

GEARY WORKS

Community Consultation Meeting # 1

Tuesday, January 28, 7- 9 p.m.

St. Mary of the Angels Catholic School, 1477 Dufferin Street





Agenda

-  7:00 Welcome and Introductions - Deputy Mayor and Councillor Ana Bailão
-  7:05 Presentation - Thomas Rees, City Planning
-  7:25 Interactive Stations (Group Discussions) - Everyone
-  8:30 Station Reporting - Staff facilitators
-  8:40 Questions and Comments - Everyone



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.

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



City Derek Flack Posted on February 28, 2011

The slow fade of industry on Geary Avenue



City Derek Flack Posted on August 08, 2016

Geary Avenue is still Toronto's most interesting street



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

Geary Ave.: The secret life of an ugly street

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



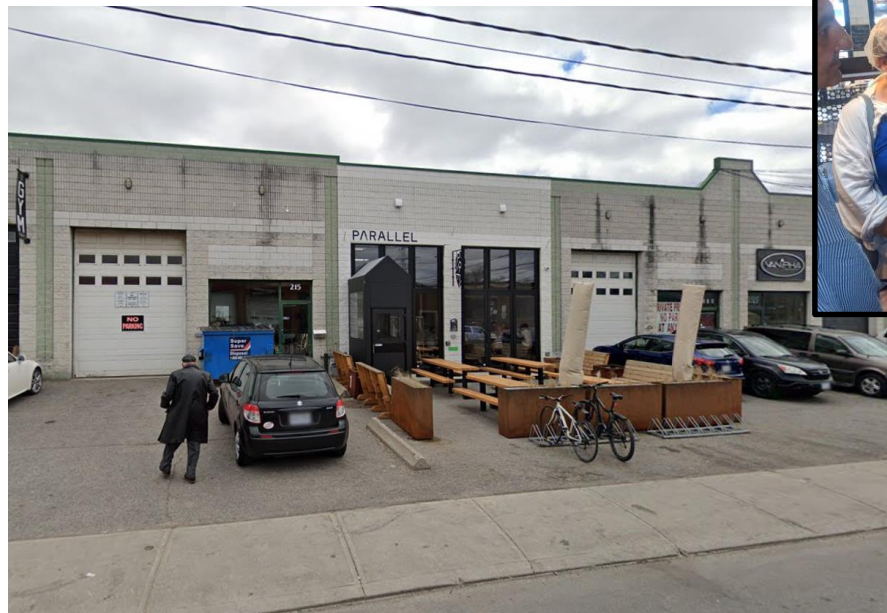
What's happening on Geary Avenue?

- 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



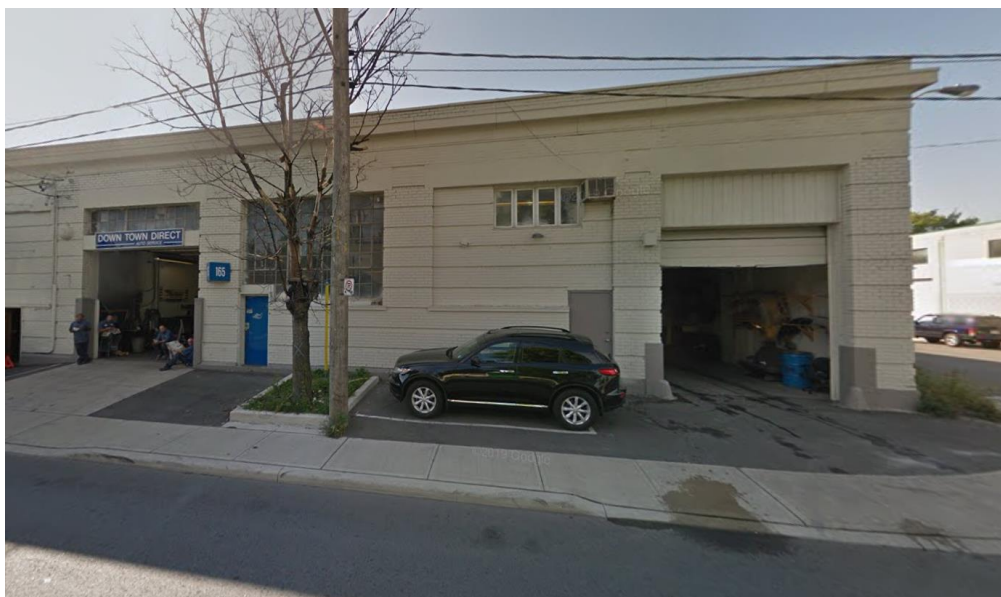
2019



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.

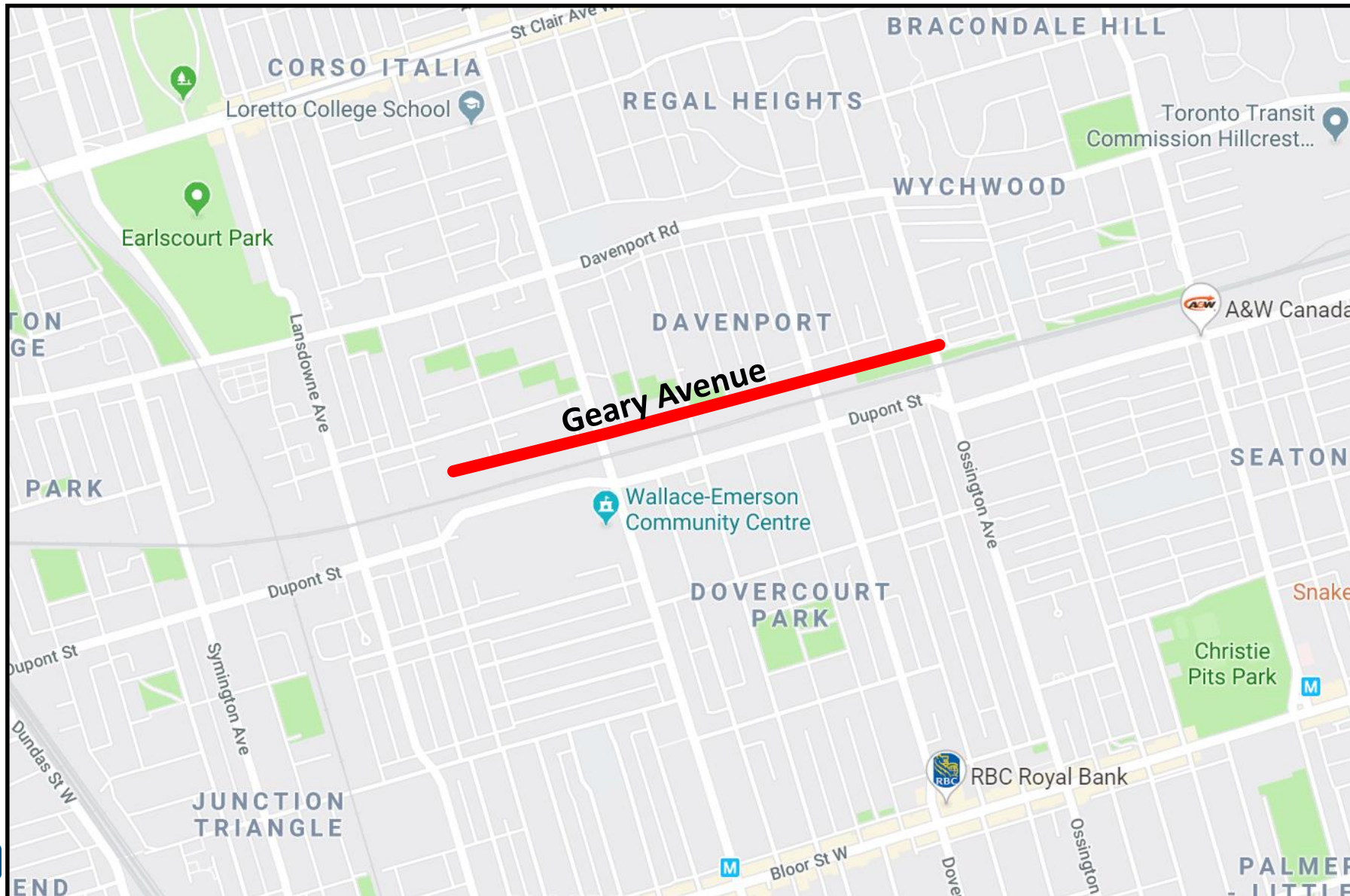
Guiding Principles

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



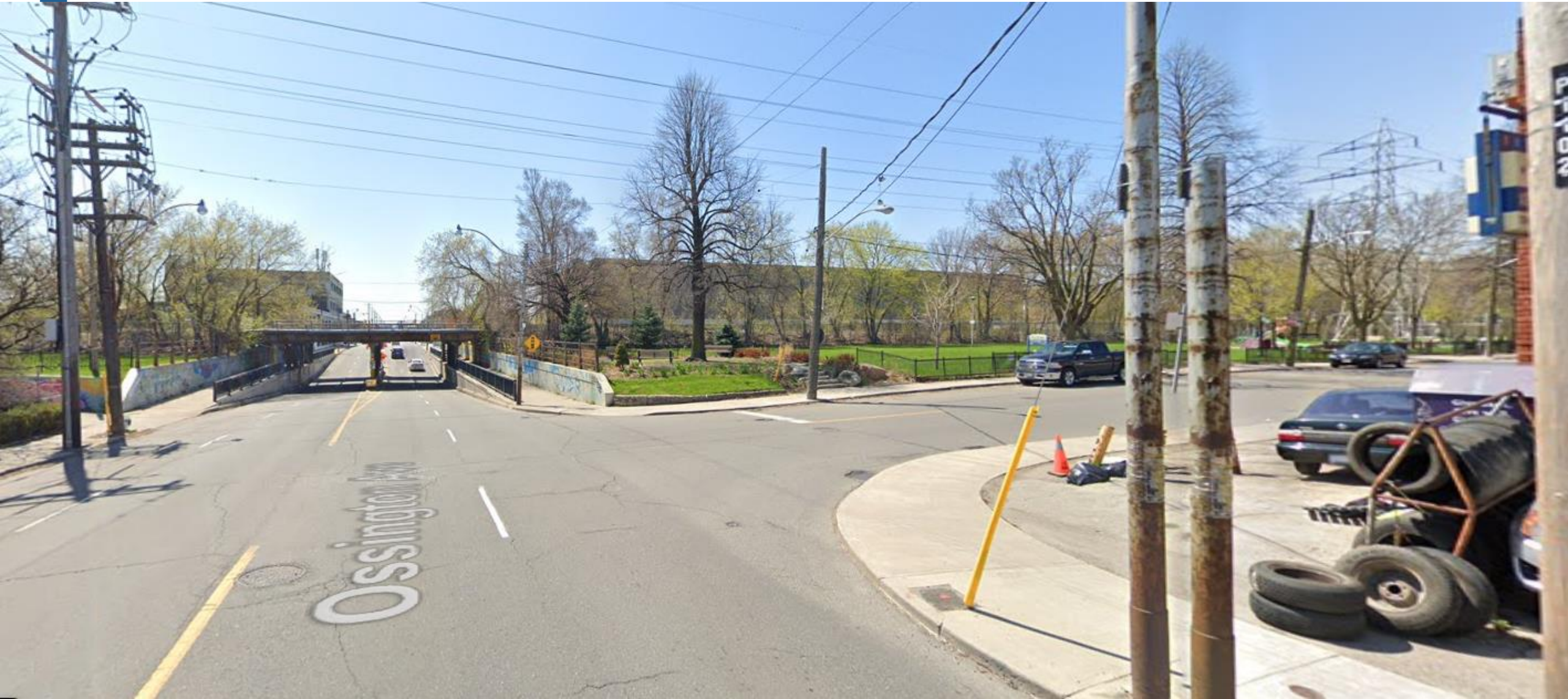
Geary Avenue – Bird's Eye View

GEARY
WORKS



Geary Avenue – Streetview

GEARY
WORKS



Geary Avenue – Streetview



Geary Avenue – Streetview

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Geary Avenue – Streetview

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Geary Avenue – Streetview



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Geary Avenue – Streetview

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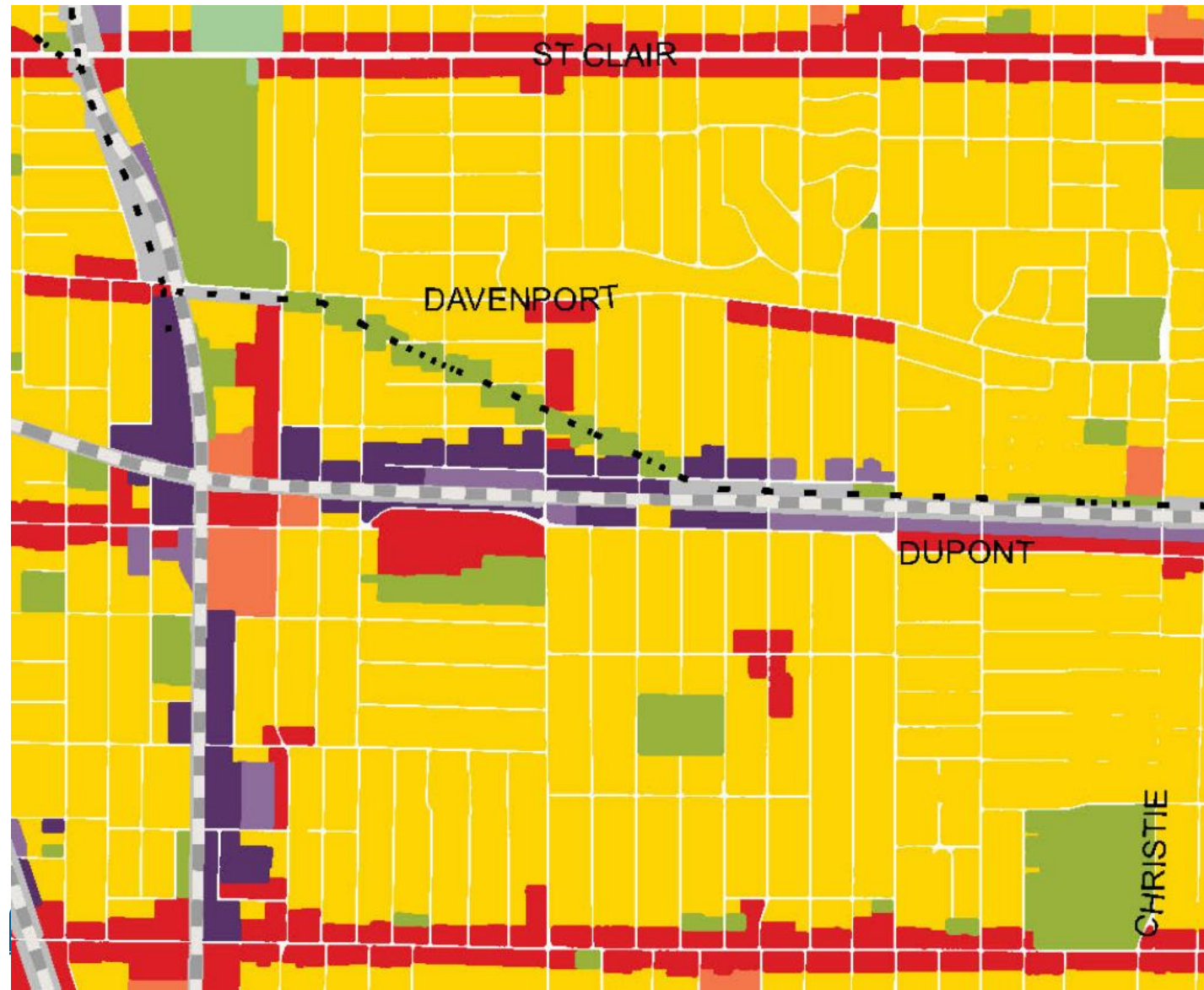
Geary Avenue – Streetview



Planning Framework



Official Plan – Land Use Designations

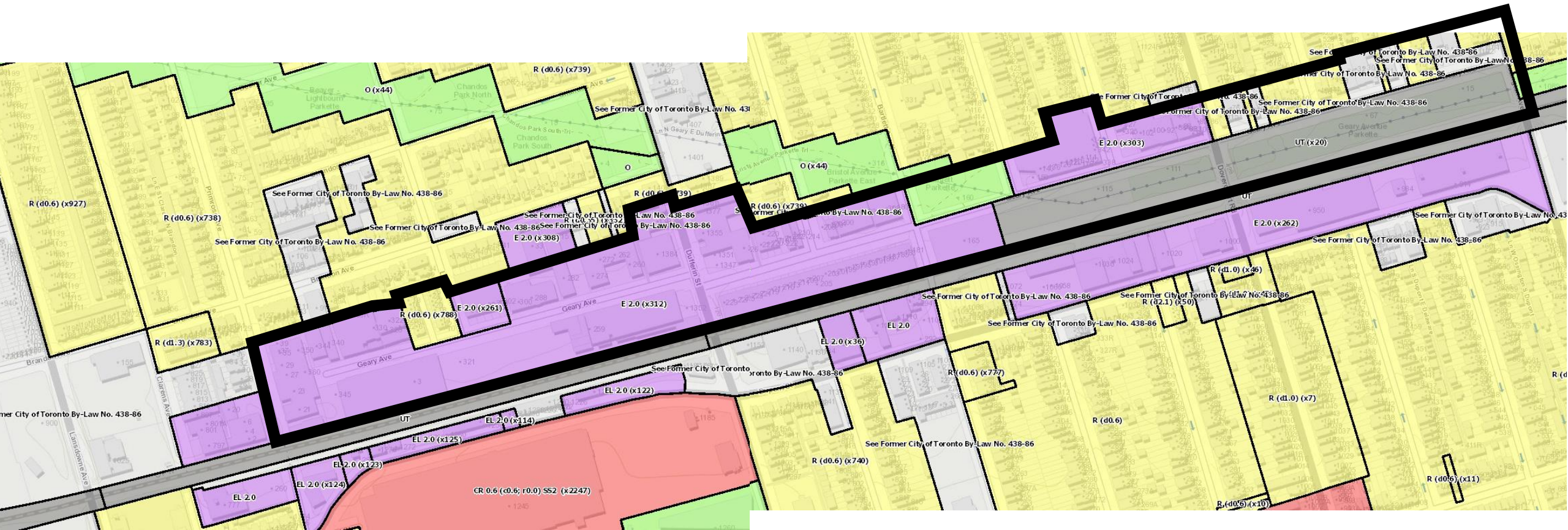


Land Use Designations

- 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

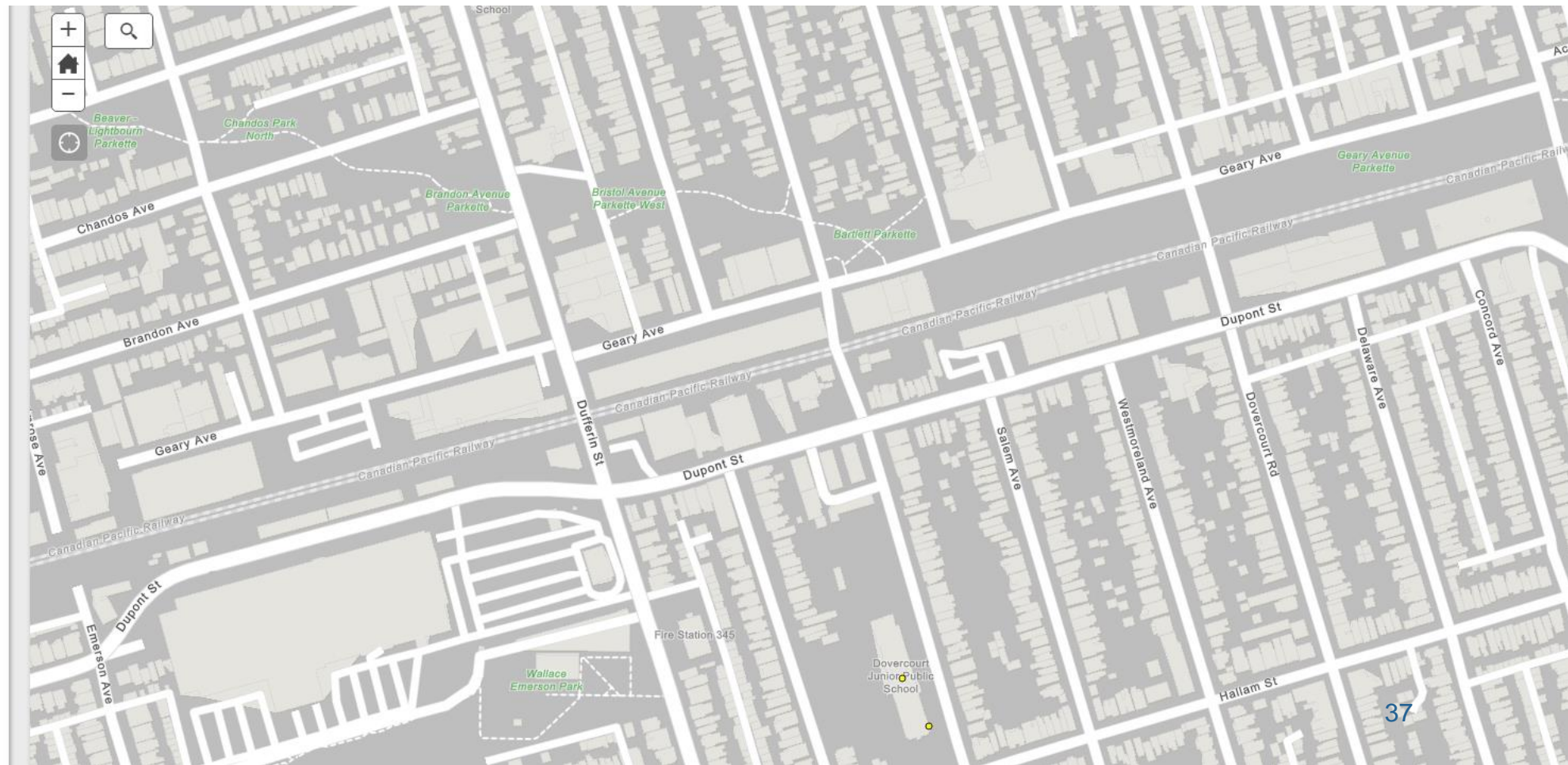
- No existing heritage properties in or adjacent to the study area.

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 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



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.



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

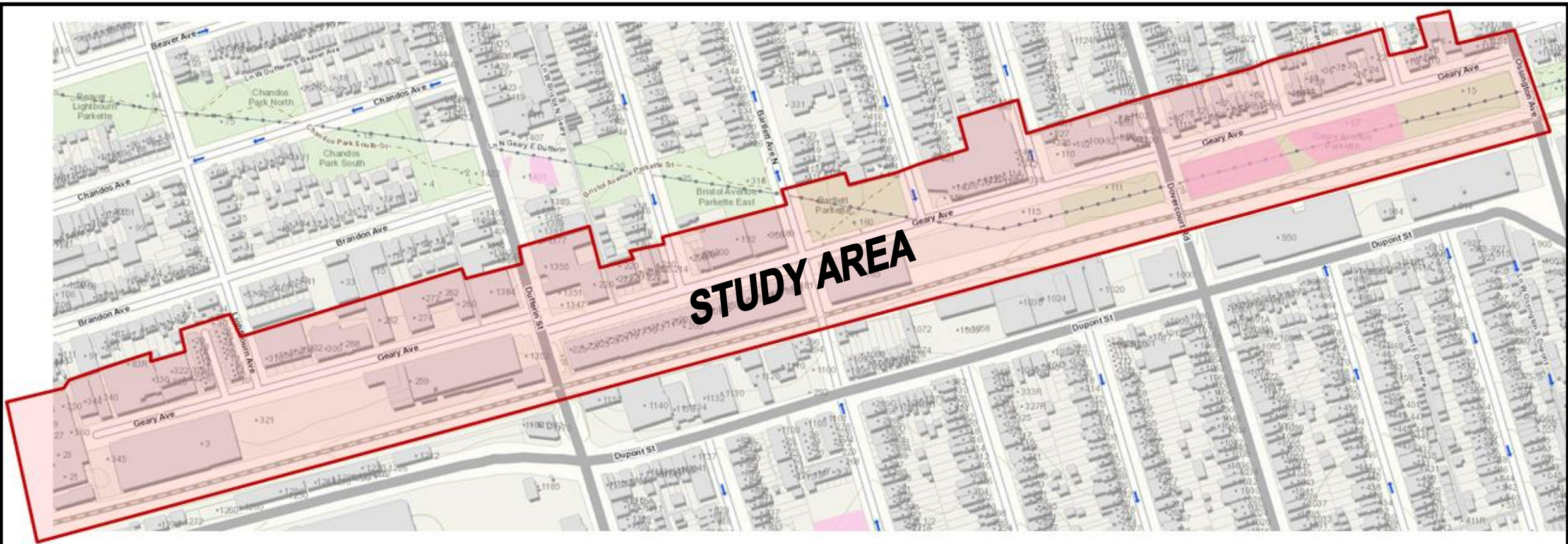
2. City Planning to work with Parks, Forestry & Recreation and Transportation Services to identify and coordinate parks and public realm improvements that enhance the character of the area.

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 – Feb 2020

Phase 3

Analysis and Draft
Framework and
Strategy

Dec 2019 – Apr 2020

Phase 4

Final Report

Apr – July 2020

Work Plan – Process

Phase 2

Background Review
and Visioning

Sept 2019 – Feb 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 – Feb 2020

- Consultation (visioning):
 - Technical Advisory Committee Meeting # 1 – Oct. 17, 2019
 - Stakeholder meeting – Dec. 4, 2019
 - Community consultation meeting – Jan. 28, 2020
 - Website (published Nov. 15, 2019) and Twitter (#GearyWorks)
 - User surveys (Nov. 25, 2019 to Feb. 14, 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 – Feb 2020

1. Business / employee information
2. Commuting – routes, modes, time of day
3. Shipping / loading needs
4. Customer/patron information
5. Strengths and weaknesses of Geary Avenue
6. Zoning and City regulations
7. Vision for future of Geary Avenue

Work Plan – Process

Phase 2

Background Review
and Visioning

Sept 2019 – Feb 2020

- Consultation (visioning):

Survey # 2 – Visitors and Residents

1. Your location, location of work/school
2. Purpose and frequency of visits to Geary Avenue
3. Transportation – mode, parking availability
4. Strengths and weaknesses of Geary Avenue
5. Vision for future of Geary Avenue

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 – July 2020

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

Interactive Stations

(Group Discussions)



Station 1 – Land Use

Points of discussion:

- What types of uses are desired?
- What types of uses are a problem for the neighbourhood? What are the negative impacts?
- What changes would you make to the Official Plan – Land Use Map?
- What changes would you make to the zoning map and/or land use permissions?



Exercise # 1

Place a red dot on all of the following uses (list to be provided) that you find are inappropriate for Geary Avenue or specify conditions to allow the use.

Station 2 – Urban Design And Heritage

Points of discussion:

- What is the built form character of Geary Avenue (i.e. glazing, materials, etc.)
- Are mid-rise buildings generally appropriate for Geary Avenue? How high (4, 5, 6, or 7 storeys)? Where?
- Transition to *Neighbourhoods* – what are the most concerning impacts (e.g. shadow, privacy, view, etc.)
- Are there any properties with potential heritage value?
- What makes Geary Avenue a special area in Toronto?

Exercise # 2a – place colour-coded sticky dots on the property map to indicate maximum height by block

Exercise # 2b – place stickies on the property map that describe heritage value, including both tangible (e.g. buildings) and intangible values (e.g. businesses, people, celebrations, etc.)

Station 3 – Transportation and Public Realm

Points of discussion:

- What would improve pedestrian safety on Geary Avenue (e.g. traffic calming, wider sidewalks, less curb cuts, etc.)?
- What would help improve access to Geary Avenue (e.g. better transit service, better cycling facilities, more parking, etc.)?
- Where is bicycle parking needed most?
- What improvements would you want to make to Geary Avenue?
- What opportunities do you see for new pedestrian/cycle connections?
- What opportunities do you see for new or improved parks and open spaces?
- What are your priorities for the new park on Geary Avenue?



Exercise # 3 – place stickies on map to indicate opportunities for public realm improvements

Station 4 – Economic Development and Culture

Points of discussion:

- What is your impression of Geary Avenue? What is it known for?
- What businesses do you frequent on Geary Avenue?
- What businesses would you like to see on Geary Avenue?
- What activities, daytime or nighttime, do you enjoy on Geary Avenue?
- Do you think night time activities, if well managed, can contribute to the character of Geary and build vibrancy in the area?
- How could we animate Geary Avenue?
- What other neighbourhoods are similar to Geary Avenue?
- There is a perceived trend of increasing office space for tech/design firms. Is there a conflict/tension between such office use and manufacturing uses?



Exercise # 4 – Place stickies on property map to answer above questions

Next Steps

Phase 2

Background Review
and Visioning

Sept 2019– Feb 2020

- Staff to complete draft background research by January 31, 2020.
- Surveys posted on study website until February 14, 2020.
- Complete background report by late February 2020
- Complete stakeholder and community vision report by early March 2020 (summary of feedback from stakeholder meeting, community meeting and surveys)

Contact Me

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#Gearyworks



Thank you for attending!

