

# ROGERS ROAD

City of Toronto

Program to Promote Economic Revitalization  
through Local Capacity Building

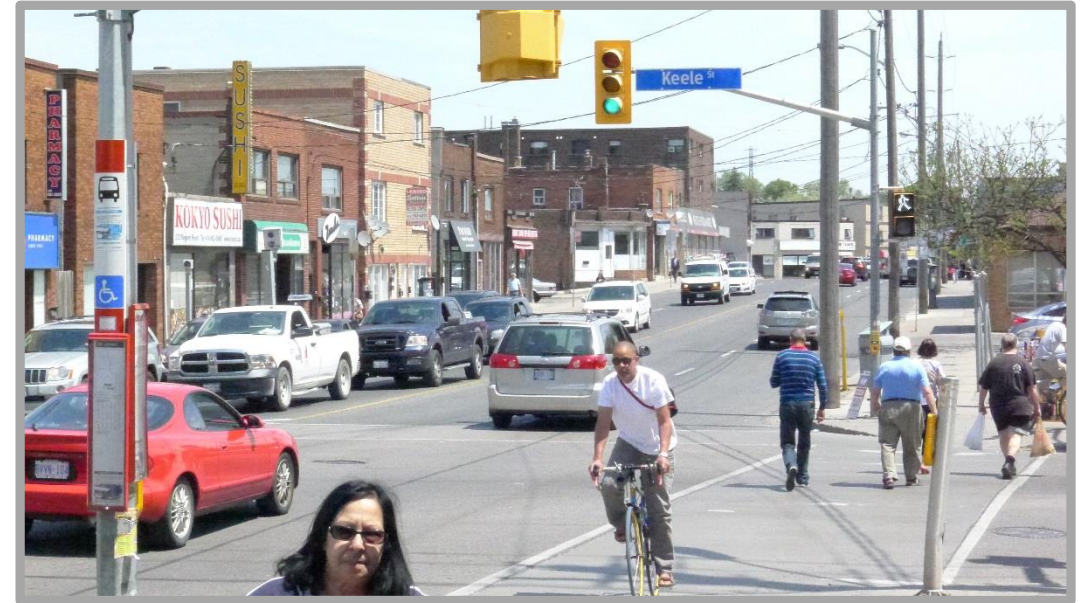
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## Roadmap for local economic revitalization





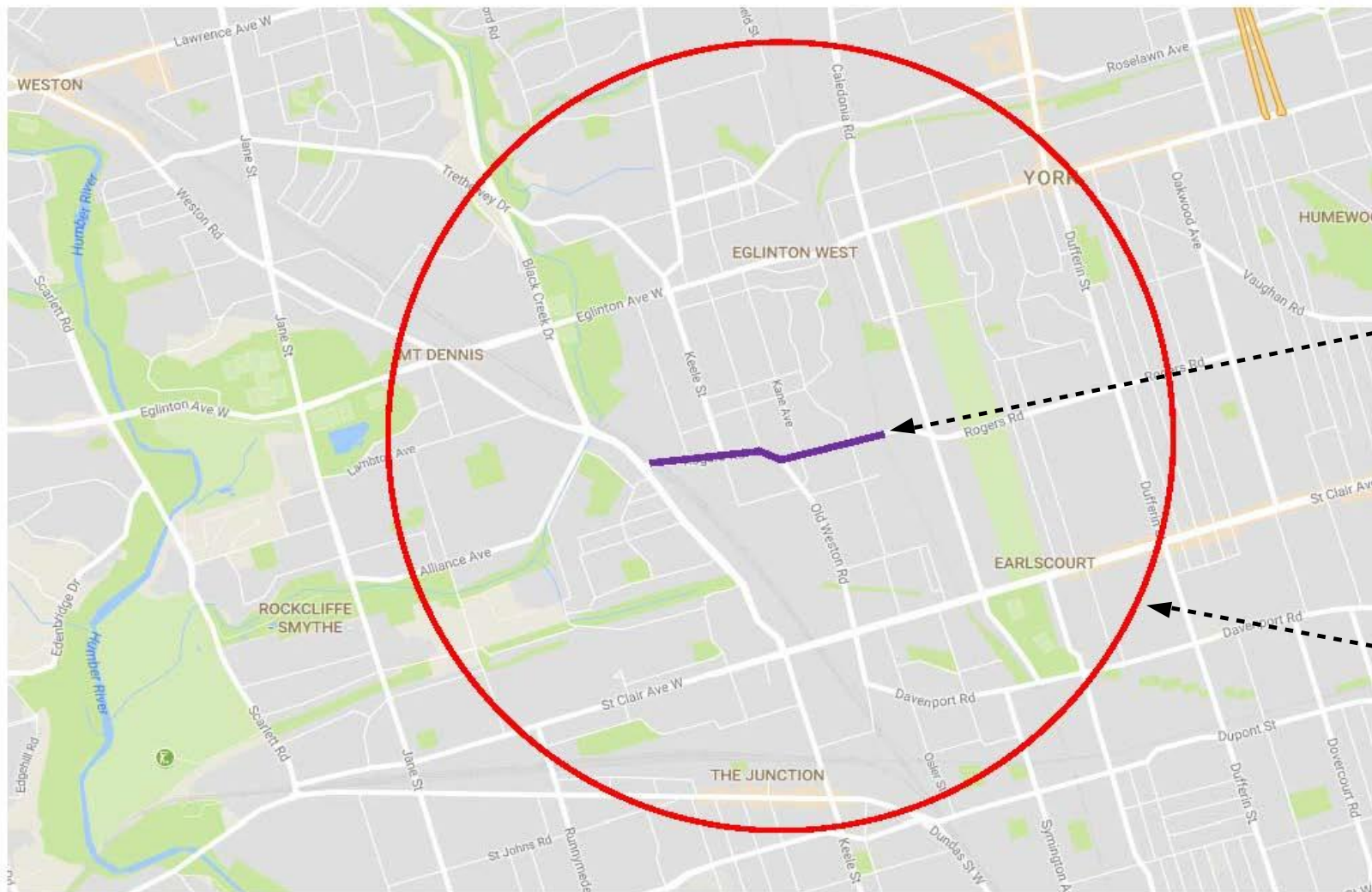
# The Rogers Road community is a mixed use area that allows for residential, retail, office, and community uses.

In 2015, City Council approved Economic Development & Culture's "Program to Promote Economic Revitalization in Distressed Retail Areas". Rogers Road, along with Oakwood-Vaughan, was one of two selected pilot project areas.

In 2016, the Toronto BIA Office commissioned an economic scan of Rogers Road to identify opportunities for growth. A steering committee of local stakeholders including business and property owners as well as residents was formed. The community working group identified issues and corresponding strategies.

**Next steps: Toronto City Council to consider the pilot project recommendations.**





# Rogers Road

## Commercial Area

Rail track west of  
Blackthorn Avenue to  
Weston Road

## Market Area

Dufferin Street, Dundas  
Street, Rockcliffe Blvd,  
Ingram Drive

# Rogers Road Market Area 2016 Economic Scan

## Businesses Today

115 Businesses within study area:

- 20% Food and Beverage
- 14% Personal Service
- 10% Food (meat, seafood)
- 16% Vacant Storefronts

## Potential Shoppers

- 75,000 residents
- 19,000 daytime working population
- 65,000 transit riders daily
- 3,000 pedestrians and
- 15,000 cars daily

## Retail Types to Prioritize

- Specialty butchers, fishmongers
- Portuguese restaurants and bars including churrasqueira and soccer
- Personal Services
- Specialty bakeries with Portuguese pastries

## Employment Data

- Daytime Population: 19,423
- Full-time: 13,676
- Part-time: 4,832
- Work from home: 915

## Business Attraction & Retention

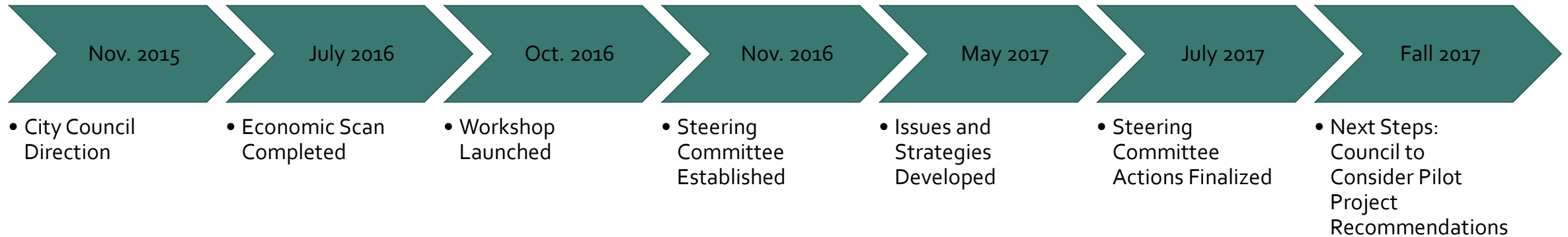
- Established residential sector with some growth to 2025
- Potential to attract younger demographic with families and pets
- Encourage local shopping by residents on foot, bike, and transit

## Collaboration Opportunities

- Encourage local stores to cross-promote & collaborate as clusters
- Promote district as a whole (e.g. Portuguese pastries map)
- Collaborate with property owners, and brokers

# Pilot Project: Rogers Road

In 2016, the Rogers Road neighbourhood was selected as a pilot for the City's revitalization program for disinvested commercial areas. The program seeks to build local capacity and partnerships to establish a community-leading organization with the capacity to implement sustainable economic revitalization strategies.



# The Rogers Road Community Today

In 2016, the Toronto BIA Office commissioned an economic scan of the Rogers Road area to explore opportunities to improve the public realm and pedestrian experiences as a way to support economic development. The research identifies who lives and works in the neighbourhood, what retail shops and services are available, and what the push-pull factors that attract or deter businesses to/from the neighbourhood are in place. The market area covers a two kilometre radius around Rogers Road, which is an easy distance to the main transit routes and a 10-15 minute walk from work or home.

## Area Summary:

- 74 400 residents are within a 10 minute walk of Rogers Rd and Old Weston Rd
- 41% are people between 35-54 years of age
- 54% are 1 to 2 person households
- 20% speak Portuguese as mother tongue; 7% Spanish; 6% Italian; 2.7% Vietnamese
- \$71 599 is the average household income
- 59% own; 41% rent
- 35% hold no certificate, diploma, or degree
- 20% work in sales and service
- 11% work in trades, transportation, and equipment operation
- 19 000+ people work in the area
- 53% commute by car; 42% use transit; 3% walk; 2% bike
- Walk score: 83/100 (a neighbourhood walkability measure)





## *Where do we see Rogers Road in 30 years?*

- With an established community centre
- Diversity in businesses
- An important part of Toronto culture
- No vacancies
- A City-wide destination that also supports local businesses
- Proud to identify with the area “Say Rogers”
- On the right track to be part of downtown – the best part of downtown
- Seniors friendly
- Family friendly
- Supportive of the disabled
- Small town feel (the people, the street width)
- A brand trending on social media
- Ahead of the curve
- Accomplished everything on our wish list



# ISSUES

- retail/business
- transportation
- infrastructure
- area marketing/branding
- crime and safety
- streetscape improvements



## Issues

## Strategies

### Retail/Business

#### Recommendation

*That a business directory and promotional materials be developed to identify area opportunities and business attraction retention and neighbourhood events be held.*

- Recognize existing business mix
- Make front windows more appealing
- Develop a business directory
- Create promotional materials
- Create a summer session event for businesses and residents
- Create a business attraction event highlighting investment area benefits



### Infrastructure

#### Recommendation

*Further explore community needs with staff from the SDFA division.*

- Community Centre for various activities
- Community Hub





## Transportation

### Recommendation

- That local stakeholders continue to work with the Toronto Parking Authority to achieve additional parking spaces.
- That the Steering Committee engage with Transportation Services to address bike lane concerns.
- That stakeholders engage with the Toronto Transit Commission and Metrolinx to understand future area plans and priorities and how the Rogers Road neighbourhood fits in.

- Identify connections and proximity to Metrolinx/TTC
- Increase parking on Rogers Road
- Remove bike lanes and increase enforcement and education
- Promote strong walking culture



## Crime and Safety

### Recommendation

*That the Steering Committee become a member of the local community Policy Liaison Committee to highlight Rogers Road specific issues in order to increase safety and reduce crime.*

- Increase police presence
- Invite police to future meetings
- Patrol for prevention
- Work with Community Policy Liaison Committee (CPLC) to understand related area issues



## Area Marketing/Brand

### Recommendation

*That the Steering Committee work with the appropriate parties to develop an area brand.*

- Former City of York history/legacy
- Good news stories
- Select name for the area (develop process, contest, etc.)



## Streetscape Improvements

### Recommendation

*That priorities for streetscape improvements address*

1. *Lighting improvements (Toronto Hydro streetlights and pedestrian scale types.*
2. *Flaking arts bump-outs and planting areas.*
3. *Astral Media street elements (benches, transit shelters, waste receptacles, ashtrays, postering columns, etc.).*
4. *Murals on rail track overpass, retaining walls, and on highly visible private property as appropriate.*

- Accessible ramps to businesses
- Improve existing, maintain existing and add street lighting (especially between Regent and Watt Streets)
- Clean streets and park (Bert Robinson Park)
- Brand/logo on the bridge structure on Rogers Rd. near Blackthorn Avenue
- Introduce flowers to the area
- Greening
- New bus shelters
- Increase benches, bins, and ashtrays
- Mural on the Green P west wall
- Introduce elements that convey the history of the area



**THE FOLLOWING PAGES IDENTIFY ADDITIONAL DETAILED STREETScape IMPROVEMENTS**



The Rogers road revitalization area has many opportunities for streetscape improvement. There are multiple options for immediate projects to make a significant impact along Rogers Road, along with more long term strategies.

## Murals

Murals create a distinctive feature for the neighborhood and activate an otherwise blank wall.

Existing Condition



Example from the Parkdale BIA



## Parkettes in flanking street Right of Way

Unused City right of way space can be converted to usable space for patrons and members of the community.

Existing Condition



Example from the Dundas West BIA



## Planters

Installation of flower planters within the right of way will help green and beautify the street.

Existing Condition



Example from the Financial District BIA



## Pedestrian light installation

Areas along Rogers Road do not have adequate lighting. The addition of pedestrian scale lighting can greatly improve the look and safety of the area.

Existing Condition



Example from the Crossroads of the Danforth BIA



## Increased street furniture

To request more benches, bus shelters and waste receptacles be placed along Oakwood Ave.

Existing Condition



Example from the Little Italy BIA



## Painting of utility boxes

The introduction of colour and art on utilitarian features within the public realm.

Existing Condition



Example from the Trinity Bellwoods BIA





**Key location: park and streetscape improvements**

The intersection at Rogers Road and Old Weston Road presents a excellent opportunity to create a focal point within the neighbourhood.

Existing Condition



Example from the Wilson Village BIA



**Creation of traffic bump-outs**

Using bump-outs on certain side streets to slow traffic and make turning onto Rogers Road safer.

Existing Condition



Example from the Emery Village BIA



**Beautifying the rail bridge**

The rail bridge is a prominent feature on Rogers Road. Refreshing the existing murals and improving the visual appearance of the bridge would make a great impact on the area.

Existing Condition



Example from the Riverside BIA



# *Options to address issues and achieve strategies with a sustainable structure that provides continuous and ongoing support*

## OPTIONS

- Council-funded support
- Establish a BIA
- Steering Committee
- Residents Associations





# Acknowledgments

## Participants

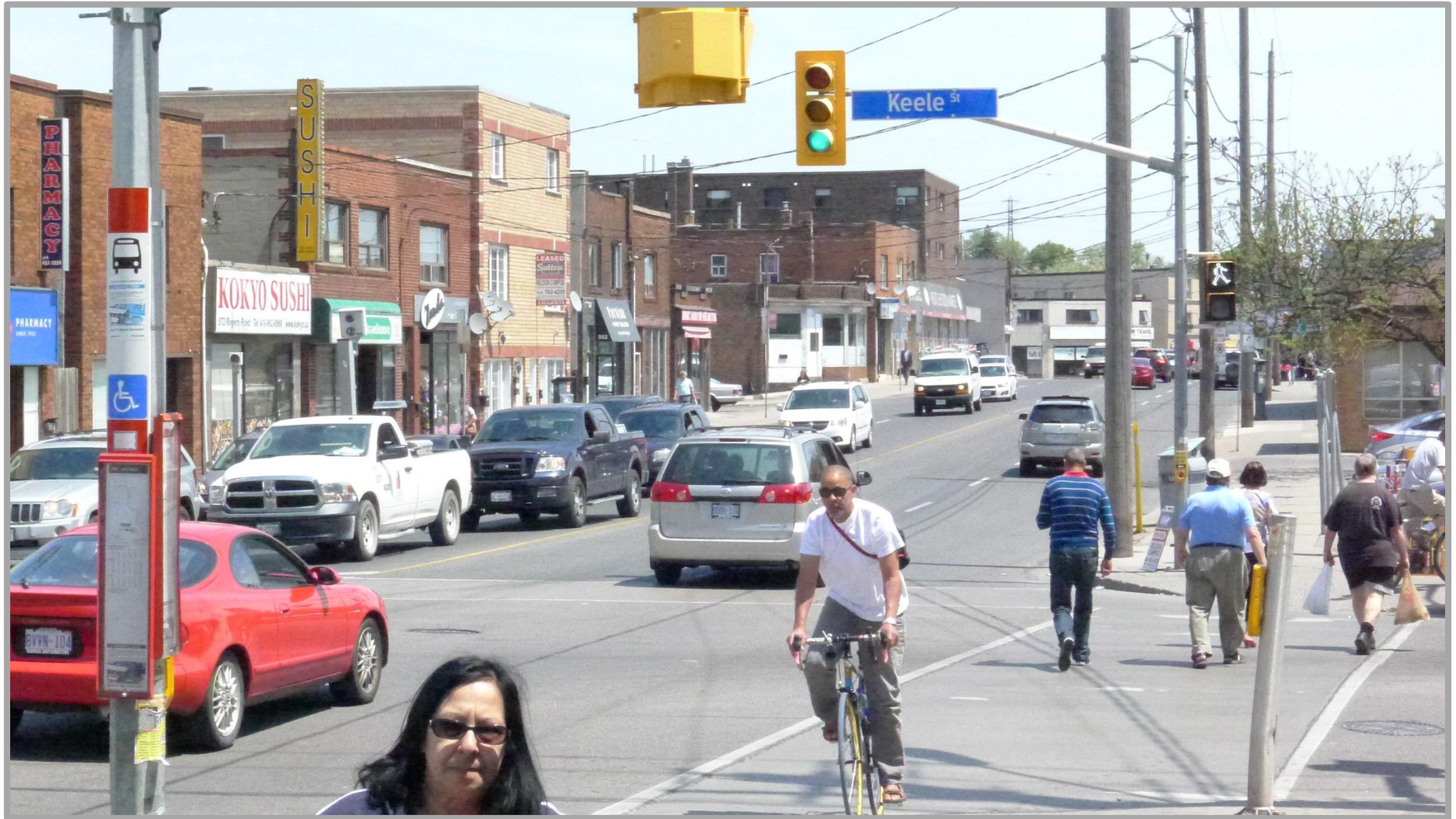
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*Rogers Road - Program to Promote Economic Revitalization through Local Capacity Building*