

# Creating a **Destination** + The economic benefits of place-based design

...and Experiences from the Downtown Cobourg Master Plan 2016



Ontario East Municipal Conference  
September 15, 2016

*Photo credit Garrett Elliott*



# PRESENTATION OVERVIEW

Introduction

Principles

Market Components

Design Criteria

Implement + Manage  
(Downtown Cobourg  
experience)

Ontario East Municipal Conference  
September 15, 2016

*Photo credit Garrett Elliott*



Destination

**What is it?**



**Destination :** [www.placepartners.com.au](http://www.placepartners.com.au)

*“the **place** to which a person or thing travels or is sent.....an **attraction or event** that people are willing to travel a long distance to get to, either because it is **very good or distinctive** or because it is located in a popular and interesting place*

*Vitoria, Spain*



# An important concept for city-building?

*creating destination places involves a view that all places are designed to be **socially, economically, and physically applicable** to all users – and combines placemaking and economic strategies to **create quality places** that are **resilient and enduring**.*

# Place-based design

**What is it?**



# The Principles : change happens



enabling

life + people

urban design

activity

embraces

empower

events + activity

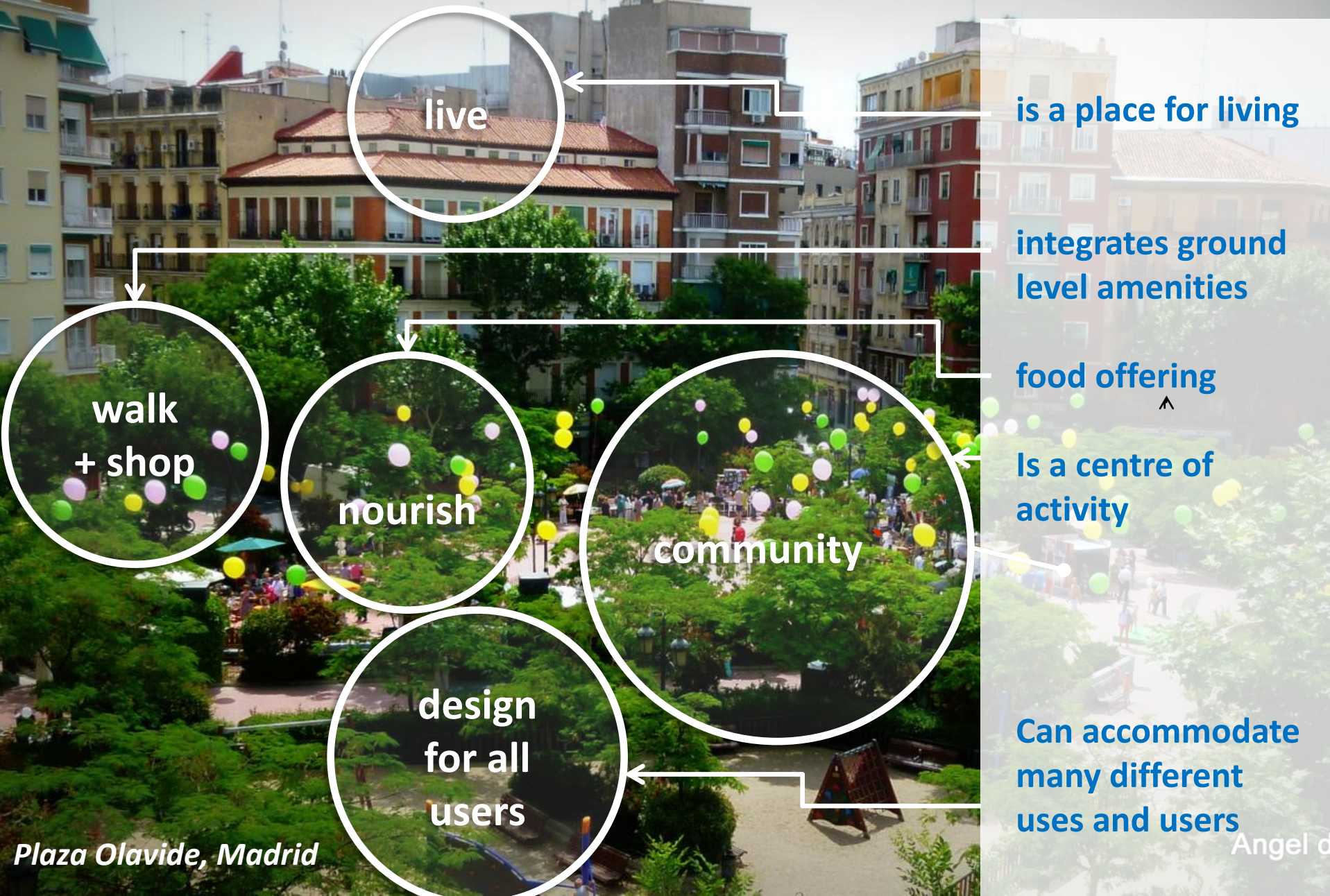
*Distillery District, Toronto*

Place-based design

Principles?



# The Principles : All elements benefit the whole





# The Principles: benefits of place-based design

**‘complete is attractive’** people need things to do, be active + not be active, move + access, relax + work.....to linger



*Streetscape, Quebec City*



# The Principles: benefits of place-based design

**‘enabling’** and empowers those of all ages to interact and be in a place



*St. Lawrence Neighbourhood, Toronto*



# The Principles: benefits of place-based design



**‘empowering’** attracts and inspires people to stay a while, spend time, to feel welcome..



# The Principles: benefits of place-based design

**‘quality’** right scale, portion, and ‘look and feel’, make  
comfortable enduring places

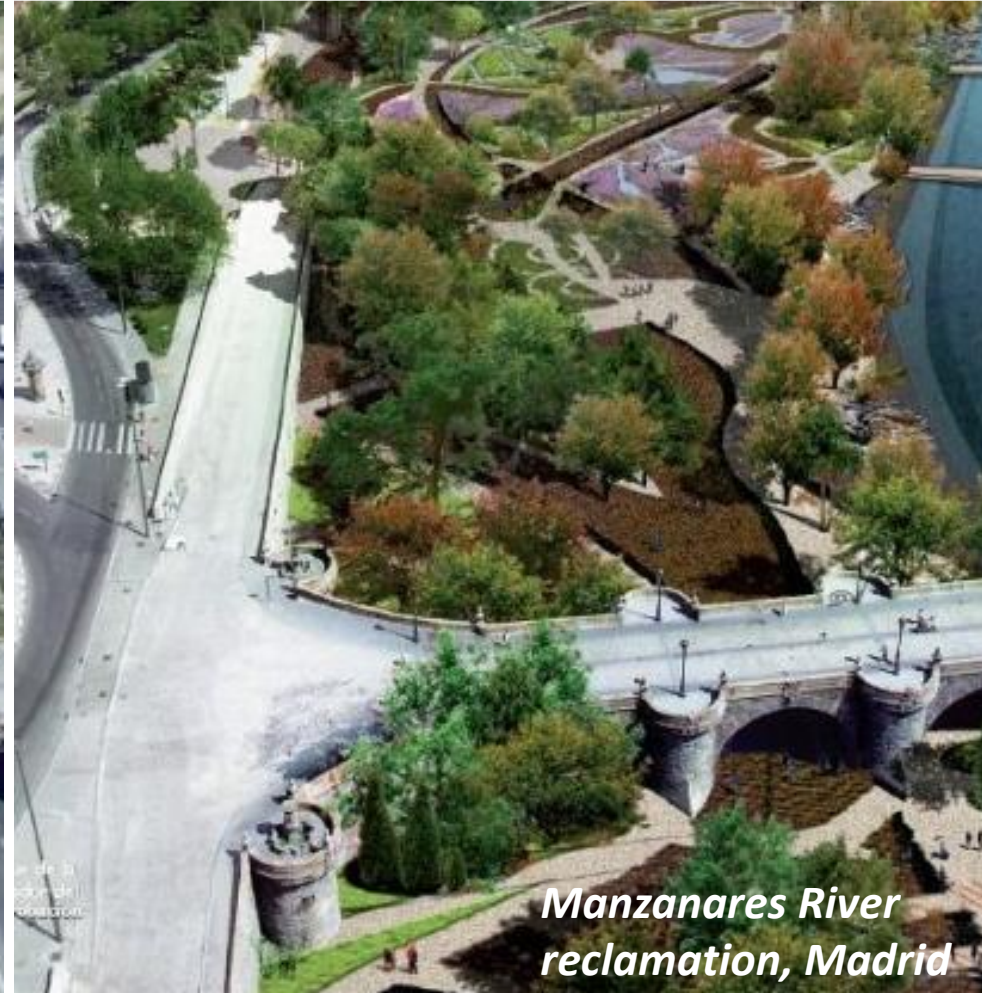


*Downtown, Cobourg*



# The Principles: benefits of place-based design

**“transformative”** attracts and inspires to participation, development, and enhancement

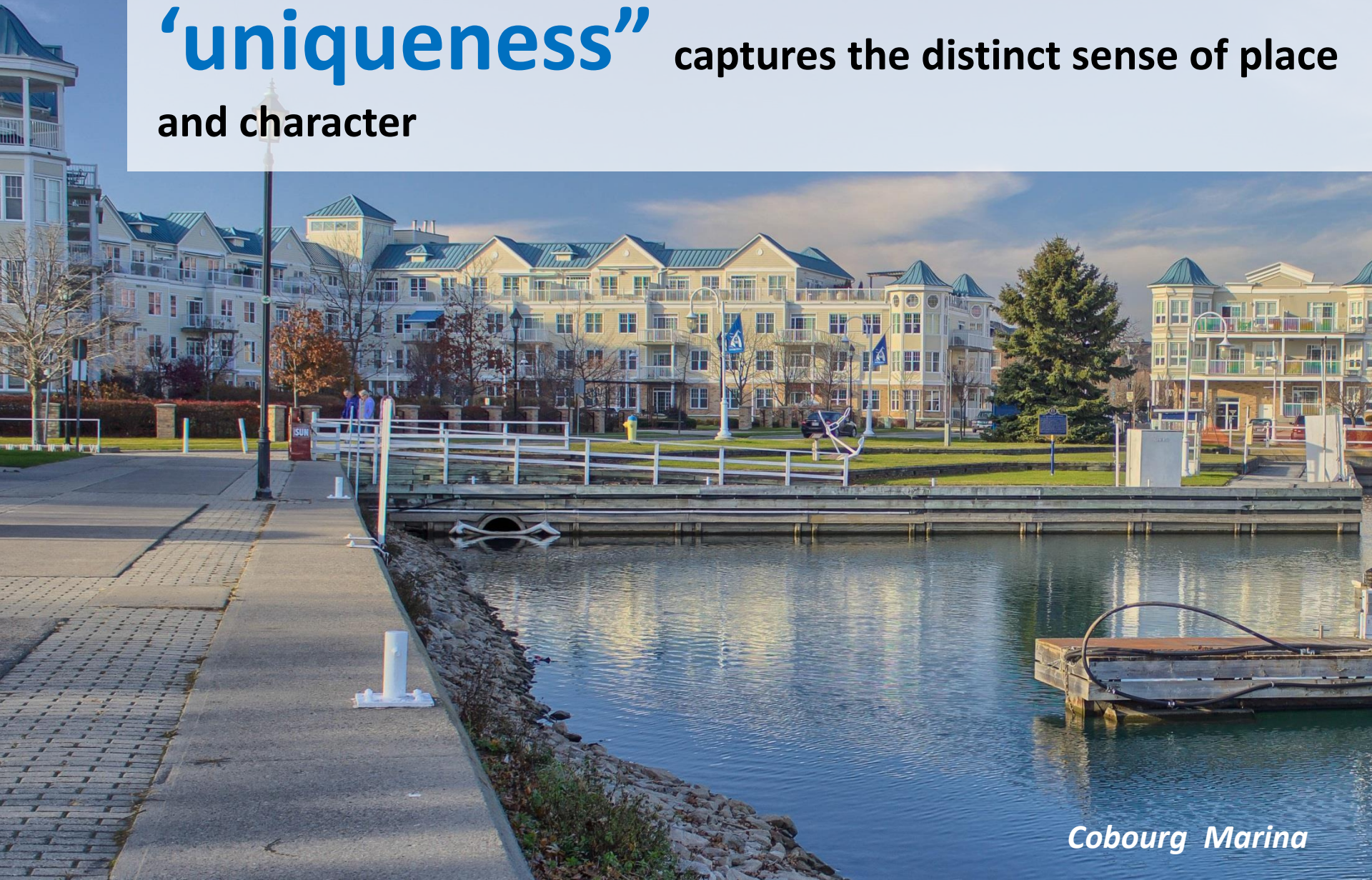


*Manzanares River  
reclamation, Madrid*



# The Principles: benefits of place-based design

**‘uniqueness’** captures the distinct sense of place and character



*Cobourg Marina*



# The Principles: benefits of place-based design

**‘public’** includes a variety of public uses and amenities and spaces for living and working...



*Downtown Brantford*



# The Principles: benefits of place-based design

**‘sense of place’** includes a human-scaled built environment, social fabric, memorable identity, interest ...



*Market Street, Toronto*

Place-based design

Market  
Components?



# The Market : benefits of place-based design

**“bold long-term view”** change is good  
and brings in new products and services and creates spin-offs



*Rotary Waterfront Park, Downtown Cobourg*



# The Market : benefits of place-based design

**“mix of uses”** doesn't have to be too compact or busy but a mix of uses can include office, retail, housing, cultural/entertainment, hotels that can all use the same site/building – ‘a destination’



*Market Square, Port Credit*



# The Market : benefits of place-based design

**“housing”** housing and residents are critical to the local market, businesses, greater tax revenue, project viability



*Downtown Cobourg*



# The Market : benefits of place-based design

**“Guggenheim effect”** acts as a ‘magnet’, encourages more development/services, and increases property values.....



*Guggenheim Museum, Bilbao, Spain*



# The Market : benefits of place-based design

**“local business”** supports small-scale, quality goods, shared ownership, increase economic activity



*Cobourg Marina*



# The Market : benefits of place-based design

**“local business”** improving the pedestrian realm on main streets can result in public and private benefits.....more dollars spent along great streets.....



*Gastown, Vancouver*



# The Market : benefits of place-based design

**“future-proofing”** the future is expensive....the more we can maximize the efficiency of the places we create the more resilient we will be....

*Ryerson University Business Incubator, Toronto*



# The Market : benefits of place-based design

**“cultural+entertainment”** create spaces that are open to other uses to bring people together and encourage a diversity of activities....

*Outdoor Cinema, Springer Market Square, Kingston*





Place-based design

Design  
Criteria?



# The Criteria : benefits of place-based design

**“9-11 design”** design for different users, times of year, weekdays, weekends, activities, functions.....



*Dundas Square Concept,  
London, On*



# The Criteria : benefits of place-based design

**“inspire”** based on a vision big or small if you create a beautiful image others will want it too.....

*Bathurst Park Deck Concept*





# The Criteria : benefits of place-based design

**“existing assets”** enhance, consider,  
and integrate existing site elements.....



*Rendering produced by Public Work*



# The Criteria : benefits of place-based design

**“multi-functional”** streets, sidewalks, private/public open space, and built form add to the quality of the place.....



*Dundas Place Rendering  
(Dillon Consulting),  
London*

*Dundas Square Concept,  
London, On*



# The Criteria : benefits of place-based design

**“8-80”** design for kids, moms with babies, teenagers, adults, seniors.....



*Millennium Park, Chicago*



# The Criteria : benefits of place-based design

**“reinforce a distinct identity”**

place-specific qualities...intangibles, colours, smells, feelings...  
can come before high architecture.....



*Kensington Market, Toronto*



# The Criteria : benefits of place-based design

**“make it easy for everyone”**

compactness, intimate, human-scale, inviting creates a welcoming and visually appealing environment.....

*Gastown, Vancouver*





Place-based design

implement +  
manage?



# DOWNTOWN COBOURG MASTER PLAN





# Downtown Cobourg Master Plan: The Vision



## Principles

1-Historic character

2-Quality built form+ public realm

3-Diversity

4-Strengthen existing neighbourhoods

5-Enhanced Waterfront

6-Vibrant and Creative Downtown



# Critical Components: Downtown Cobourg Master Plan



**boldness**

**develop ideas +  
vision**

**testing**

**creative**

**support**

**events + activity**

*Rendering of Downtown Cobourg*



# Critical Components: plan for transformation

**“boldness”** people are used to change now more than ever....



*Victoria Square Redevelopment Concept, Cobourg*



# Critical Components: pop-up public realm

**“take risks”** test the waters first if possible  
...temporary, prototyping, mobile, food trucks etc...



*Time Square redevelopment  
(Gehl Architects), New York*



# Critical Components: vision and brand

**“inspire”** create a vision with stakeholders to work through the possibilities and ideas ....



*King Street Streetscape rendering  
(Downtown Cobourg Master Plan)*



# Critical Components: pop-up public realm

**“take action”** have a conversation with the community .....kids, teenagers, seniors, adults....make it fun!



*Dundas Place Flexible Street Redesign Project, London*



# Critical Components: plan for transformation

**“create”** interesting places come from creativity but must be viable and applicable....



*King Street Gateway Rendering  
(Downtown Cobourg Master Plan)*



# Critical Components: public support

**“support”**

provide incentives and support  
innovation, public realm projects, development, with Council  
support....

*Rendering of Victoria Square  
Redevelopment (Downtown Cobourg  
Master Plan)*



# Critical Components: encourage play

**“activate”** provide opportunities for street life, gathering, social spaces, play.....



*Kensington Market, Toronto*



Town of Cobourg

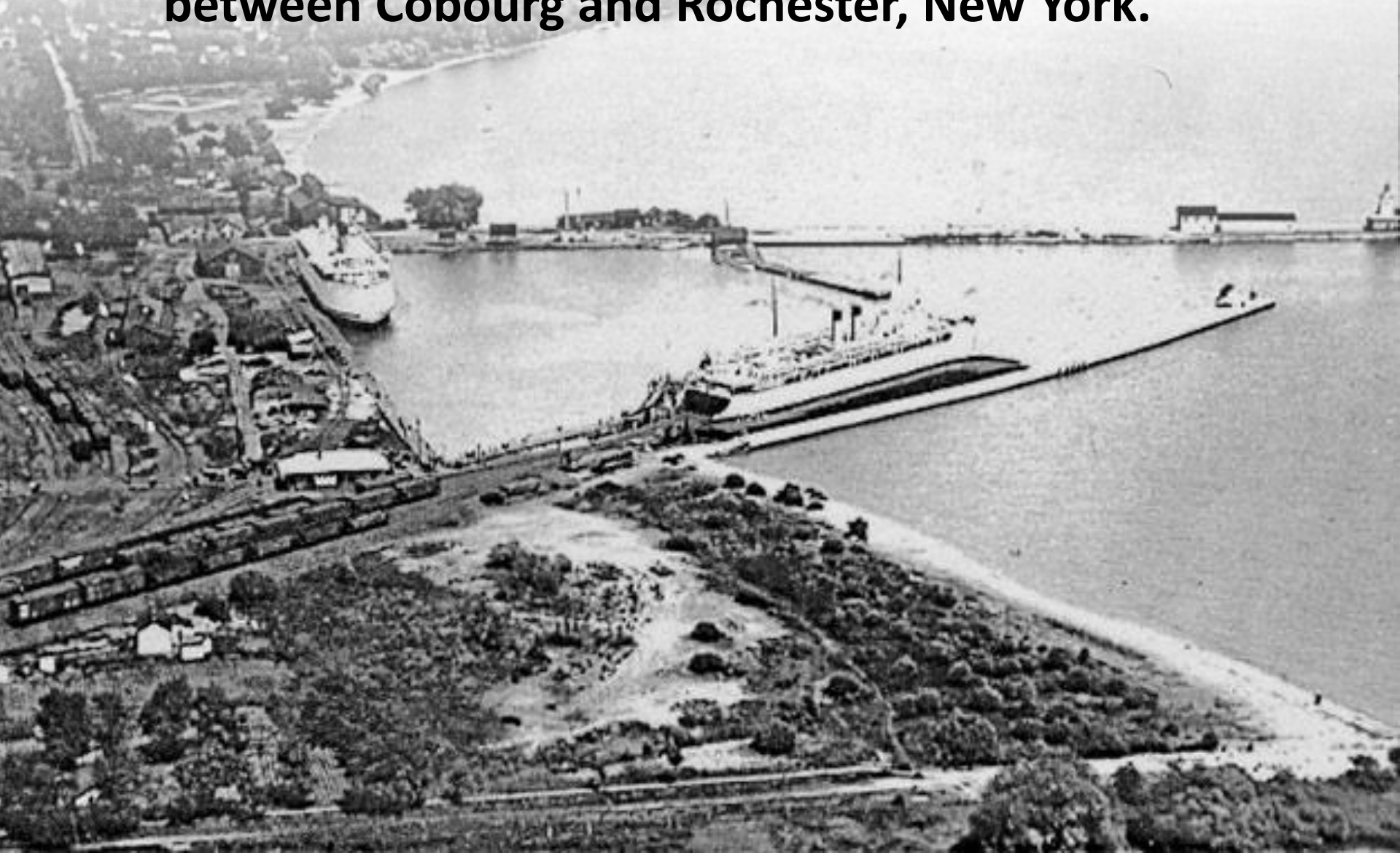
Past +

Present Initiatives



# Past + Present Initiatives : Cobourg's early days

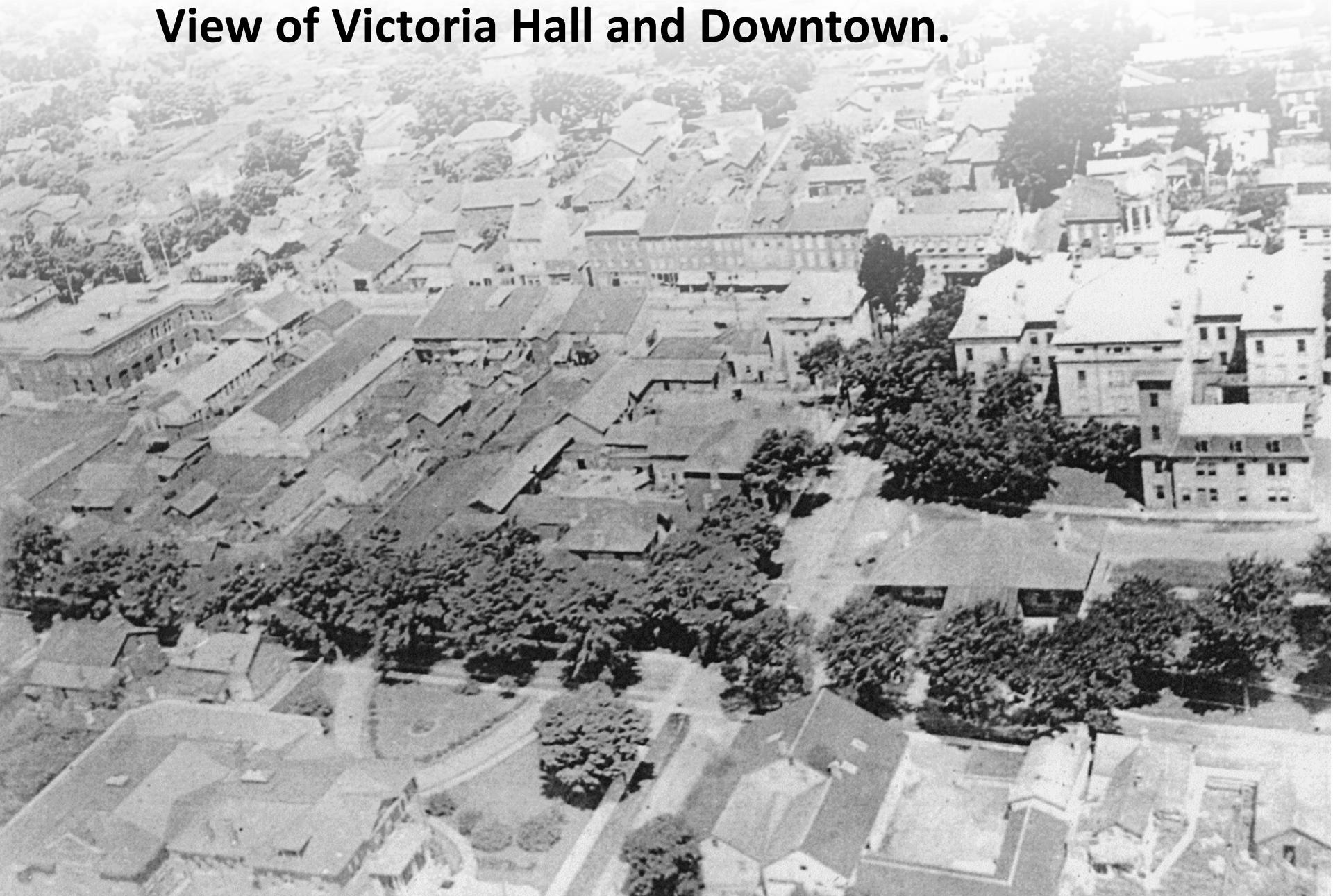
**1904 daily steam ferry service was introduced between Cobourg and Rochester, New York.**





# Past + Present Initiatives : Cobourg's early days

**View of Victoria Hall and Downtown.**





# Past + Present Initiatives : Cobourg today

**Today Cobourg's harbour is almost universally declared to be one of the finest small-craft harbours on Lake Ontario.**





# Past + Present Initiatives : Waterfront

## Cobourg Beach and Connectivity with the Downtown





# Past + Present Initiatives : Waterfront

**Marina and Trailer Park Development took place 1989 and 1992**





# Past + Present Initiatives : Waterfront

**Encouraging residential development Downtown**





# Past + Present Initiatives : Waterfront

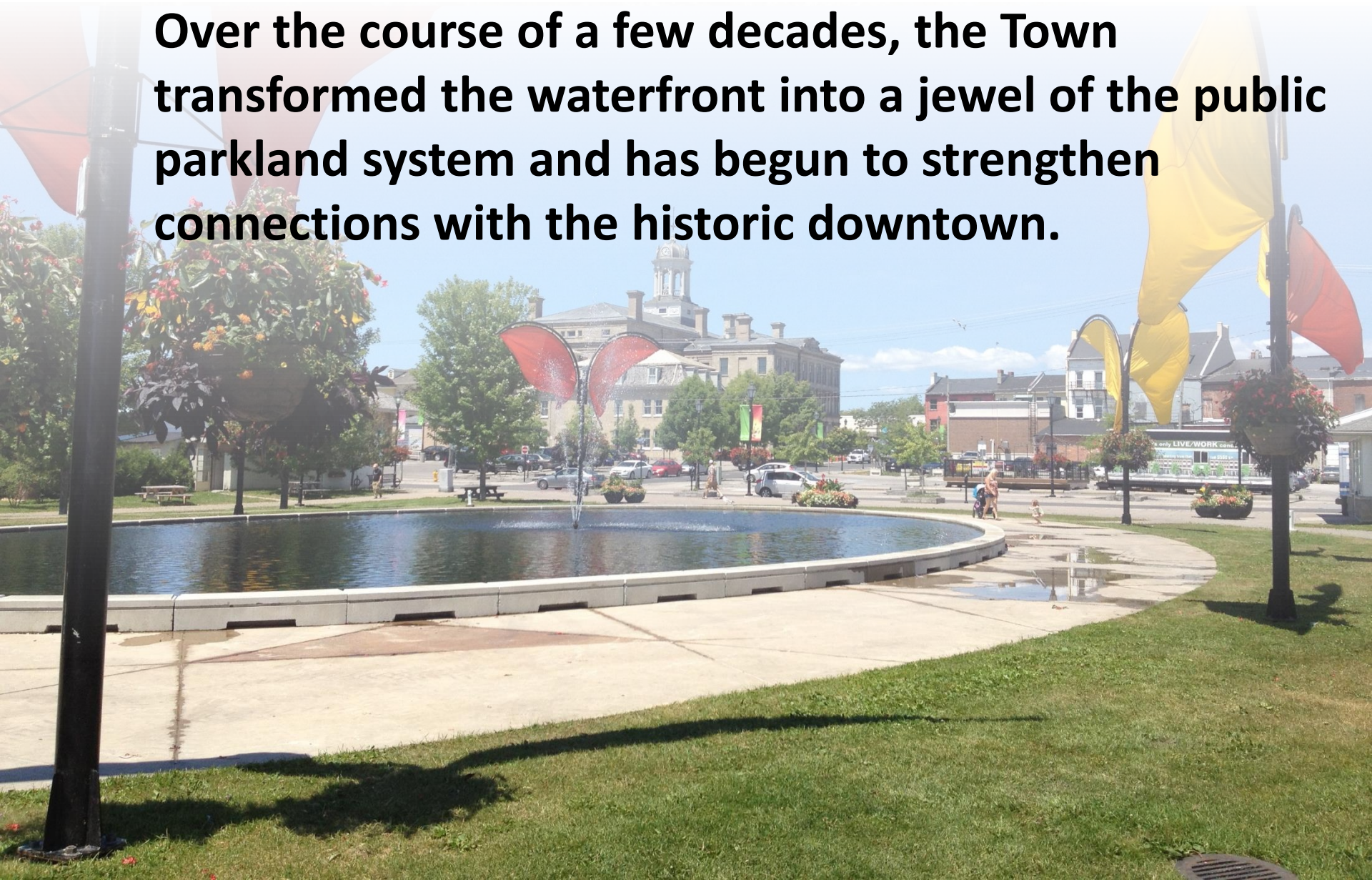
**Encouraging residential development Downtown**





# Past + Present Initiatives : Waterfront

**Over the course of a few decades, the Town transformed the waterfront into a jewel of the public parkland system and has begun to strengthen connections with the historic downtown.**






# Past + Present Initiatives : Vitalization

## Downtown Vitalization – begins in 2013




TOWN OF COBOURG

*Downtown Vitalization*  
**ACTION PLAN**



Cobourg's Downtown Vitalization Project is a partnership of Town of Cobourg, Downtown Cobourg Business Improvement Area (DBIA), Northumberland Central Chamber of Commerce and Ontario Ministry of Agriculture, Food and Rural Affairs with funding by the Northumberland Community Futures Development Corporation (CFDC), Canada's Federal Economic Development Agency for Southern Ontario

NOVEMBER 11, 2013





# Past + Present Initiatives : Victoria Square

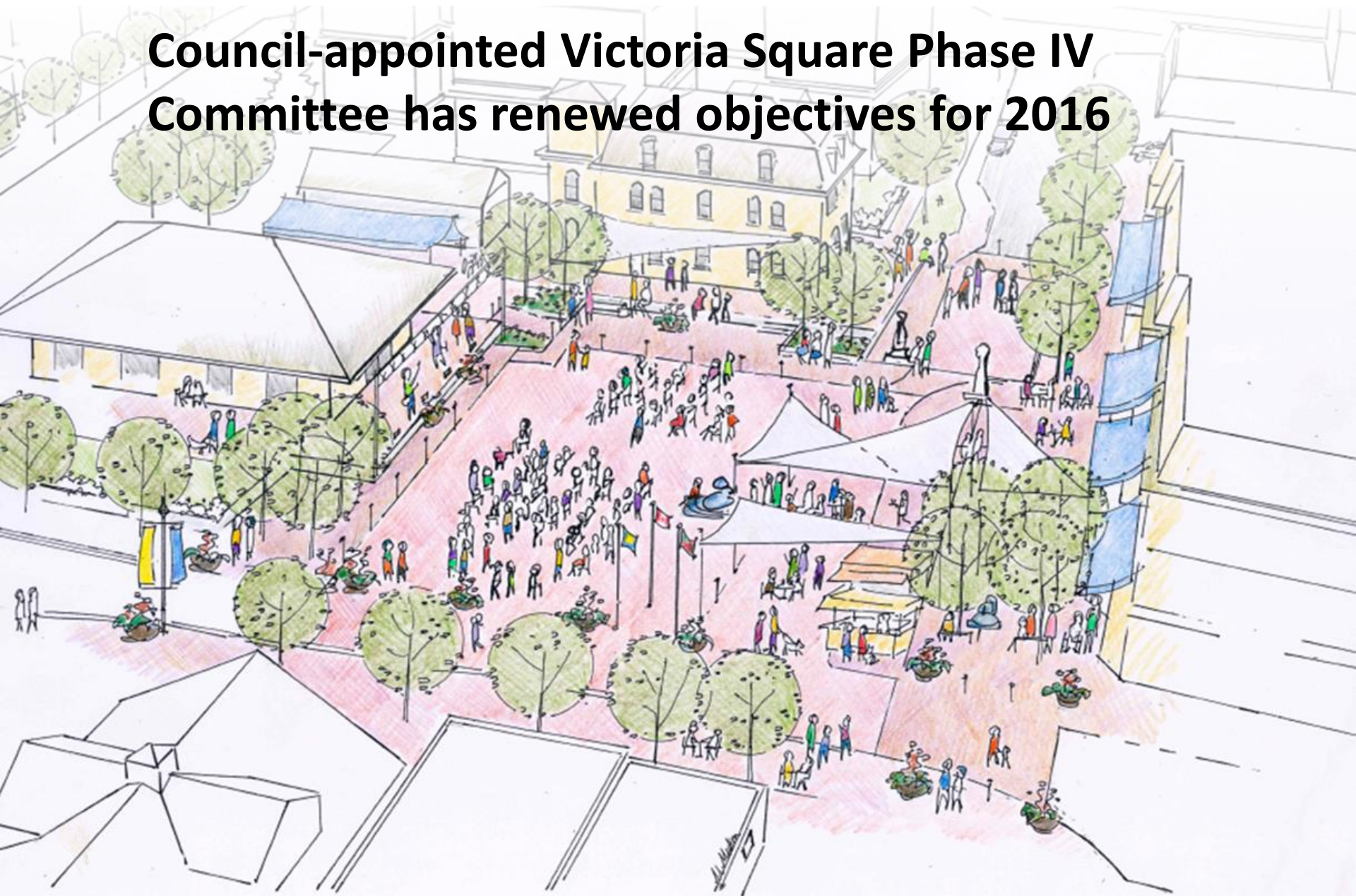
**Master Plan Implementation – First major project will be the Victoria Square Project**





# Past + Present Initiatives : Victoria Square

**Council-appointed Victoria Square Phase IV  
Committee has renewed objectives for 2016**





# Past + Present Initiatives : Incentives

**Community Improvement Plan – Approved March 21, 2016 with 4 Projects undertaken to date**





# Creating a Destination +

The end, thank you!

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