



BAYFRONT INDUSTRIAL AREA RENEWAL STRATEGY

PIC #2

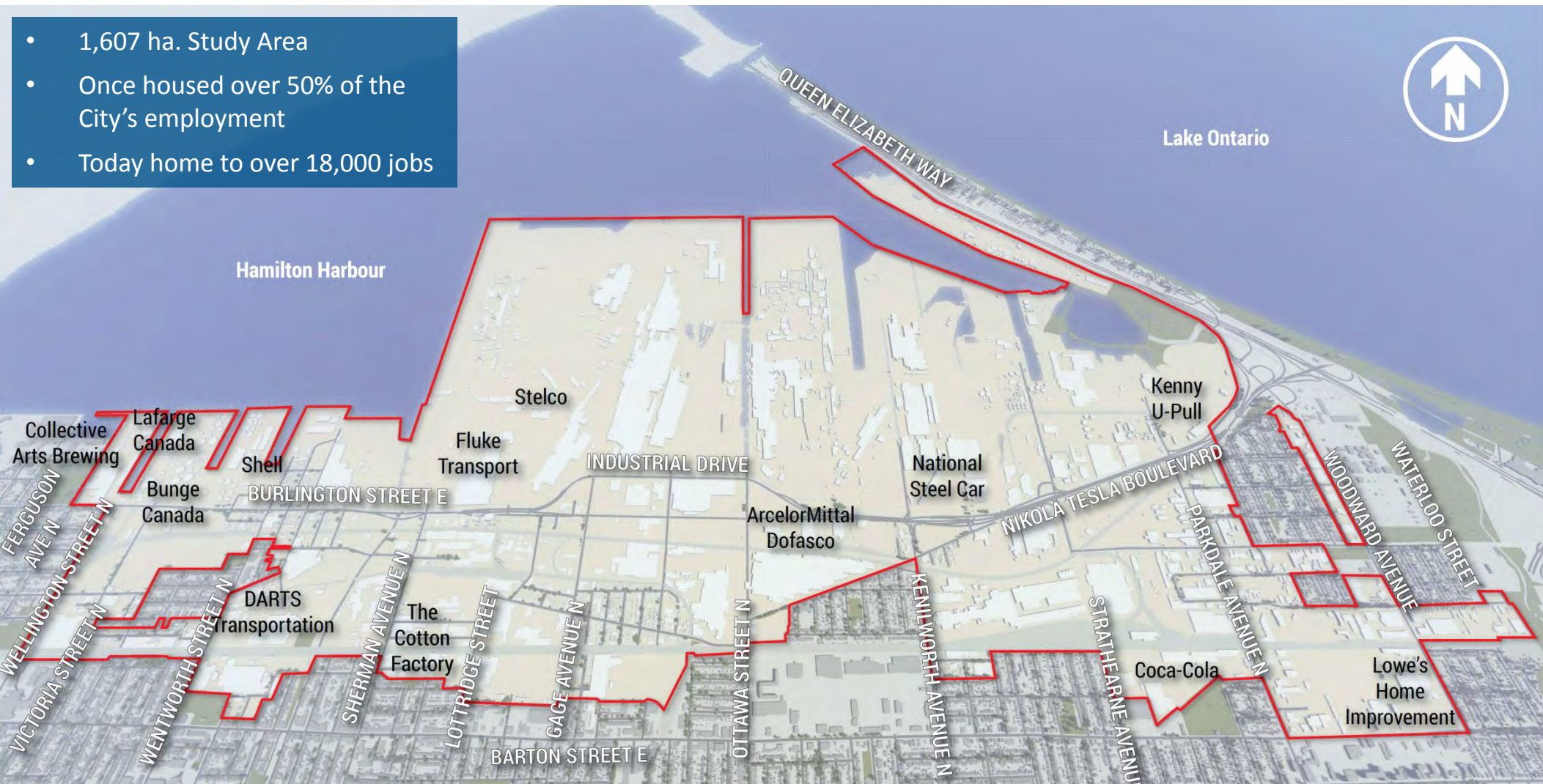
June 14th, 2018



BACKGROUND & CONTEXT

THE BAYFRONT INDUSTRIAL AREA

- 1,607 ha. Study Area
- Once housed over 50% of the City's employment
- Today home to over 18,000 jobs



WHY A STRATEGY FOR THE BAYFRONT INDUSTRIAL AREA?

- The Bayfront is an important asset and unique location
- There is an opportunity to leverage infrastructure investment
- There is an opportunity to improve the competitiveness and attractiveness of one of City's key employment areas



The Bayfront Industrial Area Strategy will deliver the following items:

1. Long term vision for the Bayfront Industrial Area
2. Series of objectives to support the Vision
3. List of actions, including potential improvements and enhancements related to:
 - Urban planning, development and real estate
 - Urban design and cultural heritage
 - Brownfields and incentives
 - Transportation & Infrastructure
4. Urban Design Guidelines

STUDY PROCESS

PHASE 1 Market Opportunities

Completed in 2015 by Deloitte.

Strategic Directions:

- Establish Vision
- Ensure Supply
- Efficient Use of the Space
- Targeted Acquisition
- Bring Sties to Market
- Program Options

PHASE 2 Bayfront Strategy and Action Plan

WE ARE HERE



STAGE 1

STAGE 2

STAGE 3

STAGE 4

PROJECT LAUNCH

BASELINE ASSESSMENT OF EXISTING CONDITIONS

TEST SCENARIOS FOR THE BAYFRONT AND DEVELOP VISION

PREPARE BAYFRONT STRATEGY AND ACTION PLAN

BACKGROUND REVIEW + SITE TOUR

EXISTING CONDITIONS ANALYSIS , BASELINE ASSESSMENT, ISSUES OPPORTUNITIES AND CONSTRAINTS

VISIONING AND EVALUATION OF DEVELOPMENT SCENARIOS

DRAFT AND FINAL STRATEGY AND URBAN DESIGN GUIDELINES

OCT – DEC 2016

DEC 2016 – JULY 2017

JULY 2017 – JUNE 2018

JUNE 2018 – OCT 2018

STUDY OBJECTIVES FOR PHASE 2

1. Investigate a wide range of issues, opportunities and constraints in the Bayfront (land use, urban design, transportation, infrastructure, cultural heritage, economic development, climate change)
2. Recognize the significant short, medium and long term economic development opportunities
3. Create a bold new vision for the Bayfront and multi-disciplinary Action Plan for strengthening the area



WHAT WE'VE DONE SINCE MAY 2017

1. Held PIC #1 in June 2017
2. Used Focus Group #1 and PIC #1 Feedback to inform Visioning process.
3. Development of vision/scenarios in Summer-Fall 2017
4. Met with Steering Committee in March 2018.
5. Met with City's Sub. Technical Advisory Committee in April 2018.
6. Worked with Staff to develop a series of Scenarios for Discussion Purposes.



WHAT WE HEARD



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Protect and maintain the employment function

Promote brownfield redevelopment

Preserve important views and vistas

Improve air and water quality

Improve road safety for all modes

Attract clean, green industry

Address land use compatibility issues and historic contamination

More efficient use of railway

Improve transit access

Improve active transportation networks

Leverage the Port

Tell the story of the Bayfront

Attract complementary businesses to existing steel industry

Create a manufacturing synergy district / campus for local industries

Make Bayfront green progressive, innovative, beautiful and accessible



VISION & OBJECTIVES

"A place for clean industry, innovation, resilience and progress."

FUTURE VISION FOR THE BAYFRONT INDUSTRIAL AREA

- The Bayfront will continue to be one of the City's major employment areas, home to a diverse range of economic activities that enhance the global competitiveness of the City and the Greater Golden Horseshoe.
- The Bayfront will continue to hold a high number of jobs and be planned to attract a wide range of innovative, and synergistic creative industries.
- The Bayfront will feature attractive green streets and a number of green infrastructure elements which support improved air, soil and water quality.



FUTURE VISION FOR THE BAYFRONT INDUSTRIAL AREA

- Redevelopment in the Bayfront will **celebrate** the rich social, cultural and environmental history through a wide variety of **public art, wayfinding, murals, public institutions and public spaces.**
- The area's **well-connected transportation system** will enable industries to efficiently move goods via port, rail and highway networks, offering residents and employees a full range of transportation choices to safely move through the Bayfront making use of its extensive network of **roads, transit, bike lanes, multi-use paths and sidewalks.**
- The Port will continue to be a **vital piece of infrastructure,** helping to support a number of economic activities within the Bayfront (and beyond).



OBJECTIVES

1. Maintain the employment function of the Bayfront.



OBJECTIVES

2. Attract a mix of high quality industrial uses to complement existing industrial strengths.



OBJECTIVES

3. Allow for a greater diversity of employment uses, including cleaner, greener, innovative industries.



OBJECTIVES

4. Promote brownfield redevelopment, adaptive reuse, and employment land intensification.

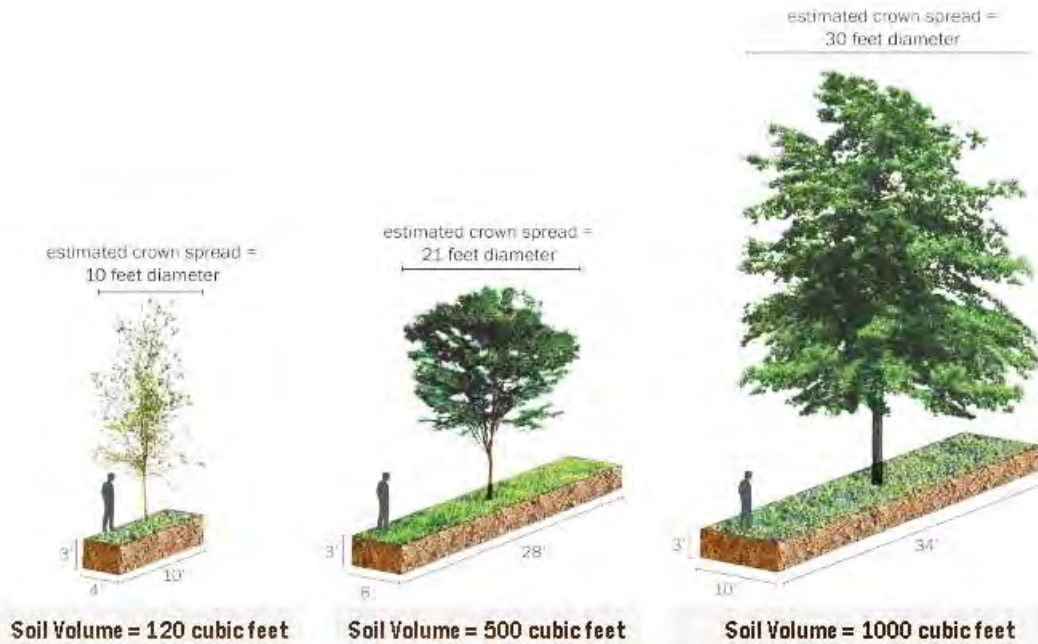


Best Practice: Redevelopment of the Navy Yards in Philadelphia, USA



OBJECTIVES

5. Improve air, soil and water quality within the Bayfront through a variety of sustainable measures.



Best Practice: Stormwater management, public realm and environmental improvements in the Menomonee Valley, Wisconsin USA





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OBJECTIVES

6. Improve the attractiveness of the both the public and private realm through urban design excellence



Best Practice: Bethlehem Works, new public space/adaptive re-uses of old steel facility surrounded by a mix of new employment uses



OBJECTIVES

7. Provide opportunities to resolve existing land use compatibility issues.



Best Practice: Living wall for industrial building refurbishment, Tarragona Spain



OBJECTIVES

8. Celebrate and strengthen cultural heritage resources of the area, through public art, wayfinding, murals, public institutions and public spaces.



Best Practice: Theming of new infrastructure to reflect historic function of the area, City of Kitchener/Region of Waterloo



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OBJECTIVES

9. Improve the transportation network, and goods movement, including road safety, function and connectivity to transit, pedestrian and cycling infrastructure.



Best Practice: The Port Lands Master Plan includes employment areas tied together with a complete streets network, Toronto



Caroline Extension



Leslie Street



Unwin Avenue



OBJECTIVES

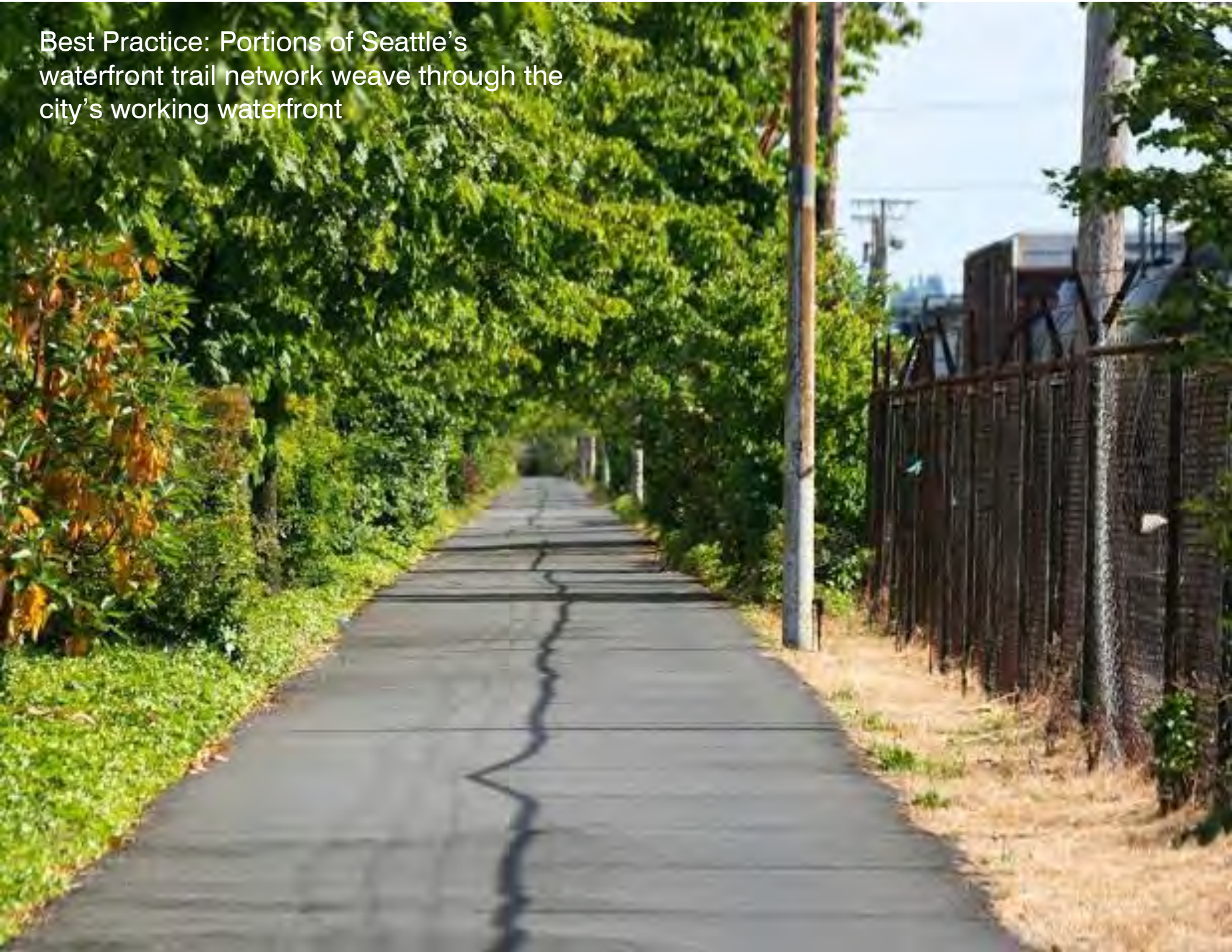
10. Provide opportunities for public access to the waterfront and create, protect and enhance important views and vistas



Best Practice: Portions of Seattle's waterfront trail network weave through the city's working waterfront



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POTENTIAL OPPORTUNITIES FOR CHANGE

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- A large portion of the lands in the Bayfront Industrial Area is occupied with active uses
- Future change within the Bayfront is likely to occur through a combination of private sector redevelopment and intensification and public sector public realm improvements
- The purpose of our exercise was to try to imagine what areas might see potential change in the future

POTENTIAL OPPORTUNITIES FOR CHANGE

- The imagery is intended to be a starting point in the conversation around where change could occur, providing context for future infrastructure and public realm improvement.
- Our analysis considers:
 - Vacant lands
 - High profile lands (areas with frontage / visibility along major transportation corridors)
 - Lands where there is physical potential for intensification (e.g. lower building coverages)
 - Lands which interface with residential neighbourhoods









Figure 1: Potential Opportunities for Change

- Potential Opportunity to consolidate current uses elsewhere on site and redevelop western half for prestige waterfront employment uses
- Potential Opportunity for higher-profile gateway redevelopment, leveraging access and visibility to QEW
- Potential Multiple opportunities to transition edge conditions from vacant/under-utilized uses to a range of more compatible employment-based uses
- Potential Opportunity to intensify port-related uses
- Potential Multiple opportunities for mixed industrial infilling along Burlington Avenue



Figure 2: Potential Opportunities for Public Realm and Urban Design Improvements

-  Potential opportunities to improve existing public spaces.
-  Potential locations for public spaces following redevelopment in intensification areas.
-  Potential Special Treatment of 'Edge' Zones between Residential and Industrial Uses. Landscaping, Murals, Screening Trees.
-  Potential Major Streetscaping Improvements (Greening, Street Trees, Active Transportation, Pedestrian Amenities, Wayfinding / Cultural Interpretation Signage.)
-  Potential Minor Streetscaping Improvements (Greening, Active Transportation, Pedestrian Amenities)
-  Potential Major Gateway Feature (Signage, Lighting, Architectural Feature, Landscaping)
-  Potential Minor Gateway Feature (Signage, Landscaping)
-  Potential Opportunity for Public Art (Contextually Themed)
-  Protection and Enhancement of Views (To Harbour, To Escarpment), keeping clear, marking with signage.
-  Potentially connecting upgraded Bayfront active transportation with external trail networks such as the Waterfront Trail and Pipeline Trail.
-  Potential Public Access to Waterfront through "Window to the Lake", Boardwalk or lookout.
-  1 Potential Greening Throughout the Bayfront to Existing and Future Developments. Street and Landscape Trees, Low Impact Development Techniques.
-  2 Potential Underpass Aesthetic Treatments, Murals, Lighting, Furnishings etc.

WHAT COULD CHANGE LOOK LIKE?



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NEXT STEPS

- Receive feedback on the vision, objectives and potential opportunities for change
- Begin work on strategy and action plan
- Photo contest



ACTIVITIES

- Activity 1: Affirming the Vision and Objectives
- Activity 2: Reviewing the Opportunities for Potential Change
- Activity 3: What Change Could Look Like?

