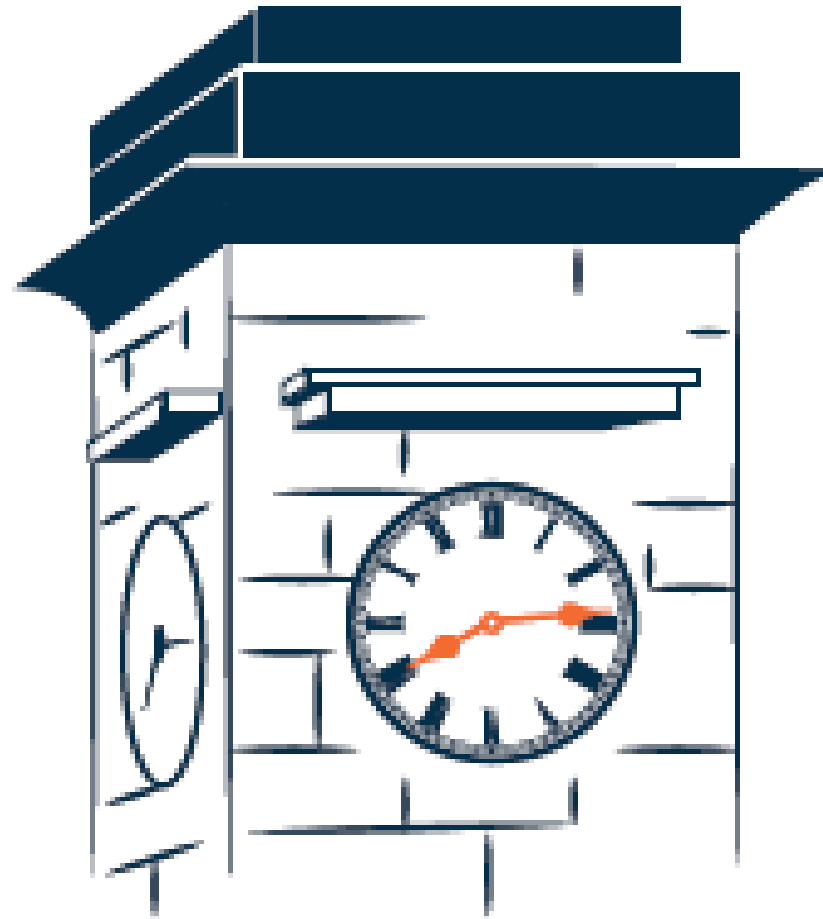




Presented to: Chamber of Commerce
By: Kenneth Ebanks & Tristan S. Hydes,
The Wharf Restaurant, G.T., CAYMAN ISLANDS
30 April 2015



GEORGE TOWN *Revitalization Project*



George Town Revitalization Plan:

A Desired Future



Presentation Format & Contents

- 1. Terms of Reference**
- 2. A Desired Future**
 - a) Vision and Mission**
- 3. Path to Desired Future (condensed version)**
- 4. The Study Area**
- 5. The Process**
 - a) Existing Conditions**
 - b) Stakeholder Consultation**
 - c) Analysis of Existing Conditions**
 - d) Choice of Revitalisation Options**
 - e) Conceptual Recommendations**
 - f) Next Steps**
- 6. Q & A**



George Town Revitalization Plan: A Desired Future



1. Terms of Reference: **Produce a plan based on following revitalisation principles.**

- 1. Walkability & Connectivity*
- 2. Mixed-Use & Diversity*
- 3. Appropriate Architecture & Urban Design*
- 4. Traditional Neighbourhood Structure, and*
- 5. Sustainability*



George Town Revitalization Plan: A Desired Future



2. Path to The Desired Future

Vision:

Inspirational – Clear – Memorable – Concise

e.g. “Downtown - where life’s needs are met”

Mission:

What – Why – How

The What:

“Revitalise Downtown into a prosperous and vibrant destination for residents and visitors”



George Town Revitalization Plan: A Desired Future



3. Path to The Desired Future – Mission (cont.)

The Why:

“Because Downtown’s future as the destination of choice to work, live and play looks bleak if it stays on its current trajectory”

The How:

“Convert downtown into a pedestrian-friendly environment that links a mix of office, retail and residential uses with parks, plazas, the waterfront, historic and cultural sites”



George Town Revitalization Plan: A Desired Future



4) The Study Area



5. The Process

a) Existing Conditions

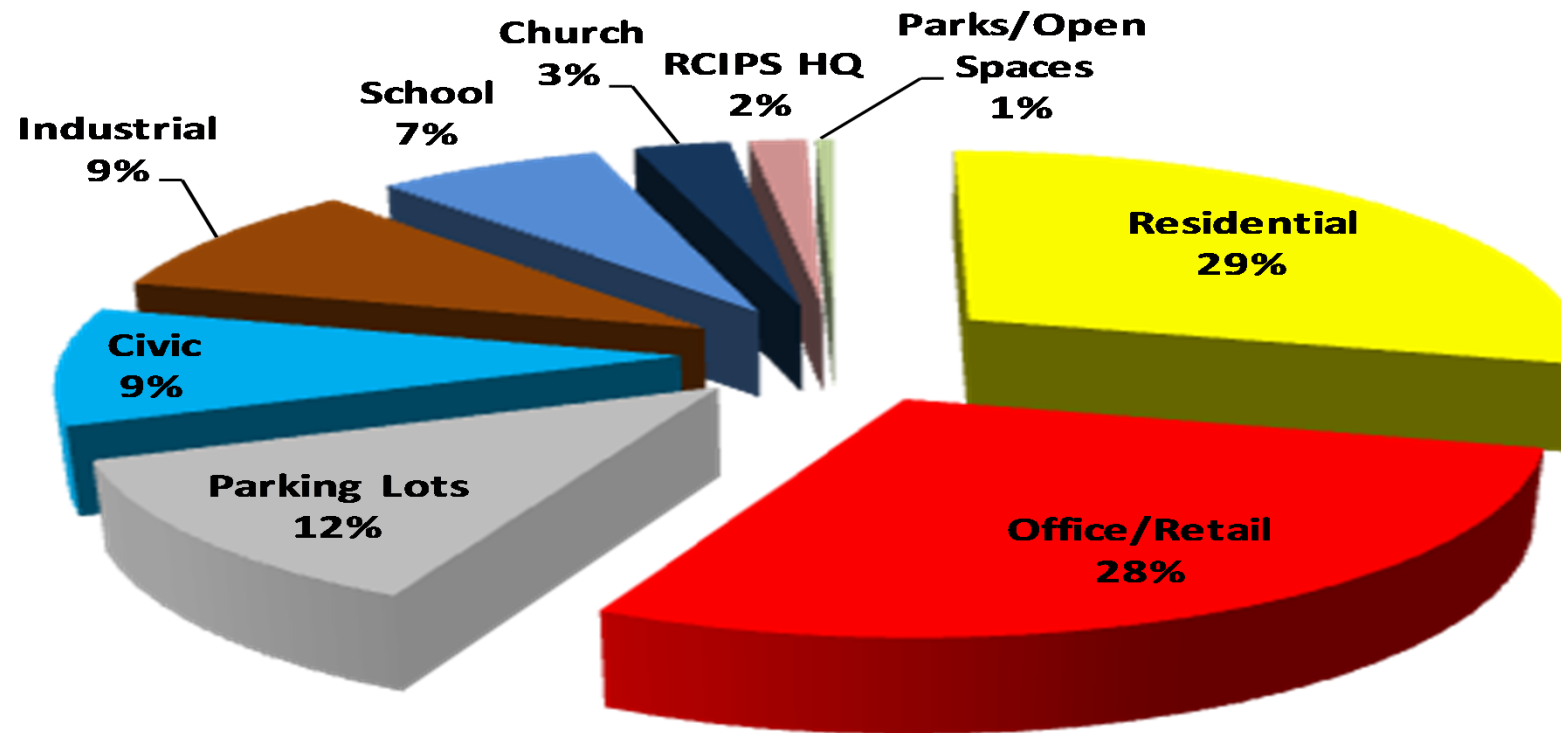
- i. **Study Area = 2,300' E-W (.4 ml.) & 3,000 N-S (.6 ml.)**
- ii. **Area = 160 Ac. +/-**
- iii. **455 parcels affected**
- iv. **Population = 1,688 (Pop. & Housing Census 2010)**
- v. **64% of pop. are non-Caymanian**
- vi. **14% Speak Filipino or Spanish at Home**
- vii. **Majority of unemployed are Caymanians**
- viii. **Majority of pop. w/primary sch. or lower educ. – Caymanians**
- ix. **Majority of pop. w/ post-secondary or higher – non-Caymanians**

George Town Revitalization Plan: A Desired Future



a) Existing Conditions

Land Uses



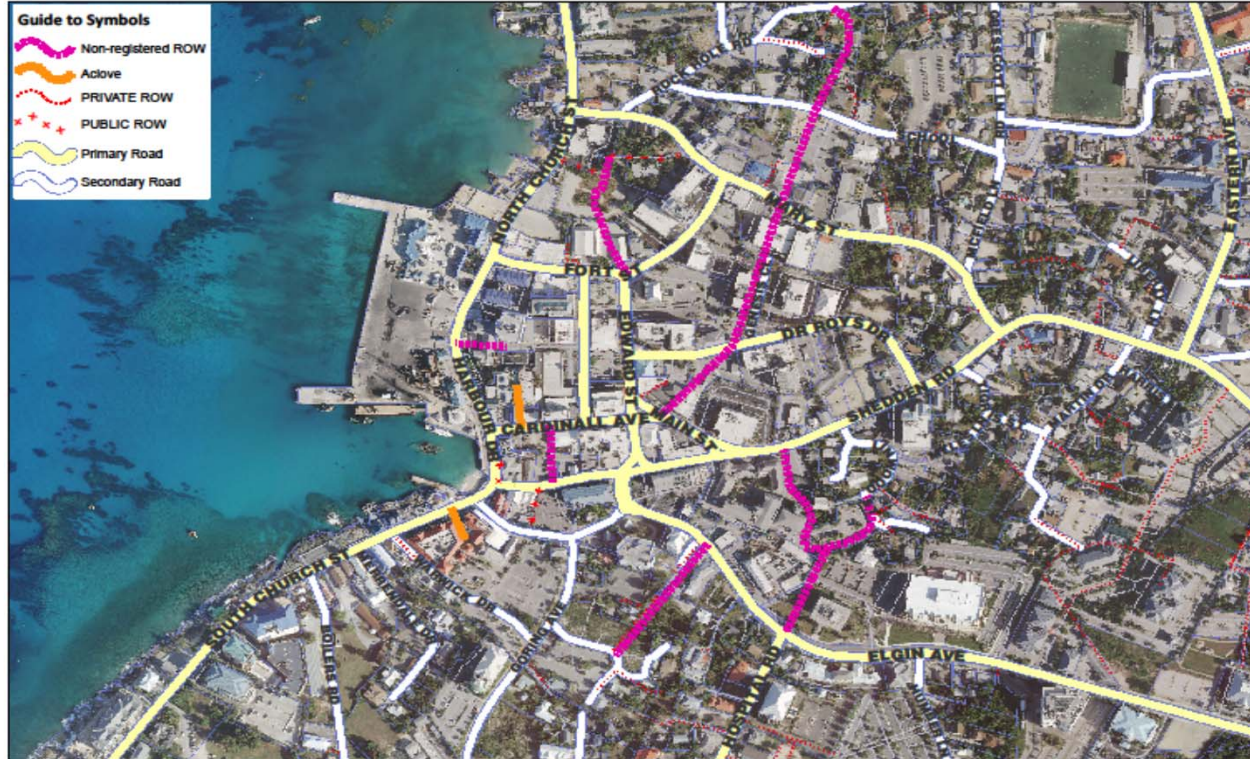


George Town Revitalization Plan: A Desired Future



a) Existing Conditions

Walkability & Connectivity



Mixed-Use & Diversity





George Town Revitalization Plan: A Desired Future



a) Existing Conditions

Walkability & Connectivity - Utilities



Design with Nature International (DNI)



George Town Revitalization Plan: A Desired Future



a) Existing Conditions

1. *Walkability & Connectivity – Pedestrian Crossings & Sidewalks*





George Town Revitalization Plan: A Desired Future



a) Existing Conditions



Appropriate Architecture & Urban Design





George Town Revitalization Plan: A Desired Future



a) Existing Conditions

Appropriate Architecture & Urban Design



Hog Stye Bay from the Harbour



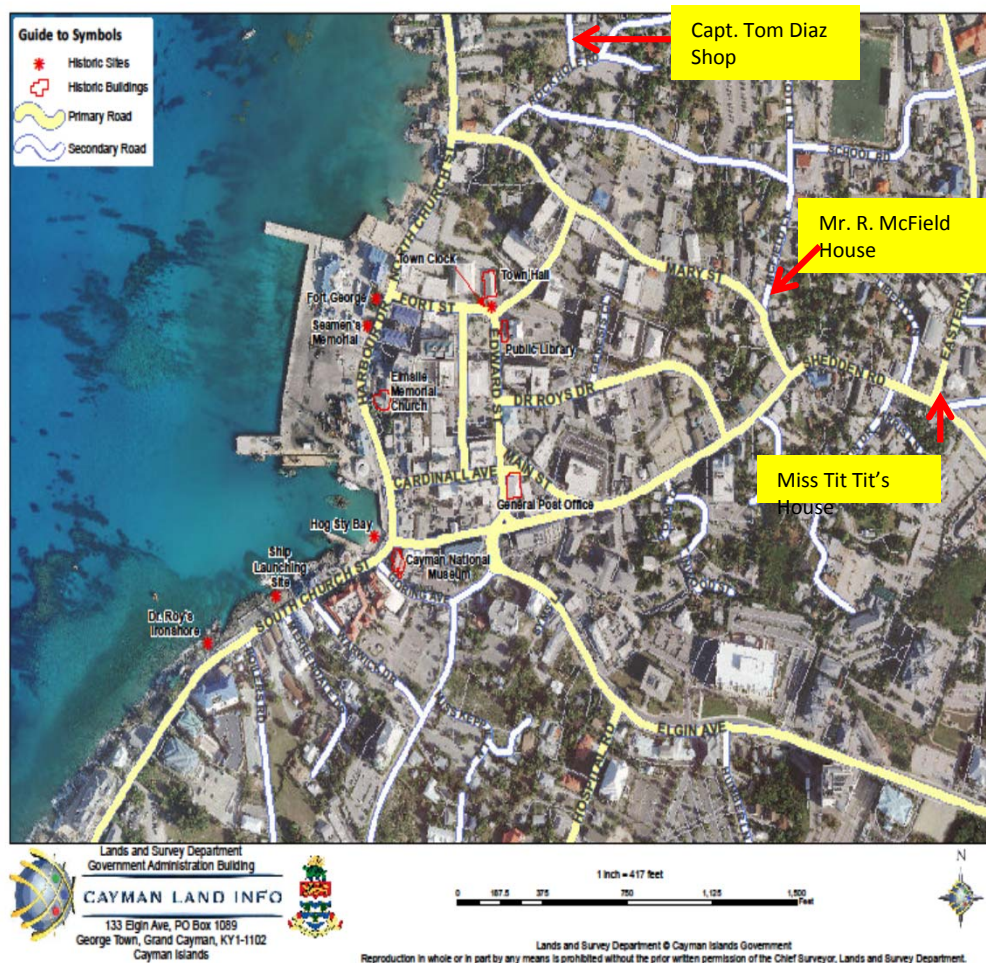
Walking East on S. Church St. w/ Bayshore Plaza on Right.



George Town Revitalization Plan: A Desired Future



a) Existing Conditions



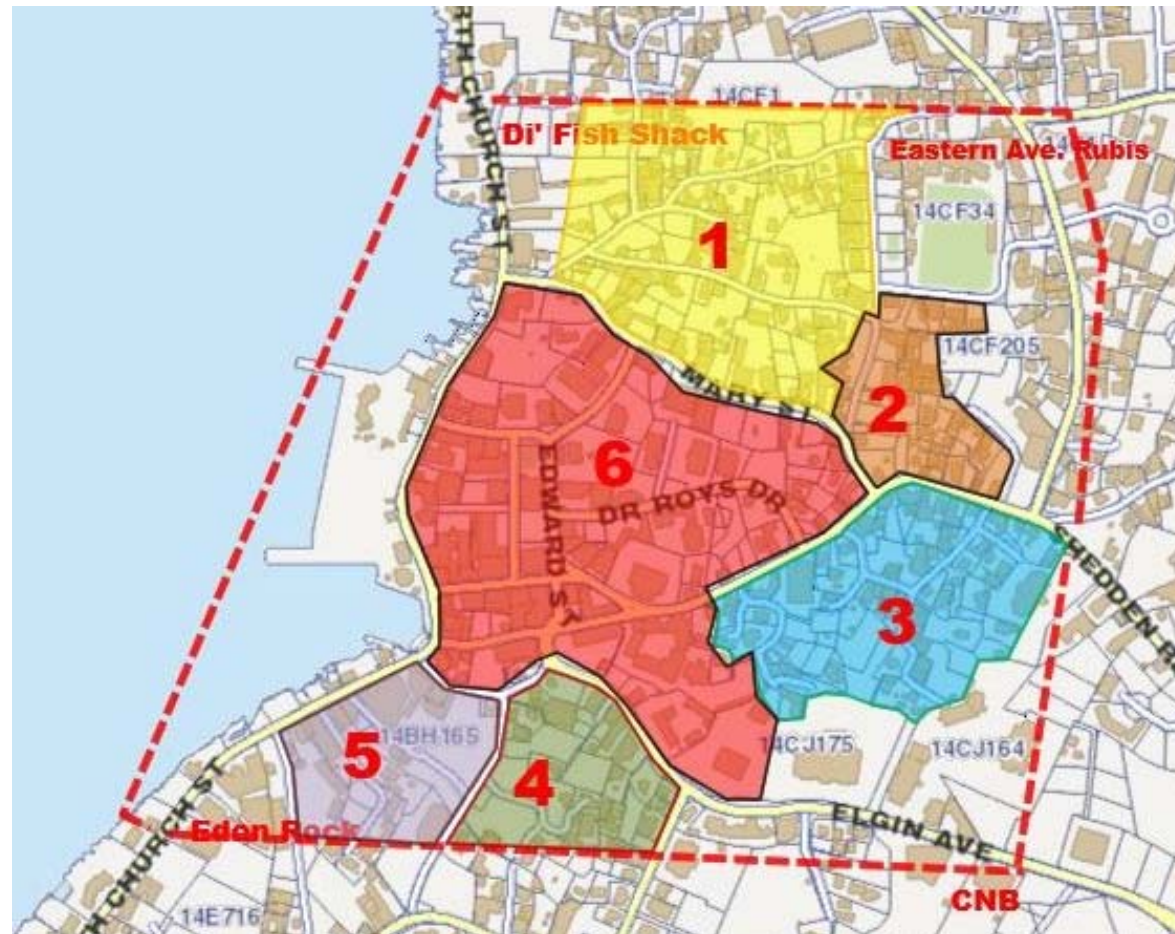
Appropriate Architecture & Urban Design



George Town Revitalization Plan: A Desired Future



a) Existing Conditions *Traditional Neighbourhood Structure*



Design with Nature International (DNI)



George Town Revitalization Plan: A Desired Future



a) Existing Conditions *Traditional Neighbourhood Structure*



Shedden Rd. Looking West



Intersection of Cardinal Ave.,
Edward St. & Main St.



Part of Rock Hole Neighbourhood



South Church Looking North



George Town Revitalization Plan: A Desired Future



5. The Process

b) Stakeholder Consultation:

- Chamber of Commerce
- CASE
- non-CASE members,
- National Roads Authority (NRA),
- Planning Department,
- Restaurant Association,
- Cruise Terminal Steering Committee
- ORIA re-development Steering Committee
- National Trust for Cayman Islands,
- National Trust for Cayman Islands,
- CITA
- DOT
- Taxi Association,
- Port Authority Cayman Islands (PACI),
- Sign Companies,
- CIREBA
- Beautification Committee, etc.



Revitalization of Downtown George Town: The Desired Future



c) Analysis of Existing Conditions & Feedback

1. Walkability & Connectivity –

- Sidewalks,
- No direct connectivity
- Pedestrian crossings
- Street network
- Underground and above ground utilities
- The port
- Town centre not conducive to walking

2. Mixed Use & Diversity –

- Very few mixed use properties
- Mono-use buildings
- Lunch periods
- Limited entertainment
- Waterfront totally underutilized
- No cultural centre



Revitalization of Downtown George Town: The Desired Future



c) Analysis of Existing Conditions & Feedback

3. Appropriate Architecture & Urban Design –

- Buildings are not climatically responsive –
- Examples of appropriate design are
 - ❖ Bayshore Plaza
 - ❖ The Flagship Building
 - ❖ South side of Cardinal Ave.
- ❖ **Inappropriately sited buildings**
 - ❖ Rear or side of buildings fronting onto main thoroughfare
 - ❖ Buildings not aligned parallel to
- **Parcel boundaries not perpendicular to streets**
- **No parks, culture centre, public art, range of residential units, or urban policies.**

Revitalization of Downtown George Town: The Desired Future

Analysis of Existing Issues and Feedback

3. Appropriate Architecture & Urban





Revitalization of Downtown George Town: The Desired Future



Analysis of Existing Issues and Feedback

4. Traditional Neighbourhood Structure

- 3 of the 5 neighbourhoods are low income communities.
- Building configurations
- Extended family arrangements
- Additions to accommodate low income foreign workers.
- Access by emergency vehicles
- Goring Ave
- Merrendale/Pantonville

Implementation Pros & Cons

- Existing infrastructure
- Location of some buildings
- Cost of revitalisation construction
- Resistance
- Opportunities
- *Opportunity to truly create a capital that links its airport and seaport*
- *Disability-free physical environment*
- *Credence to our ancestors and our history*
- *Enabling and facilitating environments*



Revitalization of Downtown George Town: The Desired Future

Analysis of Existing Issues and Feedback

Implementation Pros & Cons

- Existing infrastructure
- Location of some buildings
- Cost of revitalisation construction
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- Opportunities
- *Opportunity to truly create a capital that links its airport and seaport*
- *Disability-free physical environment*
- *Credence to our ancestors and our history*
- *Enabling and facilitating environments*
- Mainly single family neighbourhoods
- OPY/Downtown
- Retailers
- Coordinating entity
- The economic stratification
- Lack of parking spaces and traffic congestion
- Business closures and/or out-migration
- Vacant storefronts
- The overall decline



George Town Revitalization Plan: A Desired Future



d) Revitalisation Options

1. *Status quo* Zoning
2. City Beautiful movement
3. Traditional Town Planning
4. New Urbanism/ Neo-traditional Planning or Traditional Neighbourhood Development (TND)
5. New urbanist approach offers greater possibilities for **REVITALISATION of DOWNTOWN GEORGE TOWN**

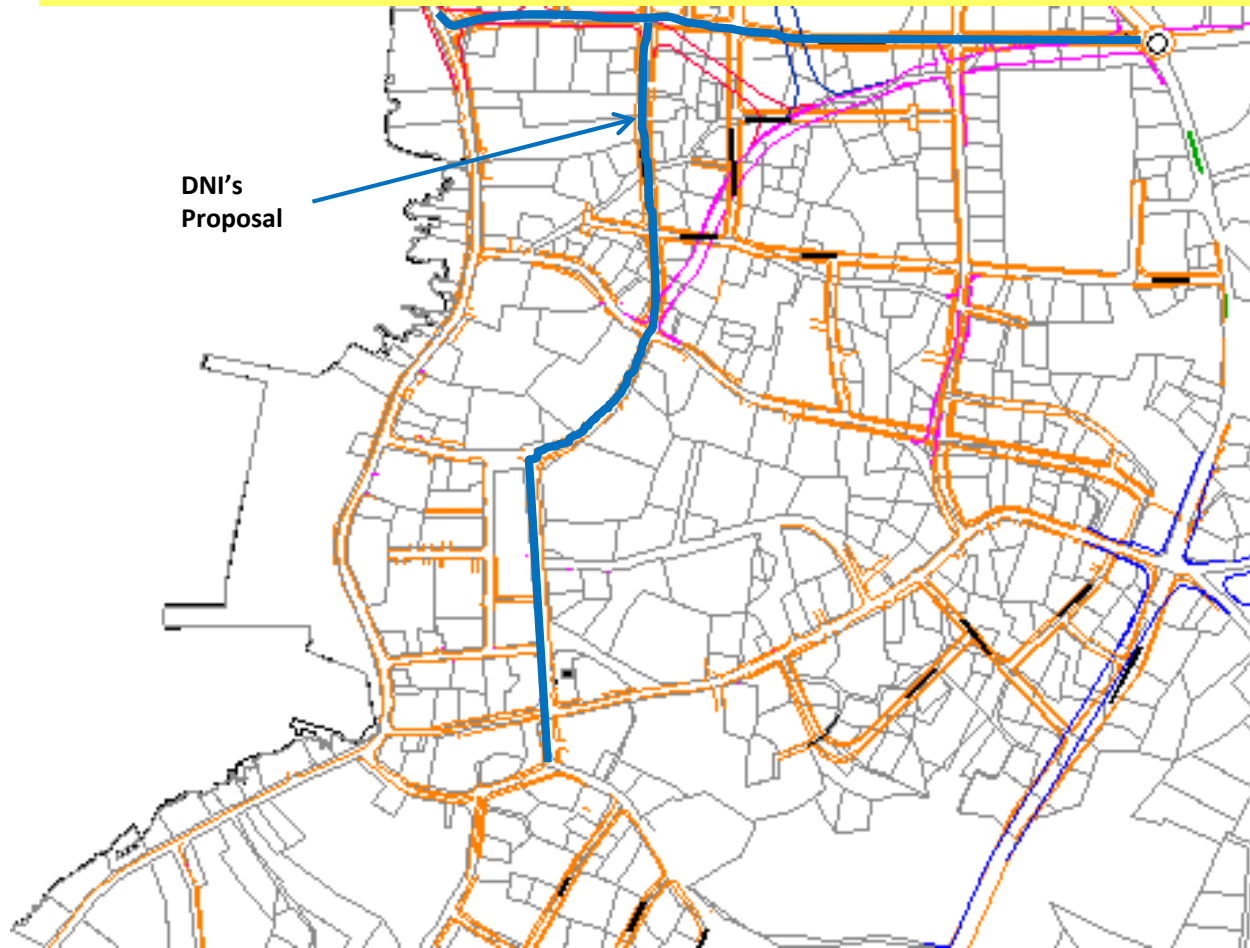
e) Conceptual Recommendations

- **Presentations – Stakeholders & Cabinet**
- **Preparation of Plan -**
 - ❖ **Prepare Detailed Work programme -**
 - ✓ for key infrastructure works
 - ✓ Significant beautification works
 - ✓ A governing structure
 - ✓ Changes/Modifications to Laws & Regulations

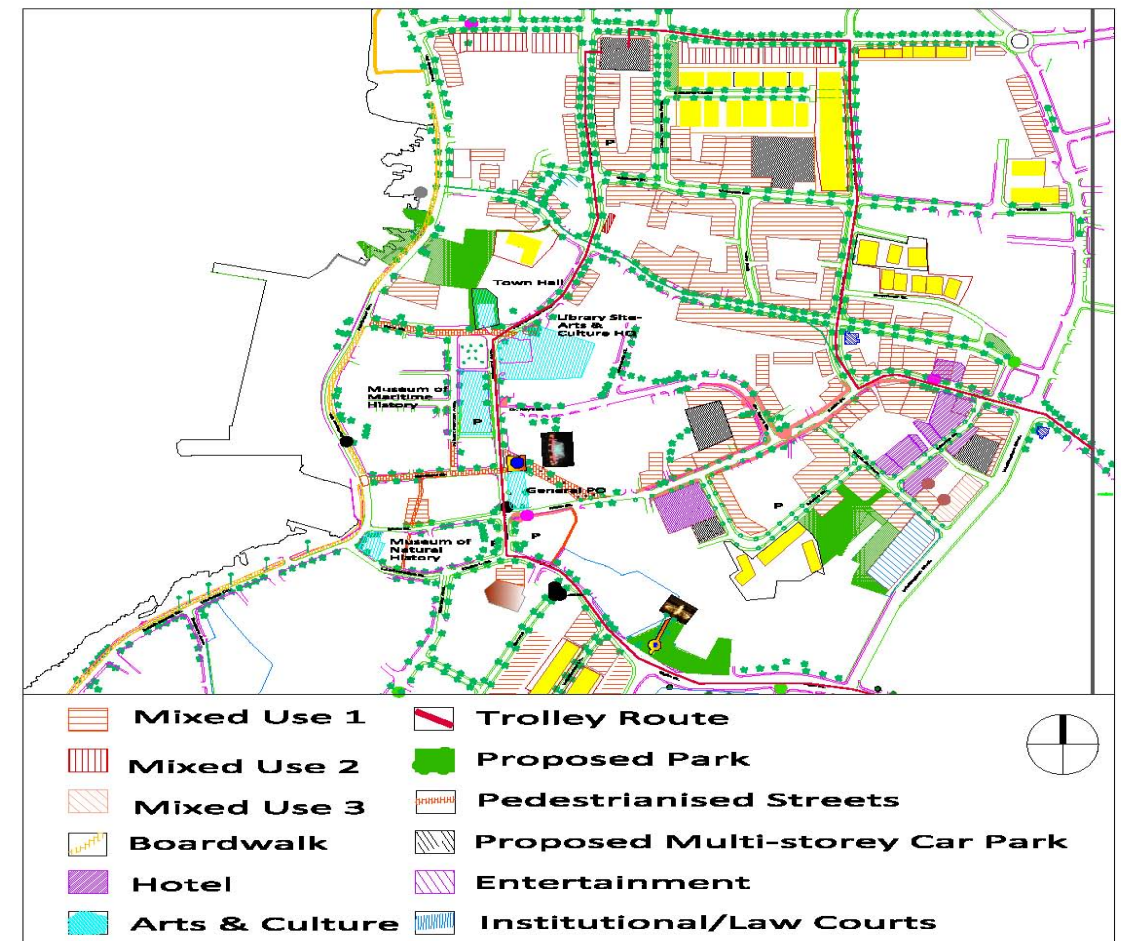
Revitalization of Downtown George Town: The Desired Future



Alternative Downtown Street Networks



Future Land use



Revitalization of Downtown George Town: The Desired Future



Pedestrian Friendly Environments



Shaded sidewalks & on-street parking



Pedestrian friendly storefronts



Pedestrianisation & Connectivity

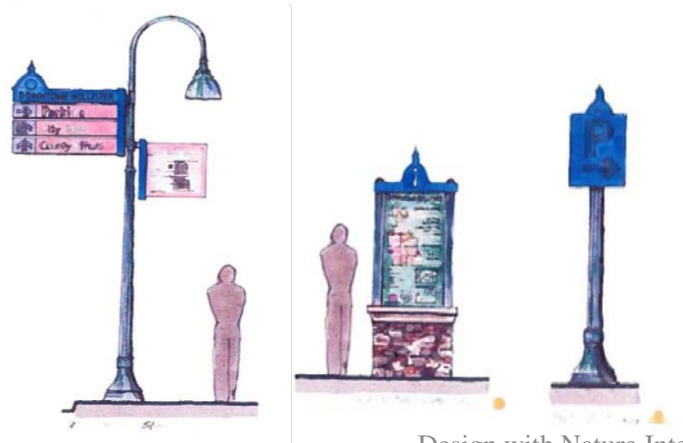


Revitalization of Downtown George Town: The Desired Future

Widening sidewalks / Signage & Wayfinding



Good use of land to provide
wider sidewalks



Design with Nature International (DNI)

Revitalization of Downtown George Town: The Desired Future



Outdoor Retail Uses

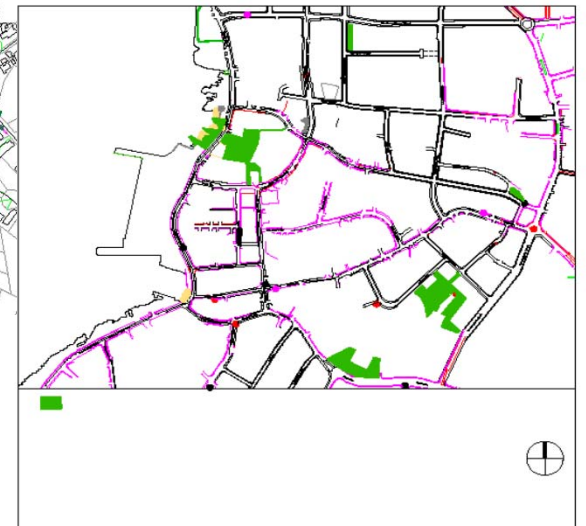


Café Zone Pedestrian Zone Café Zone



Café Zone Pedestrian Zone Café Zone

Greening Downtown



Revitalization of Downtown George Town: The Desired Future



Festivals: Maritime / Folklore





George Town Revitalization Plan: A Desired Future



f) Next Steps

- 1. Stakeholder consultation**
- 2. Compilation of Draft Plan**
- 3. Present to Cabinet / Stakeholders**
- 4. Preparation of Final Report**



Revitalization of Downtown George Town



Thank You All Very Much
For Your Attention
&
we look Forward to Working
With you all.