



# Imagining our Main Street

*Cabbagetowners are proud of the walkability of our neighbourhood, the historic homes, the extensive green spaces, our gardens, the tree canopy and our 19th century farm. But does our main street get the same respect? What would it take to encourage us to stay closer to home more often, to meet serendipitously with neighbours, and to extend our relationships with local shop owners? We do much that's right, but we could do better. What does Main Street mean to you?*

**Moderator: Rick Merrill**, CPA Board & The Planning Partnership

*Rick has practiced as both an architect and a planner for over 35 years. He concentrates on projects that combine design and planning and his urban design work includes studies of intensification for both the private and public sectors. He has been involved in a number of studies in the City of Toronto, Houston, and Cleveland.*

## **Panelists:**

- **Michael Sraga**, The Planning Partnership

*For over 30 years Michael has been involved in a vast array of urban design and landscape architecture projects providing oversight from concept to realization. With experience in both the private and public sector he has developed a unique appreciation of the intricacies of project delivery and he brings a pragmatic approach to urban design, phasing and implementation strategies thereby ensuring that master plan visions are implementable.*

Michael will speak about the elements of the public realm that make great main streets and illustrate this with examples, including the award-winning Fredericton Main Street venture.

- **Eric Turcotte**, Urban Strategies

*Eric is an urban designer, planner and architect. He is a Partner at Urban Strategies Inc. and has over 20 years of experience in Canada, the United States and Europe. His areas of expertise include downtown and neighbourhood revitalization plans, transit oriented developments and, large scale institutional and corporate master plans. Eric has recently completed the award winning University of Ottawa Master Plan.*

Eric will show how they integrated public realm elements in their project—the re-imagining of Roncesvalles. Eric will also highlight some of the processes, challenges and impacts of the project.

- **Mike Major**, City of Toronto, BIA Office

*Mike has over 25 years of experience with the City as a professional planner and for the past 12 years as Manager of the City's BIA Office. Mike's and his team of 10 are responsible for providing professional advice and support to Toronto's 81 BIAs, and he is often called upon to assist other jurisdictions with BIA policies and programs. Mike was responsible for the development of the rules and regulations that apply to BIAs in the City.*

Mike will talk about citywide initiatives, and the process involved. He will also briefly discuss TOcore, a City of Toronto initiative that looks towards a renewed vision for downtown.