

SUBMISSIONS | VISIONS AND MASTER PLANS

Project Title

Parkdale Village BIA Capital
Design Strategy

Site

Village of Parkdale

Project Team

Urban Strategies Inc.
(Urban Design and Planning) Victor Ford
and Associates (Landscape Architect)

Client

Parkdale Village Business
Improvement Area



Queen Street is designated **Mixed Use** with Neighbourhood designations to the north and south.



Queen Street is designated an **Avenue** in the Official Plan where future growth in the city will be directed.

2009

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The Parkdale Village Capital Design Strategy is a set of prioritized initiatives to create a main street that is safer, more accessible and greener for existing residents and visitors of the neighbourhood.

The **Parkdale Capital Design Strategy** sets out a vision for the public realm along Parkdale's main street. Through prioritized initiatives the design strategy sets out a public realm framework to balance each side of **the main street** with street trees, furniture and lighting. The strategy also dedicates **three gateways** to the neighbourhood on the east and west ends and in the middle at Jameson Avenue. Building on the strong local identity of the neighbourhood as a "front stoop", the design strategy suggests the 'adoption' and use of pocket areas or **community rooms** along the side streets, to be animated by community groups and service organizations.

The Strategy is meant to reflect the unique mix of cultures, lifestyles, and local history of the area. Design elements support the notions of sustainability, local expression and participation of local business. These elements are brought out through initiatives such as promotion of street furniture interwoven with local art, business-led tree pit planting and community-activated side street, pocket areas.

2009