



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 2nd to 7th & Broadway East)
- Public Realm: Overall theme, draft principles

Implementation Work Program

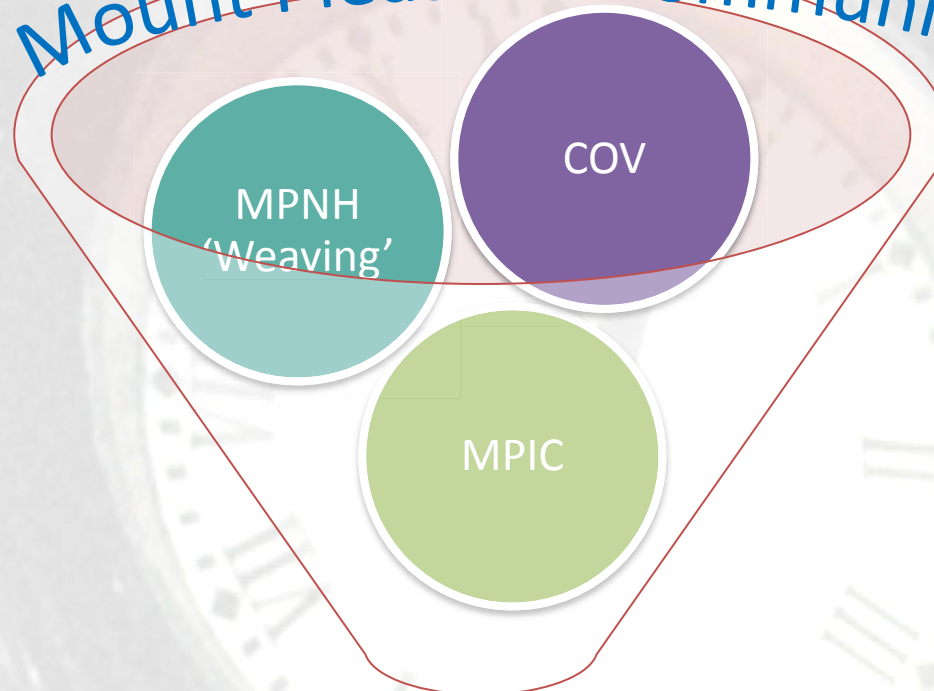


- Phase 1: Ideas and Visioning (Sept. 2012 – Jan. 2013)
- Phase 2: Draft Directions (Jan.– Apr. 2013)
- Phase 3: Create Strategies and Action Plans (Apr.– July 2013)
- Phase 4: Council Approval (Fall 2013)



Working Together

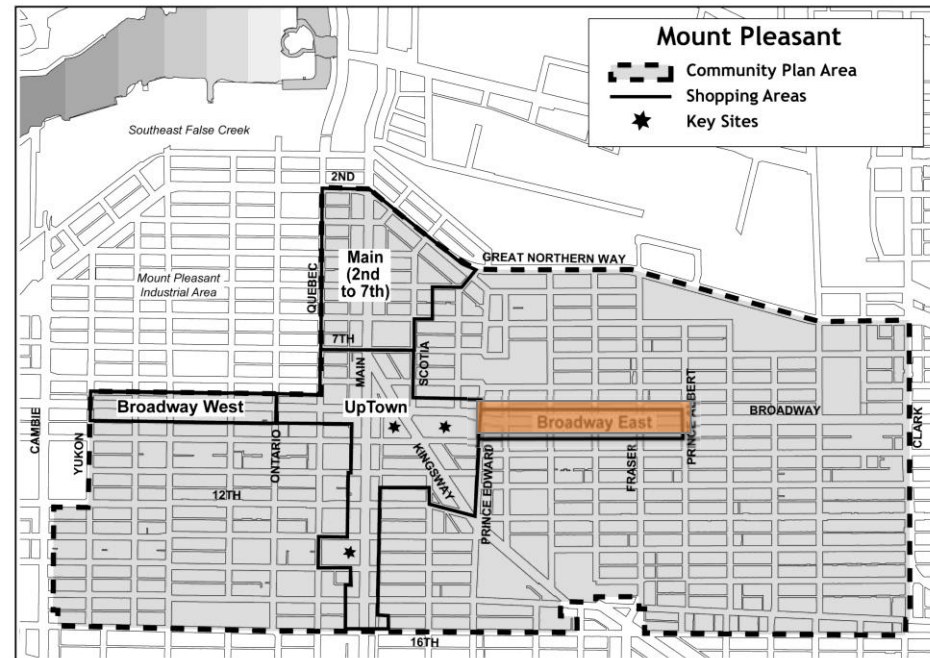
Mount Pleasant Community



Mount Pleasant Community Plan
Implementation

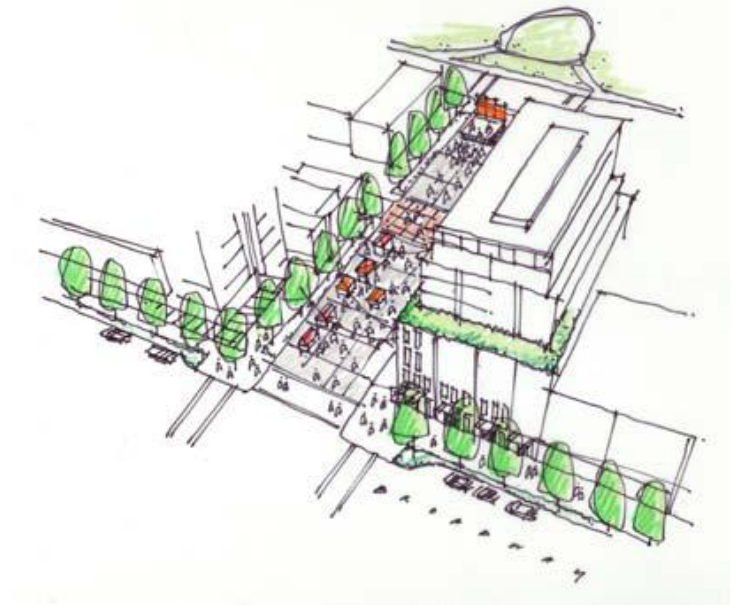
Broadway East

- 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

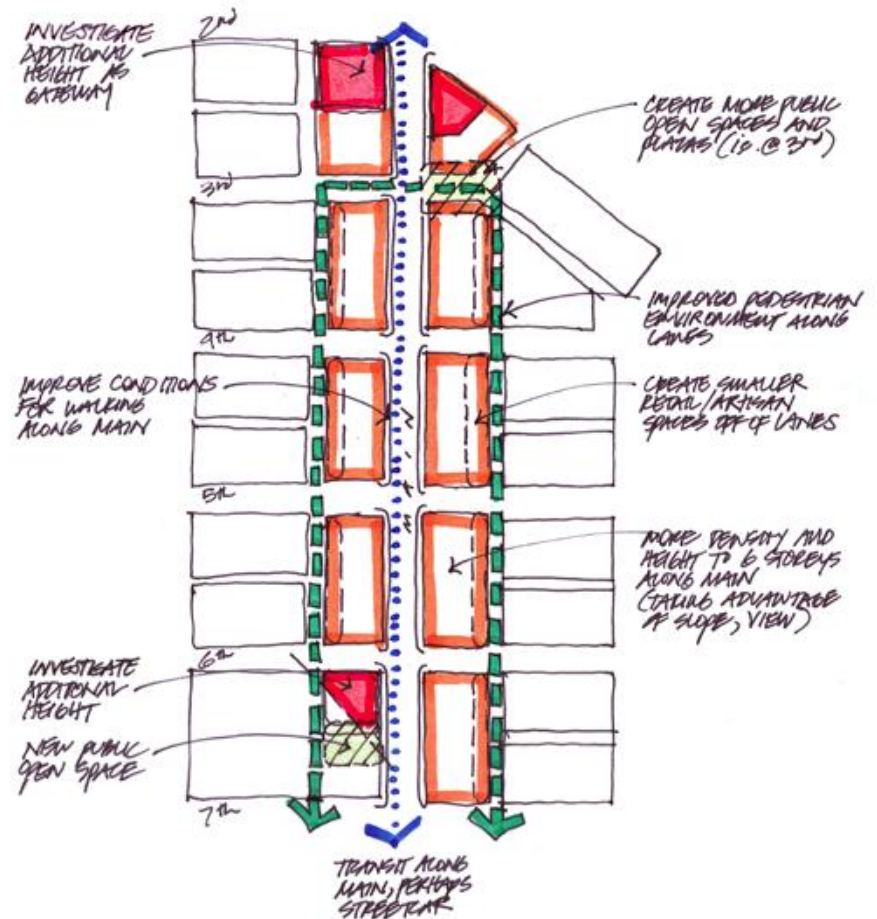
What we're hearing

- 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 – 2nd to 7th

- 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 2nd and 7th Avenues



Lower Main – 2nd to 7th

- 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

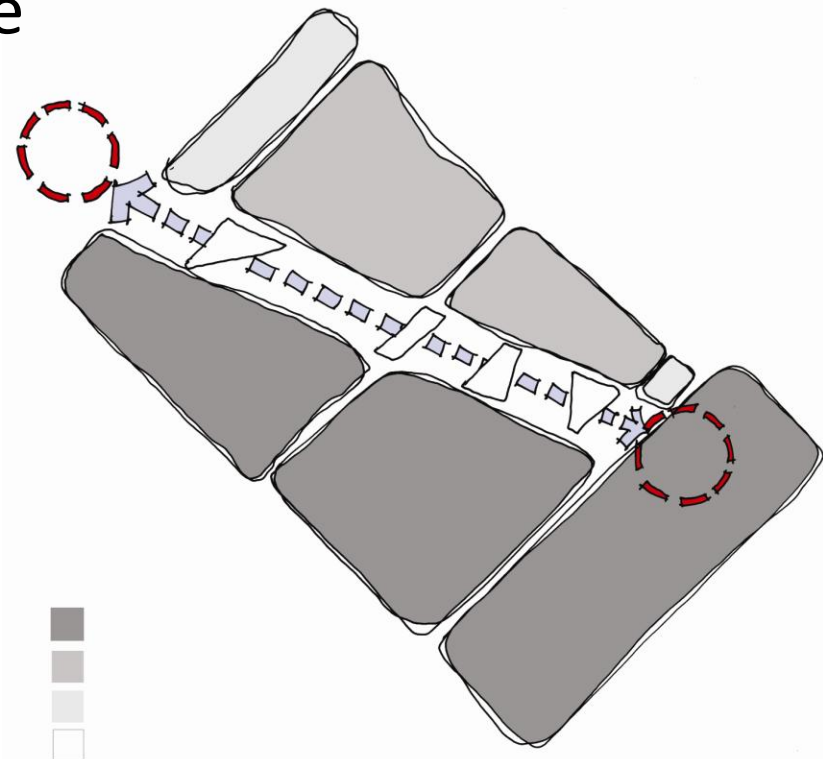


What is an urban design framework?

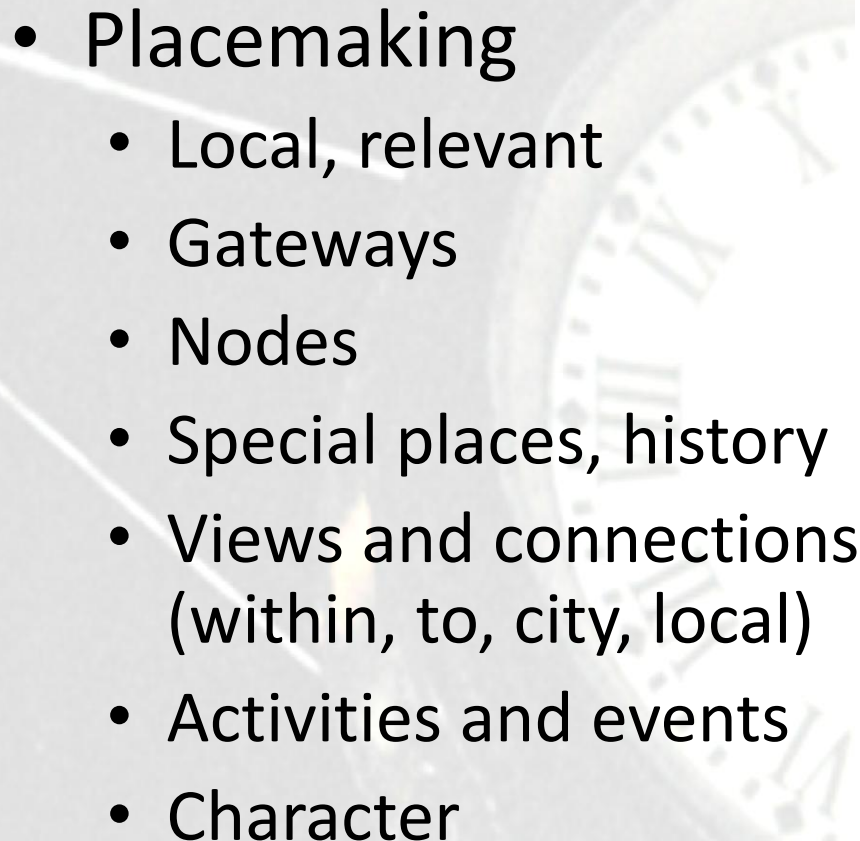
- Sets the structure or pattern for laying out the buildings, open space, and roads of the city
- Begins with understanding the ‘vision’ or the future desire for a neighbourhood or place
 - Understanding existing context, interconnectivity, distinct neighbourhood attributes, spatial needs
 - Principles, 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



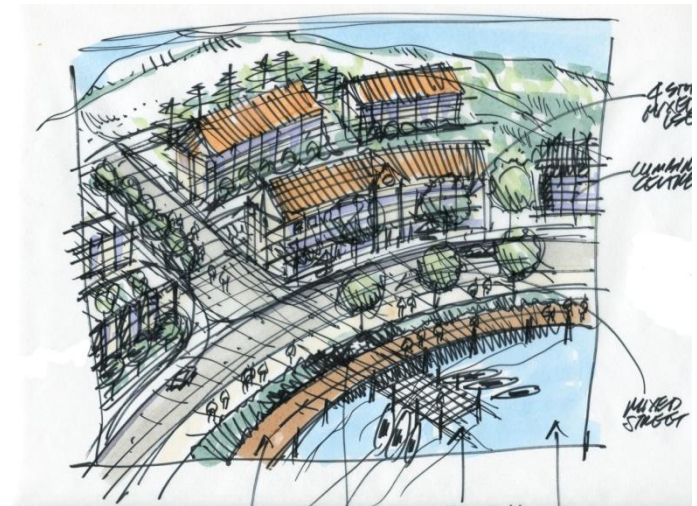
What is an urban design framework?

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- Placemaking
 - Local, relevant
 - Gateways
 - Nodes
 - Special places, history
 - Views and connections (within, to, city, local)
 - Activities and events
 - Character



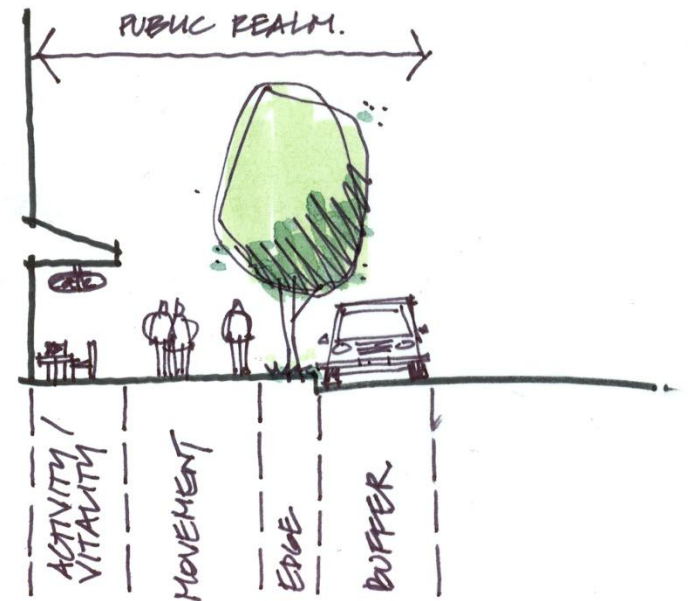
What is an urban design framework?

- 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)

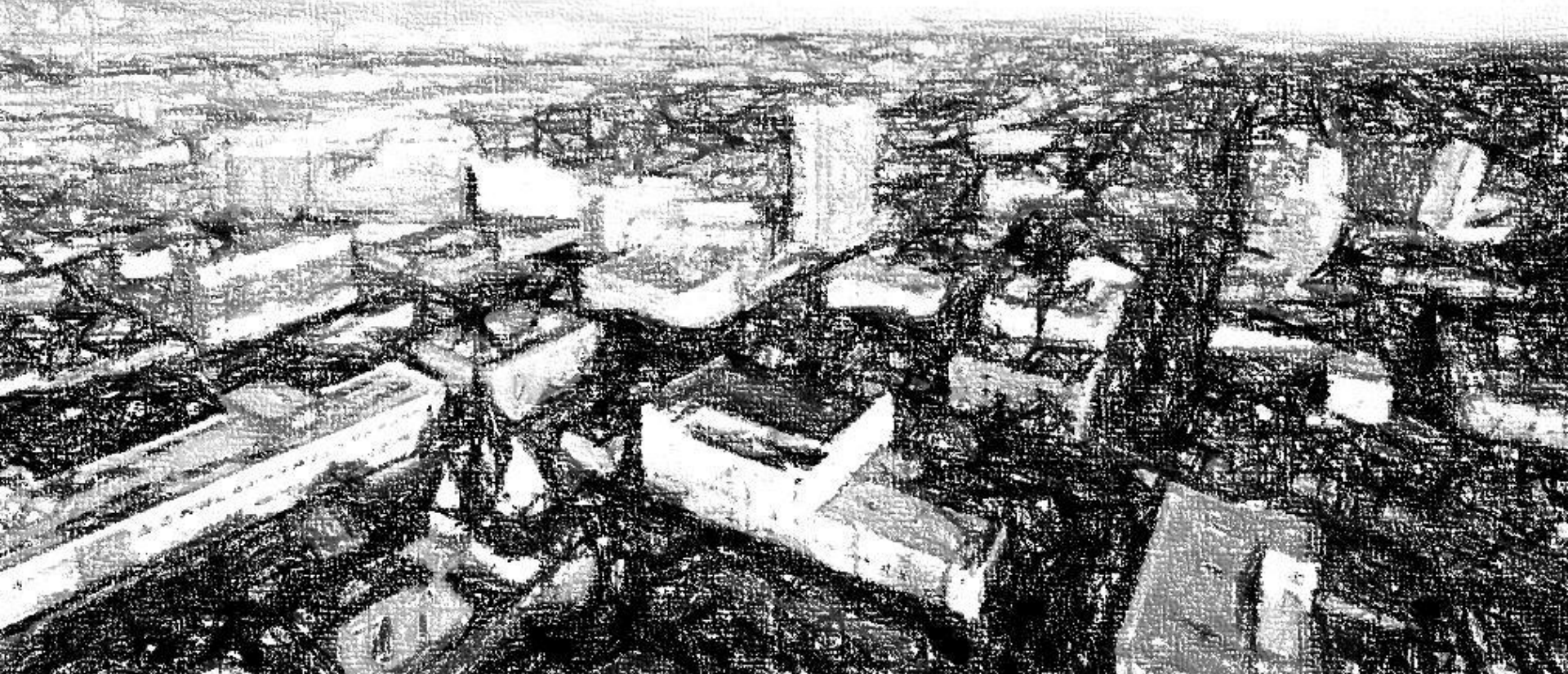


What is an urban design framework?

- Public Space/Public Realm
 - Open space (type, location)
 - Connections and links
 - Public art
 - Streets, streetscape
 - Local and authentic



THANK YOU!



What is a Public Realm Plan?

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

Working Together

