



Downtown Master Plan Study

The Workbook

Welcome! The intent of the **Ideas and Directions Workshop** is to invite participants to share their ideas about the future of Downtown.

The structure of the workshop will include an introductory presentation outlining what we heard in Phase 1, and the results of the initial analysis of the Downtown's strengths and opportunities, followed by break-out group sessions. Break-out group sessions will focus on evaluating and revising preliminary goals for the Master Plan, and exploring potential strategies to enhance four opportunity areas where change is anticipated: King Street, the Shoulder Streets, the interface between Downtown and the waterfront, and the waterfront.

Your input is important. Your comments will help us to refine our early directions and inform the creation of the draft Master Plan. **Please complete this workbook before leaving today.**

Tonight's Agenda

6:30 – 7:30

Presentation

Introduction of planning team, study goals, planning process
Initial findings
Opportunity areas

7:30 – 9:00

Roundtable Visioning

9:00 – 9:15

Report Back and Next Steps



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Activity #1: Confirming Preliminary Goals (10 minutes)

Please review the following preliminary goals and answer the question below.

1. Provide more things to do Downtown
2. Improve the pedestrian experience Downtown
3. Beautify the waterfront and connect it to the Downtown core
4. Attract more businesses to Downtown
5. Enhance the edges of Downtown
6. Improve connections to neighbourhoods and places outside Downtown
7. Make Downtown a must-see, must-stay destination

Question: Is there anything you would add to or change about the goals?



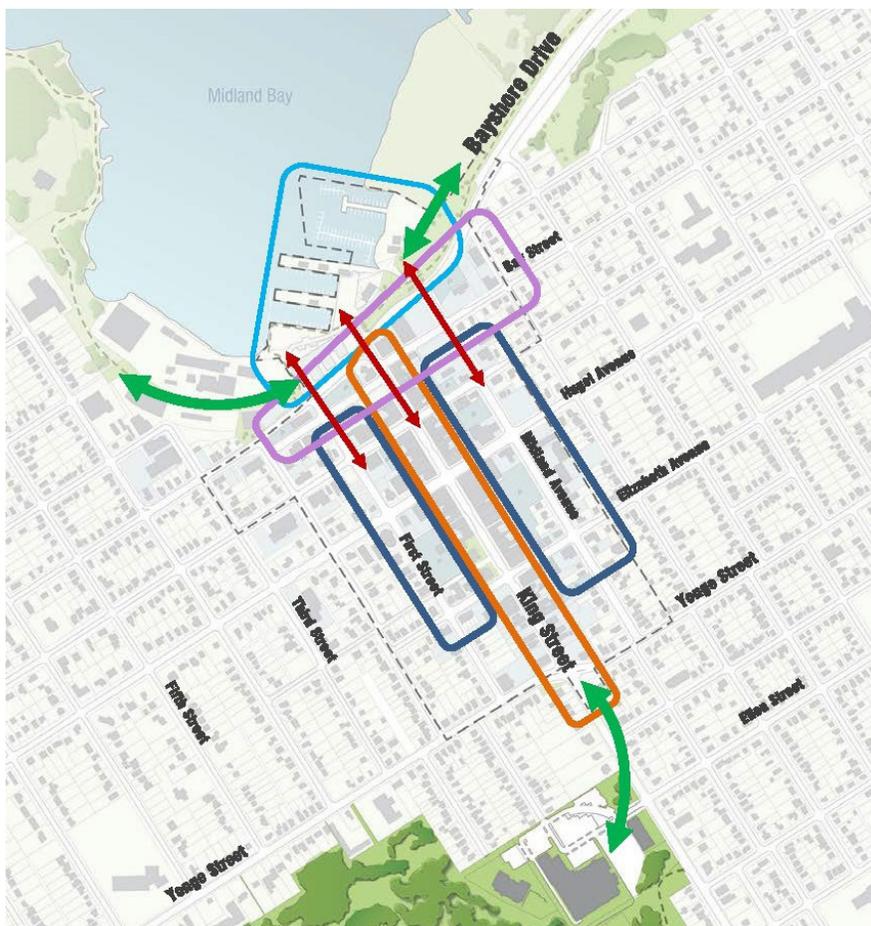
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Activity #2 Instructions

Please review the following and work through the questions.

Begin by selecting a facilitator to guide the discussion, a notetaker to take notes for the group on the flipchart, and a spokesperson who will be responsible for reporting back the group’s discussion to the rest of the workshop participants.

The study area has been divided into four opportunity areas. Each opportunity area has a key question, along with additional questions which are optional and intended to spark further discussion and generate ideas. Participants can write and draw their responses in their workbooks and on the maps. After the group has discussed ideas for all the opportunity areas, the notetaker should record a summary of ideas on the flipcharts. Groups should spend approximately 20 minutes on each opportunity area.



- King Street
- The Shoulders
- Waterfront Interface
- The Waterfront

Members of the consultant team and Town staff are available to answer any questions you might have.



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Activity #2: Opportunity Areas (80 minutes)

Question #1 (20 min)

What is needed to improve King Street?

Additional Questions to Consider:

What kinds of businesses could locate on King Street?

What are the public realm improvements that would improve King Street?

What kinds of events should be held there?

How could King Street grow as a cultural hub?

Question #2 (20 min)

What is needed to improve the Shoulder Streets?

Additional Questions to Consider:

Where are the prime development/infill opportunities?

How can we improve the streetscape on these streets?

What kinds of businesses are appropriate here?



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Question #3 (20 min)

What is needed to improve the waterfront interface?

Additional Questions to Consider:

What types and forms of development would we like to see on the blocks fronting the waterfront?

How can we improve connections to the waterfront?

What should the character of Bayshore Drive be?

Question #4 (20 min)

What is needed to improve the waterfront?

Additional Questions to Consider:

What new events could be happening on the waterfront?

What could a new waterfront park look like?

How can we improve the experience for boaters?

How can we better connect the waterfront to the downtown and to destinations to the east and west?



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Thank you for your participation!

If you would like additional information on this initiative please visit the project website or contact Andrea Betty:

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