



# MAIN STREET UNIONVILLE PRECINCT MASTER PLAN

## SUBMITTED TO:

Jim Baird  
Commissioner of Development Services  
Town of Markham, Anthony Roman Centre  
101 Town Centre Boulevard  
Markham, Ontario L3R 9W3  
(905) 477-7000 ext 4875

## SUBMITTED BY:

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 TORTI GALLAS AND PARTNERS  
Architects of Sustainable Community







January 16, 2013

Jim Baird  
Commissioner of Development Services  
Town of Markham, Anthony Roman Centre  
101 Town Centre Boulevard  
Markham, Ontario L3R 9W3  
(905) 477-7000 ext 4875  
cc: Michael B. Morrissey, B.E.S. B.Arch. MRAIC

Dear Mr. Baird:

The team of Torti Gallas and Partners Inc., working with the Unionville BIA and an alliance of independent experts, is pleased to submit the enclosed proposal to develop a strategic vision for Main Street Unionville.

This proposal comes at the request of Markham City Council and senior staff following a presentation to Council by the UBIA in November 2012. As part of the process, we endorse forming a new Committee of Council – to be called the Main Street Unionville Committee – composed of representatives from several stakeholder groups with a vested interest in the future of Unionville. Individuals from the Unionville Ratepayers Association, Villagers Association, Historical Society, Village Conservancy and UBIA, as well as Markham staff, have committed to serve on the Committee once Council approves its formation.

The team proposes to undertake the work in a four-stage process, detailed on the next pages.

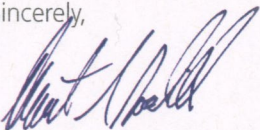
- STAGE I PRE-CHARRETTE DISCOVERY : EXISTING CONDITIONS ANALYSIS : 2 MONTHS
- STAGE II CHARRETTE : 5 DAYS
- STAGE III POST-CHARRETTE : PRELIMINARY CONCEPT MASTERPLAN : 2 MONTHS
- STAGE IV FINAL CONCEPT MASTERPLAN : 1-2 MONTHS

The advantages of this approach are compelling.

1. The professional team assembled for this project offers qualifications that cannot be duplicated by any other assembly of resources.
  - In-depth knowledge in creating master plans for main street communities very similar to Unionville, in both Canada and the U.S.A., and in running design charrettes.
  - Direct experience working with the Town/City of Markham to shape and execute its master plan for intelligent, sustainable, long-term development.
2. By involving members of the proposed Main Street Unionville Committee in the collaborative “workshop” forum of the design charrette, we can develop a consensus-based solution that considers all viewpoints; the community has an inside view of the planning process, contributes ideas, learns from the experts, and shares ownership of the resulting vision.
3. Success with the Unionville vision process bodes well for all of Markham. Findings about traffic flow, retail mix, land use, environmental management and other factors can serve as a prototype for sustaining the heritage villages of Markham, Thornhill and Buttonville well into the future. A financially vibrant Unionville is good for Markham’s economy, and the City can show real leadership in balancing its past, present and future in a meaningful way.
4. The timing is ideal. The people are in place; the community is anxious to make changes that will improve the prospects of Unionville; and Markham Council has shown enthusiastic support for the approach and the desired outcomes.

We are excited about the prospect of working on this important project, and stand ready to act once all your questions have been answered. Thank you for this opportunity.

Sincerely,



Robert S. Goodill AICP, LEED AP BD+C  
Project Manager

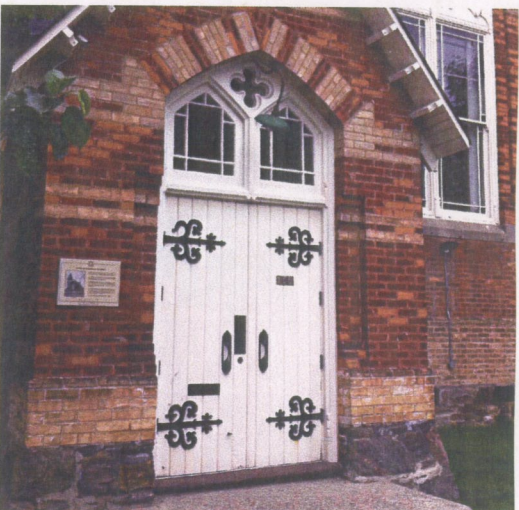


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## OVERVIEW

Unlike a greenfield development, the Main Street Unionville Precinct (MSU) requires careful attention to finely detailed planning issues in order to provide a masterplan vision that is comprehensive and yet firmly grounded at the scale of individual buildings and lots. We are very familiar with this scale of masterplanning and have established a practice comprising planners and architects who are able to tackle all aspects of existing neighborhoods and work at an intimate scale with individual landowners. Metaphorically, this exercise is like having fine dental work done: At this scale, small interventions are very meaningful. The team needs to shape and craft sensitive solutions to very particular issues while maintaining a vision of the larger picture.

The Masterplan Team includes experts in areas of market analysis, transportation, wetlands, parking/parking structures, retail design, mixed-use building design, streetscapes/pedestrian realm, landscape architecture and traditional architecture. It is essential that this multi-disciplinary team is involved in all aspects of this process especially during the dynamic, interactive charrette stage, where creativity and ideas need to be constantly tested and verified technically to keep it "real" and implementable.

*The following is a general breakdown of the project into four distinct stages:*

### **STAGE I PRE-CHARRETTE DISCOVERY : EXISTING CONDITIONS ANALYSIS :**

#### **2 MONTHS**

- Preliminary meetings with City of Markham staff, Planning, Heritage, etc., to assemble various base mappings and review existing codes and regulations.
- Preliminary site visit and meetings with sub-consultant team, UBIA, jurisdictional authorities including TRCA, Rouge River Valley/Federal Urban Park, etc.
- Preliminary meetings with owners to understand the opportunities and constraints at the scale of the individual lot.
- Retail Consultant establishes base program and preliminary 'branding'; produces retail forecasting report.
- Preparation of a 3D computer model of the existing MSU that will function as a base for the charrette.

### **STAGE II CHARRETTE :**

#### **5 DAYS**

- Full consulting team attending charrette.
- Monday morning travel, tour site, introductory presentation and intake meeting.
- Daily pin-ups, break-out sessions on specific issues and Expert presentations.
- Stakeholder interviews and intake sessions; fire marshal, Planning staff, Police, DOT.
- Interim presentation Wednesday night.
- Final presentation Friday afternoon; team departs Friday night.

### **STAGE III POST-CHARRETTE : PRELIMINARY CONCEPT MASTERPLAN :**

#### **2 MONTHS**

- Post-charrette meetings with the City and others to consolidate findings/conclusions of the charrette.
- Prepare Preliminary Concept Masterplan (PCM) and supporting documents as a summary of the charrette process.
- Presentation of CPM to the public to get final input to fine-tune the final plan.

### **STAGE IV FINAL CONCEPT MASTERPLAN :**

#### **1-2 MONTHS**

- Prepare final presentation documents, Final Concept Masterplan, renderings, area schedules
- Summarize and compile all materials from sub-consultants into a Masterplan Vision Book
- Present final Report to Council



## APPROACH TO DESIGN

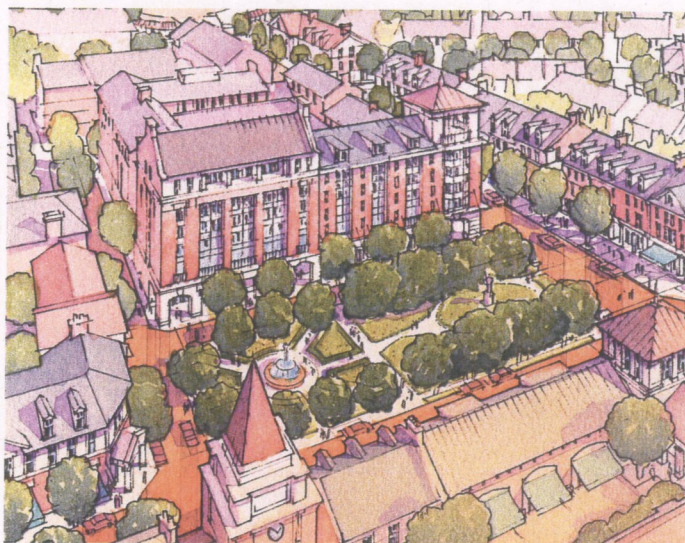
The Torti Gallas/Morrissey Team has learned that the design of successful community-based, Redevelopment Master Plan relies on a coordinated response to three sets of issues: 1) There must be an effective outreach program that enfranchises stakeholders and allows them to be advocates of the design; 2) the physical design must support a vibrant and energized public realm; and finally, 3) the market practicality and technical requirements of the design must be accommodated.

Our team has worked with numerous stakeholder groups in a process that involves listening to the issues and providing appropriate design responses. The focus of our efforts is beyond the Vision that may sit on a shelf and not be realized by ensuring that any plan is not only Consensus-Based, but is also Reality-Tested and Implementation-Oriented. Achieving such results requires a well-considered Work Plan, and a depth of experience with visioning processes that incorporate market-based designs, economic feasibility, and "constructability".

- **Consensus-Based** means that the community and stakeholders are intimately involved in the development of the plan. We believe there is no single participation approach that works well for all projects. A stakeholder participation methodology must be crafted for the specific design situation if the involvement is to be meaningful.
- **Reality-Tested** means that the recommendations set forth in the Plan will be feasible from a wide variety of perspectives including environmental, marketing/branding, financial, traffic, infrastructure and other practical limitations. This is to assure that the Vision is achievable and sustainable over time. Visioning that creates a sense of expectation which cannot be delivered can subvert otherwise well-intended projects.
- **Implementation-Oriented** means that the Plan goes well beyond simple goals and objectives. It recommends very specific projects and programmatic actions necessary to achieve the consensus Vision. The Plan includes an identification of regulatory obstacles, proposes an implementation process, identifies project and program priorities and specific responsibilities.

Our approach is to synthesize the content of prior and ongoing plans, staff direction and public input, the work of the market and economic development consultant, and our own physical analysis into dynamic urban designs that reflect the physical embodiment of a renewed vision for a comprehensive, mixed-use, pedestrian intense Main Street Precinct.

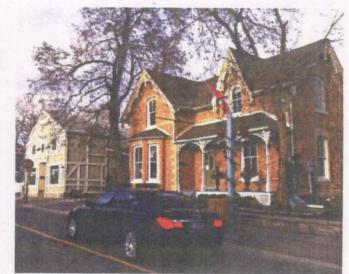
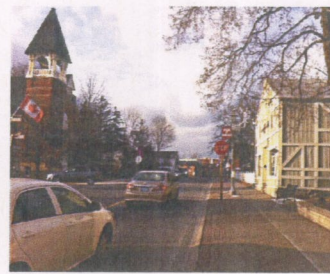
We believe the best way to arrive at a good and appropriate plan is to look at different options. It is by looking at viable options that the better design response can be made clear. The options are "Tangible Speculations" that enable us to evolve our collective thoughts, and allow us to "test" the ideas received in the workshop. These alternatives will look at program, land use and open space location options. The simultaneous synthesis of information that is the foundation of our approach demands a multiplicity of design solution investigations, many of which are discarded. But each sketch informs the next, and through constant reiteration, the best solutions emerge. This is the difference between a potentially workable solution and a compelling, consensus-driven vision that has the support and confidence of the wide range of participants.



## COMMUNITY INVOLVEMENT

Today, any meaningful work involving crafting the public realm requires broad-based public support. Public support is garnered through a robust Public Outreach strategy. Our Public Outreach strategy is designed to assure meaningful stakeholder input and our success relies on stakeholders having a significant voice in the design. An important part of allowing this to happen is enabling them to participate in the visualization and design process. This has two aspects; being able to transform thoughts and suggestions into quality place-making designs in a workshop setting, and then being able to craft those designs in a form that allows people to 'see' them and respond to them. Our success lies in our ability to implement and facilitate workshop environments that allow meaningful participation to occur.





The first step in any participation process is to clearly identify stakeholders. Deliberately or accidentally excluding key players often creates unwanted controversy and taints what might otherwise be a well-crafted plan. In any participation process, local insight into stakeholders is important. Working with the City and UBIA, we will identify key constituencies and groups that are vital to the process, particularly represented by the proposed Main Street Unionville Committee of Council.

## THE CHARRETTE

The Charrette forms the centerpiece of our community involvement strategy. Our Charrette events are like a combination of on-location design studio and old-fashioned town meeting. The Charrette focuses community input over a short period of time, through the hands-on effort of folks representing the full spectrum of interests. The approach is inclusive and designed to build consensus from the outset. During a charrette, many goals are accomplished quickly: 1) All those influential to the project develop a vested interest in the design and support its vision. 2) The group of design disciplines work in a complementary fashion to produce a set of documents that simultaneously address all aspects of design. 3) This collective effort organizes the input of all the players at one meeting and; thereby eliminates the need for prolonged discussions that typically delay conventional planning projects. 4) A better product is produced more efficiently and more cost effectively because of this collaborative process.

### *The Charrette Process : How it works*

The Torti Gallas/Morrissey Team will set up our design studio within the study area close or on the Main Street. We will begin the effort with a public presentation designed to create a clearer understanding and awareness of the issues related to the redevelopment of Unionville, in a manner that improves the quality of life for the majority of current residents of the area. Above all, the purpose of the "kick-off" meeting is to share ideas. The Team will discuss their understanding of the site with the community, and

the community will be asked to share their goals for the development of their Main Street. Finally, we will show examples of peer communities that have been successfully designed, provide background information, and review the area's history as food for thought.

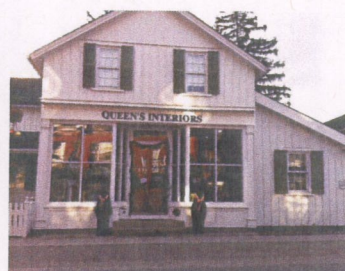
There will then be 4 days of working, presenting, refining, and presenting again as the ideas mature. During this time, the Team will conduct interviews and closed-door sessions with the key stakeholders, land owners, as well as other experts, and will meet with technical managers from the local, regional and government agencies involved in implementation. Outside of this closed-door effort, the entire process is open to the public for informal drop-ins as well as organized feedback sessions to review the work in progress.

We use a number of techniques at these meetings to enable stakeholders to envision alternative development scenarios. Depending on the context these can include illustrative site plans, before-after streetscapes views, ground or aerial level perspective renderings, and precedents of buildings and places. Most important, however, is the hands-on aspect of the process. Participants will be encouraged to pick up a pencil and draw, or alternatively, allow the Torti Gallas/Morrissey team to be their pencils as they describe their vision. The method is a fast-paced, satisfying way to work; feedback comes quickly as the goals are explored, options and scenarios are tested for workability, and existing conditions are ground-checked.

At the end of the Charrette, we'll gather further feedback at a Closing Presentation of the work in progress and then return to our offices to continue to refine the work as we progress to a more finished version of the redevelopment plan.

It's been our experience that through the Charrette, participants come to care more about the plan — they see their ideas as they are refined and become part of a synthesized vision. We cannot overemphasize the educational value of this approach. Citizens become familiar with the tools of good urban design and gain an appreciation of the importance of long-range thinking.





## DESIGN PRECEPTS

- **Historic Precinct** – MSU is a unique context and an appreciation of its history will inspire and inform the design Team. We will conduct a photographic survey of the historic precinct of Unionville, review historic documentation, talk with local historical representatives to fully understand the evolution of this unique place. Additional similar precedent projects in other jurisdictions will be assembled to derive program, building types and architectural styles to help inform the buildings that we propose.
- **Density and Mix of Uses** – Main Street environments should be surrounded by “appropriate densities” and a mix of uses which will encourage an inviting, pedestrian-friendly environment.
- **Park-Once Strategies** – A Main Street design should allow a person to park their car once in order to live, work, learn, shop, and play.
- **Successful Retail** – Prosperous retail is the centerpiece of a successful urban precinct. Retail developers are very tuned into contemporary retail trends and it is vitally important for a Main Street precinct to develop a current retail program/forecast to guide future growth and prosperity.
- **Block Size** – Small blocks are more pedestrian-friendly; however, Main Street can call for large, multiple-block parking garages. The location of parking is an important consideration to maintain pedestrian linkages.
- **Character of Public Spaces** – Sidewalks and public spaces must be designed appropriately depending on the density of development. Open space linkages can connect different open spaces together in order to form a coherent and variable open space experience.
- **Building Types** – In order to ensure the vitality of Main Street, a broad mix of building types, including Live-work, Boutique Hotels, Townhouses, Boutique Green Grocery, etc. reinforces a “real” place that can thrive all year round and not be limited as a seasonal tourist destination.
- **Traditional Architecture** – Providing contextual architecture that will be a good neighbor to the existing buildings in Unionville will be vitally important to the success of the work. The design challenge with respect

to style is to create buildings in analogous historical styles that are economically cost efficient. The Torti Gallas/Morrissey team has had a great deal of success doing this, in designing buildings using cost-conscious contemporary building materials and assembly techniques to replicate traditional architectural details blending new construction into an existing context. At MSU buildings can be designed to infill into the Main Street and provide contemporary retail footprints attracting a broader tenant base.

- **Circulation** – As a general rule, maximizing connectivity optimizes vehicular movement. Alley and Laneway connectivity behind the Main Street will be explored in order to facilitate better circulation across the Precinct.
- **Flag or Rear Lotting** – Some of the most memorable places have buildings behind the Main Street to extend the pedestrian realm deep into the block. There are real opportunities in MSU to do this. This scale of urbanism contributes to the unique character and charm of historic precincts.

## Technical Issues

- **Roadway Design and Capacity** – Main Street needs to work as a thoroughfare for the traffic as well as a place for pedestrians and businesses to thrive.
- **Building in or adjacent to the Floodplain** – there may be a possibility of locating building or parking structures in the floodplain.
- **Rogue River Valley Urban Park (RRVUP)** – as part of the urban park initiative sponsored by the Federal Government, there may be an opportunity to introduce meaningful civic projects, such as an orientation center, into the RRVUP open space system. The Unionville Library represents an existing precedent of a civic project in the Park.
- **Approval Process** – The existing entitlement parameters need to be analyzed and augmented as necessary to accommodate the new vision. Torti Gallas and Partners 50+ years of planning and architecture entitlement and recent form-based code development is a testament to our expertise in designing a successful process to meet the needs of communities and local planning boards.



## SCOPE OF WORK

The Main Street Unionville work will be divided into four Stages: Stage I : Discovery/Existing Conditions, Stage II : Public Outreach/Charrette, Stage III : Preliminary Conceptual Master Plan, Stage IV : Final Conceptual Master Plan Report.

### STAGE I : DISCOVERY/EXISTING CONDITIONS ANALYSIS

#### *1.1 Kick-off Meeting and Site Tour:*

We will participate in a kick-off meeting and site tour with the project team to look at the town through the eye of the people who live and work there. The site tour is vital to understanding the conditions of the site. We will photo document the Main Street, this photographic documentation can be effectively used in the stakeholder/public workshop process, particularly as the 'before' condition in the 'before and after' photo montages.



#### *1.2 Data Collection:*

The Team will collect the data necessary to perform analysis and understand the many aspects of the site. This data will include at a minimum: built improvements; existing buildings, parking areas, etc.; topographic data; floodplain, wetland, and watershed drainage information. We will gather and review information related to major infrastructure such as water, sewer lines and other utilities. We will review the entitlement zoning Information. We will prepare a map that illustrates the current property boundaries and parcel ownership. And we will also become familiar with any other relevant Unionville studies; completed or ongoing.

#### *1.3 Traffic, Transportation Access, and Parking Study:*

Traffic and transportation needs will be central to our approach to understanding the unique needs of the Main Street. The project Team includes Rick Chellman and Arup.

Mr. Chellman is a transportation engineering consultant, an expert in traditional neighborhood design at the scale of the street, alley, laneway and parking. His extensive experience with the "fine grain" planning will be invaluable to weave reality-based solutions into an existing street, road and block network. Every meter counts when working with existing streets, and it will be very important to preserve the unique scale and character of Main Street Unionville. Arup and Chellman will assemble traffic operations information. They will:

- Field review and inventory existing and planned transportation studies, projects, programs, regional transportation plans, transit routes, multimodal transportation, and other related transportation network information.
- Perform existing condition planning level analysis to determine the street network deficiencies and needs using existing and readily available traffic data.

Parking is the most critical "back-of-house" issue that underpins the success of any Main Street precinct. Arup will prepare an overview of existing parking and access, and begin to explore options to increase capacity. They will liaise with the City and TRCA to examine the criterion required to potentially design a parking structure(s) in the flood plain area on the East side of Main Street.

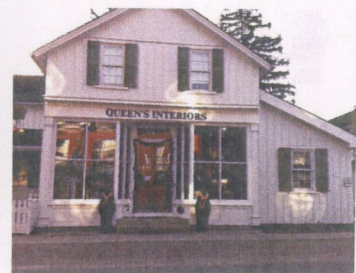
#### *1.4 Composite Strengths, Weaknesses, Opportunities, and Threats Diagram (SWOT):*

Based upon the information collected, we will develop a SWOT analysis that will identify the existing Strengths and Weaknesses of the sites and evaluate the potential future Opportunities and Threats. We will bring the material together in a highly graphic diagram that will prove to be a useful tool through which to come to understand and communicate to others the issues of the sites. These diagrams will be used extensively in the charrette workshop to create a shared dialogue in building consensus for the Concept Plan.

#### *1.5 Market Analysis and Economic Incentives/ Preliminary Development Program:*

We will work to establish a strong foundation for the Redevelopment Plan based on the existing and future demographics and market demands. Robert Gibbs,





considered the leading expert on retail urban Main Streets in North America and author of the recent book, *Principles of Urban Retail*, will provide the following scope of work to complete the market analysis.

The study is intended to allow the City to gain a detailed understanding of the types and sizes of retail businesses that are likely to be supportable in the downtown area presently and during the next five (5) years. During this study, GPG will comb the City's region, visiting most shopping centers and retailers. The assessment will include evaluation of the stores' quality, service and merchandise to seek out potential voids or over-supply of a particular good or service.

GPG will also conduct pedestrian and drive-time studies and prepare a gravitational model to estimate the City's primary and secondary trade areas. GPG will then research and collect demographic data, household income, consumer expenditure potential by retail category, education levels, percentage of various employment types, age, projected growth, etc. This study will analyze 25 retail types including apparel, books, children's, department stores (discount and luxury), electronics, gifts, grocery, hardware, home furnishings, pharmacies, sporting goods, restaurants and specialty foods. During this study, GPG shall contact retail insiders including tenant representatives, developers and commercial real estate professionals to estimate new store deployment plans in the study area. Based on the above interviews, GPG will list the names of potential retailers and restaurant tenants for the downtown area.

The final deliverable of this study shall be a 25-30 page written and illustrated summary of the relevant population and demographic characteristics of the trade area, including the socio-economic characteristics and buying patterns of the population. This report will include a written qualitative opinion as to whether or not retail development is supportable in the study area, sales forecasts and size estimates of the retailers (if any) most likely to be supportable. GPG shall also provide a list of potential regional and national retail and entertainment businesses that could be tenants in the City.

Note that this study is designed for general planning and leasing purposes and is not intended to secure financing.

### *1.6 Streetscapes and Open Space System Analysis: Ferris Associates (FA), Landscape Architects, will study the Main Street at two scales:*

- FA will analyze and document existing conditions on the Main Street at the scale of the pedestrian realm including sidewalks, cross sections, and street furniture, and will prepare additional program requirements including washroom locations, security, lighting, etc.
- FA will prepare an initial open space system analysis to indicate existing conditions and opportunities to enhance the connectivity between the Main Street and the Rouge River Valley (RRV). This analysis will be graphically mapped and made available as a base for the charrette to help the public to fully appreciate the big picture, that the RRV is a major asset that can significantly expand the influence of Main Street Unionville.
- FA will investigate the potential for an orientation centre to be located on the Main Street as a gateway to the RRVUP. The investigation will include liaison with the Province to tap into funding available for RRV open space projects announced officially in 2012.



**Main Street**

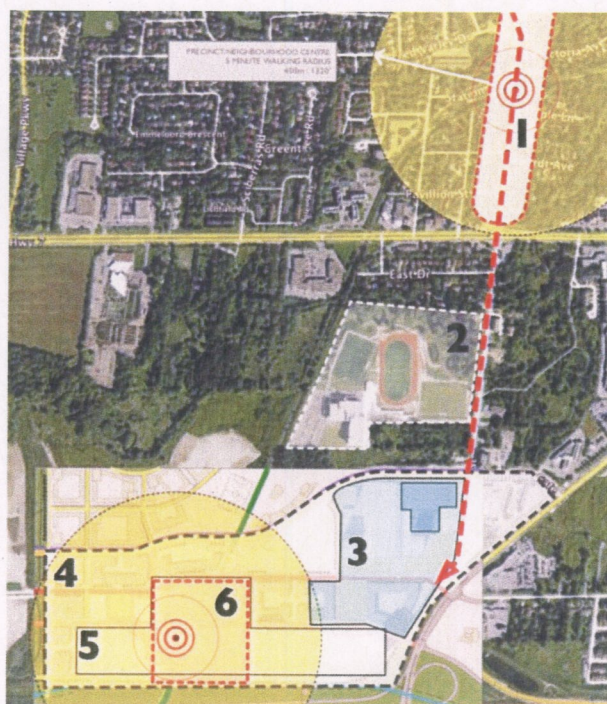


### 1.7 Precedent Studies/Best Practices Report:

The Team will provide a highly graphic presentation of exemplary practices and case studies in planning, redevelopment, roadway redesign, building types, and architectural styles, which will provide models for use in the visioning process. We have a library of best practices for neighborhood design, town center design, main street conversions, urban infill and refill, etc., with elements such as road diets, walkable mixed-use, mixed-income, sustainability, parking solutions and others along with accompanying graphics that make these concepts easy to understand. We will provide a review of relevant green technologies and our potential for implementing green infrastructure in the town. These green technologies will be coordinated with the town planning staff to explore those most relevant to the local situation.

### 1.8 Preliminary 3D Model:

The Team will prepare a 3D model of the existing Main Street and surround that will function as a scalable base for the charrette. This model will be an invaluable visual communication tool allowing the Team to demonstrate concepts at the scale of individual building and lots with the capacity to zoom out to understand the relationship between the individual lot and the overall Precinct. Zooming out again will take in the big picture relationships between the Main Street Precinct and Markham Live, and the RRVUP. In a sense, the public will literally be able to see the Main Street as existing and be able to interact or have a hand in shaping the model at multiple scales.



Context

## STAGE II : PUBLIC OUTREACH/ CHARRETTE

### 2.1 Stakeholder/Public Identification/Outreach

Working with the UBIA, the TGP/Morrissey Team will identify a cross section of stakeholders who represent civic, business, property owners, and environmental interests that impact the Precinct. These stakeholders and the interested public will be invited to participate in the charrette. The Charrette is a five-day interactive workshop, during which we will conduct stakeholder interviews, interactive workshops and public meetings to ensure the public has ample opportunity to share their vision for the Precinct.

In the charrette workshops, our interest will be to identify the most engaging concepts and work toward a Preliminary Concept Master Plan. We will present Concept Plan alternatives, attempting to clearly articulate the merits and demerits of each of them. Then we will work together with stakeholder groups, the public, and Staff, to combine elements of different plans, or develop or refine ideas to arrive at the Concept Master Plan. Based on the feedback received in the workshops, the Team will further develop and refine the plans.

### 2.2 The Workshops:

Each day of the charrette is in effect a workshop that progressively builds over the course of the week. The work prepared during the day will be presented on large 4x8' foam core boards at the end of each day. The format for the second, third and fourth workshops will be "Open House," with update presentations and facilitated question and answer sessions. City/Consultant teams will be stationed at the static displays to respond to questions or feedback. Comment forms will be distributed and collected the same night. A summary report of comments will be developed after each workshop.

- On the first day the focus will be an overview of the process, the means of communicating to the city about the project, and an intake session about the hopes and concerns of the participants. The format will be presentations along with a facilitated intake session.
- The second day/workshop will be to report the findings, including the public's input from the first day. Key study areas will be identified within the overall Precinct to focus the design exercise. During the second and third day/workshops we will encourage further input for the project plan as it evolves.
- During the third and fourth day/workshops we will encourage further input for the project plan as it evolves. The fourth day/workshop Open House presentation will be a comprehensive overview of all aspects of the plan and study areas.





- During the Final day/workshop we will present the recommendations based on the public and city input. We have a great deal of ability allowing stakeholders to 'visualize' the design. Michael Morrissey is perhaps the best practitioner of freehand perspective visualizations in the Industry. He can operate within many formats: 1) making very quick freehand line drawing sketches, 2) making watercolor renderings of a new design, 3) computer manipulating the line drawings to splice them into a photograph for a type of 'before and after' visualization. We have the ability to make highly illustrative plans, diagrams, and perspective views that will convey the design intentions and put the observer in the space.

## STEP III : POST CHARRETTE - PRELIMINARY CONCEPT MASTER PLAN

### 3.1 Preliminary Concept Master Plan:

Following the charrette and based on any additional input garnered at the final presentation, we will bring together the charrette materials and complete as necessary the exhibits to craft a preliminary urban design vision plan and development summary for each of the key study areas.

A final presentation of the Preliminary Concept Plan will be made to the public, venue tbd, to get input and comments to be incorporated in the Final Concept Masterplan.

The Preliminary Concept Plan will have the following components;

#### 3.1.1 Draft Land Use Plan and Program:

The Conceptual Land Use Plan test alternatives will be refined into one plan that consists of land use, building footprints, massing, density, access, circulation, loading, parking, storm water management and all the elements that create a implementable plan to create a transformative vision guided by the consensus objectives of the planning process.

#### 3.1.2 Draft Streetscape and Open Space Plan:

Pedestrian friendly streetscapes, parks, plazas, pocket parks, trails, recreational areas, and a sustainable green environment are all an important part of the Concept Master Plan. The Team will assure that the open space

plan accommodates the life needs of the residents and visitors and operates as an important part of the ecology of the area. The overall pedestrian open space plan will help connect the town to its surroundings to maximize connectivity and utility.

#### 3.1.3 Transportation Plan/ Parking Plan:

The Team will prepare street and traffic recommendations to support the streetscapes design and land use plan, as well as develop a long-range transportation plan. They will assist in the development of an implementation and phasing plan for the streetscapes projects.

#### 3.1.4 Draft Perspective Renderings:

We will develop a minimum of four draft color perspectives that best describe the spaces and urban design qualities. These perspectives will be freehand sketches and photo montages of 'before and after' views of the site. They will be distinctly used as tools in the design process, allowing stakeholders to 'see' and understand the design, and so be able to comment on it in a meaningful way.

#### 3.1.5 Sustainable Development Opportunities and Incentives:

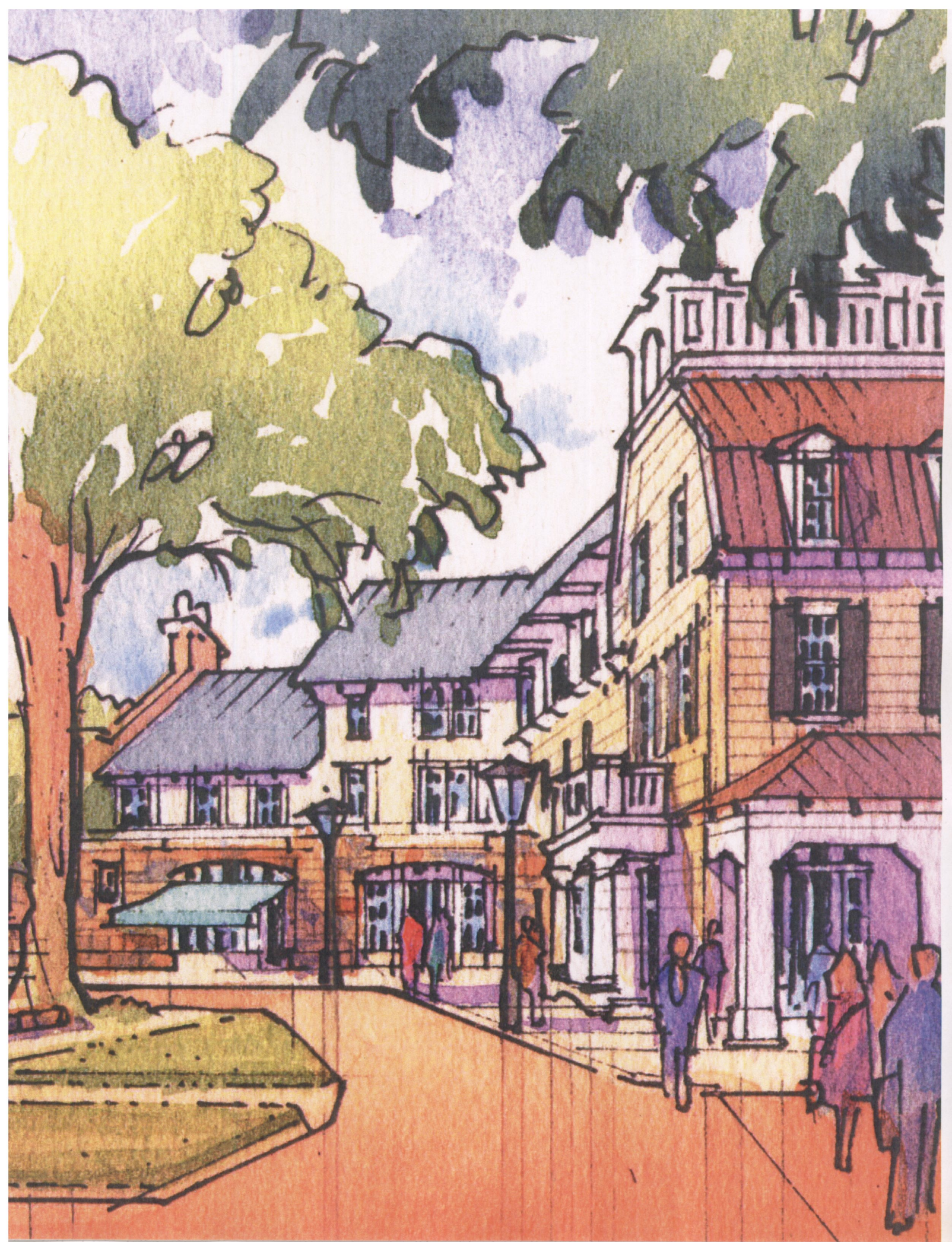
The Team will work with the City to identify and strategize to implement and build upon its extensive experience with the Green Building Council's Leadership in Energy and Environmental Design (LEED) system.

## STAGE IV : FINAL CONCEPT MASTER PLAN AND RECOMMENDATIONS

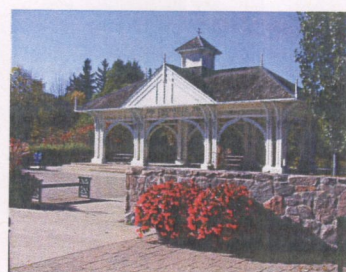
### 4.1 Final Concept Master Plan:

Based on the input from the Planning Staff and the final public meeting, the Team will finalize the Concept Master Plan. We will resolve the outstanding issues of the design and program. We will then document and present the findings in a report, the Vision Book, a highly illustrative document, containing an illustrative plan with renderings and diagrams.









The Vision Book will contain:

- A color illustrative Masterplan
- 3 Focus Areas
- A tabular and narrative summary of the development program
- A precedent study showing traditional architectural influences and Main Street projects of interest
- Planning diagrams that describe the ideas inherent in the Plan
  - Open Space/Pedestrian Trails/Bikeways
  - Transportation/Parking/Connectivity
  - Street Sections
  - Sustainability-
  - Land Use/Intensity
- Minimum of four watercolor spatial urban design/streetscape renderings illustrating essential design features
- Narrative that describes the goals and objectives arrived at through the planning process and the ideas in the Plan that meets those goals

## KEY AREAS OF FOCUS







#### **4.2 Implementation Matrix:**

Working with the Planning Staff the TGP/Morrissey Team will develop an implementation matrix that includes a timeline and identifies responsible agencies and partners, as well as potential funding sources for the plan's recommendations. These resources may include local, provincial and federal funding, tax credit and alternative financing options as well as reasonable expectations of investment from the private development community.

#### **4.3 Design Guidelines:**

Design Guidelines lead to predictable development. Predictable development is something the public can feel they can safely support and land owners and the development community likewise can understand expectations in the entitlement process. Working with the Planning Staff, the Team will develop a series of Design Guidelines that will aid in making development predictable and thus increase the

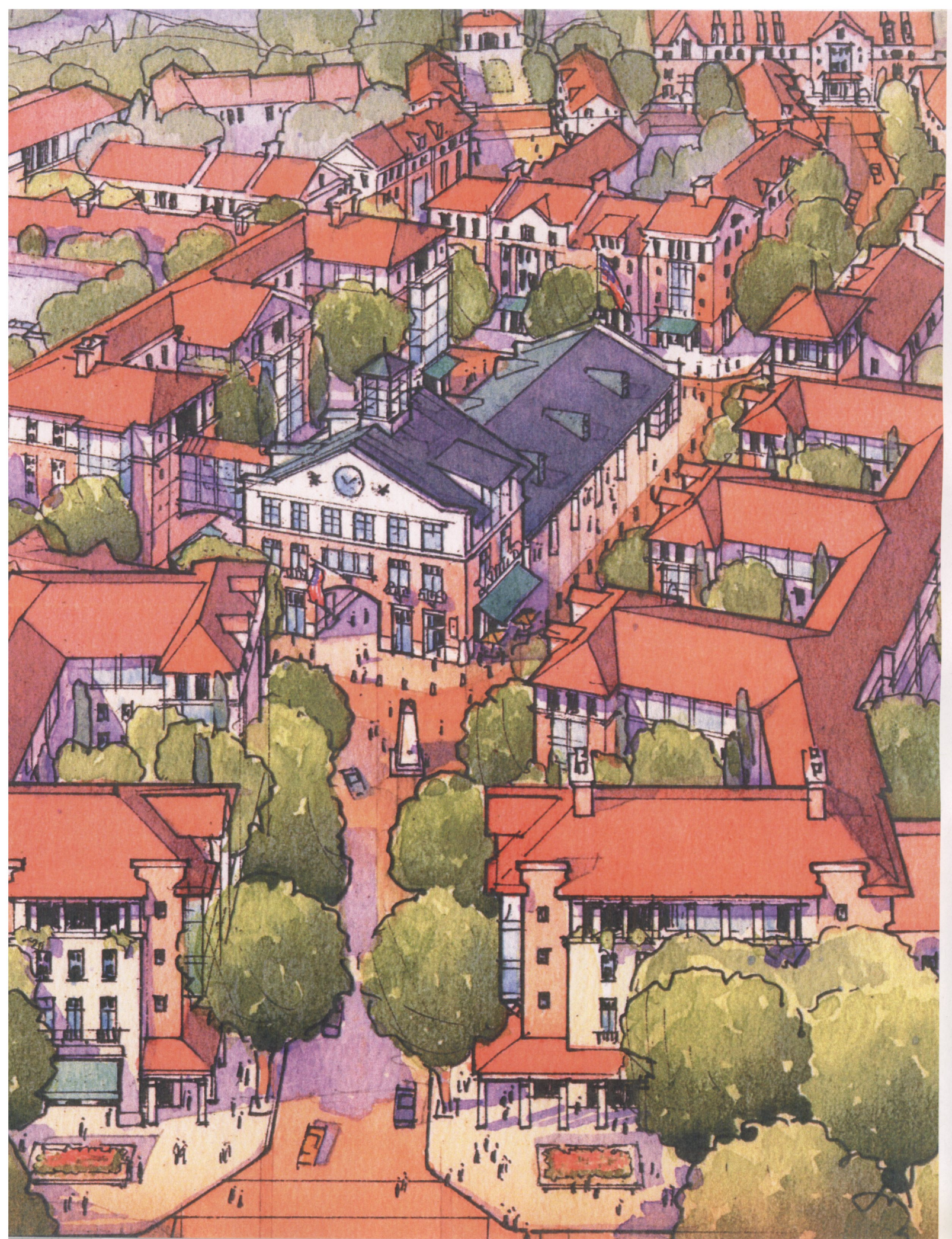
speed and/or security of entitlement for all the stakeholders of the planning process.

The Guidelines sections shall include the following:

- Building Envelope Standards
- Streetscape and Thoroughfare Standards
- Urban Spaces Locations and Standards
- Land Use Regulations
- Parking and Loading Locations and Standards

The Final Concept Masterplan will be presented as a slide presentation to Council and the public in the Council Chamber, Markham City Hall.







**ROBERT S. GOODILL, AICP, LEED AP***Principal*

**TORTI GALLAS AND PARTNERS**  
Architects of Sustainable Community

**Education**

- Master of Architecture in Urban Design, Cornell University, 1997
- Bachelor of Architecture, University of Notre Dame, 1983

**Registration**

- Certified Planner, AICP, 2010
- LEED Accredited Professional, 2004

**Teaching**

- Assistant Professor of Architecture, Syracuse University 1988-1990, Syracuse, New York
- Assistant Professor of Architecture, Syracuse University 1990-1993, Florence, Italy

**King Farm****Crystal City, Virginia****Pritzker Residential at Celebration**

Mr. Goodill is a Principal at Torti Gallas where he directs The Region and Town Planning Segment. His work involves planning activities at a variety of scales including inner city revitalization, inner suburban infill and refill, transit oriented development in emerging development areas as well as regional plans for counties and metropolitan areas. His expertise includes placemaking, visioning, programming, physical planning, overseeing the preparation and coordination of design and construction documents.

He is frequently called upon as a speaker and group leader for such organizations as The Congress for the New Urbanism, the Smart Growth Group of 50, the Urban Land Institute, and various university programs.

**Selected Project Experience**

- **King Farm, Montgomery County, MD** - A 440 acre site in Montgomery County, Maryland which includes a Town Center, retail and office space. In addition, there are 3,200 residential units ranging from single family detached to multi-family homes. Torti Gallas developed the design of this large infill parcel as a new community incorporating the traditional residential aspects of the City of Rockville. King Farm is adjacent to the Shady Grove Metro Station, and the Master Plan includes two future light rail stops.
- **Fort Belvoir Military Family Housing and Town Center, Fort Belvoir, VA** - Replacement of existing military family housing with new homes that have modern features, high quality materials and amenities that exceed military and market standards. Contemporary floor plans and ample windows encourage family activities both inside and in the private outside space. Torti Gallas also designed a new Main Street for Fort Belvoir, the first of its type on a DoD property, consisting of mixed-use buildings with two-story residential units above ground floor retail. In the center of the ensemble is the Belvoir Welcome Center, with two-story homes on the second and third floors above, property management offices, and a government office that offers assistance in locating off-post housing.
- **Crystal City Master Plan, Arlington County, VA** - With numerous 1960's office buildings now obsolete under current Grade A office standards and Federal Government BRAC decisions requiring the relocation of more than 4,000,000 sf of existing office tenants, Arlington County initiated a Master Planning process for Crystal City. The County hired Torti Gallas to create a mixed-use, pedestrian friendly vision for the future of the City and to generate and facilitate a public process to see this Master Plan through to realization. The result of the planning process was to create a preferred Concept Plan for Crystal City that will include urban and architectural design guidelines and a policy framework to be used in all future development. This vision was entitled and adopted by the Arlington County Planning Commission and the Arlington County Board.
- **Vint Hill Village, Fauquier County, VA** - Vint Hill Village will provide a new center of activity within the site of a former military base. This new center is designed in the pattern of a traditional country village, with intimate streets and lanes, a cross-roads retail core, residential housing laid out in compact village fashion, and a progression of public greens supporting a network of pedestrian paths. Several important historic farm buildings dating as far back as the early 19th century, including the Inn at Vint Hill, as well as many of the military buildings from the former base, have been preserved and carefully integrated into the design of the village.
- **Centergate Celebration, Orlando, FL** - Torti Gallas developed four building types at Celebration, a new town which integrates a mixed-building type development into one of the most innovative and successful New Urbanist projects. Torti Gallas' four building types are: traditional garden apartments, courtyard apartments, carriage homes, and two and three story townhomes. Parking is accommodated by either parking courts or rear-loaded garages.



## Traditional Practice

Michael Morrissey is a member of the Royal Architectural Institute of Canada. A graduate of the University of Waterloo School of Architecture in 1987, he was the recipient of the Ontario Lieutenant Governor's Medal for Architecture. Michael Morrissey has been a design consultant in Architecture and Town Planning for over two decades. A well known New Urbanist, he has participated in charrettes and projects throughout the US and Canada with prominent New Urban firms and developers.

## Masterplan Vision : Traditional Architecture and Urbanism

The emphasis of Michael Morrissey's work is on The Vision. His strength is in his unique ability to think and visualize conceptually at the scale of the "big picture". Working collaboratively with multiple disciplines, his process develops a comprehensive master plan and road map for future growth.

The focus of his work is on the creation of Traditional Neighbourhood Developments (TND) that promote a compact, walkable, mixed-use, sustainable development model. These traditionally inspired neighbourhoods are the hallmark of the New Urbanism movement in North America and an antidote to suburban sprawl. TND's incorporate and promote a wide variety of building types with an emphasis on urban placemaking and a finely designed pedestrian realm with Main Streets, Urban Squares and Plazas, Central Parks, Neighbourhood Greens and linkages to open space systems.

Over the last decade, Michael Morrissey has worked with Torti Gallas and Partners, the award winning Washington based New Urban architecture and planning firm, a leader in the design and implementation of TND projects throughout the US.

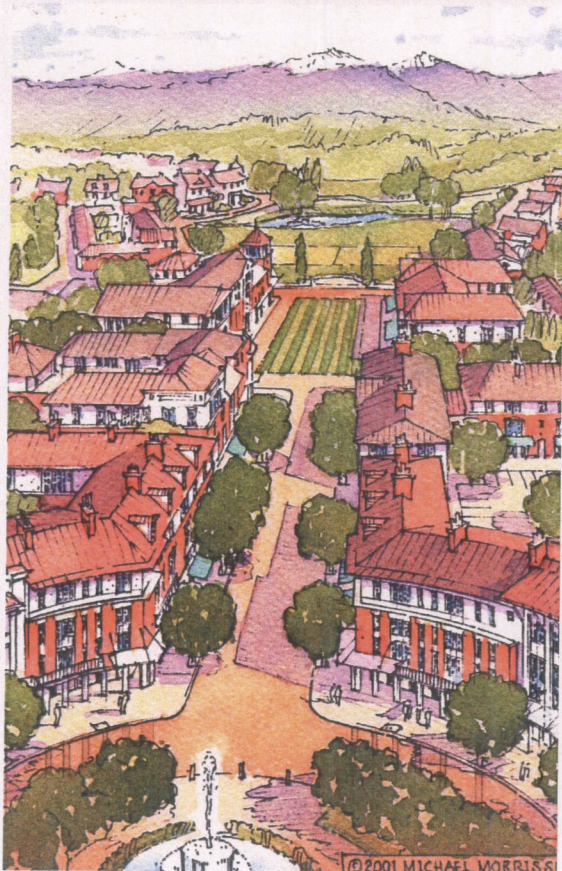
Extensive travel and the study of existing towns, villages, and main streets has influenced Michael Morrissey's traditional architectural designs. TND's have a strong emphasis on traditional architecture inspired by the local context in order to grow the special character and unique identity of an existing place.

Michael Morrissey has written on Traditional Town Planning techniques. He has been published in The Town Paper and the New Urban News, including *The Tech Page*, a five year quarterly series co-authored with Andres Duany and Patrick Pinnell.

## Charrette Process : Design, Drawing and Watercolours

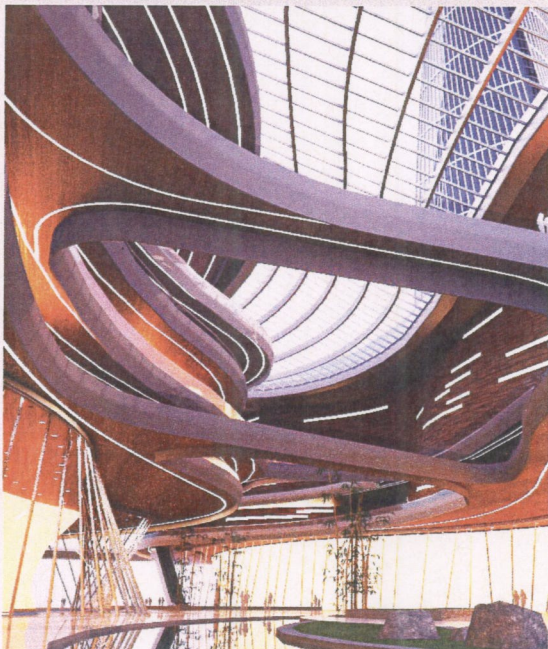
The masterplan process is typically run as a charrette to engage the public and stakeholders in a dynamic interactive design process. An exciting feature of the charrette is the preparation of designs and drawings done in real time in full view of the public.

Michael Morrissey is well recognized for his charrette drawings and watercolour paintings specifically developed for traditional townscapes. Andres Duany, a Founder of the Congress for the New Urbanism, has called Michael Morrissey a "true visionary" and "the principal image maker of the New Urbanism".



©2001 MICHAEL MORRISSEY





### *Modern Design Practice*

Michael Morrissey is a member of the Royal Architectural Institute of Canada. A graduate of the University of Waterloo School of Architecture in 1987, he was the recipient of the Ontario Lieutenant Governor's Medal for Architecture. He has been a design consultant in Architecture and Town Planning for over two decades. A well known New Urbanist, he has participated in charrettes and projects throughout the US and Canada with prominent New Urban firms and developers.

The focus of his work is on the creation of Traditional Neighborhood Developments (TND) that promote a compact, walkable, mixed-use, sustainable development model. These traditionally inspired neighbourhoods are the hallmark of the New Urbanism movement in North America and an antidote to suburban sprawl. TND's incorporate and promote a wide variety of building types with an emphasis on urban placemaking and a finely designed pedestrian realm with Main Streets, Urban Squares and Plazas, Central Parks, Neighbourhood Greens and linkages to open space systems.

### *Masterplan Vision : Modern Architecture and Urbanism*

In addition to his traditional practice, Michael Morrissey masterplans contemporary Modern projects using leading-edge building technologies, infrastructure and transit, incorporating many of the principles of traditional town planning with a strong emphasis on placemaking at the scale of the pedestrian realm. One of the major criticisms of Modern Planning and building design is the scaleless, abstract quality as the project meets the street. Mr. Morrissey believes the first five stories, or plinth of these development projects should be designed to be highly responsive to the public realm. Through the application of New Urban principles these large projects can be designed to create great streets and a vibrant, scaleable pedestrian experience.

Michael Morrissey's expertise includes Transit Oriented Developments (TOD). Working with Adamson Associates - one of the world's leading architecture firms with decades of high density TOD project experience (Canary Wharf, London, Battery Park, NY, and the World Trade Centre, NY) - Mr. Morrissey has masterplanned high density mixed-use city centres anchored by Mobility Hubs.

### *Research and Development : Digital Design Studio*

The emphasis of Michael Morrissey's work is on The Vision. His strength is in his unique ability to think and visualize conceptually at the scale of the "big picture". Working collaboratively with multiple disciplines, his process develops a comprehensive master plan and road map for future growth. To complement his Modern practice, Mr. Morrissey has developed an R&D studio, *Digital Design Studio*, using advanced 3D computer modeling techniques to handle complex infrastructure projects, prototypes, and parametric building design.





Mr. Aulestia is an Associate Principal and design leader who has been involved in numerous urban design and urban planning projects throughout the United States in both the public and private sectors. His proven design and management skills have been integral in the development of successful planning and urban design projects. Mr. Aulestia's diverse work with Torti Gallas ranges from urban infill, inner city revitalization, inner suburban infill, green field development, new towns and villages, new town center development, transit-oriented development, urban design form-based codes, and architectural design codes and pattern books.

Prior to joining Torti Gallas and Partners, Mr. Aulestia worked in the private sector as a land planner and landscape architect, and in the public sector for the Saint Louis Development Corporation. His work for the City of St. Louis included his position as the Urban Design Department's Design Project Manager for the Implementation of the Forest Park Master Plan, a 1,200 acre urban park similar to New York's Central Park.

#### Education

- Bachelor of Landscape Architecture, Department of Landscape Architecture and Environmental Planning, Utah State University, 1994

#### Registration

- Certified Planner, AICP #021220, 2006



Downtown Wyandanch



Loudoun Metro Center



Brookview

#### Selected Project Experience

- **Downtown Wyandanch, Babylon, NY** - Torti Gallas was commissioned by the Town of Babylon and the New York Department of State to lead a multi-discipline team to create a highly sustainable and implementable TOD plan, undertake a corridor study, and create a new form-based zoning ordinance. The Town is pursuing LEED-ND certification of this 135 acre brownfield revitalization that will include 1,300 new homes, 150,000 SF of retail, 70,000 SF of civic space and parking for 2,000 cars
- **Camana Bay Town Center Comparative Analysis and Programming, Cayman Islands** - This programming effort seeks to create a jobs/housing balance and includes 1,500 SF of office, 300,000 SF of retail and 4,500 homes. Also known as "The Red Circle Summit" (owing to the red circle representing the 10-minute walk radius), this groundbreaking planning effort focused on the creation of a financially viable, great place to live and work where the public realm and the architecture are in harmony with the natural beauty of the island.
- **Camana Bay, Grand Cayman, Cayman Islands** - Development of the program for the first residential phase in the new town of Camana Bay. Building on the initial Master Plan, Torti Gallas developed a plan that maximizes waterfront value by increasing the number of waterfront and water view units. A total of 331 new residential units are being built, along with 61,700 SF of commercial and retail space.
- **The Knolls of Dover, Dutchess County, New York** - This new sustainable, transit oriented development creates a vibrant mixed-use center and main street that preserves historic industrial buildings while at the same time preserving the area's abundant natural features. The 937 acre community contains 1,400 new homes, 66 historic renovations and 143,500 SF of commercial space.
- **Loudoun Metro Center, Loudoun County, Virginia** - Located on approximately 368 acres, Loudoun Center serves as a model for Smart Growth and mixed-use transit-oriented development. The new development will provide 3,000,000 SF of employment, 530,000 SF of retail, a 100,000 SF arts center, 300,000 SF hotel and 5,000 homes.
- **Military Family Housing, Marine Corps Base Quantico, Virginia** - Under the Navy's Military Housing Privatization Program, base family housing was demolished and redesigned in the neo-traditional style. The new neighborhoods provide 1,134 new homes which exceed the quality of market-rate homes in the private sector.
- **Brookview, Claymont, DE** - Torti Gallas led a public participatory planning charrette to create a mixed-use urban neighborhood of 1,200 residential units and 45,000 square feet of commercial space. The area has been transformed into an integral part of the community that contributes new civic spaces, a mix of incomes, a mix of building types, and a new face for Claymont's Main Street.
- **Miramar Town Center, Miramar, FL** - Creation of a Town Center and Civic Center Master Plan, form-based code, architectural pattern book, and detailed Civic Center site planning. This vibrant, 54-acre town center includes Miramar's new City Hall, a Cultural Arts Center, Library, and Transit Hub, as well as 526 residential units, 101,000 square feet of retail, and 78,000 square feet of office. The Master Plan, Regulating Plan, and Design Code have been adopted by the city.
- **Belmont Heights, Tampa, FL** - HOPE VI revitalization of barracks-style public housing into a vibrant new mixed-income residential neighborhood of 860 units, 3 community centers and 1 community center/educational facility. The new master plan, generated through a series of town meetings, knits the new streets and houses into the surrounding traditional neighborhoods.





Education

- Bachelor of Architecture, University of Notre Dame, 1997

Registration

- Registered Architect, IL, MD, NCARB



Windmill Park



The Greene



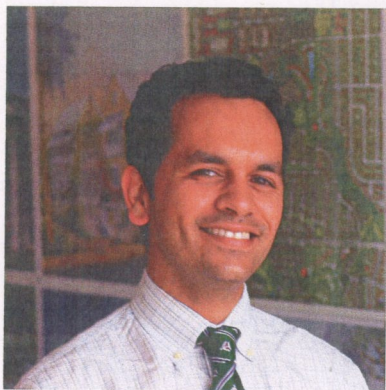
Monument Place

Mr. Czajkowski is a Project Manager/Architect at Torti Gallas where he is been involved in a variety of project types, with an emphasis on mixed-use and residential.

**Selected Project Experience**

- **Monument Place, Fairfax, Virginia** - A new residential community of 368 rental apartments with 2 parking garages in the rapidly growing job center of Fairfax County. Amenities include 1,200 SF of retail, a swimming pool and courtyard, common areas and a clubhouse.
- **Windmill Parc at Dulles Town Center, Loudoun County, Virginia** - As the next evolution for the growing community of Parc Dulles, Windmill Parc will contain 439 new homes and 56,000 SF of retail on its 34 acre site.
- **Easton Town Center, Easton, Ohio** - Redevelopment and expansion of Easton's existing shopping district. Torti Gallas' design concept transforms the single street shopping district into a mixed-use town center with 70,000 SF of new retail, 268,000 SF of residential over retail, 35,000 SF of office over retail, 26 new townhomes and an 850-room hotel.
- **The Greene, Dayton, Ohio** - A 134-unit luxury apartment building with over 70,000 SF of street level retail, The Residences at the Greene is part of an 800,000 SF lifestyle center with shopping, dining, office and residential. The building has 3 distinct rooftop gardens, rear service areas and an adjacent parking garage.
- **Rockville Town Center, Rockville, Maryland** - Located in the heart of the city of Rockville, this new mixed-use development includes 485 residential units, a 140-room hotel, and 23,000 SF of retail. Since parking lost at the existing lot must be replaced, a total of 1,156 parking spaces will be provided in the 1.4 Million SF development.
- **Shirlington Village, Arlington, Virginia** - A 12-story high-rise, 4 story low-rise, and 3-story low-rise set of buildings providing 241 rental apartments located in Arlington's art and entertainment district with easy access to restaurants, theatres, and shopping. A Harris Teeter grocery store and other ground level retail are also part of the new community.
- **Harrison Commons, Harrison, New Jersey** - Redevelopment of a brownfield site along the Passaic River Waterfront into a mixed use environment of 3,000 new multi-family housing units, a 2,500 car commuter parking garage and 100,000 SF of retail.
- **Ormanada, Zekeriyakoy, Turkey** - a new mixed-use community 35 km north of Istanbul with 313 new luxury homes, a 2,700 SM Social Club and 544 SM of convenience retail. Inspired by the relaxed lifestyle of mid-century modern and contemporary courtyard homes, Ormanada offers affordable luxury in a wonderful and comfortable neighborhood.
- **Al Wasl Architecture Code, Riyadh, Saudi Arabia** - A set of design guidelines for buildings within a block that includes a range of design ideologies from contemporary, urban, principle-based design to a traditional architecture inspired by regional history, culture, landscape, and climate. The Architecture Code is subdivided into the Commercial Architecture Code, the Multi-Family Architecture Code, and the Civic Architecture Code. These guidelines form the basis for a consistent approach that will allow the client to realize the vision and goals of this new town for 200,000 residents.
- **Multi Agency Service Park (Webb Tract), Montgomery County, MD** - Torti Gallas led the master planning and conceptual architecture for this site acquired by Montgomery County for relocation of four County service facilities, necessitated by the development requirements of the Shady Grove Sector Plan. Facilities to be relocated include the Montgomery County Public Service Training Academy (PSTA), the Montgomery County Public Schools Division of Food & Nutrition Facility (MCPS-DFN), the Montgomery County Public Schools Division of Maintenance Facility (MCPS-DM), and the Maryland-National Capital Park and Planning Commission - Department of Parks Maintenance Facility (MNCPPC-DPM).



**Education**

- Master in Urban Design with distinction, University of Michigan, 2005
- Bachelor of Architecture with distinction, Chandigarh College of Architecture, Chandigarh, India, 2003
- Bachelor of Building Science, Chandigarh College of Architecture, Chandigarh, India, 2001

**Registration**

- Certified Planner, AICP, 2012
- LEED Accredited Professional



Vint Hill



Glassworks



Wheaton Downtown Redevelopment

Mr. Sharma is an Associate and Urban Designer with extensive experience in transit oriented development, mixed-use communities, large scale master planning and design guidelines.

**Selected Project Experience**

- **Vint Hill Village, Fauquier County, VA** - Redevelopment of the Army's Vint Hill Farms Station into a new village of 500 residential units, 100,000 SF of retail, live/work units and artist workshops. Several important historic farm buildings dating as far back at the early 19th century, including the Inn at Vint Hill, and many of the military buildings from the former post, have been preserved and carefully integrated into the design of the village.
- **Babcock Ranch, Charlotte County, Florida** - Master Plan for the development of 20,000 acres conceived as an ensemble of five hamlets, two villages and the Babcock Ranch Town Center. Babcock Ranch is envisioned as a highly sustainable community powered by the largest array of solar power in the United States.
- **The Glassworks, Aberdeen Township, New Jersey** - Redevelopment of an abandoned brownfield industrial site into a neighborhood town center with retail, employment, residential, and recreational components. When fully realized, The Glassworks will provide 825 new homes, 600,000 SF of commercial and will be an exceptional neighborhood destination for work, shopping, entertainment, and living.
- **Downtown Wyandanch, Babylon, NY** - Torti Gallas was commissioned by the Town of Babylon and the New York Department of State to lead a multi-discipline team to create a highly sustainable and implementable TOD plan, undertake a corridor study, and create a new form-based zoning ordinance. The Town is pursuing LEED-ND certification of this 135 acre brownfield revitalization that will include 1,300 new homes, 150,000 SF of retail, 70,000 SF of civic space and parking for 2,000 cars.
- **Camana Bay Town Center Comparative Analysis and Programming, Cayman Islands** - This programming effort seeks to create a jobs/housing balance and includes 1,500 SF of office, 300,000 SF of retail and 4,500 homes. Also known as "The Red Circle Summit" (owing to the red circle representing the 10-minute walk radius), this groundbreaking planning effort focused on the creation of a financially viable, great place to live and work where the public realm and the architecture are in harmony with the natural beauty of the island.
- **Wheaton Downtown Redevelopment, Wheaton, Maryland** - Redevelopment of Wheaton's core area as a transit-oriented, vibrant, mixed use community. Working closely with the public through a series of community workshops, focus groups and technical working sessions, Torti Gallas helped craft a vision for the future that is loved by all the stakeholders and creates a financially successful venture for all the public – private entities involved.
- **North Woodbridge Rail~Volution Conference Charrette, Woodbridge, Virginia** - Rail~Volution participants engaged with the community of North Woodbridge, gathered input, identified key issues and created concept diagrams that illustrate potential solutions for predicted growth trends and existing infrastructure conditions presenting a unique set of opportunities and challenges towards creating a multi model, Transit Oriented regional hub of the future.





**Robert J. Gibbs**  
*Gibbs Planning Group*

Robert Gibbs is considered one of the foremost urban retail planners in America. For more than two decades, his expertise has been sought by some of the most respected mayors, renowned architects, and successful real-estate developers in the country.

Profiled in *The New York Times*, *The Wall Street Journal*, and *Urban Land*, Gibbs has, writes *The Atlantic Monthly*, "a commercial sensibility unlike anything possessed by the urban planners who usually design downtown-renewal efforts." He is also a recognized leader in the New Urbanism, having pioneered the implementation of its environmentally sustainable principles of Traditional Town Planning and Smart Growth as an antidote to the formless, wasteful sprawl of suburbia.

For the past 25 years, Gibbs has been active in developing innovative yet practical methods for applying modern trends in commercial development to more than 300 town centers and historic cities here and abroad. In this country, Mayor Joseph P. Riley called Gibbs's retail plan for Charleston, "The Bible for the future of our historic district." In appraising Gibbs's recommendations for Knoxville, Councilwoman Carlene V. Malone concluded, "There is no question that hiring Gibbs was the wisest expenditure the City of Knoxville has ever made."

A speaker at the First Congress of the New Urbanism in 1992 and eight subsequent CNUs, Gibbs has lectured throughout the country and has contributed articles to numerous books and publications. For the past 12 years, he has taught "Urban Retail Planning" in the Executive Education Program at the Harvard Graduate School of Design.

Among the American cities that have consulted Gibbs are Alexandria, Atlanta, Cambridge, Charleston, Chicago, Denver, Knoxville, Naples, Portland, and Seattle, as have the states of Florida and Oregon. His consulting for New Urbanist developments has included the towns of Kentlands, Maryland; The Glen, Illinois; Rosemary Beach, Florida; and Seaside, Florida. Leading universities, such as Brown, Johns Hopkins, Miami, Michigan, Ohio State and Pennsylvania, have also retained his services. Gibbs's corporate clientele has included Fortune 500 companies, such as Electronic Data Systems, General Motors, and The Walt Disney Company, real-estate industry leaders such as Taubman Centers, Inc., and Simon Property Group, and architectural innovators such as Duany Plater-Zyberk and Company.

Before establishing the Gibbs Planning Group in 1988, Gibbs gained invaluable expertise in retail planning by advising shopping center developers on the psychology of commerce—the practical science of analyzing and adjusting all elements known to affect a shopper's mood in the marketplace. From this experience, Gibbs distilled the fundamental retail and merchandising principles for reviving retail in moribund downtowns and for instilling successful commerce in new ones.

Gibbs serves as GPG's president and as such supervises all operations, planning, and research. GPG only accepts a small number of commissions, allowing him to personally direct each project and to serve as the primary client contact.

Gibbs holds a Bachelors degree from Oakland University and a Masters of Landscape Architecture degree from the University of Michigan. A Charter Member of the Congress for the New Urbanism, his other professional affiliations include the American Society of Landscape Architects, the International Council of Shopping Centers, and the Urban Land Institute.

#### **Education & Associations**

Bachelor's Degree: Oakland University

Master's Degree: University of Michigan

Charter member of the *Congress for the New Urbanism*; Board Member *CNU Michigan*; Member, *American Planning Association*, *American Society of Landscape Architects*, the *International Council of Shopping Centers* and the *Urban Land Institute*.

#### **Contact Information**

**Gibbs Planning Group, Inc.**  
201 W. Mitchell Street, No. 150  
Petoskey, Michigan 49770

Tel: (248) 642-4800  
Fax: (248) 642-5758  
Email: [rgibbs@gibbsplanning.com](mailto:rgibbs@gibbsplanning.com)  
Website: [www.gibbsplanning.com](http://www.gibbsplanning.com)





**Paul D. Ferris**  
B.L.A., O.A.L.A., C.S.L.A.

### *Professional Education*

- 1976 Bachelor of Landscape Architecture  
University of Toronto
- 1972 School of Architecture and Landscape Architecture  
University of Toronto
- 1971 Dept. of Landscape Architectural Technology  
Ryerson Polytechnical Institute

### *Professional Affiliations*

- 1979 Ontario Association of Landscape Architects
- 1979 Canadian Society of Landscape Architects
- 2006 Lambda Alpha International, Honorary Society of Land Economics
- 2006 Director, Ron Ellis Team Canada Foundation
- 2007-11 City of Toronto Design Review Panel

### *Professional Experience*

- 2002 - Present Ferris + Associates Inc.
- 1990 - 2002 Ferris + Quinn Associates Inc.
- 1987 - 1990 Ferris McCluskey Quinn & Associates Inc.
- 1979 - 1987 Paul D. Ferris & Associates Inc.
- 1976 - 1978 The Thom Partnership Architects & Planners

### *Master Planning Projects*

- Subject Client Langstaff Community Master Plan, Markham  
Town of Markham
- Subject Client Downtown Streetscape Design Plan  
City of Brantford
- Subject Client Main Street Unionville  
Town of Markham
- Subject Client Markham Municipal Centre  
Town of Markham
- Subject Client Toogood Pond Park, Unionville  
Town of Markham
- Subject Client Unionville Library Park  
Town of Markham
- Subject Client Brantford Civic Square  
City of Brantford
- Subject Client Eglinton Avenue West Community  
Streetscape Master Plan  
City of Toronto
- Subject Client Northglen Community Master Plan, Bowmanville  
Liza Homes
- Subject Client Brooklin Urban Design Guidelines, Whitby  
Town of Whitby
- Subject Client Rouge North Fairways Community, Markham  
East Woodbridge Developments



## Hilary Holden, MA, MSc, APMP, TPP



### Profession

Transportation Consultant

### Current Position

Associate Principal

### Joined Arup

2006

### Years of Experience

15

### Qualifications

MA Geography, St. John's College, Cambridge University, UK 1997

MSc Transport Planning (with distinction), Institute for Transport Studies, Leeds University, UK 1999

International Association for Project Management: Certified Project Management Associate 2006

Transport Planning Professional qualification from the UK 2008

### Speaking Engagements

*Transportation and Land Use* Expert Panel, Innovation Speaker Series, MOVE Expo at Evergreen Brickworks, September 2012. Also speaking on screen at the MOVE Expo, June-Nov 2012

*The Mobile Metropolis: The 21st Century urban transportation revolution.* Expert Panel. The Innovation City conference held at MaRS, Toronto, July 2012

*Sustainable design solutions for transit buildings and infrastructure.* With Laura Frost from Arup and Angela Turner from Centro. CITE Annual Conference, Halifax, Canada, May 2011

Hilary leads the transportation consulting team in Canada from Toronto. She transferred from Arup in the UK in 2010.

She has an MA in Geography from the University of Cambridge and an MSc (with distinction) in Transportation Planning from the Institute for Transport Studies at the University of Leeds, the largest centre for transportation teaching and research in Europe.

Being personable and an effective communicator, Hilary is a well-known advocate calling for the harmonization of system elements to encourage use of sustainable transportation. In recent months she has been invited to speak at the Canadian Urban Institute, University of Toronto, the Innovation City conference at MaRS, the MOVE Expo at the Evergreen Brick Works and Velo-City in Vancouver.

Leading by example, Hilary works with great integrity to create workable solutions for clients who are responsible for regions, cities, sites, hubs and corridors. For 15 years she's worked within multi-disciplinary teams to ensure that design excellence is perceived, planned and progressed. With her fresh and global perspective, Hilary is hired to link transportation investment to economic, business, social and environmental goals.

Hilary listens to clients and delivers the best of global Arup locally

A sample of Hilary's work in Canada is presented below.

### Strategic Planning Advice:

- GO Transit Planning Studies On-Call Contract with Metrolinx
- Allen Road Terms of Reference
- The Big Move 2.0: Progress Report and Technical Update

### Hubs and Stations:

- Market Feasibility Study for Multi-Modal Hub in Kitchener
- Burlington Mobility Hubs Study
- LRT/BRT Terminus Design at Fairview Park Mall
- Kennedy Mobility Hub Study for Metrolinx
- Markham Centre Mobility Hub
- Richmond Hill / Langstaff Gateway Urban Growth Centre Mobility Hub



## Marc-Paul Gauthier, C.E.T. LEED AP



### Profession

Transportation Engineering  
Transportation Planning

### Current Position

Senior Transportation Consultant

### Joined Arup

February 2007

### Years of Experience

9+

### Nationality

Canadian

### Qualifications

C.E.T.

LEED AP

VISSIM Advanced I, II, III:  
Signals; Freeways; Transit

Dipl. T., Transportation  
Engineering Technology, Mohawk  
College, 2003

### Professional Associations

Ontario Association of Certified  
Engineering Technicians and  
Technologists (OACETT)

Institute of Transportation  
Engineers (ITE)

Canadian Urban Institute (CUI)

### Publications

Lower Don Lands Transportation  
Systems Design; Gauthier M.P.,  
Wong, C.D. CITE 2011.

Using Intelligent Pedestrian  
Facilities to Reduce Accidents and  
Congestion; Routledge P.,  
Gauthier M.P. CITE 2011

### Awards

2010 ITE Transportation  
Achievement Award: Facilities.  
Lower Don Lands Master Plan EA.

Marc-Paul is a senior transportation consultant in Arup's Toronto office. He draws on nine years of experience in the consulting industry supporting both private and public interests on a variety of planning and engineering projects.

His focus on defensible technical analysis provides clients and decision makers with a solid foundation upon which to base conclusions. His effective communication skills provide him the ability to distil complex technical information for wide audiences while being able to dig into the details when necessary.

He has particular experience with rail transit station access planning, traffic management plans for construction, corridor planning, multi-modal operations engineering, waterfront neighbourhood planning, traffic impact assessments and the Municipal Class EA process.

Marc-Paul brings effective solutions to complex transportation projects through technical excellence, effective communications and proven engagement skills.

### Queens Quay Revitalization EA, Toronto

Marc-Paul was lead transportation planner within a multi-disciplinary framework on the redesign of an existing 3.5 km roadway which is the spine of the Toronto Central Waterfront. Responsibilities included extensive public and stakeholder consultation; LRT systems design; multi-modal operations engineering and simulation in VISSIM, transportation planning, functional design; and signal systems design.

### A sample of Marc-Paul's other projects includes:

- McCowan Precinct Plan Streets and Block Plan Study for the City of Toronto (Arup Project Manager)
- Lower Don Lands Transportation Master Plan for Waterfront Toronto (stakeholder and public consultation, LRT systems design, functional design, traffic engineering)
- Allen Road Individual EA Terms of Reference (transportation advice related to corridor and neighbourhood impacts)
- Lawrence Allen Revitalization and Technical Feasibility Studies
- Bayside LRT Assessment (technical lead)
- Festival Plaza at Exhibition Place for the City of Toronto



## Nikos Chalaris, P.Eng.

**Profession**

Civil Engineer

**Current Position**

Associate

**Joined Arup**

2007

**Years of Experience**

14

**Qualifications**

BASc. Civil Engineering,  
University of Toronto, 1998

Project Management Certification  
training recognized by the Project  
Management Institute (PMI)

**Professional Associations**

Professional Engineers of Ontario,  
2002

Nikos is a Civil Engineer and Project Manager at Arup with more than 14 years of experience in environmental assessments, detailed design, contract preparation and construction administration of transportation infrastructure, rail, roads, highways, bridges, municipal facilities.

By leading multidisciplinary teams through complex infrastructure projects, Nikos has gained expertise in a variety of projects which have included municipal infrastructure design, construction management techniques, geometrics, traffic engineering, constructability reviews, subway station and tunnel ventilation, subway station safety strategies and value engineering assessments.

Nikos Chalaris demonstrates proactive management methods and understands the importance of identifying issues early

A sample of Nikos' civil engineering experience is presented below.

**ESC LRT Keele Station**

Project Manager and Lead Civil Engineer responsible for overall project deliverables, including design coordination, task management, and design review to the 30% Preliminary Design milestone.

**Spadina Subway Extension – Vaughan Corporate Centre**

Lead Civil Engineer for the design of the Vaughan Corporate Centre Station.

**Highway 7 Widening, York Region**

Project Manager for the widening of Highway 7 from Montgomery Court approximately 3 kilometres easterly to Sciberas Road.

**Municipal Class EA, Schedule C, Highway 404**

Deputy Project Manager responsible for the planning of a Highway 404 mid-block crossing between Highway 7 and 16<sup>th</sup> Avenue in the Region of York.

**GO Transit, Milliken GO Station, Toronto, ON**

Project Engineer for the detail design of the existing Milliken GO station.

**ARUP**



## Roger Wood



### Profession

Civil Engineer

### Current Position

Director

### Joined Arup

1985

### Years of Experience

30+

### Qualifications

Masters Degree, Maritime Civil Engineering, Liverpool University

Bachelors Degree (Hons), Civil Engineering, Liverpool University

### Professional Associations

Member, Institution of Civil Engineers

Member, PIANC

Fellow, Royal Geographic Society

Member, Association of Project Management

Roger Wood is a Chartered Civil Engineer and member of the Association of Project Management, with a very broad experience of major projects in a number of different countries. He is a Principal in the Toronto office of Arup Canada Inc. leading projects related to Urban Infrastructure and developing the overall Urban Design and Masterplanning capability.

Previously he was Director leading the Urban Design and Masterplanning practice for Arup in London. He managed the group and worked on a variety of projects such as the Masterplan and Design Guidelines for Dongtan Eco-Demonstrator in China, Stratford City Development, and the Vauxhall Cross interchange in London. He has over 30 years of management and design experience on major infrastructure projects such as the High Speed Rail Depot at Temple Mills London, the Hong Kong Station Building and the associated development planning which formed part of the Lantau Airport Railway.

Roger Wood's skills lie in the leadership of multidisciplinary teams of different nationalities and strengths on complex projects on time and on budget

A sample of projects that Roger has led with Arup are listed below.

### Strategic Consultation:

- The Big Move 2.0: Progress Report and Technical Update
- Metrolinx Electrification Study

### Station Design Projects:

- ESC LRT Caledonia Station
- ESC LRT Keele Station
- Spadina Subway Extension - Vaughan Corporate Centre Station
- Hong Kong Station

### Master Plans:

- Dongtan and Wanzuang Eco-Cities, China
- Stratford City Development, London
- Baku City, Azerbaijan
- Pagbulao Power Station, Philippines

# ARUP



## Communications Specialist: Daywriter

### Christie Day

Christie Day is a writer, editor and instructor with an extensive background in publishing, marketing and multimedia communications.

Christie began her career with Southam Business Publications in Toronto before heading to New York City to continue with publisher Harcourt Brace Jovanovich. Four years later in Los Angeles, she served as Editor of *Designers West* Magazine.

From California, she moved into corporate communications in Texas. In addition to helping market the services of a large architecture/engineering firm in Houston, she wrote speeches for senior staff on such subjects as global trade and U.S. protectionism. In Singapore for two years, Christie wrote and produced a travel supplement for *Time* Magazine, developed political history scripts for a government-sponsored exhibition, and wrote numerous magazine features.

Back in Toronto, Christie has written annual reports, brand strategies, consumer and business-to-business marketing materials, websites, press releases and speeches for such business leaders as Royal Bank, American Express, Second Cup, Oxford Properties, Cadillac Fairview, Ford Motor Company and Toyota. Among various projects for the City of Markham, she edits the Economic Development Department's newsletter. With her partner, Robert Hyland, she executes brand marketing and advertising for the community of Unionville, and sits on the UBIA's Strategic Planning Committee.

Christie is a certified instructor and executive coach of communications workshops for McLuhan & Davies Communications, Inc. She has appeared on CBC TV's *Venture*, and teaches writing to Advertising students at the Ontario College of Art & Design University.

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### Robert Hyland

Robert Hyland manages a full-service communication design company offering graphic design, brand strategy, and production services. Under his creative direction, Robert calls on a team of highly experienced specialists to provide design, writing/editing, digital production and online/web services as needed to client projects. This approach results in successful and cost-effective solutions tailored to each client and each marketing need. In his 25+ years of managing a design and marketing studio, Robert has served a wide range of clients and received a number of prominent industry awards for his work.

#### Representative Clients

M.C. Charters & Co.  
Royal Bank of Canada  
Quebecor  
Trans-Canada Pipelines  
City of Markham  
Unionville, Unionville Festival, Thursday Nights  
at the Bandstand

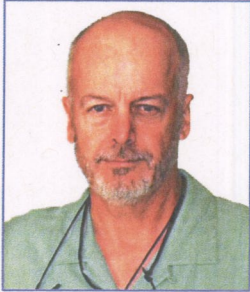
#### Sample Awards

- New York Art Directors Club – Gold Award
- ROM/Art Directors Club of Canada – Exhibit: 50 Years of Design, Advertising & Broadcast
- Communication Arts Design Annual – Award of Excellence
- Leipzig World Book Fair Design Exhibition – Silver Medallion



# Chester E. Chellman, P.E., L.L.S.

Principal



Chester "Rick" Chellman has more than 30 years experience in civil engineering, traffic engineering, complete street design, and street design history research. Rick has site planning, civil and forensic engineering, zoning, expert testimony, and land use experience throughout the United States. In recent years, he has worked extensively on the engineering and traffic engineering aspects of Traditional Neighborhood Development and New Urbanism, particularly in connection with the matters of street design, vehicular and human-powered traffic control, and external transportation connections worldwide.

## EDUCATION

B.S., University of New Hampshire

## EXPERIENCE

**Nelson\Nygaard Consulting Associates, Inc.**  
Principal, 2010–Present

- Rick has experience in the street and transportation design aspects of: the **River North Plan** in San Antonio; the downtown plans for **New Braunfels**; the downtown plans for **Alamo Heights**; and the downtown plans for **Olmos Park**. He also has diverse design experience including: the design of an urban extension to **Crewkerne, Somerset, UK** for a collaboration between the Prince's Foundation and George Wimpey Homes (winner of a 2006 CNU Charter Award); the design of four new towns in **Guatemala, El Salvador, and Costa Rica**; street design aspects of **Specific Plans for the California Cities of Santa Ana, Placentia and Whittier**; corridor and design details for the **Al Rayyan corridor** (proposed as a "world-class street") in Doha, Qatar; redesign of **Al Salaam Street** in Abu Dhabi, UAE; as co-author of new Urban Street Design Manual for the Emirate of Abu Dhabi; **Seattle Urban Mobility**, set of **Complete Streets for Bridge Street Corridor**, Dublin Ohio; "Road diet" conversion of **South Grand Boulevard**, St. Louis, Mo.; and the design of a new city- Tongzhou- for more than a million people in **China**.
- **Centre City Redevelopment, Edmonton Alberta.** Technical analysis of the transportation planning and design for a new 30,000 person infill "city within a city" upon former airport lands. The carbon-neutral plan of new LRT, tram, bus, bikeways, and parking management systems fits within a complete streets "family" oriented around new open space and water features that meet at a dense mixed-use town center.
- **Bridge Street Corridor, Dublin Ohio.** Led a team of planners and designers to develop an infill strategy plan and street network of varying cross-section "families"; detailed profiles; parking, transit, and biking strategies and networks; and progressive models to support the plan.
- **Chicago, IL.** Assisted the parking, transportation demand management, and transit strategies for South Chicago's LEED-ND initiative, and then modeled the trip generation to more accurately evaluate a new streetcar system, transit extensions, and the design features of the new urbanist neighborhood design. The reduced trip-making estimate now sustains a greater level of density.
- **Northampton, MA.** Through a charrette process, helped to design a comprehensive street, parking, and streetscape improvements along two downtown corridors to improve pedestrian and bicycle safety, improve transit speed and amenities, and better connect downtown with future TOD and abutting neighborhoods. Included major road and intersection diets, intersection re-timing, and reverse angle parking.
- **Santa Isabel, Guatemala** Led a charrette design team for the creation of a new town in Guatemala that will allow walking and biking in both urban and rural settings, as well as creating mixed-use neighborhoods throughout.
- **Muxbal, Guatemala** Technical transportation assistance for a new town in Guatemala.



**Chester E. Chellman, P.E., L.L.S.**  
Principal

## PREVIOUS EXPERIENCE

### TND Engineering

Owner and Principal, 1985–2010

#### Charette Experience

- Participant in more than 100 multi-disciplinary design charrettes in the U.S., Canada, China, Europe, the Middle East and London, U.K., since approximately 1988, focusing on New Urbanism and Traditional Neighborhood Design. Team participant with Duany Plater-Zyberk, Moule & Polyzoides, Calthorpe & Assoc. and others for new communities, the enhancement/redevelopment of existing communities, land use regulation drafting and modifications, and street and transportation design.

#### Municipal Experience

- Chairman of the elected Board of Selectmen for the Town of Tuftonboro, New Hampshire; nine year member of the Tuftonboro Planning Board, including professional assistance in the completion of the Town's Master Plan; and two years service on the Tuftonboro Zoning Board of Adjustment.

#### Board Member

- Congress for the New Urbanism (CNU), retired 1998; current member CNU New England Chapter

## SELECTED LECTURES, PUBLICATIONS, AND EXPERIENCE

#### Author/ Principal Author:

- The Traditional Neighborhood Development (TND) Zoning Ordinance (text form)
- "Design Speed and Related Matters for Neotraditional Neighborhoods" Submitted to 1994 Transportation Research Board
- "Street Design: Design Intent, History, and Emerging Concepts", Land Development, Spring-Summer 1995, National Association of Home Builders
- "Traditional Neighborhood Development Street Design Guidelines", A Recommended Practice of the Institute of Transportation Engineers (ITE), October 1999. This publication received the ITE's 1998 Transportation Planning Council Technical Committee Award when it was a proposed recommended practice.

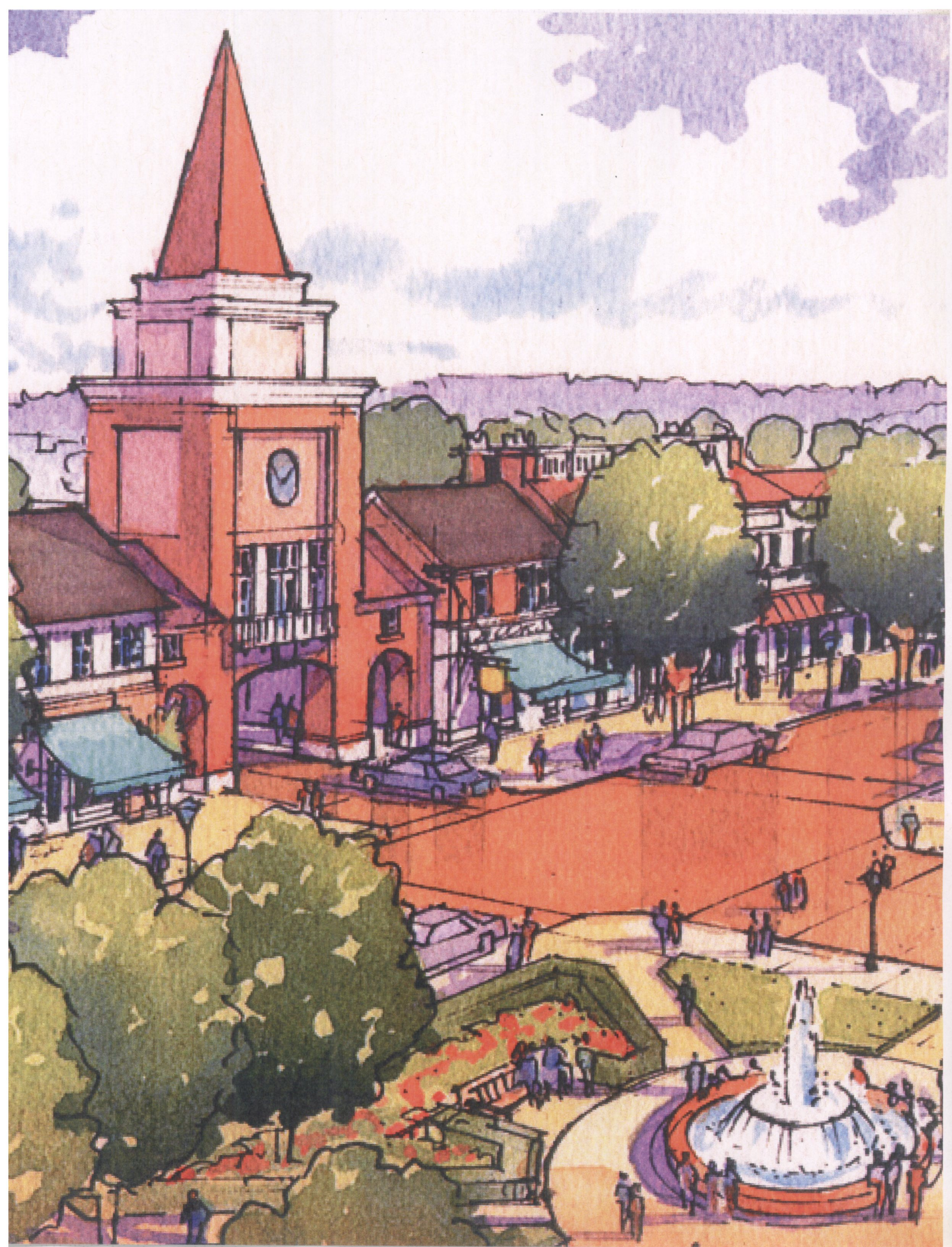
#### Co-Author of:

- "New Town Ordinances and Codes" New Classicism Omnibus, Volume, Rizzoli International Publications, Inc., New York, NY 1990
- "Traffic Engineering for Neo-Traditional Neighborhood Design" February, 1994 Institute of Transportation Engineers, Washington, D.C.
- "Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities" 2010 Institute of Transportation Engineers, Washington, D.C. Technical Advisor.
- "Neighborhood Street Design Guidelines" Institute of Transportation Engineers, Washington, D.C. Recommended Practice 2010. Neighborhood Street Design Committee.
- "Urban Street Design Manual" a design and policy manual for the construction, design and layout of urban streets in the Emirate of Abu Dhabi, United Arab Republic (2009).
- "Designing Safer Streets for Pedestrians"—NH DOT, Annual Bike & Pedestrian Conference, Durham, NH

## REGISTRATIONS AND CERTIFICATIONS

- Professional Engineer: Licensed in more than forty jurisdictions in the United States, including all of New England, New York, Arizona, Texas, and California.
- Licensed Land Surveyor: Licensed in New Hampshire and Maine







## FEE SCHEDULE

### Main Street Unionville District Masterplan Vision 2013 Fee Schedule

Expert Team	Scope of Work	Cost
Masterplan & Architecture Torti Gallas and Partners / Morrissey*	Existing Conditions Analysis Charrette : 6 Team Members Masterplan : 3 Focus Areas Architecture : Types / Precedents Visualisation Studies Concept Masterplan Design Guidelines	\$142,500
Retail Expert Robert Gibbs Gibbs Planning Group	Retail Market Analysis of Existing Conditions Supportable Forecast Prepared Prior to Charrette as the Base Program for the Plan Charrette - 2 Days	\$25,000
Civil Engineering Roger Wood Arup	All Civil Engineering Issues Study / Plan Structured Parking on Flood Plain, East Side Charrette - 2 Day	\$15,000
Transportation Planning Hilary Holden Arup	Transportation Analysis of Existing Conditions Trans Masterplan for Precinct Charrette - 2 Days	\$15,000
Landscape Architect Paul Ferris Ferris + Associates Inc	Landscape Openspace Plan Streetscape Sections Detailed Pedestrian Realm Charrette - 3-5 Days	\$30,000
Traffic Engineering Rick Chellman	Detailed Design of Main Streets Parking Strategies for Tightly Knit Existing Neighborhoods Charrette - 3 Days	\$10,000
Communications Daywriter Christie Day	Community Liaison Coordination of Charrette Meetings/Presentations Editor	\$12,500
<b>Total CAD</b>		<b>\$250,000</b>

All drawings are conceptual only. Detailed design development and documentation is outside the scope of this masterplan vision.

All fees exclusive of hst and disbursements (travel, accommodation and food (charrette))

\* Torti Gallas and Partners / Morrissey Standard Hourly Rates (2013) :

Executive Principal \$300.00/Hour

Senior Principal \$250.00/Hour

Principal \$225.00/Hour (R Goodill, M Morrissey)

Associate Principal \$200.00/Hour

Senior Associate \$170.00/Hour

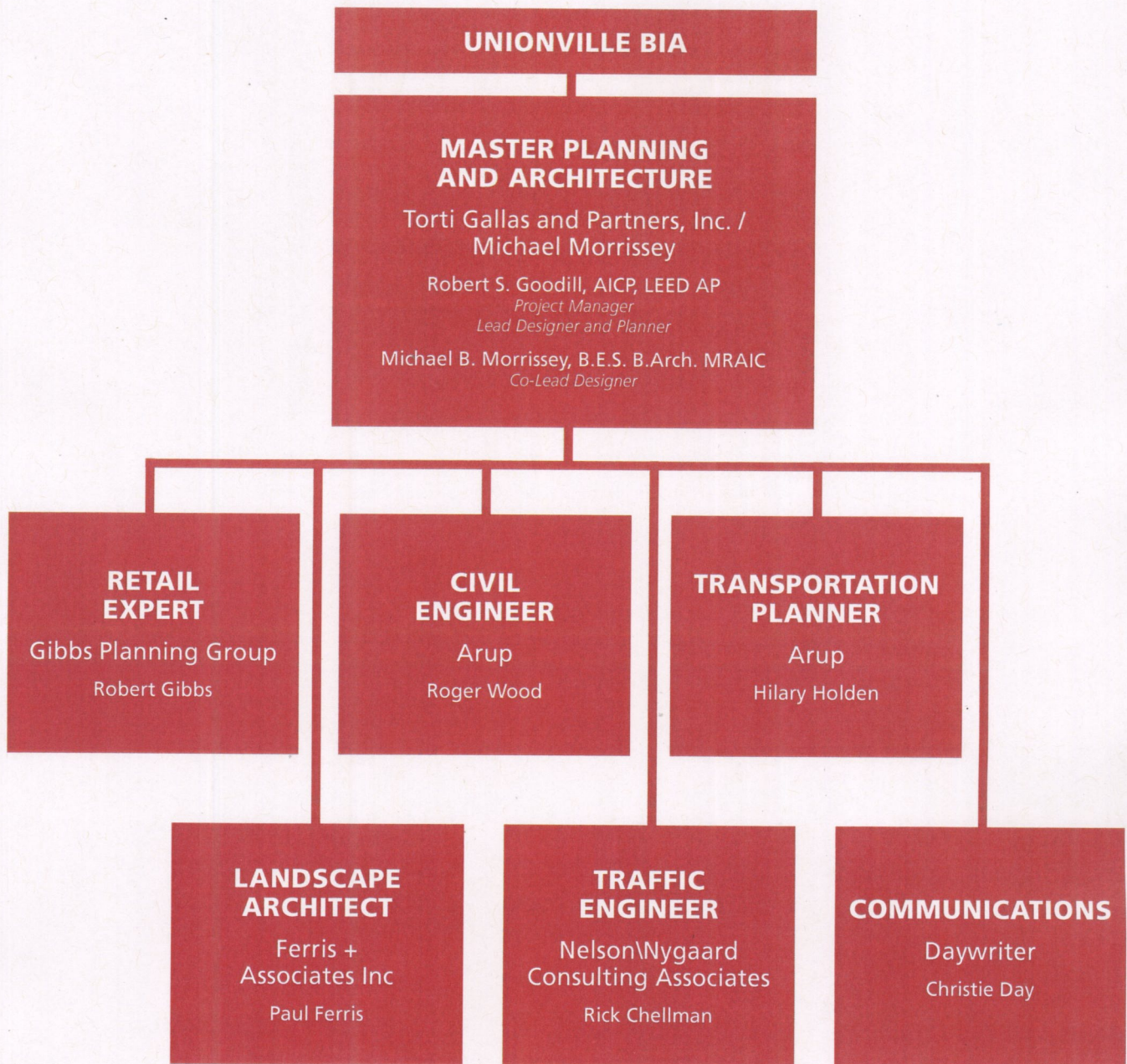
Associate \$145.00/Hour

Professional and Administrative Personnel 2-1/2 times Direct Personnel Expense















## SCHEDULE

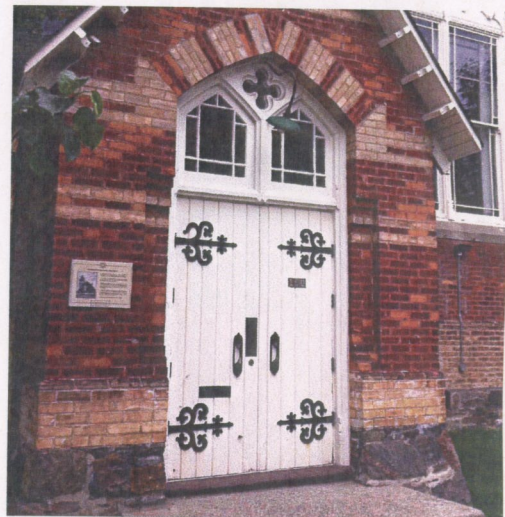
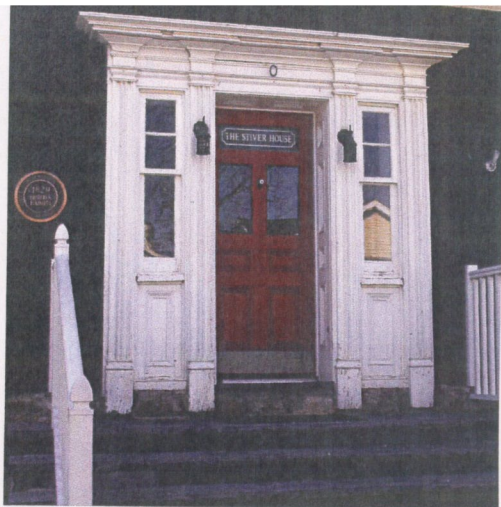
# Main Street Unionville District Masterplan Vision 2013 Schedule

STAGE	Month				Month				Month				Month				Month				Month				
	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week	week			
STAGE I  PRE-CHARRETTE DISCOVERY: <i>Existing Conditions Analysis</i>	2 Months																								
STAGE II  CHARRETTE									5 days																
STAGE III  POST- CHARRETTE: <i>Preliminary Concept Masterplan</i>									2 Months																
STAGE IV  FINAL CONCEPT MASTERPLAN																	1-2 Months								

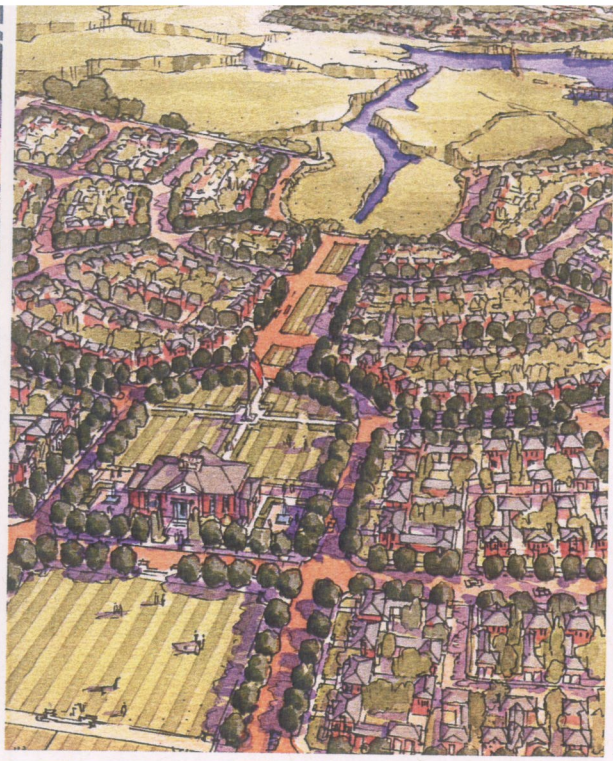












 TORTI GALLAS AND PARTNERS  
Architects of Sustainable Community