



Our vision will make Toronto's waterfront the most exciting people place in North America. We're going to bring back thousands of acres of wetlands, green corridors, parks, forest and wildlife. We're going to restore beaches and clean up the water. Kids and adults will be able to choose from every outdoor activity imaginable — all year-round. The waterfront will be the place for entertainment — from festivals that bring together hundreds of thousands of people, to quiet retreats for classical music. This spectacular renewal will reconnect us with our lake and all it promises.

Our vision will give us a new waterfront for a new millennium. We'll reshape this front porch to our city as a seamless whole instead of a patchwork quilt. It's going to happen! We have the will, and with the co-operation and investment of the three levels of government and the private sector, we'll have the way. It's a once-in-a-lifetime opportunity. Our new waterfront will be a valuable resource for this generation, and an invaluable one for generations to come.

Welcome to Our Toronto Waterfront:
The Wave of the Future!

Mel Lastman

Mayor of the City of Toronto



Thanks is owing to thousands of Torontonians – professional architects, academics, City staff, organizations, and people just like you – who care about their City’s future.

Tremendous effort and many years have been devoted to the waterfront. We welcome everyone to join in the “wave of the future”.

www.city.toronto.on.ca

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Our Toronto Waterfront !
the wave of the future ■

The Place Where Magic Begins

Toronto is a great city of the world. A city of neighbourhoods. A neighbourhood of cultures. A culture of tolerance. A wonderful place to raise a family, live, work and play. The economic engine of Ontario and Canada. The most culturally diverse city in the world.

Great cities dream great dreams. Great waterfronts make dreams come true.

Right now, Toronto's waterfront — the 46-kilometre shoreline and adjacent lands running north of the lake to Lake Shore Boulevard and Kingston Road — is largely an unrealized dream. Some new projects have helped reshape it — the boardwalk at Sunnyside, the Music Garden, Tommy Thompson Park, Woodbine Park, Humber Shores, Harbourfront Centre, CN Tower, SkyDome, Air Canada Centre — to name a few. But with a coordinated, shared vision we can do so much more. As one international expert put it, "there isn't another city in the world with this kind of opportunity at its doorstep".

Our waterfront is both our front porch and our welcome to the world. It's the most precious land in the city. With the right kind of investment, it can be transformed into the most dynamic area in North America. That's why \$72 million is already committed to new infrastructure in the City of Toronto. But to achieve our longer-term vision we will need the Province of Ontario, the Government of Canada and the private sector to join us in making a further investment.

It is worth every penny!





Our Toronto waterfront plan will reconnect our city with its lake, not as a patchwork quilt, but as an integrated whole. Over time we will tear down the wall of the expressway and parking lots that separate us from our lake. The waterfront will be a 46-kilometre necklace of green, with pearls of activity strung from Port Union Village in the east to Long Branch in the west.

Our new Toronto Waterfront will offer the quiet joy of strolling along miles of wetlands, parks, boardwalks, promenades and heritage foot trails. It will offer the excitement of arts festivals, bike and boat races and activity-filled public squares; a butterfly sanctuary and a lakeside aquarium. Toronto's waterfront will offer something for everyone. A place to play, work and live.

It will give Toronto 2,000 new acres of parkland, punctuated by 100,000 new trees. It will restore natural habitats, bringing the return of native plants, white-tailed deer, birds and other wildlife. All of this bordering a lake that is swimmable, and fishable — at the door of one of the world's most remarkable cities!

The history and heritage of Ontario's capital city are going to come alive. A new Museum of Toronto and a revitalized Old Fort York — just to name a couple of projects — will ensure that our city's past will also be an important part of its future. The waterfront will be a four-seasons place. There will be activities in winter, spring, summer, and fall. And there will be something interesting for people in all seasons of life — kids, grown-ups and seniors.

All of this activity will create the synergies that will draw even more jobs and investment to Toronto. We live in a highly competitive world where entrepreneurs, skilled workers and innovative companies gravitate to cities that offer the best quality of life. In the coming millennium, Toronto's unsurpassed quality of life may be our greatest competitive attraction for new investment. Our new waterfront will be a model to the world of how economic development, environmental protection, and cultural and recreational growth can go hand in hand, each complementing the other.

Our waterfront vision is big enough to embrace the 2008 Summer Olympics. We'll be proud to show our new face to the world. But we intend to realize this vision with or without the Olympics — it's just too important to the people who make Toronto their home, and to the whole of Ontario.

In short, our new Toronto waterfront will be a place for our people to enjoy with pride and passion. A location for year round recreation and entertainment. It will be a green gateway to the City, a destination for people across Canada, and a magnet to tourism and investment from across North America and around the world. With a renewed waterfront, "the city that works" will be transformed into "the city that astonishes."





Principles for Renewal

Re-making Toronto's waterfront will take vision. A vision big enough to see the whole picture. A vision focused enough to see the individual parts. A vision smart enough to knit it all together.

Toronto will surpass other world cities — Barcelona, London, Sydney, and New York — cities that have turned old industrial areas and vacant lands into showcases. One big lesson that we can learn from all of them is the importance of having an integrated vision. Toronto now has such a vision. We have a once-in-a-lifetime opportunity to make this vision come true.

As our vision unfolds over the next 10 years, it will be guided by a number of principles. These principles will ensure that our Toronto waterfront:

- is an environmentally-friendly area that nurtures wildlife, restores and creates natural habitats, and provides water that is clean and healthy;
- is easy to get to and easy to get around — by public transit, ferry, water taxi, bicycle and foot;
- restores the link between the city and its lake across its 46 kilometres;
- is known for its distinctive beauty, blending green lands, public places, historical sites, commercial and recreation facilities, residential areas and public art;
- offers a wide variety of activities and facilities that complement each other and work together;
- boosts Toronto's tourism infrastructure and its reputation as a tourist destination;
- sparks greater economic development, attracting new investment and creating jobs;
- is financially viable; and
- involves a high level of public participation in making decisions.



Not Just for Government

This once-in-a-lifetime opportunity to renew our waterfront is not just an exercise for government.

In the long run, the private sector will be a major beneficiary in the form of new business opportunities, increased tourist dollars, more retail spending by local citizens and new capital attracted to the City. The infrastructure costs alone will inject investment into the construction industry over the life of this vision. They will create tens of thousands of new jobs in the local economy.

Strategic public investment in cleaning up contaminated sites and improving public spaces, primes the pump and creates new opportunities for investment. It creates a “virtuous cycle” in which new business generates more property taxes, more property taxes lead to better public facilities, better public facilities attract more investment and more investment creates more jobs. We need the private sector to kick-start this cycle with their investment and expertise.

We also need to ensure the participation of the finest minds in the City. Toronto architects and other professional consultants are currently shaping major waterfront redevelopments in other cities around the world. We need their advice and wisdom here at home as well. To make this happen there will be a Waterfront Summit held in Toronto in June 2000.

Most importantly, we have to recognize that the waterfront belongs to the people of Toronto. For them, it will be their special place to enjoy nature, ride a ferry or see huge arts and cultural festivals. Torontonians have a role in shaping the waterfront’s future and that role must be enshrined. We will create advisory groups on the environment; transportation; commercial and business development; tourism, culture and the arts; and heritage. The advisory groups will involve all the people of Toronto.





One Waterfront: Many Communities

Our Toronto Waterfront will renew and beautify 30 lakeside communities, knitting neighbours more closely together and reconnecting them with their lake. The communities, from west to east are:

1. Long Branch
2. New Toronto
3. Mimico
4. Humber Bay Shores
5. Swansea
6. High Park
7. Roncesvalles Village
8. South Parkdale
9. Exhibition Place/Ontario Place
10. Niagara
11. Garrison Common
12. Bathurst Quay
13. Harbourfront
14. St. Lawrence
15. King/Parliament
16. East Bayfront
17. The Port Lands
18. Algonquin Island/Ward's Island
19. The Studio District
20. South Riverdale
21. Leslieville
22. The Beach
23. Birchcliff
24. Cliffside
25. Cliffcrest
26. Scarborough Village
27. Guildwood
28. West Hill
29. Port Union Village
30. West Rouge



One Vision Three Lenses

Our Toronto waterfront will be one vision filtered through three lenses. There will be:

- areas of change;
- areas for protection; and
- areas of enhancement.

We will preserve the beauty of the present, restore the magnificence of the past and create the excitement of the future.

The biggest and most dramatic change will be in the downtown area, especially the Port Lands — an area larger than the Isle of Dogs in London's Dock Lands. The size and strategic location of the Port Lands, a mass of 400 hectares (1,000 acres), provides a unique opportunity for a wide range of activities that will spark economic and social life in an underused part of the city. Once prime industrial land, the area will be reborn as a vibrant mixed-use district embracing environmental, residential, industrial, business, sports and recreational activities.

The Port Lands have already shown some spectacular examples of how the natural eco-system of the waterfront area can be restored. Tommy Thompson Park has become a world-renowned site for migratory birds, plants and other wildlife. There are over 300 species of plants and 260 species of birds in the park. We will continue to enhance the natural resources in the Port Lands to create a place unlike any other in the city.

The availability of vacant land — nearly 45 percent of the Port Lands are vacant or underused — also provides a special opportunity to attract new investment and consolidate the Port of Toronto. The fact that much of this land is publicly owned means we have the ability to realize a long-term integrated vision and revitalize the Port Land area.





By contrast, the development of the Western waterfront will preserve its small-town character, with increased boat docking and launching sites, and extended piers for fishing and viewing. A series of fourteen “windows on the lake” will be created to unite residents with the water. They will include viewing decks and gazebos and become “entrance ways” to our waterfront. Lake Shore Boulevard will be beautified and it’s character as a place to shop and stroll will be strengthened. Recreational projects will be undertaken to serve local residents and attract visitors.

The renewal of the Eastern waterfront has already begun in spectacular fashion with the greening of the former Greenwood Race Track. This includes the creation of a new community of 3,000 people, 25 acres of parkland, a bandshell that can accommodate an audience of up to 22,000, and the planting of 1,200 trees to recreate the original Carolinian forest that once stretched across southern Ontario. New projects further to the east will enhance this part of the waterfront’s exciting atmosphere with outdoor theatre and adventure activities, a revitalization of The Guild Inn and better protection for the Scarborough Bluffs.

Greening the Gateway

Our vision will add a ribbon of green to the Toronto waterfront — the gateway to the city. Parkland will increase by more than 66% to 5,000 acres, as new parks are created and existing ones expanded. School children will be able to contribute by planting some of the 100,000 new trees. A continuous waterfront trail will wind along the shoreline.

Recognizing the delicate balance involved in sustaining a healthy lakefront eco-system, nature conservatories will be developed for ducks, turtles, butterflies, insects and amphibians. Existing wetlands will be improved and new ones created, building on our success in renewing the Don River. Shoreline protection will be strengthened across the waterfront, and natural beaches will be regenerated as waterfront parks.

Most importantly, water quality improvements will ensure the clean water and healthy watersheds that are essential to realizing our vision.

We all appreciate that our Toronto waterfront is more than just a local resource. It's part of the watershed for six major rivers — Etobicoke Creek, Mimico Creek, Humber River, Don River, Highland Creek and Rouge River. Cleaning up Lake Ontario can be done by treating polluted water after it has entered the lake — or the smarter and more efficient way — by creating clean rivers. We intend to start the millennium the smart way by protecting the headwaters of our rivers, upgrading and maintaining storm sewers, and seizing every opportunity to treat runoff before it reaches our rivers and lake.

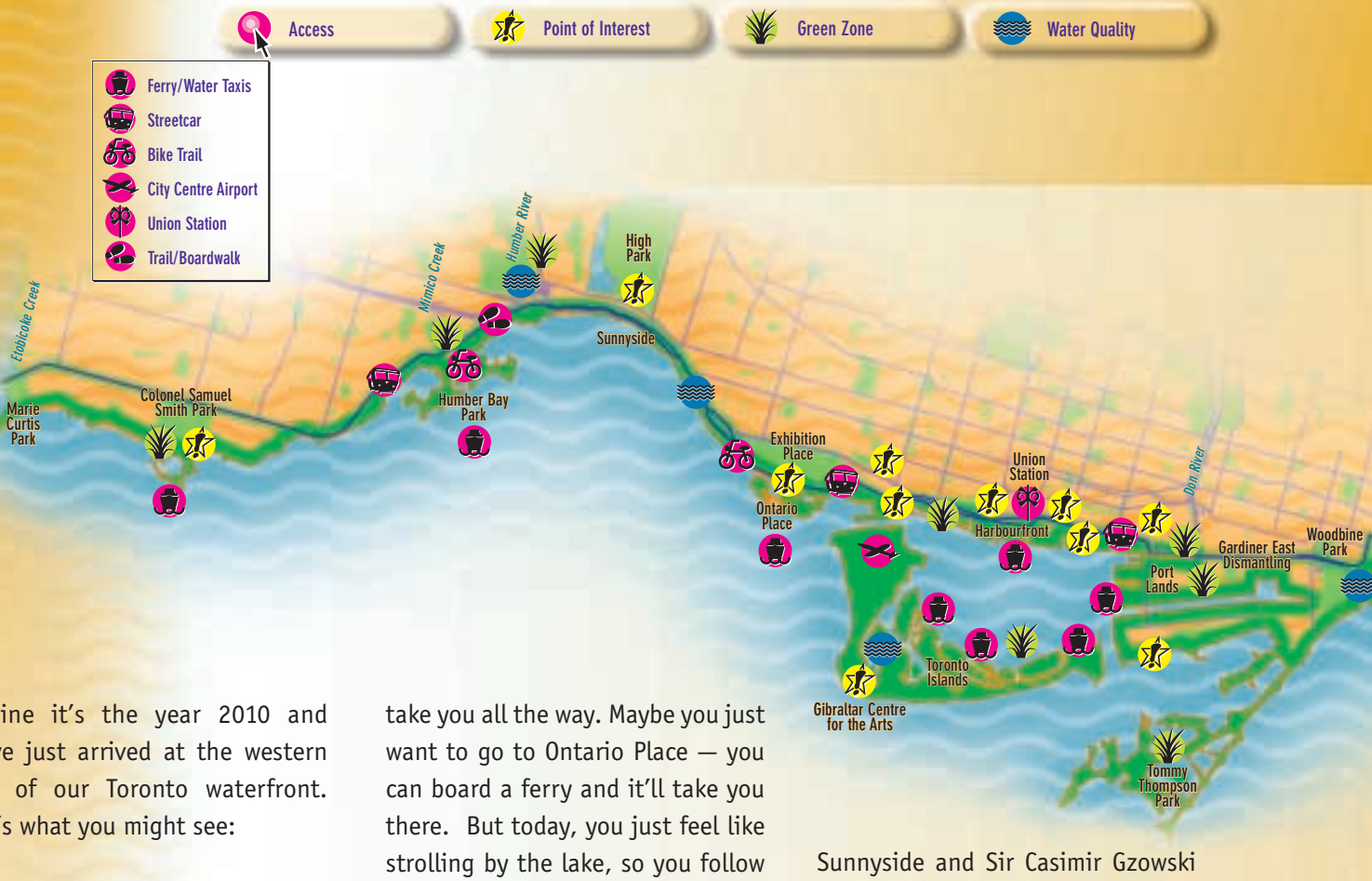
Living on the shores of Lake Ontario, we are custodians of a global treasure and a critical link in the chain of Great Lakes. Toronto can lead the Canadian-American drive to clean up the Great Lakes, and can lead by example by taking more aggressive action to have its waterfront removed as one of the 43 Great Lakes "hot spots".

Key Projects:

- a 30-50 metre wide "greenway" will run along the entire waterfront;
- the mouth of the Don River will be restored, solving flooding problems and re-creating marshland; reducing the flood plain will take away development constraints on properties in the Port Lands, East Bayfront and West Don Lands.
- wetlands will be built at Mimico Creek, Humber Bay Park and Ashbridges Bay;
- Tommy Thompson Park will be opened year-round;
- butterfly reserves will be created at North Shore Park and East Point Park;
- resources will be put into upgrading and maintaining storm sewers in areas such as Bayview, East and West Don, and treatment plants such as Humber and Ashbridges Bay;
- the Western Beaches Storage Tunnel, from Strachan Avenue to Parkside Drive, will prevent overflow and significantly reduce beach closures; the tunnel is under construction and will open in 2001.



A Virtual Tour of the Waterfront



Imagine it's the year 2010 and you've just arrived at the western edge of our Toronto waterfront. Here's what you might see:

You're in Colonel Samuel Smith Park — once the home of the Lakeshore Psychiatric Hospital. The old Power House is now a park centre overlooking a skating loop. The Assembly Hall has been restored and you check their schedule of forums, films, concerts and arts and crafts exhibits.

Leaving the park, you have a decision to make. Do you want to go to the Scarborough Bluffs 46 kilometres to the east? If so you can bike there along the waterfront trail, or hop on a streetcar that will

take you all the way. Maybe you just want to go to Ontario Place — you can board a ferry and it'll take you there. But today, you just feel like strolling by the lake, so you follow the "greenway" that hugs the entire Toronto waterfront.

Walking east along the Etobicoke lakeshore, you notice that many streets now seem to end in an outlook on the lake. These are some of the fourteen "windows on the lake." Some of them have piers where kids are fishing or diving into the lake for a swim.

Continuing east, you come to Humber Bay and stroll past the new bridges at Mimico Creek and the Humber River. The beaches at

Sunnyside and Sir Casimir Gzowski Park are much wider than you remember them from your childhood, and people are playing volleyball. Out on the lake, canoes and kayaks are going by.

Passing by High Park, you just can't wait for winter so you and your kids can hit the tobogganing hills. When you arrive at the western boundary of Ontario Place, you're tempted to follow the beautiful wide waterfront promenade all the way to Ashbridges Bay — those two seniors in wheelchairs certainly seem to be enjoying it. But you're feeling a



little weary so you hop on the streetcar to Union Station.

Leaving Union Station, you have a dizzying array of options. Do you go over to the new festival square in the Central Waterfront where 150,000 people are gathered for a music festival? Head over to the Music Garden for the quieter classical sounds? Cheer on the Blue Jays at SkyDome or the Raptors at the Air Canada Centre? Maybe just a quick trip to the waterside aquarium followed by people-watching at the huge public square between Queen's Quay and York Centre.

By now, you probably realize that you can't possibly do everything on

the waterfront in just a day. If you're from out of town, you can drop by The Pier: Toronto's Waterfront Museum, and the helpful people at the Waterfront Welcome kiosk will book you a couple of nights in a houseboat off Toronto Island. Make sure that while you're there you drop by The Gibraltar Point Centre for the Arts.

Start the next day with a peaceful morning wandering the butterfly reserve at North Shore Park in the Port Lands. Visit the multi-media entertainment facilities. That'll really whet your appetite for the wetlands, so walk over to the Tommy Thompson Urban Wilderness Park, keeping your eyes open for white-tailed deer. As you leave the Port Lands, you'll probably see a

cruise ship coming into the shipping channel or a ferry heading south to Rochester.

You continue east to the site of the old Greenwood Race Track, now a massive park with an ornamental fountain and with 3,000 people living on its edge. There's a bandshell where 20,000 people are sitting in a field listening to the annual Summer Jazz Festival. Finally you end up at the Scarborough Bluffs, where the view is spectacular and crowds of people are watching hang-gliders. Why not give it a try? You can always catch your breath over a drink at the restored Guild Inn, or while wiggling your toes in the sand at Rouge Beach park.



Water Works

1. R.L. Clark Plant
2. Humber Treatment Plant
3. Island Plant
4. Ashbridges Bay Treatment Plant
5. R.C. Harris Plant
6. Frank J. Horgan Plant
7. Highland Creek Treatment Plant



Easy to Get to, Easy to Get Around

As a world tourist destination, our Toronto waterfront will link up with international transit connections. Travellers arriving at Pearson International Airport, the City Centre Airport, and Union Station will be able to easily find and make their way to the waterfront. It will beckon and attract. It will be irresistible.

We will develop Union Station as a major transportation hub. The Station now serves 30 million people a year. By 2010 it will be able to serve approximately 50 million. You will be able to speed from Pearson to Union Station in 30 minutes via a rail line. Union Station is a 10-minute shuttle ride from the City Centre Airport. The Station will also link up more closely to an expanded network of GO Transit, TTC, inter-city trains and buses.

Union Station will not just be the heart of a vast transportation network, it will be a vital link between our past as a provincial town and our future as a world city. While providing new opportunities for up to 100,000 square feet of shopping, entertainment and dining, we will respect the importance of Union Station, and especially its great hall, in Canada's railway history.

Cruise ships will also find Toronto a more attractive destination, with its modern new docking facilities. Ferries will speed passengers to and from different parts of Lake Ontario.

The Gardiner Expressway will no longer cut a swath between the city and the waterfront. It will be taken down in stages and, in the long-term, will completely disappear. While this will be an extremely expensive undertaking, we believe that the investment will pay dividends in the form of increased use and increased value of the surrounding lands.

Key Projects:

- Union Station will be transformed into a major transportation hub serving approximately 50 million travellers by 2010, with a high-speed rail connection to Pearson International Airport, and 100,000 square feet of shopping entertainment and dining space;
- as already announced, the east Gardiner Expressway between the Don River and Leslie Street will be demolished by 2003 and a green pedestrian and bicycle corridor put in on the north side of Lake Shore Boulevard; the next step will be to take the Gardiner Expressway down at the West Don Lands; in the long-term, the Gardiner Expressway will be completely torn down, as we move to reconnect the city to the waterfront;
- Front Street will be extended from Bathurst Street to west of Strachan Avenue;
- in the long-term, a streetcar line will run the full 46-kilometre length of the waterfront;



Key Projects:

- ferry and water taxi service will run across the waterfront, stopping at Colonel Samuel Smith Park, Humber Bay Park, Ontario Place, the Port Lands, Ashbridges Bay, Bluffer's Park, The Guild Inn and Rouge Beach Park;
- dock space will be assigned for a ferry to run from Toronto to Rochester, and new docks will be built to handle water taxis; the capacity and support services for cruise ships will be increased; and,
- a wide public promenade will run from the integrated and revitalized Ontario Place/Exhibition Place to Ashbridges Bay; the promenade will be the major waterfront boulevard running through the regenerated Queen's Quay; the Martin Goodman trail will be extended to run across the entire waterfront.



Many people will continue to arrive in Toronto by car, most likely via Highway 401. We hope that the new Toronto waterfront will encourage them to exit the highway earlier and take the scenic route from the east and west along the "lakefront drive", discovering interesting activities for every member of the family.

Once at the waterfront, visitors from across the city or across the world will be able to get around easily and quickly. We are already proceeding with a new streetcar service between Union Station and Exhibition Place which will open in July 2000. As part of our waterfront renewal, new public transit, water taxis, ferries, bike and foot trails will make it possible to get from any part of the waterfront to any other part, with minimum effort and maximum pleasure.

Animating the Waterfront

Toronto's spectacular waterfront will be brought to life year-round by cultural and recreational activities, attractions and facilities. It will be a place where imagination rules the day and wonder guides the night.

Capitalizing on the marine location, recreation activities will include: swimming, fishing, boating, sailing, canoeing, kayaking, rowing, and beach activities. Winter activities will include skating, cross country skiing and tobogganing. There will be recreational celebrations; ice sculpture contests, ice gardens, fountains, marathon bike races, kite-flying, golf and a craft market will all find homes on the waterfront.

Bandshells and open theatres will create new venues for the arts. The Gibraltar Point Centre for the Arts, which is being developed by Artscape through a lease with the city, will open in November 1999. The restored Lakeshore Assembly Hall will re-open in late fall 2000 for arts and cultural events and private functions. Both projects will strengthen the arts community and reconnect artists with the waterfront. A new festival square in the central waterfront, with a capacity of up to 200,000 people, will serve as a venue for major festivals. A large public square will anchor a re-energized Harbourfront Centre.

Our evolving waterfront will provide an even better home for Toronto's growing and internationally-competitive "imagination industries" such as new media, film, animation, and digital creations. And with the phased-in disappearance of the Gardiner Expressway, there will be great potential to invest in streetscaping, facade improvements, and capital projects to promote and grow the film studio district.

Much of the Port Lands offer a particularly good location for film production, an information technology business campus, medical research facilities, a multi-media centre as well as entertainment and recreation facilities. The Lands can also be a home for leading-edge environmental industries. The economic development of the Port Lands has the potential to create 15,000-20,000 new jobs — good jobs in clean industries.

Major Projects:

- a magnificent waterfront aquarium, built by the private sector;
- a "nautical village" that will provide a new home for the Brigantine, offer tall ship sailing outings and other nautical activities that capture the adventure and spirit of the lake, will also be built by the private sector;
- widened beaches and parkland at Sunnyside and Sir Casimir Gzowski Park, allowing more recreational activities;
- a new marina at East Point Park;
- a huge festival site in the Central Waterfront;
- a large public square in Harbourfront replacing the parking lot between Queen's Quay Terminal and York Centre;
- bandshells and outdoor theatres across the waterfront;
- public art restored in High Park;
- the Guild Inn on the Scarborough Bluffs converted into a community arts centre with an outdoor theatre;
- the development of a portion of the Port Lands as a home for film production, other "imagination industries" and leading-edge environmental industries.





History at the Water's Edge

Toronto's historic places tell the story of years of settlement, from aboriginal sites to our river valleys, to Fort York, and on to the industrial plants, houses and playgrounds of a modern metropolis. The sites shown above are an introduction to hundreds more.

1. Marie Curtis Park
2. Long Branch Cottages
3. Lake Shore Psychiatric Hospital
4. Humber River
5. High Park
6. Sunnyside
7. Exhibition Place
8. Fort York
9. Canada Malting
10. Toronto Islands
11. The Pier:
Toronto's Waterfront Museum
12. Terminal Building
13. Union Station
14. Toronto Harbour
Commission Building
15. Old Town of York
16. Gooderham and Worts Distillery
17. Don River
18. Ashbridge Estate
19. The Beach
20. R.C. Harris Filtration Plant
21. St. Augustine's Seminary
22. Scarborough Bluffs
23. Guild Inn
24. Rouge River



Making Our History Part of Our Future

The waterfront is an important part of Aboriginal history, and archaeologists have uncovered evidence of at least 6,000 years of habitation. The Iroquois and Algonquins, who lived in semi-permanent villages, used the Humber River as a short cut to Georgian Bay and the Upper Great Lakes. John Graves Simcoe, the Lieutenant-Governor of Upper Canada, established the first permanent settlement in 1793 at Fort York. The original 10-block street grid still survives between Front and Adelaide, Berkeley and George Streets.

The renewal of the waterfront will ensure that tourists and local people alike learn about the important history of this area:

- interpretive display centres will showcase historic exhibitions; plaques and signs will mark heritage trails and sites;
- heritage buildings and sites within the Exhibition Place will be protected and recognized;
- historical boat tours and a new Marine Museum will tell the story of the lake; the steam tugboat Ned Hanlan is being restored and will return to the water;
- the Fort York area will be upgraded and the Fort fully restored with a visitor's centre;
- historical interpretation and ecological restoration will improve Grenadier Pond and showcase High Park as one of our historical treasures; and,
- the heritage mural program, now on Kingston Road, will be expanded; the historic route that the first settlers took into Toronto will be commemorated by bringing back streetcar service and transforming Kingston Road into a beautiful boulevard with trees, shrubs, flowers, lights, art and public amenities.





Getting Them Here, Keeping Them Here:

An Aggressive Tourist Strategy

Tourism is one of Toronto's largest and most important industries, providing 128,000 jobs. Last year, the City welcomed over 21 million visitors and they contributed \$5.4 billion to the Toronto economy. Tourist attractions help shape our image to the world and boost economic development. Our vision will strengthen Toronto's place as Ontario's capital and Canada's leading city.

The new projects along our waterfront will add to Toronto's allure as a tourist destination. But we cannot assume that just because we build it, they will come. Toronto will adopt a much more aggressive tourism strategy. Governments and the private sector will work together to develop packages and promote them around the world. When Torontonians visit England, they can choose from a wide variety of packages that offer a single rate for flight, hotels, theatre, sightseeing and meals. A new, aggressive marketing approach will be put in place that capitalizes on the waterfront's features (including its appeal as an eco-tourism site) and offers exciting packages.

Tourists also need easy access to information so they can custom-design their own vacations, stretch their vacation stays, and make return visits. "Waterfront Welcome" will be a network of flexible and interactive computer-linked information kiosks that will be programmed and staffed to let tourists and residents alike find out about the waterfront and what's going on on any given day. The kiosks will be at key locations such as: Harbourfront, Ontario Place, Centre Island, and the Eastern and Western beaches. The network will be fully accessible by Internet.



Tourists will be able to visit, year-round, a revitalized Ontario Place and Exhibition Place with entertainment and attractions for the whole family. Canada's National Exhibition will be revamped and reborn for the next century. Revitalization of the area will enhance the opportunities for future festivals and events.

New attractions, more aggressive marketing, and better information will increase the number of visitors to Toronto to 25 million by 2010. This will bring in an extra \$800 million per year in revenue and create 24,000 more jobs.



More Neighbourhoods, More Accommodation

Toronto will become more lively, safe, healthy and dynamic as more and more people live, work and play at the waterfront. We need to continue creating more local communities that offer a full range of housing choices affordable to all members of our community. Furthermore new accommodation for tourists, including hotels, inns, bed and breakfasts and unique experiences such as overnight stays on houseboats. The four million new tourists will require 15,000 more beds within easy walking distance of the waterfront.

The decade ahead will see the creation of new major neighbourhoods. In the west, the renewal of Humber Bay Shores is already underway, giving birth to a wonderful community of 3,000 housing units, plus a half-million square feet of hotels, offices and shops. The area will be edged by a waterfront park linking the Humber Bay Parks to the Martin Goodman Trail and the West Beaches.

New neighbourhoods in the railway lands and the waterfront will be built. Other possibilities include a floating hotel in the harbour. In the east, the conversion of the old Greenwood Race Track is under way. One thousand residential units have been approved for Port Union Village, including a trail system and a village common linking to the waterfront.

Together, these new neighbourhoods will add much needed new housing to serve the diverse needs of our residents, will bring more community services to residents and will inject more income into local businesses.





Financially Viable, Environmentally Desirable

Our waterfront vision is bold, but it will be brought to life carefully. Each of the individual projects and the renewal as a whole will be evaluated to ensure that they contribute to the economic development, environmental health and social well being of the city. Before getting the go-ahead, projects will be studied to identify:

- how much they will cost compared to their economic return;
- how many jobs they will create;
- how much private investment they will attract;
- how many spin-off activities they will generate;
- how they can be packaged for marketing and attracting investment;
- how they will improve the City's environment;
- how they will increase public access to, and enjoyment of, the waterfront;
- how new housing meets the diverse needs of our community;
- how they relate to the City's other strategic initiatives; and,
- how the quality of life we enjoy is protected and enhanced.





Making It Happen

Toronto has a clear window of opportunity to realize a unique waterfront vision. Doing so will require comprehensive management and coordination. Cities that have successfully achieved large-scale waterfront renewals have had a number of common characteristics:

- unified political will and leadership among governments;
- consolidation of public lands under one corporation owned by governments, with broadly representative governance and clearly defined objectives, responsibilities and powers;
- the catalyzing corporation has set the conceptual, regulatory and land management frameworks; coordinated infrastructure and development; and, attracted investment in phases and ways the market can digest; and,
- the corporation self-liquidated when the infrastructure was in place and the objectives largely achieved.

The Toronto waterfront is currently a maze of owners and regulators who, in the past, have often tied each other up in a jurisdictional gridlock. It is time for co-operation among all waterfront stakeholders. We will learn from our painful lessons of the past to build our bold new vision of the future. We will work with the federal and provincial governments to create a single co-operative decision-making process to plan and manage our waterfront renewal.

Present Owners/Regulators:

Federal

- The federal government, through The Toronto Port Authority, owns and operates the Toronto City Centre Airport, Marine Terminals 51 and 52, and the Outer Harbour Marina. It has the power to pass bylaws that regulate and control navigational activities in the harbour area.

Provincial

- The Province of Ontario regulates the environment, owns and operates Ontario Place and owns land in the West Don Lands as well as in the Port Lands.

Municipal

- The City Toronto owns land and is in charge of zoning.
- Toronto Economic Development Corporation (TEDCO) owns over half of land in the Port Area.
- Exhibition Place exists under the City of Toronto Act, and is managed by a Board of Governors.

Joint

- The Toronto and Region Conservation Authority is a provincial/municipal partnership that manages the natural resources of the region's watersheds.

Non-Profit

- Harbourfront Centre, once a crown corporation, is now a non-profit centre run by a volunteer Board of Directors.

The Next Steps

The release of this vision is the first step toward creating our new waterfront. We will move quickly – within six months – to the next steps, which will include:

- creating an intergovernmental task force to develop an action plan for realizing the vision;
- submitting this vision and the action plan to City Council for discussion and approval in principle;
- putting together a financial plan;
- completing an inventory of waterfront lands and future acquisitions;
- meeting with stakeholder advisory groups;
- asking the public for their ideas in order to secure their involvement; and,
- consideration and approval of the action plan by the three levels of government.

The Time is Now



For almost as long as Toronto has been settled, people have been developing waterfront plans. At times we've had the vision, but not the will. At times we've had the will, but not the way. We now have an exciting vision and a strong will. With a partnership among governments and with the private sector the way ahead is clear.

Welcome to Our Toronto Waterfront: The Wave of the Future!