



# Downtown Sudbury a plan for the future

going downtown growing downtown

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# Centre-ville de Sudbury un plan pour l'avenir

fréquenter et développer le centre-ville



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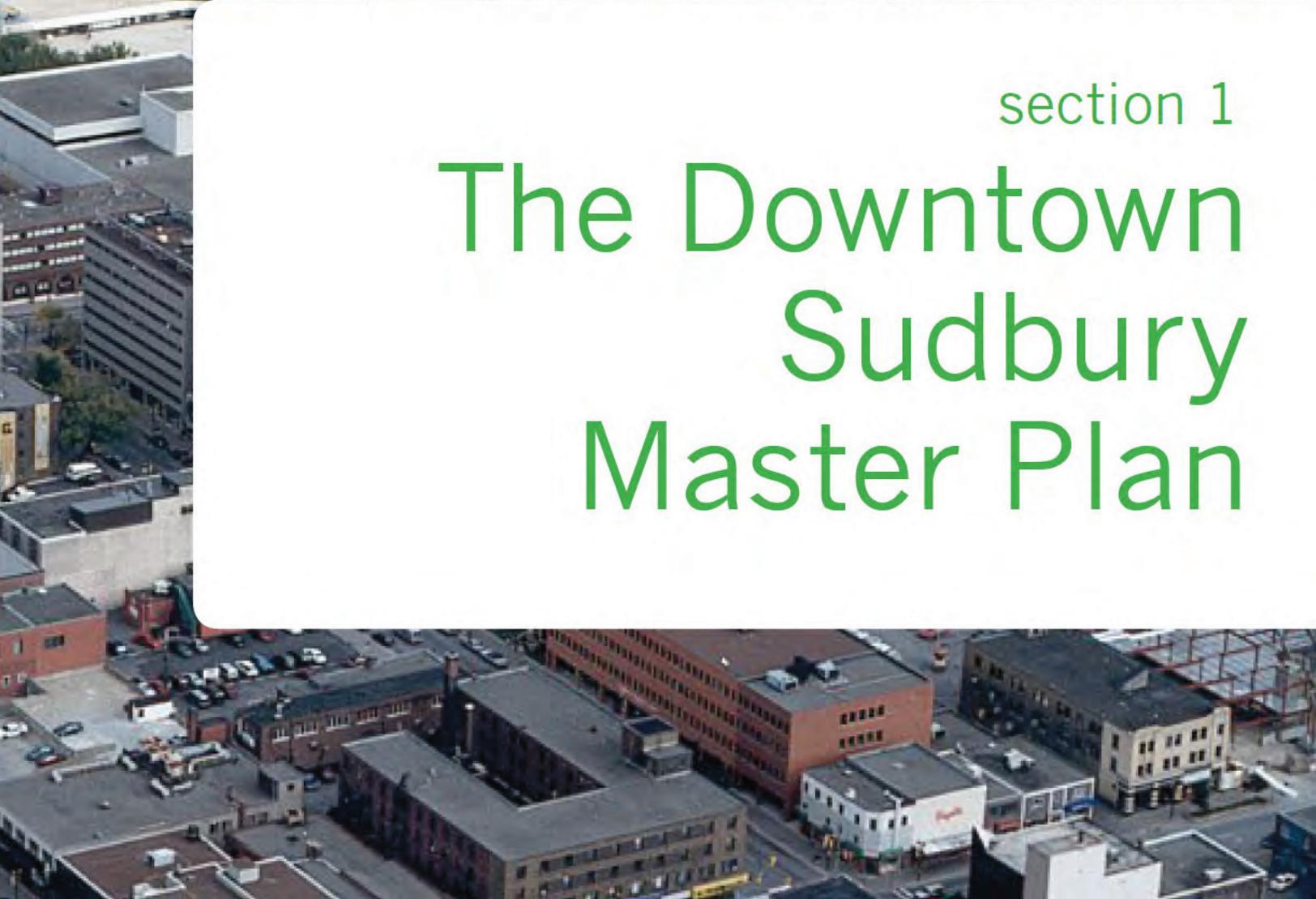
- 01 Retail
- 02 Mobility





section 1

# The Downtown Sudbury Master Plan



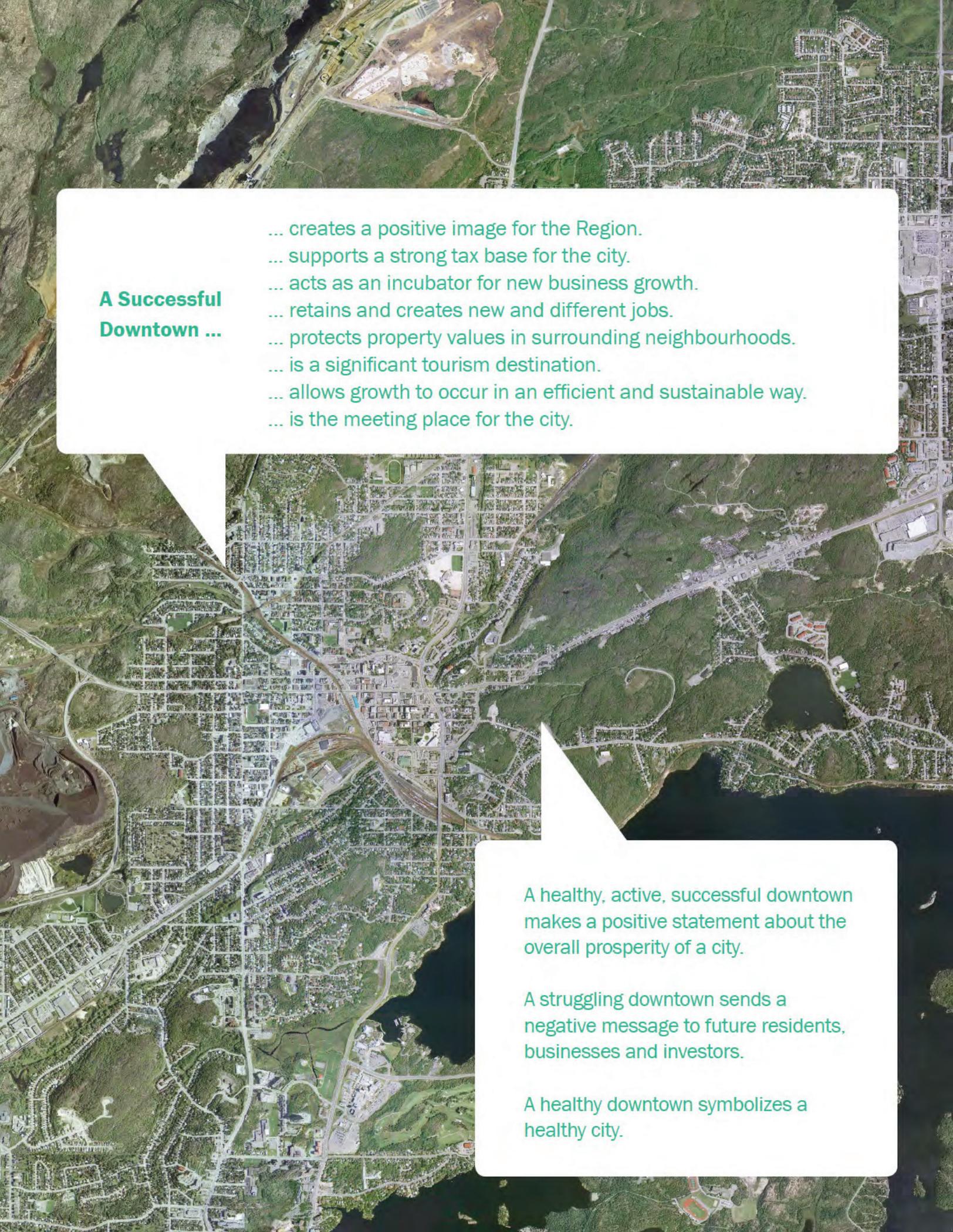
## Downtown Matters!

Downtowns are important. They are the historic and symbolic heart of a community, the reflection of a city's image, pride and prosperity. They are the meeting place for the entire city, where all types of different people come together to celebrate and share common experiences. A healthy, active, successful downtown makes a positive statement about the prosperity of a city, sending a confident message to future residents, businesses and investors. The reverse is also true, which is why a strong, implementable vision for Downtown Sudbury is so important.

While Downtown Sudbury has a number of strengths, there is great potential for improvement. This Downtown Master Plan presents a series of recommendations to reinforce the Downtown's role as the biggest, brightest and best downtown in Northern Ontario. Strategies are presented for improving the downtown's level of economic, cultural and retail activity, its sense of place and its role as the urban centre for the region. Indeed, The Downtown Sudbury Master Plan suggests ways in which the City of Greater Sudbury can position itself as the true and distinct 'Capital of the North'.

The Master Plan will function as the blue print to guide the revitalization of Downtown Sudbury over the next ten years and beyond, detailing a series of actions and initiatives necessary for this transformation and specifying their timing and allocating responsibilities.





**A Successful  
Downtown ...**

- ... creates a positive image for the Region.
- ... supports a strong tax base for the city.
- ... acts as an incubator for new business growth.
- ... retains and creates new and different jobs.
- ... protects property values in surrounding neighbourhoods.
- ... is a significant tourism destination.
- ... allows growth to occur in an efficient and sustainable way.
- ... is the meeting place for the city.

A healthy, active, successful downtown makes a positive statement about the overall prosperity of a city.

A struggling downtown sends a negative message to future residents, businesses and investors.

A healthy downtown symbolizes a healthy city.

## 1.1 The Master Plan Process

The Downtown Master Plan was completed in four phases. Phase 1 was initiated in September 2010 and Phase 4 concluded in February 2012.

The project was a highly collaborative process and partnership between the project team, the City, the downtown communities and other interested stakeholders. Across the study's four phases, there were several opportunities for the local community and stakeholders to be actively involved in shaping the Master Plan. Opportunities for involvement include three major Community Forums, regularly scheduled Community Liaison Group meetings, a Community & Stakeholder Visioning Workshop, a Downtown Design Charette and a series of interviews and round tables.

Central to this process was the Community Liaison Group - a 30-member group representing a broad cross section of associations, organizations and institutions that came together to advise and help shape the Master Plan. The Community Liaison Group championed the Master Plan, contributed creative ideas for how to reposition the downtown and offered feedback on emerging content and advice on local issues.

In total, more than 1,000 creative ideas were shared by a variety of participants across the master plan process. Ideas were collected using a range of outreach mechanisms, including community forums, interviews, focus groups, youth events, presentations and social media events (including project web site, Facebook and Twitter).



## 1.2 The Funding Partners

The Downtown Sudbury Master Plan was funded by the City of Greater Sudbury, Greater Sudbury Development Corporation, FedNor, Northern Ontario Heritage Fund Corporation et le Réseau de développement économique et d'employabilité de l'Ontario.



### 1.3 The Study Area

Downtown Sudbury is defined in many different ways. The core study area for the Downtown Master Plan is represented by the dashed line below. Triangular in shape, the core study area is bound by Ste. Anne Road to the north, Paris Street to the east and the rail corridor to the west. Although these streets form the boundary of the core study area, the influence of the Master Plan will extend beyond these boundaries. That wider 'area of

influence' is shaded in yellow and includes the mixed use Cedar-Larch neighbourhood to the east, the Rail Lands to the south and the neighbourhoods to the north that are immediately adjacent to the downtown. The gateway approaches to the Downtown along Notre Dame Ave, Elm Street, Paris Street, Howey Drive and the Kingsway are also noted.



The Study Area ● Area of Influence ●



THE WOODS WATER PARK

Artists on Elgin

aila galleri

Artists on Elgin  
Gallery  
Open Daily

aila galleri  
Aila Galleri  
Pinup  
Girl TShirt  
now available

Greg  
Taylor  
Photo  
Gallery  
Open

Greg  
Jewellery Appraisals  
&  
Photography

section 2  
**Analysis**

el-Ontario

## From Sudbury Junction to Greater Sudbury

Few cities in Canada have undergone the transformations that the City of Greater Sudbury has since its birth as a railway camp called Sudbury Junction in the late 1800s. Fame and fortune came quickly to the settlement with the discovery of extensive concentrations of nickel-copper ore during construction of the Canadian Pacific Railway in 1883. The development of the railway through the area not only led to the discovery of metals, but also made large-scale mining economically feasible. Capitalizing on this new economic opportunity, Sainte-Anne-des-Pins grew rapidly from a lumber camp into an important commercial centre and transport hub to serve the various mining camps that sprang up in the area. By 1893, the town was well established as a commercial hub serving the various mining communities, and Sainte-Anne-des-Pins was rechristened as Sudbury.



Although the past 125 years have been brought both boom and bust, Sudbury has managed to continue to grow and prosper even in some of the most difficult economic periods, evolving from a lumber town to a world-recognized leader in mining innovation and the regional capital for Northern Ontario. Today, Greater Sudbury is an impressive city with potential to become an even more significant centre that supports several overlapping identities:

### Capital of the North

With its population, sophisticated cultural offer, level of service provision, community diversity and strength of economy, Greater Sudbury is the capital of Northeastern Ontario, if not of Northern Ontario. The Downtown plays an important role in further cementing this position as both a regional hub and centre of investment for the North.

With almost 50,000 francophones, accounting for one-third of the population, the city is the hub of French services and education for the north and the birthplace of the Franco-Ontarian culture. Greater Sudbury is a mythical destination of the Franco-Ontarian experience and one of the very few cities in Ontario where you can live, work, shop and study in French.

The regional importance of Downtown Sudbury has been formally recognized by the Province in its Growth Plan for Northern Ontario, which identifies the Downtown as one of five "strategic core areas" in the North. This plan calls for revitalization strategies to be prepared for strategic core areas to facilitate growth and investment and capitalize on future government funding opportunities. In addition, the city's geographic position establishes a place where additional strategic economic partnerships can occur between the economic and cultural activities of Southern and Eastern Ontario and those of the North.

### A City of Communities

Greater Sudbury was formed through amalgamation in 2001, creating Ontario's largest municipality (when measured by land area). Within the extended boundaries of the City, Greater Sudbury is comprised of 14 communities including Sudbury, Capreol, Dowling, Lively-Mikkola-Naughton, Coniston, Falconbridge, Onaping Falls, Azilda, Chelmsford, Garson, Valley East, Copper Cliff, Levack and Wahnapiatae. Although many of these locations have their own 'town centres', Downtown Sudbury is the shared centre, common to all of Greater Sudbury's 157,000 residents. Maintaining a healthy Downtown Sudbury reflects positively on all 14 of Greater Sudbury's communities.

## A City of Excellence

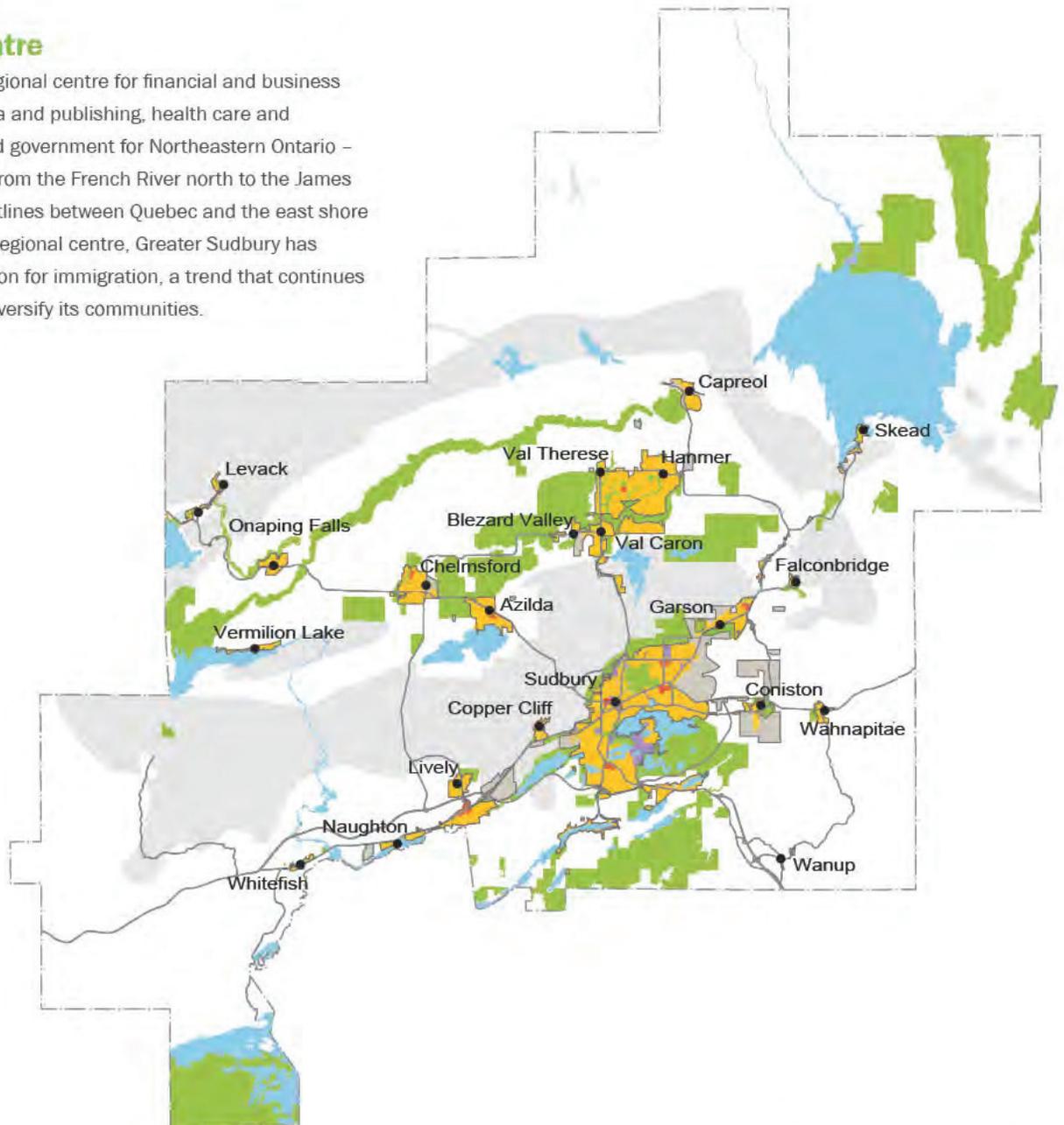
Over the years, Greater Sudbury has successfully diversified its mining sector and is now considered to be a world-leader in mining innovation. In recognition of its re-greening efforts, the city is now a recognized world leader in environmental restoration. Since 1979, the community has planted nearly 9 million trees to re-green 3,350 hectares of land harmed by past mining practices. The City is also an emerging leader in the health care sector, with expert care provided in cancer treatment and research as well as seniors' health care. Laurentian University is increasingly recognized as a premier centre for research and teaching.

## A Regional Centre

Greater Sudbury is a regional centre for financial and business services, tourism, media and publishing, health care and research, education and government for Northeastern Ontario – an area that stretches from the French River north to the James and Hudson's Bay coastlines between Quebec and the east shore of Lake Superior. As a regional centre, Greater Sudbury has always been a destination for immigration, a trend that continues to enrich the city and diversify its communities.

## A City of Lakes

Greater Sudbury is also a city of lakes. The city's 330 lakes are a contrast to the city's industrial image. The largest of these, Lake Wanapitei is 13,257 hectares in area, making it the largest city-contained lake in the world. Ramsey Lake is the most central lake and a showpiece for the Downtown.



## Growth Pattern of the Community of Sudbury

Downtown's history can be traced back more than 125 years to the plan to connect a newly-formed Canada with a transcontinental rail line. This chapter traces the growth pattern of the community of Sudbury over the last century, highlighting its evolution from a construction camp to an urban metropolis. Downtown Sudbury is central to this story and remains the urban centre for the region.

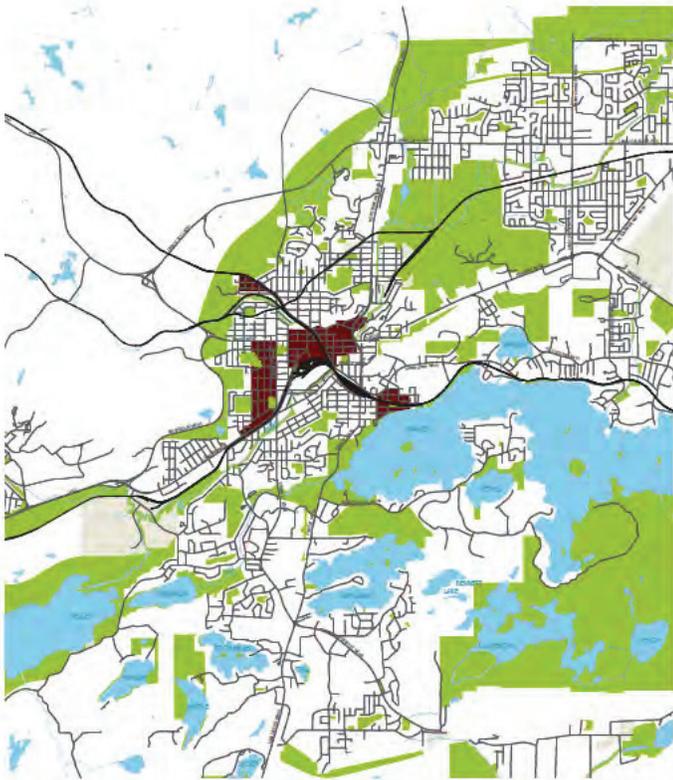


The Canadian Pacific Rail (CPR) created the first Plan for the Village of Sudbury in 1887 as a response to the demand for new homes and businesses generated by the mining discoveries. This Plan placed the railway at the heart of the village, imposing a fine grained network of urban streets, blocks and lots on the shield landscape. Sudbury grew quickly in its first 40 years. Growth was fuelled by demand for nickel and continued investment in regional rail and road transportation and communications infrastructure.

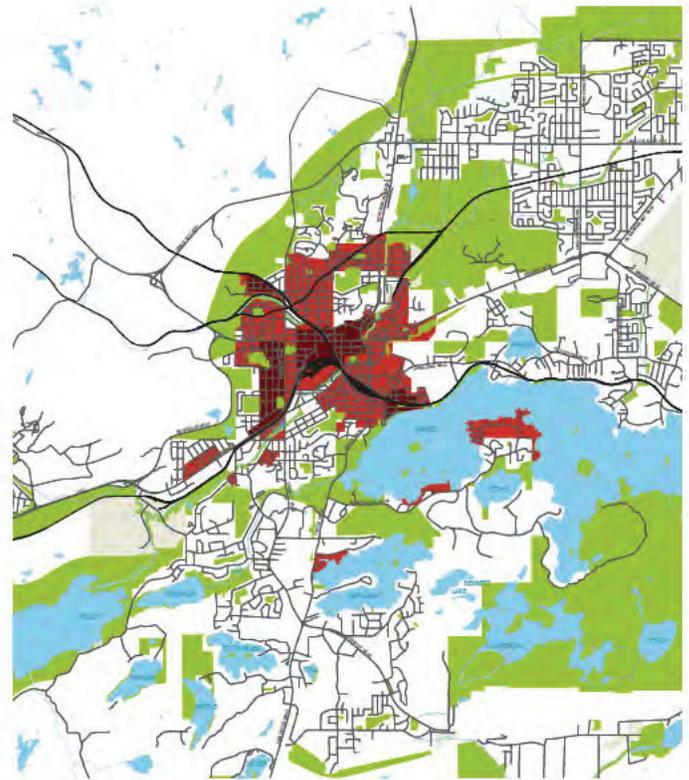
After World War II, growth spread beyond the city limits following major roads such as the Kingsway, LaSalle Boulevard and Paris Street. By the end of the 1950's, Sudbury's urban structure was changing radically. As many other cities at that time, the relatively lower land costs outside the city and increased automobile ownership saw growth spill out beyond Sudbury's city limits into the surrounding townships. In the mid-1950's, the New Sudbury Shopping Centre was built at the corner of Barry Downe Road and LaSalle Boulevard in the suburbs. Major retailers, attracted by new buildings, availability of car parking and easy access, migrated from the Downtown to the suburbs.

In the 1960's, Sudbury responded to this challenge by planning for a better future for its Downtown. Through urban renewal, it would comprehensively redevelop 60 acres of its most blighted areas on the north end of Downtown, replacing them with a new system of streets and blocks, parks and open spaces and residential uses. It would also build a new urban mall there, and a civic centre on two city blocks in the southern end of the Downtown. These plans took shape in the 1970's.

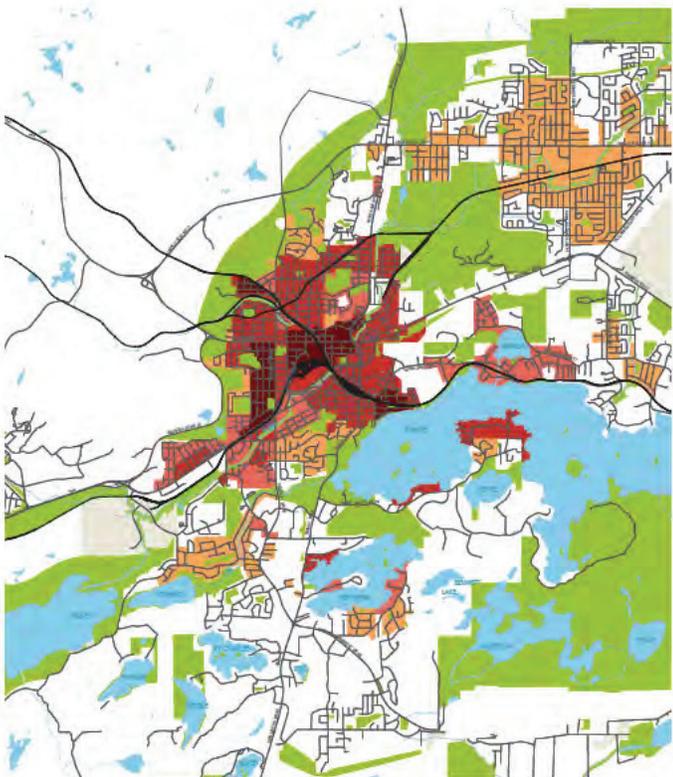
Today, the Downtown remains a major centre in Greater Sudbury, encompassing 92.5 hectares, including the Central Business District and areas east of Paris Street and west of the railway tracks. The traditional Downtown remains centrally located in the heart of the city's geography. The Downtown is ringed by a series of economically and socially important assets, including a wealth of post secondary educational institutions, important health care hubs (including three hospital complexes), regional shopping, entertainment and tourist destinations, and Greater Sudbury's signature lakes and landscapes.



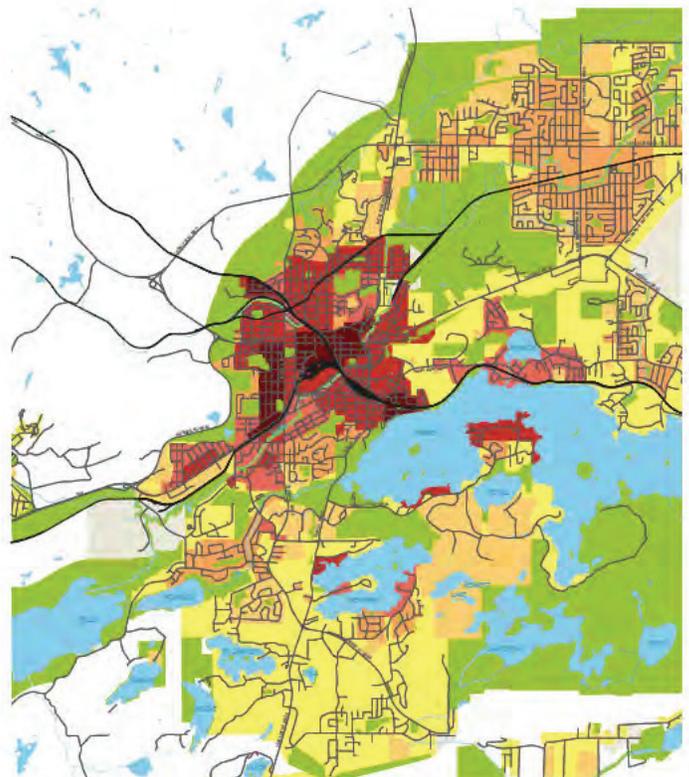
year 1901 /sudbury ■  
population 2,027



year 1921 /sudbury ■  
population 8,621



year 1961 /sudbury ■  
population 80,120



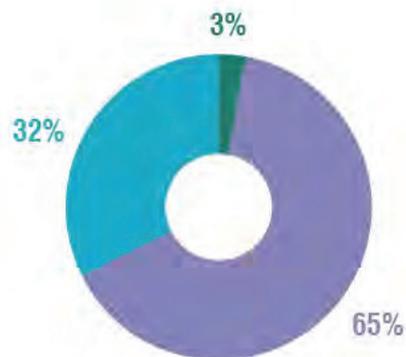
year 2006 /greater sudbury ■  
population 157,857

## The Structure of Downtown

A viable long-term plan for any community must be based on the physical, market and policy environments that influence the area. The following provides an overview of the Downtown's physical components that define both its existing character and its future opportunities.

### 2.3.1 Composition

The building blocks of the downtown can be defined as streets, buildings and open spaces. The graph below illustrates the split between these three dominant components of Downtown Sudbury. Not surprisingly, development areas demand the most significant percentage of land area. This is followed by the road and street network, which covers almost one-third of downtown's land. The below calculations highlight the under-representation of parks and open spaces in the core, representing only 3% of land coverage.



road network = **32%** of the Downtown

parks and open spaces = **3%** of the Downtown

development areas = **65%** of the Downtown

### Road Network

The road network serving the Downtown is based on a traditional grid-system. Over the years, as the Downtown has evolved, large portions of the grid-system have been removed. This has effectively created gaps in the movement system. Where the grid system remains, movement within the network is good.

As the city has grown, so has the demands on its road network. Today many of the streets that define the downtown act more as busy arterials than downtown streets (Elm, Ste. Anne, Paris). This creates challenging conditions for businesses and people.



### Development Areas

The road network defines a series of parcels for development. Where the traditional street grid remains, parcels tend to be smaller in size. Smaller parcels typically allow for more flexibility in development and allow the area to more easily meet changing urban trends (retail, office, residential). Where the street grid has been removed, larger 'super parcels' have resulted. These super parcels have often been the result of previous revitalization initiatives, such as Metro Centre, Tom Davies Square or the Sudbury Arena. Larger parcels are more difficult to redevelop and often require sub-division.



## 2.3.2 The Physical Elements

Downtown Sudbury is comprised of a number of different, yet inter-related, layers that shape its physical form. This section presents each of these layers under the urban structure element they support:

### Parks & Open Spaces

Good downtowns are urban spaces built around bustling streets supporting a mix of uses in a variety of building types. Downtown tends to be the most dense part of the city. The relief and amenity offered by parks is therefore one of the essential components of healthy downtowns. In Downtown Sudbury, there is a notable absence of park space. Only 3% of the downtown land area is comprised of park space. Furthermore, although Memorial Park and Tom Davies Square are centrally located, neither space is easily accessible or highly visible when in the downtown.



### Road Network

- > Street Hierarchy
- > Transit
- > Cycling and Walking
- > Utilities
- > Parking



### Development Parcels

- > Character Areas
- > Land Uses
- > City Lands
- > Built Form Heritage
- > Street Wall



### Open Spaces

- > Natural Heritage
- > View and Gateways

## Road Network

### Street Hierarchy

Compared to many downtown areas of cities similar in size to Greater Sudbury, the transportation system in Downtown Sudbury works quite well. As presented below, the street hierarchy is relatively clear, with a downtown loop formed by the primary arterials of Paris Street/ Notre Dame Avenue and secondary arterials of Elm Street and Elgin Street. Within the downtown, one-way streets are present on Larch Street and Cedar Street, and along the portion of Durham Street between Elgin and Elm streets. The one-way streets do not provide a continuous connection through the City and hence do not carry significant volumes. In general, the vehicular level of service in and through Downtown Sudbury is good, with few locations that have recurring congestion issues.



- major road
- collector road
- local road
- laneway

### Cycling and Walking

The Downtown is difficult to access by foot or by bike. Several barriers hinder the introduction of a more complete network, including oversized roads, rail corridors, pedestrian subways and the city's topography. Although the areas surrounding the Downtown benefit from dedicated cycling routes and walking trails, many of these terminate when they enter in proximity to downtown. No routes traverse through the heart of the Downtown and only one cycling and one walking trail edge the periphery of the core. Opportunities exist to provide additional routes through the downtown as well as to better connect and integrate existing routes into a more complete network.



- trails
- cycling routes

### Transit

The Downtown is generally well served by bus, operated by the Greater Sudbury Transit. The transit terminal is an important asset for the City that delivers 15,000 people to the Downtown per day. The terminal is currently undergoing improvements. Rail travel to Greater Sudbury is challenging. The main VIA station is outside the downtown on LaSalle Boulevard. A small station is located within the Downtown on Elgin Street. This station provides infrequent service on the Sudbury-White River line. Rail lines in the downtown are heavily used by CP for freight.



- bus route
- bus stop
- bus facility
- CP rail line
- train station/parking

## Water, Waste Water and Utilities

Generally, existing water and wastewater facilities are operating under capacity and able to meet current peak flows. With the exception of a few areas, the existing infrastructure system has capacity to meet forecasted growth within the City. In addition to traditional municipal infrastructure, there are also opportunities to expand on the success of the Sudbury District Energy Cogeneration Plant (SDEC). The District Energy Plant currently provides heat to seven buildings in the core, but it is understood that it has capacity to serve additional users. A separate facility, located at the Sudbury Arena, provides cooling for three buildings.



- storm
- sewer
- water
- district energy
- buildings served by DE
- ◆ DE plant

## Parking

Nearly 3,800 off-street and on-street parking spaces serve the Downtown: approximately 305 on-street, 1,574 off-street municipal and 1,921 private parking spaces. In the Downtown, the majority of parking is provided by surface parking lots scattered throughout (with a high concentration to the south and west). The proliferation of surface parking lots in the downtown creates gaps in the urban fabric of the core and contributes to some concerns around personal safety. The recently completed Parking Study found the overall parking systems appeared to have sufficient capacity to meet current parking demands in Downtown Sudbury.



- on street metered parking (305 spaces)
- public parking lot (1574 spaces)
- private parking lot (1921 spaces)

## Development Areas

### Character Areas

Downtown Sudbury is comprised of a series of sub-districts, each playing a different role and supporting a distinct character. The retail district is structured along Durham and Elm streets. These traditional main streets, coupled with the Rainbow Centre, act as a shopping and dining destination. The office district, home to purpose built office buildings and thousands of jobs, is situated internally along Larch, Cedar and Lisgar streets. The arts and entertainment district anchored by the Arena, the Theatre and lower Elgin is located to the south. The civic and institutional district has a strong presence on Paris Street and extends across Minto Street to include Memorial Park and the community services on Durham and Larch. The residential zone is isolated in the north.



- living
- shopping
- working
- civic & institutional
- arts & entertainment

## Development Areas

### Uses

Downtown Sudbury contains a broad mix of uses, including retail, office, arts & culture, civic, community and institutional. Although a thoroughly mixed-use area, the focus of the Downtown is very much on employment, with more than 6,000 people working in the core. In contrast, only 600 people live downtown. Creating a more equitable balance between living and working in the Downtown can help deliver significant benefits to the city, including a more stable downtown, greater localized spend, an expanded tax base and more people on the streets to help create a positive environment for the Downtown. In addition to the uses present day-to-day, the Downtown is also home to more than a dozen events and festivals throughout the year.

### Publicly Owned Lands

A significant amount of land in Downtown Sudbury is controlled by public sector interests. All levels of government - municipal, provincial and federal - have land holdings. This ownership offers significant opportunities for partnership.

On its own, the City of Greater Sudbury controls an adequate amount of property to leverage additional investment and make meaningful change in the Downtown.

### Heritage

The Downtown is the oldest neighbourhood in Greater Sudbury, with a large number of heritage buildings. However, over the years, as the city has evolved and the role of downtown changed, many of Sudbury's oldest and most historic buildings have been demolished, as shown below. At present, only three buildings in the Downtown are formally protected. Preserving the additional heritage buildings of genuine value should be a priority for the City.



## Open Spaces

### Building Frontages

Downtown Sudbury is structured along key streets, namely Elm, Durham, Larch and Cedar. These streets support continuous commercial frontages that generate a positive pedestrian experience. These internal streets present the best image of the Downtown.

In contrast, when viewed from an external perspective (from Paris, Ste Anne, Elgin and Brady), visitors generally see the rear of buildings, characterized by blank walls, service areas and surface parking. This results in both a poor impression of the Downtown as well as a poor pedestrian experience on the ground.

### Natural Heritage

Greater Sudbury's well recognized rugged northern landscape reaches right into the core and touches the edges of the Downtown. Rock outcrops edge two sides of the Downtown, creating a dramatic setting for the Downtown. The raised topography surrounding the core creates a 'bowl effect' for the Downtown, a sense of containment by the surrounding raised landscape. The topography, however, also creates challenging accessibility and connectivity issues when entering the downtown from surrounding communities. In addition to the physical landscape, the Junction Creek and Nolin Creek waterways run under the Downtown and require on-going ecological repair.

### Views and Gateways

When entering the Downtown from outside, the topography of the city provides several opportunities for creating captivating civic views and a memorable entry sequence. These views capture the best of the downtown and contribute to creating a positive urban experience.

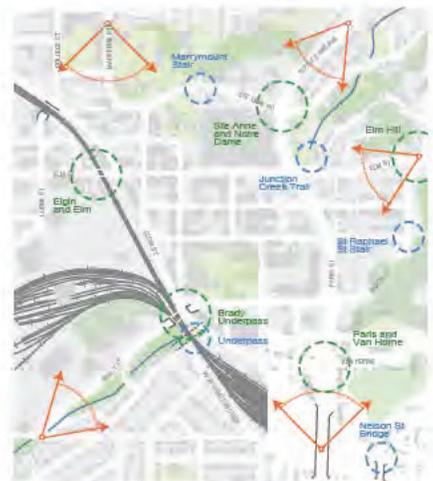
However, other than the Bridge of Nations, gateways into the downtown offer a poor sense of arrival. Many are marked only by parking lots or vacant sites. At the pedestrian scale, many of the downtown entry points are challenging to navigate and often lead to underutilized sites, such as parking lots.



- building frontage
- building back
- vacant or underutilized land
- downtown destination



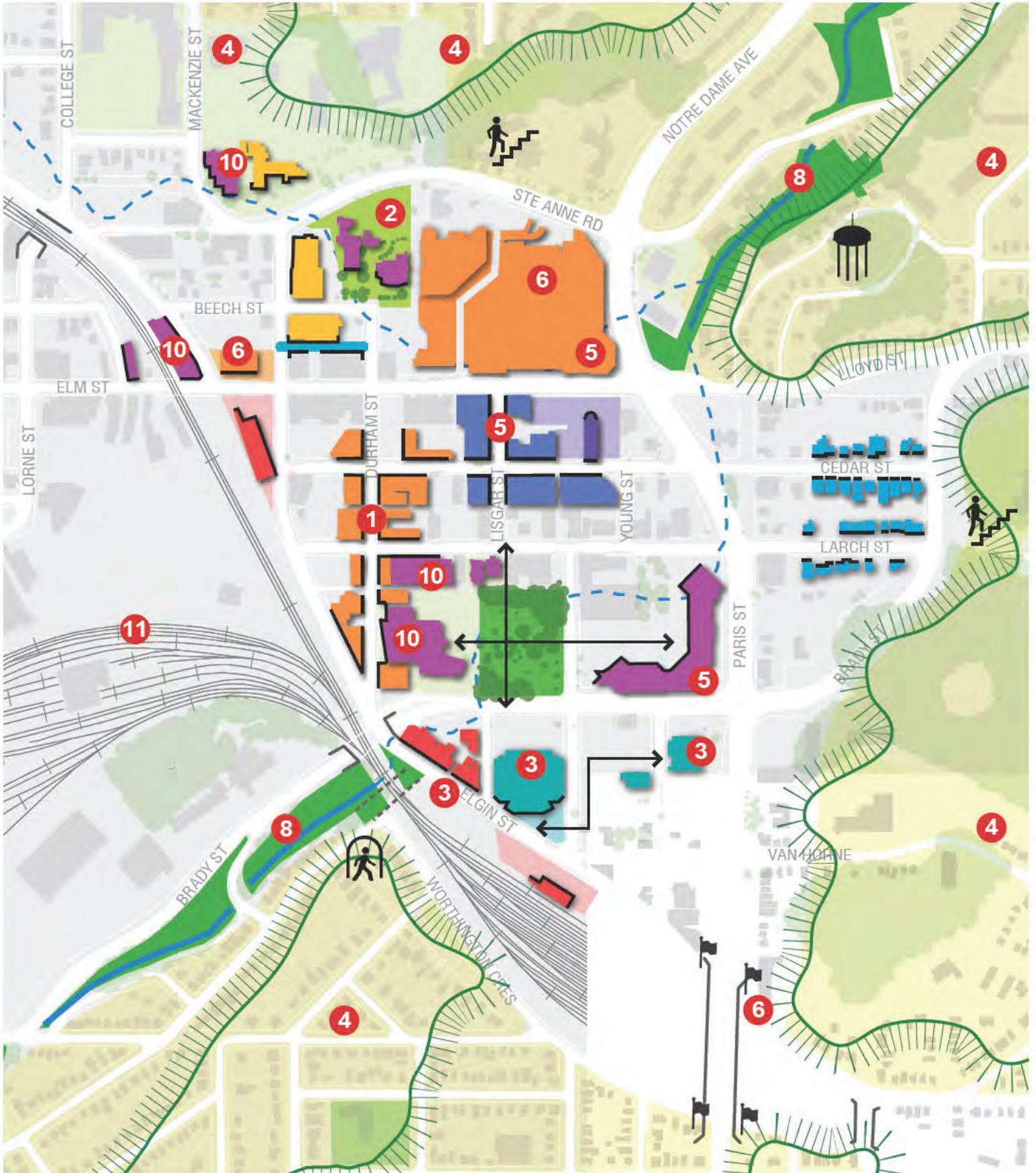
- major topography
- creek network
- original creek alignment



- primary gateways
- pedestrian gateways
- primary entry views

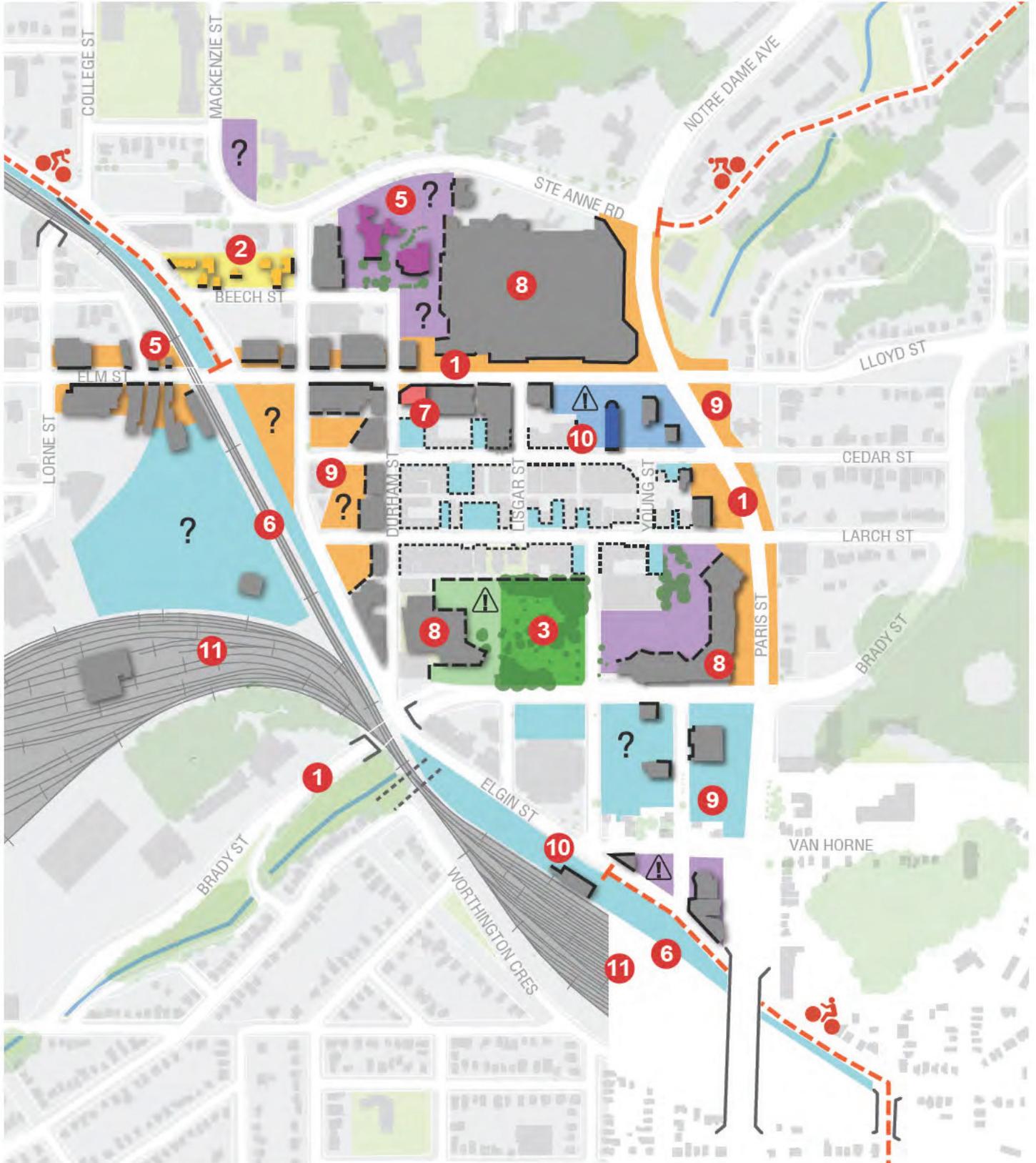
## Downtown: The Strengths

- 1 **Durham Street is Greater Sudbury's 'Main Street'.** It is a wonderful example of a charming, well-maintained shopping street offering a good mix of independent shops and services. With some of Greater Sudbury's best restaurants and cafés, Durham Street is a destination for the whole city. Parts of Larch Street, Cedar Street and Elgin Street also help contribute to the 'authentic' feel of Downtown Sudbury.
- 2 **Downtown Sudbury acts as the hub of the First Nations and Franco-Ontarian cultural experience.** More than one in four residents of Greater Sudbury have french as their mother tongue and six per cent of residents are aboriginal. Both of these groups have a strong presence in the Downtown and have helped establish the City of Greater Sudbury as a service and cultural hub for these groups.
- 3 **The Downtown is home to a vibrant cultural scene that draws thousands of visitors to the core every year.** Places such as Artists on Elgin, la Galerie du Nouvel-Ontario, Sudbury Theatre Centre, the Townhouse, Arts North, Le Carrefour francophone, and the Art Gallery of Sudbury (amongst others) all contribute to this creative identity. The many festivals hosted in the downtown also work to keep Greater Sudbury's creative spirit strong.
- 4 **The Downtown is ringed by a series of stable, healthy neighbourhoods.** These communities located within easy walking distance of the core are important support systems for the downtown. Residents who live in these thriving neighbourhoods use the downtown as their local shopping, recreation and support service centre.
- 5 **Downtown Sudbury is one of the city's most important employment destinations in Greater Sudbury** with approximately 6,000 people working in the greater downtown area. Already home to some of Greater Sudbury's best quality office buildings, the Downtown continues to successfully attract prestigious new employers, such as new engineering firms. As a regional capital, the Downtown is also an important centre for all levels of governmental employment.
- 6 **Downtown Sudbury is getting better every year.** Both the public sector and the private sector are investing in making the Downtown look and feel better. The City with community partners is rolling out a new streetscaping initiative and upgrading the Transit Centre. The Rainbow Centre continues to renovate and attract new retailers. Vacant land is being converted to new business, like Shoppers Drug Mart, with more opportunities for re-development on the horizon.
- 7 **The City and its public partners are important landowners in the Downtown.** Opportunities for the continued evolution of Downtown will be led by the redevelopment of vacant sites, some of which are in public ownership. This high level of public ownership means that the City can be an active partner in reshaping and improving the Downtown.
- 8 **Greater Sudbury is famous for its rugged landscape.** This landscape reaches right into the Downtown and touches its edges, creating a beautiful backdrop that contains the Downtown. Other natural assets, such as Junction Creek and Nolin Creek, also help to make the downtown a unique mix of 'city-life' and 'the natural environment'.
- 9 **Downtown Sudbury knows how to throw a party!** Home to almost a dozen festivals, the Downtown acts as one of the city's main stages for having fun. With some events attracting more than 30,000 visitors, these world-class festivals keep Greater Sudbury fun and active. They generate the excitement that attracts thousands of visitors to the city.
- 10 **The Downtown is the heart of the city and a communal meeting place for its citizens.** As such, the Downtown supports not just shops, restaurants, culture and jobs, but also important community services. Amenities like the YMCA, the Public Library, Centre de santé communautaire, health services and the municipal and provincial buildings all provide critical services and help enrich the Downtown offer.
- 11 There is a significant amount of **land available across the Downtown able to accommodate future growth**, including the 52 acre Rail Yards and many smaller in-fill sites. These sites are important for accommodating contemporary new uses that can help deliver the Vision for the Downtown.



## Downtown: The Challenges

- 1 **Big roads like Paris, Elm, Brady and Ste. Anne move a lot of cars, but create tough environments for pedestrians and cyclists.** These big roads also work to dissect the Downtown into three disjointed districts. What can be done to make these streets more friendly and help to stitch the Downtown back together to improve its sustainability and resilience, when considering issues such as climate change?
- 2 People living downtown bring life to its streets and shops, creating activity and buzz. This level of activity makes people feel that the Downtown is a safe place to be. However, with only 600 people living in Greater Sudbury's Downtown, **the local residential population is under-represented** and insufficient to generate an urban buzz. Downtown Sudbury has the opportunity to become a new residential destination through intensification.
- 3 Memorial Park is a wonderful green space in the very heart of the city. However, this park is also the only green space in the downtown, emphasizing **an under-provision of usable park space in the core.** Green spaces are critical components of urban centres, providing the setting for relaxation and active play. Parks also deliver important environmental benefits to urban centres, creating cleaner air, shady places, habitats and cooling the air.
- 4 For a downtown to be well used by its residents, the downtown must feel safe. However, there are **pockets of Downtown Sudbury that may at certain times of day feel unsafe.** This results in the perception of crime and fear of crime negatively influencing the image of the Downtown – even if actual crime rates are quite low! Fear of crime is a particular concern in locations that are not well overlooked or are disconnected from the rest of the downtown.
- 5 Greater Sudbury has a deeply rich cultural offer located in the Downtown, however, many of these important groups, such as the Franco-Ontarian communities and the First Nations communities are situated on the periphery of the core. These groups would benefit from **higher profile, more accessible locations that are better integrated with the activities and action of the Downtown.**
- 6 Downtown Sudbury is geographically well defined. However, the **busy roads and rail corridors that create this definable centre also act as physical barriers to the Downtown,** resulting in a centre that feels disconnected from its immediate surroundings and isolated from the rest of the city.
- 7 Downtowns are typically the oldest part of a city. With a downtown that has been built over the past 125 years, Greater Sudbury is no exception. Unfortunately, **many of the reminders of this history – such as the buildings and monuments – have been demolished over the years.** Historic buildings are an essential part of creating a downtown identity that helps distinguish the core from the rest of the city. The history and heritage of the Downtown is what makes it unique and thus, should be protected.
- 8 **Over the years, there have been several previous attempts to revitalize the downtown.** These have often manifested themselves in large-scale projects, such as the Rainbow Centre, the civic office complex, Memorial Park and the YMCA. To accommodate these projects, land was consolidated and streets closed. **This resulted in large scale 'mega-blocks' that turn their backs to surrounding areas.**
- 9 The identity of the Downtown is strong along streets like Durham, Larch and Cedar. However, **around the edges of the Downtown, its identity is not as positive.** Here, parking lots, vacant shops, busy rail lines and oversized streets present themselves to arriving visitors. Unfortunately this is the first impression that people have of the Downtown when arriving from outside.
- 10 Bringing people into the downtown from across the City is important. However, **the transit station is at capacity and overflowing with big busses. Furthermore, there are person safety concerns around the station, especially at night time.** The transit station is an important city asset that needs some help to overcome its operational challenges.
- 11 The expansive **CP Rail corridor and related yards creates a barrier** when accessing the Downtown from the south or the west. The presence of the tracks contributes to a poor image of the core and restricts its immediate growth opportunity.







section 3

# The Vision



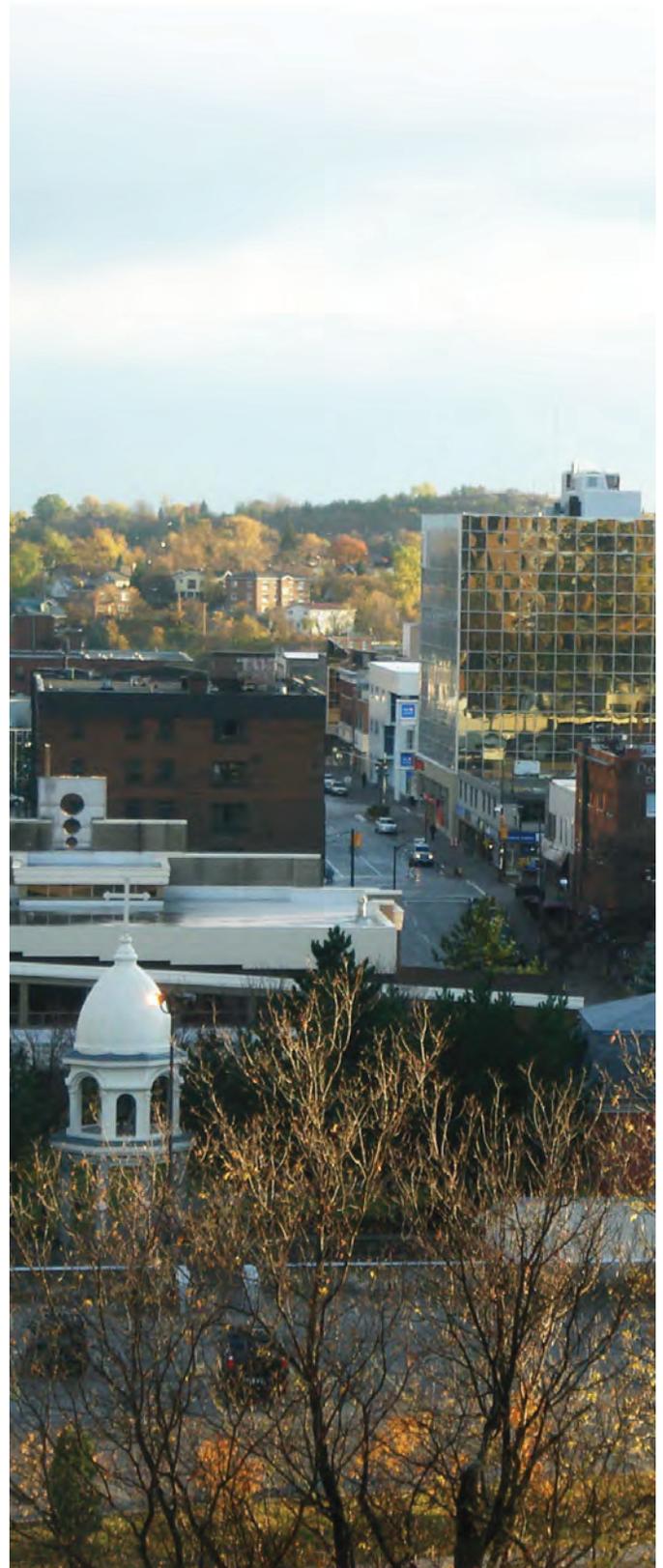
## A Vision for Downtown Sudbury

Welcome to the green City of Greater Sudbury, the acknowledged capital of Northern Ontario, a winter city but also a summer city, a city of rocks and water, a city built on innovation and reinvention, a city of art and ideas, a city of business and meetings, a city of leisure and recreation, a city that is environmentally responsive and responsible, a city that is socially responsible, a city that is cost efficient, a city of diversity and inclusivity.

At the heart of this vast municipality is a renewed and re-energized Downtown that has become a confident advertisement to the world about the city's rich offer.

Downtown Sudbury is a meeting place for people of different cultures, a place to consume and share new ideas and a centre for business, culture, knowledge and entertainment. Residents and visitors come Downtown to appreciate and understand the history of where Greater Sudbury has come from, to witness where Greater Sudbury is going in the future and to celebrate what Greater Sudbury is today - a greener, more sustainable and healthier community.

Welcome to the future of Downtown Sudbury....



## Downtown is a centre for **celebration**

Downtown is the meeting place for the entire city. Pedestrian Weekends and 'Downtown Days' bring the streets to life on a year-round basis. Residents and visitors of all ages spill into the heart of the city for shopping, dining, playing and people watching. The expanded Memorial Park is the beautiful and safe showpiece for the city. The radically reconfigured Tom Davies Square is a genuinely democratic space where all are welcome. Minto Street has been reinvented as a 'shared-use' street that seamlessly connects these two important parks.

The redesigned Elm Street has been calmed and now supports an award winning public realm. The street has reclaimed its role as one of Greater Sudbury's most important and active Main Streets. The Shaughnessy District has brought new energy to the southern portion of Downtown with the rejuvenated arena complex, four-star hotel and new multi-use community and conference space. With events held weekly, the centre is booked solid by a mix of business groups, not-for-profits and community groups. Festivals, food, music, film and the arts keep downtown buzzing.

## Downtown is a centre for **creativity**

The arts scene is flourishing in Downtown Sudbury, fueled by homegrown talent in the fields of publishing, literature, dance, music, art, media, theatre and design. Working from studios in the Downtown, many of these artists have become recognized and respected names across Canada and have helped to make Greater Sudbury a destination for culture and creativity; the NordArtNorth week-long jam was perhaps the breakthrough event in confirming Greater Sudbury's reputation as a place with a unique take on creativity - something a bit different from the south.

The fifth anniversary of the Franklin Carmichael Art Gallery was a huge success; annual attendance records have been broken and the Gallery is now firmly entrenched as one of the city's top tourist attractions. Art is everywhere; installations that reflect the Spirit of Sudbury have found pride of place across the Downtown. Buoyed by the opening of the Place des Arts and recently renovated and expanded Native Friendship Centre, the arts continue to offer the downtown a genuinely tri-cultural experience, making it distinct from any other city.

## Downtown is a centre for **beauty**

Downtown reflects and celebrates the northern landscape from which the city was born, reminding visitors and residents just what makes living in a City of Lakes so special. The rugged northern landscape surrounding the downtown now flows into the core and down its streets. Sudbury's signature rock formations, pines and clear water are represented in the heart of the city. The dramatic new Elgin Greenway creates a defined green edge to the downtown, linking several popular destinations and providing a showcase for inspired art installations. Big, busy Paris and Brady Streets are lined with trees. Green open spaces, old and new, are linked by walkable pedestrian streets. It is a downtown that works on foot, even on a crisp winter's day.

Beauty is also captured through the Downtown's fun, edgy and elegant new architecture. The design of new landmark buildings such as the Franklin Carmichael Art Gallery, Laurentian School of Architecture and new Public Library have set a new standard for the city. Curiously, the point where people seem to be having the most design fun is with the old buildings, where some truly innovative restorations and re-uses have taken place.

## Downtown is a centre for **innovation**

Downtown is the crossroads where business and creativity meet. It is the centre for discovery and innovation in Greater Sudbury. The downtown embraces and promotes a diversity of learning opportunities. The award-winning Laurentian School of Architecture and its recently launched Industrial Design and Landscape Design programs attract the best and brightest from across the world. The school's focus on climate-conscious design and green building innovation has made the city a world leader in responsible and creative design – a stature amplified by the annual colloquium sponsored by Bruce Mau's virtual 'Centre for Massive Change'. This event has brought some of the most remarkable thinkers and doers to the city and has helped shed a global spotlight on Greater Sudbury as a centre for design innovation.

This energy of innovation is magnified by the business community, in new sectors like digital media and remote medicine, and also in game-changing creativity seen in mining technology, engineering and forestry sectors, spawning the many incubators, start-ups and well-established businesses now making their home in the 'Sudbury City Inno-Tech Park' on Phase 1 of the remediated rail lands.

## Downtown is a destination

Downtown Sudbury is the urban playground for Northern Ontario. Flaunting the biggest conference facilities and best hotels in northern Ontario, Downtown Sudbury plays host to dozens of conferences and major events a year. Each year, these events bring thousands of visitors to Sudbury from across Canada, many of whom stay in the downtown and enjoy its many attractions. The division-winning OHL Sudbury Wolves continue to sell out the refurbished arena and the newly formed Laurentian Hockey Team has finally brought the excitement of varsity hockey to Greater Sudbury and helped the city express its true northern spirit.

Downtown is also an unrivalled destination for food – from its locally operated restaurants and cafés to its expanded farmers market (with a focus on ‘eat local’) to the new bakeries, delis and specialty food shops that populate quaint corners of the downtown. The expanded Farmers’ Market with its new Porketta Days regularly attract visitors from Parry Sound and North Bay. The downtown dining experience has gone from strong to stronger and offers variety and quality that is unrivaled in Northern Ontario.

## Downtown is the heart of Greater Sudbury

The City of Greater Sudbury is a city of many centres, but at its heart has always been the Downtown. Today, the historical divisions between the city centre and the town centres has been overcome. Smart, efficient and effective improvements to the city’s road, cycle and transit networks have created integrated connections between the Downtown and surrounding neighbourhoods, making it easy to access the downtown from all sides. Ramsey Lake and Bell Park are a short stroll away, safely linked to the Downtown by new footpaths and cycle routes. These routes help bring the lake right into the city.

Improvements to walking and cycling paths, particularly along the Nolin and Junction creek systems, have improved access to the Downtown and reinforced its ‘walkability’ from surrounding areas.

The modified road network breaks the barriers of the former ring road and now climbs the city’s dramatic topography, connecting directly into surrounding neighbourhoods. The downtown is now an easy, safe and accessible 10 minute walk from all surrounding neighbourhoods.

## Downtown is the centre for urban living

One of the most impressive changes has been the rapid expansion of the residential market in the Downtown. After the success of the first few residential projects, financially supported by the City, the residential market has taken off for young professionals, empty nesters, seniors and even a few families. New apartment conversions of Sudbury’s most charming heritage buildings have also sprung up. Having all those people calling Downtown ‘home’ has been transformational to local business. This strong residential presence has made the Downtown one of Canada’s cleanest and safest centres.

With enrolment growing year-on-year, the Laurentian School of Architecture, as well as an expanded college presence, have made the downtown a buzzing student centre, bringing the downtown to life “24-7”. Young people fill the restaurants, patios and park spaces. New cutting edge boutiques have opened to cater to the new downtown population. Many of the edgy new shops are owned and operated by the first generation of students educated in the downtown and who now choose to invest their future in Downtown Sudbury.

## Downtown is a centre for Everyone

Everyone feels at home in the Downtown. Downtown Sudbury is a model of co-operation and mutual respect between its cultural groups including those of European descent, Aboriginal peoples, Franco-Ontarians and the city’s growing New Canadian population. As an inclusive and easily accessible destination, the Downtown remains the primary centre for social support in Greater Sudbury for the many residents that benefit from these essential services.

Greater Sudbury is a model of community harmony and envied by many other larger centres struggling to establish this cultural balance. From its highly visible location on Durham Street, the new Place des Arts offers a unique combination of performing arts, visual arts and education. The recently renovated and expanded Native Friendship Centre offers even more programs and services for Aboriginal peoples and welcomes all to partake in their rich cultural heritage. These two centres add distinct flavour to the city that you can’t experience anywhere else. The Downtown is a source of pride and identity for all residents and the place where the continuing story of Canada’s history and cultural growth is told.

## From Vision to Master Plan

The Vision Statement captures the opportunities for Downtown Sudbury. Over the next decade, all actions and initiatives undertaken in the Downtown should contribute to the realization of this Vision.

The Master Plan is an indication of what the Vision will look like ‘on the ground’. It translates the Downtown Vision from its ambitions and intentions, expressed through words, into a series of actions and concrete projects, expressed visually in the plan.

The Master Plan for Downtown Sudbury establishes a strategy to transform the core into an active, safe and diverse destination for people, businesses, not-for-profits, agencies and new investment in all forms. It creates a downtown that is mixed in its character and function, is well integrated with surrounding communities and supports an authentic and unique identity.

The Master Plan is built around three complementary directives, each containing a bundle of initiatives that address different issues facing the Downtown today. These directives include:

Activity and  
Growth



Access and  
Connectivity



Beauty and  
Pride



Bundled under each directive is a series of large, medium and small initiatives. Initiatives may either stand alone as single improvement projects, or work together in bundles to deliver more transformative change across the Downtown.

# Downtown Sudbury Master Plan: Bird's Eye View





View of Downtown Sudbury looking north - 10+ year plan

# Downtown Sudbury Master Plan: 10+ Year Plan

## Activity and Growth

- 01 Prestige Office Sites
- 02 Innovation - Technology Park
- 03 Rainbow Centre Improvements
- 04 Multi-Use Recreation & Conference Complex / Hotel
- 05 Mixed-Use Infill Opportunity Site \*
- 06 Place des Arts (location TBD)
- 06 N'Swakamok Friendship Centre Upgrade / Expansion
- 07 Downtown Art Gallery (location TBD)
- 08 City of Sudbury Visitor Centre
- 09 Farmers' Market
- 10 Laurentian School of Architecture
- 11 Expansion of College Presence \*
- 12 Contemporary Central Library (location TBD)
- 13 Residential Incentive Program \*
- 14 Mixed-use Infill Opportunity Sites \*
- 15 Residential Opportunity Sites \*

## Access and Connections

- 16 Larch Street Extension
- 17 Expansion of Cycle Network
- 18 Riverside Pedestrian Tunnel Upgrade
- 19 Nelson Bridge Upgrade
- 20 Cedar Street Pedestrian Bridge
- 21 Ste. Anne Extension and Cycle Route
- 22 Grey Street Pedestrian Connection
- 23 Beech Street Mews
- 24 Van Horne Street Realignment
- 25 West District Parkade
- 26 South District Parkade
- 27 Central District Parkade
- 28 Transit Terminal Relocation
- 29 District Energy Expansion \*
- 30 Laneway Upgrade Strategy \*

## Beauty and Pride

- 31 Elm Street Rebuild
- 32 Paris Street Beautification
- 33 Durham Street Upgrade / Shared Street
- 34 Brady Street Calming
- 35 Elgin Greenway
- 36 Memorial Park Expansion
- 37 Tom Davies Square Upgrade
- 38 Minto Civic Corridor / Shared Street
- 39 Station Plaza
- 40 Brady Green Stair
- 41 Parc des Pins
- 42 Downtown Greening Strategy \*
- 43 Inno-Tech Common
- 44 Gateway Treatment
- 45 Carleton Street Park
- 46 Larch Street Plaza
- 47 Nelson Street Park
- 48 Monck Community Park
- 49 Public Art Strategy \*
- 50 Heritage Strategy \*
- 51 Historic Downtown Core Preservation \*
- 52 Celebrate the Creek Water Features \*
- 34 GOING DOWNTOWN GROWING DOWNTOWN



### legend

- \* downtown-wide initiative (not mapped)
- study area
- teal square office
- orange square residential
- blue square mixed use
- light blue square parking structure
- purple square cultural and institutional
- dark purple square hotel
- green square open spaces
- yellow square plazas
- grid pattern special street treatment
- vertical lines key pedestrian crossings
- yellow dashed line railyard relocation opportunity
- blue circle celebrate the creek water feature
- red square potential public art location

**Note:** Locations of new facilities are indicative only and will be subject to individual site determination.

\*Mixed Use\* may include a mix of commercial, cultural, residential, institutional, employment, retail and community uses.



NOTRE DAME AVE

STE ANNE RD

ELM ST

CEDAR ST

LARCH ST

BRADY ST

VAN HORNE

PARIS ST

WORTHINGTON CRES

17

23

41

03

31

01

44

49

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section 4

# The Strategy





Edge  
Energy  
Excitement  
Engine  
Creativity  
Beauty  
Pride

**Downtown**

# The Strategy for Downtown Sudbury

To create a strategy out of a long list of big, medium and small actions, the strategy clusters the various proposed initiatives around three central directives that will drive change across the Downtown over the next ten years:



## Activity and Growth

**How do we make a Downtown that has the activity, excitement and market potential so that it becomes a destination for the city and the region and the true Centre of the North?**



## Access and Connectivity

**How do we best connect the Downtown to its surrounding areas, the Greater Sudbury region, and to the rest of Ontario, so that it can become an accessible centre for all?**



## Beauty and Pride

**How do we best represent the unique character and landscape of the region in the Downtown to create an attractive, beautiful, engaging sense of place that is unique to Downtown Sudbury?**

The following sections present the Strategy for Downtown Sudbury, detailing the mix of small, medium and large initiatives required to realize the potential of these three directives.