

# Lower Main Urban Design Framework

## Urban Design Framework

### Intent

The Draft Urban Design Framework (Principles and Policy) provides more detailed direction on building form, uses, character and streetscape, which will be used in considering rezoning and development applications together with other relevant City regulations and policies.

### Overview

- **“Pattern blocks”** between 3rd and 6th Avenue allowing up to 6 storeys
- **Transition block at Main and 2nd** allowing up to View Cone limit of 116’ (approximately 11 storeys)
- **Transition block at Main and 7th** allowing up to (approximately 9 storeys)
- **Respond to View Cone** by organizing massing perpendicular to Main Street on east side
- **On west side**, use topography to create a “hilltown” appearance
- **Create a network of active lanes**
- **Provide more open space opportunities** at 3rd and Main; 5th and Main; 7th and Main; City-owned site on Main Street between 6th and 7th Avenue



Massing Diagram

**Q:** Why are you allowing site-specific rezonings when the Community Plan recommended a City-led (“blanket”) rezoning program?

**A:** Site-specific (developer-initiated) rezonings allow the City to receive community amenity contributions (CACs) from development, enabling more public benefits. A City-initiated rezoning would not allow for CACs. Reduced budgets and staff resources have also contributed to this shift in approach, as the work to develop new zoning is resource intensive.

### What We’ve Heard

- Six storey buildings are supported, but there are concerns with taller buildings at 2nd and 7th because of potential impacts on views, overshadowing, and character
- Retain light industrial uses in the area to keep businesses and maintain character
- Great idea to expand the walkability of Lower Main
- Enhancing the laneways should be a priority
- Find ways to tame the traffic on Main Street



Potential parklette at lane and 6th Avenue

# Lower Main Urban Design Framework

## Draft Urban Design Principles

Mount Pleasant Community Plan Implementation: Open House June 2013

### Draft Principles

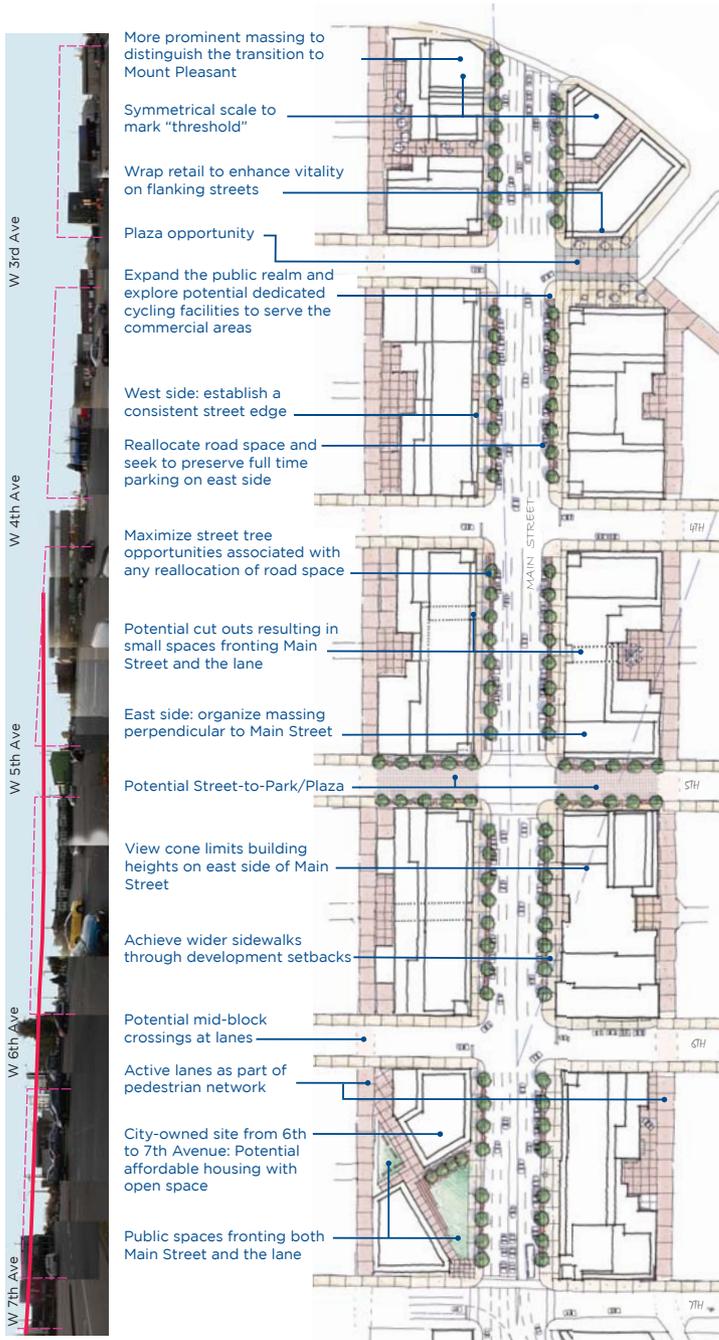
- **Respond to Mount Pleasant's "hilltown" identity** through appropriate buildings and character
- **Foster a vibrant, urban community** while retaining a light industrial character
- **Provide more open space opportunities** through creative use of public space e.g., mini parks and urban plazas
- **Improve the public realm through redevelopment;** foster civic life and placemaking toward a distinct local identity
- **Encourage community stewardship and programming of the public realm** to help achieve a variety of open space opportunities
- **Contribute to greater walkability** by creating a network of active lanes
- **Support architectural innovation** while retaining and enhancing existing older character buildings
- **Retain the Main Street View Cone** and encourage buildings to organize building form (massing) in a variety of ways



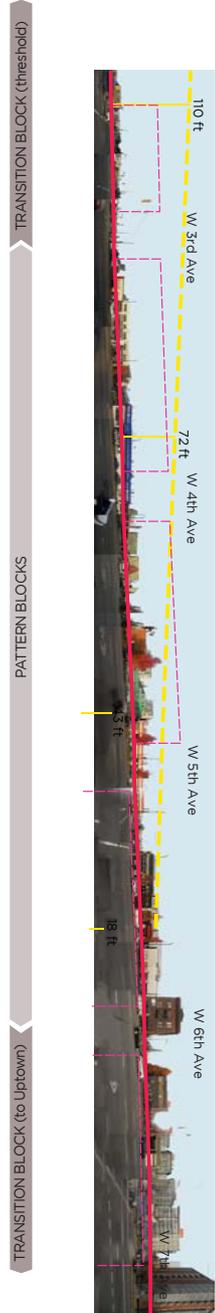
Potential open space and plaza at Main and 7th



# Draft Urban Design Policies



60ft - Maximum allowed height according to current zoning  
 - Main St. Viewcone - Maximum allowed building height



**Uses:**  
 Mix of residential, retail, office, cultural, and light industrial uses with a focus on street level activity.

**Height:**

- 2nd to 3rd Avenue: Up to view cone height of 116' (35.5m) - approximately 11-12 storeys
- 3rd to 6th Avenue: Up to 6 storeys and respecting view cone heights on the east side of Main
- 6th to 7th Avenue: Up to 9 storeys

**Density:**  
 A range of floor space ratios (FSR) subject to review of overall building form, height, compatibility with adjacent buildings, sun access, livability and consistency with the Lower Main Urban Design Framework.



Existing laneway



Existing heritage Ashnola apartments at Main and E. 6th Avenue. Building massing is perpendicular to Main St.



Main at E. 7th Avenue, looking north



Retail on side streets

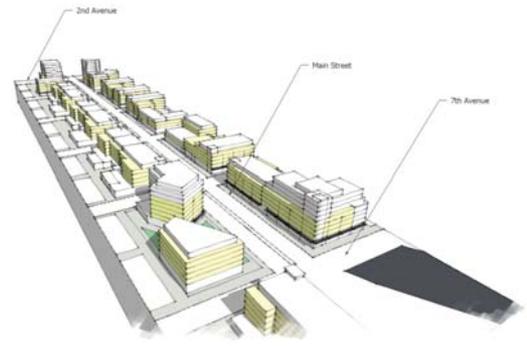


Rezoning proposal: 2290 Main at E. 7th Avenue



Active lane - Melbourne

Massing diagram



**Q: Why are “gateways” being proposed when the community expressed concern about buildings over 6 storeys?**

**A: The Community Plan allowed for consideration of additional height at 2nd Avenue and 7th Avenue during Plan implementation. Within Mount Pleasant’s “hilltown” identity, the draft urban design framework allows up to 116’ (approximately 11 - 12 storeys) at Main and 2nd to transition from taller buildings north of 2nd Avenue to Mount Pleasant while respecting the Main Street View Cone. At Main and 7th, up to 9 storeys is proposed to transition to Uptown - the “heart” of the community (which includes the Community Centre, Rize).**