

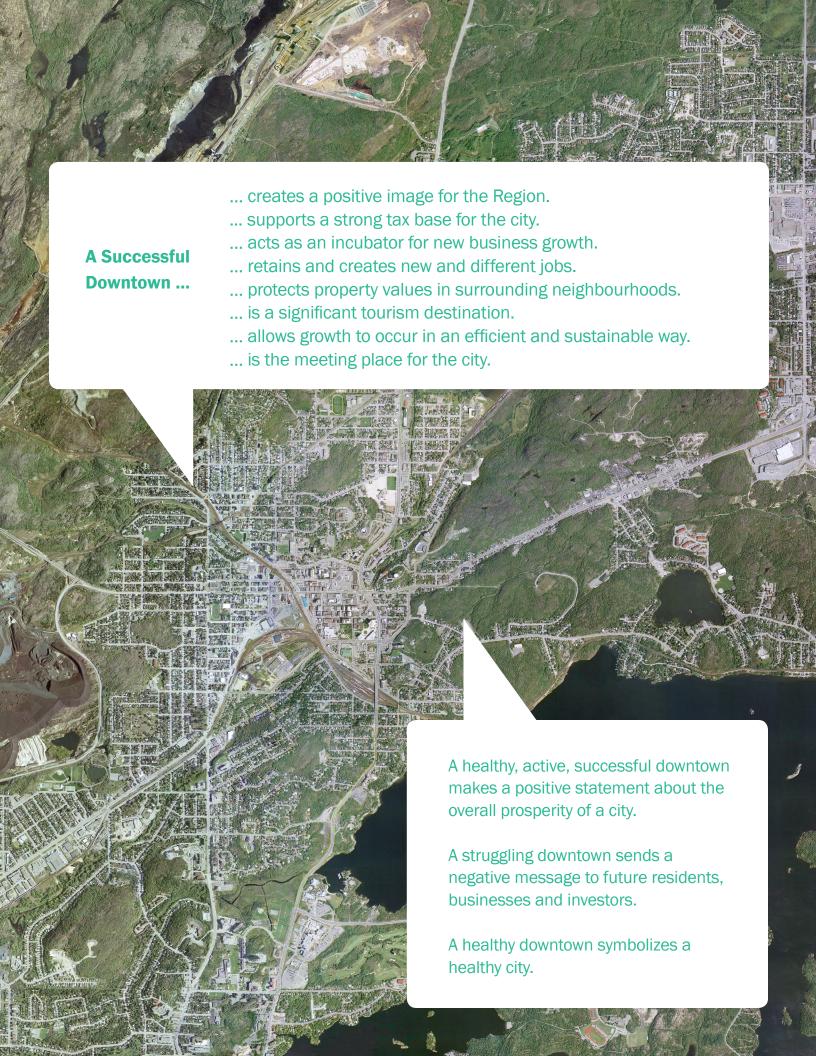
Downtown Matters!

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 positive 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 '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.





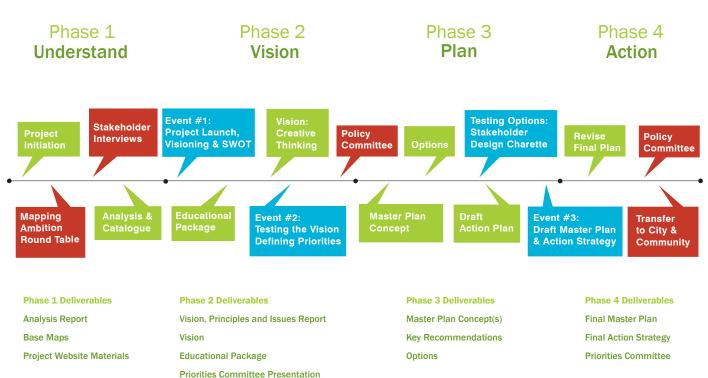
The Master Plan Process

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).



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.









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.





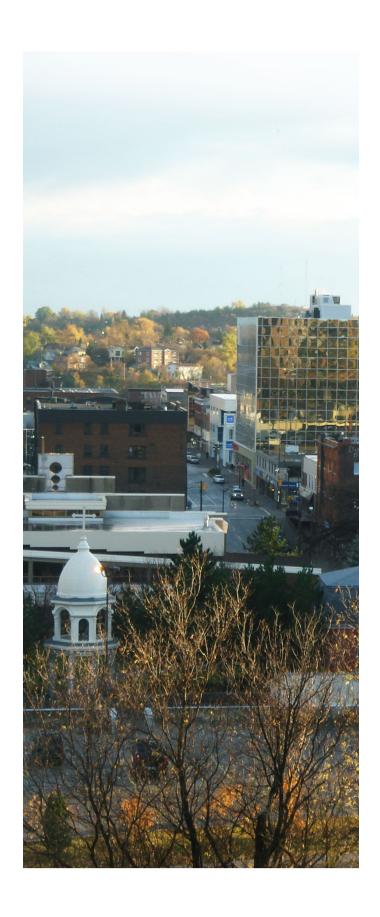
A Vision for **Downtown Sudbury**

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 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 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 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 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 art, film, literature 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 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 and new investment. 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. Directives include:

- > Activity and Growth
- > Access and Connectivity
- > Beauty and Pride

Activity and Growth: Create a Downtown that is a Destination for the City and the Region

The City of Greater Sudbury is already the largest and, arguably, the most influential city in Northern Ontario. As Sudbury's economy continues to evolve and its cultural offer develops further, the Downtown will play an increasingly important role in providing the place for that continued economic and cultural growth. The success of the downtown will be fundamental in helping the community cement its role as the economic and cultural 'Centre of the North'. The strategy for creating a Downtown that is a destination for the City and the Region is supported by the following objectives:

Grow Employment in the Downtown

Create Destination Attractions in the Downtown

Make the Downtown a Centre for Learning

Make the Downtown a Centre for Living



Access & Connectivity:

A Downtown that is the Heart of Greater Sudbury

Downtown must be strongly connected to the rest of the city and accessible to all. It should be easy to get to and easy to get around in. The connections to the rest of the urban area required are both local, in terms of the vehicular, pedestrian and cycle links to surrounding neighbourhoods, and regional, in terms of road, rail and transit connections to surrounding communities and economic centres.

The strategy for creating a more connected and integrated Downtown for Sudbury is supported by the following objectives:

Connect Downtown into local neighbourhood and the Greater Sudbury network

Create a more flexible, yet fully connected Downtown street network

Invest in the infrastructure necessary to support the growth of Downtown



Beauty and Pride:

Create a Beautiful
Downtown that Celebrates
the Spirit of Sudbury

Downtown can become a place of pride for all of Greater Sudbury, a place of beauty and excitement that raises the heart and spirit of the entire community. Many wonderful elements are already in place that hint at the rich history of the Downtown. These elements need to be brought forward in a bolder statement of beauty and northern identity. Much can be done with design and materials, in landscape and streetscape, in placemaking and in preservation. The strategy for creating a beautiful Downtown that celebrates Greater Sudbury is supported by the following objectives:

Rediscover Main Streets as Settings for Investment

Create Green Downtown Destinations

Create Smaller Moments of Beauty and Surprise

Reflect the Sudbury Story



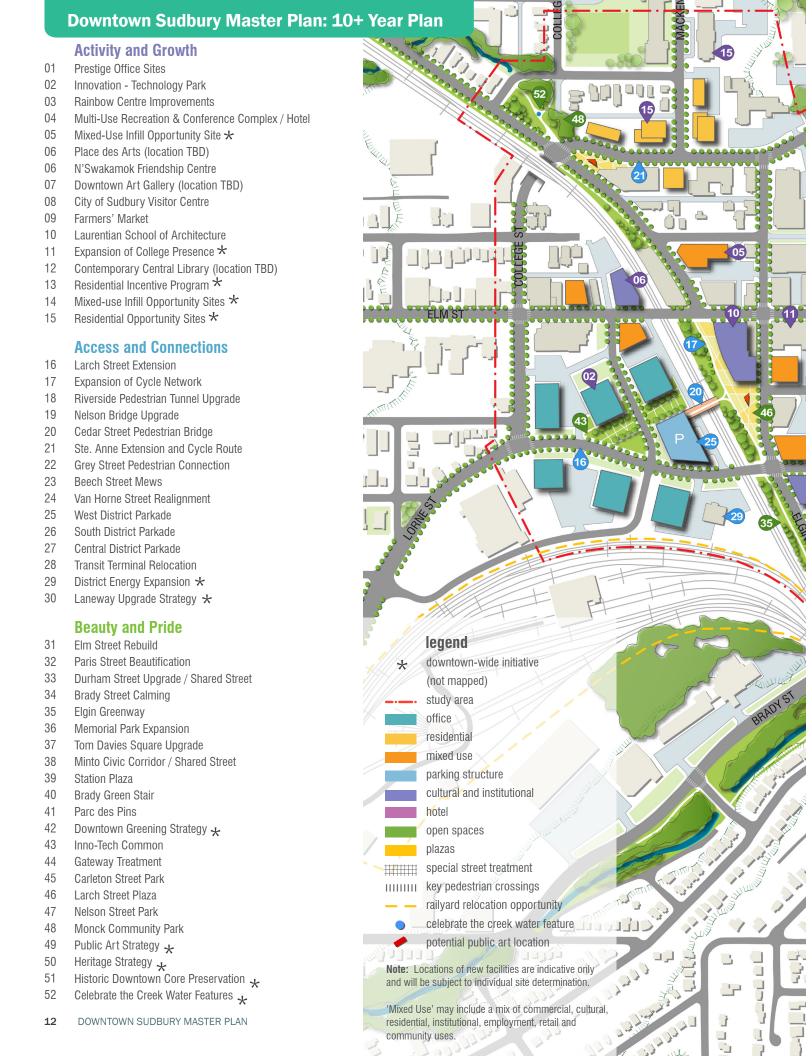
An upgraded and redesigned Tom Davies Square has been transformed into a more diverse, inviting and animated civic space. It is a civic square that can be used all year round.



Paris Street has been transformed into a grand green boulevard, creating an impressive and positive first impression of Downtown Sudbury for residents and visitors alike.



New life is brought to Elgin Street through well-designed infill developments, streetscaping and an elegant, lushly planted greenway and multi-use path.





The Action Strategy

The Vision presented in the Master Plan anticipates incremental, long term change across much of the Downtown. Some changes can occur almost immediately, while other changes will take longer. This section presents the Action Strategy that will move the Master Plan from conceptual plan to reality and should be used to guide the City and its partners to set priorities and allocate budgets.

Building Momentum: Year 1 Actions

The following offers a list of twenty actions that should be undertaken by the City and its partners within the first 12 months of Master Plan Implementation. The actions will ensure that momentum is carried forward and a solid foundation for future change is established.

- City Council should endorse the Master Plan and Action Strategy, prepared in consultation with the community, and implement Year 1 Action Items as outlined in this section.
- City Staff should prepare an Implementation Plan for City
 Council's consideration. This Implementation Plan would
 focus on the City of Greater Sudbury's downtown revitalization
 priorities over the next ten years and be brought forward before
 the next municipal budget.
- City Council should consider and approve the Implementation Plan, referring approved projects to relevant departments for inclusion in their ten-year capital planning processes.
- 4. The City and community should explore the creation of a Downtown Master Plan Implementation Team with the mandate to maintain, build momentum and bring forward priority initiatives identified in this plan. This team would consist of project stakeholders, city representatives and community.
- 5. The City should consider all relevant policy recommendations emanating from this plan in the 5 year review of its Official Plan. It should also consider all relevant updates to the City's Zoning By-law and Downtown Community Improvement Plan.

Activity and Growth

- The City and Greater Sudbury Development Corporation should begin to explore the opportunities and constraints associated with the Inno-Tech and Multi-use meeting projects.
- The City, GSDC, Downtown Sudbury BIA and DVDC, and others should begin to implement the recommended Retail Strategy.

- Continue to support the Places des Arts project partners as they finalize their functional program and feasibility study.
- The Art Gallery of Sudbury will continue to implement its plans to open the new Franklin Carmichael Art Gallery Downtown.
- 10. The City should continue to work with the Market Square Renewal Advisory Panel to formulate a plan to create a strong downtown market. The City should begin the work necessary to see the market open for the 2013 season.
- Laurentian University should continue to work with the City and its partners to design and initiate construction of the Laurentian School of Architecture.
- 12. The City should continue discussions with Cambrian College about how it can help Cambrian grow its downtown presence.
- The Greater Sudbury Public Library Board should explore the viability of building a new Central Library Downtown.
- 14. The City, Laurentian University, Downtown Sudbury BIA and the DVDC should meet with current and future residential property owners to discuss housing opportunities in the Downtown. The City and Greater Sudbury Development Corporation should examine opportunities to create a residential incentive package for the Downtown, including liaising with other municipalities who have successfully implemented these types of programs, such as Saskatoon, Winnipeg and Regina, amongst others.
- 15. The Synergy Centre project proponents should undertake an operational and feasibility study.

Access and Connectivity

- 16. The City should continue its discussions with CP around the Larch Street Extension, Elgin Greenway, Riverside Pedestrian Underpass, Nelson Street Bridge, Cedar Street Pedestrian Bridge and Station Plaza projects.
- 17. The City should consider this plan in the Transportation Background Study update, currently underway. As part of this process, the City, Rainbow Routes, Sustainable Mobility Advisory Panel and Sudbury Cyclists Union should explore immediate actions, such as the painting of sharrows, to improve on-street cycling infrastructure, where appropriate.

- 18. The City should make one municipal parking facility available for overnight parking to support residential growth and test market interest in structured parking solutions for Downtown.
- 19. The City should work with the Downtown Sudbury Business Improvement Area and Downtown Village Development Corporation to develop a phased, multi-year capital plan to upgrade all downtown streetlights.
- 20. The City should consider this plan in the Water Wastewater Master Plan for the City of Greater Sudbury to ensure that there is adequate capacity to serve future growth.

Beauty and Pride

21. The City, Downtown Sudbury BIA and DVDC should implement the Elm Street Parking Pilot.

- 22. The City should begin the calming of Brady Street, with pedestrian improvements at the intersection of Brady and Minto Street including the installation of zebra stripes and pedestrian countdown timers.
- 23. The City, Rainbow Routes, Downtown Sudbury BIA and the DVDC should begin to take the steps necessary to achieve a design and implementation plan for the Elgin Greenway.
- 25. The City and Heritage Advisory Panel should consider the existing and potential properties with cultural heritage value or interest identified in this plan as part of their mandates.
- The City should prepare the necessary information to administer a design competition for Tom Davies Square and Memorial Park.

Phasing: A Ten Year Vision

The Ten Year Master Plan presented below highlights the more immediate opportunities for revitalizing Downtown Sudbury. These selected projects are considered to be catalytic interventions that have the capacity of bringing significant spin-off benefits across the Downtown. Realizing these interventions sets the foundation for the achievement of the longer-term Vision, as presented in Section 3. It is anticipated that improvements could be implemented as presented below, although the exact order of implementation will be dependent on availability of funding, private sector partners, technical requirements and community priorities.

Short Term (1 to 5 years)

- Elgin Greenway
- · Tom Davies Square Retrofit
- Franklin Carmichael Art Gallery
- Paris Street planting
- · Elm Street calming (landscape and on-street parking)
- · Laurentian School of Architecture
- N'Swakamok Native Friendship Centre Retrofit
- Place des Arts
- CP at-grade rail crossing (discussions)
- · Larch Street Plaza
- · West District Parkade & Cedar Street pedestrian bridge
- Nelson Street Bridge retrofit/security upgrade
- Security upgrade/lighting Bridge of Nations Underpass
- Farmers' Market Relocation / Station Plaza
- · Strategy development public art, heritage, retail
- · Residential incentive program
- Riverside Pedestrian Tunnel Upgrade
- Carleton Street Park
- Minto Civic Corridor (phase 1)

Medium Term (6 to 10 years)

- · Durham Shared Street
- · Larch Street Extension (West) and Rail Crossing
- South District Parkade
- Ste. Anne extension with cycle route
- · Memorial Park expansion
- · Brady Green Stair
- Grey Street Pedestrian Connection
- Larch Street Plaza (at Elgin)
- Nelson Street Park (south of bridge)
- Central Library
- · Multi-Use Meeting/Conference Facility

On-going (anytime)

- · Prestige Office Growth
- · Downtown planting program
- · Expansion of college presence
- Laneway Upgrade
- Rainbow Centre retrofit (Elm Street frontage)
- · On-going residential infill
- Expansion of cycle network
- · Gateway features installations

Downtown Sudbury Master Plan: 10 Year Plan Activity and Growth Prestige Office Sites 01 03 Rainbow Centre Improvements 04 Sudbury Arena Improvements 05 Mixed-Use Infill Opportunity Site * 06 Place des Arts (location TBD) 06 N'Swakamok Friendship Centre 07 Downtown Art Gallery (location TBD) 09 Farmers' Market Laurentian School of Architecture 10 11 Expansion of College Presence * Contemporary Central Library (location TBD) 12 Residential Incentive Programme * 13 Mixed-use Infill Opportunity Sites 14 15 Residential Opportunity Sites * **Access and Connections** 16 Larch Street Extension (West) **Expansion of Cycle Network** 17 Riverside Pedestrian Tunnel Upgrade 18 19 Nelson Street Bridge Upgrade 20 Cedar Street Pedestrian Bridge Ste. Anne Extension and Cycle Route 21 22 Grey Street Pedestrian Connection 23 **Beech Street Mews** 24 Van Horne Street Realignment 25 West District Parkade 26 South District Parkade 28 Transit Terminal Relocation District Energy Expansion * 29 30 Laneway Upgrade Strategy * **Beauty and Pride** Elm Street Rebuild (planting and on-street parking) 31 32 Paris Street Beautification legend 33 **Durham Street Upgrade** downtown-wide initiative 34 **Brady Street Calming** (not mapped) 35 Elgin Greenway study area 36 Memorial Park Expansion 37 Tom Davies Square Upgrade office 38 Minto Civic Corridor (Larch to Brady) residential 40 Brady Green Stair mixed use Downtown Greening Strategy * 42 parking structure 44 Carleton Street Park cultural and institutional 45 **Gateway Treatment** hotel Larch Street Plaza 46 open spaces Nelson Street Park 47 49 Public Art Strategy * plazas 50 Heritage Strategy * special street treatment Historic Downtown Core Preservation * 51 key pedestrian crossings 52 Celebrate the Creek Water Features * railyard relocation opportunity celebrate the creek water feature 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.



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