



Main Streets + **Downtown Success**

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GREAT COMMUNITIES INSTITUTE.COM

SPECIALIZING IN DOWNTOWN VITALIZATION + REAL RESULTS

26 DOWNTOWN PLANS

1. **Shawnigan Lake Village Plan**, CVRD, BC (2020)
2. **Town of Strathmore**, Strathmore, AB (2019)
3. **Cowichan Bay Plan**, CVRD, BC (2018, CIP Award)
4. **Osoyoos Town Centre Plan**, Osoyoos, BC (2018)
5. **Cadboro Bay Plan**, District of Saanich, BC (2018)
6. **Kitimat Downtown Plan**, Kitimat, BC (2018)
7. **Whitehorse Downtown Plan**, Whitehorse, YK (2017)
8. **Terrace Downtown Plan**, Terrace, BC (2017)
9. **Uptown Douglas Plan**, District of Saanich, BC (2016)
10. **Nelson Downtown**, Nelson, BC (2016)
11. **Courtenay Downtown Plan**, Courtenay, BC (2015)
12. **Bragg Creek Plan**, AB (2014, APPI Award 2016)
13. **Mission City Downtown Plan**, Mission, BC (2013)
14. **Cochrane Downtown Plan**, Cochrane, AB (2013)
15. **Penticton Downtown Plan**, Penticton, BC (2012, Award 2014)
16. **Lethbridge Downtown Streets Plan**, Lethbridge, AB (2011)
17. **Leduc Downtown Plan**, Leduc, AB (2010)
18. **Lower Capilano Area Concept Plan**, North Vancouver, BC (2010)
19. **Pemberton Village Plan**, Pemberton, BC (2009-2010)
20. **High River Town Framework Plan**, High River, AB (2009)
21. **Medicine Hat Downtown Plan**, Medicine Hat, AB (2009-2014)
22. **Langley Downtown Plan**, Langley City, BC (2008, Award 2010)
23. **Red Deer Downtown Plan**, Red Deer AB (2009)
24. **Chilliwack Downtown Plan**, Chilliwack, BC (2007)
25. **Chemainus Concept Plan**, Chemainus, BC (2005)
26. **Calgary Midtown Plan**, Calgary, AB (2004)

Scaled from big to small: Urban to Rural

4 National and Provincial Awards:

Prosperous and Engaged Communities

FOUNDATION ROCKS

for Transformation



1. Social



2. Economic



3. Physical



4. Organization

Assess Downtown Health (20 indicator DHATA TOOL): Social, Economic, Physical, Organization

ACTS PROCESS

1. **Assess**
2. **Conceptualize**
3. **Test**
4. **Summarize**

Goal:
Action Plan with Now,
Short + Medium Actions

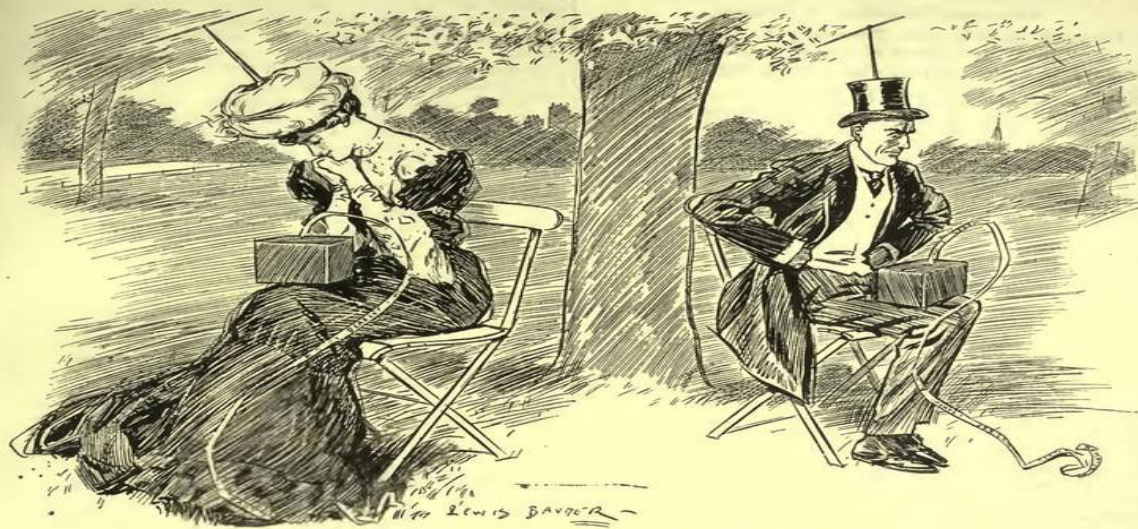


20 indicators of a HEALTHY DOWNTOWN: DHATA TOOL

DOWNTOWN HEALTH ACTION TOOL ASSESSMENT (DHATA TOOL)

Category	Performance Comparisons	BENCHMARKS		
		Complete Downtown Community	Super Downtown	Business As Usual
Social (Work, Play, Live and Learn in Downtown)				
1. Heart: There is a clear downtown central point where residents and visitors meet.	❖ At least one central plaza or outside meeting place	❖ No distinct community meeting place		1 3 5
2. Public Facilities and Institutional Indoor Meeting Places: There are a number of public facilities and institutions that attract residents and visitors (including things like a library, schools, college/university, day cares, performing arts, theatres, museums, galleries, senior's center(s), youth drop-ins, places of worship, sports facilities, social centers, public washrooms and clubs).	❖ At least four destinations and support facilities	❖ Some institutions but not popular or populated		1 3 5
3. Outdoor Meeting Places: There are a number of parks, waterfront areas, trails, open spaces and, cafes/restaurants that are popular, well programmed, and designed for year-round use.	❖ At least two pocket parks/small parks and one central park ❖ Numerous other civic places	❖ One park but not necessarily used frequently and well cared for		1 3 5
4. Arts, Culture and Activity Programming: There are a rich and diverse mix of social activities in the Downtown on a regular basis to attract residents and visitors (farmer's markets, festivals, music, multiple theatres, and other special events).	❖ All weekends have events ❖ At least two event days/month and one week night ❖ Numerous clubs, cafés and restaurants ❖ Public Art	❖ Some weekend events and no night events ❖ No evening events ❖ Some cafes and restaurants but little sponsorship of arts and culture ❖ Little or no Public Art		1 3 5

FORECASTS FOR 1907.



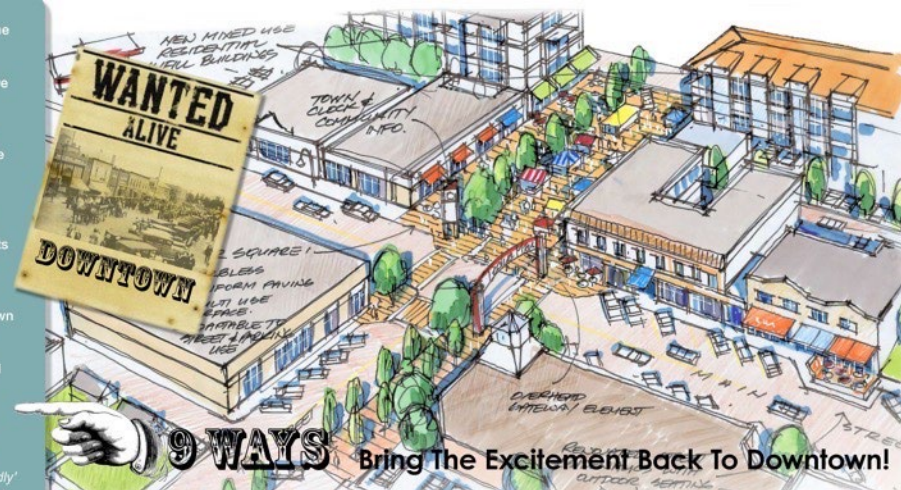
IV.—DEVELOPMENT OF WIRELESS TELEGRAPHY. SCENE IN HYDE PARK.
 [These two figures are not communicating with one another. The lady is receiving an amatory message, and the gentleman some racing results.]



TOP 20 IDEAS

TO JUMP-START YOUR DOWNTOWN

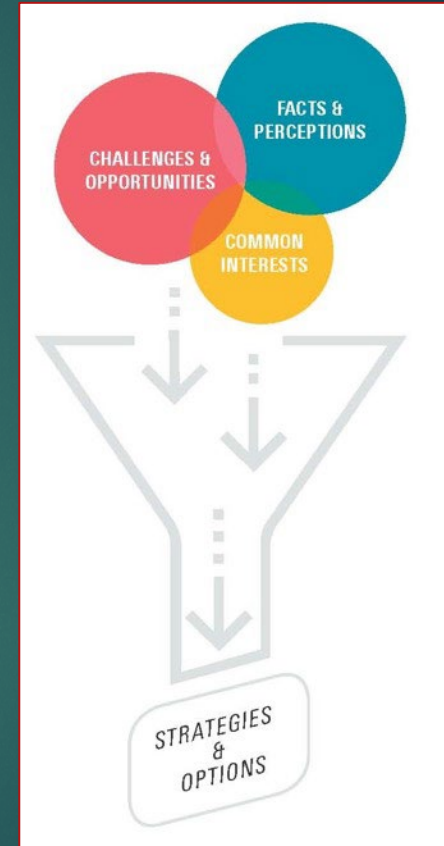
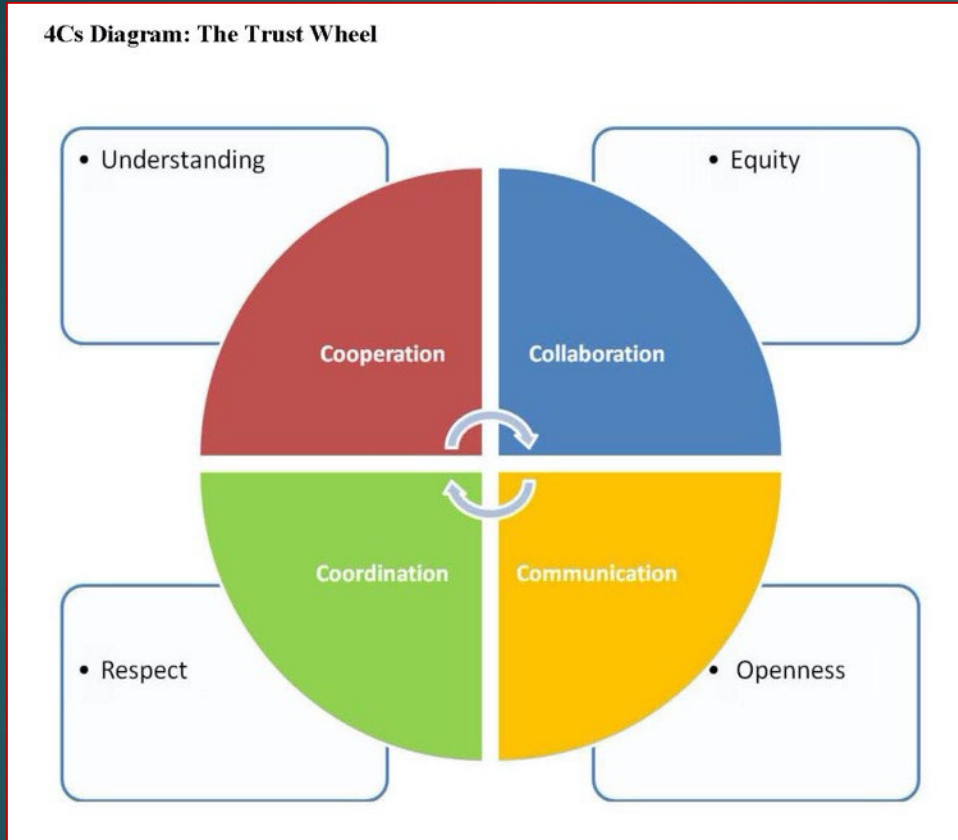
- 1 Build on the unique aspects of the Downtown
- 2 Increase housing choice and have more people living Downtown
- 3 Expand specialty shopping and professional office services in the Downtown
- 4 Encourage desirable activities for day and evening and for all seasons, through businesses, arts and culture and special events
- 5 Respect existing form and character in the historic Downtown
- 6 Increase pedestrian, cycle and transit options for getting around Downtown
- 7 Make Downtown sustainable and green with appropriate tree planting and landscaping, 'Low Impact' development, 'Eco-Friendly' materials, and by minimizing waste
- 8 Increase safety and security through an active and vibrant Downtown
- 9 Reinforce a community focus for the Downtown as the 'Heart' of the City



Leduc's Downtown Plan is all about making smart changes that collectively will result in bigger transformations over the short, medium, and long term. Focusing first steps in the historic Downtown Core with stronger connections to Telford Park and Alexandra Park will create a more attractive and pedestrian-friendly Downtown. By focusing on what Downtown does best – specialty retail and professional offices as well as improving the building facades and sidewalks with special features and meeting places, this plan will build on the foundations that are already there. Building on existing special events, bringing Transit into the core area, and considering cultural, civic, and post secondary education facilities in the core will add vibrancy. Reinforcing the west gateway along Main Street (50 Avenue) and the north gateway via 50 Street with streetscape improvements will make the Downtown more attractive to tourists. Increasing residential density within a 5 minute walk of the downtown will also create more local support for the businesses. If all adds up to an exciting, safe and easy to get to, cool place to be!

1

Establish Trust and Cooperate Block by Block



Need 1/3 to 1/2 of property owners to turn it around

2

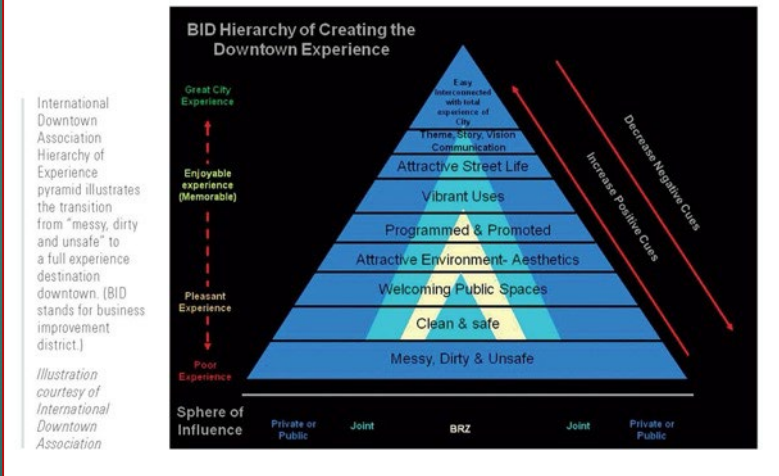
ADDRESS SOCIAL CHALLENGES

FIRST NOT LAST: Lethbridge Clean Sweep

CLEAN SWEEP PROGRAM

The City of Lethbridge in southern Alberta created a Clean and Safe program that directly addresses the social issues in its downtown, in collaboration with other public agencies and non-governmental organizations (NGOs). In the words of George Kuhl, downtown revitalization manager, "People need a reason to come downtown and a reason to stay downtown." The program includes a Clean Sweep Program (CSP), Crab Street Public Restroom, Summer Ambassador Program, Joint Action Team, Galt Gardens Safety and Security, Diversion Outreach Team (DOT), and contracted security services.

The Clean Sweep Program, for instance, is a fee-for-service program operated on behalf of the Heart of Our City Committee by the Downtown Business Revitalize Zone (BRZ). The program supervisor is funded through the city by the Province of Alberta. The Clean Sweep Program continues to be a highly visible and successful initiative that not only helps keep the downtown clean and safe, but also provides entry-level work experience for people who have complex needs. Finding safe, secure, and affordable housing for the workers and connecting them to social programs for support are two of the program's many goals.



From messy, dirty and unsafe to...

3

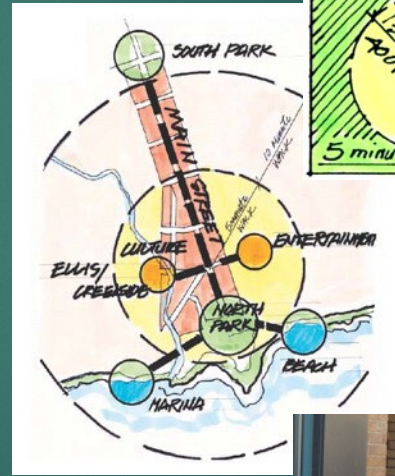
Solve BUSINESS challenges

More people = more business
Longer stays = more spending

- ▶ **Reorient people to the centre**
– destination of business, shopping, culture, and recreation
- ▶ **Open doors longer**
(50-70% of sales 5-7pm)
- ▶ **Create the right mix**
(10/10/10/10) food, retail, entertainment after 6pm + programming (Power of 40)
- ▶ **Develop a critical mass and concentrate** 2+2 blocks – 5 minute walk- 400m (1200ft)
- ▶ **Retain and Recruit** – cast your downtown and develop succession plans

Sources: Roger Brooks Int'l, Robert Gibbs and Colliers International

Each office employee supports 1m2 (10 SF) of retail and restaurant



4

Create a **Brain Trust City** to invite **the Knowledge Economy**

4 universities and colleges in
a city of 62,000 residents

BRAIN TRUST CITY

I was invited to Fredericton, New Brunswick, in October 2016 to be the keynote speaker at its City Summit. I found a jewel of a mid-size city. Fredericton is the seat of the provincial government, which seeds direct and related jobs. But part of its key ingredients is that it embraces the smart economy through its four post-secondary institutions—the University of New Brunswick, St. Thomas University, New Brunswick College of Craft and Design, and New Brunswick Community College.

The University of New Brunswick (UNB) has the only computer science faculty in Canada with a special entrepreneurship and innovation centre. Resulting UNB technology is used by Google, and UNB is also a research partner with NASA. Mayor Mike O'Brien says he wants Fredericton to be the best mid-size city in Canada. I believe him. With this knowledge-based infrastructure, a highly skilled workforce, and a diverse economy, the city is projected to grow by about 50 percent, from 62,000 to an estimated 93,000 residents, over the next 25 years.

The Toronto – Waterloo Corridor has the second highest high-tech start-ups behind the Silicon Valley – *Policy*

NASA / Google



Fredericton, NB

THE RISE OF INNOVATION DISTRICTS & CLUSTERS

5

Focus Retail, Office, and Services Downtown

Canmore, Alberta

Cast your downtown, limiting big boxes outside the downtown area and support infill

STAND UP TO SPRAWL

6

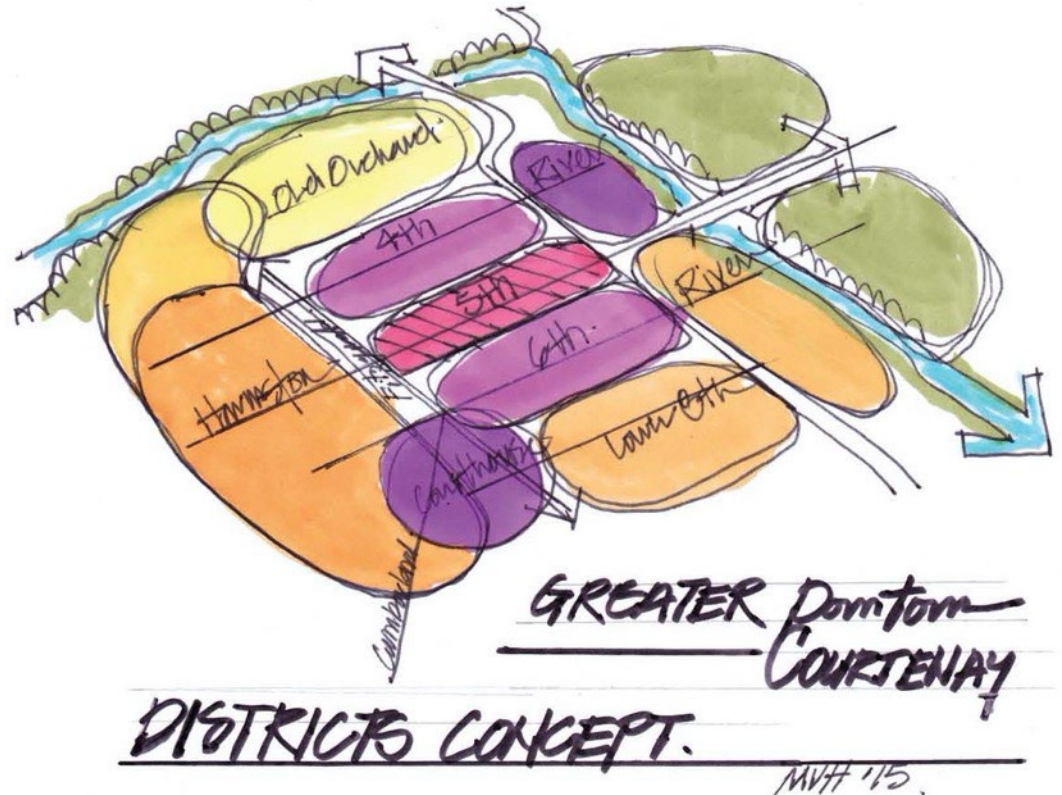
Think of the Greater Downtown

Greater support for the core by the residents on the outer edges: A program to buy local and create more buyers on

DOWNTOWN as a
COMMUNITY OF NEIGHBOURHOODS



local residents drive
visitor support in your
downtown



7

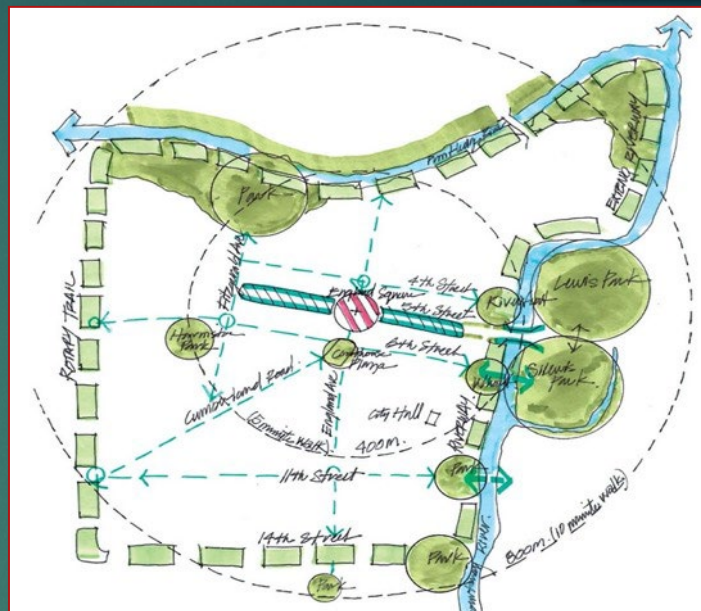
Complete Pedestrian/Bike Linkage

CONNECT THE DOTS:

- Complete trails and streets connections
- Create 5-10 minute walks to the core
- Connect to parks and destinations with loops
- Make it fun and healthful (interpretation, fitness, and educations)

Healthy and Active Downtown: In the interest of everyone

- + Drive less
- + Walk more
- + Feel better
- + Interact more



SOME HEALTH FACTS AND TRENDS

25%
of Canadian adults are obese.

75%
of factors that influence health happen outside the health care system.

It costs **\$12 billion** per year to treat chronic diseases connected with obesity.

In the United States, it costs **\$1,500 more** to treat each obese person compared with a person of normal weight on a comparative basis.

A walkable neighbourhood with shops and grocers near homes slashes the probability of obesity by **35%**

Transit users are **three times** more likely to meet daily minimum physical activity levels.

Each grocery store within 1 kilometre (5/8 mile) of a person's home reduces the likelihood of being overweight by **11%**

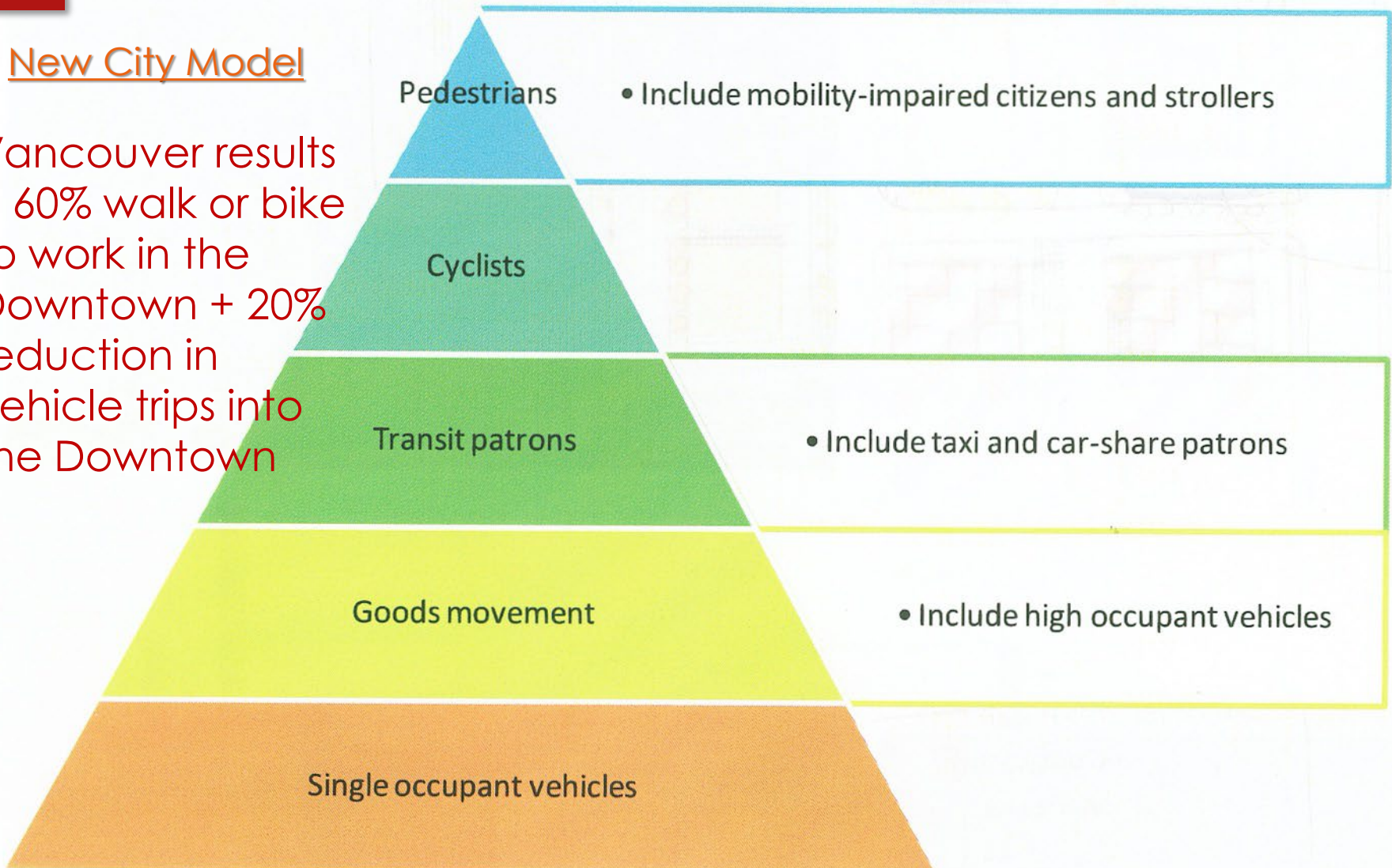
Young teenagers are **2.5 times** more likely to walk if there is a recreation destination within 1 kilometre (5/8 mile) of their home.

8

Reverse the Transportation Model

New City Model

Vancouver results
= 60% walk or bike
to work in the
Downtown + 20%
reduction in
vehicle trips into
the Downtown



Manage Parking

Management challenge and business commitment

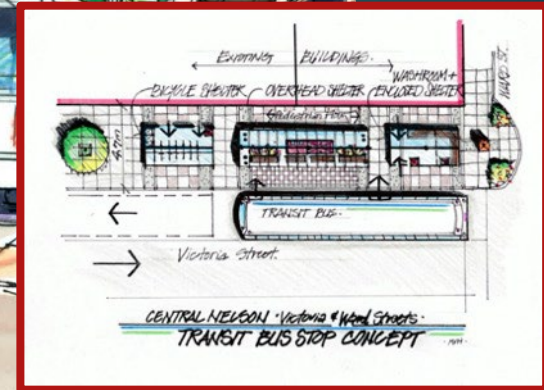


Management: Short term parking in core for high turn-over; low cost or free on outside edges; angled parking 33% more spaces and increased sales.



10

Develop the TRANSIT CORE



A transit hub not just a stop and start with rapid bus/free summer trolley

11

Commit to your Healthy HEART!



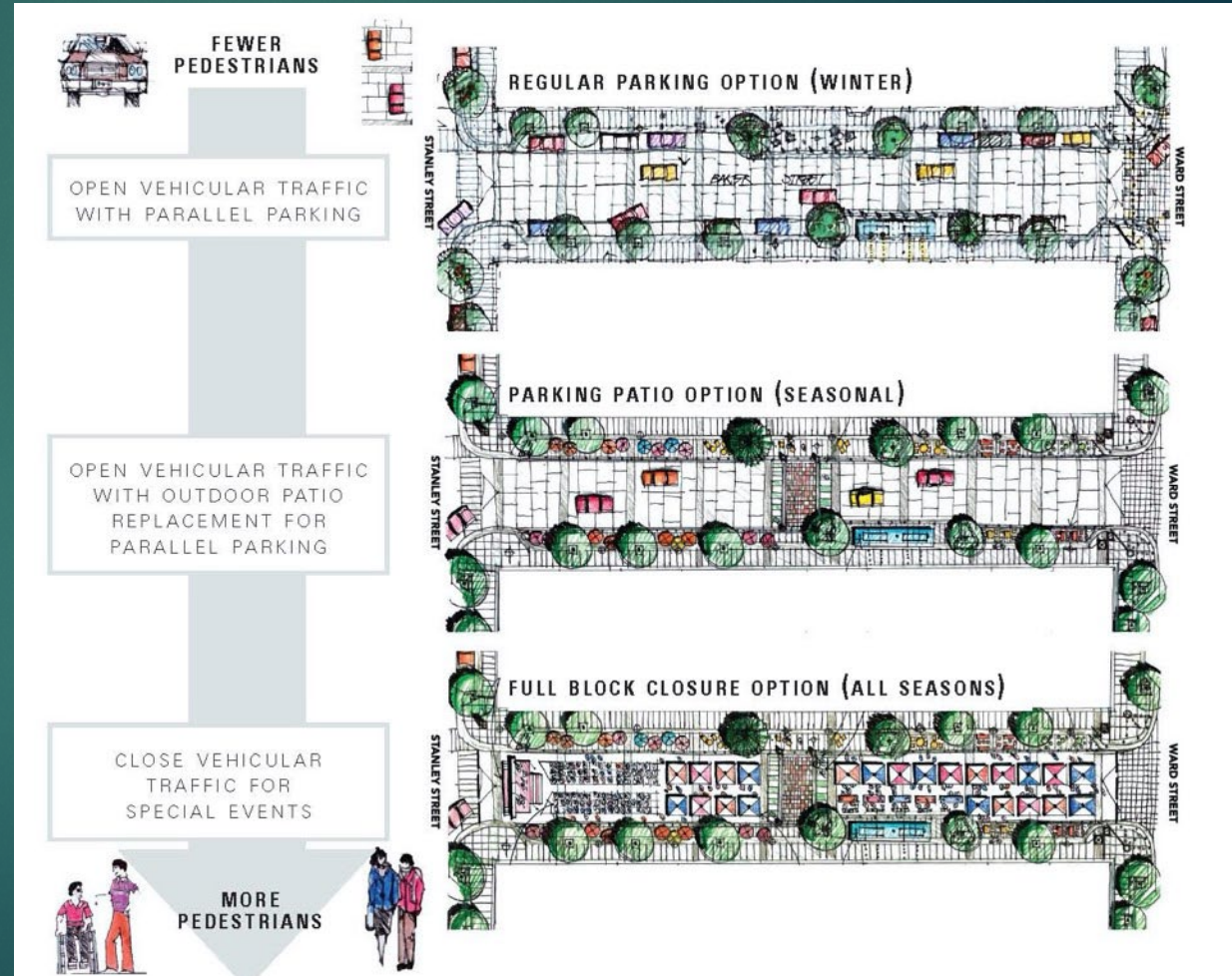
Timms Centre in Langley City. \$14m, City Hall, Library, Gyms, Meeting Rooms, Entertainment, Recreation Heart and Soul.

12

Create the Transformative MAIN ST. AND BLOCKS

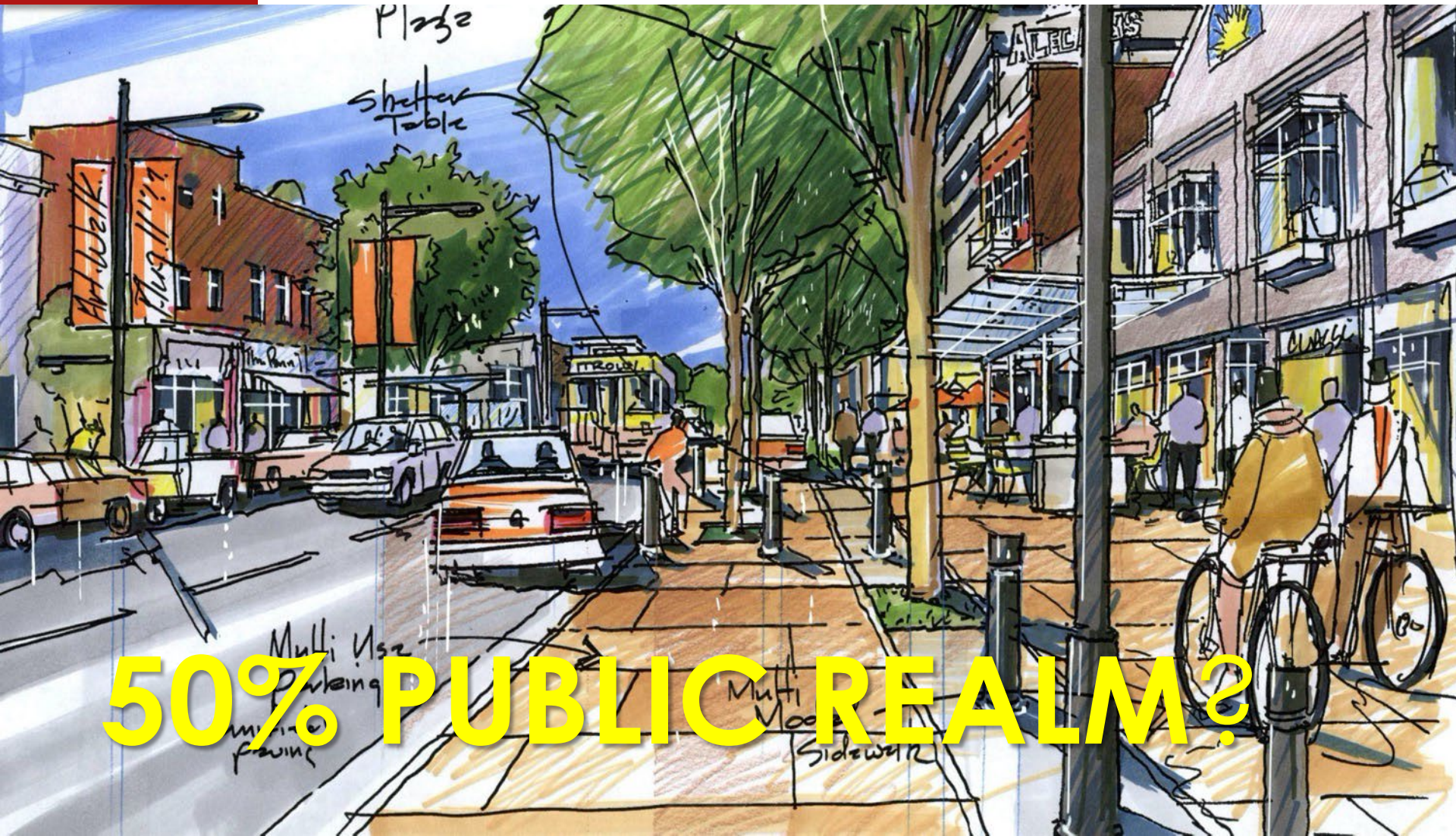
Add:

- 24-hour public washrooms;
- Smart wayfinding;
- Four season programming
- Name it;
- Improve the building edges to bring new visitors up to 70%.



13

Develop 50% Public Realm



50% PUBLIC REALM?

14

Create Core Sticky Places: McBurney Plaza, Langley City, BC



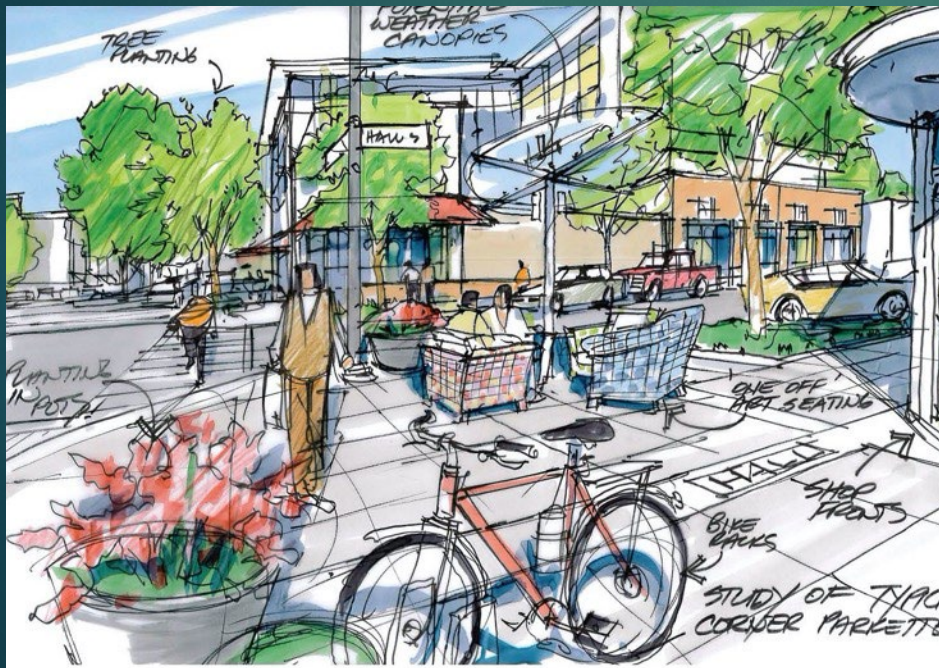
Do improvements where
there are the highest
pedestrian
concentrations and sales

15

Expand Neighbourhood Conversation Corners

THIRD PLACES

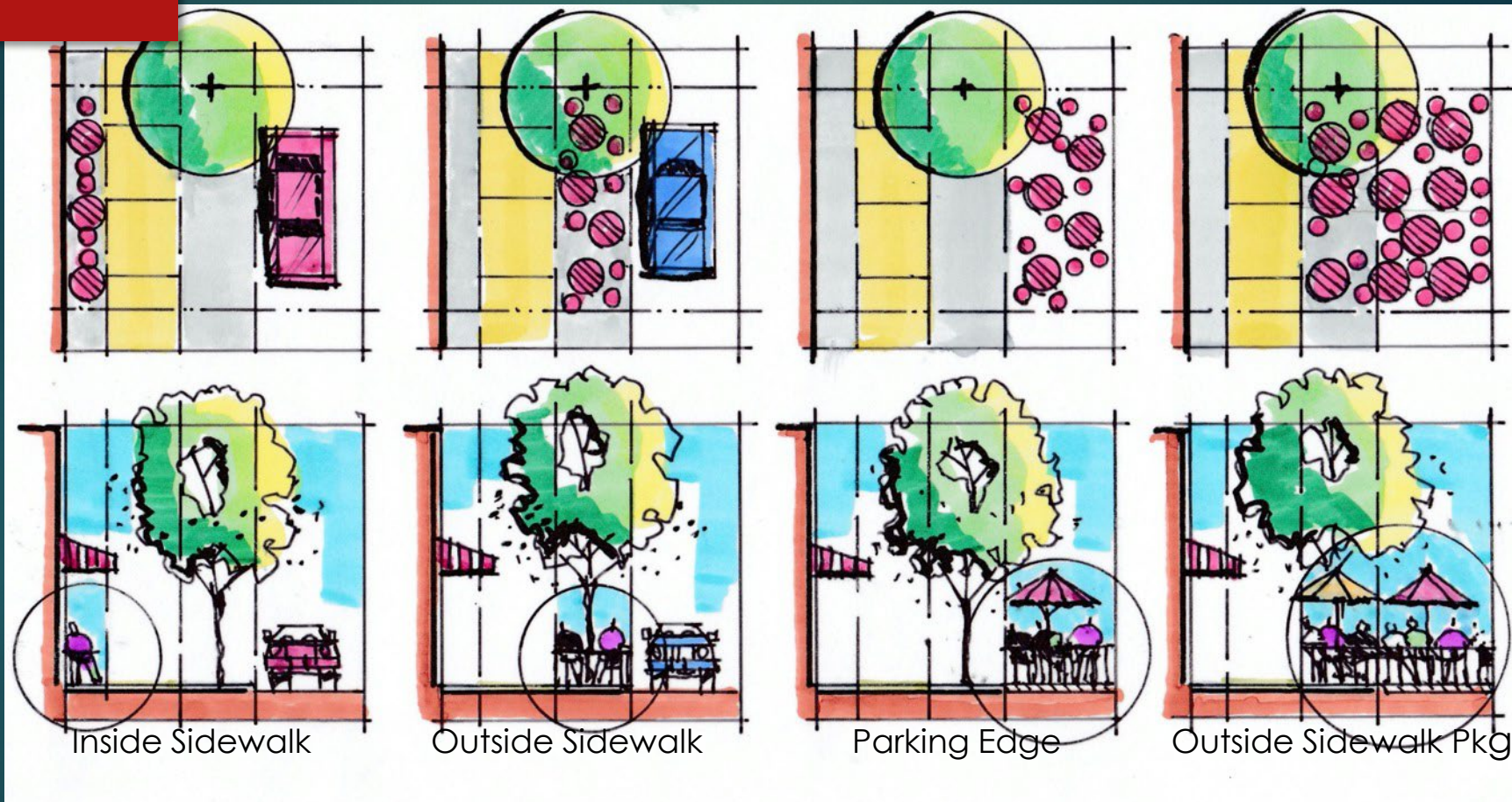
Nelson Bulges and Public Amenity Areas



CREATE MORE THIRD PLACES BETWEEN HOME AND WORK: Community Intersections

16

Extend Active Uses from the building to the street



Inside Sidewalk

Outside Sidewalk

Parking Edge

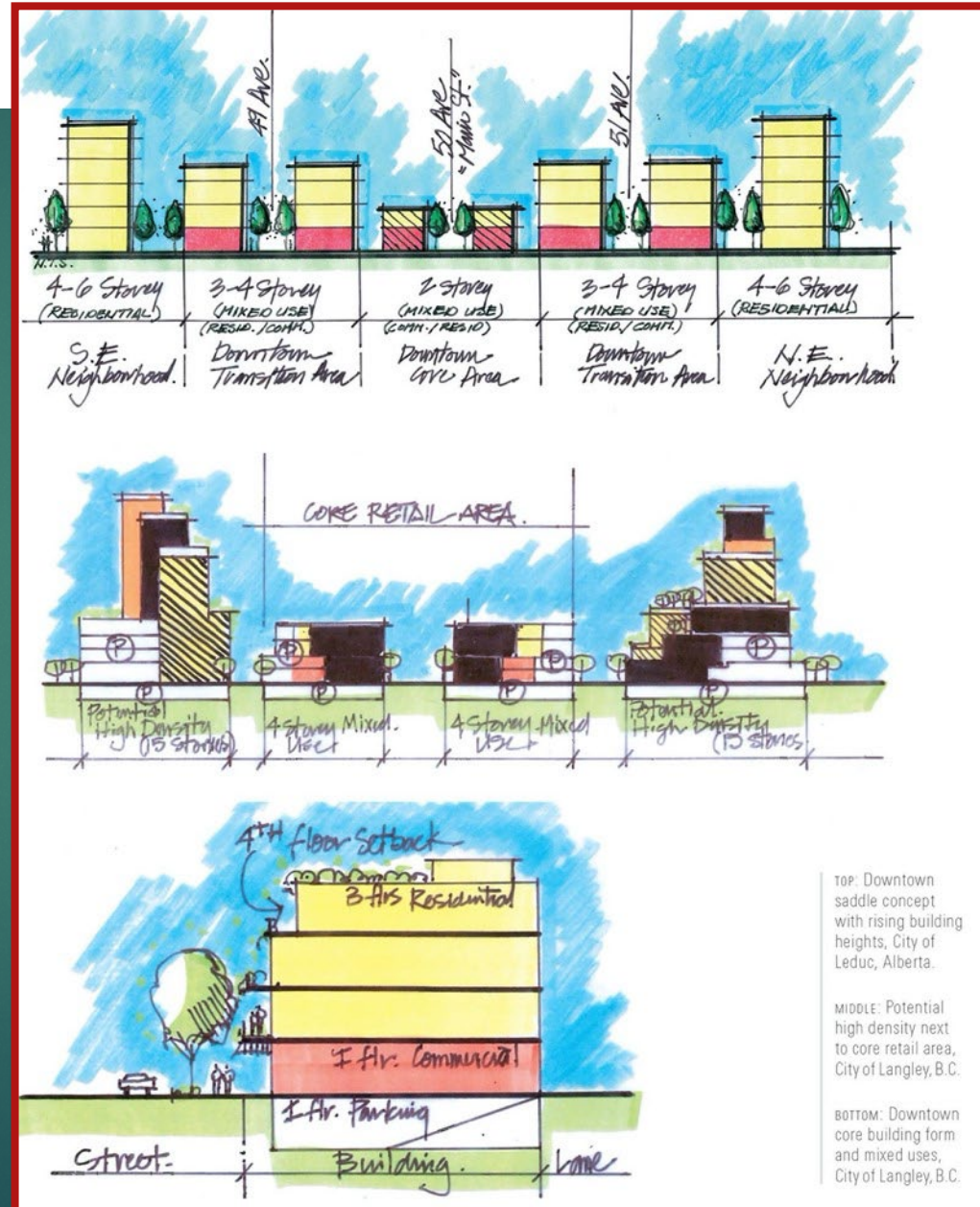
Outside Sidewalk Pkg

Remember that Banks kill corners: Need Active Edges

17

Right Scale+ Density

The Saddle Concept



TOP: Downtown saddle concept with rising building heights, City of Leduc, Alberta.

MIDDLE: Potential high density next to core retail area, City of Langley, B.C.

BOTTOM: Downtown core building form and mixed uses, City of Langley, B.C.

18

Set the Right Supportive Priorities

10 BIG MOVES

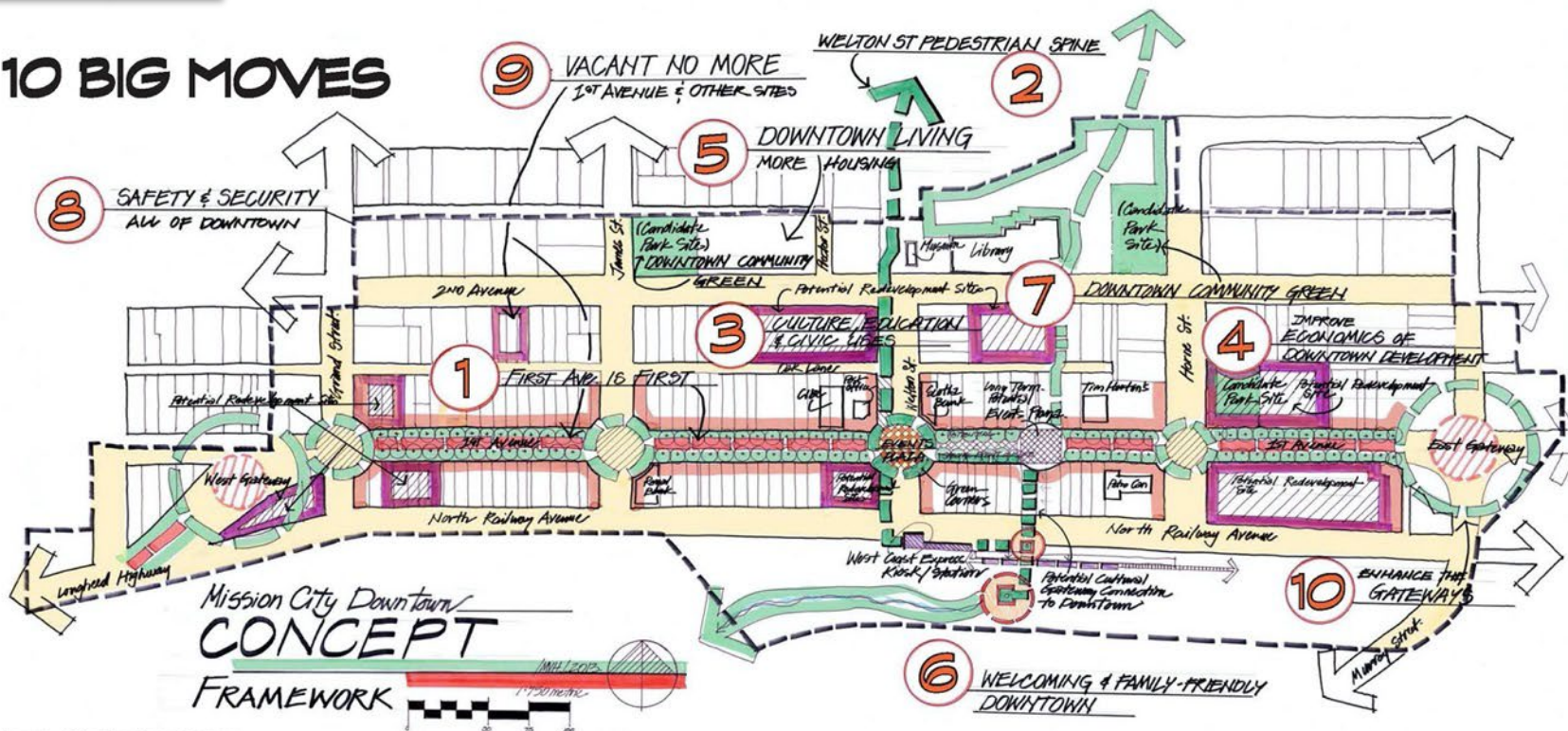


Figure 1. 10 Big Moves Concept Diagram

- 1** 1st is First – taking back ownership and control of the High Street (1st Avenue), relocating truck traffic and transforming 1st Avenue into a pedestrian-oriented Retail High Street that gracefully accommodates vehicles, deliveries, pedestrians and cyclists;
- 2** Welton Street Pedestrian Spine - enhancing the public open space network connecting existing and future key destinations to improve pedestrian comfort, convenience and safety in the downtown;
- 3** Bring Cultural, Education and Civic Uses Downtown - attracting a combination of civic, arts, and educational uses to the downtown to support a greater amount and diversity of people and activities;
- 4** Improve the Economics of Downtown Development - introducing development regulations and incentives that improve the overall viability of downtown development and business opportunities;
- 5** Downtown Living - increasing the number and diversity of people living in and adjacent to the downtown;
- 6** A Welcoming and Family-Friendly Downtown - bringing a greater amount and diversity of people and activities to the Downtown and minimizing negative behaviour and activities;
- 7** Downtown Community Green - creating a public park in the Downtown that provides green amenity space for residents and visitors; and
- 8** Safety and Security - Improving actual and perceived safety and security in the downtown.
- 9** Vacant No More - activating vacant sites or storefronts with community gardens, art displays and other interim uses and improvements; and
- 10** Downtown Gateways - emphasizing the sense of arrival in the Downtown through distinctive private development and public realm improvements.

Create the Spark Program

to ignite success

Give Back NOW!



Pemberton, BC and
Medicine Hat, Alberta

RESIDENTIAL BUILDING WITH RETAIL OR OFFICE USES ON GROUND FLOOR

OFFICE BUILDING WITH RETAIL OR OFFICE USES ON GROUND FLOOR

SPARK PROGRAM

Glanville development project, Medicine Hat, Alberta. This project led by the city set the conceptual framework for a two-building development on a prime corner site downtown on city-owned land.

Illustrations by Calum Strigley

PERSPECTIVE SKETCH: LOOKING SOUTHWEST FROM FIRST STREET SE

SITE DEVELOPMENT CONCEPT FEATURES

1. 4 storey office building with either retail or office on the ground floor.
2. Extensive green roofs (both buildings).
3. 6 storey residential building with retail or office on the ground floor.
4. Parking at grade with longer-term parking underground in 1 or 2 floors of parking.

5. Rooftop patios for both buildings.
6. Weather protection along retail frontages.
7. Street tree planting and sidewalk finishes supporting the greening of the site and pedestrian-friendly retail edges.
8. Rain gardens with native planting along the street edge for natural drainage.
9. Central public courtyard with fireplace and seating for 4 season use and community gatherings.
10. Corner pedestrian pocket for sitting and gathering.
11. Potential "scramble" designed intersection for accommodating different pedestrian crossing patterns.
12. Lane and courtyard paving that is permeable to create attractive pedestrian environment and aid in natural drainage.
13. Building materials compatible with historical materials in the downtown.
14. Building height and massing integrates with historical patterns of downtown.
15. Energy-efficient buildings with solar shading.

AERIAL PERSPECTIVE SKETCH: LOOKING SOUTHEAST FROM ABOVE CITY HALL

**Your Downtown Potential
ALIVE!**

**PLAN FOR THE
NEXT GENERATION &
THE NEW ECONOMY**





Thank you

GREAT COMMUNITIES INSTITUTE.COM

Shaping the future by defining new boundaries