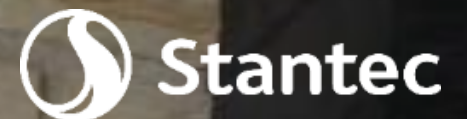




HISTORIC  
SANDWICH TOWNE  
FOUNDED 1797

# Build It So They Will Live, Work, Play & Study

Simon O'Byrne, MCP, RPP, MCIP  
Senior Vice President, Community  
Development





## Agenda

1. 1909 Plan of Chicago
2. As goes the Downtown so goes Windsor
3. Tourism
4. Urban Innovations and Best Practices
5. Radical Incrementalism



# 1 Chicago



# 1909 Plan of Chicago



COPYRIGHT, 1909, BY COMMERCIAL CLUB OF CHICAGO

1. CHICAGO. BIRD'S-EYE VIEW, SHOWING THE LOCATION OF THE CITY ON THE SHORES OF LAKE MICHIGAN, TOGETHER WITH THE SMALLER SURROUNDING TOWNS CONNECTED WITH CHICAGO BY RADIATING ARTERIES. Painted for the Commercial Club by Jules Guerin.

## PLAN OF CHICAGO

PREPARED UNDER THE DIRECTION OF  
THE COMMERCIAL CLUB  
DURING THE YEARS MCMVI, MCMVII, AND MCMVIII

BY  
DANIEL H. BURNHAM  
AND  
EDWARD H. BENNETT  
ARCHITECTS

EDITED BY  
CHARLES MOORE  
CORRESPONDING MEMBER AMERICAN INSTITUTE OF ARCHITECTS



CHICAGO  
THE COMMERCIAL CLUB  
MCMIX



# City Beautiful Movement





## 2 Downtown Windsor



# Why Downtown Matters





# Why Downtown Matters





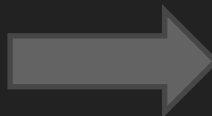


# Jobs follow Talent





# Windsor Needs a New Narrative





# Place Matters in the War for Talent

- Working from home
- Relocation based on affordability
- Climate – as far south as northern California
  - Growing season
  - Seven months of short sleeves
- Amenities
- Proximity
- History that provides a rich sense of place





## 3 Tourism: The Singapore Story



# Singapore Airlines





# Singapore + Instagram Moments



# Singapore's Three-Day Itinerary





# Singapore's Three-Day Itinerary







## 4 Urban Innovations and Best Practices



# Form Based Code + Market Urbanism

## Planning

- Desegregate land uses
- Street hierarchy and then form designation
- Checking 60-70% of the boxes is enough
- Facilitate and empower ideas
- Say YES, YES and YES

## Outcomes

- Urban areas will grow denser, more interesting, vital and mixed
- The Holy Grail of Business District Success is Messy Vibrancy





# Basic Principles

- What drives economic development is creating places where people want to be
- Maintenance and programming are essential
- Create critical mass
- Prioritize and incentivize housing starts in centre





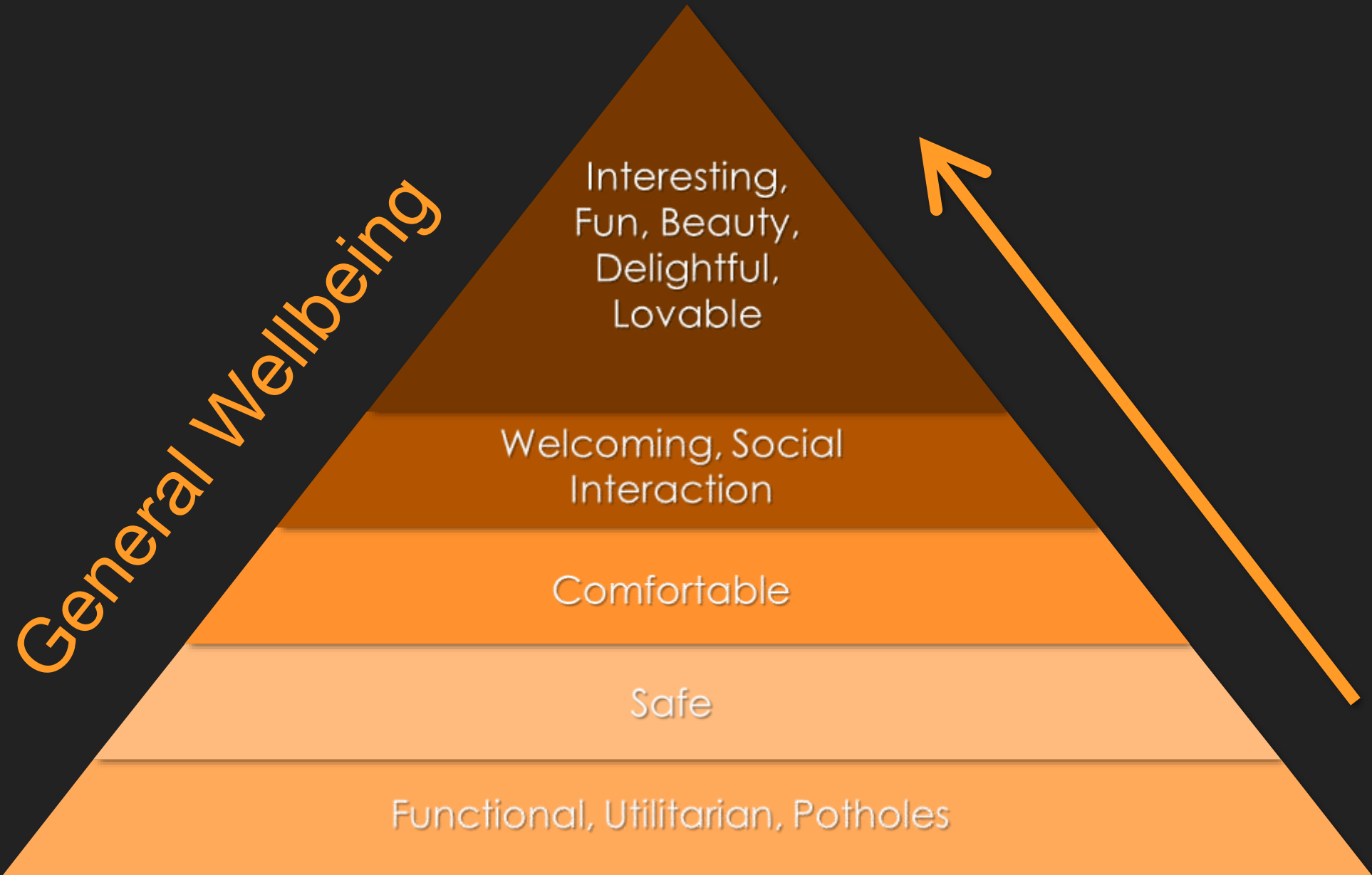
# Basic Principles

- Conventional wisdom is usually wrong
- Try new things
- Take risks; bend the rules
- Fail on a small scale





# A Community's Hierarchy of Needs





# Bike Lanes + 8-80 Design = Local Business Development

Forbes

Nov 16, 2018, 11:50am EST

## Cyclists Spend 40% More In London's Shops Than Motorists



**Carlton Reid** Senior Contributor  
Transportation  
*I have been writing about transport for 30 years.*

f  
t  
in



Cyclist on one of London's "Cycle Superhighways". CARLTON REID

New research from Transport for London (TfL) claims that people walking, cycling and using public transport spend more than motorists in local shops. Conducted by Matthew Carmona from

## The latest evidence that bike lanes are good for business

A new study in Toronto supports what other cities have found: trading street parking for a bike lane doesn't hurt the local economy, and often helps.



Eric Jaffe [Follow](#)  
Sep 5, 2019 · 5 min read ★



New bike lanes tend to draw cont especially when those bike lanes:

## Bike Lanes Can Benefit Local Businesses (!), According to This Study

PORTLAND STATE UNIVERSITY RESEARCHERS STUDIED THE ECONOMIC IMPACT OF ADDING LANES TO 14 CORRIDORS ACROSS SIX CITIES.

BY JESSICA COULSON | Apr 26, 2020





# Bike Lanes





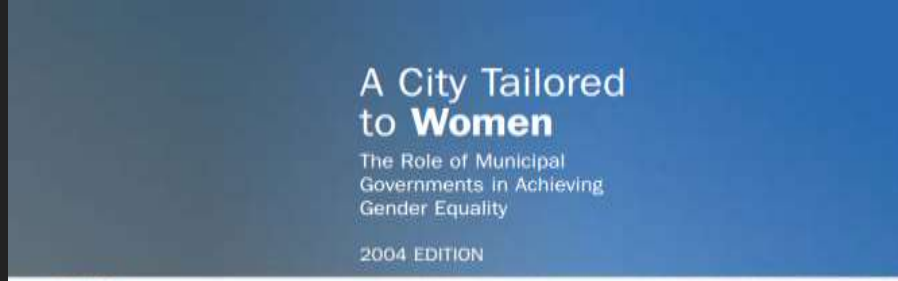
# Female Oriented Design







# Female Oriented Design





# Female Oriented Design

From *The Atlantic*

**CITYLAB**

NAVIGATOR CITYFIXER MAPS PHOTO

COMMUTE WORK HOUSING WEATH

## How to Design a City for Women

A fascinating experiment in "gender mainstreaming."

CLARE FORAN | @ckmarie | Sep 16, 2013 | 140 Comments

26k Shares

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✉

📄

In 1999, officials in Vienna, Austria, asked residents of the city's n how often and why they used public transportation. "Most of the the questionnaire in less than five minutes," says Ursula Bauer, o administrators tasked with carrying out the survey. "But the wom stop writing."

**CBCnews**

Home World Canada Politics Business Health Arts & Entertainment Technology & Science

Home Photo Galleries The National Aboriginal CBC News Network

## How city planners could help women feel safer

India, Austria among countries looking to improve public spaces

By Megan Williams, CBC News | Posted: Oct 07, 2014 12:12 PM ET | Last Updated: Oct 07, 2014 12:54 PM ET



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Home > Living > What a city designed for women looks like

Living

## What a city designed for women looks like

See what happens when a city takes women's needs, listens to them, and meets them

Sep 27, 2013 Flannery Dean 1



# Female Oriented Design: Safety





# Design Excellence: Make Things Relentlessly More Beautiful





# Lego Bridge, Wuppertal, Germany





# Vibrant Public Realm = Successful Business



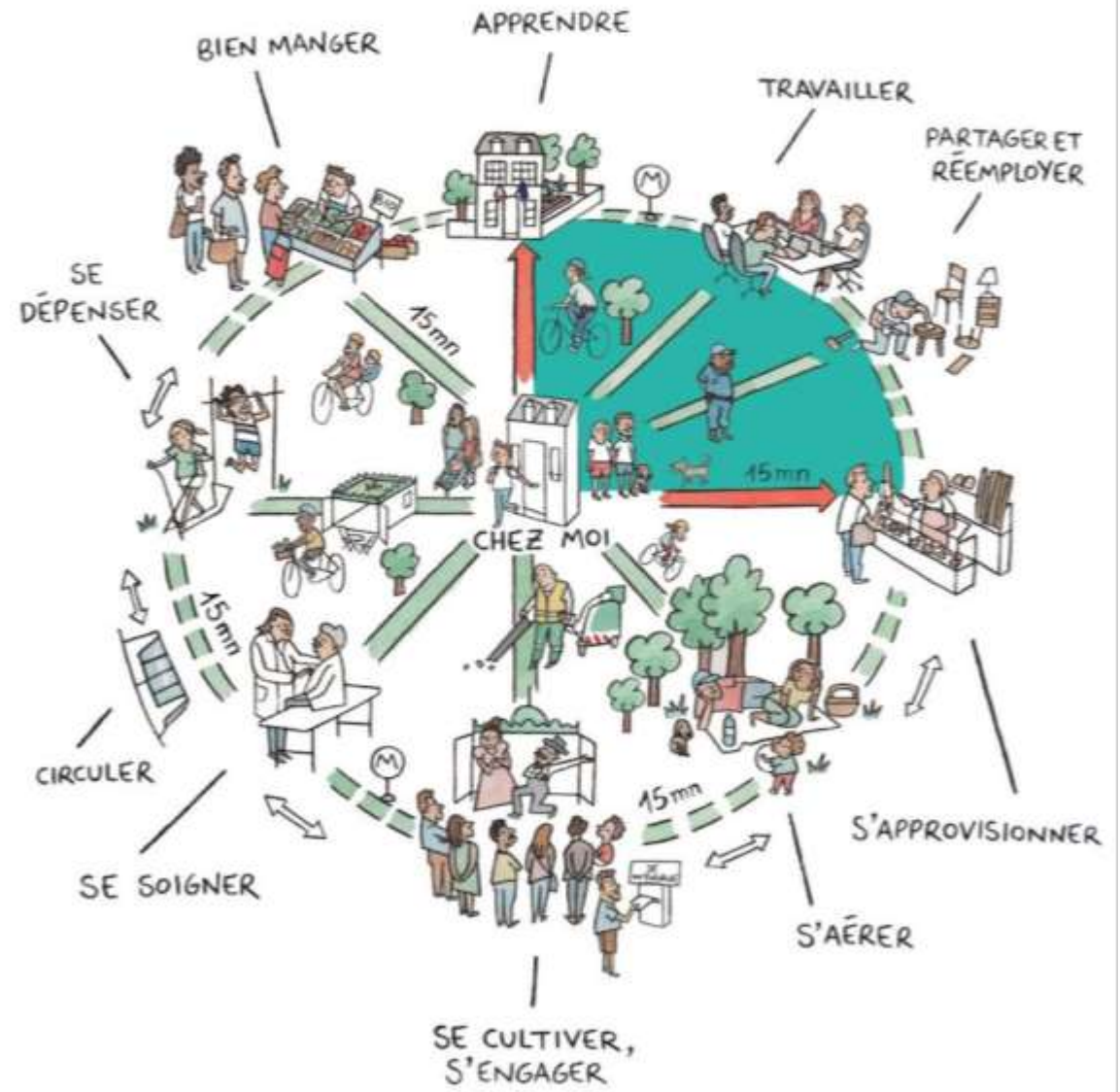


## Melbourne's Alleys

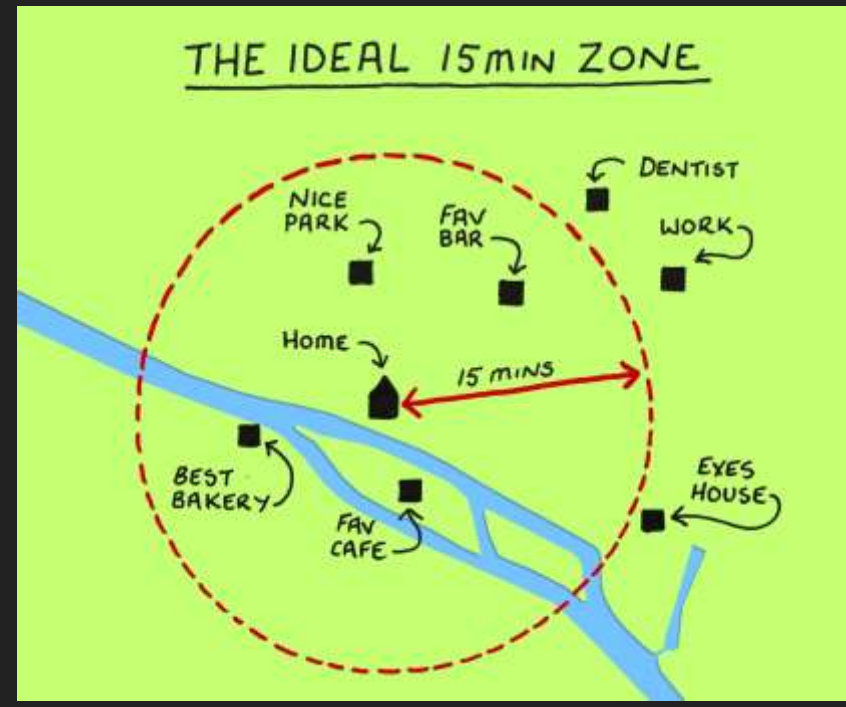




# LE PARIS DU 1/4 HEURE



## Paris' 15- Minute City







## Parklets





# Parklets





# Places Worthy of People's Affection + Seating + People Watching = Urban Vibrancy





# Liveable Streets that Prioritize People over Parking





## Slow and Sticky Streets





# Winter Design



**Block wind**



**Capture  
sunshine**



**Colour**



**Lighting**



**Infrastructure**



# Alley Activation: Block the Wind





# Alley Activation: Block the Wind







# Nightscaping is Critical





# Rochester, MI





# Winter Patios





# Winter Patios





# Incorporate Fire & Seating





# The Forks, Winnipeg





## **5** Radical Incrementalism: The surprising power of small



# Radical Incrementalism

The power of  
lots of little ideas.

65% of the big ideas  
proposed for cities  
never get off the  
ground.

It is all about  
the long play.





Chelsea, Quebec





## Boulder, Colorado





## Lillehammer, Norway





1961



1964

Copenhagen, Denmark



## Copenhagen, Denmark





Gaines Street, Tallahassee





## Vancouver, British Columbia





# King's Cross Central, Granary Square | London, England







# King's Cross Central, Granary Square | London, England





# Design Charrette Process





**Thank you**