

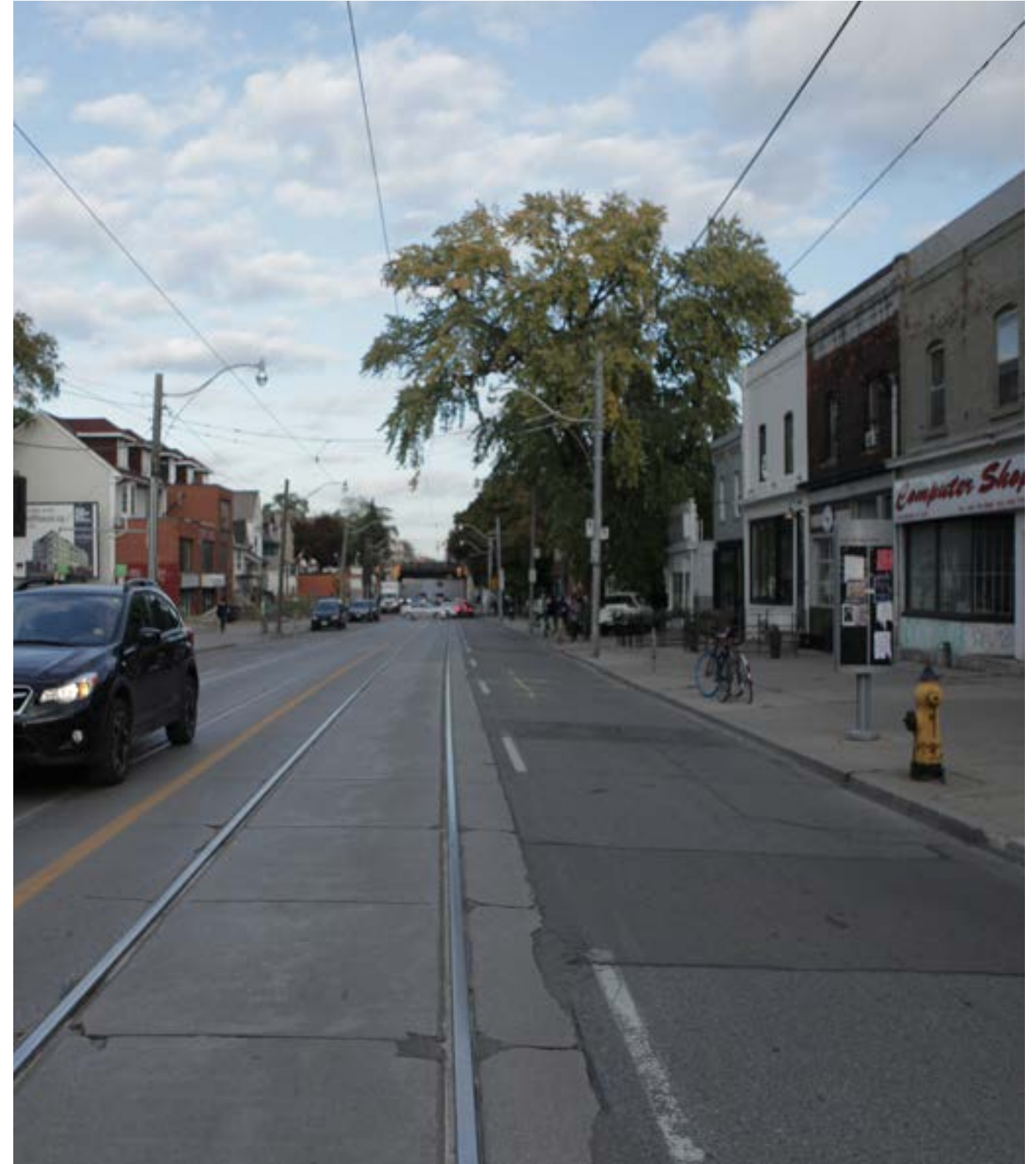
GERRARDHERE

Creating Destination, Preserving the Neighbourhood, and Improving Areas Through
Revitalization and Placemaking

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SITE CONTEXT

Providing Context for Gerrard Street East



Nearby Neighbourhoods

The Avenue connects four major communities. These include Riverdale, Riverside, Leslieville, and Blake-Jones. The Avenue connects two ethnic corridors, East Chinatown and Gerrard India Bazaar



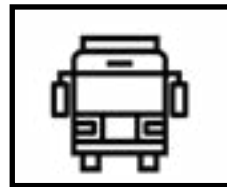
History

The Avenue has a rich industrial history with many historic buildings that add character to the surrounding community



Built Form

The surrounding community consists of low-density residential buildings with commercial-residential lots along the Avenue



Transportation

The site is an arterial corridor into the city. The site has access to major roads and houses a Streetcar line (502 Streetcar). Future developments include a potential TTC relief line station and GO station



COMMUNITY ATTRIBUTES

Existing Attributes & Opportunities in the Community



VISION

Vision Statement

To **create** a destination that connects the Gerrard Street Corridor to its strong surrounding neighbours. We aim to **preserve** the neighbourhood's existing assets, pay homage to the remaining character and history, and **improve** areas through revitalization and placemaking strategies.



What Informed the Vision

Acknowledged...

The Matty Eckler Community Centre, it's adjacent park and the City of Toronto Dog Park provide spaces where the community gather, play, relax and enjoy. Their importance to Gerrard Street should be acknowledged and protected.

Observed...

Heritage structures and distinguished built form along Gerrard Street, including but not limited to the Toronto Fire Station 324 and former bank building on Gerrard and Pape set precedent for new built form character and typologies to be introduced in the neighbourhood.

Identified...

Opportunities exist in the corridor's overlook spaces, along its side streets, laneways and unused surface parking lots. Enhancing these spaces through improving infrastructure, placemaking techniques and urban design strategies will transform Gerrard Street into a vibrant corridor, filling the existing gap between its adjacent neighbourhoods.

GUIDING PRINCIPLES

Key Goals of the Initiative

Move & Connect

“The street is the river of life of the city, the place where we come together, the pathway to the center” - William H. Whyte

The Gerrard Street corridor will be a well connected destination. As “the heart of the east end, the corridor will connect surrounding neighbourhoods through complete transit infrastructure and a well defined public realm. Opportunities for improvements to existing transit and pedestrian connectivity, utility upgrades, upgrade streetscape and introduction of new bicycle transit will help complete the community and link the corridor to the its neighbours.

Character & Place

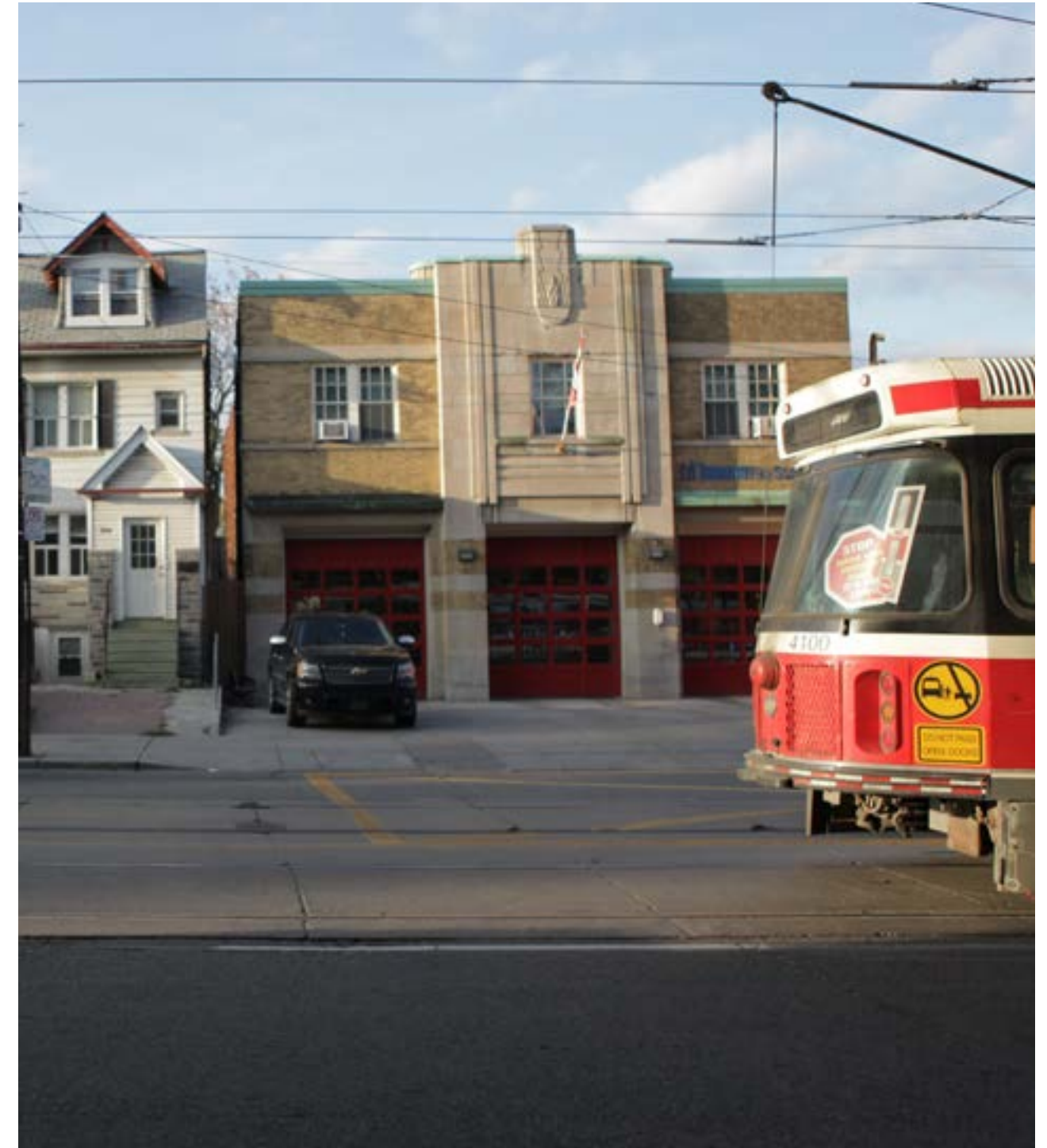
“The more successfully a city mingles everyday diversity of uses and users in its everyday streets, the more successfully, casually (and economically) its people thereby enliven and support well-located parks that can thus give back grace and delight to their neighborhoods instead of vacuity.” - Jane Jacobs, The Death and Life of Great American Cities

Gerrard Street already has great community spaces; places where people feel comfortable and invited. We want to promote and preserve these while creating new destinations for people in spaces in need of revitalization. Short side streets and the laneways hold opportunities for improvement and can interface with the corridor and strong spaces. Urban design and neighbourhood improvement strategies seek to turn the spaces into popular destinations that will connect its residents, neighbours and Torontonians alike.

Develop & Grow

“In the other direction is an extraordinary new path: ending sprawl using the principles of “smart growth” and creating compact, higher-density communities with public transit, bike paths, and walking trails, surrounded by precious farmland and green spaces like wetlands and woodlands” - David Suzuki

Many spaces along the Gerrard corridor are currently un-utilized or under-utilized. We seek to remedy this by encouraging new development and built form typologies that not only compliment existing structures but create new housing and commercial opportunities; places for people to enjoy. The current gap that exists needs to be filled; new development and gentle intensification that fits into Gerrard Streets existing context will achieve this.



BIG MOVES

Implementing the Guiding Principles



Gerrard Street Infrastructure Development

Big move one will be achieved through the following steps:

- i.** Removal of street parking
- ii.** Upgrading utilities by moving them underground and minimizing poles for streetcar cables
- iii.** Introducing shared bicycle lanes along Gerrard in place of street parking
- iv.** Trees and landscaping along Gerrard



New Places Strategy

Big move two will be achieved through the following steps:

- i.** Repairing the sidewalks and paving along identified placemaking targets
- ii.** Establishing the laneways as an interface between the Matty Eckler Playground and green space and the adjacent
- iii.** Incentivize residents to develop laneway housing, creating a more complete community and new housing options
- iv.** Encourage the continuation of business self-promotion by establishing a Business Improvement Area or Resident & Business Cooperative



Intensification & Development Encouragement

Big move three will be achieved through the following steps:

- i.** Development Potential has been identified
- ii.** Encourage mid-rise developments in tandem with GO Transit expansion and the Downtown Relief Line Gerrard Station
- iii.** Introduce urban design guidelines referent to height, setbacks, building typology, massing and other physical features will give direction to new developments coming to the area

BIG MOVE ONE

Gerrard Street Infrastructure Development

Understanding Big Move One

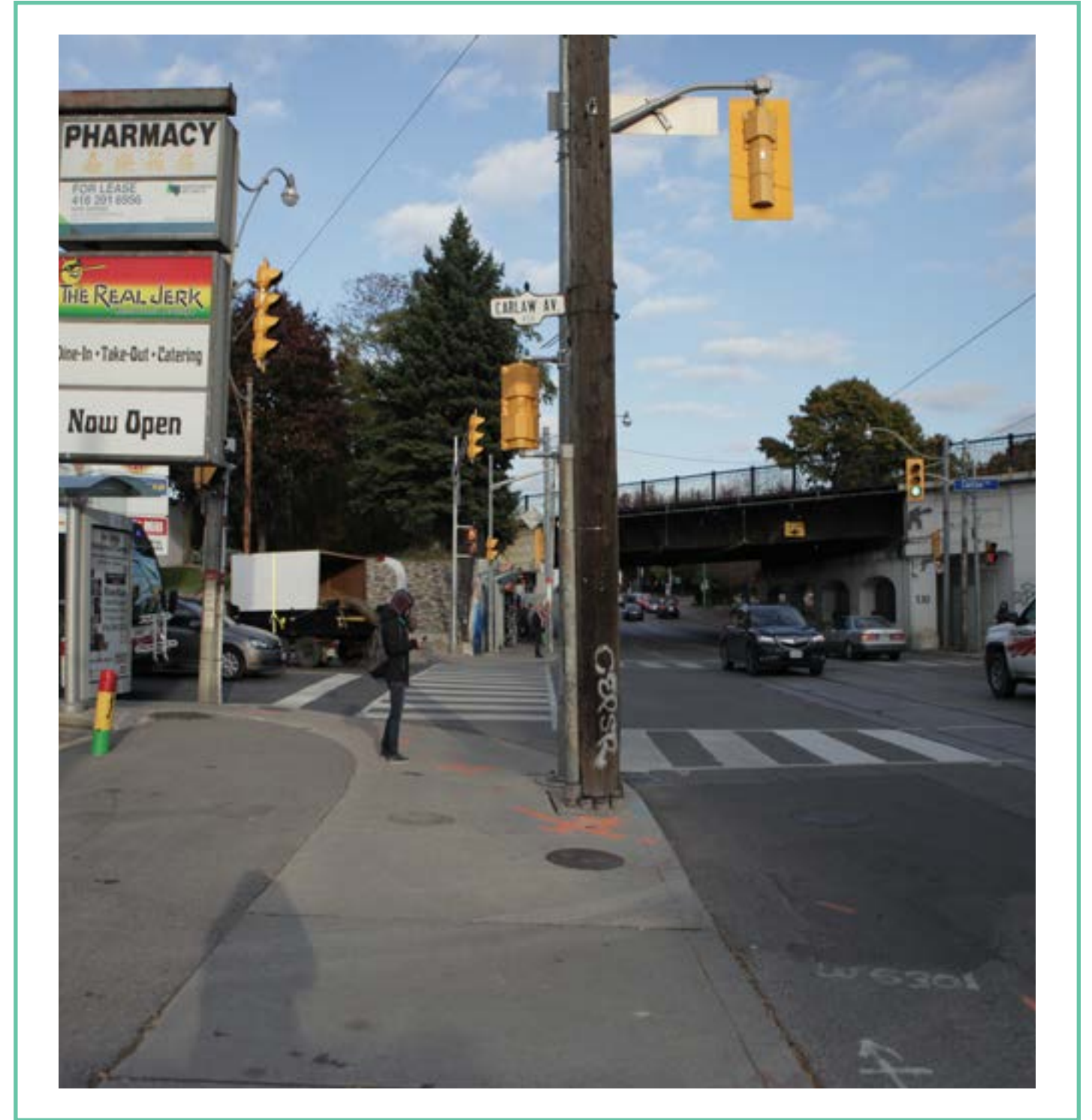
“The goal is to build a city with a well-functioning street network that supports and sustains our quality of life” - City of Toronto Complete Streets Guidelines

Step 1: Removal of street parking would allow space for new transit options to be put in its place. Parking will still remain available along residential side streets. Enhanced transit options will decrease the need for vehicle parking.

Step 2: Above ground utilities take up sidewalk space and detract from public realm. Upgrading these utilities by moving them underground and minimizing poles for streetcar cables would increase public space and make Gerrard more aesthetically pleasing.

Step 3: Introducing shared bicycle lanes along Gerrard in place of street parking creates more complete transit connectivity. Bicycle lanes will connect to existing routes along Jones Avenue and Carlaw Avenue, connecting these two with potential to extend further east and west along Gerrard Street.

Step 4: Following recommendations from the Toronto Streetscape Manual and Complete Streets Guide, introducing trees and landscaping along Gerrard will delineate sidewalk space from bicycle lanes and the Right of Way, refreshing the corridor and enhancing its public spaces.

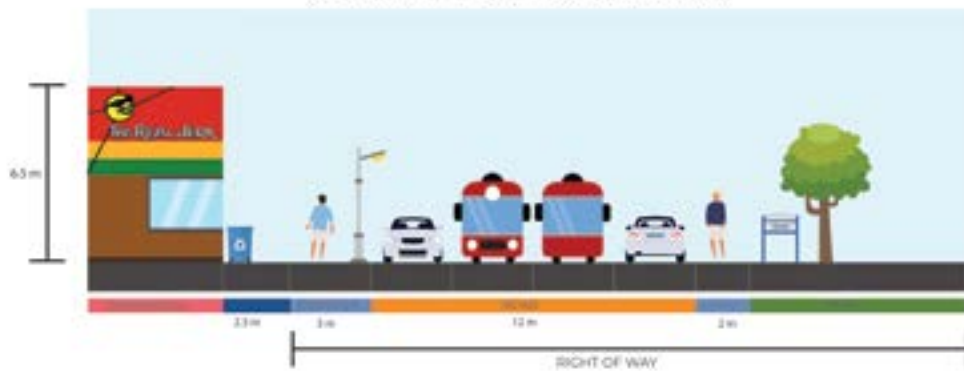


BIG MOVE ONE

Gerrard Street Infrastructure Development

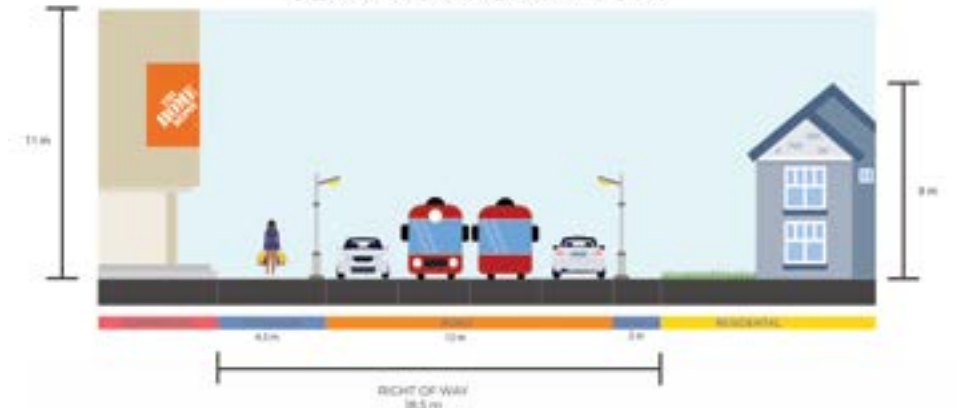


GERRARD AND CARLAW

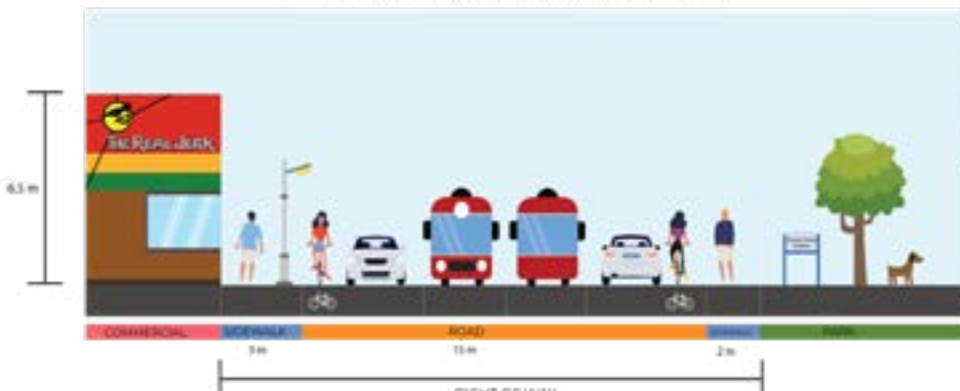


Current Design

GERRARD AND MARJORY



GERRARD AND CARLAW



Proposed Design

GERRARD AND MARJORY



BIG MOVE TWO

New Places Strategy

Current Gerrard Side Street



Proposed Gerrard Side Street Design



Understanding Big Move Two

City of Toronto's Complete Street Goals:

i. Streets for People:

-improve safety and accessibility, give people choices and connected networks, promote healthy and active living

ii. Streets as Placemaking:

-respect local context, create vibrant and attractive public spaces, improve environmental sustainability

iii. Streets for Prosperity:

-Support economic vitality, Enhance Social Equity, flexible and cost effective

Step 1: The sidewalks and paving along the identified side streets and laneways are in need of repair. Through urban design applications, including barrier removal, stone paving, and level surfaces, pedestrian, bicycle and vehicle traffic can share Right of Ways once occupied solely by vehicles. Bollards will separate sidewalk space and street space when street unused by pedestrian events.

Step 2: Through repaving, landscaping, introduction of public art and removal of barriers, the laneways can act as an interface between the Matty Eckler Playground and green space and the adjacent residential neighbourhood. This new connection will encourage more events and higher use of the park.

Step 3: To maintain these newly developed public spaces, establishing a Business Improvement Area or Resident & Business Cooperative can help facilitate year round events and programming. Street fairs, farmers markets and public events can occur in these shared spaces, promoting business opportunity and community engagement in the neighbourhood

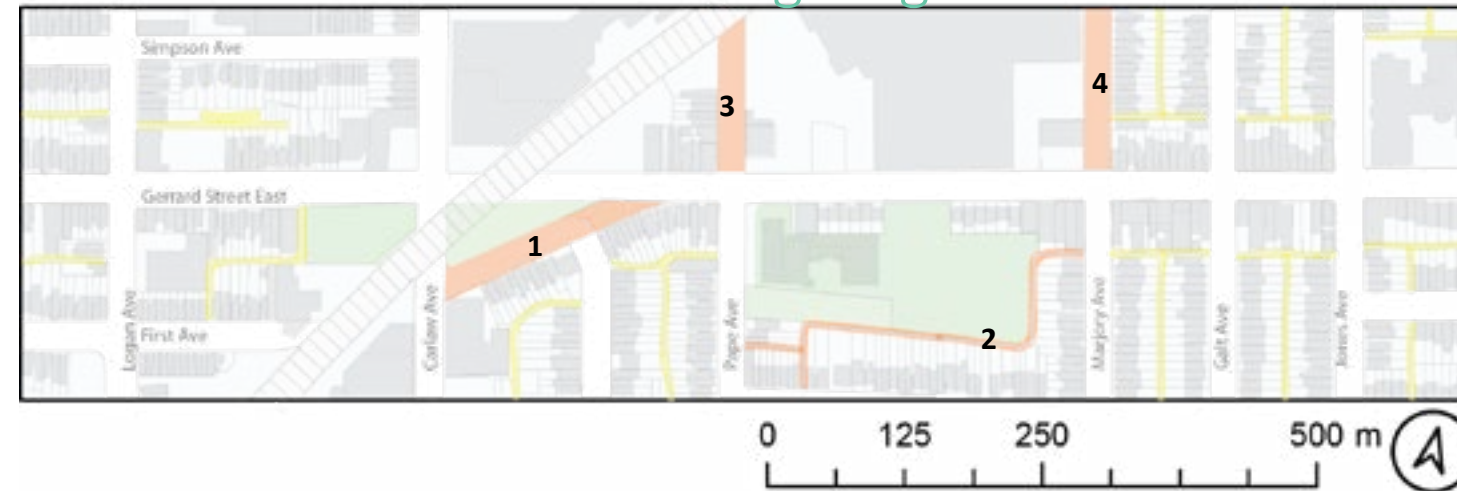
Step 4: Partnerships with the City of Toronto and incentives can be given to residents to develop laneway housing, creating a more complete community and new housing options.

Our intention is for the enhanced street network to encourage business development along streets once overlooked along the corridor.

BIG MOVE TWO

New Places Strategy

Placemaking Targets



Example Target Renderings

1



Waterfront, Toronto ON

The redevelopment of the Waterfront's built form has transformed the corridor into a tourist destination. The new design promotes pedestrian usage while also creating a sense of place. Applying a similar methodology in target one will further connect the communities that lie on the east and west of the GO train tracks.

2



The Laneway Project, Toronto ON

The Laneway Project invites artists to alter Laneways in Toronto. This project can be mimicked in Gerrard Street East to promote an exciting and unique experience that can tie to residential community to the avenue developments.

3



SOWA Open Market, Boston MA

SOWA is a market that occurs every Sunday in the parking lot of the Ink Block. The Ink Block development has successfully utilized undefined spaces to create new and unique experiences in the city of Boston. By promoting a better built form and enabling more placemaking projects in Target two, this initiative will draw more users to the space.

4



Market Street, Toronto ON

Market Street in Toronto is a great example of effective built form in a confined space. By establishing this practice in target four, Gerrard will be able to maximize the potential of the Major side street.

BIG MOVE THREE

Intensification & Development Encouragement

Understanding Big Move Three

What has happened: Businesses in the area have started self promotion through social media and have informally branded the neighbourhood and its unique spaces. This shows a desire for the area to revitalize, promote and develop.

Developers have also begun to notice this area's potential. There are currently 3 development proposals in our study area, each proposing mid-rise residential & commercial buildings, gently increasing the density of the area.

Step 1: We want to encourage developments that similar to those proposed that follow the City's Mid-Rise Performance Guidelines Simultaneously, GO Transit expansion and the Downtown Relief Line Gerrard Station infrastructure will further connect the neighbourhood to downtown and the Greater Toronto Area.

Step 2: Urban Design guidelines that reference that buildings to height, setbacks, building typology, massing and other physical features will give direction to new developments coming to the area. These guidelines will ensure homage is paid to the historic nature of the neighbourhood and remaining heritage structures which set precedent along the corridor.

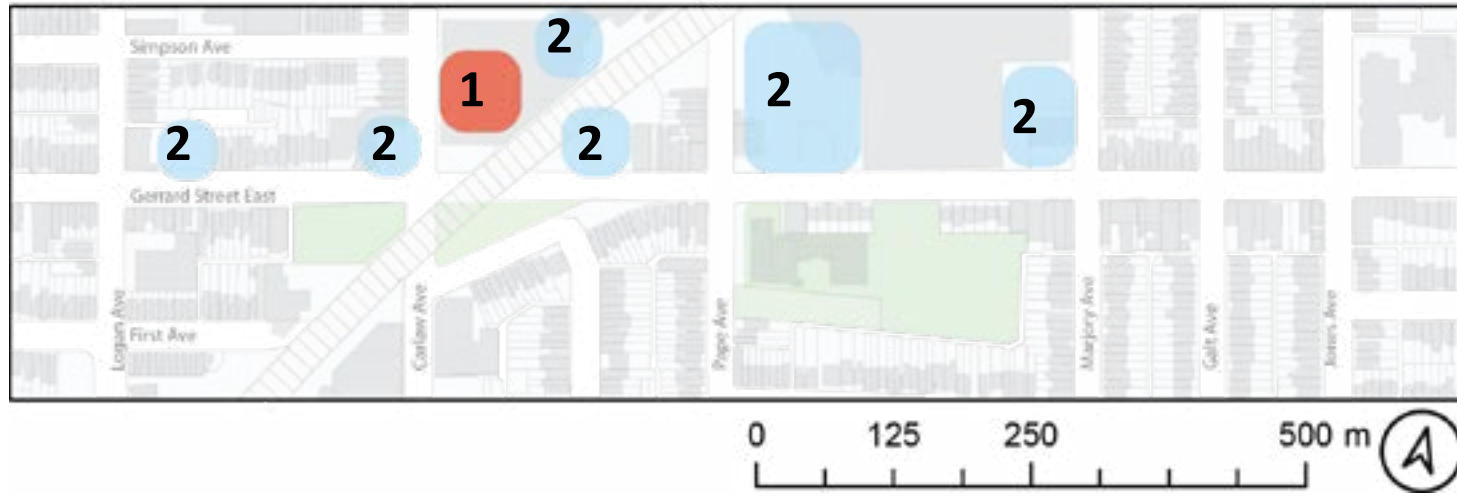
We recognize the opportunity for massing and edge intensification of existing structures along Gerrard Street. Enhancing these existing architectural qualities will increase the appeal and character of the neighbourhood.



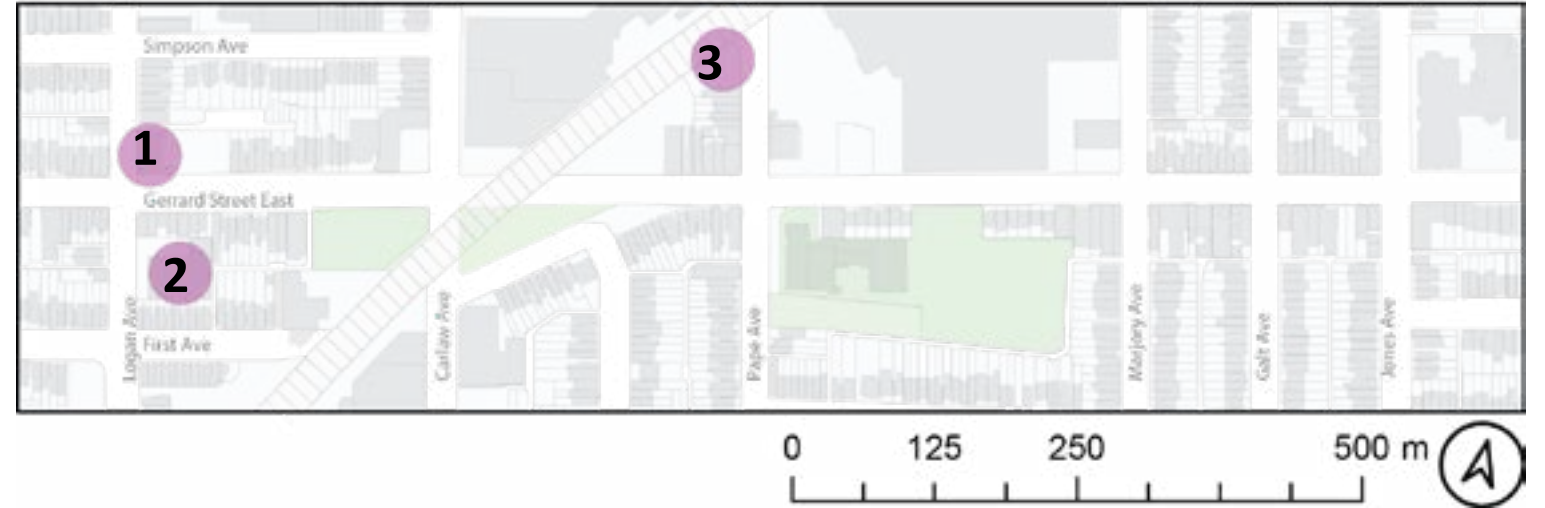
BIG MOVE THREE

Intensification & Development Encouragement

Potential Developments



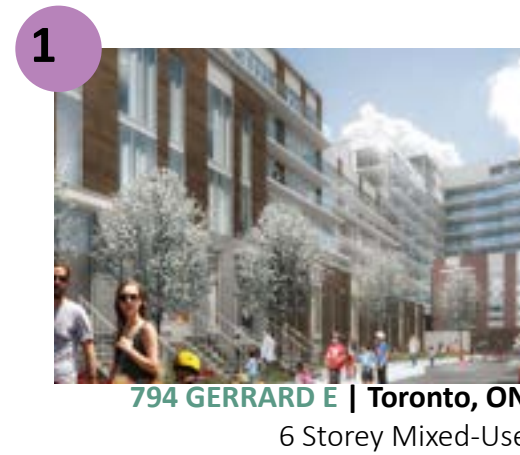
Proposed Developments



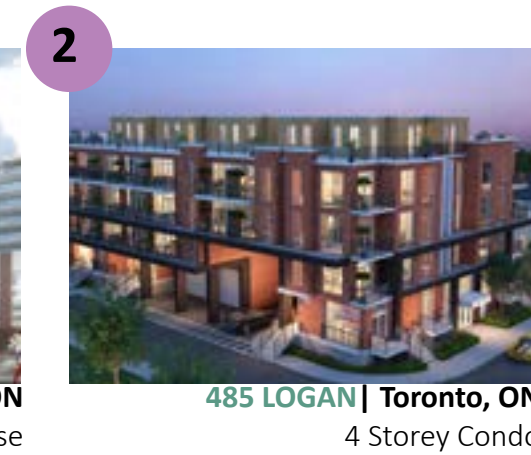
RÉLIEF LINE



POTENTIAL DEVELOPMENT



794 GERRARD E | Toronto, ON
6 Storey Mixed-Use



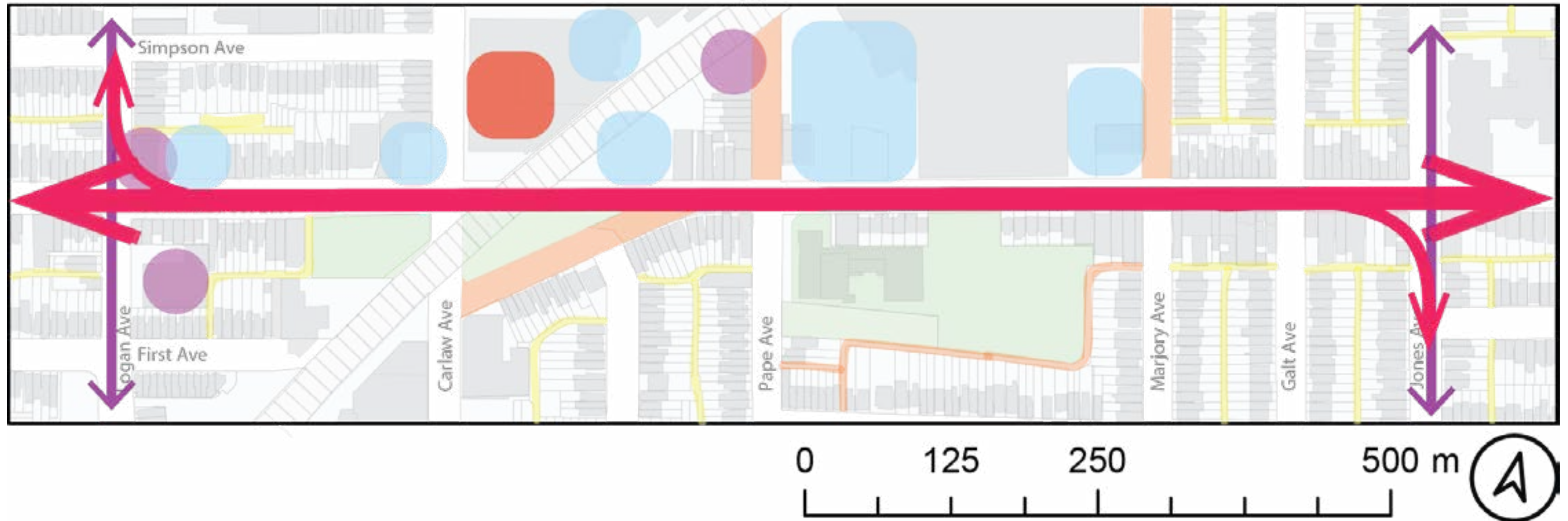
485 LOGAN | Toronto, ON
4 Storey Condo



354 PAPE | Toronto, ON
8 Storey Mixed-Use

FINAL VISION

Gerrard Street East Complete Vision



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