

# DOWNTOWNLDN | OUR MOVE FORWARD





# TABLE OF CONTENTS

Introduction	1
The Plan	7
The Actions	17
The Tools	33
Transformational Projects	39



# DOWNTOWN MASTER PLAN

## DRAFT

JUNE 18, 2013  
PLANNING AND ENVIRONMENT COMMITTEE

# INTRODUCTION





Downtown London plays an important role in the life of Londoners. The Downtown is the cultural heart, the economic centre and the original neighbourhood of our City. It is a pillar of the community and provides the basis for our future prosperity by attracting people to live and invest in London.

A strong downtown is one that exemplifies civic pride and showcases the true nature of the City. Downtown must be a people place and investment needs to encourage a public realm that is second to none; one that says, this is a great place to be.

The Downtown Millennium Plan, prepared in November of 1998, was the last significant Downtown Plan implemented by London's City Council. Approximately \$100 million was invested in Downtown London through that plan for a series of projects and initiatives. The success stemming from these investments has been tremendous. The Millennium Plan noted that Downtown assessed value had declined by over \$60 million within the span of 1992 to 1996 in just 1/3 of the Downtown Area. This downward trend has been absolutely reversed since the Millennium Plan. Most recently, the 2011 State of the Downtown report identified an increase in Downtown Area assessed value of \$335 million between 2002 and 2011.

This Plan, too, places an emphasis on

public and partnership initiatives that will create a strong context for private sector investment. It recognizes that Downtown London is London's "calling card" to the world. A successful Downtown is key for retaining and attracting business investment in London. A strong Downtown tells the world that London is vibrant, interesting, exciting and enriching. It signals to investors that attracting and retaining a high quality labour force to live and work in London will come easy. It exudes the kind of success that breeds investment confidence.

This Plan was produced based on an extensive public engagement process. The process helped to solidify the vision for Downtown and chart a path forward. The key conclusion of the process is that people are passionate about Downtown London and its continued revitalization. Our community has a very strong emotional attachment to our Downtown. The large number of people who took an interest in attending the community engagement opportunities, and the enthusiasm with which they spoke, is clear evidence of this.

Stemming from all of the public opinion and feedback, along with the vision established by Council, the vision statement on the next page is crafted in an attempt to encapsulate Londoner's dreams and aspirations for the Downtown of the future.

London's face to the world. a vibrant  
destination. a unique neighbourhood.



# VALUES

## LEADERSHIP

As we move ahead into the future, Government has a leadership role to play to ensure that the downtown is both the “heart” of the community and that the final product of the overall vision can be weaved together with the various partnerships that will needed to be formed to ensure success.

## PROSPERITY

A prosperous downtown helps to invigorate an entire city. The lasting memory of what we as Londoners and the world think of our city is displayed by the downtown. Through this plan and its implementation we look to maintain and improve on the prosperity of downtown and our City through municipal leadership.

## SUSTAINABILITY

A great place is one that is adaptable and resilient to various societal and economic changes over time. Sustainability requires an integrated decision making process so that all parties involved can be a part of delivering the final vision. This ensures the economic and social stability of the Downtown.

## INCLUSIVITY

A successful downtown is a place that includes all. The “heart” of our City must be one that beats for all citizens - a place where families, individuals and groups can come together to play, live or gather. Downtown must provide a warm welcome to citizens and tourists alike, it must send a message that it is a great place to be for everyone.

## LIVABILITY

A thriving downtown is one that has been designed for people. Humans are the backbone of any place. The vitality of a place is directly related to peoples ability to contribute economically and socially to a particular neighbourhood or city. Creating a livable downtown will help to ensure that during the day this neighbourhood is an exciting place to be and at night it is safe and vibrant. People must come first in everything that we do.

## INNOVATION

Innovation leads to better places; it pushes leaders and citizens to continually build upon the strong foundations that exist. Innovation and the creativity, cultural vitality, intellectual capacity and entrepreneurial skills that give rise to it are essential for all forms of growth and development. The City of London is committed to finding new answers and approaches to our Downtown.

## PARTNERSHIP

No single entity can create a place or a downtown. Creative Partnerships between both the private and public sector are needed to ensure long term sustainability and that Downtown London will be a great place to be. The City of London will look to form partnerships to assist with delivering the overall vision of this plan. Through these partnerships we will create a better London.



The Downtown Master Plan is organised into four sections. The four sections include:

1. The Plan
2. The Actions
3. Implementation - Making it Happen
4. Transformational Projects

Each of these Sections integrates with one another to form a comprehensive strategy of moving the Downtown forward creating a more successful environment. The Plan Section, provides the foundation for future investment in the Downtown. This component of the plan undertakes

a design analysis of the past and current context on the ground. Through this information a master plan is formulated and provides Downtown London with a set of strong principles for public and private investment.

The Actions section, takes the elements identified in The Plan and puts them into six distinct directions or actions. These key theme areas are then further organised into specific projects or initiatives.

The Implementation Section has many aspects to it. This is where directions around planning tools, transformational

projects and community-based tools will be explored.

One of the tools that will have a significant impact is the fourth Section - Transformational Projects. These projects provide direction on specific areas of the Downtown as it relates to public investment in order to implement the Plan and Actions of the Downtown Master Plan; ultimately improving the overall experience for visitors and residents alike in Downtown London. These projects will be pursued over the long term as future budgets are developed and opportunities arise to implement them.



# THE PLAN





As noted in the introduction the Downtown Master Plan is organised into three sections The Plan, The Actions and The Tools, along with the Transformational projects. This Section, The Plan, lays out the foundation for the actions and the tools. The Plan Section is organised into two parts, first, the design analysis of the downtown and second, The Master Plan itself.

Each of the parts in this Section builds on one another. The first part undertakes a design analysis of the Downtown and identifies measures and features that are currently exist. These features include movement barriers like the rail lines or existing pedestrian routes. Each of these components provide supporting information that will determine the design parameters for the Master Plan and the Transformational Projects.

The Master Plan will correlate the data compiled from the design analysis to formulate a master plan. This Plan will help to guide the future direction of public and private investment in Downtown London. It also provides the foundation for the subsequent sections of the Downtown Master Plan. The Actions and The Tools are the components that will ultimately be

used to implement The Plan.

The Downtown Master Plan provides detailed information and direction for public investment that will influence Downtown London's future success. As with all public investment, it is a complex process that requires partnerships between municipal government, Federal and Provincial Levels of Government and the private sector. This Plan will set the vision and priorities for Downtown, but we must also ensure that the priorities of other corporate initiatives are integrated with the Downtown Master Plan. Primarily, recommendations of the Transportation Master Plan, any future transit routing initiatives and the Downtown Vision Project. In the future, there may be other studies, projects or initiatives that will require a change in focus and/or alterations to parts of this plan.

However, we must also ensure that the vision, values and principles of this Master Plan are maintained so as to achieve the desired successful outcomes. Overall, the Downtown Master Plan is setting the foundation for the experience people will have on the ground in the heart of the City.

Overall, the plan looks to identify major pieces that can continue to help the Downtown flourish. The various actions and implementation tools that will assist citizens, businesses and city staff in creating a Downtown that is livable and enjoyable for all residents and visitors.

## DESIGN ANALYSIS OF THE DOWNTOWN

The Downtown is a network of connected spaces and routes for pedestrians, cyclists, public transit and vehicles. This organising structure sets the framework for the streets, blocks and public spaces which directs the overall land use pattern and built form of the neighbourhood.

A well designed organising structure for a neighbourhood or an area, such as the Downtown, minimises walking distances between major land uses, public spaces and transit stops. It also heavily influences the wayfinding system and the comfort of pedestrians in Downtown. Additionally, the elements that influence the Downtown's structure are also important in connecting the adjacent neighbourhoods, which support the vitality of Downtown London.

The elements identified in this part sets the context for the Master Plan. The intention of the analysis is to understand the type of routes and public spaces that exist in the Downtown and how they are being used. Once this is understood the master plan can identify the appropriate vision for the type of route or space that is desired. This will ultimately effect the type and configuration of the adjacent land uses.

In order to create the understanding noted above the analysis will examine viewsheds, transportation movements (ie pedestrian, cycle and vehicular movements), how activity generators are linked together and their proximity to transit, impacts of sun movement and shadowing, gateways, heritage features and opportunities for strategic redevelopment sites.





Path of the Sun  
Noon



A.M

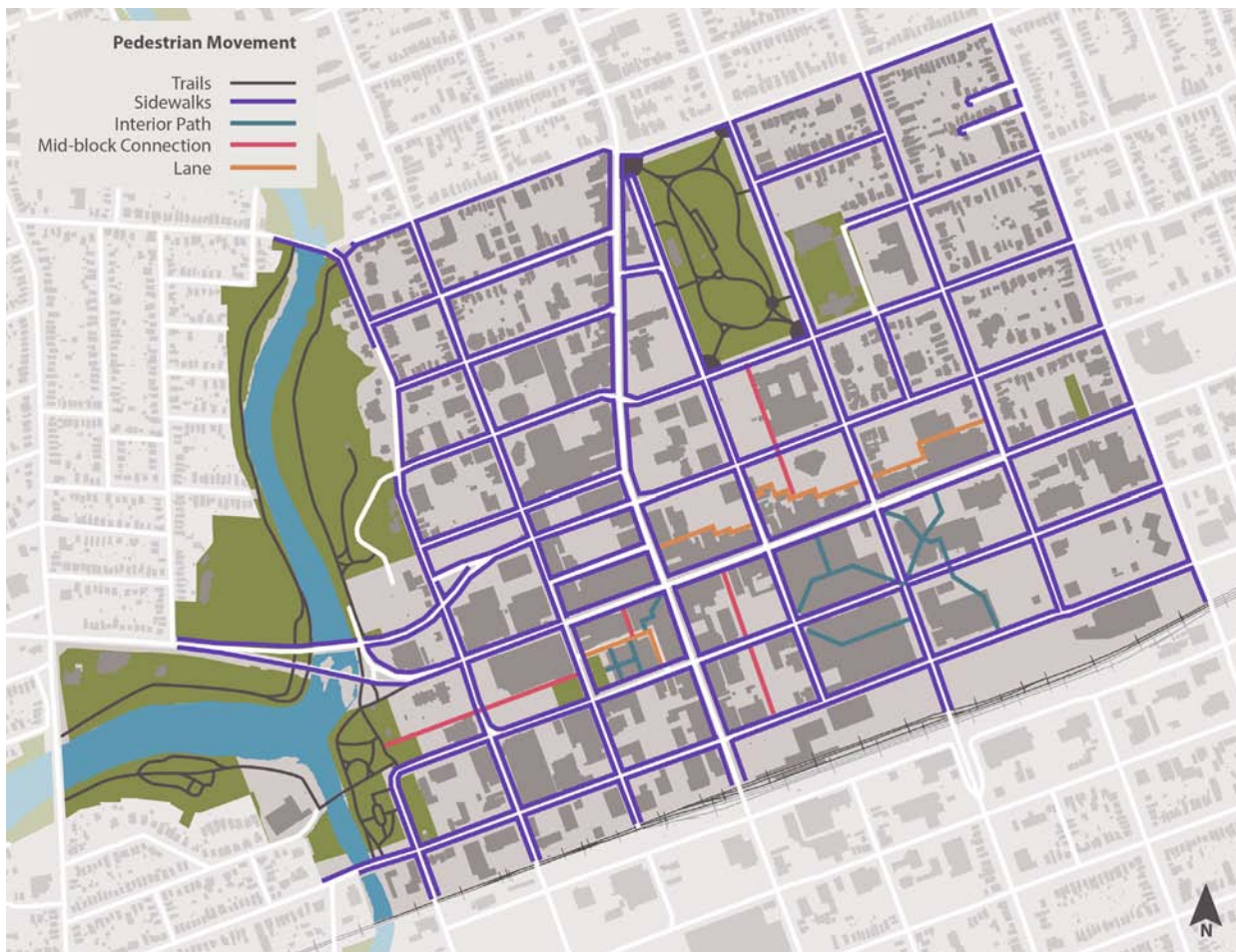


N

## DETAILED ANALYSIS MAPS

Six maps have been prepared to analyse the Downtown the first set includes:

- Map 1: Pedestrian Movement
- Map 2: Pedestrian Volumes
- Map 3: Traffic Volumes

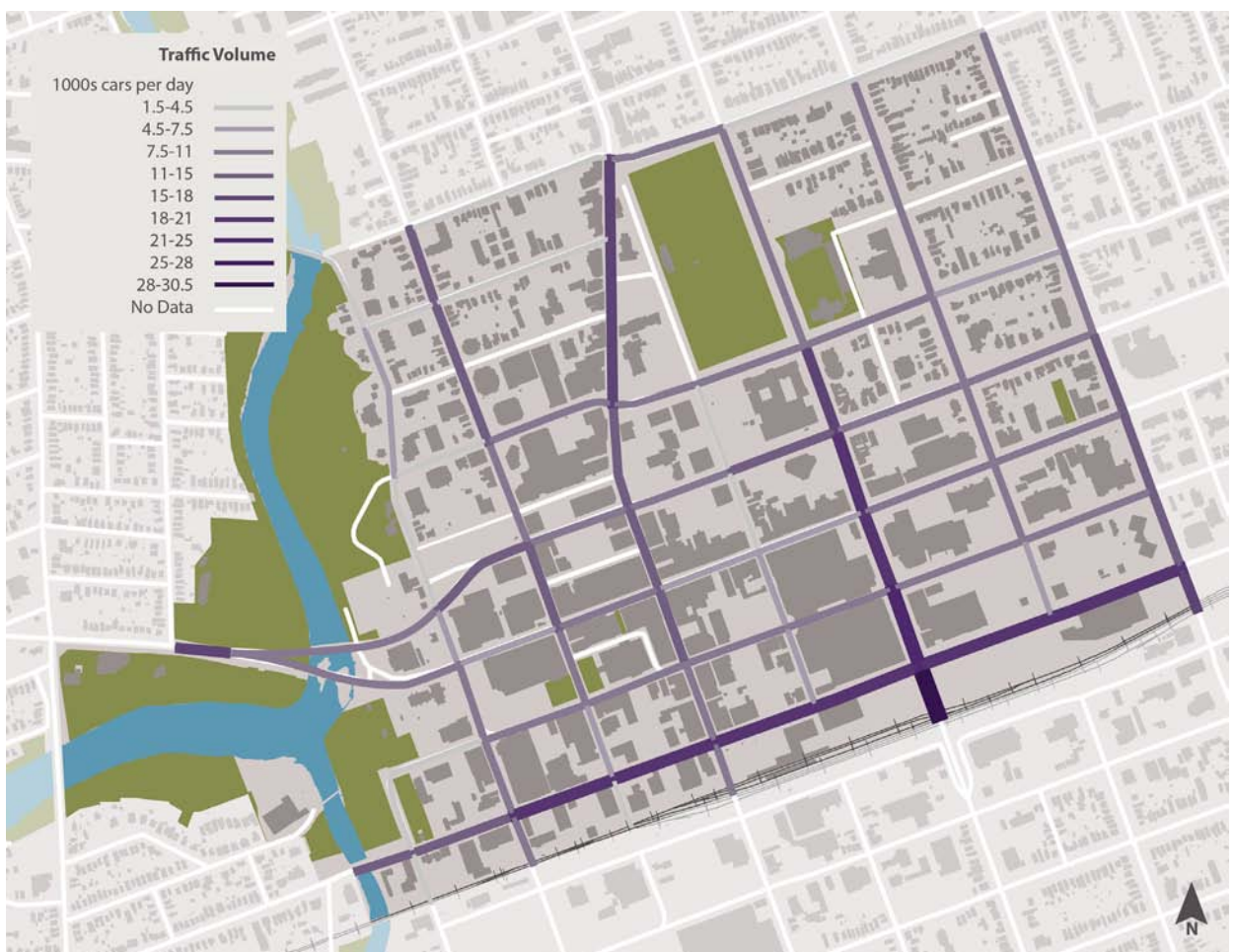




Map 2 >



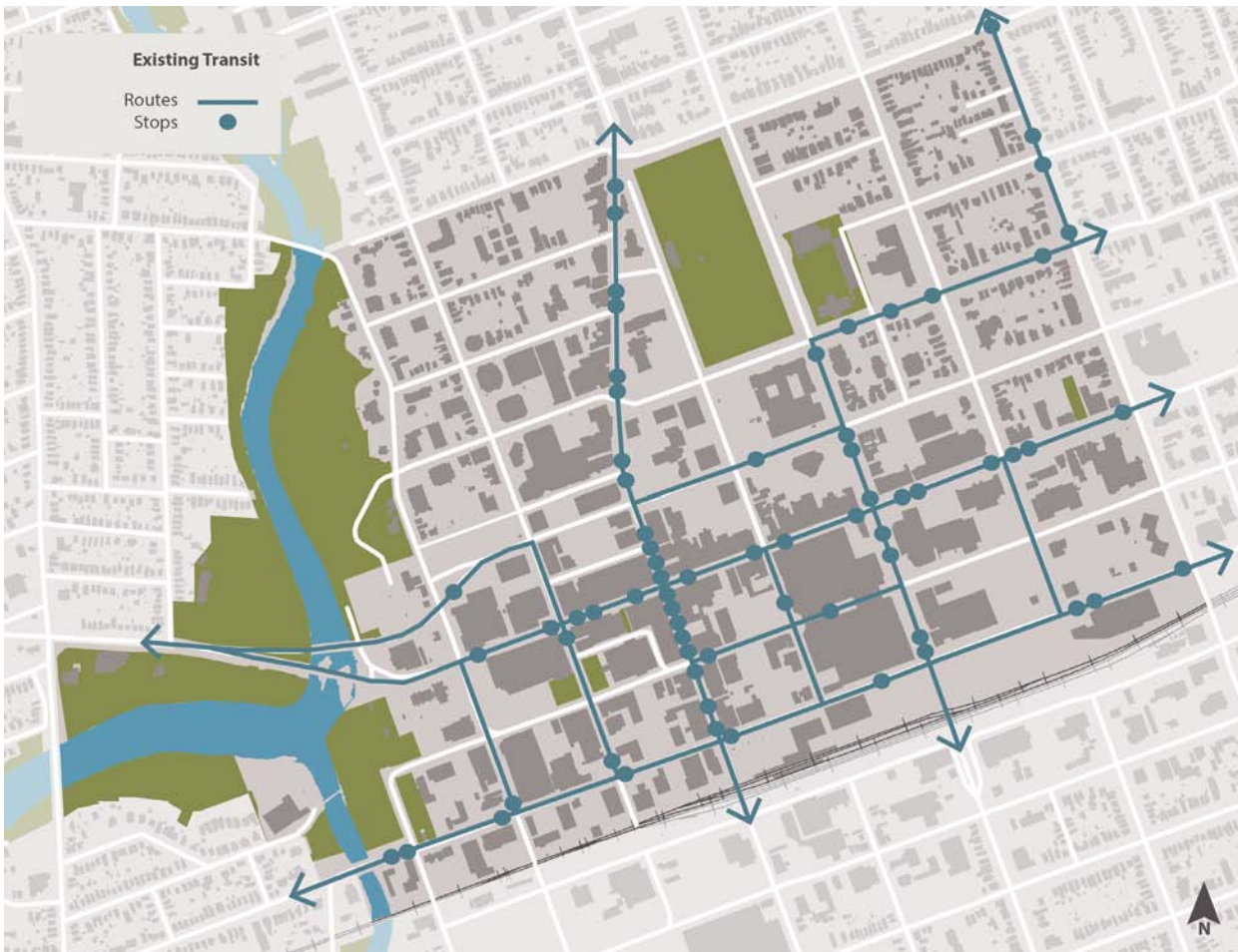
Map 3 >



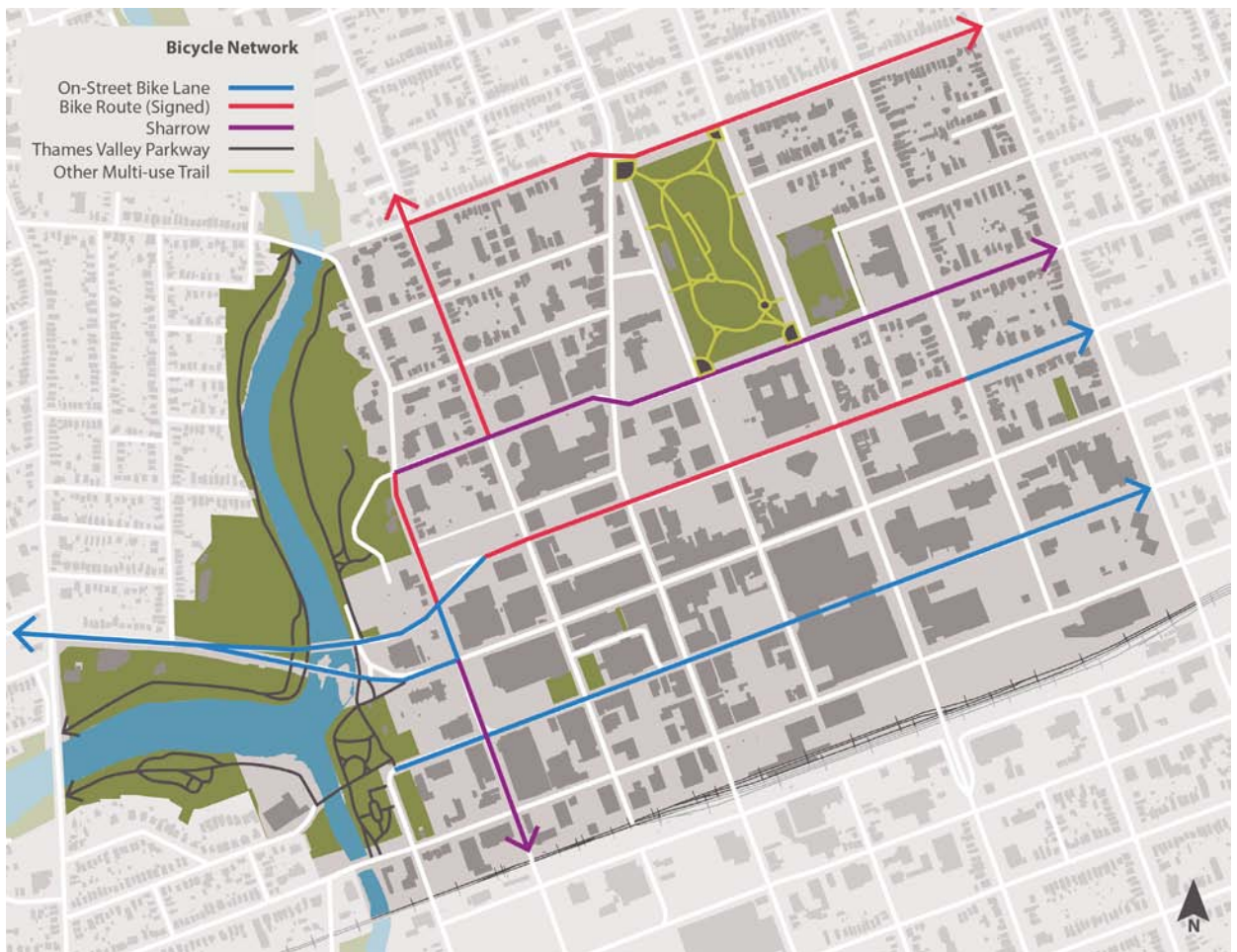
## DETAILED ANALYSIS MAPS

Six maps have been prepared to analyse the Downtown the second set includes:

- Map 4: Existing Transit
- Map 5: Bicycle Network
- Map 6: Strategic Opportunities



Map 5 >



Map 6 >



## MASTER PLAN

The Master Plan graphically represents two components, the Transformational Projects and the future Rapid Transit routing.

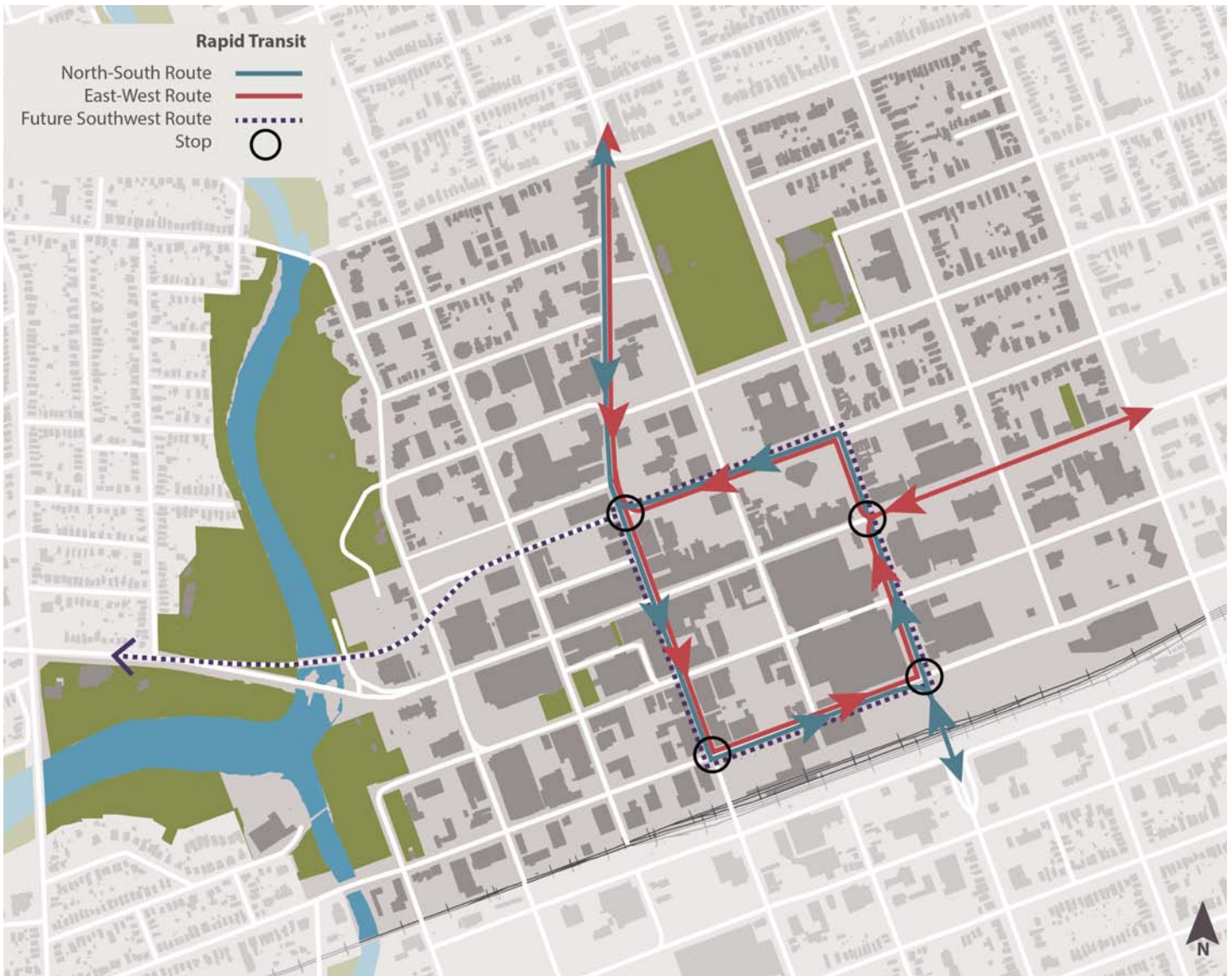
The Rapid Transit routing is an important component as it forms the spine for the other elements of the plan. The focus

of this Plan is the movement of people to, from and around the Downtown. By enhancing these movement corridors we can improve the overall attraction of the Downtown.

### Transformational Projects



### Rapid Transit Routes





# THE ACTIONS



The core of the City of London's Downtown Master Plan is built around six actions. These actions provide direction for projects that will achieve the desired outcomes for our City, ultimately building a livable and vibrant downtown.

This Section of the plan includes a variety of actions and specific transformational projects. These projects are designed to provide maximum benefit for the Downtown and assist with continued revitalisation of this important area of the City. It is intended that these projects could be implemented over the longer term as future budgets are set over time.

In 1999, the City undertook the Downtown Millennium Plan, which strategised and implemented various projects throughout the Downtown. The majority of these projects were the creation of new buildings in the Downtown area, such as the Market, Library and at the time known as the John Labatt Centre. These projects have significantly contributed to the efforts of transforming Downtown London. The next phase of projects that will assist in evolving Downtown will need to take a different focus in an effort to begin to tie together the great work that has already

been completed. In this plan the projects identified as Transformational Projects are focussed on public realm improvement initiatives.

The public realm is the "living room" of every community. It creates the first and last impression a person has of an area, neighbourhood or city. The public realm has a much larger role to play than just creating impressions for visitors; it also provides amenity for those individuals who live in the Downtown neighbourhood. As part of any effort to support a neighbourhood, it is imperative to invest in the public realm. It is through these measures that public life is enhanced, health benefits are derived and community strength continues to build to improve the overall quality of life and economic vitality of our city.

In addition to the public realm initiatives, focus has also been directed towards the programmatic components of public space. The creation of a high quality public space is not contingent only on the design and materials used to build the space. Once the space is constructed, to truly realise its value as a public amenity, it must be properly programmed to encourage people to come and visit. Many of the initiatives identified in the Downtown Master Plan look to building community partnership in the delivery and support of high quality programming to activate the proposed and enhanced public spaces.

Through these actions and initiatives, we will help to solidify and enhance Downtown London as the City's face to the world, a vibrant destination, and a unique neighbourhood.



Identifies Transformational Projects. Further Information on these projects can be found in the Transformational Projects Section of this Plan

# Action 1

## Make Dundas the Most Exciting Street in London

Dundas Street is the original high street of our City. This was the place where citizens came together to meet their daily needs of life in London, Ontario. Times have changed significantly since the Street's origin and Dundas needs to be re-established as London's preeminent Street. When people talk about London, Dundas Street should be their first image. This can be achieved through place-based investments such as pedestrian oriented infrastructure and event programming.

# Action 2

## Reconnect With the Thames River

The Thames River is one of the most influential structuring components of the City. For many decades the River has become detached from the daily life of Londoners. The Forks of the Thames and the River itself has a major historical role for the City of London and is one of the most valued assets of the community. For the long term success of the downtown reconnecting with the River is vital. In doing this, we can help to create a London that is a vibrant and dynamic city that embraces both its heritage and environment.

# Action 3

## Better Connect Downtown With the City

The centre of the City is not only where all connections come and go, but is the central meeting place for the community. By creating a downtown that provides connections, vibrant public spaces and is a hub for the larger region it will help to ensure the City's core remains its central place. To continue improving Downtown and support the businesses that are there, connections with surrounding neighbourhoods, such as Old East, Wortley Village, SoHo and Richmond Row, need to be enhanced. In the future, as London continues to grow Downtown must remain the heart of our city, the seat of government, the office core, an entertainment district, an important meeting place and a neighbourhood.



## Action 4

### Greening Our Downtown

A greener downtown means many things to many people. There is an opportunity to not only add trees and landscaping to our downtown, but to work towards green infrastructure and buildings. Through these methods we will help to create a more comfortable pedestrian environment by reducing the heat island effect and ensuring downtown is not only a great place to be, but promote London as a progressive city.

## Action 5

### Building A Great Neighbourhood

The Downtown is London's original neighbourhood. Over the many decades of its existence this area of the City has seen great changes both in architecture and in neighbourhood life. Downtown is the "hub" for the City, but it is also a neighbourhood where people can live and be social. It is imperative for the Downtown's success to ensure that it is designed to be a neighbourhood first, by providing for the local needs of the residents in the area. Once the neighbourhood functions has been established the larger city-wide elements can be better supported by the local population, ultimately ensuring a more prosperous Downtown.

## Action 6

### Create the Buzz

The Downtown is not only the geographic centre of the city it is also where London began. As we continue to add and change pieces of our City it must be acknowledged that London's image both locally and abroad is found in its downtown. This is the place where Londoners come together to express themselves and show others what it is to be from London. As cities compete in today's economy, its image to the world is one of the most important tools for prosperity. A positive image and a notion that "things are happening" will go a long way to attracting the best and brightest to move and stay in London.

# make dundas the most exciting street in london

- 1.1 Turn Dundas Street into a flexible street between Wellington Street and the Thames River
- 1.2 All public realm enhancements and development applications will support Dundas Street as the primary shopping street in the Downtown
- 1.3 Close Kensington Bridge to vehicular traffic
- 1.4 Remove the buses from Dundas Street in order to create a pleasant and vibrant space

TP

TP

## Goal

To ensure that Dundas Street is the preeminent public space in the City of London. A space that provides for shopping recreation and creates a positive image for the City.

## Why Is This Important

Dundas Street is the original artery of the City, the original shopping street and the spine of civic activity. It is important that we enhance Dundas Street and ensure that it creates a positive pedestrian experience. This will further support the downtown's retail landscape, its function as the heart of London and promote a positive city image.



# reconnect with the thames river

# 2

- 2.1 Close Dundas Street between Ridout Street and the River to vehicular traffic
- 2.2 Redevelop the Forks of the Thames introducing an urban riverscape, restaurants, retail, recreational and residential opportunities
- 2.3 Turn Riverside Drive into Sports Heros Way celebrating past players and moments of various sporting events and athletes
- 2.4 Enhance views of the Thames River from Ridout Street
- 2.5 Provide better pedestrian access to the River at Fullarton Street and Dufferin Avenue

TP

TP

TP

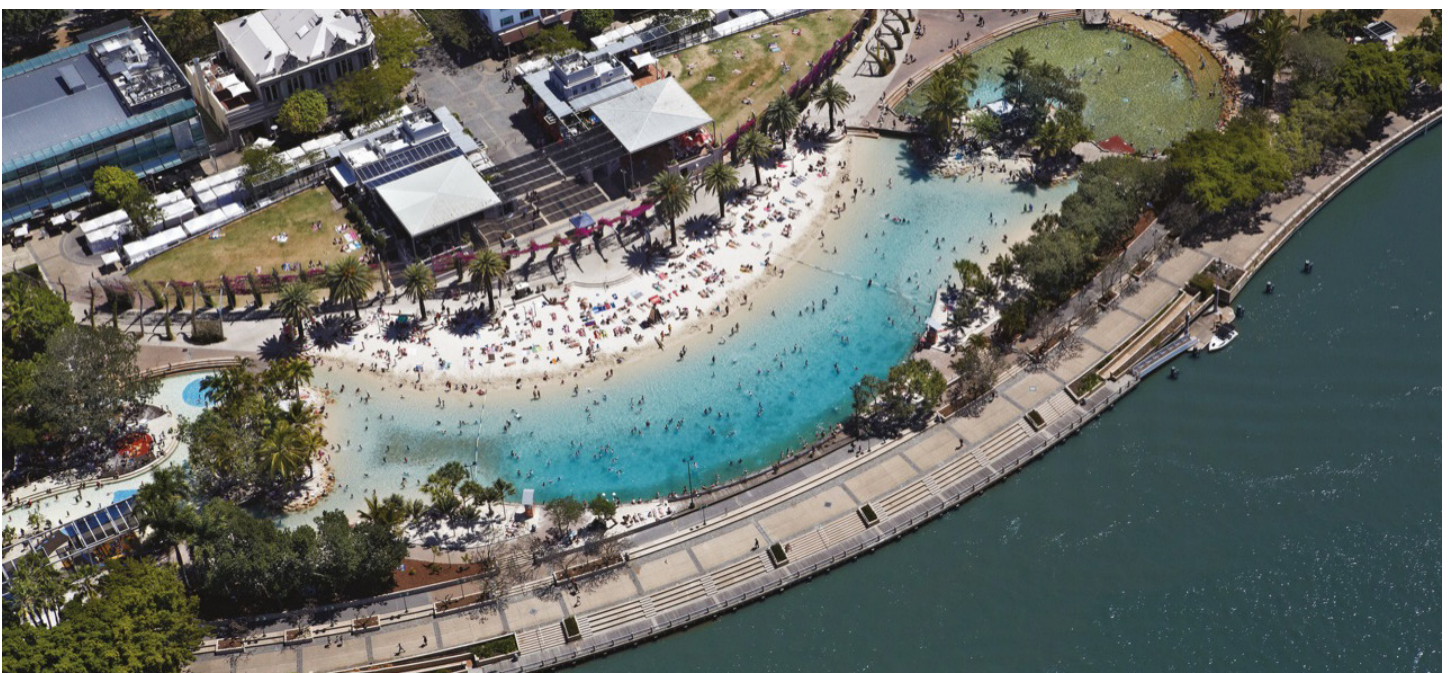
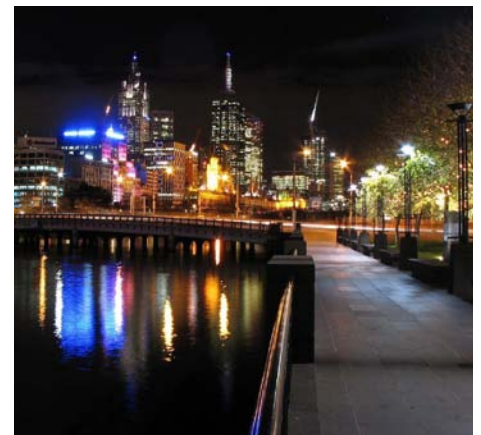
## Goal

To ensure convenient, comfortable and safe pedestrian connections are provided between the Downtown and the River's edge. In order to attract people to the River's edge activities such as restaurants, cafes, shopping and urban recreation spaces are needed to anchor the River corridor in the Downtown.

## Why Is This Important

One of the most important assets of the City is its river system. The Forks of the Thames was the City's point of origin. The River's meandering path has shaped the layout of London and provided many citizens with recreational opportunities. Over the years the River has become disconnected from the Downtown. The

City has largely turned its back on this on this great asset. In recent years, Council has begun this process of reconnecting with the Forks through such projects as the splash pad, fountains and civic space. This action item is intended to reconnect Londoners with one of the City's most influential natural assets.



# connect downtown with the city

# 3

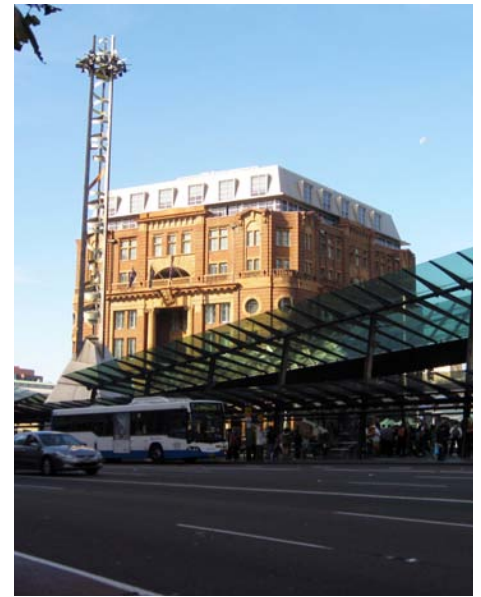
- 3.1 Create a transport hub at the train station centred on a new public square and pedestrian connections to surrounding neighbourhoods and Business districts. These areas include Old East, Wortley Village, Richmond Row and SoHo. **TP**
- 3.2 Create the Clarence Connector that connects Richard B. Harrison Park with Victoria Park **TP**
- 3.3 Implement the rapid transit loop that circulates on Queens Avenue, King, Wellington and Ridout Streets.
- 3.4 Invest in upgrading the Richmond and Wellington Street underpasses for better pedestrian connections
- 3.5 Turn Richmond Street from 4 lanes to 3 lanes between Queens Avenue and York Street to enhance the pedestrian and retail environment. **TP**

## Goal

To provide safe, convenient and comfortable access between the Downtown and the surrounding neighbourhoods. Enhance existing connections and provide new opportunities to move people between these areas.

## Why Is This Important

As the hub of the City it is important to ensure safe, convenient and comfortable access between the Downtown and the City's neighbourhoods and business districts. In particular, these connections are important for neighbourhoods directly adjacent to the Downtown to ensure a vibrant retail environment and energise the core with activity day and night.



# greening our streetscapes

# 4

4.1 Reconfigure Richmond Street from 4 lanes to 3 lanes between Queens Avenue and York Street to allow for larger tree planting

TP

4.2 Expand the boulevard along King Street to enhance tree growth opportunities

TP

4.3 Provide for tree planting opportunities along the Clarence Street Connector

TP

4.5 Use new tree planting technology to ensure healthy and adequate growing environment

4.6 Provide better tree planting opportunities by removing right hand channelised turns at intersections



## Goal

Improve the pedestrian environment and Downtown's image with enhanced landscaping and tree planting.

## Why Is This Important

Livability and pedestrian comfort in a street environment is enhanced by the green elements of that space. Trees and plantings promote a positive image of the Downtown. These elements also help to provide shade on hot days and provide some shelter on rainy days. Overall green infrastructure ensures a positive pedestrian experience, which support a vibrant and successful downtown.



# building a great neighbourhood

# 5

5.1 Create a shared space on Talbot Street between the Market and Budweiser Gardens to provide a more functional single public space.

TP

5.2 Create intimate urban spaces by reinstating and incorporating existing alley ways into development

TP

5.3 All public realm enhancements and development applications will support Richmond and Dundas Streets as the preeminent retail shopping district of the City

5.4 Create a distinct and consistent public realm treatment that identifies the Downtown as a unique neighbourhood

5.5 Create civic spaces that provide neighbourhood amenities and support families of different types.

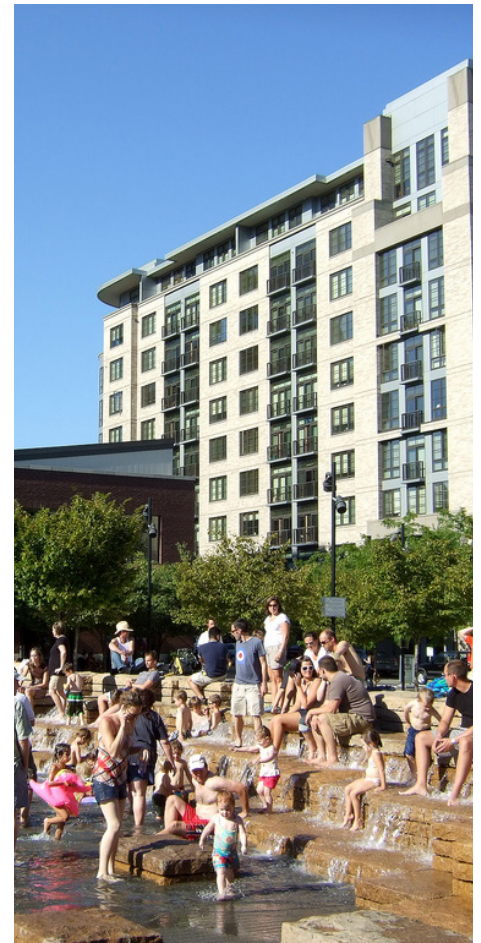
5.6 Examine and facilitate opportunities for a Grocery Store in the Downtown

## Goal

To support and enhance public amenities within the Downtown neighbourhood that improves the overall quality of life for its residents.

## Why Is This Important

All great neighbourhoods have one thing in common, great public spaces. By providing these investments it supports a positive neighbourhood image, enhances livability and ensures a vibrant and safe place to be. Positive public space will help to attract a variety of household types back to the core, which in turn supports the vitality of Downtown.



# create the buzz

# 6

- 6.1 Solidify Downtown London as the cultural hub of the City by locating a new performance centre in close proximity to other cultural facilities
- 6.2 Implement a coordinated wayfinding system that builds a brand for Downtown London
- 6.3 Examine opportunities for a single entity to lead the coordination of programming and support maintenance of public spaces in the Downtown
- 6.4 Create a distinct urban neighbourhood that builds upon and conserves its heritage values
- 6.5 Foster a distinct identity for the Downtown neighbourhood by supporting cultural activity generators that promotes the central city as a hub for culture in London.

TP

## Goal

Improve Downtown's economic vitality by programming and maintaining public spaces throughout the core area. Enhance the ease of movement signage Downtown and build a unique brand for the core area.

## Why Is This Important

Downtown's economic success is tied to its ability to attract people to visit and live. Constructing a public space is the first step, but space needs to be programmed. In order to create a vibe for the Downtown these spaces need have activities that will attract people. Great neighbourhoods have a vibe to them; an ability to provide activities that creates a brand. In doing this, people continue to return to take part in the activities and to experience the brand, ultimately leading to a vibrant, healthy and successful Downtown.





# THE TOOLS



This section of the Downtown Master Plan identifies various tools that support the implementation of The Actions and Transformational Projects. The section is organised into three parts:

1. Business Support and Programming
2. Financial Investment and Revenue Generation
3. Planning Policies

Part 1 examines opportunities with respect to the BIA in providing support to local businesses in the central city area. Additionally, this organisation and/or others may assist with programming the various public spaces in the Downtown to support visitor attraction and to provide local amenities for the Downtown neighbourhood.

Part 2 identifies potential opportunities to generate revenue and tools for assisting

with the design and development of strategic opportunities in the Downtown. Both the revenue generation and financial investment focus on delivering the “bricks and mortar” type projects that will improve Downtown London.

Part 3 focusses on planning policies that provides further direction for the planning application review process, project design and public realm maintenance. The intention of this part is to ensure in future years that the implementation of the various projects and initiatives and the maintenance associated with those elements have a solid foundation to move forward.

Overall, this section provides tools that will assist in implementing the Downtown Master Plan

## BUSINESS SUPPORT AND PROGRAMMING

There are opportunities to explore a Downtown Management Organisation (DMO) that would expand the traditional Business Improvement Area (BIA) model to take the lead on program delivery and management for the Downtown. This would include festival and “clean and safe” programming. The latter would focus on crime prevention through increased police presence, either through private security or separately funded Downtown police patrols, and higher level cleaning, litter, trash and graffiti removal. The DMO would work much like a private shopping centre management organization. The City, in partnership with Downtown London, has already embarked on this type of model.

## FINANCIAL INVESTMENT AND REVENUE GENERATION

Two opportunities within this part include a Downtown Development Corporation (DDC) and a Downtown Parking Authority. A DDC would focus on financial investment and project development, while the Downtown Parking Authority would provide revenue for Downtown improvements.

The Downtown Development Corporation would engage in project Implementation functions ranging from streetscape projects to joint venture development and redevelopment projects. Municipal assets such as property (vacant lots, parking lots) or facilities and buildings would be leveraged by the DDC to accomplish project goals.



A Downtown Parking Authority could play multiple roles in Downtown revitalisation. One role could be like a Development Corporation, where the Parking Authority would use its assets to leverage new development and redevelopment. This could include such things as developing mixed-use parking structures.

Parking Authorities can also implement public policy. For example, if the City, through the Parking Authority, wishes to support public transit as the major mode

of commuter transport to the Downtown, a Parking Authority with a large inventory of parking can set parking rates that favour multiple occupants and can provide linkages to bicycle infrastructure. Parking Authorities could play both roles in London, as both a development partner using the City parking lots as components of redevelopment projects, and as a public policy role in encouraging transit use.



## PLANNING POLICIES

The following planning policies provide a framework for public and private development. The policies focus on a variety of elements to ensure that appropriate development can be implemented improving the overall environment for the Downtown. Additionally, these policies will ensure public projects and the public realm are maintained to promote a positive city image.



### 1.0 RECONNECT WITH THE THAMES

- 1.1 Plant trees in strategic locations within open spaces along the River's edge in order to maintain views.
- 1.2 Where possible encourage and/or maintain public rights-of-way that promote access and views to the River corridor.
- 1.3 Ensure view corridors are maintained or opened to the Thames River and Harris Park.

### 2.0 BETTER CONNECT THE DOWNTOWN WITH THE CITY

- 2.1 Ensure that the selected rapid transit corridor provides a high quality pedestrian environment.
- 2.2. Ensure pedestrian priority along the Clarence street corridor as this is the central spine that connects SoHo to the Downtown and Victoria Park.
- 2.3 Ensure future transit routing supports connections from surrounding neighbourhoods, such as Old East Village, Wortley Village, SoHo and Richmond Row to the Downtown.
- 2.4 Maintain and enhance the Downtown as the major focus for employment and economic activity within the city and region.
- 2.5 Keep the Downtown as the primary and preferred location for office buildings exceeding 5000 m2.
- 2.6 Encourage federal, provincial and municipal governments to maintain and expand their downtown office facilities.
- 2.7 Ensure future rapid transit routing provides high quality pedestrian access to office areas.



### 3.0 GREENING THE DOWNTOWN

3.1 Coordinate utilities and tree planting zones through proposed streetscaping plans and/or capitol investments to enhance tree growth.

3.2 Where possible use enhanced planting methods and materials to provide better planting zones and longer term tree survival.

3.3 Where possible new and retrofit buildings should look to achieve a LEEDs gold rating.

3.4 To assist with greening the downtown and reducing the heat island effect examine opportunities to use green roof technologies.

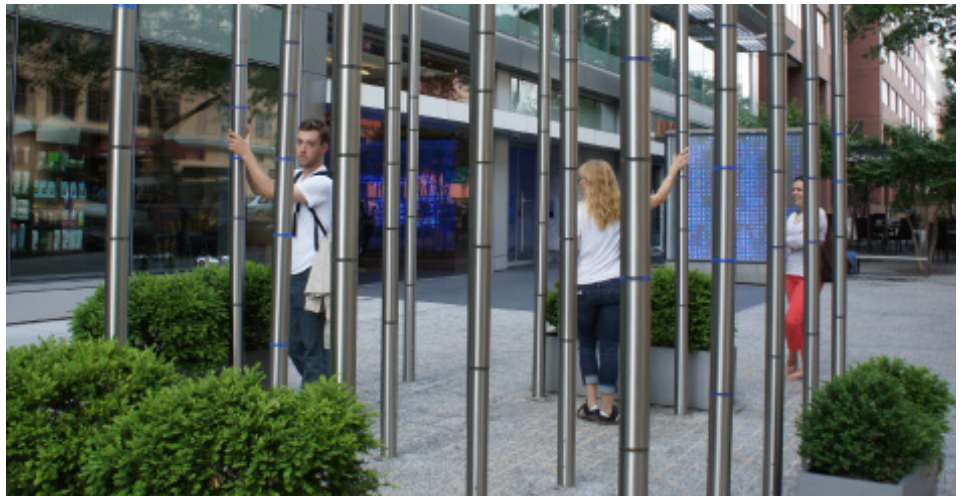
3.5 Encourage the use of storm water management technologies to assist with landscape maintenance and reduced overall water usage.

3.6 Examine opportunities to re-use historic buildings and their materials to reduce the requirement for new materials.

3.7 In preparing streetscape plans or through capital investments provision for enhanced pedestrian crossings is encouraged. This can be achieved through bump outs at intersections, using alternative materials for crossing areas, removal of channelised right hand turns or raised intersections.

3.8 Encourage wide sidewalks in all locations throughout the downtown to promote a safe and active pedestrian environment.

3.9 Ensure the public realm provides adequate shelter and waiting areas for transit riders.



#### 4.0 BUILDING A GREAT NEIGHBOURHOOD

4.1 Encourage the construction of a variety of dwellings within the downtown that can accommodate various lifestyles. Dwellings should consist of both low to high rise built form.

4.2 Indicate image and function through landmarks, skyline and marked edges and gateways.

4.3 Create developments that add to the quality of the area and provide a high standard of amenity for all users.

4.4 Address the needs of all users, including those with disabilities.

4.5 Direct public transit, walking and cycling as close as possible to meeting areas, family attractions, public spaces and activity centres.

4.6 Ensure the scale of tall buildings, by using smaller floor plates, is appropriate designed to encourage interaction in the public realm.

4.7 Establish a high-quality pedestrian oriented street environment that is visually interesting, comprehensive, varied and well-connected.

4.8 Design appropriately for location, functions, local climate and terrain.

4.9 Design and construct buildings that are flexible enough to accommodate a range of uses over time.

4.10 Design for community safety clearly define the difference and boundary between public and private space .

4.11 Foster natural surveillance or 'eyes' on the street, by providing buildings with active frontages and orient these to streets, squares and parks.

4.12 Bring together the main lines of movement to concentrate activity, and mix uses to increase the intensity and duration of activity.

4.13 Ensure the design of the public realm provides clear open lines of sight, clearly identified entry and exit points, and provides alternative means of exit.

4.14 Provide good lighting and visibility to create an environment that helps people to find their way easily.

4.15 Incorporate Crime Prevention Through Environmental Design (CPTED) principles into the Downtown Urban Design Guidelines.

4.16 Ensure that vehicular driveways and laneway access points are minimised to enhance pedestrian and cycle safety.

4.17 Encourage smaller pocket parks that are not city-wide destinations, but intimate places for downtown residents to gather.

4.18 Integrate features, such as play areas, splash pads and other family oriented elements into public spaces.

4.19 Encourage the rehabilitation and restoration of heritage buildings that is sensitive and respectful to the historical significance of the structure.

4.20 Retain and re-use heritage buildings to strengthen the distinct identity of the Downtown District.

4.21 Ensure that any future public works implement the principles identified in this plan.

4.22 Replacement or maintenance of public realm features are to be consistent with the Downtown Urban Design Guideline and Heritage Conservation District Guidelines.

#### 5.0 CREATE THE BUZZ

5.1 Require public art as a component of all Downtown construction projects.

5.2 Continue to develop Downtown London as an international, national and regional education centre.

5.3 Incorporate the initiatives and recommendations of the Cultural Prosperity Plan as they relate to the Downtown District.

5.4 New buildings are to be reviewed by the Urban Design Peer Review Panel to ensure there is consistency with the urban design guidelines.

5.5 The design of landmark buildings should promote a distinctive downtown and skyline.

5.6 New buildings should integrate with surrounding heritage infrastructure.

# TRANSFORMATIONAL PROJECTS





The Transformational Projects identified in this plan will set the future vision of the Downtown. Some of the projects and actions may occur immediately, while others will occur over the long term. It is important however, to have a “big picture” plan that shows the community’s aspiration and how all the projects will eventually come together. These projects will be subject to budget processes that occur time.

Implementing these projects will deliver the overall vision of the Downtown and secure its place as the preeminent destination for the City and region.

These projects are important as they are primarily public investments in the Downtown that set the context

and environment for private sector investment. As has happened in the past both in London and throughout the Province significant public investment helps to spur on similar private investment ultimately leading to a strong Downtown and City image.

The main focus of these projects is to improve the public realm, the pedestrian experience and create improved amenities for downtown living, business development and connecting people to the central core of the City. It is through these measures that we can build a positive City image for London; and ensure the City can attract and retain the future workforce in a livable and vibrant neighbourhood, community and City.

The measure of any great civilisation is in its cities, and the measure of a city’s greatness is to be found in the quality of its public spaces, its parks and squares.

John Ruskin

# PROJECT 1

## Dundas Place

### WHAT IS THE PROJECT

The Dundas Flexible Street Project looks to create a seamless public right-of-way environment that allows cars and people to share the same space. The flexible street would have design characteristics similar to that of a public square. No curbs, different paving material from asphalt and the design would give minimal assistance to delineating space for different functions.

### WHY IS THIS PROJECT IMPORTANT

A project such as this is important because it identifies and re-enforces Dundas Street as the preeminent street in the city and historical context as the main shopping place for the City. The project strikes the balance between enhancing pedestrian activity and providing a public space for programming and the ability for vehicles and other motorised transport to access the space. Furthermore, this project will allow shops, restaurants and services to spill into the sidewalks and enter into the street at certain times during different seasons, creating the buzz that makes streets exciting and attractive.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

Two values of this plan, livability and innovation, influence this project. By implementing the Flexible Street it provides needed public amenity for those living in the Downtown Neighbourhood and space that can be programmed to provide a further draw to visit the core area of the City. A project like this is also innovative. There is one similar project on a scale of this nature in North America and certainly this provides London with an opportunity to showcase how public space, land use and transportation can be integrated to create a great place to visit, live and do business.



# PROJECT 2

## Forks of the Thames

### WHAT IS THE PROJECT

This project has many facets to it, from creating an urban river promenade along the bank of the River to creating an urban park space that provides for a variety of activity generators.

### WHY IS THIS PROJECT IMPORTANT

Riverfronts in cities all over North America are entering a period of rejuvenation. These natural assets, which for the past many decades have not been a focus for many cities, are now becoming prominent economic development tools. Creating great riverfront public space has been a successful tool in revitalising many downtowns, large and small, across the continent. For London, this precinct is not only the historical founding site of our City, but it has long been the centre point of social life in London. Like most cities for the last few decades London has turned its back onto the River; leaving this great natural and historic asset to become disconnected from the Downtown. By developing this precinct into an enhanced public space, opening up views to the River, allowing for quality development that interfaces with the river and providing better pedestrian connections to the River corridor it will solidify the Thames River as an activity generator and a preeminent natural and public feature of the Downtown.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

By improving the Forks of the Thames, it will ensure that the founding place of London and one of the City's preeminent public spaces is a strong and vibrant attraction for Londoners and visitors alike. This project will revamp the River's edge helping Londoners to re-engage the Thames River. It will also provide for a stronger connection from the River to the remainder of the Downtown. This connection will link London's waterfront to its Downtown area providing great amenity for central city residents, business and visitors, as well as providing a vibrant asset for the entire City.



# PROJECT 3

## Richmond Walk

### WHAT IS THE PROJECT

Richmond Walk is a project that will extend the sidewalk to provide a better pedestrian experience by reducing Richmond Street (Between Queen and York Streets) to three lanes. Two of these lanes will be for vehicular traffic and the third lane will be for rapid transit.

### WHY IS THIS PROJECT IMPORTANT

This section of Richmond Street is important to the City as it is part of the main/original retail area for London. Richmond Street is the main spine for many residents to the north and south of Downtown and Dundas and Richmond is the traditional "main" intersection of the City. By enhancing this spine for pedestrian and transit activity it will support the retail core of the City and Downtown.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

This project will enhance one of the main retail spines of the Downtown. By improving the pedestrian experience along this corridor it will help to create a vibrant retail experience for Londoners and develop new business opportunities. As well, this project will improve rapid transit by providing a direct connection between the Queens Station and the Train Station.





# PROJECT 4

## City Gateway Project

### WHAT IS THE PROJECT

Any entry point into a City is important and the City Gateway Project looks to enhance the area around the train station, as one of London's most important entry points. This project proposes a new public square in front of the train station connecting to a mid-block connection that gives direct access the Dundas Street. Given the size of the space there is potential for a mixed-use development that not only supports activity in the public space, but will also enhance the current pedestrian experience of the Richmond Street underpass.

### WHY IS THIS PROJECT IMPORTANT

As with any City, points of entry are of the utmost importance. These points are the first impression a person has of the place they are visiting. Building a reputation of a vibrant and attractive city requires investment in public space, especially at points of entry. This project will build on London's reputation as a great place to live, visit and do business.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

This project's outcomes are twofold; first, it will provide for a public space that will welcome visitors and provide a connection to Dundas Street. Second, this will create much needed amenity space for existing and future downtown residents. By way of this project we can promote a positive city image of a healthy and vibrant place.



# PROJECT 5

## Market District

### WHAT IS THE PROJECT

This project connects Jubilee Square (Budweiser Gardens) to Rotary Square (the Market) with an enhanced design of both public spaces and Talbot Street to create a seamless transition between them.

### WHY IS THIS PROJECT IMPORTANT

This area within London has significantly changed with the construction of both the Budweiser Gardens and the Covent Garden Market. Both of these public spaces play a vital role in the public life of the City. It is important to connect these places to create a larger more unified space as the City's preeminent public square.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

Downtown's need great public spaces to attract people to visit. Both of these spaces create a strong foundation for a public square that can serve two very important civic interests, the Budweiser Gardens and the Covent Garden Market. By connecting these spaces through this enhanced design it will allow for a more fluid public space that can accommodate a variety of festivals, public events and large city gatherings. This space will also help to create amenity for Downtown residents and their families.



# PROJECT 6

## Sports Hero's Way

### WHAT IS THE PROJECT

This project takes the current Riverside Drive and Kensington Bridge areas and enhances the pedestrian environment by turning Kensington Bridge into a pedestrian only connection and enlarges the sidewalk along the Riverside Drive frontage. Additionally, public art related to prominent London sports people will be placed along this pedestrian route.

### WHY IS THIS PROJECT IMPORTANT

The importance of this project is twofold. First, to enhance the pedestrian experience along Riverside Drive and connecting the Forks of the Thames with the Downtown. Second, is to provide an opportunity to showcase prominent athletes in London's history and build civic pride through a strong connection between Budweiser Gardens, the Downtown and historical Labatt Park.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

By enhancing these connections it will provide a pedestrian link to London's waterfront, which is a significant activity generator, especially with the project identified under reconnecting Downtown to the Forks of the Thames. Additionally, this will provide a connection to one of London's great historical assets, historical Labatt Park. Through this project Riverside Drive will be redesigned to accommodate public art features and pedestrian enhancements, which will upgrade the western entrance to the Downtown.



# PROJECT 7

## Clarence Street Connector

### WHAT IS THE PROJECT

This project enhances the pedestrian environment by enlarging sidewalks and providing opportunities for tree planting. These enhancements are envisioned to go from Richard B. Harrison Park to Central Avenue/Victoria Park. Additionally, the project also proposes a pedestrian bridge over the CN rail line connecting the Clarence Street Right-of-Way.

### WHY IS THIS PROJECT IMPORTANT

The enhancement proposed will provide a pedestrian environment that better connects the SoHo Neighbourhood south of the CN rail line with the Downtown. This revitalizing neighbourhood is an important support to the Downtown providing business activity and neighbourhood stewardship of the Core.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

For the Downtown this project enhances the Train Station as a transportation hub and will help to promote redevelopment in the SoHo Neighbourhood as a transit adjacent place to live. As well, this connection ensures residents have a safe and comfortable pedestrian connection to the Downtown. The project also enhances Clarence Street in the Downtown to connect the Train Station, the SoHo Neighbourhood and Dundas Walk to Victoria Park.



# PROJECT 8

## Alley Way Connections

### WHAT IS THE PROJECT

The lane ways that exist in the Downtown, primarily north of Dundas Street are to be preserved and integrated into future developments to create small restaurant and retail spaces.

### WHY IS THIS PROJECT IMPORTANT

The project helps to preserve the historic laneways of the Downtown. Additionally, it creates unique spaces for retail uses and restaurants that will help to attract people to the Downtown and ensure its economic success.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

This project will create dynamic places that are off the main streets providing visitors and downtown residents unique places to experience the Downtown. These unique places will help to transform the city's centre into a dynamic and vibrant place.



# PROJECT 9

## Queens Station

### WHAT IS THE PROJECT

This project creates a new transit square at the intersection of Queen Street and Richmond Street using the existing right-of-way.

### WHY IS THIS PROJECT IMPORTANT

This interchange will provide for a new transit hub via a public plaza in a central location. The hub's proximity to Richmond Row, Victoria Park, Budweiser Gardens and other Downtown attractions will help to connect the central city with the surrounding neighbourhoods and the City at Large.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

The project will provide for a central location that connects transit to the Downtown. It will further enhanced retail opportunities along paths that connect central city attractions to the Interchange. Additionally, this project will create a central meeting point and focus for the Downtown.



# PROJECT 10

## Performance Venue

### WHAT IS THE PROJECT

This project is currently being considered by the Investment and Economic Prosperity Committee. It will look to build a performance venue in Downtown London.

### WHY IS THIS PROJECT IMPORTANT

Much like Budweiser Gardens (formerly the John Labatt Centre), this facility could play a significant role in “creating the buzz” Downtown and bringing people to the Core that would not otherwise be attracted Downtown.

### WHAT WILL THIS PROJECT DO FOR THE DOWNTOWN

This project could help London boost its reputation as an important cultural centre, thereby creating a stronger attraction for living and working in London and Downtown.

