

WELCOME

The Danforth Study

Community Meeting #2

Open House

January 27, 2020

Purpose of Meeting

This is the second community meeting for the Danforth Study.

The Goals of today's meeting are to:

- Share the updated Terms of Reference with you, and provide more information on the next steps for each of the Study components.
- Provide an overview of the Area Profile Report.
- Report back on what we heard.
- Gather your feedback on issues, opportunities, and priorities.

Today's Meeting

6:30 PM – 9:00 PM

This meeting is a drop-in style open house. There are three stations - one for each study component. We recommend that you visit all of the stations.

Don't forget to fill in the survey on the project website!

Station #1: Planning Study
(3km from Broadview to Coxwell)

Station #2: Complete Street Study
(6km from Broadview to Victoria Park)

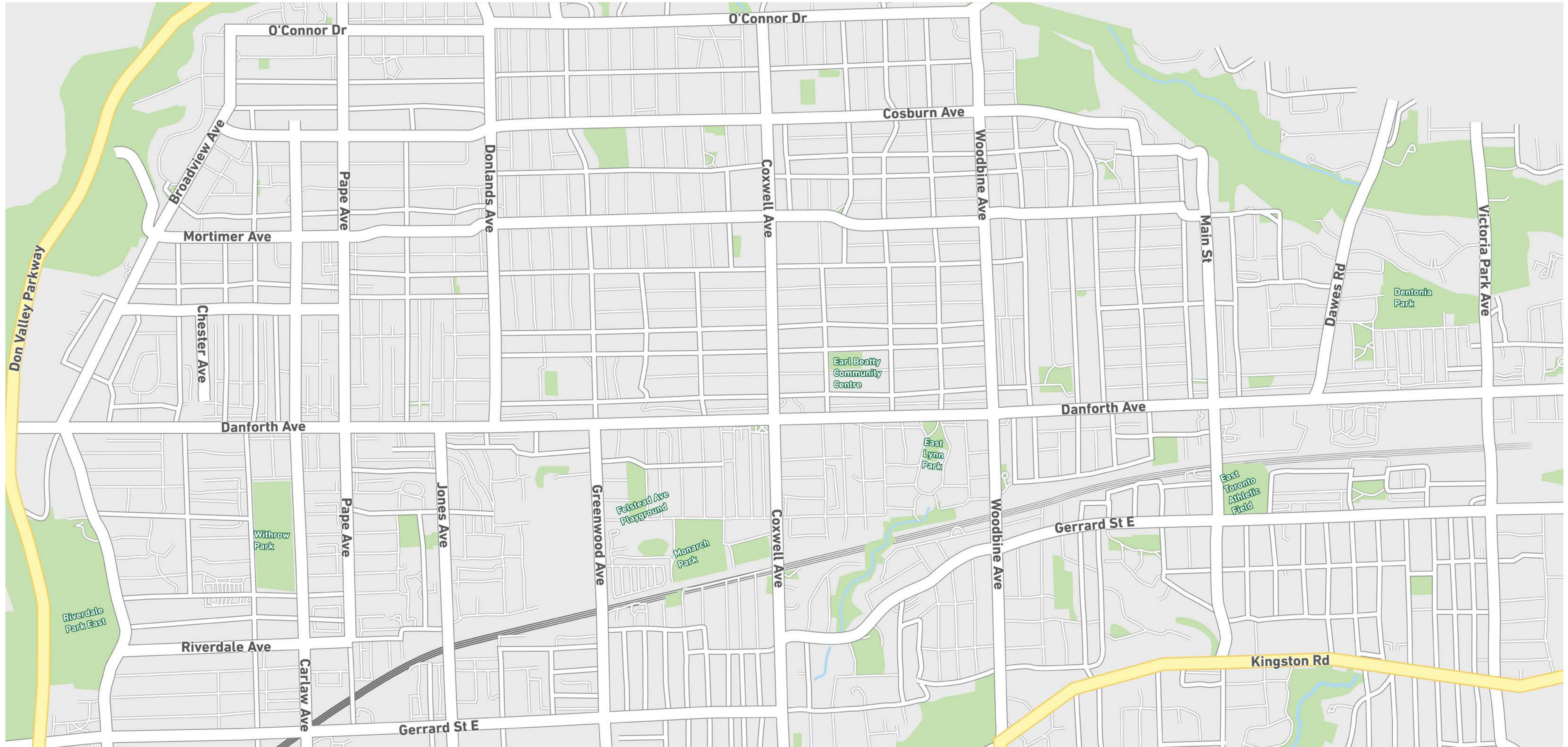
Station #3: Economic and Retail Study
(6km from Broadview to Victoria Park)

Your participation is valuable to us. The ideas and comments you provide will help shape The Danforth Study!

Neighbourhood starts with you.
Get involved. [Toronto.ca/danforthstudy](https://toronto.ca/danforthstudy)

Where Do You Live?

Place a pin on your Street.



Where Do You Live? (City Borough)

place a pin in your neighbourhood If you live elsewhere



Community Charter

We have developed a Community Charter that outlines our commitment to engagement and the community throughout this Study.

Your feedback at Community Meeting #1 helped shape this charter and will guide the Danforth Study process.

- Communicate openly and respond to concerns.
- Keep an open mind.
- Consider new perspectives.
- Engage with our community and each other in a meaningful way.
- Respect different opinions and consider all viewpoints.
- Accessible to all people regardless of age, ability, income, education, and employment.
- Bring engagement to people.

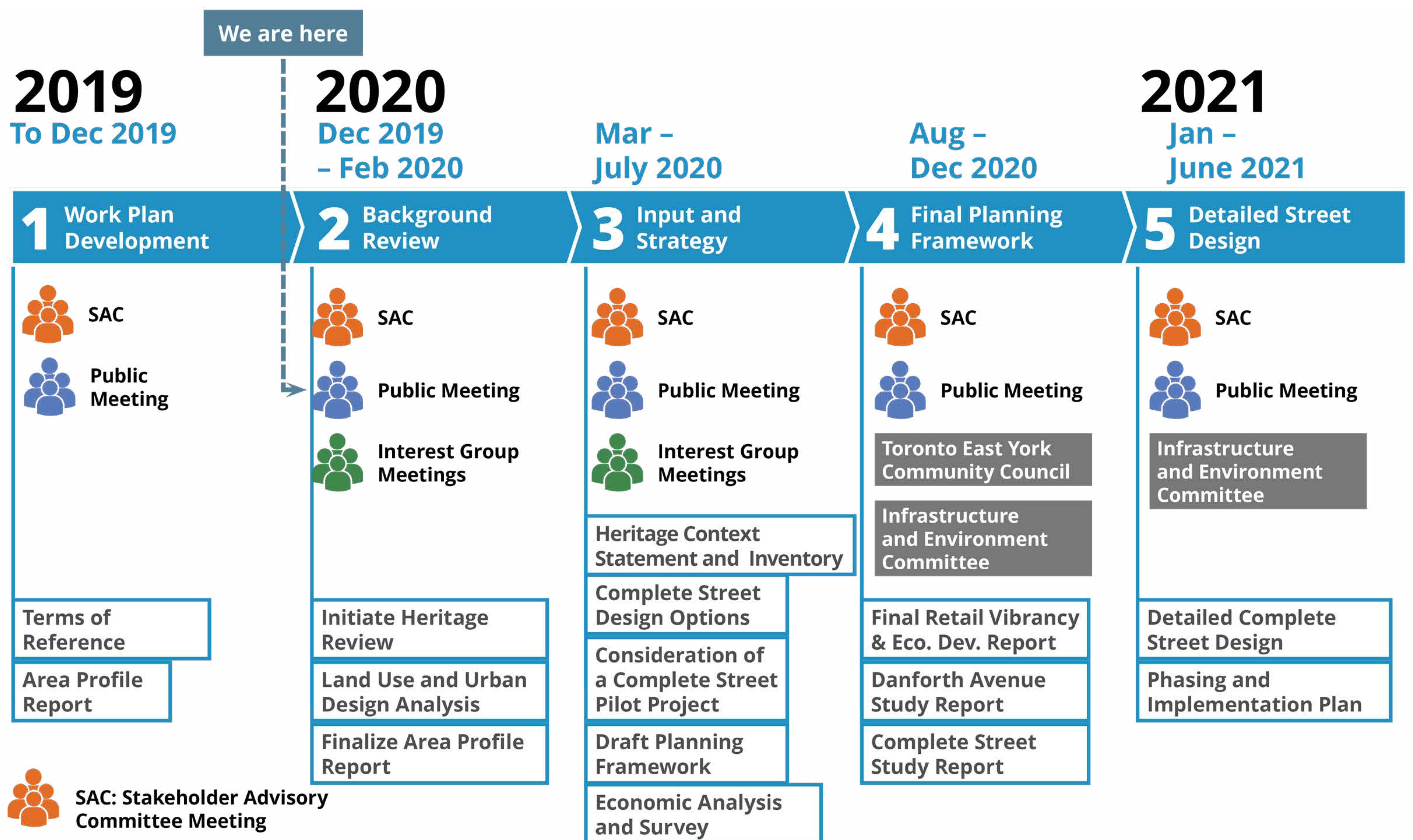
Study Terms of Reference

A Terms of Reference (ToR) establishes the goals, objectives and scope of work for a study. The ToR for the Danforth Study was created with input from the community.

Summary of Study Goals from the Terms of Reference

- Assess existing conditions of Danforth Avenue in order to understand how the street is currently used and apply a Complete Street design approach (i.e. accommodates all users and space for other features like landscaping and street furniture) with a focus on enhanced safety.
- Develop a few Complete Street options and evaluate how well each of them works.
- Support business through a retail and economic strategy.
- Establish an updated planning framework to support healthy and inclusive communities from Broadview to Coxwell.
- Support and manage growth from Broadview to Coxwell.
- Preserve historic fabric from Broadview to Coxwell.
- Develop a plan that is informed by and reflects community input.

Study Schedule and Deliverables



Study Deliverables

- Area Profile Report (Q1 2020)
- Heritage Context Statement and Review (Q1 2020)
- Heritage Evaluation and identification of Potential Heritage Resources (Q2 2020)
- Economic Scan Report (Q2 2020)
- Retail Analysis, Origin and Destination Study, and Economic Development Report (Q3 2020)
- In Service Road Safety Review (Q2 2020)
- Danforth Avenue Planning Study Report and Urban Design Guidelines (Q2 2020)
- Final report to Council with potential Site and Area Specific Policies (Q3 2020)
- Complete Streets Study report (Q3-4 2020)
- Phasing and Implementation Plan (Q2 2021)
- Detailed Complete Street Plans/Designs (Q2 2021)
- A summary report of all public engagement feedback, events, and activities (Q2 2021)

How Did The ToR Change Based On Public Input?

In Community Meeting #1, the public was asked to provide feedback on the Study Terms of Reference (ToR). Based on what we heard from you, we have revised the document to include additional consideration for the following:

- **Incorporate sustainability** and **climate change** considerations in the development of the plan.
- Review and consider approaches to ensure **small businesses will invest and stay** in the area and contribute to a greater sense of identity and to attract business and jobs.
- **Establish building height limitations** to preserve views, avoid obstructing sunlight, and maintain the existing streetscape.
- Provide greater emphasis on **affordable housing**.
- Undertake a **review of best practices** to learn from other studies and pilot projects implemented in Toronto and other jurisdictions.
- Include a greater emphasis on **placemaking and arts & culture**.
- Incorporate a greater emphasis on **accessibility and diversity** in the community engagement process and overall study approach.
- Consider opportunities to test ideas on-site and/or **pilot projects** to prove concepts **as part of the study process**.

There are copies of the updated Terms of Reference available

Study Terms of Reference

The Danforth Study consists of three components



1. A planning study: to identify future city-building opportunities, guide new development, and enhance the public realm and quality of place between Broadview and Coxwell.

2. A complete street study: to examine the roadway width and curbside uses (i.e. parking and loading/unloading) and review options for a complete street design, and the potential for on-street protected bike lanes between Broadview and Victoria Park.

3. An economic analysis: to provide an understanding of the economic environment and issues faced by retailers along the Danforth between Broadview and Victoria Park.



Station #1: Planning Study

**Community Meeting #2
Open House
January 27, 2020**


Planning Study

A planning study will be undertaken for the 3km between Broadview Avenue and Coxwell Avenue (Study Area A). The planning study has already been completed in the area from Coxwell to Victoria Park Avenue.

The **planning study** will identify future city-building opportunities, guide new development, and look for opportunities to enhance the public realm and quality of place.



Danforth Avenue Study

-  Study Area A - Second segment of the Danforth Avenue Planning Study
-  Study Area B - Complete Street Study



Not to Scale
2/15/2019

Danforth Planning Study (Phase 1)

Phase 1 of the Danforth Planning Study between Coxwell Avenue and Victoria Park Avenue was completed in 2018.



The final report identifies the following key opportunities for the Danforth:

- Mid-rise development with retail at the street-level.
- Varied building heights up to a maximum of 27 meters in some locations and up to 33 metres in Office Priority Areas that are developed with at least one floor of office/non-residential above grade.
- Define street wall heights through the use of stepbacks between 8 metres and 14 metres. Provide a transition in scale between buildings and limits shadows along Danforth Avenue.
- Use brick and stone for new buildings to reflect and reinforce the architectural character of the area.
- Ensure the ground floor of new developments is compatible with the existing fine-grain retail context of Danforth Avenue.
- Provide proper transition to heritage buildings to minimize impact.

Planning Case Studies



Bloor West Village Avenue Study

Bloor Street West between Keele Street and the Humber River. Urban Design Guidelines developed as a result of the study include:

- Mid-rise development with retail at the street-level
- Urban plazas and parkettes
- Mid-block connections
- Stepbacks and angular planes to transition between buildings and limit shadows
- Building heights up to 30 meters



Roncesvalles and Dundas West Study

Roncesvalles Avenue, between Queen Street West and Boustead Avenue, and Dundas Street West, between Boustead Avenue and Sorauren Avenue.

Urban Design Guidelines developed as a result of the study include:

- Wide setbacks with landscaping, pedestrian walkways, and animation zones
- Encourage developments with plazas, and gardens to reinforce a sense of place
- Stepbacks and angular planes to transition between buildings and limit shadows
- Maximum building height of 20 meters in most areas, and 16 meters in others
- Mixed-use development with retail at street-level



Broadview Planning Study

Broadview Avenue, between Danforth Avenue and Bater Avenue.

Urban Design Guidelines developed as a result of the study include:

- Mid-rise residential and mixed-use development
- Wide setbacks with retail amenity spaces, and green landscaping
- Stepbacks and angular planes to transition between buildings and limit shadows
- Building heights limited up to a maximum of 20 meters or 6-storeys

Area Profile Report

As part of the Phase 1 Planning Study scope of work, City staff have prepared an Area Profile Report (APR). An APR provides a comprehensive overview of the current Study Area context, demographics, policy framework and current conditions.

The Neighbourhoods

The Danforth is the heart of a cluster of neighbourhoods, which collectively make up the Danforth. These include: North Riverdale, Playter Estates-Danforth, Blake-Jones, Greenwood-Coxwell, and Danforth.



The Street

The Danforth Avenue right-of-way is 27-meters wide. The right-of way is the public space between buildings, including streets, sidewalks, street furniture, and landscaping.

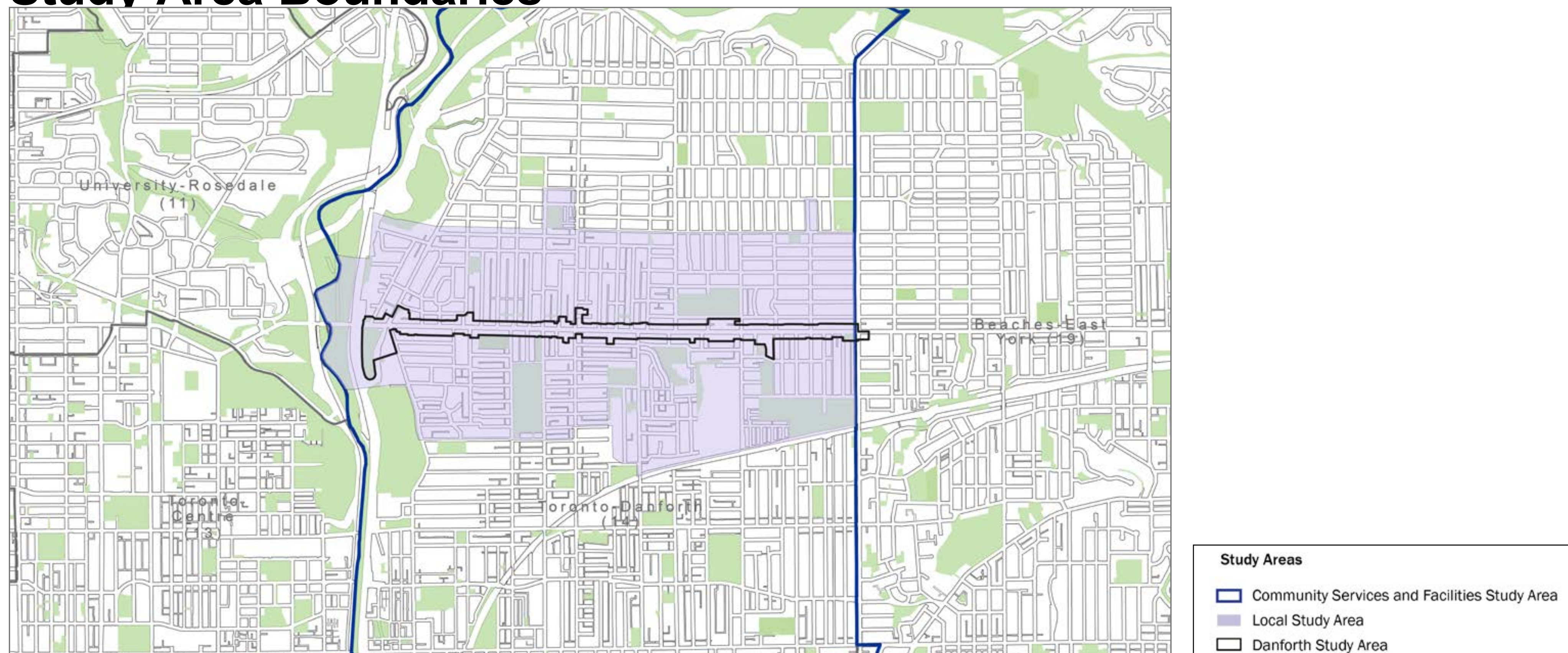


The Buildings

The Danforth is largely made up of low-to-mid rise mixed-use buildings that are generally 2 to 4 storeys.



Study Area Boundaries



- **Danforth Study Area** - represents the areas adjacent to Danforth Avenue with direct frontage along the corridor from Broadview Avenue to Coxwell Avenue.
- **Local Study Area** - includes a larger area based on Statistics Canada dissemination blocks used for collecting demographic and employment information, generally within a 500 meter to 800 meter radius walking distance of Danforth Avenue.
- **Community Services and Facilities Study Area** – includes Ward 14 lands within an area bounded by Eastern Avenue to the south, Coxwell Avenue to the east, and the Don Valley Ravine to the north and west.

Area Profile Report

Existing Open Spaces & Parks

The Danforth Study Area and surrounding area served by a number of diverse parks and open spaces. These include linear parks, urban plazas, neighbourhood parks, and access to the Don Valley Ravine system.

Parks within the local study area include:

- Agnes Macphail Square
- Aldwych Park
- Carlaw Avenue Parkette
- Frankland Community Centre grounds
- Felstead Avenue Playground
- Kempton Howard Park
- Langford Parkette
- Logan Avenue Parkette
- Logan Green Field
- Monarch Park
- Oakvale Green Community Gardens (“The Pocket”)
- Phin Park
- Withrow Park

Parks along Danforth Avenue Include:

- Playter Gardens
- Broadview Station Parkette
- Alexander the Great Parkette
- Robertson Parkette



Alexander the Great Parkette



Pape Danforth Library



Playter Gardens

Community Facilities and Services (CS&F)

The larger CS&F study area is served by a number of community services and facilities, including:

- 34 TDSB Schools
- 4 TCDSB Schools
- 7 Libraries
- 6 Recreation Centres
- 57 Child Care Facilities
- 2 Community Centres
- 8 Pools
- 32 Human Services Agencies

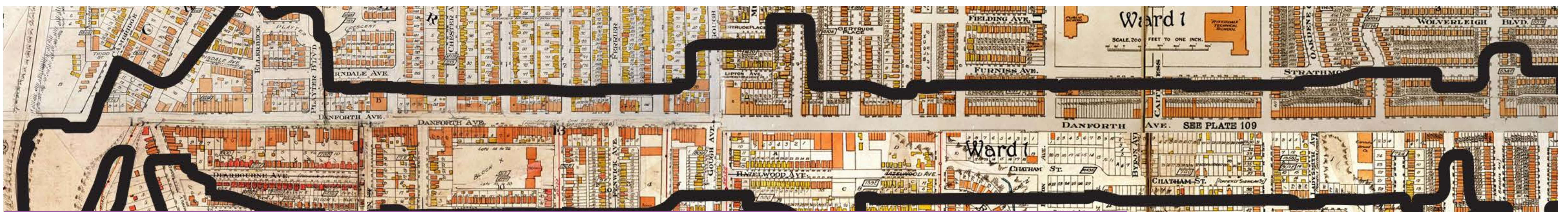
The Danforth Study will involve a review of existing services in order to identify gaps or overlaps in services and the need for future community services and facilities.

Area Profile Report

Heritage Highlights

The Danforth today tells a story of the historical evolution of the Study Area. The home of Indigenous people for millennia, the area began to take its present form in the first quarter of the 20th century, when significant transportation improvements helped connect the lands east of the Don with the city's downtown core to the west. The two major drivers for that connection were the advent of the Toronto Civic Railway streetcar service along the Danforth in 1913, and completion of the Prince Edward (Bloor Street) Viaduct in 1918 which spanned the Don valley and effectively bridged the divide between Bloor Street and Danforth Avenue.

These significant infrastructure improvements spurred residential development north and south of the Danforth, which in turn was supported by new commercial development along Danforth Avenue. The characteristic two-to-three storey brick commercial buildings of the period continue to define the Danforth's streetscape despite some redevelopment and infill in the post-war era.



1924 Goad's Atlas Map of the Danforth Avenue between Broadview and Coxwell, showing the Cultural Heritage Resource Assessment (CHRA) Study Area boundary



Danforth Avenue looking east to Broadview, 1910



Union Bank (now RBC) at NW corner of Danforth and Pape



Danforth and Greenwood McSweeney Motors, 1947

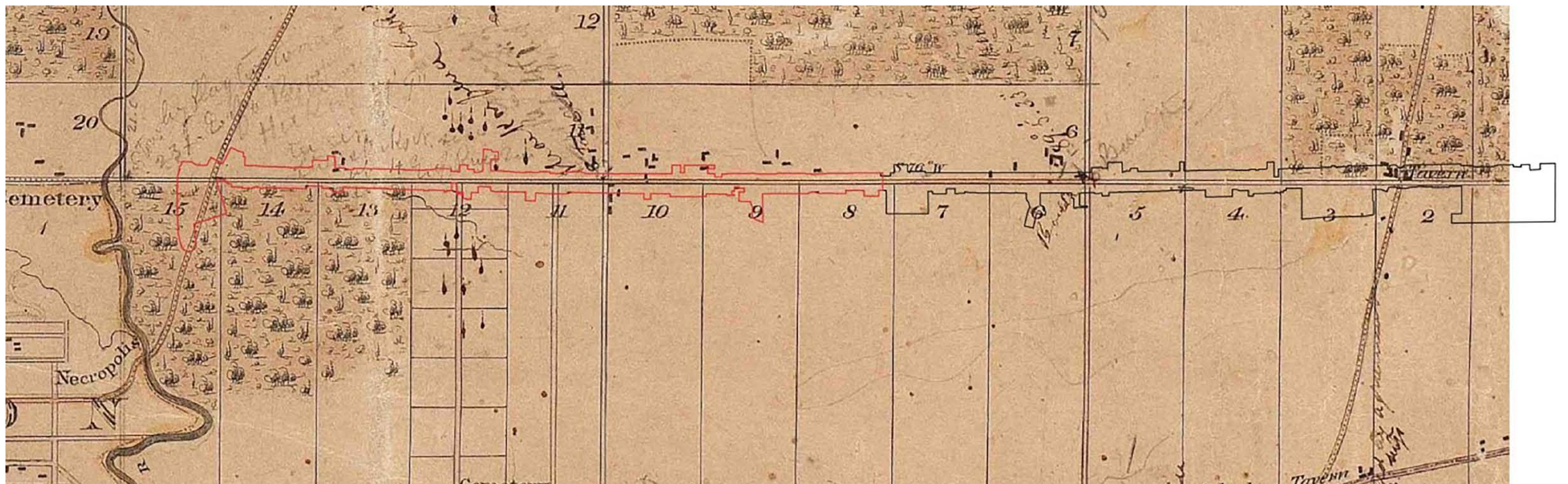
Cultural Heritage Resource Assessments

What is a Cultural Heritage Resource Assessment (CHRA)?

A Cultural Heritage Resource Assessment (CHRA) documents an area's development history to ensure that properties of cultural heritage value or interest are appropriately identified, understood and conserved. This information helps City Planning respond to growth while accounting for the cultural heritage value that adds character to our neighbourhoods.

How are properties evaluated through a CHRA?

A CHRA applies provincial criteria as required in the City's Official Plan to evaluate properties within a defined area for their cultural heritage value or interest. CHRAs prioritize an understanding of the historic context of an area, and how properties relate to that context. Where information is readily available, consideration of design or the unique history of a particular property may also be identified. Public consultation is an important part of the CHRA process.



1878 map showing location and orientation of farm lots with the Danforth Planning Study Phase 2 Area Boundary outlined in red. (Source: Illustrated Historical Atlas of the County of York, 1878)

How will the results of the CHRA be used?

The CHRA will result in a heritage context statement and a list of properties that have potential cultural heritage value. That list will be used to inform planning policies and guidelines which can help conserve those properties and their contribution to the character of an area. The properties may also be further evaluated and recommended for inclusion on the City of Toronto's Heritage Register. The Heritage Register is a publicly accessible, Council adopted register of properties that have been evaluated and determined to have cultural heritage value. The Heritage Register includes properties that are listed (non-designated), and properties that have been designated under the Ontario Heritage Act.

The current CHRA will survey Danforth Avenue between Broadview and Coxwell. City Planning has already conducted a CHRA for Danforth Avenue between Coxwell and Victoria Park. The results of the earlier CHRA can be found at Toronto.ca under Danforth Avenue Planning Study (Phase 1).

Area Profile Report

The local study area is made up of a mix of established neighbourhoods with a diversity of cultures and family types

Population	2006	2016	Growth
Local Study Area	35,290	35,925	1.8%↑
Community Services & Facilities Study Area	103,150	106,295	3%↑
City	2,503,281	2,731,571	9%↑



63% Families with children

The Local Study Area is family-oriented, with 63% of families living with children at home.



6.9% Unemployment, below the city-wide average of 8.2%.



17% Children population (<18 years old)



\$114,000 Average Household Income, compared with \$102,721 city-wide.



15% Senior population (>65 years old)



15% Low income population, below the city-wide average of 20%.

Population	2005	2018	Growth
Employment establishments	790	833	5.4%↑
Jobs	5,075	5,845	15.2%↑

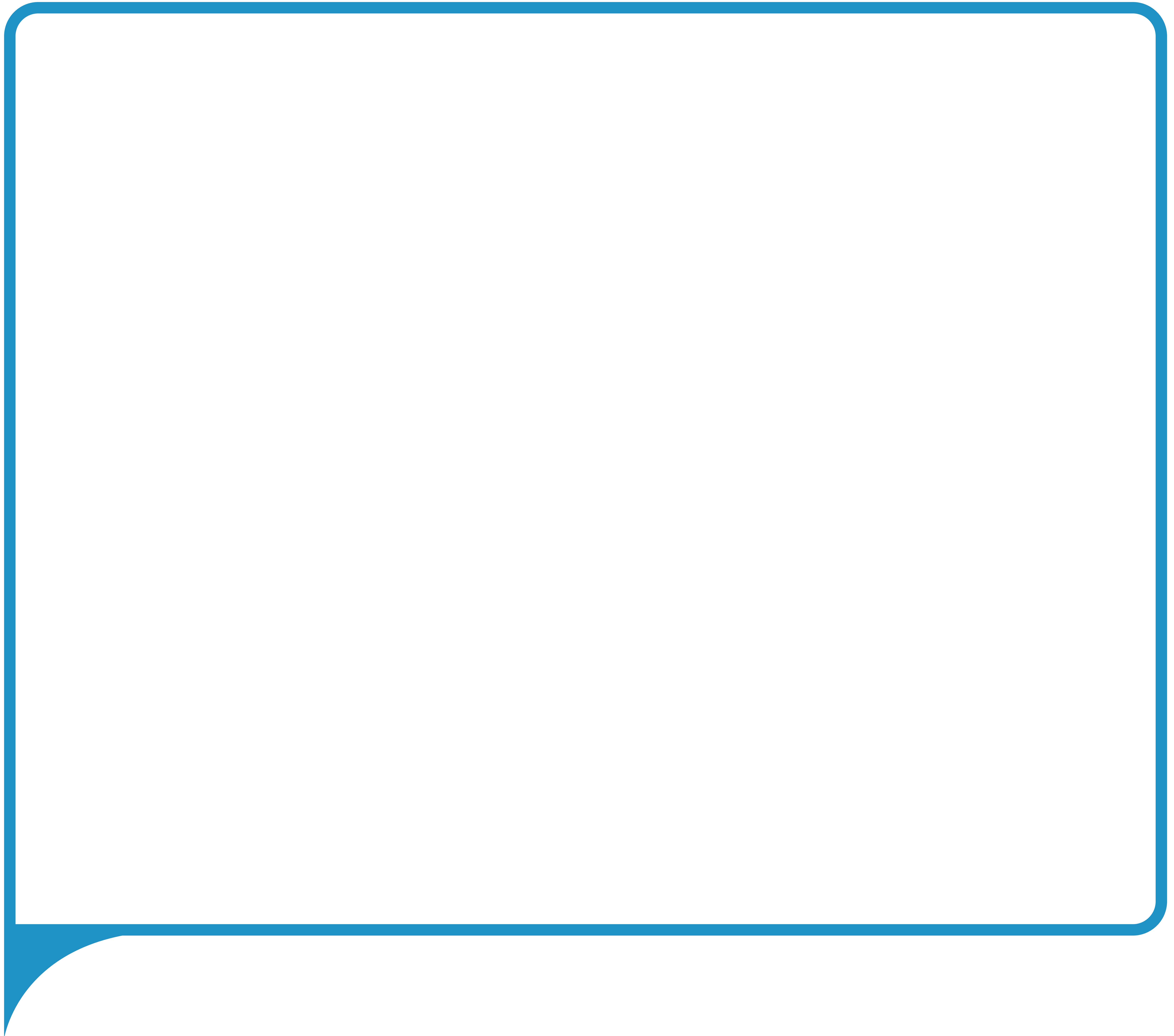
We Want to Hear from You.

**What's something you learned from
the Area Profile Report?**

**What stands out and what would
you like to learn more about?**

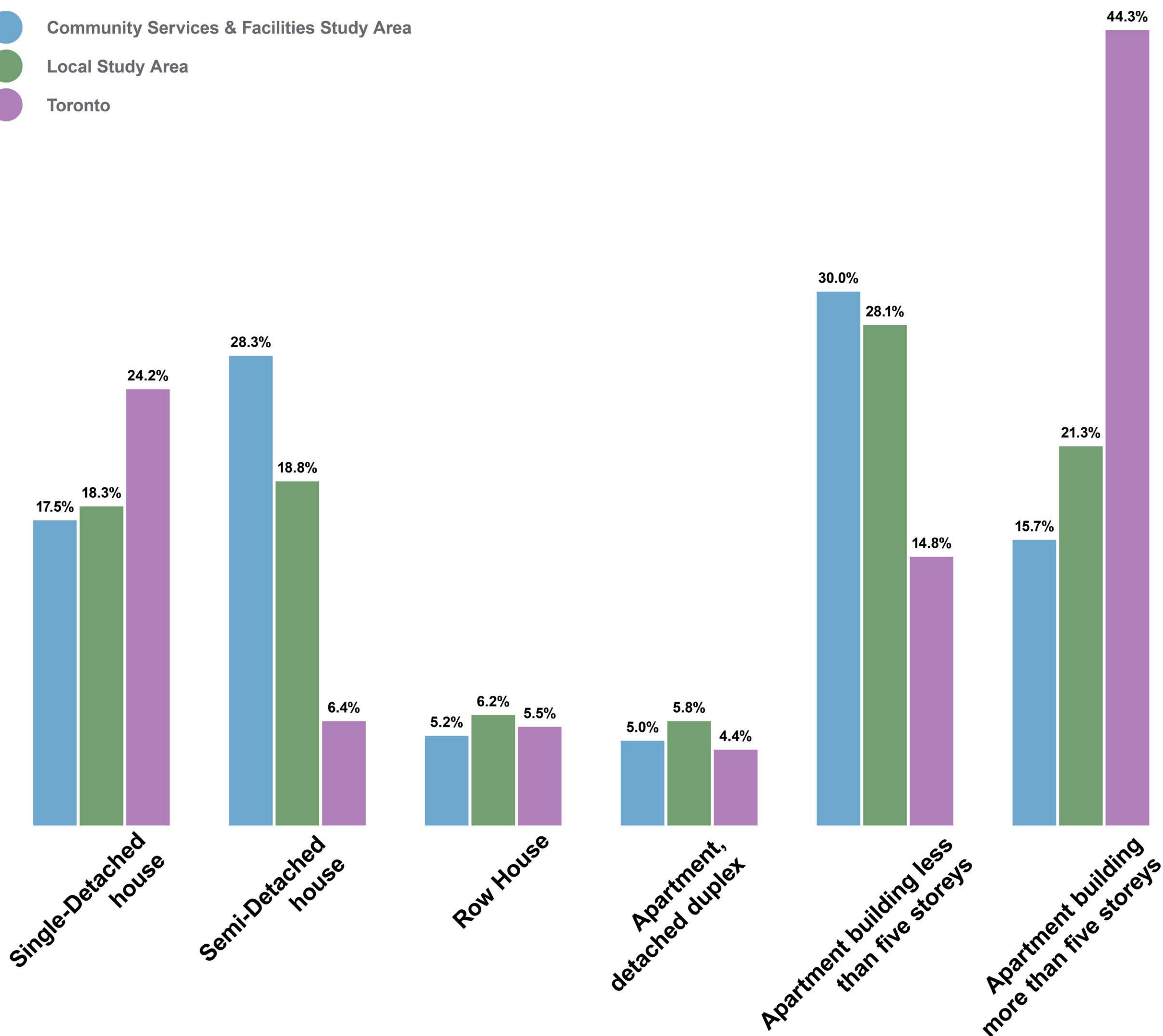
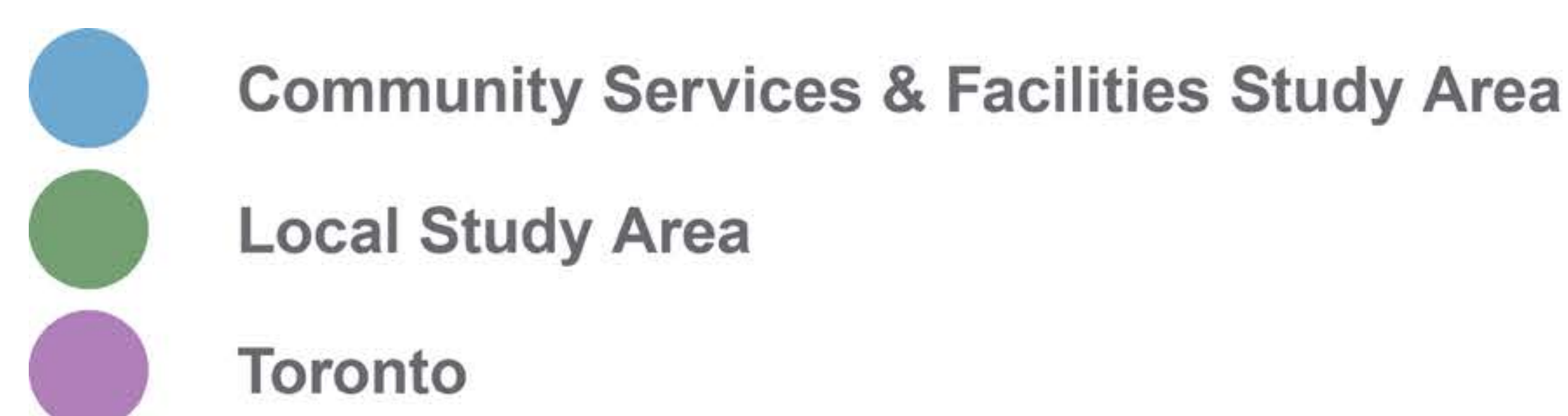
What's Surprising to you?

**Neighbourhood starts with you.
Get involved. [Toronto.ca/danforthstudy](https://toronto.ca/danforthstudy)**



Housing Types

Semi-detached houses and apartments less than 5 storeys contribute to almost 50% of the housing in the Local Study Area



Planning 101

What plans and policies will shape the Danforth Avenue Planning Study?

The Danforth Study will be adopted within the City's Official Plan.

The Official Plan sets out the high-level direction at the policy level for the City. There are many other studies and strategies which work to implement the direction provided by the Official Plan. City Council is the approving authority on planning policy in the City.

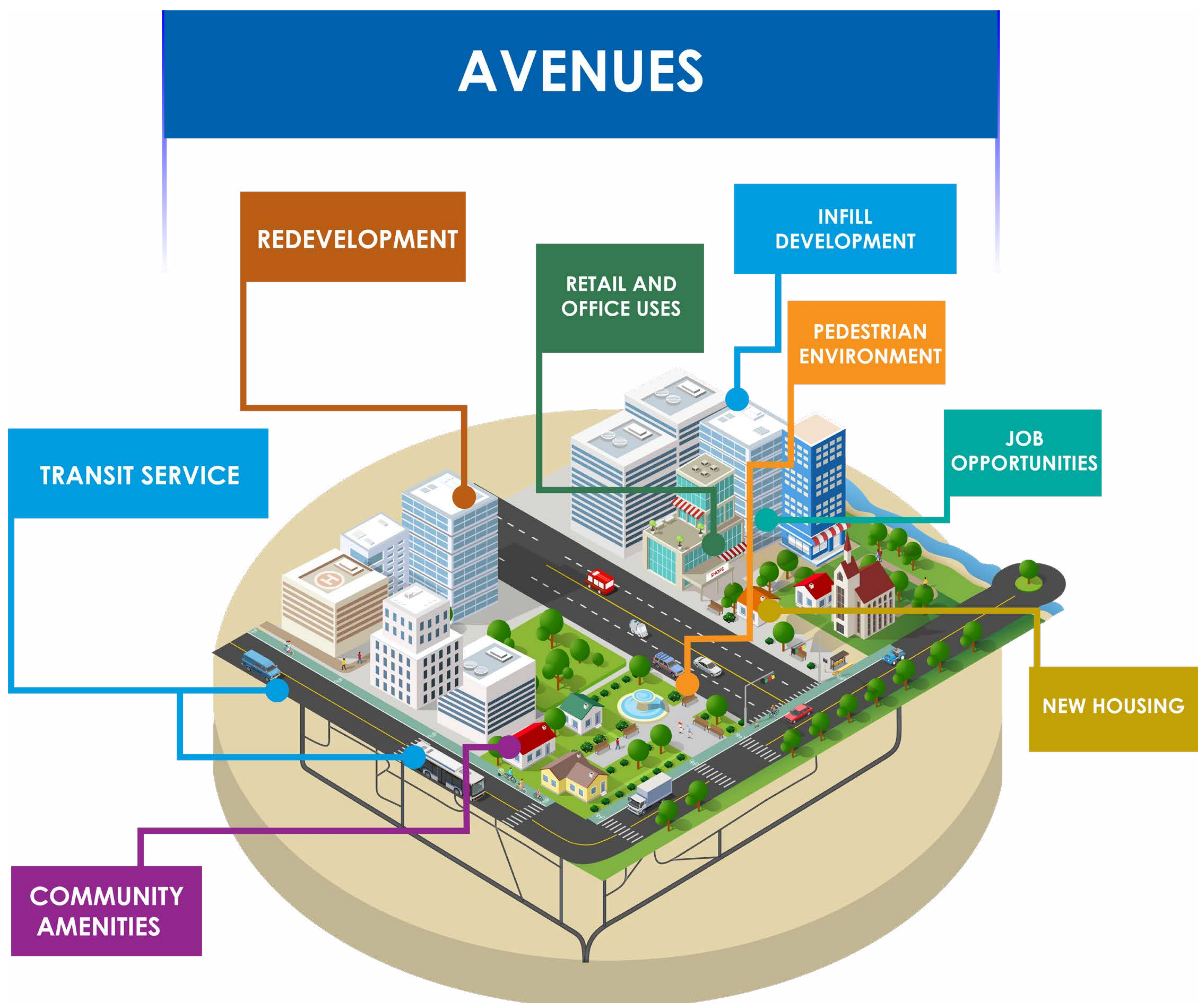


Planning 101

Danforth Avenue is defined as an “Avenue” in the City’s Official Plan.

What are Avenues?

Avenues are important corridors along major streets where reurbanization (infill development and redevelopment) is anticipated and encouraged to create new housing and job opportunities while improving the pedestrian environment, design of the street, open space, retail and offices uses, transit and community amenities.



Planning 101

Land Use Designations

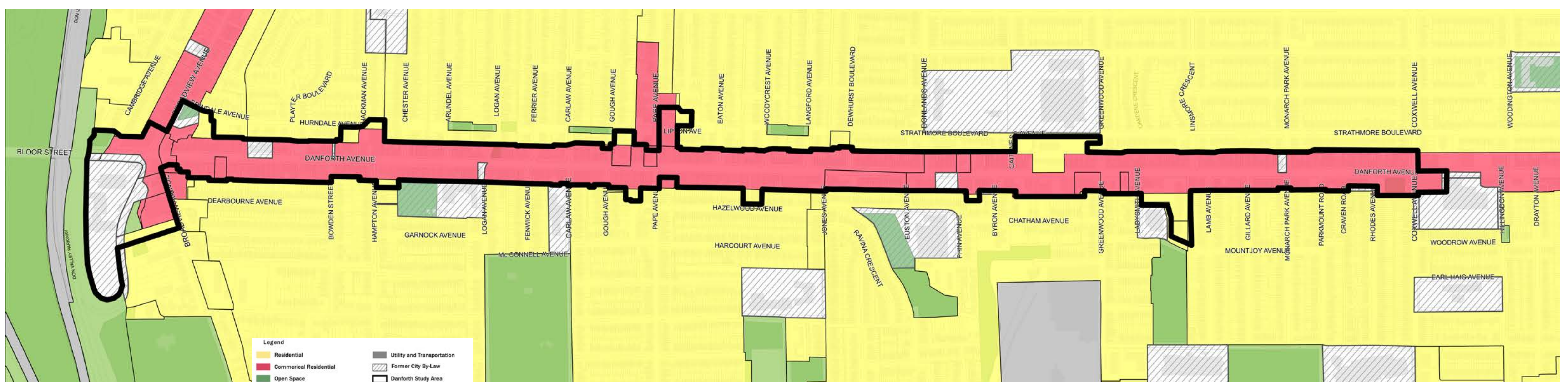
The study area is made up of various land use designations. The lands from Broadview Avenue to Coxwell Avenue are primarily designated Mixed Use Areas, with some lands designated Parks and Open Spaces.

Mixed Use Areas

Mixed Use Areas permit a broad range of commercial, residential and institutional uses. Development should provide space for new jobs and homes on underutilized lands, while designing buildings to provide a transition between areas of different scale and size. The transition between the mixed-use area and surrounding neighbourhoods requires new buildings to have appropriate setbacks and/or stepping down of heights to limit shadow impacts and maintain sunlight.

Parks and Open Spaces Areas

Parks and Open Space Areas are meant for parks, recreational, and cultural facilities. Within the Danforth Study Area there are a few designated parks, including Robertson Parkette, Logan Avenue Parkette, and Carlaw Parkette, among others.



Zoning By-laws

Zoning by-laws contain the specific guidelines for land use, development and the built form.

The majority of the study area is zoned for a wide range of commercial and residential uses. The permitted height for the area is between 14 and 16 metres (46—52 feet, or 4—5 storeys).

Next Steps in the Planning Process

The planning study component will be completed by the end of 2020 and includes the following:

- **A heritage context statement**, a heritage survey and identification of potential heritage resources – completed by Q1 2020.
- Undertake a **land use, built form and urban design analysis, identify character areas**, and conduct an **opportunities and constraints analysis**. - completed by Q2 2020.
- **Danforth Avenue Planning Study Report including Urban Design Guidance** that provide guidelines for development in the study area – completed by Q4 2020.
- **Final report to City Council** with a potential Official Plan Amendment – completed by Q4 2020.

We will be sharing the results of this work and asking for your input throughout the process.

Station #2: Complete Street Study

Community Meeting #2

Open House

January 27, 2020

Complete Street Study

The **complete street study** is being undertaken for the 6 km of Danforth Avenue between Broadview Avenue and Victoria Park Avenue.

The **complete street study** will examine the roadway width and curbside uses (i.e. parking and loading/unloading) and review options for a complete street design and the potential for on-street bike lanes.



Danforth Avenue Study

-  Study Area A - Second segment of the Danforth Avenue Planning Study
-  Study Area B - Complete Street Study



Not to Scale
2/15/2019

Complete Streets 101

What is a Complete Street?

Complete streets are streets that are designed to consider the needs and safety of all users: people who walk, bicycle, take transit or drive, and people of varying ages and levels of ability. Complete streets have flexible designs that fit different urban contexts.

Complete streets ensure that social, economic and environmental priorities are integrated into street planning and design.

Benefits of Complete Streets



Complete streets encourage people to walk, bicycle and take transit. These modes correlate to better physical and mental health outcomes for people of all ages. Complete streets are also safer, reducing the chance of injury or death.



Beautiful and safe streets contribute towards a high quality of life. Businesses want to locate and stay where streets are attractive. Residents value communities where they can walk and bike, and socialize with fellow street users.



Complete streets improve environmental sustainability and make our city more resilient to the effects of climate change.

What are some examples of Complete Streets in Toronto?



Bloor Street

College Street



Market Street



Queensway



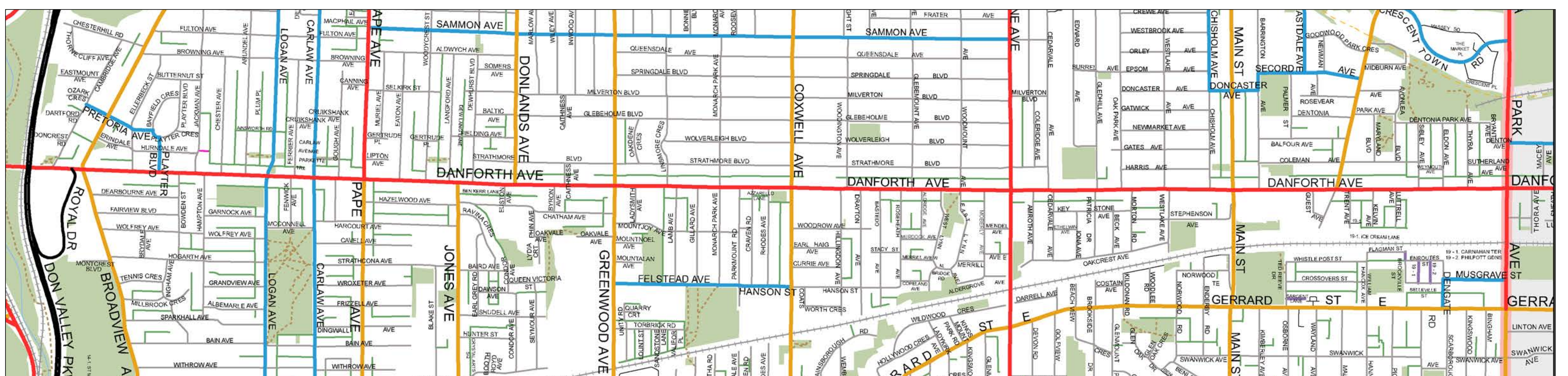
Danforth Avenue: Street Characteristics

A street network performs most efficiently and safely from both a traffic operations and a road safety perspective if roads are designated and operated to serve their intended purposes. This includes the efficient travel for all modes and the safety and convenience of all road users.

The City of Toronto's road classification system designates streets into different groups or classes according to the type of service each road class is intended to provide.

Danforth Avenue is considered a **Major Arterial Road**, and the general characteristics are as follows:

- Traffic movement is a primary function
- Subject to access controls
- Carries greater than 20,000 vehicles per day
- Carries greater than 5,000 bus passengers per day
- Designated cycling facilities desirable
- Sidewalks on both sides
- High priority for winter maintenance



Legend		
Road Classification System		
— Provincial Expressway	— Other	— Community Council Boundary
— City Expressway	— Laneway	— GTA Municipal Boundary
— Major Arterial	— Pending	— Parks and Recreation
— Minor Arterial	— Busway	— Water Bodies
— Collector	— Access Road	
— Local	— Park Road	
Physical Features		
— Railway	— River	
— Shoreline	— Trail	
— Hydro Line		

Complete Street Case Study

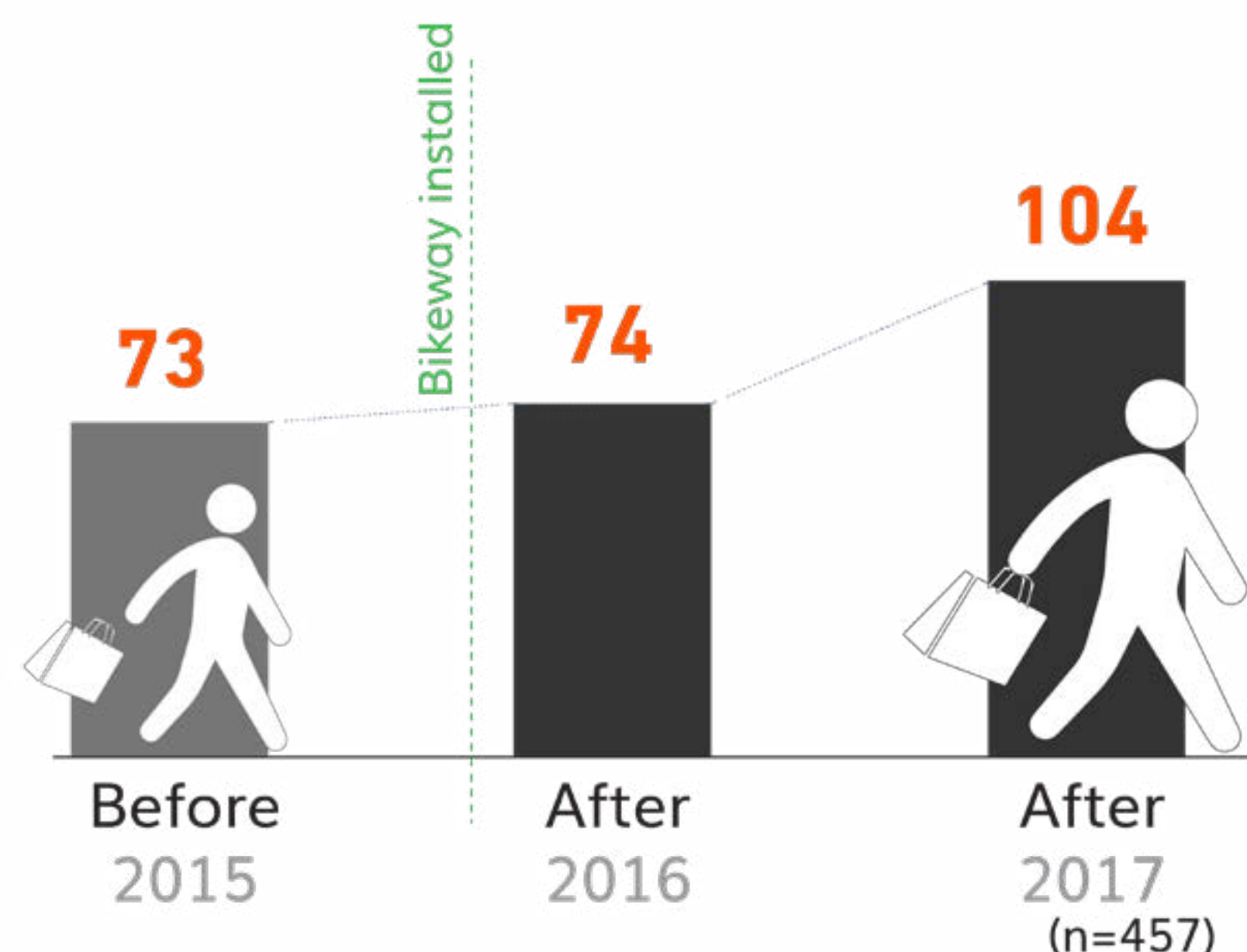
Bloor Street Bike Lanes Project

What lessons can we learn from other complete streets?

In 2016, the City of Toronto installed a bike lane on Bloor Street West from Avenue Road to Shaw Street. In 2017 and 2019, two separate studies indicated positive economic impact associated with the installation of the bikeway.

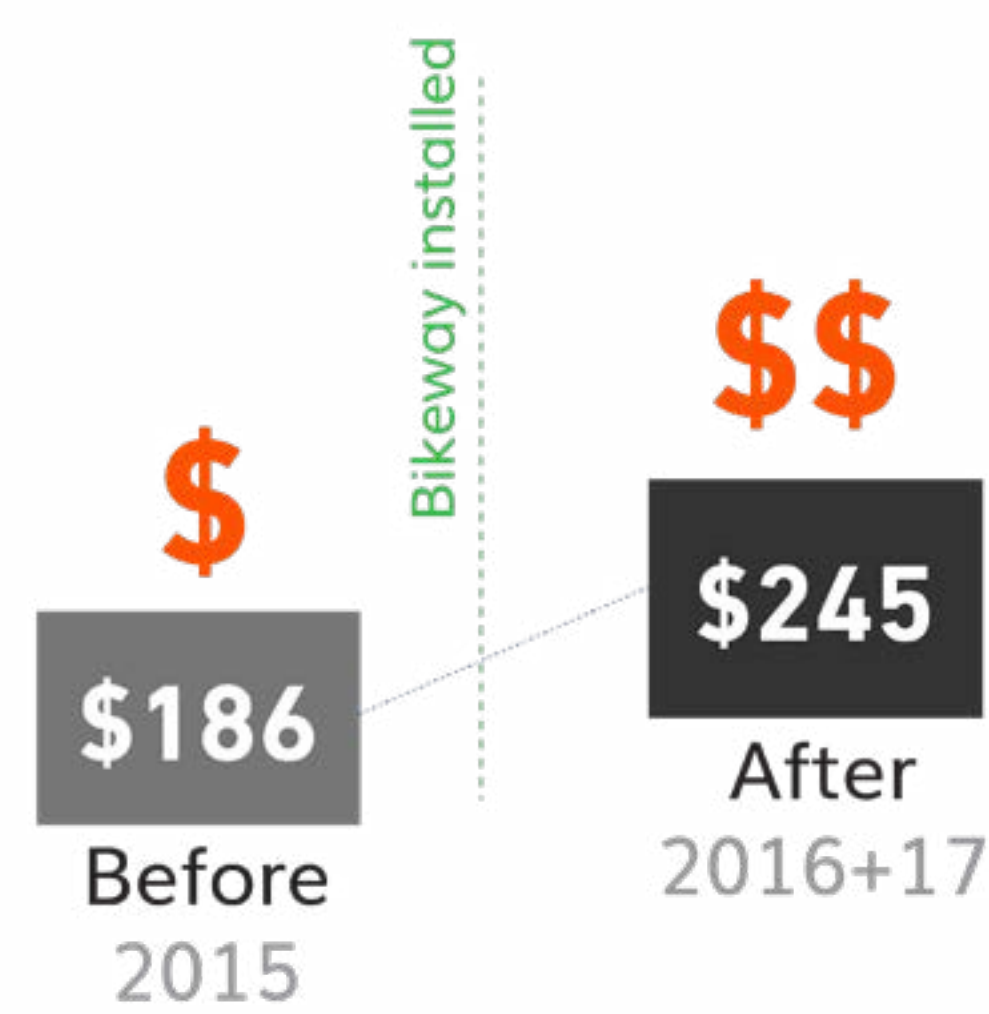
Bike lanes were added to Bloor Street West from Shaw Street to Avenue Road. The extensive studies found a 59% increase in people cycling, 44% decrease in all collisions, and increases in both the average number of customers and customer spending at businesses.

There are more customers on Bloor after the bikeway installation.



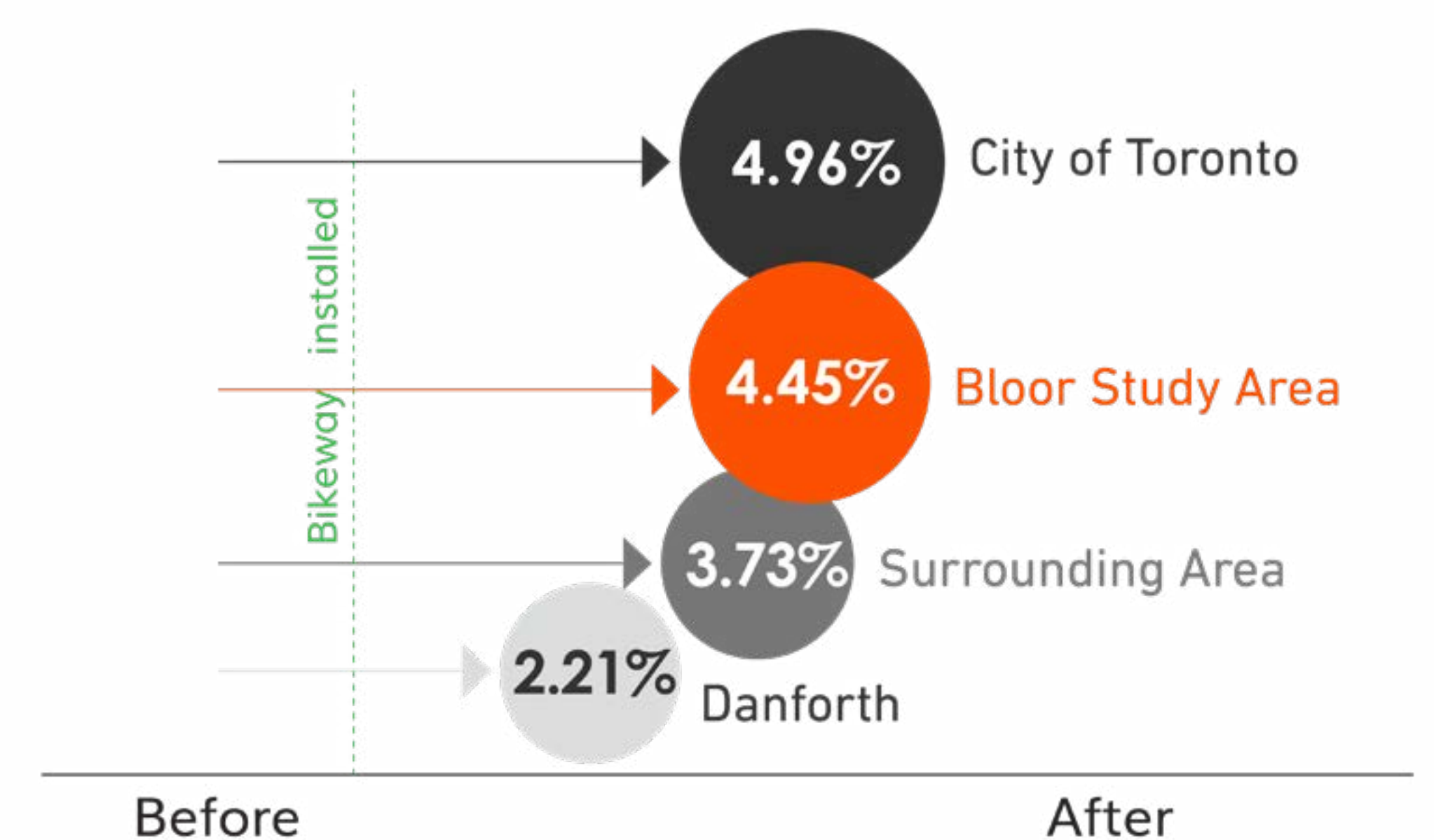
Average number of customers

And people are spending more.



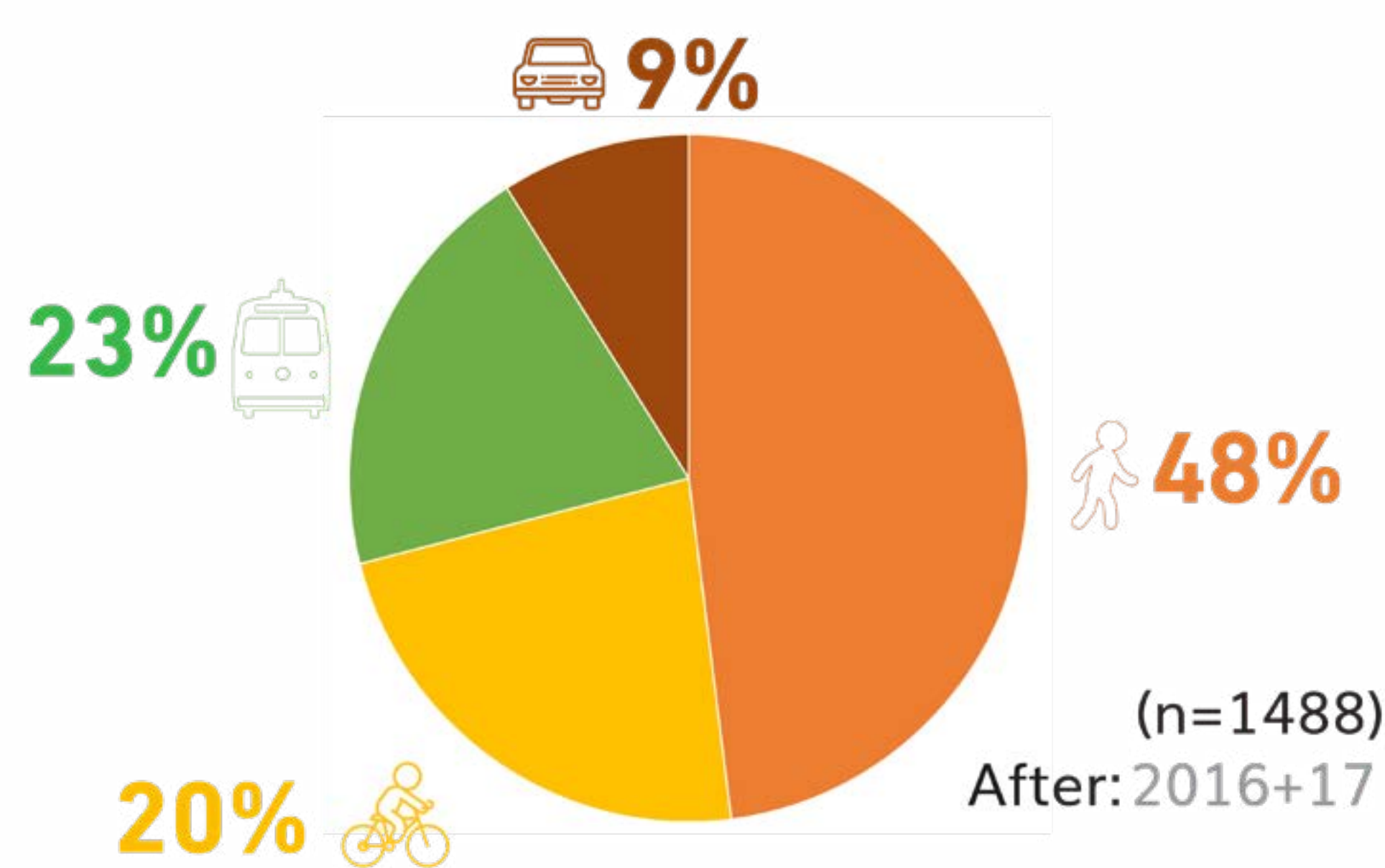
Average customer spending

Customer spending grew more on Bloor than surrounding areas, and about the same as the rest of the city overall.



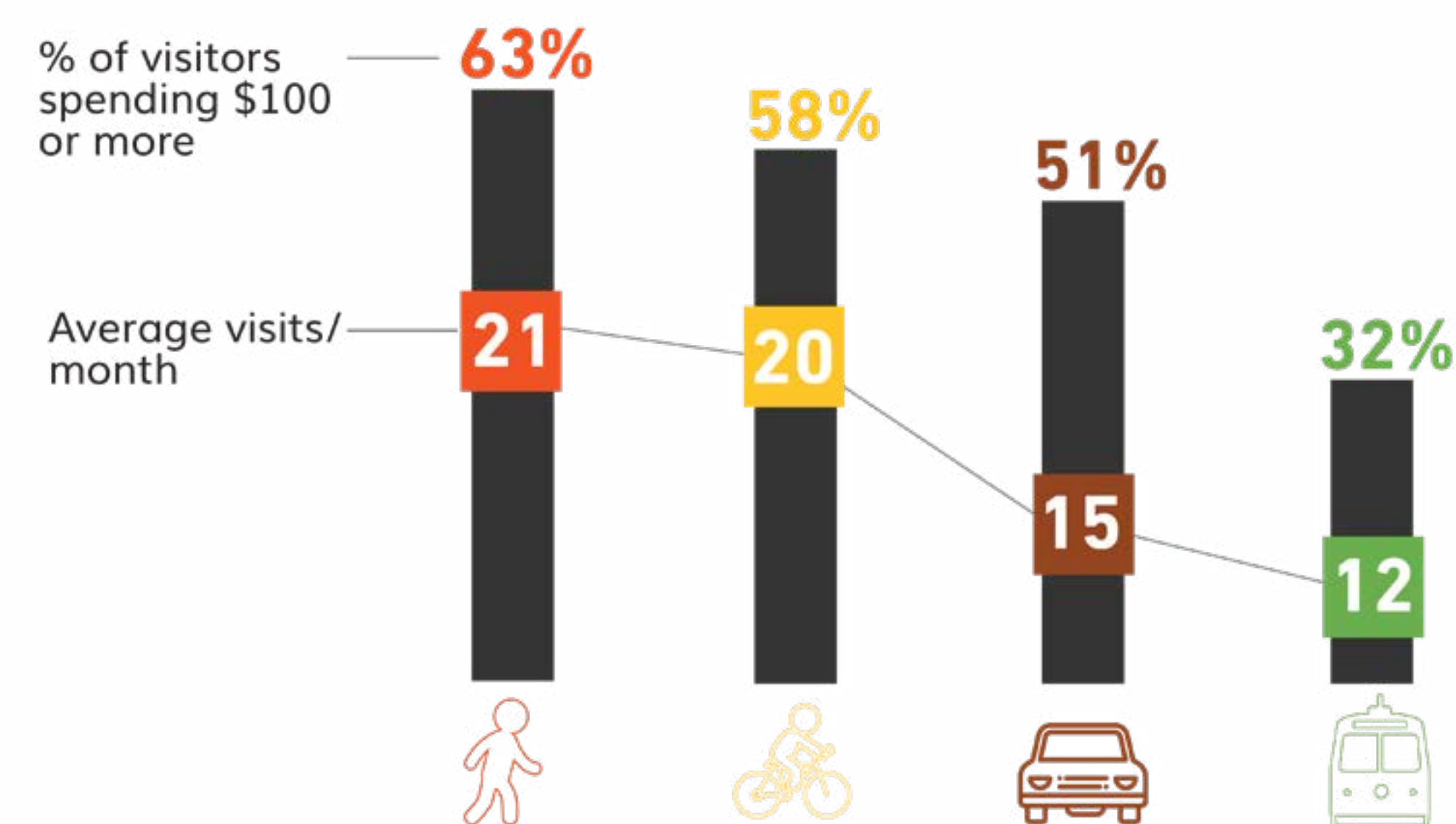
Growth in customer spending comparison

More people are cycling, and fewer people drive to Bloor.



Customer travel choices

People who bike or walk to Bloor visit the most often and spend the most per month.

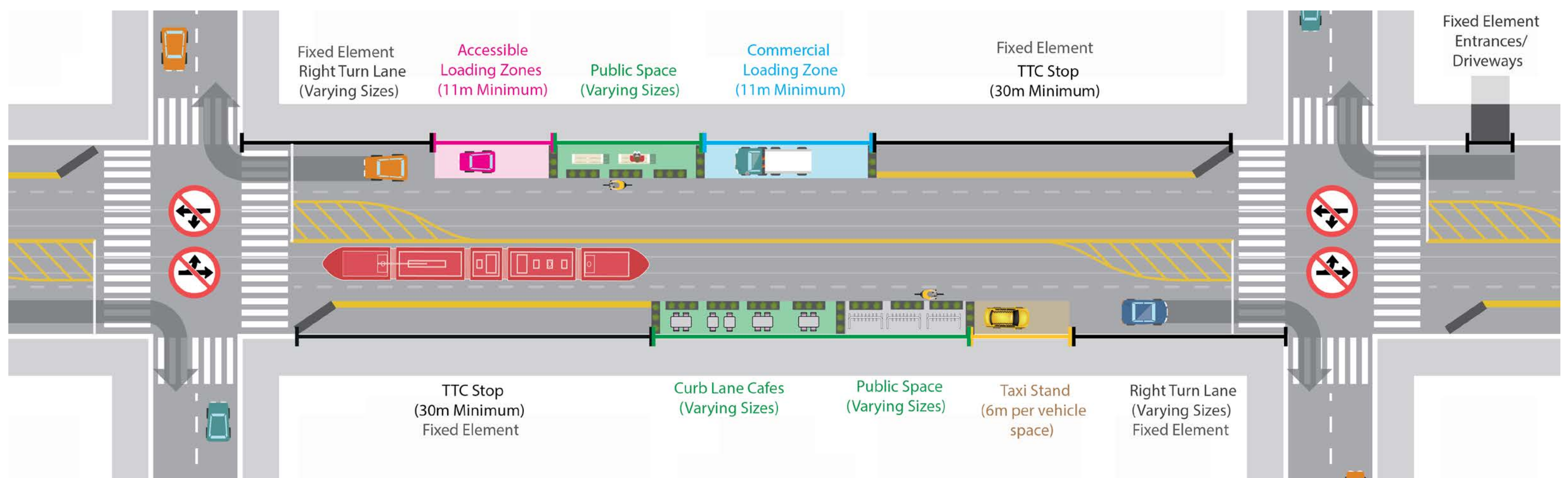


Customer visits and spending by travel choice

Complete Street Case Study

King Street Transit Priority Corridor

Between Bathurst Street and Jarvis Street, transit has been given priority on King Street while accommodating local traffic access. The street design gives priority to people using transit by prohibiting through movements for private vehicles at most intersections. A balanced mix of curb lane uses is provided, including public space areas, cafes, bike parking, loading zones and taxi stands.



Key lessons:

- **Faster and more predictable transit travel times:** On average, streetcars now travel faster during all periods of the day and times are more predictable, making the service more attractive. Approximately 30,000 minutes of travel time are saved by King streetcar customers daily.
- **More people taking transit along the King Street corridor:** With more predictable travel, more people are taking King streetcars than ever, with daily weekday ridership growing by 16% from 72,000 to 84,000 boardings per day. Capacity grew on King Street through the pilot project to meet unprecedented increases in demand.
- **More people are cycling on King Street:** There has been an increase in the number of people cycling along King Street, likely because reduced motor vehicle volumes made it more comfortable to cycle.
- **More spaces for people to linger:** Forty-five unique amenities were introduced across 18 new public realm spaces in the curb lane, including cafés, art installations, public seating areas, and parklets. These spaces created opportunities for people to linger, and helped reinforce King Street's vibrancy as a major cultural and entertainment destination.



Complete Street Case Study

International Examples

These projects from around the world demonstrate how complete streets can look and feel.



Vision Zero

Any complete street changes will be guided by the principles of Vision Zero.

The Vision Zero Plan addresses seven key emphasis areas:



The Vision Zero Road Safety Plan is a comprehensive five year (2017-2021) action plan focused on reducing traffic-related fatalities and serious injuries on Toronto's streets. With over 50 safety measures, the Plan prioritizes the safety of our most vulnerable road users, through a range of initiatives.

Collision History | Broadview to Victoria Park

2013-2018

• Total number of collisions	3111
• Collisions involving cyclists	138
• Collisions involving pedestrians	134
• Total fatalities and seriously injured	22
• Total of pedestrians and cyclists seriously injured	15
• Fatalities (pedestrian)	1

An In-Service Road Safety Review is underway

Next Steps

The complete street study component will be completed by spring 2021 and includes the following:

- Transportation analysis and an **In-Service Road Safety Review (ISSR)** - Completed by Q2 2020.
 - ◇ Investigates the safety performance and operational deficiencies of intersections and road segments to identify and treat road safety problems.
 - ◇ An in depth study of Danforth Avenue using road safety principles and identifying measures to improve road safety for all road users.
- **Complete street design options** and consideration of a **pilot project** - completed by Q3 2020.
- **A Complete Streets Study report** – completed by Q4 2020.
- Detailed complete street plans and revised street design, including a **phasing and implementation plan** – completed by Q2 2021.

We will be sharing the results of this work and asking for your input throughout the process.

Station #3: Economic and Retail Study

**Community Meeting #2
Open House
January 27, 2020**

Retail Study

The **retail study** will be undertaken for the 6 km of Danforth Avenue between Broadview Avenue and Victoria Park Avenue.

The goal of this study is to provide and understanding of the economic environment and issues faced by retailers along the Danforth.



Danforth Avenue Study

Study Area A - Second segment of the Danforth Avenue Planning Study



Danforth Economic Analysis

Study Purpose and Context

360 Collective has been retained to conduct a thorough analysis of economic data that impacts the economic vibrancy of each segment (by BIA) of Danforth.

The Study will include an analysis of future economic trends along with resident and visitor perceptions of the Danforth as a place of business.

A city-wide report will put forward for Council consideration possible programs for businesses to help ensure the long term viability of the City's retail main streets.

The Danforth Economic Analysis will provide important area specific economic information that will help inform our study and also help inform the larger City-wide retail study.

The purpose of the Danforth Economic Analysis is to provide an economic lens on any design of a Danforth Complete Street, and includes:

Geo- Demographics Analysis: A socio-economic profile of each segment of Danforth, looking at trends and future outlook.

Business Analysis: Collect data on Danforth businesses (business mix, turnovers, vacancies, rents, leasing activity, changes in ownership, employment), assess changes over time, retail demand and supply. Identify opportunities and gaps, including ways to support retail/cultural vibrancy and improve accessibility.

Origin Destination Analysis: Collect information on visitors to Danforth from 2 sources - Cell Phone Mobility Data and Field Intercept Survey. Field researchers would engage pedestrians along the street to ascertain key information on their origin/destination patterns.

On-line/Open House Survey: Residents and Business Survey on their perceptions of and ideas for the Danforth.

Retail Main Street Study

Retail Main Streets are centres of employment, economic activity, cultural expression and social diversity, and are integral to the well-being and prosperity of the city and the local neighbourhoods they serve.

In an effort to ensure the sustainability of retail main streets and small, independent businesses, the City has undertaken a Study of the current state and future of Toronto's main streets.

Danforth/Pape and Danforth Avenue east of Jones Avenue were case study areas.



Key findings:

- Residents prefer to shop in local independent businesses
- Main streets are key locations for independent businesses
- Main streets contribute to creating walkable streets and neighbourhoods
- Independent businesses make up 42% of total jobs in Toronto (not limited to main streets)
- Independent business owners positively contribute to their communities
- Many newcomers look to entrepreneurship to make a living, and this includes opening main street businesses
- The number of retail stores selling good is decreasing, while the number of service establishments is increasing

Possible Future Directions

- ✓ Implement small business support services and assistance
- ✓ Increase independent businesses' access to main street floor space
- ✓ Ensure main streets are safe
- ✓ Continue to monitor small business success/failure
- ✓ Support cultural and community facilities and public art on main streets to ensure they remain vibrant

Next Steps

The retail and economic study component will be completed by Fall 2020 and includes the following:

- **An Economic Scan Report** – completed in Q1 2020.
- **Residents and Business Online Survey** on their perceptions of and ideas for the Danforth Q1 2020.
- **A retail analysis, origin and destination study, and an economic development report** including an economic program to support main street retail – completed by Q3 2020.

We will be sharing the results of this work and asking for your input throughout the process.

Mapping Activity

In Phase 1, we asked you what you love about the Danforth (**green**), what needs improving (**yellow**), and for your other ideas and concerns (**pink**).

Take a look at the place-specific comments captured from Meeting #1 on the map. Is there anything missing?

We would like to continue exploring the specific locations where there are opportunities for improvement along Danforth Avenue. We want to know your ideas for:



Complete Streets and Economic Development

(6km between Broadview Avenue and Victoria Park Avenue):

1. Where are key locations for new public spaces?
2. Where are the key locations for street furniture?
3. Where are key locations where curbside drop-off space?
4. Where are key locations for commercial delivery zones?
5. Where are the locations where you have safety concerns?
6. Where are the key locations where you have difficulty in traveling within or through the area?
7. Where are key locations where there is not enough retail choice or mix of uses?

Planning

(3km between Broadview Avenue and Coxwell Avenue):

8. Where are the key locations where growth should occur?
9. Where are key locations to improve pedestrian connectivity?
10. Where are key cultural heritage resources?

What we Heard

In Community Meeting #1, we collected 75 completed workbooks and more than 600 stickies with public comments. Here are the key themes summarized from community feedback about the **Planning Study**:

The neighbourhood feel, parks, and services were identified as some of the favourite things.

There should be more affordable housing and diversity of housing types.

There should be “gentle density”, especially around subway stations.

Provide height limit restrictions to preserve views and maintain the streetscape.

Preserve heritage.

Climate change should be addressed and a sustainability lens applied to the Study.

Prefer a slower paced (gradual) approach to development.

There should be more art, street furniture and trees.

What we Heard

In Community Meeting #1, we collected 75 completed workbooks and more than 600 stickies with public comments. Here are the key themes summarized from the community feedback about the **Complete Street Study**:

Interest in exploring best practices and lessons learned in other places.

The community identified walkability and the existing bike lanes on other streets in the neighbourhood as some of their favourite things.

Should be designed for all users, including people who walk, cycle, use transit or drive.

Safety should be improved for everyone – with more crosswalks, red lights, traffic control measures.

Interest in expanding the existing cycling network.

There should be better lighting, landscaping and streetscapes to improve safety.

Traffic congestion should be better managed.

Consider street design in response to climate change and City Council's recent declaration of a climate emergency.

Using pop-ups, temporary improvements, and a bike lane pilot project as part of the study process.

What we Heard

In Community Meeting #1, we collected 75 completed workbooks and more than 600 stickies with public comments. Here are the key themes summarized from community feedback about the Economic Development and Retail Study:

Restaurants, stores and retail options were identified as some of the community's favourite things.

Small/local businesses in the area should be preserved.

Identify ways to attract patrons to the area and increase local employment opportunities and encourage active transportation.

Identify gaps in retail offerings (e.g. grocery stores).

All stores along the Danforth should all be accessible and barrier-free.

Concern regarding declining retail and empty storefronts.

Consequences of construction, traffic and development on local businesses.

How may the impacts of changing the existing parking supply affect businesses.

In analyzing the economic and retail context, consider arts and culture.

Tell us **What
You Think About
the feedback
from **Community**
Meeting #1.**

**your Input will help us
consider and define
priorities for this project.**

**Neighbourhood starts with you.
Get involved. [Toronto.ca/danforthstudy](https://toronto.ca/danforthstudy)**