Innovative Community Development™

FINAL REPORT

OPENING THE GATES

A Strategic Plan for Baby Point Gates BIA

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Table of Contents

List of Figures

Introduction

Part 1: Existing Conditions

Part 2: Urban Design Recommendations

Part 3: Marketing Recommendations

Introduction

Fig. i.i: BIA Boundaries ***Aerial Photo Source: Google***

Innovative Community Development (ICD) Consultants is a team made up of nine Urban and Regional Planning undergraduate students at Ryerson University. The team has assembled this report, outlining and designing recommendations for the proposed Baby Point Gates Business Improvement Area (BIA). The report presents a thorough analysis of existing conditions in the area, detailed recommendations for proposed urban design interventions and marketing strategies, and an implementation schedule.

This Final Report is the cumulative work from two interim reports and provides information on future costs and phasing for the Baby Point Gates BIA. Interim Report 1 consisted of a general analysis of the current size characteristics including: the location, parking, history, and demographics; a design section of the existing land uses and streetscapes; and marketing strategies of other BIAs. Interim Report 2 concentrated on the future design and marketing of Baby Point Gates BIA. It considered proposed land uses, zoning changes, streetscapes, parking, street beautification and explored ways in which the Baby Point Gates BIA could identify and promote itself.

The Final Report begins by illustrating the location of the BIA. Baby Point Gates BIA is situated north west of downtown Toronto, along Jane and Annette Streets. The boundaries of the BIA are Montye Avenue to the north and Lessard Avenue to the south along Jane Street, and Windermere Avenue to the east and Jane Street to the west along Annette Street. To better understand the area, ICD Consultants have laid out a detailed background analysis of the history, the demographics and the existing land uses of the area which then led them to complete a strengths, weaknesses, opportunities and threats (SWOT) analysis.

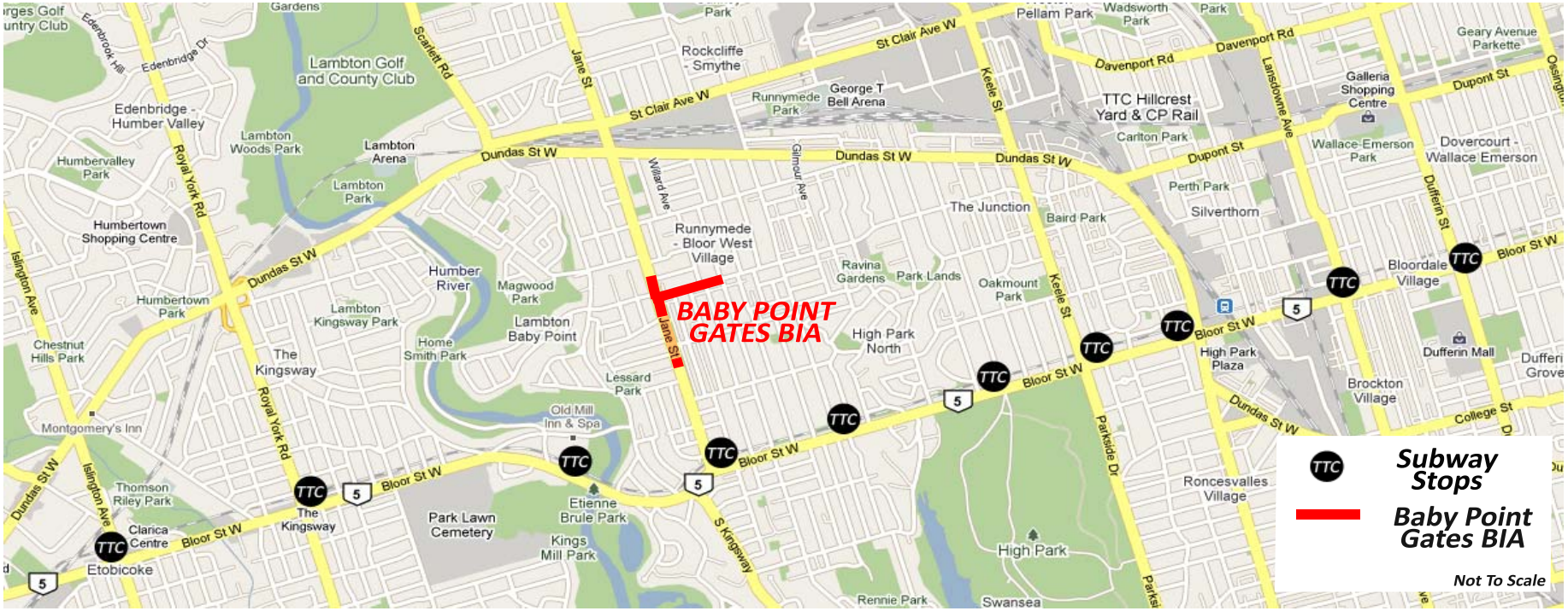


Fig. i.ii: Location Map ***Map Source: Google***

Once ICD Consultants established the BIA's strengths, weaknesses, opportunities and threats, the team could then begin appropriate designs and strategies towards improving the area. The final report further explains and shows the proposed streetscape designs, also including suggested street furniture design, design guidelines and zoning changes that would help the enhancement of the area. There are three layers, a 'High-Level' Plan, a 'Low-Level' Plan and Design Guidelines and Zoning, that rationalize the teams approach. The 'High-Level' Plan sets out proposed designs of the urban design vision that will enrich the public realm. The 'Low-Level' Plan describes the subtle, but important, details of the public realm vision. This includes the specific use of street furniture and streetscape design options for Jane Street's proposed LRT. The Design Guidelines and Zoning describe the regulatory factors that fall outside of the public realm. This includes zoning recommendations, Official Plan amendments and development design guidelines.

Proper marketing and a strong identity is essential for Baby Point Gates BIA. ICD Consultants have outlined a potential logo, street sign, banner and slogan for the BIA, so that it can achieve better recognition. Marketing Strategies were researched from other similar BIA's to find the most suitable ways of marketing the Baby Point Gates BIA. The team identifies recommended marketing tools and discusses the economic potential available within the area.

To finalize the report, ICD Consultants have laid out a phasing timeline that displays the implementation of projects recommended. This provides a general awareness of time of the actions needed towards the BIA's goal.

Vision Statement

To enhance the physical streetscape, economic viability, and accessibility within the Baby Point Gates Business Improvement Area, while providing a sense of identity for its residents through a high quality public realm.

Guiding Principles

ICD Consultants have established four significant guiding principles for the Baby Point Gates BIA: (i) identity; (ii) economic development potential; (iii) quality of public realm; and (iv) accessibility.

Identity

Identity is an essential component for any BIA. ICD Consultants will strive to provide the Baby Point Gates BIA with an identity that will bring life and activity to the area. With the use of banners and signage, the area will have consistent design components in its designated boundaries.

In addition to these two components, ICD Consultants will ensure consistency within the BIA through the design and integration of refuse containers, lighting, benches, planters and other components, all of similar style and colour.

Economic Development Potential

A BIA is comprised of retail and professional activities serving as an economic anchor (TABIA, 2009). The Baby Point Gates BIA has considerable potential to develop additional economic activity in the area.

By continuing to expand its distinctive character with more specialty shops, the Baby Point Gates BIA will not only differentiate itself from other BIAs in Toronto, but also greatly increase economic activity. Having an area of residential and commercial spaces is also a target for economic potential. Enhancing a live-work environment will attract business owners to the area and also increase economic activity. With continued support from its members and the City, the BIA can continue to make improvements to the area and meet its future goals.

Quality of Public Realm

There are a several components that will contribute to the creation of a high quality public realm in the Baby Point Gates BIA. The most important include: safety; cleanliness; professionally-painted murals; public space for everyone to use and well kept storefronts.

Safety

ICD Consultants will provide a streetscape design which includes superior lighting. This will help people feel safer within the area at all times of the day.

Cleanliness

An area must be aesthetically pleasing in order to attract individuals from across Toronto and the Greater Toronto Area. If the area is not well kept it will result in difficulties for both commercial and residential users in the future. Currently, the area has very few waste receptacles and as a result garbage is placed into the planters along the sidewalks. This is not only unappealing but also very unsanitary and environmentally insensitive.

The Baby Point Gates BIA contains several wooden light and electric poles. These poles are covered with ads and articles. In order to turn this area into a more appealing location, ICD Consultants will recommend new garbage cans, new lamp posts and new planters. The quality of the public realm will be strengthened and residents will become more motivated to keep their area clean and respectable.

Graffiti

In sections of the Baby Point Gates BIA, there are exterior walls, doors, planters and even benches covered in graffiti. Graffiti has been identified by the BIA as a major concern. It is hard to deal with, because once done, it is very difficult to remove. In addition to that, graffiti writing can be offensive, hurtful and uninviting to many people. Diminishing the amount of graffiti in the area, by incorporating spaces for street murals – possibly completed by the area's art school students – will greatly enhance the quality of life.

Public and Open Spaces

Currently, Baby Point Gates BIA has very little public space for the community to use. There are schools and churches with privately contained green spaces, but these cannot be used by the general public. ICD Consultants will advocate for an area within the BIA that can be enjoyed and used by everyone. A community hub or nodal point will allow people in the community to interact with each other and also allow the area to become more socially inviting. This will not only be beneficial for residents, but also for the community as a whole as it will increase the quality of all public life. Public gathering spaces are an important tool to the design of a successful public realm.

Storefronts

A key feature for any area anchored in economic activity is the ability to market itself to the general public. With revitalized storefronts that are physically appealing and inviting, the BIA can continue to grow its economic potential. This will improve the quality of the public realm as it will bring more people and economic activity into the area.

Accessibility

It is important to have clear access into the BIA and fluid movement through and around the site. To properly develop the retail component of the BIA to grow and prosper, good accessibility will be a vital element. Within the Baby Point Gates BIA, there are specialty shops that will draw customers from outside of the area. Good accessibility to these shops is an important issue as retail sales are a significant economic factor. If the area does not have good accessibility it will be very unappealing for those wishing to visit the BIA.

ICD Consultants will recommend improvements to ensure that anyone coming into the site will be able to move throughout it efficiently. With two major arterial roads and one minor arterial road in or nearby the site, and one major arterial road and one minor arterial road within the site, traffic is relatively high and constant. ICD Consultants will take into consideration and appropriately design the BIA to have fluid vehicle movement as well as parking locations to allow people to easily access specialty stores, homes, schools, churches or any other facilities in the area.

Part 1: Existing Conditions

1.1 Introduction

Part 1 of this report outlines a general analysis of the Baby Point Gates BIA including its history, the demographics within the area, parking and circulation around the site, current land uses, existing streetscapes and current street furniture being used.

The history of the BIA provides ICD Consultants with background knowledge of the site as well as the growth and change it has overcome over the years. The team analyzed the demographics within the area to support proper design of the BIA that will be based on the following important attributes: the average age of the population; transportation methods; land values; and current dwelling characteristics. Parking and circulation around the site was also researched as it is a major issue for the Baby Point Gates BIA.

To gain complete background knowledge of the BIA, ICD Consultants recognized all the existing land uses in the area. The team identified the Official Plan's land uses and compared them to the areas current land uses, heights and zoning. ICD Consultants also addressed the BIA's existing streetscapes and street furniture throughout the area. This will help the team plan for appropriate designs that are required for the BIA.

From the information gathered, ICD Consultants were then able to prepare a SWOT (strengths, weaknesses, opportunities, threats) analysis. This allows the team to acknowledge the current strengths and weaknesses of the Baby Point Gates BIA as well as the opportunities and threats for future developments. A SWOT analysis provided ICD Consultants with appropriate information to address the current weaknesses throughout the site and anticipate any possible future threats.

1.2 History of Baby Point

Baby Point's proximity to the Humber River plays a key role in the history of the area. The village first known as Teiaiagon was populated by the Seneca First Nations people. The peninsula formed by the Humber River provided an optimal location as a landmark for the Seneca Nations to conduct business with French fur traders.

The Seneca Nations had deserted this land when James Baby settled on it in 1816 (Toronto Neighbourhoods, 2009). Before Baby moved to settle in this area along the Humber River, he was a politician in the government of Upper Canada. This property became known as Baby Point and contained a large apple orchard. The area also contained a fresh water spring; this water was bottled and shipped to various locations around the world (Toronto Neighbourhoods, 2009). Baby Point was often referred to as "Bobby Point" which is the French manner of the pronunciation of the name "Baby."

The Government of Canada purchased this land in 1910 to use the location as a strategic military base, largely because of access to the Humber River (Toronto Ontario Home Neighbourhoods, 2009). However, the Canadian Government's plans had changed by the year 1912 and the land was sold to developer Home Smith (Streetdirectory, 2009). Shortly after the purchase of land, Smith began to subdivide it and construct homes. Today, the entrance to the Baby Point neighbourhood is marked with large stone gate at the intersection of Jane Street and Baby Point Road.

Fig. 1.1: The Historic Baby Point Gates ***Source: Author***

1.3 Demographics of Baby Point

The Baby Point BIA is a part of two census tracts in the City of Toronto. These census tracts are 0150.00 (Fig. 1.6) which represents the area of the Baby Point Gates Community and 0104.00 (Figure 1.7) which represents the area along Annette Street. Data for the demographical analysis of Baby Point BIA was obtained from Statistics Canada's 2006 census. Statistical components of the Baby Point BIA are compared to the Toronto Census Metropolitan Area (CMA) (Figure 1.8) in order compare how the demographics of the BIA relate to the greater geographical region.

The total population of the two combined census tracts was 9185 in 2006 and the population density of this area is substantially higher than that of the Toronto CMA (Statistics Canada, 2009).

Population breakdown by age group illustrates that the largest percentage of the BIA residents are 30-59 years of age. The well known baby boom generation is between the ages of 45-60 at this point in time. Therefore, the majority of the population which resides in the Baby Point BIA is a slightly younger population then that of the baby boom generation.

Between the ages of 0-19, the most predominant age cohort is 0-4 in the Baby Point BIA. Toronto's CMA population statistics show that between the age group of 0-19 there are more children aged 10-19. This younger population shows evidence that households in the Baby Point BIA are mainly comprised of new families with young children. The aged population of 80 years of age or higher in the Baby Point BIA is a relatively higher percentage than that of the Toronto CMA

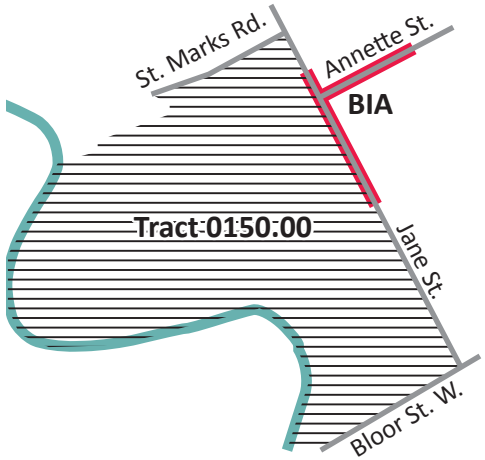


Fig. 1.2: Census Tract 0105.00

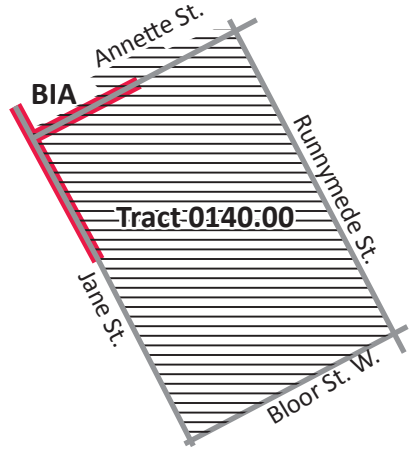


Fig. 1.3: Census Tract 0140.00

Fig. 1.4: Toronto Census Metropolitan Area
Source: Statistics Canada

which shows that there is a higher concentration of older individuals in the area surrounding the BIA. This particular characteristic of the area should be incorporated into future elements of the Baby Point BIA.

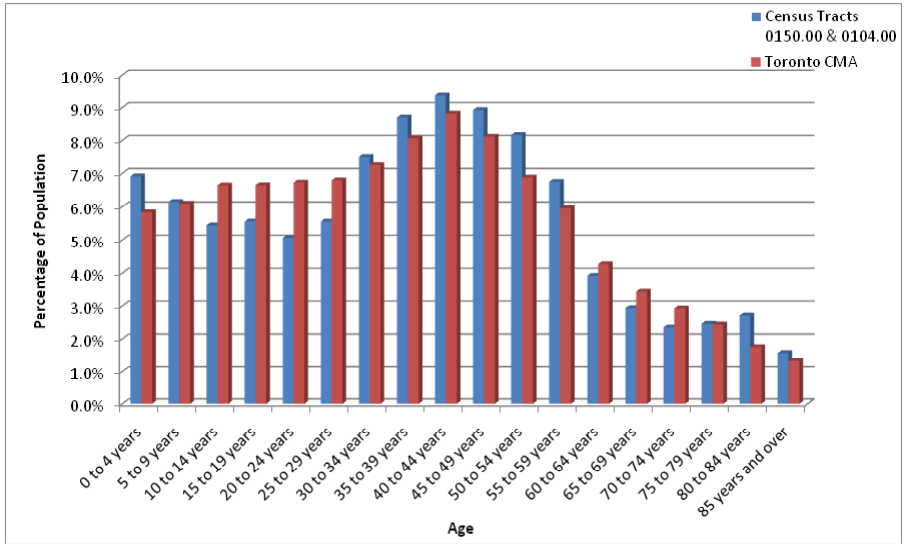


Fig. 1.5: Population Breakdown by Age Group
Source: Statistics Canada, 2006

The average cost of households within the Baby Point Gates BIA is greater than homes in the Toronto CMA. Several homes in this area are situated within a gated community and a highly attractive real estate area which results in higher household values. Dwellings located in the Baby Point Gates community on the west side of Jane Street are valued at approximately $280,000.00 more on average than dwellings located in the Toronto CMA.

Characteristic	0104.00 (CT)	0150.00 (CT)	Toronto (CMA)
Average value of owned dwelling ($)	506481	684200	403112

Fig. 1.6: Avearge Value of Owned Dwelling
Source: Statistics Canada, 2006

Private vehicles are the most commonly used mode of transportation to work in the Baby Point Gates BIA, well above public transit (see Fig. 1.7). When these percentages are compared to those of the Toronto CMA the use of public transit in Baby Point is much higher. This higher use of public transit to travel to work is very supportive of the proposed light rail transit line along Jane Street. Walking or traveling by bicycle to work is also more popular in this area than it is in the Toronto CMA. With a higher percentage of individuals walking and bicycling to work, ICD Consultants will incorporate these elements into future streetscape designs.

Mode of Transportation to Work	0104.00 (CT)		0150.00 (CT)		Toronto (CMA)	
Car; truck; van; as driver	1225	47.7%	1000	53.2%	1547540	63.6%
Car; truck; van; as passenger	125	4.9%	80	4.3%	182440	7.5%
Public transit	1070	41.6%	645	34.3%	540495	22.2%
Walked or bicycled	135	5.3%	155	8.2%	140320	5.8%
All other modes	15	0.6%	0	0.0%	22265	0.9%
Total	**2570**		**1880**		**2433060**	**100.0%**

Fig. 1.7: Mode of Transportation to Work
Source: Statistics Canada, 2006

The housing supply of private dwellings for the Baby Point Gates BIA is largely comprised of single-detached houses, while the smallest component 0-0.5% is represented by row housing. Home ownership rates in the Baby Point BIA are 6-11% higher than in the Toronto CMA. The percentage of rented dwellings is lower than those of the Toronto CMA. This may be because the Baby Point Gates community is somewhat exclusive due to the high cost of home ownership as well as its established Baby Point Community Club. The majority of housing stock was constructed before 1986 in the Baby Point BIA and very few households were constructed between 1986 and 2006. A significantly higher percentage of households have been constructed in Toronto's CMA between 1986 and 2006.

	0150.00 (CT)		0104.00 (CT)		Toronto (CMA)	
Number of dwellings constructed before 1986	1570	96.6%	2010	99.0%	1172950	65.1%
Number of dwellings constructed between 1986 and 2006	55	3.4%	20	1.0%	628305	34.9%
Total	**1625**	**100.0%**	**2030**	**100.0%**	**1801255**	**100.0%**

	0150.00 (CT)	0104.00 (CT)	Toronto (CMA)
Single-detached houses - as a % of total occupied private dwellings	71.3%	55.4%	41.7%
Semi-detached houses - as a % of total occupied private dwellings	3.1%	14.3%	7.7%
Row houses - as a % of total occupied private dwellings	0.0%	0.5%	8.3%

	0150.00 (CT)		0104.00 (CT)		Toronto (CMA)	
Number of owned dwellings	1195	73.8%	1600	78.8%	1217120	67.6%
Number of rented dwellings	425	26.2%	430	21.2%	584125	32.4%
Total private house-holds	1620	100.0%	2030	100.0%	1801255	100.0%

Fig. 1.8: Occupied Private Dwelling Characteristics
Source: Statistics Canada, 2006

1.4 Parking and Circulation

1.4.1 Parking Survey

All public parking in the BIA is located on-street.

Annette Street's parking switches from one side to the other several times. On Jane Street, parking is available on both sides of the street, although a number of gaps exist, particularly on the west side. Vehicles are allowed to park on the east and west sides of Jane Street from 9 am to 4 pm for one hour at time. However, on-street parking on Jane Street is not permitted during rush hour, causing inconvenience to business, employees and customers.

At present, there is an estimated maximum of 125 on-street parking spaces available in the BIA, based on the length of zones where parking is permitted, divided by the typical parking space length of 6 m. Because individual spaces are not delineated, this number depends of the size and placement of parked cars.

There are 71 commercial or mixed use properties within the current boundaries of the BIA (some of which may contain more than one business). This results in a little under 1.8 spaces per commercial property. The widely-distributed nature of on-street parking means that many spaces are located at the far ends of the BIA, where few businesses are located. Customers must walk long distances from their parking spaces once those in the core of the BIA, around Jane and Annette Streets, are at capacity. It has been reported anecdotally that many customers prefer to park on side

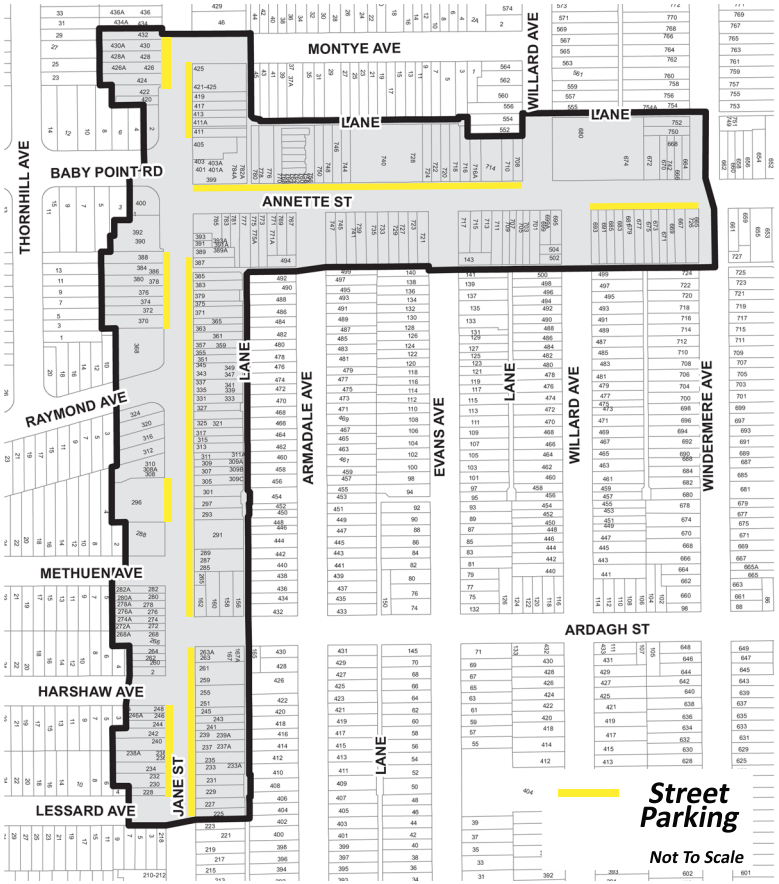


Fig. 1.9: Parking Map
Source: Toronto Proposal Data Map

Fig. 1.10: Circulation Context Map ***Aerial Photo Source: Google***

streets, creating conflict with local residents.

Current parking spaces on Annette St.: Approximately 40
Current parking spaces on Jane St.: Approximately 85

The possible construction of an at-grade LRT on Jane Street would severely exacerbate the parking situation. Effectively removing all on-street parking on Jane St., it would reduce the number of on-street parking spaces to approximately 40 (all located on Annette Street). This would result in less than 0.6 spaces per commercial property in the BIA.

1.4.2 Circulation

The circulation map above shows vehicle movement in, through and out of the site study area. It illustrates major arterial roads, minor arterial roads, collector roads, local roads and laneways. Arterial roads serve as the most important access routes, as well as conduits for through-traffic. They tend to be larger and busier. Collector roads branch out from arterials, linking them to local roads. Laneways, or alleys, serve as service or parking access routes.

Jane Street is a major arterial roadway used by approximately 11,000 vehicles on an average weekday, based on a 24-hour traffic volume map (City of Toronto, 2007). Along with the common vehicles – cars, vans, SUV's – there are also buses and large trucks that use this major arterial road. Because of Jane Street's fast and constant traffic flow, it produces a large amount of noise pollution.

Annette Street is a minor arterial roadway that is used by approximately 4100 vehicles on an average weekday based on the same 24-hour traffic volume map (City of Toronto, 2007). Noise pollution along this street is evident, but because there are not as many large vehicles that use this roadway the pollution sound is less.

Analyzing circulation helps the team to understand vehicle and pedestrian movements through the area and consider any possible roadway options or improvements needed for the area. It is important to design the area with good vehicle and pedestrian circulation for two main reasons. Designing appropriate vehicle circulation will eliminate the issue of congestion, and creating proper pedestrian movement through the area will allow cyclists and pedestrians to feel safe.

1.5 Building Heights, Zoning and Current Land Uses

Baby Point Gates is characterized by buildings two to three storeys in height. One notable exception is the six-storey apartment on Jane Street, just south of Annette Street. Maximum heights, as permitted by the Zoning Bylaw, range from 10 to 14 m. In many cases, this would allow the addition of another storey to the existing heights.

The City's Official Plan and Zoning Bylaw designate the area as variously Mixed-Use and Residential. Generally, these designations reflect the current state of use. However, several commercial buildings appear in Residential zones as legal non-conforming uses, and a number of strictly residental buildings appear in Mixed-Use zones. The latter are legally permitted as conforming, so long as they fall within the maximum allowed density for residential use.

At present, the BIA has many commercial and institutional uses that scattered throughout its boundaries. The BIA also has long strips of residential uses, where it might be better served by mixed use commercial-residential.

The maps presented on the following pages compare and contrast existing land uses with those proscribed in the Zoning Bylaw and Official Plan, as well as the maximum permitted heights.

Fig. 1.11: Buildings are typically two storeys in height. ***Source: Author***

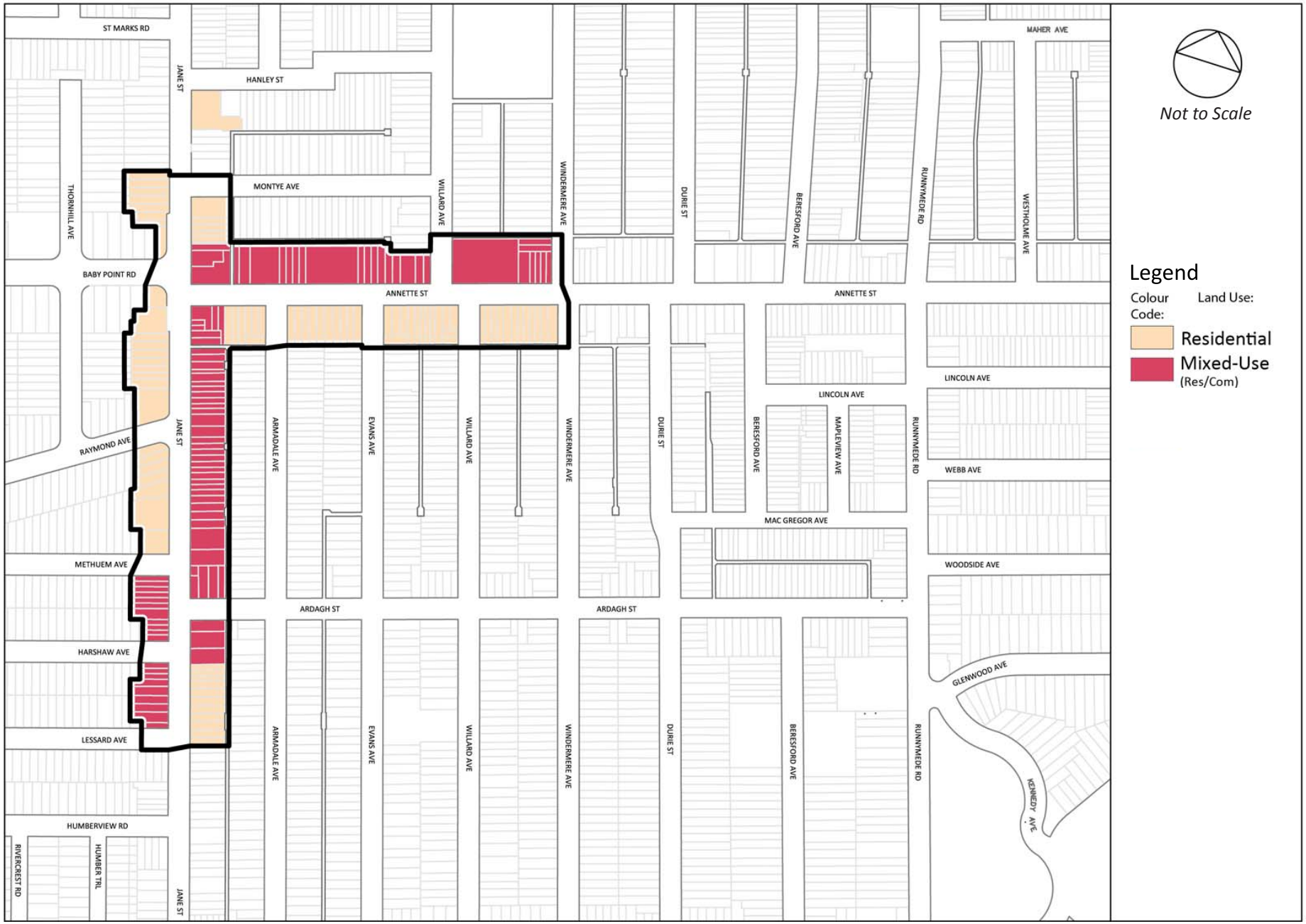


Fig. 1.12: Land Use Map: Official Plan

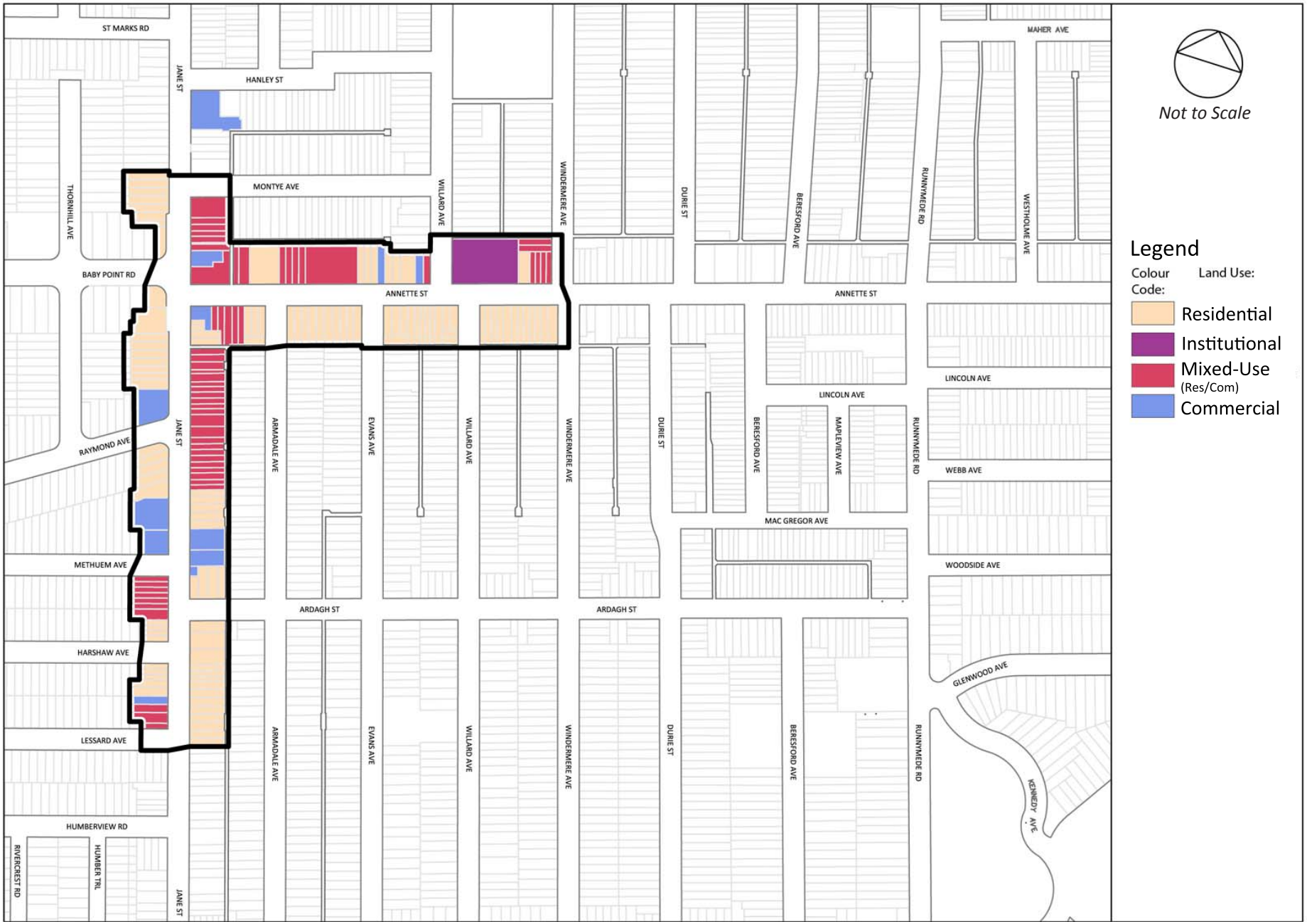


Fig. 1.13: Land Use Map: Current Uses

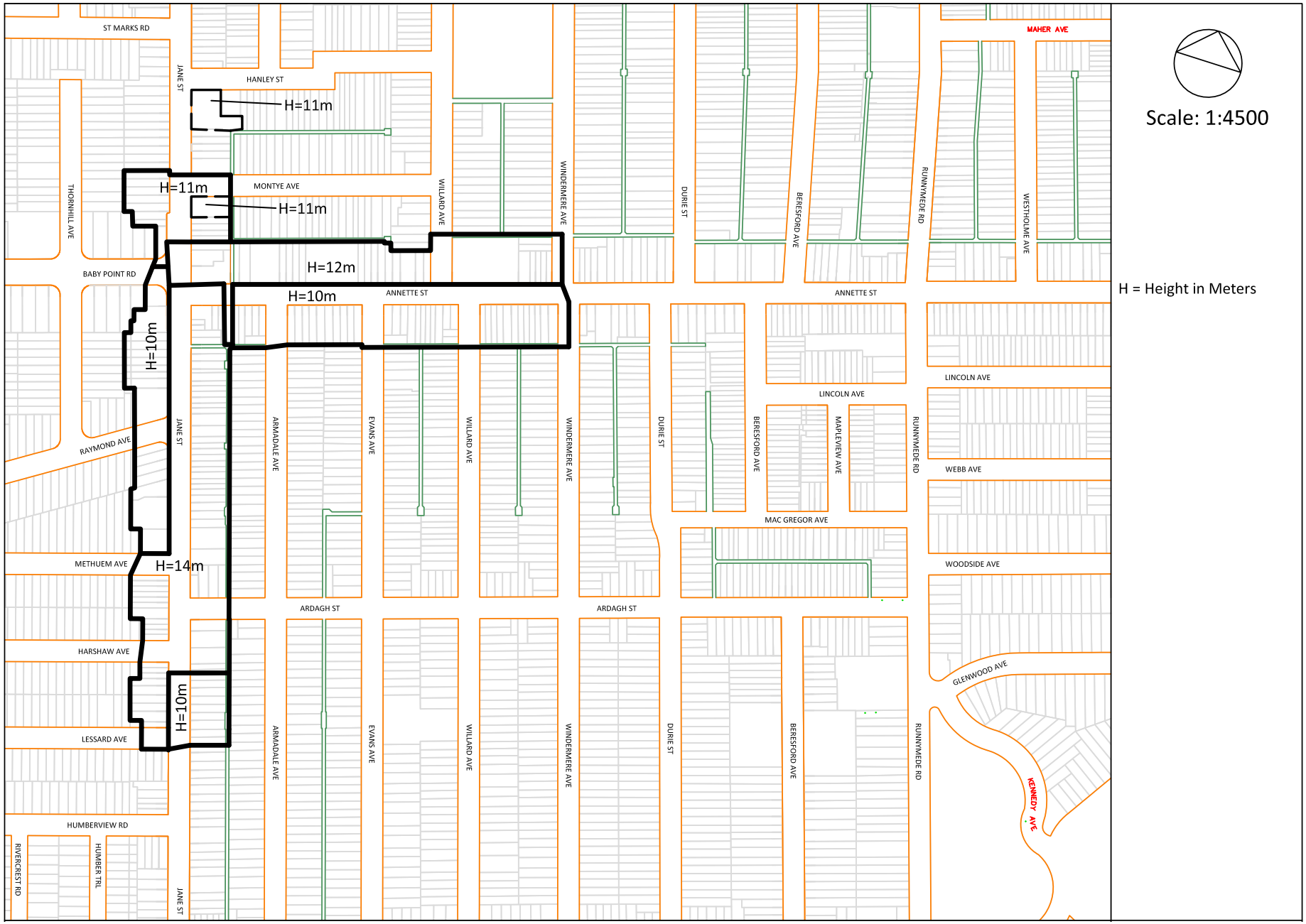


Fig. 1.14: Building Heights: Maximum Permitted

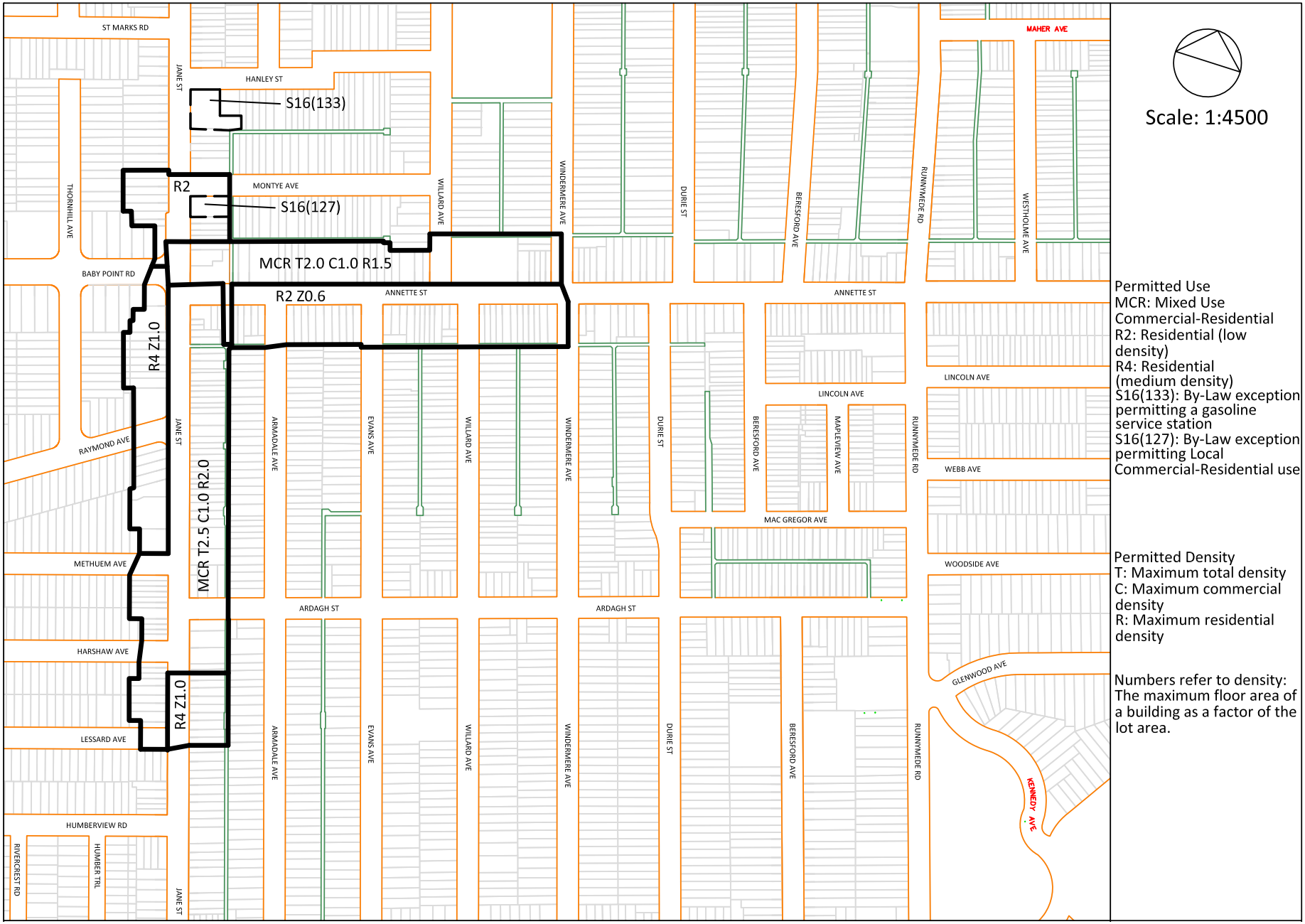


Fig. 1.15: Current Zoning

1.6 Existing Streetscape Sections

The following sections will illustrate the typical streetscape layouts found within the Baby Point Gates BIA. Sections were chosen to represent not only Jane Steet and Annette Street, but also the range of uses present on those two streets, which contribute to the dimensions of streetscape elements. For Jane Street, these incluse the combination of commercial uses on both sides in one instance and the combination of residential uses on both sides in another. For Annette Street, the combination of mixed use on one side and residential on the other is shown, as well as the combination of residential on both sides.

Along the streetscapes are existing street furniture that add to the overall image of the current streetscapes. ICD Consultants have provided an inventory of the exisiting street furniture used throughout the area. This is further discussed in section 1.7 of the report.

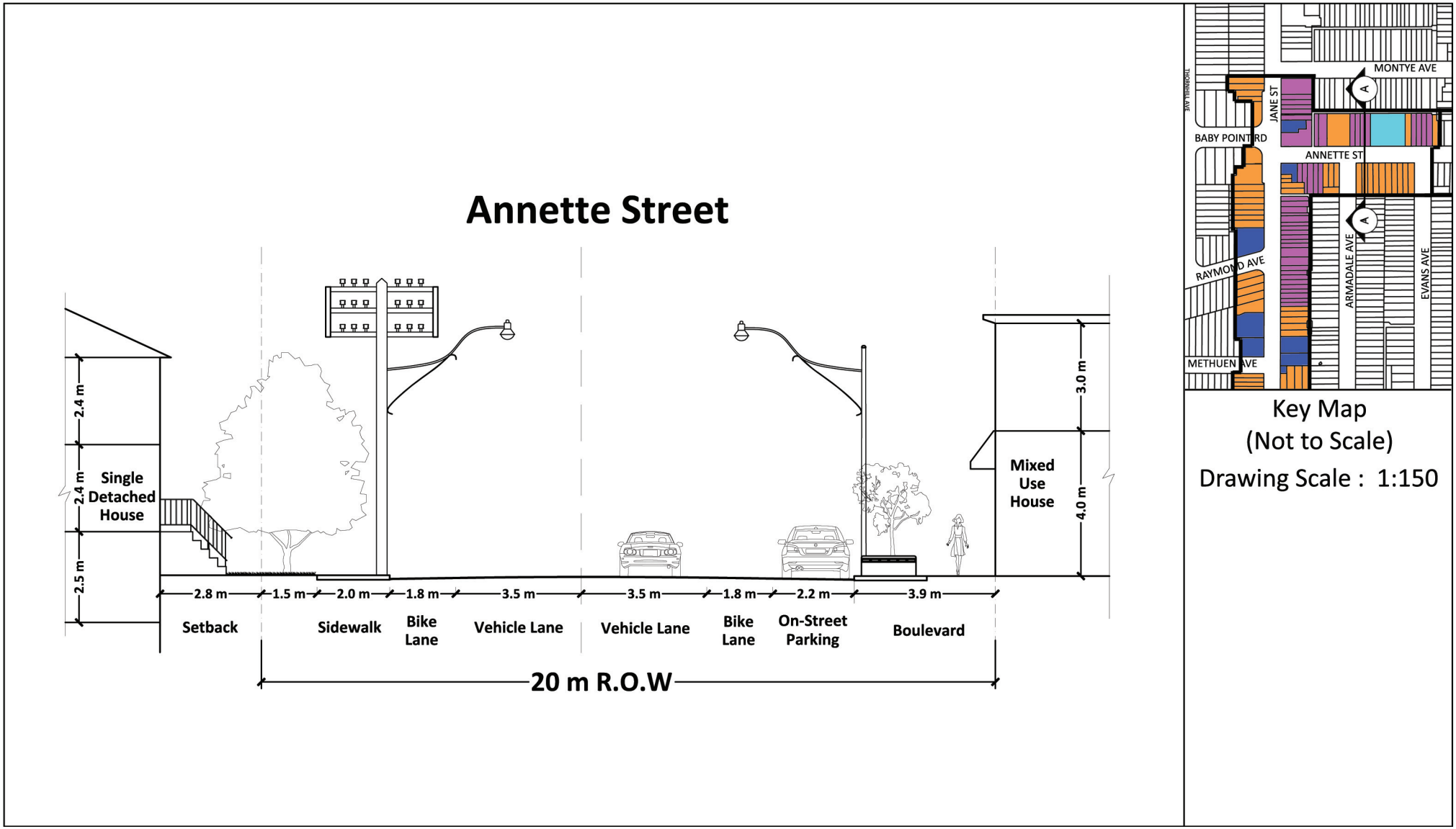


Fig. 1.16: Annette Street Cross-section A (Residential-Mixed Use)

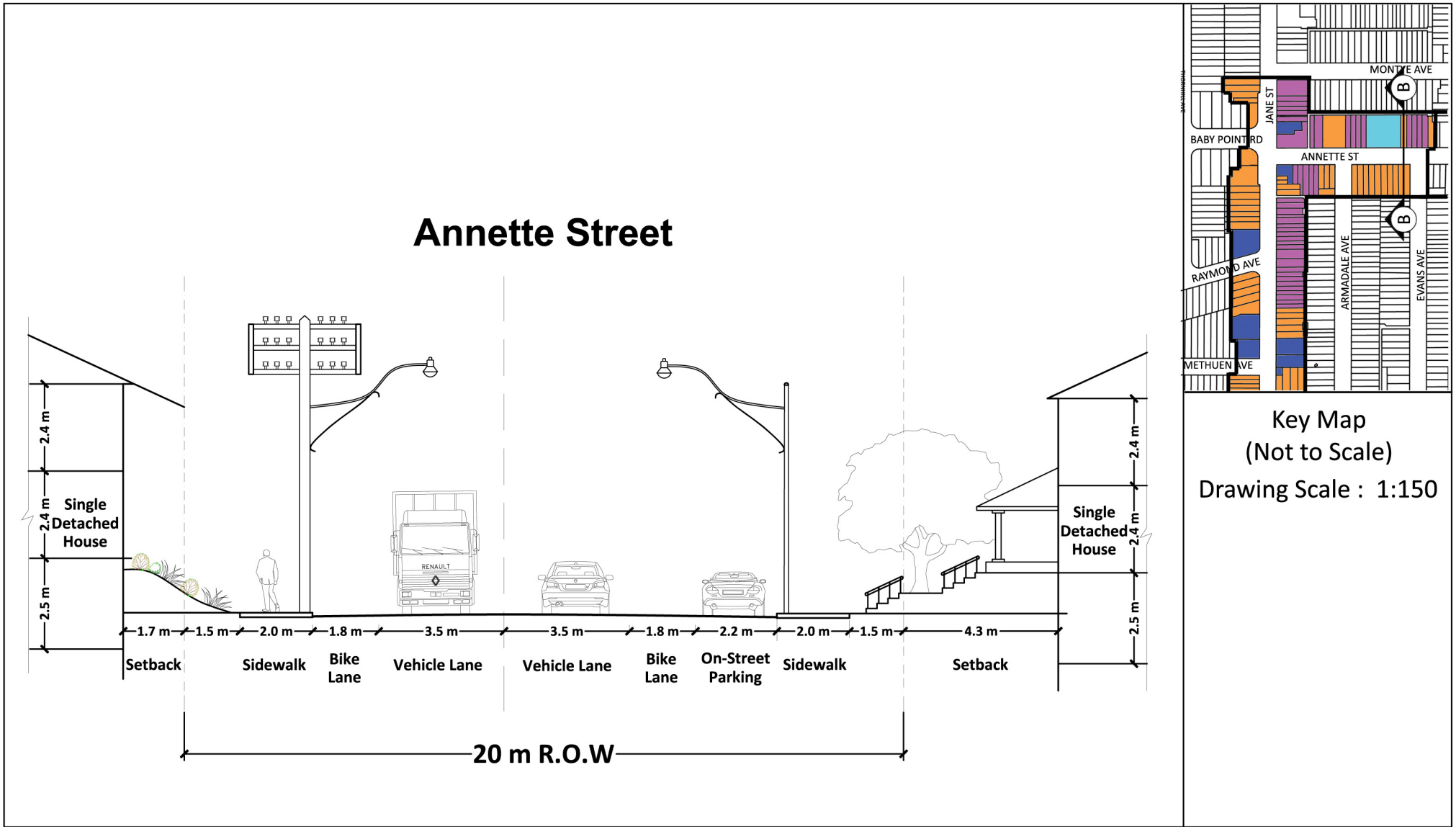


Fig. 1.17: Annette Street Cross-section B (Residential on both sides)

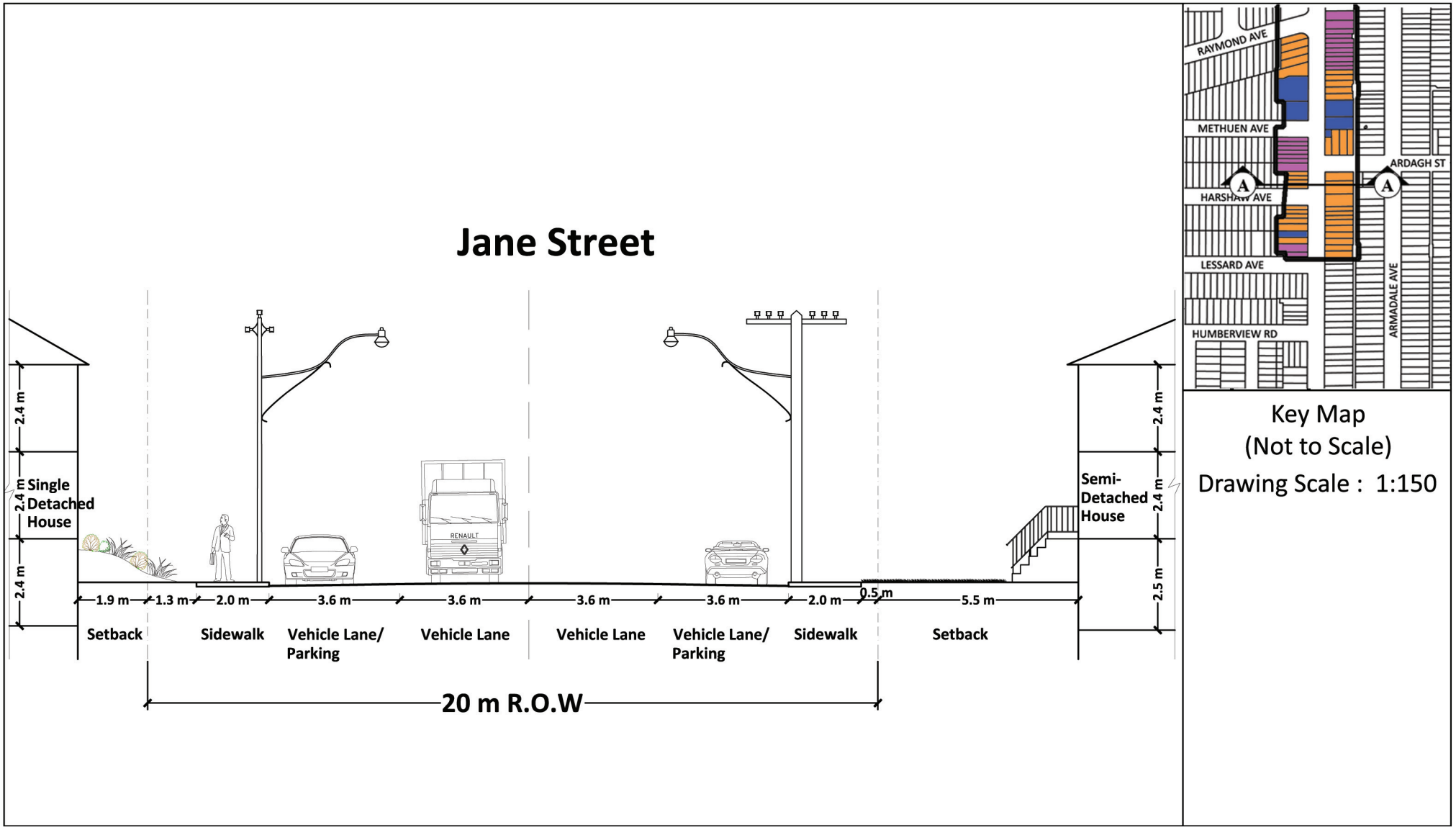


Fig. 1.18: Jane Street Cross-section A (Residential on both sides)

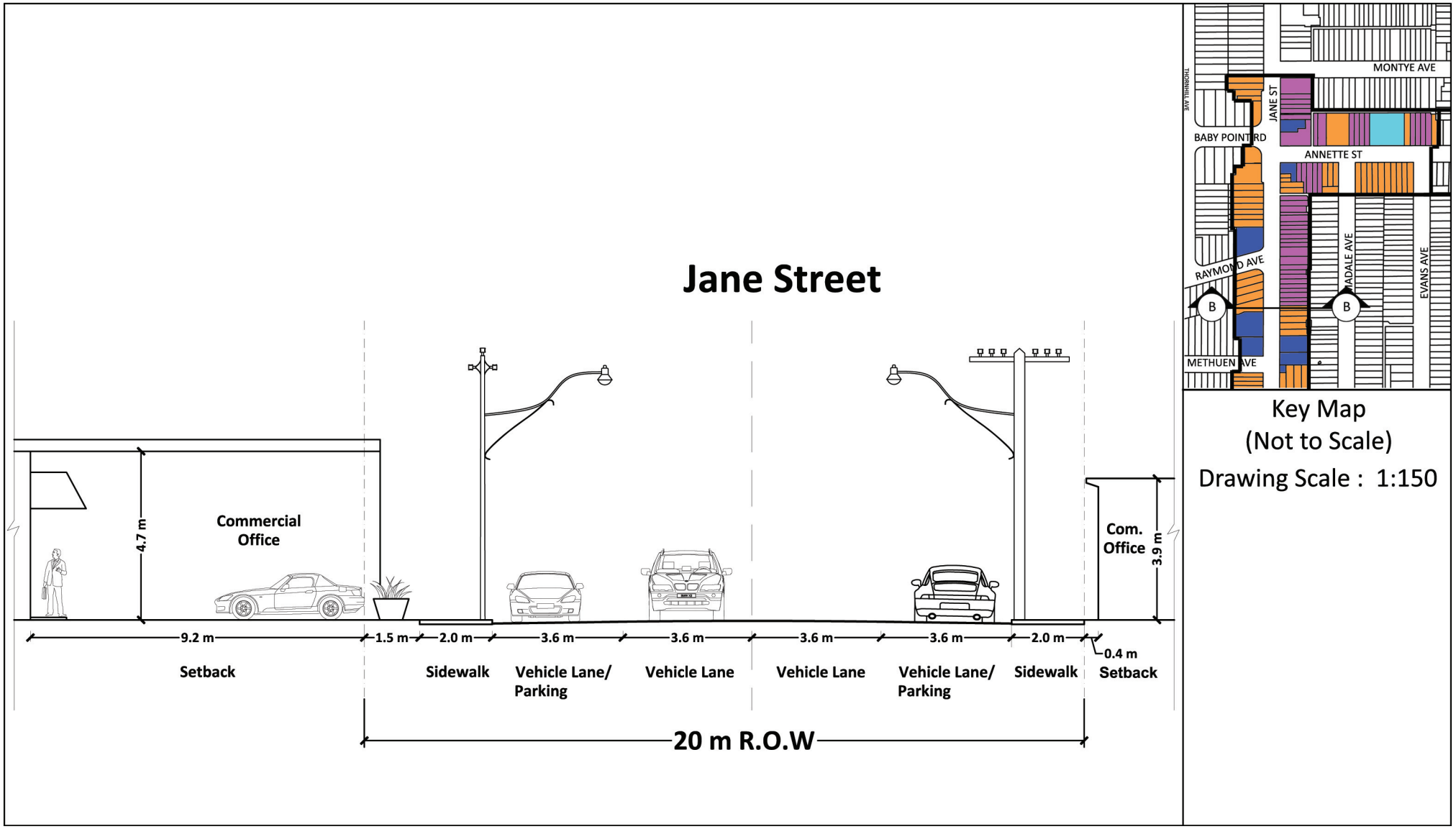


Fig. 1.19: Jane Street Cross-section B (Commercial on both sides)

1.7 Inventory of Existing Street Furniture

Waste Containers [10]

Within the BIA vicinity, there are ten waste collection containers. They are inconsistent in design with one another. Very few of the containers look new, while the others are damaged with obvious attempts to repair the bins.

Bike Locks [14]

There is a lack of bike lock poles and stations within the area. Many are not aligned completely straight. Considering their close proximity to roadways, vehicles may have displaced their alignment accidentally.

Cement-Cased Planters [56]

The cement-cased planters are also inconsistent in design and physical condition throughout the site. While some have displays of graffiti, others need to be replaced due to their poor physical state.

Street Lights [94]

The street lights within the BIA are also lacking consistency in their designs. On Jane Street, the poles are predominately made of lumber, while on Annette Street, the street lights are made of metal. As well, the wood posts attract graffiti and postings that deteriorate the visual appearance of the area.

Benches [3]

There are only three pedestrian benches on the site. These benches are inconsistent in design considering one is fairly new, while the others are older. They are also misplaced in the area considering their lack of usage, and close proximity to the intersection of Jane and Annette Street.

Bus Stops [3]

Although there are several bus stops within the area, there is a lack of bus shelters. The existing shelters are also damaged and have graffiti on the surface of the glass.

Fig. 1.20: Existing Street Furniture Images ***Photos: Author***

1.8 SWOT Analysis

This range of factors affecting the BIA can best be summed with a broad listing of the BIA's inherent strengths and weaknesses, as well as the opportunities and threats facing it.

1.8.1 Strengths, Weaknesses, Opportunities and Threats

A SWOT analysis is a strategic method used to evaluate an organization or study area. Baby Point Gates was analyzed using these four categories, listing the positive and negative characteristics of the area, based on professional opinion and a thorough review of the existing conditions (described in greater detail throughout Part 1 of this report). The strengths and weaknesses sections relate to the current state of the site, while the opportunities and threats sections suggest the future conditions of the site.

It was important for ICD Consultants to perform a SWOT analysis because it highlighted important current and future features of the site. Identifying strengths provided the team with an understanding of attributes that will be helpful in achieving the project's principles. Recognizing weaknesses alerted the team to harmful attributes preventing the achievement of the principles. Acknowledging the opportunities and threats assisted the team in understanding the positive and negative external conditions.

Strengths

- Business owners are likely to support a change of existing zoning and official plan designations from residential to mixed-use. The integration of more mixed use residential-commercial development will allow the BIA to grow as a shopping district
- Wide streets allow for transit improvements

- Resident groups will be likely to join with businesses in supporting improvements in streetscape design
- Bike lanes along Annette Street, although unpopular with some businesses, encourage an alternative mode of transportation
- TTC access along Jane Street, Runnymede Road, and close proximity to Bloor subway line
- Crosswalks slow traffic flow and make the area more pedestrian friendly
- Some streetscape improvements have been made along Annette Street

Weaknesses

- Long residential strips create a lack of connectivity for businesses, disrupting the flow of commercial traffic
- Sidewalks within the area are very narrow, especially on Jane Street
- The majority of street planters are not well maintained
- There are locations that are marked with graffiti
- The majority of building facades are not aesthetically pleasing
- There is an almost complete lack of public space
- There is a lack of garbage receptacles along Jane Street
- There are identifiable areas of poor sidewalk condition
- Some properties are zoned mixed-use, but are currently not utilized to their full potential (typically being residential only)
- There is noise pollution along Jane Street from vehicular traffic
- The area faces a lack of identity
- Street signs are not of a unified design
- The presence of hydro lines takes away from the aesthetic quality of the streetscape
- There is minimal pedestrian lighting
- Parking is currently insufficient

Opportunities

- More mixed-use development will allow the area to slowly become a complete commercial strip
- The proposed integration of LRT lines will bring more people and visibility by improving accessibility
- The construction of the LRT will provide an opportunity to substantially improve pedestrian amenities on Jane Street and bury the hydro lines
- Storefronts can be retro-fitted and revitalized, with City support
- The area could benefit from an enhanced live-work environment
- Vacant buildings can be better utilized
- The streetscape can be improved
- Graffiti areas can be repainted as murals
- The area is growing with young families
- The area is an excellent location for hosting specialty shops
- Several underutilized properties in the area could be turned into ideal parks, squares public parking lots with the assistance of the City

Threats

- Without momentum, there is danger that more properties zoned mixed-use will fall into exclusively residential use
- The BIA will have limited financial resources, especially with the removal of the Annette and Runnymede area previously included in its boundaries
- If no new parking is added as the BIA grows, the shortage will become more acute
- The LRT, if constructed at-grade, will eliminate all on-street parking on Jane Street
- Even if constructed underground, the LRT will seriously disrupt the BIA during its construction

Part 2: Urban Design Recommendations

2.1 Introduction

This section of the report will discuss the current street furniture within the BIA, and will illustrate the existing urban design scheme with drawings of the current streetscape.

The existing street furniture within the vicinity is important to document considering this element of the site will be modified quite significantly. In order to record the quantity of each object, the method was to tour the site by foot, and to record all of the important objects that either assist in creating the visual appearance of the site, or hold significance to pedestrians within the public realm.

The cross-sectional streetscape drawings illustrate the current public realm by representing dimensions of the roads, sidewalks, and bike lanes. The locations recorded were strategically intended to express the existing public streetscape in the most significant areas within the BIA. The method followed in order to illustrate these streetscapes was to collect the measurements by foot with measurement tools when pedestrian and vehicular traffic was minimal.

Hence, the discussion and illustrations will provide an understanding of the existing conditions of the public realm and a street inventory of furniture within the site study area.

Based on the existing conditions, and closely adhering to the vision and principles outlined in this report, the team has developed an urban design plan for the Baby Point Gates BIA.

Urban design can be approached at a number of scales, from district-wide recommendations down to detailed dimensioning for specific objects. This report is divided into three sections, each exploring a different layer of urban design. This approach allows the BIA to address both the micro and macro scales of public realm improvement, as well as the issue of private development.

The three layers are as follows:

1. *A 'High Level' Plan* sets out the major elements of the public realm urban design vision. These elements include the placement of squares, parks, parking, major public art and gateways, and the rationale for each.

2. *A 'Low Level' Plan* provides the fine details of the public realm vision, including specific street furniture, trees, plantings, paving materials and exact dimensioning. The dimensions are illustrated through a number of prototypical cross-sections, chosen to represent the full range of conditions in the BIA. A particular challenge to the BIA is the uncertainty over the placement of the proposed Jane Light Rail Transit (LRT). This report addresses the issue by providing three streetscape options for the future of Jane Street: one before the implementation of the LRT, one with the LRT at-grade and one with it underground.

3. *Design Guidelines and Zoning* addresses urban design outside of the public realm. This includes recommendations for zoning, Official Plan amendments, and design guidelines for new development.

2.2 'High-Level' Plan

The BIA currently lacks many of the public realm amenities that make good commercial districts. To attract clients, new businesses and commercial development to the area, the BIA needs to begin a program of public realm improvement. Additionally, it must advocate for new off-street public parking to be implemented by the Toronto Parking Authority.

The 'High Level' Plan is the team's urban design vision at its most broad scale — looking at the BIA as a whole. The ultimate goal of this vision is to improve the visual cohesiveness of the BIA and build its identity — an identity that is, after all, only now being established. It must also be made more accessible to customers, who currently lack an appropriate level of parking.

A number of new elements and the concept of a hierarchy of streetscapes are proposed. These elements of the 'High Level' Plan closely connect to the finer details expressed in the 'Low Level' Plan.

2.2.1 Elements

The 'High Level' Plan recommends the addition of a number of major public amenities. These elements, listed here and shown in Fig. 2.1, will bring a new sense of identity to the BIA, and stimulate economic development.

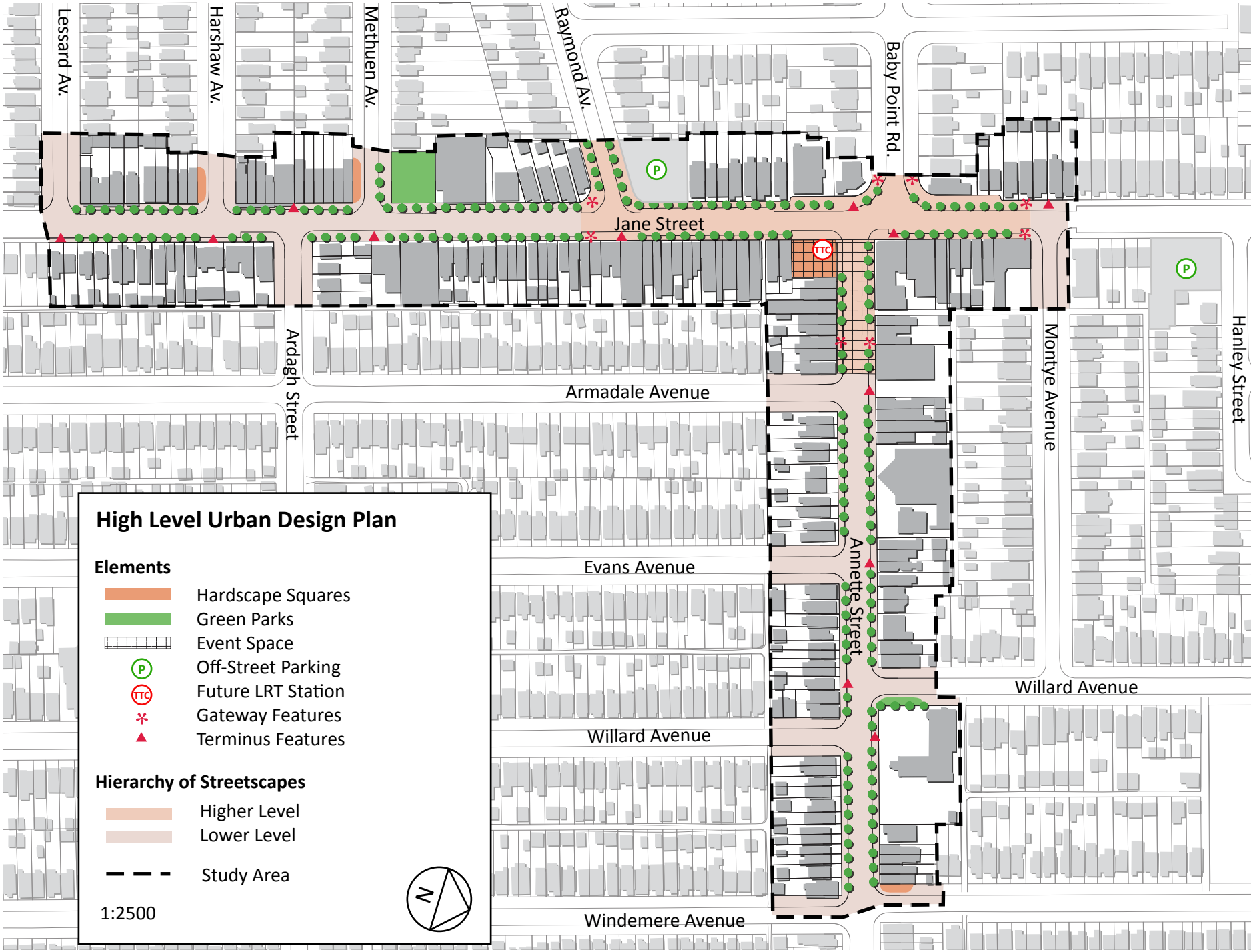


Fig. 2.1: 'High Level' Urban Design Concept Plan for Baby Point Gates BIA.

2.2.1.1 A Central Square

Baby Point Gates lacks a central public space to call its own. Such a 'town square' would provide a focal point for the whole area, as a hosting space for outdoor events, a seating space to enjoy a locally-purchased coffee and newspaper, spillout areas for adjacent cafés or restaurants, and a showpiece for visitors. Events in the square could include holiday celebrations, buskers or theatre performances and church or school bake sales. The square should feature extensive seating, and a central design feature, such as a monument, public art piece or fountain. Both businesses and local residents would benefit from a square, and its presence could build a closer link between the BIA and residents' associations, as they share the space and coordinate events together.

It is recommended that the City acquire a property in the BIA and develop it as a public square. The ideal property, due to its size, central location and corner position, would be the empty former bank site at the southeast corner of Annette and Jane Streets. The building — even if occupied by a business in future — is underutilized, due to being only one storey and well below the zoned maximum height (see Fig. 2.2). This property has the additional benefit of being located at the future LRT station. If the LRT is constructed underground, an entrance stairway could be located in the square itself.

If the City is unable to acquire the recommended property, another nearby lot with similar qualities should be selected.

Examples of similar successful medium-sized hardscape squares in Toronto include:

- The southeast corner of Dundas St. W. and St. John's Road in the Junction (Fig. 2.3).
- Matt Cohen Park in the Annex (Fig. 2.4).
- Scrivener Square on Yonge St. north of Davenport Road (Fig. 2.5)
- Cumberland Park in Yorkville (Fig. 2.6)
- Parkdale Town Square in Parkdale (Fig. 2.7)
- Alexander Park on the Danforth (Fig. 2.8)

Fig. 2.2: The bank site, Jane St. And Annette St *Source: Google Image*

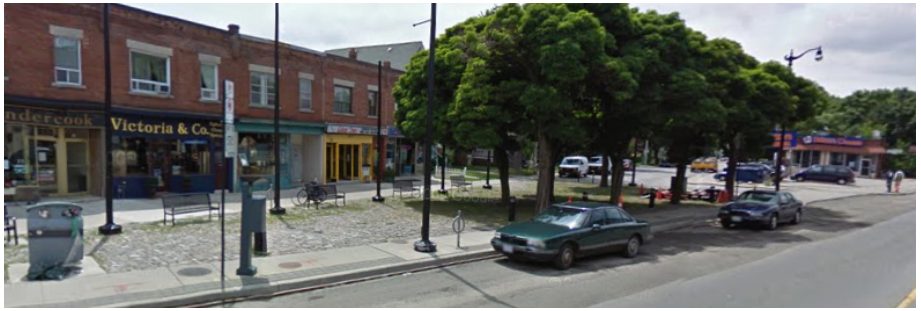


Fig. 2.3: Dundas Street W. & St. Johns Road *Source: Google Image*

Fig. 2.4: Matt Cohen Park *Source: Google Image*

Fig. 2.5: Scrivener Square *Source: Google Image*

Fig. 2.7: Parkdale Town Square *Source: Google Image*

Fig. 2.6: Cumberland Park *Source: Google Image*

Fig. 2.8: Alexander Park *Source: Google Image*

2.2.1.2 Public Event Space

Occasionally, extra space may be needed for public events. Other BIAs, such as The Danforth, Little Italy, and Bloor West Village—have drawn customers and built identity through successful street festivals. **It is recommended that the proposed square be combined with the first block of Annette Street for street festivals** (the closure of Jane Street, especially if an LRT is added at grade, would likely be too disruptive to arrange).

To indicate this temporary festival space, a visual linkage should be made between the square and the first block of Annette Street. This might be a continuous paving pattern, interlocking stone or a smooth, 'rolling' curb, connecting the two.

2.2.1.3 Small Hardscape Squares

Three small spaces at the street corners of Harshaw Avenue and Jane Street, Methuen Avenue and Jane Street and Windemere Avenue and Annette Street appear to currently be used as boulevard parking for adjacent businesses. **This report proposes that these spaces, which are a part of the public right of way, be converted into small hardscape squares.** These small locations would function as resting spaces for pedestrians, with benches and planters, which are appropriate for activities encompassing public engagement. Enough open space should be provided so that adjacent business owners could develop small patios seating areas or outdoor display spaces within the squares.

While the current shortage of parking in the area is recognized, the addition of new off-street public parking (as proposed in section 2.2.1.5) will eventually allow these spaces to be better utilized. At present, they appear unattractive and uncared for, and are likely to attract refuse and graffiti.

Examples of small hardscape squares in Toronto include:

- The southwest corner of Dundas Street West and Keele Street in the Junction (Fig. 2.9)
- Johnny Lombardi Square in Little Italy (Fig. 2.10).
- Luis de Camoes Square in the College Promenade (Fig. 2.11).

Fig. 2.9: Dundas Street West & Keele Street
Source: Google Image

Fig. 2.10: Johnny Lombardi Square
Source: Google Image

Fig. 2.11: Luis De Camoes Square
Source: Google Image

2.2.1.4 Green Spaces

The openness and materials of hardscape squares tend to make them more active, while green spaces are more inward-focused. For this reason, hardscape squares are recommended in greater quantity than green spaces in this report. However, the current lack of green spaces within the BIA should also be a matter of issue.

A green parkette adds variety and visual relief to a busy street such as Jane. While front yards currently exist, the long-term vision proscribed in the Private Development section of this report calls for the replacement of houses with storefronts. In such an environment, public green spaces will be even more valuable. Green parks have environmental benefits: they allow the highest level of water permeability, and permit the planting of a wide variety of shrubs and trees that would not survive in planters.

Two green parks are proposed: one larger one, at the northwest corner of Methuen Avenue and Jane Street (the current site of a car lot), and a smaller one at the northeast corner of Willard Avenue and Annette Street. The latter space, on the outside of the fence that surrounds Runnymede Presbyterian Church, is currently planted with grass. It would need only benches and plantings to become a new parkette.

Ornamental community gardening has proved possible in existing parkettes, found at the corner of Dundas Street and Manning Street (Fig. 2.12) and the corner of Bloor Street and Concord Avenue. (Fig. 2.13).

2.2.1.5 Adequate Public Parking

Parking is one of the biggest issues for any BIA. For the Baby Point Gates, BIA, the situation is particularly acute. As has been stated (see Section 1.3.1, Parking Survey), the BIA currently lacks adequate parking.

Through streetscape improvements and BIA initiatives, there is an opportunity for new businesses to open in vacant storefronts and the construction of new mixed use buildings. This process will, however, put greater pressure on the limited number of public parking spaces available.

Fig. 2.12: Dundas Street West & Manning Street ***Source: Google Image***

Fig. 2.13: Bloor Street West & Concord Avenue ***Source: Google Image***

As well, if an LRT is approved at grade on Jane Street, approximately two thirds of the public parking in the BIA will be lost.

The following parking scenerios are recommended:

1. In the interim period, before construction begins on the LRT, the BIA should request that parking be permitted on one side of the street during rush hour. That is to say, three lanes (instead of four) would be open to traffic during rush hour. The fourth lane would switch sides so as not to conflict with the primary flow of traffic. This would yeild an additional 60 parking spaces on the east side of the street during morning rush hour and an additional 25 spaces on the west side of the street during afternoon rush hour. Parking on weekends and holidays should be available at any time throughout the day on both sides of Jane Street and on the presently determined sides of Annette Street.

2. Ideally, it is recommended that the BIA approach City Council and the Toronto Parking Authority to acquire land in the area for off-street public parking lots. Two auto repair/gas station properties, currently underdeveloped, are recommended as future public parking locations.

The aesthetically unappealing nature of parking lots on a major street could be mitigated through the use of trees and plantings between the parking lot and the sidewalk. These two parking lots would yield an estimated 50 parking spaces, permitting the reduction of on-street parking on Jane Street With less on-street parking, Jane Street could see substantial and much-needed pedestrian improvements, including wider sidewalks, more plantings, and commercial patio space (see cross-sections in the 'Low-Level' Plan).

Because the 50 parking spaces gained from the off-street parking lots would not replace the 85 parking spaces currently available on Jane Street, it is recommended that some on-street parking be allowed to remain. Sidewalk bulb outs (as seen on College Street between Spadina Avenue and Manning Street, for example) allow strategtic sidewalk widenenings, while preserving a desired amount of parking.

Adding 50 off-street parking spaces, while reducing on street parking on Jane Street by a third would result in approximately two public parking spaces per commercial property in the BIA (up from the current 1.8 spaces).

3. In the unfortunate event of an LRT built at-grade on Jane St., it would become necessary to construct a multi-level parking garage to recoup the lost parking spaces on Jane St. The garages should be no more than three storeys in height and should have a green space on the roof for public engagement. The garages' facade can be designed in a more appealing manner (see Fig, 2.14), that will keep the area appealing. With three level garages on the two recommended lots, the total spaces to be provided would be approximately 150 (75 on each site).

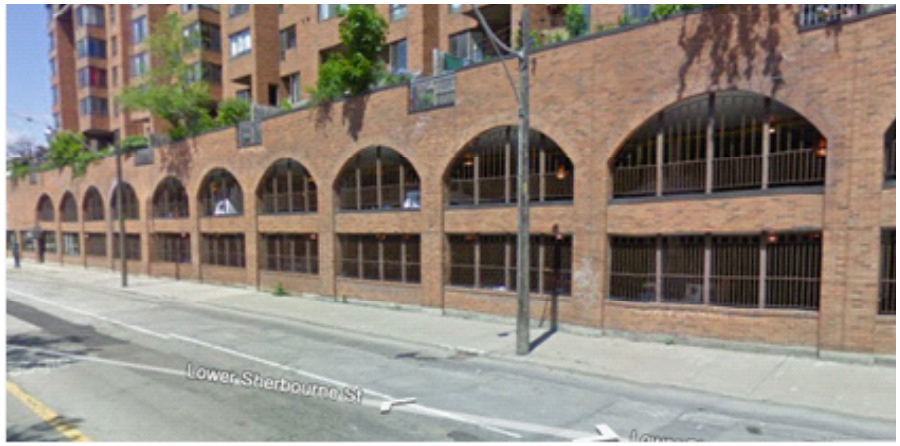


Fig. 2.14: Parking Garage, Lower Sherbourne Street Source: Google Image

The owners of the 6-storey building on Jane Street, just south of Annette Street could be approached about sharing the space. The parking garage could be expanded to accommodate more vehicles and be redesigned to provide separate access for the residents of the building from the visitors and shoppers. This spot is ideal for parking because it is situated right on Jane Street and Annette Street.

Such garages, either above or below ground, are extremely rare outside of the downtown area. Therefore, the likelihood of the Toronto Parking Authority constructing one is very low. (See Section 2.2.1.8, Light Rail Transit).

The only other available sites for parking are the schools–Humbercrest Public School on St. Mark's Road and James Culnan Catholic School on Willard Avenue. It might be possible to negotiate public use of their parking lots on

Fig. 2.15: Chicago's Gay Village *Source: Google Image*

Fig. 2.17: Montreal's Petite Italie *Source Google Image*

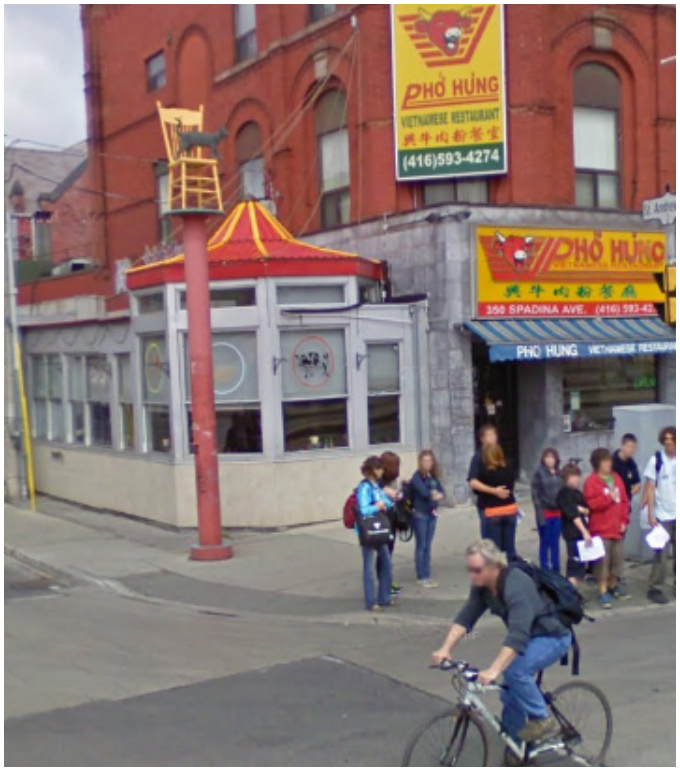


Fig. 2.16: Toronto's Kensington Market
Source: Google Image

Fig. 2.18: Downtown Yonge BIA *Source: Google Image*

evenings or weekends. However, their distance from the core of the BIA limits the effectiveness of such a strategy.

2.2.1.6 Gateway Features

Gateway features act as visual markers which show visitors that they are entering into a special area, and help create a local identity. Components of these gateways could be special posts, banners, public art installations or even special (taller) street trees. As the Baby Point Gates BIA is not yet well-known, a gateway feature should be one of the first urban design features installed, to clearly inform visitors and passers-by about this 'new' shopping district.

The BIA has the advantage of one set of stone gateways that already exist, leading to Baby Point Gates Road. **It is recommended that three more sets of gateway features be installed, at Jane Street and Raymond Avenue, Jane Street and Montye Avenue and near Annette Street and Armadale Avenue.** These points enclose the most extensively commercial portion of the BIA.

Examples of gateway features include:

- Colourful post installations used in Chicago's Gay Village (Fig. 2.14).
- Decorative posts surrounding Kensington Market (Fig. 2.15).
- Special signs used in Montreal's Petite Italie (Fig. 2.16).
- Decorative posts, used by the Downtown Yonge BIA (Fig. 2.17).

2.2.1.7 Corridor View Features

Many side streets terminate at Jane or Annette Streets. This occurrence leads to corridor viewing points, visible from long distances down side streets. **It is recommended that view terminus points be considered optimal locations for small public art installations.**

2.2.1.8 Light Rail Transit

A Light Rail Transit (LRT) line is currently proposed on Jane Street. This will unquestionably have a positive long-term effect on the BIA, bringing new customers and making the area attractive for new businesses to open in. A "Baby Point"LRT station would literally put the BIA on the map.

It is strongly recommended that the LRT be located below grade, not at grade. While the BIA should be prepared for all possibilies, this position should be put forward to Council and the TTC whenever possible. An underground LRT would be preferable for the following reasons:

- Greater parking options. (See Section 2.2.1.5, Adequate Public Parking). An LRT at grade would force the removal of all parking on Jane Street, leaving the BIA in a very bad position. Placing it underground would allow at least some parking to remain on the street.
- The opportunity for pedestrian improvements. Tearing up the street to lay the LRT tunnel would be disruptive to businesses, but it would create a golden opportunity to improve the streetscape.

2.2.2 A Hierarchy of Streetscapes

The BIA should be seen as containing a hierarchy of streetscapes corresponding to its inner and outer core areas. The inner core of the BIA (roughly within the gateways) should be subject to more extensive upgrades. Those areas outside of the core should also be upgraded, but the improvements should be simpler and the street furniture more dispersed.

In the initial stages, the BIA should concentrate on streetscape imrpovements within the inner core. Improvements to the periphery of the BIA should be completed once those in the inner core have been established. Improvements made to the core will provide benefits for the entire BIA. It is intended that with new streetscape improvements, more pedestrian acitivity will be attracted to the inner core and subsequently, pedestrian traffic will follow toward the periphery.

2.3 'Low Level' Plan

The 'Low Level' Plan shares the same vision of the 'High Level' Plan, which is aimed to improving on the identified shortfalls. To achieve this in the 'Low Level' Plan, streetscape sections have been drawn and street furniture items have been identified.

2.3.1 Proposed Prototypical Renderings and Cross-Sections

Two renderings have been produced to illustrate the possible future appearance of the BIA, following streetscape improvements. Building heights reflect proposed zoning changes.

A well defined and beautified Streetscape can add to the character of the area. Streetscape Cross-sections assist in visualising the details of the low level plan. The following proposed prototypical cross-sections represent Jane Street and Annette Street that illustrate the approximate dimensions and placement of the sidewalks, roadways and setbacks, in addition to the new street furniture that is proposed. The Low Level Plan is divided into a short term Pre-LRT (Fig. 2.19 – 2.20) and Long term Post-LRT (Fig. 2.21-2.24) vision. Within the Post-LRT cross-sections are two options with the LRT At-Grade (Fig. 2.21- 2.22) and the LRT Underground (Fig 2.23- 2.24). This range of options provides the BIA with greater flexibility as the final design of the Jane Street LRT is uncertain.

In the short term Pre-LRT stage new street banners and benches can be added quickly to enhance the streetscape. In the long term Post-LRT stage larger capital intensive projects such new lamp posts, street lights, street signs, tree pits, and planter's boxes can be installed to coincide with the construction of the LRT.

Fig. 2.19: Rendition of Square with Lighting, Banners and Murals

Fig. 2.20: Rendition of Streetscape with Lighting, Banners and Planters

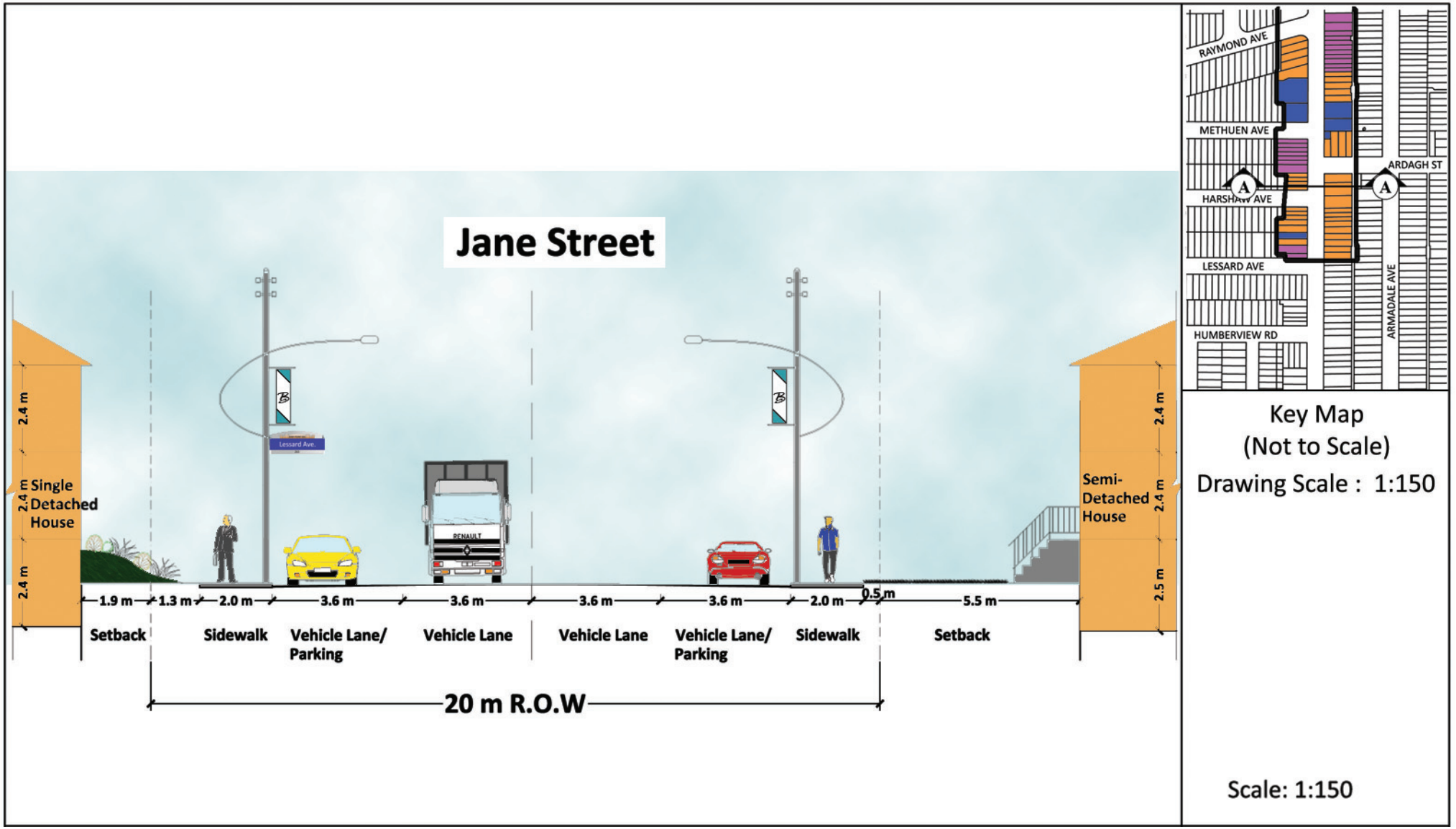


Fig. 2.21: Jane Street Cross-section A (Pre-LRT, Residential on Both Sides)

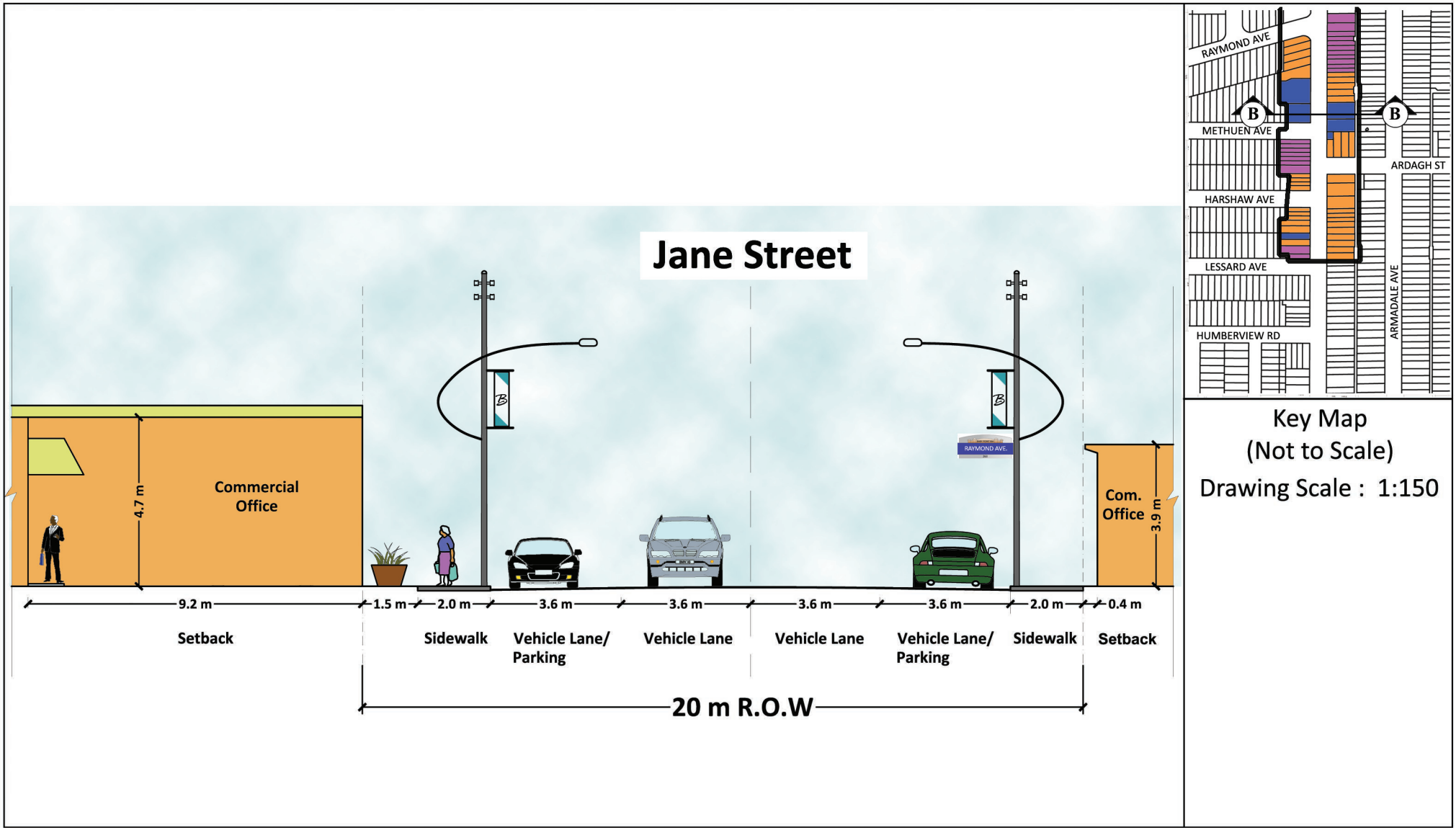


Fig. 2.22: Jane Street Cross-Section B (Pre-LRT, Commerical on Both Sides)

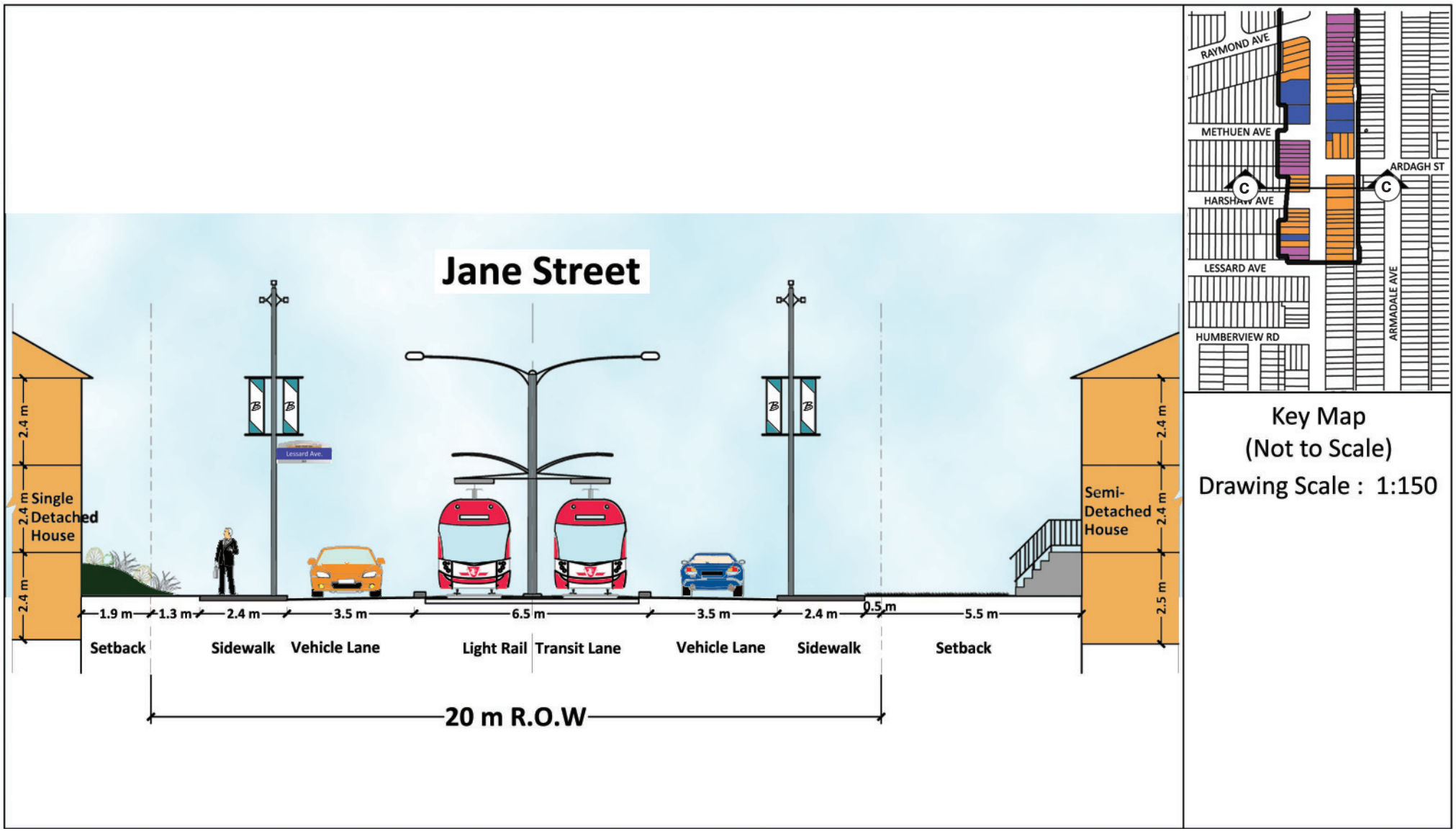


Fig. 2.23: Jane Street Cross-section C (LRT At-Grade, Residential on Both Sides)

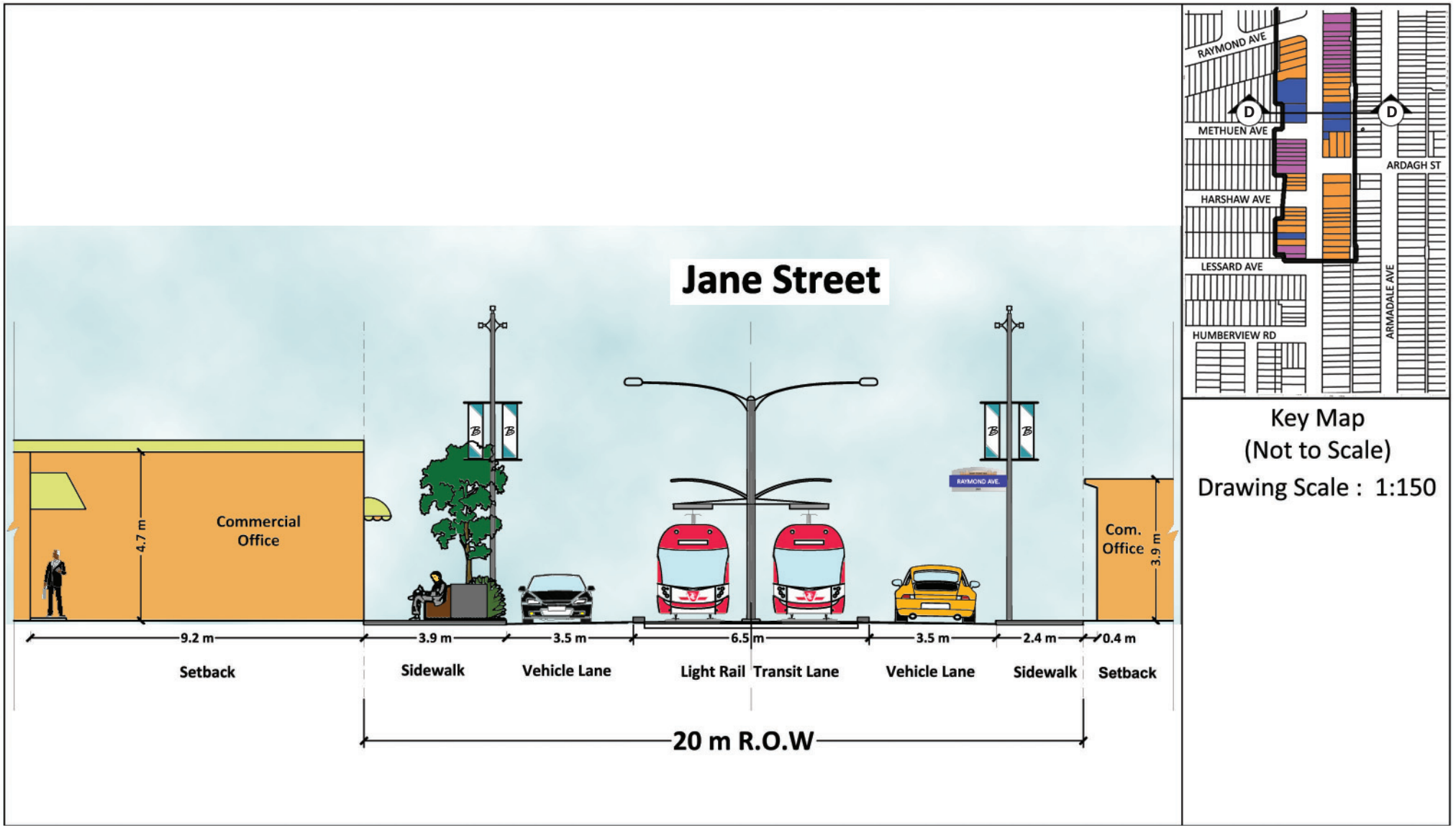


Fig. 2.24: Jane Street Cross-section D (LRT At-Grade, Commercial on Both Sides)

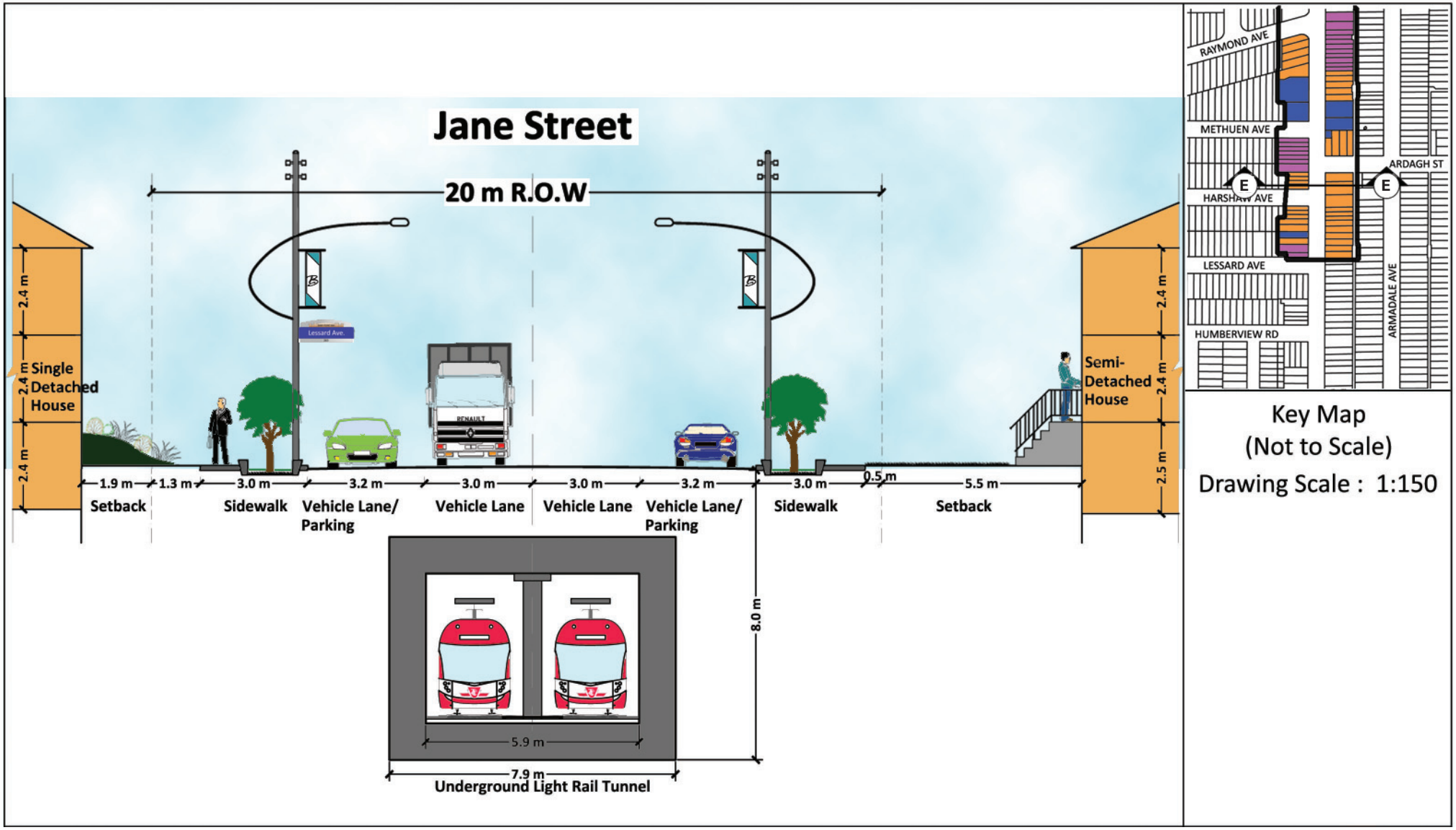


Fig. 2.25: Jane Street Cross-section E (LRT Underground, Residential on Both Sides)

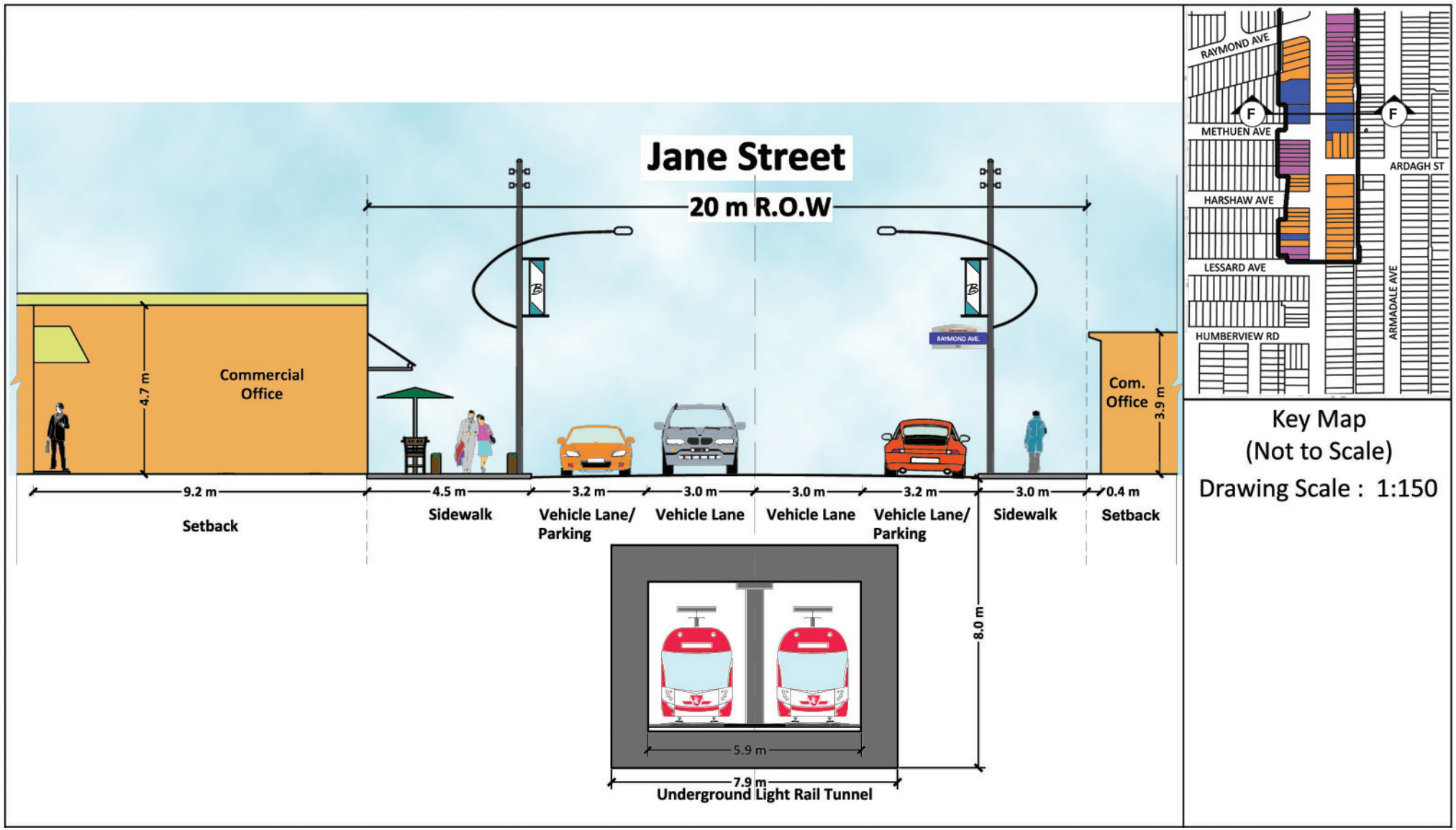
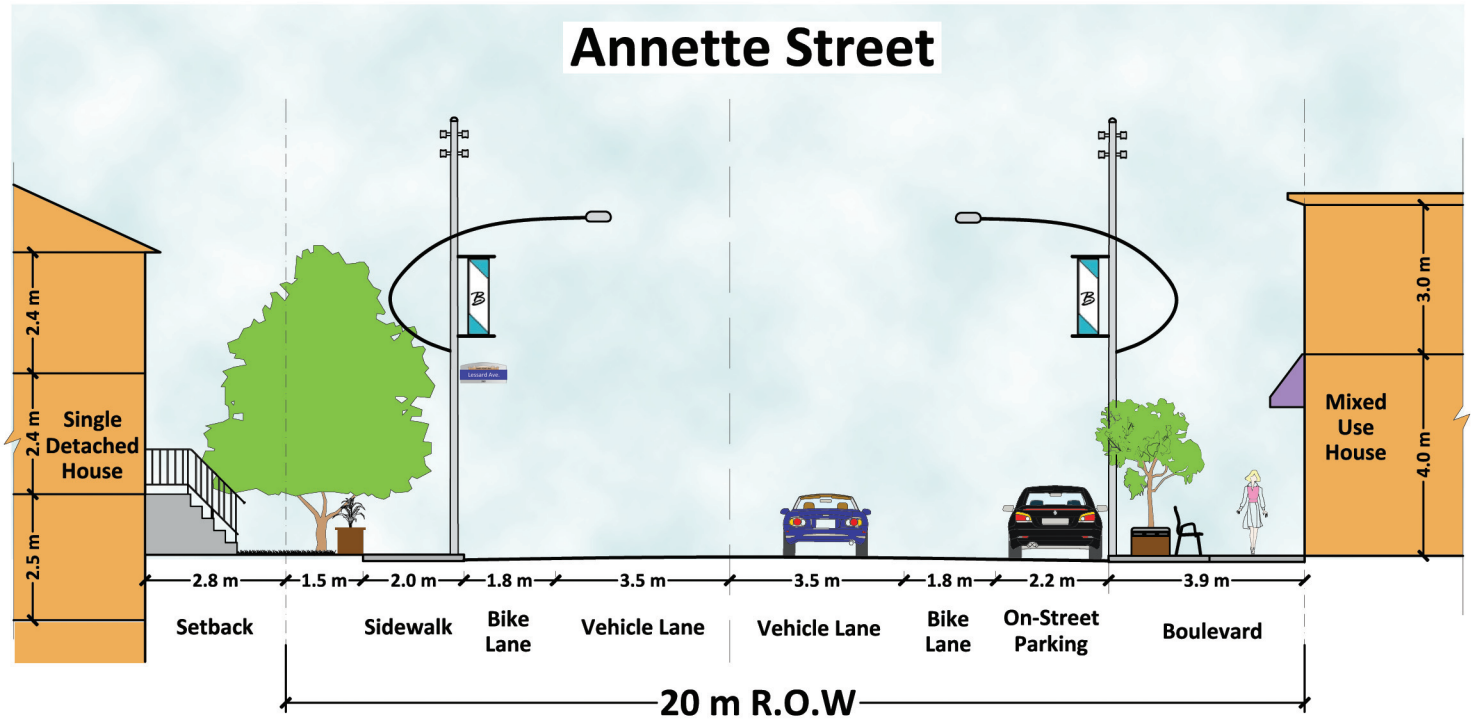


Fig. 2.26: Jane Street Cross-section F (LRT Underground, Commercial on Both Sides)



Key Map
(Not to Scale)
Drawing Scale : 1:150

Fig. 2.27: Annette Street Cross-section A (Residential and Mixed Use)

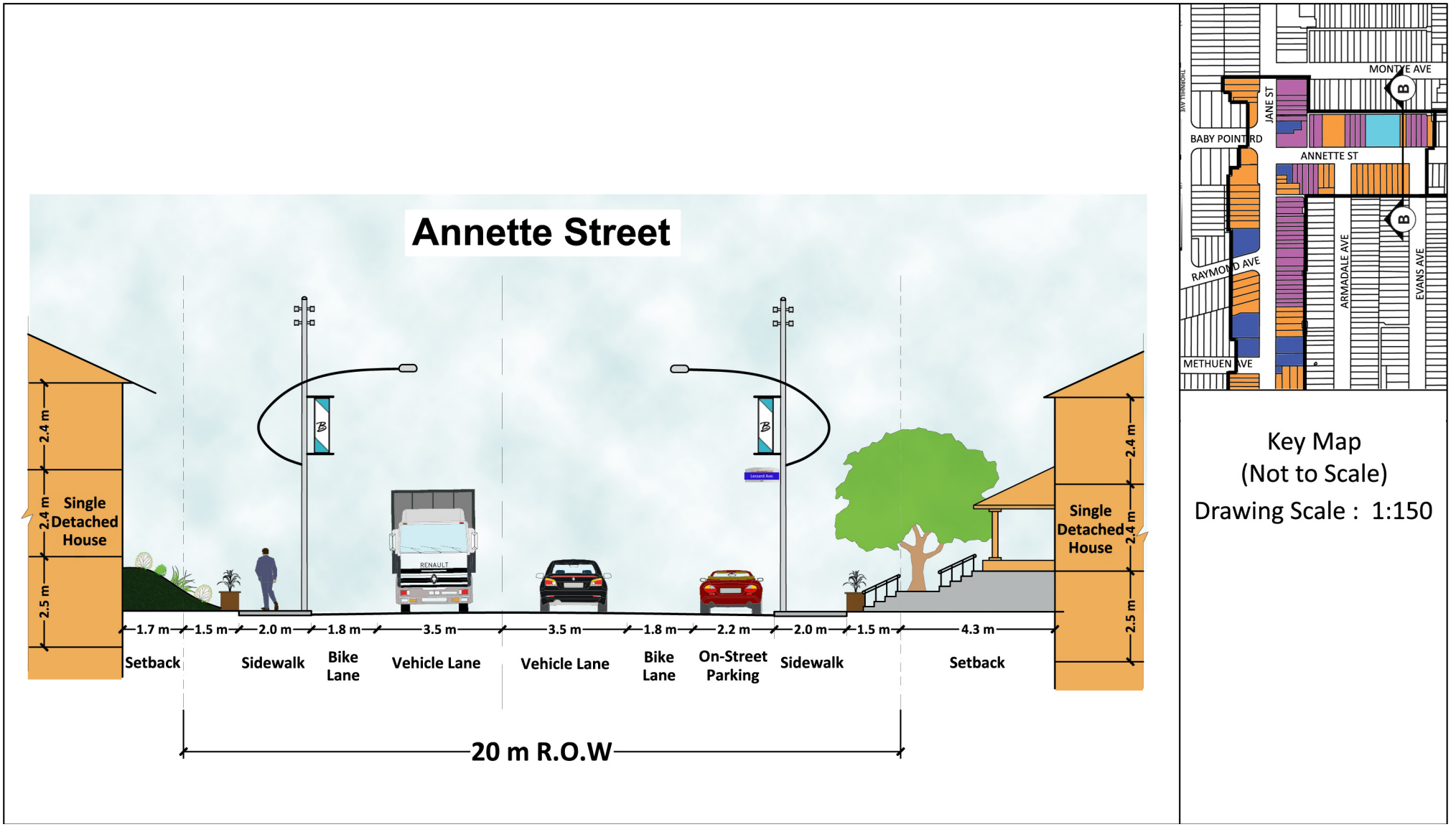


Fig. 2.28: Annette Street Cross-section B (Residential on Both Sides)

2.3.2 Proposed Street Furniture

Fig. 2.29-2.33: Proposed Street Furniture.
Source: Furniture Design & Policy Guidelines, 2006

Vibrant Streets, Toronto's coordinated street furniture program, is the city's initiative to ensure consistency amongst street objects and furniture within the public realm. These elements include:

- Benches;
- Transit shelters;
- Waste/recycling receptacles;
- Bicycle parking; and
- Publication structures (Street Furniture Design & Policy Guidelines: 2006)

The purpose of this program is to provide an aesthetically appealing, functional, safe, and accessible public realm to the residents and visitors of Toronto (Street Furniture Design & Policy Guidelines, 2006). As the city contract for transit shelters has expired in 2007, and the waste/recycling receptacles contract will expire in 2009, a street furniture design competition was held due to the city's private Request For Proposal (Street Furniture Design & Policy Guidelines, 2006). Hence, the new agreement awarded to Astral Media for the year 2009 confirms a 20-year contract with the City of Toronto for their new street furniture designs (Lostracco, M., 2008). **ICD Consultants recommend implementing Astral Media's street furniture designs in order to maintain consistency within the city.**

For a detailed schedule of streetscape furniture costing, see Appendix A: Street Furniture Costs.

2.3.2.1 Recommendations

Fig. 2.34, 2.35: Storm-Water Street Planter
Source: Portland Bureau of Environmental Services, 2009.

Storm-Water Street Planter
Designer: Kevin Robert Perry

Dimensions	Materials	Notes
Adjustable	Concrete, topsoil	- Reintroduces natural filtration of water systems - Aesthetics increases property values - Low maintenance

ICD Consultants recommends several elements to be implemented within the Baby Point Gates BIA. **Constructing storm-water street planters along Annette and Jane Streets is an effective strategy to resolve several problems in the site study area.** The innovative design is implemented in Portland, Oregon, operating as a natural filter for storm water resulting from street runoff (Portland Bureau of Environmental Services, 2009).

The design is more effective than the standard sewer system because street runoff is given the opportunity to react naturally in a planter box consisting of soil and greenery, before entering the city's storm sewers (Portland Bureau of Environmental Services, 2009). This process is environmentally sustainable considering less street runoff is entering the storm sewers during high levels of precipitation or thawing in the spring. The infrastructure provides a narrow, yet effective healthy space for plant-life to be cultivated and requires an insignificant amount of maintenance. As well, the aesthetic value of these innovative street planters will increase property values.

Fig. 2.36: HDG Galvanized Steel Pole
Source: Shaoxing Classic Lighting Company, 2009.

HDG Galvanized Steel Pole
Designer: Shaoxing Classing Lighting Company

Dimensions	Materials	Notes
- - - - - -	Galvanized steel	- Modern, sleek design - Enhances identity and aesthetic value within area

In order to provide the Baby Point Gates BIA with a bold identity, several modern street furniture installations have been selected for implementation. **The HDG Galvanized Steel Pole is an aesthetically appealing structure to be placed along Jane and Annette Street.** Considering the material used to construct the object is galvanized steel, this will prevent stapled postings, which is a reoccurring problem on many streets in the City of Toronto. The design allows optimal light to penetrate the adjacent roadways, as well as the sidewalks.

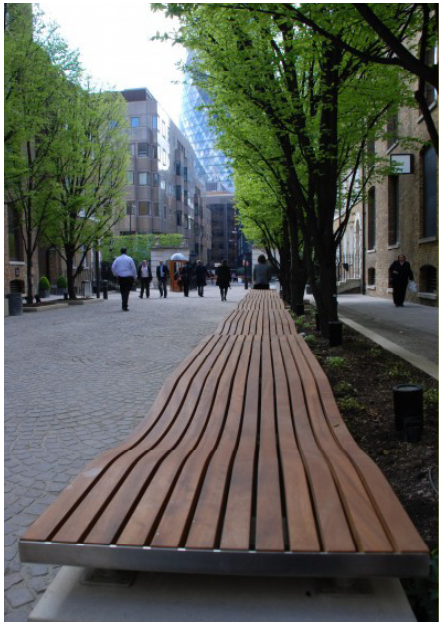


Fig. 2.37: Serpent Bench
Source: Pendlewood, 2009.

Serpent Bench
Designer: Pendlewood

Dimensions	Materials	Notes
240cm x 65cm x 14.5cm	Iroko Iroko Hardwood & Stainless Steel	- West African hardwood - Very durable timber - Similar colour as Toronto's standard bench

The Serpent Bench is a very practical solution for seating many people in a small area. The seating arrangement is suggested to be placed in all of the new open spaces that will be included in the future design of the Baby Point Gates BIA. Considering its effective design, the bench allows users to be seated on all sides without constricting armrests. The object is durable for all seasons of the year considering it is made of West African hardwood and stainless steel.

Fig. 2.38: Stainless Steel Bollard
Source:Marshalls Street Furniture, 2009.

Stainless Steel Bollard
Designer: Marshalls Street Furniture

Dimensions	Materials	Notes
159cm x 129cm (Radius)	Stainless Steel	- Sets boundaries for identifiable areas - Adds aesthetic value

Stainless steel bollards are an effective way to establish boundaries as well as enhance the appearance of the site study area. These objects will be placed along the periphery of the open spaces within the BIA's proposed design scheme, including along the pedestrian paths around the square on Jane and Annette Street. The sleek design of the pole is an insignificant physical improvement to the area, and its aesthetic appearance will increase property values.

Innovative Community Development (ICD) recommends a few major improvements on the existing infrastructure of the Baby Point Gates BIA. The area currently contains inconsistent shades of deteriorating concrete, as well as asphalt in several places. Hence, a paved sidewalk along with a strip of interlocking brick treatment will enhance the appearance and attractiveness of the area. The collaboration of two materials to repave the pedestrian sidewalks will give an opportunity to establish boundaries for different mobility uses. For example, the paved area will support pedestrian walking while the interlocking brick will provide an edge for bicyclists.

In order to generate a higher level of pedestrian traffic along the commercial uses on Jane and Annette Street, the aesthetic quality of the existing storefronts must be improved. Glass and stainless steel storefronts will enhance the visibility of products and services provided by these property owners, ultimately generating more traffic and improving the visual appearance of the streetscape. The improved storefronts provide the area with clean, simple lines and materials in order to create an open feeling to the streetscape. This treatment would also improve the aesthetic appearance of the area considering many of the existing buildings are made of inconsistent colours of weathered brick. The materials used are in harmony with the other elements in the public realm, therefore advancing the urban design scheme of the Baby Point Gates BIA.

Fig. 2.39: Paved sidewalk with strip of interlocking brick.
Source: Clough Harbour & Associates, 2009.

Fig. 2.40: Glass and stainless steel
Source: Serett Metalworks, 2006.

2.4 Design Guidelines and Zoning

Although the BIA is unable to compel land owners to change their current uses, it can provide private development guidelines. The BIA design guidelines and modifications to zoning, including modifications to maximum permitted building height, will serve as a community vision that will provide direction for new and existing development in the area. The directions are in the form of recommendations for clarity. The recommendations are created within the BIA's vision, plans and principles.

2.4.1 Design Guidelines

Recommendations:

1. **Any developments will not exceed the maximum permitted building heights**
2. **Any developments that are Mixed Commercial-Residential (MCR) will keep zero front setbacks or side setbacks**
3. **Any developments that are Mixed Commercial-Residential (MCR) will have their first floor at grade**
4. **The Façade Improvement Program should be used to improve local businesses**
5. **Parking must be provided in the rear where possible within the BIA**

1. *Developments exceeding the permitted heights* do not fit within the existing character of the neighbourhood and are not part of the BIA vision. The BIA vision promotes intensification within the maximum permitted

building heights. In the future, if such a proposal should be made, it should require a study on the impact to the surrounding neighbourhood.

2. *Zero setbacks* are recommended to encourage an active streetscape. An active streetscape can create economic potential by attracting customers to the area. It also has other benefits such as safety created by having eyes on the street. It will create better accessibility to the storefront. Larger setbacks are more appropriate for residential uses.

3. Similar to having zero setbacks, having a *first floor at grade* is also recommended to encourage an active streetscape. It will also create better accessibility to the storefront. Having a raised or sunken first floor is more appropriate for residential uses.

4. *New and current storefronts should seek improvement*. See 3.4.3 Identifying Economic Development Opportunities.

5. *Parking* in the rear will increase the accessibility of uses on Jane Street and Annette Street. It will remove vehicles from the street to create more room for traffic.

2.4.2 Modifications to Zoning

The BIA is regulated by two zoning bylaws. These include, York Zoning By-law 1-83 and 3623-97 and City of Toronto Zoning By-law 438-86 consolidation. The proposed changes to the Zoning By-laws are in support the BIA's vision. Proposed changes are illustrated by Figure 2.41.

Uses that do not conform to the new zoning recommendations will be considered to be legal-non conforming uses. The Ontario Planning Act recognizes that legal non-conforming uses have the right to continue their use.

Recommendations:

1. **Change the Residential (R2) zoning on the south of Annette Street to Mixed Commercial-Residential (MCR) zoning**
2. **Change the Residential (R4) zoning on the west side of Jane Street from slightly north of Methuen Avenue to Baby Point Gates Road to Mixed Commercial-Residential (MCR) zoning**
3. **Change the Residential (R2) zoning south of Ardagh Street to the south border of the BIA to Mixed Commercial-Residential (MCR) zoning**
4. **Change the Residential (R2) zoning north of Baby Point Road to Mixed Commercial-Residential (MCR) zoning**
5. **Change the exception for S16(127) to permit Mixed Commercial-Residential (MCR) zoning**
6. **Change the exception for S16(133) to permit Mixed Commercial-Residential (MCR) zoning**
7. **Change the Mixed Commercial-Residential (MCR) zoning on the south-east corner of Annette Street and Jane Street to Open Space (G) zoning**
8. **Change the Residential (R4) zoning on the north-west corner of Methuen Avenue and Jane Street to Open Space (G) zoning**

Residential uses within the BIA are not consistent with the BIA's vision. The BIA's vision is to evolve commercially. Mixed use zoning will not eliminate residential uses but rather allow the area to evolve commercially. By adding premitted commercial uses beneath residential dwellings, a higher level of economic development will be supported within the BIA.

1. In addition, the BIA currently has MCR zoning on Annette Street within the BIA boundaries. Changing the zoning designations will allow for consistency along both sides of the streetscape. Currently, Annette only has MCR zoning on the north side of the Street.

2. In addition, The BIA has MCR zoning on Jane Street within the BIA boundaries. Changing the zoning would make the street uses consistent on both sides. It will also allow the centre of the BIA to evolve to have not only residential, but also a mix of commercial and residential uses.

At the north-east corner of Jane Street and Raymond Avenue the use of a parking lot as part of the BIA's proposed 'High Level' Plan would be permitted. If the city chooses not to acquire lands for parking purposes, the zoning change will still allow the site to have a greater range of uses following the BIA's vision.

3. In addition, the BIA has MCR zoning on Jane Street within the BIA boundaries. Changing the zoning would make the street uses consistent on both sides of the streetscape.

4. In addition, the BIA currently has MCR zoning on Jane Street within the BIA boundaries. There is currently MCR zoning on the north-east corner of Annette Street and Jane Street. Enlarging the area of MCR will create a larger northern gateway for the BIA, supporting the BIA's vision.

5. In addition, mixed commercial-residential uses will allow the site to increase its permitted uses to be consistent with the 'High Level' Plan of the BIA.

6. In addition, this change will permit the use of a parking lot as part of the BIA's proposed 'High Level' Plan. If the City chooses not to acquire the said lands the proposed zoning change will allow the site to have a greater range of uses following the BIA's vision.

7. Open Space zoning will permit any public use. This will be ideal for supporting the BIA's 'High Level' Plan.

8. Open Space zoning will permit a public or private park. This will be ideal for supporting the BIA's 'High Level' Plan.

2.4.2.1 Maximum Building Heights

The proposed changes aim to create consistency of heights and support the BIA's vision in reflecting the changes to zoning. Increasing the heights for the areas which are not to be rezoned is not recommended. Proposed changes are illustrated by Figure 2.42.

Recommendations:

1. **Increase in height from 12m to 14m along sections of Jane Street**
2. **Increase in height from 10m to 12m on the south side of Annette Street**
3. **Increase in height from 11m to 12m north of Baby Point Gates Road to the northern boundary of the BIA, including the exceptions of S16(133) and S16(127)**

The change in zoning will be followed by an increase in height for selected areas that are rezoned. This is important for improving the built environment and encouraging intensification that will follow the vision of the BIA. MCR development will be able to take advantage of the greater maximum permitted building height.

1. In addition, the selected areas with a current height of 10 m will be increased to 14 m as a MCR zone. There are existing maximum heights of 14 m along Jane Street within the BIA's boundaries. Increasing the maximum height from 10 m to 14 m is advised because it will make the maximum heights consistent along Jane Street from the southern boundary to Annette Street.

2. In addition, the area with a height of 10 m will be increased to 12 m as a MCR zone. There are existing maximum heights of 12 m along Annette Street within the BIA's boundaries. Increasing the maximum height from 10 m to 12 m is advised because it will make the maximum heights consistent along Annette Street from the eastern boundary to Jane Street.

3. In addition, the area with a height of 11m will be increased to 12 m as a MCR zone. There are existing maximum heights of 12 m on the north-east corner of Annette Street and Jane Street. Increasing the maximum height from 11 m to 12 m is advised because it will enlarge the area of 12 m height to create a larger northern gateway for the BIA that supports the BIA's vision.

2.4.3 Implementing the BIA's Goals in the Private Sector

Implementing ideas in the private sector is achieved by amending the Official Plan and Zoning By-Laws. Official Plan and Zoning By-law amendments are drafted by the staff of the City's Planning Department. Those seeking an amendment apply to the City for approval of these changes. For an amendment to be approved it requires the acceptance of Community and City Council.

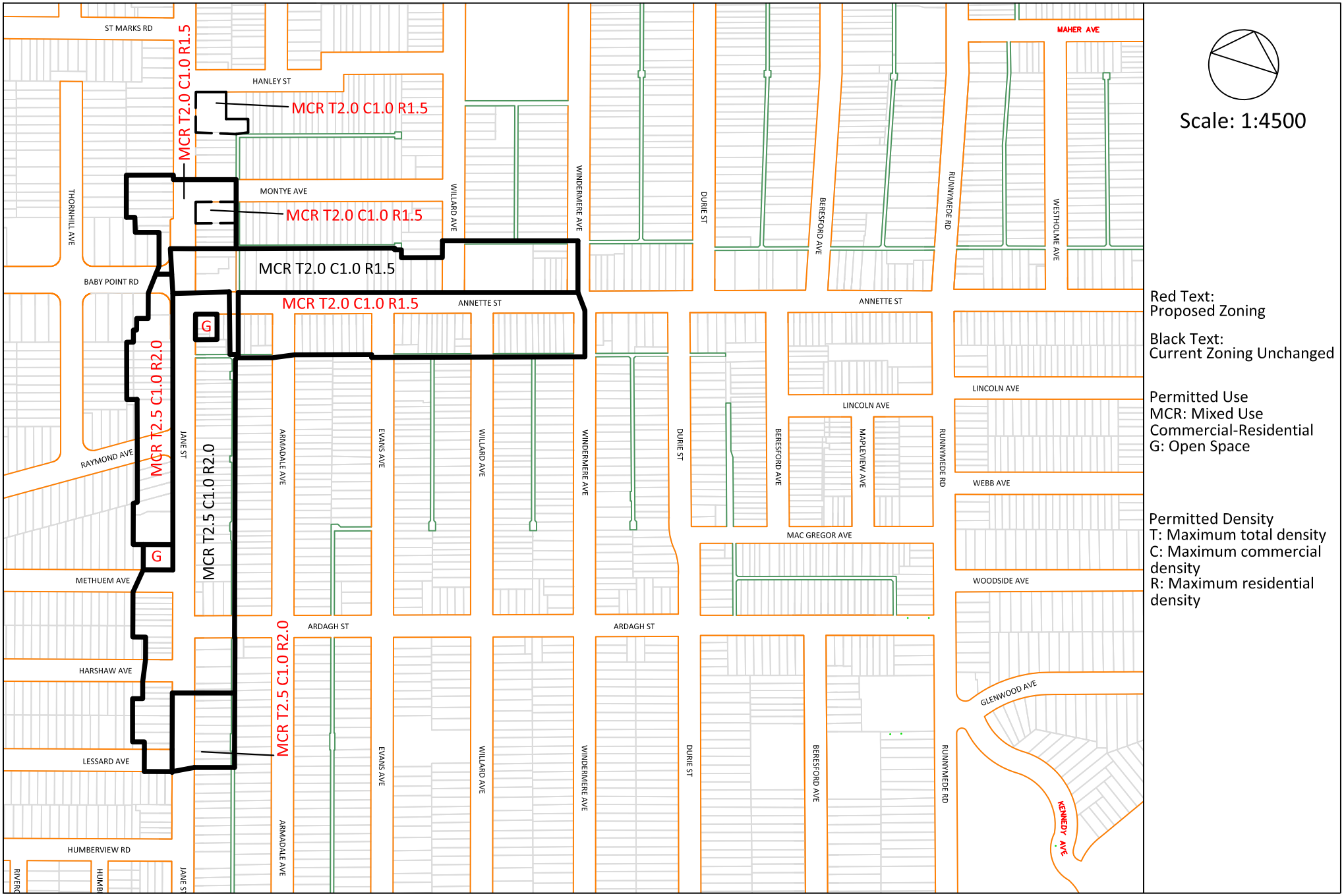


Fig. 2.41: Proposed Zoning

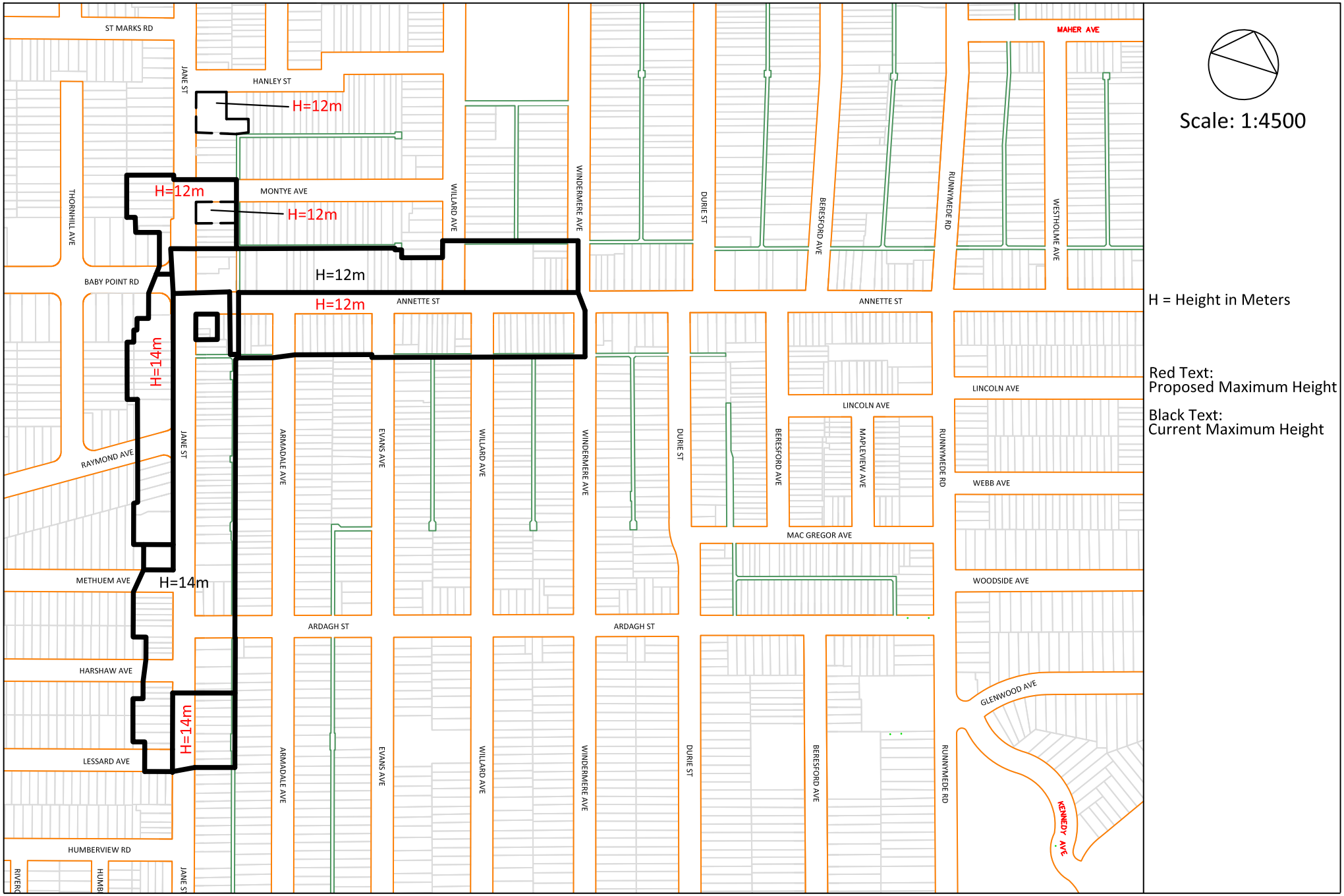


Fig. 2.42: Proposed Maximum Permitted Building Heights

Part 3: Marketing Recommendations

3.1 Introduction

ICD Consultants have developed an effective and affordable marketing strategy for the Baby Point Gates BIA. With strategies collected from other similar BIAs, the team has developed a proposed identity for the Baby Point Gates BIA, strong marketing techniques and a timeline showing the development progress of the BIA.

The proposed marketing strategy will improve the BIA's identity, beneficial for both the general public and small business owners. Creating a strong identity will attract business owners to move and open their small businesses into the Baby Point Gates BIA. This will create a huge economic advantage, helping the BIA to grow and prosper. The marketing strategy for the upgraded vicinity will effectively attract more visitors to Baby Point Gates, as well as increase the economic potential for local business owners. Phasing the developments to be incorporated in the Baby Point Gates BIA will provide people with a visual timeline of when improvements will be made. This will help residents know that there are improvements to be made and when they can expect change within the area.

The two most siginificant impacts that marketing will have on Baby Point Gates BIA are: (i) creating a strong sense of identity for the area and (ii) developing effective marketing strategies that help with the economic growth of the BIA, engaging the public and encouraging small business owners to move there. Strengthening the live work environment will have a significant positive impact on the region.

3.2 Conceptual Marketing Materials

"Make it a Point to visit us"

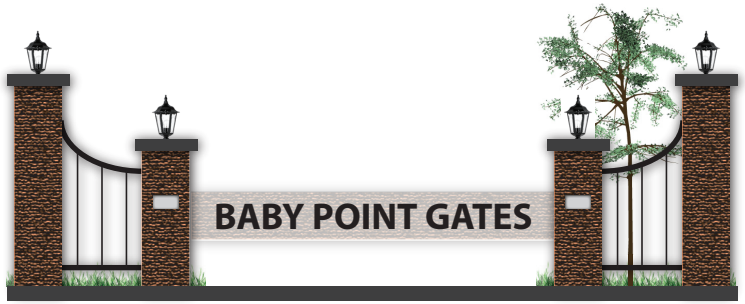


Fig. 3.1 Proposed Logo Design

ICD Consultants have created a slogan for the Baby Point Gates BIA in order to promote the brand image. "Make it a Point to visit us" is a play on words, using the BIA's name to create a clever and memorable statement to promote the BIA. The inclusion of the word "us" was intentionally used in the slogan statement in contrast to "Baby Point Gates." **The recommendation to use "us" in the BIAs slogan is intended to provide residents within the BIA and surrounding area a sense of pride and accomplishment for the improvements that will occur within the vicinity.**

Fig. 3.2 Proposed Streetsign Design.

3.3 Marketing Strategy and Precedents

The BIA in its current stage lacks the tools to promote the diverse shops and services within the area. It requires a distinct identity that makes other commercial districts successful. To attract clients, new businesses and commercial development to the area, ICD Consultants has identified the following strategy to promote the BIA:

- Create an identifiable brand and image
- Recommend tools for promotion
- Identify economic development opportunities

The team has examined other BIA's and the tools they are using to promote their area. ICD Consultants used examples and strategies from other BIA's to create a workable and appropriate identity for the Baby Point Gates BIA, that will promote and provide the area with economic development opportunities.

3.3.1 Creating an Identifiable Brand and Image

Brand logos and slogans provide a simple way to identify a BIA. A good logo and slogan should be simple to understand and follow. The design should reinforce the image the BIA wants to project and provide a strong identity. The logo should resonate with viewers and distinguish and identify the BIA. A slogan is complimentary to the logo and creates a welcoming message. **When appropriate – the logo and the slogan should be incorporated on all communication materials such as banners, letterheads and business cards.**

Business Improvement Area Brand Logo Design Precedents:

Roncesvalles Village BIA

Source: City of Toronto

Slogan: *"Our neighbourhood east of High Park"*

A defining characteristic of Roncesvalles Village is the 504 streetcar. The streetcar is prominently utilized in the logo's design.

Yonge Lawrence Village BIA

Source: City of Toronto

Slogan: *"Small Town Feel, Big City Appeal"*

The row of small buildings is complemented by the slogan. It represents the image of a small village the BIA is projecting.

Source: City of Toronto

The Beach BIA
The Beach BIA's proximity to the beach provides imagery for an easily distinguished logo.

Source: City of Toronto

The Junction Gardens BIA
This simple design refers to the BIA's proximity to the junction of railway tracks in west Toronto.

Corso Italia BIA

Source: City of Toronto

Slogan: *"Coloro che sanno/Those in the know"*

The colours of the logo refer to Italy's national flag and represent the area's historic predominate ethnicity – Italian-Canadian.

Danforth Mosaic

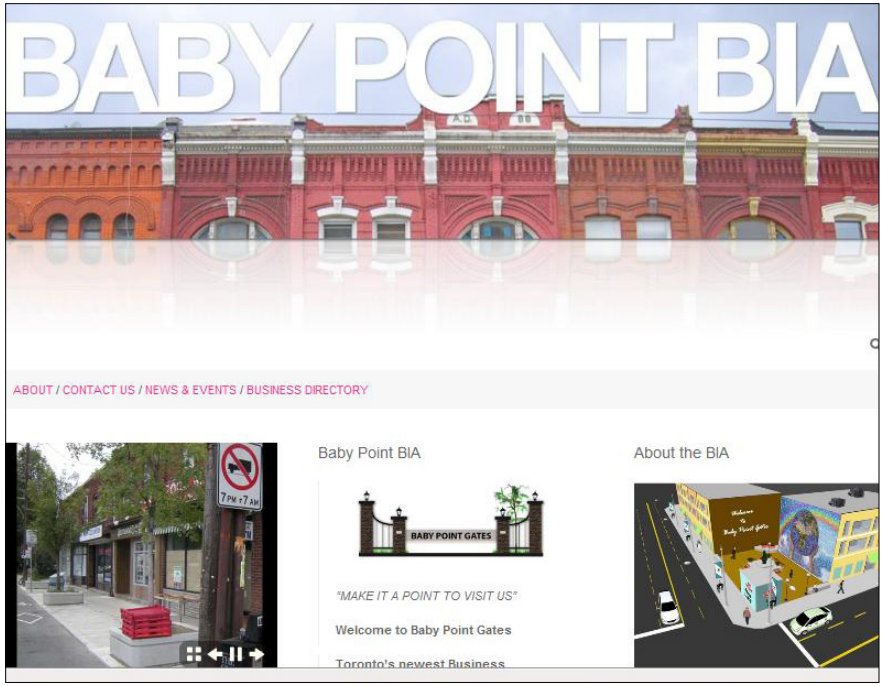
Source: City of Toronto

Slogan: *"The heart of the Danforth"*

This eclectic abstract design reflects the BIA's diverse offerings in restaurants, shops and services from various ethnicities, hence the 'Mosaic'. "The Heart of the Danforth" refers to the BIA's approximate location halfway along Danforth Avenue.

3.3.2 Recommended Tools for Promotion

3.3.2.1 Webpage



Conceptual Website Design for Baby Point Gates BIA.

A webpage provides an easily accessible medium to advertise the BIA to a limitless audience.

A BIA website is a key element in the marketing strategy. **A single webpage for the area provides an economical as well as an effective marketing tool that focuses on the important functions of the BIA.** The webpage can be one of the first interactions that potential customers have with the BIA. Even before people visit the area, they may use the webpage as the first line of exploration into what the BIA has to offer. By creating an up-to-date,

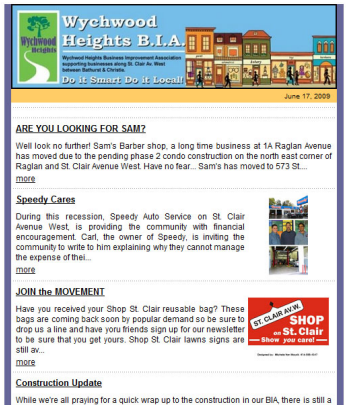
relevant and effective website, the BIA builds a level of professionalism for the area and businesses.

3.3.2.2 Newsletter

Newsletters are an effective way to communicate the activities of the BIA

Source: Beach BIA, 2008

Source: Beach BIA, 2008



Source: Wychwood Heights BIA, 2009

to its members and the greater community. Successful BIAs in Toronto use newsletters to communicate with their membership and promote themselves within the community. A simple, easy to read newsletter would be beneficial to the BIA and to the area residents. **If the resources are available The Baby Point Gates BIA should create a newsletter to display the ongoing activities happening throughout the BIA. If costs are an issue, the City of Toronto recommends in its BIA Operating Handbook to use local students as volunteers** (2005).

Newsletter Design Precedents

The Beach BIA
Scene on Queen is the Beach BIA's quarterly newsletter and delivered to Beach residents, BIA members and property owners.

Wychwood Heights BIA
The Wychwood Heights BIA's newsletter is only available electronically however anyone can subscribe to the newsletter through an email account. This method is a simple means to communicate news and stories to the community.

3.3.2.3 Events

Events attract and create greater interest with new visitors. Along with an effective advertising campaign an event would be beneficial to create more interest in the area. It would create opportunities for greater community participation and be a vehicle for promotion. **The BIA should embark on partnering with other community groups to create joint events. Ideas for events include, but are not limited to: sidewalk sales, garage sales and seasonal events.** Events can be promoted using social networking sites such as Facebook. Social networking sites connect people to the BIA and encourage word of mouth advertising. Social networking is a cost-effective method for the BIA to creatively promote itself to a wider audience.

The following BIA event precedents were chosen to highlight what BIAs with modest budgets can achieve.

BIA Event Precedents

Harbord Street BIA: The Harbord Street BIA has embarked on a partnership with the University of Toronto on various promotional ventures. With a budget

of $9,750 for promotional activities (City of Toronto , 2008), the Harbord Street BIA created a new event called the Great Harbord Street Pumpkin Festival (Toronto Association of Business Improvement Areas , 2009).

Pape Village BIA: The Pape Village Street Festival and Sidewalk Sale is an annual three day event of local entertainment, food and shopping (City of Toronto , 2008). The Pape Village BIA has allocated $19,750 for promotion and advertising in 2009 (City of Toronto , 2008).

3.3.2.4 Murals

Murals enhance buildings and make the surrounding environment more attractive. Murals have the power to create and reinforce a sense of community and become recognizable community landmarks. Murals can contribute to the identity and character of the place by visual story telling about the sites history. The City of Toronto provides a onetime funding of up to $5000 under the Economic Development Mural Program, which can cover expenses such as artist fees, materials, installation costs, and equipment rental (City of Toronto, 2009).

It is recommended that the BIA:

- **Make a list for potential Mural installations**
- **Employ local artists or student participation to foster community partnerships**
- **Encourage individual property owners take a proactive approach to remove graffiti within their properties.**

Murals maybe appropriate within the proposed public square and park outlined in the High Level Urban Design Plan. The properties adjacent to Hardscape Squares as outlined in the High Level Plan are also appropriate for Mural installations, as seen in Fig. 3.3 and 3.4. Fig. 3.3 represents an opportunity for a large scale mural. Fig. 3.4 is an example of a mural from Roncesvalles demonstrating the sites potential.

Fig. 3.3 Methuen Ave at Jane Street Source: Google Image.

Fig. 3.4 Wright Avenue at Roncesvalles Avenue Source: Author

3.3.3 Identifying Economic Development Opportunities

ICD Consultants has comprised an inventory list which consists of the number of properties which front onto streets included in the Baby Point Gates BIA boundaries. This list was completed through the use of a technical services survey map of properties in the Baby Point Gates BIA and site visits to distinguish what the current use of the properties are.

There are a total of 192 properties which have frontages on to streets of the Baby Point Gates BIA. 119 of these properties are currently used for strictly residential purposes, 59 are used for mixed use purposes, 12 for commercial purposes and two for institutional purposes.

The largest grouping is residential properties, which represent 62.0% of all properties which front onto streets within the BIA. ICD Consultants believe that these properties contain a significant amount of economic potential. **Recommendations have been proposed by ICD Consultants to have a substantial component of the Baby Point Gates BIA zoned as mixed use commercial-residential.** This change in zoning designation would allow for current residential properties to expand their use and stimulate economic activities of the area. It will not be a mandatory requirement for residents to change the existing use of their property. However, should residents want to make changes, the appropriate requirements to make these changes would be in position.

Current Uses:

Residential	119	62.0%
Mixed Use	59	30.7%
Commercial	12	6.3%
Institutional	2	1.0%
Total	192	100.0%

Part 4: Implementation and Phasing

4.1 Introduction

ICD Consultants have created an implementation and phasing guideline which our team feels is appropriate for the needs of the Baby Point Gates BIA. This guideline includes the phasing of BIA elements prior to and after the construction of the LRT along Jane Street. These sections contain elements which should be implemented immediately, gradually or ongoing and after one or more years.

4.2 Implementation and Phasing

IMMIDIATE 2010	**BIA Organizational Structure**	Baby Point Gates BIA should create a formalized organizational structure for the BIA. This structure includes the creation of a Board of Governors, Treasurer and Secretary. This structure is to be formed through the guidelines stated in the City of Toronto's BIA Operating Handbook. (For a summary of the required structure, see Appendix B: BIA Organizational Structure). These positions will oversee the day to day operations of the BIA. More importantly, they will be in charge of implementation for all BIA initiatives. The governing body will act as the voice for the BIA members.
	Establishment of BIA Website	The Baby Point Gates BIA Website should be setup quickly in order to provide the BIA with their first form of communication to customers, potential businesses as well as to their own members.
GRADUAL 2010-2011	**Mural Program**	The City of Toronto's Mural Program should be contacted in order to begin the process of gaining the necessary grant money for a local BIA Murals. The BIA board members should discuss potential sites and designs for the Murals while the application is being processed through the City of Toronto.
	Facade Improvement Program	The City of Toronto's Commercial Façade Improvement Program should be contacted in order to begin discussions for the funding of specific facade improvements. The BIA board should designate a specific area within the BIA for façade enhancements.
	Establishment of Marketing Tools	The BIA should explore the possibilities of creating marketable goods and services to promote area businesses. These selected marketing tools can be implemented using the BIA's official website which should be established at this point.
	Graffiti Removal	Begin to target specific buildings where there is an excess of graffiti. These are the buildings that should receive priority for their graffiti removal.
LONG TERM 2011-2013	**Street Furniture and BIA Banners**	Street signs, banners, and benches are all street furniture components which will need to be selected by the BIA. Garbage receptacles, bus shelters, news stands, and other pieces have specific furniture requirements outlined by the City of Toronto's Vibrant Streets Program. The selection and location of other items should be discussed by the BIA members before any decision is made. These items are designed for long-term use.
	Zoning Amendments	Contact with the City of Toronto should be made in order to begin the formal process of changing specific zoning within the BIA. There are identified sites that will require modification to zoning in order to help produce a more unified and coherent BIA identity.
2013 ONWARD	**Construction of LRT**	Street Lights, Hydro Poles, Road, Sidewalk improvements, Planters: During the construction of the LRT system on Jane Street, many elements of the BIA improvement plan should be developed while the City of Toronto constructs the LRT system.
	Parking Lots	With a new LRT system in place, the BIA will have a concise understanding of the limitations to parking in the area. At this point in time it would be most beneficial to develop potential lots for use of parking spaces.
	Entrance Gateways	These gateways are suggested to be built after the LRT system; road and sidewalk improvements have been made.

PROJECT	UNIT COST
Website Technician	$40-$70 per hour
Public Art (e.g. Bronze Statue) Mural	150000 $5,000 - $25,000
Removal	$19-$25 per hour
Hanging Baskets (on utility poles) Street Banners Custom Street Signs Benches Tree Lights	$300 - $600 each $175 - $225 per banner $180 per sign $1,000 - $1,500 per bench $15,000 per tree
Pedestrian Lighting – Free Standing Planters (standard)	$12,000 - $18,000 per light fixture $2,500 - $3,500
Gateway Features	$50,000 each

Additional costs on various streescape components as well as thier process of annual maintenance are shown in Appendix A: Street Furniture Costs.

4.3 Proposed Assessment Studies

ICD Consultants recommend that the Baby Point Gates BIA preform future assessment studies. This will illustrate any weaknesses within the area so that they can be properly addressed. The proposed assessment studies listed provide the area to assess a range of evaluation criteria. Continuous assessments over future years will keep the area effective for vehilce users, residents and business owners to live, work and commute.

Traffic Study
To assess the traffic and congestion levels within the BIA.

Noise Study
To assess the noise levels from vehicles within the BIA.

Air Pollution Study
To assess the air quality within the BIA.

Park & Open Space Assessment
To assess the public usage and engagement of green and open spaces within the BIA.

Commercial Assessment
To assess the availability of services and commercial businesses for the residents of the area.

Building Assessment
To assess the cleanliness, safety and usage of buildings within the BIA.

Crime Evaluation
To assess the levels of crime with regards to graffiti, loitering and damage to public and private property within the BIA.

Parking Assessment
To assess the amount and adequacy of parking and usage of parking available within the BIA.

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Appendix

Appendix A: Street Furniture Costs

The following chart illustrates the costs of several streetscape components, as well as their process of annual maintenance. The costs are divided equally amongst the BIA and the City of Toronto.

Project	**Unit Cost**	**Annual Maintenance**
Street Banners	$175 - $225 per banner	• Replacement of damaged banners • Removal, cleaning, reinstallation
Custom Street Signs	$180 per sign	• Replacements as required.
Benches	$1,000 - $1,500 per bench	• Repainting, staining, general repair
Electrical Outlets (GFIs)	$1,000 per pole	• Testing/repairs as necessary
Holiday Decorations (on utility poles)	$700 - $1,000 each	• Electricity charges • Repair • Removal
Pedestrian Lighting – Free Standing	$12,000 - $18,000 per light fixture	• Electricity charges • Replacement of damaged fixtures • Repainting, cleaning
Tree Lights	$15,000 per tree	• Electricity charges • Re-stringing (annually) • Repairs to hardware or service
Public Art (e.g. Bronze Statue)	$150,000	• Maintenance/ cleaning as required
Gateway Features (e.g. large free-standing sign)	$50,000 each	• Repairs as required • Planting/watering of plant materials (if any)
Hanging Baskets (on utility poles)	$300 - $600 each	• Watering (daily in summer) • Re-planting, repair, removal
Planters (standard)	$2,500 - $3,500	• Watering (daily in summer) • Re-planting, repair, removal
Mural	$5,000 - $25,000	• Repair, touch-ups • Annual cleaning

Source: City of Toronto, 2009 – Ron Nash

Appendix B: BIA Organizational Structure

BIA Board of Management

Baby Point Gates BIA requires a formal organizational structure. The recommended structure is a Board of Management, which should include a Chairperson, Vice-Chairperson, Treasurer, secretary and general board members. These positions should be elected by a vote, and each position should have a determined timeframe, until another election. Certain tasks for these members include.

Chairperson
- Presides at all meetings;
- Votes on resolutions only to break a tie;
- Coordinates BIA activities;
- Directs long-term strategic planning

Vice Chairperson
- Acts as Chairperson in the Chair's absence; and
- Carries out other duties as specifically assigned by the Board

Secretary
- Convenes all Board and General meetings
- Prepares and distributes agendas for all meetings
- Prepares and distributes minutes of all meetings
- Provides a signed copy of meeting minutes to all members of the Board

Treasurer
- Receives, deposits, disburses and records all monies
- Maintains all banking and financial records
- Prepares financial statements and reports as required by the City's Chief Financial Officer and Treasurer
- Maintains and updates an inventory of all physical assets owned or leased by the BIA and notifies the City's BIA Office of all changes
- Prepares and distributes the proposed annual budget in accordance with the requirements of the City
- Reports on the financial affairs of the BIA at all meetings

Board Communication

The BIA Board of Management mandate is to oversee the improvement, beautification, and general operations of the BIA. A major role of the Board of Management is to make important decisions regarding the future of the BIA, as well as keep the BIA business members informed of these decisions. Open communication with its BIA members is vital to the success of the BIA Board of Management. To keep the lines of communication open, the following are recommendations on how to reach the BIA Members quickly, and effectively:

- Face to face discussions
- Organized meetings

- Newsletters
- Volunteer groups and sub-committees
- Surveys/questionnaires
- Available contact information

These communication tools are highly recommended for the Baby Point Gates BIA. They will help keep communication between the board and the BIA members effective.

BIA Member Meetings

It is required for Baby Point Gates BIA to hold a minimum of four general meetings throughout one year, as well as their annual general meeting. It is good practice to invite all BIA members to these meetings. To run an effective BIA meeting, it is recommended that all Board Members read Roberts Rules of Order. That book describes effective practices on how to efficiently run meetings. For each meeting, an agenda should be distributed, and the secretary should be taking detailed minutes at each meeting.

The Board should select one meeting room to hold all of the BIA meetings, preferably at a natural site, such as a Community Centre or Recreational Facility. It is unwise to hold meetings in Board Members homes.

For any further information on the Board Members duties or roles, refer to the BIA Operating Handbook, available on the Toronto Association of Business Improvement Areas website, http://www.toronto-bia.com/index.php.