Mount Pleasant Community Plan Implementation

Launch Workshop
November 18, 2012
Welcome!

- Implementation work program
  - Broadway East -> Revitalization
  - Main 2nd to 7th/Broadway East -> Urban Design Framework
  - Shopping Areas -> Public Realm
- What is an urban design framework?
- What is a public realm plan?
Workshop Objectives

• Draw on your experience/knowledge to build on Plan ideas and directions
• Launch 3 implementation work items

Outcomes for today:
• Revitalization: Action ideas for community, businesses, City
• Urban design framework: Preliminary principles (Main 2\textsuperscript{nd} to 7\textsuperscript{th} & Broadway East)
• Public Realm: Overall theme, draft principles
Implementation Work Program

- Phase 2: Draft Directions (Jan.– Apr. 2013)
- Phase 3: Create Strategies and Action Plans (Apr.– July 2013)
- Phase 4: Council Approval (Fall 2013)
Working Together

Mount Pleasant Community

MPNH ('Weaving')

COV

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Mount Pleasant Community Plan Implementation
Broadway East

• What the Plan says
  • Mix of business and residential development
  • Expand arts and cultural spaces
  • Seek quality in design of new buildings
  • 4 storeys on south side
  • 6 storeys on north side
Revitalizing Broadway East

- Economic, physical, social revitalization
- Products
  - Commercial mix strategy
  - Organizational development (e.g., BIA)
  - Urban design framework
  - Public realm plan inputs
  - Local access strategy & parking
Revitalizing Broadway East

• Business outreach
  • Meet and greets
  • Business survey
  • Focus group
What we’re hearing

**Concerns**
- Garbage/cleanliness
- Street activity/crime
- Parking
- Character
- No customers

**Opportunities**
- Central location
- Close to transit
- Cultural diversity
- ‘Broadway’
- Development
What we’re hearing

• Ideas
  • Restaurants, banks, bookstore
  • More gathering places
  • More seating
  • More garbage cans
  • Beautification, greening
  • More sidewalk cafes
  • Interesting window displays
  • More pedestrian crossings
  • Weather protection
  • Affordable housing
Lower Main – 2\textsuperscript{nd} to 7\textsuperscript{th}

- What the Plan says
  - Urban community (mixed use)
  - Expand arts and culture spaces
  - Historical and industrial aesthetics
  - More small public open spaces
  - Up to 6 storeys with additional height at 2\textsuperscript{nd} and 7\textsuperscript{th} Avenues
Lower Main – 2\textsuperscript{nd} to 7\textsuperscript{th}

• What the Plan says
  • Retain the view cone
Public Realm

- What the Plan says
  - Add park/open space
  - More urban food growing
  - Space for arts and culture
  - Park improvements
  - Laneway activation
What is an urban design framework?

• Sets the structure or pattern for laying out the buildings, open space, and roads of the city

• Begins with understanding the ‘vision’ or the future desire for a neighbourhood or place
  • Understanding existing context, interconnectivity, distinct neighbourhood attributes, spatial needs
  • Principles, patterns

• Provides clarity to how the City could look and feel
What is an urban design framework?

• Urban Systems / Structure
  • Movement (walking, cycling, accessibility, desire lines, crossings, lanes)
  • Transit
  • Natural systems
What is an urban design framework?

• Placemaking
  • Local, relevant
  • Gateways
  • Nodes
  • Special places, history
  • Views and connections (within, to, city, local)
• Activities and events
• Character
What is an urban design framework?

- Built Form
  - Scale (massing, height, street enclosure, sun)
- Hierarchy
- Character and identity (use, activity, role of sites)
- Typology
- Public realm interface / enclosure (defining public and private space)
What is an urban design framework?

- Public Space/Public Realm
  - Open space (type, location)
  - Connections and links
  - Public art
  - Streets, streetscape
  - Local and authentic
What is an urban design framework?

[...for Mount Pleasant]
THANK YOU!
What is a Public Realm Plan?

• Overall theme – ‘the big idea’
• Linkages between/within shopping areas
• Special places
• Etc.
Working Together

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‘Weaving’

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