RE-IMAGINING THE TRADITIONAL SHOPPING MALL







CANADA'S MALLS THROUGH THE DECADES



CANADA'S FIRST INDOOR SHOPPING MALL

THE YONGE STREET ARCADE TORONTO, ON

You are invited to visit

NORGATE SHOPPING CENTRE

Canada's First Complete Shopping Centre

SITUATED AT THE TOP OF DECARIE BOULEVARD, IN ST. LAURENT



THE long awaited promise of Canada's first complete shopping centre is now an exciting reality. Norgate Shopping Centre has opened its doors on a brand-new deal in shopping convenience for Montreal shoppers.

Now you can enjoy the new experience of shopping in the truly modern manner . . . shopping that does away with the tiresome struggle through congested streets . . . shopping that's a pleasant excursion among clean, modern, well designed stores . . . shopping that offers you an infinite variety of quality goods grouped close at hand . . . shopping that is really "one-stop" - with ample parking space alongside the stores . . . shopping that's comfortable and safe, even for small kiddies . . . shopping such as you will find in Norgate Shopping Centre - and nowhere else in

> Come on out and join the fun. Learn the convenience of doing all your shopping in one complete modern centre - and get your name in for those marvellous

Dionne Ltd.

Norgate Pharmacy Harmony Lane Inc. Reitman's Inc.

S. S. Kresge Co. Ltd.

Shell Service Station Michael's Shoes Norgate Ladies Wear The Stork Shop

Duskes Hardware Inc. Mariack's Stationery Forrester's Photo Shop Norgate Valet & Cleaners Ste. Rose Cleaners and Launderers Ltd.

Royal Bank of Canada Park Bakeries Inc. Norgate Florists Norgate Piece Goods

Cash Prize

reasons for being glad they visited Norgate Shopping

Centre. Hundreds of dollars' worth of merchandise

will be given away absolutely free--without strings of

for simple contest. Closes Saturday, December 16th.

• Free drawings for other valuable prizes washing

· Sensationally reduced prices on quality merchandise

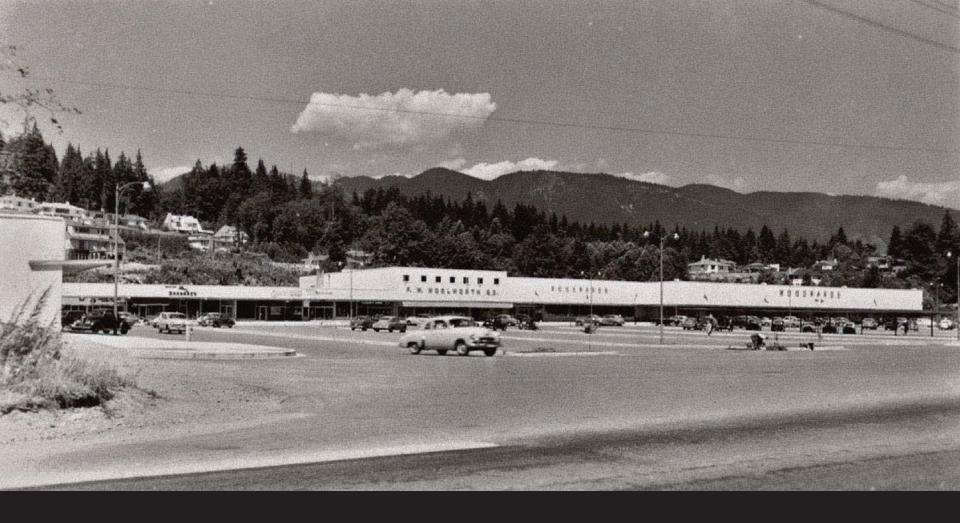
Prize awarded same day.

· Free gifts for all.

machine, radios, etc.

CANADA'S FIRST STRIP MALL

NORGATE SHOPPING CENTRE SAINT LAURENT, OC



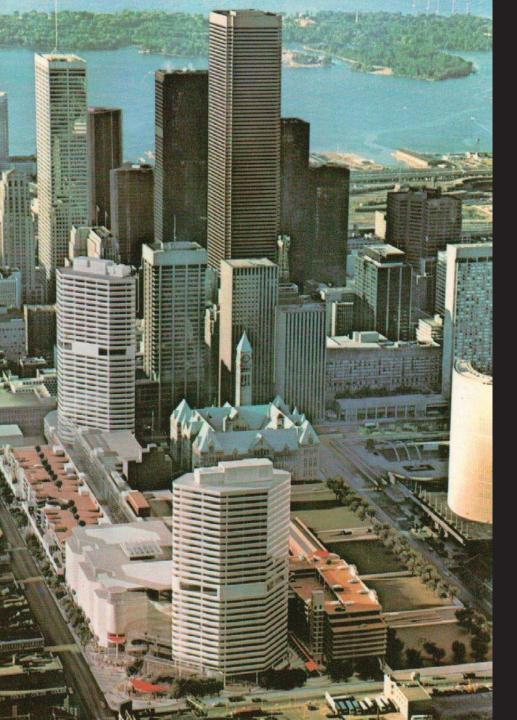
CANADA'S FIRST INDOOR SHOPPING MALL

PARK ROYAL SHOPPING CENTRE, VANCOUVER, BC



CANADA'S FIRST & ONE OF THE WORLD'S LARGEST COVERED SHOPPING MALLS

YORKDALE, TORONTO, ON

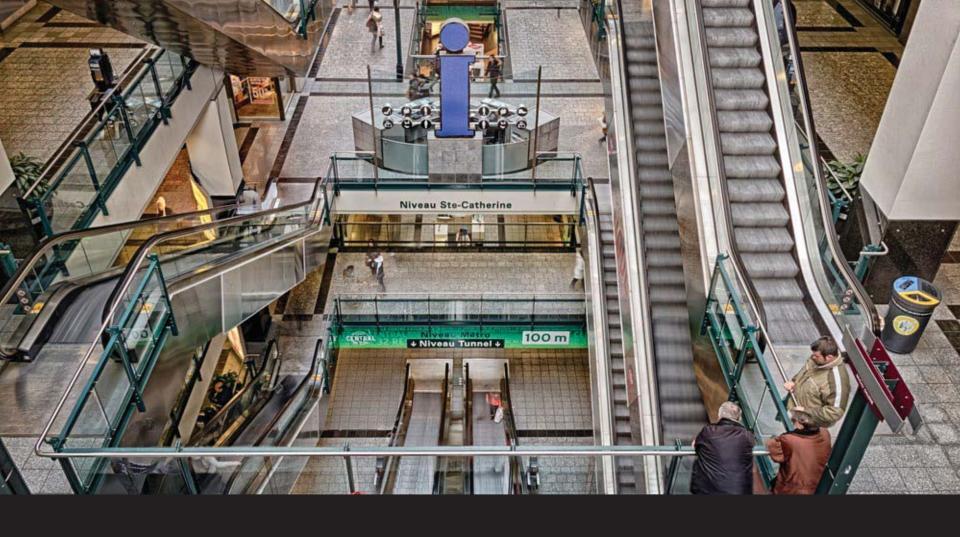


'AN INDOOR CITY' WITH 3 OF THE TALLEST BUILDINGS IN THE COMMONWEALTH

TORONTO EATON CENTRE TORONTO, ON



THE WORLD'S LARGEST SHOPPING MALL WEST EDMONTON MALL, EDMONTON, AB



EST. 1962 LA VILLE SOUTERRAINE 1984 - 1992



VAUGHAN MILLS VAUGHAN, ON

2000'S

ACROSS THE COUNTRY, SHOPPINGMALL OWNERS ARE FACING CRITICAL CHOICES

HOW DO YOU TRANSFORM MALLS INTO VIBRANT URBAN NEIGHBOURHOODS?

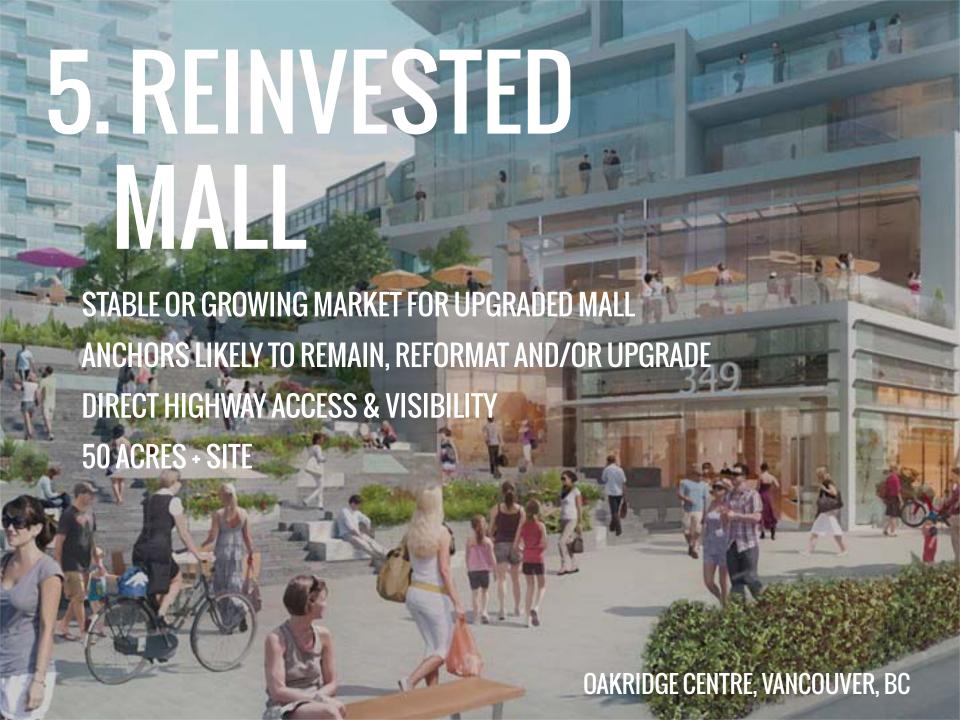
THE FIVE MOST COMMONMALL REDEVELOPMENT MODELS



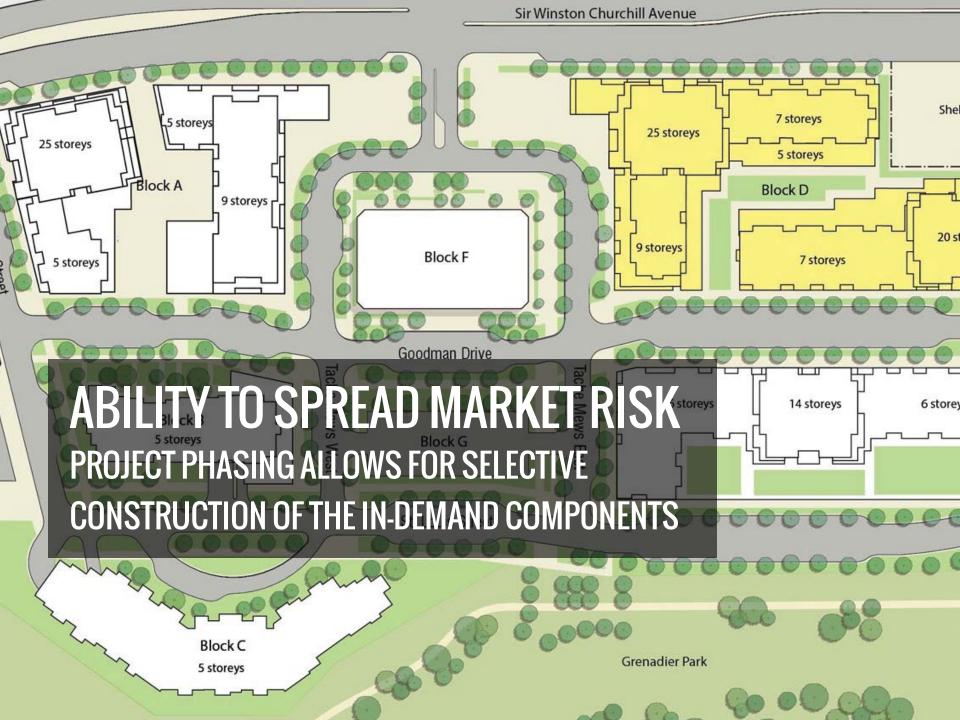




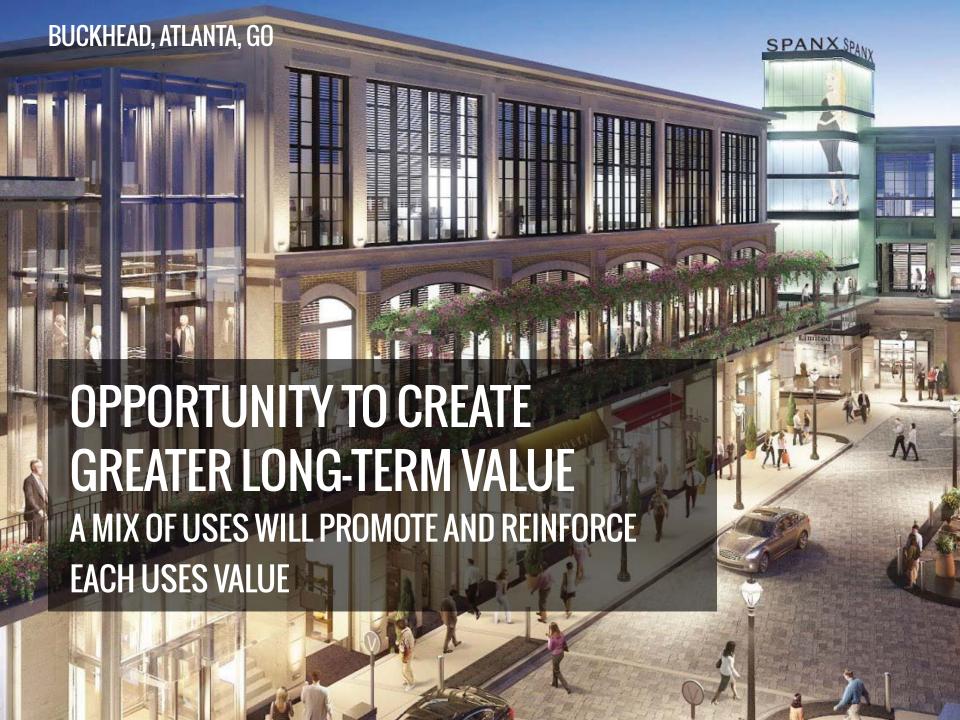




ADVANTAGES OF MIXED USE DEVELOPMENT





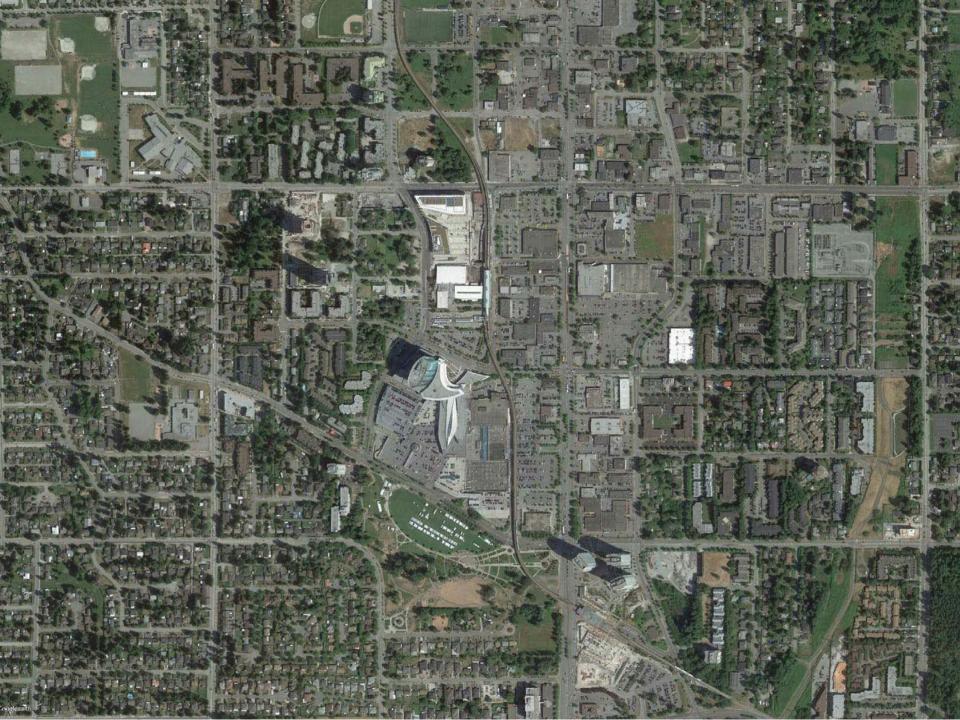




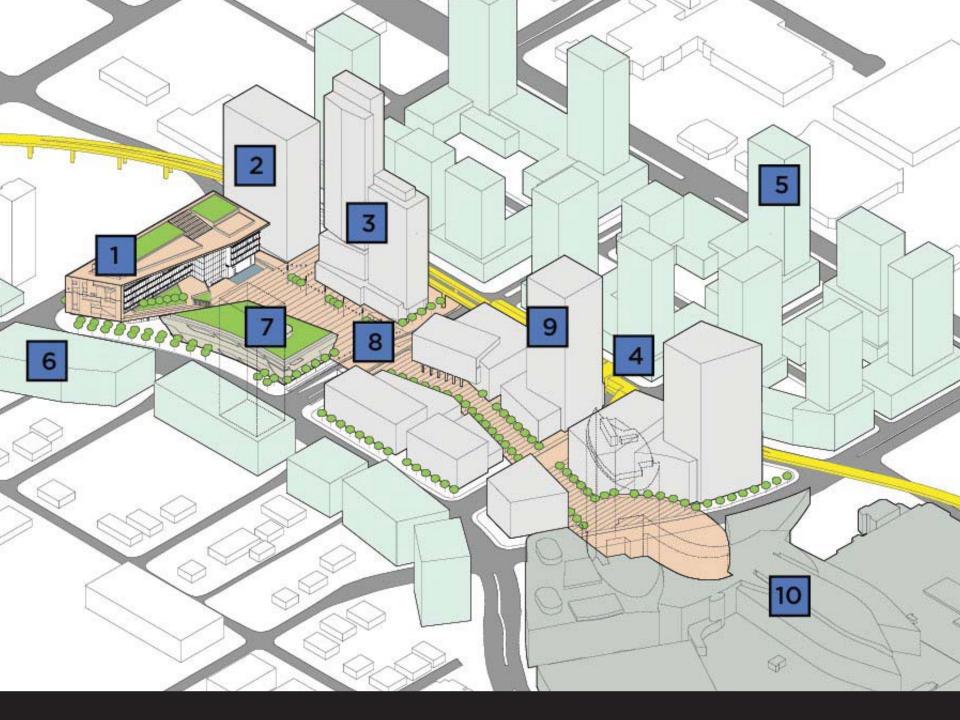
CASE STUDIES

CITY CENTRE SURREY, BC













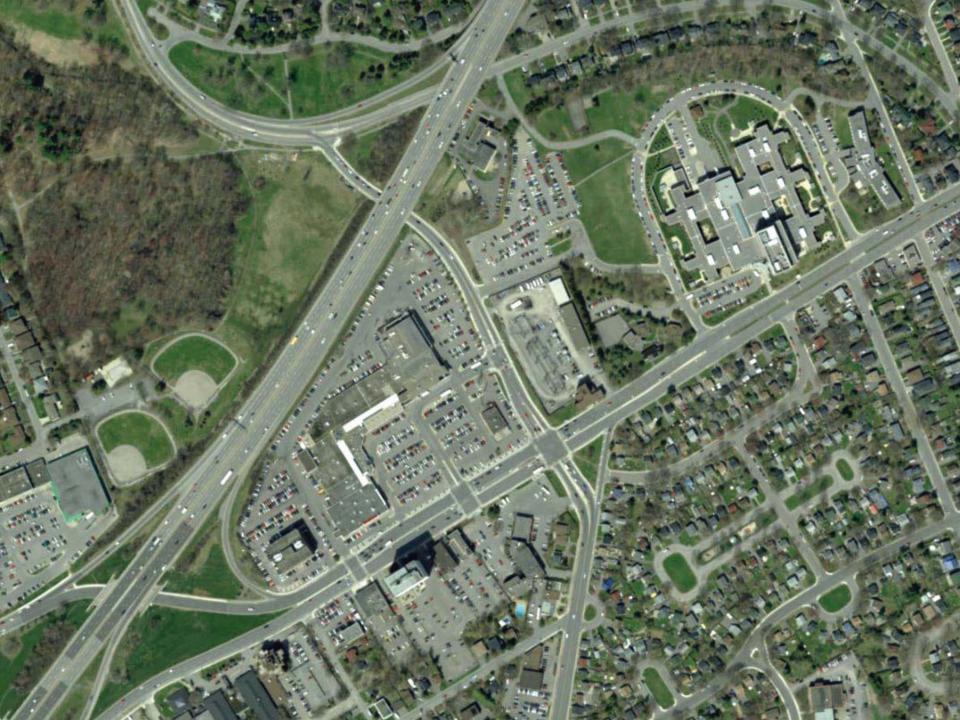






CENTR OTTAWA, ON







LONG TERM DEVELOPMENT OBJECTIVES

The proposed development represents an important opportunity to begin the transformation of the area on an Arterial Mainstreet into a pedestrian-friendly and mixed-use community. The following development objectives have been established to implement the overall vision for the site, and are based on the City's policies and Urban Design Guidelines for Arterial Mainstreets and High-Rise Housing.



MIX OF USES

ENCOURAGE COMMUNITY VITALITY THROUGH A MIX OF USES







MOVEMENT

EASE OF



.





FORM + SCALE

DEVELOP ACTIVE EDGES THAT ARE ENGAGING AND RESPECT ADJACENT **COMMUNITIES**



MOBILITY

INTEGRATE MOBILITY, PARKING AND SERVICING







TRANSIT NODE

CREATE A SEAMLESS AND INTEGRATED TRANSIT NODE

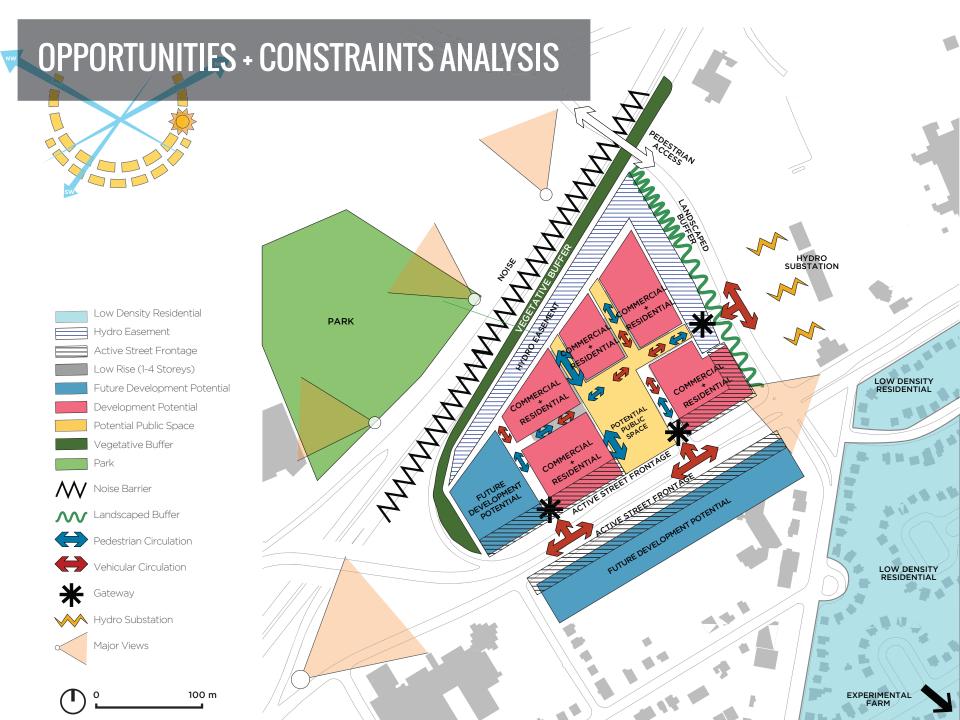






PUBLIC REALM

CREATE HIGH-QUALITY OPEN SPACES AND PUBLIC REALM











10 LESSONS FOR RE-IMAGINING SHOPPING MALLS

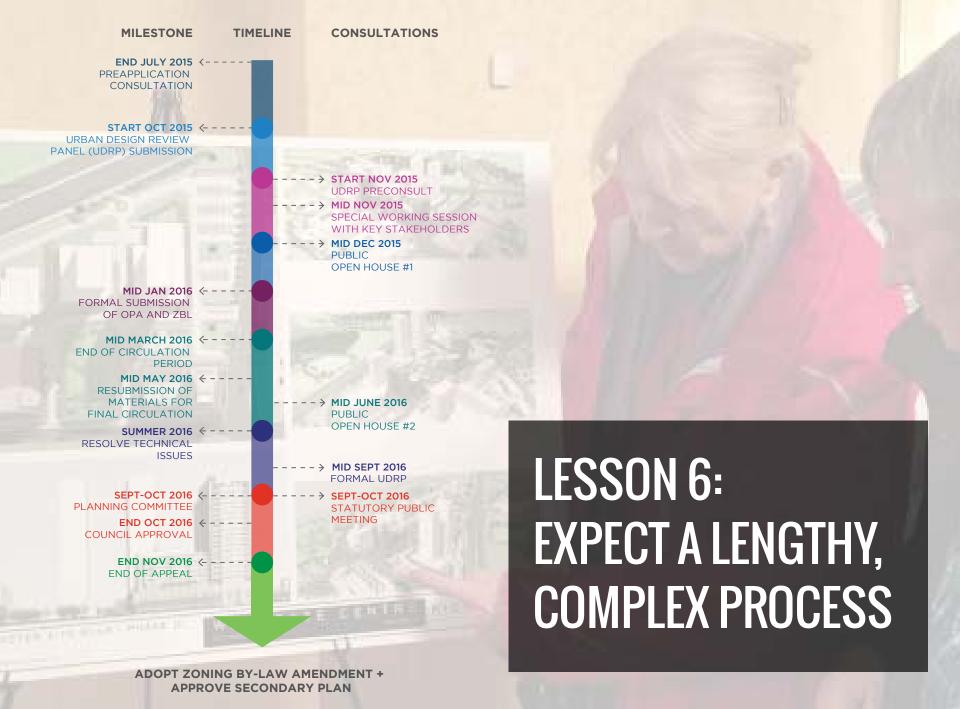














Rethink LESSON 8:

LESSON 8: MARKET THE NEW CONCEPT

DEMONSTRATE THAT THE PROJECT HELPS

ACHIEVE GREATER PUBLIC POLICY + PLANNING GOALS

Oakridge Centre Mixed-Use

Housing

Civic Amenities

Transportation Sustainability

Placemaking

Retail

Office

OAKRIDGE CENTRE, VANCOUVER, BC





FOTENIN PLANNING+DESIGN

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