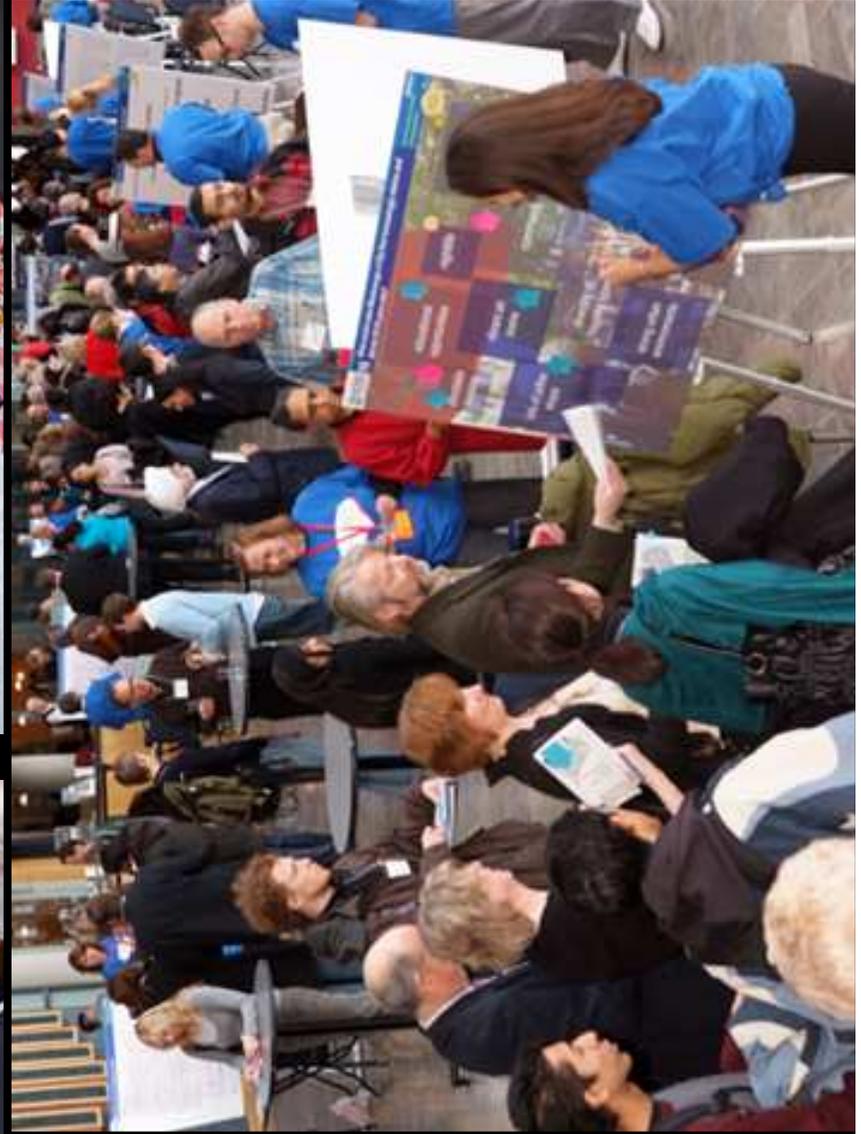


# Conceptual Master Plan Presentation

# 21 DOWNTOWN MASTER PLAN

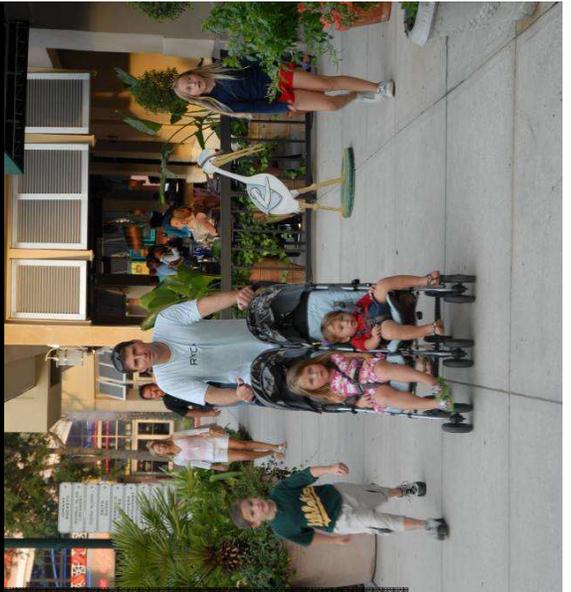


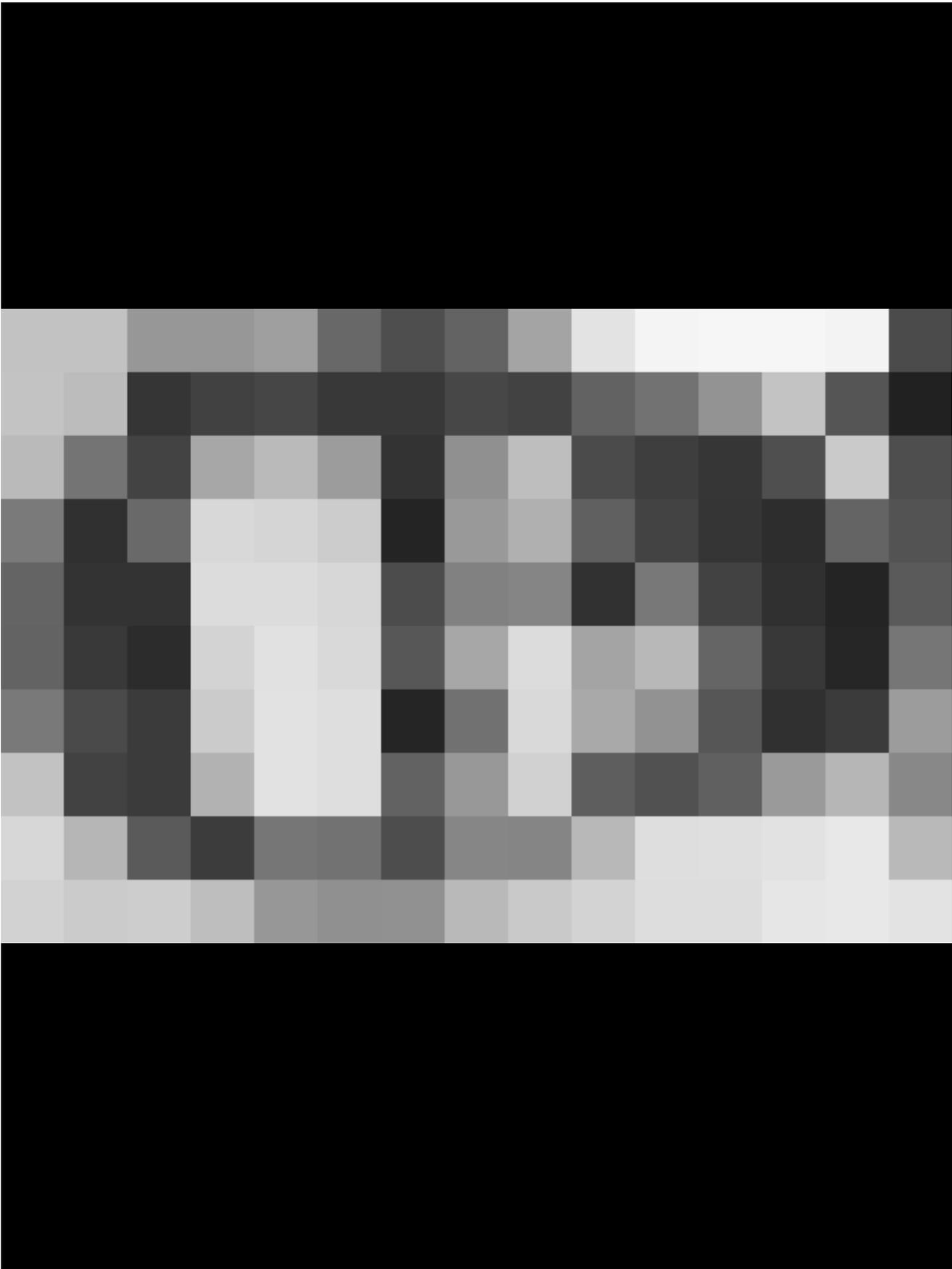
Public Meeting  
May 7, 2009 – Council Chambers  
City of Mississauga

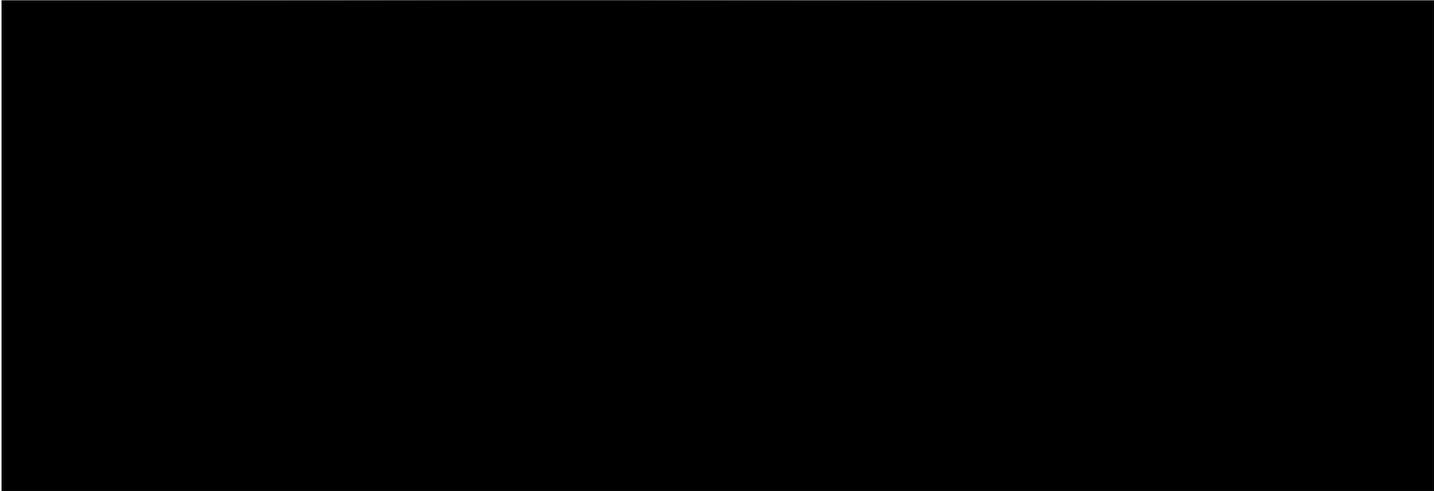
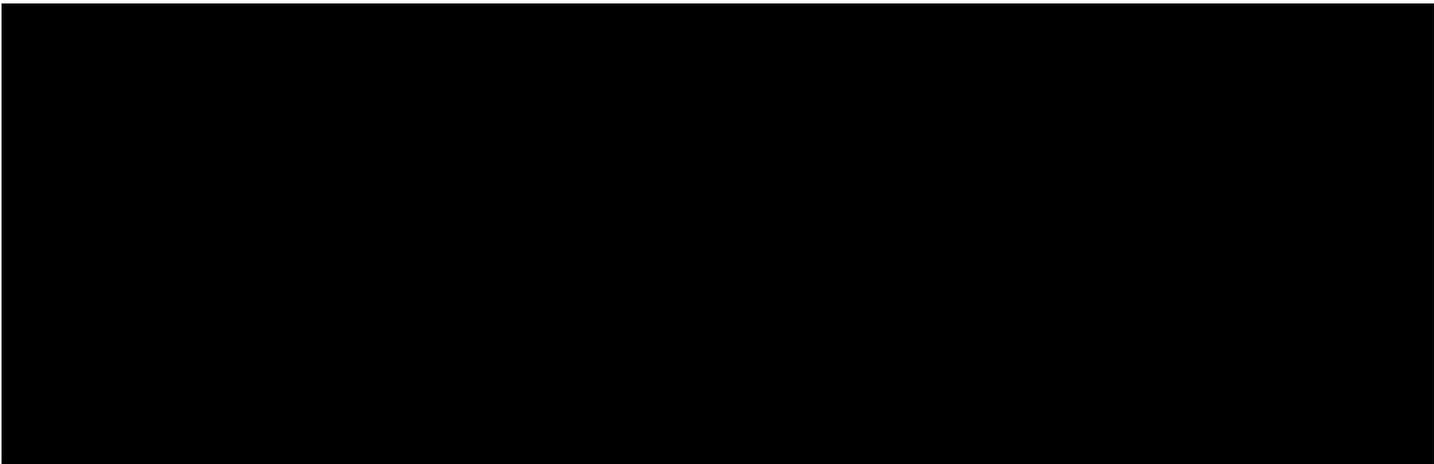




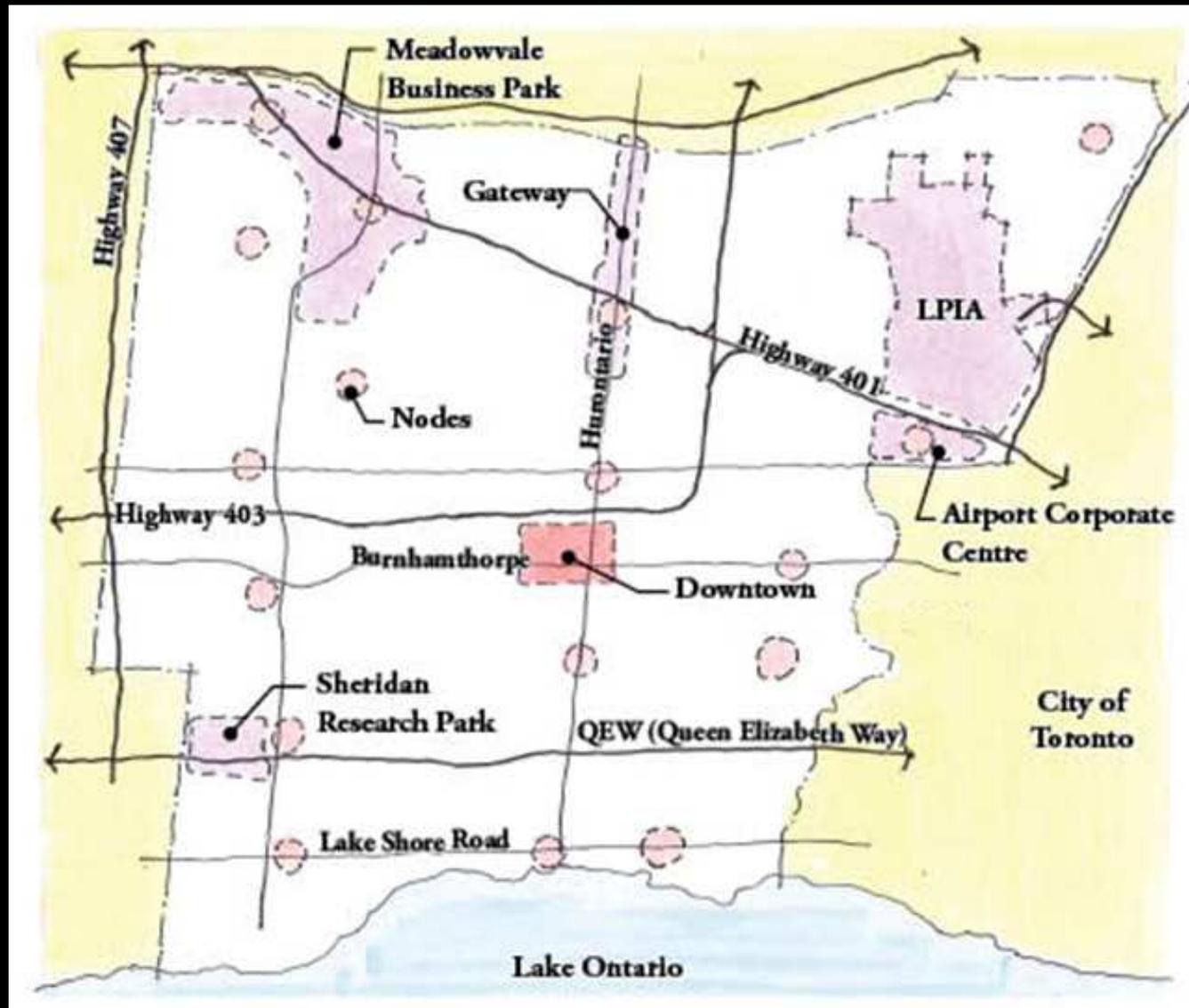
VISION



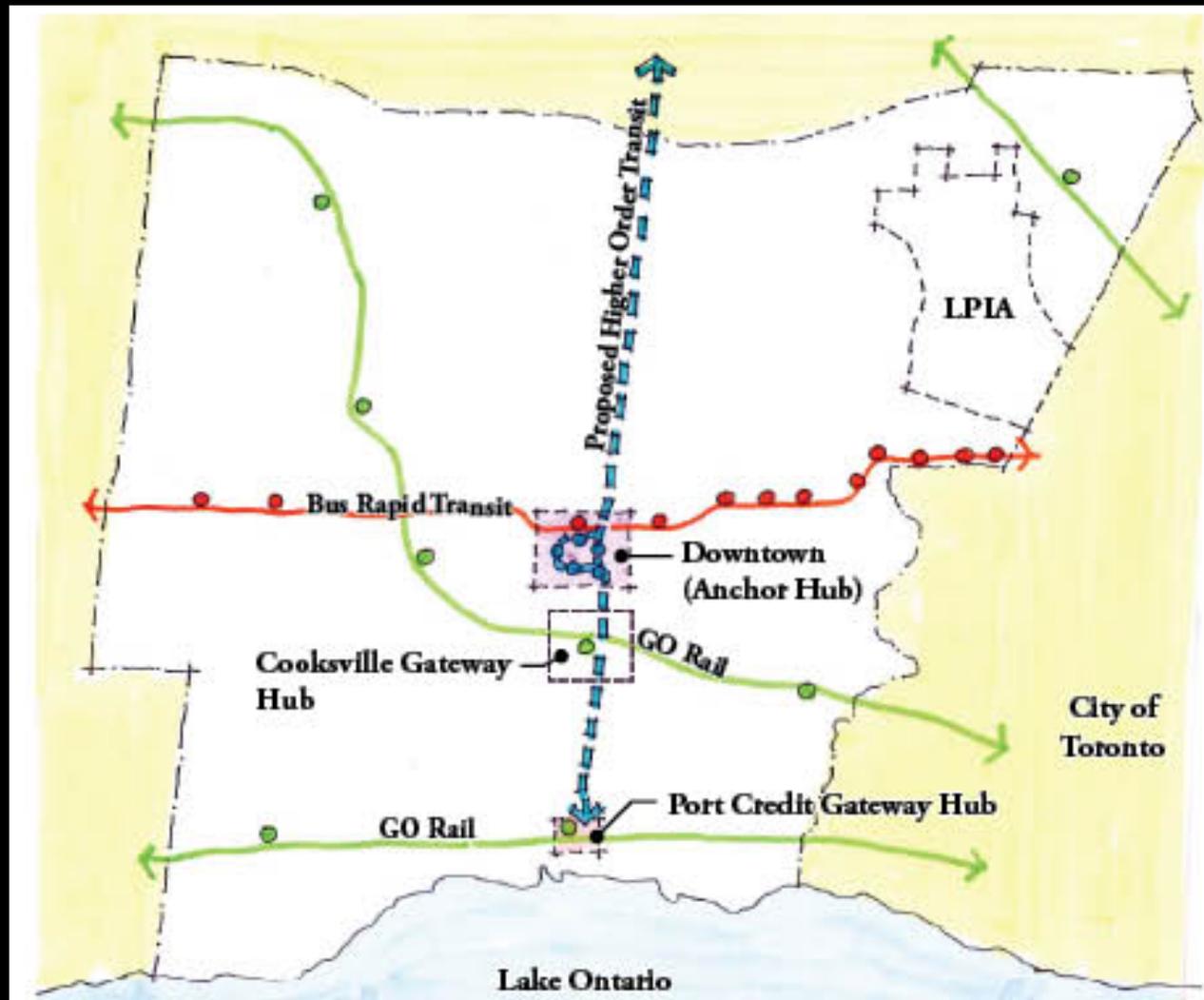




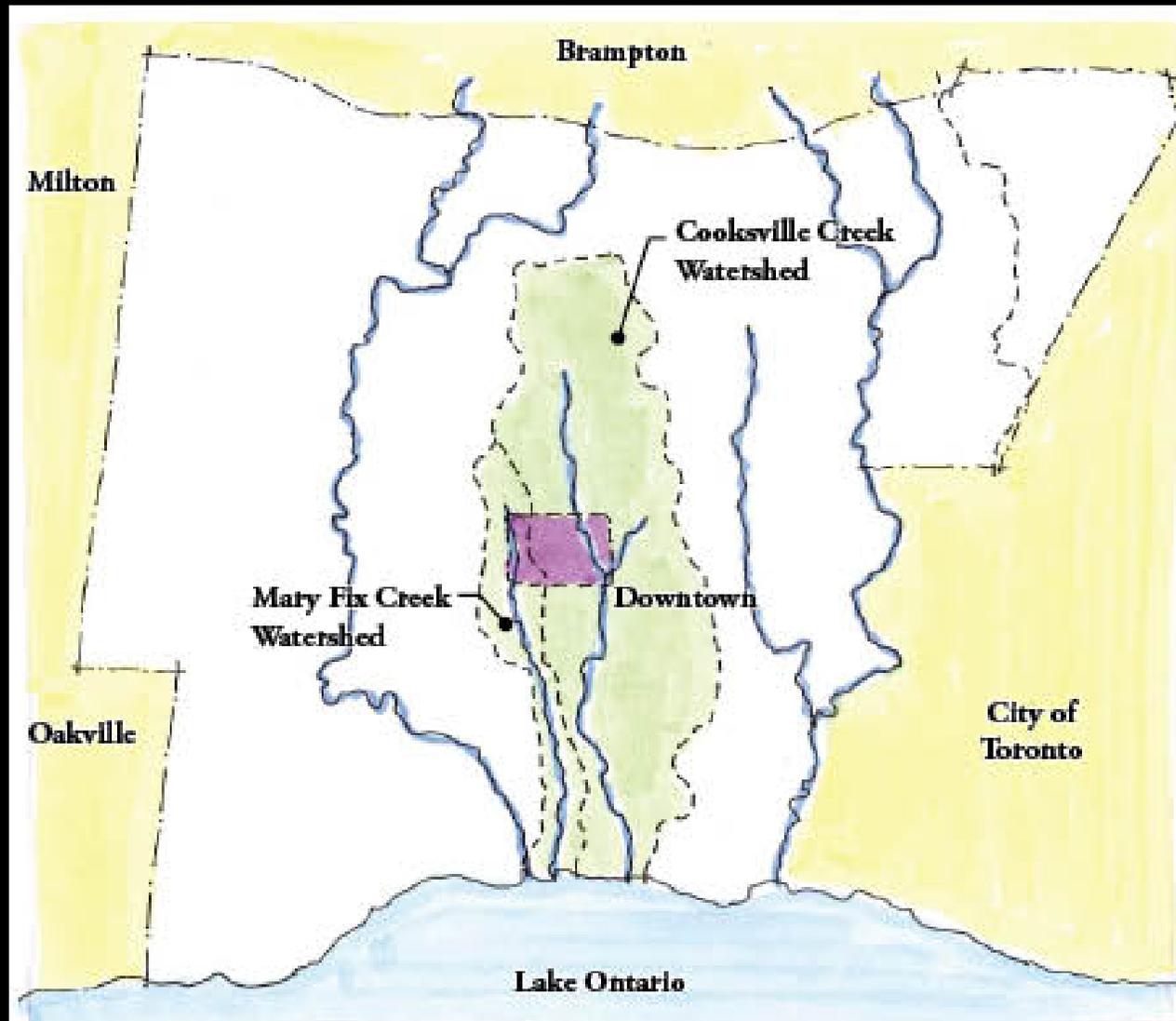
# Strategic Context: City Growth Strategy



# Strategic Context: Transit



# Strategic Context: Environment





# Downtown21 Principles

**Multi Modal** — A successful, vibrant and intense downtown will have to support and rely on a range of transportation modes including walking, cycling, transit and the car.

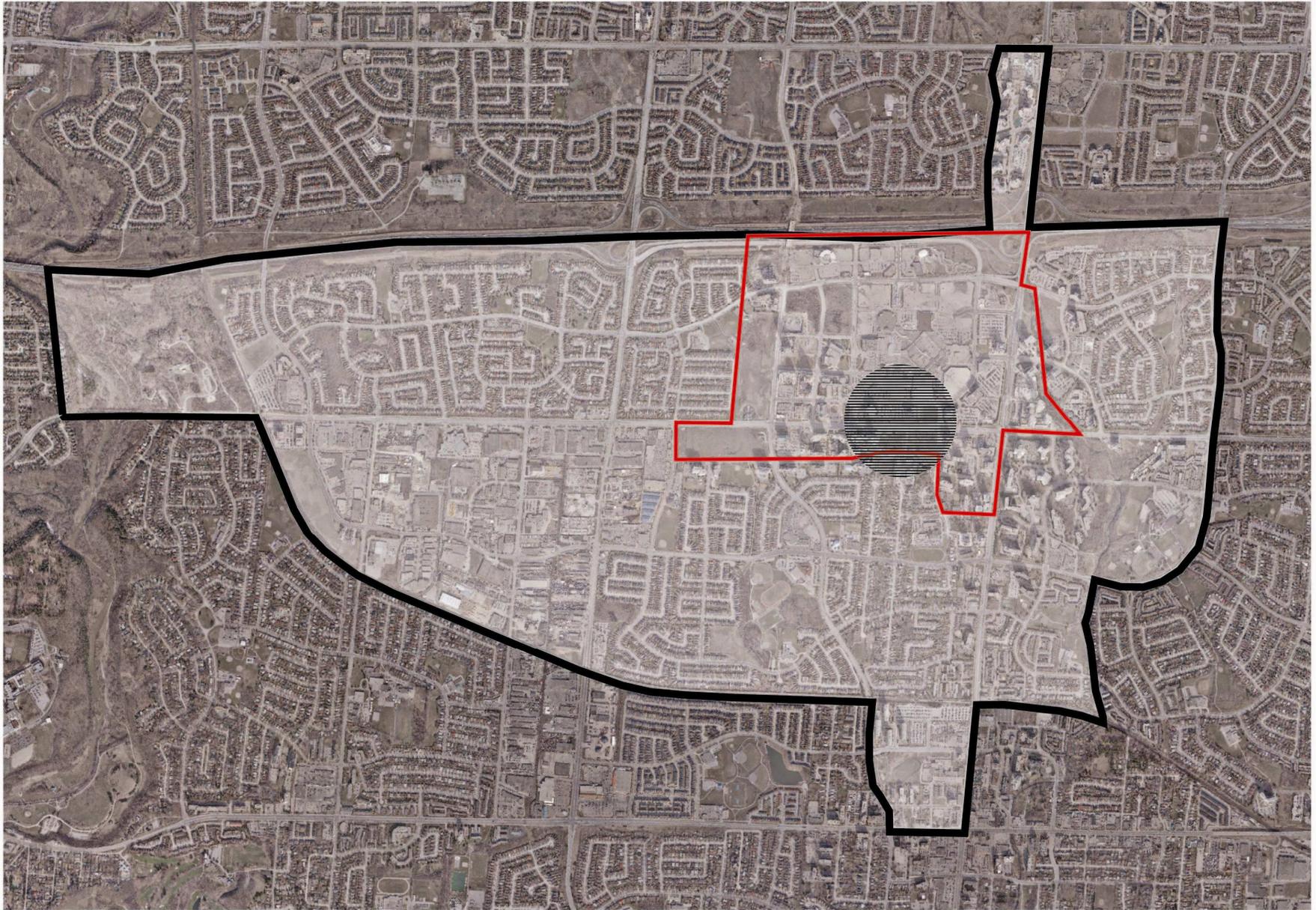
**Catalyze Employment** — The future of downtown has to strengthen existing office uses and catalyze new major employment to ensure long-term economic success and urban vitality.

**Create an Urban Place** — A downtown cannot be derived from a suburban built form. Developing a walkable, urban downtown is critical to re-branding the downtown as a unique “905” location with a high quality-of-place. The multi-cultural diversity of Mississauga demands a downtown that is unique, authentic and memorable.

**Go Green** — Downtown should showcase Mississauga’s commitment to sustainability as both an economic development and resource consumption strategy.

**Define a Development Framework** — The current policy framework of unlimited height and density with an “anything goes” approach to land use lacks necessary guidance, is an unpredictable planning regime, and acts as a disincentive to private investment.

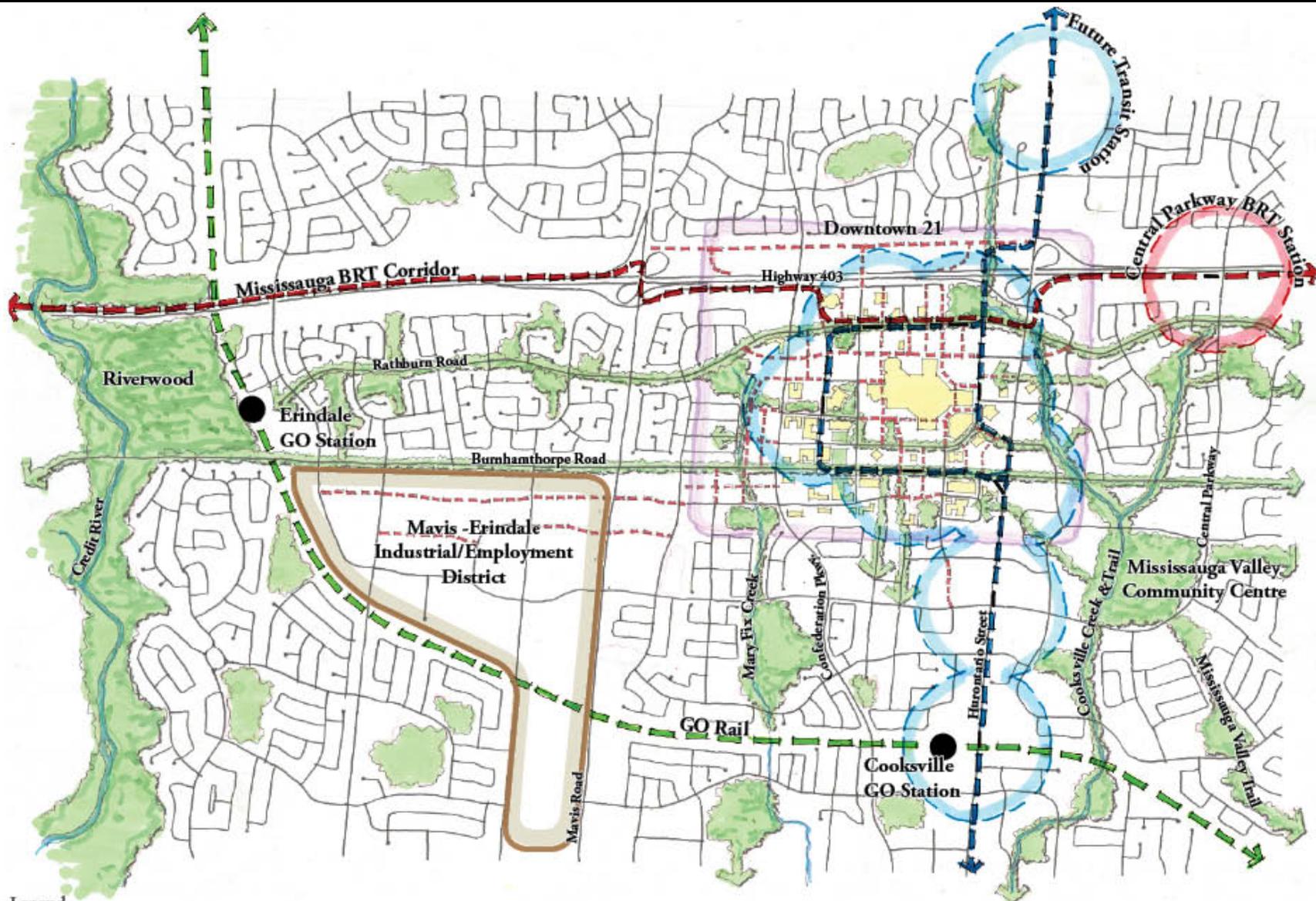
**Establish a Focus** — The geography of downtown is too large to start just anywhere or everywhere. The limited resources of the City and participation of private stakeholders should be initially focused in a small, intense location.



## 3 Levels of Focus

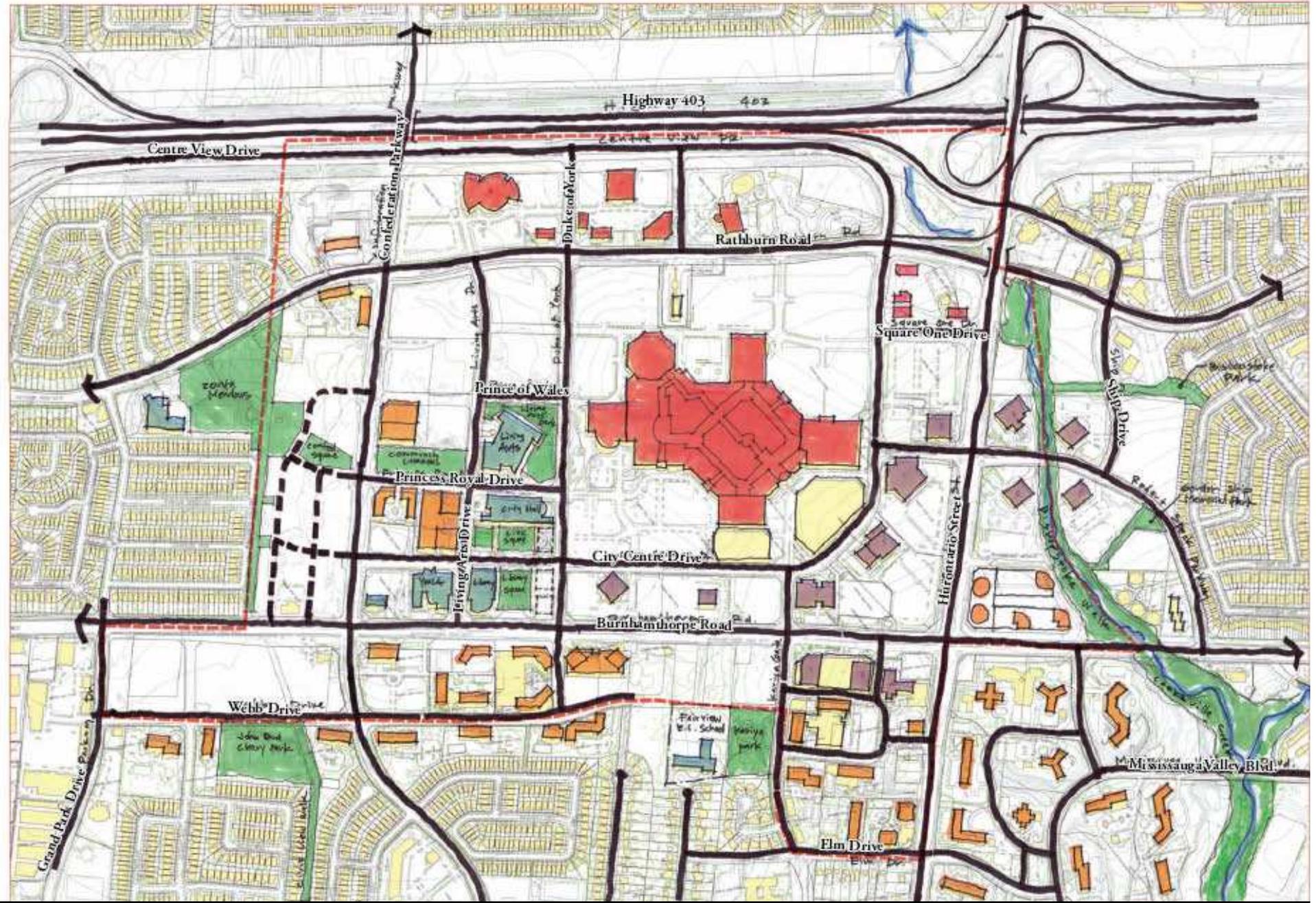


# Area of Influence

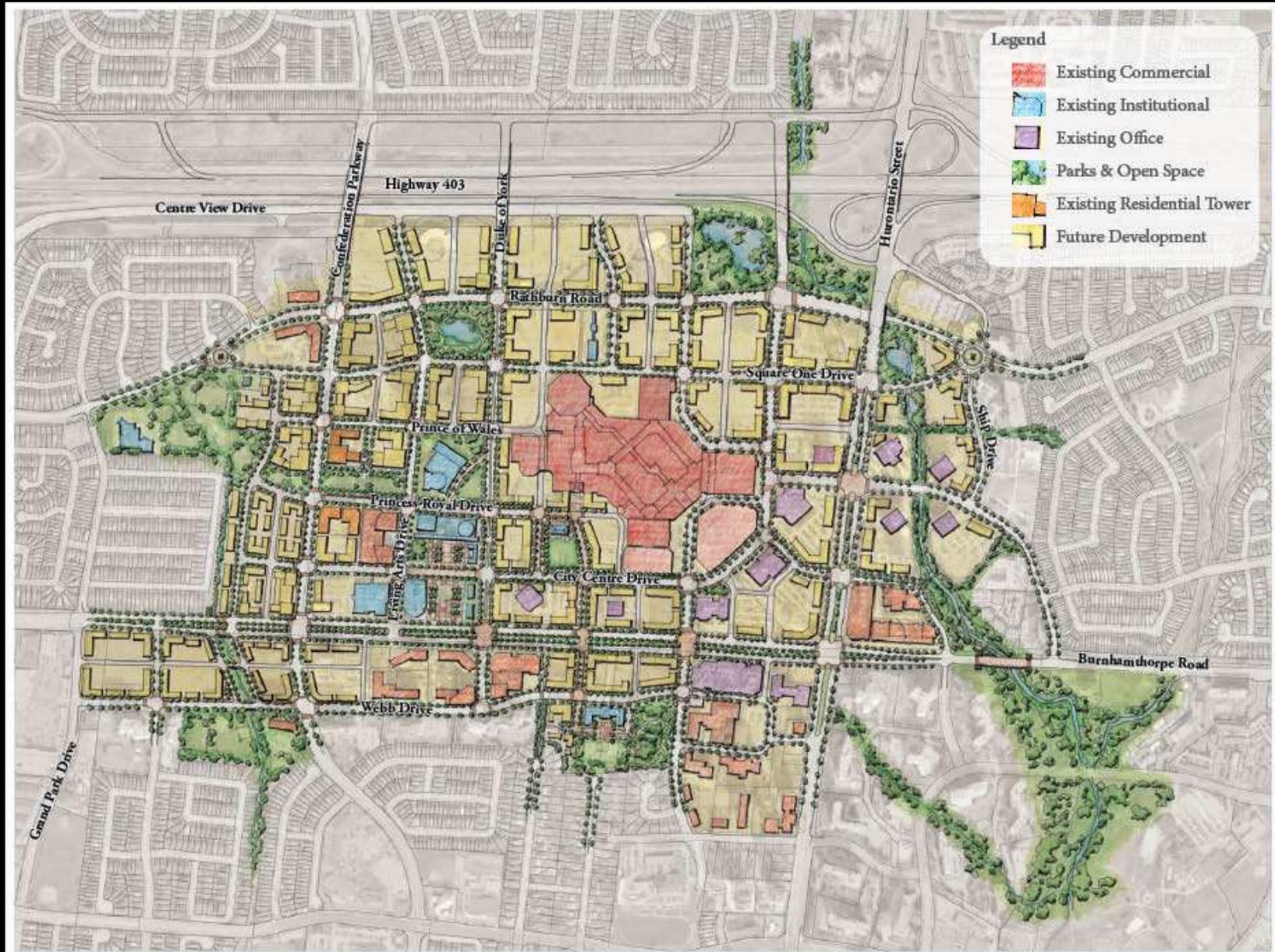


- Legend
- New Connections
  - Commuter Rail (GO Rail)
  - Proposed Higher Order Transit
  - Bus Rapid Transit
  - 5-Minute Walk
  - Station

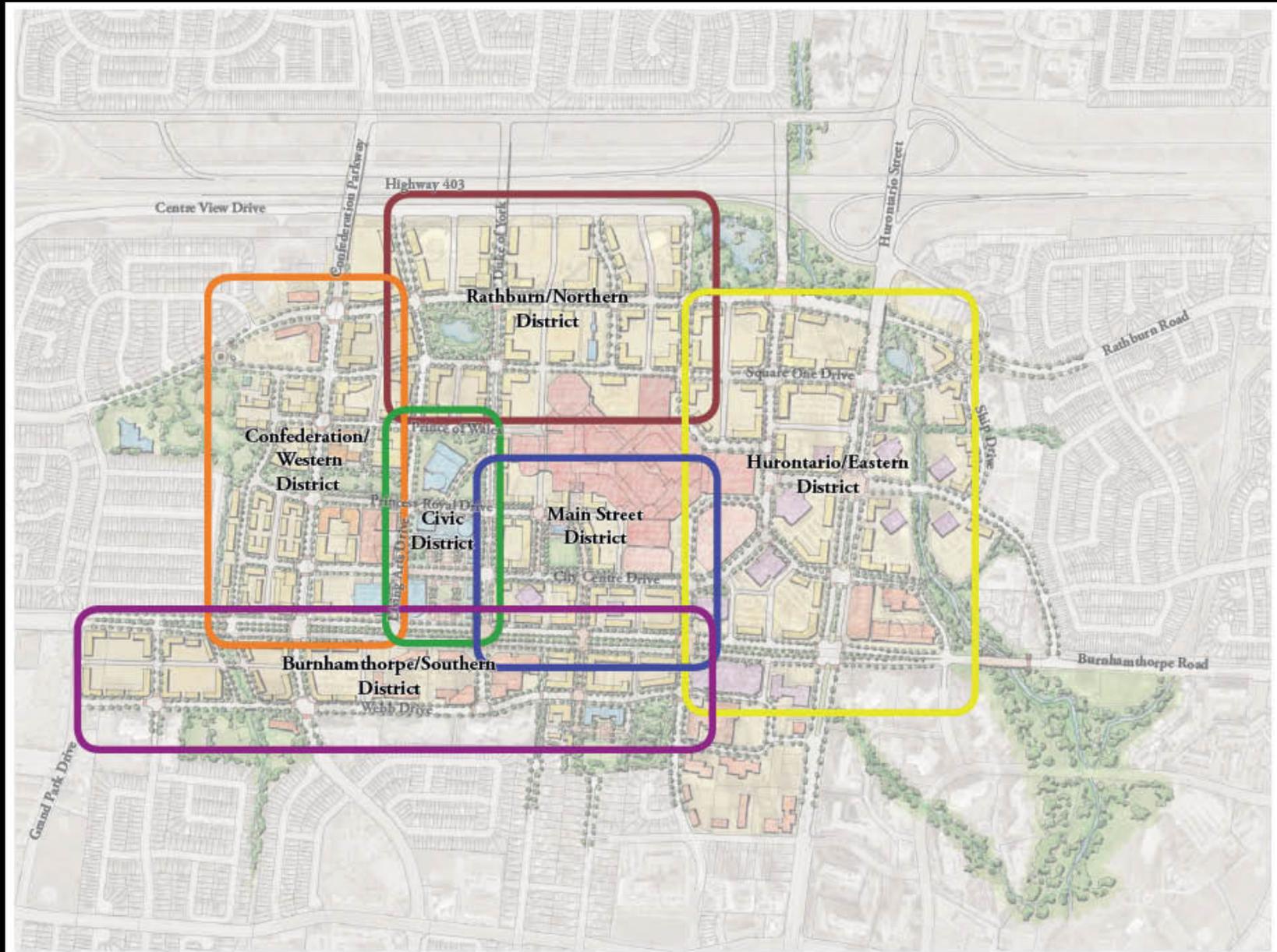
# Downtown Context



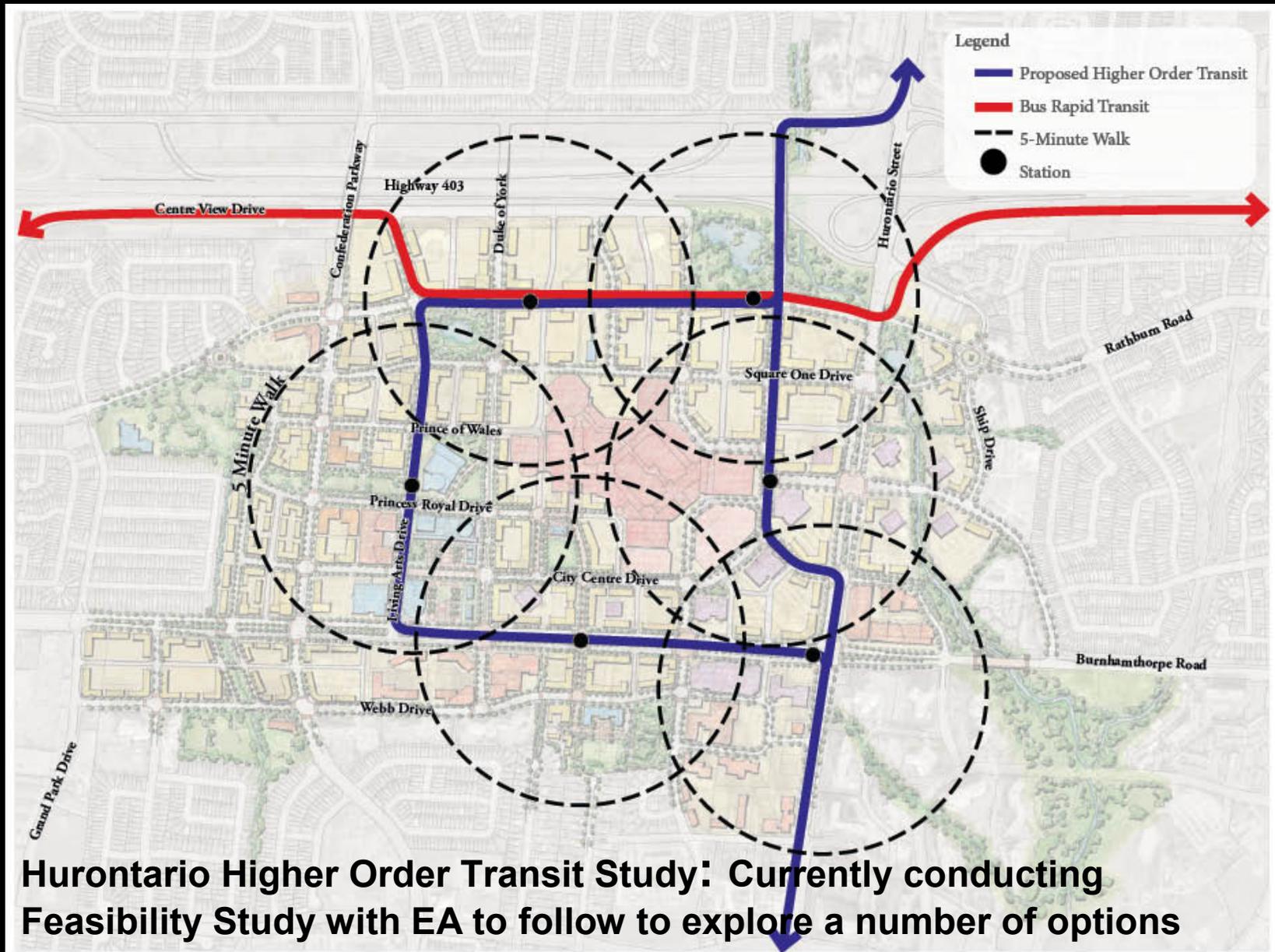
# Framework Plan



# Framework Plan: **Districts**



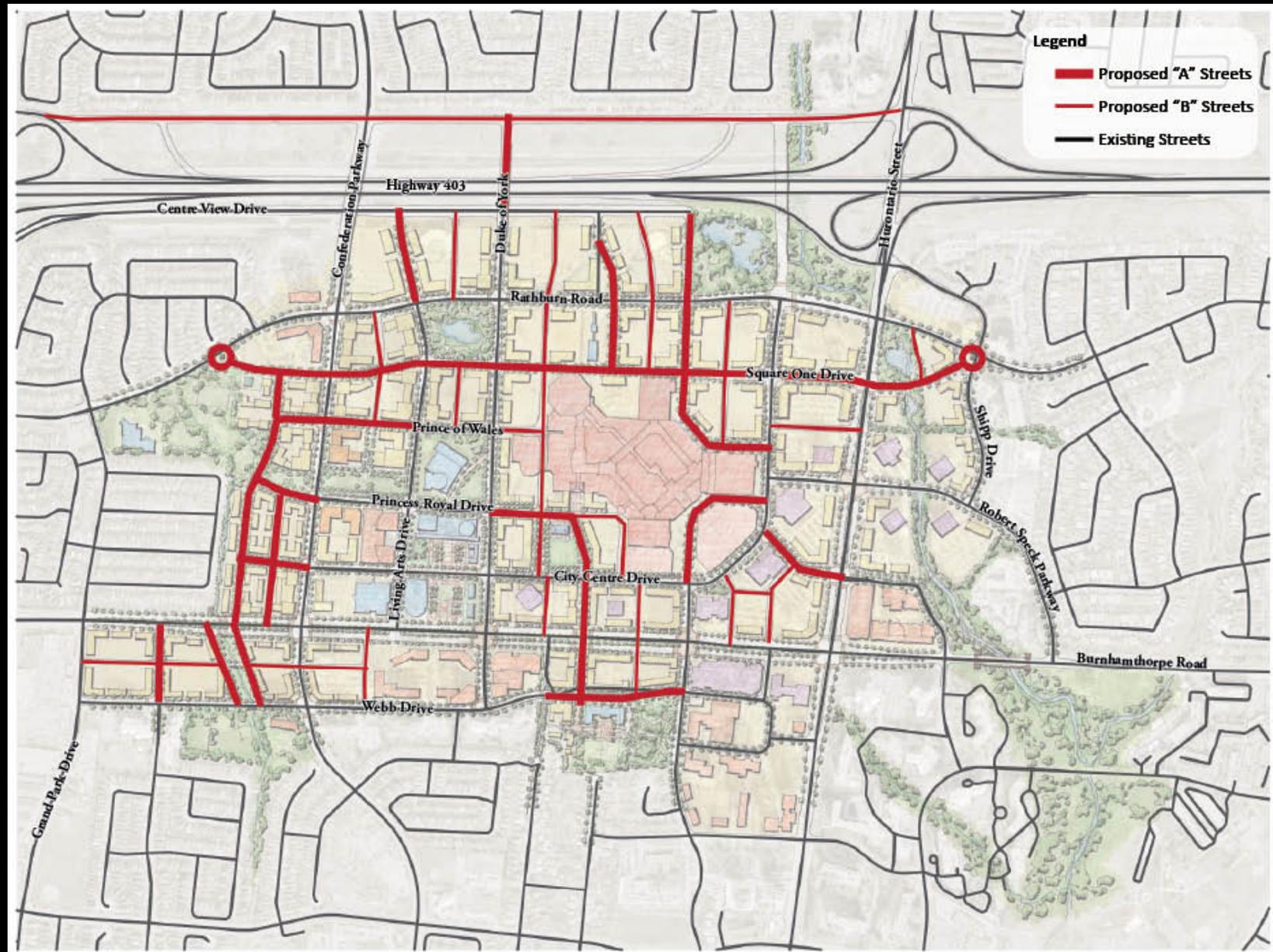
# Framework Plan: Transit



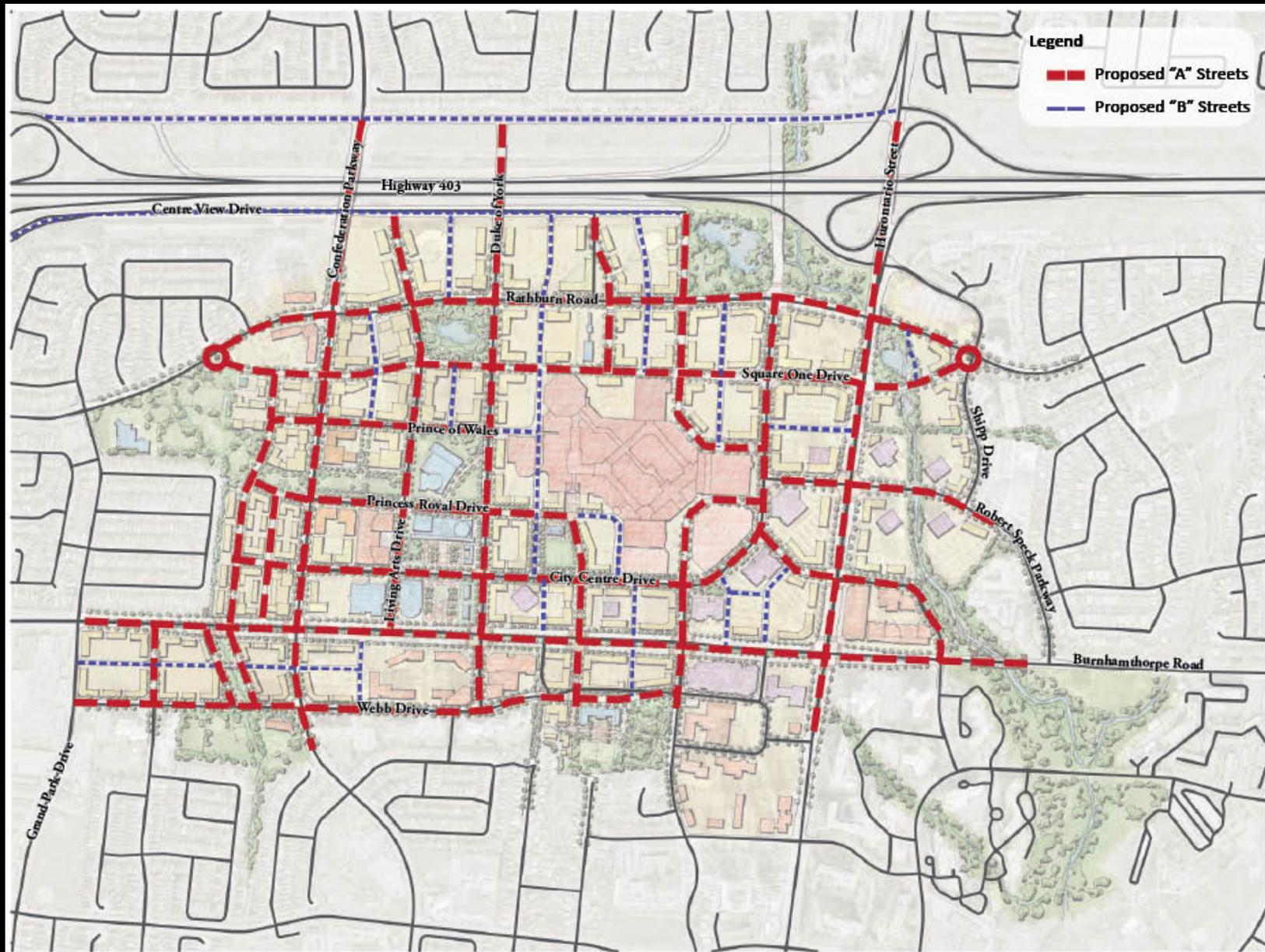
# Framework Plan: Parks & Open Space



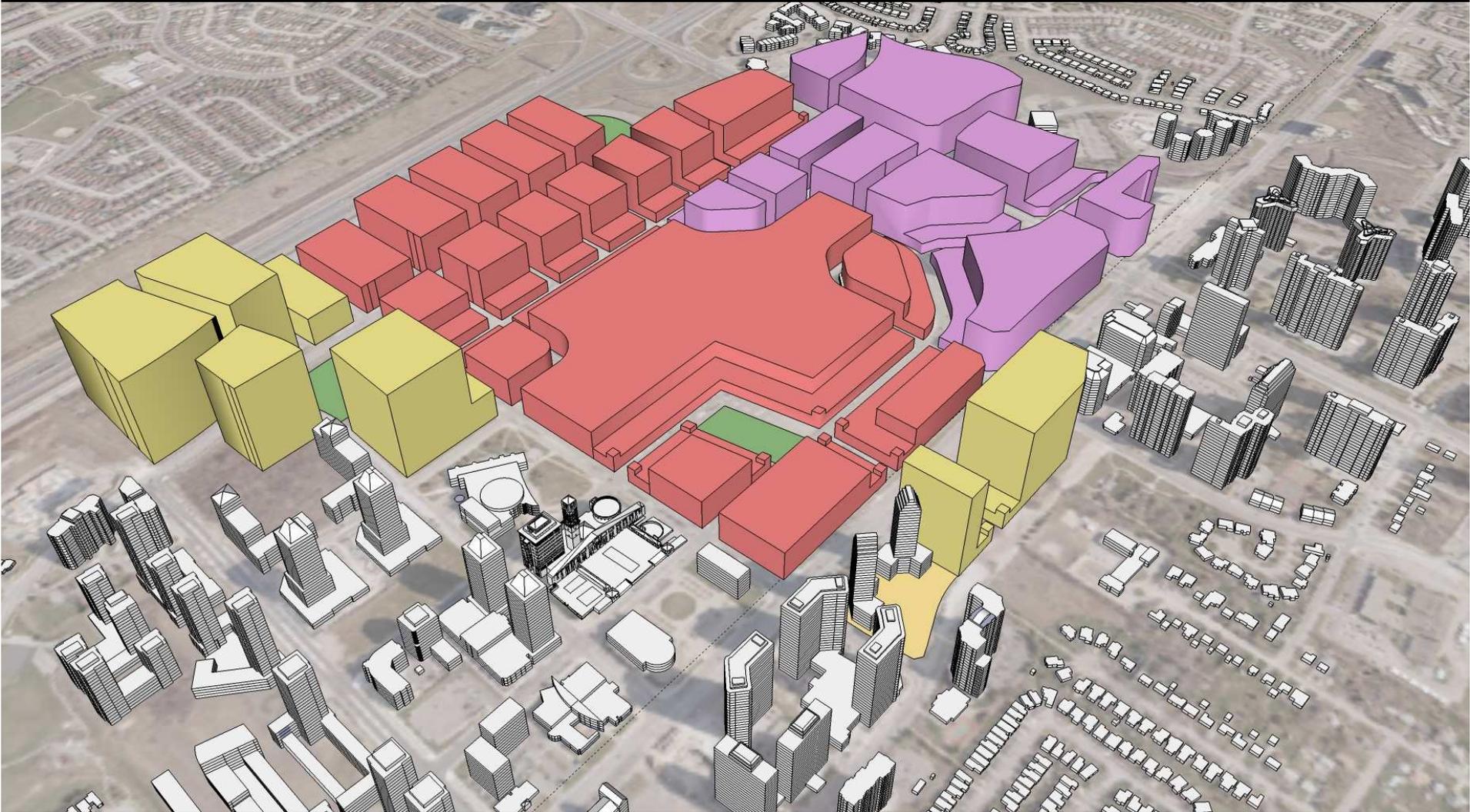
# Framework Plan: **New Street Network**



# Framework Plan: A & B Streets



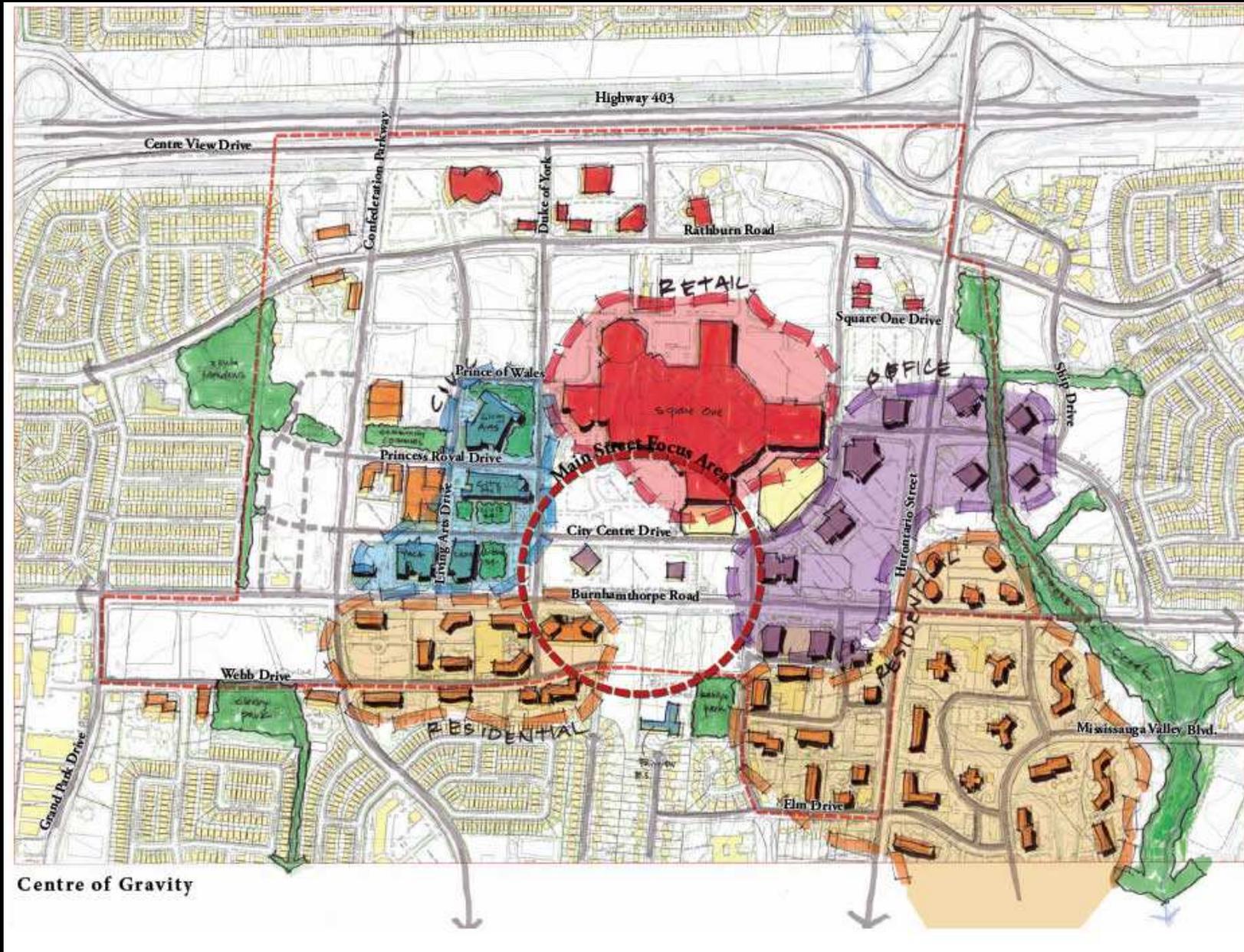
# Framework Plan: **Heights**



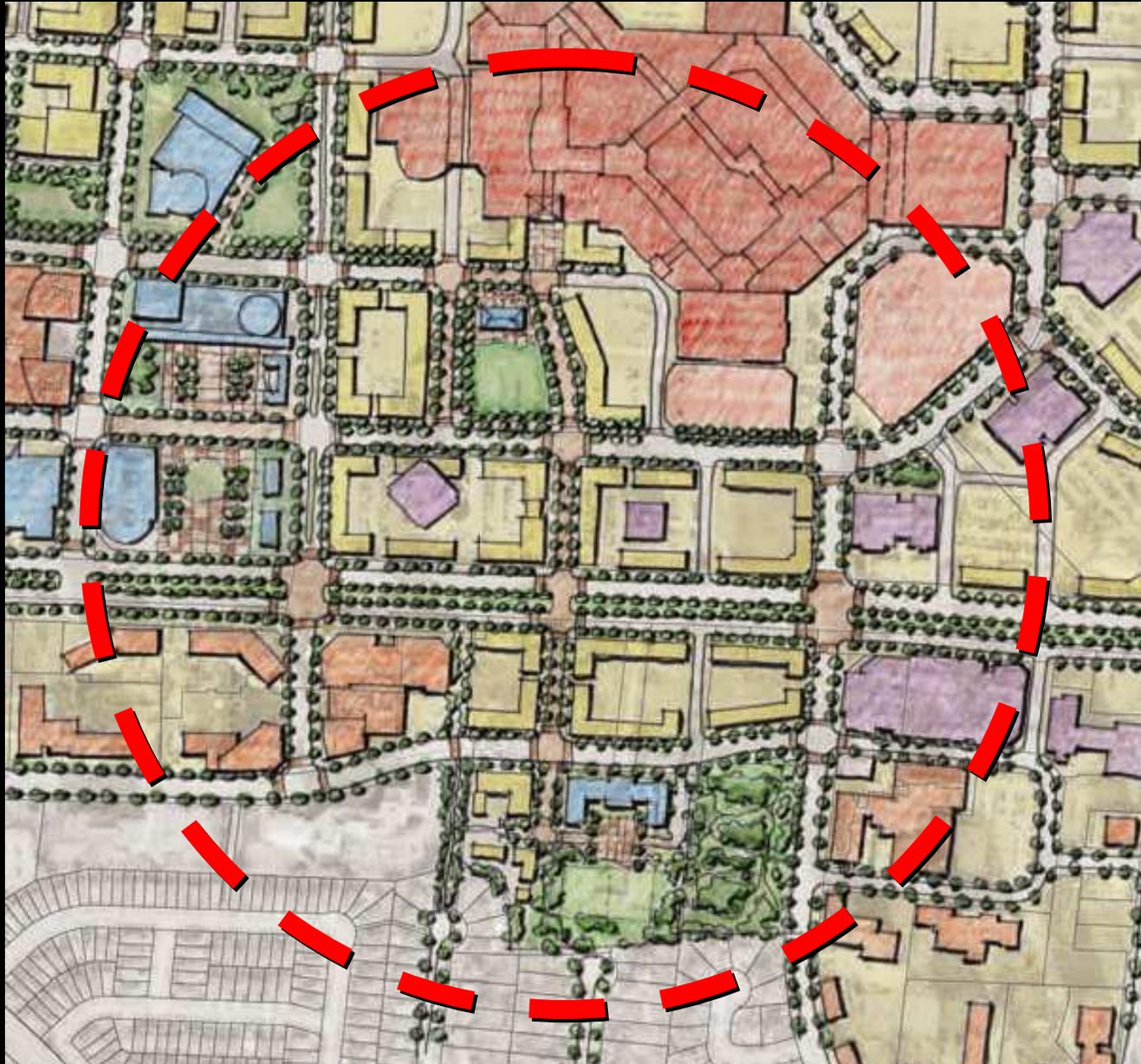
# Focus Area: **Why Focus?**



# Focus Area: **Where?**



# Focus Area: **Main Street District**



# Focus Area: **The Vision**



# Focus Area: **The Vision**



# Focus Area: **The Vision**





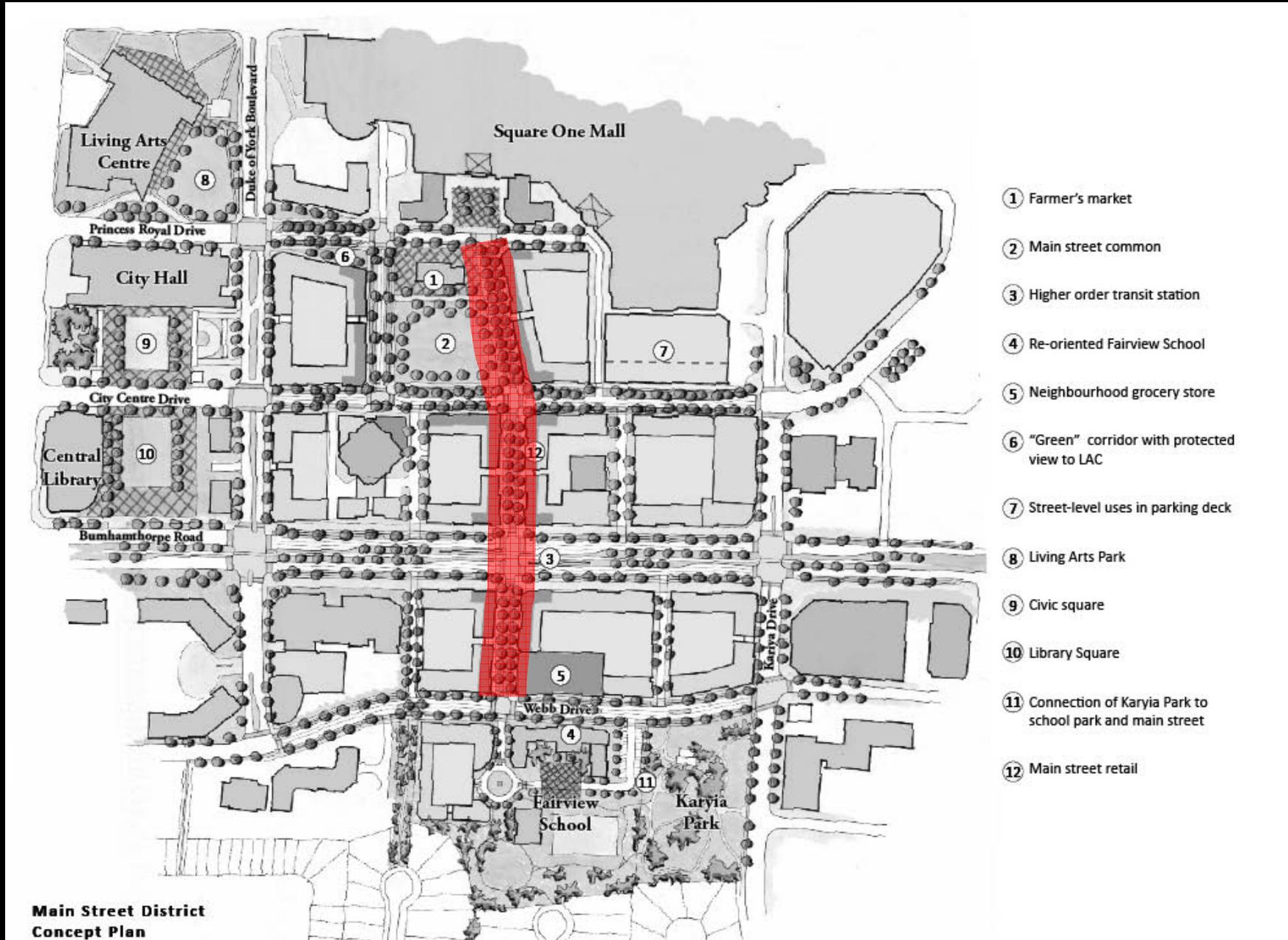
# Focus Area: Main Street District



- ① Farmer's market
- ② Main street common
- ③ Higher order transit station
- ④ Re-oriented Fairview School
- ⑤ Neighbourhood grocery store
- ⑥ "Green" corridor with protected view to LAC
- ⑦ Street-level uses in parking deck
- ⑧ Living Arts Park
- ⑨ Civic square
- ⑩ Library Square
- ⑪ Connection of Karyia Park to school park and main street
- ⑫ Main street retail

**Main Street District  
Concept Plan**

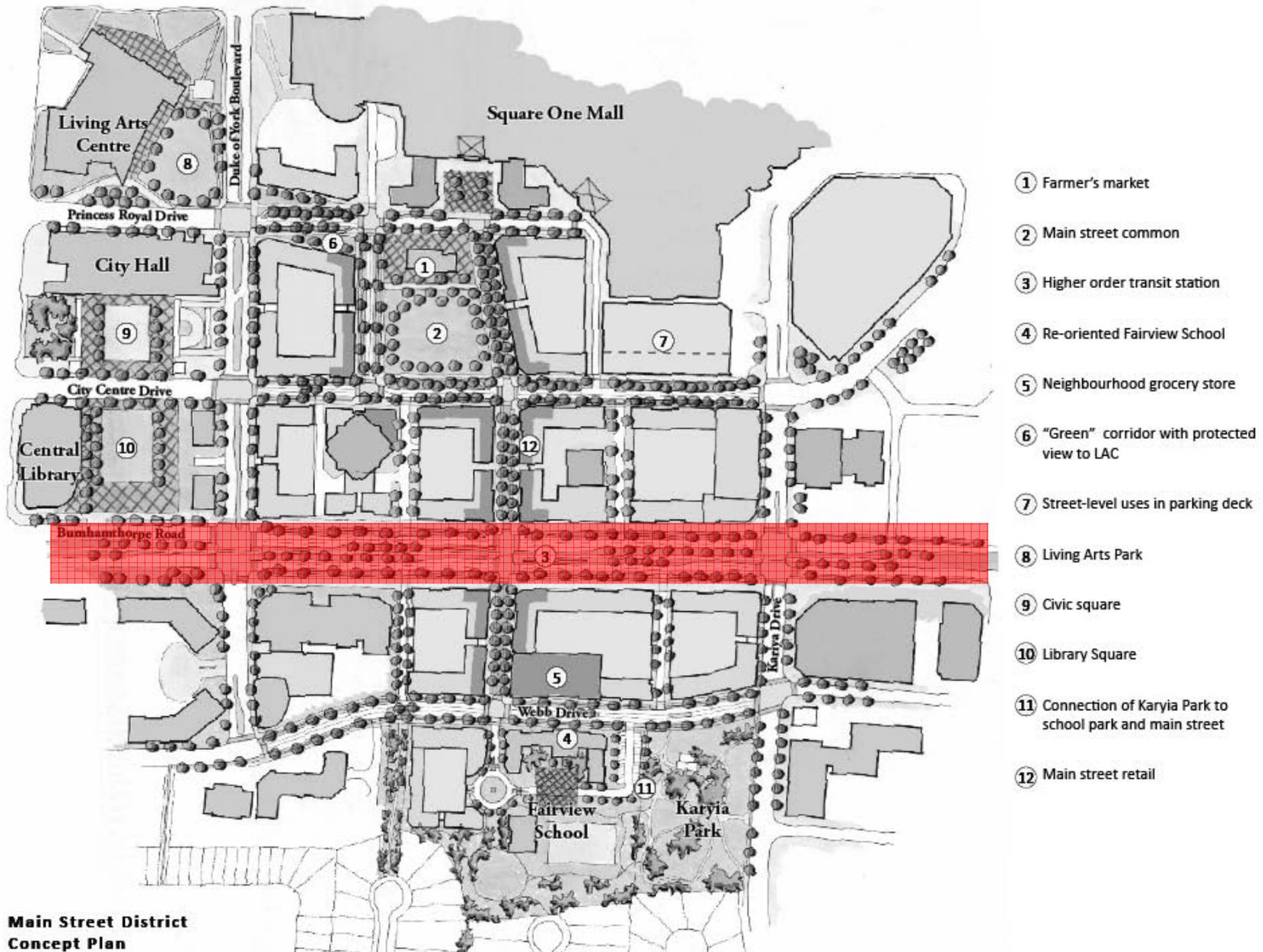
# Focus Area: Main Street



# Focus Area: Main Street Cross Section

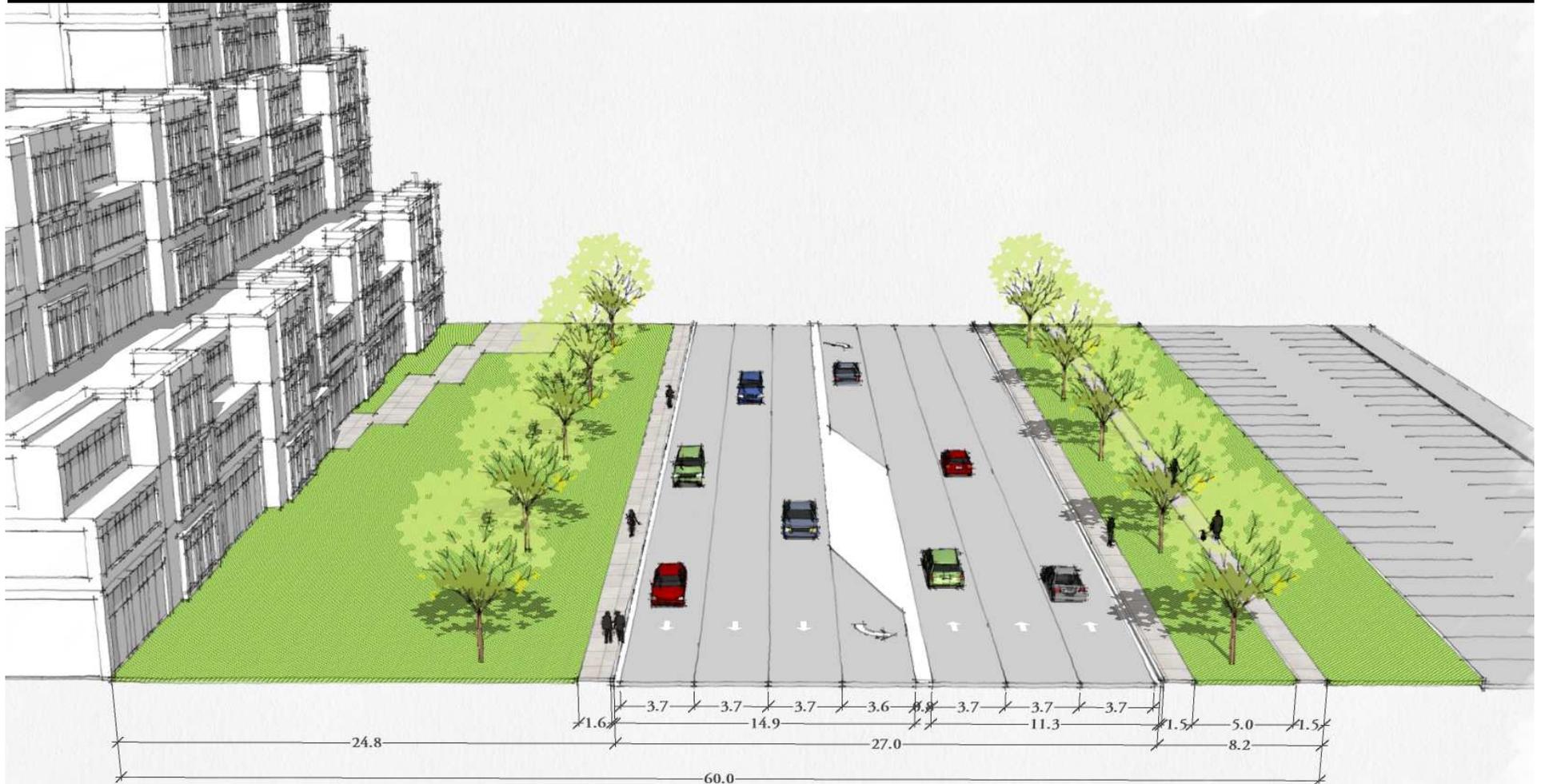


# Focus Area: Burnhamthorpe

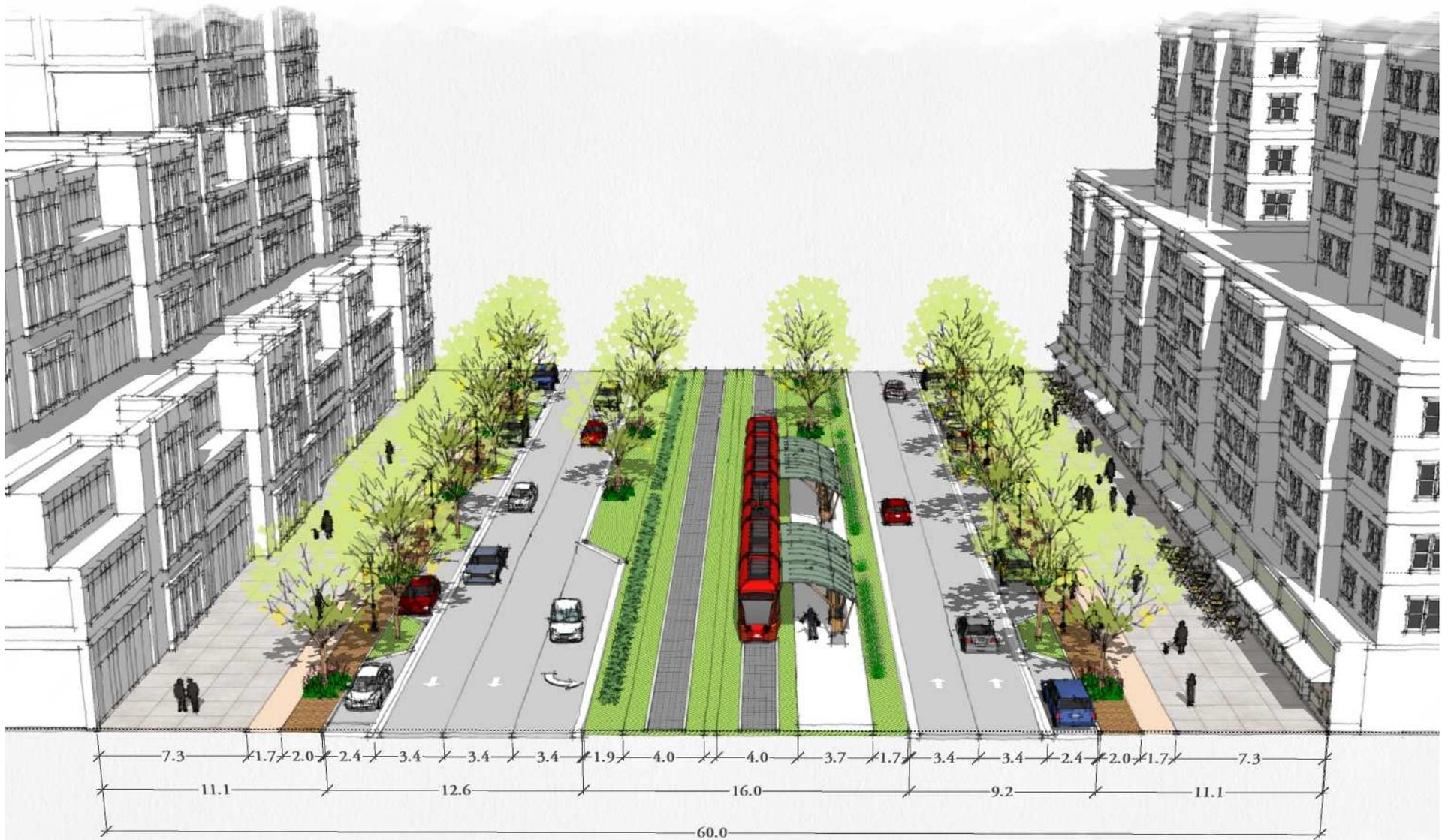


**Main Street District  
Concept Plan**

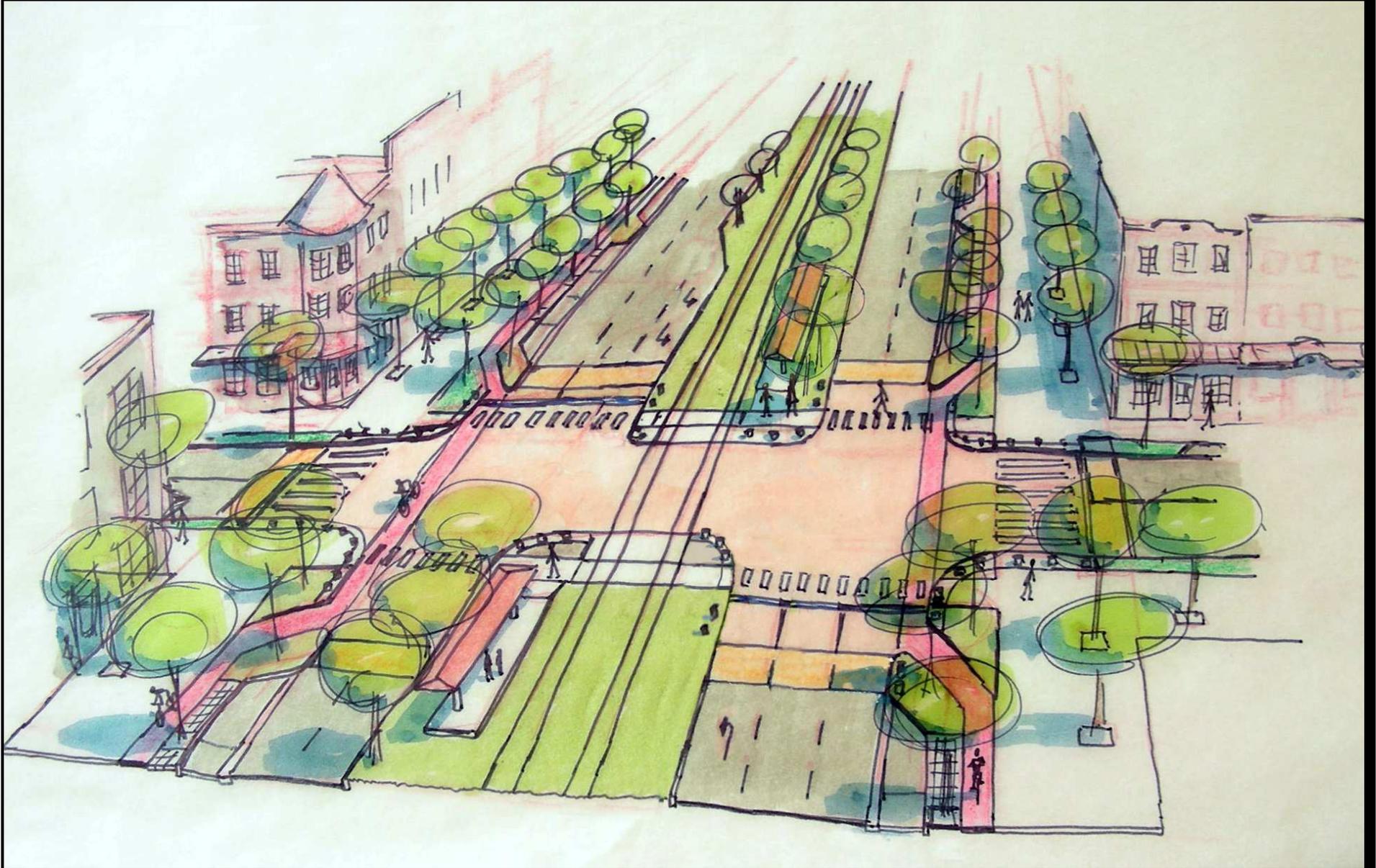
# Focus Area: Burnhamthorpe Cross Section



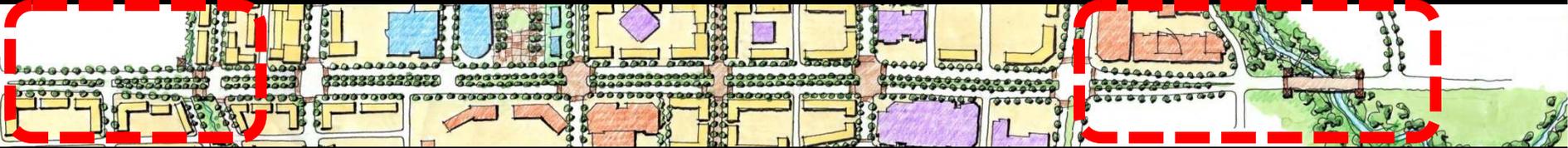
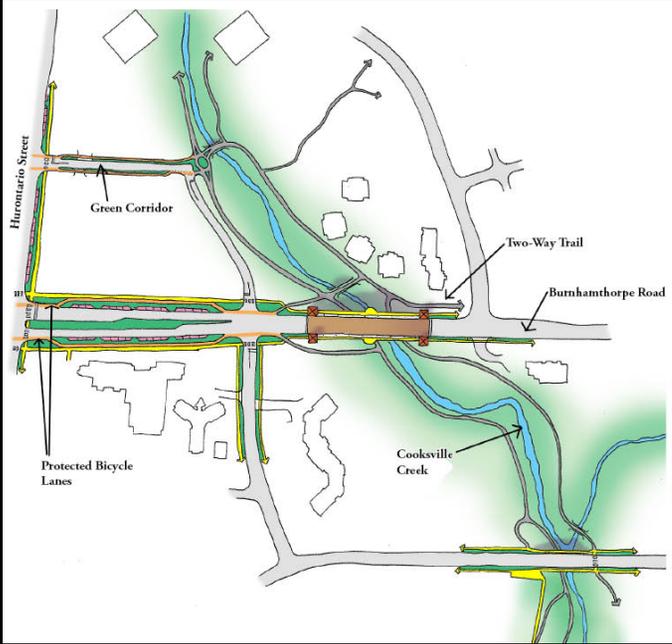
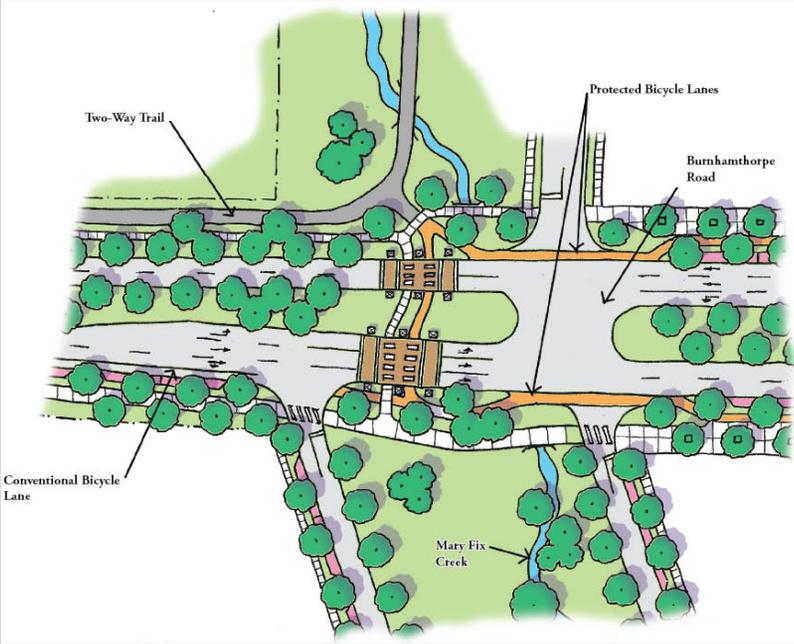
# Focus Area: Burnhamthorpe Cross Section



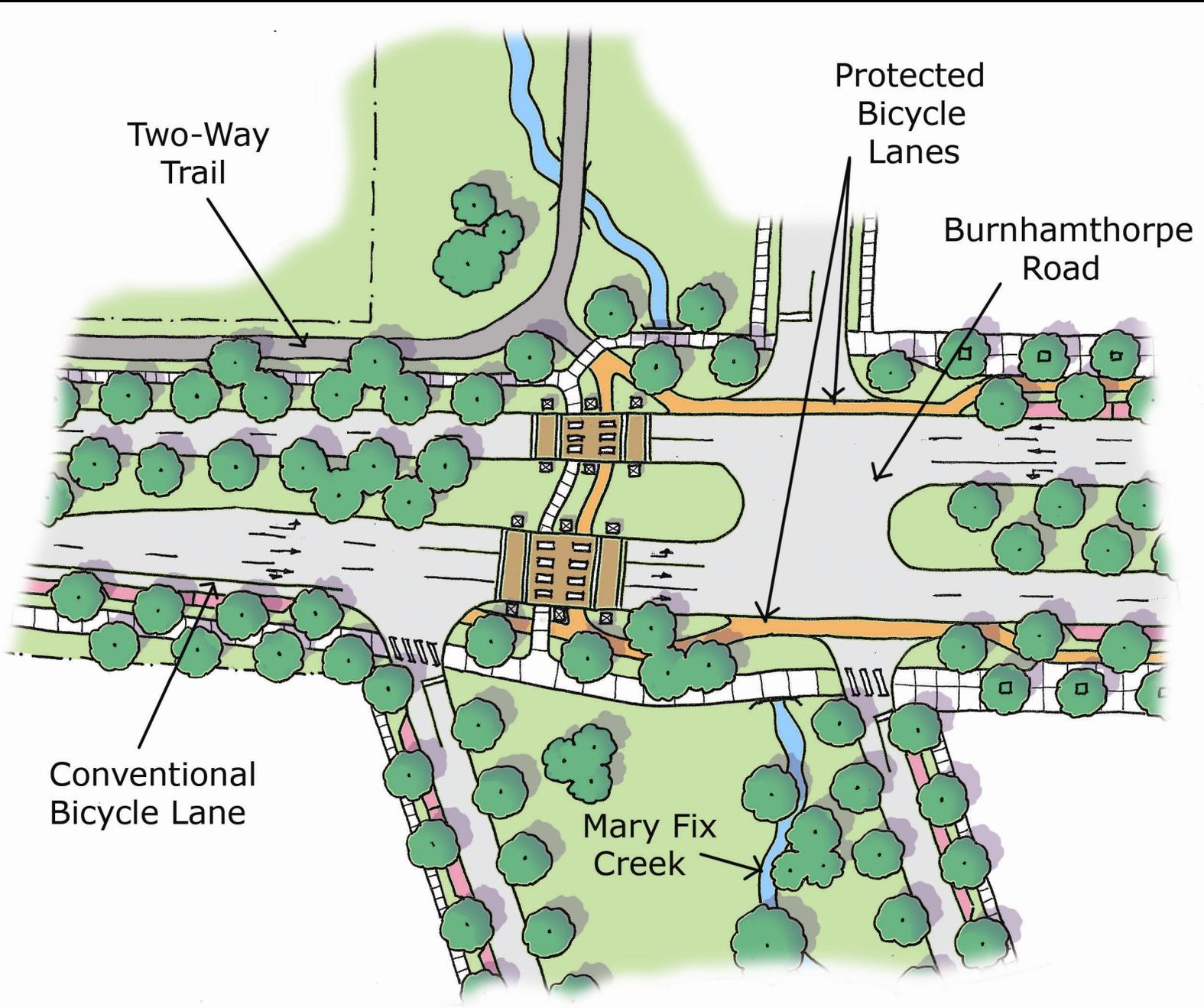
# Focus Area: Burnhamthorpe Cross Section



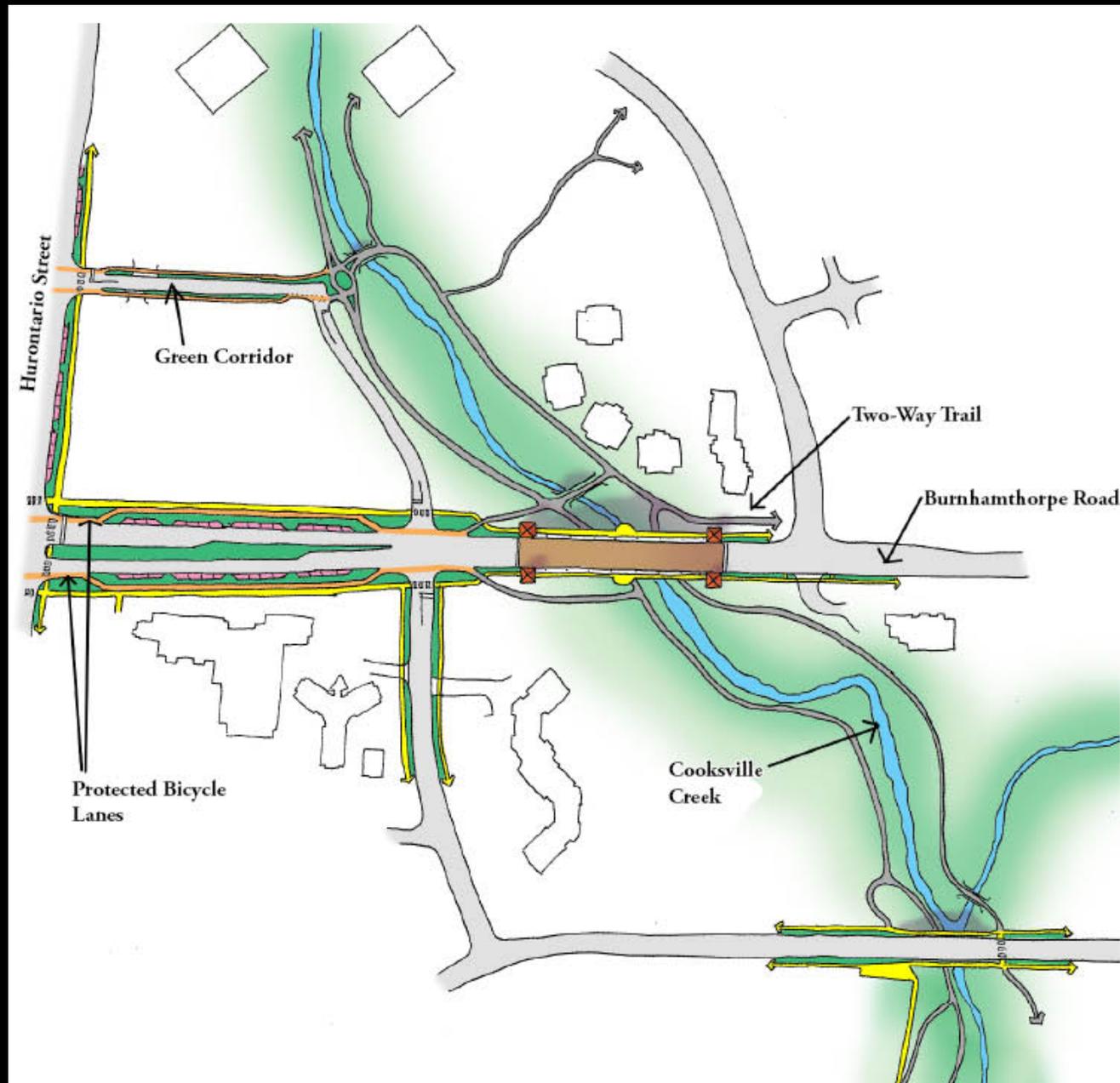
# Focus Area: Burnhamthorpe Transition



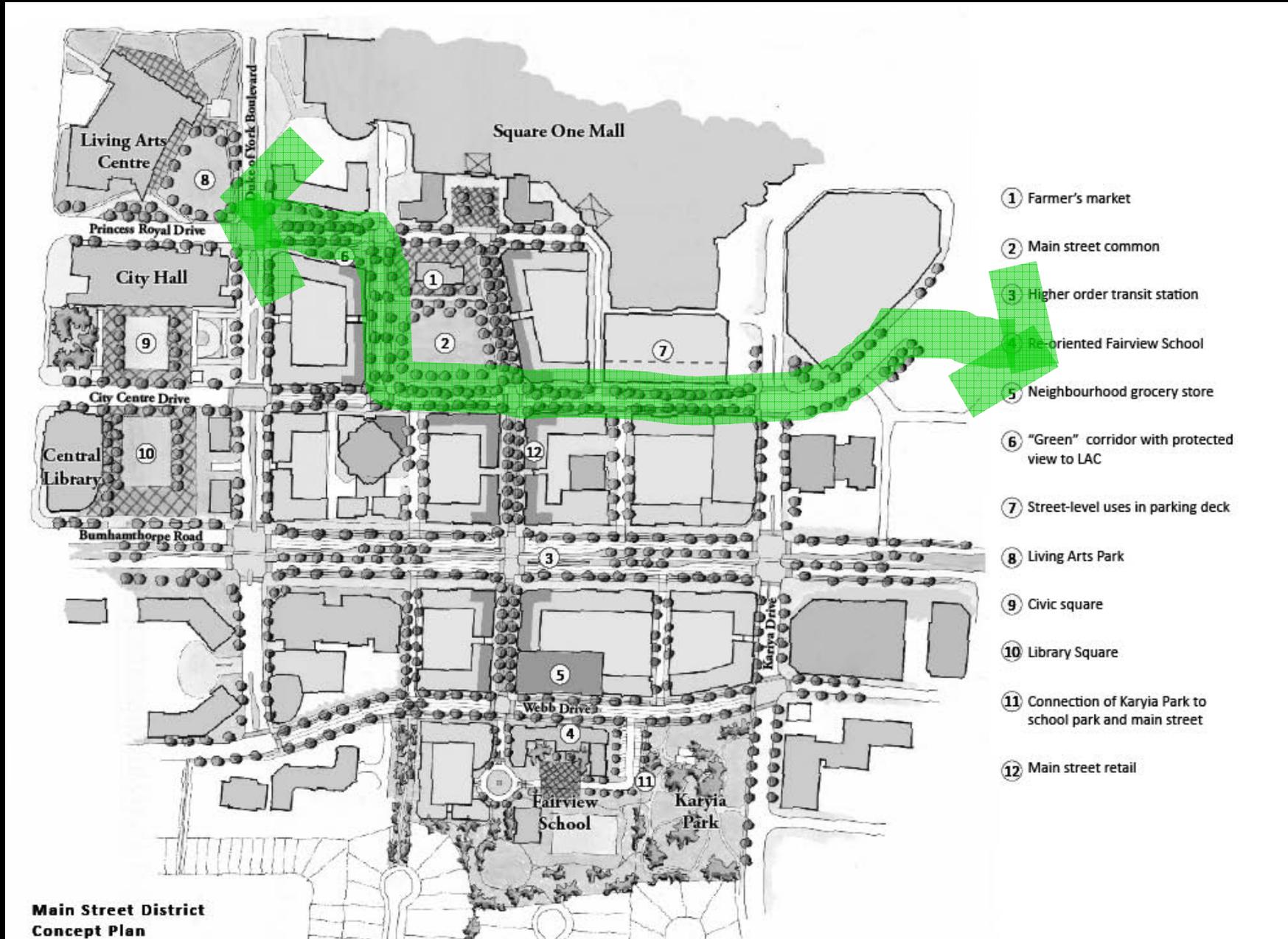
# Focus Area: **Burnhamthorpe Transition - West**



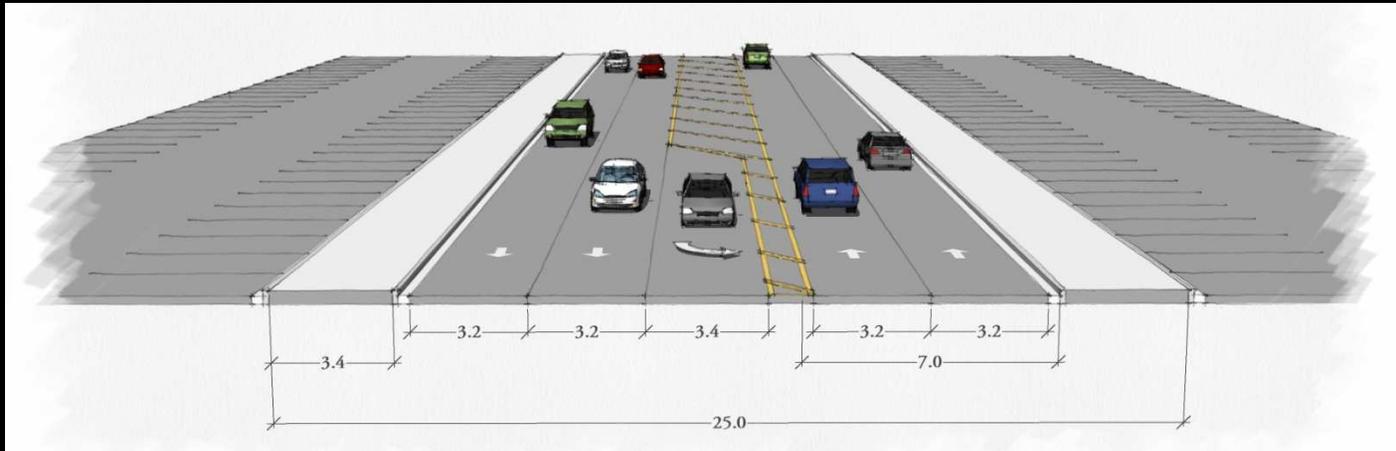
# Focus Area: Burnhamthorpe Transition - East



# Focus Area: City Centre Drive "Green Corridor"



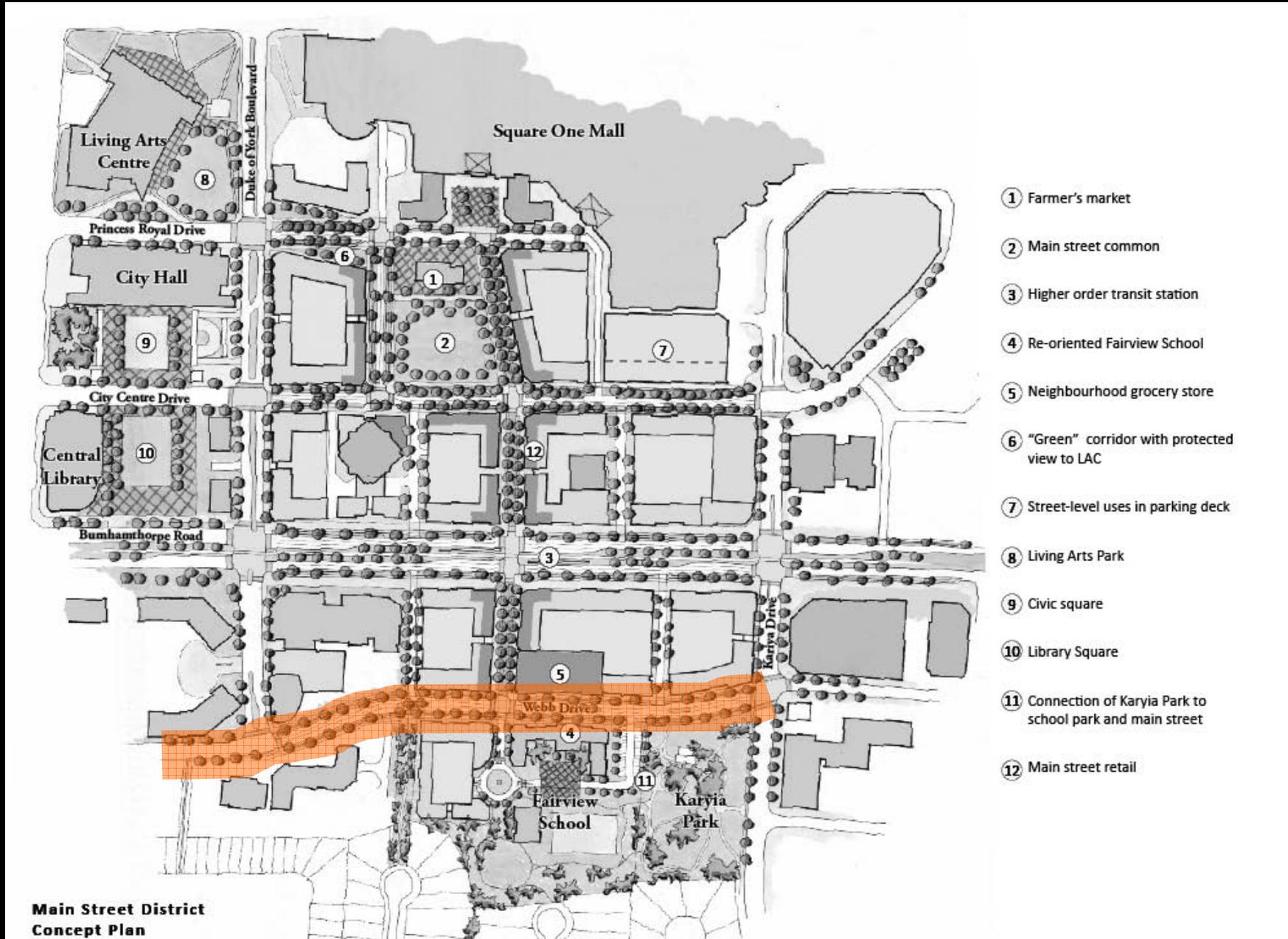
# Focus Area: City Centre Drive



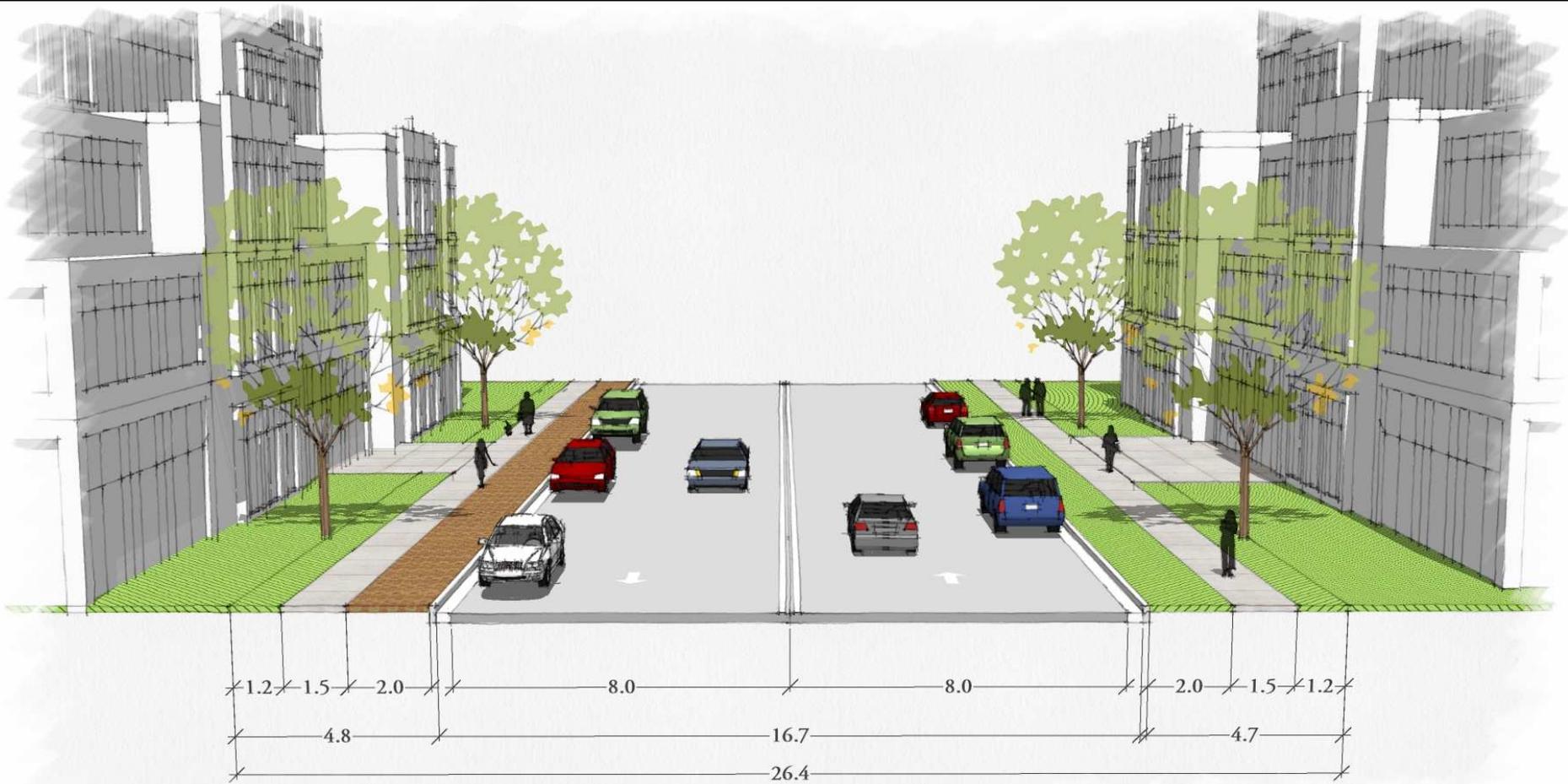
# Focus Area: City Centre Drive



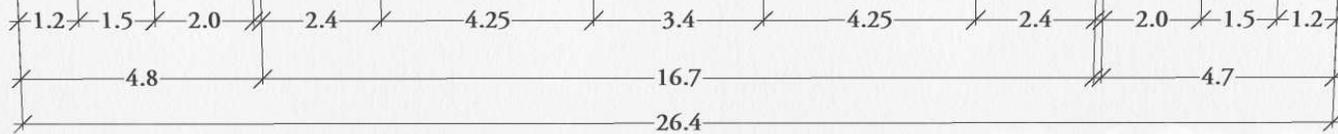
# Focus Area: Webb Drive

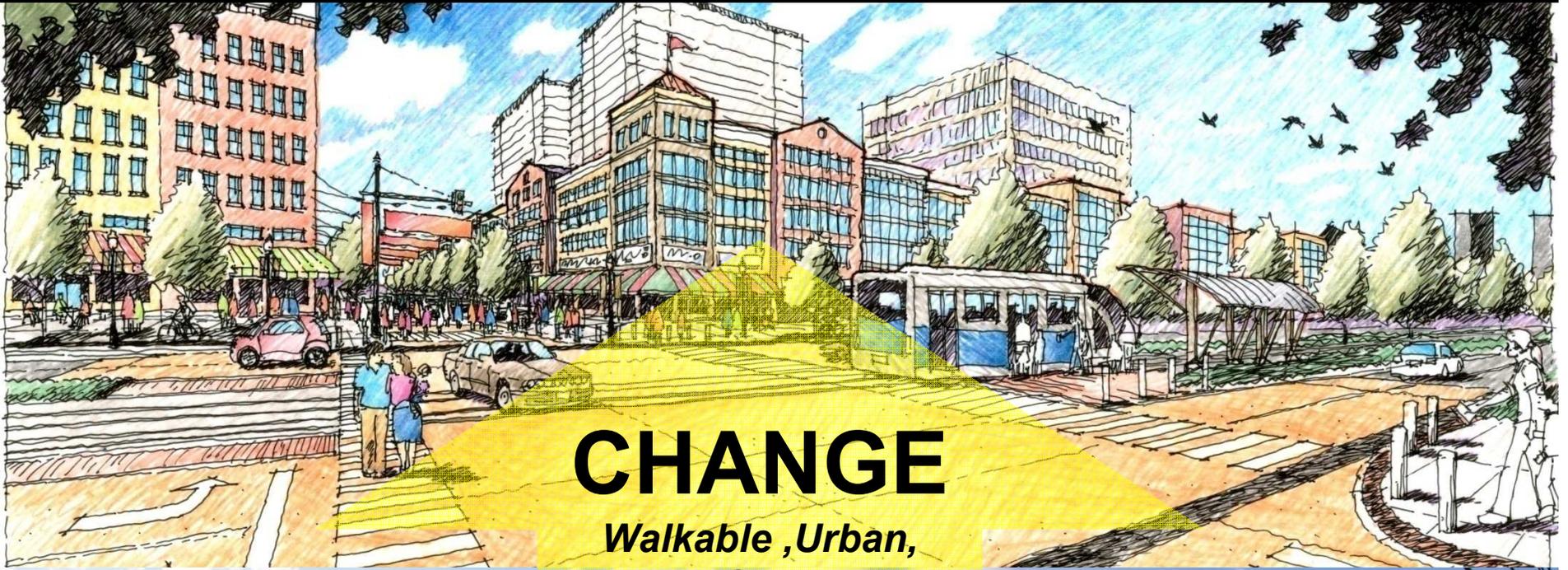


# Focus Area: **Webb Drive - Existing**



# Focus Area: **Webb Drive - Proposed**





# **CHANGE**

*Walkable ,Urban,  
Transit Supportive,  
Green, Mixed use,  
Vibrant, Multi cultural,  
Predictable,  
Actionable , Valuable*



# Implementation Phase: Test, Refine, Create Action Plan

## 1. Delivering the “Main Street”

- Landowner participation
- Role of the City
- Transit
- Retail Strategy
- Parking
- Leadership
- Equity
- Marketing
- “Green” Policy
- Incentives and Funding
- Implementation structure (Development Corp., Private Group, Third Party,?)

## 2. Downtown Regulating Plan

- A new height regime;
- Form-based codes to guide building placement and design;
- A new approach to land use by district; and
- Regulating Plan that defines new street placement and design.

# Conceptual Master Plan Presentation

May 2009

