

## Vision Statement

Our SoHo will be a vibrant and healthy urban neighbourhood that celebrates its rich sense of community and heritage. With its unique links to the Downtown and Thames River, SoHo will be a great place to live, work, shop and play!

## Principles

- 1 Desirable, vibrant and diverse
- 2 Greener and integrated
- 3 Creative and leading edge
- 4 Connected to people and places
- 5 Safe
- 6 Healthy
- 7 Pride and a strong sense of community
- 8 Balanced
- 9 Historically and culturally enriched



## The Plan

The SoHo plan provides an overall framework to direct public and private investment into the neighbourhood in order to achieve the community's vision.

The Plan is divided into four components: The Old Victoria Hospital Lands, Neighbourhood Movement, Neighbourhood Places and Neighbourhood Public Spaces.

Through these components the Plan identifies key initiatives to improve neighbourhood streets, shopping areas and connections to the Downtown, Old South and the Thames River. Further details are provided in the implementation section of this Plan.



## Strategic Directions

### Economic

- Build strong, safe connections with the Downtown, the Thames River, the commercial corridors and adjacent neighbourhoods
- Maximize the unique opportunity presented by the newly available lands at the South Street Campus of the LHSC.
- Create strong main street commercial corridors along Wellington and Horton Streets

### Social

- Enhance recreational opportunities throughout the neighbourhood
- Evaluate and plan for social services in a balanced and integrated manner
- Identify opportunities for places and activities that foster community interaction

### Environmental

- Celebrate the neighbourhood's built and cultural heritage
- Enhance the public realm, including streetscapes, public spaces and infrastructure
- Seek out opportunities for sustainability

