

# GEARY WORKS

Stakeholder Consultation Meeting # 1

Wednesday, December 4, 7- 9 p.m.  
Wallace Emerson Community Centre





# Land Acknowledgement

We acknowledge that the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples. We acknowledge that this part of Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit.



## Agenda

- |  |      |                           |  |
|--|------|---------------------------|--|
|    | 7:00 | Welcome and Introductions | - Deputy Mayor and Councillor Ana Bailão |
|    | 7:15 | Presentation              | - Thomas Rees, City Planning             |
|    | 7:35 | Group Discussion          | - Everyone                               |
|  | 8:30 | Discussion summary        | - Everyone                               |

# What's the deal with Geary Avenue?

- Not a conventionally pretty street but it's bursting with entrepreneurial energy from a wide range of businesses and creative endeavours that occupy old utilitarian industrial and automotive buildings.

City Tanya Mok Posted on April 08, 2018

Report Ina

## This is the perfect Toronto street before it won't be



FOOD & WINE REVIEW

Welcome to Geary Ave. where the beer is fresh, the steak is juicy and the falafel is superlative



By Amy Pataki Restaurant Critic  
Tues., April 17, 2018 4 min. read

City Derek Flack Posted on August 08, 2016

## Geary Avenue is still Toronto's most interesting street



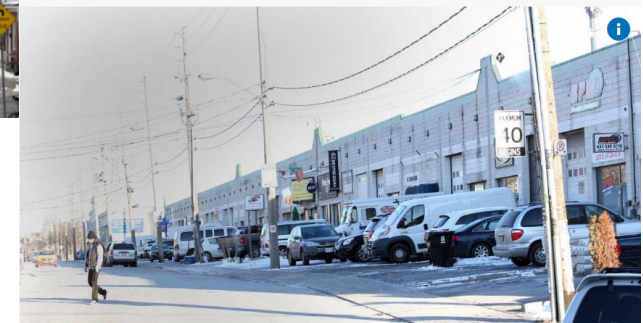
City Derek Flack Posted on February 28, 2011

## The slow fade of industry on Geary Avenue



## Geary Ave.: The secret life of an ugly street

By Stuart Berman Special to the Star  
Wed., Feb. 4, 2015 6 min. read





# What's happening on Geary Avenue?

- Geary Avenue has been organically evolving from a primarily industrial area dominated by automotive repair shops to an eclectic employment area with a wide range of small businesses and creative enterprises.

**2016**



**2019**



# What's happening on Geary Avenue?

- The eclectic mix of uses now includes new drinking and eating establishments, as well as informal event venues, that are making Geary Avenue a popular social destination.

2014



2019





# What is Geary Works?

Geary Works is a joint study of Geary Avenue by City Planning and Economic Development & Culture that is intended result in an area-specific planning framework and economic development and culture strategy that further supports a mix of small businesses and creative enterprises.

# Guiding Principles

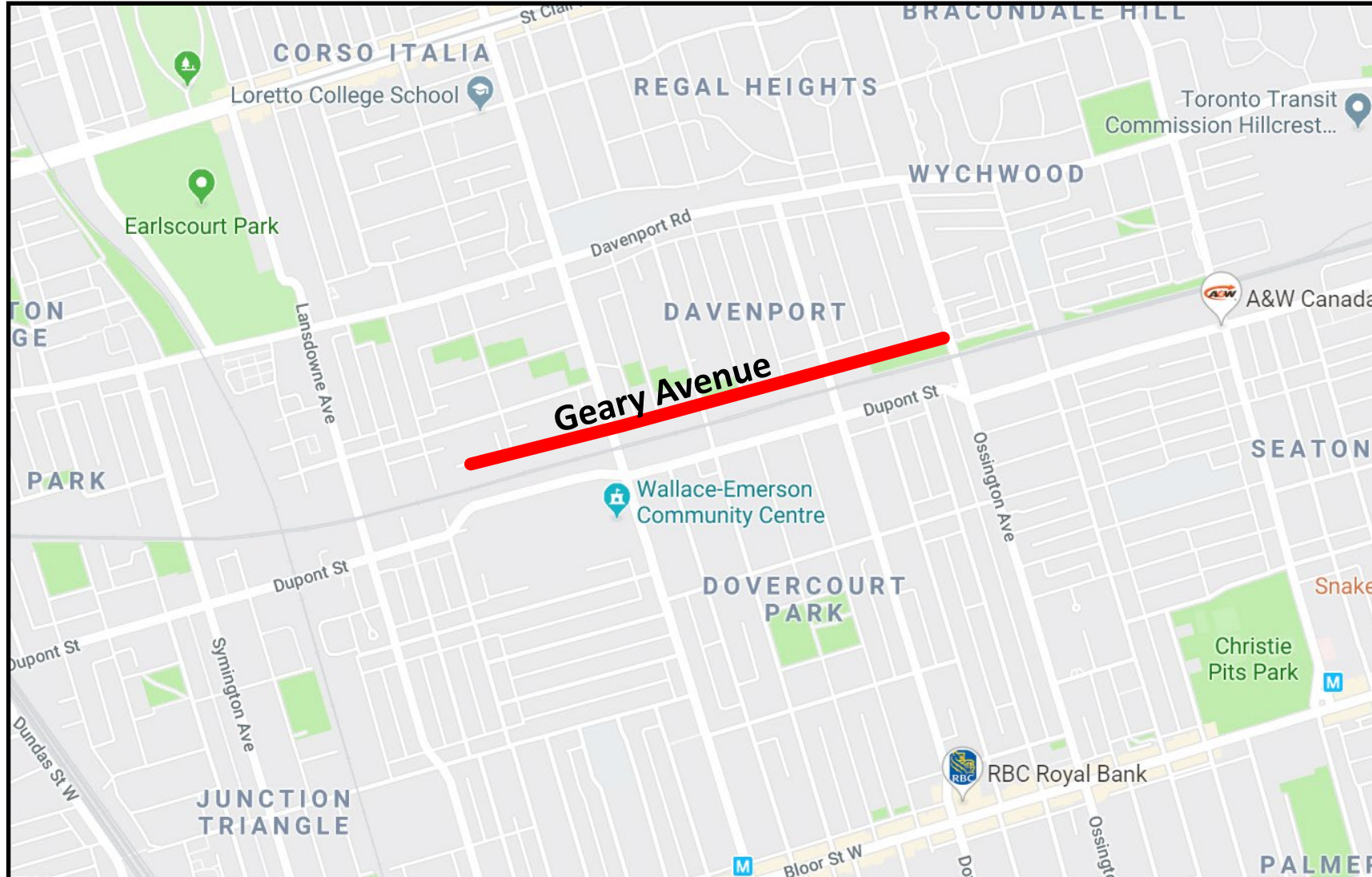
1. Support existing businesses and cultural enterprises.
2. Facilitate a vibrant mix of light industrial, commercial, cultural and recreational uses.
3. Enhance the public realm to create an inviting and exciting street.
4. Protect the adjacent Davenport neighbourhood from excessive negative impact from uses on Geary Avenue.

# Study Area





# Where is Geary Avenue?



# What is Geary Avenue?

- Geary Avenue is a 1.2-kilometre long street characterized by one and two-storey industrial/warehouse buildings, automotive repair garages, interspersed small scale office and commercial buildings, houses, surface parking lots, and local parks.





# Geary Avenue – Aerial View





# Geary Avenue – Bird's Eye View

**GEARY**  
WORKS





# Geary Avenue – Streetview

GEARY  
WORKS





# Geary Avenue – Streetview

GEARY  
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# Geary Avenue – Streetview

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# Geary Avenue – Streetview

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# Geary Avenue – Streetview





# Geary Avenue – Streetview

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# Geary Avenue – Streetview

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# Geary Avenue – Streetview

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# Geary Avenue – Streetview





# Geary Avenue – Streetview

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# Geary Avenue – Streetview





# Geary Avenue – Streetview





# Geary Avenue – Streetview





# Geary Avenue – Streetview

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# Geary Avenue – Streetview





# What is Geary Avenue?





# Geary Avenue – Streetview





# Geary Avenue – Streetview





# Geary Avenue – Streetview

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# Geary Avenue – Streetview

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# Geary Avenue – Streetview

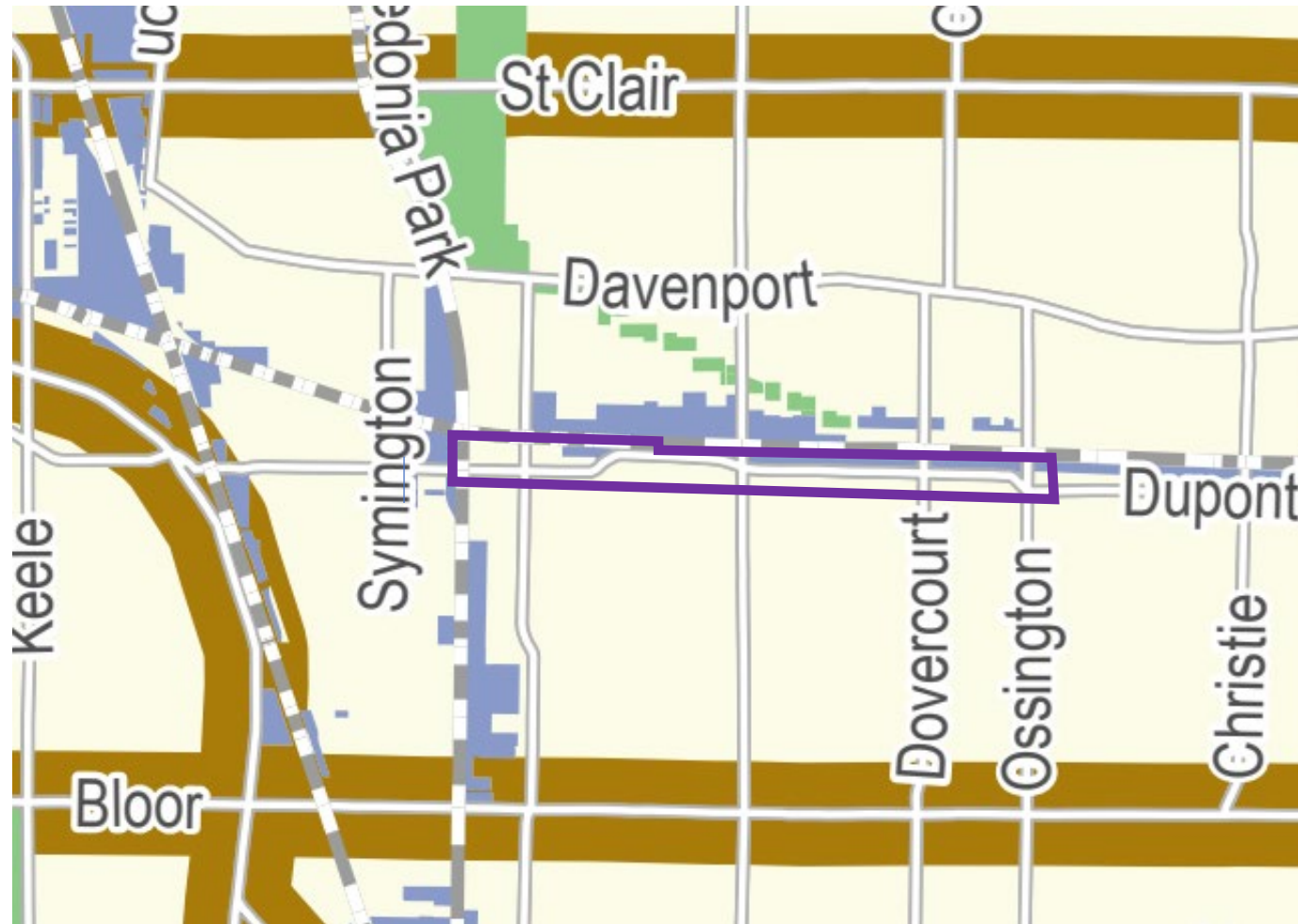
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# Planning Framework



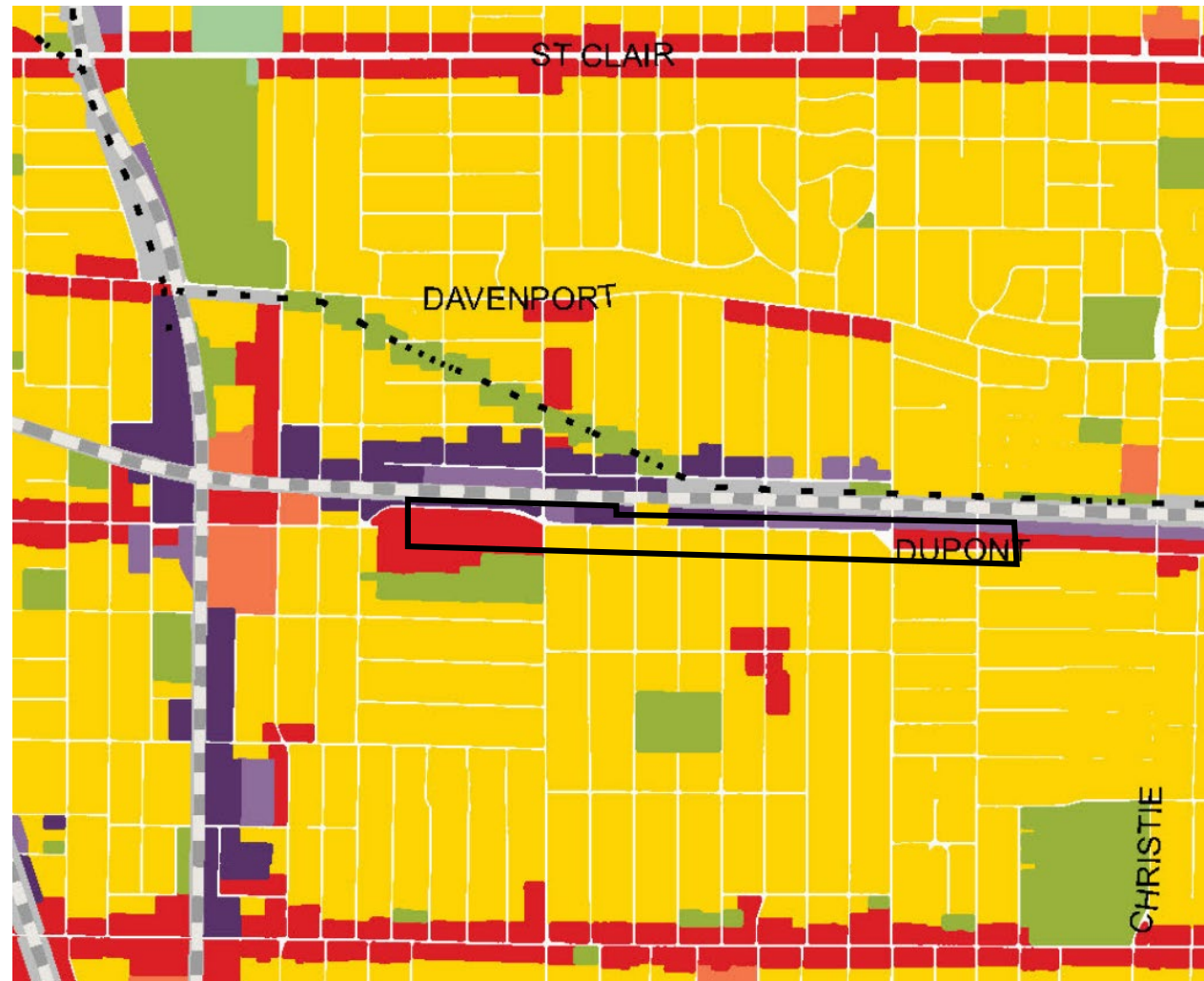
# Official Plan – Urban Structure



- Avenues
- Centres
- Employment Areas
- Downtown and Central Waterfront
- Green Space System
- Greenbelt Protected Countryside
- Greenbelt River Valley Connections



# Official Plan – Land Use Designations



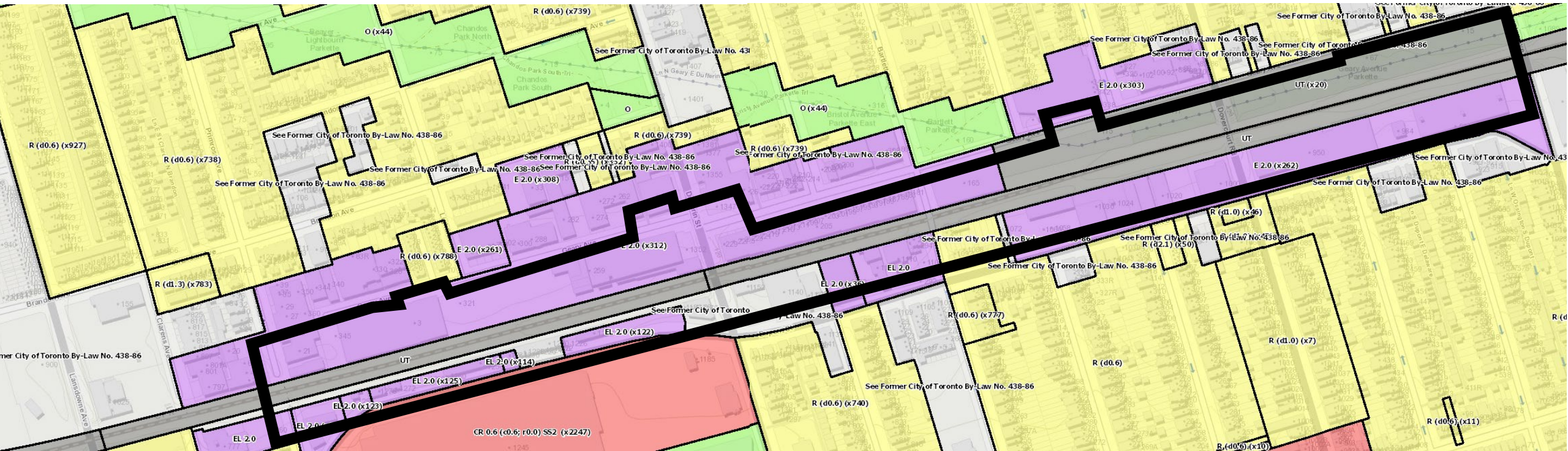
## Land Use Designations

- Neighbourhoods
- Apartment Neighbourhoods
- Mixed Use Areas
- Natural Areas
- Parks
- Other Open Space Areas (Including Golf Courses, Cemeteries, Public Utilities)
- Institutional Areas
- Regeneration Areas
- General Employment Areas
- Core Employment Areas
- Utility Corridors



# Zoning By-law

- Primarily zoned Employment (E).
- Maximum height ranges from 12 to 18 metres





# Heritage Register

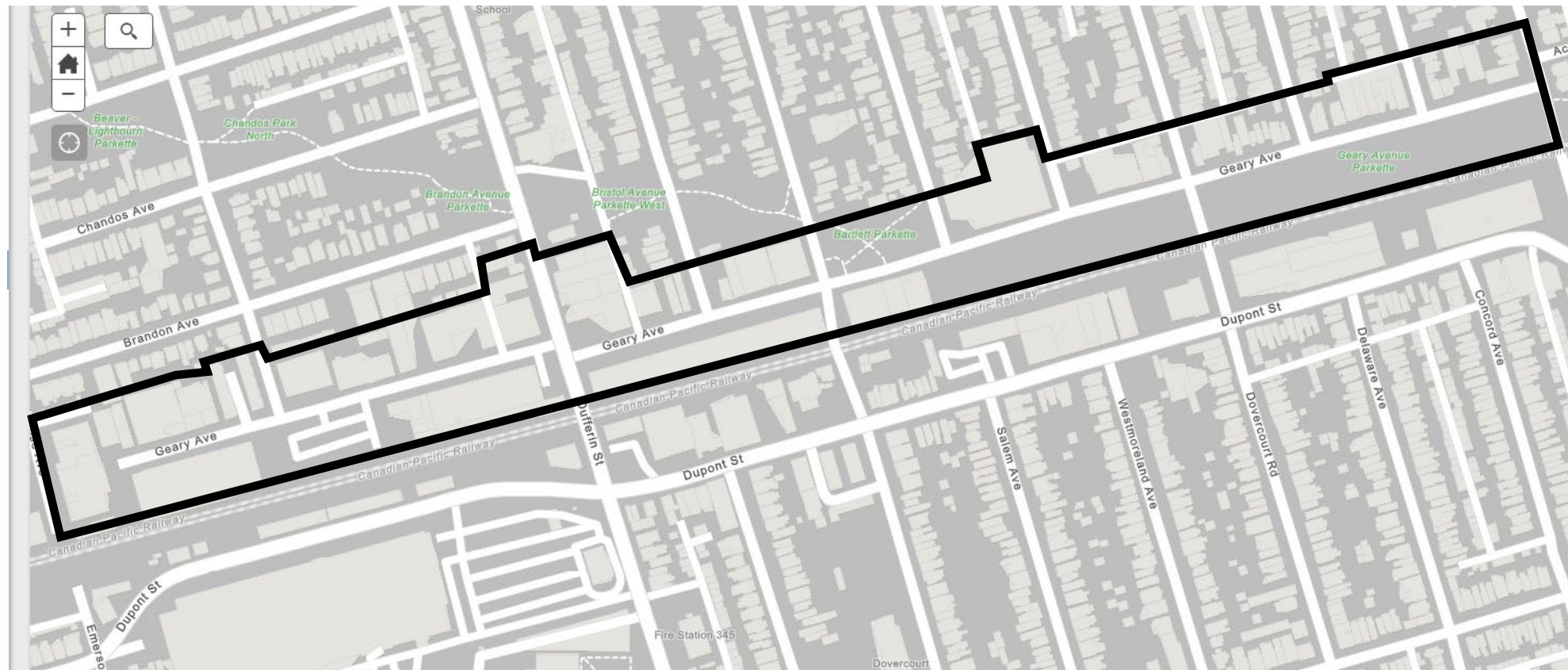
- No existing heritage properties in or adjacent to the study area.

## Addresses on the Heritage Register

- Listed
- Designated under Part IV of the Heritage Act
- Part of a Heritage Conservation District

## Heritage Conservation Districts

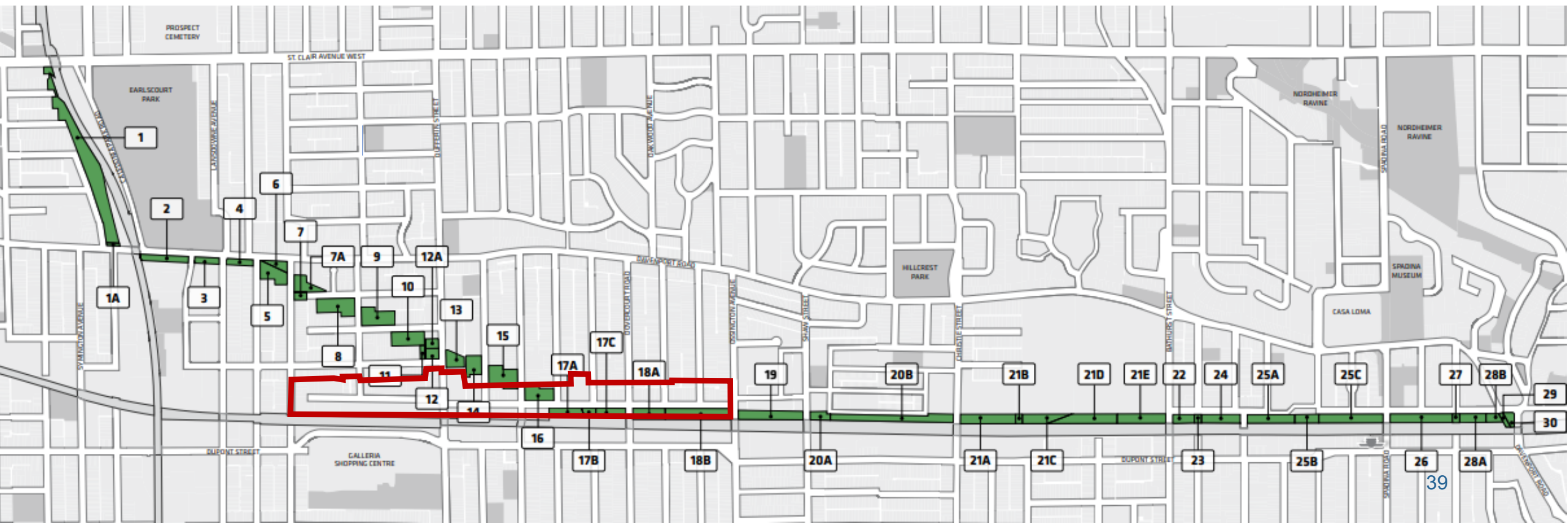
- Designated District
- Under Appeal
- Under Study





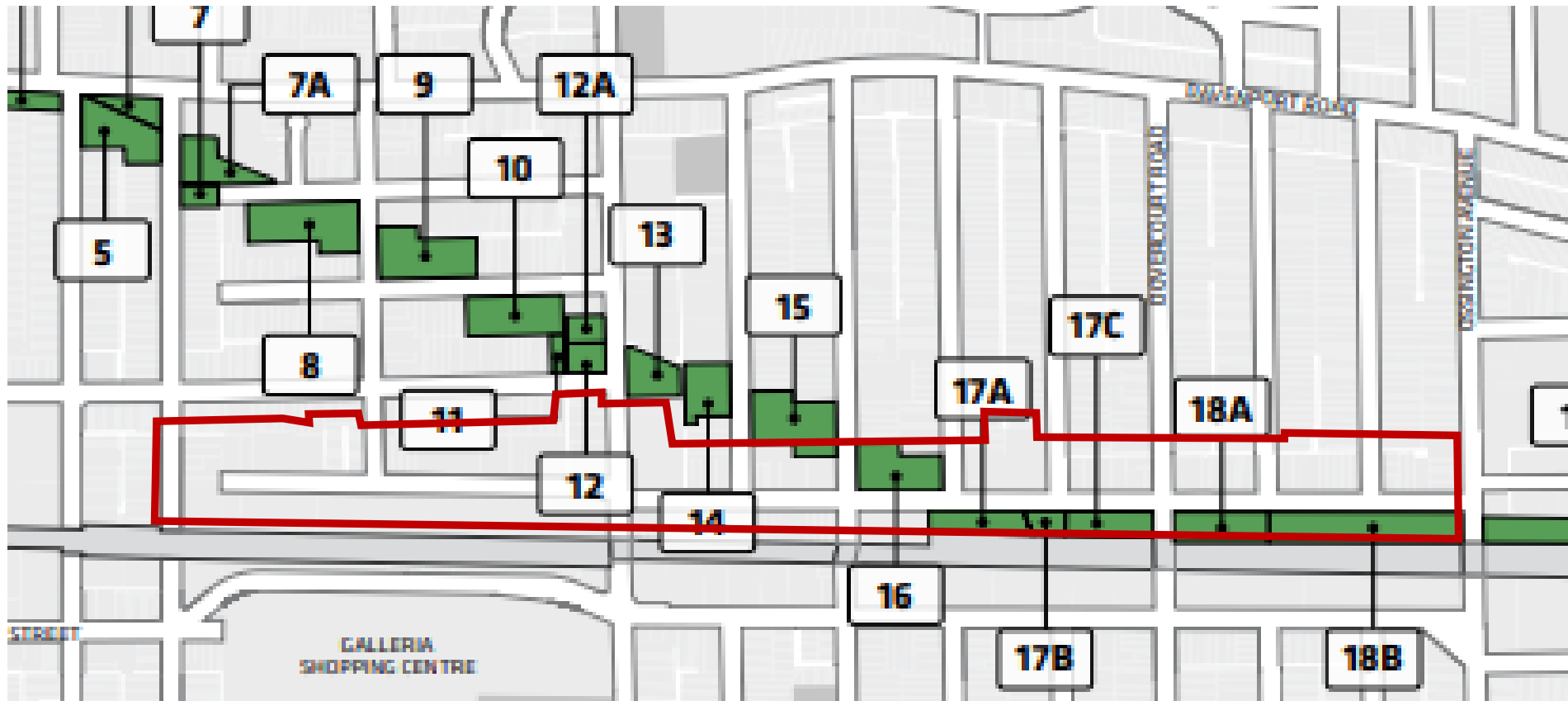
# The Green Line

- The Green Line is a 5-kilometre long linear park system that utilizes a Hydro corridor and public streets to connect existing and planned parks.



# The Green Line

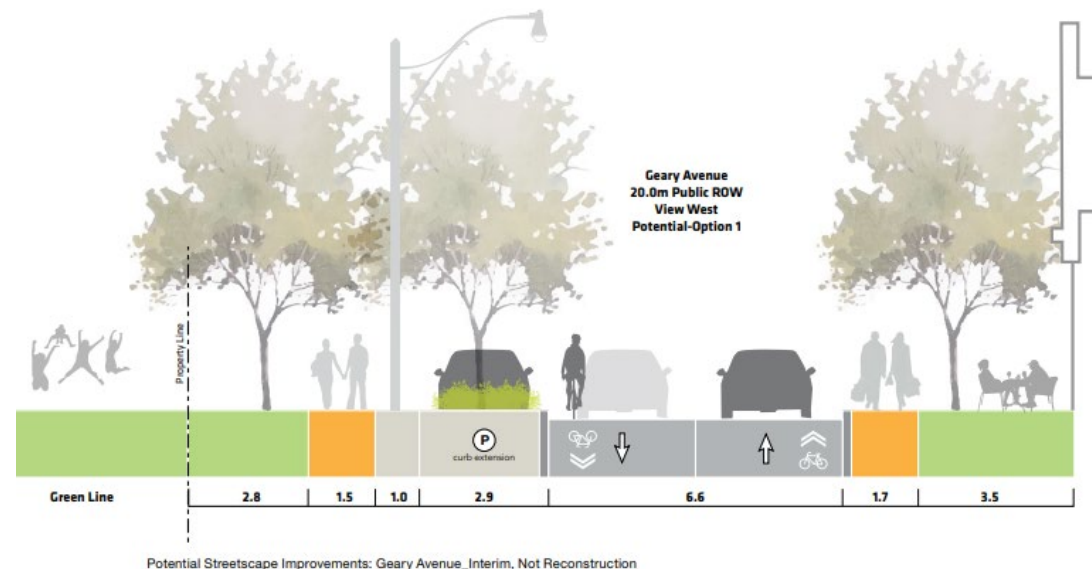
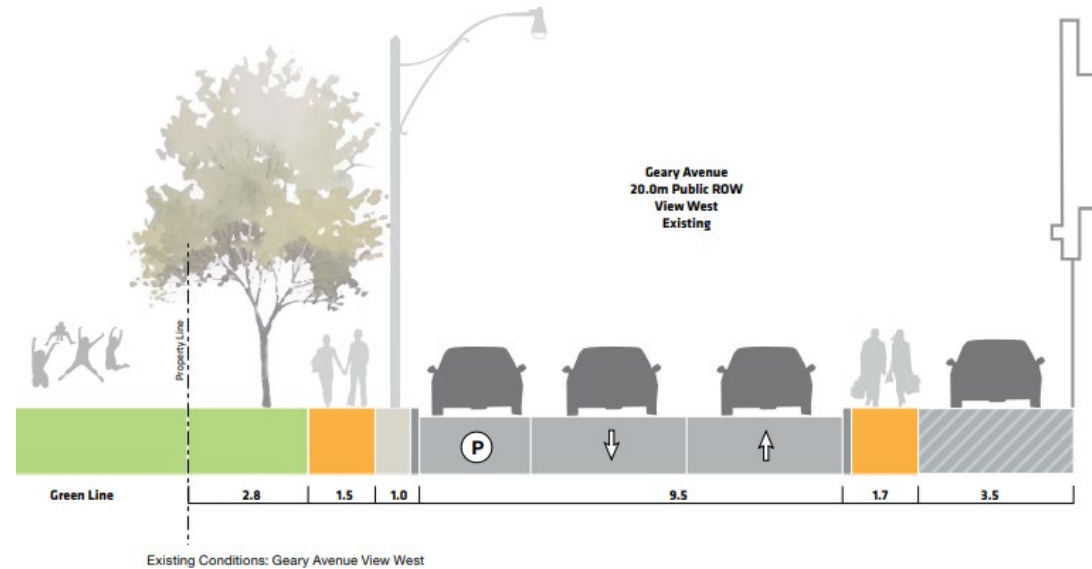
- The Green Line runs along the east half of Geary Avenue, providing a parks and public realm strategy that will help inform a strategy for the west half of Geary Avenue





# The Green Line

- The Green Line plan includes a planned streetscape improvement for the east half Geary Avenue.



# Work Plan





# Study Origin

- On April 30, 2019, Planning and Housing Committee adopted a motion (Item PH5.8) from Councillor Bailão that directed City Planning and Economic Development & Culture to initiate a comprehensive study of Geary Avenue.

PH5.8



April 30, 2019

To: Members, Planning and Housing Committee

RE: Initiating a Comprehensive Study of the Geary Ave corridor

I am writing to request your support for the following recommendations that requests the City of Toronto initiate a comprehensive study of the Geary Ave corridor:

- Planning and Housing Committee request the Chief Planner and Executive Director, City Planning Division, to initiate a planning study for the Geary Avenue corridor generally between Ossington Avenue and Primrose Avenue including:
  - An inventory of current applications and development proposals along Geary Avenue and in the surrounding area;
  - An inventory of existing establishments and detailed analysis of existing and permitted land uses;
  - The development of urban design and built form guidelines and land use provisions that promote and enhance the continued non-residential uses analysed through a. above including compatibility with and transition to adjacent residential uses;
- Planning and Housing Committee request the Chief Planner and Executive Director, City Planning Division to work with the General Manager, Parks Forestry and Recreation and the General Manager, Transportation Services to identify and coordinate parks and public realm improvements that enhance the character of the area;
- Planning and Housing Committee request the General Manager, Economic Development and Culture to develop a terms of reference for and undertake an economic development study for the Geary Avenue corridor generally between Ossington Avenue and Primrose Avenue, such study would include:
  - Consultation with area businesses, tenants and to understand the current challenges and future opportunities in developing a long term vision for the Geary Avenue corridor including cultural uses;
  - In consultation with the Executive Director, Municipal Licensing & Standards, consider the feasibility of developing and implementing financial and regulatory mechanisms to promote the continued arts-based, cultural, light industrial and employment uses in the area;

# Planning and Housing Committee Decision

## 1. City Planning to initiate a planning study for Geary Avenue including:

- An inventory of current applications and development proposals
- An inventory of existing establishments and detailed analysis of existing and permitted uses;
- The development of urban design and built form guidelines and land use provisions that promote and enhance the continued non-residential uses and compatibility with adjacent residential uses.



# Planning and Housing Committee Decision

2. City Planning to work with Parks, Forestry & Recreation and Transportation Services to identify and coordinate parks and public realm improvements that enhance the character of the area.

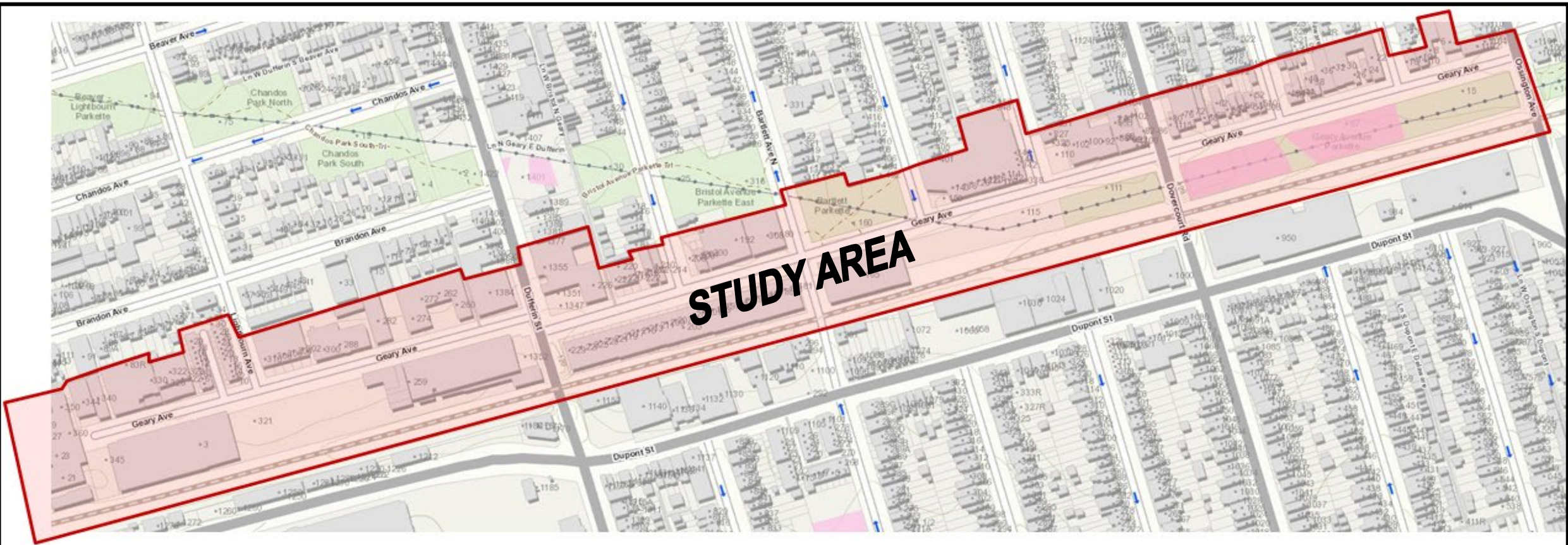
# Planning and Housing Committee Decision

3. Economic Development & Culture to develop a terms of reference for and undertake an economic development study for Geary Avenue that includes:
  - Consultation with area businesses and tenants to understand the current challenges and future opportunities for Geary Avenue including cultural uses;
  - In consultation with Municipal Licensing and Standards, consider the feasibility of developing and implementing financial and regulatory mechanisms to promote the continued arts-based, cultural, light industrial and employment uses in the area.



# Study Area

- The study area comprises Geary Avenue and all properties with frontage on Geary Avenue.



# Context Area



- The context area is bound by St. Clair Avenue West, Christie Street, Bloor Street West, and the Metrolinx-Kitchener rail corridor.
- The context area generally represents walking distance to Geary Avenue.



# Work Plan – Process and Timing

**We are here**

## Phase 1

Project Planning

Aug – Oct 2019

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

## Phase 3

Analysis and Draft  
Framework and  
Strategy

Dec 2019 – Apr 2020

## Phase 4

Final Report

Apr – June 2020

# Work Plan – Process

## Phase 1

Project Planning

Aug – Oct 2019

- Walking tour
- Establish study area
- Determine scope of work and prepare work plan
- Establish Technical Advisory Committee (TAC)



# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Background research:
  - Land use review (existing condition, development pipeline, assessment data, OP and zoning review)
  - Population and employment growth assessment
  - Built form review and shadow study
  - Heritage potential review
  - Mobility planning study
  - Parks and public realm study
  - Economic development and culture study (including a cultural and creative industries inventory)

# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):
  - Technical Advisory Committee Meeting # 1 – Oct. 17, 2019
  - Planners in Public Spaces (PiPS) – Dec. 2, 2019
  - Stakeholder meeting – Dec. 4, 2019
  - Community consultation meeting – Jan. 8, 2020
  - Website (published Nov. 15, 2019) and Twitter
  - User surveys (Nov. 25, 2019 to Jan. 31, 2020)
- Identify emerging themes and key issues



# Work Plan – Process

- Consultation (visioning):

## Survey # 1 – Businesses / Cultural Enterprises and Employees

### Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

1. What is the name, address, type and tenure of the business or cultural enterprise and how long has it been at that location?
2. Where do you live and how long have you lived there?
3. Do you visit any other businesses, cultural enterprises or spaces (i.e. parks, open spaces, non-business destinations) on Geary Avenue? If so, which ones?

# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 1 – Businesses / Cultural Enterprises and  
Employees

### Commute

5. What time(s) of day or night do you commute to Geary Avenue?
6. What mode(s) of transportation do you use to commute?
7. If you drive to work, where do you park your vehicle?
8. Is your preferred parking location typically available?



# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 1 – Businesses / Cultural Enterprises and Employees

Shipping and Loading

9. Does your business or cultural enterprise have a loading space?
10. If so, where is it located, when is it used, how many deliveries per week? What size(s) of delivery vehicle?
11. Would your business benefit from additional loading space?
12. Does vehicular traffic significantly hinder shipping or loading activities? If so, at what time(s) of day?

# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 1 – Businesses / Cultural Enterprises and Employees

Your Customers/Patrons

13. How do you think your customers/patrons get to your business or cultural enterprise?
14. When do customers visit your business or cultural enterprise?
15. Do your customers/patrons experience any difficulties in accessing your business ? If so, what are they?
16. Do you think it would be beneficial to your business or cultural enterprise to have more people visiting Geary Avenue?



# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 1 – Businesses / Cultural Enterprises and Employees

### Strengths and Weaknesses

17. What do you like or value about Geary Avenue? How does the nature or design of Geary Avenue help your business or cultural enterprise thrive?
18. What do you dislike about Geary Avenue? How does the nature or design of Geary Avenue hinder your business or cultural enterprise?
19. Does the existing zoning for your property hinder your business or cultural enterprise in any way? If so, how?
20. Are there any regulatory or administrative restrictions that you would like relief from? If so, what are they?

# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 1 – Businesses / Cultural Enterprises and Employees

### Your Vision for Geary Avenue

21. What do you want to see on Geary Avenue? How could it be improved? Would you like to change any element of the space in front of your building?
22. What could the City do to help your business or cultural enterprise?



# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

### Survey # 2 – Visitors and Residents

#### Your Location

1. Where do you live and how long have you lived there?
2. Where do you work and/or go to school?

# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

## Survey # 2 – Visitors and Residents

### Purpose and Frequency of Visit

3. How many times per month do you go to Geary Avenue to:
  - a. Get to/from your house?
  - b. Visit an office, commercial/retail business or industrial business?
  - c. Visit a cafe, restaurant or pub?
  - d. Listen to music or attend an evening function?
  - e. Enjoy personal recreation?
4. What time(s) of day or night do you typically visit Geary Avenue?
5. What businesses, cultural enterprises or spaces do you visit on Geary Avenue?



# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 2 – Visitors and Residents

### Transportation

6. What mode(s) of transportation do you use to visit?
7. If you drive to Geary Avenue, where do you park your vehicle?
8. If you drive to Geary Avenue, is your preferred parking location typically available?

# Work Plan – Process

## Phase 2

Background Review  
and Visioning

Sept 2019 – Jan 2020

- Consultation (visioning):

Survey # 2 – Visitors and Residents

Strengths and Weaknesses

9. What do you like or value about Geary Avenue?

10. What do you dislike about Geary Avenue?

Your Vision for Geary Avenue

11. What do you want to see on Geary Avenue? How could it be improved?



# Work Plan – Process

## Phase 3

Analysis and Draft  
Framework and  
Strategy

Dec 2019 – Apr 2020

- Background research analysis:
  - Land use, built form, heritage and policy analysis
  - Street analysis (street design, travel patterns, modal split, destinations)
  - Parks and open space analysis (building upon The Green Line)
  - Employment, economic development and culture analysis
- Consultation feedback analysis (identify common themes and key issues)

# Work Plan – Process

## Phase 3

Analysis and Draft  
Framework and  
Strategy

Dec 2019 – Apr 2020

- Draft Framework and strategy:
  - Prepare draft planning framework (area-specific Official Plan policy, area-specific rezoning, urban design guidelines)
  - Prepare draft parks and public realm strategy (building upon The Green Line)
  - Prepare draft economic development and culture strategy



# Work Plan – Process

## Phase 3

Analysis and Draft  
Framework and  
Strategy

Dec 2019 – Apr 2020

- Consultation on draft framework and strategy:
  - Stakeholder meeting # 2
  - Community consultation meeting # 2
  - Technical Advisory Committee meeting # 2

# Work Plan – Process

## Phase 4

Final Report

Apr – June 2020

- Refine draft planning framework and economic development and culture strategy
- Prepare Final Report



# Work Plan – Deliverables

## Phase 1: Project Planning

- Work Plan
- Project Schedule

## Phase 2: Background Review and Visioning

**We are here**

- Background report
- Community and stakeholder visioning report

## Phase 3: Analysis and Draft Framework and Strategy

- Draft Official Plan Amendment – Site & Area-Specific Policy (SASP)
- Draft area-specific Zoning By-law Amendment
- Draft urban design guidelines
- Draft Parks and Public Realm Strategy
- Draft Economic Development and Culture Strategy

## Phase 4: Final Report

- Final Report with study findings and recommendations:
- Proposed Official Plan Amendment – SASP
- Proposed Zoning By-law Amendment
- Proposed urban design guidelines
- Proposed Parks and Public Realm Strategy
- Proposed Economic Development and Culture Strategy

# Research Status and Initial Findings



# Land Use and Employment Review

- Land Use and Property Data
- Employment Survey Data (2000-2018)
- Building Permit history (2003-2019)
- Committee of Adjustment application history (2003-2019)
- Development Pipeline Data
- Official Plan Review
- Zoning By-law Review





# Land Use and Employment Review

## Land Use and Property Data

- 103 properties on Geary Avenue
- 64 properties have less than 10m frontage
- 23 properties have greater than 18m frontage
- 45 properties are primarily industrial, 24 properties are primarily residential, and 22 properties are primarily commercial

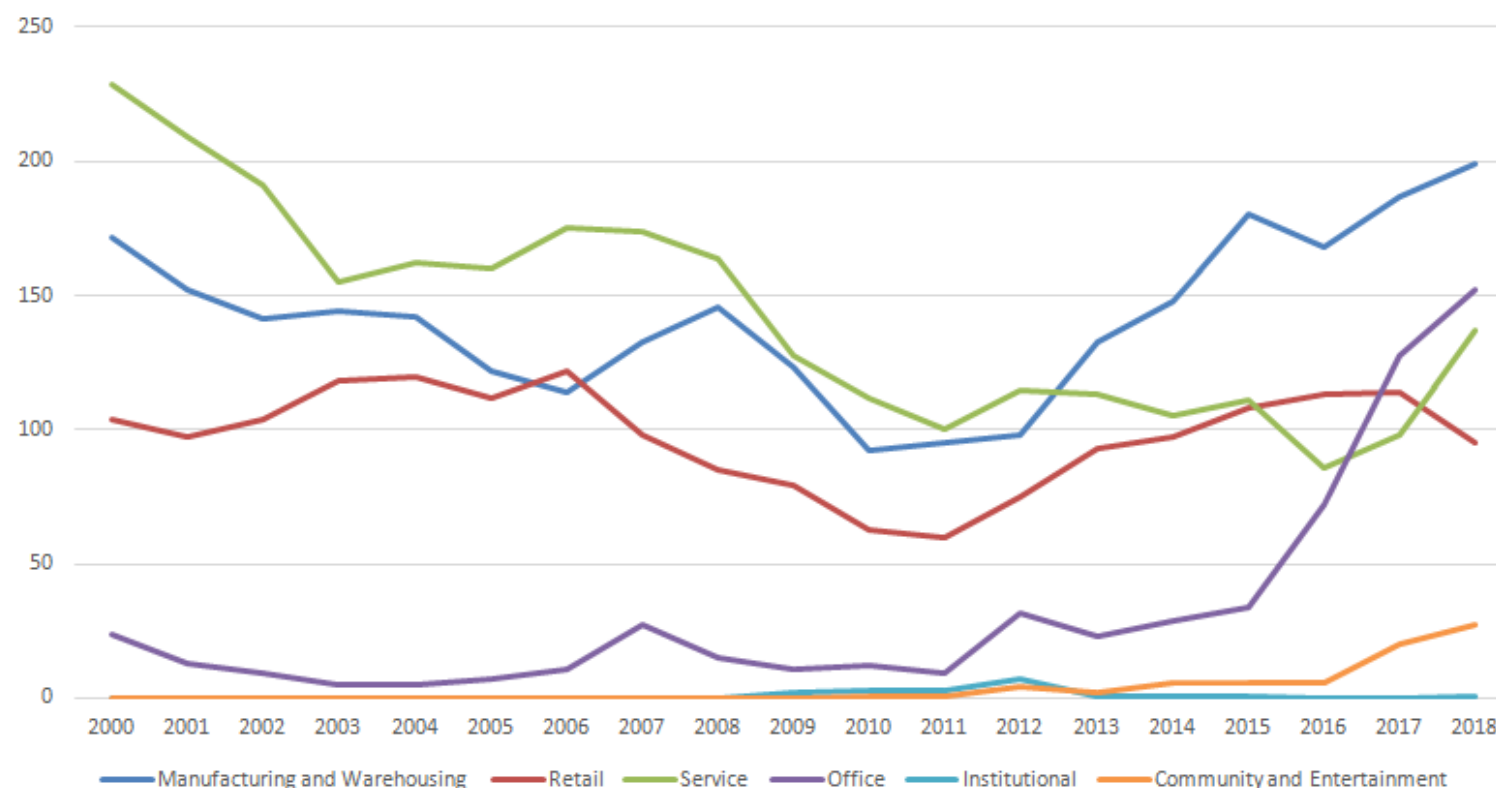
LOT STUDY RESULTS		
FOR AREA SURROUNDING:		
Geary Avenue Study Area		
Number of Lots in the Study Area:		103
Lot Frontage Sizes		Number of Lots
feet	metres	
Missing		1
< 25	< 7.62	37
25 - 29.99	7.62 - 9.13	27
30 - 39.99	9.14 - 12.18	5
40 - 49.99	12.19 - 15.23	7
50 - 59.99	15.24 - 18.28	3
60 +	18.29 +	23
Total Lots in Study Area		103
	feet	metres
Minimum Frontage	14.0	4.3
Maximum Frontage	715.2	218.0
Average Frontage	66.6	20.3
	sq. ft.	sq. m
Minimum Area	1,000.0	92.9
Maximum Area	105,418.8	9,793.4
Average Area	9,712.6	902.3
	acres	hectares
Total Lot Study Area	23.0	9.3

# Land Use and Employment Review

## Employment Review

- Manufacturing has rebounded since 2010 and provides the most jobs compared to other employment uses
- Substantial growth in office employment
- Declining employment in service industries until a minor rebound in 2016
- Relatively stable retail employment
- Recent growth in community and entertainment employment

Total Employment by Sector  
Source: Toronto Employment Survey, 2000-2018

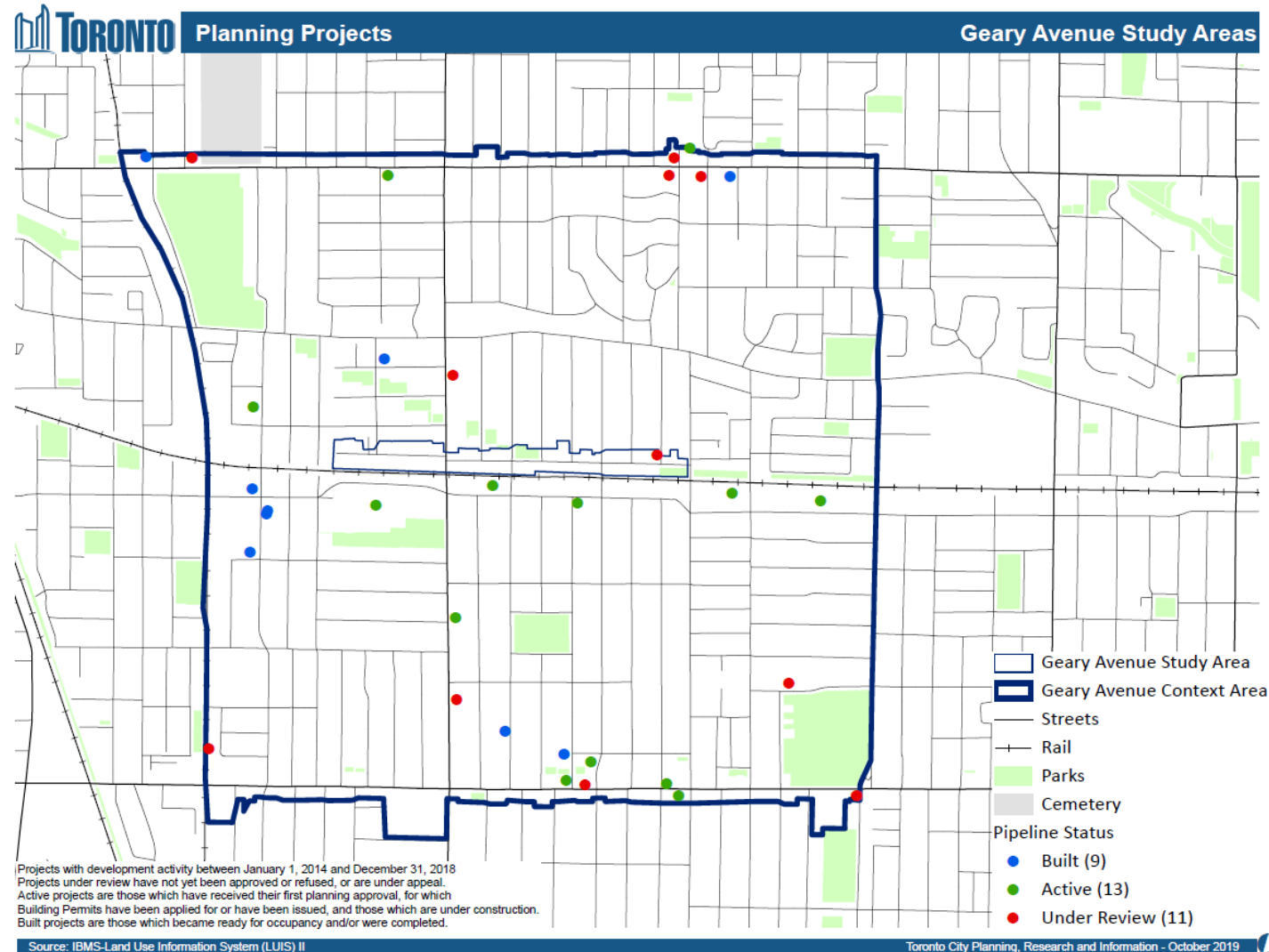


# Land Use and Employment Review

## Development Pipeline (2014-2018)

### (Official Plan, rezoning, Site Plan)

- 33 applications in context area since 2014.
- Only one application (4-storey office building) on Geary Avenue
- Galleria Mall redevelopment will increase local population by approx. 5,500 people.

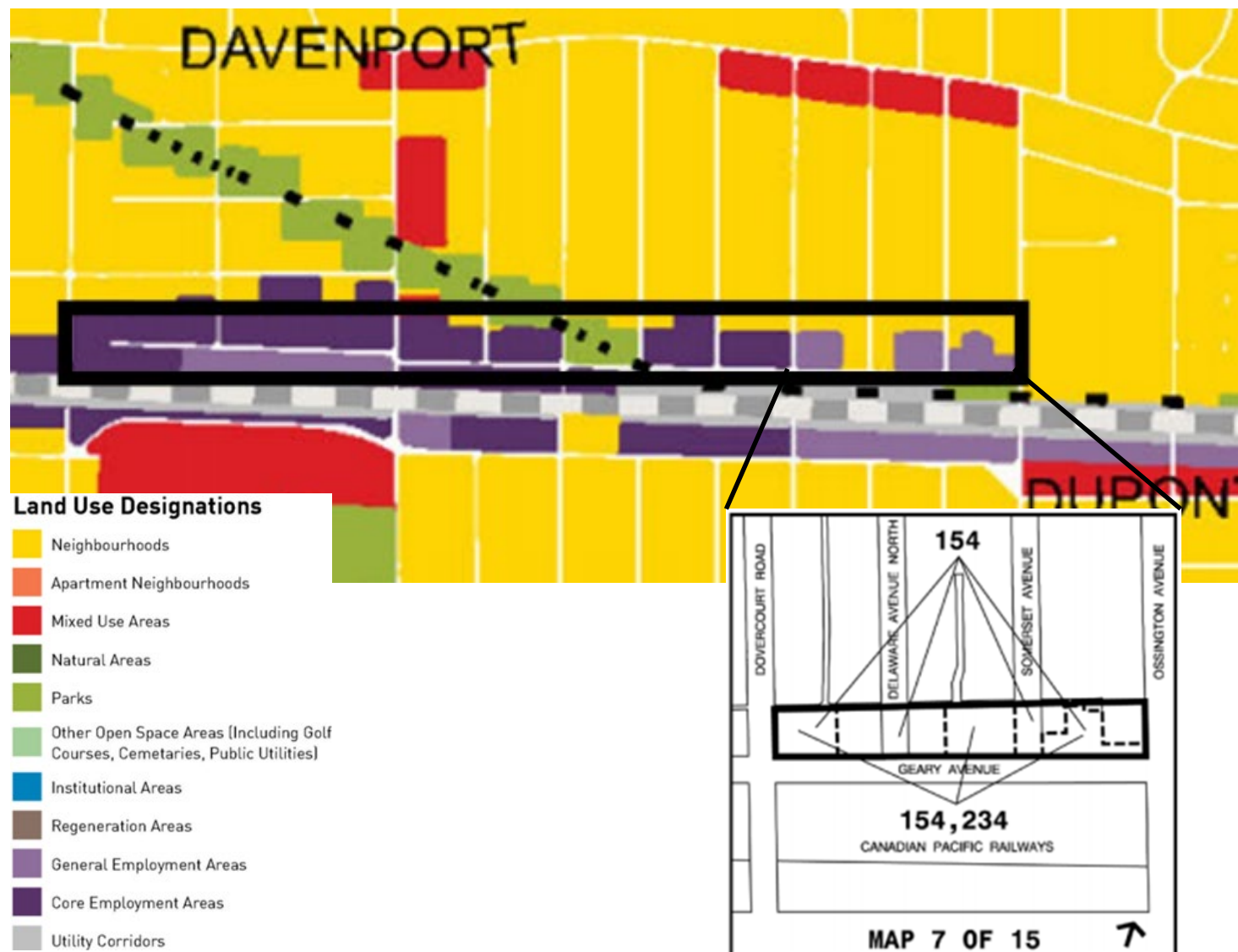




# Land Use and Employment Review

## Official Plan Review

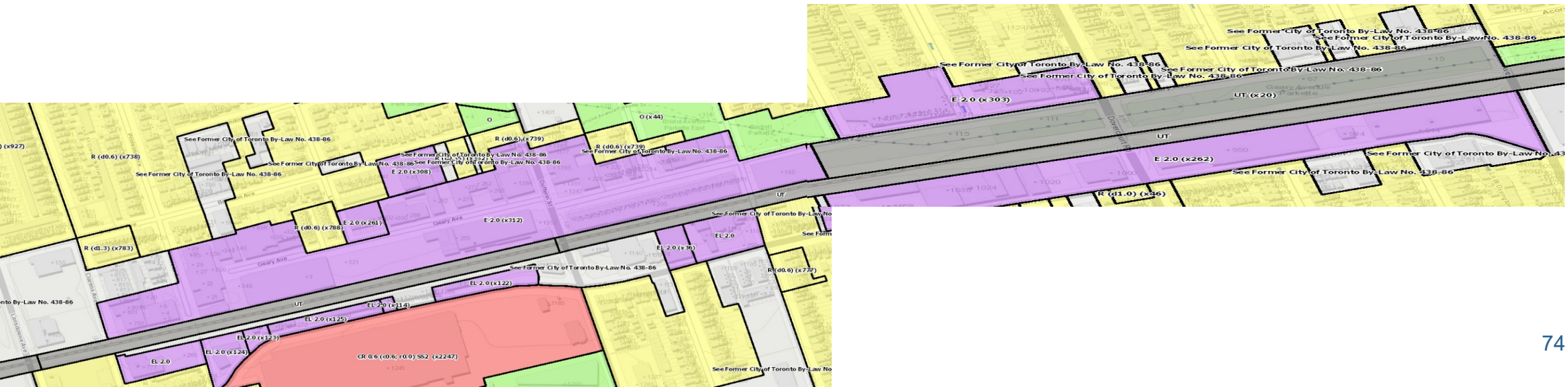
- Geary Avenue is primarily designated *Core Employment*.
- Lands between Ossington Ave and Dovercourt Rd are largely *General Employment* but SASP 154 allows residential uses.



# Land Use and Employment Review

## Zoning Review

- Review of all permitted uses and development standards
- Primarily zoned *Employment (E)* with maximum height of 14-18 metres
- Some Industrial (I1D2) zoning interspersed with Residential (R) zoning east of Dovercourt Rd.
- Industrial (I1 D2) zoning does not permit office uses.



# Built Form Review and Shadow Study

- Urban Design staff have prepared a 3D model of the existing built form in the study area and context area.
- As-of-right built form model being prepared based on existing zoning
- Shadow study being conducted to examine existing vs. as-of-right shadow impact
- Urban Design staff to analyze built form character of Geary Avenue and transition and shadow impact on adjacent *Neighbourhood* to the north.





# Heritage Potential Review

- Heritage Planning staff are reviewing existing properties in the study area to determine if any have potential heritage attributes.
- If properties with heritage potential are identified, the attributes will be detailed as part of the study but properties will not be formally listed or designated through the study.



# Mobility Planning Study

- Traffic and cycling counts
- Pedestrian counts
- Loading study
- Accessibility design review (identify barriers)
- Transit study identifying routes, planned improvements, service gaps
- Traffic calming options (e.g. bump-outs at intersections to slow traffic, narrow the crossing width and allow plantings)



# Parks and Public Realm Study

- The Green Line Implementation Plan already provides a parks and open space strategy for Geary Avenue between Ossington Avenue and Bartlett Avenue.
- Green Line Plan to help inform a parks and open space review for all of Geary Avenue
- A streetscape review will have input from PF&R, Transportation Services, Urban Design and Community Planning.
- Opportunities for privately-owned, publicly accessible open space (POPS) will be identified.





# Economic Development and Culture Study

- Review of Municipal Licensing and Standards records Re: investigations and violations for all properties in study area.
- Economic Development and Culture (EDC) staff are identifying economic development objectives for Geary Avenue.
- EDC staff are investigating possible financial and regulatory tools to promote arts-based, cultural, light industrial and employment uses in the area.



# Economic Development and Culture Study

Number of complaints by By-law (2014-2019)

Bylaw	2014	2015	2016	2017	2018	2019	Total
Property standards	0	3	5	2	1	6	17
Noise	2	2	1	2	5	5	17
Waste	2	4	4	0	1	2	13
Zoning	1	5	2	2	3	0	13
Sign	0	5	0	0	0	0	5
Long grass and weed	1	1	0	1	0	0	3
Graffiti	2	0	0	0	0	0	2
Heat	0	0	2	0	0	0	2
LIC	0	0	0	1	0	0	1
<b>Total</b>	<b>8</b>	<b>20</b>	<b>14</b>	<b>8</b>	<b>10</b>	<b>13</b>	<b>73</b>



# Economic Development and Culture Study

## Licence-related complaints 2014-2019

Offence Name	No. of offence
Noise Likely To Disturb	8
Clearance Inspection (Part Of Appl./Renewal)	6
Entertainment Est/Night Club - No Lic	3
Non-Compliance With Licence Requirements	2
Pg Owner - Park/Store Vehicle On Abutting St/Highw	1
Foodstuffs - Owner - No Licence	1
Place For Refreshments - Owner - No Licence	1
Name not endorsed on licence	1
Boulevard Cafe - permit violation	1
<b>Total</b>	<b>24</b>





# Group Discussion





## Group Discussion

1. Why did you choose to locate your business or cultural enterprise on Geary Avenue?



## Group Discussion

2. What were the biggest challenges you faced when opening your business?





## Group Discussion

3. How has Geary Avenue changed over the last 5-10 years?



## Group Discussion

4. What is your vision for Geary Avenue over the next 10 years? How could Geary Avenue be improved?



## Group Discussion

5. What can the City do to help your business or cultural enterprise?





## Group Discussion

6. Is your property used as an event venue? If so, how often? For what type of events?



## Group Discussion

7. Are you supportive of traffic calming measures to encourage pedestrian activity?

# Next Steps

## Phase 2

Background Review  
and Visioning

Sept 2019– Jan 2020

- Community consultation meeting on January 28, 2020
- Staff to complete draft background research by January 10, 2020.
- Surveys posted on study website until January 31, 2020.
- Complete background research report by early February 2020
- Complete stakeholder and community vision report by early February 2020 (summary of feedback from stakeholder meeting, community meeting and surveys)



# Contact Me

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@ CityPlanTO #Gearyworks



**Thank you for attending!**

