

# Team 6 Dundas West-Bloor Hub

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# **DUNDAS WEST-BLOOR HUB**

## PROPOSAL



# SITE RESEARCH

	DUNDAS WEST	GTHA
Population Density	89.5/hectre	20.2/hectre
Ave. People/Household	2.2	2.8
Ave. Income	\$ 67,649	\$ 86,158
Age	75% between 15–64	69% between 15–64



Increasing housing taxes  
are driving out older residents.



**200**

Only 200 passengers  
use the station per day.



**1,000**

That is expected to increase  
to 1,000 with the opening of  
the Union Pearson Express.



**2,000**

Metrolinx is projecting  
2,000 riders will use the  
station daily by **2031**.

# MOOD BOARD

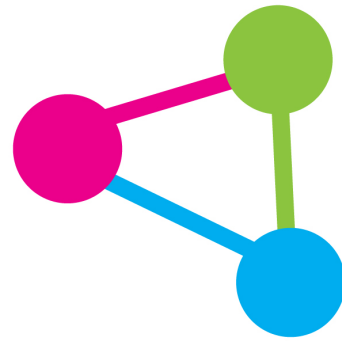






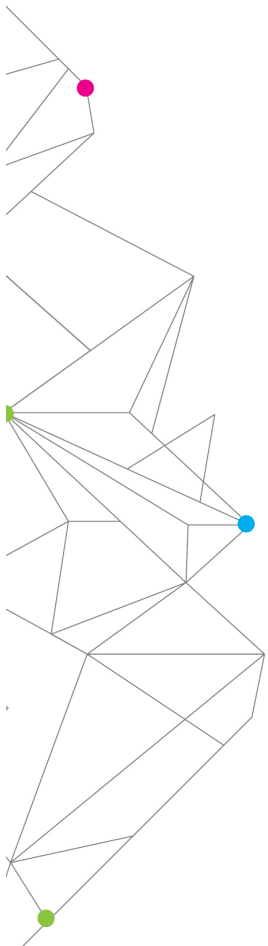
BRAND  
VALUES

**ENGAGING**  
**APPROACHABLE**  
**INCLUSIVE**  
**CLEAR**



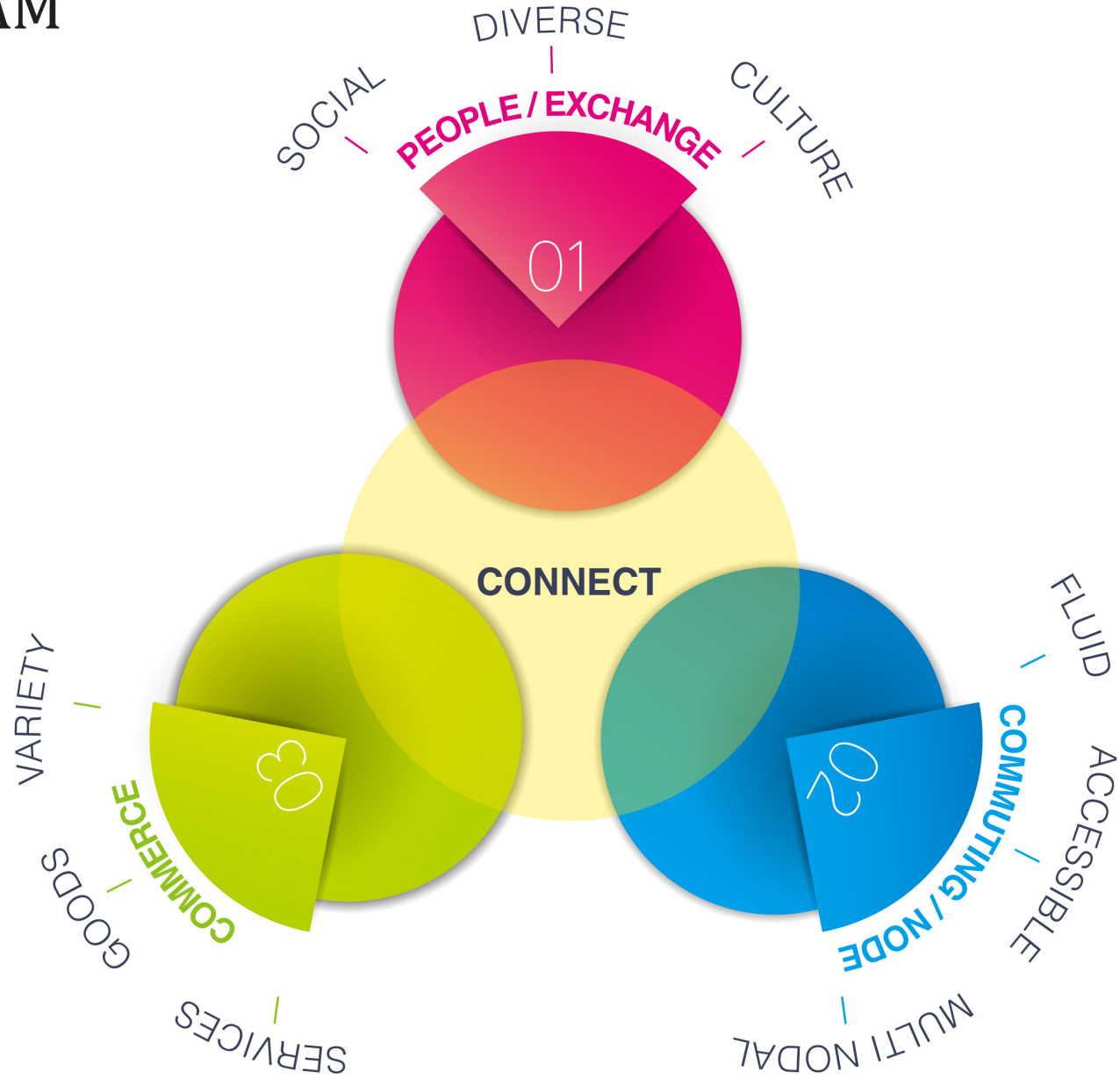
# Bloor Connect.

Dundas West Bloor Hub





# SYSTEM DIAGRAM



# EXISTING SITE PLAN

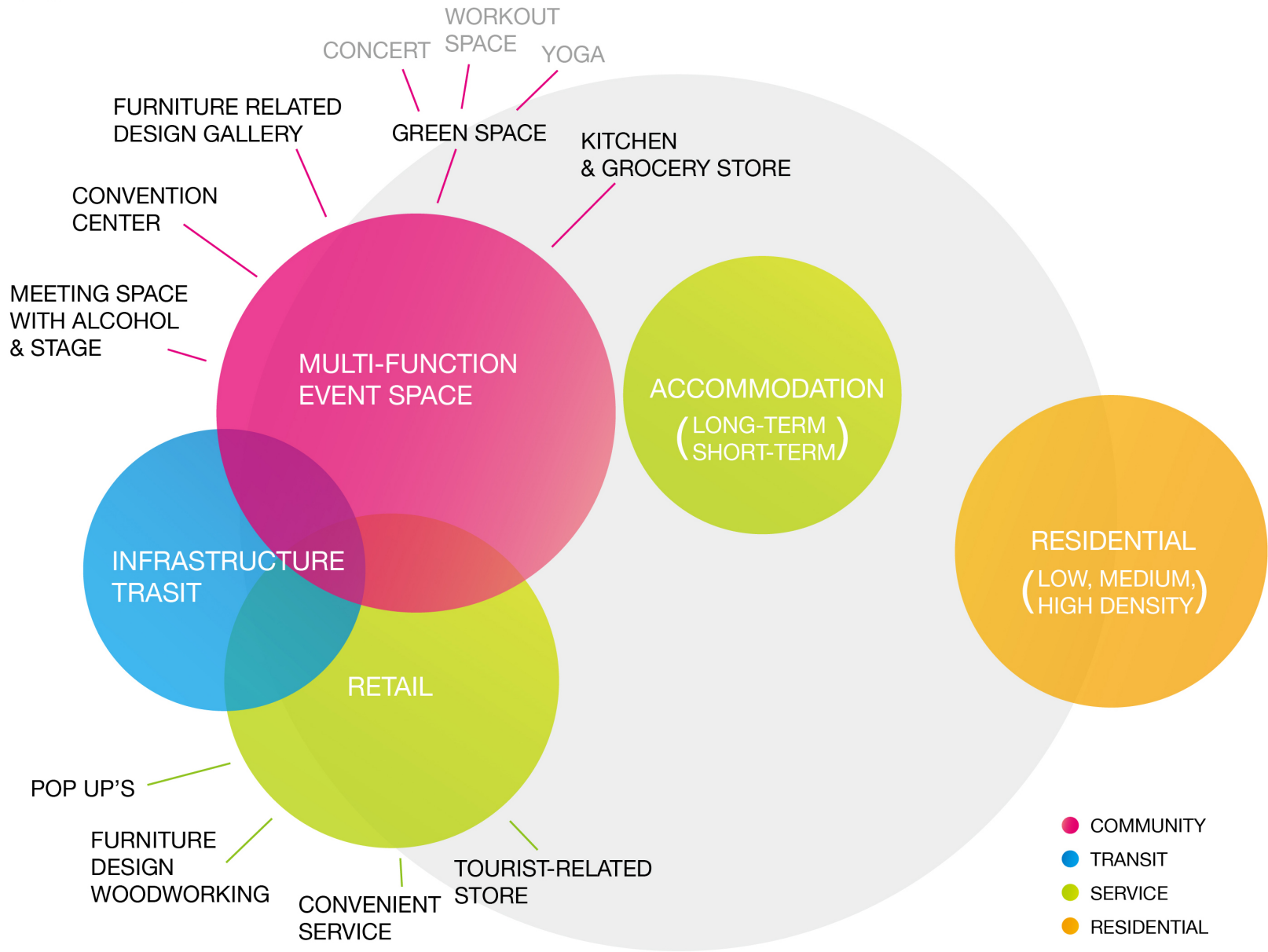




# NEW SITE PLAN

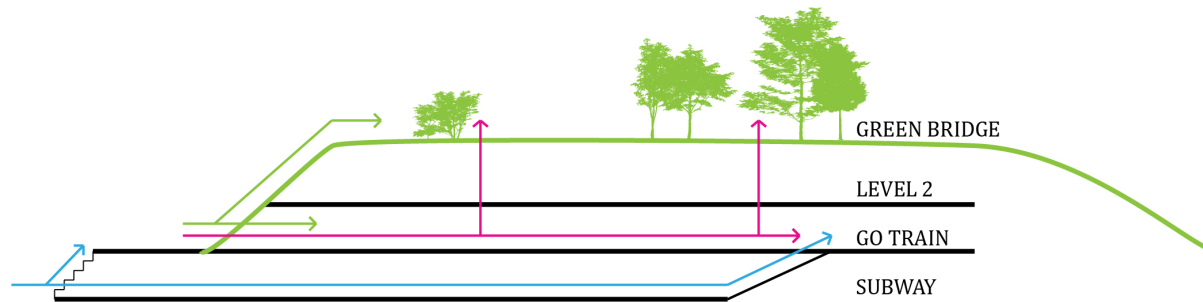


# ARCHITECTURAL PROGRAM

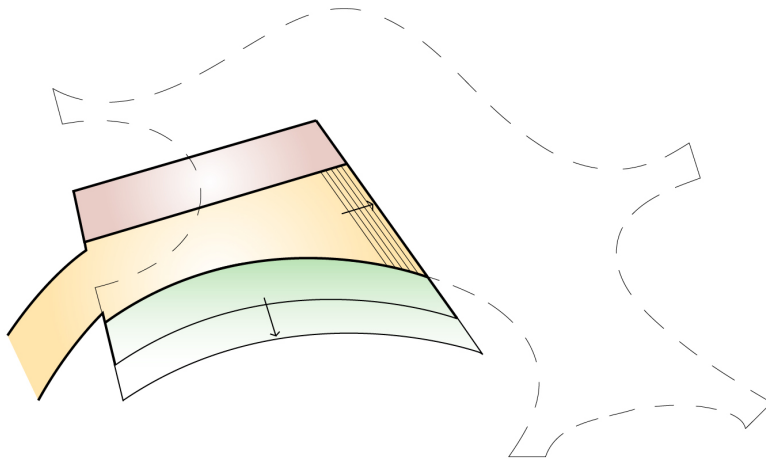




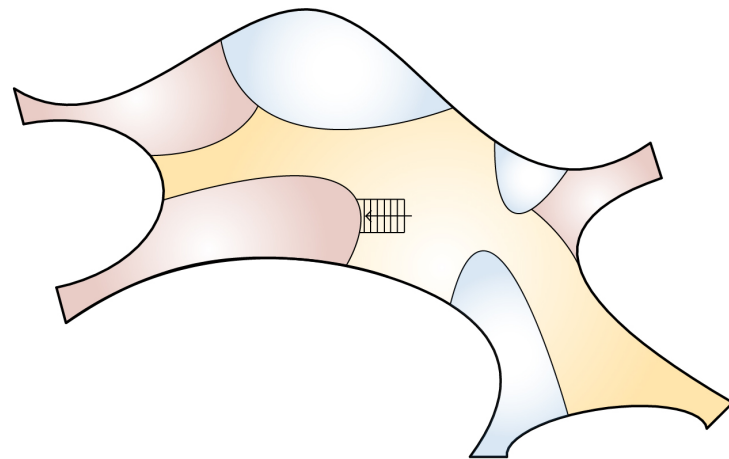
# FLOOR PLAN



SECTION



FAST TRACK



LEISURE PATH

# SCENARIO COMMUTER





SCENARIO  
BUSINESS  
OWNER



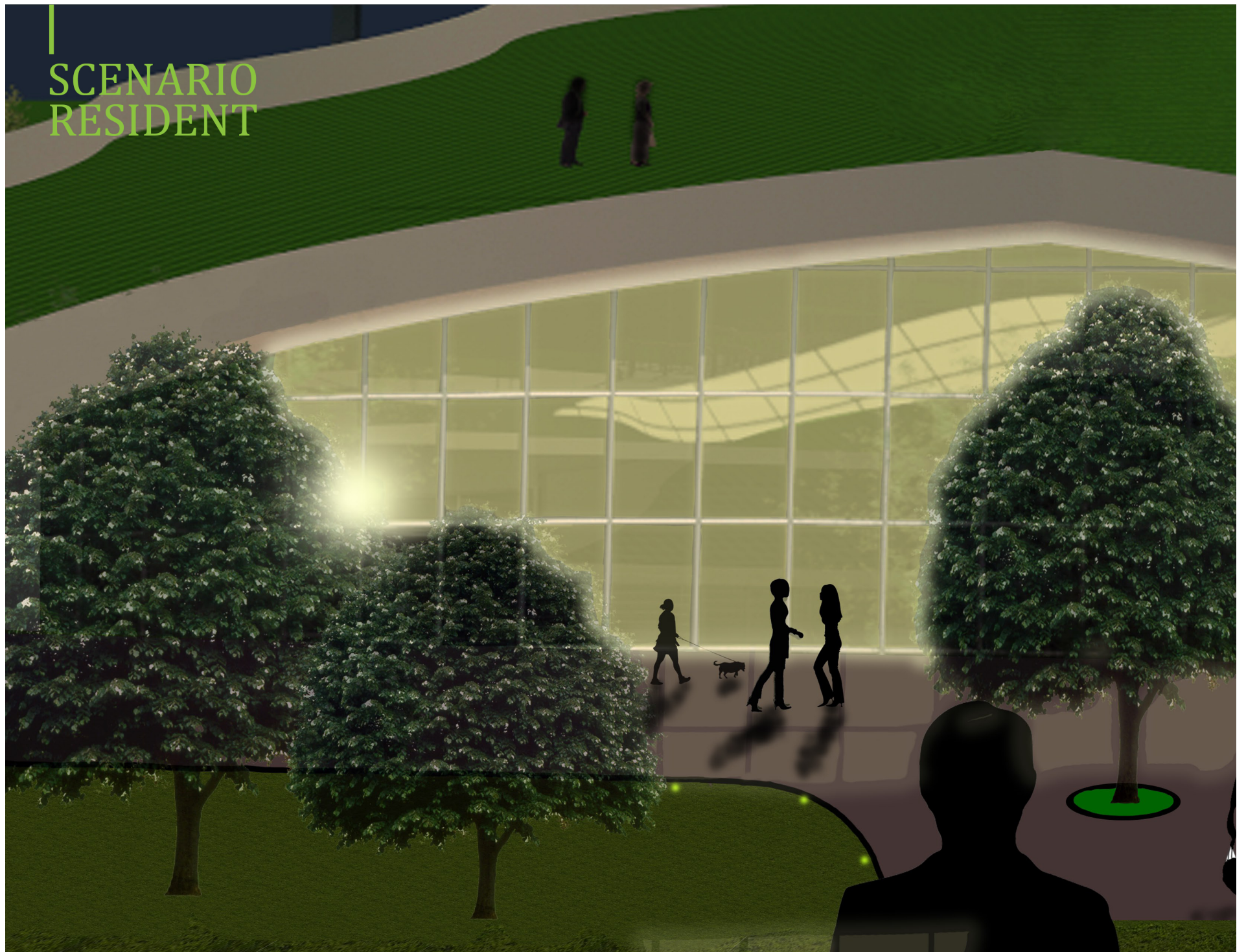


# SCENARIO TOURIST





# SCENARIO RESIDENT

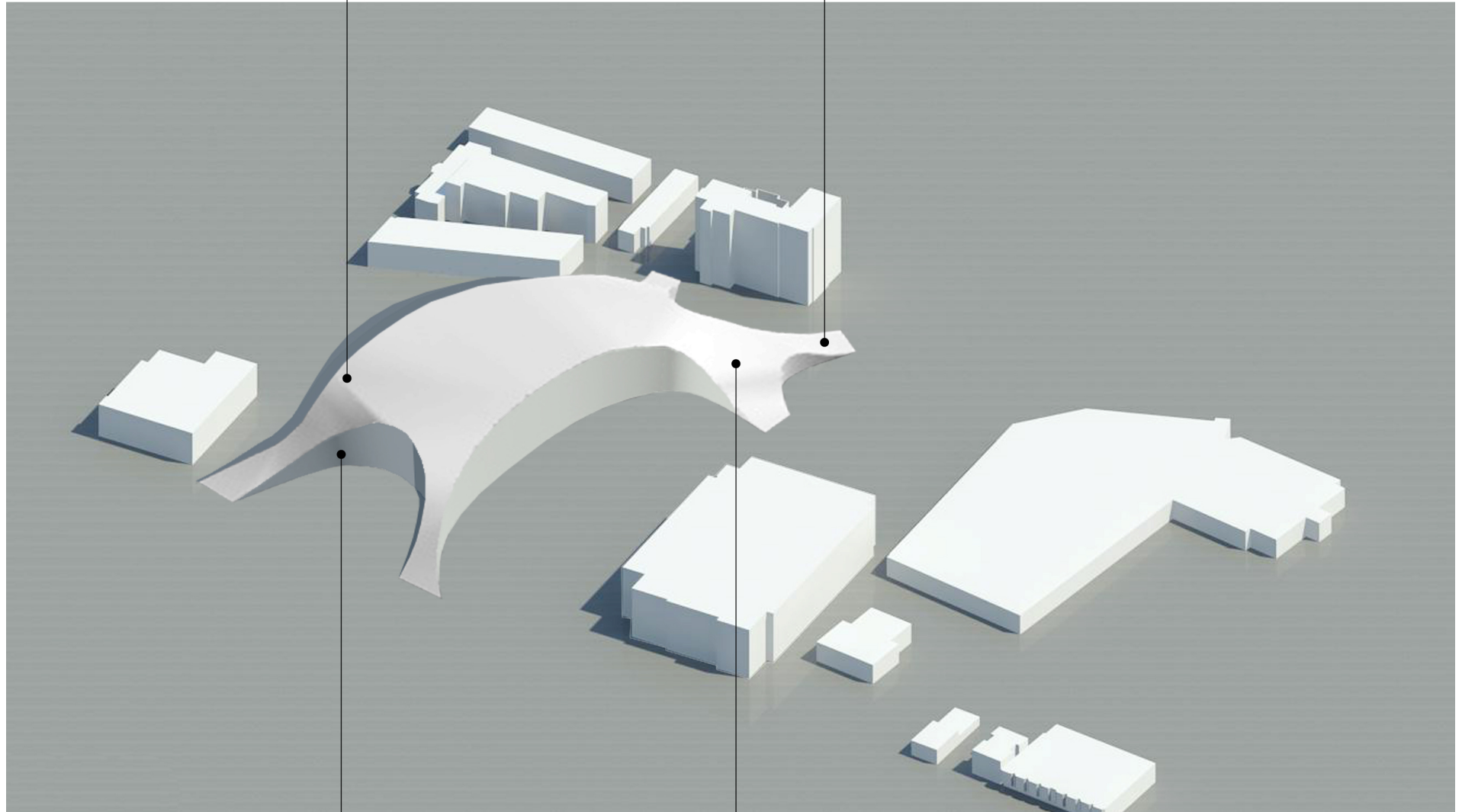


The structure establishes a physical as well as a programmatic link that fosters connectivity. Residents, international travellers, commuters and local business-owners transit the site and connect.

## CONNECTION



The green roof responds to the air pollution caused by the diesel trains that transit the site. The vegetation will transform the CO<sup>2</sup>-emissions into Oxygen, thus improving the air quality in the neighborhood.



A food-court combined with a kitchen supplies travellers and residents with fresh food and the possibility to cook and eat together. Fruit trees on top of the building provide fresh fruit to passers-by.

## FOOD



## SAFETY

Due to its versatile program, the new transportation hub never sleeps, thus creating a safe haven for residents and travellers. Furthermore, responsive lighting concepts react to the movement of people.

# RESPONSIVE BUILDING

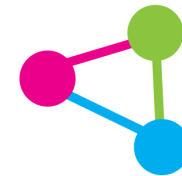


# BRAND ELEMENT



**Bloor Connect.**

Dundas West Bloor Hub



**Bloor Connect.**

Dundas West Bloor Hub

RGB



236 0 139



140 198 62



0 173 239

CMYK



0 100 0 0



50 0 100 0



100 0 0 0

Primary Typeface

**Cambria regular**

*Cambria italic*

**Cambria bold**

***Cambria bold italic***

Secondary Typeface

**Helvetica Neue**

*Helvetica Neue*

**Helvetica Neue medium**

# WAYFINDING PICTOGRAM

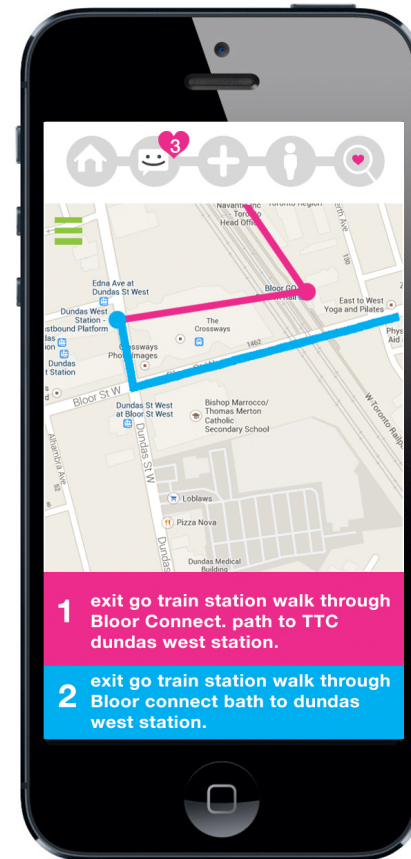
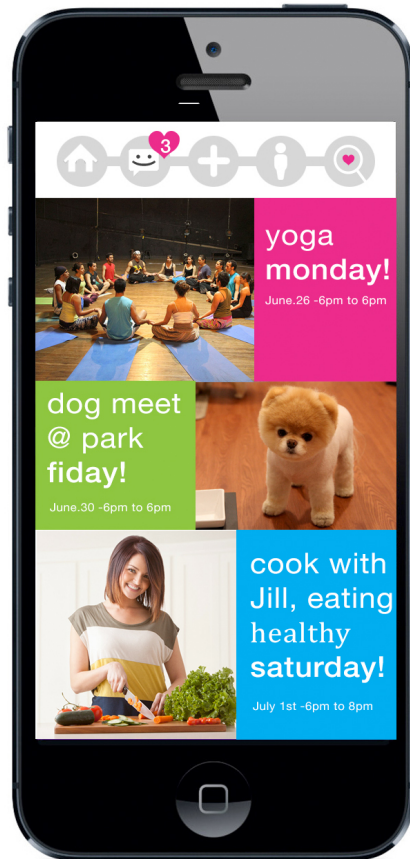


# WAYFINDING APP





# WAYFINDING APP



# WAYFINDING APP



# WAYFINDING APP





# SWOT ANALYSIS

1

- Environmentally friendly
- Makes transportation faster and easier to transfer
- Environmentally conscious (green transportation)
- It expands the commuting distances
- Community of artists
- Half distance between Toronto and outside cities
- Protects the users from harsh environments

S

STRENGTHS

W

WEAKNESSES

2

- Greedy developers
- Highly priced transportation
- Current neighborhood is run down
- Strange/ confusing
- Evicting many residents from the "Crossways" in order to develop the site

O

OPPORTUNITIES

T

THREATS

3

- Growing number of tourists
- To build a city network of bike lanes
- Train stopping from Pearson airport
- Growing population
- It is expected that many residents will move in
- Do a switch to more greener options
- Revitalization of the site
- Residents work on their own neighbourhood

4

- Aging population
- High cost of land, retail and real state
- Transportation can evolve slower than technological advances
- Opposition of current residents
- The two connecting communities do not like each other





***THANK YOU!***