



MVH Urban Planning
& Design Inc.

A watercolor illustration of a vibrant downtown street scene. The scene is filled with people walking, shopping, and socializing. There are colorful buildings, trees, and a mix of architectural styles. The overall atmosphere is lively and urban.

NEXT GENERATION

Great Small Downtowns

Michael von Hausen

President, MVH Urban Planning & Design Inc.,

Adjunct Professor SFU



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LEARNING FROM NEW MAIN STREETS:

Dynamic Pedestrian Magnets

Mixing It Up and
Creating Great
Sustainable
Community Hearts





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IT'S ALL ABOUT...

Place-Making!

People walk longer if they are walking in a stimulating and interactive environment.





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ELEMENTS AND PRINCIPLES:

Bring Life Back to our Cores

**NEED TO CHANGE THE RULES:
This sidewalk breaks
every rule in the book!!**





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Eight Common Elements



1

Main Street Focus



2

Pedestrian Orientation



3

Fun Orientation



4

Mixed Uses



5

Diverse Architecture



6

Big Box Support



7

Central Common Park



8

Place Branding



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COMMON ELEMENTS:

1. Main Street Focus



Rich streetscape in a contained space
with angled parking and narrowed street.



Diverse buildings



Historical references



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COMMON ELEMENTS:

2. Pedestrian Orientation



Central safe place to relax & recreate



The Stroll wide
sidewalks for all



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COMMON ELEMENTS:

3. Fun Orientation



Extension of activities into sidewalk



Family fun in the plaza



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COMMON ELEMENTS:

4. Commercial Uses



Rich and varied buildings, wide pedestrian sidewalks, architectural features as well as retail choice.



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COMMON ELEMENTS:

5. Diverse Architectures



Disney Chateaux!



Colonial & Modern



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COMMON ELEMENTS:

6. Big to Medium Box Support



On the Outside Edge



Built in Big Box



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COMMON ELEMENTS:

7. Central Common/Park Space



Sunken Overlook



Detached Edges



Isolated Centre Green



Terminus Plaza



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COMMON ELEMENTS:

8. Special Place Branding



Branded Banners



Branded Gateway Signage (Disney?)



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Eight *Contrasting* Elements



1

Dynamic Mixed Use



2

Streetscape Richness



3

Central Common Design



4

Free Guest Services



5

Parking Structure



6

Sustainability & Education



7

Special Affects



8

Four Season Design



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CONTRASTING ELEMENTS:

1. Dynamic Mixed Use



MULTI-USE

More Dynamic

Residential above retail, with 5 storey significant form and density (2 stories of parking)



SINGLE-USE

Less Dynamic

Single use retail with only 1 storey



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CONTRASTING ELEMENTS:

2. Streetscape Richness



LOTS OF VARIETY & PATTERNS

More Rich

CROCKER PARK: Lush multi-layer street landscaping with a variety of paving patterns, colours, and finishes



LIMITED VARIETY & PATTERNS

Less Rich

BELMAR: Less rich landscaping principally at street edge with little or no variety of sidewalk paving patterns, colours, and finishes



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CONTRASTING ELEMENTS:

3. Central Common Design



BAYSHORE:
Central formal green common area with central stage



CROCKER PARK:
Central median linear park with programmed elements



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CONTRASTING ELEMENTS:

4. FREE Guest Services



Cultural Activities



Wireless Internet



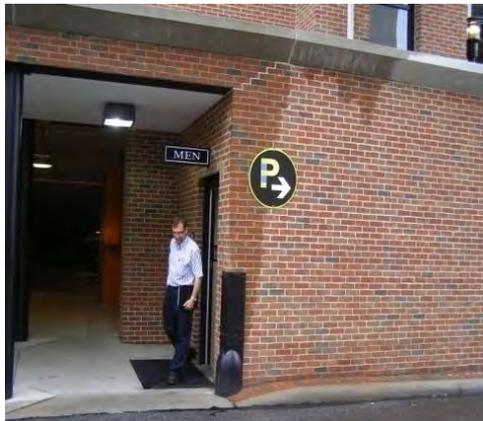
Outdoor Music



Info Kiosk



Visitor Information



Public Washrooms



Free Parking



Special Activities



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CONTRASTING ELEMENTS:

5. Parking Structure



Affordable street parking for "Charity"



parking in mid building



Retail on ground level and parking above



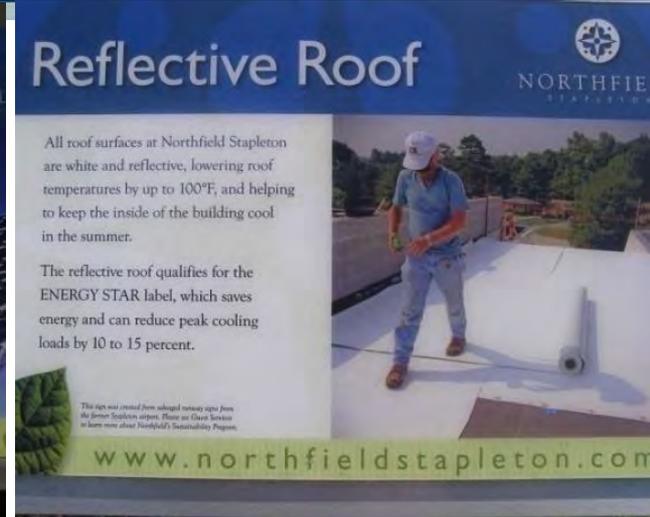
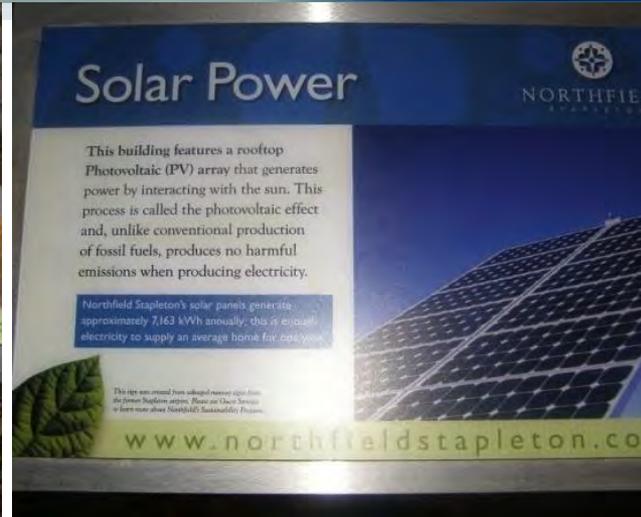
Separate structure



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CONTRASTING ELEMENTS:

6. Sustainability Education



- Water
- Solar
- Green Building
- Wind
- Water





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CONTRASTING ELEMENTS: 7. Special Affects



Lighting and Public Art



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CONTRASTING ELEMENTS:

8. Four Season Design



Summer/Winter Fire Pits



Fire pits to gather, chat & warm-up



Weather protection and refuge



Plaza converts to skating rink in winter



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APPLYING THE DESIGN PRINCIPLES City of COURTENAY



- Pedestrian First
- Place Specific
- Shop Local
- Event Central
- Mixing It Up
- Vacancy No More
- Sticky Places
- Transit Connected
- A Place for Everyone
- Commitment to Action