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
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

STAGE 1
PROJECT LAUNCH
BACKGROUND REVIEW + SITE TOUR

STAGE 2
BASELINE ASSESSMENT OF EXISTING CONDITIONS
EXISTING CONDITIONS ANALYSIS, BASELINE ASSESSMENT, ISSUES OPPORTUNITIES AND CONSTRAINTS

STAGE 3
TEST SCENARIOS FOR THE BAYFRONT AND DEVELOP VISION
VISIONING AND EVALUATION OF DEVELOPMENT SCENARIOS

STAGE 4
PREPARE BAYFRONT STRATEGY AND ACTION PLAN
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

- Full-service Recreation
- Beautiful
- Made in the USA
- Professional
- City-building
- Innovation
- Environmental-leadership
- Landmark
- Walkable
- Livability
- Open-space Community
- Green
- Clean
- Jobs
- More-activities
- International
- Progressive
- Public
- Affordable
- Secure
- Accessible
- Showcase
- Predetermined
- Inviting
- Handshake
- Futuristic
- Accountability
- No-more-garbage
- Employment
- Welcoming
- Visionary
- Non-toxic
- Breathable
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<th>WHAT WE HEARD</th>
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<tr>
<td>Protect and maintain the employment function</td>
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<tr>
<td>Promote brownfield redevelopment</td>
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<td>Preserve important views and vistas</td>
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<td>Improve air and water quality</td>
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<td>Improve road safety for all modes</td>
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<td>Attract clean, green industry</td>
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<td>Address land use compatibility issues and historic contamination</td>
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<td>More efficient use of railway</td>
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<td>Improve transit access</td>
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<td>Improve active transportation networks</td>
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<td>Leverage the Port</td>
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<td>Tell the story of the Bayfront</td>
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<td>Attract complementary businesses to existing steel industry</td>
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<td>Create a manufacturing synergy district / campus for local industries</td>
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<td>Make Bayfront green progressive, innovative, beautiful and accessible</td>
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VISION & OBJECTIVES

“A place for clean industry, innovation, resilience and progress.”
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: Cement batch plant turned to public art, Vancouver BC.
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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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.
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
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

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

Potential Public Access to Waterfront through “Window to the Lake”, Boardwalk or lookout.

Potential greening throughout the Bayfront to existing and future developments. Street and landscape trees, low impact development techniques.

Potential Underpass Aesthetic Treatments, Murals, Lighting, Furnishings etc.
WHAT COULD CHANGE LOOK LIKE?
WHAT COULD CHANGE LOOK LIKE?

NOTE: All scenario images are conceptual and are provided for discussion purposes only.

1. Creation of gateway space with opportunity for public art.
2. Opportunity to provide space for creative industries at the fringe.
3. Infill vacant with campus style development using building clustering and direct energy.
4. Adaptive reuse of industrial building for creative use.

LEGEND
- Bayfront Study Area
- Existing Medium Industrial
- Existing + Potential Light Industrial
- Existing + Potential Institutional
- Existing Creative / Cultural Use
- Existing Warehousing
- Existing + Potential Office
- Existing Transportation
- Existing Medium Density Residential
- Existing Low Density Residential
- Existing Parks
- Existing Urban Forest Canopy (JFC)
- Potential UFC Addition-Landscape Buffer
- Potential UFC Addition-Rain Garden
- Potential UFC Addition-Street Trees
- Potential Park Space
- Potential Gateway
- Potential Public Art Opportunity
- Potential Cycling Improvements

Note: Areas masked in grey are outside of Area 2.
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?