

DOWNTOWN BEAUTIFICATION

WORK PLAN



September 2016



Introduction	1
Current Conditions.....	2
Projects	4
Street Furniture.....	4
Parking Lot Revitalization.....	8
Decorations.....	8
Public Art.....	9
Sidewalk Network	10
Implementation	10
Appendix A - Tentative Beautification Budget.....	11

INTRODUCTION

The Town of Peace River is working to enhance the aesthetic quality of Downtown Peace River. The Town's ability to achieve this objective is constrained by its influence over the lands within the Downtown. The Town's influence over the private realm is restricted to maintaining standards through the Town's Unsightly Premises Bylaw and regulation of new development through the Land Use Bylaw. Additional influence over the beauty of the private realm is restricted by both the Town's and private land owner's willingness and ability to work together towards improvements. In 2015 the Town approved a Downtown Revitalization Grant Program to incentivize and support private realm improvements. This plan complements that initiative by providing direction for enhancements to the public realm.

The Town has direct influence over the look and feel of the public realm. The quality of the public realm is significantly influenced by street furniture, such light standards, benches, landscaping, public art, and decorations. The overall objective of this plan is to enhance the downtown, making the area more attractive, inviting, functional and informative for residents and visitors alike. The plan includes a tentative budget and project prioritization, however it is important to note that these estimates should be reviewed prior to implementation given the fluctuation in costs.

PLAN SCOPE



FIGURE 1 - PLAN AREA

For the purposes of this plan, the downtown is considered to be from *'bridge to bridge and river to highway'*, as outlined in Figure 1.

The public realm is the spaces – streets, sidewalks, parks, parking lots – in between private buildings and lands. The scope of improvements contemplated in this plan is intended to be limited to surface improvements within public right-of-ways and/or public lots (e.g. parking lots). This plan does not contemplate the renewal of underground infrastructure or a substantial re-build of the street or public spaces.

The downtown is made up of a combination of residential and commercial uses and has approximately 8 km of roadways, including significant commercial streets and thoroughfares, as well as local roads that are largely travelled by residents. In addition, the downtown has 3 community parks – Links Park, Riverfront Park and the Water Play Park – and 8 public parking lots - Centennial, Downtown, Water Play Park, North End, Riverfront Park (North and South), Imperial, and adjacent to the Western Budget. The public realm improvements will further concentrated along the primary commercial streets (approximately 4.5 km) as set out in Figure 2, to maximize the impact of the improvements.

PRIORITY 1

The Priority 1 Area is delineated by the pink line on Figure 2 and includes all the streets where the decorative light standards have been installed along the street (these light standards have also been installed in River Front Park). This includes Main Street from the traffic circle at the north end to the Heart River Bridge at the south end. There are 5 blocks along the east side and 6 blocks along the west side of Main Street. The Priority 1 area includes two of four entrances to the downtown. The sidewalks within this area are on both sides of the street, and three metres wide with curb extensions at key intersections. The street furniture and other public realm elements currently present in this area are summarized in Table 1.

PRIORITY 2

The Priority 2 Area is delineated by the blue lines on Figure 2 and includes a portion of 98th Street, 100th Ave, and 101st Street. Both 98th Street and 101st Street run parallel to Main Street. 100th Ave is a major intersection with Main Street. The Priority 2 area includes one entrance to the downtown bringing traffic into the downtown off of the first exit from the bridge heading east. The sidewalks are 3 metres wide and on both sides of the street along the south end 101st Street and along 100th Ave for one block off of Main Street. The sidewalks are 1-1.5 metres wide and on one side of the street along the north side of 100th Avenue and along 98th and 101st Street. The street furniture and other public realm elements currently present in this area are summarized in Table 1.

PRIORITY 3

The Priority 3 Area is delineated by the yellow lines on Figure 2 and includes 94th Street, 99th Street, 96th Avenue, 97th Avenue and 101st Avenue. The Priority 3 area includes the final entrance to the downtown, bringing traffic into the downtown on 94th Street, from the north end. The sidewalks in the area are on both sides of the street, where the street connects Priority 1 and 2 areas, and on one side of the street for the rest, excepting two locations where there are no sidewalks. Where they exist, the sidewalks are predominantly 1-1.5 metres wide. The street furniture and other public realm elements currently present in this area are summarized in Table 1.

TABLE 1 - PUBLIC REALM SUMMARY

Street Furniture	Priority 1	Priority 2	Priority 3
Decorative Light Standards	91	16 (River Front Park)	7 (Downtown Parking Lot and pedestrian mid block walkway)
Cobra Light Standards	None	Total: 40 100 th Ave: 13 98 th Street: 14 101 st Street: 13	Total: 26 94 th Street: 9 96 th Ave: 9 99 th Street/101 st Ave: 8
Garbage Bins	17	None	None
Benches	4	None	None
Utility Boxes	3	98 th Street: 2	None
Bike Parking	9	None	None
Landscaping			
Trees	9	None	None
Shrubs	None	None	None
Public Art			
Murals	2 ("River Spirit" at 9616 100 St; Town Logo on Town office)	2 (Fire Hall and River Front Park)	3 (on private building)
Statues/Sculptures	None	None	None

PROJECTS

STREET FURNITURE

INSTALL BENCHES



Public seating is an integral component of a high quality public space. By providing seating, a sidewalk becomes more than just a place to move through but also a place to stay. This enhances the dynamism of the area by increasing the number of activities that are available to the public. Seating provides a place for staying, resting, observing and interacting with others. Public seating comes in many forms including, ledges, stairs and benches.

Currently, there are four benches along Main Street, one near Subway, one in Links Park and two recently added in the pocket park adjacent to the Town office. This plan calls for an average of two benches per block within the Priority 1 area, to be installed in or near curb extensions, park entrances and within private lands adjacent to the sidewalk, if an agreement with the land owner can be achieved. Where possible, benches should be placed in groupings to create a focal point and facilitate conversation.

REPLACE GARBAGE/RECYCLE BINS



Waste receptacles come in a variety of styles and include garbage-only, garbage-recycling and garbage-recycle-compost combinations. Waste receptacles assist in maintaining the cleanliness and appearance of the community. They also provide an opportunity for the Town to demonstrate its commitment to recycling.

There are currently 17 garbage bins along Main Street. They do not have a cover/lid, which allows birds to spread garbage on the street. They also have a plastic garbage can insert that extends beyond top of the decorative container, reducing the aesthetic quality of receptacle. This plan includes the replacement of the existing garbage bins with classic black bins, which coordinate with the existing light standards and proposed benches creating a cohesive and timeless look in the downtown.

INSTALL BIKE PARKING



Providing a secure place to lock a bike enables people to choose cycling as an effective means to meet their everyday transportation needs. Similar to vehicle parking, close proximity of the parking space to the destination is highly valued, therefore regularly spaced bike parking racks throughout the target area is recommended.

The placement of bike parking racks is also important. They should be highly visible and near to building entrances both to increase awareness of its availability and increase security of its use. In addition, bike parking should be placed so that a bike can be parked on either side without coming too close to parked vehicles on the street side or the walk/talk zone of the sidewalk. The parking should be oriented parallel to the street, such that a parked bicycle does not impact the walk/talk zone of the sidewalk. Standard bicycle parking rack designs include Arc, Hoop and Bike Hitch styles. These styles allow the bike to be attached at two points on the frame, ensuring that the bike will remain upright on the rack.

Currently, there are nine bike racks along the Priority 1 area, and none in the Priority 2 or 3 areas. This plan includes an additional 10 bike racks in the Priority 1 area and 7 bike racks within the Priority 2 area. The placement of bike racks within the right-of-way is restricted because of the sidewalk width. A 3 metre wide sidewalk provides sufficient space to install the bike rack while maintaining a walk/talk corridor. The 1.5 metre sidewalks in the Priority 2 and 3 areas do not provide sufficient space. The provision of bike parking in these areas requires private initiatives or cooperation between the Town and private business owners to install bike racks on private property.

INSTALL FENCING AND BOLLARDS



Fencing and bollards are used to delineate different spaces in the public realm, as well as to prevent vehicle traffic from encroaching on pedestrian areas. These elements can also further emphasize the architectural character of the public realm by coordinating with the style and finish of other street furniture. This plan proposes to install a fence or public art wall (see COMMUNITY ART below) along the edge of the sidewalk of empty lots, to clearly delineate the pedestrian area, and prevent vehicle encroachment where there is off-street parking adjacent to the sidewalk. This plan proposes to install a fence between

the sidewalk and the surface parking lot at 9911 99th Avenue (across from Panago Pizza). Other possible locations include the Shell Gas Station at 9704 100th Street, 9510 100th Street at the Sawridge Hotel, the empty lot at 10013 100th Street, or the empty lot at 10018 100th Street. Any installation would be carried out in consultation with the land owner.

REFRESH LIGHT STANDARDS



There are a total of 180 light standards within the priority areas, comprised of two main types, decorative (114 standards) and cobra (66 standards). There are a number of the decorative light standards near the roundabout at the north end of Main Street that are broken or missing. This creates a gap in the lighting at the traffic circle, in addition to being unsightly. The plan provides for the repair or replacement the broken standards to maintain an existing resource.

The decorative light standards are a powder coated black finish. The cobra standards are brown, unfinished metal or attached to wooden poles. To create a consistent look throughout the downtown, the plan calls for all metal light standards to be refinished in powder-coated black.

INSTALL WAYFINDING SIGNAGE



There are currently 8 public parking lots within the Downtown with over 350 parking stalls, however, there is limited signage communicating their presence and availability to the public. Adding consistent public parking signs, as shown to the left, to each of these places will improve the legibility of public parking provision within the downtown.

ENHANCE LANDSCAPING

Landscaping is a common way to enhance the public streetscape. Street trees and landscaping add colour, visual interest and texture to the street, which creates a more people-friendly environment. Landscaping has a variety of economic, environmental and social benefits:

Economic

- Provide an attractive environment for businesses and customers.
- Enhance tourism values.
- Shade extends pavement life.
- Shade reduces energy associated with cooling and heating buildings.

Environment

- Removes CO₂ and other greenhouse gases from the air.
- Reduces the 'heat island' effect.
- Shade reduces energy associated with cooling and heating buildings.

Social

- Encourages motorists to travel slowly by influencing perceptions of street width.
- Creates a buffer between pedestrian and vehicle space.

- Deciduous trees shade pedestrians spaces in the summer and allow the sun through in the winter.
- Provide a wind break for pedestrians.
- Supports a desirable community environment.
- Enhances connections between people and the natural environment.

Currently, there are a limited number of trees along the Priority Areas within the downtown, including four trees along Main Street and five in the center of the roundabout. Additional landscaping within the priority areas includes hanging flower baskets and planted medians in the summer months.

Properly integrating street trees within the road right-of-way is a major infrastructure project that is ideally done in coordination with a major street infrastructure upgrade. Ideally the street tree installation would involve the use of silva cell technology, a modular suspended pavement system, to ensure that the street trees have sufficient lightly compacted soil to support the growth of large and healthy trees. Given the complexity of this type of project, the installation of street trees within road right-of-way is outside the scope of this plan. That said there are a number of landscaping projects that can achieve some of the benefits of landscaping within the downtown in the short term.

“Winter” Trees



Winter Trees are commercial grade artificial trees, with lights, that were installed in the planters in the street medians at the north end of Main Street. The trees are meant to be installed through the winter months, from October to March. Ten trees were purchased and installed in 2015. The community reaction to the initial phase of this project was very positive. A further 3 trees will be purchased and installed further south along Main Street where there are curb extensions, to carry the green further down the street. Curb extensions without trees are located at:

- 101st Street and 102nd Ave (Saan Building)
- 100th Street and 101st Ave (Imperial Parking Lot)
- 100th Street and 101st Ave (Scotia Bank)

Planters



Movable planters allow the Town to incorporate landscaping elements into areas where permanent plantings are not possible. This plan proposes to replace the current garbage bins (of which there are 17) along Main Street. This provides the opportunity to repurpose these custom containers as planters. In addition to adding landscaping to public areas, this also allows the Town to maintain the current aesthetic theme running throughout the Downtown. Key locations for the movable planters include:

- Pocket park adjacent to Town office
- Curb extensions at the round about
- Imperial Parking lot (100th Street and 101st Ave)

- Curb extension at 101st Street and 102nd Ave (Saan Building)
- Curb extension at 100th Street and 101st Ave (Imperial Parking Lot)
- Curb extension at 100th Street and 101st Ave (Scotia Bank)

PARKING LOT REVITALIZATION

The Downtown contains a large number of parking lots. These parking lots provide a place for people to park their cars. However, these lands have limited aesthetic beauty, are economically unproductive, and contain limited human activity. Parking lot revitalization minimizes the negative impacts that these spaces have on the public realm.

IMPERIAL PARKING LOT



FIGURE 3 IMPERIAL PARKING LOT DESIGN

The lot at 10101 100 Street, across from the Scotia Bank, is a former gas station lot. As such, it is unlikely to be redeveloped in the near future. In 2014, an agreement between the Town and the landowner allowed the parcel to be used as a parking lot. A design concept was developed, to delineate the parking spaces and create a visual barrier between the parking and adjacent sidewalk. This plan would see the final components of the design concept, namely trees, bike parking and decorative solar light standards, purchased and installed.

DOWNTOWN LOT

The parking lot along 99th Street, west of Main Street between 101st Avenue and 100th Avenue is one of the largest public parking lots in the Downtown, with 150 stalls. It includes curbed islands with paving stone and grass, as well as decorative light standards. This plan proposes to plant trees in each of the grassed islands and install street light banners on the decorative light standards. These proposals take advantage of, and enhance existing infrastructure.

DECORATIONS

STREET LIGHT BANNERS



Street light banners, designed to coordinate with the Town's logo, were installed on all decorative light posts within the downtown (excepting the downtown parking lot) in 2015. The banners brand the downtown core and provide visual interest and colour throughout the year. The replacement/renewal of the banners has been incorporated into the budgetary cycle of this plan.

UTILITY BOX WRAPS



The utility boxes are an opportunity to bring more colour and visual interest into the Downtown. Along Main Street there are three utility boxes, with a two more in Priority 2 area. This plan proposes to wrap the utility boxes with a vinyl cover. In order to remain consistent with the Town's logo colours and ensure that the design process is relatively simple, the utility boxes will be covered with a close up of the town's logo, which has many details that are not readily apparent at the scale that the logo is normally viewed at.

PUBLIC ART

The public art component of the Beautification Plan is intended to enhance the downtown core by adding colour and visual interest to the area, as well as provide an opportunity to engage with the community. This plan does not propose to dictate the content or medium of the public art but rather allows a Public Art Steering Committee to finalize the art selection for commissioned art and allows the Town to engage with the community for public art.

COMMISSIONED ART

The Artist(s) will work with the Public Art Steering Committee to determine and finalize the subject matter and design. The Public Art budget is an annual amount of \$10,000. The annual budget may be spent on a single piece of art or on multiple elements, as the art media allows. 2019 is the Town's 100th Birthday, and as such, an art commission for that year should celebrate this anniversary.

The initial public art commission shall be a mural, after which the media of the art may vary at the committee's discretion and considering the location of the art.

The basic principles of the art selection shall be:

- 35 % Skill: mastery or skill in design and implementation
- 20% Price: ability to work within the budget
- 15% Schedule: ability to meet project deadline
- 15% Experience: successful completion of a public art of a similar nature
- 10% Extras: Any desirable process or product elements that the Artist can provide, which go above and beyond the requirements of the Call to Artists.
- 5% Local: an artist or team located in northern Alberta
(as defined by the Northern Alberta Development Council)

Tags, acronyms, registered trademarks, or commercial advertising are not permitted as part of the artwork. Furthermore, a business' name or logo is not allowed as part of the artwork as all murals have been sponsored the Town of Peace River.

COMMUNITY ART

Installing an art fence along the edge of the property line and sidewalk at 9911 99 Ave (the 12' Davis Parking Lot) will clearly delineate the pedestrian area and prevent vehicle encroachment on the sidewalk. The fence would be made of dibond aluminum panels that serve as the canvas for the art. The Town will aim to work with local schools and children's programming to paint the canvases. The art is meant to be renewed on a regular basis (annually) depending on the community engagement with the project.



FIGURE 4 COMMUNITY ART WALL INSPIRATION

SIDEWALK NETWORK

SIDEWALK INSTALLATION

The current condition analysis (Figure 2) identified two locations in the Priority 3 area where there is a gap in the sidewalk network. This plan proposes filling the gap in the sidewalk between 94 Street and 96 Street along 96 Avenue. At this location the roadway includes a curb and gutter, making the installation of a sidewalk relatively simple. This plan does not propose to fill the other identified gap in the sidewalk at the north end of 100 Street, as this road does not have a curb and gutter system. Installation of a sidewalk in this location requires an infrastructure investment level beyond the scope of this plan.

IMPLEMENTATION

The projects outlined in this plan include approximately \$300,000.00 in public spending. These estimates aim to cost the infrastructure components but do not include all shipping and installation costs. It is recommended that Council allocate monies through the annual budgeting process to fund the implementation of these improvements. Implementation of the plan is subject to municipal funding and will proceed as the enabled by the annual budgeting process.

APPENDIX A - TENTATIVE BEAUTIFICATION BUDGET

TOTAL COST (exclusive of 2015 & 2016 spending) \$ 305,565.74

Average Annual Cost (over 4 years) \$ 76,391.44

No.	Project	Number	Cost/Unit ~ CND	Project Total	Priority Area	Cumulative Total
1	12 Foot Davis Parking Lot Delineation/School Mural Project			\$ 7,487.21	1	\$ 7,487.21
	Diabond Panels	8	\$ 110.90	\$ 887.21		
	Fence Posts	10	\$ 560.00	\$ 5,600.00		
	Art Supplies	1	\$ 1,000.00	\$ 1,000.00		
2	Public Art #2	n/a		\$ 10,000.00	1	\$ 17,487.21
3	Decorative Light Standard Repair/Replacement	4	\$ 6,500.00	\$ 26,000.00	1	\$ 43,487.21
4	Garbage/Recycle Bins & Planters	17	\$ 2,436.00	\$ 41,412.00	1	\$ 84,899.21
5	Winter Trees	3	\$ 2,500.00	\$ 7,500.00	1	\$ 92,399.21
6	Storage for Downtown Beautification Items (sea can or quonset)	1	\$ 15,000.00	\$ 15,000.00	n/a	\$ 107,399.21
7	Bike Parking	17	\$ 1,094.10	\$ 18,599.70	1 & 2	\$ 125,998.91
8	Public Art #3	n/a		\$ 10,000.00	1 or 2	\$ 135,998.91
9	Benches	8	\$ 2,117.00	\$ 16,936.00	1	\$ 152,934.91
10	Utility Box Wraps	5	\$ 500.00	\$ 2,500.00	1 & 2	\$ 155,434.91
11	Cobra Light Post Banners			\$ 11,900.00	2 & 3	\$ 167,334.91
	Banners	70	\$ 125.00	\$ 8,750.00		
	Bracket System	70	\$ 45.00	\$ 3,150.00		
12	Imperial Parking Lot - Completion			\$ 26,926.40	1 & 3	\$ 194,261.31
	Planters	2	\$ 2,500.00	\$ 5,000.00		
	Trees	3	\$ 350.00	\$ 1,050.00		
	Curbing	25	\$ 100.00	\$ 2,500.00		
	Light Standards	2	\$ 7,000.00	\$ 14,000.00		
	Bike Parking	4	\$ 1,094.10	\$ 4,376.40		

No.	Project	Number	Cost/Unit ~ CND	Project Total	Priority Area	Cumulative Total
13	Public Art #4	n/a		\$ 10,000.00	2	\$ 204,261.31
14	Wayfinding – Public Parking Signs	10	\$ 173.82	\$ 1,738.22	1, 2 & 3	\$ 205,999.52
15	Decorative Light Post Banner Replacement & Extension			\$ 12,425.00	1	\$ 218,424.52
	Banner Replacement	130	\$ 91.25	\$ 11,862.50		
	Additional Brackets	10	\$ 56.25	\$ 562.50		
16	Downtown Parking Lot Trees	4	\$ 350.00	\$ 1,400.00	3	\$ 219,824.52
17	Sidewalk Installation	47	\$ 207.26	\$ 9,741.22	3	\$ 229,565.74
18	Public Art #5	n/a		\$ 10,000.00	1 or 2	\$ 239,565.74
19	Powder Coat Light Standards	66	\$ 1,000.00	\$ 66,000.00	2 & 3	<u>\$ 305,565.74</u>