1.0 Purpose

The Danforth Avenue Complete Street and Planning Study is a joint project between Transportation Services, Economic Development and Culture, and City Planning to develop a Complete Street Design and Implementation Plan, Economic Analysis and Retail Study, and a Comprehensive Planning Framework. The study will bring together these elements through a coordinated public engagement process.

The Complete Street Study will include a detailed examination of the right-of-way and a feasibility design study to review traffic, parking, and other impacts specific to determining a complete streets design, including the potential for on-street cycling facilities along Danforth Avenue from the Broadview Avenue to Victoria Park Avenue.

The Economic Analysis and Retail Study will include an analysis of the retail profile in the study area and identify economic characteristics including trends, market types, gaps, and an origin and destination survey. The Retail Study will be aligned with the Complete Street study area between Broadview Avenue and Victoria Park Avenue.

The Planning Study will continue the planning work of the previous Danforth Avenue Planning Study that was conducted for the segment between Coxwell Avenue and Victoria Park Avenue focusing on the second segment of the study area between Broadview Avenue to Coxwell Avenue. The purpose of the Planning Study is to conduct a planning review and analysis to inform future city-building opportunities, guide development and growth, and enhance the public realm and quality of place towards developing a new planning framework and urban design guidelines for the area.

2.0 Background

In July 2018, City Council directed the General Manager, Transportation Services and the Chief Planner and Executive Director, City Planning, in cooperation with Economic Development and Culture, to initiate a comprehensive Complete Street Study of the Danforth corridor in 2019 with a focus on Danforth Avenue as a "complete street" with a vibrant commercial sector, and include a consultation process that involves a broad range of stakeholders such as Business Improvement Areas, resident, community, and cycling groups.

The initiation of a Major Corridor study for Danforth Avenue, between Broadview Avenue and Danforth Road was identified in the 2016 Ten Year Cycling Network Plan in June 2016. At that time, City Council directed Transportation Services to bring forward recommendations for the initiation of a Major Corridor Study on Danforth Avenue at a later date for future consideration. In addition, Transportation Services was directed to work with City Planning to consider cycling infrastructure as part of the Danforth Avenue Planning Study, so that they might inform one another. City Council also directed Transportation Services to evaluate Complete Street initiatives as part of the Danforth Major Corridor Study such that needs of all users of

Danforth Avenue including cyclists, pedestrians, motorists, transit users, seniors, people with mobility issues, and local businesses are considered.

On July 8, 2014, City Council adopted a motion to request the Chief Planner and the Executive Director, City Planning to undertake a planning study of Danforth Avenue in two segments, from the Don River to Coxwell Avenue and from Coxwell Avenue to Victoria Park Avenue. The first stage of the study from Victoria Park Avenue to Coxwell Avenue was adopted by TE34.22 by City Council on July 23, 2018.

The second stage of Danforth Avenue Planning Study will focus on the area between Broadview Avenue to Coxwell Avenue.

2.1   Study Goals

The goals of the study are to:

- Create a plan for the study area that is informed by and reflects the input and interests of a broad range of community members that are representative of the area.

- Complete a comprehensive review and analysis of Danforth Avenue through a complete street design approach with a focus on safety, pedestrian, and cycling infrastructure.

- Identify potential street cross-sections and opportunities for improvements to pedestrian and cycling infrastructure that are based on complete street principles and a Vision Zero approach to improve safety for pedestrians and cyclists.

- Assess the benefits and impacts of complete streets design options, including the potential for on-street cycling facilities along Danforth Avenue, along with an accompanying implementation plan.

- Ensure the development of a vibrant retail and business environment to support continued economic growth and prosperity, support Danforth Avenue as a destination and protect and encourage cultural vibrancy.

- Support businesses in the study area through a retail and economic strategy that improves the business environment and minimizes impacts during potential streetscape projects.

- Establish an updated planning framework and urban design guidelines to support healthy and inclusive communities, local business activity, and growth while preserving the historic fabric and identify defining characteristics of the study area.

- Support initiatives that incorporate green infrastructure, encourage resilience and address climate change.
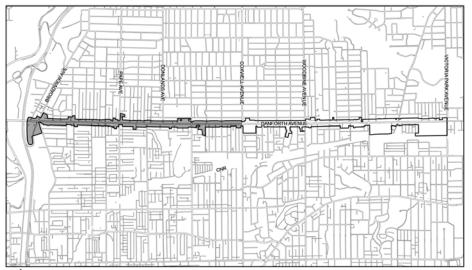
- Identify public realm and streetscape improvements that considers character-defining features and incorporate community input to improve the public realm.

- Align the development of a planning framework with complete street designs and other parallel initiatives in the area.

- Align planning strategies to support growth, including consideration of growth management objectives and other development opportunities.

2.2 Study Areas

The **Complete Street, Economic Analysis and Retail portions of the study** will be undertaken within Study Area 'B', between the Broadview Avenue and Victoria Park Avenue, involving a detailed examination of the right-of-way, and a design study to review traffic, parking, and other impacts specific to determining a complete streets design, as well as the potential for on-street cycling facilities along Danforth Avenue.

The **Planning Study** will be undertaken within Study Area 'A', between Broadview Avenue and Coxwell Avenue, and will include a planning review and analysis to inform the development of a planning framework that identifies future city-building opportunities, guides new development, and enhances the public realm and quality of place.

Danforth Avenue Study

Study Area A - Second segment of the Danforth Avenue Planning Study
Study Area B - Complete Street Study

Not to Scale
2/15/2019

2.3 Study Overview

The Danforth Avenue Complete Street and Planning Study will follow a multi-disciplinary approach. The Study will include extensive stakeholder consultation in order to assess existing conditions, understand community priorities, and to create a plan for the area culminating in a Complete Street Design and Implementation Plan, an Economic Analysis and Retail Study, and a comprehensive Planning Framework.

The Complete Street Study will provide a detailed examination of Danforth Avenue as a "Complete Street" to evaluate opportunities and impacts of cycling lanes and other changes within the right-of-way, and develop an implementation strategy.

The Economic Analysis and Retail Study will identify key demographic and economic trends on the Danforth, researching who lives and works in the neighbourhood, what stores and services are available and identify where people are going and where they are coming from to support and promote the economic vitality of Danforth Avenue.

The Danforth Avenue Planning Study will be a vehicle for long-range planning, urban design, and investment, building on the Danforth Avenue Planning Study already completed for the segment between Coxwell Avenue and Victoria Park. The City will develop recommendations for policy updates, heritage, urban design guidelines, public realm improvements, and other strategic recommendations to guide investment, development, and infrastructure improvements within the study area.

3.0 Scope of Work

The Danforth Avenue Complete Street and Planning Study is a joint project between Transportation Services, Economic Development and Culture, and City Planning to develop a Complete Street Design and Implementation Plan, Economic Analysis and Retail Study, and a Planning Framework. The study will bring together these elements through a coordinated public engagement process.

The study will be completed in 5 phases (24 months), with all components anticipated to be completed by December 2021.

- **Phase 1 (Q2-Q3 - June 2019 to December 2019)** Work Plan Development: Consultation on the Study Scope & Preliminary Area Profile

- **Phase 2 (Q4 - December 2019 – February 2020)** Finalize Area Profile, Issues Identification & Analysis

- **Phase 3 (Q1-Q2 - March 2020 – July 2020)** Develop Planning Framework and Complete Street Design Concepts, and consideration of a pilot project

- **Phase 4 (Q3-Q4 - August 2020 – December 2020)** Final Danforth Avenue Complete Street and Planning Reports

- **Phase 5 (Q1-Q2 - January 2021 - June 2021)** Detailed Complete Streets Designs/Implementation & Phasing

General List of Tasks:

1)   Develop Terms of Reference

- Consultation with the community, stakeholders, and staff on the terms of reference to discuss the overall work plan and make any adjustments that may be required.

- Develop a consultation plan and proposed structure of a Stakeholder Advisory Committee.

- Determine a preliminary list of data and information requirements necessary for undertaking the studies.

- Finalize the terms of reference and work programs for the Danforth Avenue Complete Street and Planning Study.

Complete Streets

2) Transportation and Streetscape Analysis

- Assess the multi-modal transportation function of Danforth Avenue including active transportation and the Vision Zero – Road Safety lens:

    - Review multi-modal counts including pedestrian, cycling, and motor vehicle;

    - Review collision history and identify road safety trends; and

    - Identify existing cycling infrastructure and connectivity to adjacent neighbourhoods.

- Review best practices of similar projects to inform design options and assessment of benefits and impacts in order to ensure an evidence based decision making approach.

- Develop recommendations to accommodate complete street design within a restricted right-of-way, in keeping with the City of Toronto's Complete Streets Guidelines.

    - Develop options for complete street cross-sections.

    - Identify strategies to enhance and animate the public realm and streetscape within the study area to improve public amenity and walkability through a review of streetscape elements such as street furniture, pedestrian clearway and accessibility needs.

    - Assess the impacts and benefits of complete street design options on pedestrian movement/walkability/accessibility, pedestrian and cyclist safety.

    - Incorporate the City's wayfinding strategy.

    Consider opportunities to use pilot projects or tactical urbanism to prove concepts as part of the study process.

3) **Parking, Loading, and Traffic Operations**

- Review existing traffic operation conditions, including surface transit.

- Identify curbside demands including loading and parking (passengers and delivery).

- Identify parking supply and demand, including on-street and off-street locations, as well as bike parking infrastructure and Bike Share Toronto.

- Assess the impacts and benefits of complete street design options on traffic operations, surface transit, curbside demands (such as parking, and loading activities), servicing and maintenance considerations, and local business.

4) **Phasing and Implementation Plan**

- Develop detailed design for recommended complete street design

- Identify cost estimates for implementation of complete street design

- Provide recommendations for potential timing of implementation of recommended complete street design, including opportunities for phased implementation.

Planning

5) **Land Use and Urban Design Analysis**

- Review existing land uses and character, potential areas of stability and areas of potential change, site size, configuration, and constraints.

- Identify potential major gateways, built form, character and place making, streetscape improvements, public space improvements and pedestrian connectivity, and pedestrian amenities.

- Identify placemaking and public realm opportunities and enhancements.

- Identify opportunities to provide affordable housing.

- Examine potential land use and zoning change recommendations.

6) **Transit Stations**

- Explore opportunities to improve pedestrian connectivity within station areas.

7) **Heritage Review**

- Undertake a comprehensive assessment and documentation of cultural heritage resources.

- Develop a Heritage Context Statement to inform the identification of character areas and provide recommendations for future inclusion of properties on the City's Heritage Register.

8) **Demographics, Community Services and Facilities**

- Outline neighbourhood demographics and growth characteristics.

- Review community services and facilities for the area including demographic analysis, as well as a community and facilities inventory. Based on the development and built form analysis undertaken for this study, staff will identify future community service and facilities needs and priorities for the area.

9) **Municipal Servicing Analysis**

- Identify existing municipal services and below grade utilities.

10) **Summary of Issues, Opportunities and Constraints**

- Land Use Planning Assessment – potential areas of stability and areas of potential major change, and development opportunities.

- Urban Design Assessment – potential major gateways, streetscape improvement areas, public space improvement/new public spaces and associated linkages, options for massing and heights and including coordination with ongoing initiatives (e.g. BIA Streetscape Master Plan, Alexander the Great Park, TTC Second Exits etc.)

- Transportation & Transit Assessment – identify improvement areas, including potential new connections, stations, new mobility opportunities, and active transportation linkages including cycling.

Retail and Economic Study

11)   Retail Vibrancy Study and Economic Analysis

- Undertake an economic scan to understand the retail profile of the study area.

    - Extract and analyze core data on socio and geo-demographics, retail sector, and commercial property;

    - Identify demand and supply trends in the district economy, and the opportunities created by those trends; and

    - Identify opportunities and gaps, including ways to support retail/cultural vibrancy and improve accessibility.

- Undertake a retail sector assessment including market trends, issues related to operating a small business (rents, sales, leasing etc.), and potential policies and programs to support retail.

- Undertake a retail supply and demand analysis looking at retail market types, trends, gaps, and growth areas.

- Assess the considerations and opportunities of Complete Street designs on local businesses.

- Identify household expenditures and spending patterns.

12)   Origin and Destination Survey

- Field surveys on origin and destination patterns.

- Analyze data on visitors to retailers to identify trip patterns and travel characteristics.

- Interpret travel patterns, characteristics, and trends.

4.0 Deliverables

- Area Profile Report **(Q4 2019)**

- Heritage Context Statement and Review **(Q4 2019)**

- Heritage Evaluation and identification of Potential Heritage Resources **(Q1 2020)**

- Economic Scan Report **(Q1 2020)**

- Retail Vibrancy Strategy, Origin and Destination Analysis, and Economic Development Report **(Q2 2020)**

- Danforth Avenue Planning Study Report and Urban Design Guidelines **(Q4 2020)**

- Final report to Council with potential Site and Area Specific Policies **(Q4 2020)**

- Complete Streets Study report **(Q4 2020)**

- Phasing and Implementation Plan **(Q2 2021)**

- Detailed Complete Street Plans/Designs **(Q2 2021)**

- A summary report of all public engagement feedback, events, and activities **(Q2 2021)**

5.0 Public Engagement Plan Highlights

A comprehensive public engagement/consultation plan will be prepared, with timing for Stakeholder Advisory Committee (SAC) and Project Team meetings, consultation events, and other innovative ways of conducting community/stakeholder outreach.

This engagement plan will be undertaken with the goal to reach the broader community so as many voices are heard as possible. Different methods of outreach will include community meetings, workshops, pop-ups and online surveys in order to build consensus and broad based support by engaging with the community, interest groups, stakeholders and decision makers to encourage a diverse representation of the community to participate who may not otherwise attend the larger community meetings.

- A Stakeholder Advisory Committee (SAC) of up to 30 members will be established for the project that will be composed of a diverse membership that reflects the community and provides a variety of perspectives on key issues. The goal of the SAC composition is that it will be balanced (gender, cultural/ethnic diversity), include representation from Wards 14 and 19, and also include residents, business-owners, community groups, tenants, accessibility representatives and other stakeholders. SAC members will act as advisors to the Project Team and be asked to commit to attending meetings for the duration of the study.

- Interest group meetings will be conducted to provide targeted face-to-face dialogue with a broad range of groups to hear about opportunities, emerging ideas, and issues. The outcomes will provide a more finite understanding about the community's desires and concerns, and help to refine emerging directions that will be used to frame the conversation with the broader community through public events.

- A website will be set up to provide an online presence for enhanced public participation in the planning process including approaches to integrate public surveys or interactive community consultation platforms to help enhance public participation. Project details, data, information from meetings and further opportunities to provide feedback will also be available online.

- Additional tools and tactics will be considered including: a speaker or video series, walking tours, workshops or mini-conferences to provide opportunities to engage with people while on Danforth about the Danforth Study.