

# Make a Place for People

STREETSVILLE MAIN STREET SQUARE, MISSISSAUGA









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*8-80 Cities is a non-profit organization based in Toronto, Canada. We are dedicated to contributing to the transformation of cities into places where people can walk, bike, access public transit and visit vibrant parks and public places.*

*Our approach is to engage communities at all levels and across multiple sectors to inspire the creation of cities that are easily accessible, safe, and enjoyable for everyone. We have working experience in urban areas across Canada, the United States, Latin America, Europe, Asia, Australia, and New Zealand.*

## Why 8-80?

We are convinced that if everything we do in our public spaces is great for everyone from 8 years old to 80 years old, we will end up with healthy and vibrant communities for all.



1 Think of a child you love



2 Think of an older adult you care about



3 Would you send them out together for a walk or ride to the park?

✓ If you would, it's safe enough.

✗ If you wouldn't, it needs to be improved.





## Our Partners



The village of Streetsville on the banks of the Credit River was established in 1824 on a tract of land granted to Timothy Street from the British government for his work surveying this area of the Credit River. Streetsville was one of the many villages incorporated as the City of Mississauga in 1974 that has grown to become Canada's sixth-largest city.

The City of Mississauga, working with the Streetsville BIA, is currently planning the redevelopment of Main St. Square in the heart of Streetsville as a people place for site programming and to enliven the space throughout the year for the benefit of local residents and businesses.



This project is partially funded by the Ontario government's Healthy Communities Fund.

## The Make a Place for People Project

Make a Place for People is a project based on the idea that community participation is the key to the creation of vibrant and healthy public spaces.

The overall goal of the project is to inject new life into currently under-performing public spaces to encourage physical activity and promote mental health while contributing to creating more sustainable and people-friendly communities.

# CITIES FOR PEOPLE OF ALL AGES



## How to Use This Report

By working closely with local partners in identifying community stakeholders, 8-80 Cities has endeavored to tap into the imagination of the diverse people who use or would like to use the space. This document is the culmination of those efforts.

The recommendations and visualizations are a representation of what we heard from the various stakeholders we engaged.

We see this report as a tool for community members, elected officials and public sector staff alike to generate action and to help sustain community participation in the space.

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# 1 INTRODUCTION

*This section of the report provides a description of the Make a Place for People project methodology, as well as an overview of the Streetsville neighbourhood.*



Queen St S



Road Closed  
Fri, Nov 23, 2012  
6pm-10pm and  
Sun, Nov 25, 2012  
12pm-3pm  
Santa Claus Parade

P  
50

Queen St S

NO LEFT TURN  
BUSES EXCEPTED



STRINGS ATTACHED

C SHO



### What is the Make a Place for People Project?

We know that parks and public spaces play a vital role in our communities; they create nodes where people meet, relax, and play. But many parks and public spaces in Ontario are under-performing, with very few uses and activities, and a lack of funding, management, and community participation.

The goal of the Make a Place for People project is to educate and empower communities across the province with the tools to transform under-performing parks and public spaces into vibrant and active destinations that promote social interaction, mental health, and well-being for all.



Thornccliffe Park, Toronto

### Our Goal

To develop vibrant public spaces that encourage physical activity and promote mental health while contributing to more sustainable and people-friendly communities.



Washington Sq., NYC

## Our Partners: The City of Mississauga

Formed in 1974, Mississauga is Canada's sixth-largest city and one of the fastest-growing municipalities in Canada. In recent years, the City of Mississauga has focused its attention on positioning itself as an urban centre by expanding its cultural capital, redeveloping infrastructure and creating spaces for public use. With a growing population of over 730,000 residents, the City of Mississauga's vision is to create public spaces where people can gather, celebrate and participate in an open and accepting environment.



Mississauga Children's Festival, Living Arts Centre, Mississauga

## Streetsville Main St. Square Revitalization

In late 2012, the City of Mississauga received news that it was successful in securing \$990,000 from the federal government's Community Infrastructure Improvement Fund to revitalize the Streetsville Main St. Square. This funding will be augmented by a contribution from the City of Mississauga of 2.1M, for a total project value of 3.1M. Community fundraising is also underway to raise money for site programming and items to support programming. Due to the nature of the funding, the capital investment and infrastructure changes at the square will occur very quickly -- the design and build process is to be completed by the winter of 2014! However, it's important to remember that a great public space doesn't begin and end with design. The programming and management of the space will be a continuous work in progress.

*"The City of Mississauga continues to use a community engagement approach to create and foster spaces that are inclusive for all citizens no matter their age, culture, ethnicity or gender. As a city of villages, the municipality acknowledges that the Streetsville community, with its growing population and distinct identity, requires a formalized public events space that is representative of both its history and its residents."*



## Streetsville Main St. Square --- *Overview*

The Streetsville Main St. Square is a small public space located at the centre of the historic Streetsville neighbourhood on Main Street between Queen Street and Church Street. The square is surrounded by local shops and heritage buildings and is walking distance to the Credit River and a number of community service centers, such as the Streetsville Library and the Vic Johnson arena.

The Streetsville Main St. Square is divided by not only Main Street but by a large cenotaph and platform that commemorates veterans from Streetsville both past and present. Currently, the monument's platform acts as an impromptu stage for public events as well as a meeting spot for the community. The Town Square's cenotaph makes the space a visible landmark, while acting as reminder of Streetsville's history. While the platform has served a useful purpose as a stage, the condition of the structure is deteriorating, and it is inaccessible to people with mobility devices, making it difficult for people to read the plaques on the monument.



*"It should be the heart of Streetsville!"*

*"I feel you could do so much with it."*

*"It was my wife's birthday a little while ago. I drove up and down the street, and I said to myself "Where do we go; what do we do?" Nothing really enticed me. This little hub, this corner space, could be the most vibrant place in Streetsville"*

*Voices from the Community*



# A Need For More Public Space

The Streetsville Main St. Square plays host to a number of events for Northwest Mississauga, such as the Santa Clause Parade, the Streetsville Tree Lighting Ceremony, a Remembrance Day ceremony, and the Bread and Honey Festival. For these events, Main St. is closed between Queen St. and Church St. to create enough space for the festivities.

While the Streetsville Main St. Square is a natural gathering point for the community, due to the size and design, it doesn't function well as a public gathering place or an event space. A lack of consistent, community-oriented programming and careful management means the square is underused much of the year. Compounded by a rapidly growing population, there is a strong need to address the vacancy in quality public space in northwest Mississauga.

## STREETSVILLE MAIN ST. SQUARE

### + STRENGTHS



HISTORIC ELEMENTS



EXCELLENT LOCATION



TOO SMALL



CAR-DOMINATED



NATURAL GATHERING POINT



PEOPLE ARE ENGAGED



DISORGANIZED



LACKS COMFORT & BEAUTY

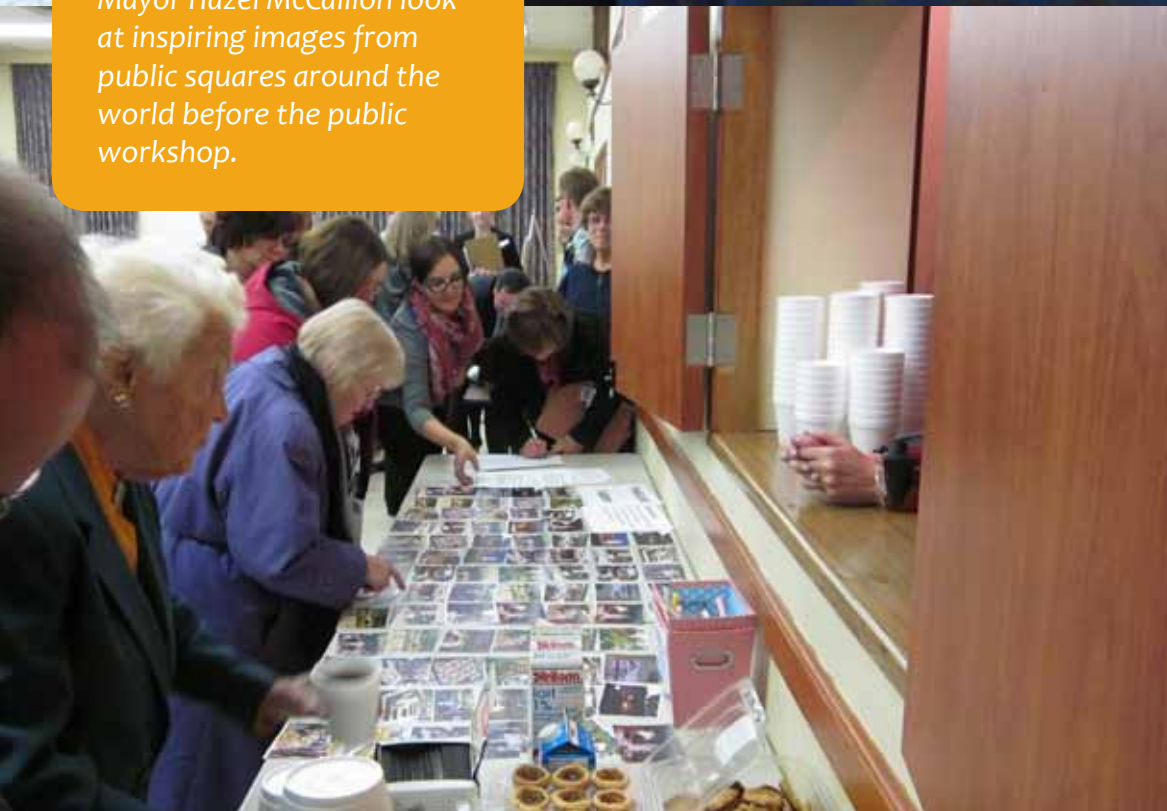


## ABOUT THE PROJECT



After sharing his ideas about how to improve the square, a child is transformed into a pirate with some free face paint at one of 8-80 Cities' community engagement sessions.

Workshop participants and Mayor Hazel McCallion look at inspiring images from public squares around the world before the public workshop.



*The Make a Place for People process aims to tap into the imagination of the diverse people who use a public space to create a vision and cultivate a culture of community participation in the space. The process involves 3 phases:*

### 1. PARTICIPATORY PLANNING

Working with the local project partner to identify stakeholders to be involved in the project and develop a strategy for engagement.

### 2. SITE ASSESSMENT AND COMMUNITY ENGAGEMENT

Assessments of the existing site including both “hardware” (physical infrastructure) and “software” (uses, activities, and management). Community engagement with diverse stakeholders through a variety of activities, such as workshops, focus groups, interviews and on-site conversations.

#### **Engagement Sessions included:**

Focus group with Rivergrove Youth Committee, focus group with New Canadians Group, site assessment volunteer training, focus group with seniors, meetings with Streetsville Main St. Steering Committee, on-site conversations at Streetsville Main St. Square (summer and winter), meetings with city staff, meeting with Streetsville Historical society, meeting with Lions Club, focus group with businesses on the Streetsville Main St. Square, public forum with Streetsville Community, follow-up workshop with Streetsville Community.

### 3. VISION DEVELOPMENT AND ACTION PLANNING

Data collection and analysis to inform the creation of the Make a Place for People report. Reporting and action planning synthesizes the data collected into a user-friendly format that reflects the community's vision of the space.

# Streetsville Main St. Square Project Time Line 2012

1 Planning	2 Site Assessment & Community Engagement	3 Vision & Action Plan
AUG	SEPT	OCT
<ul style="list-style-type: none"><li>- Identification of community stakeholders.</li><li>- Site research, photo documentation, and context assessment.</li><li>- Volunteer training and site assessment.</li><li>- Development of schedule and coordination of events logistics for first on-site visit.</li><li>- Outreach and promotion of events and activities for first on-site visit.</li><li>- Development of content and materials for community engagement sessions.</li></ul>	<p>1st On-Site Visit:</p> <ul style="list-style-type: none"><li>- Continuation of site assessment and photo documentation.</li><li>- Various community engagement sessions.</li><li>- Collection of data from community engagement sessions.</li><li>- Debrief of first on-site visit and planning for 2nd on-site visit.</li></ul>	<p>- Analysis of data and documentation of initial findings.</p> <ul style="list-style-type: none"><li>- Development of schedule and coordination of logistics for 2nd on-site visit</li><li>- Outreach and promotion of events and activities for 2nd on-site visit.</li><li>- Development of content and materials for second on-site community engagement sessions based on 1st on-site visit .</li><li>- Public forum with keynote by Gil Penalosa.</li></ul>
		NOV
		DEC
		JAN
		<p>2nd On-Site Visit:</p> <ul style="list-style-type: none"><li>-Various community engagement sessions.</li><li>- Media engagement.</li><li>- Review of findings from previous on-site sessions and site assessment.</li><li>- Collection of data from community engagement sessions.</li><li>- Debrief of 2nd on-site visit.</li></ul>
		<p>- Analysis of data and documentation of findings from community engagement and site assessments.</p> <ul style="list-style-type: none"><li>- Develop initial vision and recommendations for the site.</li><li>-Draft report issued to local partner.</li><li>- Feedback incorporated into final report.</li><li>- Launch of final report.</li></ul>



Streetsville Main St. Square selected as project site by 8-80 Cities through project application process.



Sept. 29: Community members share their ideas about how to improve the Streetsville Main St. Square on a sunny Saturday afternoon.



Winter site visit and photo documentation with 8-80 Cities Executive Director, Gil Penalosa.



Data analysis and report development.  
615 ideas collected



The 8-80 Cities team discusses the project at the Streetsville Main St. Square.



Sept. 26, 27, 28, 29 and Oct. 15: Various community engagement sessions . 240 direct participants!



Nov. 15, 19, 23 and Dec. 5: Various community engagement sessions. 140 direct participants!



The 8-80 Cities team brainstorms ideas for the project report.




# 2. PLACES FOR PEOPLE

*This section includes international research, evidence and tools to support improving parks and public spaces in Ontario.*

*We hope that the people of the Streetsville neighbourhood and beyond will be inspired to use this report to help make the case for improving parks, squares and streets so that we can create healthier, happier and more sustainable neighbourhoods across the province.*



A vibrant outdoor cafe scene in a historic European city square. In the foreground, several round black tables with wicker chairs are occupied by people. A woman in a light green jacket sits on the left, while a man in a dark jacket sits on the right. In the background, a large crowd of people walks through the square, and a historic brick building with ornate windows and a central archway is visible. A red and blue tram is parked on the right side of the square. The scene is lively and social, with many people sitting at the cafe and others walking around.

PARKS AND  
PUBLIC SPACES  
ARE SYMBOLS  
OF DEMOCRACY  
AND EQUALITY



## GREAT PLACES HEALTHY COMMUNITIES HAPPY PEOPLE, VIBRANT CITIES

*Parks and public spaces define our greatest cities and shape our most vibrant communities. Imagine Ottawa without the Rideau Canal, Montreal without the cobblestone streets of the Old Port, Toronto without the St. Lawrence Market or Vancouver without the seawall at Stanley Park.*

### Putting the **Public** Back in **Public Space**

Public spaces are our community's most valuable assets, and they belong to all of us. We have a right and a responsibility, to be involved in decisions related to their use, management, and design. But in many cases, the public has been left out of this decision-making process, and we've stopped asking to be involved.

Our experience shows that the best parks and public spaces have a high level of community involvement, foster a sense of stewardship and ownership, and are sensitive to the changing needs and desires of the community they serve.

1. The idea for NYC's renowned Highline Park was originally conceived by two community members who objected to the destruction of the elevated rail bed where the park now stands.
2. While not technically a park, Guadalajara's weekly open streets program "Via Recreativa" was spearheaded by three successful business leaders that are now known as the NGO "Guadalajara 20/20". Every week the program sees more than 300,000 people use the city streets to bike, run, walk, and play.
3. Dufferin Grove Park in Toronto is one of the city's unique and most successful public spaces, thanks to the on-going coordination and partnership between the "Friends of Dufferin Grove" and the City of Toronto.





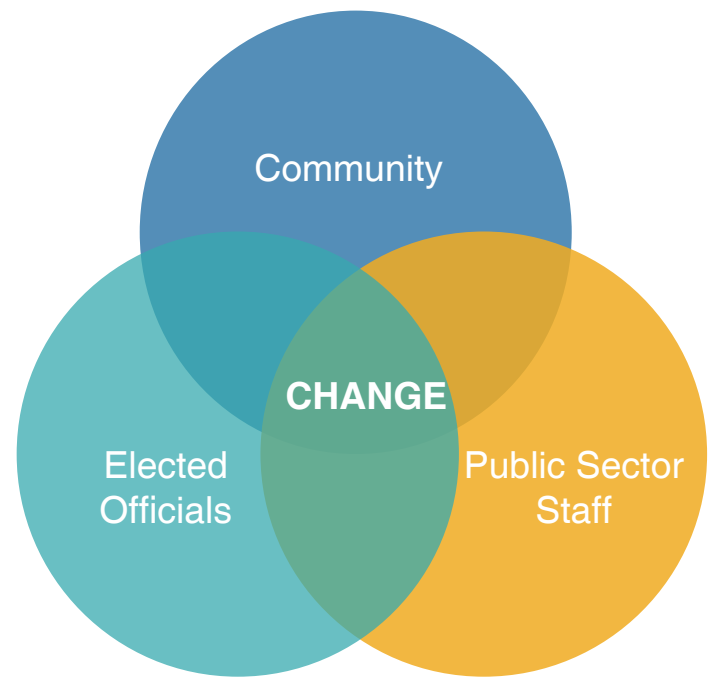
## TAPPING THE COLLECTIVE BRAIN

Engaging people in decisions related to their parks and public spaces is what 8-80 Cities strives to do. We never cease to be impressed by the creativity, knowledge and know-how community members possess about their communities. The great diversity of people and perspectives in any community is its greatest resource. Finding creative ways to tap the collective brain is the first step in creating public places that are people-focused and people-friendly.

By understanding what the community wants and needs, decision-makers can work together to offer appropriate programming, infrastructure, and design.

## THE THREE-LEGGED STOOL

The most effective management of parks and public spaces involves what we call “the three-legged stool”—a balanced combination of elected officials, public sector staff, and the local community (including residents, businesses, non-profit organizations and community groups).



*8-80 Cities works to bridge the gap between these actors to facilitate a process of meaningful and successful change. We use reports like this one to articulate the community’s vision and work with decision-makers to develop strategies for implementation.*



## Streets for People!

*Streets are our cities largest public spaces. We need to re-think how these spaces can be used to create healthier, more sustainable and equitable cities.*

Streets can be places that not only facilitate mobility, but also provide space for community building, physical activity, forming neighbourhood identity and contributing to people's quality of life. Cities around the world have been taking back the streets! In an effort to create communities that encourage healthy lifestyles and sustainability, many cities have been transforming vehicular streets into people-friendly public spaces.

Providing safe, extensive infrastructure for cyclists and pedestrians has also proven to alleviate congestion. Such infrastructure paves the way for affordable, convenient transportation, which in turn can have a profound impact on the economy. Traffic congestion contributes to delays in moving goods, lost productivity and higher fuel costs. Congestion costs Ontario over \$5 billion in lost GDP every year.\*

Cities such as Copenhagen and Amsterdam have invested heavily in bicycling infrastructure and achieved significant results. In Copenhagen, bike mode share went from less than 10% in 1975 to 36% in 2004, superseding automobile mode share.\*\* With 329 km of cycling tracks in place, Copenhagen has continuously been improving its infrastructure.

1. In 2007, New Road in Brighton, England, was transformed into a shared space where pedestrians, motorists and cyclist are sharing the same street. The project has shown a 62% increase in pedestrian traffic and 600% more staying activities.

2. Only a few years ago, this stretch of Broadway Ave. in Times Square was a frantic street full of taxis and buses. Now it's a place where people rest, relax and steal kisses.

3. In the summer of 2012, Celebrate Yonge transformed Toronto's iconic Yonge St. into a place for people by turning traffic lanes into patios and pop-up parks.



# HOW HEALTHY IS MISSISSAUGA?

**27%**  
Feel  
stressed\*\*\*

**16%**  
Have high  
blood  
pressure\*\*\*

**48.5%**  
Are overweight  
or obese\*\*\*

**48%**  
Are not  
physically  
active\*\*\*

## Active Places, Healthy People

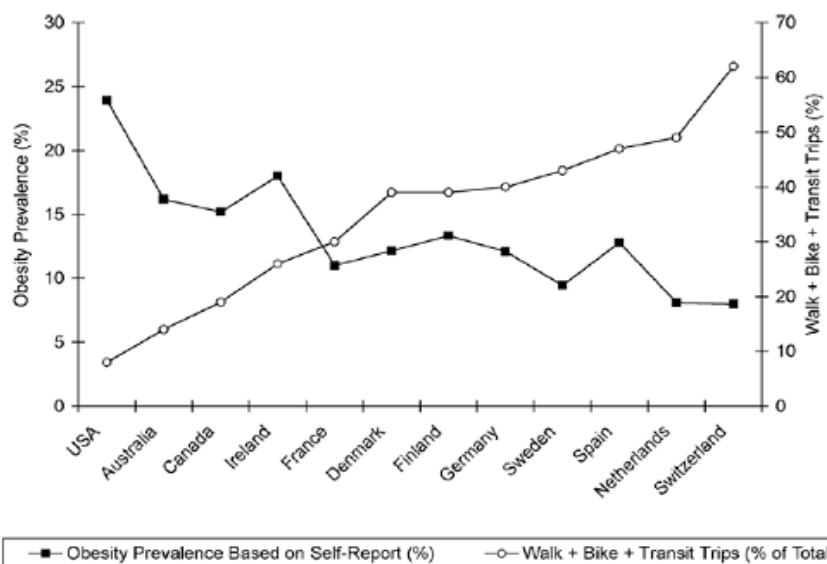


Today, health experts agree that 30 minutes of moderate physical exercise can cut vulnerability to heart disease in half, control blood pressure, and reduce cholesterol. Experts say that exercise also increases energy levels and improves mood, sleeping habits and digestion.\*

Building convenient and accessible pedestrian and cycling infrastructure makes it easier for physical activity to become a part of our daily routine. A study from the *American Journal of Preventative Medicine* published in 2004 found that every additional hour spent in a car was linked to a 6% increase in a person's chances of becoming obese. Conversely, each kilometer walked was linked to a 4.8% decrease in the chance of becoming obese.

Furthermore, obesity rates for several highly industrialized countries consistently drop when alternative forms of transportation, such as walking, cycling, and public transit, are used.

**STUDIES SHOW THAT  
CITIES WITH HIGHER RATES  
OF WALKING AND BIKING  
HAVE LOWER RATES OF  
OBESITY**



\*Heart and Stroke Foundation of Ontario, Basic Principles of Physical Activity

\*\*Journal of Physical Activity and Health, 2008

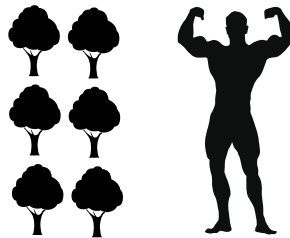
\*\*\*Health Profile Mississauga Halton Health Integration Network, Statistics Canada

## ACTIVE PLACES & HEALTHY PEOPLE FACT SHEET



### ELDERLY & YOUTH

in large cities seem to benefit more from the presence of green areas in their living environment than any other group.\*



“Health inequalities” refers to the general trend that people living in poorer areas are more likely to be unhealthy and die earlier. Researchers found that living near parks, woodland or other open spaces helps to reduce health inequalities.\*\*



Studies show that for every 10 minutes a person spends commuting by car, time spent participating in community activities falls by 10%\*\*\*



Studies have demonstrated that neighbourhood design is associated with increased levels of physical activity among residents because of its impact on their travel choices.\*\*\*\*



A study in Japan showed that seniors living in cities with access to walkable green spaces were positively influenced and lived longer regardless of socioeconomic status.\*



A Toronto-based study showed that the lower the walkability score of a neighbourhood is, the higher the body mass index (BMI) of the residents will be.\*\*\*\*

\* CABE, *Using Community Green Spaces to Tackle Inequality and Improve Health*

\*\* Mitchel & Popham, *The Lancet. Effect of exposure to natural environment on health inequalities: an observational population study*

\*\*\* Cascadia Score Card 2006, *Focus on Sprawl & Health*

\*\*\*\*Toronto Public Health, *The Walkable City*



“HAVE DOCTORS  
ADDRESS DIET  
AND EXERCISE  
ISSUES BEFORE  
REACHING FOR  
THE PRESCRIPTION  
PAD WHEN  
DEALING WITH  
HEALTH ISSUES,  
SUCH AS  
CARDIOVASCULAR  
DISEASE AND  
LATE-ONSET TYPE  
2 DIABETES.”

- A RECOMMENDATION FROM  
THE DRUMMOND REPORT





# 3. SITE ASSESSMENT

*This section includes a summary of the results of the site assessment. 8-80 Cities observed the square and the area around the square to determine who uses the square and how they use it. 8-80 Cities also looked at the existing infrastructure and worked with community members to evaluate what is working in the square and what isn't.*

*For a comprehensive site assessment information please visit:*

*[www.8-80cities.org](http://www.8-80cities.org) ➤ Resources ➤ 8-80 Tools ➤ Community Reports*



*\* For the purpose of the assessment, 'Streetsville Main St. Square' included Main St. and the public space around it, between Church St. and Queen St.*





*During one of 8-80 Cities' engagement sessions, two picnic tables were put out for activities in the square. While the permanent benches in the square remained vacant, in a matter of mere moments, both of the picnic tables were occupied by groups of people looking for a spot to chat and share a coffee. This is evidence that the square needs more diverse seating, which facilitates social interaction and accommodates people in groups.*



## Results Overview

Collecting information about how public spaces are used is critical to their improvement. Understanding who is using the space and, often, more importantly, who's not using the space, helps to shed light on what improvements need to be made. Data helps to build the case for investments, and creates a baseline of information from which you can measure your success.

### Streetsville Main St. Square Site Observations

With the help of community volunteers, site observations were conducted in and around Streetsville Main St. Square, and more than 850 users were recorded. A simple social observation chart (available in the Toolbox section of this report) was used to record who uses the square, how they use it, and when.

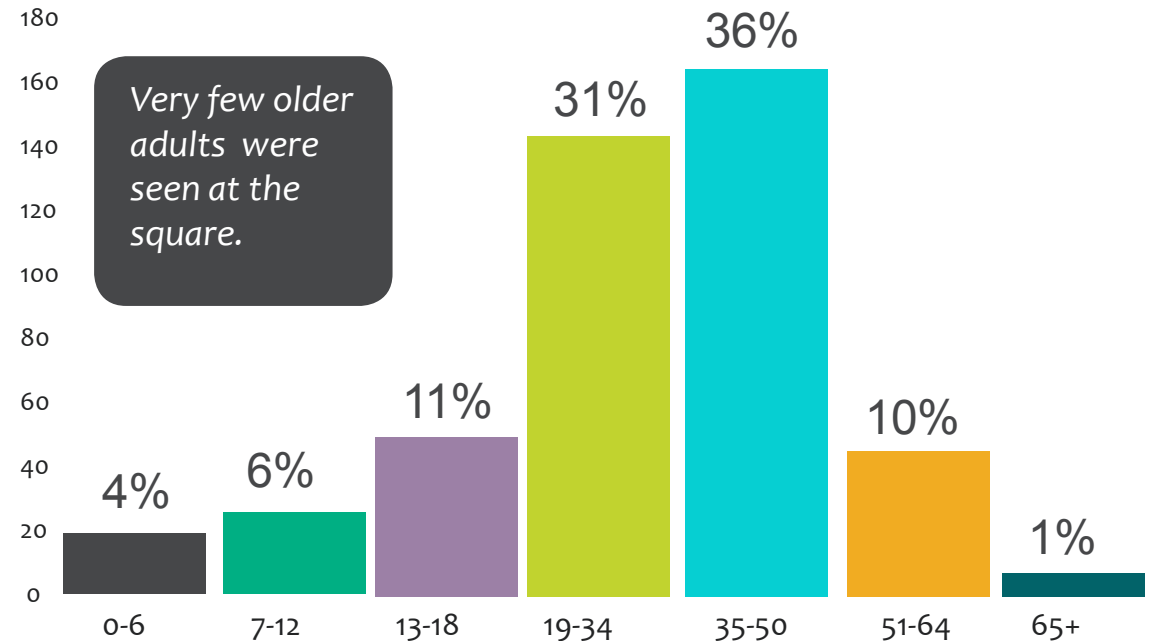
THE LACK OF OLDER ADULTS, YOUTH AND CHILDREN AT THE STREETSVILLE MAIN ST. SQUARE IS EVIDENCE THAT IT NEEDS TO BE IMPROVED.

### Users

During the site assessments, 8-80 Cities estimated the age of users at the Streetsville Main St. Square.\* Compared with demographic data from the neighbourhood, the most underrepresented user group was older adults.

While people over 65 make up approximately 11%\*\* of the local population, they represent less than 1% of users at the Streetsville Main St. Square. Children and youth were also underrepresented at the square.

*Number of Users Observed*



\*\*Homefinder.ca, Information about Streetsville



## Women Are an “Indicator Species”

When it comes to assessing public spaces, women are an excellent indicator of how well a place is working. Women tend to be more discriminating and have a lower level of tolerance for spaces that are disorderly, dirty, or unsafe.

At Streetsville Main St. Square, we observed a balanced proportion of men and women, indicating that the space is generally perceived as safe by both genders. Continued monitoring of the age and gender user share is an important tool for measuring the success of a space and any future changes that should be made to the site.



49%



51%



*Average percent of men and women in and around Streetsville Main St. Square (859 people observed)*

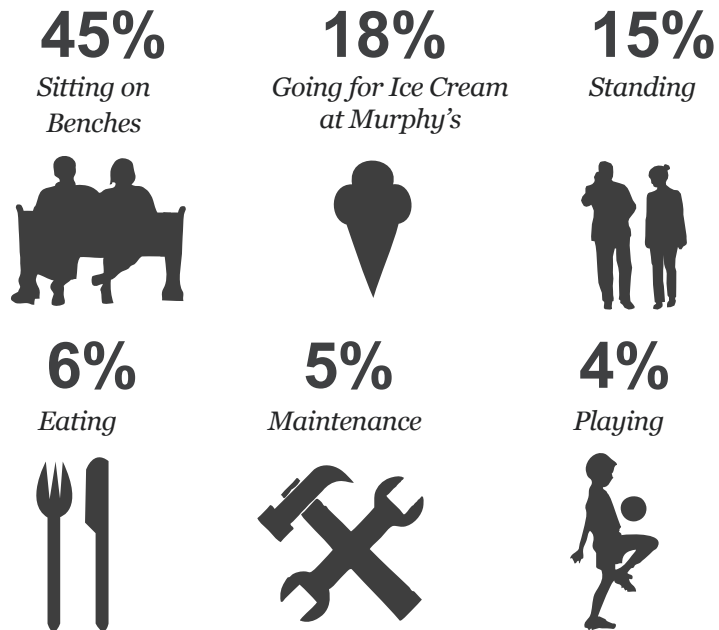
## Did you know...

*In NYC's Bryant Park, staff takes a daily count of users of the park. If they observe less than 50% females, they take action. Some strategies used to attract women include offering immaculate public washrooms, fresh-cut flowers, yoga classes and knitting classes.*



## What is staying Activity?

8-80 Cities looked at what people did when they stopped and stayed at the square. Most people sat for a few minutes for a quick rest or coffee, or stopped by Murphy's Ice Cream for a cold treat.



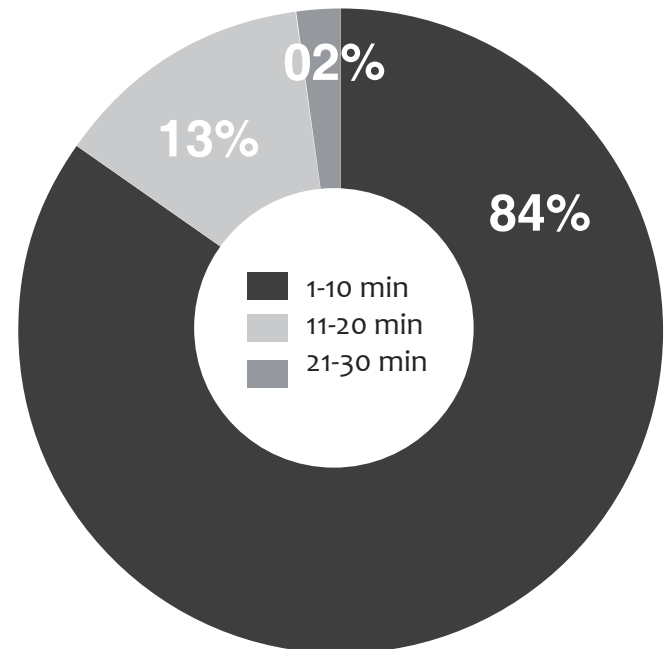
## Too few seating possibilities

A majority (45%) of the staying activity that takes place in Streetsville Main St. Square is sitting. Streetsville Main St. Square needs to offer a greater variety of seating options, such as moveable tables and chairs, group seating, child-friendly seating, and secondary seating.

**“A GOOD PUBLIC SPACE IS LIKE A GOOD PARTY; YOU STAY LONGER THAN YOU INTENDED TO.”**  
 - JAN GEHL

## Time Spent in the square

A great public space is somewhere that people want stay and linger. At the square, over 80% of visitors stayed less than 10 minutes. People would be encouraged to stay longer if there were more things to do, such as live music, street performances, engaging public art, or vibrant weekend markets.



## A Day at Streetsville Main St. Square

The chart below represents the number of pedestrians in and around the Streetsville Main St. Square during an average summer weekday.\* The information is useful to help plan specific interventions and programs, such as the ideas presented in the chart below.

Number of People

450

400

350

300

250

200

150

100

50

0

9-10am

10-11am

11-12am

12-1pm

1-12pm

2-3pm

3-4pm

4-5pm

5-6pm

Day time



According to our observers, a higher proportion of older adults were observed in the morning. This would be a good time to offer activities oriented to older adults, such as painting classes or thai chi, which would help to animate the space when it is the quietest.



Our site-observers recorded a spike in activity at the square during lunch-hour, but noted that many people couldn't find a comfortable place to eat their lunch. Bistro-style tables and chairs would add vibrancy to the square at mid-day.



Pedestrian numbers increased late in the afternoon. More conveniences at the square, such as a farmer's market, cheese store, or butcher, would provide a nice place to pick up a few speciality items on the way home from work.



The highest number of pedestrians was observed from 5-6pm. Entice more people to the square with 'happy-hour' and tasty snacks on a sunny patio--- perhaps they will stay all night!

On Queen St.

At the Square

\* Pedestrian counts were conducted on Aug. 2nd and 3rd, 2012.



# WHAT'S WORKING? WHAT'S NOT?

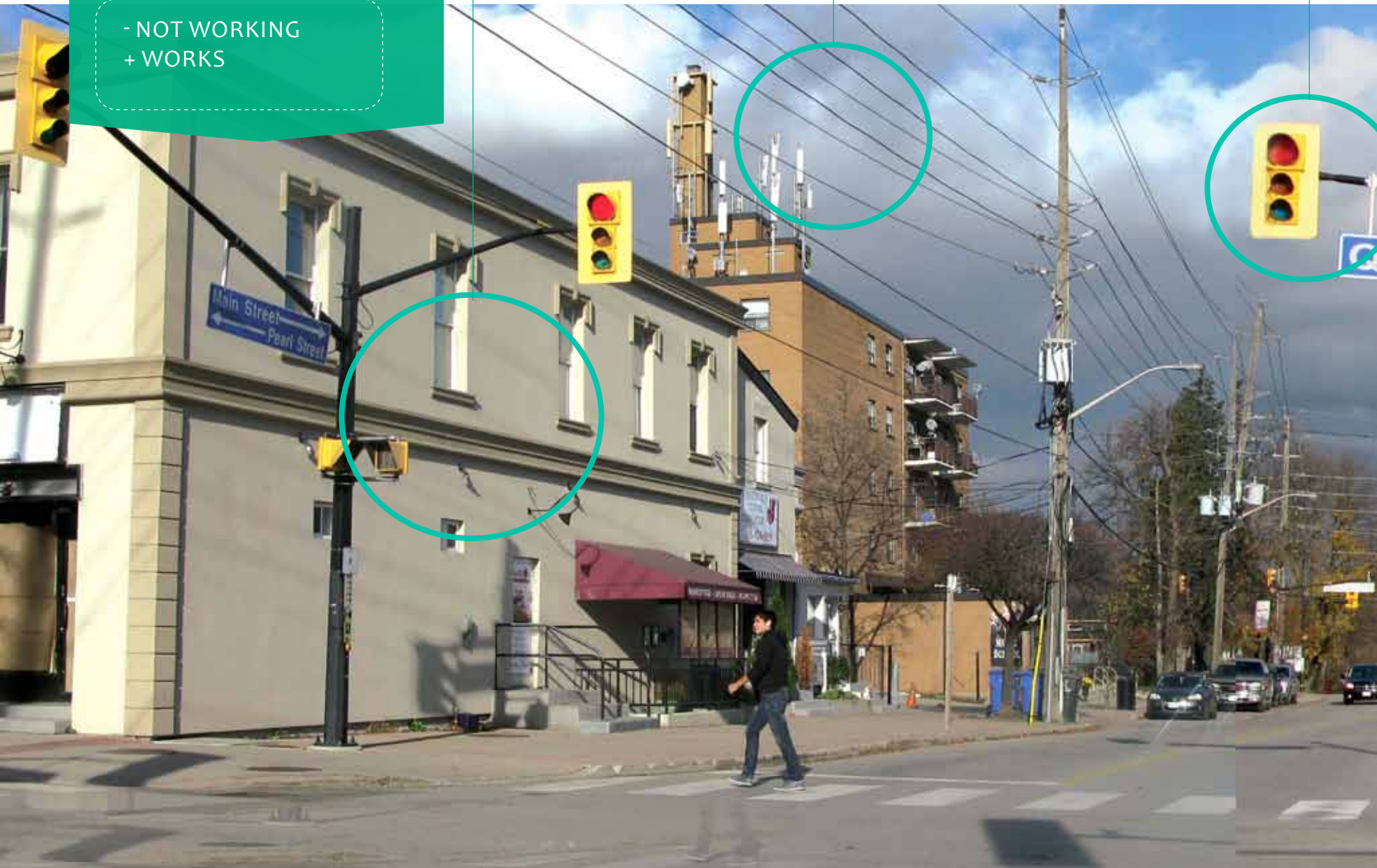
8-80 Cities conducted site assessments and worked with community members to identify what's working in the square, and what's not. Overall, there are a few small features that 'work', but the space as a whole functions poorly.

- NOT WORKING  
+ WORKS

- This building on the corner of Queen St. and Main St. is a key visual feature of the square. Unfortunately, the south-facing facade is unattractive and feels closed off to the square.

■ Many exposed overhead wires create a visual distraction and make the space look disorganized.

- Vehicle traffic on Main St., combined with numerous parked cars, makes the square feel car-dominated, noisy, and somewhat unsafe.



+ The cenotaph is a key feature of the square and represents an important piece of Streetsville's history.

+ The combination of small local shops and the low height of the buildings creates a nice 'human scale', which adds to Streetsville's village feeling.

■ The large podium the cenotaph rests on lacks aesthetic quality and is in poor condition. It also takes up too much space in the square.

+ High-quality, specialized benches are a defining feature of Streetsville's streets. While a greater diversity of seating is needed at the square, the quality of the benches should be maintained.

■ A mix of bollards, signs, mismatched garbage and recycling bins, planters and other features make the space feel disorganized and poorly planned.





# 4. COMMUNITY RECOMMENDATIONS

This section includes a summary the ideas and recommendations generated by the community about how to improve Streetsville Main St. Square. The visualizations in this section are used to help people re-imagine Streetsville Main St. Square and to highlight specific recommendations, program or improvements.

In addition to many focus groups, meetings, interviews, and casual conversations with community members, more than 600 specific recommendations and ideas were collected during the project. Trends, priorities, and compatible best practices are highlighted in this section. To find a complete list of results from the project, please visit:

[www.8-80cities.org](http://www.8-80cities.org) ➤ Resources ➤ 8-80 Tools ➤ Community Reports





High-quality paving

Information  
and  
heritage  
centre

Bike  
parking

Better  
lighting

Pedestrian-  
only space

## Farmer's Market

Out-door  
heaters for  
cooler  
weather

## ‘MY PLACE’ ACTIVITY

The map above was created by workshop participants, who were asked to create their ideal Streetsville Main St. Square using arts and crafts materials. 8-80 Cities used these maps, along with hundreds of ideas and suggestions developed by community members, to form a vision for the site.



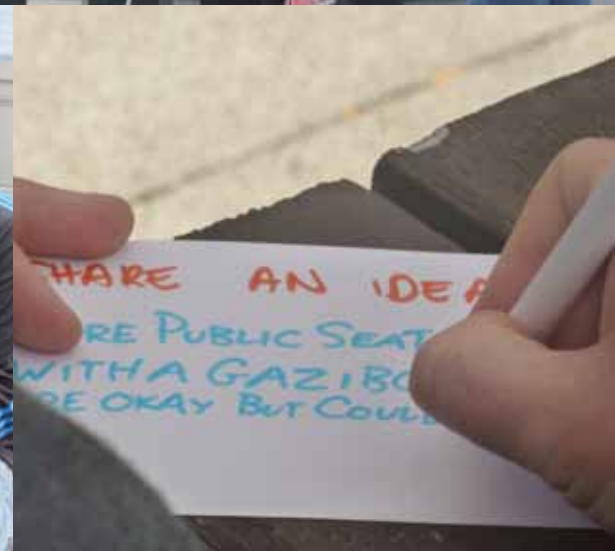


## WHY BOTHER WITH ENGAGEMENT?

Community engagement is time-consuming and sometimes challenging. However, engaging people in the early stages of a project will always result in a better public space. The community can help to define priorities, talk through challenges, brainstorm solutions, and negotiate with each other about specific ideas.

But community engagement is about much more than coming up with a good design. The simple act of being engaged—having someone ask your opinion or discussing a community issue with your neighbour—helps to raise people's level of interest in community projects and builds a sense of neighbourhood pride and belonging.

## GETTING THE COMMUNITY INVOLVED AT STREETSVILLE TOWN SQUARE



# Invest More in Management!

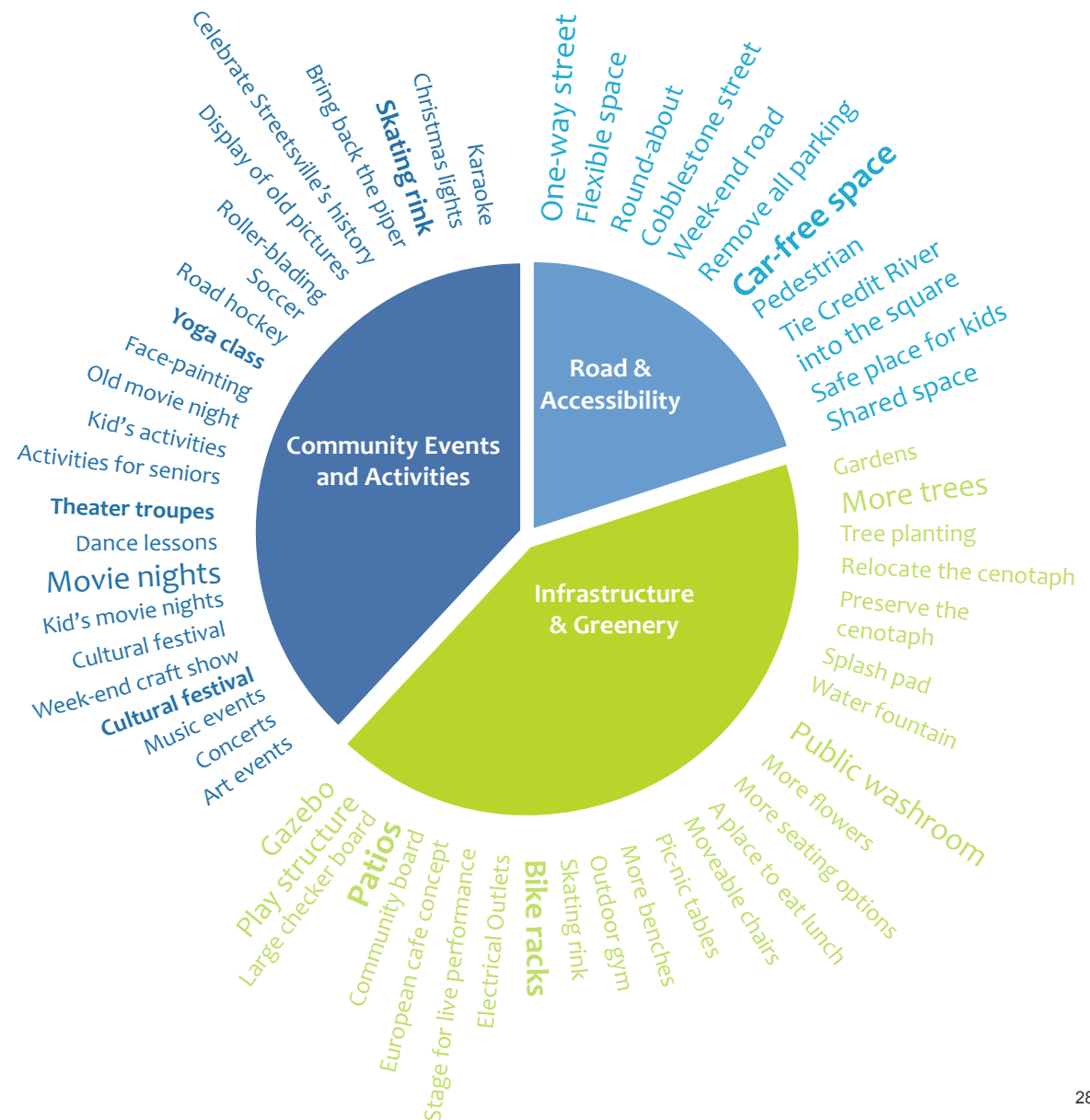
“About 80% of the success of any public space can be attributed to its management. No matter how good the design of a space is, it will never become a true place unless it is cared for well.”

- Project for Public Spaces

*Great public spaces don't have to be complicated. A fancy design cannot make up for a space that's boring, inaccessible, uncared for or unsafe.*

By categorizing the more than 600 ideas collected during the project into broad themes, we can see that more than a third of the ideas were related to community events and activities.

This is an important reminder that the square will have to be consistently programmed with events and activities for the space to reflect the vision of the community and be truly successful.





## STREETSVILLE TOWN SQUARE'S PLAN

*By analyzing the community information collected through the engagement process, 8-80 Cities was able to identify six key themes important to community members. These themes will be explored in the following pages.*

1. PEDESTRIAN-FRIENDLY
2. GREEN & COMFORTABLE
3. COMMUNITY EVENTS & ACTIVITIES
4. HISTORY & CULTURE
5. WINTER
6. SHOPS & MARKETS



Current conditions, Streetsville Main St. Square



Providing basic facilities such as a public washrooms, a water fountain and electrical outlets is key for creating a successful public space!

Make the sidewalks become part of the square by using an integrated design strategy.

Many community members expressed the need for a better connection to the river.

Relocate the cenotaph at the north end of the square, making it a focus point.

CHILD-FRIENDLY AREA

FLEXIBLE SPACE  
FOR FESTIVITIES & MARKET

HISTORICAL  
HERITAGE  
ZONE

Church St.

## A PEDESTRIAN PRIORITY SPACE

By far, one of the most popular ideas was to expand the existing car-free space (at the south-west corner of the study area) to create a larger pedestrian priority space that would encompass the entire study area between Church St. and Queen St. on Main St. This new space could accommodate community activities, high-quality public gathering spaces, seasonal events, public art and markets. Road space and parking spots will need to be used to accommodate the expansion of the pedestrian priority area.

- > Remove one lane from Main St. and create a single lane of one-way traffic.
- > Ensure speeds on Main St. are less than 20km/hr by using aggressive traffic calming measures.
- > Use visual signals to alert drivers that they are in a pedestrian priority area.
- > Remove all parking from Main St. and use the recovered space for expansion of the square.
- > Communicate with the public. Develop a positive communications strategy to inform the public of changes to the road and parking.
- > Test closing Main St. to cars. In the first year, close Main St. to cars on summer weekends and for special events. > Evaluate the project and extend the closed times based on successes.

**109 ideas**  
to use the road  
to expand the  
square .

### **Suggested closure times for the pilot project on Main St.:**

May---Sept.: Closed every Saturdays & Sunday

Dec.: Closed from Dec. 14th---22nd for Christmas market

Main St. should be closed for at least four consecutive weekends to deal with logistical challenges and normalize the practice for drivers.



A former parking lot and vehicular street, Nyhavn is now one of Copenhagen's most popular tourist destinations, boasting thriving restaurants, bars and outdoor markets.





The town of Bohmte, Germany, has decided to deal with traffic safety by creating a shared space at major residential street intersections. Even if the streets are still open to vehicular traffic, the paving pattern as well as the pedestrian facilities, such as benches, bollards and bicycle racks, are creating a comfortable and safe space for all users.

Unique paving and surface treatments, like those at Place d'Youville in Montreal, can be used to add visual interest and beauty to a space. Different surfaces also help to send the message to drivers that they have entered a pedestrian zone and must behave differently.



## POST CARD FROM THE FUTURE

Dear Friend,

I'm at Streetsville Main St. Square, and it's great to see how it's become a place where people want to spend time rather than just drive past. Reducing the through traffic on Queen St. and Main St. really helped to make the area much more pedestrian-friendly, too, and makes you want to walk around. Having patios and street cafes gives the area an amazing vibrancy, too. You really want to be here!

## POSTCARD FROM THE FUTURE

This activity is used to help people imagine what Streetsville Main St. Square would be like in the future if all of their dreams for the square were fulfilled...



A creative communication strategy is used in Auckland, New Zealand, to inform citizens about the new 'shared street' on Elliot St. in the central business district. Large, colourful cut-outs are a fun and playful way to tell pedestrians, cyclists and drivers how to interact on the new street.

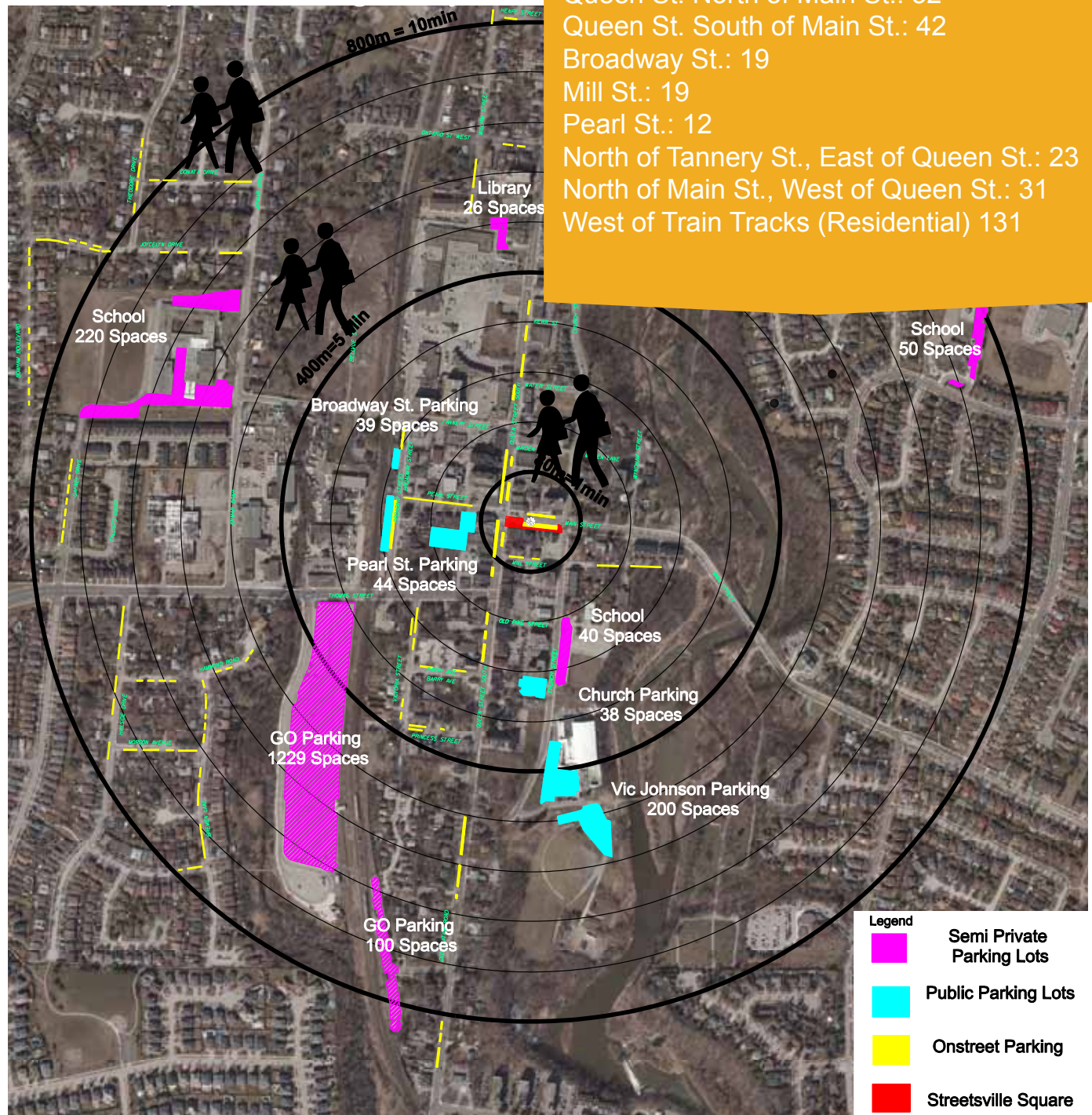


# 337 Onstreet Parking Spaces

After concerns were raised about access to parking around the Streetsville Main St. Square, the city of Mississauga conducted a parking analysis to locate public parking available within a 10-minute walk.

## Streetsville Square Parking Analysis

Main St.: 17 Spaces  
Queen St. North of Main St.: 32  
Queen St. South of Main St.: 42  
Broadway St.: 19  
Mill St.: 19  
Pearl St.: 12  
North of Tannery St., East of Queen St.: 23  
North of Main St., West of Queen St.: 31  
West of Train Tracks (Residential) 131





## Local Public and Semi-Public Parking Lots





## GREEN & COMFORTABLE

Community members agreed that the space would be greatly improved by incorporating more greenery and flowers, as well as elements of comfort and beauty.

- > Provide diverse seating options that encourage different uses and activities. This should include traditional benches, as well as moveable tables and chairs, and informal seating and playful sitting areas.
- > Use umbrellas, trees and shade structures to protect people from harsh sunlight.
- > Diverse species of trees and shrubs should be used. Select species that are attractive throughout the seasons.
- > Basic public facilities, such as public washrooms and drinking fountains, should be available in the square, or within a five-minute walk.
- > Interesting and inviting lighting should be used to create a safe space, that is inviting and enchanting.
- > Improve visual and physical connections to the Credit River and Streetsville Memorial Park.

**40 ideas**  
to add trees  
and greenery.

**89 ideas**  
to improve  
seating.



Basic facilities such as public washrooms and drinking fountains make a public space truly welcoming and comfortable. The washrooms in New York City's Bryant Park are meticulously maintained. Fresh-cut flowers greet washroom users and send the message that you are a welcome guest, and that this is a place to be treated with care and respect.

**Comfortable = attractive,  
safe, welcoming, enjoyable**

### POSTCARD FROM THE FUTURE

Dear Friend,

I am sitting at Streetsville Main St. Square at a nice bistro table & chairs enjoying this playful, relaxing outdoor space. The artistic statues are sending silent messages to the kids to play and feel carefree as more and more friends and neighbours join the area.

The beautiful flower arrangements and year-round trees and shrubs are alive with activity from the birds and squirrels and give me lots of things to look at and enjoy in my little oasis.



A successful public space is compelling for everyone regardless of their age; however, in Ontario's public squares, infrastructure tends to focus only on adults. Adding child-friendly infrastructure, such as small-scale tables and chairs or whimsical public art, would ensure that the square speaks to all users, including children.

Permanent or temporary lighting installations can be used to add visual interest as well as an element of safety. In Montreal, ATOMIC3 created a playful illuminated maze that offered a unique immersive experience to its visitors, and a vibrant display of colour to passersby.



## > CREATE 'TALK-SCAPES'

Architects Ralf Erskine and Jan Gehl have studied the significant effect city furniture can have on the sociability of a public space.



As seen above, most of the benches at Streetsville Town Square are not positioned to encourage social interaction or conversation.

More flexible seating, as shown in the examples below, encourages conversation and interaction by allowing people to sit face to face, stretch out, or get close and cosy. They can also accommodate larger groups of people and families.





## COMMUNITY EVENTS & ACTIVITIES

One of the strongest sentiments from community members in Streetsville was to create a space that encourages social interaction and community building through community events and activities.

- > Simplify the permit process. Make permit acquisition information available at the square. Consider making permits available at the BIA office.
- > Set up a Streetsville Main St. Square working group to develop consistent, year-round programming for the site.
- > Create a community information board that provides up-to-date information about events and activities taking place at the square.
- > Use events to build stewardship and ownership at the square. Get community members involved in yearly maintenance projects, such as spring planting or fall clean-ups.
- > Focus on activities that contribute to healthy lifestyles.
- > Use social media to promote events at the square.

**238 ideas**  
to have more  
community events  
and activities.



*“It should be place where everyone and anyone feels welcome and safe. It should reflect the great community of Streetsville.”*



No idea is too small or too silly! Test different types of events and activities, and don't be afraid to try something new. Who would have guessed that a 'water-war' in Dundonald Park in Ottawa would be such a success that it would make national news!





Learn from what works. Established in 1973, the Streetsville Bread and Honey Festival draws crowds from around Mississauga and beyond. It is a fun-filled, family oriented event that celebrates community, entertainment and food.



## ➤ START A ROAD HOCKEY TOURNAMENT

The Charity Road Hockey Challenge on Danforth Ave. in Toronto, is an annual event that raises money for various charities. The title sponsor for the event is the Danforth BIA.

Events like this are an excellent way to bring together a community, contribute to a good cause, and get people moving. They also remind us that the roads can be used for different things depending on the season, day or week or time of day. Our streets can be places that contribute to healthy lifestyles by providing space for people to walk, bike and play.

## POSTCARD FROM THE FUTURE

*"Dear Friend,*

*I am at the Streetsville Main St. Square, and there is a drop-in program starting in about 10 minutes that I am going to join. Today, it's an introductory tai Chi class, but every Saturday, it's yoga at 11am and jump rope starting at 3pm. Imagine that!*



Dance lessons are an excellent way to animate a public space because they bring together physical activity, music, culture, and social interaction. Dancing is also enjoyable for a range of ages and a perfect 'spectators sport'.



A community board is an effective communication strategy to inform community members about up-coming activities and events.



## RE-IMAGINE STREETSVILLE TOWN SQUARE AS...

## GREEN & COMFORTABLE!

Focusing on an urban design strategy that emphasizes the town's **historical identity** will help ensure that history is respected and create the feeling that the square is the heart of Streetsville.

Many ideas to improve the square referred to a **community board**, which would announce upcoming activities and events, as well as provide contact information for relevant city representatives and community organizers.

Many community members felt that a small **child-friendly area** in front of Murphy's would be a good addition to the square.





## PLENTY OF COMMUNITY EVENTS & ACTIVITIES!

## PEDESTRIAN- FRIENDLY!



**Healthy urban street trees** are greatly valued by people living, working, or shopping in urban areas. They create a feeling of security, provide shade during hot summer days and create more pleasant walking environments.\*

*BUSINESSES ON TREESCAPED STREETS  
SHOW 12% HIGHER INCOME STREAMS.\**

*STREET TREES ARE KNOWN TO REDUCE VEHICULAR  
SPEED BY CREATING VERTICAL WALLS THAT FRAME  
THE STREETS.*

**Moveable chairs** were a highly popular suggestion. They give people a sense of empowerment by allowing them to control their experience and sit wherever and in whatever arrangement they like.

*PROVIDING A PLACE FOR COMMUNITY  
MEMBERS TO EAT LUNCH WILL ATTRACT WORKERS  
DURING THEIR LUNCH BREAK.*

**An at-grade surface** would create a flexible space to accommodate a wide range of community events, activities and festivals such as a farmer's market, yoga classes, dance lessons or outdoor movie projections.

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\*. [http://www.michigan.gov/documents/dnr/22\\_benefits\\_208084\\_7.pdf](http://www.michigan.gov/documents/dnr/22_benefits_208084_7.pdf)



## CELEBRATE WINTER!

Community members felt confident that, with a little creative thinking and a can-do attitude, the Streetsville Main St. Square could be a vibrant place in all seasons, including the cold days of winter.

- > Extend the seasons by creating heat using an outdoor fire pit.
- > Use an attractive lighting strategy to create an inviting space in the short days of winter.
- > Work with local businesses to encourage the use of out-door heaters on patios or make blankets available to patrons who sit outside.
- > Develop an outdoor Christmas market.
- > Focus on programs that get people outside and socializing in the winter. Suggestions include tai chi lessons, winter ornament-making, maple syrup tasting, or ice carving demonstrations.
- > Investigate the feasibility of a pleasure-skating rink. Look to small-scale rinks, such as the Sherbourne Common Rink in Toronto, for unique rink designs. (rink size: 920 square metres)
- > Work towards a diversity of shops and restaurants that attract patrons in all seasons.

**30 ideas**  
specifically  
related to winter.

*We need to put greater effort into creating great public spaces that are attractive in the winter and entice people out of their homes with activities and events.*



### > CREATE HEAT!

It can be done! At Thunder Bay's esteemed Prince Arthur's Landing, an outdoor public fireplace situated in the centre of the skating rink creates heat and ambiance for the park's winter visitors.



## > CREATE ENERGY !

Getting people out, active and energized in the cold weather can be challenging; physical activities like Tai Chi can still be safe and enjoyable in the winter months.



## > CREATE WARMTH!

Few things create a warm feeling like a cup of hot cocoa in the wintertime. Focus on events and activities that play to people's positive emotions about winter. Invite a local service club to sponsor a hot-chocolate fundraiser or maple-syrup day.

## POSTCARD FROM THE FUTURE

Dear Friend,

I am at Streetsville Main St. Square, and I just visited the beautiful Christmas Market. No cars and lots to see---arts and crafts, nice restaurants and a wonderful Christmas tree! The kids had a blast drinking hot chocolate after skating on the outdoor rink!



## > CREATE EXCITEMENT!

Take a cue from Toronto and develop a traditional Christmas market that celebrates the lights, sounds and scents of the season. Packed with both locals and tourists, the success of the Toronto Christmas Market is strong evidence that people are looking for some out door excitement in the winter months.

*Evidence shows that, during the winter, people tend to be less physically active and suffer a greater risk of social isolation, especially older adults.*



## HISTORY & CULTURE

Making the square a historic and cultural hub in Streetsville was a key concern for many community members.

- > Restore/clean the cenotaph and create a new podium that encourages restful viewing and appropriate use.
- > Locate the cenotaph in a place that has good sight lines and can be a focal point of the square. (see suggested location on p. 29-30).
- > Reflect a historical aesthetic in street lights, outdoor furniture, signage and surface treatments.
- > Work with local groups, such as the Streetsville Historical Society, to bring the story of Streetsville to the square through artwork, events and interactive displays.
- > Develop events that celebrate the rich diversity of the city of Mississauga.

**17 ideas**  
related to  
the cenotaph!

**54 ideas**  
related to  
bringing history,  
culture and art to  
the square!



Introduce multi-cultural events and activities that celebrate Streetsville's and Mississauga's great diversity and more recent history. Welcome people of all backgrounds into the square by hosting cultural events and activities, such as art lessons, dance classes and music.

*"I'd love to see multi-cultural demonstrations, such as henna application."*



Introduce colour to the square through permanent and temporary public art displays, like this colourful balloon sculpture in Singapore. Use the public art to tell a story about Streetsville's past, present and future.





Relocate the cenotaph within the square to give it the position of reverence it deserves.

*“The cenotaph should have a place of honor.”*

The Streetsville Historical Society has a wealth of information about Streetsville and an excellent collection of historical photographs and artifacts. The Streetsville Main St. Square would be an excellent place to display information permanently or at community events.



## POSTCARD FROM THE FUTURE

Dear Friend,

After talking a walk to enjoy the shops around the square, it was nice to sit down and relax with a coffee. We just watched all the people go by and took in the cenotaph and thought of the people we remember. It's a lovely place to celebrate Streetsville's rich history and culture.



Streetsville Main St. Square is located in the heart of the village and an obvious place for wayfinding and visitor information. Signage can be used to provide useful information and tell people about the history of Streetsville. Signage, lighting, street furniture and public art can all contribute to the knowledge of and respect for the history of the square.

Use small scale performance arts events to showcase local talent and animate the square. Contact Strings Attached Music Shop to discuss options for creating consistent musical entertainment.



## SHOPS AND MARKETS

Community members felt the square would be enhanced by a greater diversity of shops and restaurants, as well as pop-up markets.

- > Develop a strategy for encouraging appropriate retail outlets that act as ‘anchors’ for the square, similar to Murphy’s Ice Cream.
- > Introduce temporary markets such as farmer’s markets, arts and crafts fairs, and antique markets.
- > Encourage adjacent business to ‘spill-out’ into the square with patio seating and attractive window displays.
- > Incentivise facade improvements to surrounding business. Offer design support or consider developing a facade improvement program.
- > Invite ‘creative retail’ into the square—food carts, bike-mounted fruit stands, etc.

**95 ideas**  
related improving  
food and retail  
options at the  
square!



An antique market would be in keeping with the historic nature of Streetsville. In Kingston, an antique market is held every Sunday from April to October at the Market Square. It draws Kingston-area residents and visitors looking for that one-of-a-kind find, or those just out for a Sunday stroll. The market features antique furniture, vintage and estate jewelry, small wares, collectables, vintage clothing, art, crafts, and flowers.

Food trucks have come a long way from offering just French fries and hot-dogs. Due to their flexibility, food trucks and carts are a great way to introduce a healthy, affordable, gourmet experience, and would help to satisfy people’s desire for ‘something different’ at lunchtime in Streetsville.



*“I’d love some small pop-up vendors where you can grab something easy to eat during lunch time”.*





Nothing can enliven a street or square quite like a bustling outdoor patio or outdoor cafe. Create a vibrant plaza feeling with patio seating that spills out into the square.

Like Murphy's Ice Cream, specialty shops can become a consistent, year-round attractions. The Cheese Shop on Merchant's Square in Williamsburg, VA, has become a destination. With its immaculate historic facade and excellent selection, it's a place that's worth a 'special trip' and even a family photo-op!



## POSTCARD FROM THE FUTURE

Dear Mayor McCallion,

I'm at Streetsville Square sitting at a table enjoying a coffee with my wife and people-watching. It's a beautiful sunny day, and music is playing. We enjoy coming here to do our shopping and casually run into our friends and neighbours and to meet new friends. It feels like home! It's peaceful, friendly, welcoming and active.



## > RELOCATE THE FARMER'S MARKET

The Streetsville Farmer's Market helps to support local farmers and encourages healthy eating. However, the market currently operates out of the Streetsville Go Station Parking lot, which is difficult to access by foot or by bike and does little to encourage patronage at other local business.

Moving the Farmer's Market to the Streetsville Main St. Square was a popular idea among community members, who felt it would bring vibrancy to the square and make the Farmer's Market more of a destination than a one-stop-shop. Visitors to the market would be more likely to pick up their goods at the farmer's market, then grab a coffee, stop for lunch, or visit the other shops along Queen St. or at the square.

8-8o Cities had the opportunity to meet with one of the organizers of the Farmer's Market, who was supportive of moving the farmer's market to the Town Square and felt it would be advantageous to the patrons, merchants, and local businesses.







RE-IMAGINE STREETSVILLE  
TOWN SQUARE AS...

HISTORIC & CULTURAL!  
VIBRANT IN THE  
WINTER!

BUSTLING WITH SHOPS  
AND MARKETS!

**Relocating the cenotaph** would help create a focal point and draw people through the square from Queen St. all the way down Main St. past all the local shops and businesses. It would also create a 'gateway' for people entering Streetsville at Church St.

Historic photos of Streetsville could be displayed to highlights the **town's history**!

**A Christmas market and vibrant shops** can help bring life to towns and cities. They attract people, encourage social interaction, and increase business revenue by bringing more people into the neighborhood.

**Permanent or temporary fire pits** can be used to draw people to the space and make them want to linger longer.

## What's next?

A successful public place is defined by three key elements: **excellent management, consistent programming, and appropriate infrastructure.** This section provides a list of recommendations that will make Streetsville Main St. Square a good public space, as well as what can be done to make it a world-class square!

### 1 MANAGEMENT

#### A GOOD PUBLIC SPACE WOULD...

- Establish working/management group with representation from the City, the BI- and community based organizations. Ensure a diversity of gender, age and ethnicity in the group. Identify a staff position that will manage programming, maintenance, etc.
- Streamline and coordinate waste receptacles and street furniture with businesses on the square. Work with businesses to develop alternative waste storage and pick-up options.
- Make the process easier and more accessible for community groups to get a permits for small-scale community events and activities.
- Identify opportunities for on-going funding mechanisms for programming and management.
- Communicate with the public. Set up a website and use traditional and social media to promote events/activities at the square.

✓ **Must: Create a strong management group**

✓ **Must: Make permits easily accessible**

#### BUT A WORLD-CLASS PUBLIC SPACE WOULD....

- Make simple permits available for small events at the BIA office.
- Introduce a facade improvement strategy for businesses on the square.
- Develop longer-term retail and commercial development plan for the square.
- Continue to collect user data to monitor progress and measure successes.

#### REMEMBER...

*Don't spend money on design if you don't have money to support management and programming.*



## 2 PROGRAMMING

### A GOOD PUBLIC SPACE WOULD...

- Positively communicate with the public about the benefits of the changes to the square.
- Implement 'low-hanging fruit'. Start the farmer's market, movie nights, music, dancing and free WiFi, within the first year.
- Have a small-scale event at least once a week.
- Close Main St. on summer weekends and for special events. Complement road closures with activities and events. Make it a priority to communicate with the public about road closures and the benefits of doing so.

✓ **Must: Have small-scale community events or activities at least once a week (i.e. yoga or tai chi class, street performer, kids, crafts)**

✓ **Must: Have activities all year-round**

### BUT A WORLD-CLASS PUBLIC SPACE WOULD....

- Start a winter Christmas market.
- Create a Streetsville Information Centre at the square.
- Program multiple events per week.
- Use temporary 'pop-up' projects, such as colourful art installations, to keep the space interesting and fresh.
- Close Main St. permanently!

### REMEMBER....

Small-scale, community-lead or focused events are what make people come back to a place day after day.

## 3 INFRASTRUCTURE

### A GOOD PUBLIC SPACE WOULD...

- Make the square bigger. Significantly reduce road space; reduce the amount of daily traffic and use recovered space for the square.
- Improve sitting and gathering spaces. Add more seating, diversify seating, and provide shade.
- Enhance the space with trees and greenery.
- Provide electrical and water hook-ups.
- Invest in a new visually appealing surface treatment. Use treatment to differentiate pedestrian priority space.
- Restore cenotaph. Create a higher-quality podium with a smaller footprint.
- Use thoughtful signage to communicate with the public about changes to the roadway (i.e. alternative routes, parking areas and pedestrian priority zone)
- Add a community information and events board.
- Add bicycle parking.

✓ **Must: Provide public washrooms and drinking fountains within a 5-minute walk of the square**

✓ **Must: Add electrical outlets and water supply**

✓ **Must: Provide a community event board**

### BUT A WORLD-CLASS PUBLIC SPACE WOULD....

- Provide outdoor heaters and or fireplace/pit.
- Incorporate public art.
- Add a creative children's play area close to Murphy's.
- Extend treatments beyond the square. Expand sidewalks on Queen St. and introduce more patio seating and public realm improvements.

### REMEMBER...

The square will be successful only if the pedestrian-only space is significantly expanded.

# 5. PLACE- MAKING TOOLS

*This section contains a variety of simple tools that can be used by the community to continue assessing and improving Streetsville Main St. Square.*

*We also hope the Make a Place for People Project at Streetsville Main St. Square will inspire other communities to use these tools to develop community-led improvement strategies at other parks and public spaces across the province.*





End (25)

1.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 2.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 3.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 4.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 5.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 6.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 7.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 8.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 9.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$   
 10.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

A blurry photograph of a person wearing a beaded necklace with a skull pendant, holding a rolled-up document. The image is out of focus, showing a person's neck and upper chest area. They are wearing a necklace with white beads and a large, ornate silver-colored pendant that resembles a skull or a flower. They are holding a rolled-up white document or scroll in front of their face, which is also out of focus. The background is dark and indistinct.





# Public Space Observation Table

This tool can be used to assess the people and activities at any park or public space. By analyzing the data, you can begin to identify trends and build a picture of how the space is working.

	Site									Target Area/Sub Unit												
	Name																					
	Date		Time of Arrival									Time of Departure										
	Weather																					
	<b>Directions:</b> Each observation recording session should be no less than 1hr long. Sessions should be conducted in the morning, afternoon, evening and night on both a weekday(s) or weekend. If the site is too large or too busy to observe effectively, the site should be broken into smaller sub-units. If people are in groups, fill in the user information individually then circle the members of the group. Feel free to add new codes in the 'other codes' section if you feel it is important.																					
	<b>Ethnicity Codes:</b> B = black, W = White, A=Asian, SA = South Asian, L=Latino U= undetermined																					
	<b>Other Codes:</b> Homeless = H, Disabled = D																					
	Gender		Age							Codes		Activity										
	Male	Fem	0-6	7-12	13-18	19-34	35-50	51-65	65+	Ethni city	Other codes											time spent at public space
1																						
2																						
3																						
4																						
5																						
6																						
7																						
8																						
9																						
10																						



## Action Planning Instructions

Creating a doable plan is the key to turning an idea into reality. In your group, come up with a plan for how your idea can be implemented within the next year or two.

The majority of your planning time should be spent on the HOW? question.

### 1. What?

In the space below briefly explain what your idea is.

### 2. Why?

Briefly explain why your idea is important.

### 3. Who?

Who needs to be involved in the project? What partnerships need to be established for it to be successful?

### 4. When?

When will it be implemented? When will it be used?  
How frequently? What season? What day of the week? What hours?

### 5. Where?

On the map provided indicate where your idea will take place/be located

### 6. How?

Without writing anything down, take a few minutes to discuss as a group what needs to be done to implement your idea. After you have discussed your plan, try to break it down into manageable steps. It might be easiest to think in chunks of time, but it is up to you. You can add more steps if necessary, but try to limit yourselves to no more than six steps.

## STEP 1

## STEP 2


## STEP 3








# Share an Idea

One of the simplest ways to collect information about a park or public space is by asking community members to “share an idea”. Provide small sheets of paper and a bunch of colourful markers and let the ideas flow!

Share an Idea 

Share an Idea 

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Share an Idea 



## Simple Site Evaluation Tool

When thinking about any park or public space, from a small neighborhood square to a large urban park, ask yourself the questions below. By thinking carefully about how people will get to the place, what they'll do when they get there, what kind of infrastructure exists, and who manages or takes care of the space, you can start to assess what's working, what's not, and what could be improved.

### WHO TAKES CARE OF THIS PLACE?

Is there evidence of volunteerism?

Do you see any maintenance workers or staff?

Is there a contact information so you can reach someone in charge of the space?

Is there an active or passive security presence?

### HOW DID I GET HERE?

Is the place visible from a distance?

Is it accessible to wheelchairs and strollers?

Can you easily walk or bike to the place?

Is there a paved path?

Is the path clear of snow, debris, and water?

Are there "desire lines" or beaten paths?

### WHAT'S THERE TO DO?

Is there a mix of stores and services nearby?

Are there opportunities for people to be physically active?

Are there inviting places for people to rest or relax?

Is there a diversity of people?

Are there activities for people of all ages?

### WHAT'S HERE?

Are there comfortable places to sit?

What kind of lighting is there?

Is there a paved or gravel path?

Are there public washrooms? Are they clean and inviting?

Is there somewhere to get a snack or drink?





# Software Program Calendar

Use this template to plan an effective range of activities, events, and programming for your public space throughout the year.

Entertainment

Community  
building

Spontaneous  
Activities

Formal  
Activities



8-80 Cities is a non-profit organization based in Toronto, Canada. We are dedicated to contributing to the transformation of cities into places where people can walk, bike, access public transit and visit vibrant parks and public places.

Our approach is to engage communities at all levels and across multiple sectors to inspire the creation of cities that are easily accessible, safe and enjoyable for all.



#### CONTACT US

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