



**STAFF REPORT
ACTION REQUIRED**

Parkdale Village Business Improvement Area Capital Design Strategy

Date:	May 6, 2009
To:	Toronto and East York Community Council
From:	Director, Business Services, Economic Development, Culture and Tourism
Wards:	14
Reference Number:	

SUMMARY

This report recommends Council adoption of the Parkdale Village BIA Capital Design Strategy as a guide for area streetscape improvements.

RECOMMENDATIONS

The Director, Business Services, Economic Development, Culture and Tourism recommends that:

1. Council approve the Parkdale Village Business Improvement Area Capital Design Strategy, dated December 2008, to guide capital improvements to the public right-of-way within the Parkdale Village BIA and that such improvements be implemented over-time, in accordance with the BIA Capital Cost-Share Program Guidelines.
2. Transportation Services, Technical Services and City Planning have consideration for the Parkdale Village BIA Capital Design Strategy when undertaking or planning public realm improvements in the Parkdale Village BIA boundaries.

Financial Impact

The Parkdale Village BIA Capital Design Strategy will be implemented by the BIA in phases. Improvements identified in the Strategy will be within the public realm and funded through the City’s BIA Capital Cost-Share Program. Proposed streetscape improvements will be evaluated in accordance with the Council approved Capital Cost-

Share Guidelines and subject to funding availability within the Economic Development, Culture and Tourism Capital Budget.

The 2009 Council Approved Capital Budget includes \$600,000 gross, \$300,000 net for Phase One of the priority pedestrian scale lighting plan. The 2010 and future requests will be evaluated in accordance with Program Guidelines and annual funding availability

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

ISSUE BACKGROUND

The Parkdale Village BIA was established in 1973 and subsequently expanded in 2003. The boundaries encompass properties primarily fronting on Queen Street West, between Dufferin Street and Roncesvalles Avenue.

In 2008, the BIA Board of Management agreed to undertake a comprehensive streetscape audit and strategy in order to develop a framework for consistent treatment to the public realm within their boundary. A Steering Committee of the Board oversaw the development of the strategy that included input from the BIA general membership and other local stakeholders. The BIA Board subsequently adopted the Parkdale BIA Capital Design Strategy, as prepared by Urban Strategies and Victor Ford and Associates, at its February 2, 2009, meeting.

In preparing the strategy, the consultants conducted site visits, audits and developed an inventory of existing conditions. These were used as a basis for developing guiding principles, key streetscape components and detailed costing. The Strategy sets out what elements of Queen Street West, within the BIA, need to be improved and a strategy to implement these improvements.

COMMENTS

Queen Street West, Parkdale's main street, is considered to be one of Toronto's most popular streets and extends through some of the city's well known neighbourhoods. It is also one of the longest streetcar routes in North America and is rated by National Geographic as one of the top ten "trolley rides" of the world.

Queen Street West in Parkdale is a mixed use area consisting primarily of retail, residential, office and service agencies that allow people to live, work and shop in the same area. The City's Official Plan designates this stretch of Queen Street West area as an area that will receive considerable growth over the coming years. Considering the above, it is important to have a strategy in place that also takes into account public realm improvements.

The Capital Design Strategy considers the overall structure of the main street in Parkdale, including the types of streets, blocks, the public realm, and the size and uses of land

parcels. The condition of these elements inform how the streetscape can develop over time as a consistent, balanced, uncluttered and rejuvenated public realm.

Some of the strengths that can be built upon include: transportation access, heritage, diversity, street life, neighbourhood identity, walkability and vibrant new businesses. As well, some of the weaknesses that can be addressed include safety, the relative level of underperformance of the south of the street and street clutter.

Proposed streetscape improvements include redesigning street corners as community gathering spaces, three gateways to demark key locations in the BIA and improved lighting of the sidewalks.

City Planning, Transportation Services and Technical Services agree in principle with the Strategy.

Implementation

Implementation of the Parkdale Village Business Improvement Area Capital Design Strategy can take place through the city's BIA Capital Cost-Share Program, where the BIA and the City each contribute fifty percent towards improvements; through the coordination public infrastructure improvements; and, where possible, through right-of-way improvements associated with private development applications.

Since the completion of the Strategy, the BIA, in conjunction with Economic Development, has proceeded to implement Phase One of the priority pedestrian scale lighting plan. In addition, lighting improvements identified in the strategy have been coordinated as part of capital improvements initiated by Transportation Services, Technical Services and the Public Realm Unit for the Dufferin Jog and Jameson Avenue reconstruction capital projects, respectively.

It is anticipated that, as a result of this Strategy, additional partnerships will be undertaken to implement the BIA's vision over time as opportunities arise through cut repair improvements, development approvals and capital improvement plans.

Parkdale BIA's Capital Design Strategy can also inform future Segment Studies, Avenue Studies or Heritage Studies that will impact on Parkdale's main street.

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SIGNATURE

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ATTACHMENTS

The Parkdale Village Business Improvement Area Capital Design Strategy is available for viewing in the City Clerk's Office.