

KEY STRATEGIES

1 **A CULTURAL PRECINCT**
An opportunity to leverage a concentration of cultural assets as attractions, reinforced by additional facilities, enhanced public spaces and distinct streetscape treatments

2 **FOUR DISTINCT CHARACTER AREAS**
Acknowledges and reinforces the best qualities of these areas as a framework for planning and design

3 **CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT**
Improve the pedestrian environment through streetscape enhancements such as framing streets, planting street trees, widening sidewalks and creating crosswalks

4 **THREE VIBRANT TRANSIT-ORIENTED FOCUS AREAS**
Focus mixed-use, higher density development at transit stations

5 **COMMERCIAL STRIP TO MIXED-USE PROMENADES**
Develop a framework to guide the transformation of the commercial strip plazas to mixed-use areas

6 **A PROTECTED AND ENHANCED HERITAGE CORE**
Protect and enhance the heritage resources in Old Town

7 **FACING AND FRAMING MAJOR OPEN SPACES**
Face and frame major open spaces with new buildings that include shop windows, front doors, porches and balconies

8 **A GREEN LATTICE**
Interconnect parks, streets and open spaces to enhance pedestrian connectivity across The Aurora Promenade and surrounding neighbourhoods

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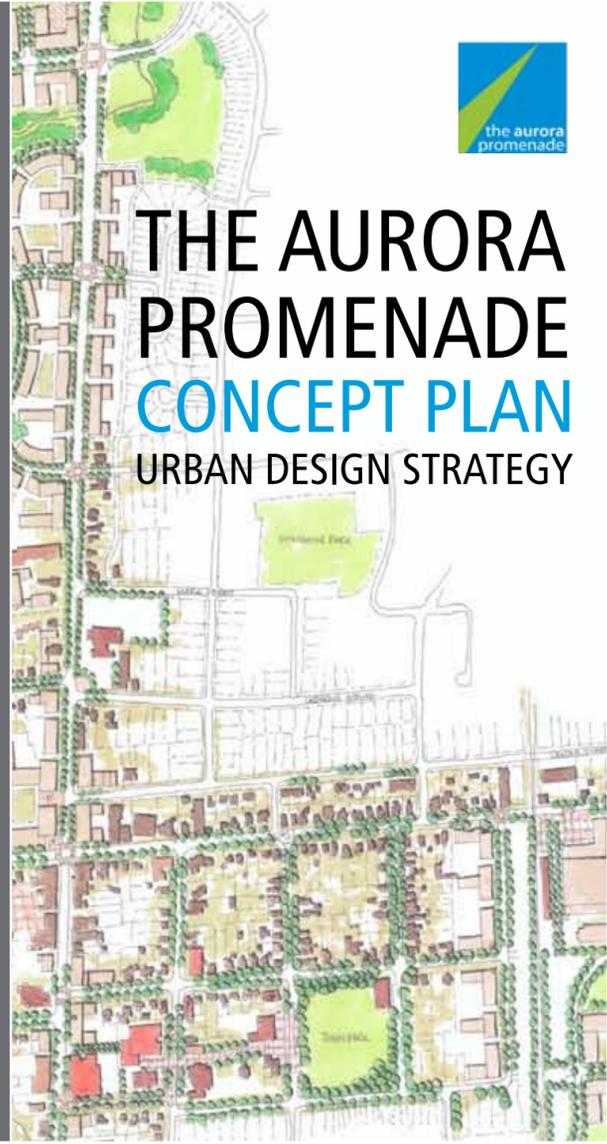
The Aurora Promenade Urban Design Strategy sets out eight overarching strategies highlighting key aspects that will shape the future of the Aurora Promenade. These strategies are important "big moves" that will help achieve long-term planning and urban design objectives.

THIS IS WHERE...

the community meets, interacts, celebrates, shops and entertains.

guests are taken because it showcases the best that the Town has to offer, and where visitors will want to come to experience sophisticated culture in a small town setting.

For further information please contact:
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the aurora promenade

THE AURORA PROMENADE CONCEPT PLAN

URBAN DESIGN STRATEGY



INTRODUCTION

The Aurora Promenade Concept Plan guides and manages growth. It defines a vision and strategy for revitalizing the Yonge and Wellington corridors, and provides guiding frameworks to ensure that opportunities for change occur in a co-ordinated and appropriate form. This is a long-term guide for the Town to impose the public realm, and will assist landowners in shaping their development proposals.

A VISION FOR THE AURORA PROMENADE

To evolve into a vibrant place to live, shop, work and play. Inviting to pause or stroll along its entire length, encouraging people to experience it on foot. A passage into and through Town where a narrative unfolds with every passing block, telling a story of Aurora's past, present and future.

Eight Pillars of the Vision
Eight pillars of the vision serve as broad, yet tangible, objectives for shaping future growth.

1. Distinct Heritage and Culture
2. Vibrant Places
3. Beautiful Spaces
4. Lifelong and Complete Community
5. Livable and Stable Neighbourhoods
6. Balanced Modes of Movement
7. Great Design and Architecture
8. A Sustainable Town



CHARACTER AREAS

1 Wellington Street Promenade

Key Objectives

- Strengthen the connections between the Old Town and the Civic Centre, through elements such as streetscaping, and enhance the area's role as the eastern entryway into **The Aurora Promenade**.
- Create a new community focal area through the redevelopment and intensification of the lands around the Aurora GO Station.
- Ensure new developments provide an appropriate transition in scale to the adjacent heritage neighbourhoods to the west.
- Enhance the streetscape by filling in the 'gaps' with mixed-use developments with at-grade retail and service commercial to contribute to a vibrant animated streetscape and an inviting pedestrian environment.
- Ensure densities for new developments support public transit and take full advantage of proximity to the existing GO Train Station.
- Infill and redevelop underutilized sites and one storey commercial and industrial buildings to better define and engage with the street.
- Explore new open space opportunities to enhance the area's livability.



Wellington Street East looking west towards the rail line

2 North and South Yonge Street Promenades

Key Objectives

- Strengthen the entryway function for both the North and South Yonge Street Promenades as the primary north and south approaches into **The Aurora Promenade**.
- Ensure new developments have a mix of uses and densities to support public transit, encourage walking and ensure the vitality of local businesses.
- Ensure new developments provide an appropriate transition in scale to the adjacent established residential neighbourhoods and the historic Old Town.
- Enhance the streetscape by filling in the 'gaps' with mixed uses and at-grade retail to create a vibrant and inviting street life. Where auto-oriented built forms exist, encourage retrofitting or redevelopment to better integrate with the surrounding area.
- Enhance existing open spaces by encouraging new developments to frame these spaces by facing and fronting onto them. Potential links should be introduced where possible to open up access to these public open spaces.
- Higher density residential and commercial mixed uses should be located at Key Focus Areas.



Yonge Street looking north towards Murray Drive

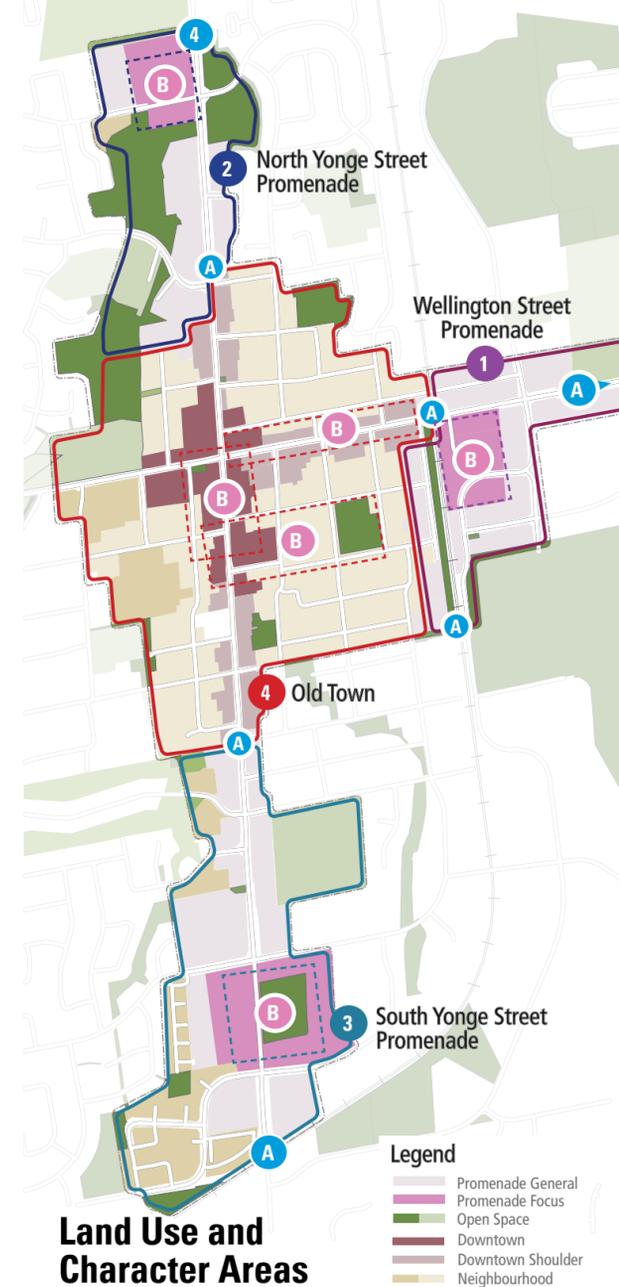
4 Old Town

Key Objectives

- Continue to reinforce and leverage the *main street* look and feel and the intact heritage resources of the Historic Downtown.
- Reinforce the house form character of the Wellington Street Village.
- Reinforce the character of the residential neighbourhoods.
- Provide for transition in scale and use from Yonge and Wellington Streets to the adjacent residential neighbourhoods.
- Retain and celebrate the Town's heritage industrial past through adaptive reuse of historic industrial buildings.
- Enhance the streetscape character of Yonge, Wellington and the neighbourhood streets.
- Encourage new mid-block pedestrian connections particularly among the Downtown, adjacent neighbourhoods and the Cultural Precinct.
- Reinforce the Cultural Precinct with additional cultural facilities, wayfinding and enhanced streetscapes.



Yonge Street looking south towards Mosley Street

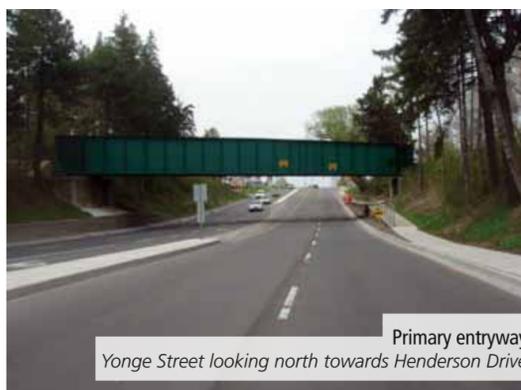


Land Use and Character Areas

A Primary and Secondary Entryways

Key Objectives

- The entryways should act as identifiable entries into, and landmarks for, **The Aurora Promenade**.
- The location of the west and east entryways are associated with natural features. In these locations, streetscape treatment, landscaping, public art and signage will be important.
- The south entryway is located at the railway overpass. The overpass is an ideal location for signage that identifies the entrance to **The Aurora Promenade**.
- The north entryway at St. Andrew's Shopping Centre is an opportunity for co-ordinated site planning, streetscaping, built form and landscape treatment.
- Secondary Entryways mark entry into or provide a transition from one Character Area into another. Secondary Entryways are smaller and more intimate in scale than Primary Entryways and should be designed to create an experience that is well integrated with its location.



Primary entryway
Yonge Street looking north towards Henderson Drive

B Focus Areas

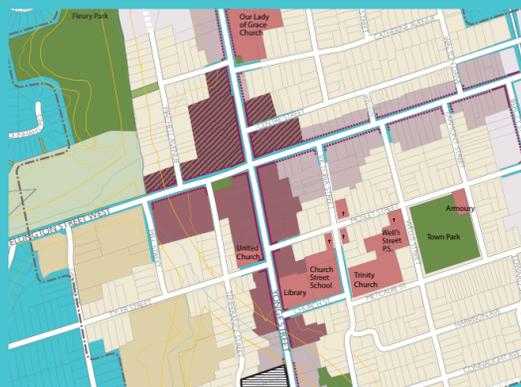
Key Objectives

- New buildings/development in the Focus Areas should occur based on a comprehensive area plan to ensure compatible development, and in the case of the GO Station and the Memorial Peace Park a well-planned street and block pattern, built form framework and public realm plan.
- In the Historic Downtown and Wellington Street Village development must be sympathetic and compatible with the heritage built form character.
- In the Aurora GO Station and Memorial Peace Park, development should extend and reinforce the human-scaled character of Aurora, in particular street edge buildings with an appropriate transition in scale to adjacent areas.
- Enhance the streetscape to create an inviting pedestrian environment.



Focus Areas provide opportunities to create a community focal point
Northwest corner of Yonge and Wellington Street

LAND USE FRAMEWORK



Land Use Framework

Defines a coherent, rational and integrated structure for guiding future built quality and character of **The Aurora Promenade** as shaped by use, massing, scale, typology and design of buildings.

Downtown, Upper Downtown and Promenade

- Encourages a mix of uses. High activity uses such as retail and restaurants encouraged at-grade, while office and residential uses will be on second floors and above.

Downtown Shoulder Areas

- Serves the purpose of protecting and reinforcing the area's heritage residential character and identity.

Focus Areas

- Provides enhanced development potential by providing exceptional opportunities afforded by entryway locations, existing or planned transit infrastructure and major community amenities.

PUBLIC REALM FRAMEWORK



Public Realm Framework

The Public Realm Framework provides the long-term vision and guidance for the elements of **The Aurora Promenade** that are in public ownership. The Public Realm Framework is a vital plan for the area because it shapes the most prominent and visible aspects for the physical environment.

It ensures a high quality and character of the public realm and enhances **The Aurora Promenade's** livability, economic vitality, aesthetic quality and pedestrian environment. The components that comprise the Public Realm Framework include:

- Open Spaces
- Circulation
- Streetscapes and Connections
- Public Art
- Civic and Public Sites