

Abstract

This report aims to develop a set of recommendations for the enhancement of the urban design of a street in the western edge of Toronto's downtown core, namely Baldwin Street. The recommendations will attempt to revitalize the commercial-retail area centred around Baldwin Street known as Baldwin Village. Baldwin Village is adjacent to a number of prominent Business Improvement Areas along Spadina Avenue, College and Dundas Streets and its commercial success is closely related to, but has not taken full advantage of, the proximity to them. The implementation of a variety of physical improvements that show both shoppers and local residents that good changes are occurring is considered important to the area's revitalization.

A combination of methods are employed including Kevin Lynch's "*five performance dimensions*", Gordon Cullen's *indicators* and Collier's "Photography as a Visual Survey Technique" (Appendix G). The resulting method is tailored to understand and analyze the social, economic and physical forces that influence Baldwin Street's urban environment. A site analysis then describes the physical, economic and social aspects at play on Baldwin Street and in Baldwin Village according to data previously recorded. The site analysis is supplemented with photos as well as a complete sketched façade inventory for Baldwin Village depicting current conditions. A summary of clearly identified problems and strengths is drawn from the analysis evidence.

Streetscape improvement recommendations aimed to revitalize the commercial-retail area through the strengthening of its personality and identity are then proposed. This step is the synthesis of the entire process, which presents the selected alternative solutions and

recommendations as a detailed streetscape improvement program for Baldwin Village. Specific objectives are then the specific possible actions that may be taken to improve the streetscape once again in conformity with current policy and goals. Possible actions recommended in this study include the private and public realm since both realms intrinsically compose a streetscape