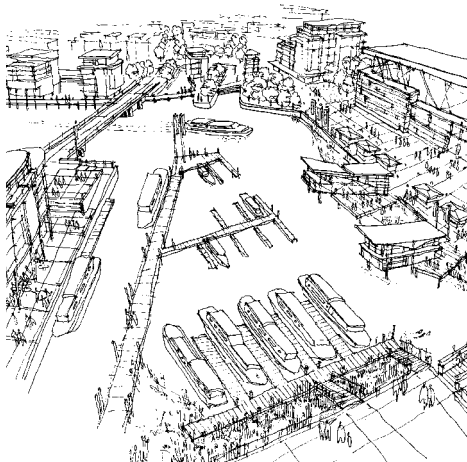


# Urban Strategies Inc.

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**Urban Strategies Inc.**

London Docklands  
London, United Kingdom



**Above:** Plan showing the emerging urban fabric of the Royal Docks, Silvertown Quays, and ExCeL London Exhibition Centre

**Left:** Master plan of Silvertown Quays

**Below:** View looking west along the Thames over the Royal Docks, showing the Silvertown Quays and the ExCeL London Exhibition Centre

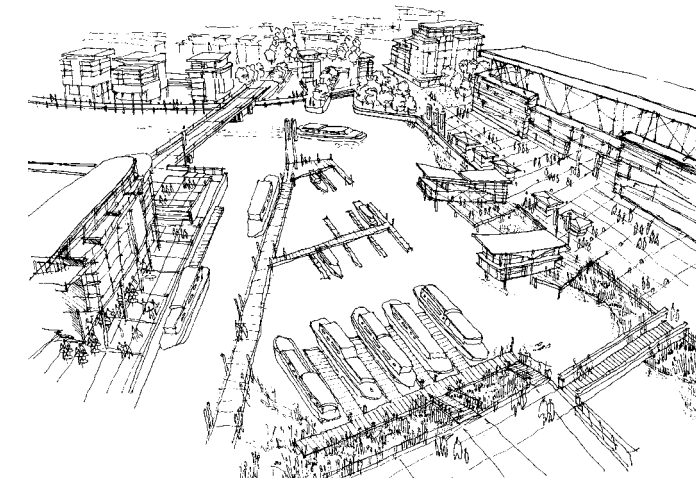
As London pushes east into the London Docklands, a former heavy industrial district located along the Thames River in East London, Urban Strategies continues to play a key role in its redevelopment. As leading consultants in the area's redevelopment and visioning projects for 20 years, the firm has prepared master plan documents for lands totaling approximately 570 acres to create complete, healthy communities with local

services and a broad mix of viable uses. Its recent projects in the Docklands include The Royal Docks Vision and Strategic Review, Silvertown Quays Masterplan and Design Guidelines, Canada Water Masterplan and ExCeL Development Framework. In a recent commission from Ballymore Properties Limited for a contemporary Vision for the Royal Docks Thameside and its environs, Urban Strategies' plan was to transform underutilized

areas into a more mixed-use, transit-oriented "city within the city." Building on recent DLR investment and proposed CrossRail opportunities, the vision accommodates 65,000 new residents, 15,000 new jobs and an array of civic, cultural and retail amenities. Silvertown Quays is a 60-acre brownfield site that a team of consultants headed by Urban Strategies has treated as a blank canvas, defining a "place" and community

fabric where none exists, on behalf of David Taylor Partnership/Silvertown Quays Ltd. Responding to the aspirations of existing communities and the commercial opportunities offered by the proximity of Canada Water, a vital District Centre, to Central London and Canary Wharf, an international team of consultants led by Urban Strategies has developed a vision, masterplan and implementation strategy

to guide Canada Water's long-term regeneration for The British Land Company, appointed by Southwark Council. Finally, Urban Strategies prepared a Development Framework for the expansion of one of Europe's largest conference centers, the ExCeL London Estate, presenting strategies for integrating significant exhibition space with new residential, commercial and other uses.



**Opposite top:** Sketch over pontoon docks showing the waterfront urban centre

**Opposite bottom:** View along Thames Barrier Park spine showing vibrant waterfront urban centre

**Illustrations:** Courtesy of Urban Strategies Inc.

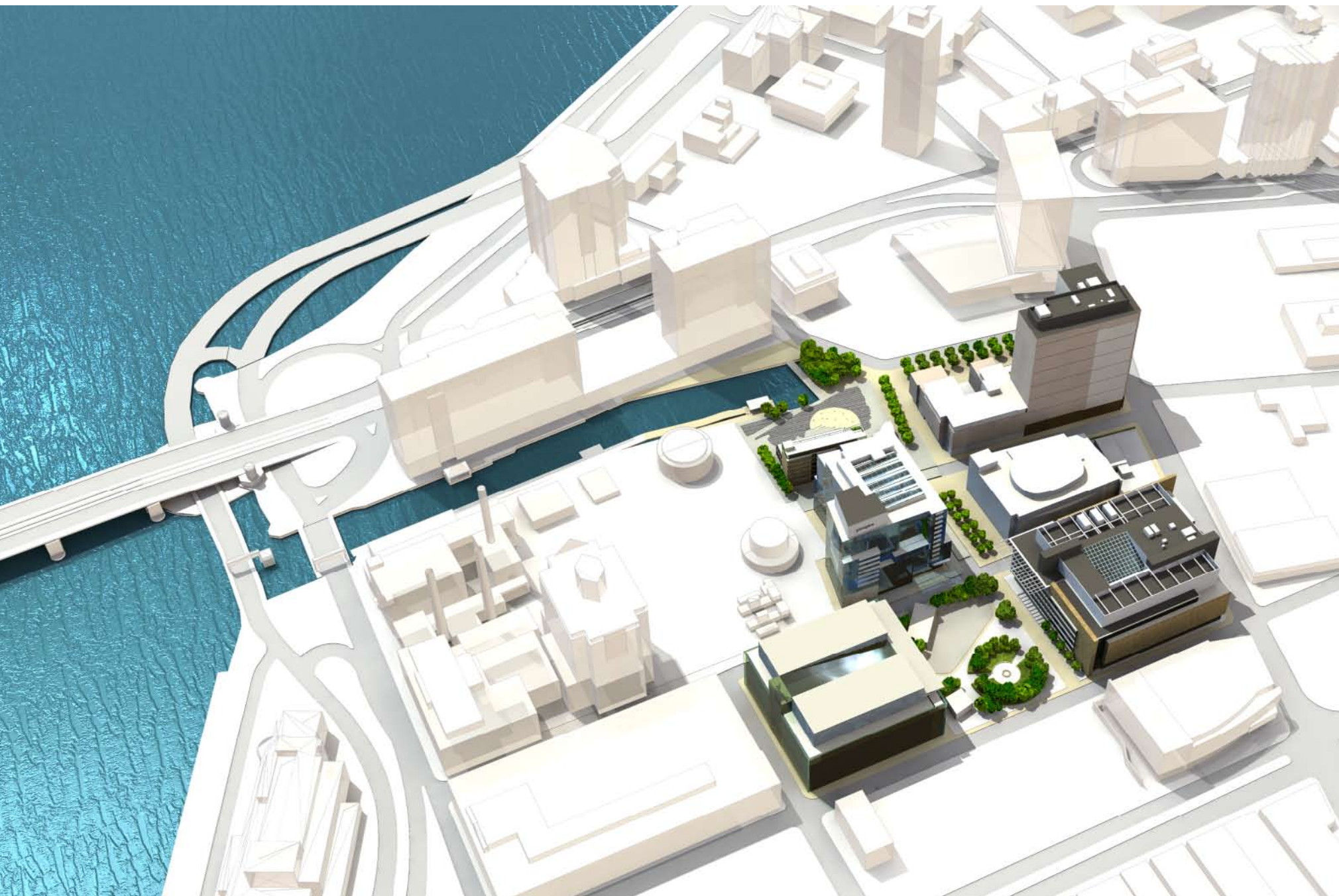
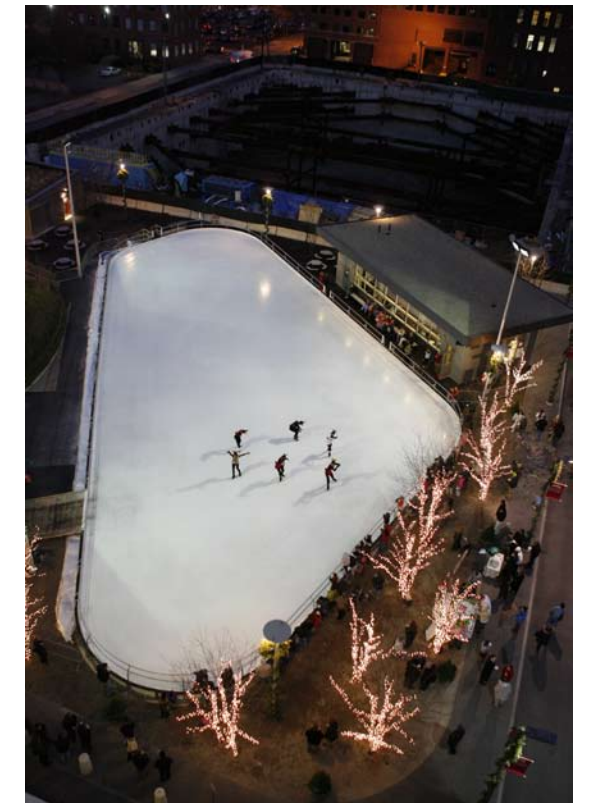




How do you transform the contaminated 10-acre site of a former coal gasification plant into a vibrant mixed-use component of Cambridge's Kendall Square? This was the challenge presented by Lyme Properties to Urban Strategies (master planning, urban design, design competition management) as leader of a team of consultants. Because

surrounding buildings turned their backs to the blighted site, the project's primary objective was to reintegrate it with its urban context by creating new urban blocks connected by a simple yet varied public realm that would act as a focus for laboratories, offices, residential buildings and a hotel. The result of this strategy is that the site, located in the heart of a district framed by the Massachusetts Institute of Technology campus, the Charles River and the East

Cambridge neighborhood, features two lively plazas defined by outstanding urban architecture rather than an isolated "research campus." The quality of the architecture was critical to the project's success. As part of a tightly phased implementation, Urban Strategies coordinated four international competitions that produced a progressive team of architecture and landscape consultants to design distinguished buildings enclosing 1.3 million square feet of space.



**Above:** North Plaza showing ice skating rink facility

**Left:** Interior shot of Genzyme Center (Behnisch, Behnisch and Partners, Buro Happold)

**Opposite top left:** North Plaza (Skybowl)

**Opposite top right:** North Plaza designed by Michael Van Valkenburgh Inc. Landscape Architects

**Opposite top bottom:** Aerial rendering looking south towards Charles River

**Photography:** Peter Vanderwarker Photography (above, left); Cortizas Photography (opposite top left); courtesy of Urban Strategies Inc. (opposite top right)

**Illustrations:** Courtesy of Urban Strategies Inc.

## Urban Strategies Inc.

Toronto Waterfront Revitalization  
Toronto, Ontario, Canada



Waterfront Toronto, the city's waterfront redevelopment agency, is well on the road to implementing a comprehensive strategy for the renewal of its waterfront. The planning area contains 2,000 acres of largely vacant and underutilized industrial lands and remarkable, yet largely untapped, open space resources. Urban Strategies has been and continues to be intimately involved in the planning and implementation of new communities, public parks and open spaces throughout the city's waterfront, including two new mixed-use waterfront community masterplans for

the East Bayfront and West Don Lands Precincts that are now underway. The plan for the 55-acre East Bayfront precinct envisions residential, commercial and mixed-use buildings that enclose a generous public realm, including a refurbished urban boulevard, new parks and a continuous, multi-use, water's-edge promenade. The East Bayfront neighborhood will bring 6,000 residential units and 8,000 jobs to the waterfront. It will reconnect to the urban fabric with dedicated rapid-transit lanes, pedestrian walkways and bridges and a key linkage to the city-wide cycling

network. Sustainable design is integrated into all aspects of the community, including: district energy; affordable rental and ownership housing; and LEED gold buildings. Sherbourne Park, at the heart of the community, will contain the area's new stormwater management system, which will not only enhance water quality, but also act as a landscape feature and educational element. The West Don Lands is an 80-acre waterfront precinct that will introduce an expansive, signature park adjacent to the Don River, a mix of housing types that

accommodate a wide range of households and family types, as well as community services, office and retail space. The West Don Lands is one of Toronto's largest and most complex revitalization initiatives, transforming an area with significant flood risk and soil remediation challenges into a new community that emphasizes excellence in community design, transit-oriented urban living, and global best practices in sustainable development.

**Above:** View looking east of Marilyn Bell Park and water corridor

**Below:** View of three-mile section of the Central Toronto Waterfront Plan

**Opposite top:** View looking south in the West Donlands

**Illustrations:** Courtesy of Urban Strategies Inc.





The planned route for new light rail transit linking downtown Saint Paul and downtown Minneapolis, the 11-mile long Central Corridor is already the most important east-west transportation corridor within the Twin Cities region, providing a direct link to nearly 280,000 jobs, 123,000 residents and 15 distinct neighborhoods. In light of the many benefits this public transit investment will generate for the region, the City of Saint

Paul commissioned Urban Strategies to create the Saint Paul Central Corridor Development Strategy (CCDS) - a visioning and policy document designed to guide mobility, land use and development decisions such that the Central Corridor evolves to accommodate new ways of moving, living and working. The principal objectives of the CCDS are to: explore strategies for community building and local business development;

identify opportunities for the creation of new transit-oriented development; provide recommendations for a revised, transit-supportive planning framework; and provide input into the engineering and design of the LRT system and related public realm improvements. Building on the vision and regulatory foundation established through the CCDS, Urban Strategies subsequently prepared detailed Station Area Plans

for the 11 planned LRT stations within Saint Paul. Through close consultation with community stakeholders these plans broaden the understanding of the specific character, opportunities and challenges inherent within each unique station area. The CCDS has won the 2007 American Planners Association, Minnesota Chapter Honor Award and 2008 Canadian Institute of Planners Award of Excellence for Neighbourhood Planning.

**Above left:** The Central Corridor as it exists today

**Above:** The Central Corridor post LRT displaying new urban cross section of shops and housing

**Below:** The "Areas of Change and Stability" diagram identifies focus areas for new investment (white) and stable areas to be protected (yellow)

**Bottom:** The "90 Initiatives for the Corridor" is a comprehensive record of stakeholder ambitions—from new planter boxes to public art—for improving the Central Corridor

**Photography and illustrations:** Courtesy of Urban Strategies Inc.

