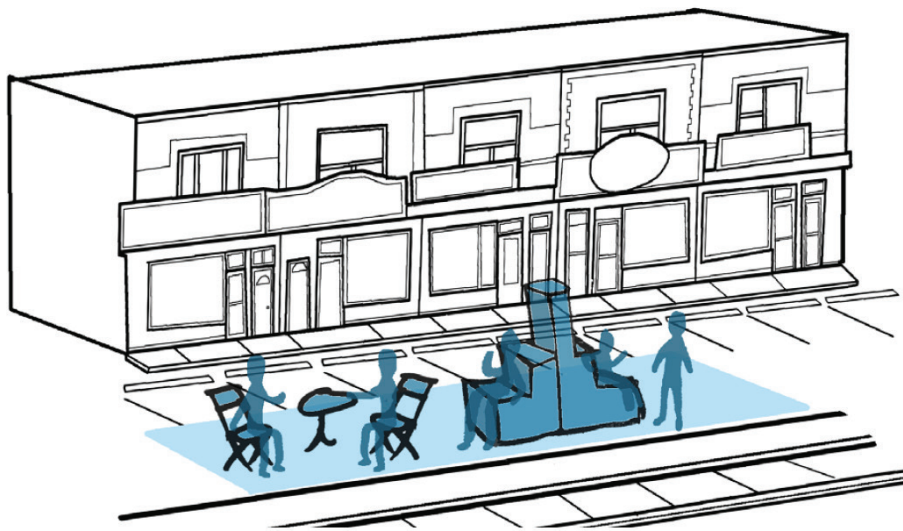


plazaPOPS

Supporting strip mall retail with social infrastructure



Brendan Stewart

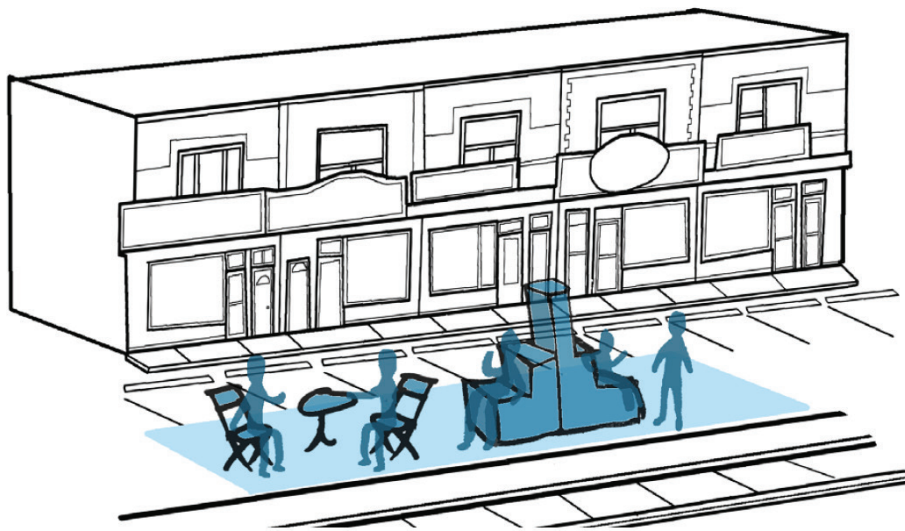
Assistant Professor of Landscape Architecture
University of Guelph

Daniel Rotsztain

The Urban Geographer

plazaPOPS

Supporting strip mall retail with social infrastructure



A high impact, low cost, and replicable demonstration of the potential of 'pop up' community gathering places within the privately-owned public spaces (POPS) of Toronto's emblematic inner-suburban strip mall plazas.

 **Context**

 Project overview

 Process

 Goals

URBAN INTENSIFICATION



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plazaPOPS: **CONTEXT**

URBAN INTENSIFICATION

Ontario's 2017 Places to Grow Act provides a planning framework for the Greater Golden Horseshoe (GGH) to grow from **8 million to 13.5 million** by 2041.



PLANNING POLICY

Wexford Heights Plaza



Source: Brook-McIlroy 'Avenues and Mid-Rise Buildings Study' (2010)

INNER SUBURBAN STRIP MALL



STRIP MALL REDEVELOPMENT



THE VIC TOWNS
north yard

MOTHER NATURE
WOULD BE PROUD

thevictowns.com

SPACIOUS STACKED TOWNS WITH
OVERSIZED ROOFTOP TERRACES

 **SOLOTEX**
CORPORATION

IDEAL SITES FOR REDEVELOPMENT?

“Official city policies reinforces [redevelopment of strip malls] implying that strip malls have the same development potential as vacant lots”

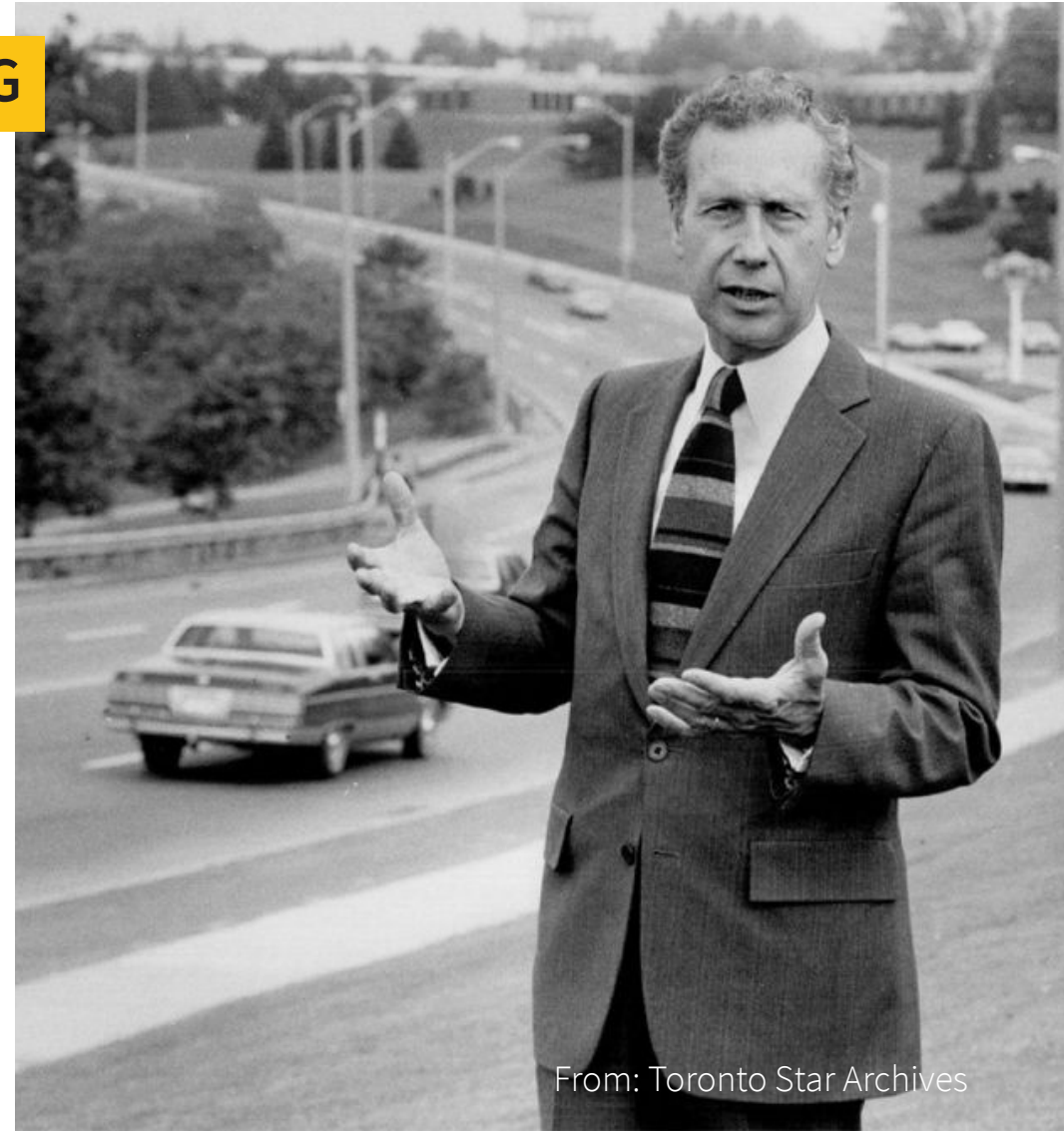
The “social and economic benefits of strip malls should provide a solid foundation for re-evaluating their redevelopment potential”

(Linovski, 2012).

POST-WAR MODERN PLANNING



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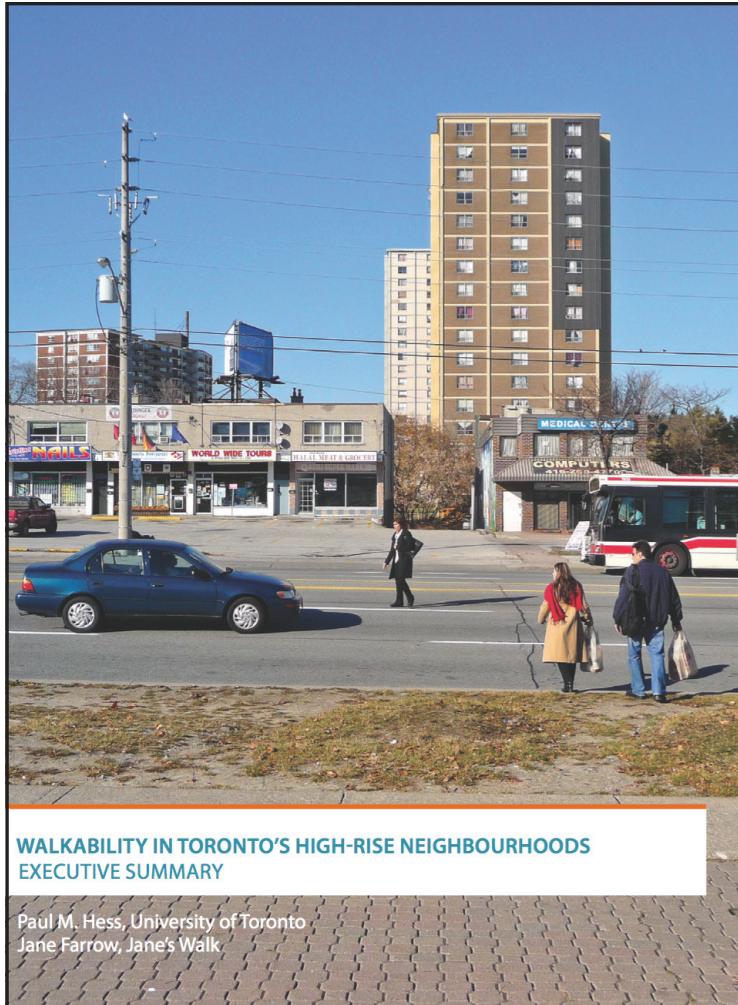
From: Toronto Star Archives

POST-WAR MODERN PLANNING



From: Toronto Archives

WALKABILITY IN THE INNER SUBURBS



56% of respondents did not have a driver's license

42% of respondents did not own a car

43% of respondents share one vehicle amongst several adults

Farrow and Hess, 2011



LACK OF PUBLIC AMENITY

CHALLENGING WALKABILITY





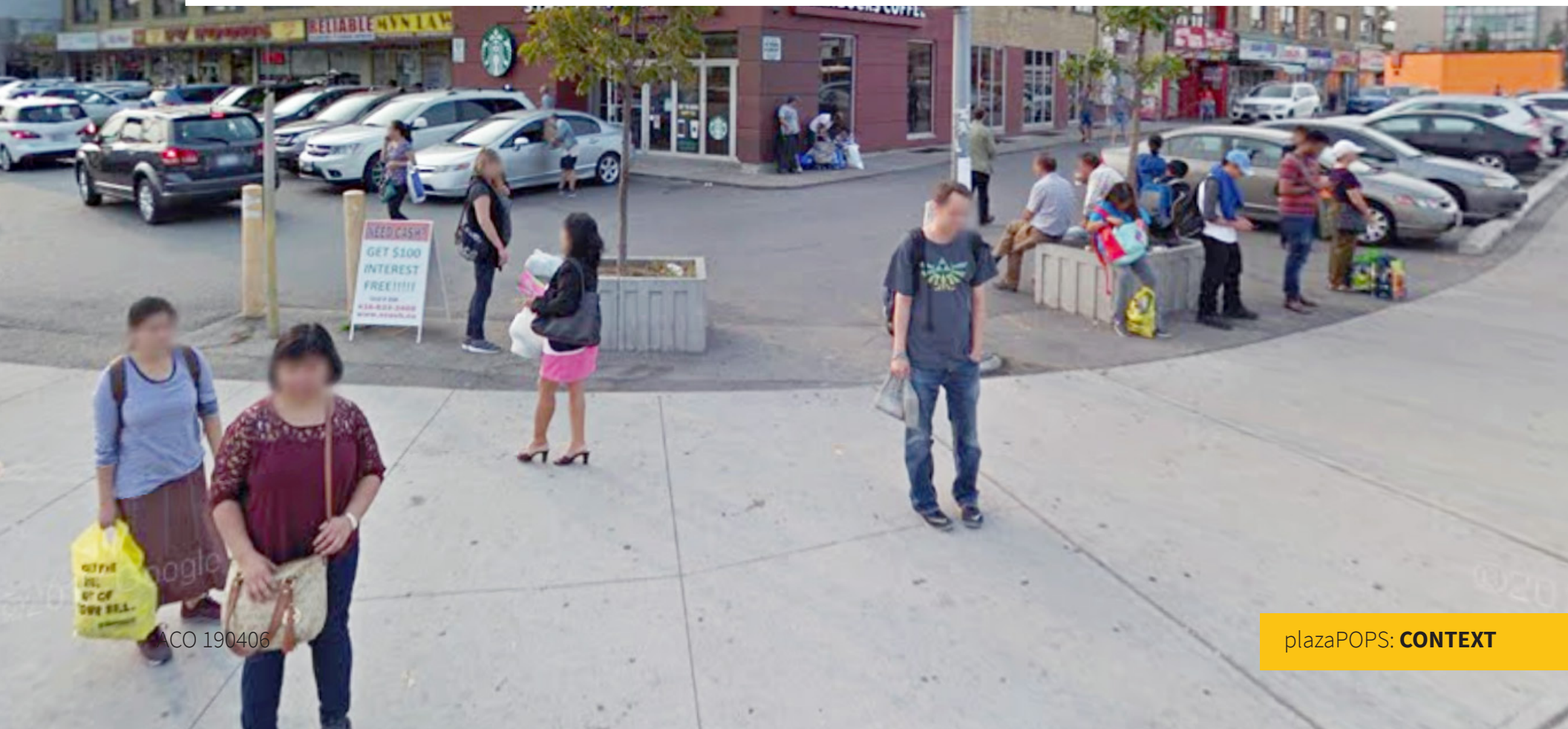
Toronto appears to have hit a one-year high in pedestrian and cyclist fatalities. Over 40 per cent of those deaths happened in Scarborough

By **Ben Spurr** Transportation Reporter
Fri., Dec. 7, 2018



WALKABILITY IN THE INNER SUBURBS

“Many people, especially youth and seniors, said they felt safer with people around. They wanted places on their paths to sit, rest and socialize” Farrow and Hess, 2011



-1848

CULTURE & PUBLIC LIFE

Ghadir meat & Restaurant
المنعمات ومطعم الغدير
Meat & Mid Eastern Grocery Charcoal BBQ Shawarma, Lahmbajen, Manakish and Pastry 416 7507404
مطعم ولحم خالان مواج حدادية من صيدا - صواوي، عيش الطختر، شورما، لحم بقر، ساندويش، ساندويش وخبزهاواجا



CULTURE & PUBLIC LIFE

the
Discourse.

Be part of it



More than an eyesore, Scarborough strip malls celebrate community

From Filipino bakeries to halal butchers, these drive-through stops have become unlikely gathering spaces in a sprawling suburb.

APARITA BHANDARI | December 11, 2018 ↗

the
Discourse.

Be part of it

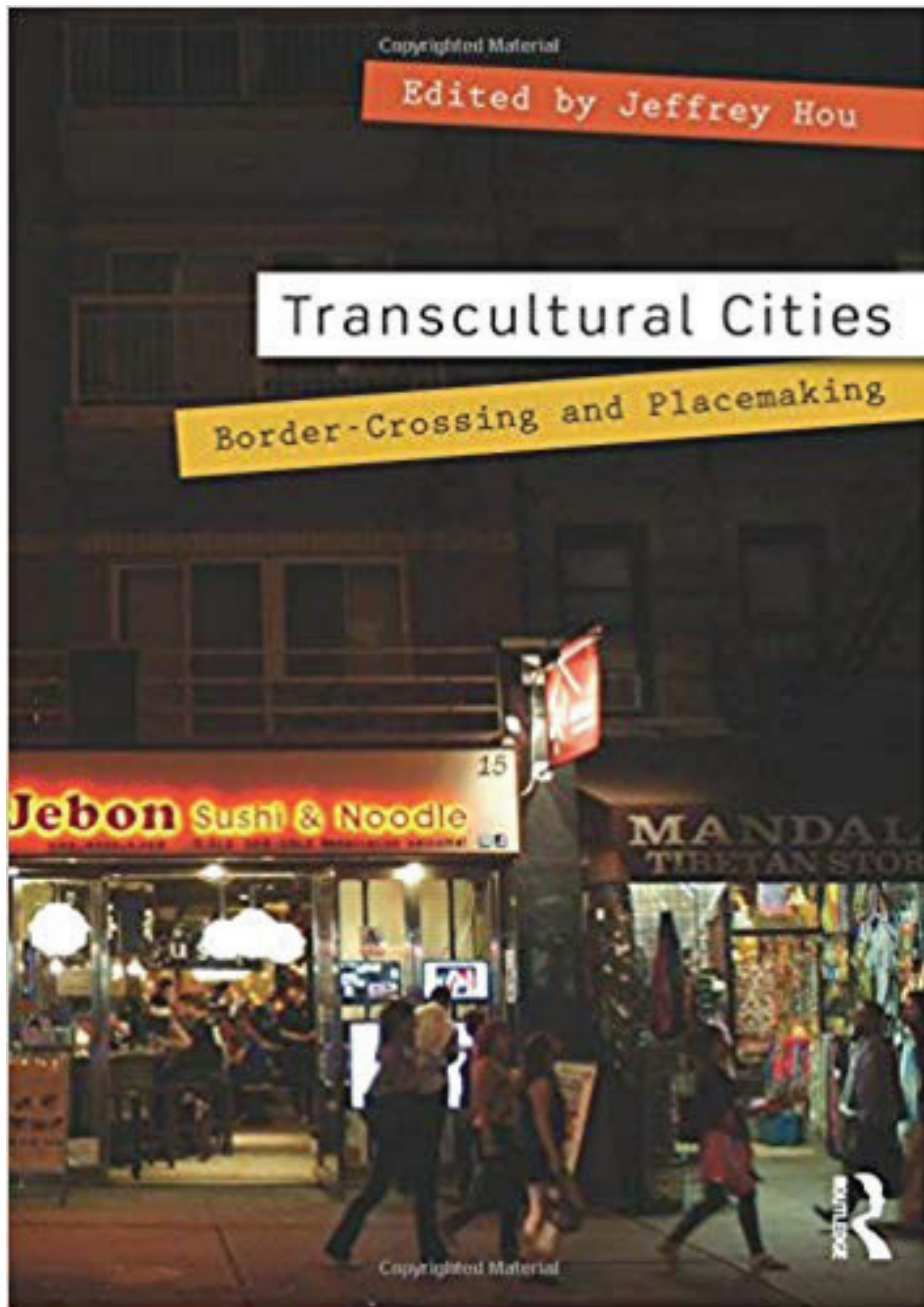


A treasure trove of memories in Scarborough's strip malls

When we asked locals to submit photos and stories of their favourite strip malls, they told anecdotes about adventures, both new and old.

APARITA BHANDARI | December 19, 2018 ↗





“How can urban places function as vehicles for cross-cultural learning and understanding ..”

Hou, 2013



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plazaPOPS: **CONTEXT**



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plazaPOPS: **CONTEXT**



City ROW

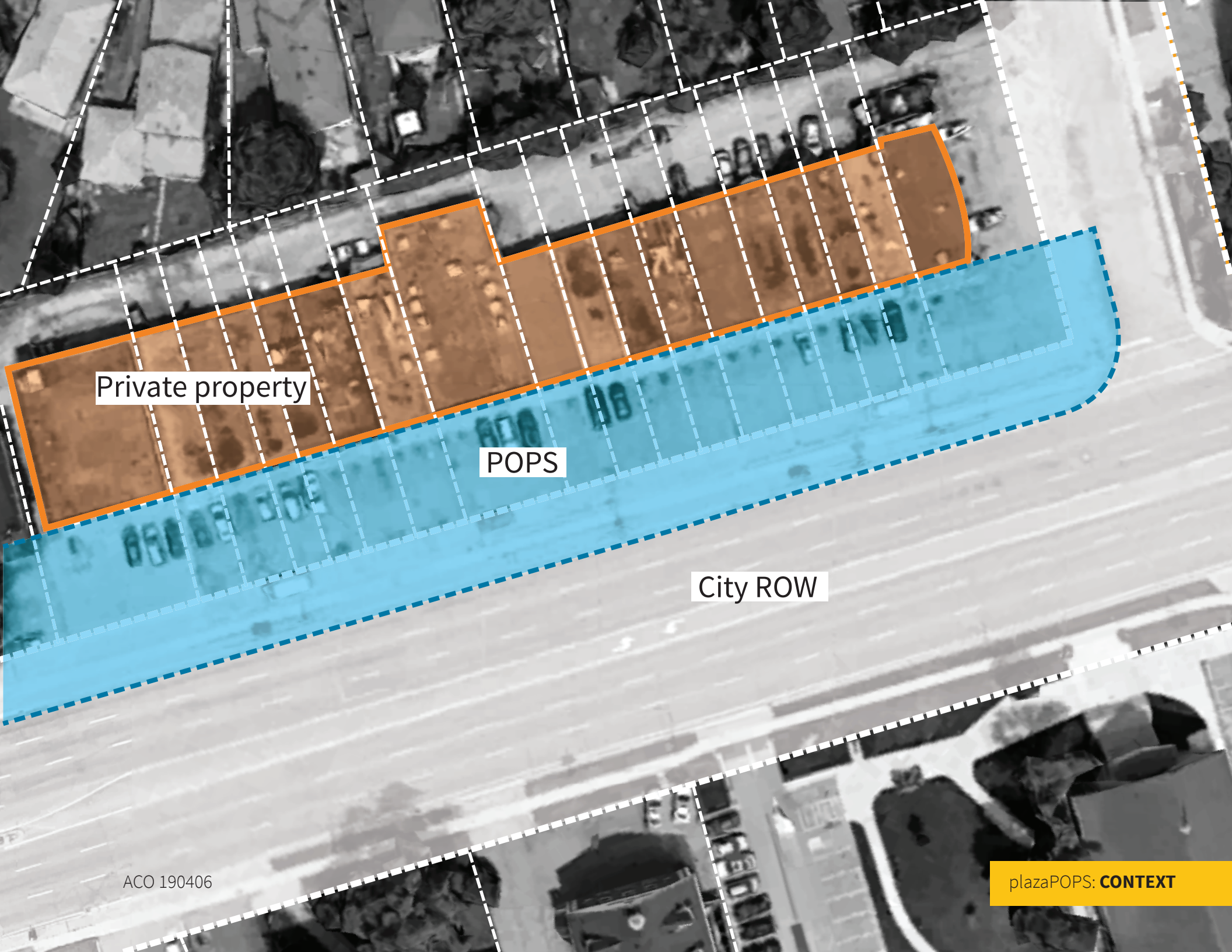
ACO 190406

plazaPOPS: **CONTEXT**



Private property

City ROW



Private property

POPS

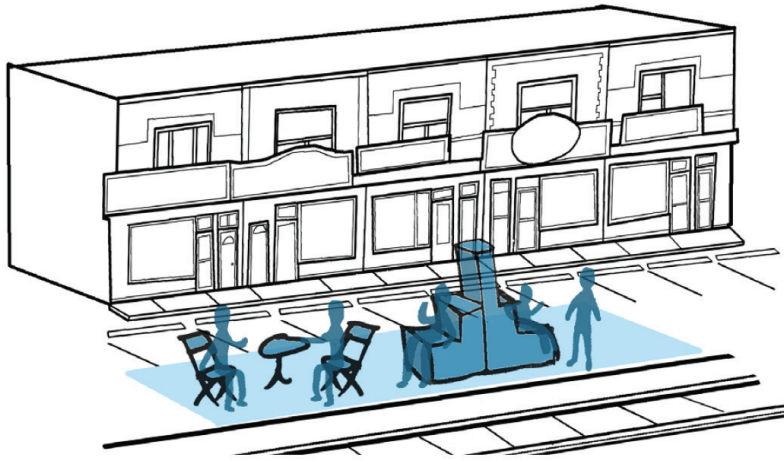
City ROW

Intensification +

Desire for pedestrian amenities +

Limited publicly owned land

How do we bring social infrastructure to Toronto's strip malls while supporting current uses?



plazaPOPS

A high impact, low cost, and replicable demonstration of the potential of 'pop up' community gathering places within the privately-owned public spaces (POPS) of Toronto's emblematic inner-suburban strip mall plazas.

park
people
amis des
parcs



KICKSTART BIA



**School of
Environmental
Design and Rural
Development**

 Context

 **Project Overview**

 Process

 Goals

RECOGNIZING STRIP MALL PARKING LOTS AS POPS



Privately Owned Publicly-Accessible Space
CREATIVE PLACE MAKING TO ENHANCE URBAN LIFE

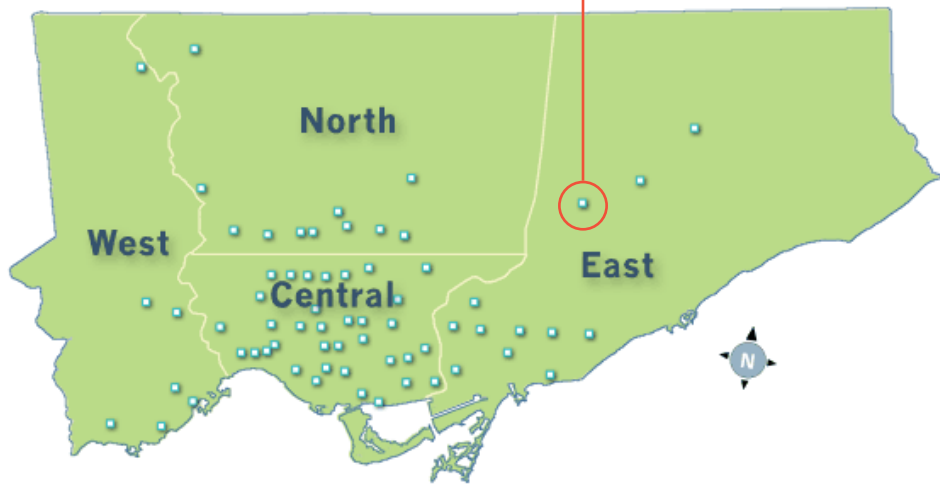


RECOGNIZING STRIP MALL PARKING LOTS AS POPS



Privately Owned Publicly-Accessible Space
CREATIVE PLACE MAKING TO ENHANCE URBAN LIFE





BUSINESS IMPROVEMENT AREA (BIA)

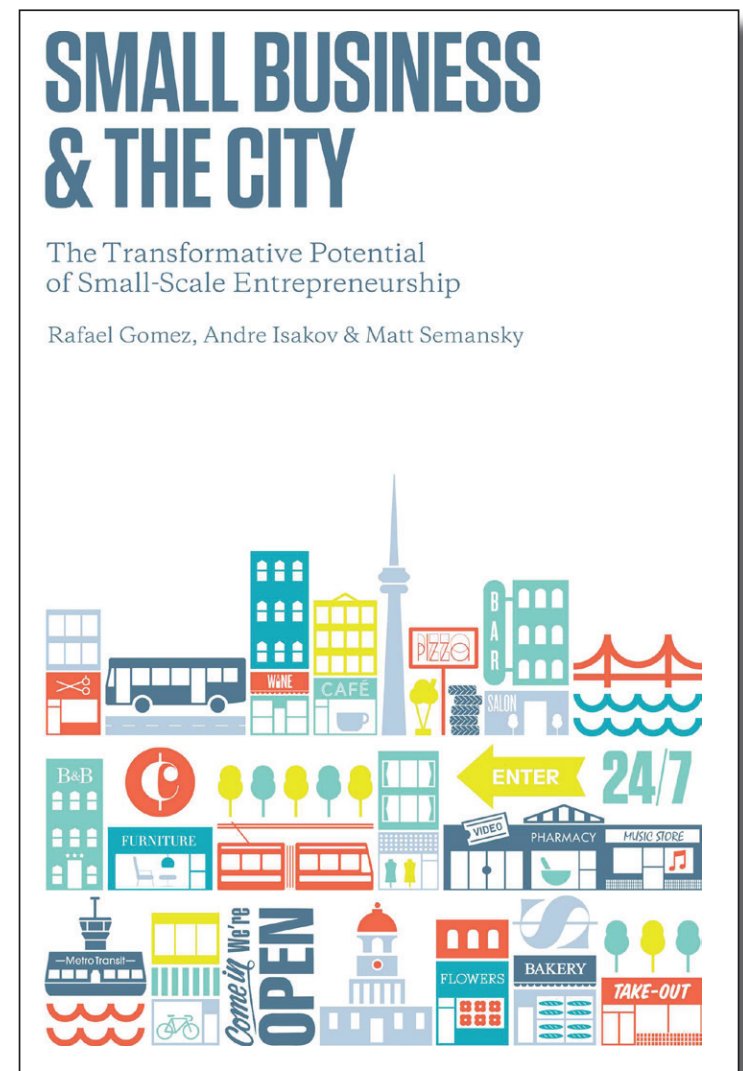


TASTE OF LAWRENCE



“There is little question that a major part of the enduring vibrancy of Canada’s major urban centres lies in the dynamism of its small firms”

Councillor Michael Thompson in Gomez et al. 2015



THE CULTURAL VALUE OF MOM + POP



'POP-UP' TACTICAL URBANISM

Source : San Francisco Parklet Manual (v3 2018)

THE SITE: Wexford Plaza







Lawrence Ave E

SITE

Warden Ave

ACO 190406

-  Context
-  Project Overview
-  **Process**
-  Goals

WORKSHOP I: PROGRAM

December 5 2018



Principles

(Project value statements)

i.e. "plazaPOPS is about ...productive collaboration between a diverse set of project partners"

Building Community connections.

Setting a POPS precedent / model of PROJECT.

Placemaking : Enhancing the Life of the Suburb.

- Business imp.

~~To enhance the~~ To change people's perception of STRIP-MALLS

Providing a venue for Artists.

A WAY TO PROVIDE FEEDBACK

Principles

(Project value statements)

i.e. "plazaPOPS is about ...productive collaboration between a diverse set of project partners"

~~to~~ - to bring communities together.

- to increase business value.

- to make art/nature → we are too far away from the nature.

- to bring more people into the area (to discover it).

- to bring people from all communities together.

★ To CREATE A PLACE FOR THE COMMUNITY TO MEET ITSELF.
→ PERHAPS THROUGH VOLUNTEERISM + YOUTH ENGAGEMENT.

Goals

(What we will achieve)

i.e. "plazaPOPS will ...be a fun, safe and inclusive place where all feel welcome"

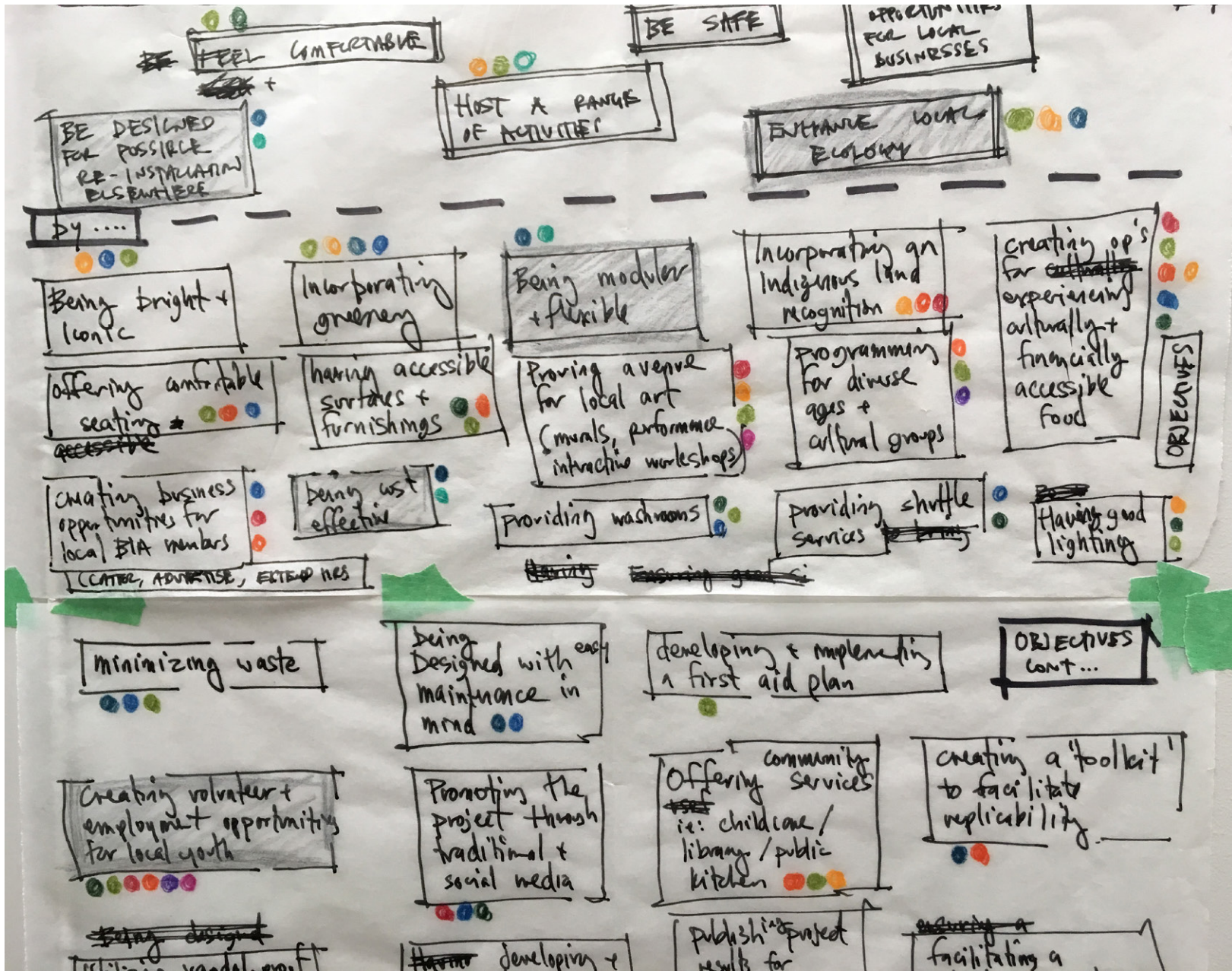
Intigration of all new comers with Canadian
families meeting center

Objectives

(How we will achieve goals)

i.e. "plazaPOPS will ...provide copportunities for comfortable, shaded seating"

subtle buss for elderly people. ↔ isolate people
need to include
Promation .



plazaPOPS program

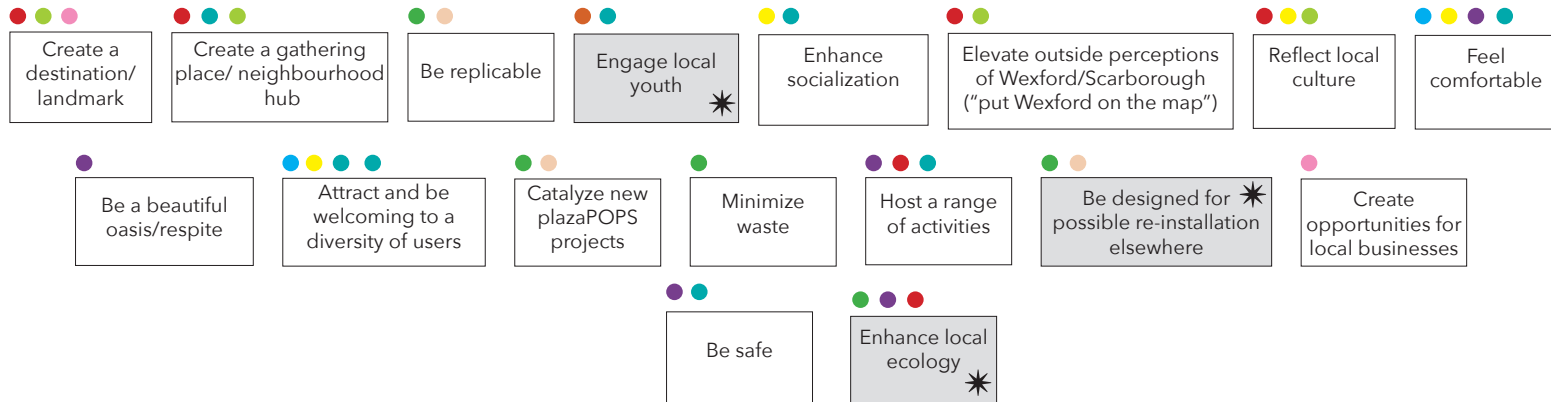
PRINCIPLES

plazaPOPS is about...



GOALS

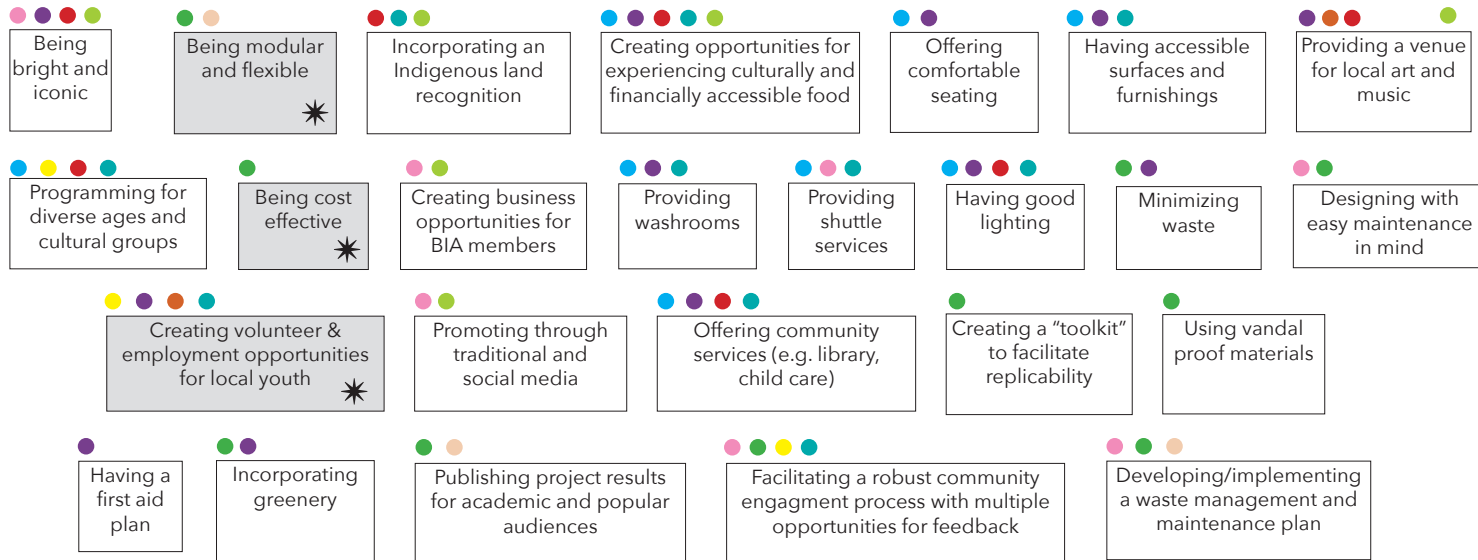
plazaPOPS will...



plazaPOPS program

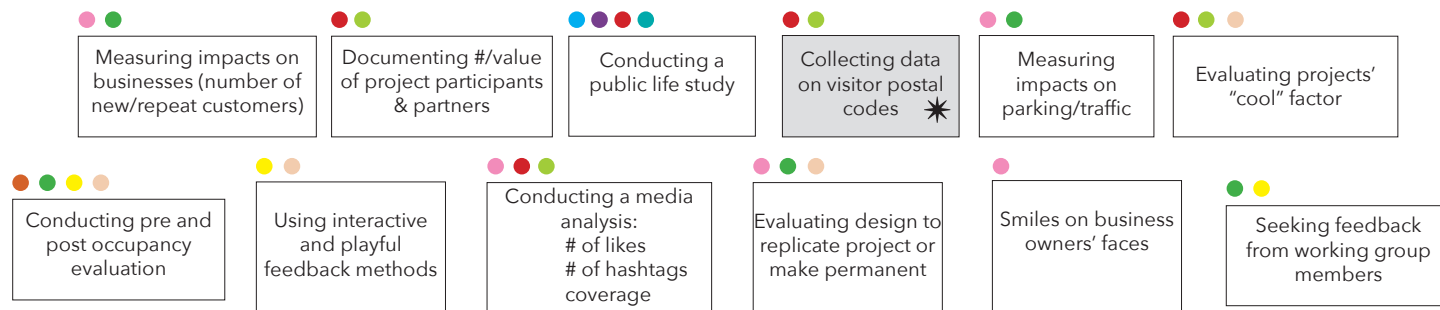
OBJECTIVES

by...



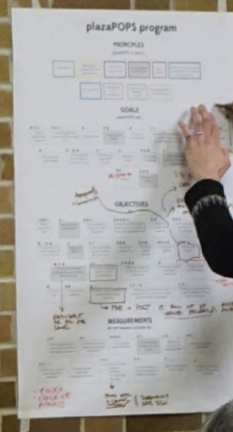
MEASUREMENTS

We will measure success by...



WORKSHOP II: THEMES

January 16 2019



CONCEPT/THEME/MOTIF/COLOUR

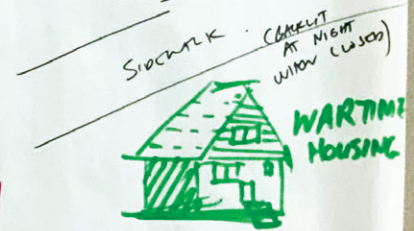
① MODERN: curvilinear shapes, shiny, glass, light green
(to contrast current Wexford; bring new ideas/fresh life to area)
bring youth to area; caters to younger couples moving to area



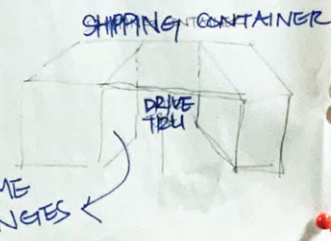
② PIONEER: each era of Wexford represents a different type of pioneering in the area; colours = green, golden (wheat)
minimalist ('flat' to represent Wexford landscape), strong agricultural history + food distribution (food market)



③ LITTLE BOX: drive-thru shipping containers; inside of containers display rotating cultures/themes of the area (w/ a connection to local businesses); with food samples ("museum of ice cream")



④ VR: dome or shipping container; when visitors come to site, they experience Wexford through virtual reality; structure can be typical Wexford wartime bungalow.



Studio Work



WORKSHOP 3: CONCEPTS

January 30 2019



Studio Review February 13 2019

SOUTH SECTION VIEW

INTERIOR VIEW

KEY MAP

TRAFFIC FLOW

SUNSHADE & WIND

DESIGN PROPOSAL

VIEW FROM WARDEN AVE

FLOOR PLAN

MATERIAL PALETTE

MISTING MECHANISM DETAIL

WEXFORD HEIGHTS

MAX GATTA, SHAO CHEN, & AMIR SADEGH
LAW 5105, Community Design
University of Waterloo, Master of Landscape Architecture
2018, Fall, 13

WEXFORD HEIGHTS DESIGN PHASES

- WEXFORD HEIGHTS PHASE 1: PROLOGUE (2018-19)
- WEXFORD HEIGHTS PHASE 2: PROLOGUE (2019-20)
- WEXFORD HEIGHTS PHASE 3: PROLOGUE (2020-21)
- WEXFORD HEIGHTS PHASE 4: PROLOGUE (2021-22)

PHASE 1: PROLOGUE (2018-19)

- Phase 1: PROLOGUE (2018-19)
- Phase 2: PROLOGUE (2019-20)
- Phase 3: PROLOGUE (2020-21)
- Phase 4: PROLOGUE (2021-22)

PHASE 2: PROLOGUE (2019-20)

- Phase 1: PROLOGUE (2018-19)
- Phase 2: PROLOGUE (2019-20)
- Phase 3: PROLOGUE (2020-21)
- Phase 4: PROLOGUE (2021-22)

PHASE 3: PROLOGUE (2020-21)

- Phase 1: PROLOGUE (2018-19)
- Phase 2: PROLOGUE (2019-20)
- Phase 3: PROLOGUE (2020-21)
- Phase 4: PROLOGUE (2021-22)

PHASE 4: PROLOGUE (2021-22)

- Phase 1: PROLOGUE (2018-19)
- Phase 2: PROLOGUE (2019-20)
- Phase 3: PROLOGUE (2020-21)
- Phase 4: PROLOGUE (2021-22)

PROCESS

WORKSHOP I - December 7, 2018

WORKSHOP II - January 14, 2019

WORKSHOP III - January 18, 2019

WORKSHOP IV - January 23, 2019

WORKSHOP V - January 30, 2019

PHASE 1: PROLOGUE (2018-19)

PHASE 2: PROLOGUE (2019-20)

PHASE 3: PROLOGUE (2020-21)

PHASE 4: PROLOGUE (2021-22)

The Sprout



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plazaPOPS: **PROCESS**

Wex Flex Hub



Confabula



Little Box Studio



Big moment, daunting task



Soundscape



CONCEPTS

Leave your feedback after each proposal!

WEBFORM SURVEY
Until April 12th!

The Sprout



WEX FLEX HUB



CONFABULA



**BIG
MOMENT,
DAUNTING
TASK...**









Source : medium.com (from Gehl Institute)

ANALYSIS TOOLS

Pre and post installation

Economic Impact Metrics

Public Life Study / POE

-  Context
-  Project Overview
-  Process
-  **Goals**

CREATE A POP UP COMMUNITY GATHERING SPACE THAT:



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plazaPOPS: GOALS

CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

(1) Supports the public life of the neighbourhood with social infrastructure



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CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

- (1) Supports the public life of the neighbourhood with social infrastructure
- (2) Celebrates the cultural value of mom & pop retail



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CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

- (1) Supports the public life of the neighbourhood with social infrastructure
- (2) Celebrates the cultural value of mom & pop retail
- (3) Demonstrates model for strip mall urbanization that supports existing small businesses in the context of change



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plazaPOPS: GOALS

CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

(4) Strengthens local capacity through the design process



CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

(4) Strengthens local capacity through the design process

(5) Expresses the visions, hopes, and dreams of the local community



CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

(6) Develops a replicable model for plazaPOPS in other inner suburban BIAs



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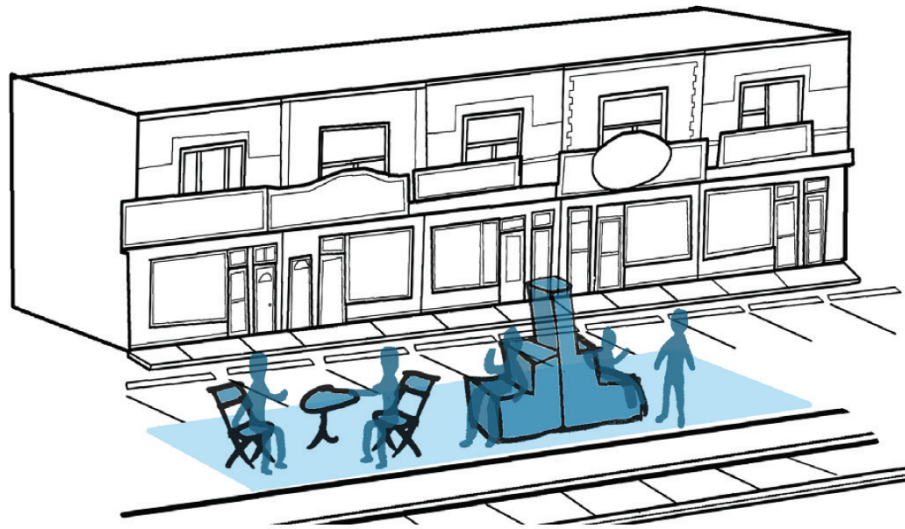
CREATE A POP UP COMMUNITY GATHERING SPACE THAT:

(6) Develops a replicable model for plazaPOPS in other inner suburban BIAs

(7) Develops a sustainable model for yearly community engaged MLA studio



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THANK YOU!



@plaza_POPS



@plaza_POPS

<https://plazaPOPS.ca>