



# PIC Core Urban Design Guidelines Community Consultation Questionnaire

The City of Toronto, in partnership with Waterfront Toronto, is undertaking an urban design guidelines study for Production, Interactive and Creative (PIC) districts to further expand on the Council-adopted vision for the Port Lands for approximately 33 hectares of industrial land. This area will transform into two vibrant modern, urban districts that will become a creative industry hub, anchored by film and media campuses.

The purpose of the Community Consultation Questionnaire is an opportunity for the community to provide comment and suggestions as we refine the PIC Core Urban Design Guidelines (UDG) approach.

The Urban Design Guidelines process is an iterative process with many public and stakeholder input opportunities. Past input has been very helpful in refining the study's early direction and drafting the preliminary guidelines. Your continued input will help us develop guidelines and PIC Core zoning by-law amendments.

We appreciate your participation and comments.

## Opportunities for Public and Stakeholder Consultation







# Tell Us About Yourself

Please take the time to tell us about yourself. This information will provide the project team with statistical information to help us understand who our engagement efforts have reached and if any gaps exist. These questions are all optional.

1. What is your relationship to the PIC Core Study Area? Check all that apply.

☐ I live close to the study area

☐ I work in, or close to, the study area

☐ I am a landowner, user or tenant

☐ Other \_\_\_\_\_

2. What are the first three digits of your postal code? \_\_\_\_\_

3. What is your gender identity?

☐ Male

☐ Female

☐ Trans Male

☐ Trans Female

☐ Non-Binary

☐ Two Spirit

☐ Other

☐ Prefer Not To Say

4. What is your age?

☐ Less than 16 years old

☐ 16 – 25 years old

☐ 26 – 35 years old

☐ 36 – 45 years old

☐ 46 – 55 years old

☐ 56 – 65 years old

☐ 66 – 75 years old

☐ Over 75 years old

5. Do you identify as a visible minority?

☐ Yes

☐ No

☐ Unsure

☐ Prefer Not to Say

6. Do you identify as a Indigenous or Métis?

☐ Yes

☐ No

☐ Unsure

☐ Prefer Not to Say





# Principles for the Guidelines

The Urban Design Guidelines will contribute to the development of modern creative employment districts with an urban character and a unique sense of place while taking the following principles into account.



## Good Neighbour

development must carefully consider both existing and future relationships with surrounding properties and the public realm



## Innovative Employment Opportunities

a diversity of innovative and creative industries should be able to find a home in PIC Core districts



## Corridors to the Water

public connections to the waterfront should be provided where opportunities exist



## Film-Friendly Districts

incorporate design elements that support and encourage film, media and creative uses



## Robust Urban Fabric

protecting for a fine-grain street and block pattern as the Port Lands evolve over time



## Placemaking

create a unique sense of place and identity based on industrial landmarks, film and media industries, and the emerging green space network



## Connectivity

create an integrated and interconnected Port Lands and PIC Core public realm system



## Future Forward

create resilient, sustainable and climate positive modern creative employment districts

## Questions:

1. Based upon the PIC Core Urban Design Guidelines approach, do you agree with the guiding principles?

☐ Yes

☐ No

☐ Unsure

2. If you do not agree with the principles, what suggestions would you recommend to improve the principles?

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# Green Space Approach

## Don Roadway Linear Park

fronts on to a major new public space, with expansive views, cycle track and wide sidewalks.

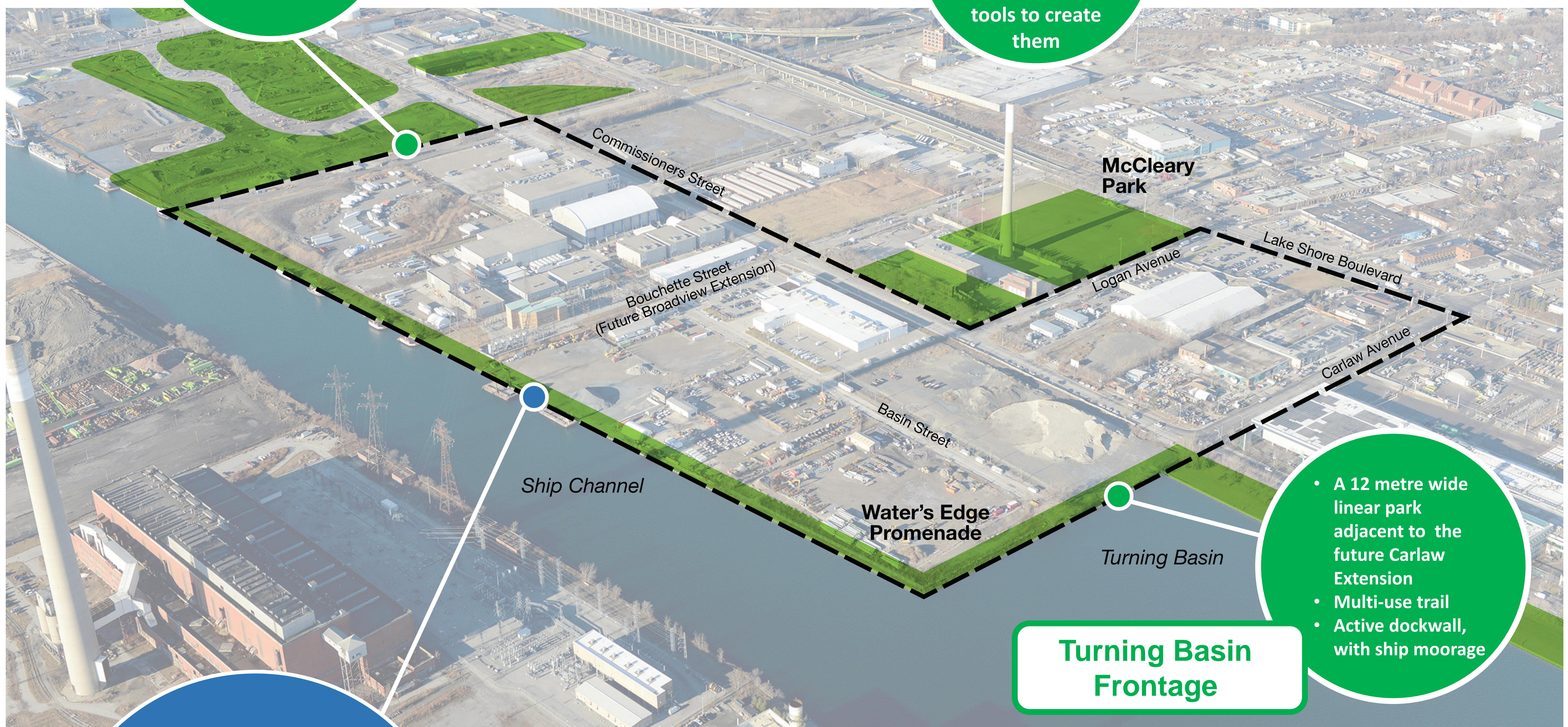
- Opportunity to extend the naturalization of the river valley into the Don Roadway linear park
- Multi-use trail linkage opportunities with the river valley



## Streetscapes, Publically Accessible Spaces and Secured Green Spaces

Employment districts historically have had few green spaces, with limited planning tools to create them

- Complete Streets, with an generous urban canopy where possible and green infrastructure
- Green spaces that assist with a development's stormwater management
- Explore opportunities to secure local parks and publically accessible public spaces



- A 12 metre wide linear park adjacent to the future Carlaw Extension
- Multi-use trail
- Active dockwall, with ship moorage

## Turning Basin Frontage

- 18 metre wide, 900 metre long linear park, linking the new river valley with the Turning Basin promenade
- Multi-use trail in an industrial district, fronting on an active port
- Active dockwall, with ship moorage

## Ship Channel Promenade

## Vision and Character

- **Long-term vision** is an urban promenade framed buildings with active uses, such as cafes and shops, fronting the water, similar to East Bayfront



- **Shorter-term**, it may operate like a recreational trail with special moments, like the Hearn and places to view ships entering the Ship Channel, and a more naturalized character







Questions:

3. Based on your experiences on other waterfront promenades, what aspects would you like to see in the Water’s Edge Promenade?

- ☐ Lots of trees and bird habitat
- ☐ Celebration of water (such as stormwater features)
- ☐ Places to sit, relax and gather with friends and family
- ☐ A wide multi-use trail that connects to other green spaces
- ☐ Well lit at night
- ☐ Places to view the water and major landmarks, such as the Hearn
- ☐ Activities, events and destinations
- ☐ Coffee shops and restaurants fronting onto the Water’s Edge Promenade
- ☐ Public art
- ☐ Celebrating Indigenous history and culture
- ☐ Access to boats and floating event spaces
- ☐ Designated spaces for food trucks, pop-up restaurants, and performers
- ☐ Other \_\_\_\_\_

4. Based on your experiences on other waterfront promenades, what aspects can be improved upon to create a better experience?

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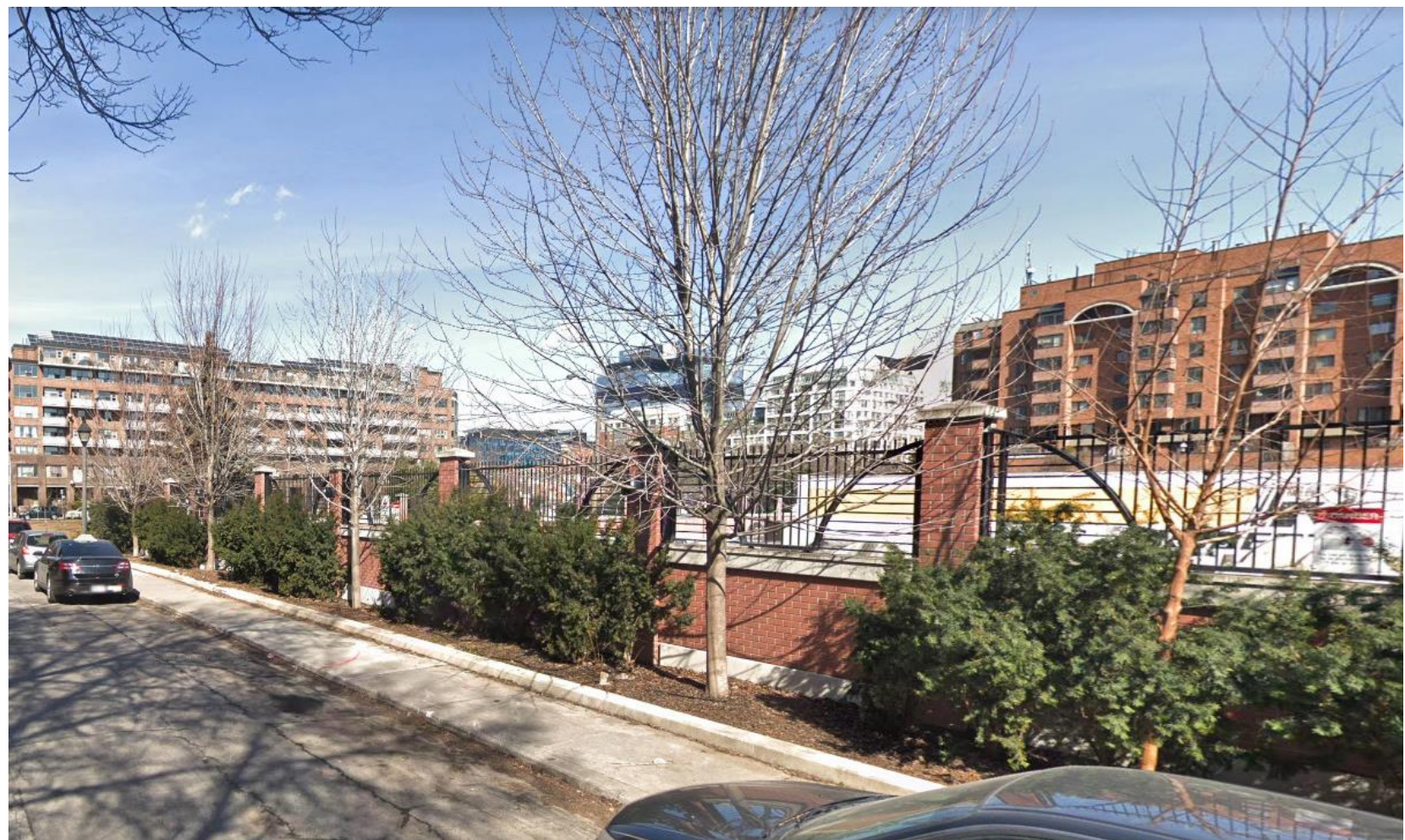
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# Secure Perimeters

PIC Core will be home to several businesses, including film studios, that require their operations to be protected behind a secure perimeter. Screening and separation approaches will minimize the visual impact of these secure perimeters, using architectural details and vegetation to enhance the adjacent public realm.



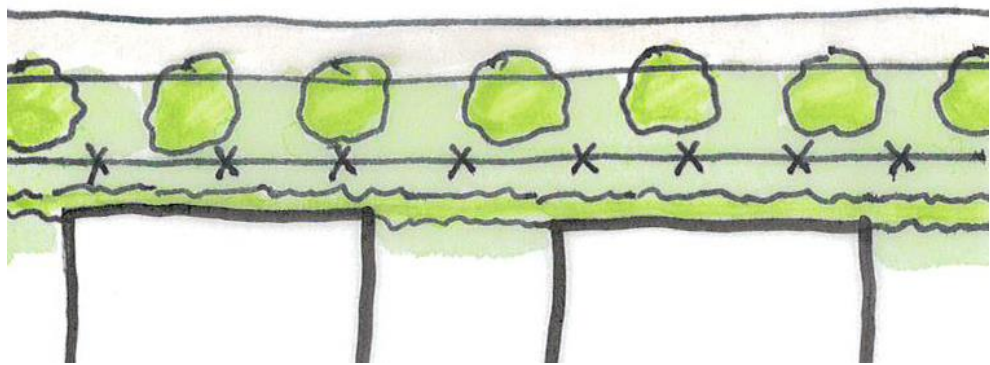
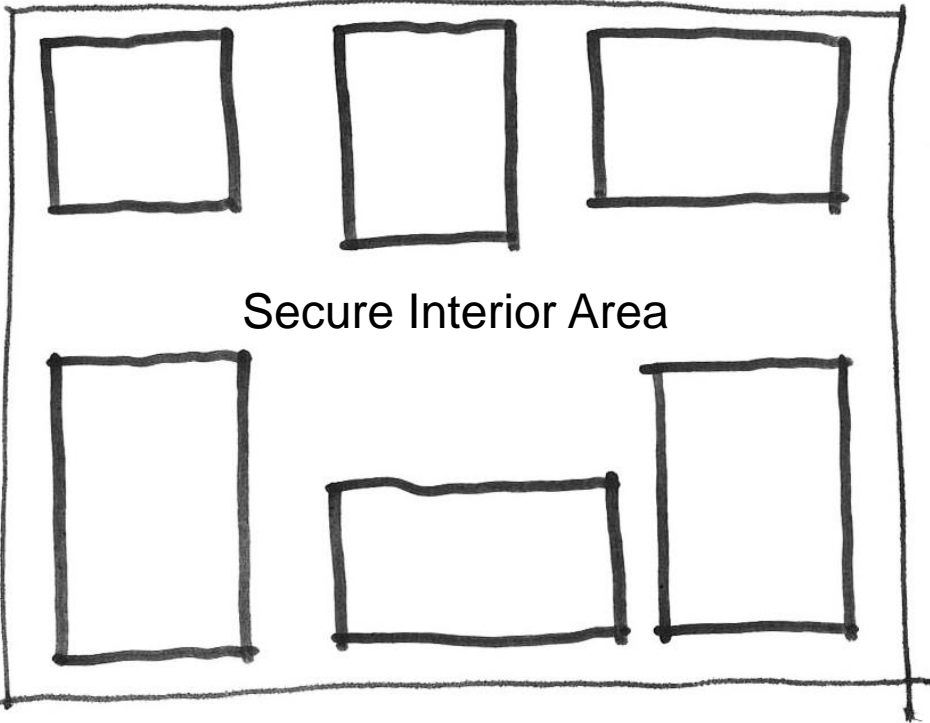
St. Mary's CBM (concrete industry) on Commissioner's St. above and condos on Shaw St. below, show comfortable pedestrian conditions including a wide sidewalk with high quality material adjacency such as brick and stone

The Carpet Factory above (Fraser Avenue, Liberty Village) and the Crescent School below (Bayview Avenue) provide examples of greening and landscaping for perimeter treatment.

Hydro facility, Sherbourne Street / Frederick Street (above)  
Hydro facility, Bremner Boulevard (below)

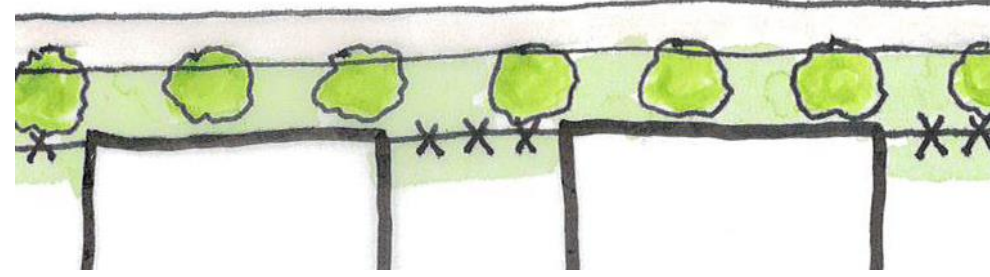
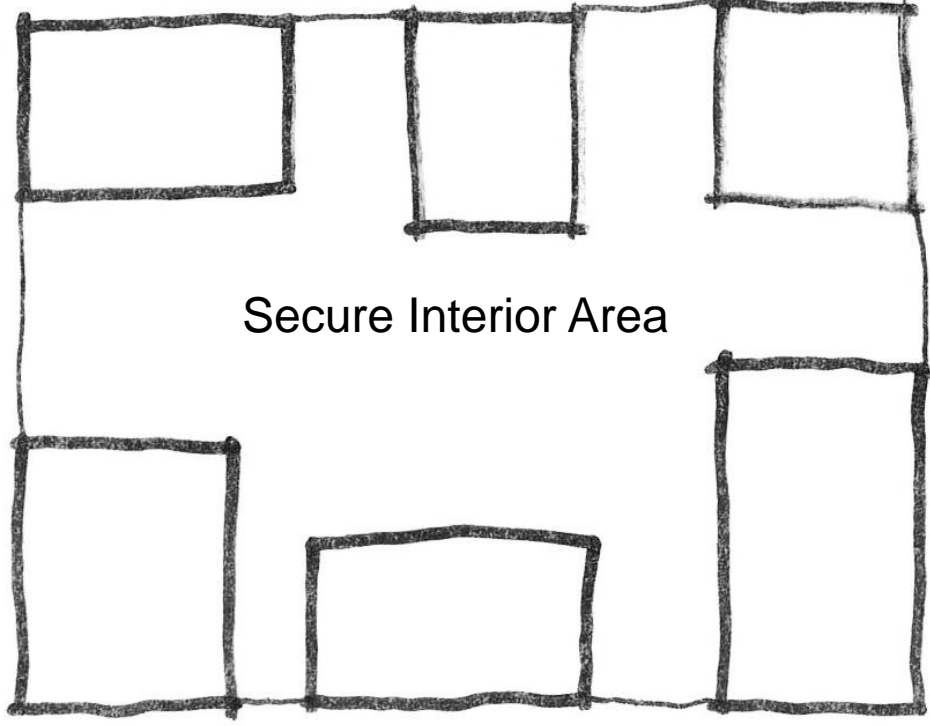
## Options for Secure Perimeter Sites

### 1. Perimeter Forward (only where not fronting on a public street or promenade)



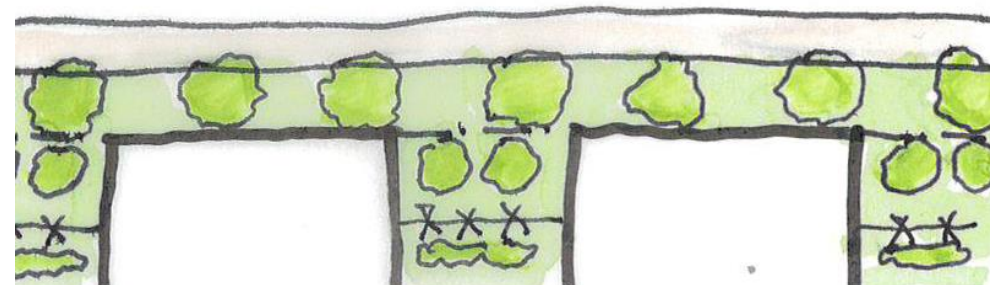
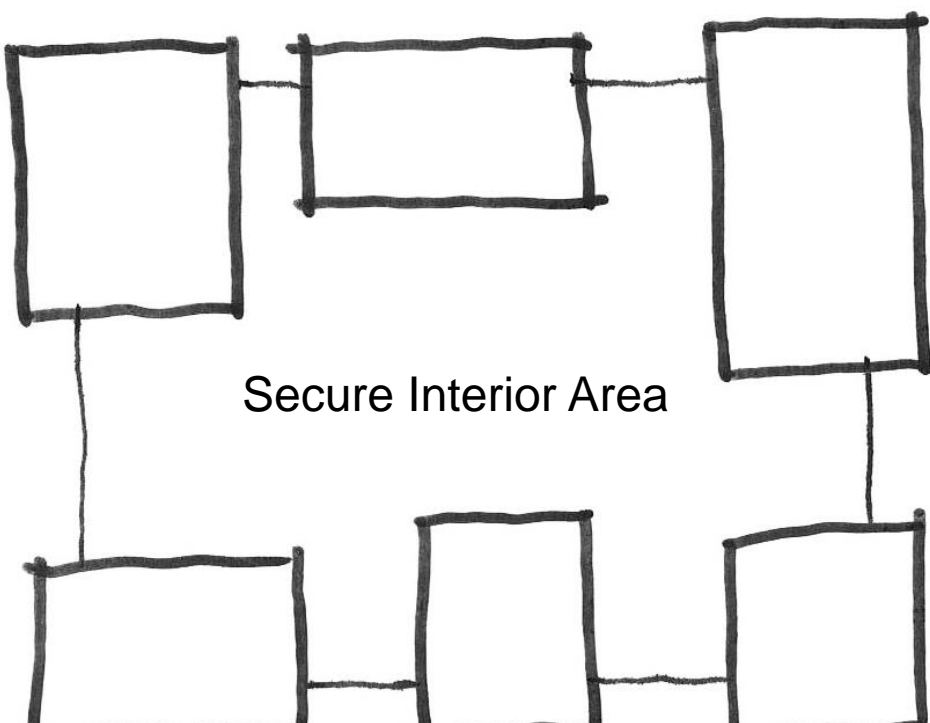
- ← Sidewalk
- ← Landscaped Area
- ← Fence/Wall
- ← Buildings

### 2. Perimeter Flush with Buildings



- ← Sidewalk
- ← Landscaped Area
- ← Fence/Wall
- ← Buildings

### 3. Buildings Forward



- ← Sidewalk
- ← Landscaped Area
- ← Buildings
- ← Fence/Wall

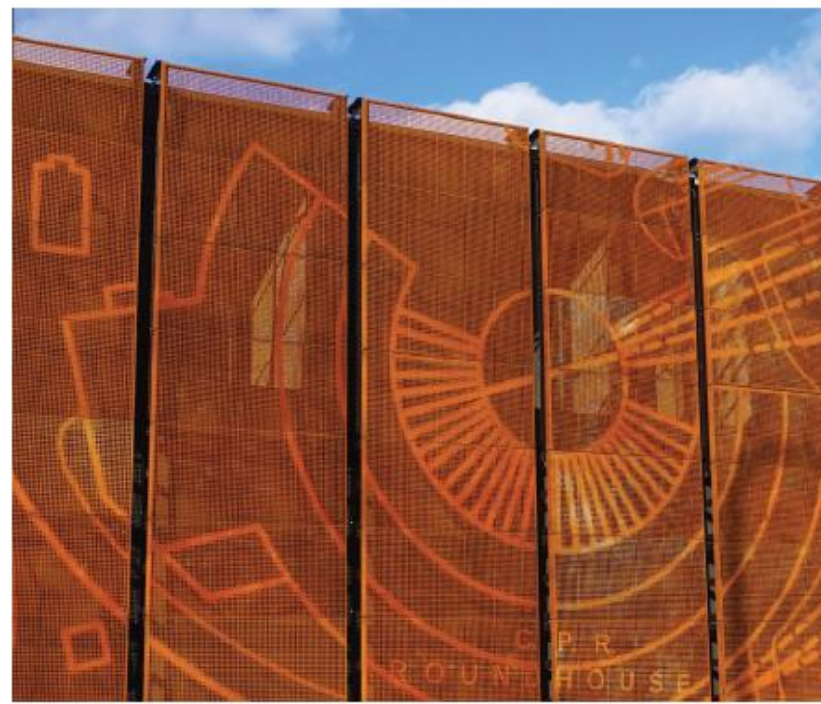
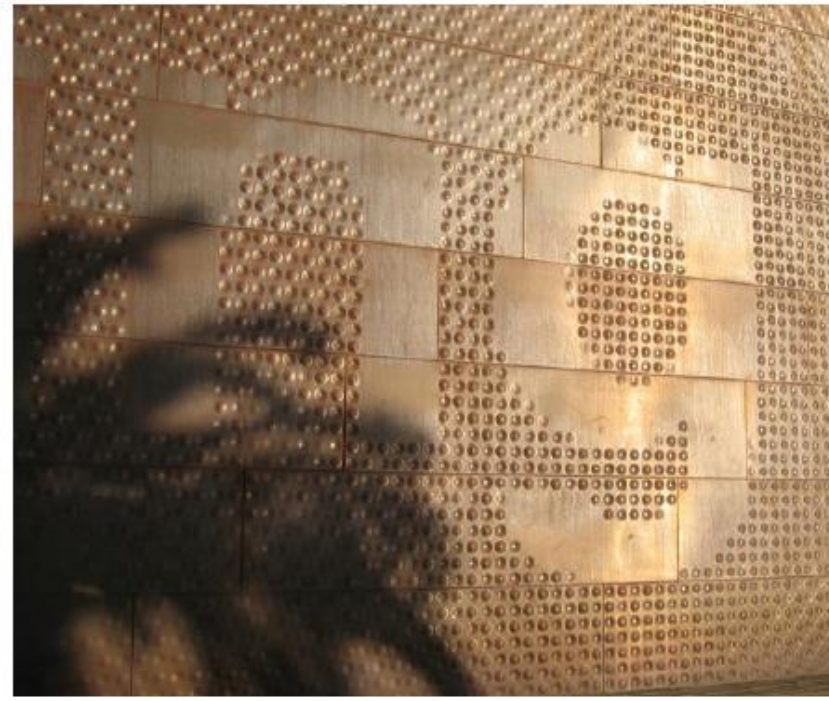
## Examples of Perimeter Treatments



Culver Studios , Los Angeles, USA



Jim Henson Studios, Los Angeles, USA







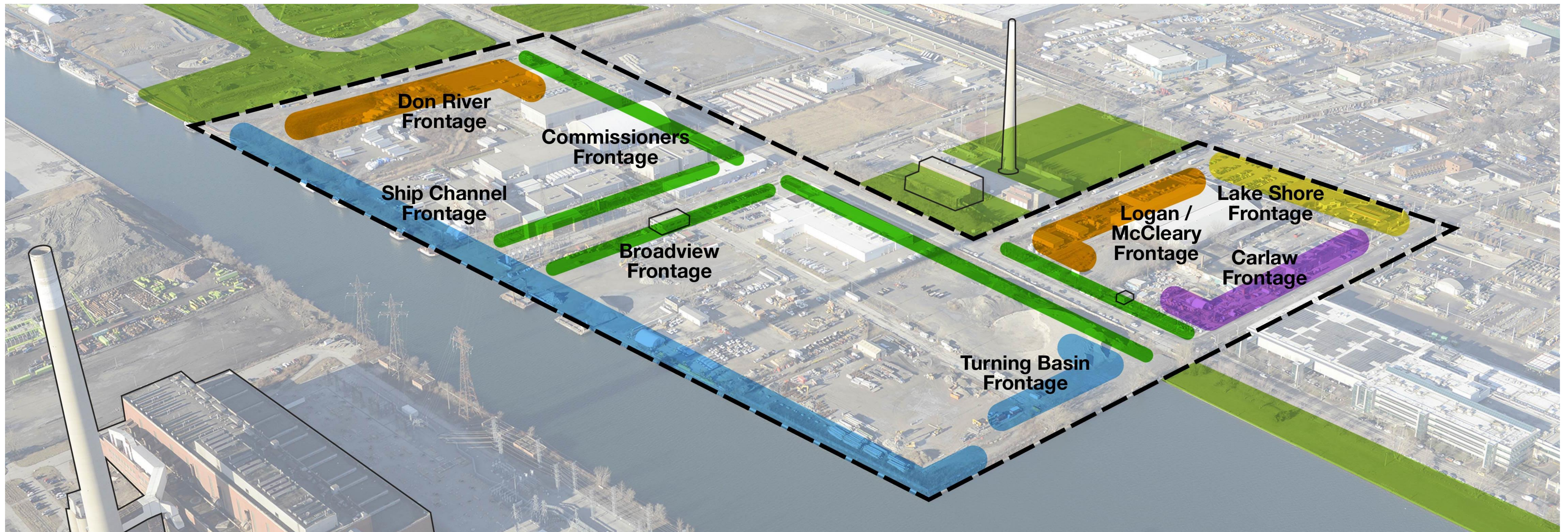
Questions:

5. The PIC Core Area will be home to film studios and other businesses that will require secure perimeters for public safety and site security. As a pedestrian or cyclist, what elements would make an attractive secure perimeter? (select all that apply)
- ☐ Trees and vegetation in front of the secure perimeter
  - ☐ Public art on the secure perimeter
  - ☐ Interesting perimeter materials and treatments
  - ☐ Perimeter setbacks that create small publically accessible green spaces
  - ☐ Facades that create the illusion of buildings
  - ☐ Movie studio sets, which are temporary and can be replaced as needed for filming
  - ☐ Branding, such as business or film studio names, movie posters, etc.
  - ☐ Have opportunities to see what is happening on the inside
  - ☐ Other \_\_\_\_\_

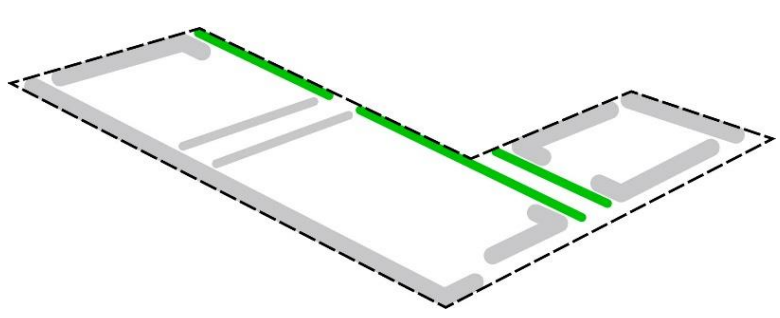


# PIC Core Character Areas

PIC Core Character Area is defined by a diversity of frontages which differ widely in character. The Port Lands Planning Framework include visions for most of these frontages, which the PIC Core Urban Design Guidelines expand upon. More robust guidance for the character and identity for each frontages is under development, with consideration of comments by landowners, users, stakeholders and the community.



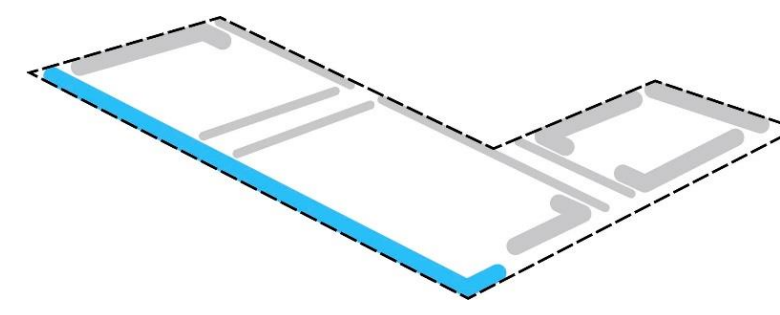
## Commissioners Frontage



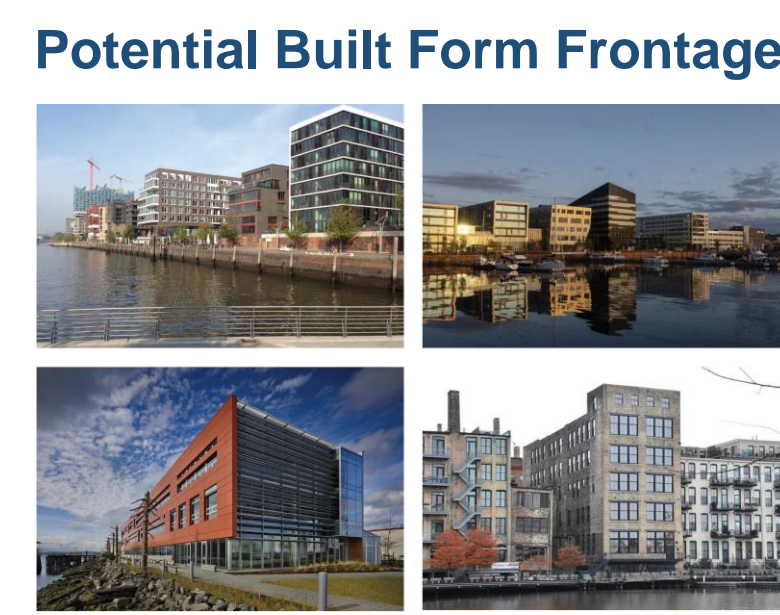
- PIC Core green spine, with future LRT and a vibrant and active pedestrian experience
- Pinewood Studios major frontage



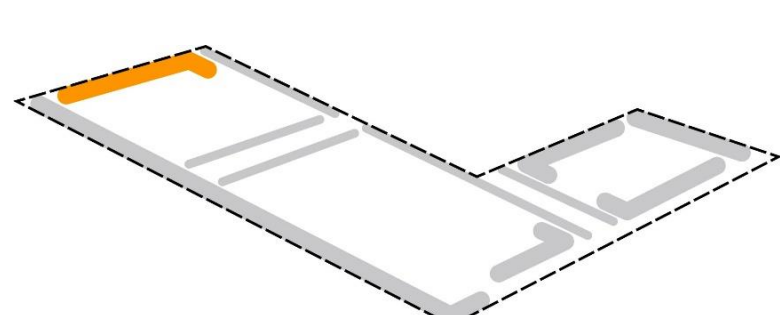
## Ship Channel Frontage



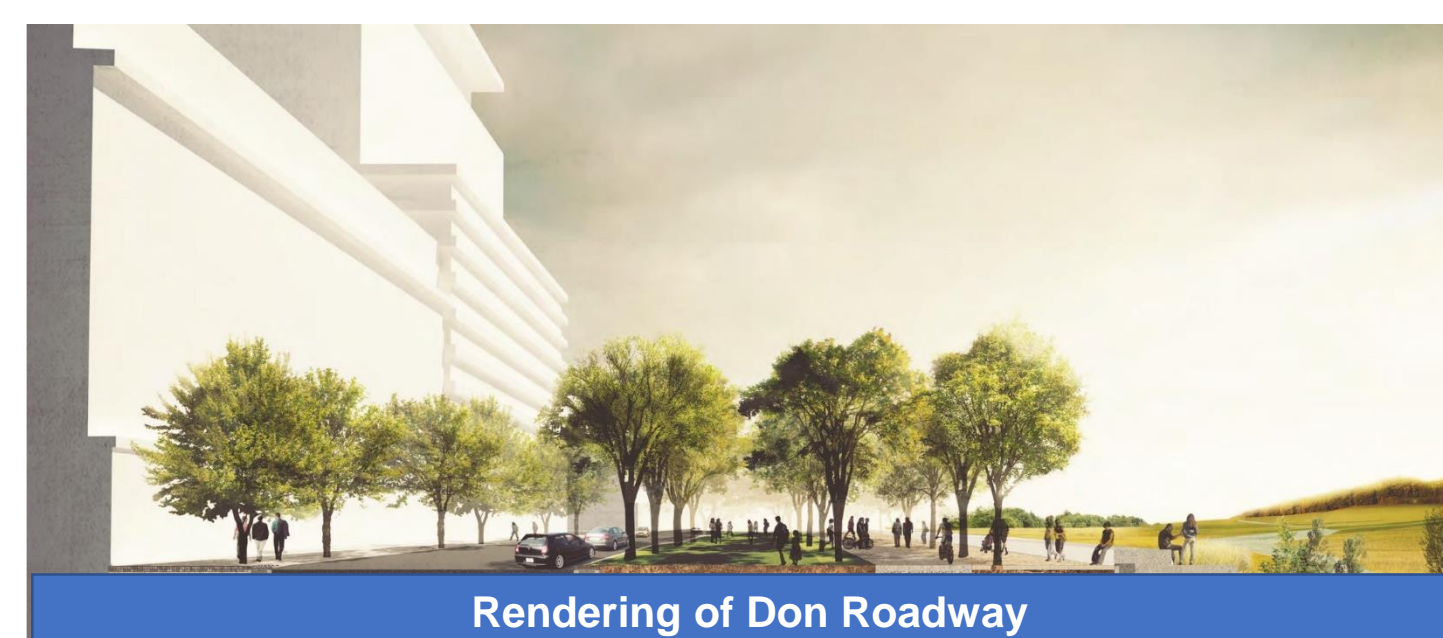
- Major waterfront edge with an opportunity for new public space
- Mid-scale buildings that frame the Ship Channel with active uses
- Interface between PIC Core uses, such as film studios, and the public realm
- May have a local road between buildings and the promenade



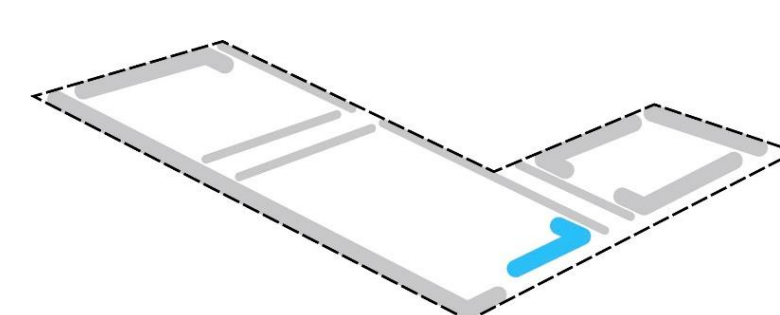
## Don Roadway Frontage



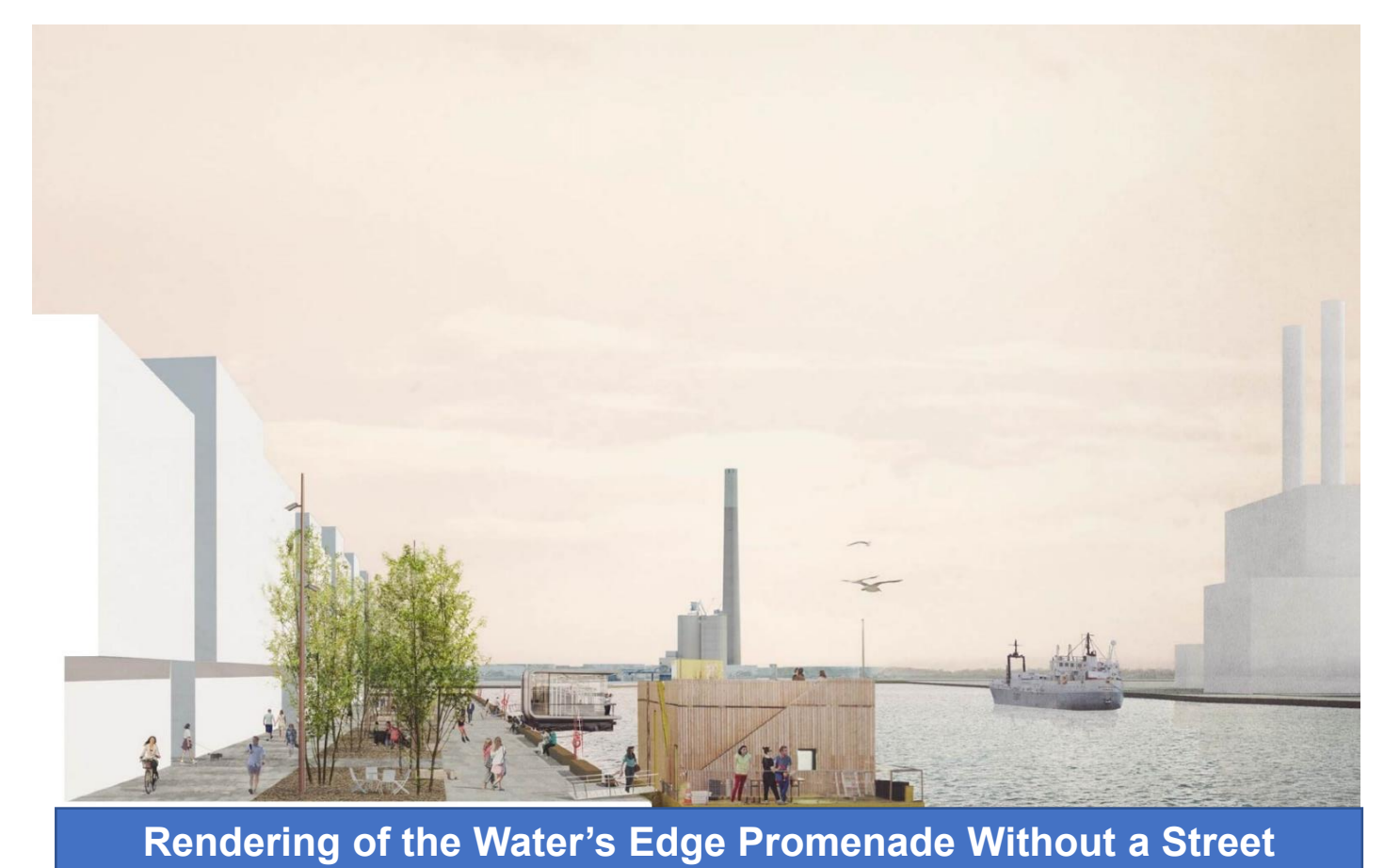
- Frontage on new river valley with a green edge and expansive views
- Buildings visible from great distances, forming a clear skyline



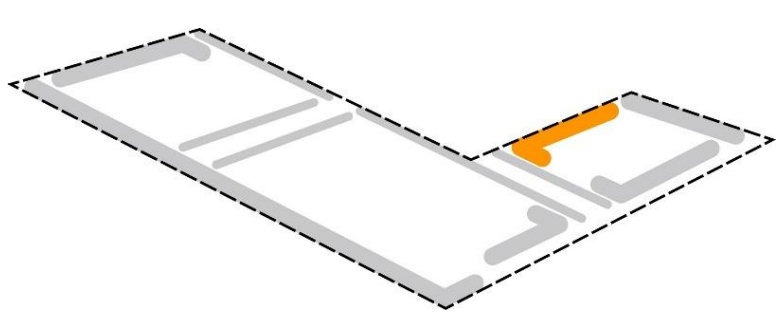
## Turning Basin Frontage



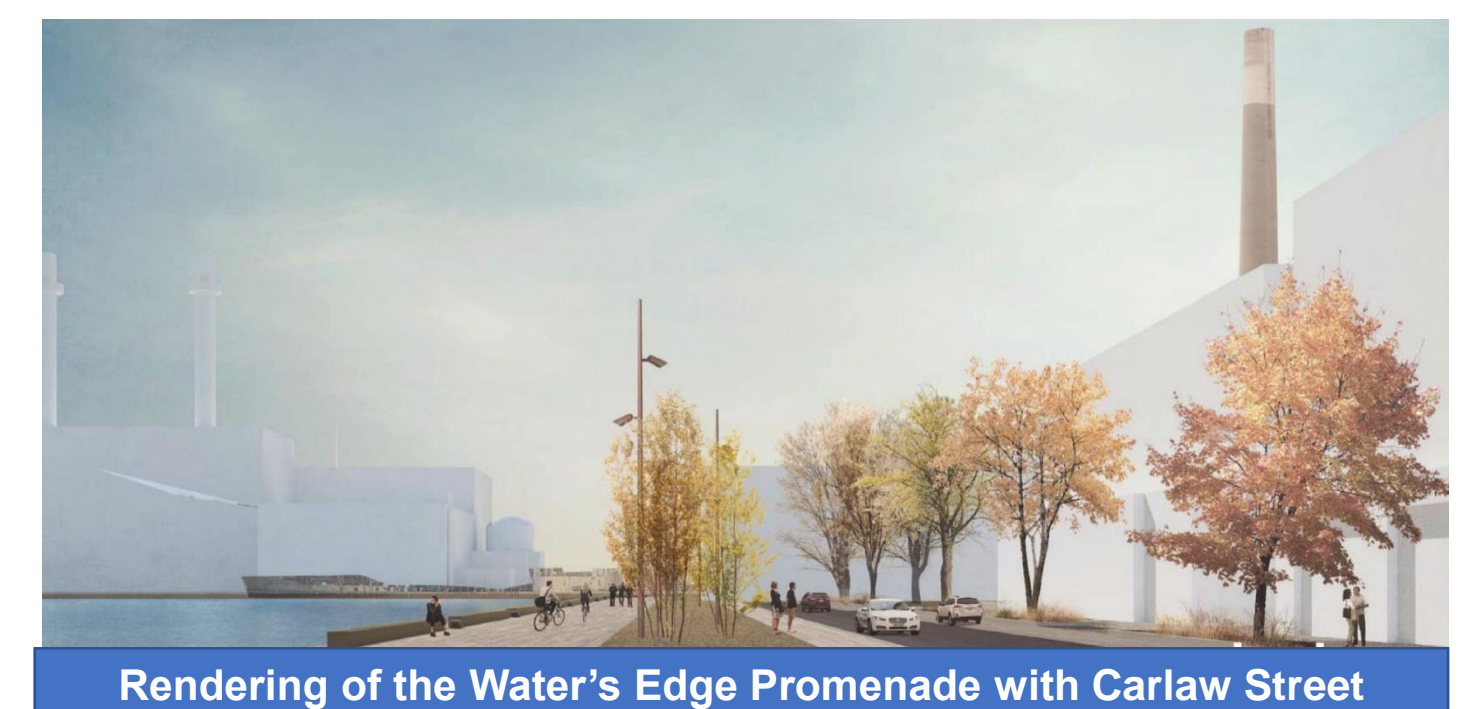
- Similar to Shipping Channel frontage, incorporating Carlaw Street
- Unique views of Turning Basin



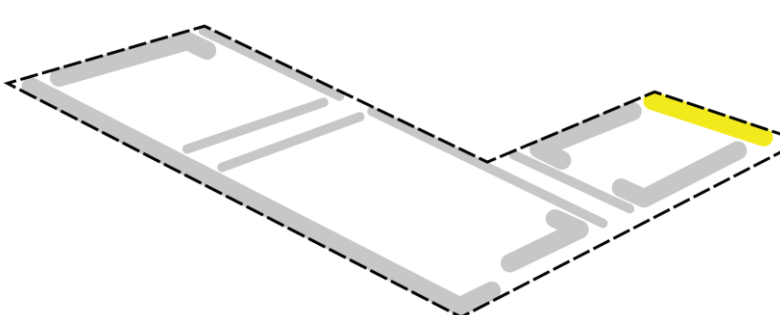
## McCleary Frontage



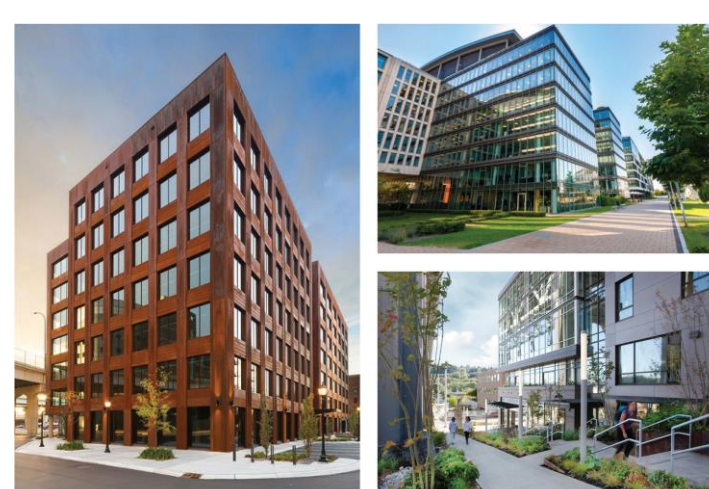
- An expanded McCleary Park with a future community hub
- Opportunity for larger buildings + active uses that frame the park



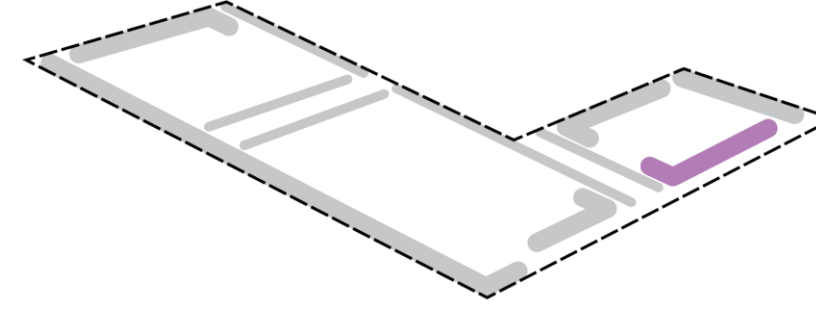
## Lake Shore Frontage



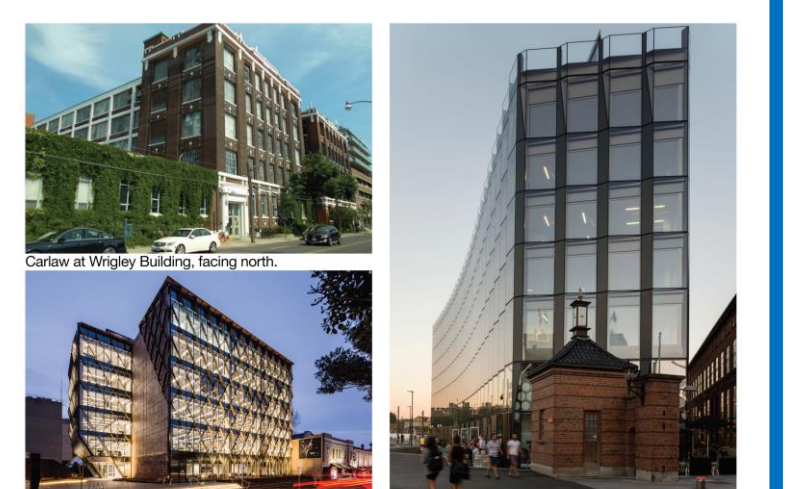
- Broad width of Lake Shore provides opportunity for large buildings and green frontages
- Corner of Lake Shore and Carlaw may become a major gateway
- Emerging character with major redevelopments on the north side



## Carlaw Frontage



- Opportunity to urbanize Carlaw with active uses, continuing the character from the north
- Pedestrian connections between Carlaw and McCleary Park, using local streets and mid-block connections







# Character Areas: Streetwall

PIC Core edges will be defined by their streetwall frontages, which are envisioned to be low-scale to mid-scale employment buildings, accommodating a diversity of employment uses, including film production, workshops, offices and light manufacturing. The following broad typologies of Character Area streetwalls have informed the guidelines approach:

## Fronting Local Roads and the Water’s Edge Promenade

### Low-Scale Employment Buildings

- Uses that may not have a great public face, such as production studio buildings and warehouses, located internal to blocks
- Can be large, expansive buildings with blank walls
- Allows for employment activities, such as studios, workshops and warehouses



1 Lonsdale, North Vancouver



Levering Trade, Zapopan, Mexico



Wildflower Studios, New York



Equinix Data Centre, Toronto



Zamet Centre, Rijeka, Croatia

## Fronting Major Roads (Logan, Commissioners, Don Roadway, Carlaw, Lake Shore, Broadview)

### Mid-Scale Employment Buildings

- Acts as a wrapper for low-scale building elements that may not have a great public face
- Provides office and commercial/retail at grade
- Balances scale of the street, framing the street and public realm for pedestrian comfort



Barwon Water Building, Geelong, Australia



Stranden1 Oslo, Norway



The Reflector, Dublin, Ireland



80 Atlantic, Toronto



CHUM City Building, Toronto



George Brown College, Toronto

## At Major Intersections, Transit Hubs

### Taller Mid-Scale Employment Buildings

- Acts as a wrapper for low-scale building elements that are not good neighbours
- Located at gateways, such as major intersections, and at transit hubs
- Provides office and commercial/retail at grade
- Visually prominent buildings at nodes and gateways that act as landmarks



2102 Keith Drive, Vancouver



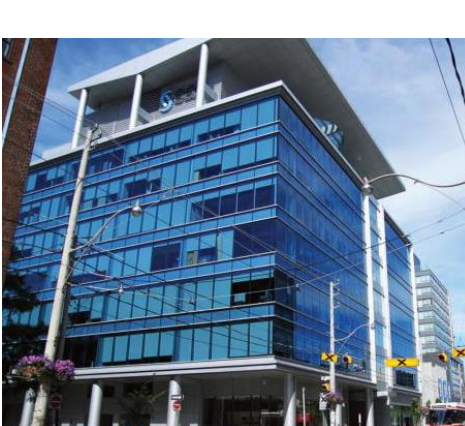
Commodore, Toronto



T3, Minneapolis, USA



CBC Broadcast Centre, Toronto



SAS Building, Toronto



Ryerson SLC, Toronto





Questions:

6. The PIC Core Area is envisioned to create an urban pedestrian experience. Which Character Areas are most appealing to you as a pedestrian or cyclist? Please select all that you find appealing.
- ☐

 Commissioners Street Frontage
- ☐

 Don River Frontage
- ☐

 Ship Channel Frontage
- ☐

 Turning Basin Frontage
- ☐

 Logan/McCleary Frontage
- ☐

 Carlaw Frontage
- ☐

 Lake Shore Frontage

7. If you found a Character Area to be less appealing, please tell us why in 10 words or less:

☐

 Commissioners Street Frontage

☐

 Don River Frontage

☐

 Ship Channel Frontage

☐

 Turning Basin Frontage

☐

 Logan/McCleary Frontage

☐

 Carlaw Frontage

☐

 Lake Shore Frontage

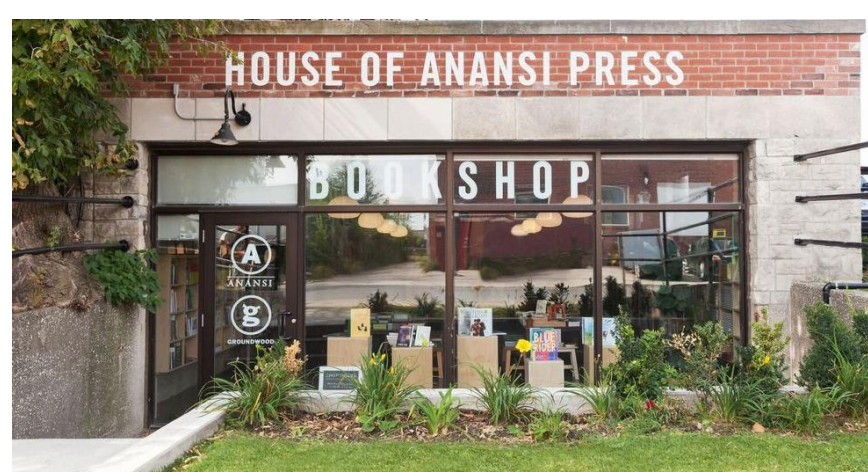


# Activating the Street

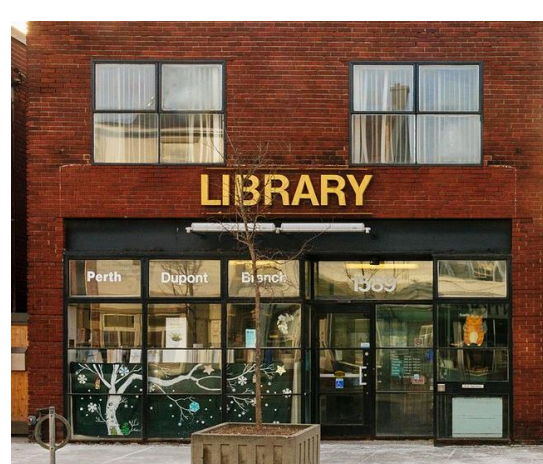
Desirable employment-focussed areas are more than job locations. They are vibrant and active places. Urban employment districts prioritize the pedestrian experience by providing convenient access to a range of retail and services. They can be thought of as ‘work neighbourhoods’ that provide day-to-day services, lunch and coffee options, and social places to gather after the workday is done. Creating vibrancy and activity on streets will require flexible and adaptable approaches that build on the diversity already found in the Port Lands, such as the retail and services found along Carlaw Avenue.

Buildings within Media City and Turning Basin Districts must be able to accommodate a diversity of ‘activation uses’ on the ground floor along major streets to enliven the street while creating interesting and diverse places to work, visit and play.

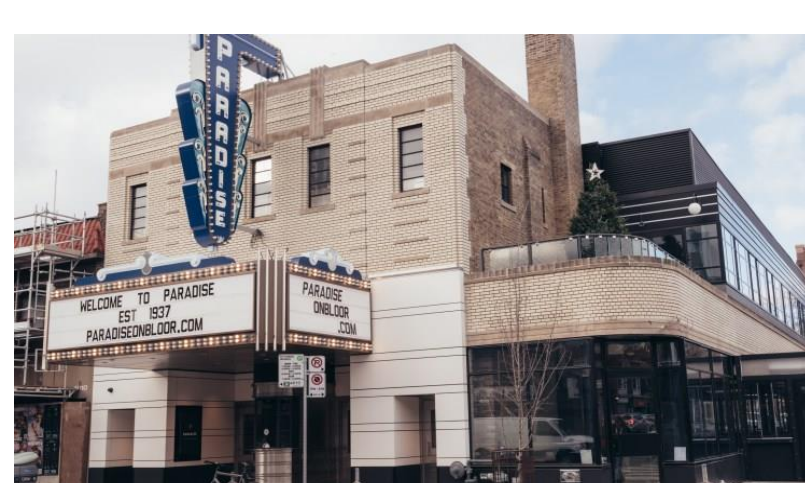
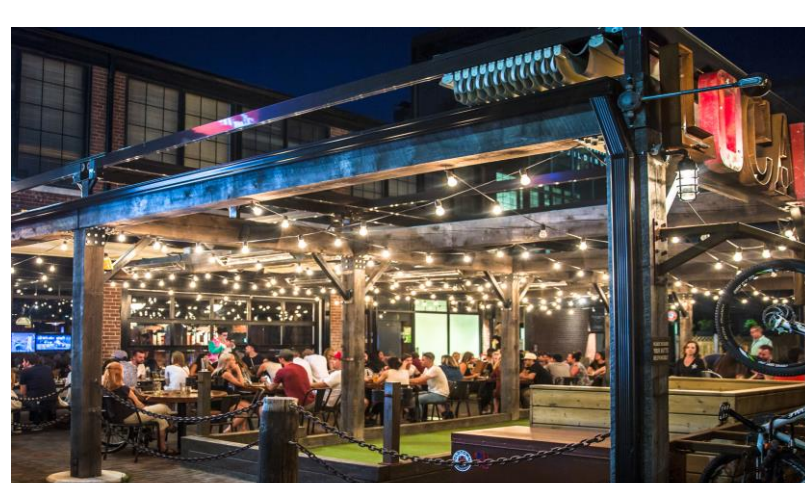
## Proposed Activation Uses



retail and service



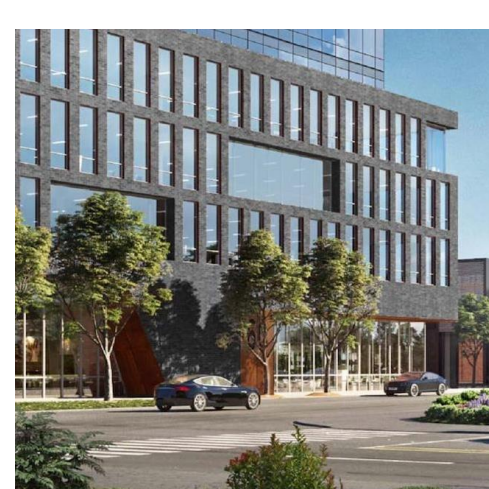
institutions and workshops



entertainment & cultural uses



production studio



Office & flexible space



Ground floor activation area

Image: torontocarpfactory.ca

## PROPOSED DIRECTIONS

- **7 to 9 metre unit frontages** to create engaging places scaled to pedestrians
- Some larger frontages will be allowed to enable community and institutional uses
- Identify **nodes** where clusters of activity will be achieved in the near term





# Ground Floor Activation Strategy - Comments

Questions:

8. What amenities would draw you to the Port Lands as a visitor? As an employee? (Pick all that apply):

- ☐ A unique place to shop
- ☐ Coffee shops and restaurants
- ☐ Nighttime entertainment, such as music venues and bars
- ☐ Arts and culture
- ☐ Locations to relax with views of the water, such patios facing the Ship Channel
- ☐ Windows to industry, such as views inside workshops or broadcasting facilities
- ☐ Public art
- ☐ Multi-purpose spaces that accommodate events
- ☐ Movie theatres
- ☐ Other \_\_\_\_\_

9. The PIC Core Area will evolve over the next 50 years, where the more industrial landscape will transform and intensification employment uses over time. Activation uses, such as cafes and shops, may be concentrated at strategic locations early in this transformation, expanding out over time. When experiencing the Port Lands over the next 5 years, where would you be most likely to stop for a coffee, meet a friend or family member for dinner, or listen to some live music?

- ☐ Next to the new Lower Don River Valley
- ☐ Next to the Ship Channel/Turning Basin, with view of ships and industry
- ☐ At a major gateway (Commissioners and Don Roadway, Commissioners and Bouchette, Commissioners and Carlaw)
- ☐ Other \_\_\_\_\_

10. The PIC Core Area is envisioned to be active year round. Do you have any suggestions that would create a four season experience (winter, spring, summer, fall)?





# Departing Comments

11. Do you have any other comments or suggestions about the guidelines' approach?



# Next Steps



## Fall/Winter 2020

Consider all community input during the development of draft guidelines

Consult with PIC Core landowners and users on the emerging guidelines

Engage with a Film Board Focus Group emerging guidelines through a “film-friendliness” lens

## Winter 2020/Spring 2021

Complete draft guidelines and a preliminary draft of the PIC Core zoning by-law

Open House #3 to present the draft guidelines and seek input

Consult with PIC Core landowners and users on the draft guidelines

Engage with a Film Board Focus Group on the draft guidelines

## Spring/Summer 2021

Consider all community input in refining the draft guidelines and preliminary zoning by-law

Present the final draft of the guidelines and preliminary zoning by-law to City Council for consideration

Defer adoption of the preliminary zoning by-law amendment until a Local Planning Appeal Tribunal Decision is issued regarding land use and transportation

**THANK YOU for your input! Please stay involved.**

Please return your completed comment sheet to City of Toronto Community Planning by October 6<sup>th</sup>, 2020 via:

○ **Fax:** 416-392-1330

○ **Mail:**

Attention: Anthony Kittel, Project Manager  
Community Planning  
City of Toronto  
100 Queen Street West, East Tower, 18<sup>th</sup> Floor  
Toronto, ON M5H 2N2

○ **Email:** [akittel@toronto.ca](mailto:akittel@toronto.ca)

To view the virtual Open House presentation and materials, Please visit our webpage

<https://www.toronto.ca/city-government/planning-development/planning-studies-initiatives/port-lands/>

We look forward to receiving your feedback and engaging with you as we complete the draft of the PIC Core Urban Design Guidelines.