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\textsuperscript{nd} to 7\textsuperscript{th} 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\textsuperscript{th} 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 2nd Avenue though 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 2nd and 7th Avenue

D) Public Space

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

Lower Main – 2nd to 7th
Working Session, 6:15 – 8:15 p.m.

6:15 – 6:30 Overview

6:30 – 6:50 Draft Urban Design Principles and Strategies
- What is important to you about these urban design principles? Which ones resound with you in particular, and why? Is anything missing?

6:50 – 8:00 Emerging Urban Design Framework
- How does the emerging urban design framework concept address the draft urban design principles and strategies with respect to:
  a) The street?
  b) Built form?
  c) The role of Main and 2nd? The role of Main and 7th?

8:00 – 8:15 Summary of key discussion items
- What should be the working brand title for this area?