



# WATERFRONT BIA

# WATERFRONT LOCATION GUIDE: Activation, Event, and Programming Opportunities



# LAND ACKNOWLEDGEMENT

The Waterfront BIA acknowledges that the land upon which we operate is the traditional territory of the Mississaugas of the Credit First Nation and that Toronto is covered by Treaty 13 with the Mississaugas of the Credit First Nation (MCFN). In addition, the Waterfront BIA acknowledges that Toronto has historically been a gathering place for many Indigenous people including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is home to many First Nations, Inuit and Métis peoples today.



For more information about the history of Indigenous peoples on the waterfront please refer to **Missisakis: An Indigenous History of the Tkaronto Islands** [video](#), produced by the Bawaadan Collective, featuring knowledge keepers from the Mississaugas of the Credit First Nation, Darin Wybenga and Margaret Sault.

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The Waterfront Business Improvement Area has put together this guide to event spaces on the waterfront to help provide event-runners with information on the various public spaces along the waterfront that can be activated throughout the year. Our goal is to help make our world-class waterfront a more accessible space to coordinate events on and to help bring life and culture to every corner of the waterfront. In this document, you will find:

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# ABOUT THE WATERFRONT BIA

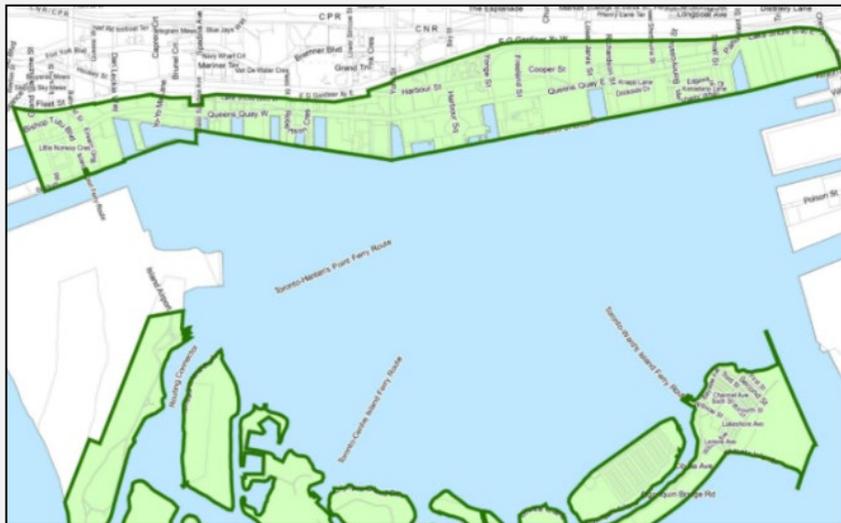
## OUR MANDATE

Support the development of a premier destination waterfront that is well-connected to the rest of the city and beautiful, clean and vibrant all-year round.

Support Businesses,

Engage the Community,

Unify the Waterfront



Our membership includes all commercial and non-residential properties and businesses located within our boundaries

## ACTIVATION OBJECTIVES

The Waterfront BIA also seeks to achieve the following objectives through its activations and programming work:

Bring people to the waterfront with meaningful and memorable experiences

Highlight public spaces and off-seasons

Collaborate and partner with 'waterfront coalition' stakeholders and producers

Harbourfront centre



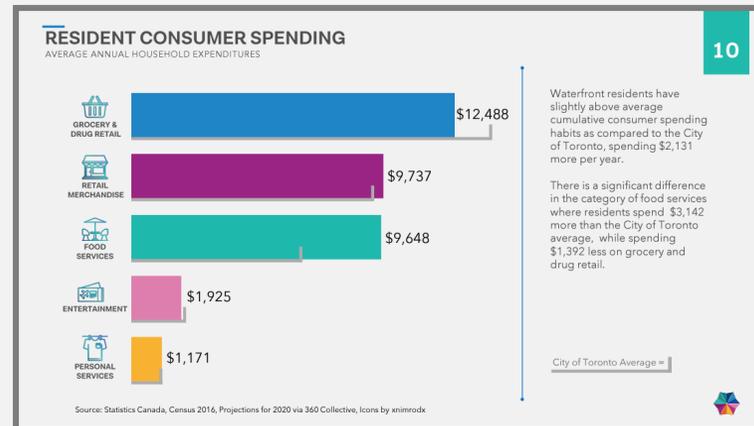
# AREA VISITATION RESOURCES

## PEDESTRIAN COUNT SUMMARIES ([PDF](#))



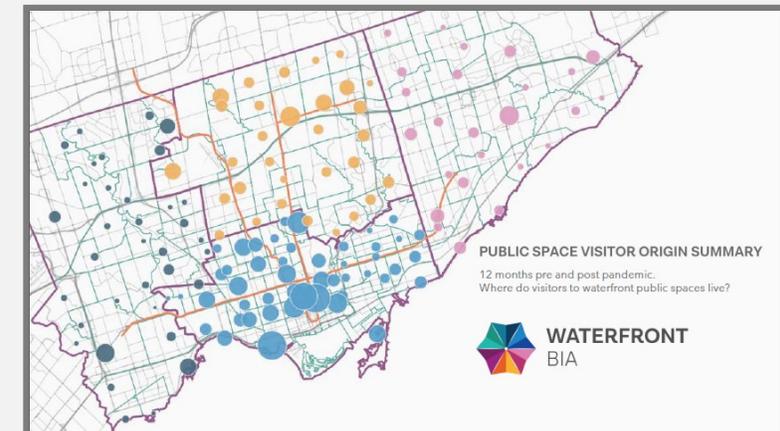
Waterfront BIA regularly distributes counts of pedestrian and cyclists activity along Queens Quay. These reports can help event organizers understand the foot-traffic patterns along the waterfront.

## AREA DATA SUMMARY ([PDF](#))



This report provides data on the development of Toronto's central waterfront. It highlights the key themes of Downtown Toronto's quickly developing core, especially its rapidly developing waterfront, including information such as consumer behavior and demographics that can help event organizers.

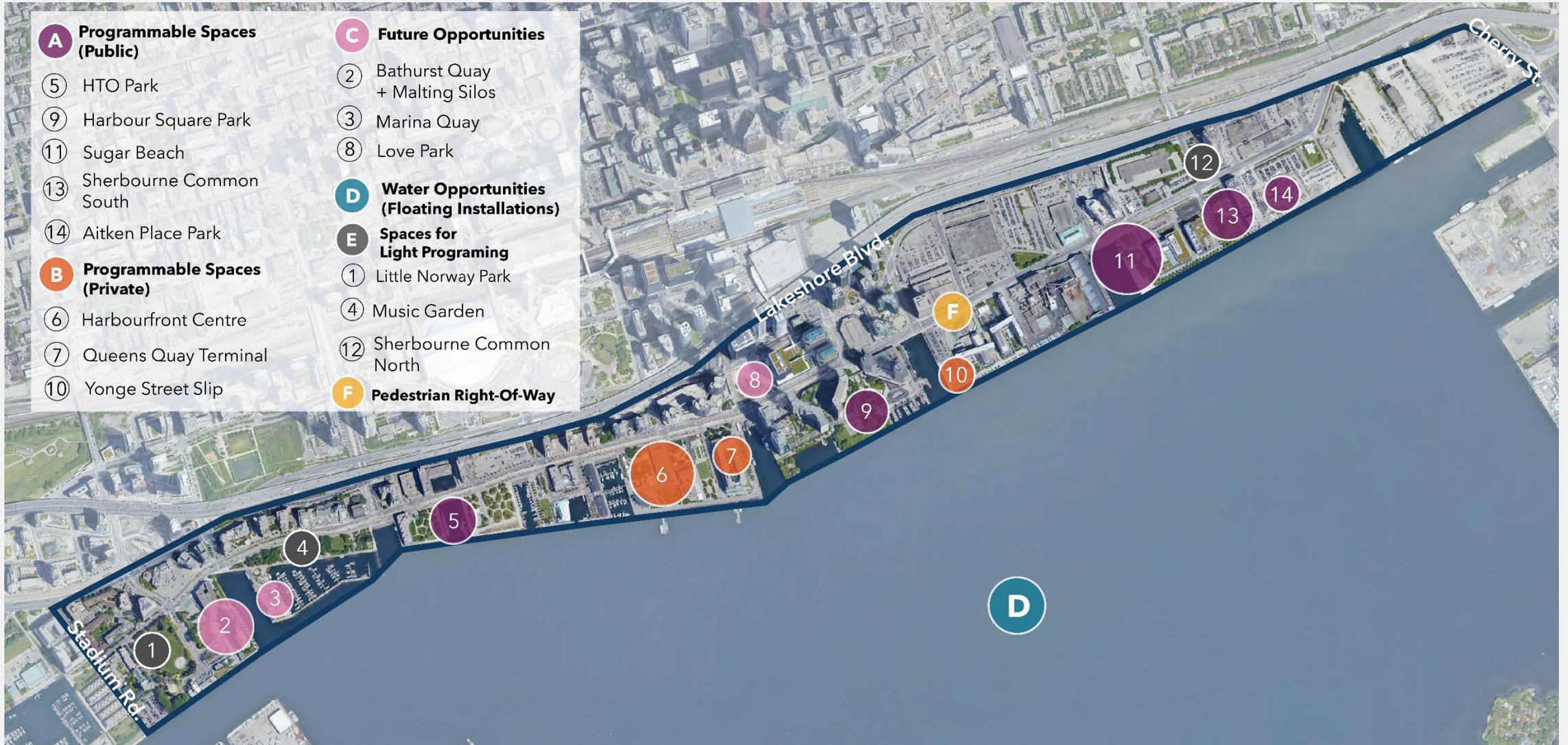
## VISITOR ORIGINS REPORT ([PDF](#))



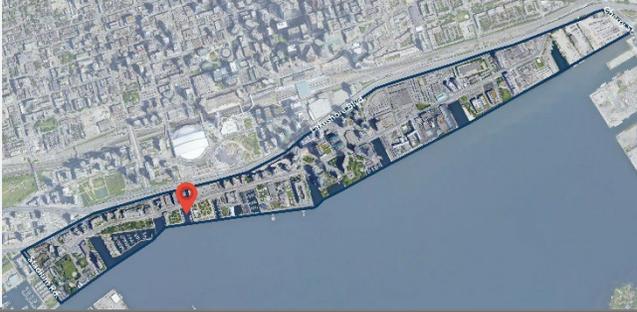
This Public Space Visitor Origin Summary uses privacy compliant cellphone data, to show where visitors to a sample of waterfront public spaces visit from, for 12-month periods before and after the start of the COVID-19 Pandemic.



# PUBLIC SPACES ALONG THE WATERFRONT



# HTO PARK



Waterfront Artisan Market (2018)



Ice Breakers Installation (2019)



#TOWaterfront Sign (2018)

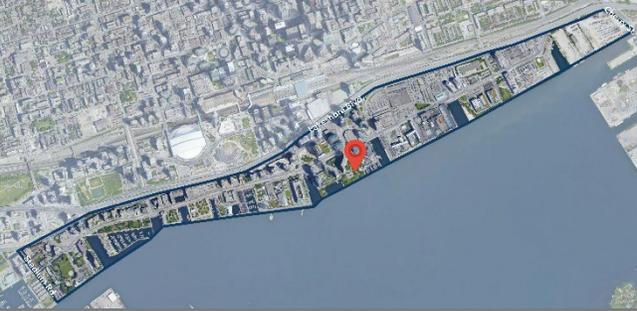
**HTO Park** and **HTO Park West**, located at 339 Queens Quay West, are one of the more active parks in the neighbourhood during the warmer months. The Urban Beach located along the south edge of HTO Park is especially popular with visitors in the summer.

Events such as the Waterfront Artisan Market and the Redpath Waterfront Festival have been hosted at these locations in past years, using the parks broad pathways as locations for market stalls for vendors.

The HTO parks are built on the former Maple Leaf Mills and Silos site, which were destroyed in the 1980s after the city's industrial decline. Since then, the site has turned into a vibrant and animated park that is used by visitors and residents daily.

For permits, contact the City of Toronto Parks Forestry and Recreation permitting office.





# HARBOUR SQUARE PARK

**Harbour Square Park** is the gateway to the Toronto Islands, located at the foot of Bay St, just south of the Queens Quay LRT Station with Toronto's Iconic Ferry Fleet located at the Jack Layton Ferry Terminal at the south-east corner of the park.

This park is a very passive and well used open space that people commonly use to sit and relax and enjoy the view while waiting for the ferry. The park features a boardwalk around the edge of the park, and an outlook point for in-water locations.

The park's west side features a public art piece called the "Sundial Folly" that Paul Figueiredo and John Fung designed.

The parking lot at the center of the park is private parking belonging to the 33 Harbour Square Condominium.

For permits, contact the City of Toronto Parks Forestry and Recreation permitting office.



Tall Ships Parade



Two X 30 Dance Performance (2022)



Site Map





# SUGAR BEACH

**Sugar Beach**, located southeast corner of Queens Quay East and Lower Jarvis, is the eastern urban beach on the Waterfront. The white sandy beach at this park feels like an escape from the urban environment, and features great views of the water, the Toronto Islands, and the ships at the Redpath Sugar Factory.

While this space can be difficult to program for conventional events, this white sand beach surrounded by towering willow trees can be great for events such as movie nights or salsa events.

There is also an extension of the park on the north side of Queens Quay East that can be used for smaller activations, adjacent to the Artscape Daniels Building.

For permits, contact the City of Toronto Parks Forestry and Recreation permitting office.



Video Truck Installation of Rahyne Sugar Beach North (2021)



Sail in Cinemas - Sugar Beach (2018)  
Photo Credits: Ports Toronto



Site Map



# SHERBOURNE COMMON SOUTH

A13

Located at 61 Dockside Drive, **Sherbourne Common South** is one of the larger open spaces on the waterfront. It is one of the first parks in Canada to incorporate a neighbourhood water filtration system in its design.

The park features a large field area that is easily programmed, and an ice-skating rink that can turn into a splash pad during the spring and summer. There is also a permanent public washroom located in this park.

The water views from this park are beautiful, and the trees in the garden provide great shade areas to cool down during the summer months.

Due to the ongoing construction on the south side of the park till the end of 2022, accessibility may be an issue.

For permits, contact the City of Toronto Parks Forestry and Recreation permitting office.



Sugar Shack (2019)



Site Map





# AITKEN PLACE PARK

**Aitken Place Park**, located on the south side of Queens Quay West, just east of Lower Sherbourne at 90 Merchants' Wharf, is tucked between Bayside residential towers. It has access to the water's-edge promenade at the south side of the park, features a permanent public art installation called the Lightkeeper, some outdoor seating, a hillside elevation with a walking path, and a small children's play structure.

This park is perfect for art installations and has opportunities for movie nights or public performances provided that the adjacent residences are notified.

For permits, contact the City of Toronto Parks Forestry and Recreation permitting office.



Olamina (2021)



Site Map



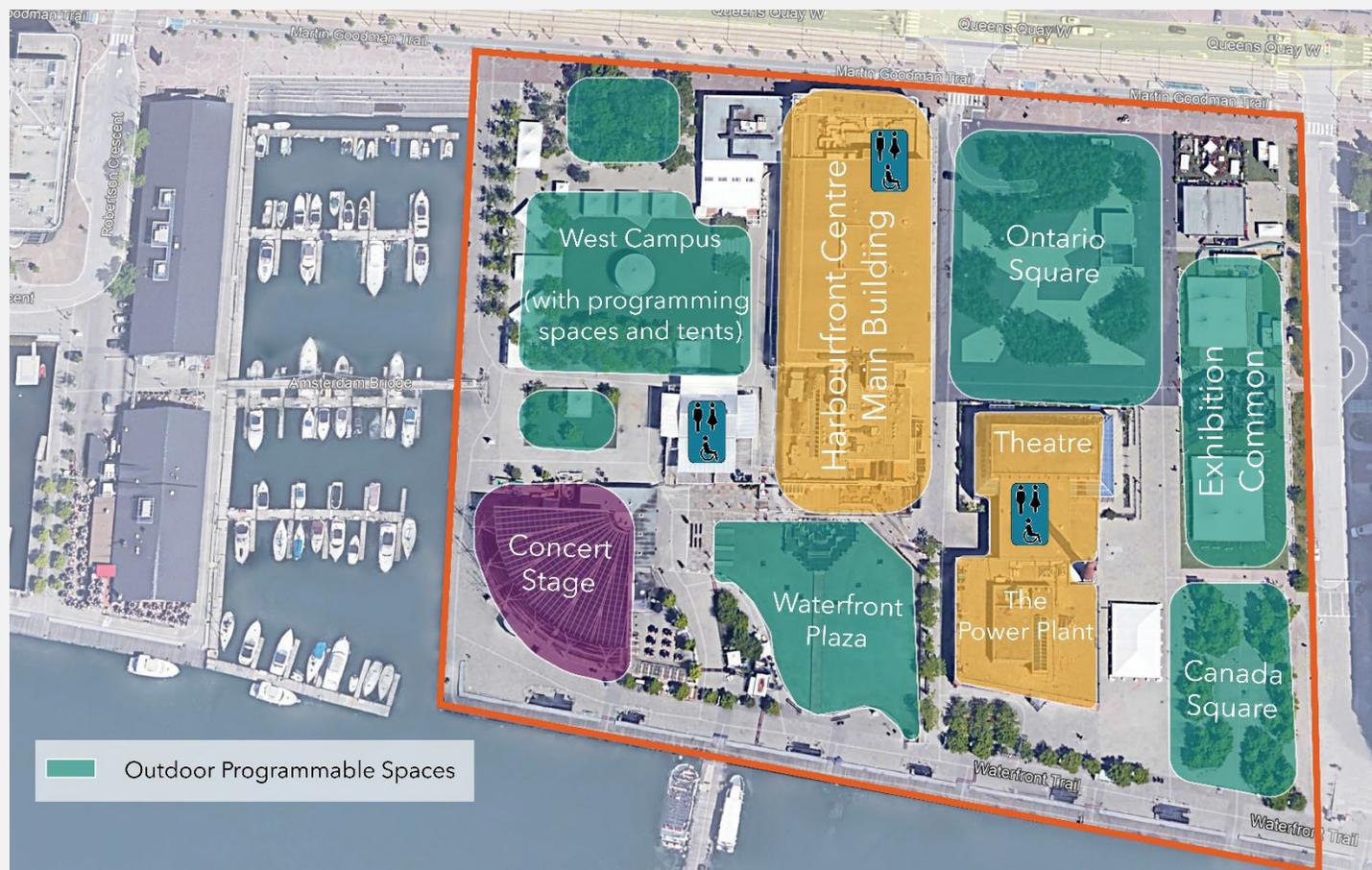


# HARBOURFRONT CENTRE

Located at 235 Queens Quay West, **Harbourfront Centre** is an international centre for contemporary arts, culture and ideas, and a registered, charitable not-for-profit cultural organization operating a 10-acre campus on Toronto's central waterfront. Harbourfront Centre provides year-round programming and events 52 weeks a year, 7 days a week, supporting a wide range of artists and communities.

When available Harbourfront Centre offers its facilities for rent for a variety of purposes. The main campus features five theatres, two art galleries, five working craft and design studios, outdoor public squares, the lakeside Concert Stage, and water's edge promenade with boarding locations for many tour and cruise operators. The Centre provides a number of services for event organizers, such as production and technical support as well as security services, for a fee.

To contact Harbourfront Centre directly or ask questions please email [rentals@harbourfrontcentre.com](mailto:rentals@harbourfrontcentre.com)



Site Map

Harbourfront Centre also operates other venues in the wider area, a full list can be found on their [website](#).





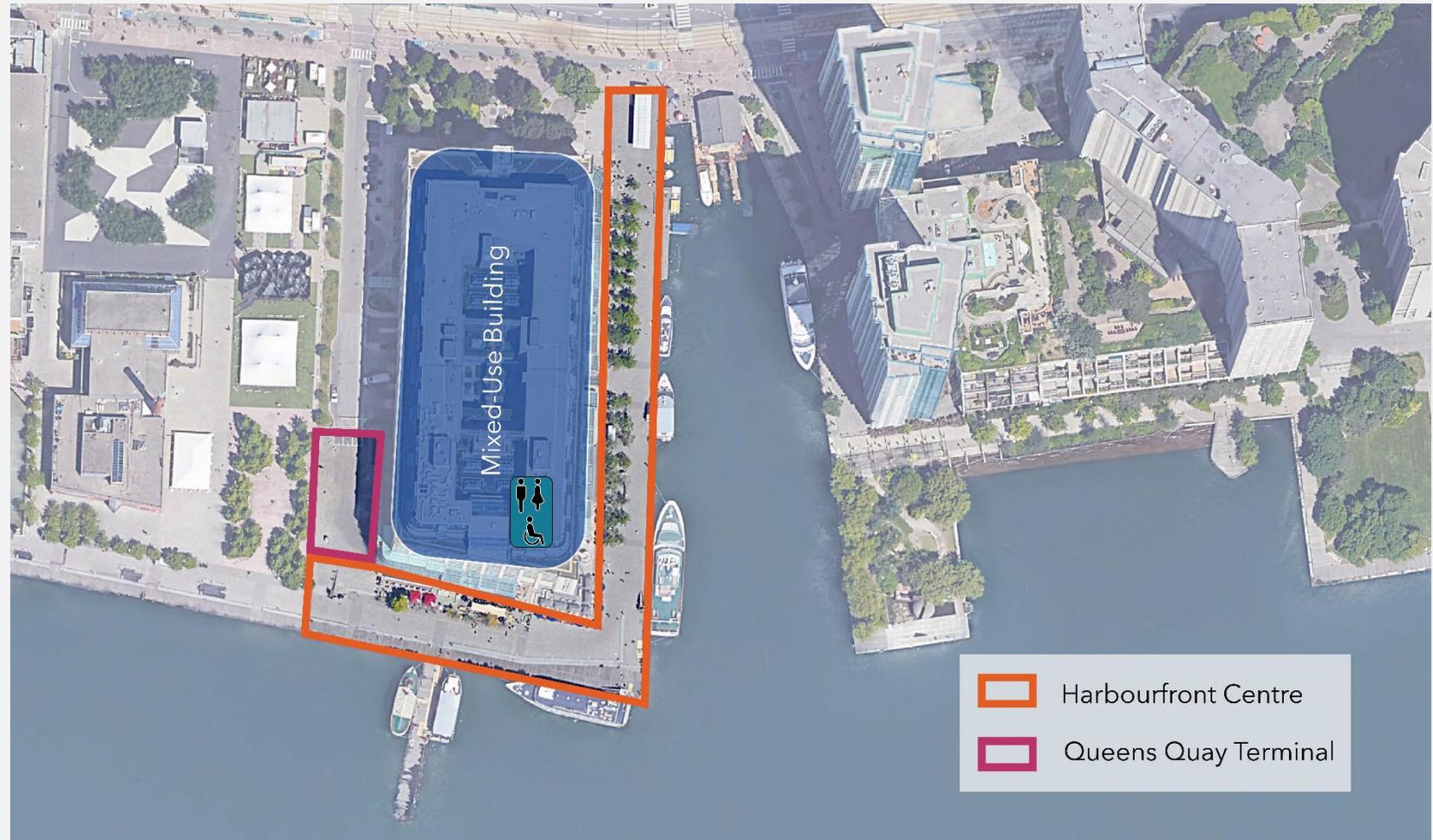
# QUEENS QUAY TERMINAL

**Queens Quay Terminal** is a mixed-use commercial and residential building located at 207 Queens Quay West which was initially built as a marine terminal with offices in 1927. The building was rebuilt in the 1980s and added four residential floors to the offices on top. The floors below the residential levels include office and retail uses.

The promenade on the south and east sides of the building have potential for programming and events and are directly accessible from Queens Quay and has beautiful water views from the south and the east.

Please refer to page 12 of this document for information on how to book the **Harbourfront Centre** portion of this space.

For other programming permissions, contact [info@waterfrontbia.com](mailto:info@waterfrontbia.com) for an introduction to the property management.



Site Map





# YONGE STREET SLIP PARKING LOT

B10

**The Yonge Street Slip Parking Lot** functions as a parking lot on a daily basis. However, it is available for programming if the event producer reimburses the operational cost for the parking spaces.

This is a prime location for events as it is located at the foot of Yonge Street on Queens Quay and is a major intersection for high foot traffic. There is also access to the water's edge promenade, which is an excellent feature of the space.

The space belongs to Waterfront Toronto.

For any inquiries about the area, you can contact the Waterfront BIA at [info@waterfrontbia.com](mailto:info@waterfrontbia.com). We can assist you with putting your organization in touch with them.



Site Map





# BATHURST QUAY, MALTING SILOS AND MARINA QUAY

C2  
+  
C3

The **Canadian Malting Silos** and the surrounding plaza area are a former industrial site that the City of Toronto Waterfront Secretariate is currently rejuvenating. Adjacent to this site are the **Waterfront Neighbourhood Center**, a vibrant community center that occasionally allows programming on their site, and the **Corleck Building** which is currently being rejuvenated by the **Canadian Ireland Foundation** to be a hub for arts, culture and heritage on Toronto's Waterfront.

Across the slip to the east is **Marina Quay Pier**, also known as Spadina Pier. This pier was built in 1986 to serve as the western perimeter wall of the Harbourfront Centre operated Marina Quay. It also supports dockage for several charters and other ships on the west sides. Programming opportunities may be available at this site at the discretion of Harbourfront Centre. Please refer to page 12 for Harbourfront Centre's contact information

For programming permissions, contact [info@waterfrontbia.com](mailto:info@waterfrontbia.com) for an introduction to the stakeholders mentioned above.



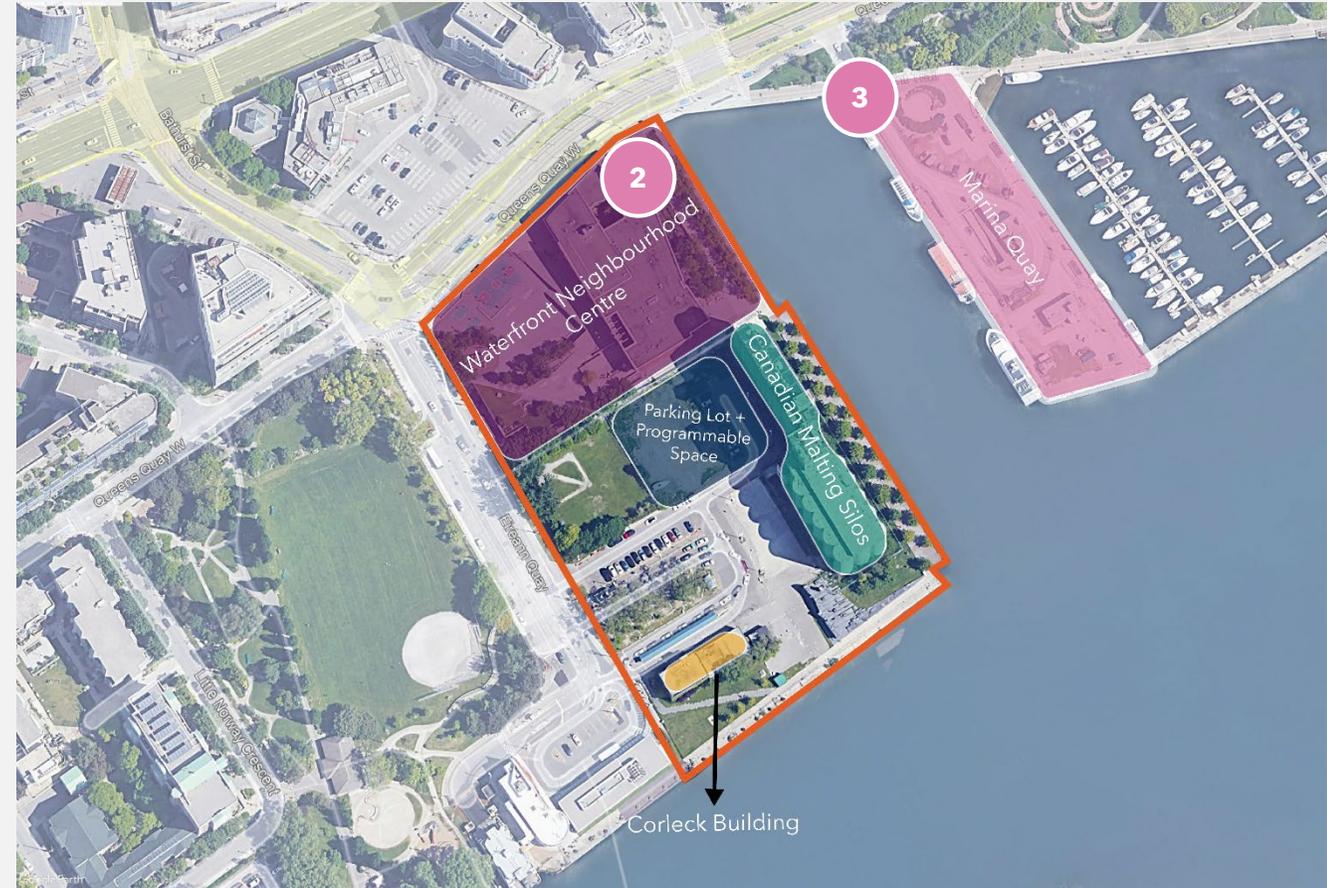
Silos Projection (2020)



Happy Clouds (2021)



Happy Clouds (2021)



Site Map



# LOVE PARK

Formerly known as York Street Park, **Love Park** is now undergoing a significant redesign by Waterfront Toronto to include a heart-shaped pond in the centre. Expected completion: September 2022.

Located at the northeast corner of York Street and Queens Quay West,

For permits (after the park completion), contact City of Toronto Parks Forestry and Recreation permitting.



Image Source: CLAUDE CORMIER + ASSOCIÉS'



Image Source: Waterfront Toronto



Winter Stations Presents: LOOP (2020)



# WATER OPPORTUNITIES

## Permit Application Process

- ❑ Determine the location of your floatable water installation
- ❑ If the location is adjacent to a City Park, a [Parks Permit Application](#) needs to be filled out
- ❑ A permit application needs to be filled out for [Ports Toronto](#) for **any floatable water installations** along the inner harbour. For water lot that belong to Harbourfront Centre the above-mentioned permit needs to be coordinated by them. If you have questions, you can contact the **Harbour Master's Office** at (416) 462-3937.

- ❑ The Toronto Port Authority accepts applications through fax to 416-462-1612, or in person at 500-207 Queens Quay West, or by email at [harbourapps@porttoronto.com](mailto:harbourapps@porttoronto.com)

- ❑ Any floatable installation of significant height must be in-line with the [Billy Bishop Airport Height Restrictions](#)

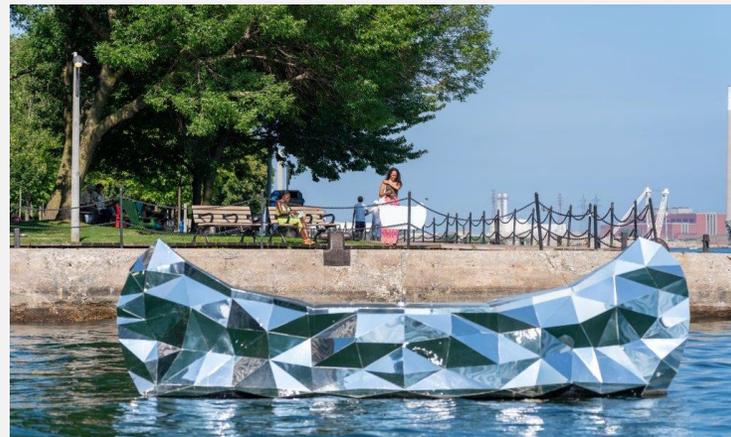
\*some water lots require permission/coordination with multiple stakeholders and/or owners. Please refer to the next page for *Water Ownership and Permitting*.



Safety Orange Swimmers (SOS) - 2019  
Photo by: Nicola Betts



Redpath Waterfront Festival (2017)



Peacemaker's Canoe (2021)



Sail In Cinemas (2018)  
Photo by: Ports Toronto







# SPACES FOR LIGHT PROGRAMMING

E1  
+  
E12

The spaces in this category are ones that have not been planned for events previously by event organizers, but that does not mean they are not programmable.

These spaces can be used for small-scale programming and events or passive activations such as art installations.

For permits, contact the City of Toronto Parks Forestry and Recreation permitting office.



## LITTLE NORWAY PARK

Located at 339 Queens Quay West, this park is primarily used by area residents, and is not usually programmed aside from recreational sports activities. Permanent restrooms are maintained, seasonally.



## SHERBOURNE COMMON NORTH

Located just north of the more programmable Sherbourne Common South, this north side of the park is not programmed and is more community focused with play facilities for children.





# TORONTO MUSIC GARDEN



Site Map

## TORONTO MUSIC GARDEN PARK

Located at 475 Queens Quay West, this highly manicured garden space is a beautiful part of the waterfront - featuring a beautiful garden stage that is frequently programmed with musical performances by Harbourfront Centre.

Power is available on this site, but programming in this park should be geared towards its tranquil environment. Portable washrooms are available seasonally, and the waters-edge promenade needs to be kept open to ensure fire-vehicle access.

## LEGACY ART PROJECT INSPIRED BY TERRY FOX

In 2022 a new park element celebrating the life and achievements of Terry Fox will be added by philanthropists The Legacy Project to the east of the garden area.

## PREVIOUS EVENTS / ACTIVATIONS



Harbourfront Centre's Summer Music in the Garden has welcomed thousands of patrons to the Toronto Music Garden since 2001.



Ice Breakers was a winter art installation that was held in the space where the Legacy Project is to be constructed.



Renderings of the Legacy Art Project Inspired By terry Fox.



# SIDEWALKS, WAVEDECKS, AND WATER'S EDGE PROMENADE



## Permit Application Process

- ❑ If you are planning an event in a Toronto Park and need to use the sidewalk that is directly adjacent to the main street, you need to fill out an [application](#) for a [Street Occupation Permit](#)
- ❑ For the **Water's Edge Promenade** (marked in purple) City Parks or Facilities permit [application](#)
- ❑ For programming the **Harbourfront Centre Promenade** please contact [rentals@harbourfrontcentre.com](mailto:rentals@harbourfrontcentre.com)
- ❑ For any activations on the **Water's Edge Promenade**, there needs to be a minimum **6-ft clearance** on at least one side of the promenade for **emergency vehicles**.



\*Please refer to the map on the right for programmable right-of-way locations along the waterfront.



# PUBLIC EVENTS IN PARKS

## A STEP-BY-STEP GUIDE

Most events located within City of Toronto Parks will require a [Special Event - City Parks or Facilities permit](#) which must be submitted to the City no less than 8 weeks in advance of the event. The exact criteria for events in parks are outlined in the city's [special event guidelines](#). Applicants are encouraged to consult with the Parks Permit Officer for Ward 10 prior to making an application - Stacy Babb at (416) 338-2609 or at [stacy.babb@toronto.ca](mailto:stacy.babb@toronto.ca)

### General Requirements for Public Events in Parks

- Must be organised by a not-for-profit organisation or community group that provides benefit to the community (private or promotional-only functions are not allowed).
- A site plan for the event indicating the location of items such as event waste bins, structures such as stages and tents, seating, benches, etc.
- An administrative fee of \$31, a damage deposit if the event exceeds 200 people in attendance , and a certificate of insurance naming the City of Toronto as an additional insured for the amount of \$2,000,000 in coverage.
- Provision of portable washroom facilities at a ratio of 2 portable washrooms for every 100 attendees, including at least 2 accessible portable washrooms.
- Provide a waste management plan for the special provision of waste containers and removal for the duration of the event.
- An [Emergency Action Plan \(EAP\)](#) must be submitted for each event 8 weeks or 60 days prior to the event date.
- A building permit as required for certain structures such as tents and stages as provided by [Toronto Building Services](#).
- Events that intend to include the sale of food and non-alcoholic beverages are required to contact [Toronto Public Health](#) to provide details on how food will be handled and served safely, including the provision of handwashing stations.
- For events that intend to have a beer-garden area, a [Special Occasion Permit \(S.O.P\)](#) from the Alcohol and Gaming Commission of Ontario (AGCO), as well as necessary fencing, signage, smart serve certified staff and security.
- For events where noise may be in excess of the municipal noise bylaw such as amplified music [Noise Exemption Permit](#) my be required.

We recommend that event-runners consult the [City of Toronto's event application form](#) for further and more specific details.



# TIPS & TRICKS

This page contains some tips and advice to help event organizers plan and run a successful event more smoothly. These tips have been acquired through multiple event planning experiences and in consultation with event organizers that have had successful events along the waterfront.

- For events with tents and stages, if they are smaller than the dimensions indicated below you can likely avoid getting a building permit:
  - ✓ Tents that have a surface area of less than 60 square meters (646 square feet)
  - ✓ Stages that are less than 600 millimeters above adjacent ground level and have a surface area of less than 10 square meters (108 square feet)
  - ✓ For more details, please refer to [the Special Event Guidelines for City of Toronto Parks and Trails](#)
- The waterfront has a large resident population, consult with resident groups such as the BQNA, YQNA, or EWCA to help ensure that residents are informed about the event, and that the event is suitable. Contact the WBIA to create a relationship with the relevant resident groups on the waterfront.
- There are strong winds by the water - keep the wind effects in mind and consider adding extra weights to structures that could blow over, such as tents, banners and signs.
- Power is available in some parks and public spaces, however access is limited and not guaranteed. Best practice is to arrange for a quiet portable generator to be on site, which may require Electrical Safety Authority approvals.
- For any events including light the **Toronto Port Authority** and **Ports Toronto** need to be consulted

