



WATERFRONToronto

July 2009 Newsletter

Economic Impact Analysis

Investments made to-date to revitalize Toronto's waterfront are not only transforming the face of the waterfront but have also led to important job creation and growth within the economies of Toronto, Ontario and Canada, according to a recently completed study commissioned by Waterfront Toronto.

On June 25, at a sold out Toronto Board of Trade breakfast event, John Campbell, President and CEO of Waterfront Toronto, reviewed progress on waterfront revitalization and released the findings of a detailed economic impact analysis of the results of investments made by Waterfront Toronto and its government partners since the organization's inception in 2001 through March 31, 2009.

The study, conducted by urbanMetrics inc., found that the \$642 million invested to-date in waterfront renewal has generated \$1.6 billion in gross output for the Canadian economy and approximately 8,400 full-time years of employment, 70% of which were in the Toronto region. [For more information.](#)

Sherbourne Park Groundbreaking

Construction has begun on Sherbourne Park, Toronto's central waterfront park in East Bayfront. Waterfront Toronto, together with representatives from the Government of Canada, Province of Ontario and City of Toronto will host an official groundbreaking ceremony for this spectacular park on July 23rd.

Located just east of Lower Sherbourne Street, the 1.5 hectare park spans more than two city blocks from Lake Ontario to Lake Shore Boulevard on both the north and south sides of Queens Quay.

Sherbourne Park will become the heart of East Bayfront bringing animation to the lake and to this formally underused and industrial site. Inspired by the iconic Canadian lakeside experience, the year-round park features three key elements in its design: woods, water and wide open green space. The park will also include a key component for East Bayfront's stormwater management system in its design making it both a beautiful and functional civic space.



Park construction began on the south side of Queens Quay where the Sherbourne Park Pavilion and pond will be located. The zinc clad and glass Pavilion will house a café and washroom facilities. Surrounding the Pavilion will be a pond that will be frozen in the winter for a skating rink and act as a splash pad in the summer for waterplay.

The south side of Sherbourne Park is expected to open in the summer of 2010 and the north side in the fall of 2010.

Corus Construction Milestone

Construction in East Bayfront continues at a rapid pace. On July 7th, a 'topping-off' ceremony was held at the Corus building – now called Corus Quay – to signal the end of the structural phase of construction. Corus Quay, the new Toronto headquarters for Corus Entertainment Inc., was officially introduced by Mayor David Miller and Lorne Braithwaite, the CEO of Build Toronto.

Corus Entertainment is one of Canada's largest integrated media and entertainment companies. Its new 46,450 m² office and broadcast centre will be a hub of activity in East Bayfront and home to more than 1,200 highly-skilled knowledge-based workers. Construction will be completed by the end of the year with occupancy expected in the spring of 2010.

Like all new buildings being built in East Bayfront, Corus Quay, located at the water's edge just south of Queens Quay, is designed to achieve the Leadership in Energy and Environmental Design (LEED) Gold designation of the green building rating system. In addition, the building will contain several green roof areas and a massive five-storey green living wall.

East Bayfront Public Meeting

More than 200 people attended a public meeting to learn more about Waterfront Toronto's



more than 200 people attended a public meeting to learn more about waterfront Toronto's plans for the water's edge in East Bayfront. After a brief update on East Bayfront construction, renowned landscape architect, Adriaan Geuze of the West 8 + DTAH team presented plans for an innovative stormwater management system that is integrated into the area's public realm.

Waterfront Toronto plans include a continuous water's edge promenade and boardwalk spanning the entire length of East Bayfront. This 900 metre tree-lined promenade stretching from Jarvis to Parliament Street will be 19 metres wide with another 11 metre-wide wooden boardwalk built over the stormwater management system for the area.

At the eastern end of the promenade, Waterfront Toronto is planning its fourth wave deck at the Parliament Slip. This impressive 3000m² wave deck is both a public gathering space and

treatment area for East Bayfront's stormwater management system. Several dramatic yet protected openings in the wave deck allow the community's stormwater to undergo UV treatment as part of the water purification process.

After the presentation, the public engaged in an interactive session to provide feedback to the design team. [View the meeting material and provide feedback by July 22.](#)

Rees WaveDeck Opening Soon

Construction at the Rees WaveDeck is almost complete and it is expected to open ahead of schedule later this month. Over the next couple of weeks, crews will finalize the installation of lighting fixtures, benches, deck markers, and the stainless steel toe rail along the base of the wave deck.

Rees WaveDeck is the third wave deck to open along the central waterfront and follows the critically-acclaimed Simcoe WaveDeck which opened last month. Like the other wave decks, Rees provides a much needed gathering place in an area that previously lacked access to the water's edge. In addition, Rees was also designed to give the small craft boating clubs and programs in the slip an amphitheatre-like space for outdoor education and a unique way to engage with the lake.



Waterfront Toronto is planning a community event to celebrate the opening of this wonderful new public space in early August. More information coming soon.

First Piece of Public Art Selected for the West Don Lands

The installation "Peeled Pavement" designed by artist Jill Anholt is the first piece of public art selected as part of the public art strategy for the West Don Lands. The installation is a series of bold and exciting folded concrete surfaces along Mill Street that transform into dramatic seating elements where passersby can take time out under the trees.

Anticipated to be installed next June, "Peeled Pavement" also features and showcases an innovative system that captures and retains stormwater that will allow the street trees along Mill Street to thrive by giving them access to healthy soil and enabling their roots to spread under the pavement.

The public art strategy for the West Don Lands was developed to enhance the community by installing public art in the streets, open spaces and parks creating landmarks that celebrate the industrial heritage of the site, as well as the sustainable, vibrant future. This public art strategy is the first public art master plan of this size and nature to be implemented in Canada.



Revitalized Martin Goodman Trail Opening Soon



The Martin Goodman Trail revitalization at Ontario Place is almost complete and is expected to open next month.

The transformation of the newly aligned 1,300 metre trail includes extending the multi-use trail from Marilyn Bell Park to the existing trail within Coronation Park at Strachan Avenue. The work also features extensive landscaping improvements, a new intersection, state-of-the-art bicycle signals, signage and enhanced lighting.

The improved trail will accommodate a variety of uses and enhance the everyday functions of Ontario Place. Waterfront Toronto and its government partners will hold an official opening for the trail in August.

Upcoming Board of Directors Meeting

Wednesday, September 9, 2009

Please check website for meeting agenda with time and location

Upcoming Design Review Panel Meetings

Please note that there is no meeting scheduled for August 2009

Wednesday, September 16, 2009

Design Review Panel meetings are held at Waterfront Toronto Offices – 20 Bay Street, Suite 1310 from 9:00 a.m. – 1:30 p.m. For more information, please check our website for the meeting agenda.

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