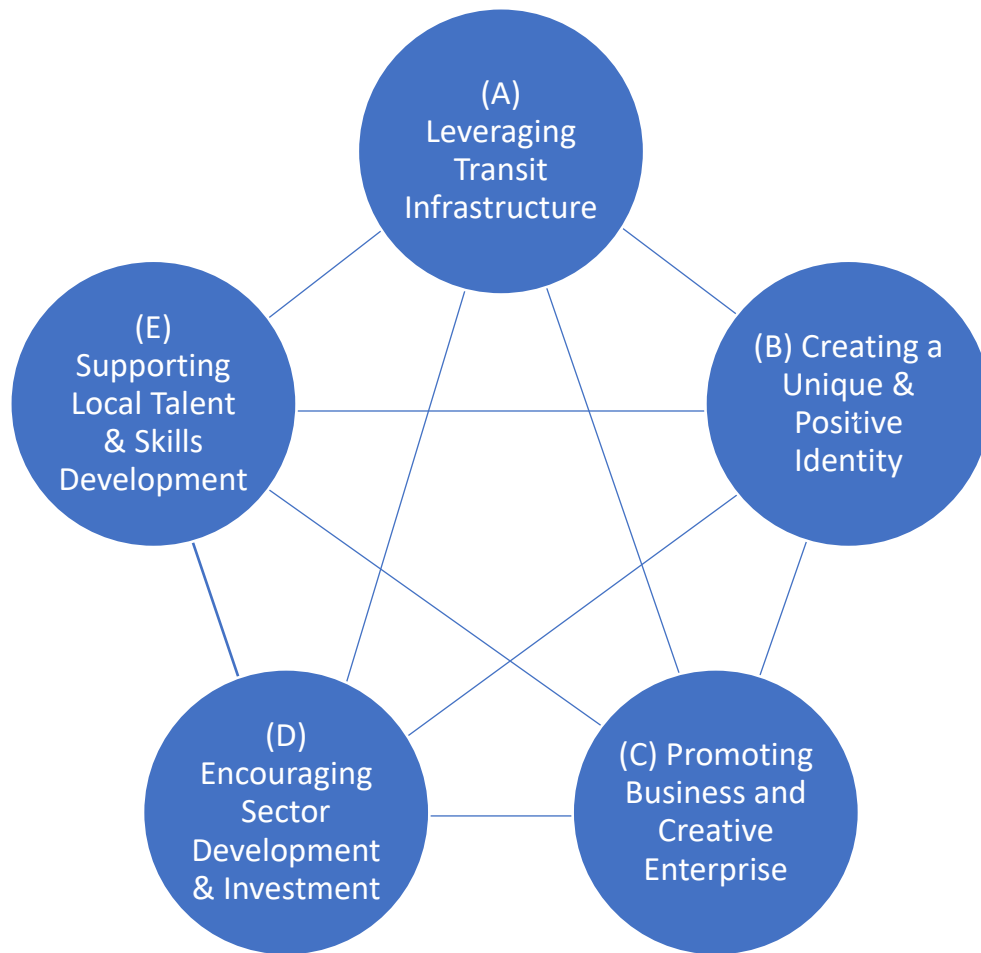


Stakeholder Workshop #1: 5 Major and 12 Supporting Themes



Major Theme	Supporting Themes
<p>(A) Leveraging Transit Infrastructure</p>	<ol style="list-style-type: none"> 1. Balanced development: Retain the industrial and mixed-use character of the overall area while protecting existing employment lands and encouraging transit-supportive industrial and commercial intensification where appropriate. 2. Promote available, underutilized land and buildings in the area as commercial opportunities for investment, development and renovation/expansion. 3. Transit hub: Leverage the significant transit investment and promote the area as a focal point and destination for those living outside the area to come to MD, as well as for local residents to access key employment centres (airport, downtown). 4. Mitigate potential impacts of gentrification through reduced development charges, inclusionary zoning, etc.

<p>(B) Creating a Unique & Positive Identity</p>	<p>5. Placemaking – build on existing assets, as well as brand and market the area as an ‘eco-neighbourhood’: This pilot approach would provide the opportunity to define both what an eco-neighbourhood is and promote MD as ‘Toronto’s first’.</p> <p>6. Vibrancy, walkability and authenticity: Improve sidewalks, streets, facades, street furniture, public art, connectivity to transit, etc. through a defined capital infrastructure program, to improve walkability and reinforce an ‘eco’ image while at the same time reflecting the area’s authentic character.</p>
<p>(C) Promoting Business and Creative Enterprise</p>	<p>7. Develop more cultural activity and awareness in MD: Through, for example: encouraging investment in arts and culture; a major festival planned in the area; and other potential programming.</p> <p>8. Promote new and diverse retail businesses: through lower business taxes on Weston Road; expansion of the BIA; grocery stores and markets [to address food desert issues]; new restaurants; etc.</p> <p>9. Ensure awareness of existing supports to business: ensure that both existing businesses and new entrepreneurs are aware of the full range of supports and incentives available through the City and various partners.</p> <p>10. Explore potential for major projects in area: e.g. cultural activity as part of the former Kodak building; a post-secondary campus; any surplus Metrolinx land; Industry Street land.</p>
<p>(D) Encouraging Sector Development & Investment</p>	<p>11. Promote specific niches / clusters / sectors that build upon existing advantages of the area: public benefit corporations; health care; green tech; transportation; warehousing; construction.</p>
<p>(E) Supporting Local Talent & Skills Development</p>	<p>12. Encourage local hiring and talent and skills development to support emerging employment opportunities in MD by, for example, exploring potential initiatives and partnerships with local businesses, agencies and others.</p>