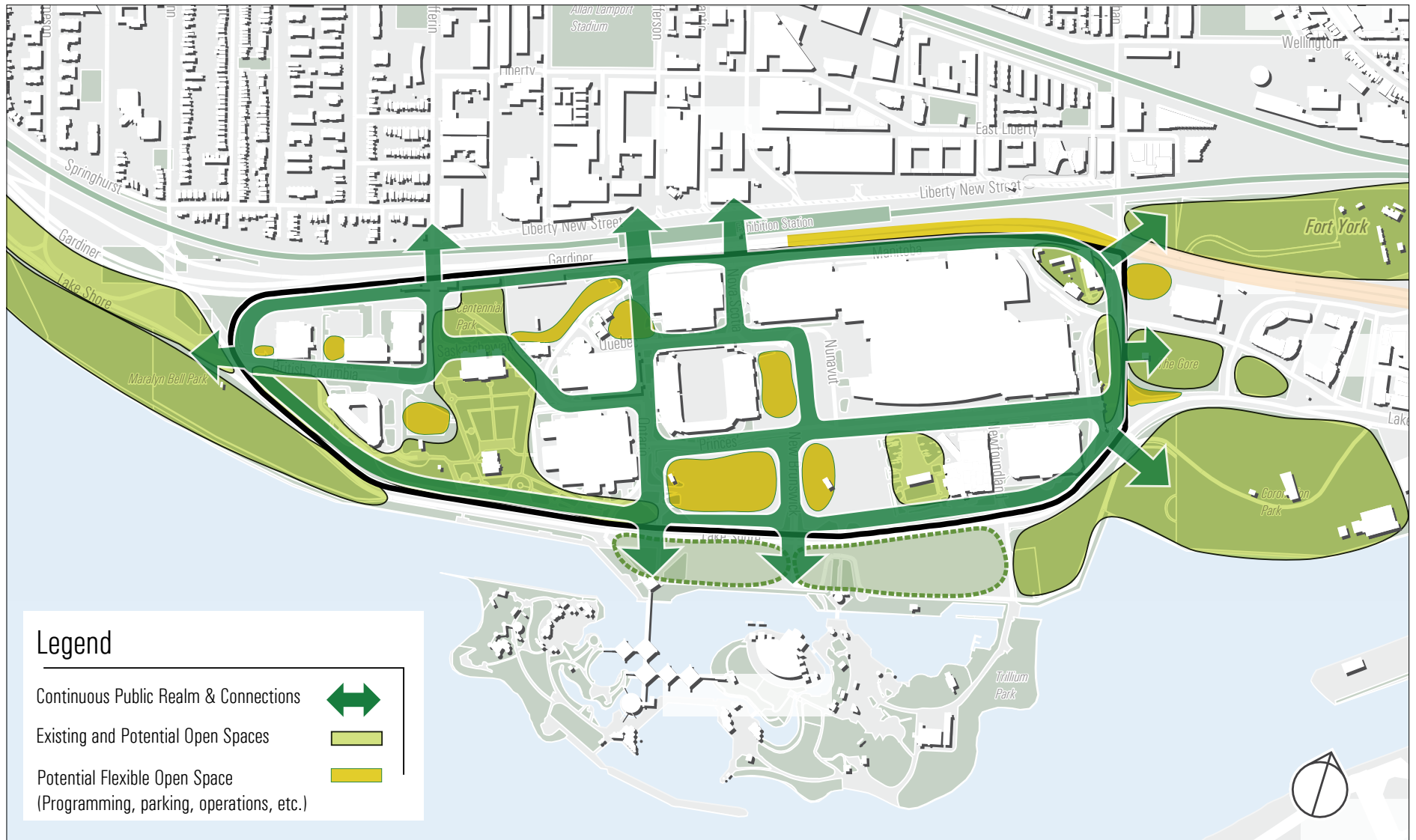
Figure 140. Proposed Rail Deck Park, Toronto



Figure 142. Highline, NYC



Figure 143. Example of seating arrangement in Chicago, IL



Map 50. Enhancing connections within Exhibition Place and with the context

3.3.3 Promoting a Clean & Green Environment

Exhibition Place has the opportunity to continue and expand its leadership role in innovative, sustainable development practices and environmental technologies, currently implemented through its GreenSmart program. With improved transit facilities serving the site, and a robust Transportation Demand Management program considering all opportunities to improve sustainable travel to and within the site, it may be possible to incrementally reduce the at-grade parking supply on-site, while continuing to accommodate event access and operations. Enhanced freight management and encouraging servicing functions to the periphery, where possible, can allow for more core site areas to be preserved for pedestrian use and enjoyment, enhancing their sense of place and attractiveness for visitors year-round.

3.3.3.1 Build in Resilience

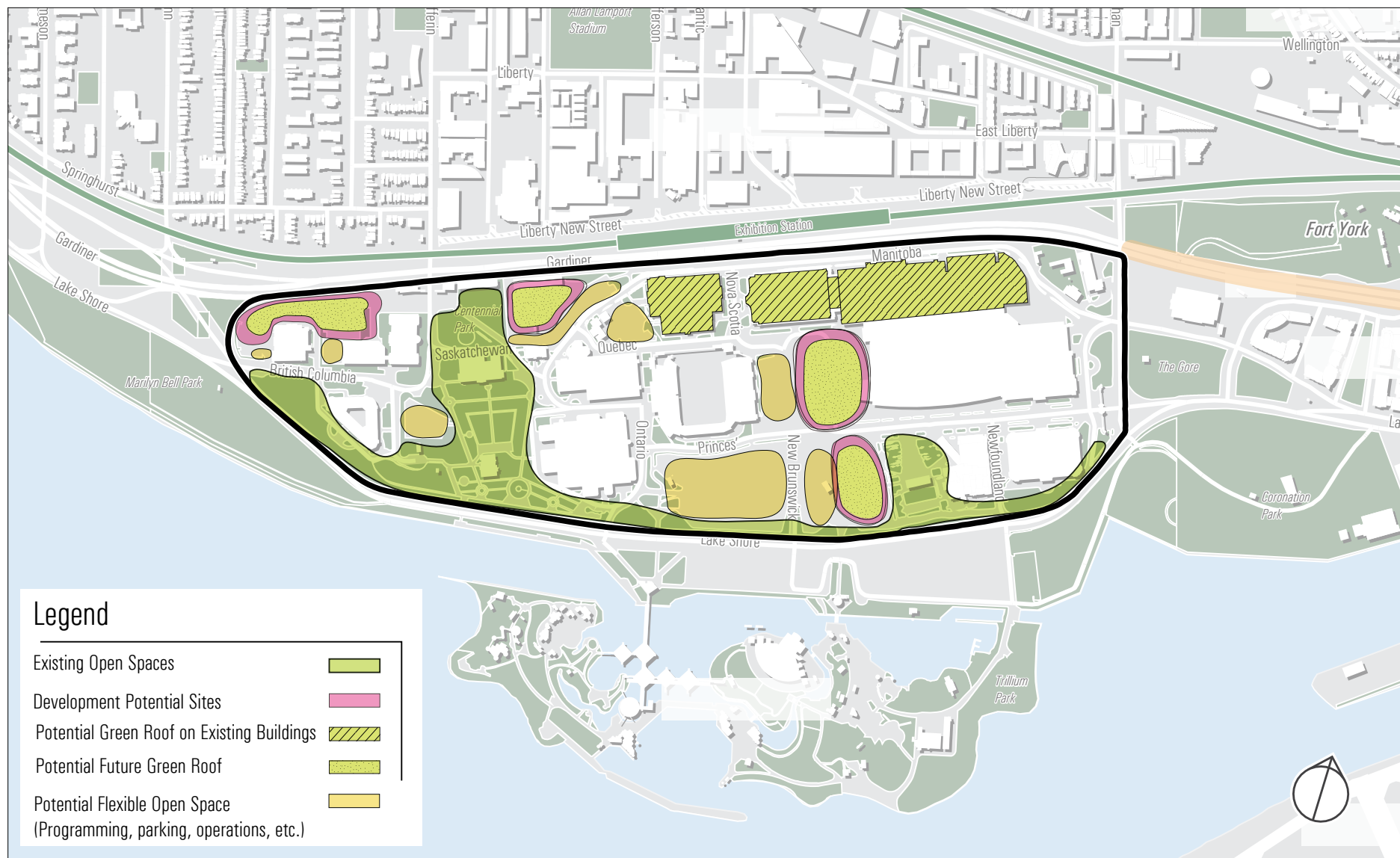
- *Continue to implement the Exhibition Place GreenSmart Program to reduce environmental impact and champion the use of emerging green technologies;*
- *Integrate Low Impact Development practices to improve stormwater infiltration and reduce runoff;*
- *Review surface parking periodically, exploring opportunities to consolidate, relocate and reduce surface parking as transportation demands and opportunities evolve, in conjunction with site improvement opportunities;*
- *Make more efficient use of the land by creating flexible, convertible open public spaces and multi-purpose structures to support various seasonal programming and peak event needs, as well as daily use in off-peak times;*



Figure 145. Rain garden in a parking lot



Figure 144. City of Toronto Green Roof



Map 51. Potential strategies for improving environmental sustainability and site resilience

3.3.3.2 Maximize Efficiency of Site Operations

- Consolidate servicing and delivery routes as well as access to buildings and events, and explore alternative freight distribution methods that may minimize space demands and improve placemaking opportunities;
- Improve current infrastructure and controlled access for trucks and other vehicles to ensure efficient set-up and tear down during events, while maximizing unobstructed use of public open spaces;
- Discourage through traffic on-site and explore opportunities for improved pedestrian conditions and safety, while maintaining servicing and operational access for large events, tenants, leaseholders and visitors



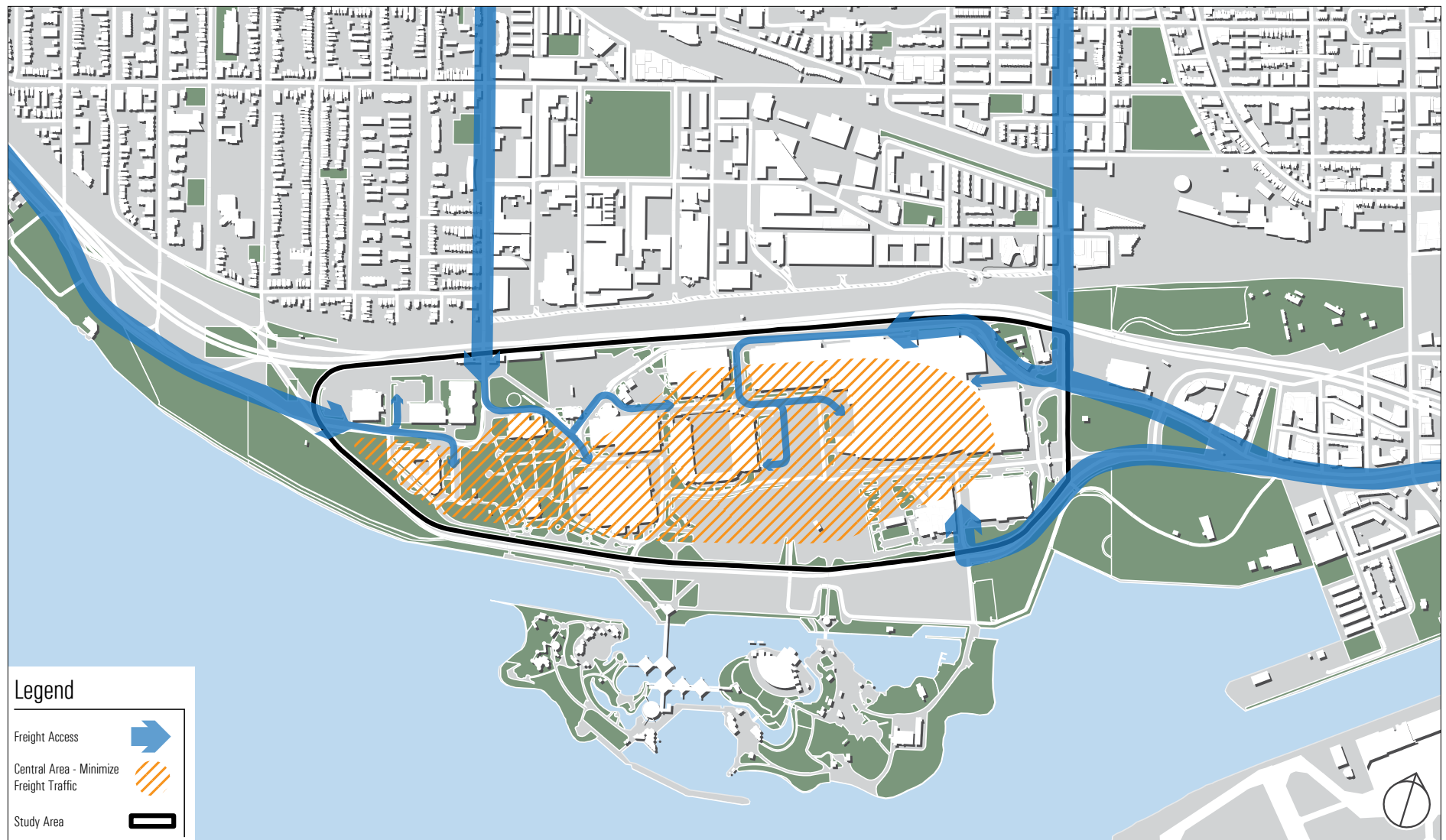
Figure 146. Delivery robot
(Source: www.commonswikimedia.org, Credit: Mbrickn)



Figure 147. Cargo cycle deliveries
(Credit: www.xyzcargo.com)



Figure 148. Carnival set-up, Calgary Stampede
(Source: www.flickr.com; Credit: Calgary Reviews)



Map 52. Conceptual service access - Consolidating and minimizing the amount of service and delivery traffic in the interior of the site, without unduly impacting tenant and leaseholder operations, can help improve the management of servicing access, allow for public realm improvements, and provide a better experience for Exhibition Place patrons and the wider public.

3.3.4 Creating Dynamic & Diverse New Places

Exhibition Place features a unique collection of distinctive built heritage resources and designed landscapes and features set in a provincially significant cultural heritage landscape. Its historic sense of place provides a foundation for creating and enhancing placemaking opportunities and provides a cohesive character throughout the site. Development and public realm improvements can contribute to the identity of Exhibition Place while promoting all-season use that allows for flexible program responses.

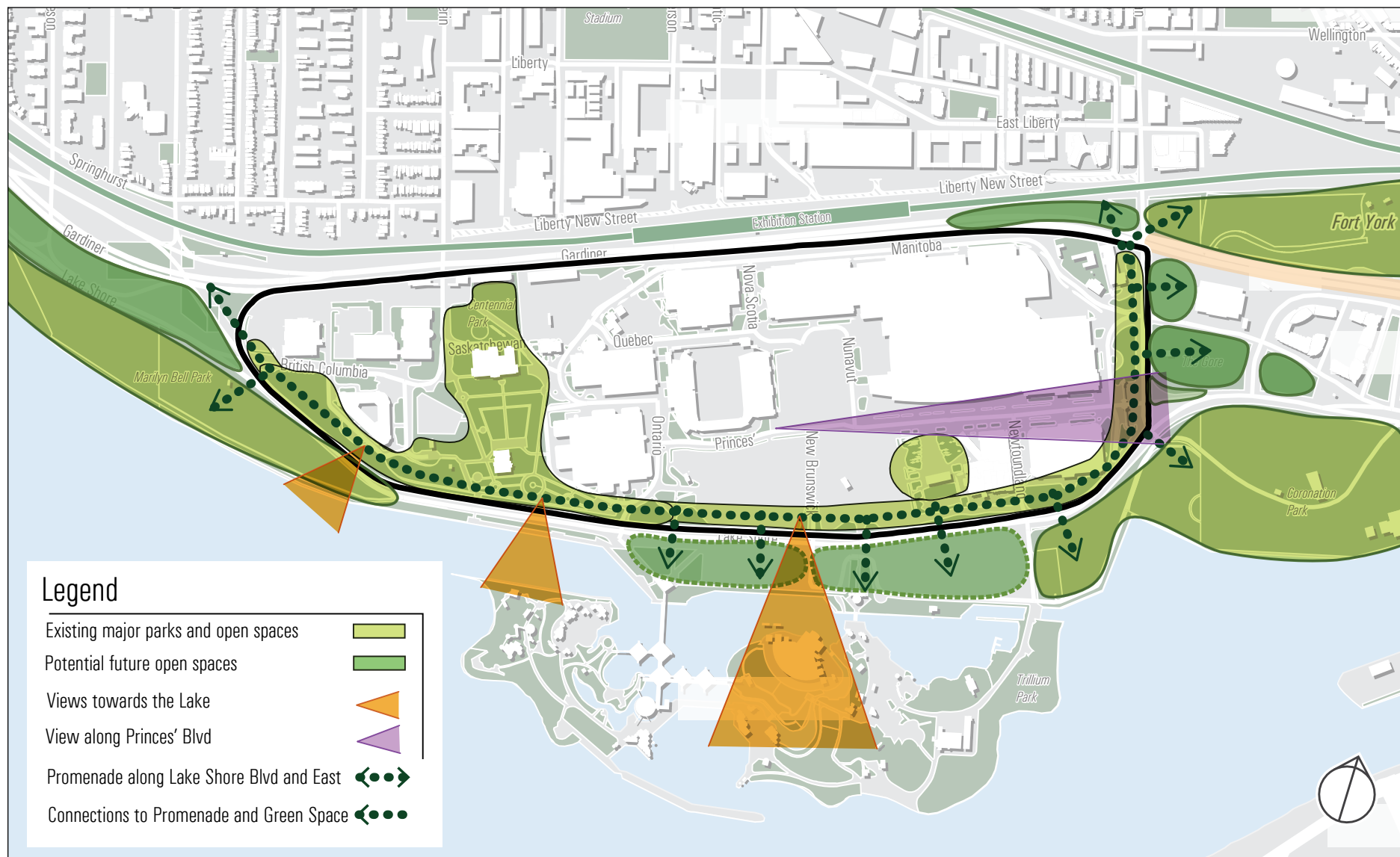
The core purpose of Exhibition Place is to exhibit and facilitate economic and business opportunities. Rehabilitating the cultural heritage landscape - by enhancing the public realm, landmarks and key view corridors, as well as restoring the historic relationships between buildings, landscape and vegetation features, and the Lake Ontario shoreline - will help to emphasize a sense of place and offer wayfinding elements for visitors from near and far.



Figure 149. View towards the Lake from Martin Goodman Trail



Figure 150. Panoramic View towards Heritage Buildings (Exhibition Place)



Map 53. Enhancement of open spaces, connections, cultural heritage value and view corridors

3.3.4.1 Celebrate and conserve the cultural heritage of Exhibition Place

- *Conserve and rehabilitate Exhibition Place's monumental landscapes to support their function as significant settings that reinforce the site's boundaries and sense of place;*
- *Enhance the exceptionally designed, large-scale agricultural and industrial exhibition architecture; and interpret the integral role of the military;*
- *Support the use, maintenance and sustainability of Exhibition Place as an accessible and multi-functional historic public asset through a culture of stewardship that prioritizes the rehabilitation of its buildings and landscapes;*
- *Enhance designed cultural heritage landscapes as recognizable, defined places and restore transitions between them. Enhance physical and visual connections to surrounding areas that contribute to the historical and contextual value of the site.*
- *Integrate Indigenous placemaking opportunities given the prominence of this waterfront site, and the traditional relationship with the waterfront.*

3.3.4.2 Complement Built Form with Programming and Open Space, reinstating the historical, balanced relationship between building and landscape

- *Ensure that proposed new buildings and structures will be compatible in scale with the monumental buildings and landscapes of the site. New architectural additions and landscape interventions will continue to promote design excellence with contextually appropriate and harmonious character, materiality and colour, encouraging active frontages and avoiding blank walls where feasible;*
- *Encourage new additions and structures to include weather protection; be fully integrated into the public realm and parkland network; and*

allow for a variety of events and programs to ensure the continuity of these uses at Exhibition Place;

- *Promote flexible and adaptable interior spaces within new and existing buildings to accommodate a wide range of events and users; and*
- *Discourage vehicular parking on soft landscaped areas, to rehabilitate the relationship of buildings with the landscape;*

3.3.4.3 Continue to develop an extensive public art collection

- *Ensure that all new and existing public art will be visible and accessible by the general public.*
- *Locate new public art with intention and consideration of the surrounding context, and to contemplate cultural landscape heritage of the site. New public art locations will create meeting places and moments of pause, enhance vistas and view corridors and contribute to the overall pedestrian exploratory experience.*



Figure 151. Greek God

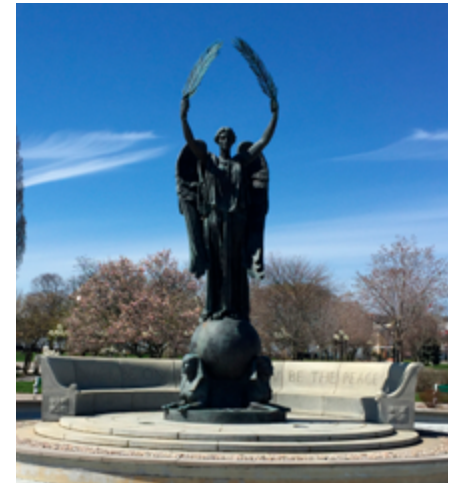
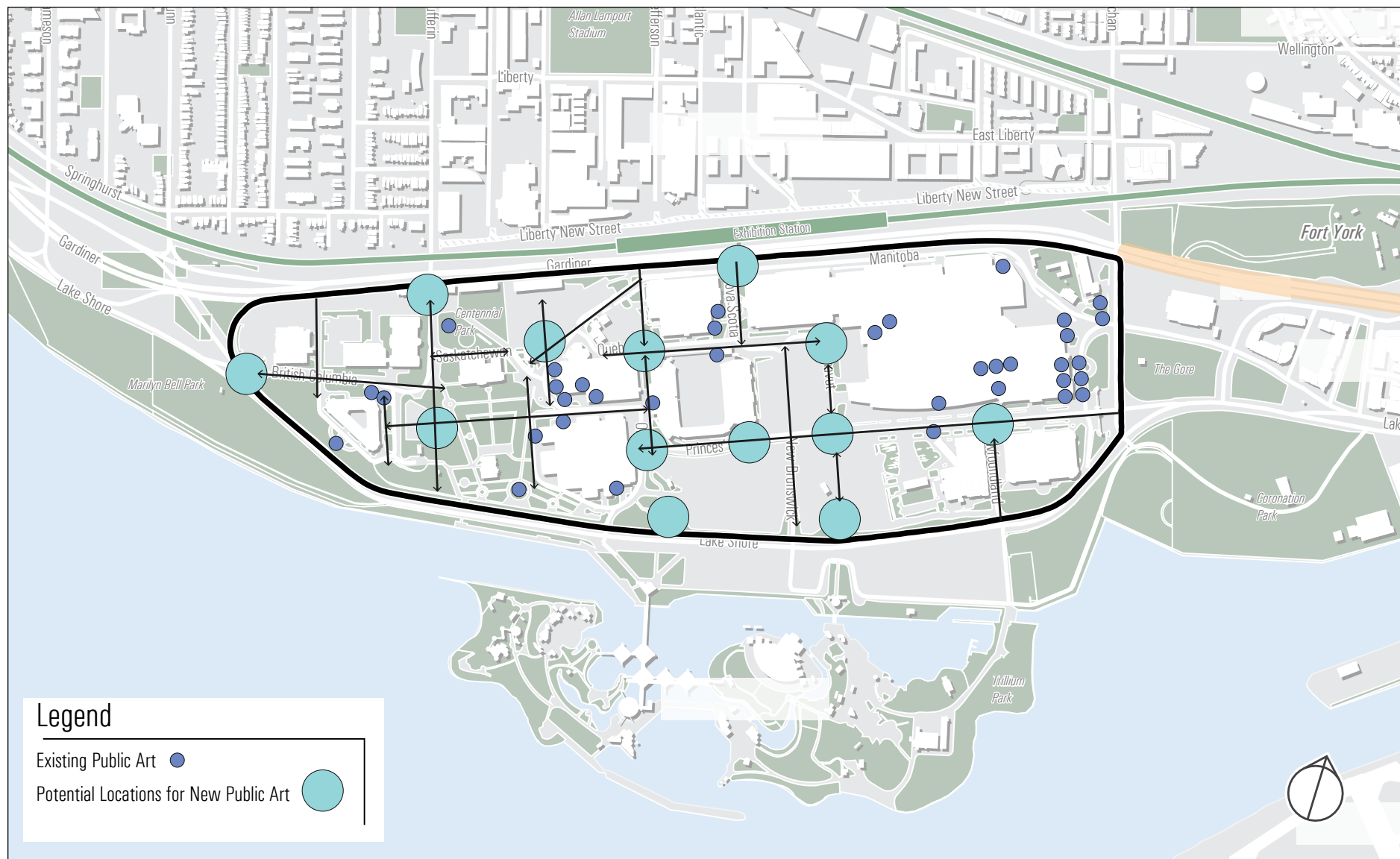


Figure 152. Shrine Peace Memorial



Map 54. Existing and potential public art locations

3.3.5 Openness and Transparency/Responsiveness to the Broader Community and Stakeholders

The Master Plan process has been undertaken with transparency in engagement and consultation through each phase of this project. Future development, decision-making and implementation of the Master Plan should continue in the public forum.

3.3.5.1 Engage with the community and stakeholders throughout the Master Plan process and implementation

- *Make planning and implementation decisions through fully transparent and consultative public processes.*



Figure 153. Public Open House #2



Figure 154. Public Open House #1



Figure 155. Public Open House #1



Figure 156. Pop-up consultation event at Mel Lastman Square

3.4 Conceptual Strategy

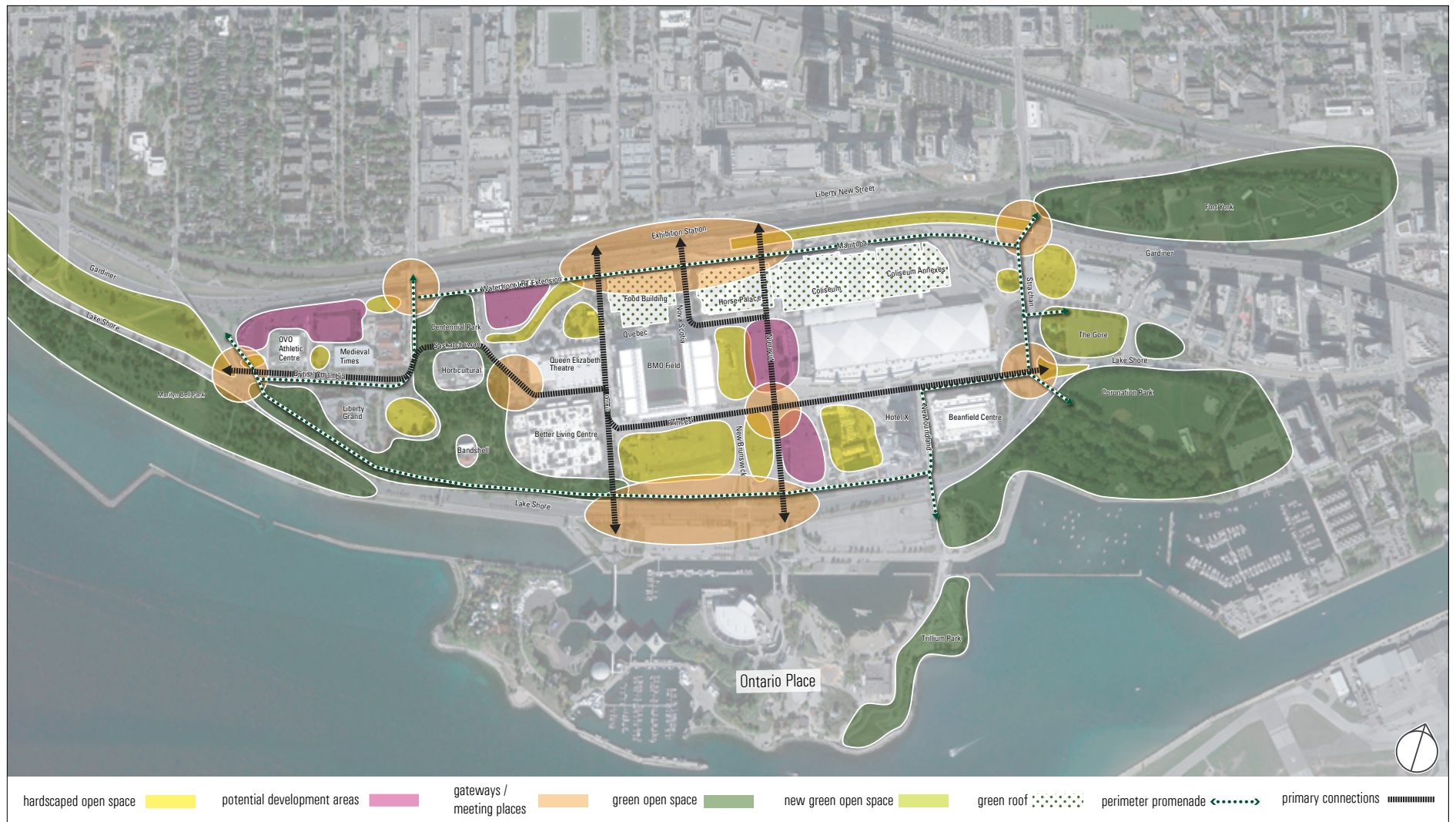
The site occupies a considerable land area of 192 acres, encompassing multiple functions and the many layers of its physical evolution over time. The high-level opportunities for the identified through the urban design analysis, and informed by the Vision and Guiding Principles, are compiled in Map 55. This is a schematic representation of areas to be preserved and extended into an interconnected green space system; areas with potential for new buildings or structures; important gateways and meeting places; and opportunities for flexible, multi-purpose hardscaped open spaces.

To manage future improvements and development of the area, a conceptual strategy has been developed that builds on the SWOP analysis and reinforces the character of the three overlapping program areas emerging at Exhibition Place: the Relax, Entertain and Exhibit zones.

Identifying these zones by their predominant function provides a general, overarching direction for the physical character and public realm approaches for each program area, reinforcing their underlying designed cultural heritage landscapes and attributes.

"Exhibition Place has continually functioned as an expanse of open space overlooking Lake Ontario and defined by permanent and monumental exhibition pavilions set in attractively landscaped areas."

– Exhibition Place Cultural Heritage Landscape Assessment, April 2019



Map 55. Opportunities and potentials within and adjacent to the Study Area



Map 56. Different zones within the Study Area

3.4.1 RELAX Zone

The RELAX zone is envisioned as a green space with enhanced opportunities for passive recreation and enjoyment of the landscape. Located on the western side of the site, the Relax zone encompasses the majority of the existing green open space and heritage buildings, as well as most of the existing viewsheds toward the site, significant buildings, and the lake. In particular, this zone includes the cultural landscapes associated with the Fort Rouillé site (Bandshell Park), the Gouinlock collection of buildings and the Dufferin Gate entrance plaza.

It is envisioned that this area will continue to maintain and rehabilitate the existing cultural heritage landscape; celebrate views to Lake Ontario; maximize green space, provide opportunities for passive and active recreation – both on a daily basis and during major events - and prioritize pedestrian and cycling amenities.

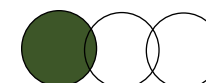
RELAX Zone - Proposed Public Realm Improvements

- 1** Pedestrian connection to Parkdale
- 2** Enhance Dufferin gateway/Transit stop
- 3** Flexible space
- 4** Meeting place
- 5** Increased usage of Bandshell Park
- 6** Improved pedestrian movement along Lake Shore Blvd W (Promenade)
- 7** Enhanced west gateway
- 8** Marilyn Bell Park expansion

Opposite page sources: 2. www.wikimedia.org, 3. www.needpix.com, 4. www.wikimedia.org, 5. www.wikimedia.org, 6. www.pixabay.com



Map 57. Proposed public realm improvements within the RELAX Zone



3.4.2 ENTERTAIN Zone

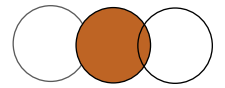
The ENTERTAIN zone would become the central focus for gathering areas and meeting places on the Exhibition Place grounds. Located in the middle of the site, this zone captures the modernist and contemporary buildings that primarily serve entertainment and gathering functions, as well as the existing Exhibition GO/TTC loop and the majority of existing surface parking areas. The major transit hub is recommended for expansion to include the proposed Ontario Line and become an iconic gateway to the Exhibition Place. Centrally located near transit, this zone is well-positioned to provide key north-south linkages between Liberty Village to the north and Ontario Place to the south. To continue uninterrupted operations of signature events, a major north-south connection would allow a direct route for all modes of mobility while preserving protected cultural heritage landscape views.

The ENTERTAIN zone has the potential to become the most flexible and resilient area on the Exhibition Place grounds. Large hardscape areas can be designed for conversion to support a variety of needs, whether it is staging, storage, parking or a testing ground for innovative technology pilot projects. In particular, Festival Plaza, envisioned for the south parking area, would be able to support large events, and day-to-day programming for spill out areas, cafes, food trucks, meeting places and outdoor seating when not in use. During major events and festivals, Festival Plaza would provide an unobstructed open space to allow for required event programming and staging. The creation of a park bridge over Lake Shore Boulevard West is an opportunity for Festival Plaza to extend south to connect with Ontario Place.

ENTERTAIN Zone - Proposed Public Realm Improvements

- 1** Transit hub with improved connections to Manitoba Dr. Transit stop
- 2** Elevated multi-use promenade
- 3** Flexible hardscaped open space
- 4** (programming, parking, operation, etc.)
- 5**
- 6** Connection to Ontario Place/Meeting place
- 7** Meeting place
- 8** Flexible space with different staging options

Opposite page sources: 1: Eole 99, www.wikipedia.org, 4, 5. www.wikimedia.org, 6 Photo by WikiPedant at Wikimedia Commons - CC-BY-SA-4.0; 8.www.flickr.com; Credit: Calgary Reviews)



Map 58. Proposed public realm improvements within the ENTERTAIN Zone

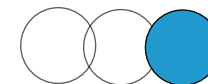
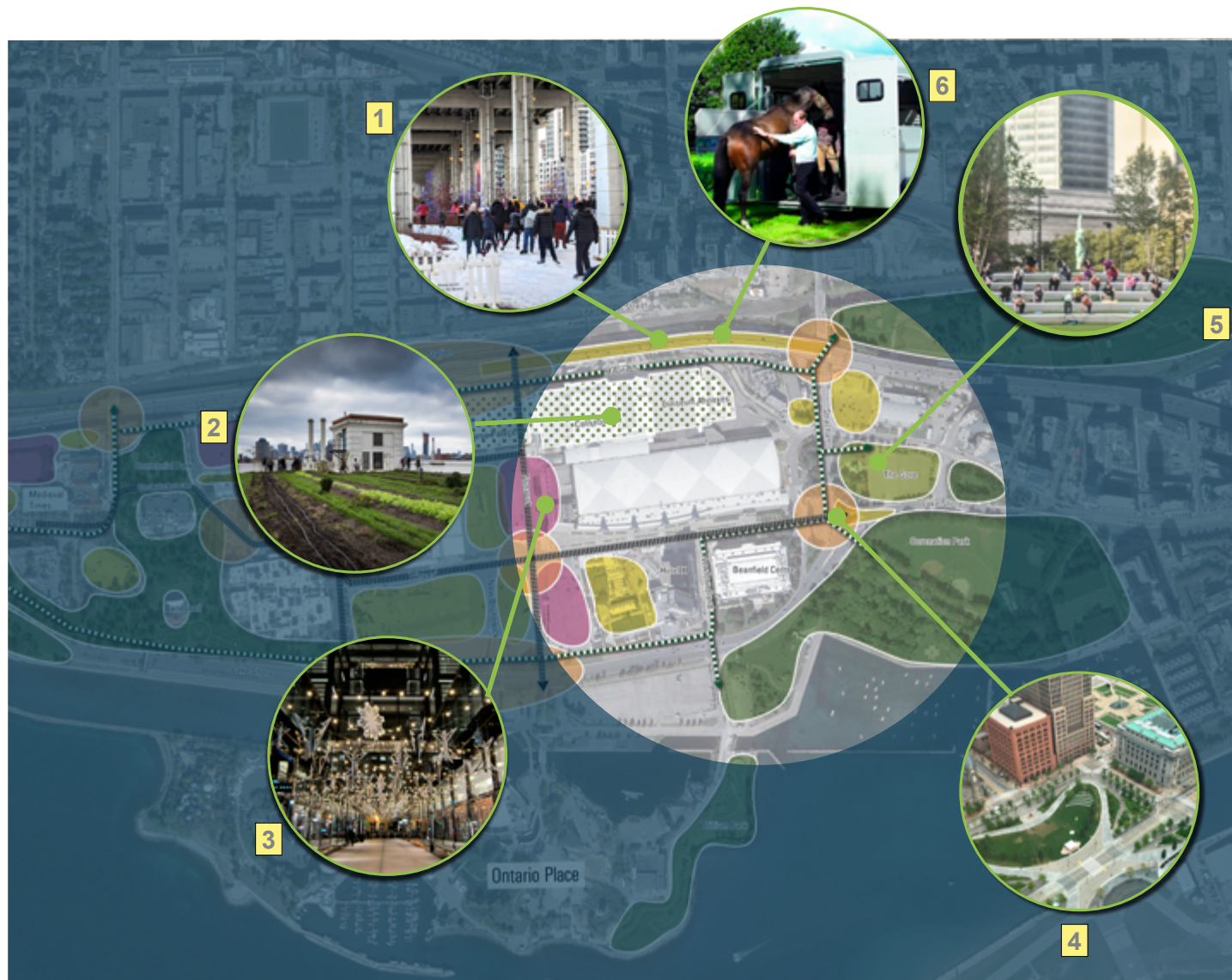
3.4.2 EXHIBIT Zone

The EXHIBIT zone reinforces the primary role of Exhibition Place in economic development and trade, focused on the most eastern area of the site. The evolution of the grounds through the 1920s and 1930s saw the establishment of the grand entrance at Princes' Gates, as well as permanent structures in classical Beaux-Arts/Art Deco styles to house the exhibition functions of the CNE and the Royal Agricultural Winter Fair. The prominent east-west axis of Princes' Boulevard, Princes' Gates and formal alignment of the built form celebrate this cultural heritage landscape and emphasize the iconic gateway. The vision for this area is to maintain the formal promenade, unobstructed focal views and complementing the existing built form. The existing plaza at Princes' Gate can be extended over Strachan Avenue and become better integrated with the adjacent Gore Park and Coronation Park.

EXHIBIT Zone - Proposed Public Realm Improvements

- 1** Extension of the Bentway for public use and access
- 2** Accessible green roof
- 3** Internal mid-block connection
- 4** Enhanced Princes' Gate/Meeting Place
- 5** Revitalization of Gore Park
- 6** Flexible space under the Gardiner for staging

Opposite page sources: 2, 3, 4, 5 and 6. www.wikimedia.org



Map 59. Proposed public realm improvements within the EXHIBIT Zone

3.4.3 GREEN DNA

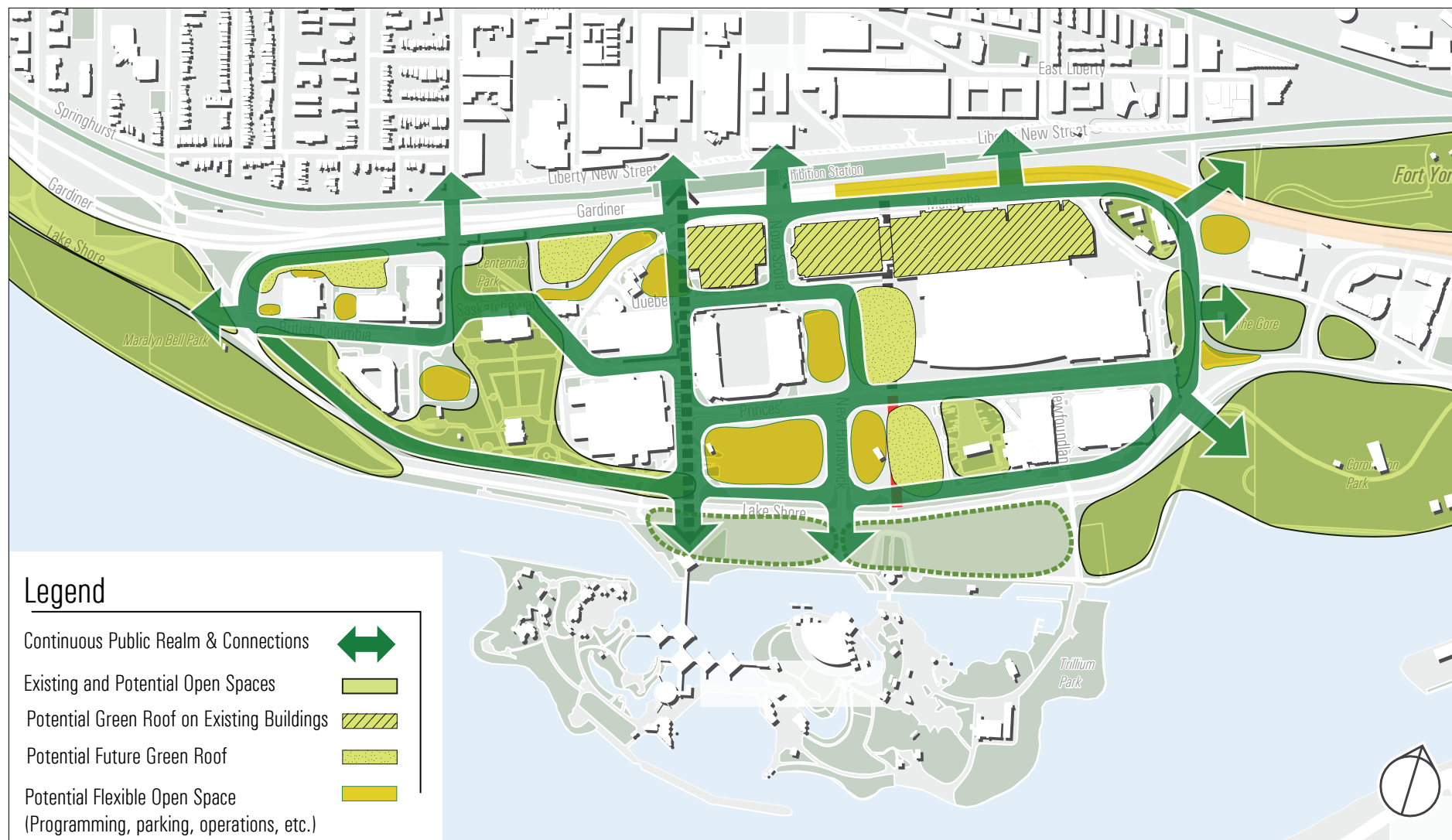
The concept of "Green DNA" is proposed as a physical "binding agent" that would integrate the three program areas of RELAX, ENTERTAIN and EXHIBIT through a comprehensive public realm strategy for the site. Renewed focus on the Green DNA of Exhibition Place would enhance its sense of place, restore transitions between designed cultural heritage landscapes and rehabilitate the historic relationships between buildings and their associated open space. These elements would also serve to connect Exhibition Place visually and physically to surrounding green parks and open space system. The CHLA outlines a series of actions to achieve these objectives, considered through the SWOP analysis and incorporated into a draft Structure Plan described in Section 3.5 below.

Building on the Exhibition Place GreenSmart program, green infrastructure can be implemented to improve environmental performance, to further promote sustainable and resilient practices, and to minimize climate change impacts, including:

- *expansion of green roofs;*
- *urban agriculture and locally grown food;*
- *stormwater management through permeable surfaces and additional soft landscaped areas;*
- *improving park and green space to create better access to a continuous green public realm; and*
- *green linkages to, from and within the site, to the broader open space system.*

"Green infrastructure means natural and human-made elements that provide ecological and hydrological functions and processes. Green infrastructure may include components such as natural heritage features and systems, parklands, stormwater management systems, street trees, urban forests, natural channels, permeable surfaces, and green roofs."

- Official Plan – City of Toronto



Map 60. The Green DNA

3.5 Draft Structure Plan

The Opportunities identified through the Analyze stage informed the development of a draft Structure Plan for Exhibition Place. This draft Plan builds upon the 2010 Structure Plan with an updated framework illustrating focus areas for potential improvement. It is intended that through future study phases, the key moves identified in the draft Structure Plan can be tested and refined in the development of a final recommended Master Plan for Exhibition Place. The draft Structure Plan is composed of the following elements:

3.5.1 Existing physical features

As a baseline condition, the Plan includes the buildings, structures, roads and pathways that are not expected to change.

3.5.2 Gateways/Meeting Areas

New and existing gateways, as well as more established meeting areas are identified to create visual landmarks to support wayfinding and improved accessibility to the grounds. Existing gateways identified for potential improvements include:

- *The western gateway at Lake Shore Boulevard West near the British Columbia Road entrance, to be enhanced to improve pedestrian and cycling safety and connections to south Parkdale, Marilyn Bell Park and the waterfront trail system;*
- *Dufferin Gate to the northwest, where transit improvements and the relocation of the Dufferin Gate Arch provide the opportunity to create*

an enhanced welcome plaza with ceremonial landscape features, plantings, and improved pedestrian routes through Centennial Park to the Princess Margaret Fountain; and

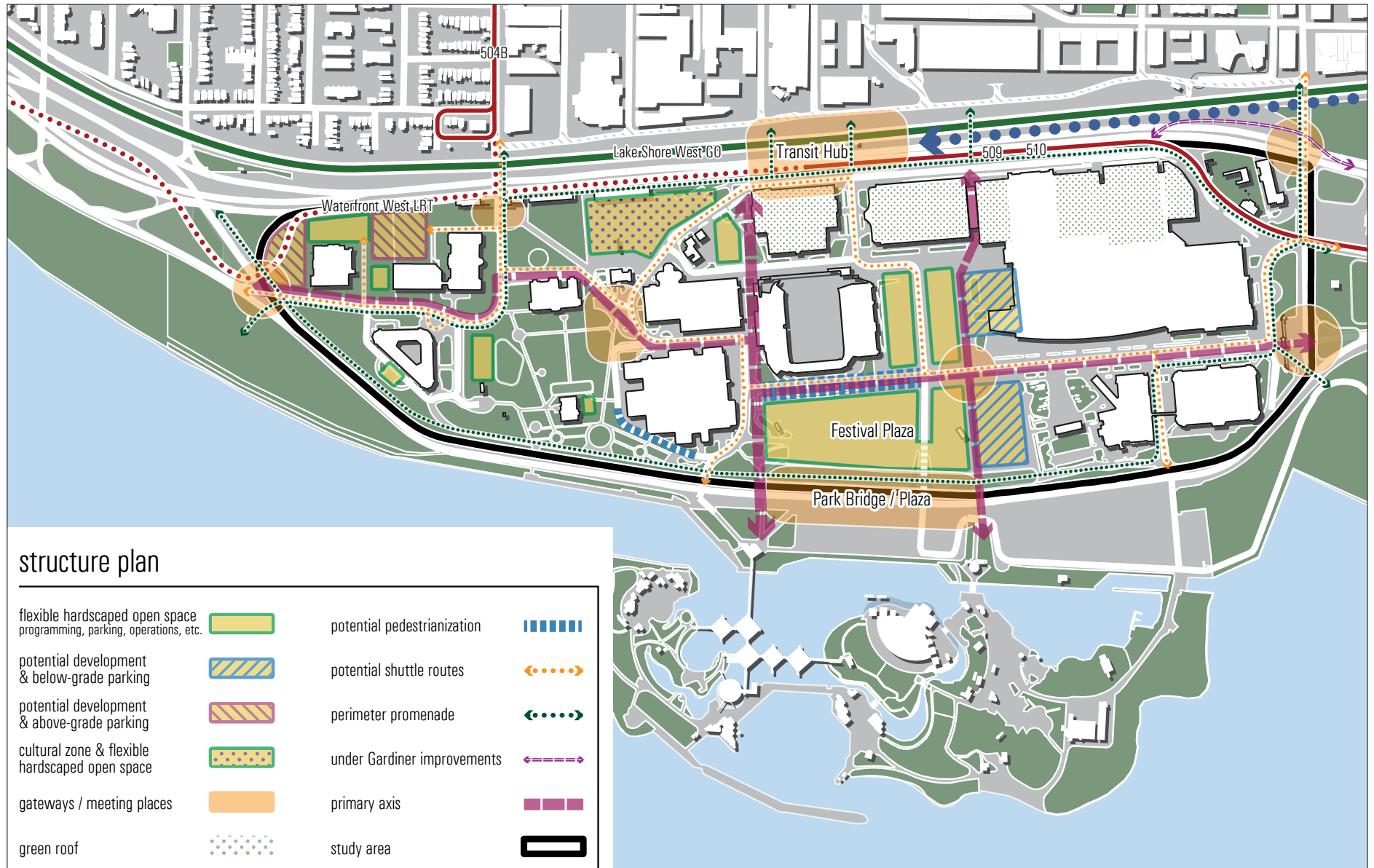
- *Princes' Gates to the east, where public realm improvements can highlight the iconic entry and axial views to the grounds, as well as connections to adjacent green open spaces at Coronation Park and The Gore Park.*

Opportunities to create new gateways that can supplement access to the grounds are as follows:

- *Leveraging transit investment to establish a significant Transit Hub at the north end of the site to make it a high-quality public meeting place that will promote transit use, including creating potential additional connections across the rail corridor;*
- *A significant land bridge spanning Lake Shore Boulevard to the south, linking Exhibition Place with Ontario Place; and*
- *a northeast connection under the Gardiner Expressway and Strachan Avenue, connecting to the Bentway and Fort York National Historic Site.*

Where prominent views identified in the CHLA and access routes converge, new meeting places can be established through special public realm treatments:

- *at the intersection of Saskatchewan Road, Princes' Boulevard and Manitoba Drive, centred on the Princess Margaret fountain; and*
- *at the intersection of Princes' Boulevard with Nova Scotia Avenue.*



Map 61. Draft Structure Plan

3.5.3 Future Opportunity Areas

Due to the high degree of usage of the grounds and the direction to rehabilitate the cultural heritage landscape of Exhibition Place, a limited number of areas emerge as potential areas where new buildings or structures can be accommodated. The Plan assumes some expansion of the Enercare Centre into the open space to the west of the building, and the potential development of a second phase of Hotel X to the west of the Stanley Barracks. The integration of new below-grade parking facilities are anticipated as part of the redevelopment of both sites.

Two sites at the northwest corner of the grounds are identified as potential opportunity areas, which are appropriate locations for future buildings or structures, and may include above-grade parking facilities where displaced parking spaces or staging areas may be relocated.

The area between Centennial Park and Manitoba Drive is identified as a potential "cultural zone" which can be designed as a flexible, hardscaped open space to accommodate cultural, community or festival-related programming, or a building which can be designed to accommodate temporary event operations, functions and storage at or near the ground plane.

3.5.4 Potential Pedestrianization of Roadways

Opportunities to encourage a more walkable environment can be achieved through the strategic pedestrianization of lower-traffic routes. Two opportunities to be explored are:

- *a portion of Prince Edward Island Crescent, between Ontario Drive and the access to Bandshell Park to create an entrance plaza along the southwest edge of the Better Living Centre; and*
- *a portion of Princes' Boulevard between Ontario Drive and New Brunswick Way, to create a pedestrian plaza/extended programming space along the southern edge of BMO Field.*

3.5.5 Perimeter Promenade

Active recreation and alternative pedestrian/cycling routes to the various venues on the site can be improved with a barrier-free promenade traversing the perimeter of the site. The Draft Structure Plan shows a potential routing linking the existing walkway along the south end of the site with new paths extending east-west and north-south around the site edges, which could be designed with a common public realm treatment and signage. The promenade would allow for better access to and appreciation of the heritage buildings and landscapes around the entirety of the site, as well as linkages to the broader green space network.

3.5.6 Microtransit and Event Shuttle Routes

The implementation and regular use of on-site shuttles, potentially automated, and tailored to specific event needs, would greatly improve first and last mile connections. In particular, shuttles would benefit those with accessibility issues, transit stations, and those parking near the peripheries of the site, further from their intended destination. In addition to the development of a corresponding revenue and service model, a site shuttle system would require some supporting infrastructure to ensure seamless connectivity between buildings and multi-modal transportation facilities throughout the grounds.

3.5.7 Primary Axes

More prominent and direct routes along primary axes serve as structuring and connecting elements for the entire site, helping to establish a sense of place and assist with wayfinding. The primary axes that warrant special consideration and public realm improvements are identified as follows:

- *Princes' Boulevard, the central, grand avenue for the grounds, bookended by the Princes' Gates to the east and the Better Living Centre to the west;*
- *The westward extension of Princes' Boulevard to connect with Saskatchewan Road and British Columbia Road, which can be enhanced as a scenic route through the heritage buildings and landscapes that characterize the 'Relax' Zone;*
- *Two major north-south pedestrian links to connect people from the transit hub at the north edge, through the site and alongside key venues, to Ontario Place. One of these could feature an elevated*

promenade that allows for free movement of pedestrians, cyclists, and potentially transit vehicles and could be designed to include weather protection and above-grade access points to the various venues along the route. Clear and unimpeded movement through the site should be maintained even when major events are occupying the grounds.

3.5.8 Green Roofs

The Plan illustrates the potential installation and expansion of green roofs at the Enercare Centre and Food Building, to support sustainability objectives at Exhibition Place.

3.5.9 Transit Hub

The location of the Ontario Line station at the Exhibition GO/TTC loop would serve both Liberty Village residents and employees in addition to Exhibition Place users.



4. Next Steps

4.1 Guidelines for Master Plan Development

At its meeting of May 14, 2019, City Council adopted a study framework consisting of eight inter-related elements to guide ongoing work on the Exhibition Place Master Plan. These include:

- *Heritage and Archaeology*
- *Public Realm/Open Space*
- *Connectivity/Linkages*
- *Mobility*
- *Resilience*
- *Built Form*
- *Operations*
- *Stakeholder Engagement*

This report sets out a proposed Vision and Guiding Principles to inform decision-making regarding the physical grounds of Exhibition Place. A Conceptual Strategy and draft Structure Plan illustrate a potential approach to the way these principles could be applied to the grounds. It is not anticipated that these changes would take place all at once – rather, they provide a framework to evaluate opportunities to ensure the overarching vision for Exhibition Place can be achieved.

These proposed directions and strategies are the first step in the development of a Master Plan for Exhibition Place. As the Master Plan continues to evolve, the exploration of possible opportunities and interventions should take the following guidelines into consideration.

4.1.1 Heritage and Archeology

Implement the recommendations of the Cultural Heritage Landscape Assessment to promote heritage conservation and rehabilitation.

The recommendations of the Cultural Heritage Landscape Assessment provide a comprehensive strategy that includes policy implementation; principles for rehabilitation; and specific, individual interventions to be undertaken on the site, its buildings, structures and landscapes. These CHLA recommendations have shaped the emerging Master Plan directions and should remain a fundamental framework guiding the physical management of the Exhibition Place grounds.

4.1.2 Public Realm and Open Space

Enhance the Public Realm to improve the visitor experience and strengthen the site's identity as a gathering place.

Exhibition Place is a unique destination attracting millions of visitors to Toronto, and a primary goal of any intervention should be to improve their experience on the site to encourage new and repeat visits. Public realm enhancements should promote pedestrian movement, provide a significant open space to accommodate large public events, and offer spectacular places to be enjoyed year-round.

4.1.3 Mobility

Prioritize transit and encourage multi-modal mobility to, within and through the site.

Central to an enhanced visitor experience is to make it convenient for large amounts of people to travel to, within, and through the site without the need to use individual, single-occupancy vehicles unless absolutely necessary. While many visitors may need to drive to shows and events at Exhibition Place, the goal of improving mobility to and within the site can be achieved with significant improvements to transit connections, together with pedestrian and cycling facilities.

Transit is key to moving the greatest amount of people to and from the site, and ease of movement will make the site more attractive for visitors, residents and operators. As transit investment and other transportation demand strategies are implemented to serve the Exhibition Place grounds, future opportunities to optimize and potentially reduce surface parking may emerge.

4.1.4 Connectivity and linkages

Enhance and create new gateways linking the grounds to surrounding parks and open spaces, neighbourhoods, Ontario Place and the waterfront.

To overcome the perceived isolation of the Exhibition Place, new and existing gateways to the north, south, east and west can reconnect the grounds both visually and physically with the City and the broader parks and open space network. In particular, the Master Plan should allow for meaningful connection to Ontario Place to allow for the coordinated planning of both sites as an integrated district. The historic relationship of

Exhibition Place to Lake Ontario should also be re-established.

4.1.5 Built Form

Identify appropriate sites for potential future development.

Exhibition Place is used throughout the year for a wide range of one-time, seasonal and year-round activities, and the configuration of the grounds varies for each event. Opportunities to expand existing buildings and add new ones without having an impact on current programming must be very carefully considered. In particular, the Master Plan should assume the expansion of the Enercare Centre to accommodate increased trade show and convention capacity; and the second phase of Hotel X should the leaseholders exercise their option for development. Any opportunities for future development should have consideration for the heritage character of Exhibition Place, impacts on operations and parking supply, and opportunities for improved public realm, transit and mobility interventions.

4.1.6 Operations

Accommodate event operations and optimize parking to support the success and growth of attractions, balanced with public realm objectives.

The Canadian National Exhibition, trade shows, conferences, festivals, sporting events, venues and other programming at Exhibition Place all require specialized logistics and 'back-of-house' activities to mount a successful event. Additionally, the need for parking for operators, vendors and attendees will remain even with the implementation of transportation demand management

measures. Any potential physical changes to the site should review and mitigate potential impacts on site operations and parking provision.

4.1.7 Resilience

Build upon leadership and innovation in sustainability and resilience

As a significant public asset on Toronto's waterfront, Exhibition Place should continue and expand its role as a leader in environmental initiatives and sustainable development practices, seeking new ways to implement innovative strategies to improve stormwater management, energy efficiency and biodiversity.

4.1.8 Stakeholder Engagement

Continue robust stakeholder engagement in decision-making.

As the Master Plan develops through future phases, ongoing consultation with relevant stakeholders and the public at large will ensure that the potential impacts of proposed interventions can be identified and assessed.

4.2 Potential Areas for Further Study

This report presents a starting point articulating the strategies to be explored and tested in the development of a final Master Plan. The following areas for further study are recommended to test ideas and determine a road-map for implementation.

Studies recommended for future phases of the Master Plan development should be guided and informed by the Cultural Heritage Landscape Assessment. The strategies and principles for the conservation and rehabilitation of this provincially significant cultural heritage landscape are foundational to the master planning of the site.

4.2.1 Multi-modal Transportation Strategy

Understanding and identifying potential solutions to manage mobility to Exhibition Place will require a holistic review of current transportation demands as they affect the site, including personal vehicle use, transit, pedestrian and cycling connectivity, parking and surge crowds associated with major events. The study should review recent related studies, assess demand and examine the potential for broad changes in travel patterns as a result of transit investment, evolving consumer travel preferences, changing demographics, growth in surrounding areas, increased traffic congestion, ride hailing, emerging micro-transit technologies and options, and other mobility innovations. The study would recommend strategies to encourage ease of transit use, discourage travel by personal vehicle, and optimize parking on the grounds.

It is recommended that this analysis include a phasing strategy to identify preconditions for the consolidation and/or relocation of surface parking

areas, and potential reduction of parking spaces as demand decreases. The study should deliver a refined conceptual site transportation plan that leverages and enhances sustainable transportation modes.

4.2.2 Operations and Logistics Study

Future phases of the Master Plan development should be informed by a detailed review of the loading, operations, site circulation and logistics associated with long-term tenants and staging major events throughout the year. This study, which could be undertaken with consultant assistance, would involve ongoing consultation with tenants and operators to gain a thorough understanding of current needs and identify practical opportunities to consolidate, relocate and/or optimize site operations to create opportunities for public realm improvements.

Alternative event setup and storage options may provide opportunities to enhance the public realm and public programming opportunities on the grounds, which have the potential to also provide benefit to tenants and event operators. Opportunities to re-allocate logistics functions off-site, underground or above grade, alternative load bearing surface treatments, as well as revenue impacts to the City of such options would be included in the review.

4.2.3 Economic Impact/Opportunities Study

This study is recommended to review and confirm the economic impact of the current activities, events and attractions at Exhibition Place, and

undertake a cost/benefit analysis of implementing the heritage, parks and public realm strategies articulated in the draft Structure Plan, such as:

- *consolidating and relocating parking*
- *creating Festival Plaza, land bridge and other public gathering spaces*
- *introducing additional food service options and off-peak programming, and*
- *opportunities for new revenue-generating activities.*

Such analysis would consider the impact and opportunities for existing tenants and recommend priorities for future investment.

4.2.4 Conservation Management Plan

The Cultural Heritage Landscape Assessment recommended the development of a Conservation Management Plan to conserve the site as a significant cultural heritage landscape. The Conservation Management Plan would establish a matrix for evaluating the impact of future interventions to the site and establish governance for the review of alterations, new development, etc. and continued stewardship of CHLA. It is recommended that this study be undertaken concurrently with other ongoing Master Plan studies to coordinate public and stakeholder consultation efforts.

4.2.5 Interpretation Plan

The CHLA also recommended the development of an Interpretation Plan to communicate the site's rich, layered history and using innovative approaches for historical interpretation by residents and visitors alike.

4.2.6 Landscape Planting and Maintenance Plan

A landscape planting and maintenance plan is recommended to establish a clear approach to plant health and end of life replacements, and to provide direction on intensity of use and appropriate spacing of uses to allow recovery periods for lawns and plantings.

4.2.7 Stormwater/Wastewater Management Study

A stormwater/wastewater management study is recommended to assess existing conditions and efficiency of current water infrastructure servicing the site and recommend strategies for improving stormwater infiltration and reducing overland flow and flooding.

4.2.8 Food Building Feasibility Study

The Food Building is situated near the Exhibition GO Loop, offering an opportunity for integration within an expanded transit hub. It is recommended that a coordinated approach be undertaken with the City, Exhibition Place and stakeholders, TTC, and Metrolinx to develop and evaluate options for the re-use of the Food Building connected with transit investment.

4.3 Quick Start Initiatives

While the Master Plan would identify major transformational projects for long-term implementation, the City can undertake certain initiatives to improve the public realm and connectivity in and around Exhibition Place in the interim. Some recommended "quick start" projects include:

4.3.1 West Side of Food Building Pedestrian Path

The west side of the Food Building, as generally shown on Map 62, presents an opportunity to facilitate pedestrian movement line between the Transit Hub area and BMO Field. The existing pedestrian sidewalk along the west side of the building is narrow, indirect and generally obscured from adjacent pedestrian sightlines. There may be a short term opportunity to enhance this pedestrian route with tools such as:

- *landscape and special pavement treatment,*
- *improved visibility,*
- *lighting; and*
- *better signage and wayfinding.*

The interim enhancement of this route may help relieve crowding along Nova Scotia Drive pre and post major events as well as improve connectivity/visibility to venues and passive landscapes within the western portion of the grounds.



Map 62. Map showing the general location of the pedestrian path



Map 63. Map showing the general location of the landscape link.

4.3.2 Landscaped Link

One of the main goals of the Master Plan Strategy is to ensure that there is a strong network of pedestrian connections. Some of these connections are shared corridors that can be used by different modes of transportation, and some are dedicated rights-of-way for pedestrians. These connections were studied based on the location of existing roadways, sidewalks, desire lines, interface of existing buildings and potential future developments and their relationship to the larger network.

The outcome of the analysis identified an existing pedestrian connection, in the general location shown on Map 63, to be one of the quick starts. This walkway, which connects Princes' Boulevard to one of the Ontario Place bridges through the large surface parking area on the south side of the site, is currently defined by bollards. This opportunity can be realized in connection with the future hotel development phase or as a stand-alone capital project. Potential enhancements to this connection to be explored, with consideration for ongoing operational requirements for event staging, include:

- *Special paving treatment that is AODA compliant;*
- *Pedestrian-scale lighting and/or light bollards that are bird-friendly, safe and reflective of the history of Exhibition Place;*
- *Weather protection; and*
- *Sitting places and vegetation, if possible.*

Establishing this connection can support pedestrian connectivity by highlighting visual linkages southward to Ontario Place. This connection has the potential to be extended northward to Enercare Centre internally through an expanded facility, and eventually to Manitoba Drive. Parts of this future connection north of Princes' Boulevard can be internal and weather protected.

4.3.3 Transportation Innovation Zone

Exhibition Place has a long history of showcasing innovation in transportation. This legacy can be continued through the creation of a supportive site-specific policy and infrastructure framework to facilitate controlled trialling and feedback mechanisms on novel, emerging, or enhanced technologies and approaches that can help address transportation challenges within the City of Toronto. For example, portions of the grounds could form a testbed for passenger and goods transport technologies, smart and flexible street infrastructure, or alternative exterior hardscaped surface treatments which can also help facilitate longer term Master Plan goals.



Figure 158. Parc Hydro-Quebec

4.3.4 East Gateway (Princes' Gates)

The Princes' Gates form a very prominent entrance to Exhibition Place and a highly visible entry point into Downtown Toronto. Located at the intersection of Strachan Avenue and Lake Shore Boulevard West as shown on Map 64, the entrance were constructed to commemorate the Diamond Jubilee of Canadian Confederation as part of a plan for a grand eastern gateway with a triumphal arch leading to an immense entry plaza. The gateway was named for Prince Edward and Prince George who attended its official opening in 1927.

The front of the gateway has been enhanced with special pavement treatment, bollards and planters. However, there is a lot of potential for further improvements to create a stronger, more pedestrian friendly, visually appealing entrance with better connections to the surrounding context. The Gore, which is located to the east of the gateway is partly occupied by a large surface parking lot on its east side. The park is currently the location of a temporary Respite Shelter. Park development on this site will be undertaken as other uses are relocated. As noted above, this area forms part of 'The Core Circle', a Transformative Idea identified within the Downtown Parks and Public Realm Plan. The gateway enhancement can explore the following considerations:

- *The development of a design for The Gore that takes into account park facility needs in the area, programming opportunities (e.g. event use), interpretive opportunities and the need to better connect with the adjacent parks and public realm;*
- *Extending the special pavement treatment in front of the gateway to the east to create a visual connection and pedestrian crossing;*
- *Relocation of the westbound right turn lane from Lake Shore Boulevard West to Strachan Avenue, adding the triangle to the Gore Park boundary and extending the paving treatment to create an urban plaza and expanded park;*

- *Replacing the existing surface parking with soft landscape to expand The Gore; and*
- *Providing a walkway that connects the gateway and the pedestrian crossing to the transit stop at the northeast side of The Gore.*

4.3.5 Under Gardiner enhancements

The northern boundary of Exhibition Place faces onto the Gardiner Expressway, generally as shown on Map 65. To the east of the study area, the space under the Gardiner Expressway is the first phase of the Bentway, which is an enhanced public space offering new public amenities such as a skating trail and amphitheatre as well as an annual calendar of cultural, recreational and educational programs. While the space under the Expressway within the study area is used for storage, staging and operation during certain events, it has great potential to be enhanced as a part of the Bentway's extension. In order to ensure that no operation is interrupted and the space can be used by the public for the rest of the year, designing a flexible space can be the solution. In addition to creating a great space for daily public use, and opportunities for shared programming, this potential improvement would also act as another important gateway to Exhibition Place, connecting the grounds to the broader context and important sites including but not limited to Fort York National Historic Site.

This opportunity should be explored in coordination with the proposed Ontario Line, operational requirements, and the appropriate relocation of existing uses.

4.3.6 Other medium and long term initiatives

Through the development of the emerging Master Plan Strategies, City Planning has identified a number of other key initiatives that can be implemented in the medium term (5-10 years) or long term (10-20+ years). Other opportunities recommended for consideration include the following:

- *West gateway enhancement through the expansion of Marilyn Bell Park; special pavement treatment; safe pedestrian and cyclist crossing; connection to the Parkdale neighbourhood and improved transit;*
- *Dufferin Gateway enhancement through the creation of a transit node, special pavement treatment, relocation of Dufferin Gate Arch to achieve better connection to and from the site;*
- *South gateway/meeting place enhancement through the creation of an elevated park connecting to Ontario Place and creating a public open space over Lake Shore Boulevard West*
- *North gateway/meeting place enhancement through the creation of a major transit hub, better pedestrian connections to and from the site, special pavement treatment;*
- *Strengthening north-south connections through a multi-use elevated promenade connecting the north gateway to Ontario Place, while making it an outstanding public space;*
- *Enhancement of the main east-west connection through pavement treatment, streetscape improvement and unified street furniture; and*
- *The implementation of Festival Plaza - advance design of a flexible open space that can be used for staging and operation during events and a public open space for the rest of the year.*



Map 64. Map showing the location of Prince's Gate



Map 65. Map showing the space under Gardiner for potential enhancement.

4.4 Conclusion

Exhibition Place serves many functions for Toronto: it is a historic place with a rich layering of cultural heritage landscapes and built resources; a year-round centre for economic activity, trade, entertainment and tourism; a valuable oasis of open space in a rapidly growing city; and a long-standing fairground for celebrating innovation, agriculture, sport and community. Because of these varied roles, planning the physical site requires a careful balancing of needs and interests, as well as flexibility and efficiency to make the best use of the grounds. The establishment of a Master Plan for Exhibition Place would provide an overall vision, guiding principles and planning framework to guide physical change and evaluate future opportunities.

The Cultural Heritage Landscape Assessment lays the groundwork for rehabilitating and conserving Exhibition Place as an important waterfront asset in the heart of the City. Grounded in the CHLA recommendations, the proposed strategies explored in Phase 1 of the Master Plan study support the creation and enhancements of linkages, paths and gateways to better connect the site to surrounding areas and green spaces and improve internal movement. Investment in transit services and facilities is promoted as the key strategy for reducing vehicular traffic and parking needs, which in turn can open up opportunities for revitalizing expansive paved areas as flexible, multi-purpose open spaces. As an additional benefit, increased environmental resilience of the site will bolster the role of Exhibition Place as a leader in sustainability. Central to all of these Master Plan elements is the objective to improve the experience at Exhibition Place for visitors – whether local, regional or international – to ensure its continued success as Toronto's gathering place into the future.

This Proposals Report outlines a preliminary Vision, Guiding Principles, emerging strategies and draft Structure Plan for further consideration through future phases of analysis and consultation in the development of the Exhibition Place Master Plan.



Figure 159. Princes Gate at Night

(Source: www.wikimedia.org/wikipedia/commons/0/01/Princes_Gate_at_night.jpg Photo by Paul Bica)

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