

Notice to BIA Members

The BIA, with the support of CentreCourt & Fitzrovia, have engaged **Bienenstock Natural Playgrounds** to deliver a **Living Streets** installation that will transform Parliament Street from Carlton Street to Winchester Street into a natural urban oasis designed to serve our retailers and community. The 'Cabbagetown Parkscape' will provide residents and visitors alike with a space to slow down, enjoy the cool shade of a beautiful urban forest interspersed with patios, seating and rolling lawns, and relax in an immersive park experience.

Bienenstock Natural Playgrounds was founded in 1984 and has been running the Living Streets program across Canada and the US for more than a decade. This is the second time the Cabbagetown BIA has worked with Bienenstock to transform Parliament and without the generosity of CentreCourt and Fitzrovia, we could never have made this happen. Bienenstock has developed a rare expertise and highly trained team with the ability to turn a hot paved surface into a living, breathing community space.

For the Cabbagetown installation, The first layer of our Parkscape will be a product called j-drain laid directly onto the street that will allow for water to flow underneath the installation while they will build on top of. The five parklets will be framed by solid wood and stone borders and compacted with fine, dense sand to create a structure that is strong and resistant to impact.

Bienenstock NP will include sod, trees, shrubs, flowers and whimsical elements milled from natural materials that will stop passersby in their tracks and retain foot-traffic for the BIA.

How can I take advantage of this opportunity?

We know that vibrant public realm spaces encourage the public to slow down, take in their surroundings and engage with the elements. With Living Streets, not only do folks have the opportunity to slow down, they get to connect with nature.

When Bienenstock Natural Playgrounds installed similar public realm projects, we noticed that not only did foot traffic increase by an average of 50%, the time people stayed in the space also increased. Living Streets is the perfect public realm solution because it provides the public with a relaxing oasis that stimulates all the senses. It also provides merchants with additional opportunities to realize increased sales not in a pushy exploitative way, but in a needs-based way - it's a win-win!

Increased foot traffic is always a benefit to business - the key is converting it to sales. It's important to appreciate that the nature (pun intended) of participating in a Living Streets installation is one of connection, collaboration and community. This is an opportunity to forge organic connections with potential clients by engaging with the Parkscape in unassuming ways that leave folks with ideas rather than pressures.



What's critical to the success of optimizing the opportunity that is Cabbagetown Parkscape is realizing this is a shared responsibility. Everyone should take ownership in thinking about the space in front of their properties in terms of waste and survival of the installation - if you see something wrong, make sure to report it to one of the staff on-hand. The same can be applied to using the space - it's important to share your adjacent spaces with your neighbours and to consider their wants and needs and vice versa. Talk to each other, plan with one another and share in this unique opportunity.

Here's some examples of how different business types might want to consider optimizing on this opportunity:

Food & Beverage Establishment

- **OUTSIDE:** Occasionally send out a team member with samples on a tray to hand out to the public. Consider timing - maybe save this activity for moments when the business is slower to help pick-up the pace inside.
- **INSIDE:** Consider having and suggesting grab-and-go items during foot traffic peaks and increase your capacity to close sales by making all POS systems available to takeaway sales or increasing them.

Retail Establishment:

- **OUTSIDE:** Communicating products or deals - think outside of the box, maybe collaborate with a representative of a product line you carry. This is an opportunity for visibility. Your carry-away packaging will likely stay longer in the footprint with folks sticking around longer - is your brand noticeable? Is the packaging sustainable?
- **INSIDE:** Ensure all items are clearly labeled and priced so your customers are able to self-serve as much as possible during busier periods.

A service:

- **OUTSIDE:** Invite folks to participate in a trial or discounted trial service or demonstrate your services in the Parkscape
- **INSIDE:** Host trial sessions, bring participants out into the space, hold discussions/small meetings in it.

In appreciating the nature of this, it's really important to limit the amount of plastic, vinyl and paper that are brought into the Parkscape. Try to use digital promotions instead of printed - QR codes can be really helpful and are free and easy to create online. Be attentive to and responsible for any additional waste you create in the Parkscape.

NOTE: The BIA has advised the City of Toronto Film Office that it would be inappropriate to grant any permits to film crews along the stretch of affected road. If you are approached by a film and television location scout looking to film in your business, the BIA would like you to decline the request as there will be no room for the crew to stage their equipment.

Construction Impact:

Highlights

When: Monday, June 27 - 29

Operating Hours: 7:00AM - 7:00PM

Green P Street Parking: Will be removed at 12:01am Monday, June 27, 2022 from Carlton Street to Winchester Street on the east and west sides of Parliament Street until September 13 (confirm date), 2022 - notes on parking solutions found below

BikeShare: The BikeShare on Parliament Street will be moved on Monday, June 27 further north by a few meters

Large machines/trucks and noise to be expected:
Telescopic forklift, skid steer loader and hand tools.

The installation of Bienenstock Natural Playgrounds Living Streets will take place from June 27 - June 30 with the space opening on July 1, 2022.

YAY it's open!

Bienenstock Natural Playgrounds partners with the Canadian Wildlife Federation's 'Canadian Conservation Corps (CCC)' to provide 4 conservation focused staff for the duration of the project. Not only will they be responsible for keeping the Parkscape fed, watered and looking beautiful, they will be on hand to interpret the different elements of the Living Streets installation and collaborate on research to show the positive impact on the environment and our businesses. We hope you take some time to engage with our friendly team!

The Living Streets CCC team are your go-to contacts for anything related to maintaining the living and natural elements of the installation (sod, trees, shrubs, plants). This team will be watering the Parkscape daily from the fire hydrant access points on the street. They are roaming and available during the following hours:

Monday to Friday - 2 people per shift

- 0800 - 1000
- 10:30 - 12:30
- 13:00 - 15:00
- 15:30 - 17:30

Saturday - Sunday - 2 people per shift

- 0800 - 1000

Any concerns regarding built elements such as the bus stop platform or the stage area can be emailed directly to Kyle Iannuzzi kyleiannuzzi@gmail.com

PARKING, DELIVERIES AND DROP-OFFS

Street signage will be changed to reflect the changes that were communicated to the BIA in the design proposal process. Those elements will include:

- No stopping, no standing and no parking in the space occupied by the Parkscape
- New 15-minute parking areas just south of Winchester street on Parliament Street (follow new signage)
- Commercial Loading Zone on the east side of Parliament Street in the middle of the Parkscape close to The School of Canadian Contemporary Dance. This zone will serve as a space for deliveries and pick-ups to homes and businesses along the street.

WASTE MANAGEMENT

The City of Toronto is providing additional waste and recycling bins for Parkscape throughout the summer. Along with the City, we'll assess any additional requirements should the need arise. Feedback is always welcome in an effort to maintain a well-kept environment for all.

*****IMPORTANT***** residential and business waste will need to be dropped anywhere along the curb outside of a park installation. The waste must be accessible by the curb. The Living Streets CCC team will be available to help move waste if needed and we ask that you make best efforts to relocate your waste accordingly.

Questions & Feedback

Your questions and feedback are definitely welcome! Please direct your questions and feedback to Virginia Gallop, Executive Director of the Cabbagetown BIA bia@cabbagetownto.com