

Junction Revitalization Toronto

Ontario REIN™ Presentation

The Forgotten "Main Street"

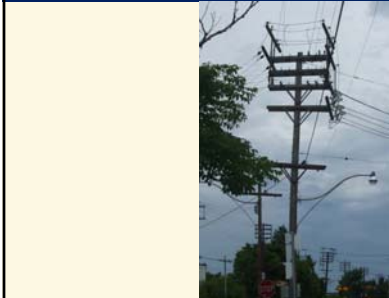


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Urban Development Consultant

The Junction Story

- **What ever happened to *Main Street*?**
– This is the question we often ask ourselves when looking at our future neighbourhoods

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- **Most important question that crosses our mind when driving or walking around many neighbourhoods today**
- **Every day people will wake up and they were able to experience a change in their Main Street**

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- **It was called then Neighbourhood Revitalization, it is called Neighbourhood Revitalization today and it will be called Neighbourhood Revitalization tomorrow.**

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- **How the West Toronto Junction became the pride of many people in the West End of Toronto**
- **Now under the radar of economic development programs**

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- **Political will, the power of the community and their desire to achieve their hopes and wishes have been spoken and consider by the powers to be**

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The Process

- **The City of Toronto Council under the leadership of Mayor Barbara Hall in 1996 approved an Action Plan**
- **Developed by the Planning Department under the leadership of City Planner Barry Brooks**

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The Ideas and Concepts

- **Result of thousands of hours committed by the members of the community and their executive director**
- **Allowed to be flexible when new ideas and concepts were more adaptable to the changes of time**

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The Task

- **14 blocks from the Intersection of Dupont Street and Dundas St Annette street in the east**
- **Intersection of Dundas and Runnymede in the west end**

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- **Investment of 19 Million dollars committed by Toronto Hydro to underground the Main Street Electrical System**
- **Over a period of 4 years**

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The City of Toronto Commitment



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- The City Action Plan approved in 1996
- Under a legal obligation with the community to move the Project forward
- Deliver the changes recommended by the planning and economic development groups

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The Real Estate Inventory

- A collection of over 140 building
- Built between 1920 and 1940
- Average area of 2,000 sq.ft. to 10,000 sq.ft
- Residential living space above the commercial

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The Environment

- Creation of the future environment for the Junction was critical
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 - Left Main Street to reinvent itself into something that it will not compete with the Stockyards

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- Will be complementary to the future of the Stockyards
- of the Arts and Culture and the Food and Beverage sector for Main Street was a critical ingredient for their success

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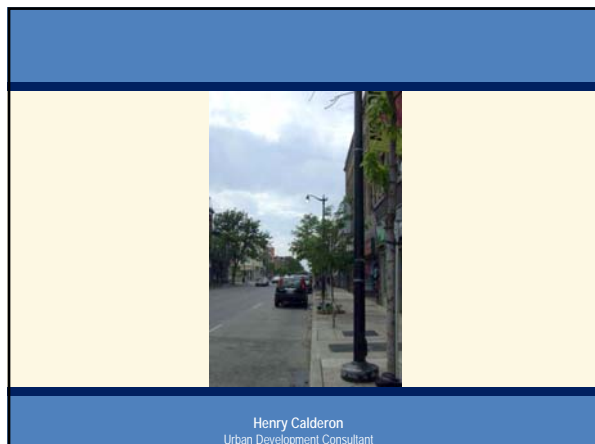
The Value of Main Street

- Not realized until the last lighting pole was installed in the Junction and the last old pole was removed
- Very symbolic moment for the Junction community

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The Decision Making

The Power of the Community

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"Today the Junction is a Revitalized Main Street where you can play, work and live."

Henry Calderon
Former Project Director of the Junction Revitalization
1998-2004

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