
75th Anniversary
Urban Innovation Fund
Grant Report

ULI TORONTO

July 2012

The John Street Revitalization / Streetscape Plan

Design Workshop

April 19th 2012



WESTON JOHN STREET DESIGN WORKSHOP

Thursday April, 19th 2012

2:00 pm - 6:00pm

Costi (35 King St., Suite 106)

ULI Toronto received a grant to help kick start the John Street Streetscape Revitalization Plan. With this and additional funds from the City of Toronto and Metrolinx, DTAH, a prominent Toronto landscape architecture firm, has been hired to prepare a John Street Area Plan. The design team will be holding a workshop to explore design alternatives.

Please join us!

AGENDA FOR APRIL 19th

Pre-workshop Site Inspection - 1:00pm - 2:00pm

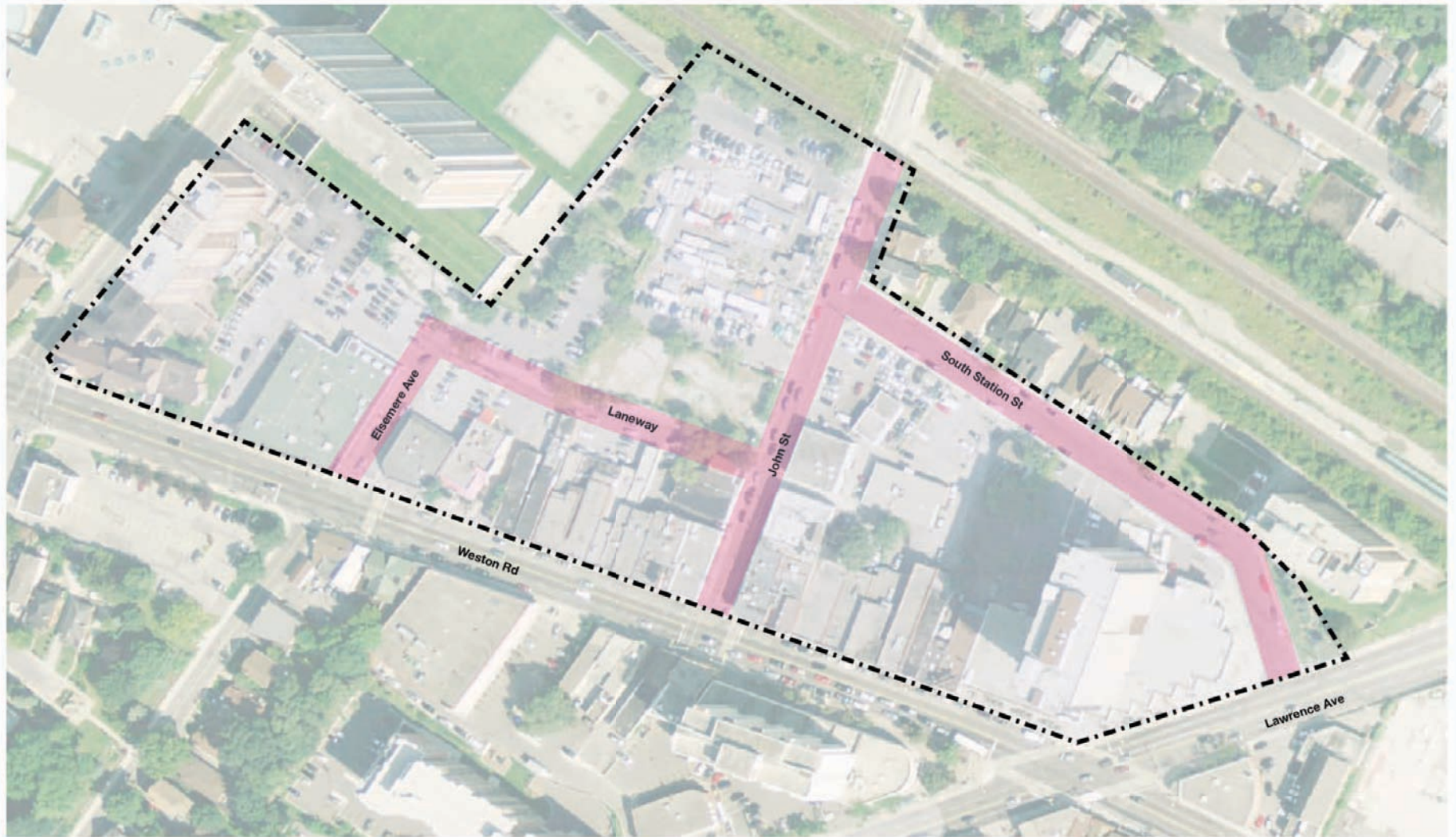
1. Welcome and Introductions (2:00pm)
2. John Street Area Revitalization Overview Presentation
3. Working Session and Brainstorming
4. Brief Re-cap and Closing Comments
5. Wrap-Up Presentation (4:30pm - 6:00pm)

Please **RSVP** no later than April 18th to toronto@uli.org



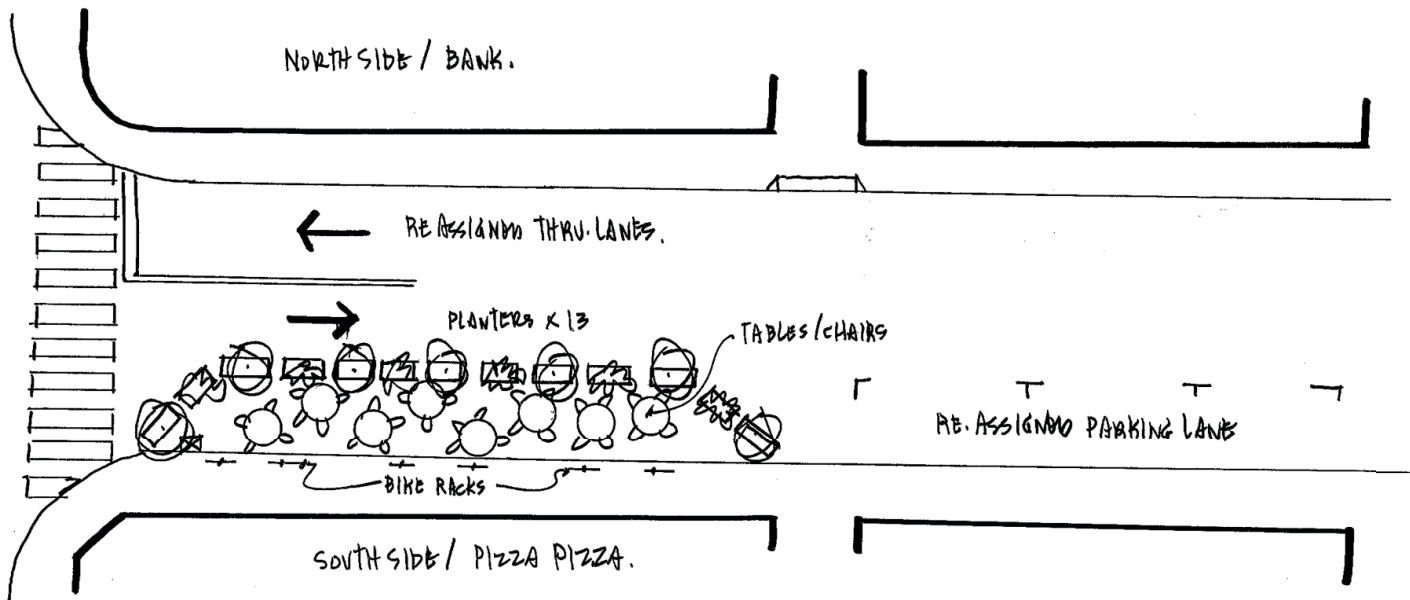


Planning and Visioning Process DTAH (du Toit Allsopp Hillier)



Urban Land Institute John Street Revitalization
Study Boundaries

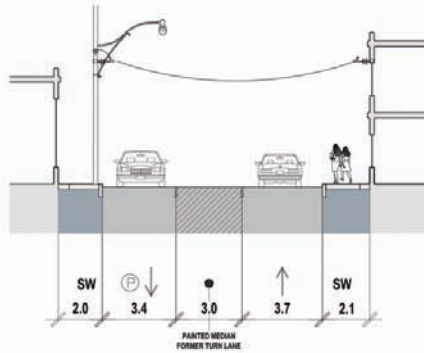
dtah
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JOHN ST DEMO: SOUTHSIDE.

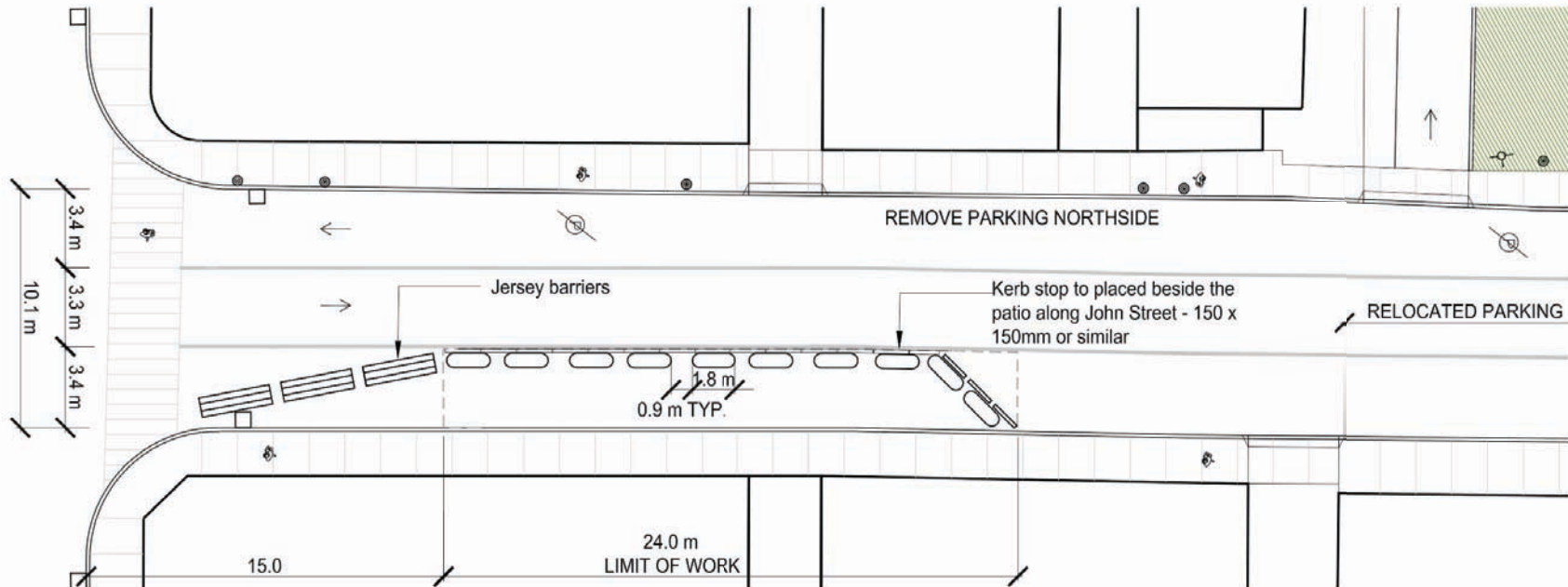
STAT
JUNE 4, 2012.

Existing Section Looking East



Demonstration Plan Characteristics

- Limit of work defines location of planters and seating area
- Movable curb barriers on outside of planters to protect from vehicles
- Make use of existing lane markings
- Relocate parking lane from north side of street to south side



John Street Pilot Project Planning



John Street - May 2012



John Street – Long Term Plan



John Street – Summer 2012



John Street – Summer 2012

John Street Canopy of Lights

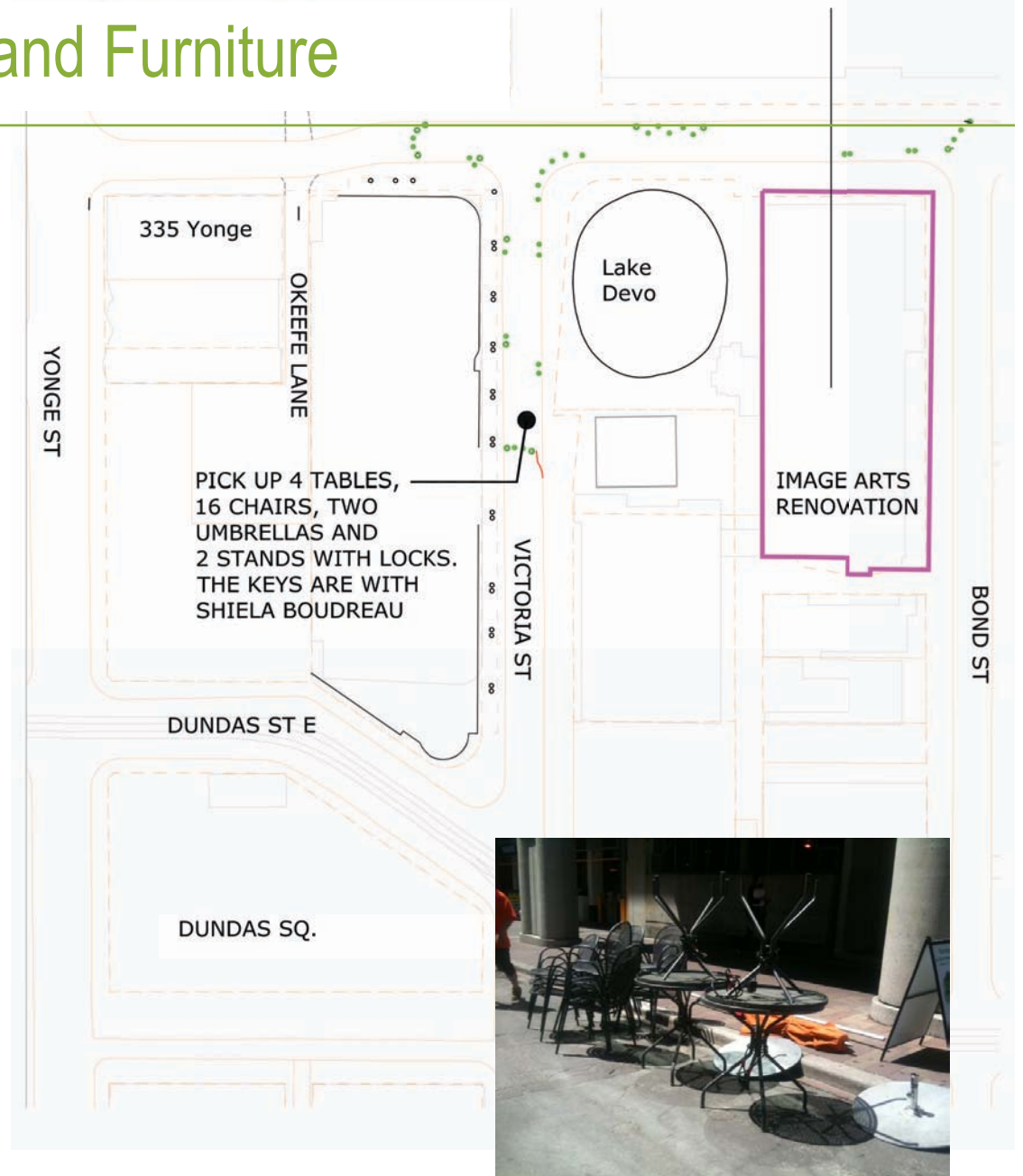


Inspiration for a Street Canopy



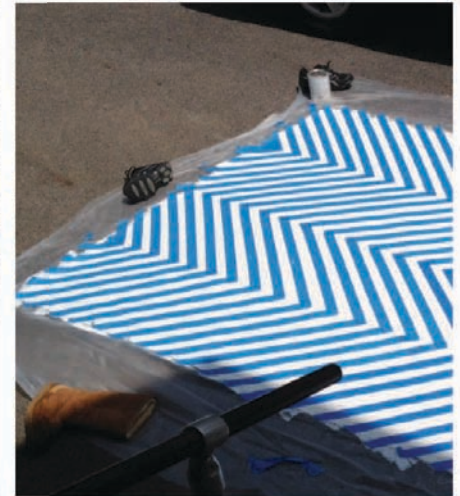
John Street – April 2012

Planters, Plants, Flowers and Furniture



Street Stencil Inspiration for Urban Arts

Pattern



Media and Communications

Press Release



Urban Land Toronto
Institute



METROLINX
An agency of the Government of Ontario



June 15th at 7:30am	ULI Toronto email blast to 'Media List' of 207
June 15th at 9:30am	ULI Toronto email to 'Target Media List' of 49
June 15th at 10am	City of Toronto sent press release internally
June 15th (All day)	Twitter – volunteer Adam Zendel
June 15th ongoing	Facebook – ULI Toronto staff (pictures, videos)
June 19th at 11am	Metrolinx sent a CNW Wire (Canada News Wide)

For Immediate Release

Weston: John Street Community Pilot Project Gets Underway

Pilot Initiative to transform John Street, and demonstrate the potential of the Weston Village area begins Friday, June 15.

Toronto, Ontario - June 15, 2012 – The John Street Community Pilot Project will be a welcomed transformation of the Market area in Weston. The plan calls for the temporary narrowing of the roadway – with the space given over to a public “sidewalk-café-like seating area surrounded by flowers and crowned with festive lights strung from one side of the street to the other. The pilot project will bring animated life to the street and provide a gateway to the John St. Farmers' Market and the Best of Weston Multicultural Festival.

John Street, a secondary retail area that was once the connector to the market space at the railway station, is an important part of Weston's heritage.

This street furniture installation, which will remain throughout the summer, will be constructed in the afternoon and early evening of Friday, June 15. Urban Arts Community Arts Council (located on John Street) will be painting the pavement with colourful graphics to enliven the area. Local residents and businesses are invited to participate in flower planting from 4 to 8pm Friday June 15.

The project is one of the first 'quick-start' initiatives to emerge as identified during the Weston 2021 Technical Assistance Panel (TAP), conducted by The Urban Land Institute (ULI) Toronto's District Council together with its two public-sector partners - the City of Toronto and Metrolinx. As part of a greater City of Toronto Weston 2021, the ULI TAP program was developed to bring together the finest industry expertise to determine how to best leverage the upcoming Metrolinx transportation hub and help start the revitalization of the neighbourhood.

The Air Rail Link, a division of Metrolinx will begin stopping in Weston in 2015 en route between downtown Toronto and Pearson International Airport. John Street will be closed to vehicular traffic at the rail crossing and a new pedestrian bridge will be constructed to connect the community across the GO rail corridor. The TAP Panel envisioned John Street west of the track as a potential market district.

In December, 2011, ULI Toronto District Council, in partnership with Metrolinx and the City of Toronto, was selected as part of an international competition for ULI's 75th Anniversary Urban Innovation Fund for their joint submission titled *John Street Revitalization/Streetscape Plan*. The grant of \$23,750, matched by partner organizations, is to inject between \$75,000 and \$85,000 to kick-start urban development and renewal of Weston Village.

The *John Street Revitalization/Streetscape Plan* envisions the transformation of John Street from a secondary commercial street into a vibrant market district. The installation taking place this Friday is a pilot project designed to show the potential of John Street and step towards the revitalization of the neighbourhood.

The complete revitalization plan was designed by DTAH, a Toronto landscape architecture/urban design/architecture firm. A design workshop was held in April of this year where the Weston Village BIA, local residents, and representatives from the City, Metrolinx, and ULI came together.

Other cities where similar temporary streetscape installations have occurred include: New York Times Square installation, San Francisco PARKing Days, Philadelphia and Oklahoma City block by block revitalization through an initiative called 'Better Block'.

Residents are invited to come and experience the magical transformation of John Street to get a taste of what the future might be. On Friday June 15th from 4pm -8pm area residents will meet on John Street to help create a new and vibrant community seating area under a twinkling canopy of lights –in time for the opening of the John St. Farmers' Market and the Best of Weston Multicultural Festival.

For more information, please contact the Weston BIA (admin@westonvillagebia.com) or Councillor Frances Nunziata's office (councillor_nunziata@toronto.ca)

About the Urban Land Institute

The Urban Land Institute (www.uli.org) is a non-profit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in sustaining and creating thriving communities worldwide. Established in 1936, the Institute has more than 28,000 members representing all aspects of land use and development disciplines. In Canada, the Urban Land Institute is an active and growing organization. With over 1,000 members across the country, Canada's first ULI District Council was established in Toronto in 2005 and a second District Council exists in British Columbia. ULI Toronto has over 500 members in Toronto.

The ULI TAP Program is a high profile industry program that brings industry leaders together to collaborate on complex land use and redevelopment projects and allows members of ULI Toronto to be in at the ground floor of the revitalization of their City and provide meaningful contribution.

As part of ULI's 75th Anniversary Urban Innovation Fund program, 30 grants totaling \$500,000 have been awarded to Urban Land Institute district and national councils. ULI contributed funds as grants to local ULI projects that recognize or launch innovative public-private partnerships that will advance the responsible use of land in building healthy, thriving communities worldwide over the next 75 years.

About the City of Toronto

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.7 million people. Toronto's government is dedicated to delivering customer service excellence, creating a transparent and accountable government, reducing the size and cost of government and building a transportation city. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

About Metrolinx

Metrolinx is the Province of Ontario's regional transportation agency for the Greater Toronto and Hamilton Area (GTHA). GO Transit, a division of Metrolinx, is Ontario's inter-regional public transit system linking Toronto with the surrounding regions of the GTHA. GO carries more than 57 million passengers a year in an extensive network of train and bus services that spans over 10,000 square kilometres.

-30-

For more information please contact:

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Metrolinx
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Vanessa Thomas
Media Relations
Metrolinx
416-874-5974

Masum Hossain
Chair
Weston Village BIA
416-464-2805

Media Coverage

Media Source	IP Address
Twitter	www.twitter.com/#!/adamzendel
Facebook	www.facebook.com/pages/ULI-Toronto/128295337279497
ULI Toronto Website	www.toronto.uli.org
City of Toronto Website	wx.toronto.ca/inter/it/newsrel.nsf/7017df2f20edbe2885256619004e428e/2f30148314b5670985257ale00533f0a?OpenDocument
Westonweb.ca	www.westonweb.ca/category/farmers-market
Councillor Frances Nunziata Website	francesnunziata.com/2012/06/09/john-street-pilot-project-installation-june-15-2012/
Inside Toronto Website	www.insidetoronto.com/news/local/article/1373352
Canadian News Wire	www.newswire.ca/en/story/995651/weston-john-street-community-pilot-project-gets-underway
Torontonews24.com	www.torontonews24.com/events/35-news-releases/1596-weston-john-street-community-pilot-project-gets-underway
Firstpost.com	www.firstpost.com/topic/place/toronto-uli-toronto-john-street-pilot-project-video-TloEPWnTpiE-73-1.html
Yahoo! Canada Finance	ca.finance.yahoo.com/news/weston-john-street-community-pilot-151600884.html

Social Media Communications

facebook

[Sign Up](#) Make the world more open and connected.

Email or Phone

toronto@uli.org

Keep me logged in

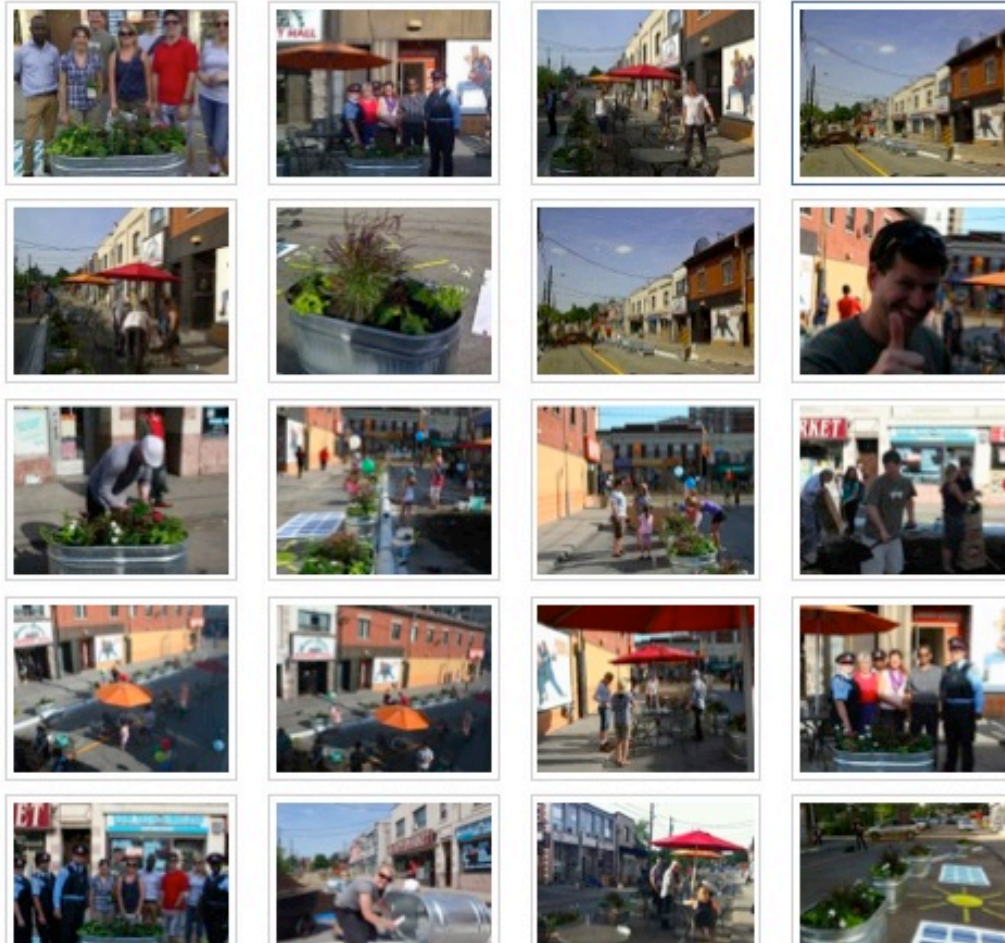
Password

[Forgot your password?](#)

[Log In](#)

John Street Pilot Project

By ULI Toronto · Updated on Monday · Taken in Weston, Ontario



Social Media Communications



Adam Zendel @adamzendel

15 Jun

Picking up some supplies for #JohnSt. @HomeDepot! @urbanlandinst
pic.twitter.com/Xgw42uP3

[View photo](#)



Adam Zendel @adamzendel

15 Jun

If you're near Weston & Lawrence, come to #JohnSt. today, help plant and bring your family for some ice cream & balloons! @urbanlandinst

[Expand](#)



Adam Zendel @adamzendel

15 Jun

Off to the Yorkdale @HomeDepot to pick up some supplies for the #JohnSt. pilot project, thanks for your generous support!

@urbanlandinst

[Expand](#)



Adam Zendel @adamzendel

15 Jun

Weston: John St Community Pilot Project Gets Underway! By 8pm tonight John St. will be transformed! @urbanlandinst

[Expand](#)



Adam Zendel @adamzendel

15 Jun

Looking forward to seeing John St. transformed today! Come to Weston & Lawrence between 4-8 to help with the transformation!

@Urbanlandinst

[Expand](#)



Adam Zendel @adamzendel

14 Jun

How can you make secondary retail streets vibrant? Check out John St near Weston & Lawrence between 4-8pm tomorrow to see!

@urbanlandinst

John Street Pilot Project Community Involvement



WESTON JOHN STREET COMMUNITY PILOT PROJECT

Friday, June 15th 2012

4:00 pm - 8:00pm

John St., at Weston Rd.

Come and experience a magical transformation of John Street and get a taste of what the future might be. Help create a new and vibrant community seating area under a twinkling canopy of lights -- in time for the opening of the John St. Farmers' Market and the Best of Weston Multicultural Festival.

The John St. Pilot Project:

This new public space will remain for the summer, and will include:

- Festive Lighting
- Community Art
- Seating Areas
- Tables for Dining
- Colourful Plantings

If you have any questions, please contact the Weston Village BIA or Councillor Frances Nunziata's office.

Please join us after 4pm to help plant flowers, meet people from your community, and enjoy a free treat!





WESTON JOHN STREET COMMUNITY PILOT PROJECT

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Please join us after 4pm to help plant flowers, meet people from your community, and enjoy a free treat!

Thanks also to the following for their financial and in-kind contributions to the project:







YouTube



Browse

Movies

ULI Toronto: John Street Pilot Project

UrbanLandToronto

+ Subscribe

8 videos ▾



0:04 / 2:21



Like



Share



28 views



Published on Jun 27, 2012 by [UrbanLandToronto](#)

This is a longer video of our revitalization of John Street in the Weston Village.

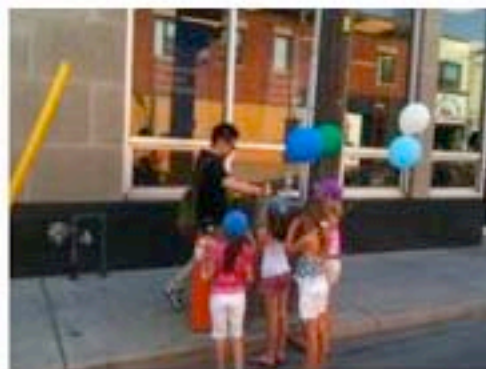
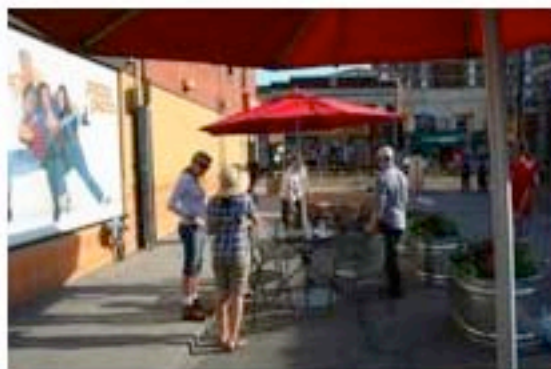
1 like, 0 dislikes

Right click on the image for the Time Lapse Video



Urban Land Institute Toronto

THANK YOU FOR MAKING ULI's JOHN STREET PROJECT A HUGE SUCCESS!



Thank you Email to the Community and Volunteers

On behalf to the Urban Land Institute, the City of Toronto, and Metrolinx, we would like to thank everyone who contributed to the successful installation of the John Street Pilot Project on Friday, June 15th, 2012.

There were so many of you who contributed to this project, in so many ways, and we are very appreciative of the contributions you made.

Thank you to all of our committee members and volunteers, and members of the community who came out to help during the day of the installation. We would like to also thank the organizations that contributed equipment and supplies for this project. And a big thank-you to the Councillor's office who helped us move through this process, as well as to the Weston Village BIA, for contributing time and effort while at the same time planning the Best of Weston Festival!

This project shows true community building. All of us have given back to our community by being involved in this project, allowing others to benefit from this beautiful space in the coming months.

Many of us have returned to John Street to see the new public realm space in use. People have begun to embrace the patio area, using it as a place to converse, and others walk down the street at night stop, look down John Street and stare in amazement at the decorative lighting. Our John Street Pilot Project installation has really gained a lot of attention in the community and is increasing in traction. The goal of this temporary project was to demonstrate "what could be" for the revitalization of John Street, and it has succeeded in making people stop and think about this potential already.

All of this could not have been done – without you.

Thank you!

Alexandra Rybak
District Council Coordinator

If you have any images you would like to add, please send them to toronto@uli.org.

[VIEW IMAGES OF THE PROJECT AND OUR TEAM AT WORK HERE](#)
[VIEW TIME LAPSE VIDEO OF THE JOHN STREET PILOT PROJECT](#)

Community Feedback – so far...

Community Member	Comment
Barbara Spyropoulos CPLC 12 Division, Toronto Police Service	<i>Thank YOU all for making this possible!!!</i>
Jason Doolan, Resident of Weston Area	<i>Excellent work! How long does the installation last?</i>
Jason Doolan, Resident of Weston Area (further comment after above)	<i>Great! I was at a neighbourhood BBQ last weekend and everyone was talking about it. I don't read the Guardian very much so I don't know if you've leveraged any press. I think the key is to make sure your message below gets out...that this is designed to be provocative, to get us all thinking differently. This is a really smart initiative. :-)</i>
Jennifer Cicchelli Executive Assistant to Councillor Frances Nunziata Ward 11 York South-Weston	<i>Just wanted to let you know that Councillor Nunziata received nothing but positive feedback on Saturday about the installation on John Street. Everyone who spoke to her told her that they thought you guys did an amazing job! I know it wasn't easy so I wanted to be sure that you knew your efforts did not go unnoticed. Many thanks to you and everyone else who was involved in making it happen.</i>
Liza Ordubegian commented on ULI Toronto's photo - Facebook	<i>"Thanks to the lady in the floppy hat, a small corner of the city is a draw for the neighbourhood. It looks great!"</i>

▼	1. Design Workshop April 2012	Today, 6:55 PM	--	Folder
	Charrette Boards.pdf	May 10, 2012, 1:26 PM	6.8 MB	Adob...ument
▶	Design Workshop Photos - April 2012	Today, 6:43 PM	--	Folder
	Invitation John St De... Workshop - Final.pdf	Apr 17, 2012, 10:24 AM	248 KB	Adob...ument
▼	2. DTAH - Planning and Visioning Process	Today, 6:44 PM	--	Folder
▶	DTAH Drawings	Yesterday, 1:10 PM	--	Folder
▶	Street Montage	Yesterday, 1:36 PM	--	Folder
▼	3. John Street Pilot Planning	Today, 6:46 PM	--	Folder
▶	a. Street Montage	Yesterday, 1:36 PM	--	Folder
▶	b. Light Display	Today, 3:51 PM	--	Folder
▶	c. Planters Plants Furniture	Today, 6:46 PM	--	Folder
▶	d. Street Stencil Urban Arts	Yesterday, 2:01 PM	--	Folder
▼	4. Media and Communications	Today, 7:05 PM	--	Folder
	All Media Coverage June 2012.pdf	Yesterday, 12:43 PM	3.1 MB	Adob...ument
	Facebook.jpg	Today, 6:48 PM	96 KB	JPEG image
	Media Communications	Today, 7:05 PM	620 KB	Adob...ument
	Twitter	Today, 5:42 PM	132 KB	JPEG image
	ULI PR-JohnStPilot-06-15-2012_Final	Jun 14, 2012, 3:53 PM	144 KB	Adob...ument
▼	5. John Street Project Community Involvement	Today, 6:58 PM	--	Folder
▶	a. Posters	Today, 6:51 PM	--	Folder
▶	b. John Street Pilot Photos - June 2012	Today, 3:54 PM	--	Folder
▶	c. Time Lapse Video	Today, 6:56 PM	--	Folder
▶	d. Thank you Note	Today, 3:52 PM	--	Folder
▶	e. Community Feedback	Today, 6:58 PM	--	Folder
▼	FINAL REPORT	Today, 6:55 PM	--	Folder
	Grant Report - Completed-Final.docx	Yesterday, 10:54 AM	656 KB	Micro...ument
	ULI Toronto Grant Report - Draft Submission.ppt	Today, 7:06 PM	63.8 MB	Micro...tation
	ULI Toronto Grant Report - Submission.ppt	Today, 7:00 PM	63.8 MB	Micro...tation