

Consulting Services for the

Promenade Centre Urban Design and Public Realm Framework

SUBMITTED BY:
Brook McIlroy Inc.
161 Spadina Avenue, 2nd Floor, Toronto, Ontario, M5V 2L6

DATE OF SUBMISSION:
Thursday, October 6, 2022, 4:30 p.m. EST



Shahrzad Davoudi-Strike

Manager of Urban Design & Cultural Heritage

**City of Vaughan Development Planning Department
2141 Major Mackenzie Drive
Vaughan, Ontario, L6A 1T1**

October 6, 2022

RE: Promenade Centre Urban Design and Public Realm Framework Study

Dear Shahrzad,

Brook McIlroy is pleased to submit this proposal to the City of Vaughan for the Promenade Centre Urban Design and Public Realm Framework Study. Our team is composed of highly skilled urban designers, planners, architects, and landscape architects.

The Promenade Centre Secondary Plan is a long-term plan that will facilitate the transformation of the Promenade Mall area into a true mixed use and complete community that prioritizes sustainable and climate resilient living. The Promenade Centre Urban Design and Public Realm Framework will help implement the Secondary Plan Vision, which at transit-supportive densities, must provide a clear and flexible reference guide for the City and Developers to realize the community vision.

The Secondary Plan promotes the creation of a complete community that places a priority on people and livability. It includes not only a variety of places to live and work with provision for a range of living arrangements to ensure that there is affordable housing for all income groups including rental, assisted living and seniors housing; the Secondary Plan also establishes places for recreation and social interaction. It provides a full range of parks and recreation facilities, libraries, community centres, and other future cultural facilities. The transportation network proposes a balanced, transit-oriented, complete streets approach to maximize multi-modal opportunities for connections within Promenade Centre and between the Centre, the City, and the Region.

The development of an Urban Design and Public Realm Framework (the “UD+PR Framework”) will support the implementation of the City’s vision for this area as a “Primary Town Centre”, but also as a neighbourhood that promotes a high-quality built environment in balance with pedestrian scaled civic and social spaces functionally and visually connected by existing and planned streets, walkways, parkland, and open space. The UD+PR Framework will assist in the evaluation of proposed design alternatives taking into consideration all aspects of the mobility network, land use, urban design, natural features, safety and operations, property requirements, phasing, and cost.

The City-Wide Guidelines will serve as an important basis for the UD+PR Framework providing a broadly considered approach to built form and site design throughout Vaughan. The US+PR Framework will build on these guidelines by addressing the finer grain relationship between buildings, sites, streets, parks, and open space within and adjacent to the Secondary Plan area. The UD+PR Framework will provide a context-specific direction to guide development envelopes, massing, setbacks, and the resulting building form on sites, and their relationship to the proposed network of streets, paths and parkland, which is critical to realizing the finer grain, human scaled vision for the Plan.

We recommend that the UD+PR Framework be prepared in two phases over a 6-8 month time frame:

- Phase 1: Public Realm Framework (October 2022–January 2023)
 - Background and Best Practice Review
 - Stakeholder Engagement
 - Public Realm Framework and Site Design
- Phase 2: Built Form and Site Performance Standards (February 2023–May 2023)
 - City DRP
 - Stakeholder Engagement
 - Built Form and Site Performance Standards
 - Final Documentation Delivery

Further information on the proposed workplan can be found in the following sections.

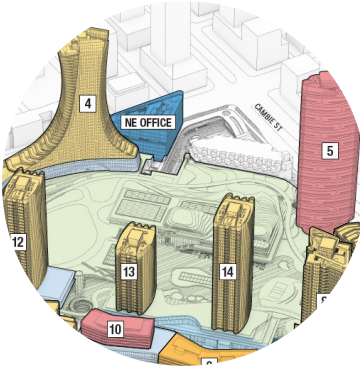
Please feel free to contact me directly should you have questions regarding any aspect of this proposal. I can be reached at 416.504.5997 x 226, or at amcilroy@brookmcilroy.com. Thank you for this opportunity to undertake this important project for the City of Vaughan.

Yours sincerely,



Anne McIlroy, Principal
FRAIC, FCIP, RPP

Developing an Urban Design and Public Realm Framework will facilitate the creation of a vibrant, transit-oriented, and walkable “Town Centre” that retains the Promenade Mall and creates a new community at the centre of an existing community in the City. The Critical Success Factors of this process include:



- 1** Create development quality and certainty through a clear reference guide for the City and developers



- 2** Achieve built form excellence through a flexible framework for design decision-making



- 3** Promote healthy and resilient communities, buildings, green spaces, and sites that uphold best practices in community wellness and environmental sustainability



- 4** Strengthen reciprocal community synergies and foster community relationships



- 5** Empower vibrant experiences and enable culturally diverse place-making



1.0 Firm Profile

Brook McIlroy

In the year 2000 we started this practice with a dream to approach design and planning from a broad, holistic perspective. As landscape architects, urban designers, planners, and architects, it was the only way we could address the complexity of communities, cities and the diverse, interconnected natural and humanmade ecologies we inhabit.

That dream has brought together a diverse array of forty plus talented people working from studios in Toronto, Thunder Bay and Winnipeg:

- Planners, urban designers, landscape architects, artists, and architects seamlessly working together;
- Indigenous designers leading co-creation teams with Canadian professionals whose families have come from all over the world;
- And young interns learning from this experience—while pulling us forward.

We work in the medium of the built and natural environments driven by a belief that we have been given an incredible gift in Canada, and an opportunity to get it right. To create environments where people can prosper and thrive while protecting the land, water, air and the other species that make life possible.

This work is driven by a uniquely Canadian design ethos derived from research into place, diverse cultures, Indigenous world views, sustainability, natural materials and the application of new technologies.

Services

- Architectural Schematic Design & Design Development
- Building Design
- LEED Certification and Sustainable Design
- Architectural Space Planning / Functional Programming
- Preparation of Architectural Contract / Tendering Documents
- Campus Planning
- Master Planning
- Jurisdiction Approvals
- Adaptive Re-Use
- Contract Administration
- Architectural Controls
- Project Management
- Urban Design Guidelines
- Land-use and Planning Approvals
- Community Design
- Site Design
- Waterfront Planning
- Downtown Revitalization
- Public Works and Street Design

1.1 Project Team Members

Anne McIlroy / Principal-in-Charge

FRAIC, FCIP, RPP

Anne McIlroy is a Principal of Brook McIlroy, and has over thirty years of experience as an urban designer and project manager for urban design projects in Canada and the United States. Anne has particular expertise with sustainable university, waterfront and community master plans and urban design guidelines.

Anne is the Chair of the National Capital Commission Advisory Committee on Planning Design and Realty (2014 to present) and past Chair of the Toronto Community and Housing Design Review Panel. Anne is a recognized expert in public consultation and serves as a Juror for Urban Design Award programs throughout Canada and the United States. She speaks regularly as a sessional lecturer for universities and on topics of sustainable community design.

Caitlin Schultz / Project Manager

Caitlin is an Urban Designer and Planner at Brook McIlroy. Her background is firmly rooted in current, sustainable practice, and she approaches projects of all scales with a lens on ecological sustainability and social resilience. She holds a Bachelor of Environmental Design from the University of British Columbia, and a Master of Sustainable Urban Design from Lund University in Sweden.

Caitlin has experience in both municipal planning and urban design in the private sector, focusing on large-scale master plans and major developments, including institutional campus planning, application review, community planning, and stakeholder engagement. During her Master's research, Caitlin investigated the potential of the public realm as a driver for housing equity, community resilience, and environmental stewardship. Caitlin's work to date has contributed to her varied skillset, with experience in public engagement, GIS and mapping, policy writing, and visual communications. Her experience as a planner informs her work as a designer, bringing a holistic and investigative approach to her master planning projects at Brook McIlroy.

Vera Autilio / Project Coordinator, Urban Designer

Vera Autilio is an architectural and urban designer at Brook McIlroy. With her interdisciplinary background in architecture and urban design, she plays a key role in the office on complex, high-level projects which benefit from an integrated approach. She has contributed to architectural and urban design projects, including the Green Gardiner Revitalization proposal, the Regina Laneway and Garden Suites Guidelines, the Burlington Mobility Hub Studies, and the Orillia Waterfront Community Building.

Vera is a registered architect in Italy and her international experience includes urban design and architecture for private and public clientele in Italy and China. She received her education in Italy (Universita di Napoli Federico II) and Portugal (Faculdade de Arquitectura da Universidade do Porto). She also holds a Masters in Urban Studies from the Joint Program MaQuArch, and a PhD in Architecture and Phenomenology from UniBas in Matera. Vera's multifaceted experience and passion for architecture and the city contributes to her holistic approach to every project.

Trish Clarke / Landscape Architect

OALA, CSLA

Trish Clarke is a landscape architect at Brook McIlroy. Her passion for design lies in the creation of public spaces that both improve the quality of life for its users and the surrounding context. Trish brings with her a broad range of experiences as a landscape architect, project manager and community facilitator. She thrives when working at multiple scales with a diverse range of stakeholders in developing solutions that achieve multiple victories. She is fluent in the design process, participating in all stages from concept development, design evolution and creation, to the completion to working drawings, construction documentation and construction administration.

Trish is a fully licensed landscape architect and brings to Brook McIlroy a diverse range of prior project experience throughout Ontario, ranging from large scale park master planning to private sector plaza and park design. Trish is adept at working between scales and her experience in landscape architecture and urban design includes master planning,

trail design, urban playground, parks, streetscapes, midrise condominium developments and neighbourhood community spaces. Notable projects include Downtown Plaza in Sault Ste Marie, Bracebridge Downtown Master Plan, Kingston Waterfront Master Plan, and the Tasca Community Park in Nobleton.

Selam Eyob/ Planner

Selam Eyob is an Urban Planner at Brook McIlroy whose passion lies in public health and urban development. With a strong academic background in research and public engagement, Selam strives to create communities that are equitable and sustainable through human centered practices.

Selam has a Bachelor of Health Sciences from Simon Fraser University and a Masters in Environmental Studies and Urban Planning from York University.

Prior to joining the Brook McIlroy team, Selam was completing her Master's in Environmental Studies with a specialization in Urban Planning at York Universities Faculty of Environmental and Urban Change. She has professional experience as an Intern Junior planner and has worked alongside various grassroots organizations such as TTC riders, the Janes Walk Steering Committee, and the Homeless Count in Surrey, BC.

Since joining Brook McIlroy, Selam has worked on a range of development projects formulating Block Context Plans, Urban Design Briefs and Avenue Segment Studies, as well as Campus Master Plans.

Ranee Leung/ Urban Designer

Ranee Leung is an Urban Designer with experience in the fields of architecture, urbanism, and landscape architecture. This multidisciplinary design experience has informed her work on complex, strategic plans at many scales in Canada, the Netherlands, and Belgium. Her professional experience includes public space and landscape plans, residential expansions and redevelopments, regional plans, climate adaptive developments, mixed-use developments, urban design guidelines, and university campus planning.

Ranee has a Bachelor of Architectural Studies from Carleton University and a Master of Science in Architecture, Urbanism, and Building Sciences from Delft University of Technology. She worked as a researcher for Delft's Faculty of Urbanism, where she focused on the development of a research program centered around climate resiliency and uncertainties due to the rising sea levels in northwestern Europe.

2.0 Project Workplan

The workplan is outlined below and summarized in the budget spreadsheet in Section 3.0 which provides a detailed outline of the tasks, meetings and other workplan components. For each Phase, the approach is discussed, followed by a description of each of the associated tasks and activities involved.

Phase 1: Development of Public Realm Framework (October 2022–March 2023)

- Kick-off meeting with City Staff/TAC (3rd or 4th week of October 2022)
 - Assumes one 1-hour virtual meeting.
 - Introductions; review project team and roles; formalize communication processes; confirm schedule, fees, and budget; review selected consultant team; confirm immediate next steps; potential clarifications.
- Ongoing Virtual Meetings, Calls, and Administration with City Staff (3rd week of October 2022–4th week of January 2023)
 - Assumes six 1-hour bi-weekly meetings, preparation, and ongoing correspondence with City Staff.
- Background and Documentation Review (4th week of October 2022)
 - Review and analyze background documentation and studies, and other relevant Provincial, Regional, Municipal and Stakeholder background policies, studies/plans, development applications, and technical requirements.
 - Identify best practices, standards and specifications that currently exceed Vaughan's standards and specifications.
 - Documents to review include Zoning By-laws, the Official Plan, the Promenade Centre Secondary Plan and all other relevant documents advised by the City of Vaughan.
- Base Mapping (4th week of October–1st week of November 2022)
 - Including existing site conditions, surrounding neighbourhood context, and other nearby planned/approved developments.
 - *Note: Assumes sufficient base mapping and other reference material are provided.*
- Preliminary Development of Public Realm Framework and Site Design (4th week of October–2nd week of November 2022)
 - Development of a design vision and concept based upon an assessment of previous plans and studies, existing conditions, future growth, development trends, and identification of issues, opportunities and constraints specific to the Study Area.
 - Preparation of preliminary opportunities and constraints plan including system diagrams for gateway sites, key locations, development blocks, pedestrian networks and view termini.
 - Begin to develop a comprehensive set of performance standards that address design issues at a variety of scales and in line with the City-Wide Urban Design Guidelines and Promenade Centre Secondary Plan and other relevant city documents.
 - Preparation of site-specific public realm design approaches for parks, open spaces and other circulation networks.
 - Define a high quality, coordinated treatment for streetscapes within the study area.
 - As identified in the TOR, the Public Realm Framework will consider the following:
 - Site Design
 - Building orientation and site layout
 - Gateway sites
 - Identify key locations and criteria for POPS and/or amenity spaces
 - Connections within development blocks connecting to the public realm
 - Pedestrian-oriented development
 - View Termini

- Prepare Consultation Materials/Strategy (2nd–3rd week of November 2022)
 - Identify required Communication and Consultation Strategy in coordination with City Staff (TAC, PIC, Stakeholder engagements, DRP)
 - Preparation of graphics, mapping, and other materials as identified to support stakeholder engagement.
 - Phase 1 Stakeholder Engagement: Workshop with Developers (3rd week of November 2022)
 - Assumes one 2-hour virtual workshop with Liberty and Torgan.
 - Follow-up documentation and reporting
 - *Note: Assumes one joint session with both parties*
 - Refinement of Draft Public Realm Framework and Site Design (3rd week of November–4th week of December 2022)
 - Refinements to public realm design vision and concept based upon feedback from stakeholders.
 - Refine Public Realm Framework, which will include:
 - Open Space and the Public Realm: site ecology; four-season and all-weather design; universal design and accessibility; parks and POPs; landscape design, greening, planting and urban forestry; sun access, wind, microclimate, and climate-resilient design; lighting, furnishing, signage, and wayfinding; sustainable sites; public art and cultural heritage; private amenity spaces.
 - Connectivity and Mobility: transit-oriented design; complete streets; pedestrian networks and flexible streets; access to public transit and transit hubs; active transportation connections; streetscape design; vehicle parking and access; site servicing and loading; bicycle parking and amenities; pick-up/drop-off access.
 - Preparation of plans and illustrations to support final report.
 - Preparation of document layout.
 - Phase 1 Summary Presentation to Technical Advisory Committee (1st week of January 2023)
 - Assumes one 1-hour virtual meeting with presentation and discussion
 - Present preliminary principles, opportunities and constraints plan, site specific approach analysis, and workshop outcomes. Receive feedback and recommendations for required revisions.
 - Discuss next steps and stakeholder engagement.
 - TAC Review Period (2nd–3rd week of January 2023)
 - Assumes 1-2 week review time.
 - Assumes one revision.
 - Revisions and Documentation Delivery (3rd–4th week of January 2023)
 - Revisions and formatting of preliminary Public Realm Framework final documentation.
 - Assumes digital delivery in PDF format.
- Phase 2: Development of Built Form Guidelines & Final Urban Design and Public Realm Framework (February–May 2023)**
- Ongoing Virtual Meetings, Calls, and Administration with City Staff (1st week of February–2nd week of May 2023)
 - Assumes six 1-hour bi-weekly meetings, preparation, and ongoing correspondence with City Staff.
 - Preliminary Development of Built Form and Site Performance Standards (1st–3rd week of February 2023)
 - Extension of the design vision and concept to the built form based upon the public realm framework, an assessment of previous plans and studies, existing conditions, future growth, development trends, and identification of issues, opportunities and constraints specific to the Study Area.
 - Preparation of preliminary opportunities and constraints plan including massing analysis and system diagrams.

- Begin to develop a comprehensive set of performance standards that address building form and design and their relationship to the public realm and provide performance and implementation standards in line with the City-Wide Urban Design Guidelines and Promenade Centre Secondary Plan and other relevant city documents
- Preparation of site-specific urban design approaches.
- Preparation of preliminary massing diagrams and aerial perspectives (massing details only) of the proposal and context.
- Preparation of preliminary site plan, block and site elevations illustrating the height, building form, relation to adjacent sites and the public realm site access, servicing, parking, landscaping, and related details consistent with the various planning principles, design objectives and community uses.
- As identified in the TOR, the Built Form and Site Performance Standards consider the following:
 - Building and Architectural Design:
 - Architectural expression (base, middle, top)
 - Street wall, building facades and street frontage
 - Façade composition relationship between existing and new
 - Rear and side elevation composition addressing different scenarios
 - Building character, architectural aesthetic, design quality
 - Building materials and articulation (material palette)
 - Energy and sustainable building design
 - Sun/shadow and microclimate
 - Definition/location of entrances
 - Private amenity space and podium landscape
 - Location of loading, access and servicing
 - Parking (structured)
 - Massing
 - Building massing, footprint and scale
 - Build within zones
 - Minimum built frontages
 - Spacing between buildings
 - Building height and transition to adjacent properties (front, sides, rear)
 - Transitions of height, massing, footprint and scale
 - Defining a street and building edge
 - Setbacks, step backs, angular planes
- Prepare Presentation for Design Review Panel (3rd week of February 2023)
 - Prepare a presentation summarizing the Public Realm Framework and Built Form and Site Performance Standards.
 - Prepare plans and illustrations.
- Design Review Panel (4th week of February 2023)
 - Present to the City of Vaughan Design Review Panel.
- Prepare Consultation Materials (4th week of February–1st week of March 2023)
 - Preparation and review with project representatives and/or communications team.
- Phase 2 Stakeholder Engagement: Public Presentation/ Open House (1st or 2nd week of March 2023)
 - Workshop to get input for the draft Urban Design Framework and Performance Standards.
 - Assumes one 2-hour evening virtual workshop with the general public and invited stakeholders.
- Refinement of Built Form and Site Performance Standards (2nd week of March–2nd week of April 2023)
 - Refinements to built form design vision and concept based upon feedback from DRP and public engagement.

- Refine Performance Standards, which will include:
 - Building Massing and Design: building heights, footprints, massing, and orientation; building setbacks, stepbacks, and angular planes; building frontages, active edges, and ground-floor heights; building relationships, transitions, shadow impacts, and views; design of the building base, middle, and top; façade design, articulation, and building materials; sustainable building design.
 - Preparation of plans and illustrations to support final report.
 - Preparation of document layout.
- Phase 2 Summary Presentation to Technical Advisory Committee (3rd week of April 2023)
 - Present refined Design Framework and Performance Standards.
 - Receive recommendations for required revisions.
- TAC Review Period (4th week of April–1st week of May 2023)
 - Assumes 1-2 week review time.
 - Assumes two rounds of revisions.
- Final Revisions and Documentation Delivery (1st –2nd week of May 2023)
 - Final revisions and formatting of complete documentation, including Public Realm Framework and Built Form and Site Performance Standards.
 - Assumes digital delivery in PDF format.

Note: Considering the unpredictable nature of the COVID-19 pandemic, all stakeholder engagement sessions are presumed to take place virtually, unless specified within the workplan or indicated by City staff. It is important that we take all safety measure to limit the spread of the virus. Should it be preferred that engagement be held in-person, additional fees may apply.