

# *Intensification in Older Neighbourhoods*

## *Managing growth while conserving our heritage*



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Sept 25, 2009

**URBAN  
STRATEGIES  
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## A NEW POLICY CONTEXT:

a conservation opportunity.....one that  
needs to be managed through clear policy  
direction

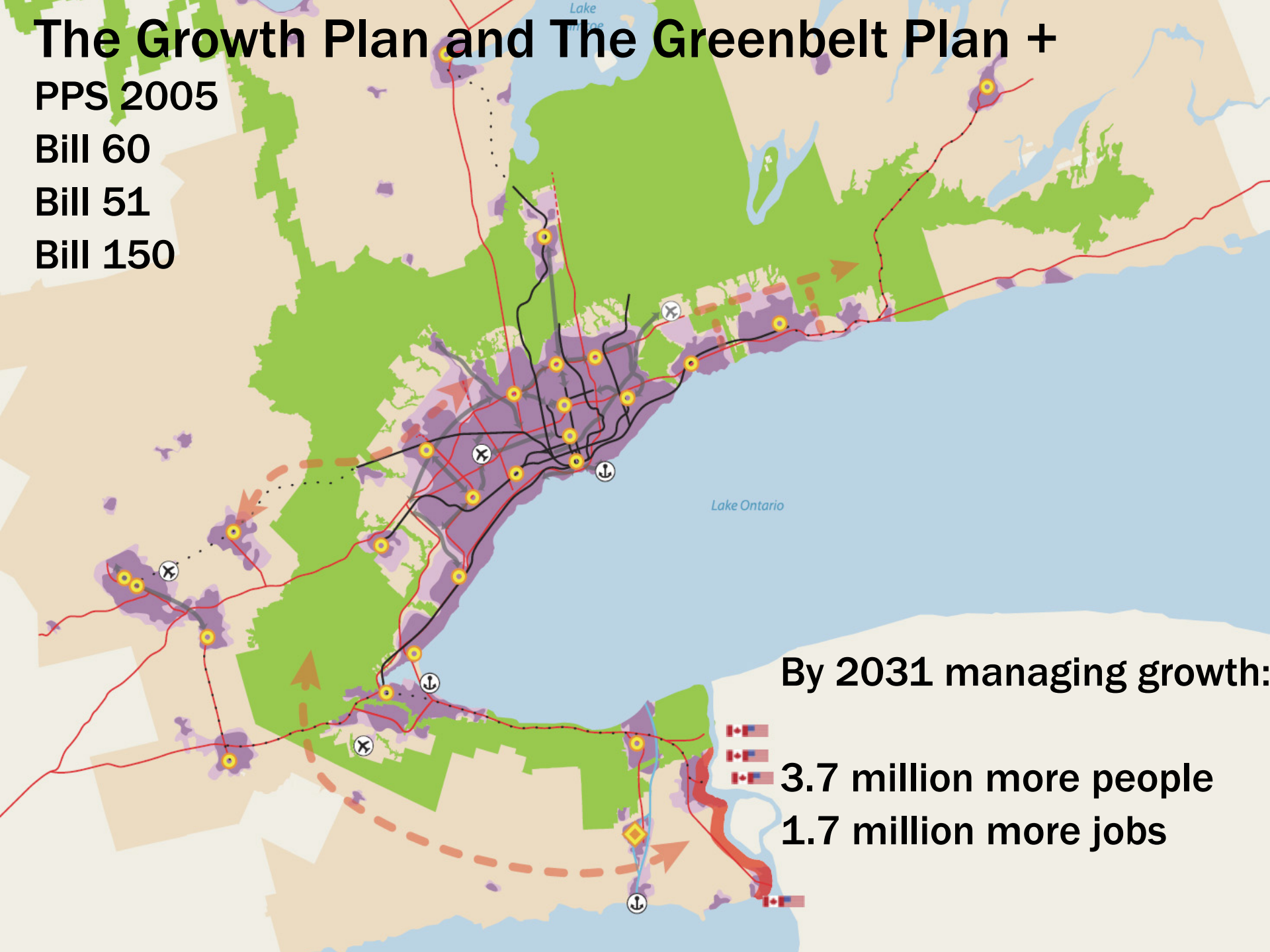
# The Growth Plan and The Greenbelt Plan +

PPS 2005

Bill 60

Bill 51

Bill 150



By 2031 managing growth:



**3.7 million more people**

**1.7 million more jobs**



# Much growth focused within historic urban cores

## GUELPH

By 2031:

- city wide,
  - 54,000 more residents
  - 30,000 more jobs
- in the downtown,
  - 7,000 more residents
  - 450% increase
  - 1,100 more jobs

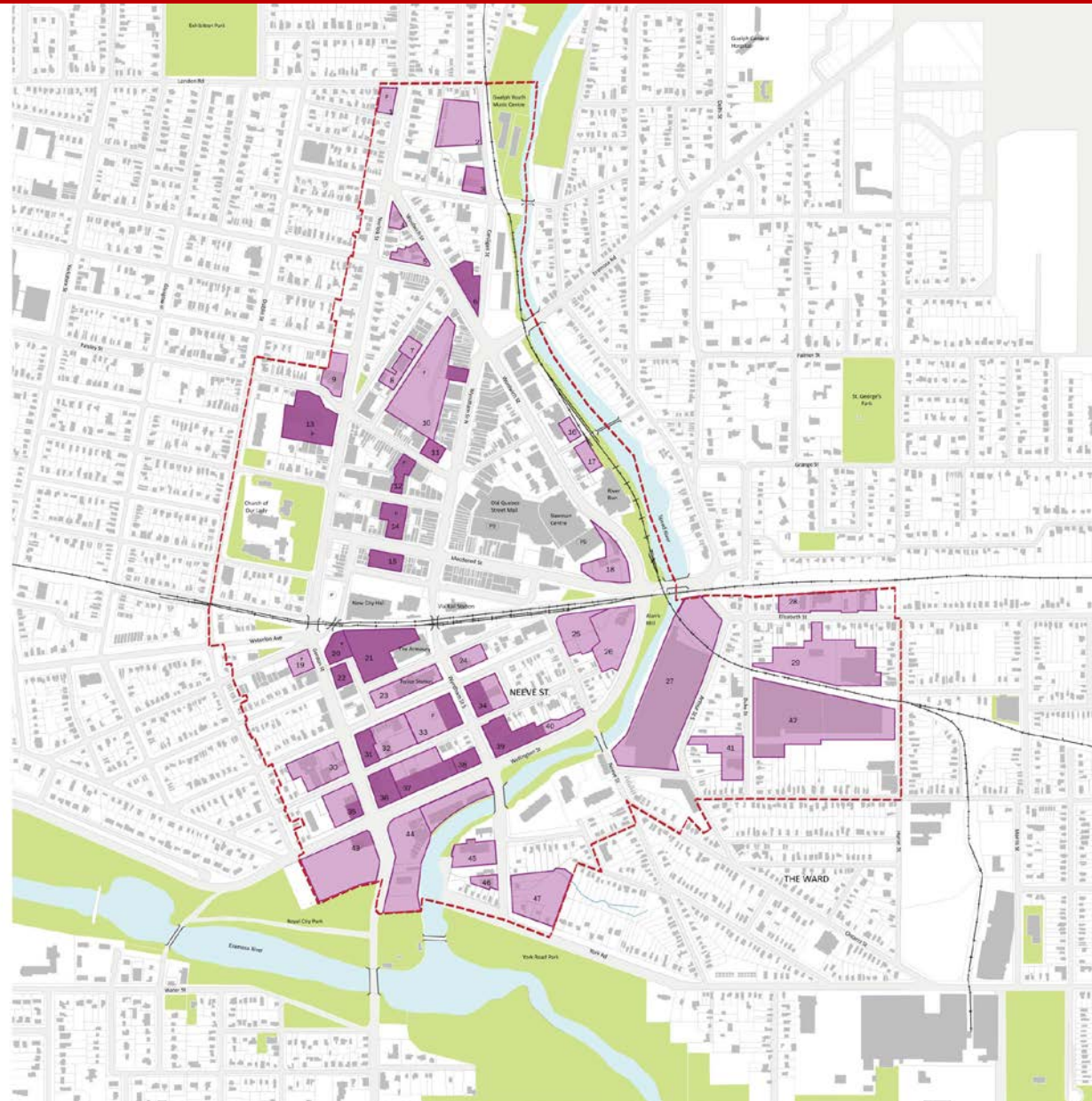


- Designated heritage buildings
- Pre-1927 and architecturally significant buildings (from Couling & Boucher-Stokes inventories)
- Places of worship
- Other Public Cultural Designations
- Other significant heritage buildings
- Canadian Heritage River
- Public Open Space
- Monuments

City of Guelph  
Downtown Secondary Plan

NATURAL AND CULTURAL HERITAGE

# Opportunities for Infill and Increased Vitality



- Potential redevelopment sites
- Sites allocated ground floor commercial density

City of Guelph  
Downtown Secondary Plan

CAPACITY ANALYSIS

# Focusing and attracting investment



# CONSERVING LIVING HERITAGE:

Some successful planning approaches



# 1. Addressing the many stories and landscapes of a community's heritage assets



1750

1800

1850

1900

1950

2000



# 2. Defining Areas of Change and Stability



## Legend:

### Primary Areas of Change:

- Transitway/Streetscape Redevelopment Zone
- Potential private sector redevelopment sites

### Areas of Stability:

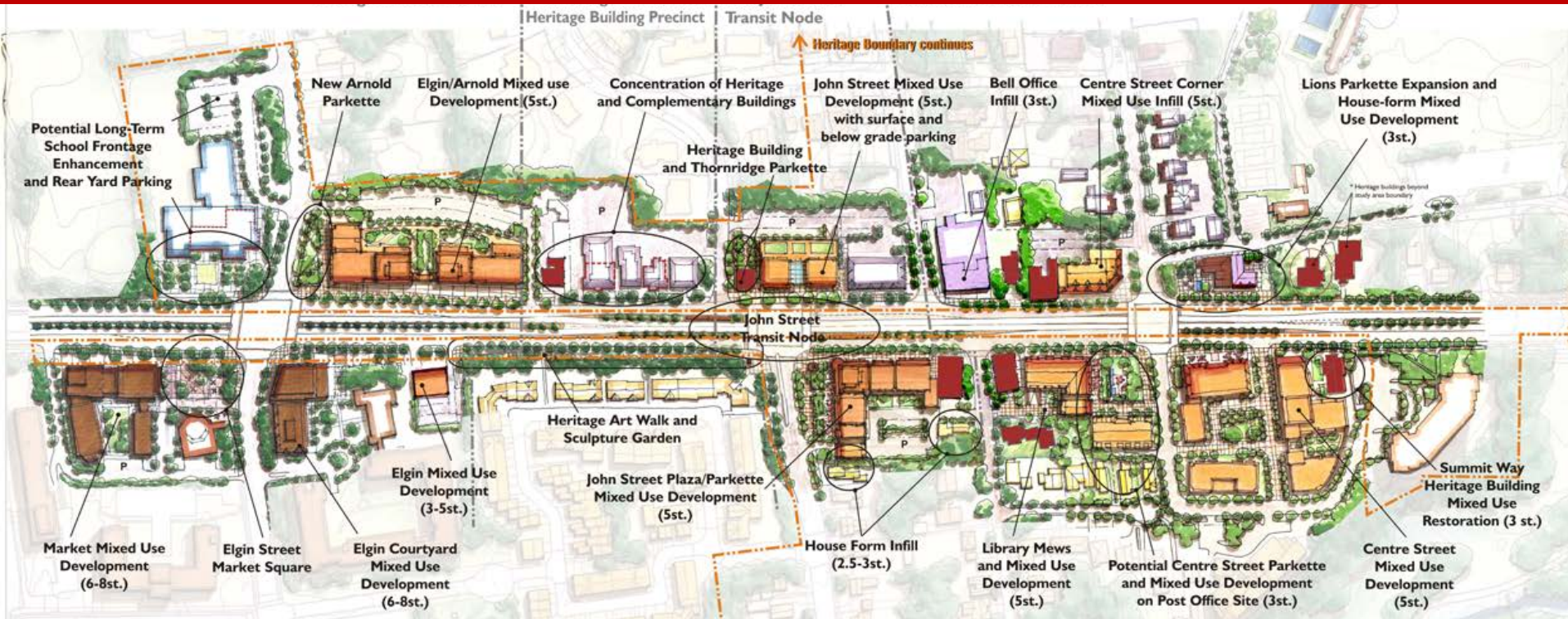
- Heritage Building and Environs
- Complementary Urban Infill Building, 2-3 storeys.

Areas of Change

Areas of Stability

Yonge Street, Thornhill

# Creating a clear direction for the future



The Vision creates:

- A vibrant mid rise mixed use main street
- A predominance of commercial/retail at grade
- Transit supportive mid-rise intensification
- The preservation and enhancement of heritage resources
- New and improved public parks and meeting places
- High quality, beautiful, memorable and inspiring places

The Vision anticipates

New Retail: 80,000 – 100,000 sq. ft

New Office: 30,000-40,000 sq. ft

New Residential: 600-750 units

New Open Space: 50,590 sq. ft, 1.1 ac

# 3. Making it meaningful.....

while establishing the conservation parameters

## The OLD TOWN VISION: Sustaining Canada's great living heritage community

In 2030, the Old Town will be a vibrant creative community with *its intact natural, heritage and cultural resources as its cornerstone.*

### KEY DIRECTIONS

1. Recognize Heritage as the Essence of Old Town
2. Sustain Old Town's Quality of Place/Life
3. Grow an Authentic, Competitive Tourism Industry
4. Think Beyond Tourism: Diversify the Local Economy
5. Capture the Magnificence of the Waterfront
6. Commit to an Ongoing Community Dialogue

# Exploring the nature of change..where and what



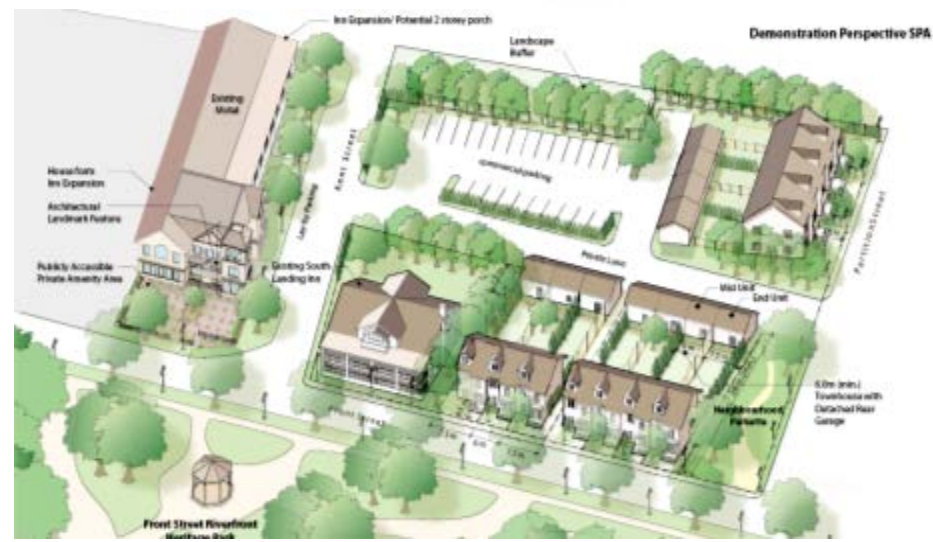
# Demonstrating how it might look and feel



MacDonnell Street, Guelph

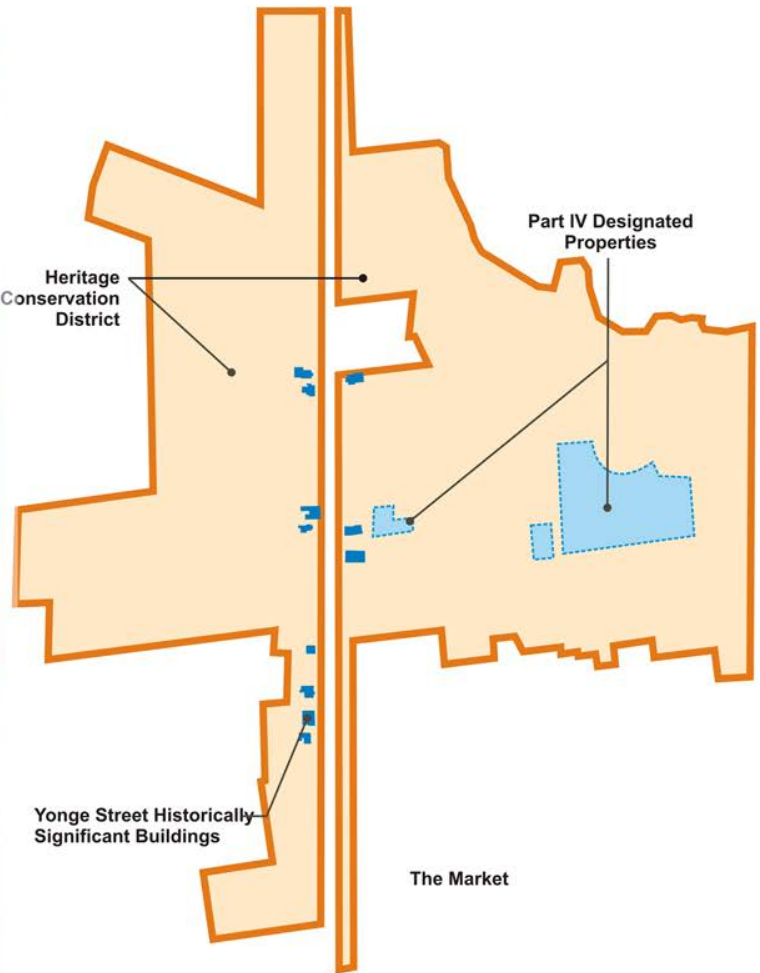
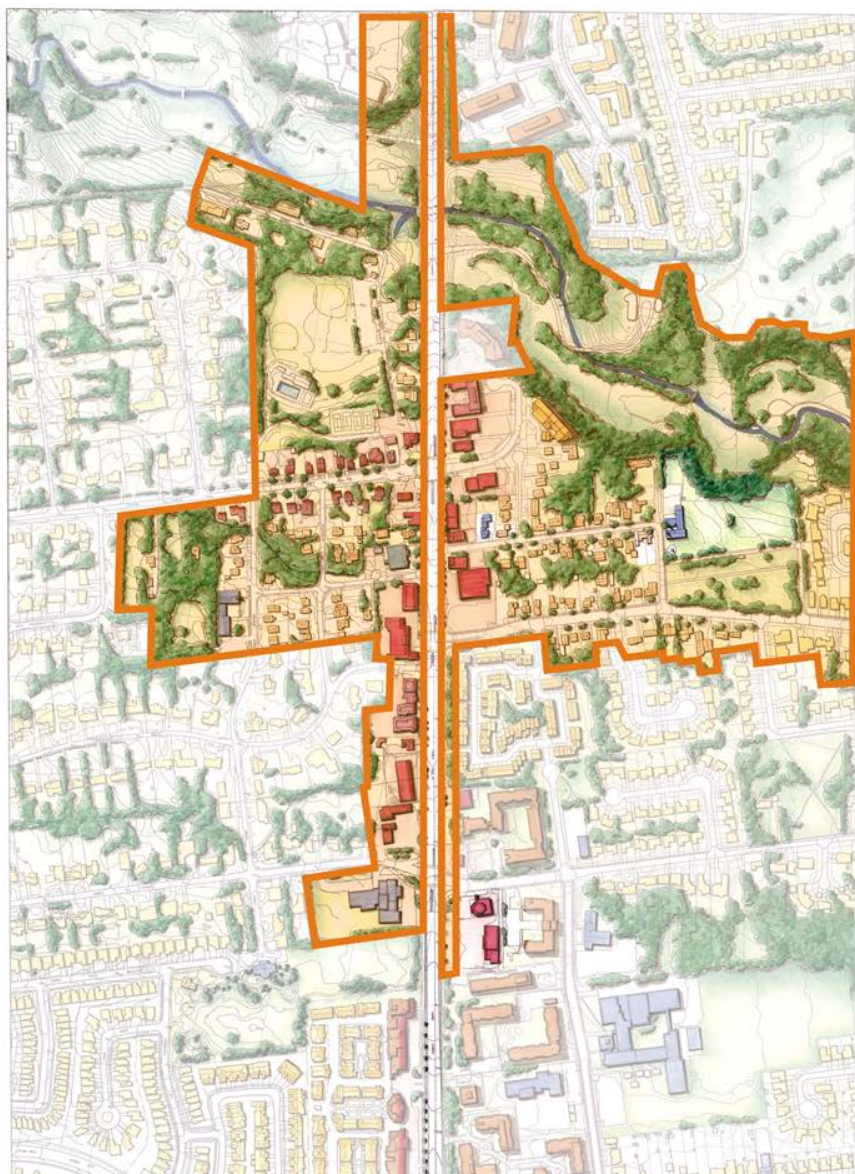
# 4. Establish clear design based policy directions


- 5 Special Policy Areas
- Defined lot sizes for infill projects
- A comprehensive public realm improvement program
- Detailed Urban Design Policy
- Demonstration Plans



Village of Queenston, Niagara on the Lake

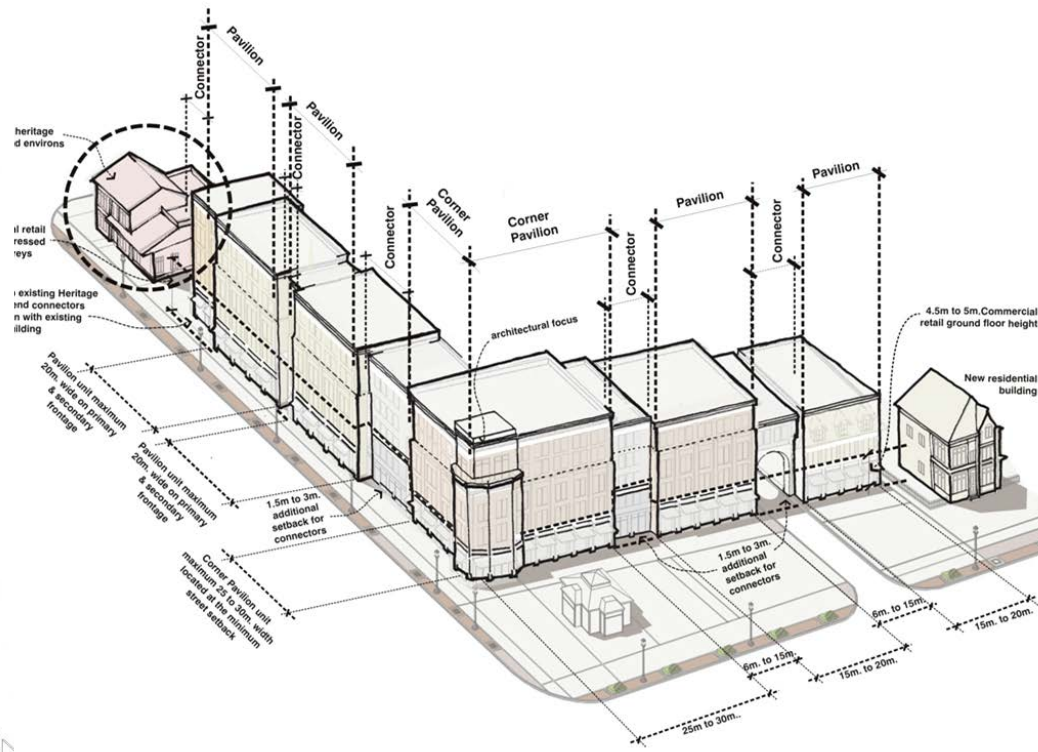
# Considering site specific and larger landscape scales



 Historically significant buildings within the Thornhill Yonge Street Corridor Study Area.



# 5. Intensification that Fits and Contributes



John Street and Yonge, Thornhill

# 5. Intensification that Fits and Contributes



Yonge Street, Thornhill

# 6. Policy alone does not work – creative partnerships and champions needed



Artscape Wychwood Barns, Toronto

# SUCCESSFUL CONSERVATION EFFORTS WILL REQUIRE:

A better understanding of the meaning (beyond buildings) and value of heritage assets to communities

A collaborative effort to define the nature of change

A proactive and clear direction for managing change through policies, tools and

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