

## Lower Main – 2<sup>nd</sup> to 7<sup>th</sup> DRAFT Urban Design Principles and Strategies

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### A) From the Mount Pleasant Community Plan

- Conceive of Mount Pleasant as a distinctive ‘hilltown’ area, recognizing the historical importance of the ‘hilltown’ identity (p. 9)
- As an appreciated contrast/complement to preserved heritage, invite and support architectural innovation that creates new legacies (individual sites and/or streetscapes) (p. 9)
- Create an urban community with a mix of residential, office, and retail uses (p. 26)
- The retail character should be one of local-serving shops and services with small and varied frontages, along with a grocery store. (p. 26)
- Allow up to 6 storeys for mixed-use developments along Main Street from 2<sup>nd</sup> to 7<sup>th</sup> Avenues; investigate permitting additional height during plan implementation (p. 27)
- Identify opportunities to create more small public open spaces and plazas (p. 27)
- Retain the Main Street view cone (from 6<sup>th</sup> Avenue looking northward), protect existing views, and restrict development of higher buildings along the east side of Main Street (p. 30)

### Response to the Implementation Workshop (November 18, 2012)

### B) Street Character and Pedestrian Environment

- Foster a unique identity for this section of Main Street while respecting Mount Pleasant’s overall sense of place
- Create a comfortable and interesting walking environment addressing issues of safety, accessibility, and activity
- Provide texture and variation to retail frontages along Main Street
- Strengthen connectivity to laneways by announcing and marking ‘mews’: create cut-outs/small spaces with variation in scale fronting the lane
- Use breaks in street trees and landscaping to reinforce mews connections
- Emphasize the intersection of lanes and streets as important social meeting spaces
- Encourage on-street parking to enhance the pedestrian experience and to support the shopping function of the street
- Improve the pedestrian environment through addressing traffic impacts (e.g., speed, noise)

### **C) Built Form Character and Views**

- Respond to the view cone by encouraging buildings to organize massing in a variety of ways
- Distinguish the 'start' of Mount Pleasant at 2<sup>nd</sup> Avenue through building form, scale and massing
- On the east side of Main Street, organize massing perpendicular to Main Street, distinguishing it from west side massing
- On the west side of Main Street, maintain a consistent edge as contrast to east side massing
- On the west side of Main Street, use topography to vary the streetwall height between 2<sup>nd</sup> and 7<sup>th</sup> Avenue

### **D) Public Space**

- Use active lanes to create an alternate pedestrian route between 2<sup>nd</sup> and 7<sup>th</sup> Avenues
- Consider access to sunlight in designing public spaces
- Strengthen east-west desire line across 3<sup>rd</sup> Avenue; create a plaza at 3<sup>rd</sup> Avenue out of redundant road space
- Between 6<sup>th</sup> and 7<sup>th</sup> Avenue (west side), create public space based on the geometrics of Kingsway

## **Lower Main – 2<sup>nd</sup> to 7<sup>th</sup>**

### **Working Session, 6:15 – 8:15 p.m.**

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| 6:15 – 6:30 | Overview   |
| 6:30 – 6:50 | Draft Urban Design Principles and Strategies <ul style="list-style-type: none"><li>▪ What is important to you about these urban design principles? Which ones resonated with you in particular, and why? Is anything missing?</li></ul>  |
| 6:50 – 8:00 | Emerging Urban Design Framework <ul style="list-style-type: none"><li>▪ How does the emerging urban design framework concept address the draft urban design principles and strategies with respect to:<ul style="list-style-type: none"><li>a) The street?</li><li>b) Built form?</li><li>c) The role of Main and 2<sup>nd</sup>? The role of Main and 7<sup>th</sup>?</li></ul></li></ul> |
| 8:00 – 8:15 | Summary of key discussion items <ul style="list-style-type: none"><li>▪ What should be the working brand title for this area?</li></ul>  |