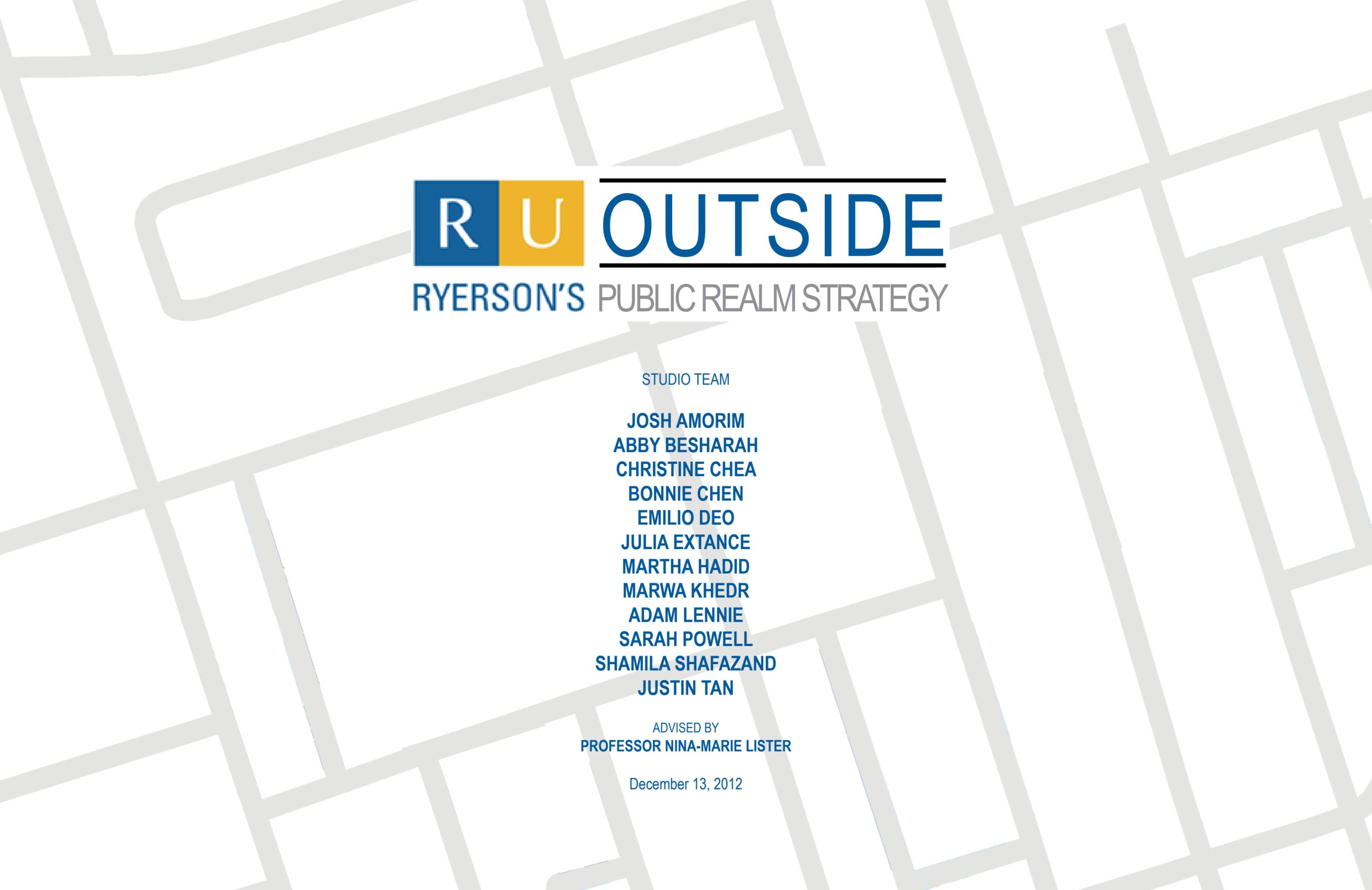




R U OUTSIDE

RYERSON'S PUBLIC REALM STRATEGY





R U OUTSIDE
RYERSON'S PUBLIC REALM STRATEGY

STUDIO TEAM

**JOSH AMORIM
ABBY BESHARAH
CHRISTINE CHEA
BONNIE CHEN
EMILIO DEO
JULIA EXTANCE
MARTHA HADID
MARWA KHEDR
ADAM LENNIE
SARAH POWELL
SHAMILA SHAFAZAND
JUSTIN TAN**

ADVISED BY
PROFESSOR NINA-MARIE LISTER

December 13, 2012

INTRODUCTION

Planners, whether urban, regional, city, or town, develop plans and programs for the use of land. Pragmatic planning of land use creates and revitalizes communities, accommodating economic and population growth. Planners work with various levels of government, a range of disciplines such as developers, architects, the finance sector, as well as work at many different scales. Most essential, is planners' engagement of local residents to translate the public interest into built form.

A Public Realm Strategy is a living plan that can be used to guide public realm improvements in strategic and meaningful ways to create a legible and cohesive environment.

Ryerson University has many strong features in the local public realm, and this Strategy weaves together these strengths through analysis, observation and consultation. The RU Outside Strategy (Ryerson University Public Realm Strategy) provides guidance to link spaces, seasons, and people through physical intervention and programming.

This strategy subscribes to the following principles, inspired by the Ryerson Master Plan and other relevant guiding documents:

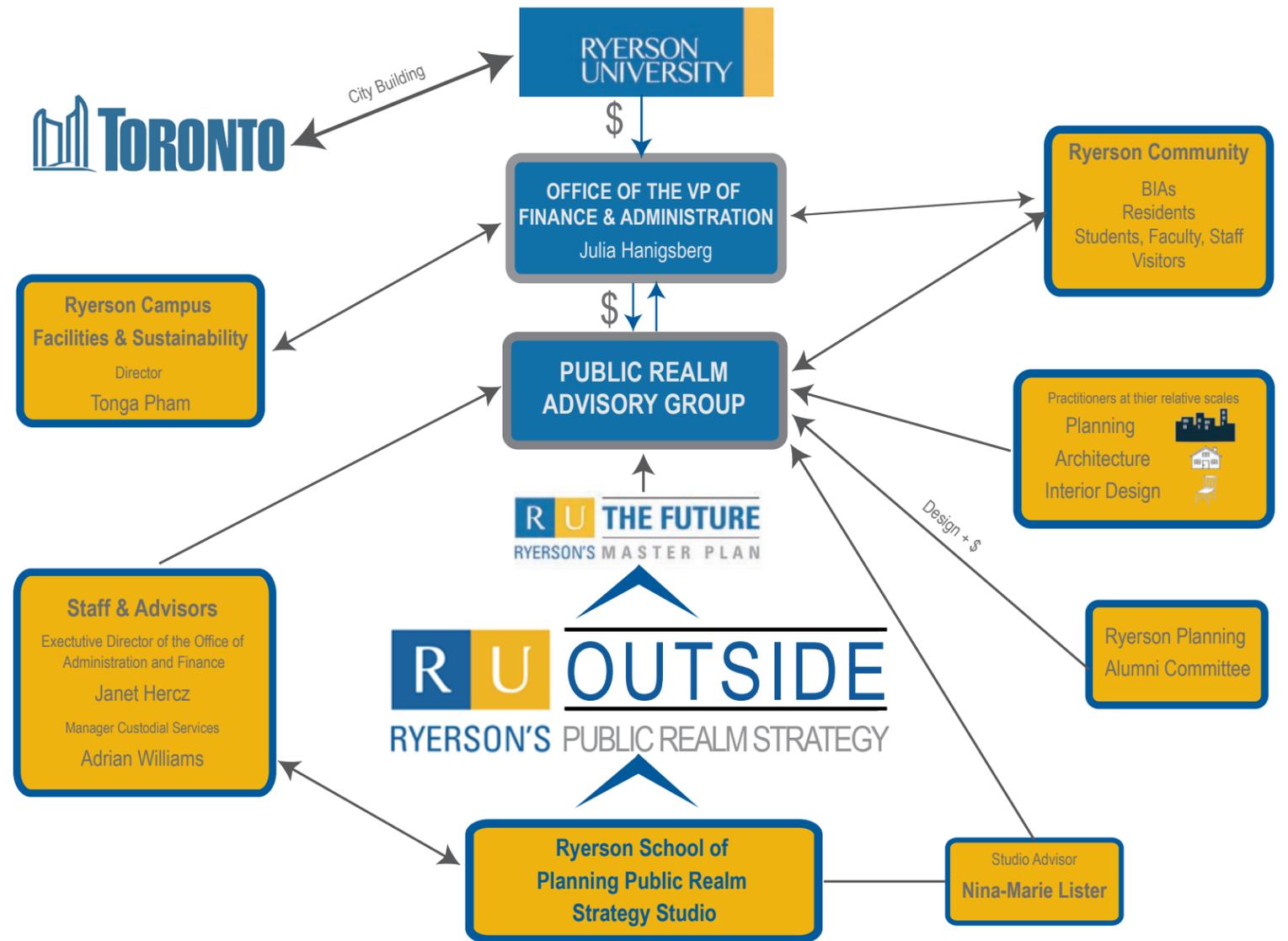
1. Ensure the safety and well-being of all those using the Ryerson campus.
Encompassing lighting, accessibility, and traffic calming.
2. Promote Ryerson's character and identity through the use of branding and aesthetics.
Encompassing legibility, signage, placemaking, outdoor amenities, and landmarking.
3. Encourage sustainable and healthy living within Ryerson and the surrounding community.
Encompassing programs, active transportation, food, and landscaping initiatives
4. Create and maintain connectivity and increased legibility throughout the campus.
Encompassing streetscapes and paths, existing and proposed including their relationship with the surrounding community.

Ryerson University's many strengths, that these principles build upon, are about achieving excellence throughout all aspects of the university. Being centrally located in Toronto positions the university as a city-builder, integrating its facilities into the local urban fabric and contributing to the community's quality of life. Ryerson benefits from excellent transit connectivity, including Toronto's cycling network, an essential and cost-effective method of transport.



RU OUTSIDE

RYERSON'S PUBLIC REALM STRATEGY



The Ryerson Public Realm Strategy relies on building strategic partnerships with the surrounding community, practitioners from a variety of disciplines, and most importantly with Ryerson staff, faculty, and students. Clear relationships and effective communication will create momentum that realizes the potential of Ryerson public space.

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WELCOME TO THE RYERSON UNIVERSITY PUBLIC REALM STRATEGY

Thank you for joining the RU OUTSIDE Ryerson University Public Realm Strategy Tour.

The RU OUTSIDE Strategy ("Strategy") will explore the Ryerson campus public realm at a range of scales, highlighting interventions recommended for nodes, streets, and smaller scale spaces that are critical in a comprehensive public realm strategy. This map indicates the route this tour will take, with points of interest indicated in red. Beginning at the Ted Rogers School of Management, this document will lead you through the major nodes of campus, circling in along the spine of campus, Gould Street. Gould Street serves as an important hub at Ryerson and receives a closer examination. The tour concludes in Ryerson's very own oasis, St. James Park.

The recommendations, proposed strategies, and programming within this report are developed from *The Ryerson University Public Realm Strategy Background Report 2012*. Case studies, analysis, and site studies culminate in a graphic narrative that illustrates the objectives and potential outcomes of the strategy elements.

The Strategy is organized to focus on campus nodes, and be read in its entirety, or as individual parts to guide improvements for specific areas or interventions. Key strategy elements are expanded upon in the **DETAIL** section of this report, after the tour to provide Ryerson University with in-depth, standalone recommendations that can be incorporated with existing Ryerson University policies and plans.

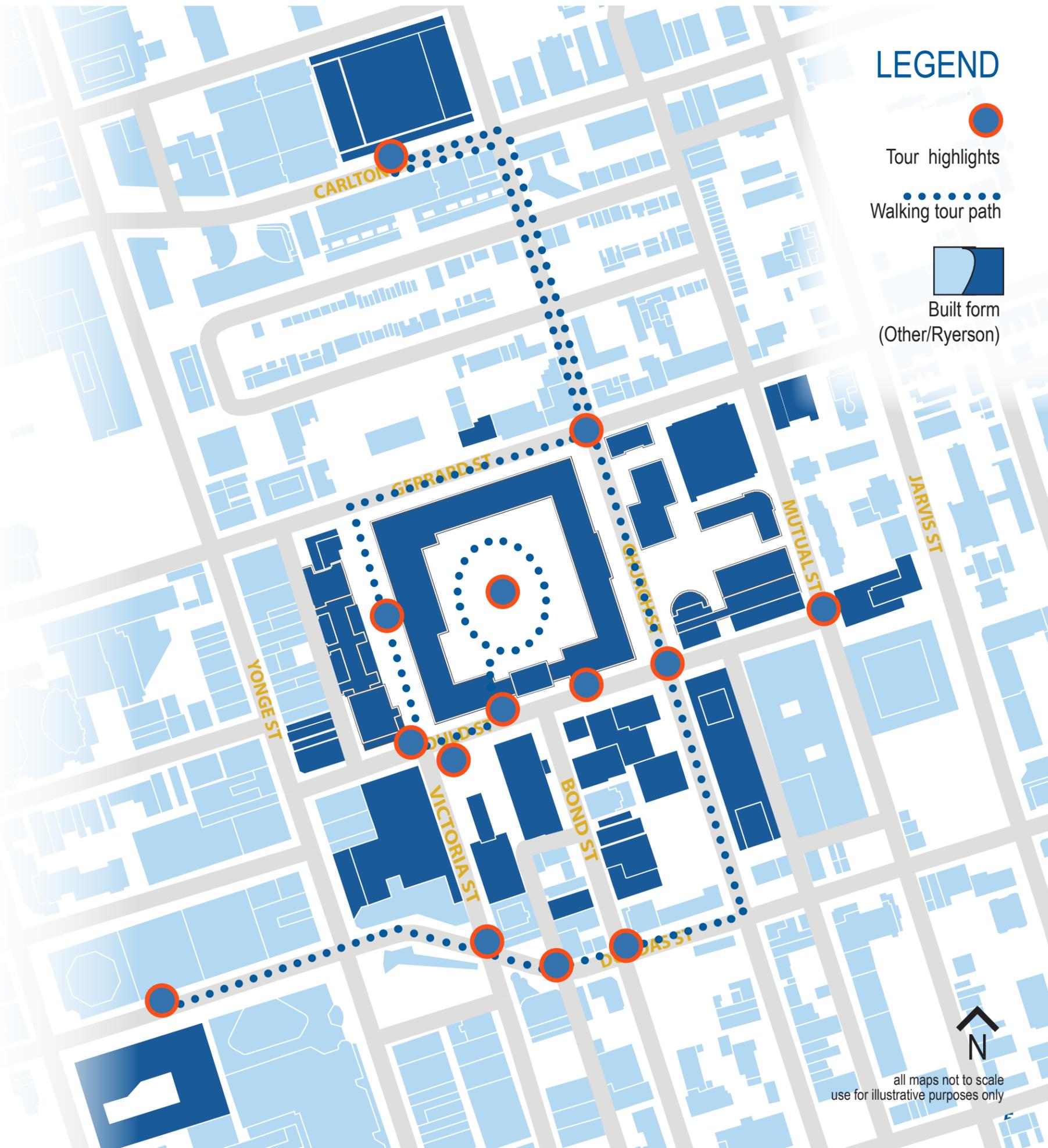
Narratives of this strategy tour are presented graphically with images and renderings, quick-reference icon labels, and text. Making visible the opportunities and challenges within the Ryerson Public Realm, the Strategy weaves scales, seasons, and spaces together to create a welcoming and vital public realm.

This strategy is rooted in the concept of Pillars of Strength. Inspired by the many strengths and resources of Ryerson University, pillars reflect an objective or key element to the Strategy. Pillar icons will be found throughout the Strategy, indicating the principal objectives promoted by the associated graphics. See the **STRATEGIC PILLARS DETAIL** for more information



RU OUTSIDE TOUR

RYERSON'S PUBLIC REALM STRATEGY



LEGEND

- Tour highlights
- Walking tour path
- Built form (Other/Ryerson)



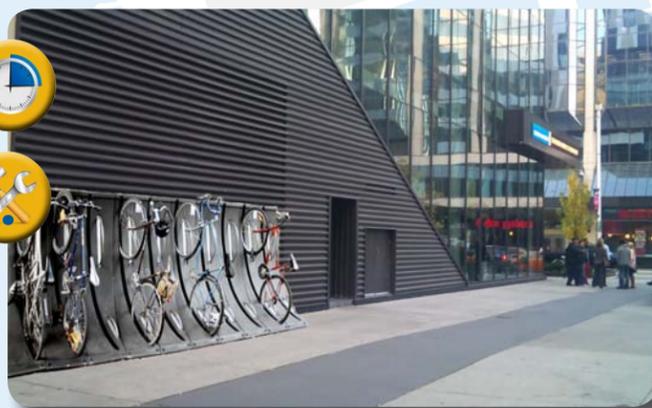
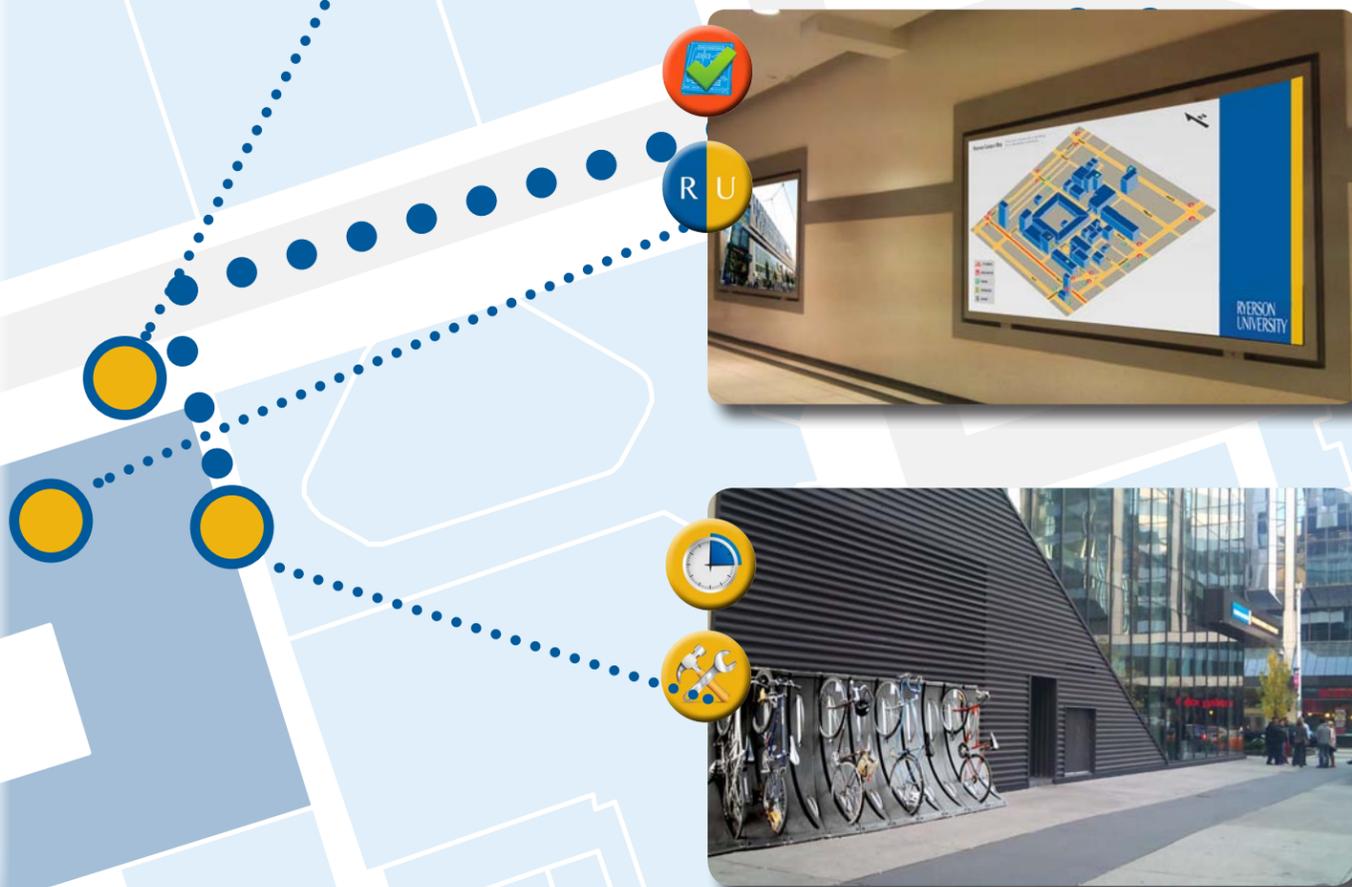
all maps not to scale
use for illustrative purposes only



TED ROGERS SCHOOL OF MANAGEMENT

Location: DUNDAS STREET
(AT BAY STREET)

Strategy Elements:



TED ROGERS SCHOOL OF MANAGEMENT

is a prominent and visible building on campus, housing many programs. Signage surrounding the building is an opportunity to increase the university's presence and improve the way-finding legibility of the campus. Improving the urban design with distinct seating outside of the building will increase public realm amenities, accommodating student users and others from the Ryerson Community.



EXISTING large advertising spaces in the concourse by Mark's Work Warehouse is great location for campus maps and Ryerson University advertisements/signage. This addition here and in other areas will aid the legibility of campus nodes integrated among Toronto's downtown urban fabric.

LAMPPOST FLAGS outside of the building on the sidewalk indicate a particular use in the area, such as a university building, and can be seen from a distance, further assisting campus way finding and legibility. Ryerson University flags will increase the presence of the school in the area.

WAYFINDING signs located along the Dundas Street sidewalk (see page 11 for more detail about painted curbs), heading toward the Ted Rogers School of Management will improve the legibility of campus and aid campus users way finding as they make their way to the building. This is as a great way to enhance the pathway between Ted Rogers School of Management and the rest of campus.

CURRENTLY the only signage for the Ted Rogers School of Management is two large signs on the glass façade, several storeys high on the building. It is semi-transparent and can be difficult to see. Installing a lighted sign directly above the doors on Dundas Street will improve visibility and identity of the building. This addition will make it easier to distinguish the building from, and within, the non-university buildings in its dense urban setting.

MANY STUDENTS spend time in the large open space outside of the Dundas Street entrance to the Ted Rogers School of Management to eat, smoke, and to pass time with their classmates. The open space extends south to the northern Sears entrance in the Eaton Centre, and is used as a meeting place. Improving the functionality of the space, through adding better and more distinctive seating amenities will enrich the space's appearance and purpose. Creating seating options that are unique from standard benches in form and colour will serve as a place making function, creating interest and attracting users – an ideal scenario to increase natural surveillance of the lane. Performing analysis of use within the space will assist in plotting out the ideal arrangement without impeding pedestrian flow.



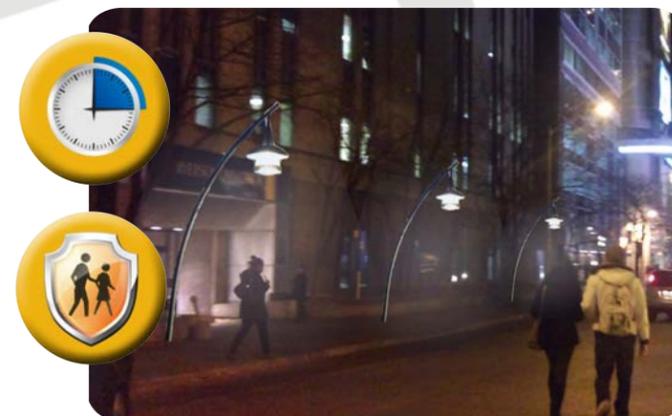
VICTORIA STREET is insufficient for safe use as a pedestrian pathway and outdoor amenity space. Landscaping and seating on the east side of Victoria Street are aging and should be improved to reflect the Ryerson Master Plan Principles of design. Lighting on the street is insufficient for use of the street after dark.

AUTOMOBILE SPEED is a serious threat on Victoria Street. There is little indication of the street's dead end and no traffic calming measures. Drivers expecting a through street are forced to perform 3-point turns at a perilous dead end in front of the parking garage entry/exit and among heavy pedestrian traffic. It is recommended that clear and distinct signage be erected at, or painted at, the foot of the intersection to reduce unnecessary vehicular traffic.

PAINTING a large and distinct zebra crosswalk will help direct and channel students to cross the street in one specific area, modifying the tendency for erratic pedestrian crossings. Providing a visual cue for drivers will also serve to reduce traffic speeds and the risk of potentially fatal collisions.



SPEED BUMPS on either side of the proposed zebra crosswalk are a more aggressive traffic calming measure, further reducing speeds. Installing a zebra crossing and/or speed bumps is appropriate for the width of the street, and avoid limiting the currently important function of accommodating delivery trucks.



LIGHTING on the street, as part of a campus-wide lighting strategy that includes many scales of lighting, creates a safer environment after dark. Human scaled lighting provides both pedestrians and drivers with visibility, and can activate a space at night. Additional lighting is recommended for the seating areas outside of Victoria Building (285 Victoria Street).

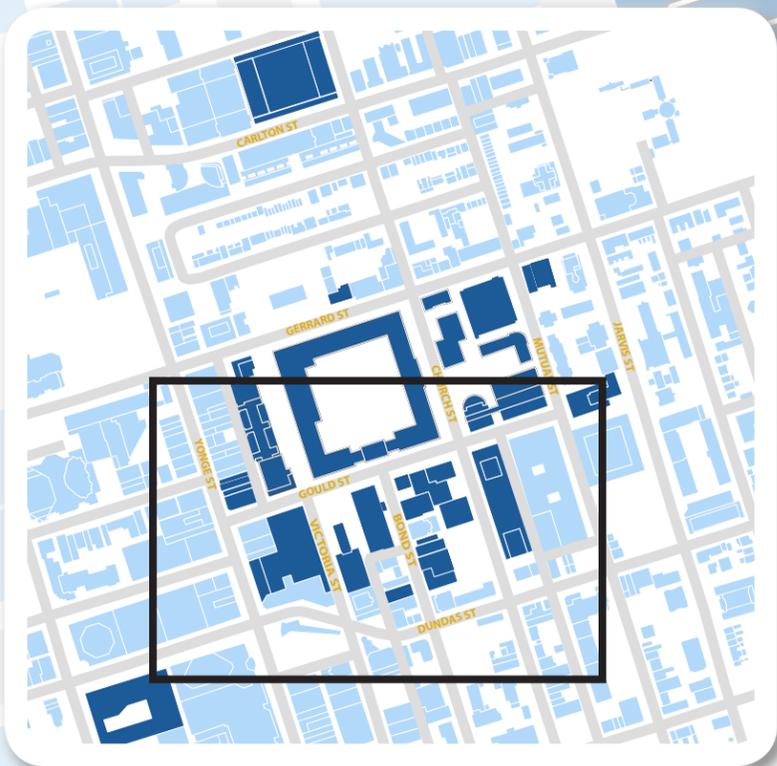
Undertaking a comprehensive **TRAFFIC STUDY** on Victoria Street is proposed in order to fully understand the relationship between students walking and automobile drivers. A study will assist in realizing an ideal long-term solution to the traffic conflict ultimately making Victoria Street a safer road for both pedestrians and automobiles.

TRSM, in the southwest periphery of Ryerson campus, is an example of both a successful Ryerson-private sector partnership as well as a testament to the university's success, driving growth and expansion. As the starting point of the Ryerson Public Realm Walking Tour, this area introduces many interventions and programming ideas that are recommended for use throughout the entire Ryerson neighbourhood.

VICTORIA STREET is one of the main conduits to enter campus providing direct access to Gould Street from the south. The southern segment of Victoria Street provides vehicular access to parking and deliveries to the businesses along this corridor. Conflict arises in this segment for drivers and pedestrians. Pedestrian traffic at this intersection is heavy due to the proximity of Dundas Subway Station. The Victoria Street crosswalk is problematic, a majority of students crossing the street many metres north of the crosswalk, creating a dangerous contra-flow of different users

TRSCEDVIC

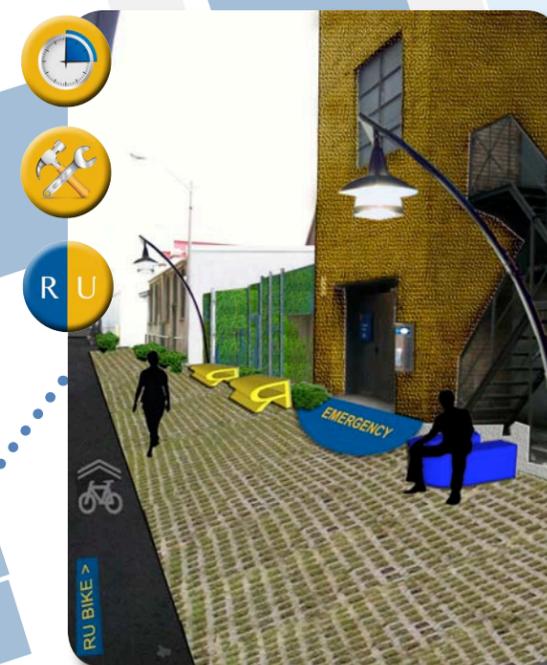
TED ROGERS SCHOOL VICTORIA STREET

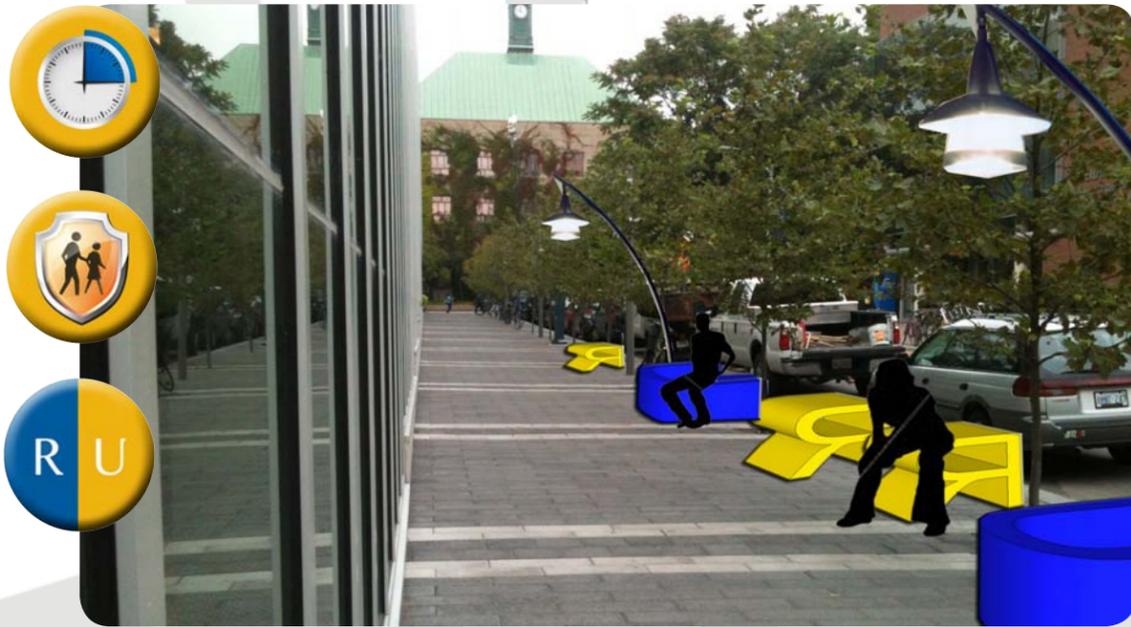


VICTORIA STREET & LANE BOND STREET

Location: DUNDAS STREET
(YONGE STREET TO CHURCH STREET)

Strategy Elements:





VICTORIA STREET LANE is located between Bond Street and Victoria Street, provides access to the Bike Room, 285 Victoria Street, Lake Devo and Bond Street. Improving Victoria Street Lane will amount to a placemaking exercise. Aesthetic environmental landscaping and introducing lighting and seating in strategic areas can activate the underutilized space, creating the opportunity for natural surveillance. The recommendations for Victoria Street Lane are transferrable to all similar areas on campus, such as O’Keefe Lane.

SEATING throughout Victoria Street Lane will encourage a more attractive environment for pedestrians. Using fixed R and U benches (which can be designed by Ryerson’s own Interior Design students) that can be removed for emergencies, Ryerson establishes a presence to elicit a sense of ownership by users. Though much of the lane is City of Toronto property, investigation into installation of a turfblock surface treatment could correct the unattractive, crumbling asphalt without hindering vehicular access. Turfblock is a treatment that aids in stormwater management - for more information see the [SURFACE TREATMENT DETAIL](#).

WAYFINDING signs enable the Ryerson community to easily navigate the Ryerson campus. Increasing wayfinding signage through Victoria Street Lane will increase legibility of the campus, particularly for those who want access to the Ryerson Bike Room. Signage for the Ryerson Bike Room is recommended along the proposed Bike Path (see page 21), from Gerrard Street in the north to Shuter Street in the south, connecting the Ryerson campus and its Bike Room with Toronto’s existing bicycle network.

PARTNERSHIP is possible with RAPS (Ryerson Association of Planning Students) whom are planning a campaign to engage students’ creativity. RAPS is developing an initiative for improving Victoria Street Lane. Students from all programs are encouraged to participate in the ideas and design for the campus.

NATIVE LANDSCAPING

is an important aspect of Ryerson University’s sustainability efforts. See [LANDSCAPING DETAIL](#) for recommendations regarding application and species.



BOND STREET, since the pedestrianization of Gould Street requires attention to reduce the occurrence of pedestrian-vehicle conflict. Bond Street has been restricted to one-way northbound at its northern segment where it meets Gould Street causing confusion for drivers and unexpected driving patterns, such as 3-point turns at various locations along its length and driving in reverse along the one-way portion.

SIGNAGE is recommended to be installed indicating through traffic restrictions and heavy pedestrian use, as well as traffic calming measures to slow vehicular users, increasing safety.

Chicanes where the two- to one-way transition exists will provide visual cues to vehicular traffic indicating the restriction, while not adversely affecting parking availability. Bump-outs where Bond Street meets Dundas Street will also slow traffic entering campus from the south at Bond Street. Both of these interventions will offer additional space for landscaping treatments or pedestrian seating.



Above: Chicanes are proposed to reduce traffic speeds and pedestrian-vehicle conflict on Bond Street. Similar traffic calming measures such as curb extensions are proposed for Victoria Street at Dundas Street, and Gould Street at Church Street.

DUNDAS STREET

continues eastward through the southern portion of campus. Dundas street serves as an important pedestrian artery to reach university buildings on Victoria Street, Bond Street, and beyond as the university grows.

This area is characterized by a healthy mix of uses. Private uses increase with proximity to Dundas Street, the further away from Gould Street one goes. The primary concern for the Public Realm Strategy in this precinct is to address pedestrian-vehicular conflict.

IMA SBB

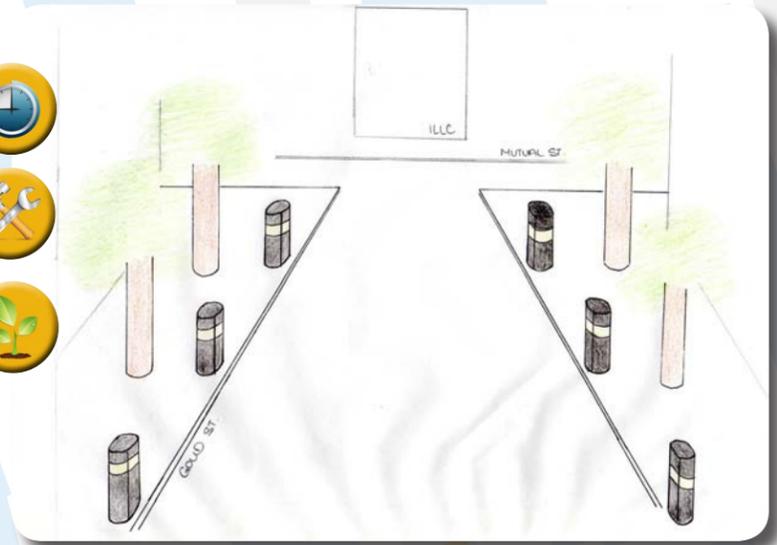
VICTORIA LANE BOND STREET



RYERSON RESIDENCES

Location: GOULD STREET
(WEST OF CHURCH STREET)

Strategy Elements:



ILLC has a generous sight line and locational advantage. Located at the end of Gould Street, where a concentration of pedestrian traffic occurs, the ILLC has an opportunity to become a visual highlight within the campus. By transforming what is currently the rear of the building, Ryerson University can help make it stand out on campus.

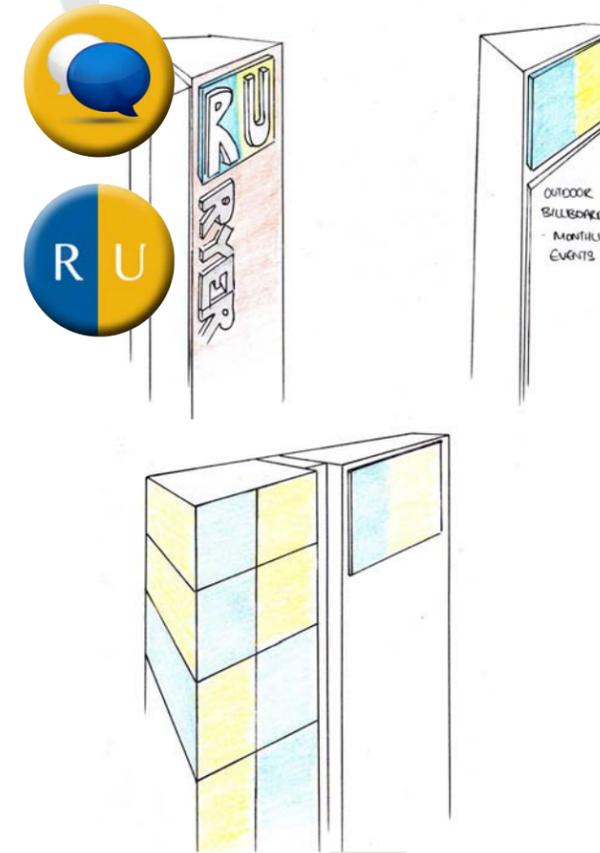
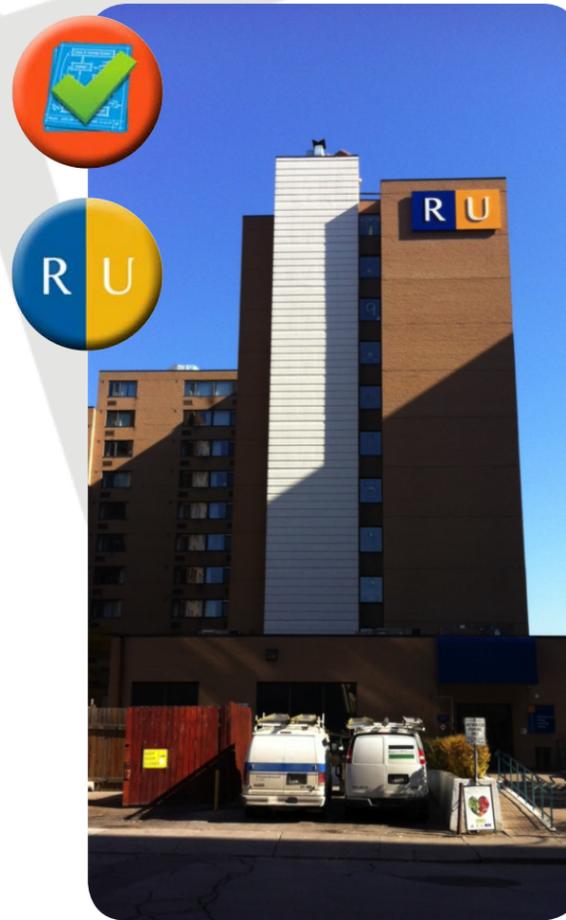
The **LARGE FACADE** of this building presents an opportunity for outdoor signage or a billboard and will be an effective way to enhance the building's aesthetic and increase safety. The space can be used for promoting Ryerson events such as the Farmers Market, sporting, and other events happening on campus. The line of sight from Ryerson Square to ILLC is uninterrupted, reaching the entire audience of Gould Street.

LANDSCAPING along the main entrance presents another opportunity for ILLC's aesthetic contribution to the public realm to be improved. The entrance facing Gould Street should be upgraded to an automatic sliding door. This creates accessibility for the disabled, as well as the able-bodied. These doors can also give the building a more modern look, at the same time enhancing Ryerson identity by having the university logo on them.

REMOVING the steps and widening the ramp, will serve similar purposes as the sliding doors, increasing accessibility. With the steps removed, the frontage is opened up for the addition of more greenery and benches to promote outdoor use of the space, especially during warmer days.

ADDITIONAL "RU" SIGNAGE located at the top of ILLC, and additional signage for Ryerson University can be added along the side of the building's façade on the top of the awning of the main entrance doors. Wayfinding signs can also be placed throughout the campus.

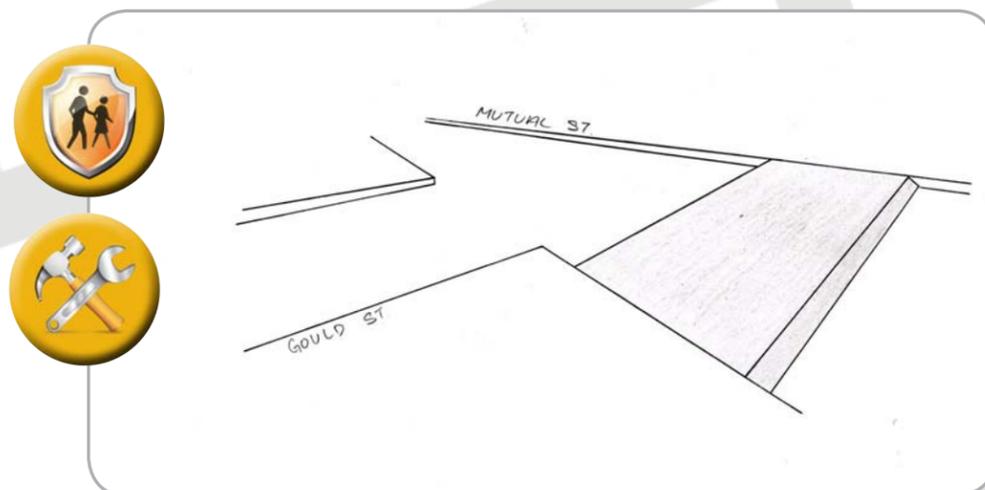
GOULD STREET leading up to ILLC has great potential, however, it is underutilized. Wide sidewalk pavements make it user friendly, but due to the lack of public amenities, it does not draw the pedestrian traffic. The streetscape treatment of Gould Street can be continued at ILLC, making Gould Street a continuous and uniform spine of the campus.



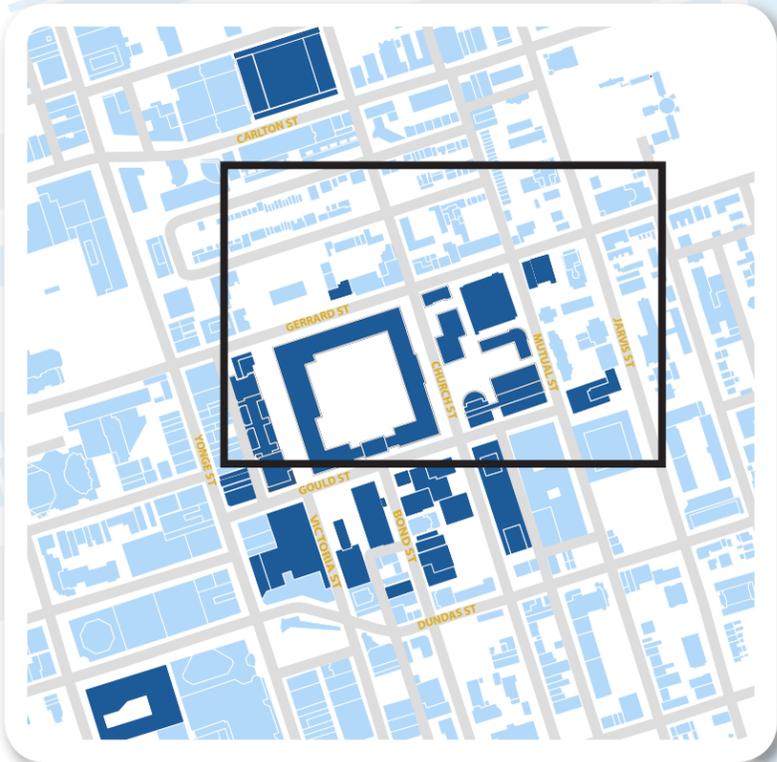
Signage concept - ILLC ediface (Justin Tan, 2012)



The **PEDESTRIAN CROSSING** at the corner of Gould & Mutual Streets can be improved to address safety concerns. Installing more prominent crossing features is recommended such as raised crosswalk like that found on St. George Street on the University of Toronto campus and seen in the image, left.



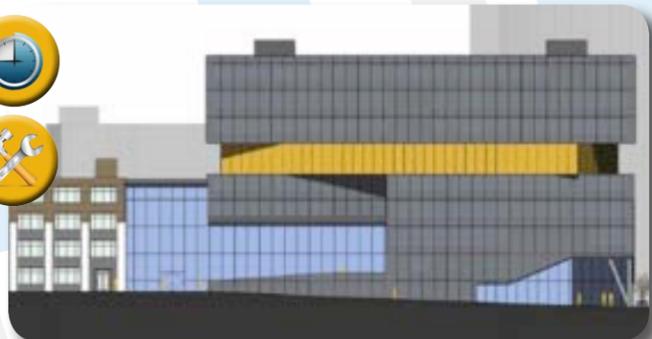
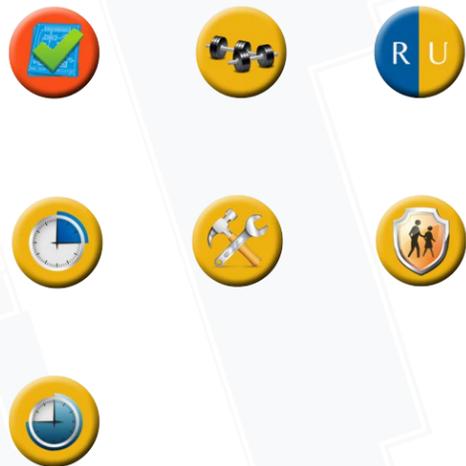
**ILLC
PIT**
CHURCH STREET
GOULD STREET



CHURCH STREET

Location: CHURCH STREET
(GOULD STREET TO GERRARD STREET)

Strategy Elements:





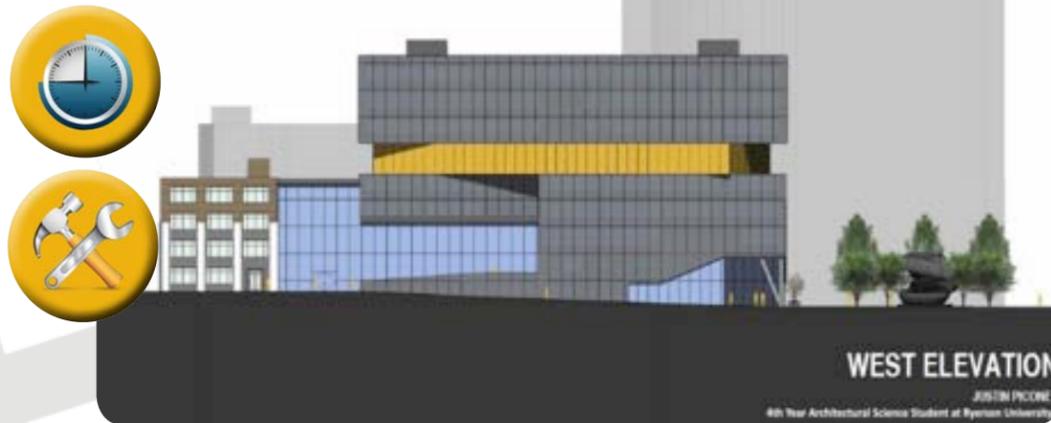
CHURCH STREET is an ideal place to target programming for its proximity to high volume vehicular and non-vehicular traffic. Parallel to Yonge Street, Church Street provides an open and accessible route for travelers. With consideration to its surroundings, Church Street also has many opportunities to create public-private partnerships with local businesses and residents. Creating capital partnerships will help fund large-scale physical change projects and can contribute to the face of Ryerson on Church Street.

An important collector and connector through the campus, Church Street neatly runs through the east node of campus, and is an ideal location to create a similar gateway such as that proposed on Yonge Street (see [RYERSON GATEWAY DETAIL](#)) that gives students and community members the sense of identity and university presence.

A **UNIQUE OPPORTUNITY** exists to install window art on the bridge that connects the Rogers Communications Centre to Kerr Hall providing brand awareness from both north and south bound directions. While feasible, window art is also easy to maintain and alter. This type of art can be presented through decorative window film, adhesive paper stickers or other translucent window options. It can also allow for student and community engagement by having members of the public submit ideas and visions.



CURRENT CONDITIONS surrounding the northeast quadrant of Kerr Hall provides limited access points for pedestrians. Though the entrance to the building is accessible to all students, a simple wide staircase fronting on Church Street would be beneficial for the area and look more aesthetically pleasing. More access to this entrance will improve flow, safety, and increase Ryerson's presence on Church Street. It will also encourage more pedestrian traffic in the area which encourages connectivity from all parts of the intersection. In addition, the implementation of a wide staircase also sustains the existing accessibility ramp on the north side which accommodates access for all persons and reinforces inclusivity throughout the university.



The **PUBLIC REALM** should be a prominent feature in all renovations of campus facilities. This rendering of a new Architecture Science building showcases and preserves the surrounding green spaces by adding an exhibition gallery fronting on the Pitman Quad, as well as an atrium between two existing Ryerson properties. This proposed redesign would take advantage of unused density and existing built form, while reinventing the space to promote collaboration and incorporate the public realm. The activation of the ground plane and the increased transparency make this concept a strong addition to the Ryerson public realm.

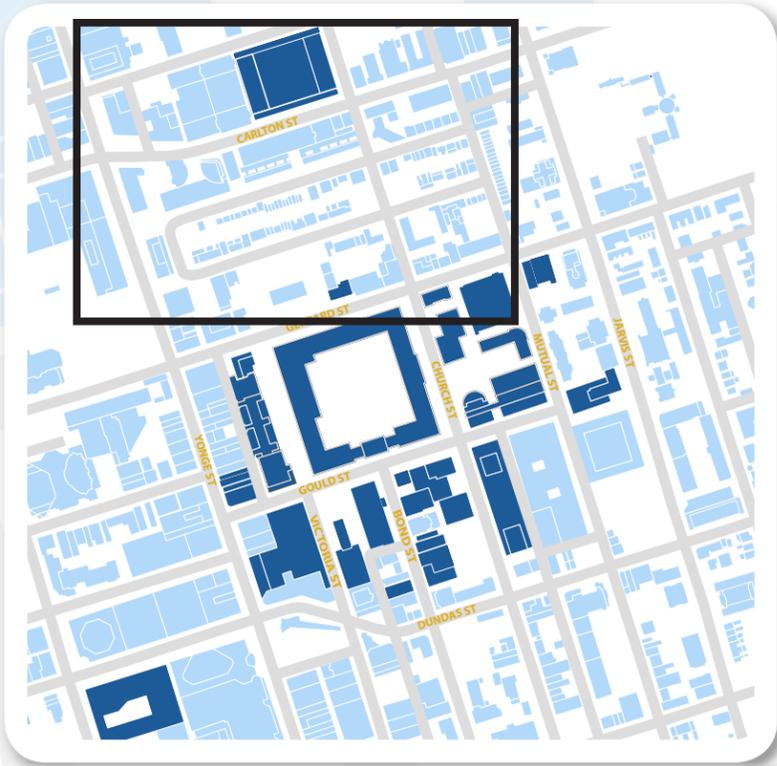


*Concept in the 2 images, above, developed by Justin Picone, a 4th year Architectural Science student at Ryerson University. November, 2012.

CHURCH STREET serves as an important north-south artery within the eastern district of campus and provides multiple connections for commuters. It is the primary entrance point for current residence buildings, many of the faculty buildings, and for traffic to the Mattamy Athletic Centre. Church Street offers many connectivity opportunities which also coincide with asserting the University's presence and develop campus identity. The openness of the street allows for the integration of innovative changes, while building on existing strengths.

SHE
EPH
ARC
RCC

CHURCH STREET
GOULD STREET

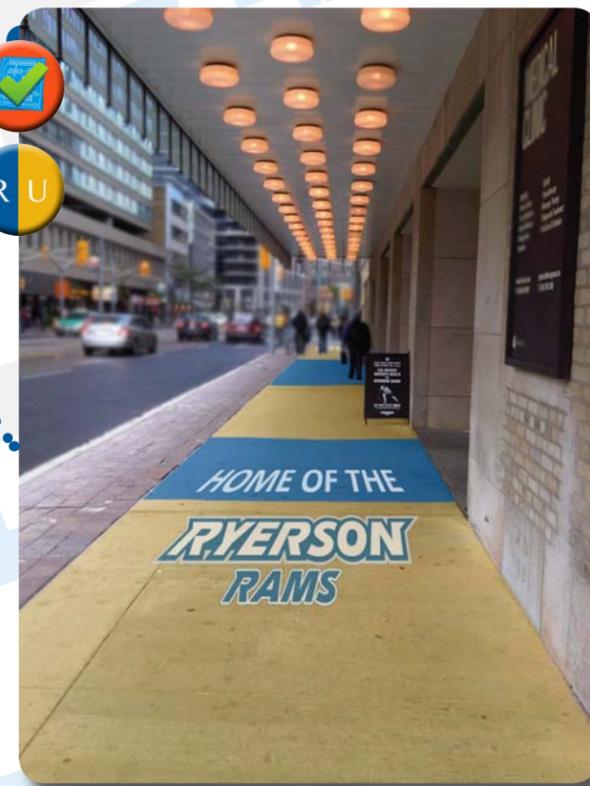


CARLTON ST

CARLTON STREET

Location: CARLTON STREET
(AT CHURCH STREET)

Strategy Elements:



DIRECTIONAL SIGNAGE on the corner of Church Street and Carlton Street is a soft intervention incorporating the Mattamy Athletic Centre to the rest of the Ryerson campus, increasing campus legibility. Placing signs adjacent to the facility will bring out the existing banner that lies above entrance doors. Wayfinding signs that provide direction to the building will also increase the number of visitors who pass through the intersection creating an opportunity to partner with nearby parking operations, or even with the Loblaw's parking lot. This intervention is recommended to be on the northeast corner to target the eastbound traffic on Carlton Street, as well as indicating a gateway onto the Ryerson campus from all directions. A second location should be on the southeast corner, primarily to target pedestrians and cyclists who travel up Church Street to find the facility. The Church Street recommendations proposed through this strategy promote the integration of all parts of the campus, taking advantage of street banners that currently exist.

IMPLEMENTATION of signage can be modeled after the City of Toronto's new initiative, the 360° Wayfinding Strategy. This Strategy promotes improvement of streetscape and signage with installation of more maps and directional totems. The 360° Strategy places great focus on pedestrians and creates a more walkable city. Walkability is a fundamental initiative to attract more pedestrians within and around the Ryerson campus.

SIDEWALK ART outside of the Mattamy Athletic Centre is a hard intervention to promote the building and university presence, as well as provide a recognizable landmark for both pedestrians and drivers. The Mattamy Athletic Centre is in the high-traffic downtown core, accessible to public-transit, neighbouring the Church-Wellesley area, and student-friendly with the mixed-use of commercial and residential buildings.

Sidewalk art or street painting and pavement art serves many purposes that liven the public realm. It is a creative way to represent original renderings or other artistic designs, whether installed permanently or with semi-permanent materials such as decals. Sidewalk art outside of the Mattamy Athletic Centre will assist in the promotion of events and the university's athletics department and provides partnership opportunities with local artists or students who wish to share their visual art publicly. Promoting university activities correlating with the public realm communication strategy can be achieved by artistically displaying game-day or weekend events on the pavement outside to encourage attendance, create reasons for students to stay after class, and activate the campus as a whole. In turn, a more permanent way to create identity for the university is to display university's logos and colours.



Recognizing the new Mattamy Athletic Centre on Carlton Street and Church Street, directional signage will increase campus legibility for vehicular and non-vehicular traffic. Simple signs placed on street lights along Church Street, brand the university's identity as well as assists in the implemented wayfinding strategy.

LEGIBILITY can be improved through various treatments suggested throughout in this strategy. Ryerson's dense, urban location makes legibility important. Ryerson Community users should be given appropriate tools to be able to navigate the different Ryerson locations. Adding signage such as ads, banners, sidewalk paint, or other similar interventions to the existing wayfinding methods present on Ryerson campus will increase legibility and will also promote Ryerson identity and sense of place within the downtown.

Signage: installing signage at strategic locations

Billboards/wall space: taking advantage of a blank wall space throughout campus will increase the aesthetics of campus

Banners: taking advantage of existing lampposts and other standards

Sidewalk/road paint: a human-scaled wayfinding treatment. The images below and bottom left are an example of a street level intervention using reflective road paint in Ryerson colours to direct users via building codes and arrows.



HOW MANY "EGGY'S" TO THE MAC?

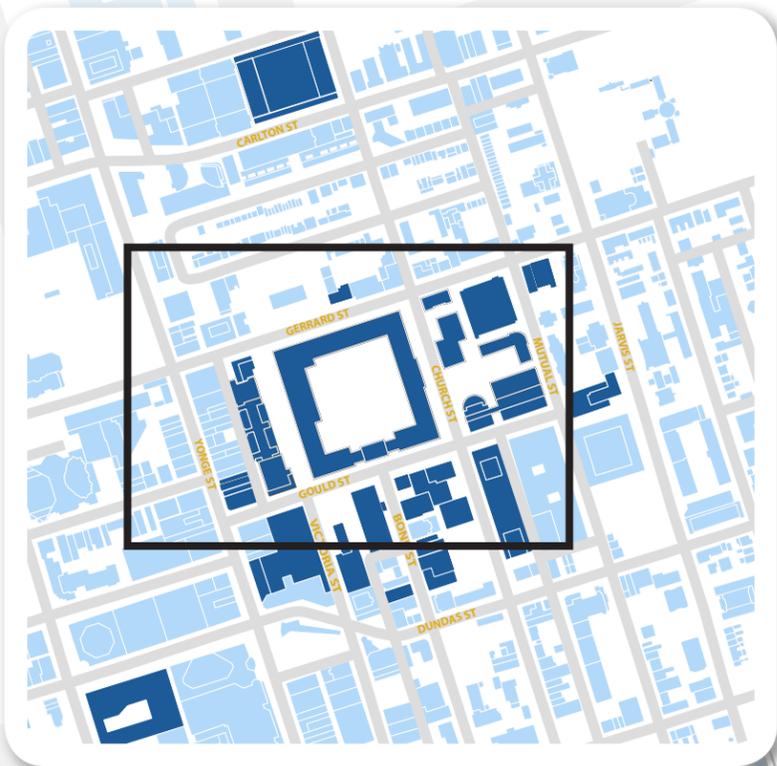
As a part of the "Way-finding Strategy" it is proposed to mark the distance from one building to another, through the measurement of an "Eggy". Modeled after an MIT University initiative in which a student named Oliver R. Smoot measured the distance across the Harvard Bridge (connecting Boston to Cambridge) with one "Smoot" equivalent to the length of his body. As an interactive way to bring attention to various public spaces, Ryerson can adopt this way-finding idea to reinforce the University presence across campus.

One "Eggy" will equal 2.5 m of travel. Our way-finding strategies will incorporate an icon of the Eggy head placed with a number, indicating the distance to each building. I.e: 5 Eggys to South Bond Building.



MATTAMY ATHLETIC CENTRE (MAC), a revitalized Toronto landmark, now the home to Ryerson's state of the art facilities contributes nearly 220,000 sq ft amenities on its upper floors. The MAC welcomes students, the local community, and is home to the Ryerson Rams. Being realized through a private-public partnership, the project commemorates the building's rich history. The MAC is a testament to the commitment of the university to invest in quality capital projects, many more being underway around the Ryerson campus. Ryerson has extended an open arm into the surrounding community (and to Yonge with the Student Learning Centre) a significant step in creating an inclusionary campus sensitive to the neighbourhood context.

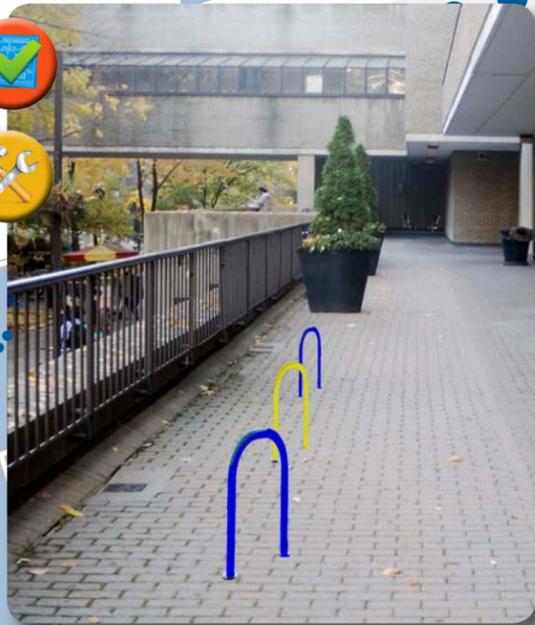
MAC
CHURCH STREET



VICTORIA STREET NORTH

Location: VICTORIA STREET
(GERRARD STREET TO GOULD STREET)

Strategy Elements:



ACTIVE TRANSPORT INFRASTRUCTURE is a positive and simple intervention that can be applied in the space along Victoria Street North and the Podium Building. Currently, the space is empty and frequently used by smokers who are not supposed to be within 30 meters of the entrance. By installing bicycle storage in this vacant space, smokers are discouraged from using the area by the increased activity while the stock of bicycle storage is increased. Below, this image highlights the potential for installing bicycle storage. Increasing bicycle storage throughout campus will relieve the demands of the Ryerson Bike Room and promote cycling on campus. Promoting cycling aligns with Ryerson University's initiative to promote healthy, active transportation for its students. The colours of these bicycle racks also promote the Ryerson University presence on campus in a node that experiences large volumes of pedestrian traffic. Where above ground bicycle storage is recommended, complementary infrastructure, such as wheel ramps, are recommended to encourage its ease of use, as seen in the image at bottom, right.



VERTICAL BICYCLE STORAGE is proposed for the underused space along Victoria Street North. Currently this underground space is under utilized, hosting only benches to one side of the wall. At the top, ground level, the over crowded and improvised use of railings for bicycle storage shows the need for an increase in the amount of bicycle storage on campus. The vertical bicycle racks require less space and will more efficiently utilize the space underneath ground level by the podium. Again, to assist cyclists in bringing their bicycles up and down the stairs, a wheel ramp should be installed on the side of the stairs. These bicycle racks offer a chance to strengthen the partnership between the bicycle storage companies Ryerson uses and the University itself. Similar bicycle storage systems will be used throughout the Ryerson public realm.



SUSTAINABILITY PROGRAMMING, such as a composting program similar to Northeastern University's, will allow Ryerson University to be a more sustainable campus, while offering its services to the surrounding business community. Initiating a collection service and offering it to the surrounding business community for their organic waste, Ryerson University will benefit the City of Toronto by reducing landfill waste and creating nutrient-rich soils for the various gardening initiatives on campus. Ryerson University's Food and Nutrition program (Rye's Homegrown) and the university's landscaping and gardening around campus are opportunities for this composting program partner with. This initiative will strengthen Ryerson University's connection with its surrounding community, while improving its commitment to sustainable practices. The Campus Planning Department can measure performance by engaging with those involved on both the collection and use of organic materials to evaluate the program's feasibility. The program should start with smaller installations around campus that compost directly onsite, however if this proves to be a nuisance these small installations can be turned into collection stations for a larger composting depot. Locations can include the planters surrounding the outside of Kerr Hall, St. James Square and Pitman Courtyard. Area-specific waste bins that include recycling, garbage and composting can also be applied.

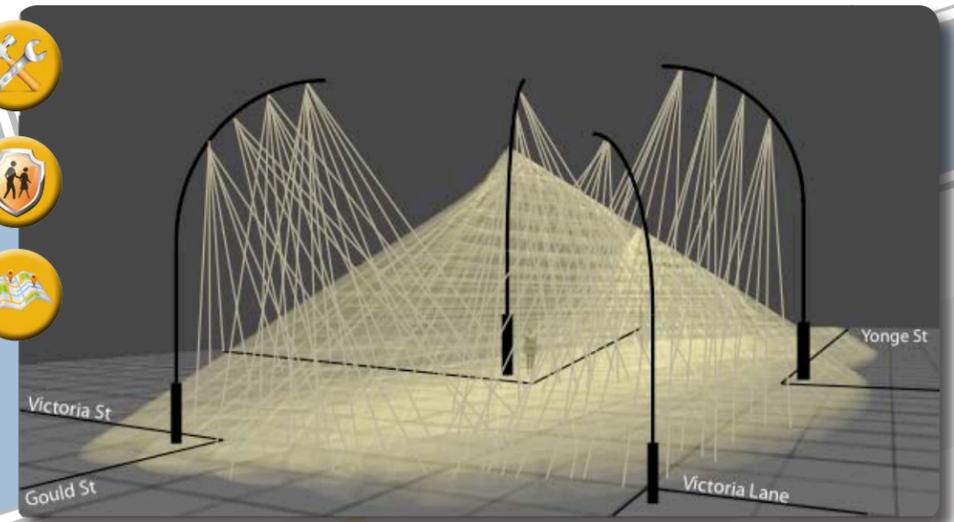
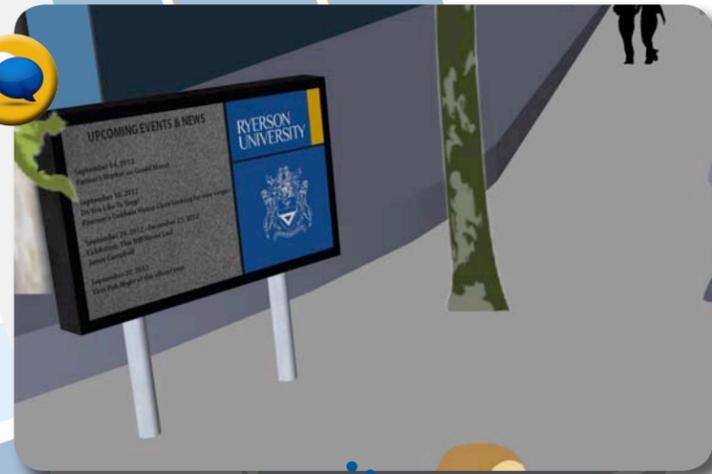
PARTNERSHIP with Rye's Homegrown, the group will be in charge of collection and maintenance of these smaller composting installations, as well as the promotion of composting on campus. This initiative will be able to foster partnerships between student groups, Ryerson University, and the surrounding business community, ultimately strengthening Ryerson University's presence in the neighbourhood.



VICTORIA STREET NORTH is home to large volumes of pedestrian traffic (at all hours of the day), scenic landscaping and expansive foliage, and is surrounded by some of the original and historic buildings on Ryerson's campus. As picturesque and busy as Victoria Lane is, it has many blank walls and underutilized spaces that have much more potential than what they are currently being used for. These spaces above and under ground level that see little sustained activity, and blank walls should be used for the advertisement of school events and activities, awareness for important dates and social programming, and the promotion of partnerships with the surrounding community.

LIB
POD
KHW
BKS
SLC

VICTORIA STREET NORTH



RYERSON SQUARE

Location: GOULD STREET
(AT THE HEART OF CAMPUS)

Strategy Elements:



FEATURED as a focal point, Ryerson Square will set the stage for many campus events. The square itself can be paved with a unique material and the street profile raised to be level with the sidewalks. The connecting pedestrianized street segments can be continued at level with the sidewalks, and receive a common surface treatment more inviting than the existing asphalt surface, such as turfblocking. The need for curb cuts will be eliminated in this area, accessibility being provided through shallow ramps where pedestrianized segments end and drainage improvements made through the installation of permeable paving. The concept will create four clear paths, following streets once open to through traffic, indicating the prominence of Ryerson Square from all directions. Each path should follow the Ryerson Master Plan double row of trees theme, further developing the visual continuity through campus. This signature of the Ryerson campus urban design should be implemented in a way that keeps a clear sight line along the center of each path, respecting and improving the established sight lines to the square.

ARCHITECTURAL CHANGES to buildings will be designed with ground level transparency to further emphasis, utilize, and showcase the heart of the campus. Any architectural change should incorporate the public realm in the design. (long term)

A **CONCEPT** image for Ryerson Square looking west, the library building, below, has been re-imagined to showcase the stairs to the interior library entrance. On the left in the image, the former campus store is now imagined as private commercial space, which also features ground level transparency. This concept gives Ryerson Square the feeling of a large public space while remaining within Ryerson's constrained geographic profile. A renovation such as this will transform the circulation paths on campus into spaces that mean more to students than a way to get from point A to B. This will contribute to the effect of the gateway on Yonge into Ryerson campus, encouraging the use of the Yonge Street entrance and Ryerson Square (for more information, see the [RYERSON GATEWAY DETAIL](#)).

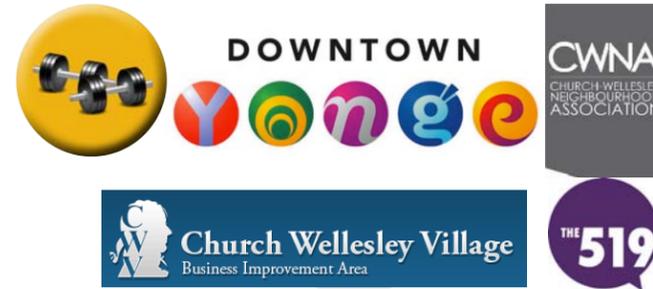


*This conceptual drawing of Ryerson Square was developed by Louise Schmidt, 4th year Interior design Student at Ryerson University. (IRN700- November, 2012)

Another **CONCEPT**, re-imagines a campus store, and parking garage building can create transparency, bringing public spaces to the interior, visually expanding the square. West-facing, the image, right, highlights a large void at the corner of Ryerson Square. Seating on steps sheltered by the AMC theatre building above enhances the use of the central square in various weather conditions, providing sheltered public space from which Lake Devo can be enjoyed all year round.

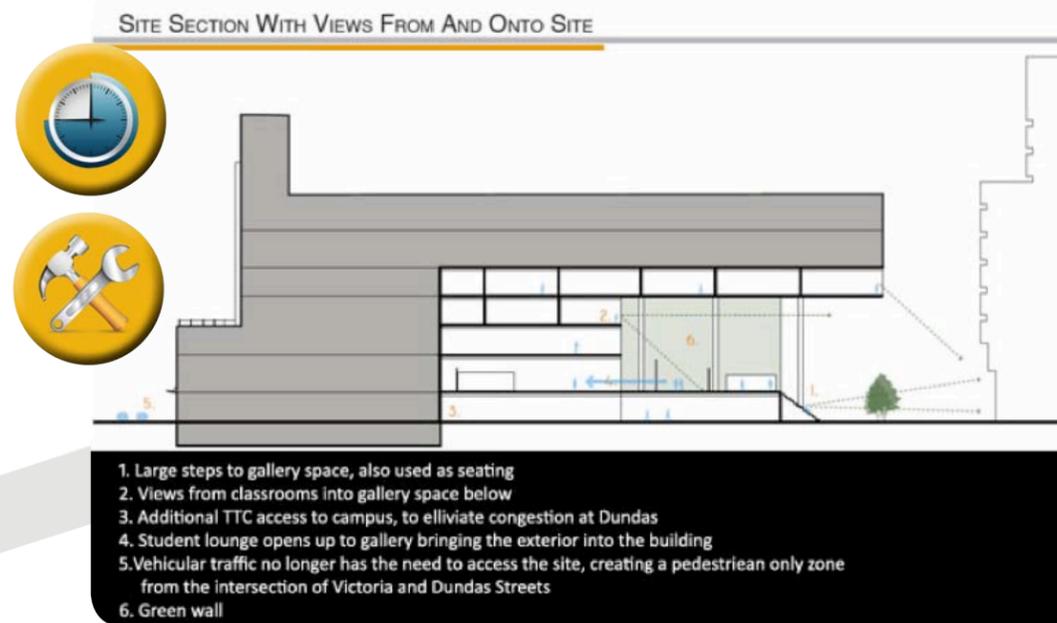
PROXIMITY TO YONGE STREET and the opening of the new Student Learning Centre in 2014, gives Ryerson University an opportunity to benefit from partnering with the Yonge Street BIA. This partnership opportunity can develop cross promotions for business ventures already part of the Yonge Street BIA. The partnership between Ryerson and the Yonge Street BIA can be facilitated through Julia Lewis, chair of the Yonge Street BIA and the director of Ryerson's Centre for Environmental Health, Safety, and Security Management.

Partnering with the Yonge Street BIA can be undertaken by creating space for a pop-up store within the new Student Learning Centre. As there are still vacancies in the retail section of the Student Learning Centre, it will be easy to designate a small retail unit for a



popup store reserved for Yonge Street BIA members, Ryerson Community members and university initiatives like the Digital Media Zone. Retail or services from the BIA can set up in the pop up store to gain exposure to the student demographic. Limited rental availability of the pop-up store will create intrigue and a must-have sense of appeal for the service or product that the lessee is providing.

Supporting and encouraging the local businesses, Ryerson can contribute to the wider community, which by association, will yield positive returns for Ryerson University's identity, inviting all to get to know its city-building neighbour.



*Concept developed by 4th year Interior Design, and Architecture students from Ryerson University: Neveen Abdel-Aal, Jennifer Kim, Sunhwa Kim, Andrea Nagel, Zeev Rajman, Helena Skonieczna, and Sally Van. (IRN700-, November 2012)

RYERSON SQUARE, the former intersection of Gould and Victoria Streets is now the location of Ryerson's central meeting place. Since the closure of Gould Street this has become the epicenter of the campus and been designated a pedestrian zone. Although it has undergone many changes in use in the past few years, little has been done to physically change the space. Ryerson Square is a priority area for capital improvements.

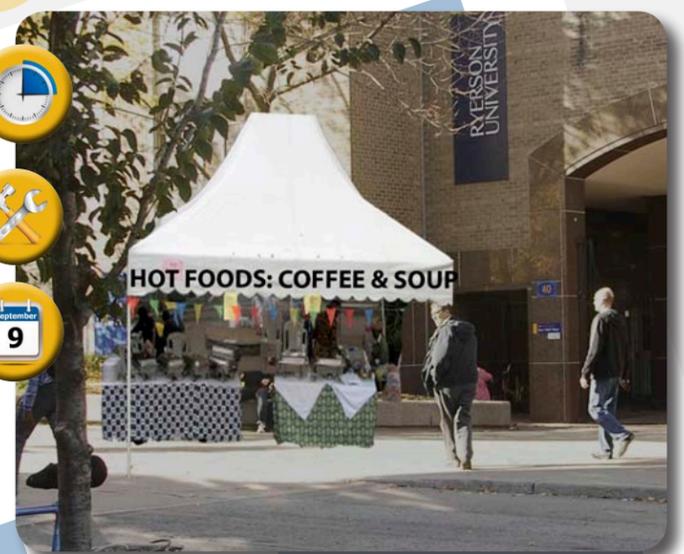
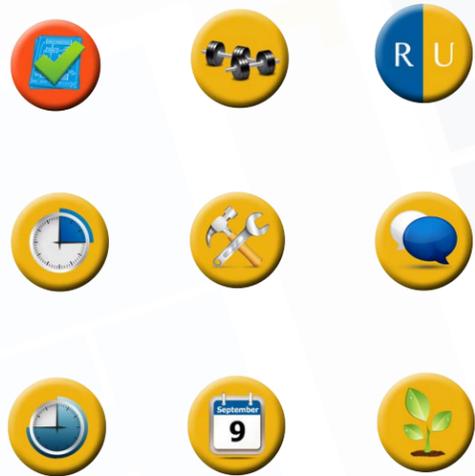
RSQ
GOULD STREET



GOULD STREET & LAKE DEVO

Location: GOULD STREET
(AT VICTORIA, YONGE STREETS)

Strategy Elements:





INSTALLING turfblock into the pedestrianized areas of Gould Street will create a unique area quality. Although there are some signifiers that this is a pedestrianized area, turfblock as shown here will provide a visual cue for pedestrians as well as drivers indicating that they have entered a traffic calmed area of campus. This will be a space designed for the community to spend time in. The turfblock will be installed on Gould Street, approximately 75m west of Yonge Street and continue for approximately 170m – just west of Church Street. The turfblock will mitigate surface water runoff, reducing the demands on the local storm water system. Turfblock will reduce the local urban heat island effect by removing pavement and providing more soft-surface treatments. Adding more greenspace to this urban university campus will extend what the Quad currently is – a green paradise within a mainly concrete downtown urban core.

The **PEDESTRIANIZATION** of Gould Street impedes on the ability of emergency response vehicles to access central Ryerson buildings. Turfblock is an appropriate and durable surface material, able to accommodate a range of users, such as emergency vehicles and cyclists. Gould Street will maintain its pedestrianized feel, while minimizing the conflict between automobiles, pedestrians and cyclists. This surface treatment is not common in Toronto and this, or similar treatment could distinguish the unique identity of Ryerson within the downtown core.

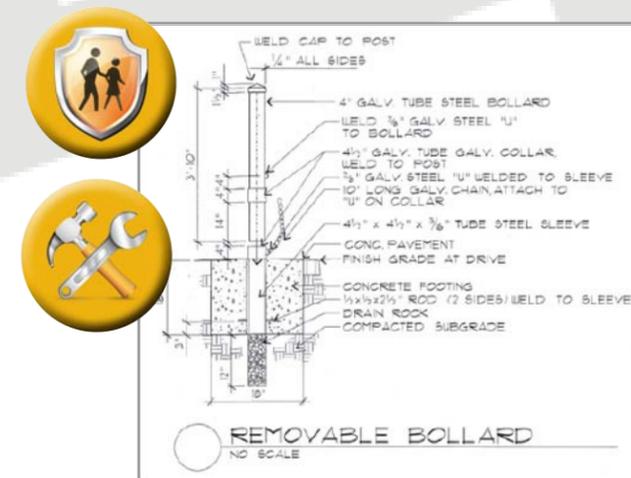
PARTNERSHIP is possible when installing turfblock that Ryerson University can develop a partnership with a retailer or private company in exchange for materials and services. In return Ryerson can provide advertising space; several different companies could be potential partners in this project.



LAKE DEVO is a prominent feature of Ryerson University campus – distinct, identifiable, and always in the way. The Ryerson Community uses this human-scaled birdbath to sit by, skate on, admire, photograph. However, in the shoulder seasons when students are on campus, it often sits dry - or at least somewhat dry. During these times the Ryerson Community can be found measuring it, skateboarding on and walking over it when dry.

Observing patterns of use, reveals distinct desire lines for pedestrians travelling to their destinations across Lake Devo in a direct path. To take full advantage of the constrained geography of Ryerson campus, that when not being used as a skating rink, Lake Devo should have a continuous boardwalk at grade level installed.

For ease of installation, removal, and storage, the boardwalk should be modular in construction. The walkway should adhere to Ryerson University's principles of sustainability and be made of materials such as recycled plastic or similar.



TRANSITIONAL SPACE between the pedestrianized and vehicular zones can be made safer with the installation of automatic retractable bollards. Bollards will be less of a disruption to pedestrians because they can easily walk between them. These barriers can quickly be lowered to make way for emergency vehicles. Installing the bollards will create a clear distinction of exactly where the pedestrian area begins.

BOLLARDS can have built in lighting, providing an added safety measure for both pedestrians and drivers. More about illuminated bollards can be found in **LIGHTING DETAIL**.

GATEWAYS to campus through various architectural physical forms will allow the general public to easily identify the Ryerson Campus within the busy downtown core. A prominent gateway is recommended at the intersection of Yonge Street and Gould Street, a highly visible location. The addition of this gateway will create a distinct node when entering campus. Programming to engage the student body could be through a design competition for signage, banners and design.

For more information about the gateway, see the **RYERSON GATEWAY DETAIL**.

GOULD STREET is the main artery of the campus and is an ideal location to demonstrate all of the elements set out in the Master Plan. The partial closure of Gould Street in 2012 has left the unclosed portion, to the east of Bond Street, in a contrasting state to the pedestrian friendly west side. The idea of a pedestrian first campus is described clearly in the Master Plan and will be the root of any intervention proposed in this area.

**GLD
DVO**

**GOULD STREET
LAKE DEVO**



GOULD STREET

Location: GOULD STREET
(LAKE DEVO TO CHURCH STREET)

Strategy Elements:



GOULD ST



CHURCH AND GOULD STREET intersect at one of the most heavily used pedestrian crossings on campus. As Gould Street is now a one-way street until Church Street. Curbs should be extended to decrease the distance travelled by pedestrians from one sidewalk to the other. This will communicate the heavy pedestrian use of this intersection to drivers. The added space will allow for smoother pedestrian flow, added seating, and landscaping opportunities; all of which help to improve the pedestrian experience. This space can be used for added seating, and landscaping, contributing to the attractiveness of the campus as well as accommodating the continuation of Ryerson's signature double row of trees.

CROSSWALKS on Gerrard Street in between arterial streets (Yonge, Church, and Jarvis) will increase the safety of the Ryerson Community. It will increase driver awareness and make pedestrians feel more secure and comfortable. Increasing options for pedestrian crossing along Gerrard Street will reduce the need for jaywalking, impacting the occurrence of vehicular-pedestrian conflict. Currently, Gerrard Street acts as a barrier separating much of Ryerson's student housing from amenities such as: classrooms, athletic facilities, grocery and convenience stores. Crosswalks are recommended at the corner of Gerrard and Mutual Streets, as well as at the entrance to the Ryerson Theatre. These locations are an opportunity to assert Ryerson's presence by using a unique crosswalk treatment as seen in Switzerland (below).



ABOVE: Crosswalk in Switzerland plays music as people step on the piano keys.

BOND STREET is one of the most used streets that lead the center of Ryerson's campus. Where Bond and Gould Streets intersect, ownership of the space is unclear making the transition between pedestrian and vehicular zones problematic. To resolve this conflict, it is recommended that the parallel parking, which is currently provided along both these streets, be converted to angled parking spots. This change in form will accommodate more parking spaces and is proven to reduce the average speed travelled through this type of parking zone.

Another feature to aid in controlling vehicular and pedestrian traffic is the curved corner at the intersection of these two streets. It provides vehicles a clear path while also providing pedestrians with a natural route to follow. Pedestrians needing to cross either Bond or Gould Street will have the added security of a sidewalk level path and a shorter overall distance to travel. These changes to both the pedestrian and vehicular experience will improve the safety and user experience for all members of the community throughout this node of campus.



SOCIAL PROGRAMMING

An extension of the Ryerson Farmers Market throughout the winter months will provide students and staff with an accessible outlet for purchasing food on the go and supporting local food growth. The implementation of hot food stands providing items such as soup, tea, coffee and hot chocolate for students during the day and throughout the evening, will aid in activating the public realm on campus for more hours of the day. Food carts in the Quad can provide campus activation and improve food services on campus while asserting Ryerson's presence within and around the community. The Taskforce on Food Services for Ryerson is an important partner in food services programming. The Taskforce focuses on engagement with the Ryerson Community to address current meal options and look to providing new and healthier food options. Collaboration will help implement this idea.

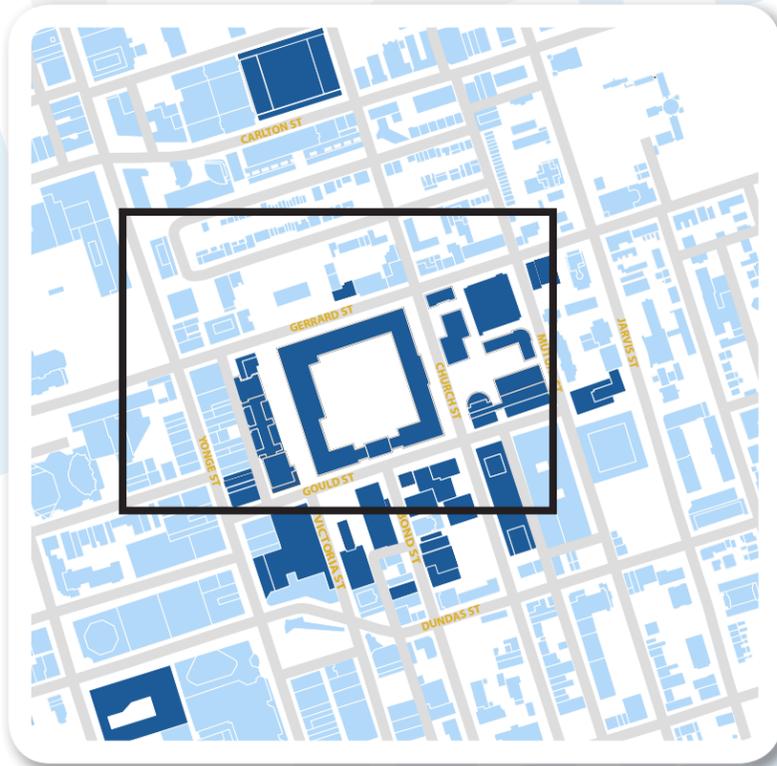
PROMOTION for school activities will often be executed through the Ryerson's Student Union. To create greater capacity, drawing attendance of the entire Ryerson Community, partnerships and promotion with other groups should be explored.

These events can include a Ryerson Homecoming in the Quad for school sports, celebration of faculty and department events in the university, as well as health and nutrition food events for promoting a healthy and active lifestyle.



GOULD STREET, east of Bond Street is an important connection on campus. As an activity hub, this segment of Gould Street presents a myriad of opportunities and challenges. With a selection of small to moderate interventions, and a focus on programming opportunities, it will become a critical node for Ryerson Community use.

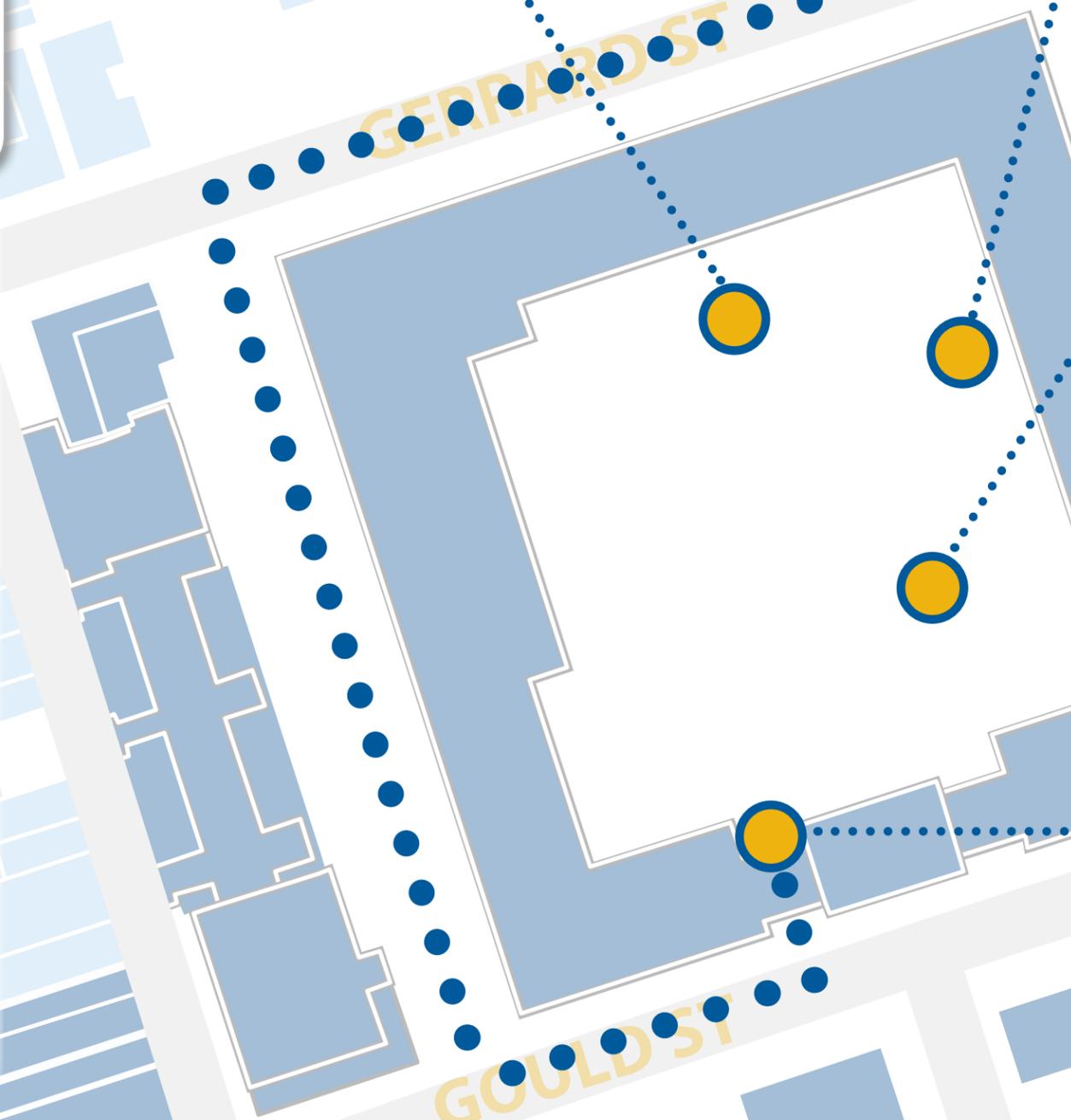
**SCC
OAK**
GOULD STREET
CHURCH STREET



THE QUAD

Location: ST. JAMES SQUARE
(CENTRE SQUARE OF KERR HALL)

Strategy Elements:



ADDITIONAL SEATING placed along the inner Kerr Hall boundaries, close to the Kerr Hall entrances, is a great way to encourage public realm activation. St. James Square is an intensely used space, but only intermittently. Drawing from a Harvard University case study, increased seating allows students and staff alike to find a sense of place within the community and provide more sustained activation, increasing the opportunity for natural surveillance. Bench seating placed in and around the landscaped open space, underneath trees for shading in the summer and a few in the sunlight for warmth in the winter are recommended. As Ryerson has experimented with the placement of moveable chairs in the Quad, it is suggested that the benches be less mobile to deter theft.



ACCESS is not at grade to the grass field in the centre of the Quad. The addition of flagstone steps along the steeper grade edges of the field will contribute to its accessibility to all students, staff and community members. In the image, right, the addition of flagstone steps is recommended to reduce costs and lessen the impact other types of infrastructure can have on the natural landscape. Steps will require minimal installation preparation (digging level steps in the earth, compacting for stability and a drainage base of gravel), and double in function as seating among the urban green space.



SAFETY & LIGHTING are big factors to asserting Ryerson's presence in and around the community; however, lighting and emergency stations are not only difficult to see, but are sparsely placed around campus. The image, right, depicts the addition of human scaled light standards and emergency pillars around the Quad to increase users' comfort and safety. By adopting principles of CPTED'S (Crime Prevention Through Environmental Design) policies, Ryerson will strengthen its Public Realm Strategy. Additional lighting will increase the opportunity for natural surveillance in dark areas of the Quad.



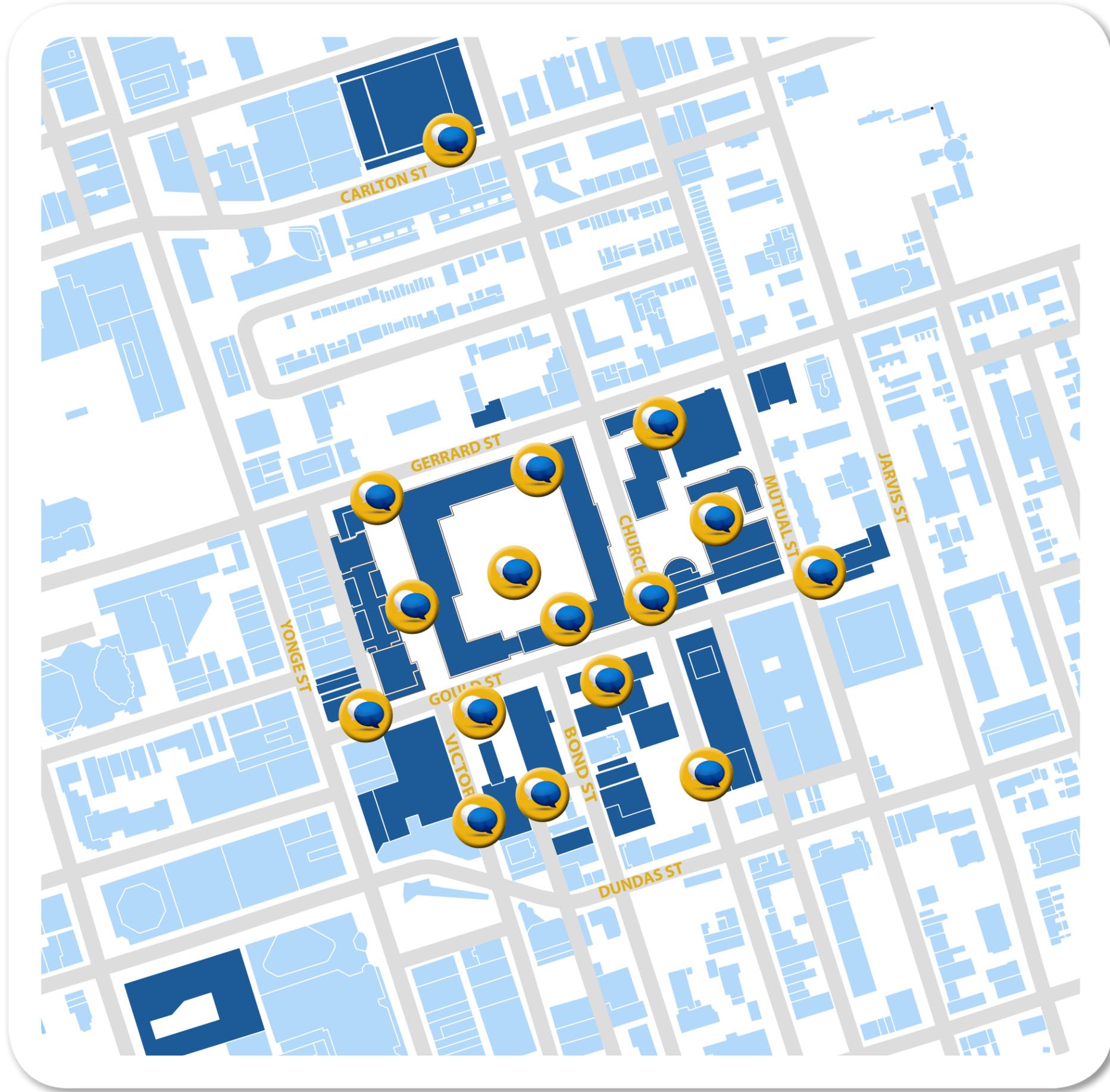
PLANTING native tree species around the campus' open spaces will allow the identity of Ryerson to be distinguished from the neighbouring communities. As seen in the Drexel University Master Plan, the addition of the Japanese Zelkova, has positively impact pedestrians' impressions of the campus. The planting of unique tree and plant species is aesthetically attractive, and provides shade in open spaces around the quad, as well as structure to the streetscape. (Drexel Master Plan, 2007).

A **BIKE PATH** through the heart of campus in the Quad will connect Ryerson University with Toronto's existing bicycle network. Starting at Gerrard Street in the North (a well-established bicycle lane), it will run through St. James Square, separating pedestrian traffic from a designated active transportation lane. The proposed lane will continue through the south exits of the Quad and converge onto Bond Street, utilizing section 4.4 of the Toronto Bike Plan - to create a two-way bike lane on a one way street with light traffic. This lane will continue down Bond Street to the established Shuter Street bicycle lane, fully connecting Ryerson University's campus with the City of Toronto's cycling infrastructure. Support for and performance measurement of this bicycle lane can be measured with the use of the social programming initiatives (see the **COMMUNICATION STRATEGY DETAIL**). The use of Textizen will allow Ryerson University to obtain feedback from staff, students, alumni and community members about support for the bicycle lane, and if it is successful by initiating direct contact with those affected by it.



Many interventions proposed in this strategy identify opportunities to assert Ryerson's presence and identity. It is the intention of these recommendations to be implemented in a way that is sensitive to the university's urban context and incorporate the Ryerson Brandmark where appropriate. Subtle and soft applications of Ryerson branding will allow presence to be asserted and nodes to be highlighted, while maintaining the integrity of the surrounding urban fabric.

ST. JAMES SQUARE, St. James Square, also known as "The Quad", is a central meeting place for students, faculty and members of the surrounding community. As the historic site of the original "Normal School", Ryerson's St. James Square was the starting place for the beautification of campus by the current president of Ryerson, Sheldon Levy. Now home to a great selection of native vegetation and plenty of open space, this is a popular place for the Ryerson Community to enjoy the outdoors. However, this expansive foliage combined with the enclosed design of Kerr Hall creates the potential for an unsafe environment after dark. Through environmental design and social programming these issues can be mitigated, while enhancing its strengths.



A **COMMUNICATION STRATEGY** will be developed in tandem with Short and Long Term Strategies to provide an effective method for community engagement. Achieving the participation Ryerson Community- students and staff as well as the neighbouring communities involved with any new campus projects can face challenges resulting from the geographic diaspora of many campus users. To continue to create a holistic campus, foster inclusivity and participation, a communication strategy will allow Ryerson's stakeholders to be involved. This strategy proposes both short- and longer-term communication strategies.



Left, are **RECOMMENDED LOCATIONS** for implementation of this communication infrastructure. Installations are focused in high-traffic areas, nodes, and high visibility spaces on campus that would benefit from programming, activating underutilized areas. 🗨️

For more about these strategies, see [CHALKBOARD DETAIL](#) and [TEXTIZEN DETAIL](#).

SHORT-TERM STRATEGY: CHALKBOARD

Placement of chalkboards on campus walls, both exterior and interior, will provide a campus opinion board. Students, staff and community members passing through will be able to note down their opinions on a topic of the day. Not only is it a great and effective way to have the opinions and voices of the Ryerson Community heard, but it also acts as a reason to stop, enjoy, and reflect on campus spaces. The initial concept of “Chalkboards around Ryerson” has stemmed from the success of the “Before I die.. Project” created by Candy Chang. Starting as an installation for passers-by to express their thoughts on death and life, the concept grew from thought-provoking wall art to an international phenomenon. Adapting this idea to Ryerson’s Strategy will capitalize upon the participatory and recognizable concept.

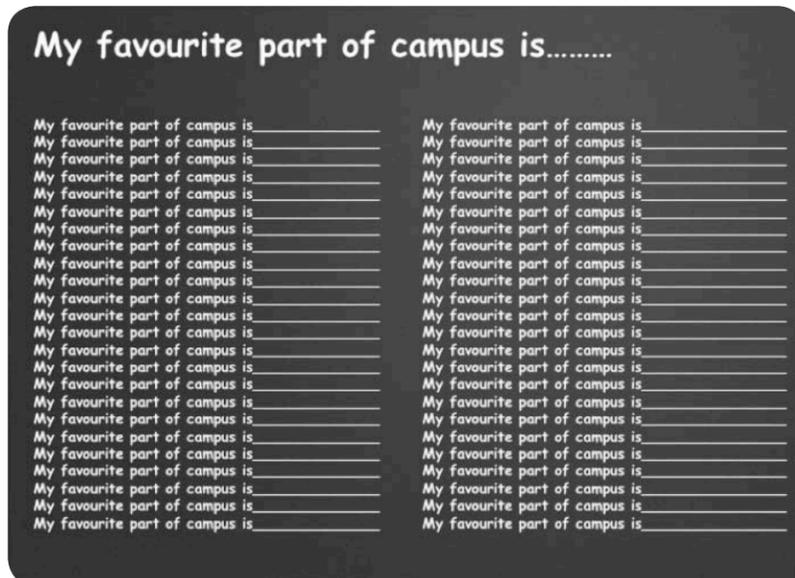
IMPLEMENTING CHALKBOARDS:

The concept of Chalkboards can be placed in a variety of ways and spaces around campus. The formation of chalkboards and whiteboards on exterior and interior walls around campus will add an artistic concept to Ryerson’s public open spaces.

Step 1: Choose the location, and prepare your board. Either paint an empty wall and prepare as a chalkboard with painted treatment, or place freestanding chalkboards.

Step 2: Choose the topic and set up the chalkboard. le: “My favourite area on campus is....”

Step 3: Document and Clean. Make sure to check on the wall frequently, document answers and clean off for new topics.



Example of the Ryerson Chalkboard.

LONG TERM STRATEGY: RYERSON’S TEXTIZEN

A Long-term Communication Strategy will help to engage the public in the process of tackling more complex or sensitive physical and social issues around campus. Textizen is an engagement method that creates a channel for planning and policy makers hear from the general public. This form of public engagement takes place through mobile and social media, surveying the general public about preferences for their community.

This new concept creates opportunity to reap the immediate benefits that social media offers when engaging the community. Textizen originated in Boston, Massachusetts and is now used in various municipalities across the United States. Continual and expanding implementation of Textizen attests to the success of this type of campaign. Initializing a Textizen program for Ryerson, first of its kind for a Canadian university, will prove to be a valuable tool for community collaborations.

Drawing from long and short-term strategy elements and interventions to create Ryerson Textizen posters, Ryerson will be able to gauge and record existing community support.

IMPLEMENTING RYERSON’S TEXTIZEN:

Textizen questions can be presented on many different mediums around campus, including the placement on banners, posters and exterior and interior public spaces. There exists great potential for partnership with the Textizen program in the United States. The university should explore such partnership opportunities, including collaboration with the City of Toronto, when creating a Textizen account. Textizen will require some dedicated human resources and staff, and can provide opportunity for student employment for its operation.

Step 1: Set up and account and partnership with “Textizen”. Once an account is made, the design of the survey questions, feedback and tracking can all be analyzed and collected here. Also, a phone number account will be set up as the source to collect the feedback from the posters.

Step 2: Create questions to cater towards the assessment of certain areas around the University. These questions can include, “ Would you support a bicycle lane running through the Quad? Text YES or NO to 416 979 50555” . Once the questions have been developed, creating posters and choosing the right locations for these posters is key. Generally good areas for poster placement are on any walls bordering streets, poles on sidewalks, and on tables in sitting areas- anywhere which pedestrians will stop and read.

Step 3: All responses will be generated to the account with Textizen. The responses can be analyzed and further tracked straight from this program.



Examples of a Ryerson Textizen poster and distribution





DETAIL HANDOUTS



Long Term

Projects taking longer than two years to complete



Short Term

Can be planned and implemented/built within one month to two years



Sustainability

Programming to improve campus life and the University's environmental impact



Identity

Building presence and identity in the downtown through initiatives promoting the Ryerson brand



Strengths

Strategies that capitalize on existing University resources and amenities



Safety

Creating a safer, more welcoming campus for the entire Ryerson Community



Communication

Facilitates effective conversation between the University, and the Ryerson Community



Quick Wins

Ready to roll out, 'quick wins', that can be planned and executed within weeks



Infrastructure

Requires infrastructure construction, or purchase and installation



Programming

Activating the campus



Landscaping

Landscaping treatments incorporating native landscaping to grow Ryerson's urban oasis



Legibility

Contributing to a sense of place and comfort for campus users

STRATEGIC PILLARS DETAIL



RE-SURFACING RYERSON

This report includes a range of options listed for the resurfacing of various sections of campus. These materials and methods have been taken into consideration based on their benefits, performance, and durability. Most importantly, the materials and surfacing options were chosen based on sustainability and their impact on the ecological environment.

The pedestrianized area on Gould Street and Victoria Street can be resurfaced with one of three options to bring definition to the pedestrian zone by making the road level with the curb and sidewalk and creating one continuous walking path.

One method to achieve this would be to use turf blocks, which consist of concrete blocks that are filled with crushed rock or sand and native soil, which allow vegetation to grow in between them. Turf blocks are sturdy enough to support vehicles in case of emergency, yet are permeable allowing for excellent drainage of the area that they cover. Turf blocks also add the comfort and aesthetic qualities of living vegetation, drawing people in to the pedestrian zone.

Turfblock (from Portland Design Guideline)



Plastisoil (from PopScreen Inc)



Nike Grind track (from SplashScapes)

Another option is based on a material invented by Temple University students and used on their campus called "Plastisoil", which is a permeable replacement for concrete made from wood and recycled plastic bottles. This material helps reduce the amount of plastic that ends up in landfills while offering a permeable alternative to other hard surfaces. "Plastisoil" is able to withstand the pressure of automobiles in case of emergency, while helping to ease the burden on storm water systems with its permeability.

The final option for resurfacing would be implemented in St. James Square along the path using Nike Grind, which is a material made from approximately 75,000 recycled, ground up running shoes. By recycling old running shoes, installing a Nike grind bike path, waste will be diverted from landfills. Additionally, it prevents manufacturers from creating new rubber material – creating more pollution in the process. In more ways than one, this material is a sustainable, environmentally friendly option for creating a comfortable track for walking, running, cycling and other forms of active transportation.

SURFACE TREATMENT DETAIL

Native landscaping benefits include improved air, soil, and water quality, flood prevention, erosion control, and biodiversity enhancement. Native landscaping is a tool for sustainable urban development, means for reintroducing the natural heritage of an area, and is a vehicle for connecting urban residents to the natural world and promoting a conservation culture (US EPA, 2004).

It is recommended that native, drought resistant vegetation be used throughout the university campus to contribute to the sense of place and welcoming feel of the community spaces. A variety of grasses are recommended here for their ease of cultivation and decorative nature. Native grasses offer a window into Ryerson University and Toronto's pre-urban form.

GENERAL LANDSCAPING



Northern dropseed
(*Sporobolus heterolepis*)

Perennial bunchgrass, Grows up to 1m in height in tight bunch formation. Minor seasonal colour variation.

Seed attractive to birds, prefers full sun.



Little Bluestem
(*Schizachyrium scoparium*)

Perennial bunchgrass, often found in areas alongside Switch Grass and Northern Dropseed. Grows to approximately 1m in height, colour varies from blue-green to red across seasons.

Prefers well-drained soil in full sun



Switch Grass
(*Panicum virgatum*)

Perennial buchgrass, Grows to approximately 3m high.

Recommended for planting areas with deeper soil.



Jerusalem Artichoke
(*Helianthus tuberosus*)

Annual flowering tuber, grows 1.5-3m tall, produces iron rich root similar to potato.

Suggested for planter cultivation, potentially invasive species.



Serviceberry/Saskatoonberry
(*Amelanchier laevis*)

Deciduous summer-berry producing shrub, grows to 12m spreading to erect, similar to blueberry.

Suggested for strategic larger underutilized well-drained, moist soil sites such as between mature trees, in the Quad.



Edible landscaping creates three-fold benefit for the university; potentially activating more areas of the campus, strengthening partnerships with student and community groups, and generating a supply of fresh and healthy food. Edible, drought-tolerant landscaping creates an opportunity to strengthen and support student/community partnership with groups such as Rye's HomeGrown and the Community Food Room by creatively using tillable earth on campus. Increasing the capacity of urban food production on Ryerson lands offers a chance to provide a seasonal supply of fresh foods to the Ryerson University Community Food Room, contributing to the health and wellbeing of the Ryerson University community in need. This sustainable urban agricultural practice also broadens the educational capacity of the HomeGrown initiative by providing a greater variety of planting sites and diversity of local food products. It is recommended that this programming include on-site signage indicating the edible nature of the landscaping as well as partners involved. Potential outside partnerships include Not Far From the Tree, an urban harvest volunteer group. See [PARTNERSHIPS DETAIL](#): Landscaping, Food for more information.

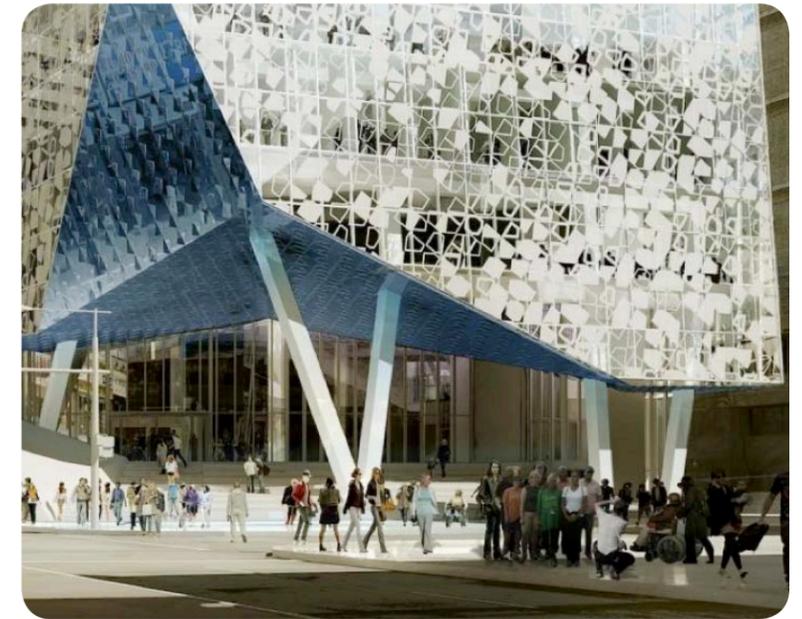
EDIBLE LANDSCAPING

LANDSCAPING DETAIL



ENTRANCEWAY

Create gateways to campus through various architectural physical forms. The general public will be able to easily identify the Ryerson Campus in the busy downtown core. By creating a large and noticeable gateway at the intersection of Yonge and Gould Streets, Ryerson will be easily seen. The public will have a better understanding of where the campus begins. A short-term strategy that will take about one to two years to complete would be developing a design contest where any student or faculty can design a gateway and the winner of the design contest will have their creation come to life as well win a grand prize. This project can be implemented within 1-2 years, and also be included in the construction plans of the Student Learning Centre. An open call to all faculties should be made to initiate the design competition.



IDENTITY AND BRANDING

Ryerson is known for its blue and gold trademark colours. In order to instill and honor Ryerson's identity the blue and gold colours must be visible in the branding initiatives. Media which clearly identify Ryerson University within its urban context, while communicating and displaying to the neighbouring community the Ryerson brand, the work of students and faculty, as well as public events of the University. Create architectural identity through the design of new developments at both the right now left side on Gould Street where there is currently empty space.



Blue



PANTONE 294
Use for both coated and uncoated papers.

CMYK
C 100, M 56, Y 0, K 18

RGB
R 28, G 90, B 152

HEXADECIMAL
1C5A98

Deep Yellow



PANTONE 124
Use for both coated and uncoated papers.

CMYK
C 0, M 27, Y 100, K 6

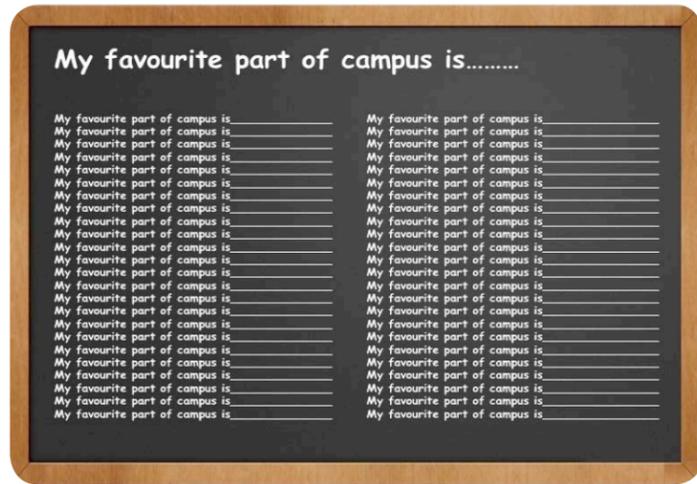
RGB
R 223, G 177, B 46

HEXADECIMAL
DFB12E

RYERSON BRANDING GUIDELINES

The colour palette used by Ryerson University for the logo is based on the print industry standard, the PANTONE MATCHING SYSTEM. The Ryerson colours are PANTONE 294 (blue) and 124 (deep yellow). When limited by technical or budgetary constraints, these colours may also be reproduced in CMYK, or process colour.

RYERSON GATEWAY DETAIL



CHALKBOARD

The placement of chalkboards campus walls exterior and interior will act as a campus opinion board. Students, staff and community members passing through will be able to note down their opinions on a topic of the day. Not only is it a great and effective way to have the opinions and voices of the Ryerson Community heard, but it also acts a reason to stop and enjoy campus spaces.

The “Before I die..” Chalkboard idea was created by Candy Chang- an artist and activist working with collaborating public art ideas with civic engagement. The Before I die Chalkboard was set up to allow community members to engage with one another and comment on what they want to accomplish in life before the die. This is a great example of a successful Chalkboard concept which uses art and creative ideas to not only make a space more beautiful but also more meaningful.

To further engage the student body and reach the broadest demographic possible, The University of Lethbridge, through its student union, implemented an efficient and effective engagement tool, a White Board campaign (University of Lethbridge, 2012). Multiple boards were strategically placed throughout campus for students to engage in the early phases of their master planning process. The living dialogue it stimulated was immediate and interactive, using QR codes, Facebook, and physical spaces. A forum strategy could be implemented almost immediately without the technological infrastructure.

Installing temporary chalk or white boards at key areas around campus can be implemented as a soft intervention. It will provide temporary activation for the duration of its use, and encouraging student interaction with campus space.

PERFORMANCE MEASURES

The initial concept of “Chalkboards around Ryerson” has stemmed from the success of the “Before I die.. Project” created by Candy Chang. This concept was thought up as Candy Chang dealt with the loss of someone she loved very much. As she wondered about death very much, she thought to experiment with the creation of chalkboards to hear what is really important to the people around her (Before I die, 2012). Starting as an experiment/pilot project, it quickly became very successful. After the board filled up, she received many requests by colleagues and admirers as to how set up on in their neighbourhood.

Originating in New Orleans it has become successfully implemented in places ranging between Orlando Florida on the east coast, all of the way to Santa Cruz, California on the west coast. Beyond implementation across the nation, it has now become an international trend being implemented in places such as; Sao Paulo, Brazil, Buckinghamshire, England, Warsaw, Poland and Auckland, New Zealand.

Starting as just a wall for people passing by to express their thoughts on death, it has grown internationally from wall art to something so creative and meaningful. Each community which has implemented the chalkboard project, varying with their idea and reasoning for choosing the concept of Before I die.

“It’s a nice feeling when you see curious passersby stop to read the responses, smile, and participate in writing their own line.”- Sao Paulo, Brazil Wall (Before I die, 2012)

The variety of case studies who have implemented this chalkboard concept have run with the idea and really made it their own. The fact that it has become an international trend further proves that this once piloted project has performed quite successfully.

IMPLEMENTING CHALKBOARD

The concept of Chalkboards can be placed in a variety of ways and spaces around campus. Utilizing empty boards during construction periods adds a creative way for pedestrians passing by to record their thoughts while making better use of white walls and spaces. As well, the formation of chalkboards and whiteboards on exterior and interior walls around campus will add an artistic concept to Ryerson’s public open spaces.



“On September 8th, 2012 Bez-graniczna set up “Before I Die...” wall for the restaurant’s second birthday at the entrance to the establishment.”

-Warsaw, Poland Wall (Before I die, 2012)

“This project was created by a group of friends from all over the world and coordinated so that each wall lived on the same day, May 5th, 2012, in order to connect these friends to each other globally, as well as locally to their community. The other walls in this project can be found in Berlin, Germany, Jersey City, USA, and Townsville, Australia.”



-Vancouver, Canada Wall (Before I die, 2012)



Chalkboards being added to empty walls and spaces around campus such as the Library building in Victoria Lane.

CHALKBOARD DETAIL

TEXTIZEN

A Long-term Communication Strategy will help to engage the public in the process of tackling physical and social issues around campus. Having strong communication is key to engaging the students, staff, and community with one another and their campus. The proposed Communication Strategy will focus on the use of social media to voice different opinions through a program known as Textizen.

Textizen helps planning and policy makers hear from the general public. This form of public engagement takes place through social media surveying to allow the general public to express what they would like to have happen in their community.

Citizen feedback is essential to any planning process. However, creating public participation and generating public turnout is typically very difficult. Specifically, in-person meetings are expensive, time consuming, and may not collect feedback that is representative of all groups in a community. This new type of survey and feedback truly breaks down any communication barriers between the general public and planners by allowing them to communicate their opinions in an easy and readily available form of social media, available on their cell phone. Originally starting out in Boston, it has spread to almost every city across the United States.

Implementing a Ryerson Textizen program around campus would help our policy makers and leaders hear from the student body through a more popular format. A Ryerson Textizen will offer great quantitative and qualitative data for primary research. By setting up a Ryerson Textizen program in the long term strategy, it will allow for continuing social and physical change to take place presently, and in the future for Ryerson.

PERFORMANCE MEASURES

As social media grows, community engagement grows with incorporating the existing digital infrastructure in our society, in order to engage the public. However during various case studies, it is proven that not everyone has access to these forms of social media.

Studies have gone through measuring the usage of Internet based documents, and of the families and residents in Philadelphia, Pennsylvania, 40% of them do not have access to the Internet at home. (Newsworks, 2012) However of these families, many have access to a cellphone and ability to text message.

The Code for America, a nonprofit organization, measures and works to engage community members on public events. Their approval for measuring the effectiveness of the Textizen program has included reviewing case studies on the effectiveness of implementing this form of social media on various municipalities. By reviewing the needs of the community, and addressing issues which pertain to the citizens, Textizen has proven to be very effective (Code for America, 2012).

As this is still a new concept, there will need to be more time in the future to really access the success of this campaign. Using public engagement to bring awareness to school events, attracting students, staff and the community, can be hard. Through accessing the digital realm and social media through the use of the cellphone, it will allow them to properly assert their opinions into the campus. Entering campus, the abundance of different school activities and posters can be overwhelming. However providing a consistent and succinct form of posters will allow for great success around campus. This being a new concept, it allows great opportunity to be ahead of the curve with the usage of social media to engage the community.

Textizen originated in Boston, Massachusetts and now is being used in various states across the United States. The continual implementation of Textizen across many municipalities proves how successful this campaign is. Through setting up a Textizen program with Ryerson, it will be one of the first of its kind, proving to be a great tool for community collaborations.

IMPLEMENTING TEXTIZEN

Ryerson Textizen questions can be presented on many different mediums around campus, including the placement on banners, posters and exterior and interior public spaces. The following is an example of a Ryerson Textizen poster:

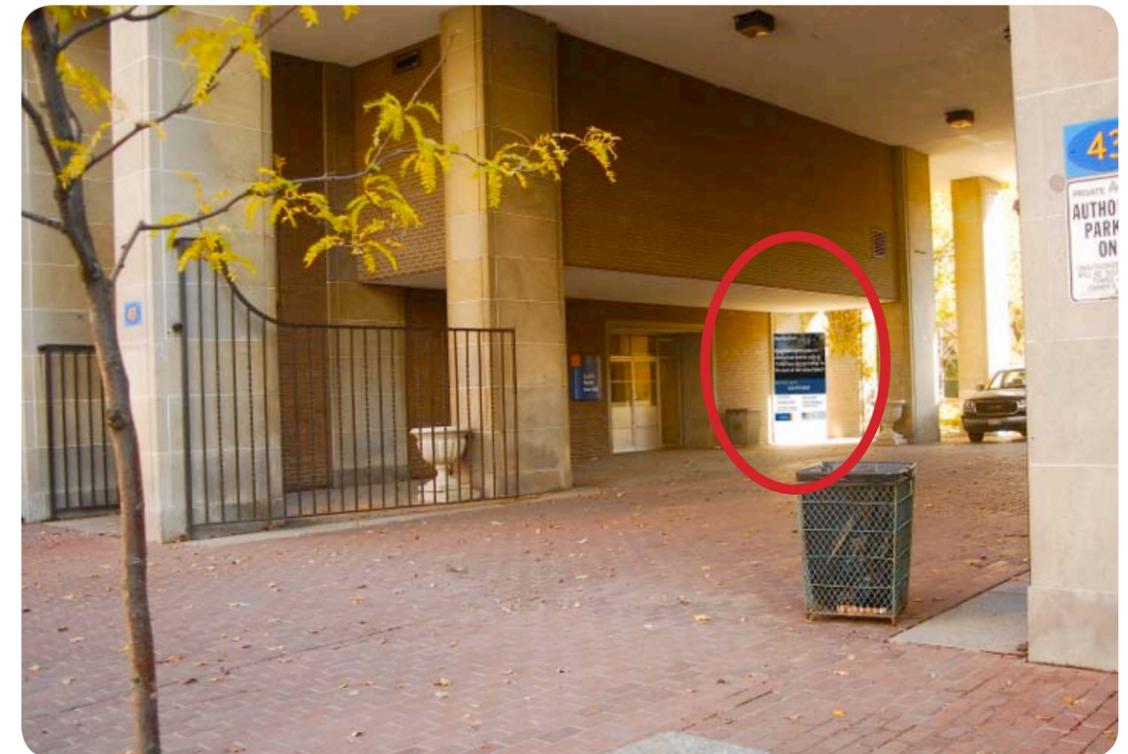
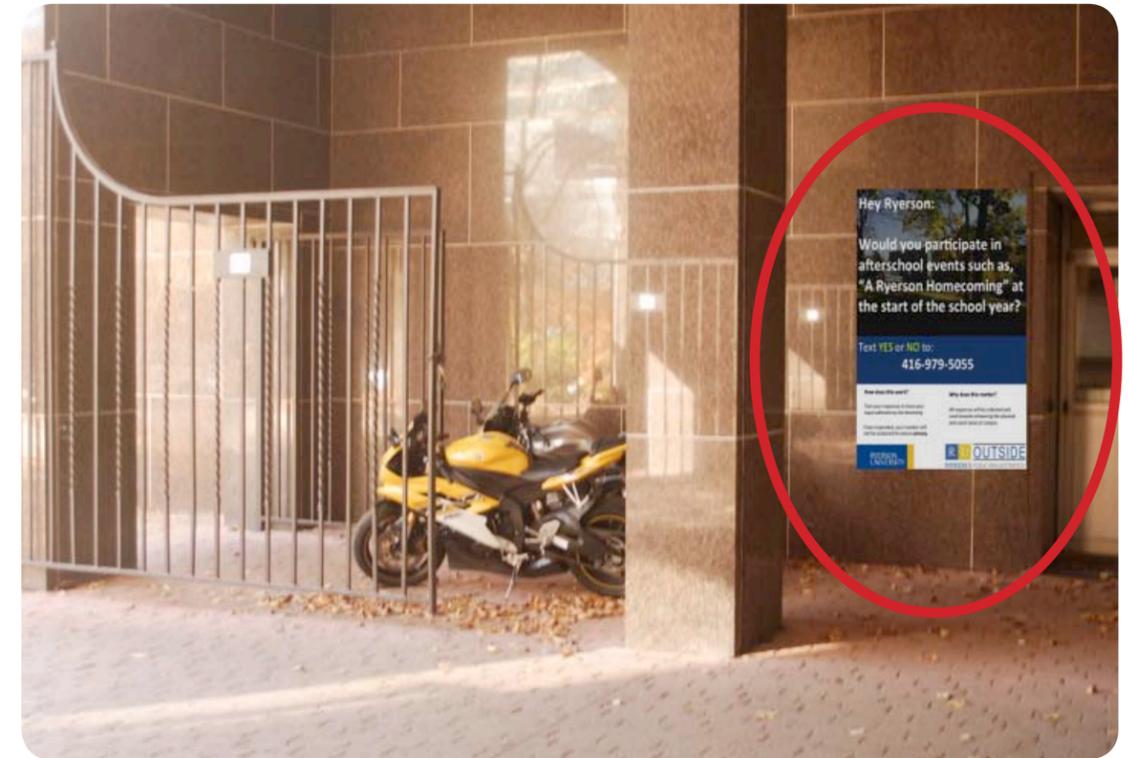
Hey Ryerson:
Would you participate in afterschool events such as, "A Ryerson Homecoming" at the start of the school year?

Text **YES** or **NO** to:
416-979-5055

How does this work?
Text your responses to have your input collected by the University.
Once responded, your number will not be contacted to ensure **privacy**.

Why does this matter?
All responses will be collected and used towards enhancing the physical and social areas of campus.

RYERSON UNIVERSITY
R U OUTSIDE
RYERSON'S PUBLIC REALM STRATEGY



Possible locations to place Textizen posters.

TEXTIZEN DETAIL

PARTNERSHIPS

Many of the strategies suggested are not possible without the partnership between different actors and groups, both within and outside of Ryerson. Under the guidance of the Vice President of Finance and Administration Office and its commitment to creating an improved public realm, what Ryerson can achieve is limitless with so many potential partnerships.

As shown previously in the Strategic Partnerships graphic (as seen on Page 3), the implementations that we suggest need the cooperation of several Ryerson groups such as the Ryerson Campus Facilities and Sustainability, Ryerson student groups, internal Ryerson administration and etc., under the guidance of the Vice President of Finance and Administration's Office. As spearheaded by the VP's Office, many of these partnerships already exist, and must continue in order to see the changes that will help improve Ryerson's Public Realm. Even the creation of this project required a relationship between Urban Planning, Architecture and Interior Design disciplines, creating an inter-disciplinary partnership.

Furthermore, in order to complete some of the implementations that reach beyond the Ryerson Campus boundaries and into the surrounding community, there is a need for Ryerson to partner with the rich variety of numerous community members, business associations, and neighbourhood associations found in the Ryerson Community. By building upon existing relationships created and fortified by the VP's Office, and creating new partnerships with various community actors, Ryerson will play a very significant role in creating a cohesive, unified community that makes up a big part of the downtown fabric.

Lastly, partnerships with businesses will create mutually beneficial relationships. Bringing in businesses, both large and small, will help facilitate the realization of many of the implementations that we have suggested today. Strategies completed through current and new business partnerships can generate revenue and potentially become funding opportunities for major strategies and city building projects that Ryerson will undertake in the near future.

The components of successful, sustainable public realm improvement require the cooperation and commitment of many actors found throughout Ryerson and the surrounding community. However, what is fundamentally important is the committed and driven direction that is provided by the VP's office. With these partnerships in place, Ryerson will not only improve the public realm for its users, but also become a leader in city building.

RYERSON

Group	Group Info	Partnership Capacity
Rye's HomeGrown FoodSecurity.Ryerson@gmail.com	<ul style="list-style-type: none"> Student-run, volunteer group at Ryerson University dedicated to urban agriculture, promoting environmental sustainability and food security. 	<ul style="list-style-type: none"> Tend low-maintenance edible landscaping; harvest edible landscaping food product
RSU Community Food Room 55 Gould, SCC 212 foodroom@rsuonline.ca	<ul style="list-style-type: none"> Ryerson Student Union equity service that offers a food bank for ALL Ryerson students, faculty, and staff in need. 	<ul style="list-style-type: none"> Support student-run equity programming on campus; contribute to the wellbeing and healthy lifestyle of the RU community
Not Far From the Tree www.notfarfromthetree.org info@notfarfromthetree.org	<ul style="list-style-type: none"> Volunteer organization that harvests excess fruit from private property. Harvested goods shared equally between homeowner, volunteer group, and food bank. 	<ul style="list-style-type: none"> Augment capacity of other internal university partnerships during high yield fruit crop periods.
RU Task Force on Campus Food Services http://www.rsuonline.ca/content/1091	<ul style="list-style-type: none"> Aims to provide students access to affordable and nutritious food, which is essential for students. 	<ul style="list-style-type: none"> Partner with food service programs in Ryerson square and the quad.
Ryerson Association of Planning Students (RAPS) Email: RAPS@ryerson.ca	<ul style="list-style-type: none"> Activation of Victoria Street Lane 	<ul style="list-style-type: none"> Promote healthy food options for students through the use of food programs. RAPS is developing an initiative to include students from all faculties to generate ideas for the improvement of Victoria Street Lane.

PARTNERSHIPS DETAIL

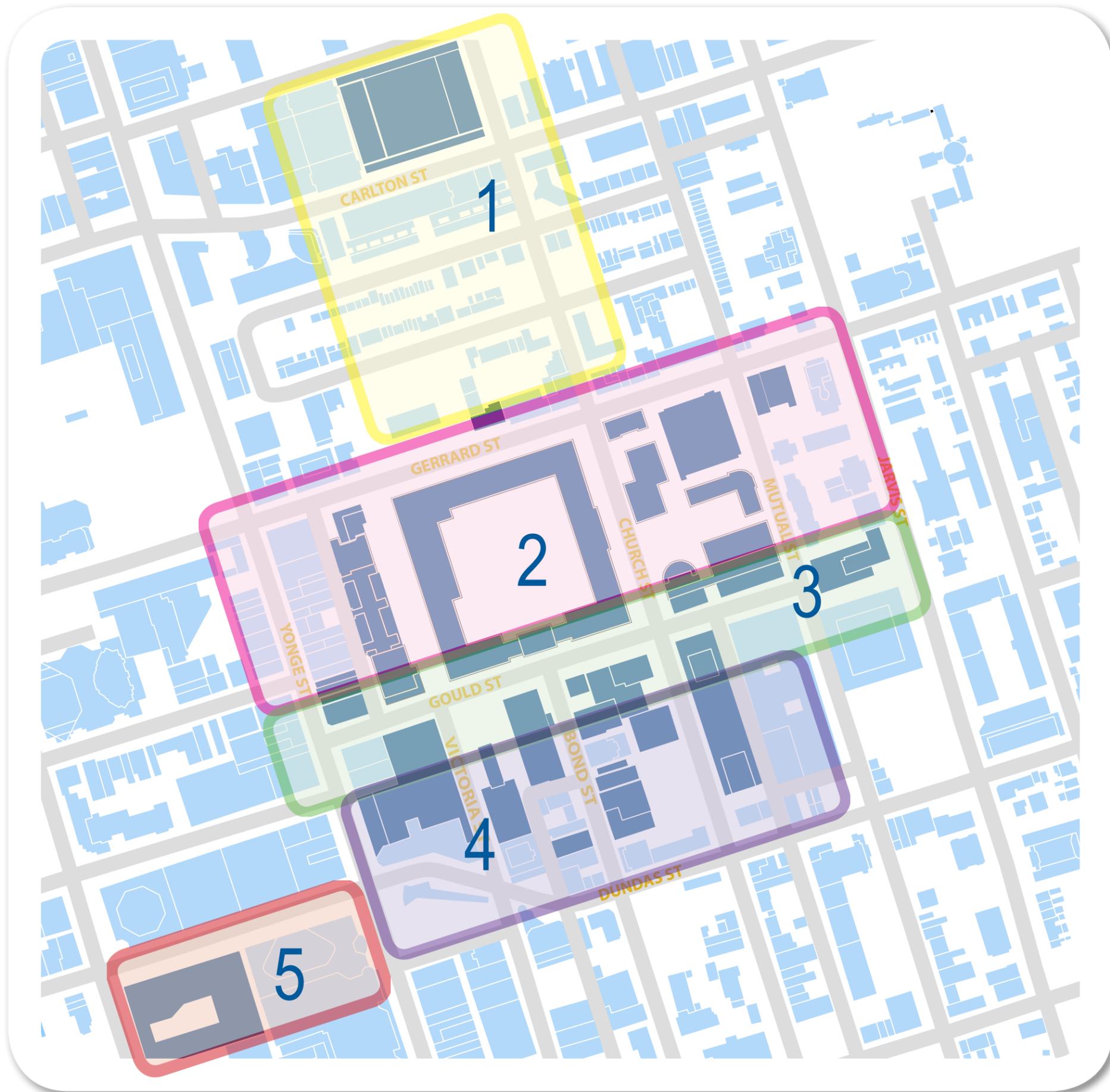
COMMUNITY PARTNERS

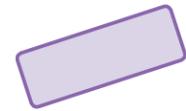
Group	Group Info	Partnership Capacity
City of Toronto	<ul style="list-style-type: none"> Coordinated Street Furniture Program Urban Design Guidelines will guide streetscapes Coordinate with Snow Removal and Garbage Programs Approval of street signs Food Cart License approvals for Ryerson Square Site Plan and Block Plan Approvals for the revitalization of Ryerson Street and Gould Street 	<ul style="list-style-type: none"> The city's existing programs and guidelines will provide guidance for the implementation of Ryerson's public realm strategies
Church Wellesley Neighbourhood Association http://cwna.ca/	<ul style="list-style-type: none"> The Church Wellesley neighbourhood is bounded on the West by Yonge Street on the North by Charles Street on the East by Jarvis Street and on the South by Carlton Street. 	<ul style="list-style-type: none"> Strong, civically engaged community partner. Potential for collaboration in large neighbourhood events and initiatives.
Church Wellesley Village BIA www.churchwellesleyvillage.ca/	<ul style="list-style-type: none"> Creating a capacity within the neighbourhood. Running events together. 	<ul style="list-style-type: none"> Allow Ryerson's presence to exist within and around the neighbouring communities.
Cadillac Fairview Corporation Limited www.ydsquare.ca/ 416-408-0800	<ul style="list-style-type: none"> Clear Channel Outdoor group located in the Dundas Station of Toronto Eaton Centre Re: "12' W x 6' H Level 2 Concourse Wall Spectaculars" 	<ul style="list-style-type: none"> Renting the wall advertisement spaces for campus maps and Ryerson advertisements will improve students ability to find the TRSM building
AMC www.amctheatres.com/	<ul style="list-style-type: none"> The AMC is located directly on campus, hosting classes in the morning as well. 	<ul style="list-style-type: none"> Adding way-finding signage will help guide students around campus
TDSB (Lord Dufferin Jr & Sr Public School, Regent Park/Duke of York Public School)	<ul style="list-style-type: none"> Establishes a relationship between the University and the surrounding schools (community) 	<ul style="list-style-type: none"> Possibility to create a safe space for local students after school Mentorship programs and World Town Planning Partnership
Yonge Street BIA (Chair: Julia Lewis – jslewis@ryerson.ca ; 416 979 5000 x 6270)	<ul style="list-style-type: none"> Fosters relationship between companies on Yonge Street 	<ul style="list-style-type: none"> Business venture opportunities for businesses in BIA (esp. in new SLC retail space) Generates revenue for Ryerson, foot traffic Sustains surrounding community's economy

PRIVATE PARTNERSHIPS

Group	Group Info	Partnership Capacity
Nike Grind info@nikegrind.com	<ul style="list-style-type: none"> Recycles old shoes and turns them into surfacing options for playgrounds, sports fields, playgrounds, running tracks, etc. 	<ul style="list-style-type: none"> Install running/bicycle lanes that utilize the Nike Grind materials; potential partnership for ad space – generates revenue for Ryerson
Informal Product Partnerships: Coca-Cola, Redbull, Axe, Roger's, Monster Energy, Nestle, Colgate, Schick, Gillette	<ul style="list-style-type: none"> These informal partnerships are in place to coordinate social programs within Ryerson Square. These programs will allow these multination corporations to promote their products during marketing events throughout the campus and Ryerson Square. 	<ul style="list-style-type: none"> Ryerson Square has one of the highest pedestrian traffic volumes in Toronto and is an excellent way for these corporations to promote their new products.
Textizen Textizen Account Set-Up: http://www.textizen.com/welcome	<ul style="list-style-type: none"> Ryerson's Textizen Communication Strategy 	<ul style="list-style-type: none"> Using Textizen will help to engage the public in the process of tackling more complex or sensitive physical and social issues around campus
Temple University College of Engineering 1947 N. 12th St Philadelphia, PA 19122 (215) 204-7800 (phone)	<ul style="list-style-type: none"> Created a material similar to cement, but with better drainage properties, out of recycled plastic bottles and soil. 	<ul style="list-style-type: none"> This material can be used for the resurfacing of the pedestrianized area of campus as it still has suitable load bearing properties, but improved drainage, while producing minimal environmental impact.

PARTNERSHIPS DETAIL



-  NODE AREA 1
-  NODE AREA 2
-  NODE AREA 3
-  NODE AREA 4
-  NODE AREA 5

SUMMARY TABLE & MAP

Summary Table

Nodes	Location	Intervention	Theme	Summary	Outcome	Estimated Cost (\$: Min. Financial Impact; \$\$\$\$\$: Maj. Financial Impact)
Campus	Throughout	Chalkboard	Communication, programming, branding, short term; physical	Install chalkboards around campus on which students, staff and faculty members can write down their ideas in regards to the topic of the day	People can express their ideas, as well as spend more time in public spaces instead of rushing from point A to point B	\$
Campus	Throughout	Textizen	Communication, programming, branding, long term	Using social media and texting, students, faculty members and staff answer questions regarding the campus	Ryerson University will be able to make informed decisions about the campus based on opinions collected through textizen	\$\$
Campus	Throughout	Composting Initiative	Programming, sustainability, short term, partnership	Start a composting program throughout the university - collection sites would be installed throughout the campus and composting sites would be set up where there is already green space	Encourage a more sustainable campus, create a better partnership with local businesses and fostering a relationship with the community by offering this service to Ryerson's neighbours, thereby creating a stronger identity in DT Toronto	\$\$
Campus	Greenspaces	Plant various species of plants	Quick wins, physical, sustainability, strengths, natural, partnership	Plant native and edible species throughout campus	Improve air, soil, water quality, erosion control, biodiversity; prevent flood; contributes to sense of place; creates a welcoming atmosphere; generate a supply of healthy, organic food; encourages community/student partnerships; increases contribution to RU Community Food Room	\$\$\$
Campus	Throughout	Lighting	Physical, sustainability, branding, short term, safety	Install LED lighting around the Quad, Ryerson Square, Gould St, and Victoria St and Victoria Lane through use of lampposts and uplighters	Decrease energy use by using LED lights; increase Ryerson's identity by creating a visual landmark; improve campus aesthetics; increase campus safety	\$\$\$\$
Campus	Throughout	Food options	Programming, short term; sustainability, partnership	Extend duration of Farmers' Market; place more food carts	Encourages students to stay on campus; provides healthy eating options; reactivates public realm; opportunity for partnerships with food vendors and local businesses	\$
Campus	Throughout	Social programming	Communication, quickwins, programming, branding, strengths, partnership	Promote the events that occur in public spaces through partnerships with organizations like the Ryerson Student Union	Increase the use of public space, increase awareness of Ryerson's identity through events and encourage attendance at Ryerson's events	None
Campus	Throughout	Branding	Quick wins, physical, branding	Maintain consistent branding throughout campus	Creates a strong, bold identity for Ryerson; bolsters school spirit	\$\$\$
Campus	Vic Lane/Throughout	Bike Storage	Physical, sustainability, branding, short term	In the empty spaces of Vic Lane, install bike storage options including upright bike storage, bike racks, and a slope to access upper balcony	Relieves pressure off of other bike storage options on campus, encourages more people to bike to school, enforces Ryerson's presence through colour coding bike racks	\$\$\$\$
1	Throughout	Advertisement	Short term, physical, branding	Install posters, banners, ads, and sidewalk art that promote the Mattamy Athletic Centre.	Raised awareness of MAC's presence; stronger, bolder assertion of Ryerson's identity in the surrounding community; increased wayfinding	\$\$\$
2	Gerrard St.	Crosswalks	Physical, short term, safety	Implement a crosswalk at high traffic locations along Gerrard street: Mutual and Gerrard, and in front of Ryerson Theatre.	Raises pedestrian awareness; reduce pedestrian/vehicle conflicts;	\$\$\$
2 (4)	Quad (and Bond St)	Bike Lane	Physical, sustainability, branding, short term, partnership	Install a bike lane that runs throughout Quad and along Bond St	Improves connectivity of bike lanes throughout downtown Toronto, encourages modes of transportation as an alternative to vehicular use; increase awareness (and use) of bike room	\$\$\$\$
2	Quad	Seating	Physical, short term, strengths	Increase unmovable seating throughout the quad, especially near entrances to Kerr Hall	Encourages public realm activation, increase sense of place; heavier benches and seating will discourage "missing" seating	\$\$\$\$
2	Quad	Accessibility	Physical, short term, strengths, safety	Install flagstone stairs leading up onto the quad at steep points	Increases accessibility onto Quad	\$\$\$
2	Quad	Security	Physical, sustainability, short term, safety	Increase amount of lighting poles and safety poles around the quad	Creates a safer and more welcoming campus; encourages natural surveillnace	\$\$\$
3	Throughout	Turfblock Surfacing	Physical; natural; strengths; short term	Install turfblocks throughout the pedestrian area on Gould	More sustainable campus, increased greenspace, safer pedestrianized zone through which emergency vehicles can still access	\$\$\$\$\$
3	Gould+O'Keefe lane; Victoria+Gould	Bollard Installation	Physical, ryerson icon, short term, strengths, safety	Install retractable bollards at the areas vehicle areas end and pestrrianized area begins	Safer for both vehicles and pedestrians, creates a barrier between the two while still allowing for emergency vehicles to come through, more lighting and branding opportunities	\$\$\$\$
3	Yonge+Gould	Partnership	Programming, short term, strengths, natural, partnership	Approach companies in the Yonge BIA for potential parterships and buisness ventures	Increased support for Yonge BIA partners, potential business ventures for Ryerson and various businesses	\$\$
3	Ryerson Square	Architecture	Physical, long term	Future building renovations will be designed with ground level transparency	Emphasizes the heart of campus; creates a more inviting, open-air realm for pedestrians; creates to-scale environment for pedestrians	\$\$\$\$\$
3	Gould + Church	Traffic Calming	Physical, short term, safety	Install bump outs	Decreases distance pedestrians must travel from onesidewalk to the other; decreases vehicle/pedestrian conflicts; increases smoother pedestrian flow; more seating; increased landscaping opportunity; improves visual aesthetics of campus	\$\$\$\$
3	Gould + Bond	Parking	Physical, short term	Convert current parallel parking into angled parking	Reduces lane width - slowing down traffic; accomodates more parking; reduces vehicle/pedestrian conflicts; creates a safer campus	\$\$\$
2	Church + Gerrard	Branding	Short term, physical, brading, strengths	Install window art on both sides of the bridge connecting the RCC to Kerr Hall	Increased sense of awareness of Ryersons' presence and identity, increased community engagement	\$
2	Church + Gerrard	Stair Installation	Short term, physical	Construct stairs at the North-East entrance of Kerr Hall East	Improve flow, safety, accessibility and connectivity; increase presence on Church street	\$\$\$
3	ILLC	Lighting	Physical, branding, short term, safety	Light the RU logo on ILLC	Increased presence of ILLC building, improve building aesthetics	\$\$\$\$
3	ILLC	Signage	Communication, physical, branding, short term	Taking advantage of the clear sightlines, install billboards or signs ILLC's sides	Increased awareness of chosen events; stronger presence of Ryerson University; improved wayfinding	\$\$
3	ILLC	Accessibility	Physical, short term, safety	Install automatic, sliding doors at the entrance; widen ramps at entrances	Increase accessibility for people with disabilities	\$\$\$
3	Yonge + Gould	Gateway	Physical, branding, short term; strengths	Install a structure that will signify Ryerson's entranceway	Increase Ryerson's presence along Yonge St	\$\$\$\$
4	Victoria St	Decrease Speed Limit	Quick wins, safety	Decrease the speed limit along Victoria Street, starting right at Dundas and Victoria	Creates a safer campus for pedestrians, especially at nighttime	None
4	Victoria St	Zebra Crosswalk	Quick wins, physical, safety	Paint a zebra crossing at a strategic point along Victoria Street	Communicates to pedestrians (as well as drivers) that this is where crossing is permitted; increases safety; decreases traffic	\$\$
4	Victoria St	Speed Bumps	Physical, short term, safety	Install speed bumps right before and right after the proposed zebra crossing	Forces drivers to stop and slow down before and after the designated pedestrian crossing to increase safety for pedestrians	\$\$
4	Victoria St	Lighting	Physical, short term, safety	Install street lamps and smaller sidewalk lamps	Create a safer neighbourhood at night for both pedestrians and drivers; enhances natural surveillance; adds aesthetics to the area through the use of ambient lighting	\$\$\$
4	Victoria Alleyway	Public seating	Short term, physical, sustainability, branding	Add moveable seating in the shape of "R's" and "U's" in Victoria Lane	Creates a more pedestrian-friendly environment, activated public realm	\$\$\$\$
4	Victoria Alleyway	Improvement	Short term, partnerships, strengths	Through a partnership with the Ryerson Urban and Regional Planning program, come up with different ways of improving the alleyway	Creation of a comprehensive, well-thought plan that can be implemented to create a welcoming, safe space	\$
4	Victoria Alleyway	Signage	Communication, physical, branding, short term	Install signs directing pedestrians to various buildings or nodes	Creates a more legible environment; increases awareness of little-known buildings or places of interest such as the bike room, the planning building, the interior design building, etc.	\$\$
4	Bond Street	Traffic Calming	Short term, physical, safety	Install chicanes, bumpouts, signage	Slow and regulate traffic; create a safer street for pedestrians; create additional space for landscaping	\$\$\$
5	65 Dundas St W	Wayfinding	Branding, quick wins, strengths	Install signage on the blank ad spaces near the escalators leading up to TRSM from Mark's Work Wearhouse	Improves wayfinding; bolsters identity and brand of Ryerson	\$\$-\$\$\$
5	Dundas St W	Branding	Branding, quick win, strengths	Hang banners off the lampposts in front of TRSM along Dundas Street	Increases Ryerson's presence along Dundas St.; improves wayfinding	\$\$
5	Dundas St W	Signage	Physical, short term, branding, strengths	Install TRS sign above doors into TRSM	Builds on identity; increases wayfinding	\$\$
5	Dundas St W	Branding	Branding, short term, strengths	Install wayfinding signs that point the direction to TRSM	Improves wayfinding from main campus to TRSM	\$\$
5	Dundas St W	Public seating	Branding, short term, strengths, physical	Add options for seating in the space between TRSM and Joey's	Improves the public space by providing options for people's enjoyment; opportunities for branding through street furniture design	\$\$\$

Sources

Chang, C. (2011). Before I Die Project. Retrieved from www.beforeidie.cc Retrieved on Wednesday November 6, 2012.

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Images

Cover Page

Logo: RU Outside. Adapted from:

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All images belongs to Abby Besharah

Map

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Photos of Ted Rogers School of Management belong to Julia Extance

Image: Victoria Street. Retrieved from:

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Renderings of Victoria Street Crosswalk, TRSM Sign, and Eaton Centre Advertisements produced by Julia Extance

Rendering of Bicycle Storage produced by Josh Amorim

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Image: Ryerson University Flag. Retrieved from: <http://ryerson.ca/branding/photography/imagebank/index.html>

Image: Seating. Retrieved from:

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Renderings of Victoria Street Crosswalk and Victoria Street Street Night Lights produced by Julia Extance

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Image: Chicane Traffic Calming. Retrieved from:

<http://streetswiki.wikispaces.com/file/view/diverterposter-bigthumb.jpg/130670503/diverterposter-bigthumb.jpg>

Renderings of Victoria Street Lane produced by Shamila Shafazand

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Image: Planters. Retrieved from:

Image: Chicanes. Retrieved from: <http://ladotbikeblog.files.wordpress.com/2011/03/chicanes.jpg?w=245&h=240&h=175>

Image: Bond Street. Retrieved from:

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Image: Ryerson's Future Residence. Retrieved from:

<http://ryersonbuilds.ryerson.ca/wp-content/uploads/2012/05/New-Residence.jpg>

Sketch of Gould Street produced by Justin Tan

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Sketches of ILLC Façade produced by Justin Tan

Image: OCAD. Retrieved from: http://torontoist.com/attachments/toronto_david/0417_ocad.jpg

Image: ASU Awning with Lights. Retrieved from:
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Rendering of Steps produced by Adam Lennie

Renderings of Architecture Science Building produced by Justin Picone, 4th year Architectural Science student.

Rendering of Bridge across Church St. produced by Bonnie Chen

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Renderings of Bike Racks and Compost Station produced by Josh Amorim

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Image: Bike Rack. Retrieved from:
http://www.mcarthur-group.com/images/products/agri/green/Scheme_Green_Semi_Vertical_Multi_Bike_Rack.jpg

Image: Bike Sign. Retrieved from:
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Image: Rye's HomeGrown Community Garden. Retrieved from:
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Renderings of Bike Racks and Ryerson Composting Station produced by Josh Amorim

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Renderings of Ryerson Square produced by Adam Lennie

Rendering of Lighting produced by Martha Hadid

Rendering of Ryerson Gateway produced by Marwa Khedr

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Image: Yonge Street BIA Logo. Retrieved from: https://si0.twimg.com/profile_images/356469958/Picture_21c.png

Image: Church Wellesley Village BIA Logo. Retrieved from: <http://www.churchwellesleyvillage.ca/imgs/logo.gif>

Image: Church Wellesley Neighbourhood Association. Retrieved from: http://profile.ak.fbcdn.net/hprofile-ak-ash3/c21.21.258.258/s160x160/548825_437877902924434_1921136109_n.png

Image: The 519. Retrieved from:
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Conceptual drawing produced by Louise Schmidt

Rendering of Campus Store & Parking Garage Building produced by Neveen Abdel-Aal, Jennifer Kim, Sunhwa Kim, Andrea Nagel, Zeev Rajman, Helena Skonieczna, and Sally Van.

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Renderings of Lake Devo & Street Lighting produced by Adam Lennie.

Renderings of Food Cart produced by Sarah Powell
(Original image retrieved from:
<http://studentlife.ryerson.ca/>)

Image: Turfblocks. Retrieved from:
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Rendering of Turfblocks produced by Christine Chea

Rendering of Lake Devo Boardwalk produced by Adam Lennie

Image: Boardwalk. Retrieved from:
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Image: Removable Bollard Diagram. Retrieved from:
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Renderings of Gould, Church and Bond Street produced by Adam Lennie

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Image: Piano Crosswalk. Retrieved from:
<http://4.bp.blogspot.com/-fcYCwMCXjGw/UDrwja8MBcl/AAAAAAAAA1Cs/RhmtY4AInP8/s1600/04+Piano+Crosswalk.jpg>

Figure: Student Activities. Retrieved from:
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Rendering of Hot Food Stand & Student Activities produced by Sarah Powell
(Original images retrieved from:
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Image: Nike Grind. Retrieved from:
<http://www.greenrightnow.com/wp-content/uploads/NikeGrindXsect.jpg>

Rendering of Quad produced by Sarah Powell

Rendering of Food Stand produced by Adam Lennie

DETAIL IMAGES

Communication Strategy Detail

Photos of Victoria Street & Kerr Hall belongs to Sarah Powell

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Photo: Ryerson Textizen Poster. Retrieved from:
<http://www.textizen.com/getstarted>

Photo: Textizen posters being posted. Retrieved from: <http://www.textizen.com/getstarted>. Retrieved on Thursday November, 7, 2012.

Photo: Chalkboard in Vancouver, Canada. Retrieved from: www.beforeidie.cc/Vancouver

Photo: Chalkboard in Warsaw Poland. Retrieved from:
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Digital Screen Detail

Rendering of Ryerson Square produced by Adam Lennie

Image: Celebration Square Mississauga. Retrieved from:
http://2.bp.blogspot.com/-gEZeISLUyxk/TiQZJn8_GEI/AAAAAAAAAo4/l22cockOue0/s1600/Celebration+Square+Mississauga.jpg

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Renderings of Quad produced by Sarah Powell
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Rendering of Quad Bike Lane produced by Josh Amorim

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Renderings of Chalkboards, Textizen Poster by Sarah Powell

Image: Textizen. Retrieved from: <http://www.textizen.com/getstarted>

Image: Celebration Square Mississauga. Retrieved from:
http://2.bp.blogspot.com/-KYh_cTiHMf8/TVQOIEmc6OI/AAAAAAAAABAs/KAzxRpIGRp8/s1600/Celebration+Square3.jpg

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Lighting Detail

Image: Ryerson University Logo. Retrieved from:

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Image: Philips Logo. Retrieved from:

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Image: SoleCity LED Bollard. Retrieved from:

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Rendering of Lighting Scale produced by Adam Lennie

Image: Lighting Products. Retrieved from:

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Ryerson Gateway Detail

Rendering of Ryerson Gateway produced by Marwa Khedr

Image: Panoramic View of Ryerson University. Retrieved from:

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Image: Ryerson Student Learning Centre. Retrieved from:

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Image: Yonge Sign. Retrieved from:

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Surfacing Detail

Image: Turfblock. Retrieved from:

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