

# SUBMISSIONS | VISIONS AND MASTER PLANS

## Project Title

Toronto Entertainment District Master Plan

## Site

Toronto Entertainment District

## Project Team

The Planning Partnership -(LANDSCAPE ARCHITECTS, URBAN DESIGNERS, ARCHITECTS, PLANNERS)

Scott Thornley + Company (BRANDING)

## Client

Toronto Entertainment District BIA



# 2009

 TORONTO Urban Design Awards

# SUBMISSIONS | VISIONS AND MASTER PLANS

## Project Title

Toronto Entertainment District Master Plan

## Site

Toronto Entertainment District

Encompassing a significant part of the Downtown and comprising of some of this Nation's most recognized institutions and landmarks, the Toronto Entertainment District is on the cusp of a major transformation from a predominantly entertainment, hospitality and employment area to fully integrated mixed-use district. As its first priority, the newly established BIA undertook a forward-looking Master Plan to build on the area's distinct assets and to set forth a bold vision for great City-building.



Central themes of the Plan include the defining and protection of the 'Warehouse' precinct and the creation of a splendid public realm to cultivate a pedestrian-focused environment. Key strategies to enhance the public realm include bringing to fruition the John Street Cultural Corridor as the District's pedestrian-oriented north-south spine linking the AGO to the Waterfront; a series of connected, urban squares and 'festival' plazas; and, the transformation of Richmond and Adelaide into pedestrian-friendly two-way streets.

2009