

# Lessons Learned from the Eglinton Crosstown LRT

Presented by Sheliza Esmail



# Agenda

1. Project Background
2. Construction Zone Experiences and Challenges
3. Recommendations and Lessons Learned
4. Audience Q and A



# Context

- The Eglinton Way Business Improvement Area is a 9-block stretch in midtown Toronto
- The main intersection of the BIA is Eglinton Ave and Avenue Road
- The Eglinton Way first established in 1987



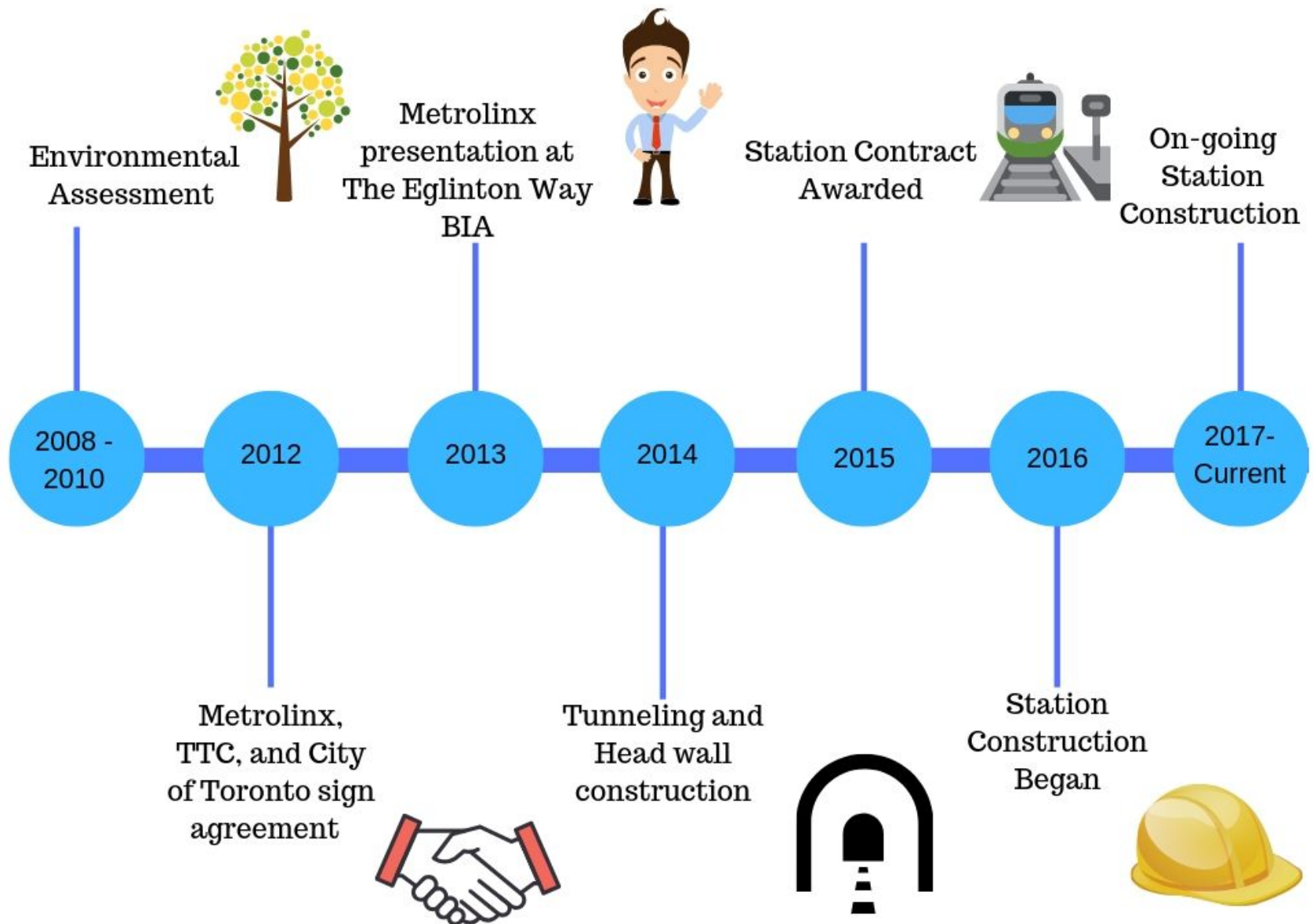
# The Crosstown

Multi-billion dollar project that will introduce 19 km of new rapid transit with 25 stations, both above and below ground, cutting east-west across the middle of the City of Toronto





# Eglinton Crosstown Timeline



# Eglinton Connects Timeline



Public Consultation  
on future street  
design



Midtown Planning  
Study

Detail design and  
Funding Plan

2012

2013

2014

2015

2016

2017-  
Current



City of Toronto  
begins Eglinton  
Connects Study

Approval of Eglinton  
Connects Plans by  
Council

Approval of  
Midtown Growth  
Plans



# Eglinton Connects

THE EGLINTON WAY WANTS YOU TO LOOK OUR WAY | REVITALIZATION

## WHAT'S TO COME

### EGLINTONconnects

#### Traveling Eglinton:

- 1 Create a Complete Street
- 2 Provide Wide Sidewalks
- 3 Build Protected Cycling Lanes
- 4 Reallocate Road Space to Meet Future Needs and Mobility Mix
- 5 Maintain Parking Supply
- 6 Extend Network of Rear Lanes
- 7 Implement Streetscape Typologies



25

LRT Stations

1200%

Increase in Eglinton's  
tree canopy over time

50

Dedicated lay-by  
parking spaces on  
Eglinton

38 km

Separated cycling lanes

# The City of Toronto Innovation Fund

- Grant funding for BIA's to test innovative and creative solutions to BIA issues and share their results
- Allow for unique projects to be piloted throughout the city
- BIA's bring together business owners to share and collaborate on ideas



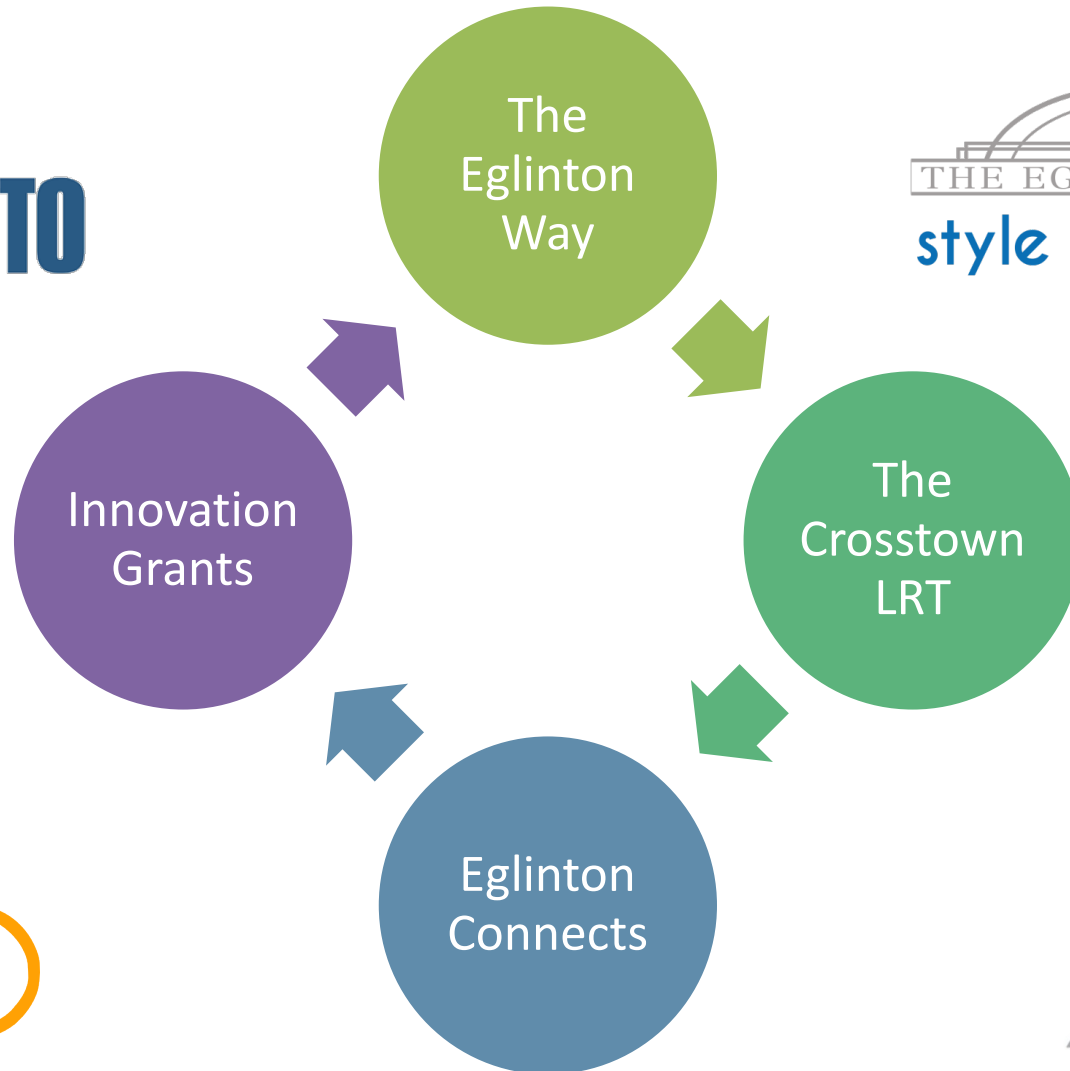


# The Construction Tool Kit



- Documents the construction experience along Eglinton West
- Records lessons learned from the early stages of the Eglinton Crosstown
- Includes advice to businesses and transit planners on reducing impacts to main streets
- Encourages less disruption and more proactive planning

# Project Background



# The Environmental Assessment

The Transit Projects Regulation requires:

- Environmental impacts assessment and evaluation
- Description of measures for mitigating environmental impacts
- Measures to monitor the effectiveness of mitigation measures





# The Environmental Assessment

- Business impacts were not significant areas of concern in the Environment Assessment
  - There were more protections for trees than for the commercial area
- Business owner impacts would be addressed at a later date
- The channel for business concerns would be through a construction liaison group
- No liaison group was established during the early phases of construction





# Impacts to Business

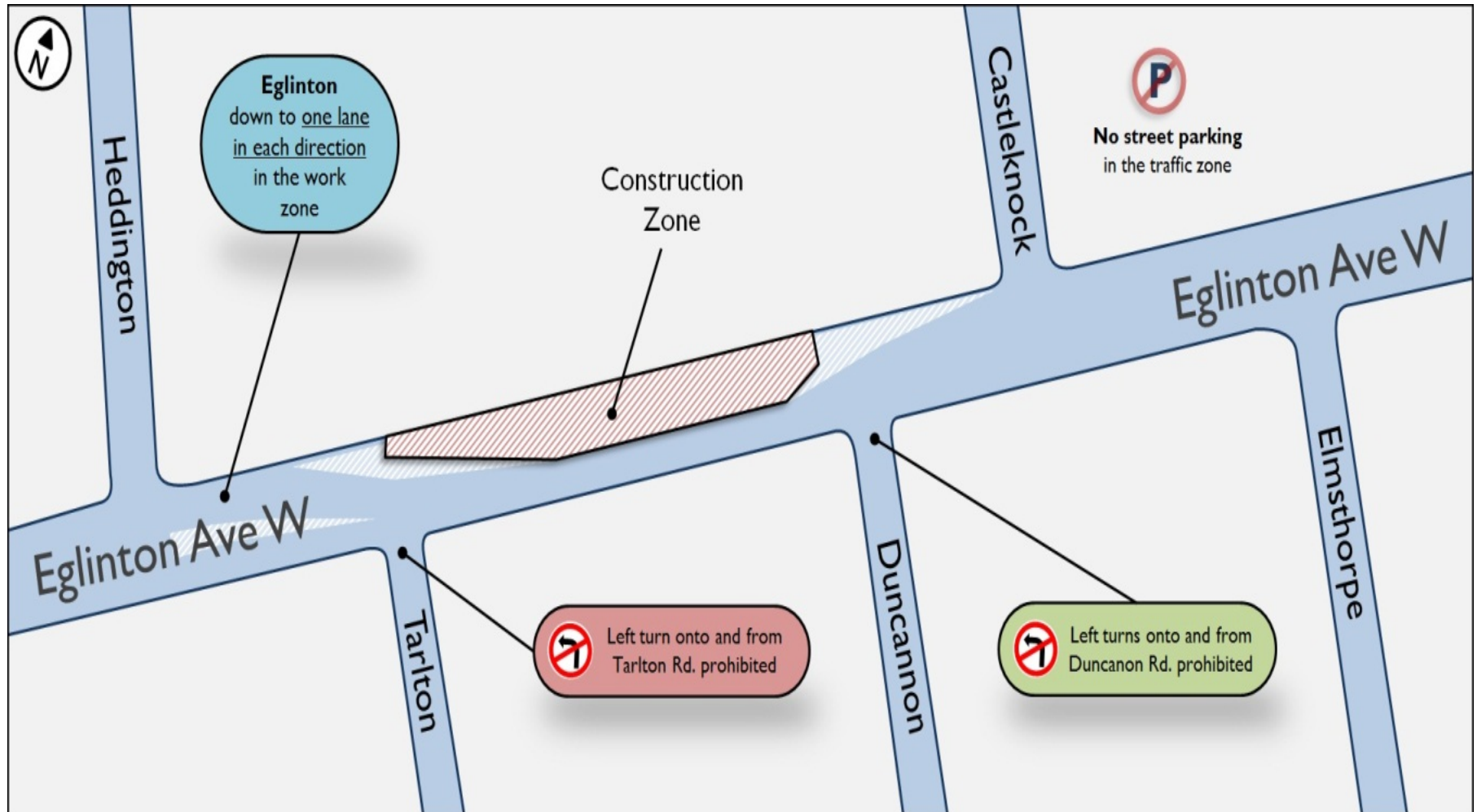


Transit Planning overlooked the primary needs of commercial neighbourhoods which are access, visibility, and parking



*The Eglinton Way BIA in 2014 pre-construction*

# Duncannon Construction Notice



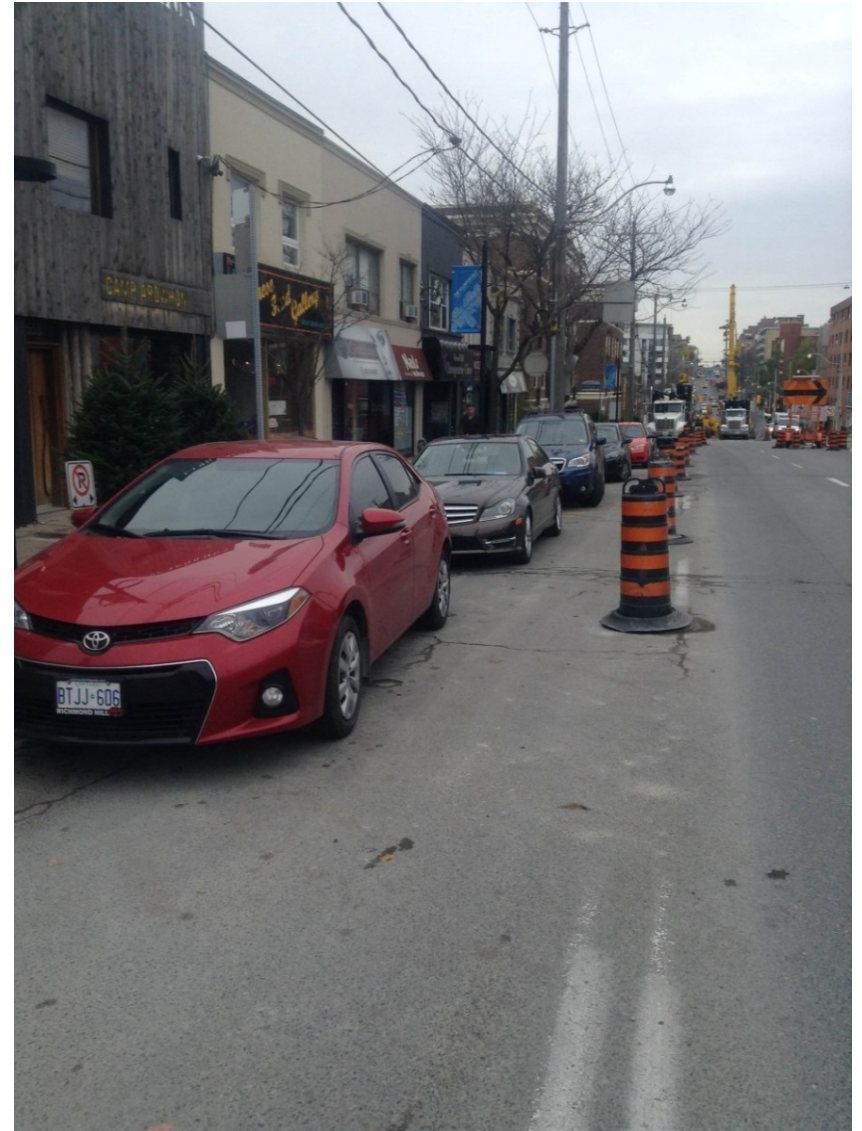


# Duncannon Headwall





# Headwall Street Impacts





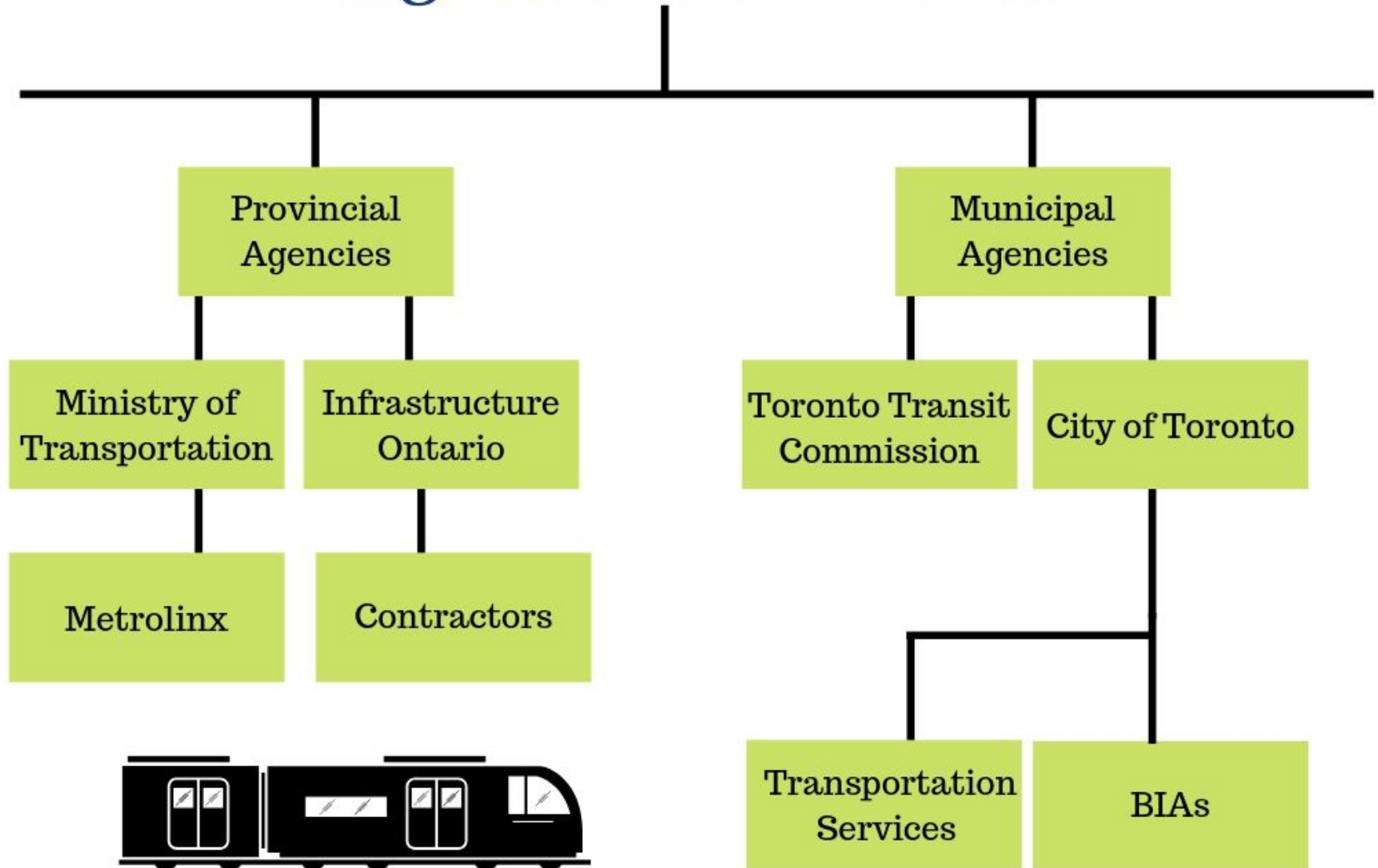
# Avenue Headwall



# Avenue Road Headwall



# Eglinton Crosstown





# Recommendations

Data Collection



Early  
Engagement



Traffic  
Management



Parking



Marketing and  
Events



Streetscape  
Appearance



Accountability  
and Access to  
Decision Makers





# Pre-Construction Data Collection

[Billionaires](#) [Innovation](#) [Leadership](#) [Money](#) [Consumer](#) [Industry](#) [Life](#)

Forbes CommunityVoice Connecting expert communities to the Forbes audience. What is This?

14,157 views | Mar 29, 2018, 08:30am

## Measuring Foot Traffic Trends: The Future Of Retail Marketing

 **Brian Handly** Forbes Councils  
Forbes Technology Council CommunityVoice @

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POST WRITTEN BY

**Brian Handly**

Brian Handly is CEO of [Reveal Mobile](#), which helps companies understand and utilize location data.



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 New technologies in the mobile phone era are enabling the measurement of retail foot traffic that will ultimately change how retail promotions are evaluated and how retailers compete.




 Data sourced from opted-in location-sharing mobile devices will likely become a major metric for brick-and-mortar campaign success -- just as the number of unique monthly visitors is to e-commerce sites. Both sets of data (real world and digital) can be mined for determining what's working and what isn't as retailers compare their data to the competition.




  **goodvision**

## Location Analytics: Exploring Foot Traffic at Your New Business Location with GoodVision

 **Daniel Stofan** [Follow](#)  
Sep 22, 2018 · 5 min read

Location Analytics is the ability to gain business insight from the location—geographic component of business data. Multiple types of business insight are possible as well as multiple ways of obtaining the insight. This article describes gaining of highly actionable insights from standard street cameras to explore the possible future location of your business from a micro view.

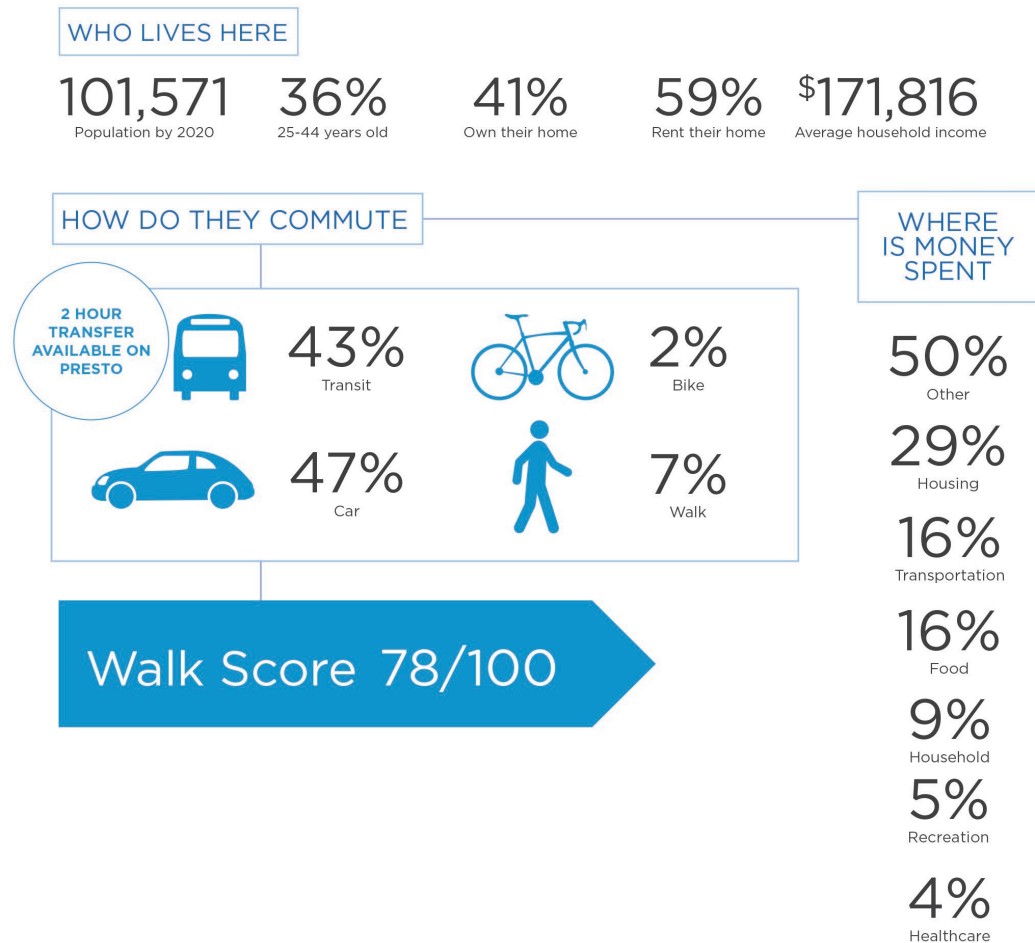


# Pre-Construction Data Collection



# Pre-Construction Data Collection

- Understand customer and business demographics for your neighbourhood
  - Age
  - Income
- Understand behavioural and shopping patterns
- Know how people commute to your area





# Recommendations

Data Collection



Early  
Engagement



Traffic  
Management



Parking



Marketing and  
Events



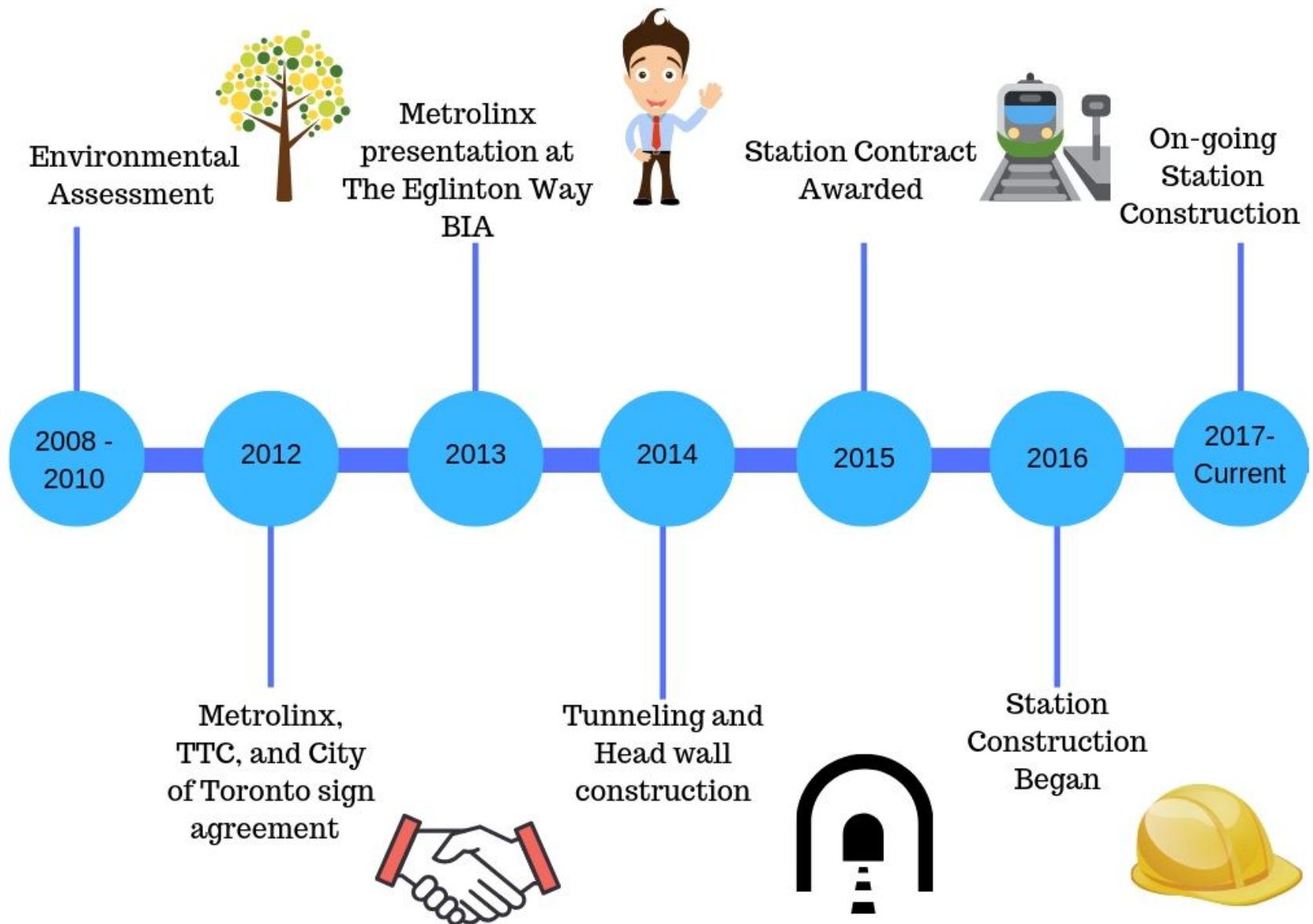
Streetscape  
Appearance



Accountability  
and Access to  
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# Eglinton Crosstown Timeline



# Hierarchy of Neighbourhood Needs





## Use of Long Term Closure Area



# Avenue Station Case Study



The Eglinton Way BIA inserted itself into the decision making process for station construction





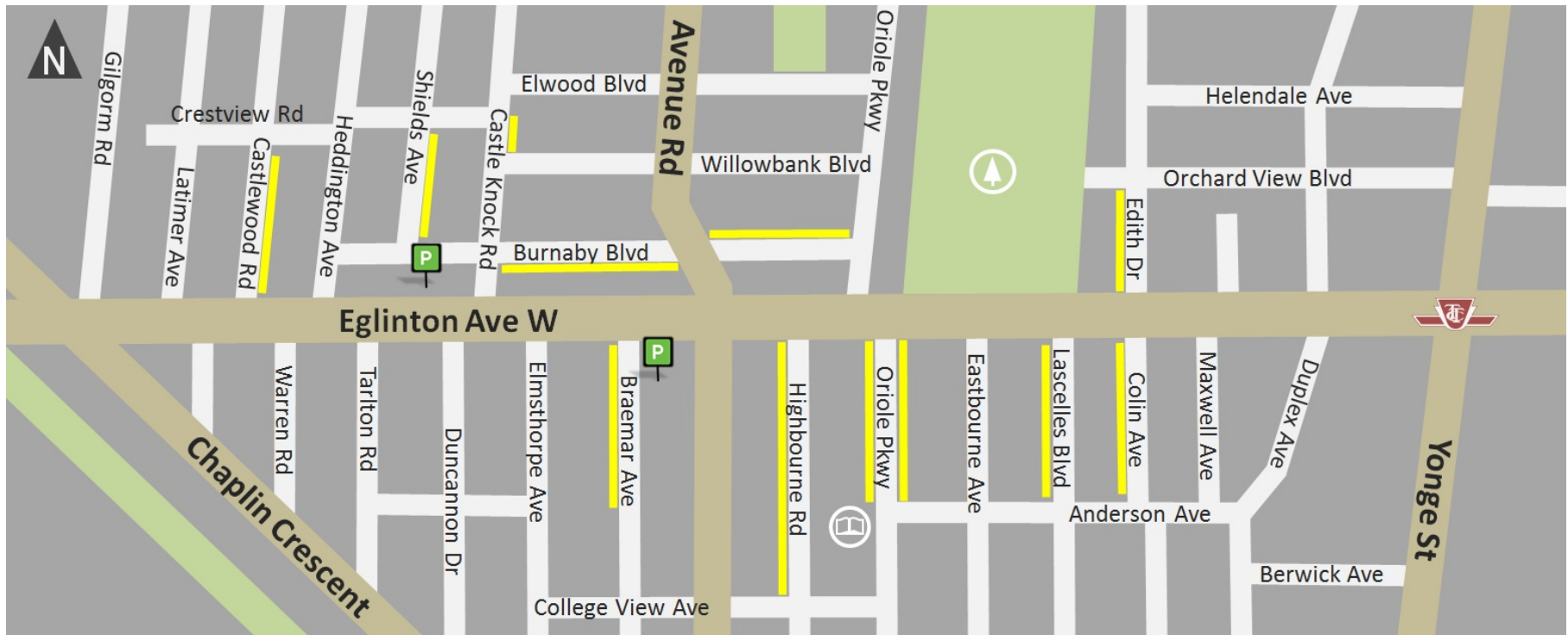
# Construction Zone Proposal and Current Set-up



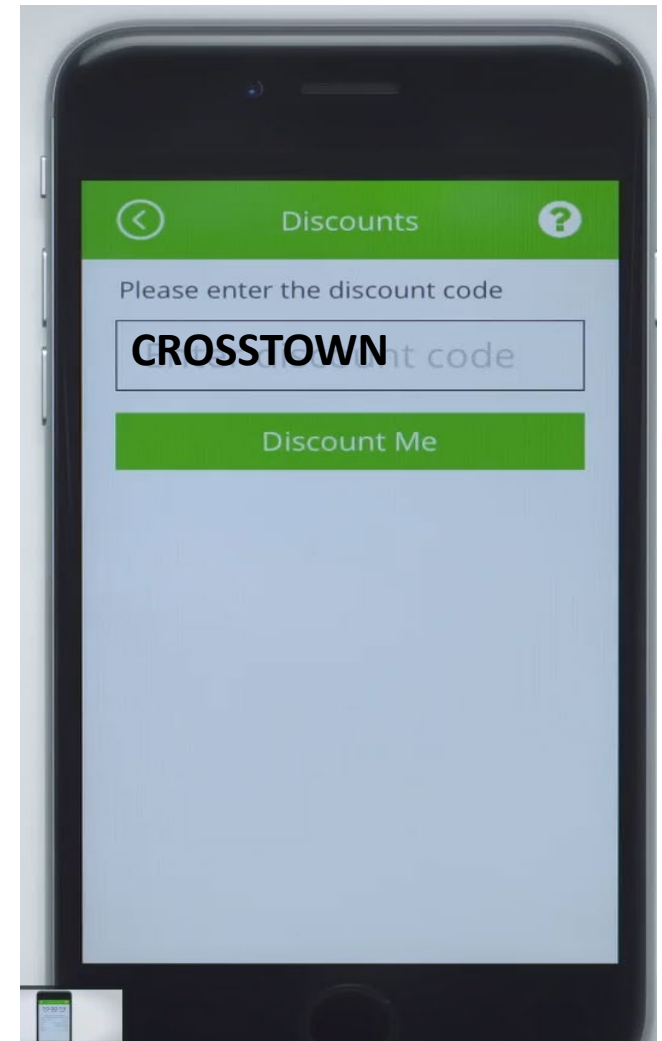
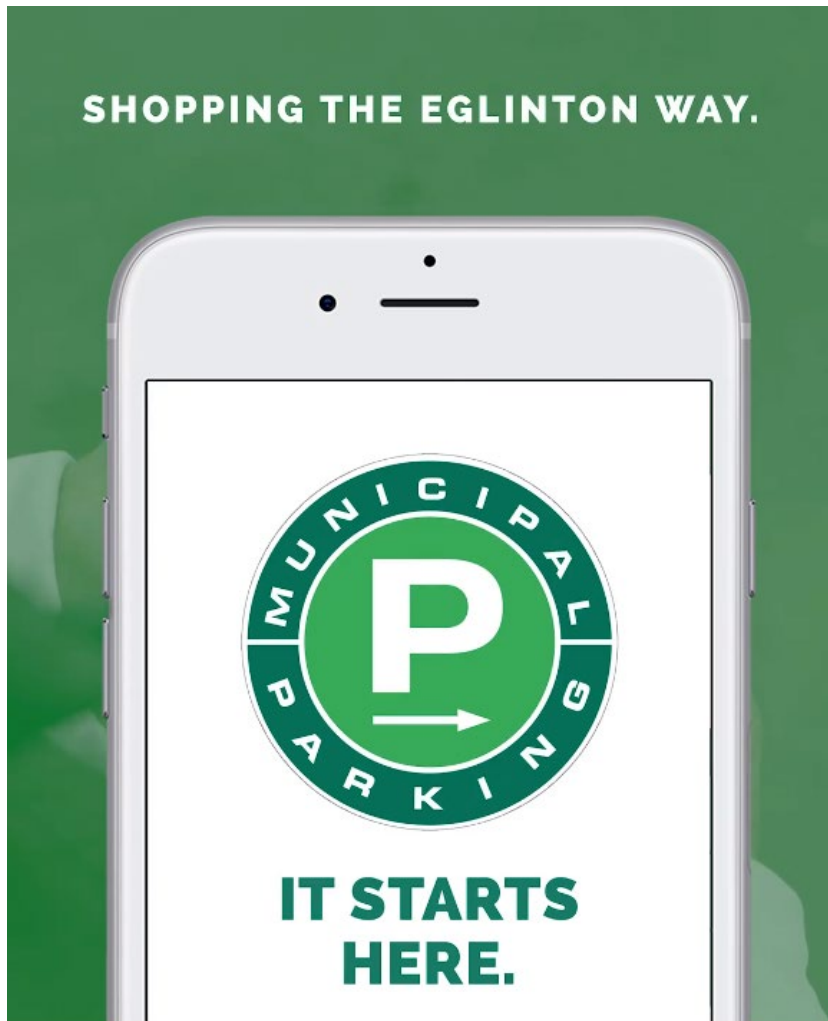


# Parking Management

- Relaxed parking restrictions from one to three hours
- Worked in partnership with the City Councillors, Transportation Services, and local residents associations



# Toronto Parking Authority Partnership



# Traffic Management

- Establish a construction management working group including City, construction, and local stakeholders
- Include local knowledge about the main street area with contractor traffic and construction plans





# Hierarchy of Neighbourhood Needs



# Street Cleaning and Maintenance



# Street Cleaning and Maintenance

- Sweep the construction site daily and nightly and pressure wash the site, adjacent sidewalks, and roadways weekly, or more frequently as needed
- Direct the applicant to include proper lighting for existing sidewalks and proposed walkways to ensure pedestrian safety at all times of day and night





# Streetscape Changes: Items removed



Planters	7
Banner Poles	10
Street signs	6
Luminaires	8

# Street Cleaning and Maintenance



# Marketing and Events





# Marketing and Events

**DIGITAL**  
**MAIN ST.**™

BIA Festivals  
and  
Marketing

**SCAVENGER**  
→ **HUNT**

Individual  
Businesses

City and  
Metrolinx

# Online and Social Media Presence



# Local Story Telling

## UPDATES

← Summer Newsletter    The Royal Conservatory to host Smart Start at Artbarn →



### BITE INTO BURGER SHACK, AN EGLINTON WAY INSTITUTION

... In which BIA Administrator **Sheliza Esmail** eats a burger for breakfast.

It's midmorning on Eglinton and I'm walking down the street heading east towards **Burger Shack**. John, the owner there, is expecting me for our chat. I have known John for almost a year now through working for the BIA. He's known in the neighbourhood for being a very friendly and busy man. I often

BY EGLINTON WAY BIA

ON AUGUST 24, 2016

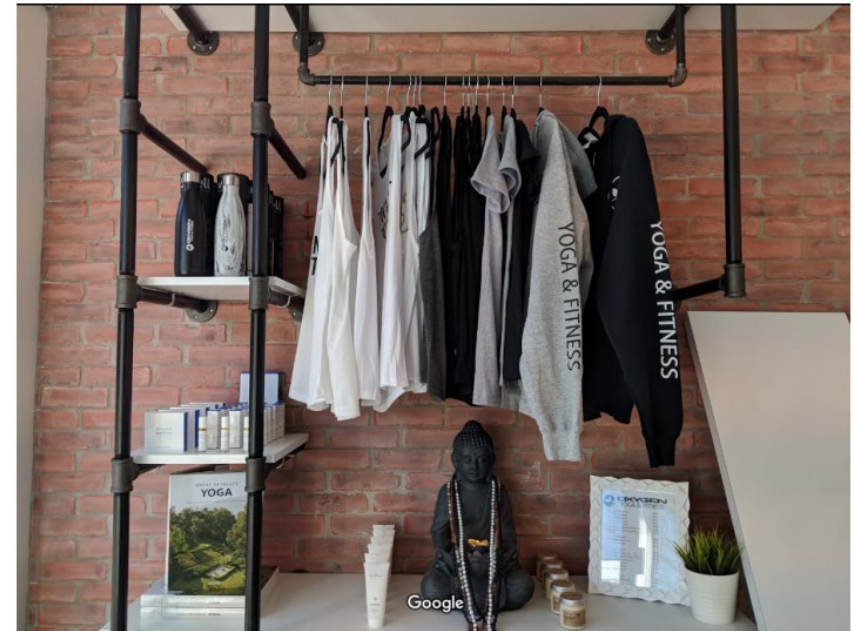
IN TEAM MEMBERS, UPDATES

TAGGED EAT'S, TEAM, UPDATES

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Like

← Bringing Colour to Street Construction    Wellness on the Way Fitness Demo Schedule →



### OPT FOR OXYGEN YOGA

Nina and PJ opened **Oxygen Yoga and Fitness** a few weeks ago on The Eglinton Way. At their opening party they served mimosas and samosas, a delightful combination of trendy and traditional. The dynamic couple are the epitome of fusion in their own lives and bring the same personality to **Oxygen Yoga and Fitness**.

Sheliza from The Eglinton Way sat down with Nina and PJ to learn more about them and their business.

BY EGLINTON WAY BIA

ON MAY 2, 2018

IN TEAM MEMBERS, UPDATES

TAGGED 2018, EGLINTON,

FITNESS, HEALTH, HOT YOGA,

OXYGEN, OXYGEN YOGA, SMALL

BUSINESS, THE EGLINTON WAY,

WELLNESS, YOGA

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# Public Art and Activation



# Public Art and Activation





# Neighbourhood Beautification





# Takeaways

- Major transit construction is complex process
- Transit planners have developed clearer communication plans since 2017
- Contractors are more mindful of impacts to business
- It is difficult, although not impossible, to make changes once a project agreement has been set or started



# Lessons Learned

Persistence



Choose your  
battles



Communication



Realistic  
Solutions



Ask Questions



Stay Positive



# Thank you for attending

[illegible]

style lives here.

THE EGLINTON WAY. FROM ORIOLE TO CHAPLIN.