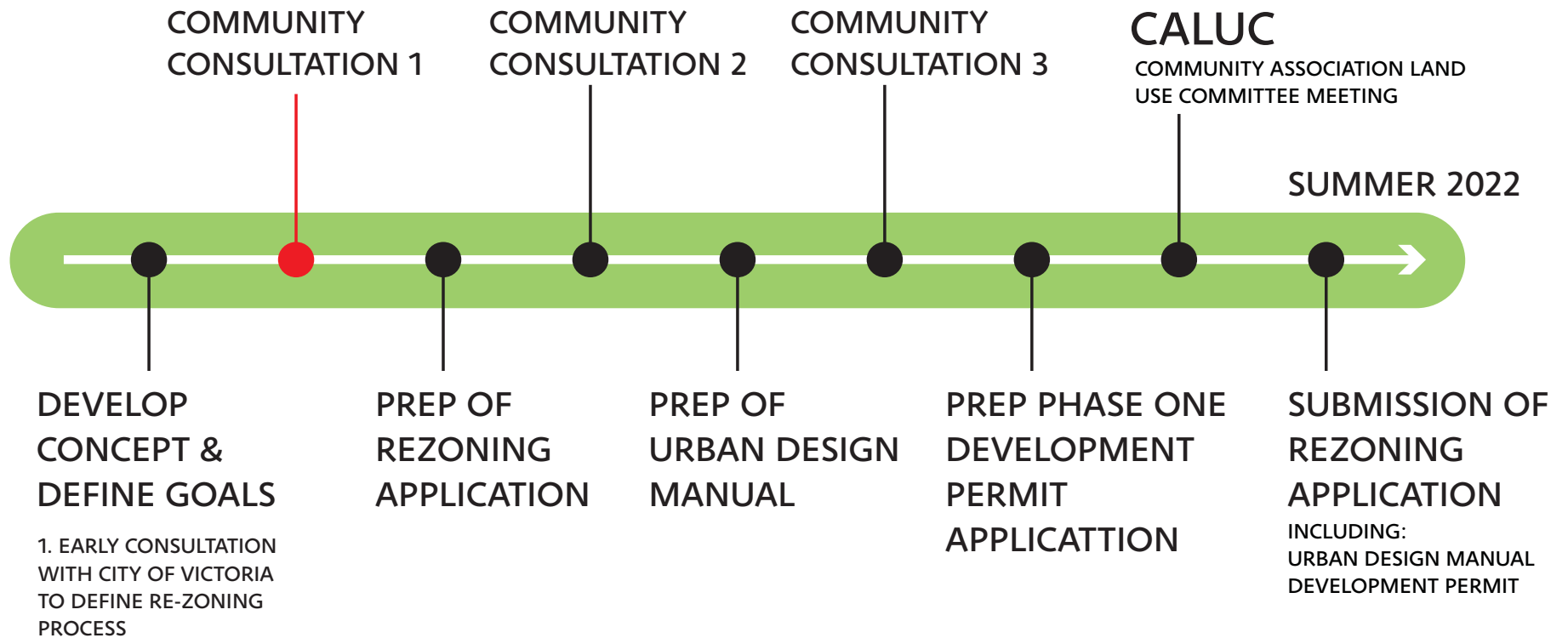
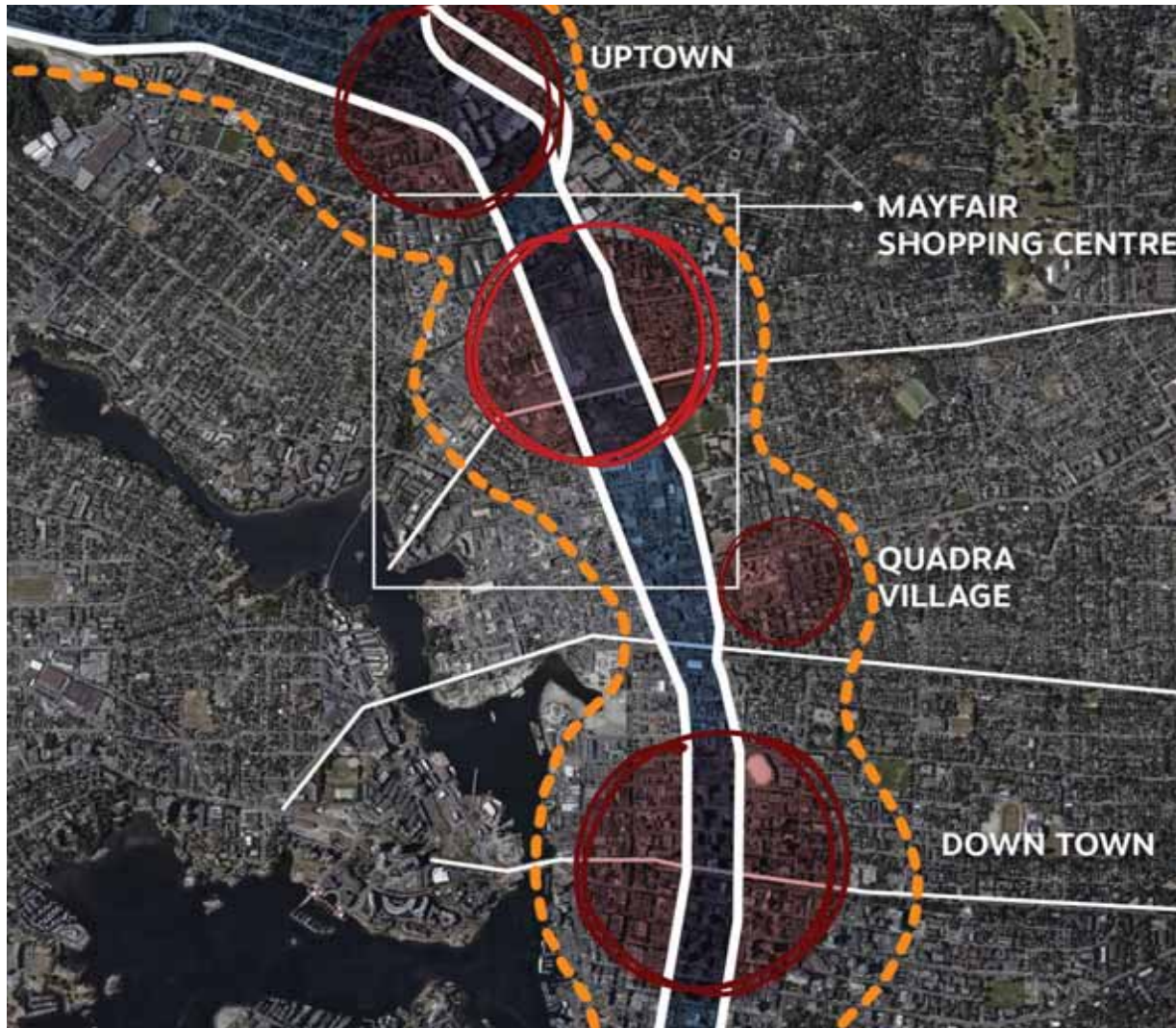


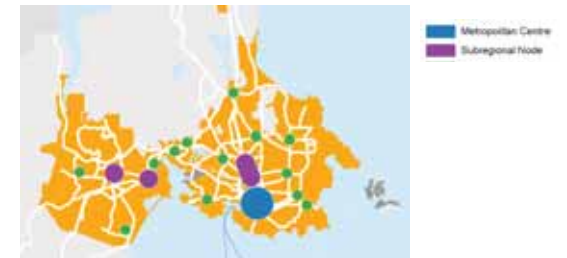
TIMELINE



REGIONAL GROWTH



Regionally, the site is positioned at the confluence of two major highways, acting as a gateway to downtown Victoria.



The CRD Regional Growth Strategy has identified the corridor as an location for densification, economic diversification and population growth.



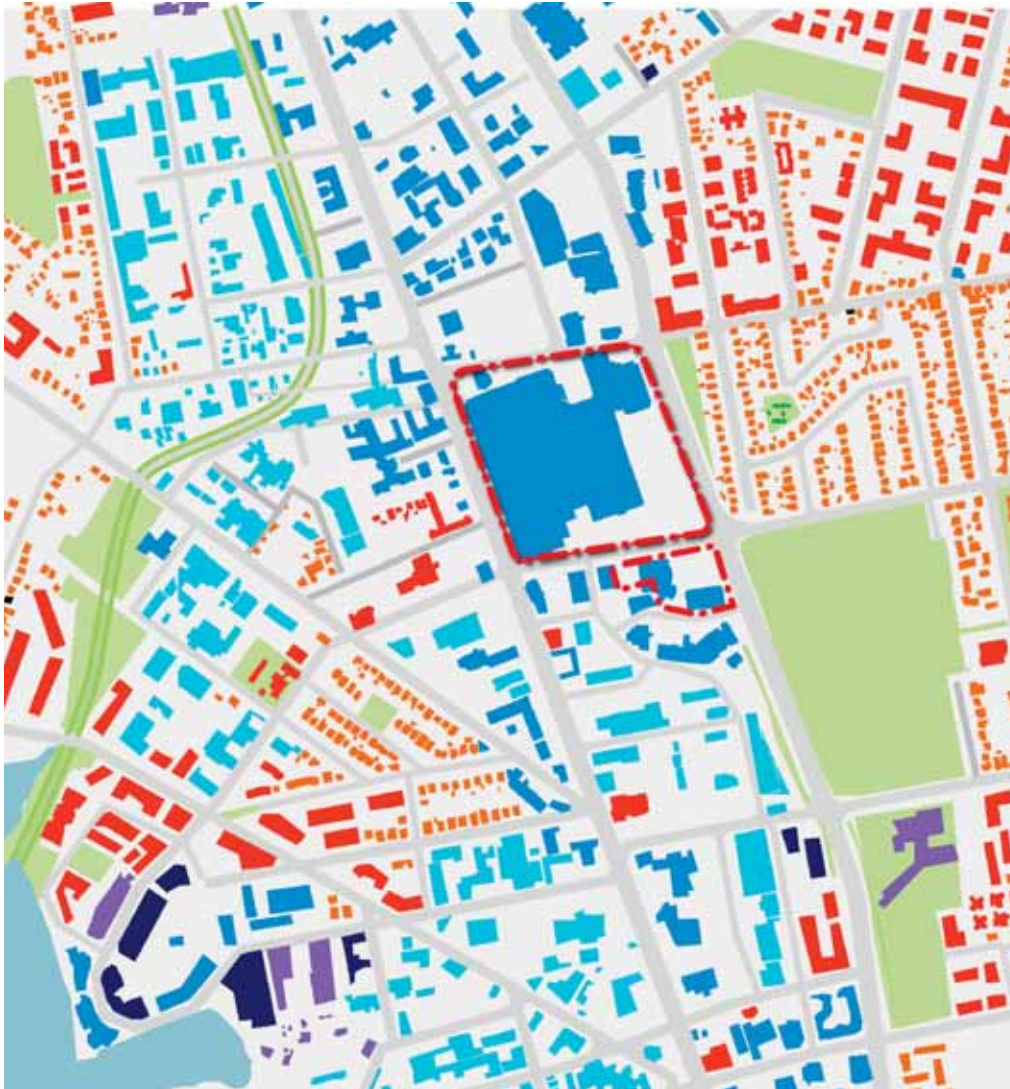
LAND USE ANALYSIS

- SINGLE FAMILY DWELLING
- MULTIPLE DWELLING
- COMMERCIAL
- INDUSTRIAL / SERVICE
- CIVIC / INSTITUTIONAL
- OFFICE

Purpose

The following graphical exercises were created to illustrate larger patterns within the city. These patterns can highlight needs that exist, and help determine larger neighbourhood restoration objectives.

The goals of urban planning and design are generally to create better public space, promote connectivity, while accomodating the basic needs of the community.



Arterial roads and singular use commercial land (shown in blue) separates the eastern neighbourhood from the western.



Residential areas and green ways are continuous on either side of the commercial zone, but not within it.

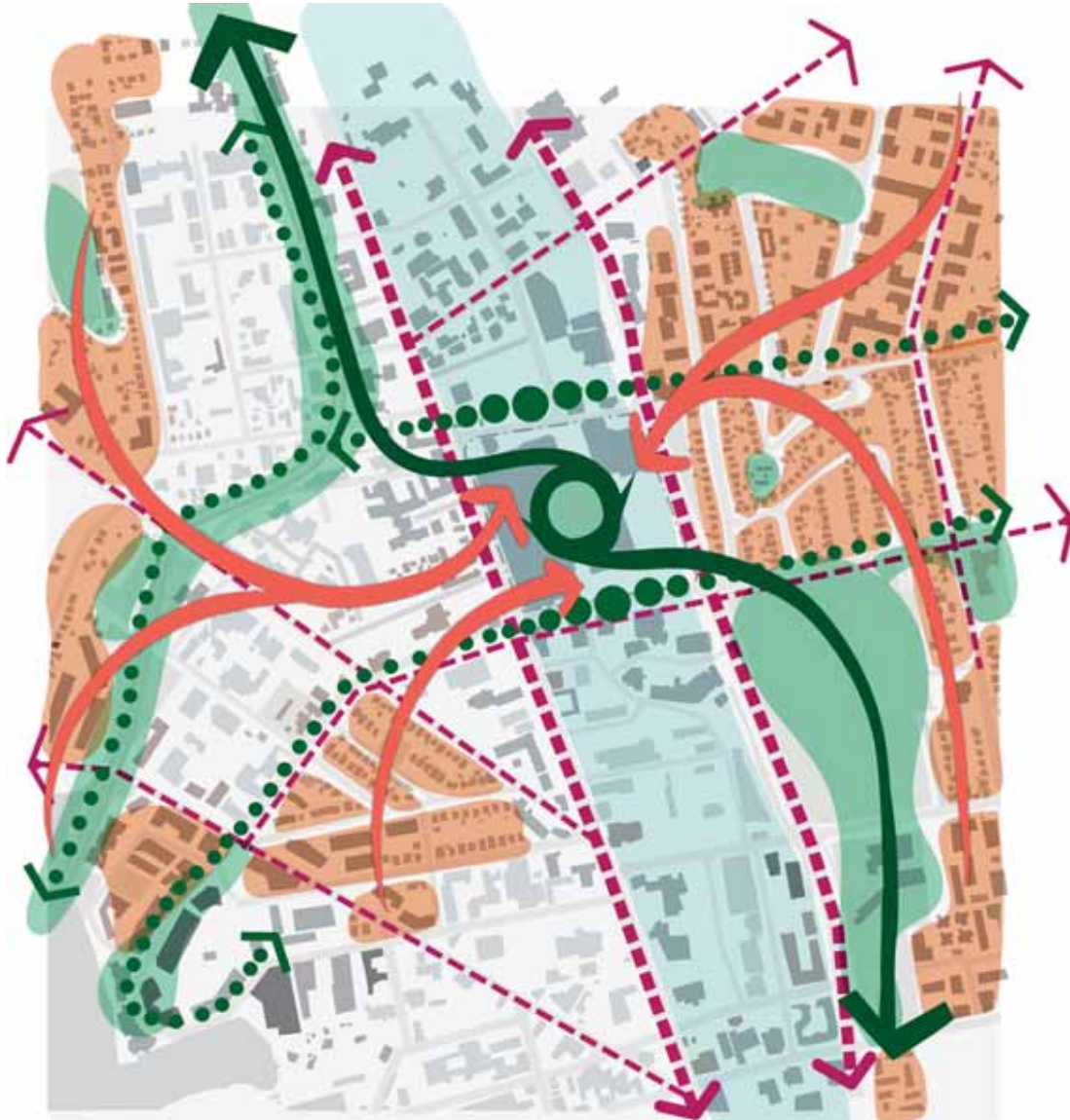


LAND USE OPPORTUNITIES

- Existing Greenways
- Proposed Greenways
- Existing Residential Areas
- Bridging Residential
- Single Use Commercial Corridors

Key Take-aways

The east-west divide created by the Douglas and Blanshard corridors will break down with careful interventions at the site edges, and by bringing a mix of uses through the site.



Arterials and singular use land will no longer separate the city, but be mixed on the site to create a town centre.



Bring residential use onto the site



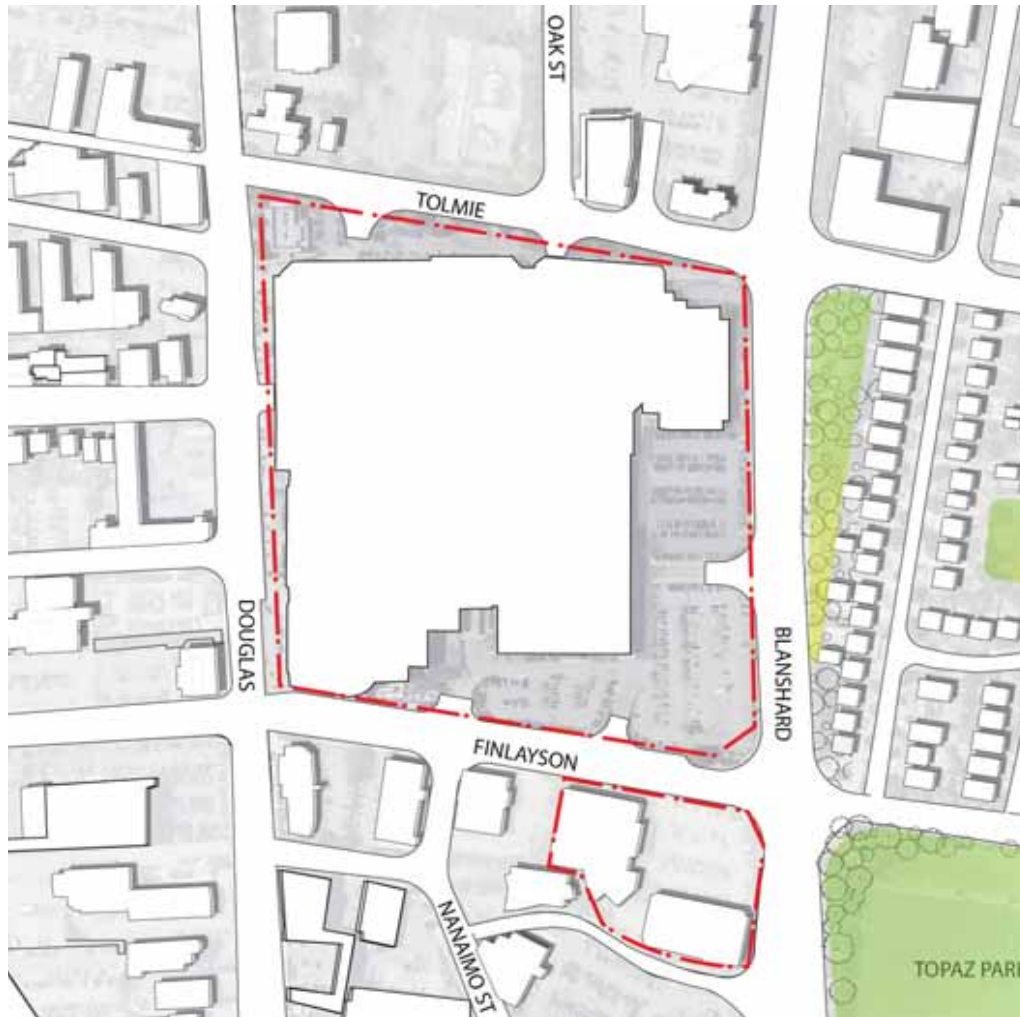
Enhance city designated greenway road connections.



Continue the string of parks and open space.



DEVELOPING AN URBAN NETWORK



Mayfair Shopping Centre in its current configuration.



The site has natural break lines due to its structure and existing building edges.



Vehicular access into and through the site is driven by adjacent streets' patterns, creating strong connections to the urban grid.



DEVELOPING AN URBAN NETWORK

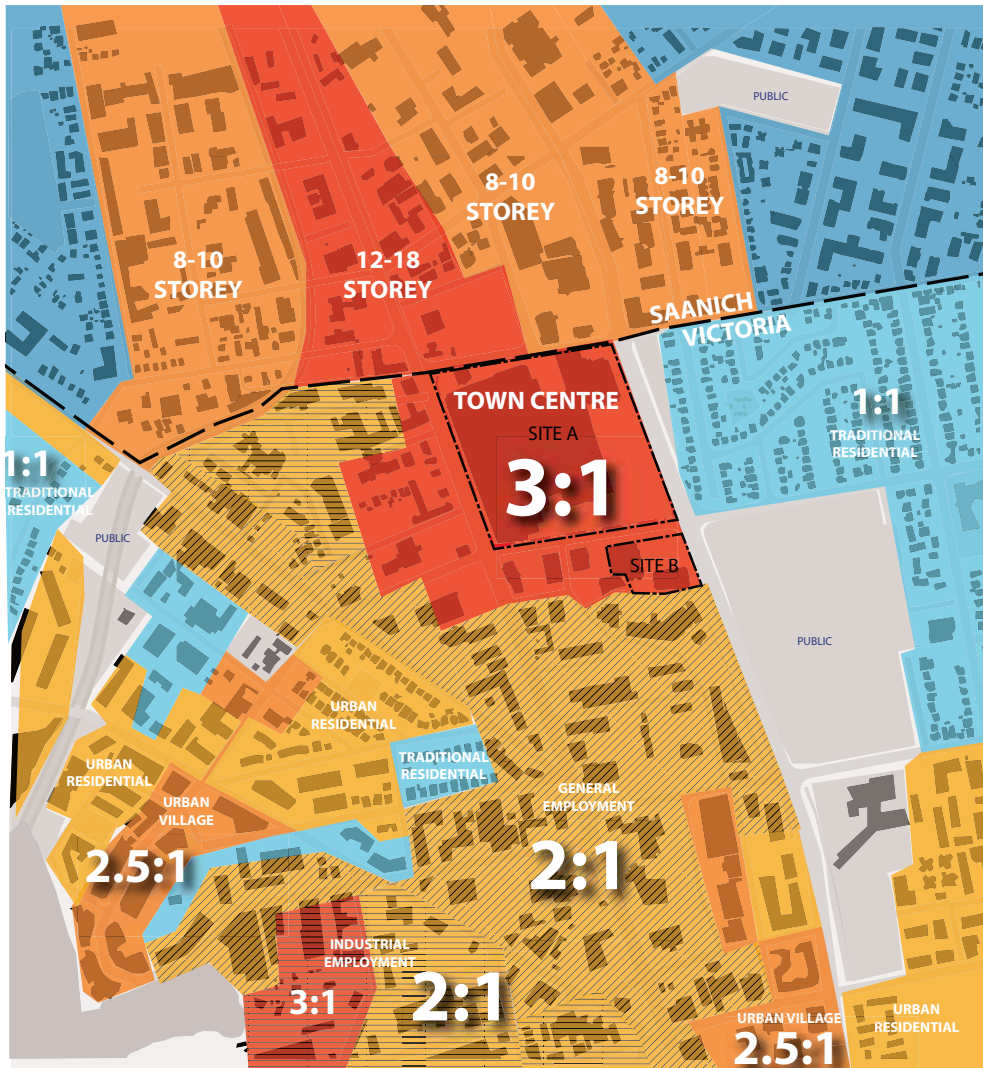


The design will include frontage upgrades that include the future network plans for Tolmie and Finlayson. Access through the site will run north-south, connecting the Tolmie and Finlayson corridors.



Vehicular access into and through the site is driven by adjacent streets' patterns, creating strong connections to the urban grid.

HOW IS DENSITY MEASURED?



It is important to note that the ratios shown on the heat map do not reflect current density, Rather, they reflect the aspirational density envisioned in the OCP for sites that promote its objectives and are zoned through the City's re-zoning and development permit process.

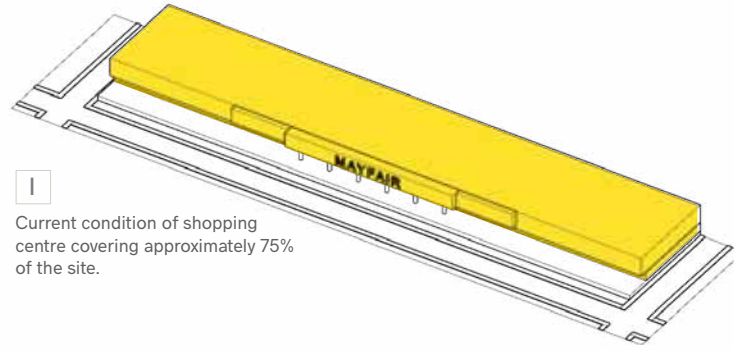


Mayfair has been designated a 'Town Centre' by Victoria's Official Community Plan.

ANSWER: Density is measured by Floor Space Ratio, or FSR.
FSR - Total Building Floor Area:Site Area

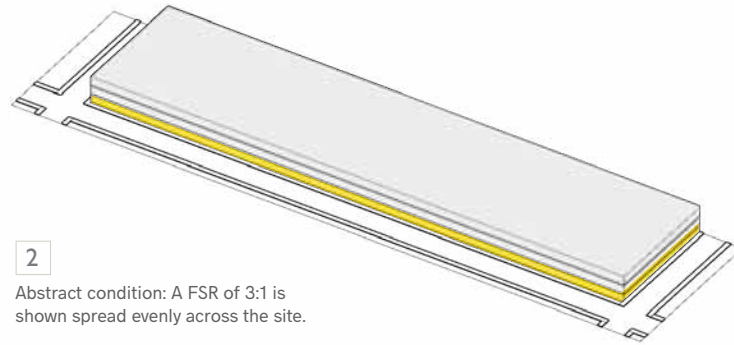


DENSITY TO HEIGHT RELATION



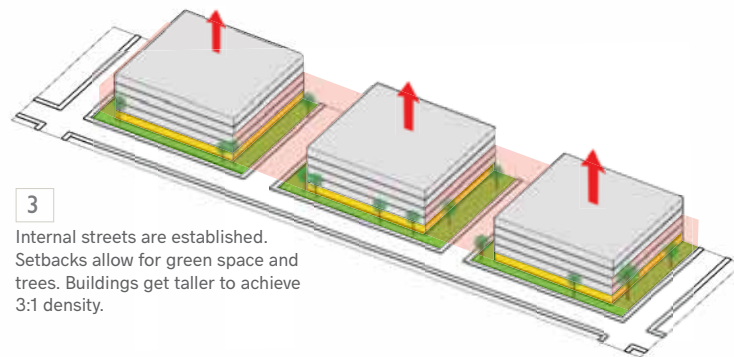
1

Current condition of shopping centre covering approximately 75% of the site.



2

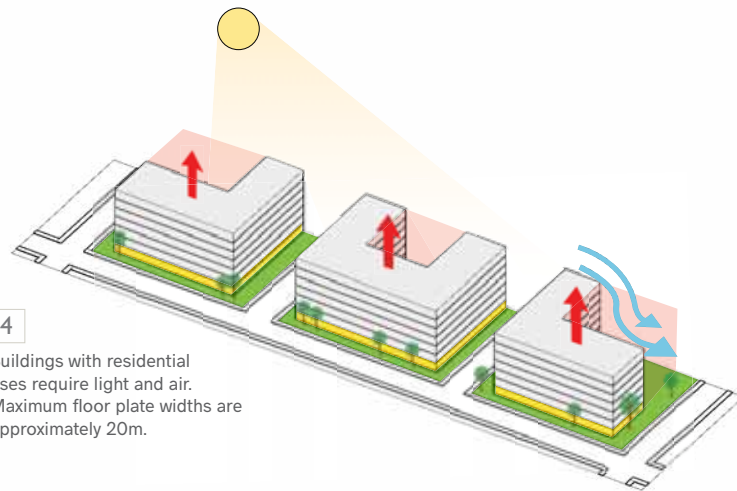
Abstract condition: A FSR of 3:1 is shown spread evenly across the site.



3

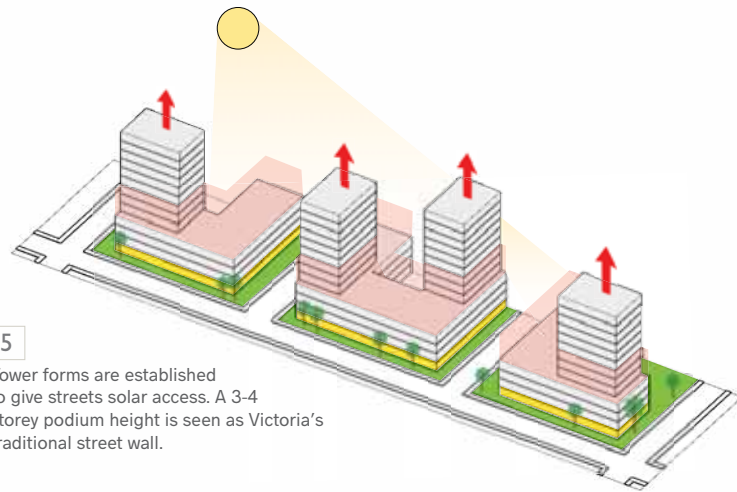
Internal streets are established. Setbacks allow for green space and trees. Buildings get taller to achieve 3:1 density.





4

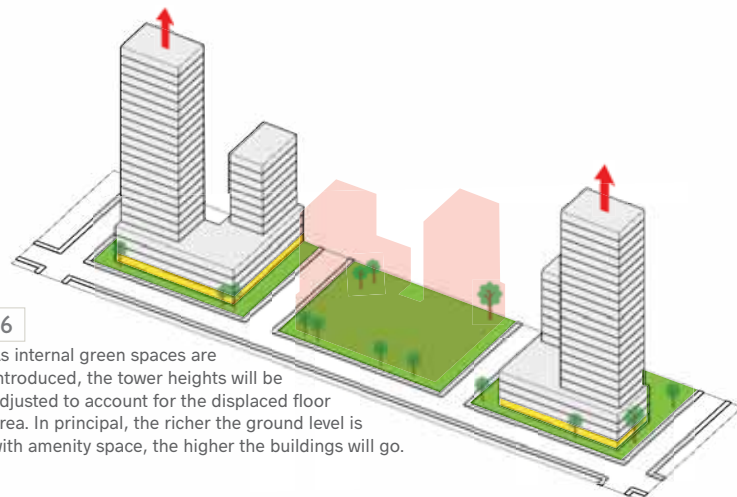
Buildings with residential uses require light and air. Maximum floor plate widths are approximately 20m.



5

Tower forms are established to give streets solar access. A 3-4 storey podium height is seen as Victoria's traditional street wall.

- RESIDENTIAL
- COMMERCIAL
- PAST BUILDING
- GREEN SPACE



6

As internal green spaces are introduced, the tower heights will be adjusted to account for the displaced floor area. In principal, the richer the ground level is with amenity space, the higher the buildings will go.

GOAL - CREATE A CIVIC CORE



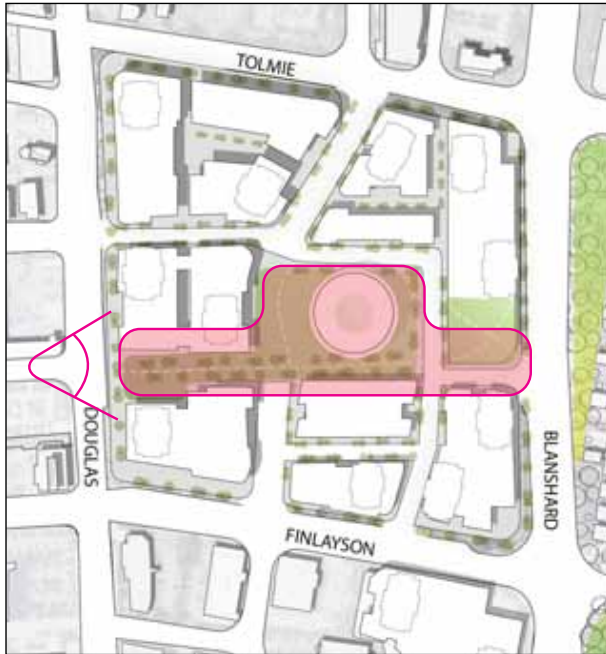
The center of the site is viewed as an opportunity to create a true town centre, with a public, multi-use civic core. Generous open space with public access will provide an amenity rich backbone in the development.



The short term goal (10 years) is to fully develop the underutilized land. Mid term redevelopment would take place thereafter and long term redevelopment area is likely 20+ years away from being realized.



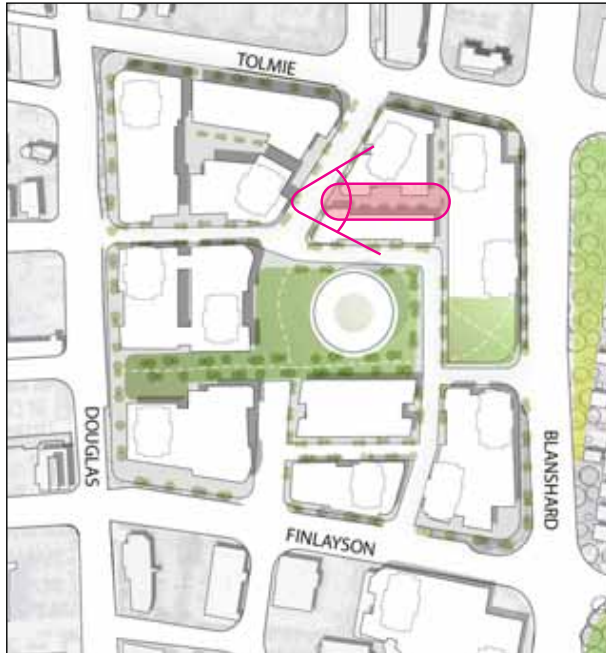
CIVIC CORE AND PUBLIC GREENWAY



Depicted here are a mix of uses fronting onto generous public open space. The green corridor extends through the site, connecting a rapid transit hub on Douglas street to the civic core and the heart of Mayfair town centre.



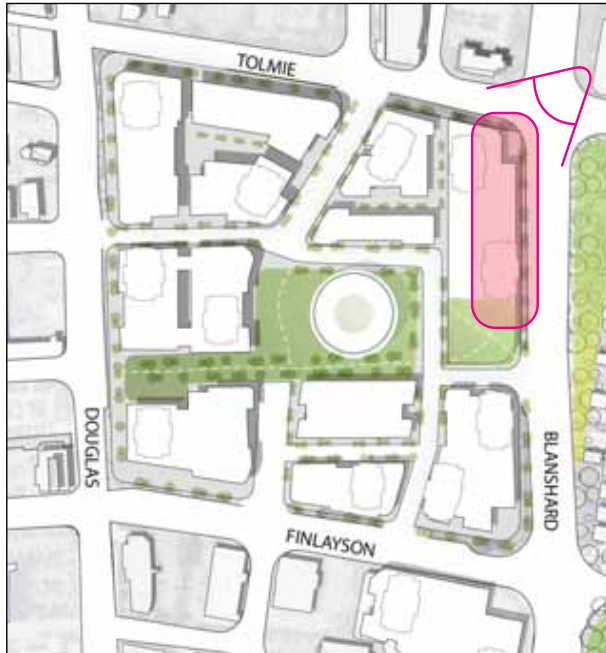
GROUND-ORIENTED RESIDENTIAL



Mayfair town centre would also become a vibrant residential district, with opportunities for ground-oriented units, podium and tower flats that would be close to many amenities and a transit hub.



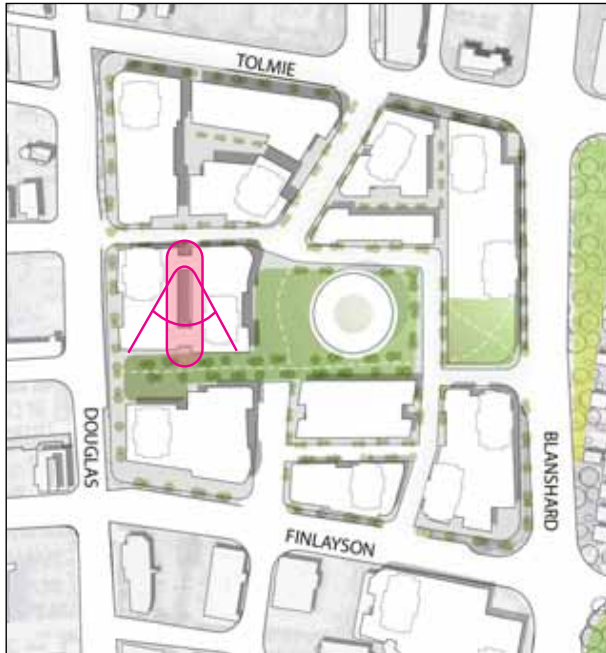
ACTIVE CORNERS



Corners are access points for pedestrians, and are important for displaying the character and amenities of the site. Tolmie and Blanshard will receive special attention, as will the other 3 corners that front onto major arterial roads. Intersection upgrades will encourage pedestrian access to the site.



MODERN COMMERCIAL SHOPPING DISTRICT



A net increase in shopping square footage will be attained with multi-level shopping experiences.

