

### PERMITTED HEIGHT: FORMER SCARBOROUGH ZONING BY-LAWS

Within the Study Area, the former Scarborough Zoning By-Laws set a maximum height of 12 metres only for office buildings and only in specific zone categories (see Figure 31).

### PERMITTED HEIGHT: ZONING BY-LAW 569-2013

Within the Study Area, Zoning By-Law 569-2013 sets a maximum height only within the Commercial Residential (CR) zone. The maximum height permitted on the two sites zoned CR is 11 metres (see Figure 32).

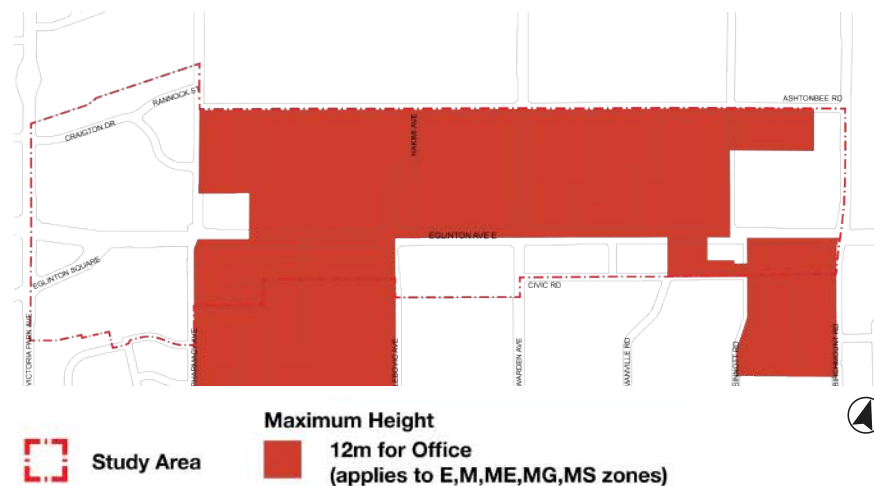
### EXISTING HEIGHT

Nearly all buildings within the Study Area are low rise buildings between 1 and 3 storeys (see Figure 33). There are three buildings that exceed this range and fall within a mid rise height of 4 to 11 storeys (although not necessarily featuring a built form consistent with the Mid-Rise Guidelines). Of these three buildings, two feature office uses and one is associated with telecommunications infrastructure.

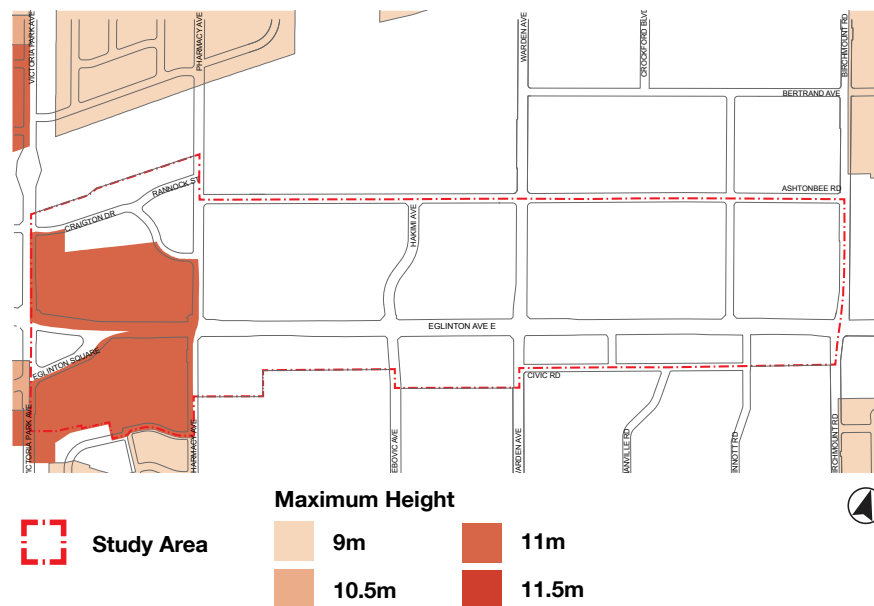
### OPPORTUNITIES FOR BUILT FORM

There is an opportunity to establish overall organizing principles to create a coherent structuring of built form (see Figure 34). The future placement, scale, mass and orientation of buildings could respond to several existing and future conditions, including:

- The location of the ECLRT stations
- The prominence of Eglinton Avenue East as a multi-modal corridor
- The transition of scale and massing between different types of uses
- The creation of a hierarchy of active frontages to provide appropriate levels of animation for different streetscape conditions
- The organization of gateways and relationship of massing and height to enhance areas of high visibility, activity and prominence in the Study Area.



**Figure 31** Permitted Height: Former Scarborough Zoning By-Laws

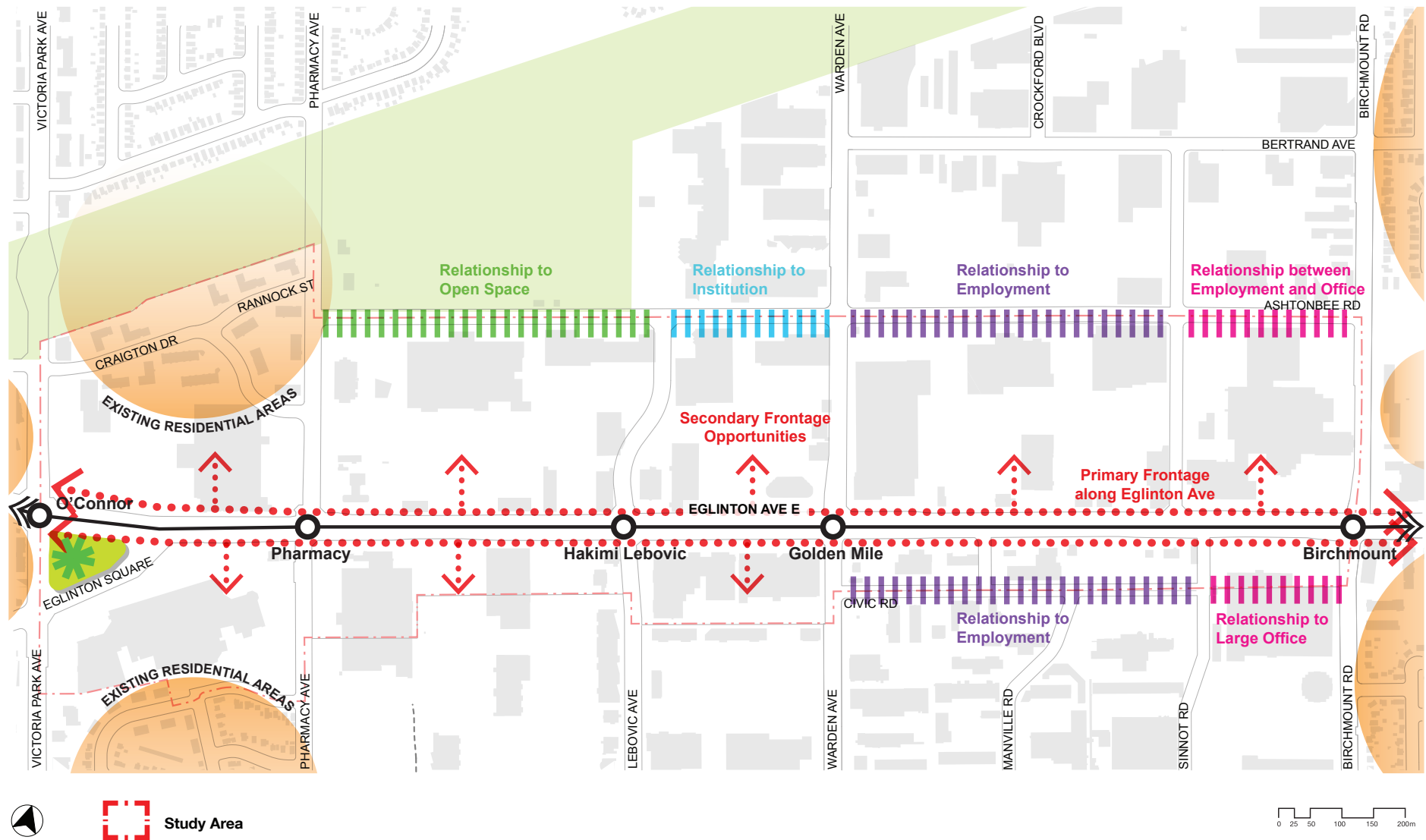


**Figure 32** Permitted Height: Zoning By-Law 569-2013



**Figure 33** Existing Height

With the exception of five buildings, all the existing buildings in the Study Area are low-rise (1-3 storeys). These five buildings are mid-rise (4-11 storeys). Most of the low-rise buildings are large-scale retail, usually a big box store, with large amount of surface parking. The area will likely see much taller buildings in the future.



**Figure 34** Opportunities for built form

There are opportunities to establish relationships to adjacent uses outside of the Study Area. Along Ashtonbee Road, the northern boundary of the Study Area, there is an opportunity to establish relationship to Ashtonbee Reservoir Park, Centennial College, and existing employment and office uses (near Birchmount Road). An opportunity to establish relationship to existing employment uses also exists south of Eglinton Avenue East, between Warden Avenue and Sinnott Road, where many auto-related services currently exist. There is also a primary frontage opportunity along Eglinton and secondary frontage opportunities along potential mid-block connections. However, there are existing residential areas at the eastern and western ends of the Study Area, which must be considered for any new built form relationships.

## BUILT FORM KEY FINDINGS

### WHAT IS WORKING WELL

Existing building heights are appropriate for the existing enclosed, power and strip retail formats, which are most often found in single-purpose, single storey buildings. The area currently has an ample amount of parking for these uses, albeit all hardscaped surface parking.

On the south side of Eglinton Avenue East, buildings generally feature shallower setbacks from the street than those on the north side, establishing a greater relationship with and presence on Eglinton.

### WHAT COULD BE IMPROVED

The scale and orientation of buildings could be adjusted to strengthen the relationships between existing uses, so that there is greater coherence in transitions of scale, intensity of development and use. In addition, sufficient height and scale of development is needed to accommodate future growth in residential, employment, leisure and cultural activities.

In general, many of the buildings in the Study Area are set back too far to establish any presence on Eglinton Avenue East. There is an opportunity to reaffirm Eglinton as a primary corridor and gateway into the Golden Mile. As a main corridor, the public realm of Eglinton should be framed through a coherent rhythm of frontages and setbacks. The orientation and placement of buildings should also consider the alignment of frontages to the character and function of adjacent streets and connections.

The relationship between open space and adjacent developments should be considered in a manner such that new development activates and enhances the level and quality of pedestrian activity.

Sites of prominence from a built form perspective include those with frontages near or adjacent to gateways and major ECLRT stations. Additional sites of interest from a built form perspective include those adjacent to existing destinations in the Study Area including Centennial College. As important are the multitude of sites that have near or greater than 50% of the site dedicated to surface parking which allows for gradual phasing of development with sufficient flexibility to respect current commercial leases.

### WHAT DOES THIS MEAN FOR THE GOLDEN MILE?

With a shift towards a more mixed-use, transit-supportive and complete community context, the predominant built form condition within the Golden Mile will inevitably change over time. This change in built form will perhaps most directly signal change and growth within the Golden Mile and therefore there is a significant opportunity to leverage this change to better frame and provide a more generous interface with the public realm.

The ultimate plan for the area should acknowledge the continued role of Eglinton Avenue East as the central spine through the Golden Mile and ensure that new buildings directly relate to and have a presence on the street through appropriate setbacks, stepbacks, scale and breaks in mass. There are also several significant north-south streets that connect to and across Eglinton that should also be treated with street-related built form to help frame the public realm and enhance place-making. The ultimate plan will also need to take into account transitions to existing uses, including contemplating appropriate heights for buildings that are adjacent to lower rise residential, open space, institutional and employment uses that will remain relatively stable over the long term.

This new built form will support the redefinition of Golden Mile's role as a significant gateway, evolving its sense of place from an auto-oriented retail area to an intensified, transit-supportive community.

## 3.6 Transportation

The transportation analysis supporting the GMSP Study will be conducted as a Transportation Master Plan (TMP) which satisfies Phases 1 and 2 of the Municipal Class EA process. Phase 1 will identify the Transportation Problem and Opportunity and will be developed in concert with the GMSP Study's existing conditions and opportunities analysis.

Phase 2 will identify three “design alternatives” for development, and the TMP study will assess these alternatives from a transportation perspective. Any potential network capacity constraints will be identified to inform the selection of the preferred design alternative for development.

Building on the preferred design alternative, transportation network solutions will be identified and multi-modal transportation analysis will be conducted to determine a preferred transportation network solution. The preferred alternative will be broken down into components which consist of specific projects to be carried forward for further study and implementation.

### EXISTING CONDITIONS

While the existing transportation network is able to accommodate a relatively high volume of car and truck movements and local buses are well utilized, there are several problematic existing conditions (see Figure 35), including:

- Several intersections are congested with turning movements operating over capacity
- A higher than average rate of collisions are occurring on Eglinton Avenue East and on Lebovic Avenue

- There is a lack of east-west connectivity south of Eglinton Avenue East
- There are no cycling facilities at all within the GMSP Study Area
- There are no sidewalks on Civic Road, Sinnot Road or Prudham Gate

### TRANSPORTATION OPPORTUNITIES

Based upon the review of existing conditions, five major opportunities were identified:

- To create a grid street network
- To build a complete street network for all mobility users
- To improve connectivity to ECLRT stops
- To improve Transportation Demand Management (TDM) measures.

#### Creation of a grid street network

At present, the Golden Mile street network is characterized by very large blocks bounded by arterial and collector streets. This built form encourages driving by requiring pedestrians to walk longer distances to reach their destinations, often across surface parking lots. It also reduces choices for all modes, funneling traffic into a discontinuous hierarchy of a few streets, rather than a continuous network.

The expected redevelopment of the Golden Mile offers an opportunity to break up the existing “superblock” pattern, establishing a finer-grained street network with a walkable block structure, as recommended by Eglinton Connects. Increasing the grid network density would increase the number of options available to all modes, add capacity to the street network, balance mobility choices for walking and cycling trips within the Study Area due to improved connections across the land uses, and increase the pedestrian catchment area of

ECLRT stations. Furthermore, there is an opportunity to examine the configuration and function of the Eglinton Square Triangle. There may be an opportunity to transform the parkette and the roadways surrounding it into a public space that will help facilitate safe and pleasant pedestrian and cyclist movements while also meeting the future green space needs of a denser Golden Mile and serving as a distinct gateway into Scarborough and the Golden Mile area.

### **A complete street network for all mobility users**

The existing street network is “incomplete” in the sense that it does not accommodate a variety of modes of transportation in a way that is safe and pleasant for people of all ages and abilities. There are opportunities as part of the growth in the area and the redevelopment of Eglinton Avenue East with the ECLRT to develop streets that balance mobility choices and create connections to other parts of the overall Study Area in alignment with the City of Toronto Official Plan Complete Streets Policy.

The existing transportation network is designed to accommodate vehicles and in many places lacks adequate facilities for other modes of travel. Furthermore, as the existing street Right-of-Way (ROW) is almost entirely dedicated to vehicle movement, streets in the GMSP Study Area do not fulfil their vital role as public spaces, enhancing the environment and community. The Toronto Complete Streets Guidelines provide guidance in the redesign of the existing street network that rebalances the needs of all current and future users.

A Complete Street network in the GMSP Study Area will have to balance the needs of pedestrians, cyclists, transit users, drivers, and goods movement. It will have to take into account the area’s retail role, the needs of students travelling to and from Centennial College, pedestrians and cyclists accessing ECLRT stations from areas to the north and

south, future residential intensification, and truck traffic through and within the Study Area, particularly to light industrial sites to the south. Future stages of this Study will take these mobility needs and priorities into account when making recommendations, while also recognizing streets’ roles in placemaking and prosperity.

### **Improving connectivity to ECLRT stops**

The ECLRT is scheduled to open in 2021 and includes five stops in the GMSP Study Area: O’Connor, Pharmacy, Hakimi-Lebovic, Golden Mile, and Birchmount. There is an opportunity through this Study to ensure that access and connectivity to these stops can be enhanced and maintained over the long term as the area redevelops.

According to the pedestrian walkshed analysis (see TMP Existing Conditions Report, Section 4.6.4, in Appendices), all streets in the GMSP Study Area are included as part of the 800 metres that people are willing to walk to a higher order transit stop. As a result, pedestrian infrastructure should be provided or improved on all streets in the GMSP Study Area, especially those with lower Pedestrian Level of Service scores (see TMP Existing Conditions Report Section 4.6.5, in Appendices). Pedestrian network improvements have the dual role of increasing the attractiveness of transit as a travel option through improved pedestrian connections from transit stops to local businesses.

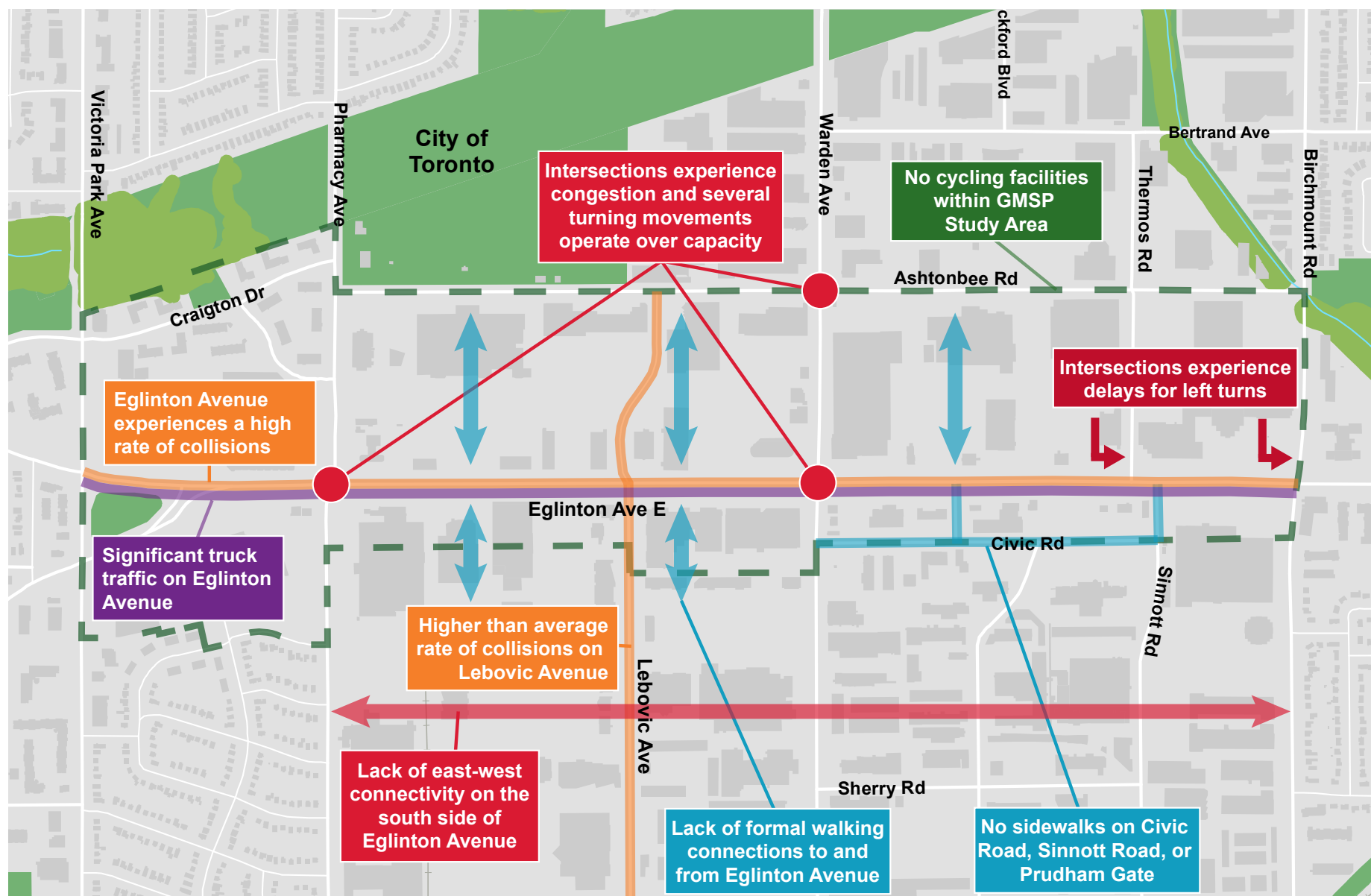
### **Improving Transportation Demand Management (TDM) measures**

A number of opportunities for TDM can be identified for the Golden Mile. As the Study Area develops and intensifies, opportunities and recommended strategies will evolve, suggesting that a flexible and responsive approach to designing and implementing TDM strategies will be important. Within the Study Area, TDM programming should be viewed as a vital component of the area’s development, necessary for the effective mobility management of the growing population and the utilization of new infrastructure.

### **WHAT DOES THIS MEAN FOR THE GOLDEN MILE? (TMP PROBLEM AND OPPORTUNITY STATEMENT)**

The Golden Mile was planned and built for cars and is characterized by large blocks and low-rise buildings set-back and separated from streets by surface parking. Streets are wide with a lack of connectivity and no formal cycling facilities within the Secondary Plan Area. The six (6) traffic lanes on Eglinton Avenue creates a divide between the northern and southern areas of the GMSP Study Area and acts as a physical barrier for pedestrians and cyclists, and as such the majority of persons choose to drive short distances despite delays.

Capturing the opportunities described above will achieve overall connectivity, encourage active transportation, ensure safety, comfort and accessibility for all users, and accommodate the transportation needs of existing and future businesses.



**Figure 35** Transportation Summary of Existing Conditions (graphic by HDR)



## 3.7 Servicing

Through the Master Servicing Plan (MSP) Study, servicing analysis will be performed on the existing wet utilities (Water, Storm & Sanitary), and on the downstream receiving systems. The MSP will identify existing bottlenecks and issue constraints within the various systems. Once the existing conditions are well understood, the MSP will provide input into development alternatives and build-out scenarios. Proposed improvements or upgrades to the systems to facilitate the recommended development scenario will be determined.

### **WATER DISTRIBUTION**

The MSP Boundary is shown in Figure 36. It is located within Pressure District (PD) 3E, with system storage provided by the Warden Elevation Tank located at Warden and Eglinton. There are existing looping water mains distributed throughout the area. To supplement the model information, four (4) field tests (known as “hydrant flow tests”) were conducted to test the water pressure within the water mains throughout the MSP Boundary. Based on the field tests and water modelling analysis, sufficient flow capacity is available along the existing system near the Boundary. The existing water distribution does not present a constraint to proposed development, and significant system upgrades are likely not required to support proposed development.

### **SANITARY, STORM AND COMBINED SEWERS**

Under the design conditions, there are no issues with the existing sanitary infrastructure capacity. However, the pipes are quite small, and the current underutilization is due to limited flow being generated from the large industrial and commercial properties. There is limited additional capacity available due to the small pipe sizes. The pipes within area A and B as shown on Figure 36 (an area bounded roughly by Victoria Park Avenue, the Gattineau Hydro Corridor / Bertrand Avenue, Thermos Road, and Eglinton Avenue East - and see Master

Servicing Study - Existing Conditions Assessment Technical Memo in Appendices for more detail) may require upsizing if significant development is to be expected.

The theoretical sanitary analysis for extreme wet weather conditions (as required by the City) shows that under existing conditions there are concerns with the existing sanitary infrastructure under wet weather conditions. However, it should be noted that the rates used in the model are likely overestimated, and it is recommended that flow monitoring results within the area are used to establish actual rates. Since these conditions will improve and lead towards the “design conditions” with future developments, these results are not expected to be a development constraint. It is further noted that the City is currently undertaking a Basement Flooding Study in the area, and additional data may become available through this project.

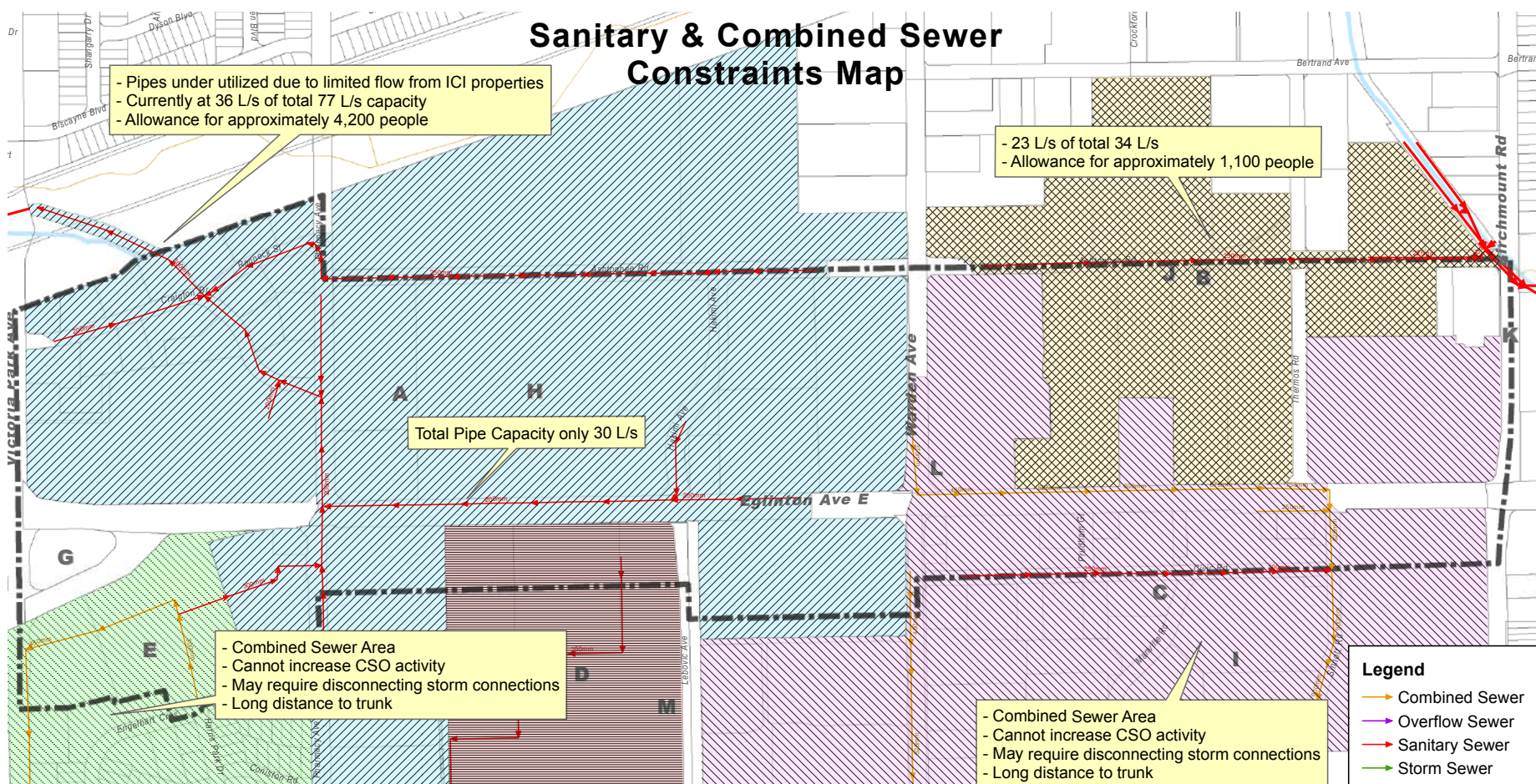
The existing combined sewers within the boundary and the receiving sewers downstream have significant capacity available. However, due to the Ministry of Environment and Climate Change (MOE) procedure F-5-5, which states that the volume of Combined Sewer Overflow (CSO) activity cannot be increased, this may be a constraint since all five (5) overflows are active during a 2-year storm event. In order for developments to be approved, stormwater connections to the combined sewer may need to be found and remediated, or a new sanitary sewer may need to be extended to the boundary in order to reduce discharge to the combined sewer system.

Based on the analysis, the existing storm infrastructure in the area has a few locations which do not meet City criteria (free flow during a 2 year event). In most locations this is due to single connection points from large industrial or commercial properties.

There are no bottlenecks or problematic areas that will require modification. With the implementation of the wet Weather Flow Master Plan (WWFM) guidelines and on-site stormwater control criteria, these locations will improve with any additional development, and therefore no sewer upgrades should be required.

### WHAT DOES THIS MEAN FOR THE GOLDEN MILE?

There are generally no constraints on servicing capacity within the Golden Mile, and therefore redevelopment should be able to proceed without the need for prior servicing infrastructure investment.. However, there is one exception to the above in the areas served by combined sewers. In these areas, stormwater connections may need to be diverted from the combined sewers, or a new sanitary sewer may need to be provided prior to redevelopment.



**Figure 36** Servicing Summary

The above map details capacity conditions for sanitary and combined sewers within the Study Area (graphic by Cole Engineering).

## 3.8 Community Infrastructure

The Community Infrastructure Strategy (CIS) will review and evaluate community infrastructure needs and opportunities based on the previously completed Eglinton Connects Planning Study's Focus Areas Community Services and Facilities (CSF) Strategy as well as the recommended planning framework that emerges from it. The CIS will complete demographic and profile updates using 2016 Census data to identify the growth in population and jobs from 2011-2016 in the CIS Boundary. For additional information on the CIS Study, see: Appendix C. Community Infrastructure Strategy Existing Conditions Report.

### WHAT IS WORKING WELL

In the CIS Boundary, there is a robust existing network of community agencies and grassroots organizations that can be built on (see Figure 37).

The Victoria Park Hub at Eglinton Avenue East and Victoria Park Avenue is a focal point for the delivery of community services through Human Service Agencies (Image 7); many operating in partnership. Many programs and services are being delivered in existing community spaces to improve access and reduce space requirements (e.g. public health services in schools and newcomer services in Toronto Community Housing buildings). Service and program provision are increasingly reflecting the community as well (e.g. diversity of staff and translators).

### WHAT COULD BE IMPROVED

Access to space is the main barrier for human service agencies. Particularly, lack of adequate, affordable space for programs and services.

Community infrastructure considered by the community to be lacking and much needed in the area includes commercial community kitchens to support newcomer populations to develop businesses and community recreation facilities which are currently operating at or beyond capacity. Spaces for youth activities and recreation was mentioned in particular.

### WHAT DOES THIS MEAN FOR THE GOLDEN MILE?

Human service agencies in the Golden Mile are collaborating to deliver services through hubs, partnerships and co-location. Maintaining the strong human service clusters that exist in the area is critical. The existing partnerships can be built on and expanded across other community infrastructure sectors to maximize space and ensure coordinated service provision.

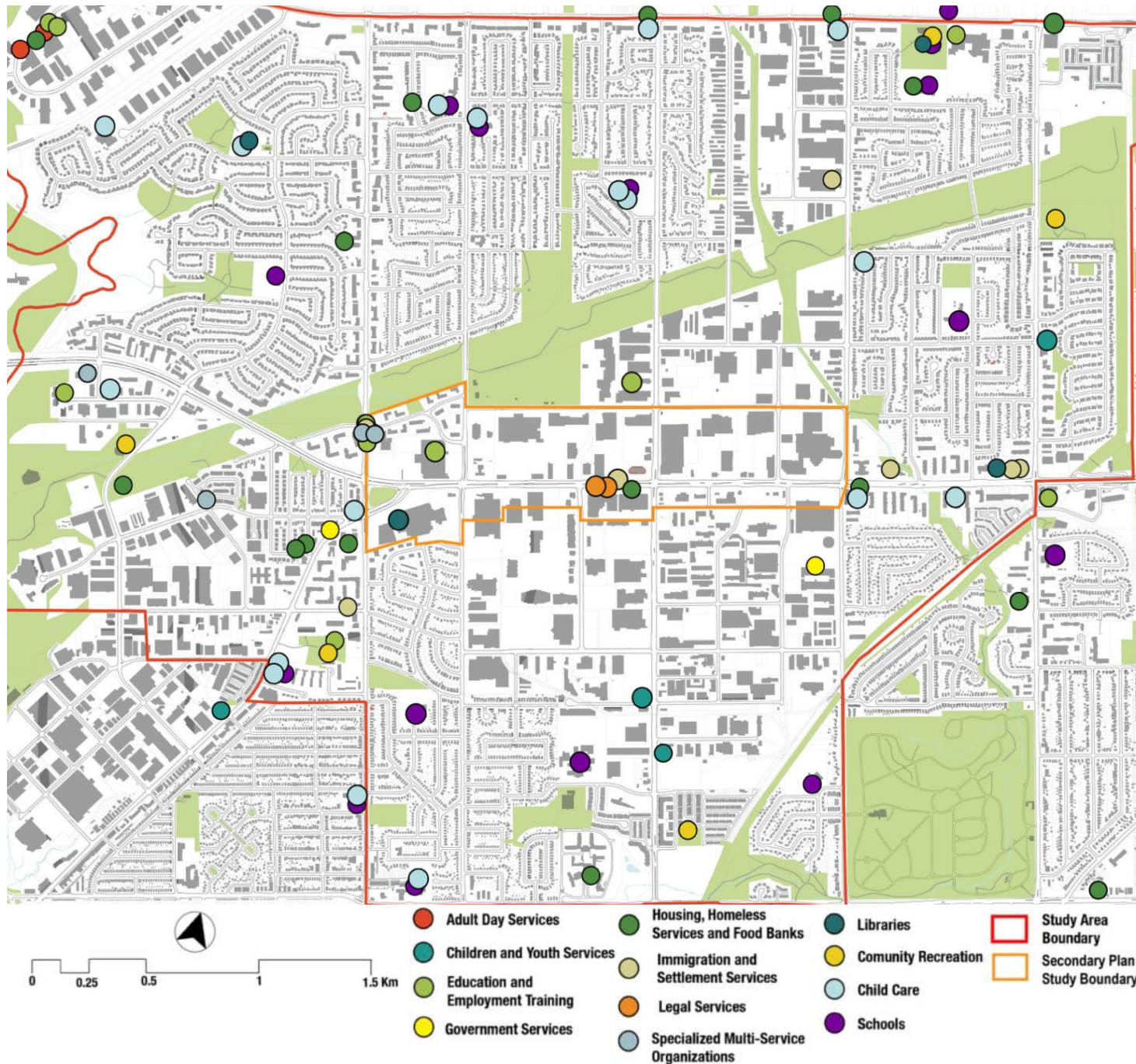
In the future, community services could be located at the base of new multi-storey residential, mixed use and non-residential developments in accordance with the appropriate planning and design guidelines. The development approval process can be used to identify and secure space for the delivery of human services.



Source: Toronto & York Region United Way

**Image 7** Victoria Park Community Hub - The HUB





**Figure 37** Community Infrastructure Summary

Map of Human Services Agencies broken down by 8 subsectors and community facilities, including libraries, community recreation facilities, child care facilities and schools in the GMSP Study Area (graphic by CUI).

## 3.9 Economy

Completed in 2016, the Market Analysis and Economic Strategy findings will be used to help inform the development of the vision and planning framework for the Golden Mile.

The overall purpose of the Market Analysis and Economic Strategy study was to recommend strategies to enhance existing employment uses and jobs in the area, and to attract new employment investment, in order to support an increase in the overall amount of employment floor space within the Study Area.

### WHAT DOES THIS MEAN FOR THE GOLDEN MILE?

- Presently, the residential market has not yet materialized, as low high-rise residential land values in western Scarborough make investment less desirable, particularly due to the strong residential market throughout other parts of Toronto and other parts of the Greater Toronto Area (GTA).
- While the market for mixed-use development has not yet materialized in the Golden Mile, the area has a number of characteristics that would make it a prime target for intensification, including: several very large land parcels with very low intensity big box retail uses; proximity to the regional highway system; proximity to the downtown core and midtown; and an LRT system on the horizon.
- A large-scale mixed-use redevelopment of a big-box retail site would represent a catalyst for further development. Several landowners are planning to intensify their existing commercial *Mixed Use Areas* sites as mixed use developments in the future.
- Landowners have indicated that they plan to generally maintain the existing amount of retail space on their respective sites and

will reconfigure their sites to integrate residential uses. This is in part driven by the need to leverage existing land assets that may otherwise be underutilized.

- The anticipated arrival of the ECLRT also plays a part, in that the improved accessibility supports the market rationale to develop residential units in an untested Golden Mile residential market.
- From a financial and feasibility perspective, the residential components of these mixed use developments are expected to significantly contribute to the profitability and viability of each project as the residential market develops.
- The current strength of the retail market is both an asset and a liability in terms of transforming the Golden Mile. Most large-scale retail land-owners have indicated that they plan to maintain or even increase the amount of retail uses through any mixed use redevelopment of their site. However, presently, strong retail sales coupled with the costs involved of undertaking large redevelopment projects have made developers hesitant to initiate large scale transformation projects at this time.
- The current market for office development exists in only select locations in the GTA. In general, low rents coupled with high development costs make office development challenging in most locations, including the Golden Mile at present.
- Industrial uses within the Study Area are not expected to expand. It is unlikely that commercial land values and emerging residential values would justify the development of new traditional industrial facilities within the Study Area given current wide-spread permission for stand-alone retail and commercial uses.
- Centennial College has made considerable recent investment in its Ashtonbee Campus. Notwithstanding the presence of this institution, overall there does not appear to be any major specialized industry clusters or major land uses in the local area

that are immediately apparent as an anchor for an “innovation centre”, as proposed in the Eglinton Connects Study.

Due to its existing suburban character, initially, intensification in Golden Mile may take the form of a hybrid urban-suburban type development, characterized by:

- Interim surface parking (with a longer-term goal of total elimination of surface parking);
- Large-format auto oriented retail intermingled with high density residential development;
- Investment in both transit and parking structures, and;
- Planning for suburban parking ratios that occur over discrete development parcels while still allowing the development of active street frontage to proceed.
- With respect to future employment retention and attraction, the Study Area has several positive attributes that may help to attract development interest on *Mixed Use Areas* lands and *Employment Areas*, which should help to enhance employment generating opportunities in the future:
- The Golden Mile is already a highly accessible area for the workforce due to its proximity to the Don Valley Parkway and the 401, and its proximity to the Kennedy subway and GO stations. Transit accessibility will be significantly improved by the ECLRT.
- The ECLRT, including a re-designed Eglinton Avenue East, provides a catalyst to reinvigorate and attract both residential and employment development interest.
- The Golden Mile Secondary Plan Study presents an opportunity to create a pedestrian friendly mixed-use neighbourhood which will help to entice businesses to the area.
- Many landholdings are of a large scale that permit land owners to undertake neighbourhood-defining redevelopment projects

i.e. larger parcels can more easily include public space, decked parking, a fine-grained street network and include a range of housing types for a mix of incomes.

- Based on the current development applications, there is the potential for future significant residential growth within the Golden Mile to enhance local labour force.
- The build-out of well-designed mixed residential-commercial projects will enhance the overall desirability of the Golden Mile as a place to work through improved built form and new amenities including parks and pedestrian connections/ new streets throughout the area.



## 3.10 Public Art and Heritage

### HERITAGE

As noted in **Section 1.4 Study Area History**, before the Second World War the Golden Mile was agricultural land, as was much of the surrounding area at the time. In 1941 the Government of Canada acquired the farmland for a munitions plant to support the war effort. After the war, the Township of Scarborough purchased the plant and surrounding lands for municipal and small business use. It was in the 1950's that the Study Area distinguished itself from its surroundings with the growth of major industry first and then auto-oriented retail and housing for the factory employees. The fact that the farms had not been previously subdivided (see Figure 38 below) meant that large-scale manufacturing and retail uses could be readily established. The only remnant of the agricultural past are the current large block sizes that still echo much of the original farm boundaries. Nonetheless, the historical significance of the area is not in its agricultural past, but in the time that gave it its name: the period between the 1950s and 1970s when this strip of Eglinton was the Golden Mile, a place of employment and commerce that looked forward to a new era of prosperity for the people who lived and worked there.



**Figure 38** Historical map of the Study Area 1947

### SIGNAGE THEN

Eglinton Avenue from Pharmacy Avenue to Birchmount Road became famous in the 1950s as Scarborough's Golden Mile of Industry" – a hub of large-scale manufacturing and a symbol of post-war prosperity. In 1950 ball bearings giant Svenska Kullagerfabriken (SKF) started the industrial boom of the Golden Mile. By 1955 corporations such as Frigidaire, the John Inglis Company, Thermos and Warner Lambert had major manufacturing facilities here.

The gateway to the Golden Mile, at Victoria Park and Eglinton Avenues, was originally marked by the Golden Mile Marquee (Image 8); a distinct sign marking the first theatre in a shopping mall in Canada in the 1950's. The famous "Lady on the Swing" billboard (Image 9) was erected on the southwest corner of Eglinton and Victoria in 1962 by Willison Chrysler, but was displaced by a recent townhouse development. The removal of the 50' Golden Mile Chevrolet neon sign was considered the last "landmark" marking the history of the area.

### SIGNAGE NOW

The key visual markers or elements marking the history of Golden Mile have largely disappeared. SKF is evident by a small sign in a brick wall and the former Thermos building is remembered through a street name sign - Thermos Road.

There is no gateway sign for the area today, but there is an abundance of large commercial signage in the area. The most prominent of these is the Eglinton Town Centre (ETC) sign at the southwest corner of Eglinton and Lubovic Avenues. Two Heritage Toronto plaques (Image 10) are a nod to history, but they are dwarfed by the ETC sign (Image 11). The plaques provide a brief history of how the "Golden Mile of Industry" became the "Golden Mile of Commerce".



Image 8 Golden Mile marquee



Image 9 Lady on the swing billboard



Image 10 Existing heritage plaques



Image 11 Existing Eglinton Town Centre signage and location of heritage plaques



## EXISTING PUBLIC ART

No public art exists within the GMSP Study Area. There are a few wall murals and painted signal boxes commissioned through the StreetARToronto program located outside of the Study Area boundaries including “A Sense of Place” at Kennedy Station (Image 12).

The lack of public art paints a picture of the disparity along the Golden Mile. This is partly due to the fact that a large proportion of Toronto’s public artwork is funded through Toronto’s Percent for Art Program which relies on Section 37 agreements, and until now, there had not been development interest in the area.

Given the connections to the industrial history and the former landmark signs and iconic symbols that once were present along this strip, there is an opportunity for history of the Golden Mile to be expressed visually through public art.



**Image 12** Frank Perna’s “A Sense of Place” mural, Kennedy Station. One of the few murals and painted signal box artworks in the wider regional area.

## PUBLIC ART + HERITAGE - CONSTRAINTS

Preliminary Constraints/Issues:

- There is no existing or planned public art in the GMSP Study Area
- Metrolinx is not planning any artwork at the 5 ECLRT stations in the GMSP Study Area.
- Landmark signage and gateway features have disappeared and remaining signage referencing Golden Mile’s history are insignificant and without context
- Historical plaques are dwarfed in their setting
- The area is car-oriented and discourages pedestrian movement, with long blocks and wide streets (Image 13)
- Development will be over a long period of time and may be uneven
- The scale of buildings, streets and parking is expansive and dwarf current attempts at streetscape features

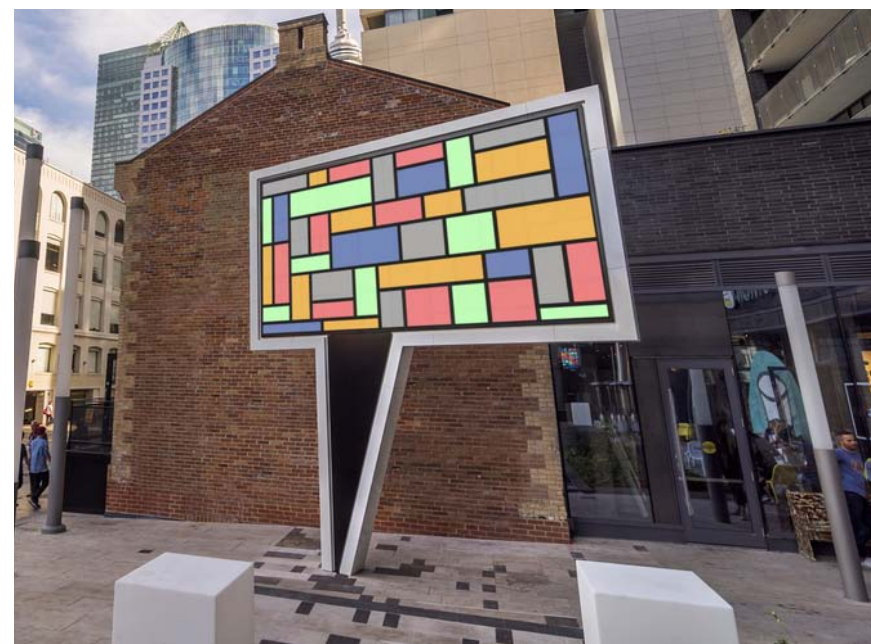


**Image 13** The long blocks and large parking lots along Eglinton, a wide, fast-moving street discourage pedestrian movement in the area.

## PUBLIC ART + HERITAGE - OPPORTUNITIES

Preliminary opportunities include:

- Large redevelopment sites offer an opportunity to secure public art as the Toronto Official Plan and the Percent for Public Art Program encourage the inclusion of public art in all significant private sector developments through development review, Official Plan amendments and re-zonings -- typically using Section 37 contributions to secure 1% of a project's capital budget.
- Through the City of Toronto's StreetART Program, managed by the Public Realm Section of the Transportation Services Division at the City of Toronto, street and mural art projects could be used to revitalize and engage communities.
- There is a potential to reinstate a "gateway" to the area at Eglinton and Victoria Park and/or to mark the history of the area's past businesses (e.g. at Thermos Road)
- There may be opportunities to punctuate the large blocks with public art specifically on the north side of Eglinton where there are larger potential redevelopment sites
- Blocks and corners are dotted with transit shelters which offer an opportunity for pedestrian-level public art features and historical story-telling
- Metrolinx is in discussion with City of Toronto and Astral Media to have access to new 4'x6' digital signage for a digital art program. Provisions were made in PSOS and budget allocated. This could help to reinstate the concept of neon "landmark signage" that once existed to mark the Golden Mile (see digital art example in Image 14).



**Image 14** Speech Bubble by Jennifer Marman and Daniel Borins, Toronto. Example of digital art.



**Image 15** Arlington Stop, St. Clair Streetcar, Toronto. Example of historic story-telling within a transit shelter.



## WHAT IS WORKING WELL

There is very little existing or planned public art or heritage elements in the GMSP Study Area but, through partnerships with local community groups, public sector agencies (e.g. Metrolinx/TTC), City of Toronto programs (StreetARToronto), and the potential for development (Toronto's Percent for Art Program), there is a lot of space and opportunity to build on the Golden Mile's unique and rich history, in particular the mid-twentieth century history in the area. The visual history of signage and gateway features is particularly notable.

## WHAT COULD BE IMPROVED

### HERITAGE INTERPRETATION

The scale and location of storytelling through historic plaques could be reconsidered to increase impact. The location and history of major gateway markers that were lost can be echoed through new public art commissions. The area's stories could also be shared through more intimate pedestrian-level elements such as heritage plaques in key locations or story-telling panels within a bus shelter (see Image 15 on previous page).



**Image 16** Possibilities by Michel de Broin, inspired by street signs from the golden age of the automobile, Duke of York Boulevard roundabout, Mississauga.

## PUBLIC ART (GATEWAYS AND MARKERS)

A public art plan could indicate one or two locations for gateway art pieces to be seen at high speeds to create a visual brand for the area, echoing its rich history of signage (see Image 16). The triangular Victoria Park-Eglinton Parkette would be one such location, as it is a unique urban form in the area, is the western entrance to the Golden Mile and would provide a visual prominence for an art commission.

The one or two gateway artwork locations can be supported by further mid-block art locations that break up the expansive blocks, to create moments of visual interest from an automobile, but that reveal a richer texture at a slower speed and act as trail markers for pedestrians (see Image 17). Their locations can correspond to the finer grid of streets that will be realized over time through development.



**Image 17** Art bollards by Antony Gormley. Fenwick Road, London, UK.



### WHAT DOES THIS MEAN FOR THE GOLDEN MILE?

There is little in the way of existing public art and heritage elements in the built form. It is likely that development will be over a long period of time, and it may be a long wait before any public art commissions through the Toronto Percent for Art Program will be realized. The GMSP Study Area's character will change both slowly and irregularly from a car-oriented place to a multi-modal community.

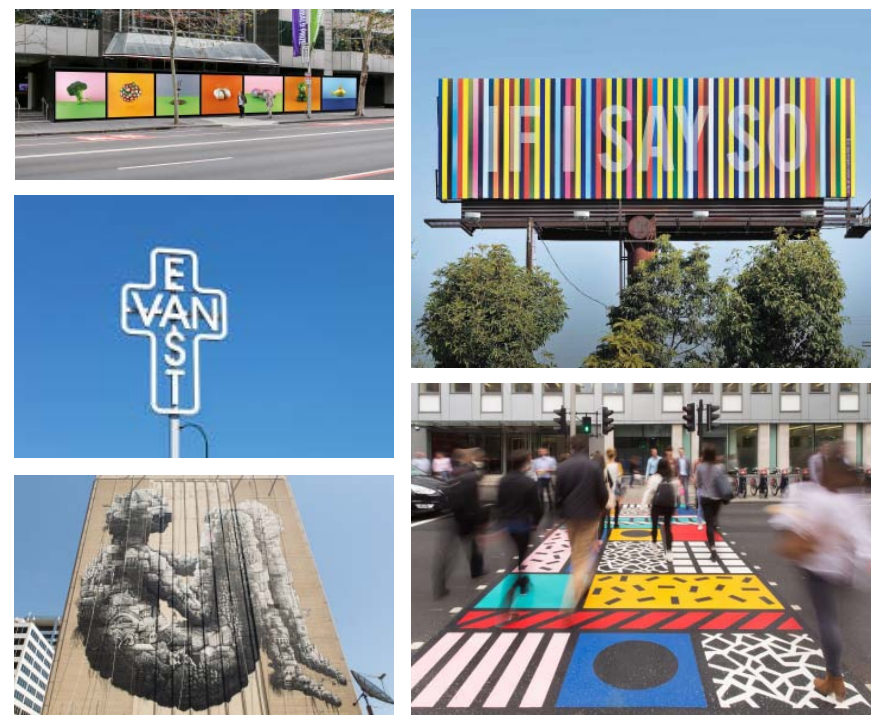
A public art strategy should respond both to the car-oriented place that exists today and also look forward to the multi-modal community to be developed in the future. It should strike a balance between being impactful today, and also note how artwork types and locations could be selected to successfully integrate into the community as it develops. New developments can incorporate integrated public art or public art located within new park allocations as well.

In the short and medium term it will be important to find opportunities for temporary, re-locatable or medium term art and heritage projects that can assist in redefining the area over time.

To fit with the area's history and to make a big impact in the Study Area art signs and billboards (see Image 18) would be most effective in the short and medium term, for example:

- Hoarding art
- Art billboards
- Signs
- Art on street surfaces (crosswalks and parking lots)
- Mural and signal box artwork

The City of Toronto has programs for art on construction hoarding and mural, signal box and street surface painting through StreetARToronto. Other opportunities could involve working with local arts organizations and/or art events such as Scotiabank Contact Photography Festival, who have in past years partnered with Pattison to temporarily install art on advertising billboards throughout the city.



**Image 18** Examples of public art signs and billboards. Clockwise from upper left : Song from Nature by Danling Copy; If I Say So by Susan Silton; crosswalk by Camille Walala, London, UK; mural by Phlegm, Toronto; Monument for East Vancouver by Ken Lum, Vancouver.

## 3.11 Soft Site Analysis

### POTENTIAL SOFT SITES

In undertaking a long range planning study, it is necessary to assess the likelihood of redevelopment over time on a parcel by parcel basis. This assessment ultimately aids in the formulation of development scenarios which provide alternative means of achieving a myriad of public policy goals, including the introduction of new streets and blocks, new parks and open space, and intensified land uses to support transit investment. This investigation into the parcel-by-parcel redevelopment potential is typically called a soft site analysis, i.e. an assessment of parcels from a market, planning policy and urban design perspective to categorize parcels according to the relative ease with which they may be redeveloped.

Based on existing conditions of the Study Area and the building blocks of the GMSP Study, the following factors have been used to develop soft site categories.

#### Parks and Open Space

Sites adjacent to existing green space (i.e. properties on the south side of Ashtonbee Road and sites adjacent to future potential green space connections, including connections to ECLRT stops) are prime locations for activity generating uses to increase public interaction and awareness of open space and improve overall use and maintenance of these public or publicly accessible spaces.

#### Streets and Blocks

Significant opportunity is available to sites adjacent to major ECLRT stops. Priority sites include those adjacent to future potential gateways, at Victoria Park and Eglinton Avenues and at Birchmount Road and Eglinton Avenue, due to infrastructure investment and prominence / visibility of the location.

### Land Use

Sites within the *Mixed Use Areas* designation are currently underdeveloped and generally share in the potential opportunity for redevelopment. Sites within the *Employment Areas* south of Eglinton are typically smaller with established retail uses. These sites will likely take longer than sites within *Mixed Use Areas* to redevelop.

### Built Form

In regard to built form, sites of prominence include those with frontages near or adjacent to gateways and major ECLRT stops. Additional sites of interest include those adjacent to existing destinations (e.g. Centennial College). Sites that have near or greater than 50% of the land dedicated to surface parking are also important, as they allow for gradual phasing of development with flexibility to respect current commercial leases.

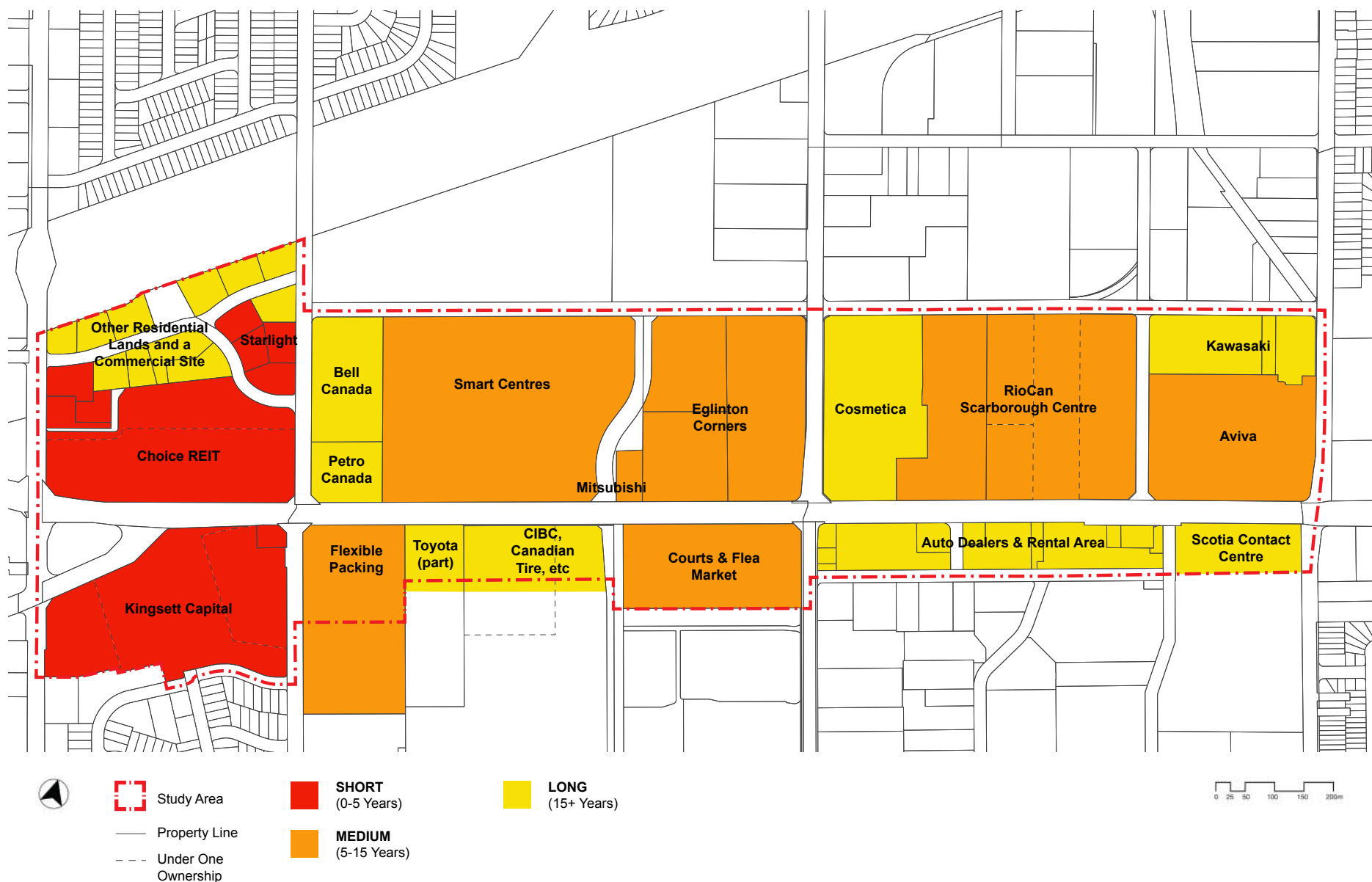
### Economy

The Market Analysis and Economic Strategy study categorized all parcels within the GMSP Study Area into short, medium, and long term development horizons (see Figure 39).

Sites in the short term category include those where the owners were actively exploring redevelopment at the time of the study.

Sites in the medium term category are those where site owners were contemplating future redevelopment possibilities but were adopting a wait-and-see approach, or those sites that did not have redevelopment plans but were likely to face development pressure as a result of the construction of the ECLRT and development of other sites.

Sites in the long term category represents sites that were expected to retain their existing operations for the foreseeable future however, would likely redevelop over the long term (first in lands designated *Mixed Use Areas* followed by those designated *Employment Areas*).



**Figure 39** Projected development timeline (based on information from Market Analysis and Economic Strategy study)

Based on designated land use, ownership, current development applications, market conditions, and other factors, the Market Analysis and Economic Strategy suggests a development timeline of three categories: Short (0-5 years), Medium (5-15 years), and Long (15+ years). Only three parcels were identified as a Short term opportunity and all three are lands between Victoria Park Avenue and Pharmacy Avenue, close to Eglinton Avenue. The rest of the Study Area is relatively equally divided between Medium term and Long term.

## SOFT SITE ANALYSIS

The soft sites are comprised of three categories - Category A, B, and C. There are five components that determine the level of priority for each parcel (see Figure 40 and 41):

- Drivers of Change - What is driving the change in this parcel? Is it adjacent/in close proximity to uses that may draw a large volume of people? (E.g. transit, destinations, open space, etc)
- Parcel Size - is the parcel large enough for relatively quick development? (E.g. small parcels may require consolidation, which will require a longer timeline)
- Designated Land Use - does the designated land use in the Official Plan allow for a diverse range of development / have fewer use restrictions? (E.g. *Mixed Use Areas* vs. *Employment Areas*)
- Development Timeline - what is the projected development timeline according to the Market Analysis and Economic Strategy study? (I.e. Short, Medium, Long term)
- Potential Conflict - is there a potential conflict with existing uses? (E.g. long-term lease, site contamination)

## WHAT DOES THIS MEAN FOR THE GOLDEN MILE?

The soft site analysis helps determine where redevelopment may occur first and informs phasing in alternative development scenarios. This is significant in terms of assessing how different patterns of streets and blocks, parks and open space and intensified land uses can be achieved over time.

Ultimately the soft site analysis is a prediction of the overall pattern of development over time and is not indicative of the ultimate sequence by which the area will change. This necessitates flexibility being built into the ultimate plan to ensure that the changes contemplated can occur regardless of the specific order of site-by-site development.

### Category A

Drivers of Change:	Short term horizon
Parcel Size:	Medium, Large
Designated Land Use:	Mixed Use Areas
Development Timeline:	Short, Medium
Potential Conflict:	No

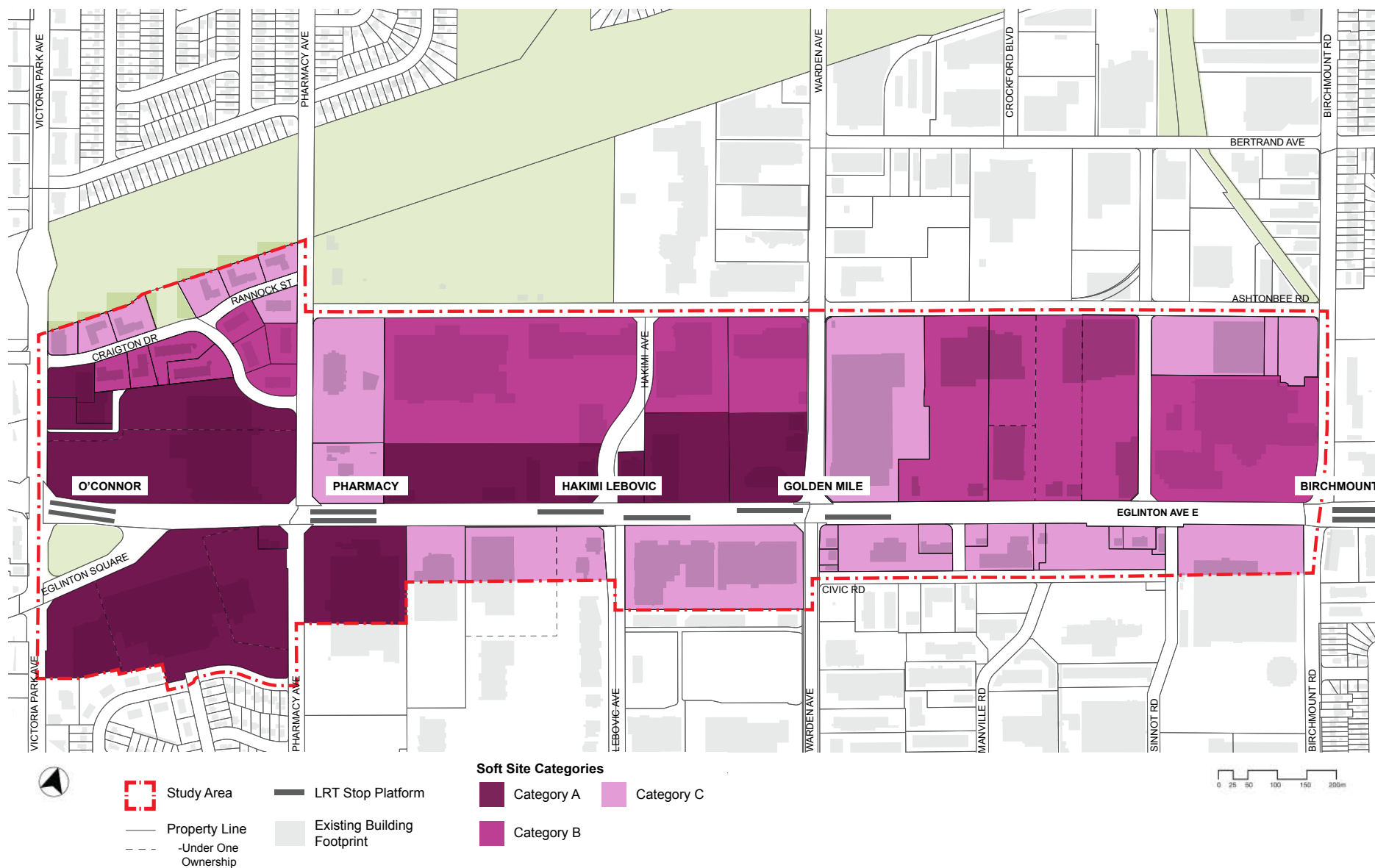
### Category B

Drivers of Change:	Leveraging existing assets
Parcel Size:	Medium, Large
Designated Land Use:	Mixed Use Areas
Development Timeline:	Short, Medium
Potential Conflict:	No

### Category C

Drivers of Change:	Long term horizon
Parcel Size:	Small, Medium, Large
Designated Land Use:	All Uses
Development Timeline:	Medium, Long
Potential Conflict:	Yes

**Figure 40** Soft site categories



**Figure 41** Soft site analysis

Following the soft site analysis, all Category A parcels are located on Eglinton Avenue East and west of Warden Avenue. All Category B parcels are adjacent to said Category A parcels except one large parcel at Eglinton and Birchmount Road. All parcels on lands designated as *Employment Areas* and *Apartment Neighbourhoods* are Category C, as well as the rest of the parcels north of Eglinton.