

FOTENN



TOWN OF DEEP RIVER

DOWNTOWN STREETScape AND WATERFRONT ENHANCEMENT STRATEGY

JAN, 2023

TABLE OF CONTENTS

FOTENN

1.0 INTRODUCTION

1.1 Location

2.0 SITE ANALYSIS

2.1 History
2.2 Existing Context
2.3 Site Photos

3.0 PUBLIC ENGAGEMENT

3.1 First Public Online Survey
3.2 Open House and Workshop
3.3 Second Public Online Survey

4.0 GUIDING PRINCIPLES

4.1 Cohesive Image and Identity
4.2 Complete Streets
4.3 Connectivity and Continuity
4.4 Accessibility and Safety
4.5 Diversity of Public Amenities

5.0 STREETScape AND WATERFRONT ENHANCEMENT - MACRO STRATEGIES

5.1 Macro Strategies
5.1.1 Connectivity and Continuity
5.1.2 Complete Streets
5.1.3 Street Art
5.1.4 Cohesiveness and Identity
5.1.5 Signage and Wayfinding Guidelines

6.0 STREETScape STRATEGY

6.1 Downtown Streetscape Strategy
6.2 Champlain St
6.3 Deep River Rd
6.4 Ridge Road
6.5 Mid-block Connection
6.6 Intersections
6.7 Events Plaza
6.8 Architectural Controls
6.8.1 Canopies
6.8.2 Building Height
6.8.3 Rhythm and Proportion
6.8.4 Active Frontage
6.8.5 Retail Outdoor Signage Standards
6.8.6 Downtown Parking
6.8.8 Other Guidelines
6.9 Winter Maintenance Guidelines

7.0 WATERFRONT ENHANCEMENT STRATEGY

7.1 Waterfront and Connection to Downtown
7.2 Marina and Keys Property

8.0 BUDGET & IMPLEMENTATION

8.1 Budget and Implementation

9.0 FINAL CONSIDERATIONS

1.0

INTRODUCTION



1.0 STREETScape STRATEGY

1.1 Introduction

The Town of Deep River retained a professional Urban Planning, Urban Design and Landscape Architecture firm to prepare a Downtown Streetscape and Waterfront Enhancement Strategy to guide future investments that would culminate in a cohesive visual identity for the municipality. The purpose of this document is to communicate a long-term vision for Town of Deep River that respects and considers existing conditions, heritage, and background, but also identifies opportunities that will aid the Town in transforming its downtown and waterfront into a vibrant, attractive, and sustainable area, contributing to a thriving economy and community over time.

The Town of Deep River is unique in that it was one of the first master planned communities in Canada, created to accommodate employees of the nearby Chalk River Laboratories. The town boasts cultural assets, being home to the Deep River Symphony Orchestra, Choral Groups and local museums. The community of approximately 4,000 people is culturally rich and has excellent options for outdoor activities year-round, including cross-country skiing and Summerfest, for both residents and visitors alike.

This document also provides guidance for Staff and Council when determining future improvements of the public realm, ultimately contributing to transforming the area into a thriving business and tourism hub between Ottawa and North Bay. The Downtown Streetscape and Waterfront Enhancement Strategy seeks to define the community's vision for the downtown core and waterfront areas, and establishes guiding principles, provides enhancement concepts, and a high-level implementation plan that will be used to guide future projects in the area.

The downtown area is the home of the Town's primary retail, professional, and personal service businesses, supported by public amenities such as on-street parking, and sidewalks covered by publicly owned canopies. Though the proposed strategy for the downtown streetscape will focus on the municipally owned Champlain Street, a wholesome vision is also proposed for Ridge Road and Deep River Road, both under the County of Renfrew's jurisdiction, completing the overarching vision. These high-level strategies will aid in future discussions with the County and guide future infrastructure investments in the area. The Strategy sets directives for the re-design of public spaces in the downtown core, including street parking, pedestrian walkways, planting, signage, and site furniture. These are not intended to be prescriptive, but instead create a framework to achieve a cohesive and interesting streetscape and create a unique sense of place. Some guidelines are provided to create standardized sidewalk canopies and signage regulations for the town. Figure 1 indicates the focus area for this study.

Currently, the waterfront area draws tourists to the Town of Deep River, and offers a recreational waterfront trail, a marina for small and medium sized boats, two boat launches, the Deep River Yacht and Tennis Club, and a children's playground. The waterfront area also provides an access point for ice fishing and snowmobiling in winter and contains two historically significant buildings known as the Adams Cabin and the Keys Property. The Adams' Cabin is under private ownership while the Key's Property parcel is owned by the Town of Deep River. The vision for the waterfront area will identify opportunities for enhancement and improved connection from these areas to the downtown core, a potential expansion of the existing marina, as well as explore opportunities for improvements to the Adams Cabin and Keys Property.

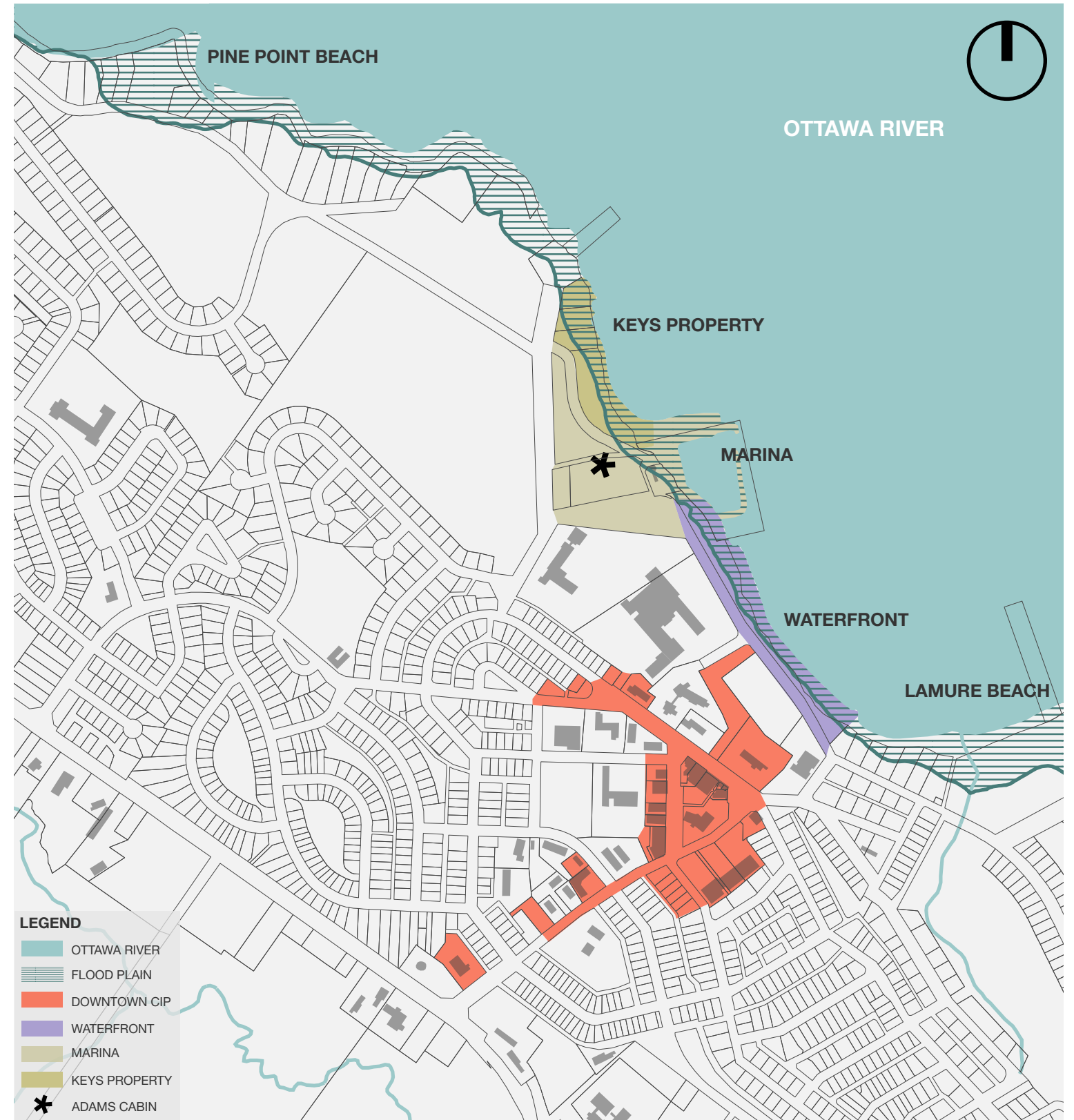
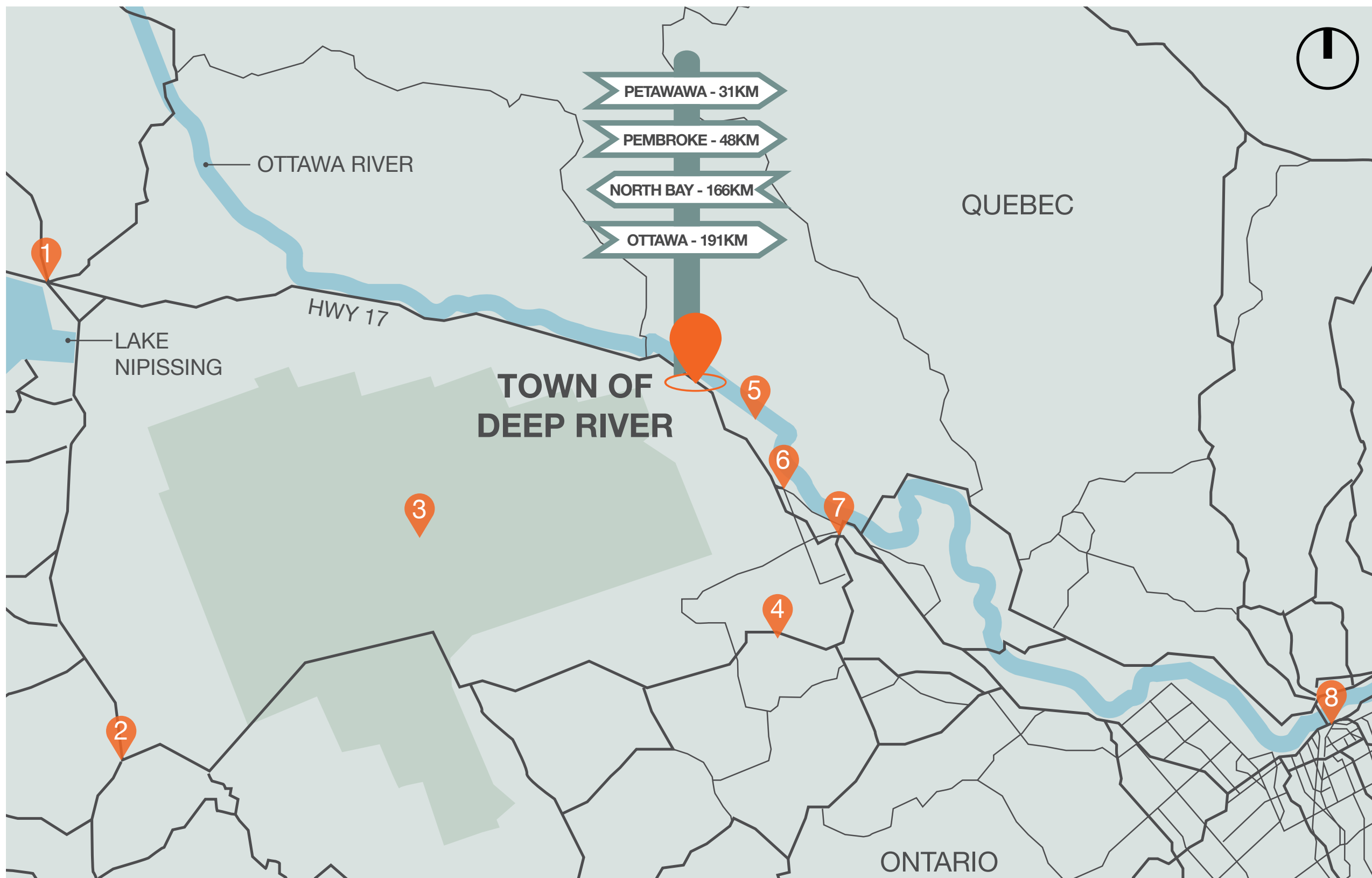


Figure 1: Map indicating the area included in this study (Study Areas) Source: Fotenn

1.2 Site Location

The Town of Deep River is located approximately 200km north-west of the City of Ottawa, between the Trans-Canada Highway and the Ottawa River. It sits halfway between Ottawa and North Bay to the west, northeast of Algonquin Park, in the County of Renfrew, ON. The Algonquins of Pikwakanagan First Nation reserve is located approximately 50km south of Deep River.



- 1 NORTH BAY
- 2 HUNTSVILLE
- 3 ALGONQUIN PARK
- 4 PIKWAKANAGAN
- 5 CANADIAN NUCLEAR LABORATORIES (CNL)
- 6 PETAWAWA
- 7 PEMBROKE
- 8 OTTAWA

Figure 2: Regional Map Source: Fotenn



2.0

SITE ANALYSIS



2.0 SITE ANALYSIS

2.1 History

The Algonquin people have occupied and lived in this section of the Kichi Sibi (Ottawa River) since time immemorial.

The Adams Cabin is the last remaining building of the previously known Indian Village, which was comprised of 5 log cabin dwellings along the Ottawa River, in present day Town of Deep River. The other 4 structures were expropriated and demolished for the development of the town. The Adams Cabin was built by Dave Adams-Lukus, a native Algonquin, in 1928, who lived there with his family until 1944 when the lands were expropriated by the Crown. Some of his descendants still live locally.

The Town of Deep River was one of the first planned and designed communities in Canada, having its original master plan concept dating from 1944. The town was designed and built to house employees working at the nearby Chalk River Nuclear Laboratories (CNRL) as part of the Federal Program known as the Manhattan Project, aimed at developing Nuclear technology during World War II. The Master Plan was designed by John Bland, an architecture professor at McGill University.

1



2



3



4



5



6



- 1 Adams' Cabin
Source: Fotenn
- 2 Town of Deep River Plan (1944)
Source: *The Silent Community. A Case Study in Cultural & Heritage Preservation in the Ottawa Valley.* 2022.
- 3 Aerial Photo of the Town of Deep River in 1963
Source: brochure published in 1963. https://mcelroy.ca/gallery/deep_river_waterfront.html
- 4 Town's Waterfront Area
Source: Fotenn
- 5 Town's Water Tower by teh Trans-Canada Highway (17)
Source: Fotenn
- 6 Atom Sculpture at the Town's entrance on Deep River Road
Source: Fotenn

2.2 Existing Context

The Downtown core has a triangular arrangement, being formed by Champlain Street and two County Roads known as Deep River Road and Ridge Road. The majority of commercial activity is located on the town's entrance on Highway 17 (Trans-Canada Highway) and the downtown core.

In the downtown core, the 1-storey built form dominates the streetscapes with only a few exceptions of 2-storey buildings on Champlain Street and Ridge Road. Despite the 1-storey form predominance, the existing facades and floorplates differ considerably in height, size and aesthetic resulting in a reduced perception of continuity and consistency and lacks identity.



- | | | |
|---------------|------------------|------------------|
| Hotel/ Motel | Pharmacy | Farmer's Market |
| Grocery Store | Community Ctr | Gas Station |
| Retail Store | Post Office | Place of Worship |
| Town Hall | Health Clinic | Tennis Courts |
| Bank | Yatch Club | Restaurant/ Cafe |
| Library | Park/ Open Space | Hardware Store |
| School | Beach | Fitness/ Sports |

Figure 3: Amenities Map Source: Fotenn

2.2.1 Street Network

Deep River Road is the main access to the downtown area, connecting the town to the Trans-Canada Highway. The two (2) county roads, though regional, also work as collector roads within the Town’s street fabric. In general, the street sections are car-oriented, characterized by oversized laneways and lacks urban elements and signage. Several intersections present security concerns and streets lack hierarchy and legibility. The public streets in the area are characterized by large setbacks and rights-of-way widths, which reduces the strength of the active frontages, impacting the pedestrian experience. The current street network classification is illustrated in Figure 4.

Large rights-of-way at predominant intersections as Deep River Road and Ridge Road, and Brockhouse Way when it turns left towards River Road allow for simple realignments to make them safer for pedestrians.

2.2.2 Active Transportation

In general, existing sidewalks are inconsistent and require upgrades and maintenance. There is a lack of safe pedestrian crossings at important and strategic locations, and there minimal cycling infrastructure currently in place. The current active transportation network is illustrated in Figure 5.

2.2.3 Open Spaces and Parks

The town has significant open and public spaces across different parts of the municipality. Major assets within the study area include:

- Union Park
- Riverbank Park
- Deep River Townhall Plaza
- Wooded lots/rights-of-way
- Keys Property
- Deep River Marina and boat launches

In addition, there are underutilized publicly-owned lands that may provide opportunities for new open spaces or intensification and redevelopment, such as the property known as 1 Ridge Road, currently holding the Bowling Alley and Thrift Store. The existing open spaces within the study area and its surroundings are illustrated in Figure 6.



Figure 4: Existing street network classification. Source: Fotenn

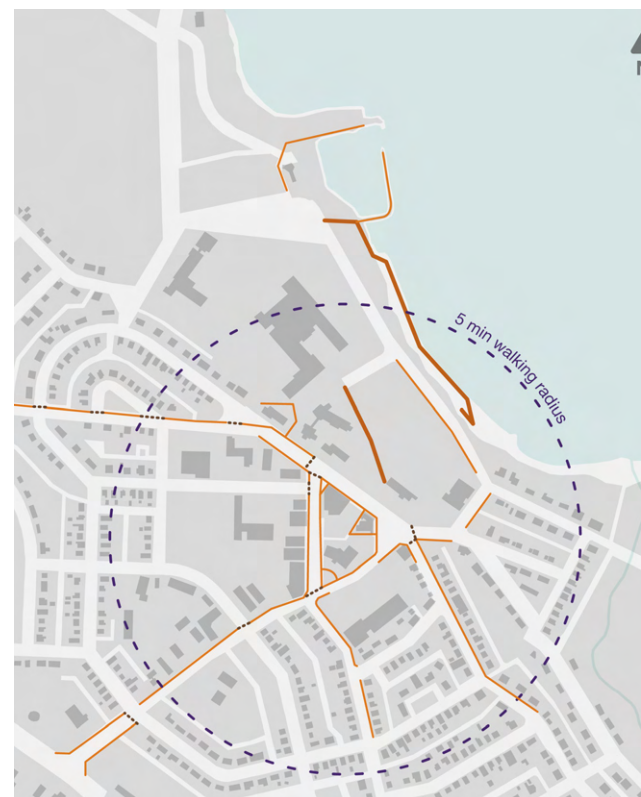
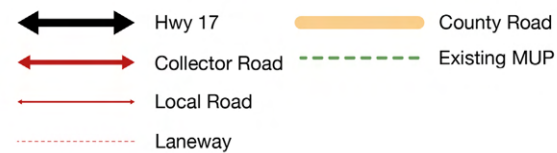


Figure 5: Active transportation - existing conditions. Source: Fotenn



Figure 6: Existing open spaces. Source: Fotenn



2.2.4 Parking

Throughout the downtown and the waterfront areas, there are significant areas of surface parking lots visible to the public eye. This overwhelming presence of parking lots negatively impacts the pedestrian experience, and reduces the quality of the public realm.

- / Both Champlain Street and Ridge Road have diagonal parking spaces directly backing onto the public sidewalks creating conflict and potentially hazardous accidents.
- / The surface parking lots in the triangular urban block (by the Townhall) are inefficiently designed and disproportionate for their usage.
- / The large surface parking lot along Deep River Road provides parking for the grocery store but creates a very uncomfortable and uninviting street frontage for pedestrians.
- / Laneways and street parking are not properly demarked. Existing lanes are wide enough to provide parallel parking on major streets, but most do not feel comfortable parking there due to lack signage. Clearly demarking these elements would create a more urban and mainstreet-like feeling to the right-of-way.

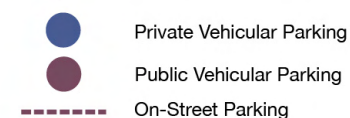


Figure 7: Public and private parking lots / street parking. Source: Fotenn

2.3 Site Photos

The project team conducted a 1-day site visit to familiarize themselves with the area and better understand the local context and the look and feel of the Town of Deep River. This section provides a general inventory of existing buildings and facades at the time of the site visit (September 2022). All photos in the section were taken by the project team.

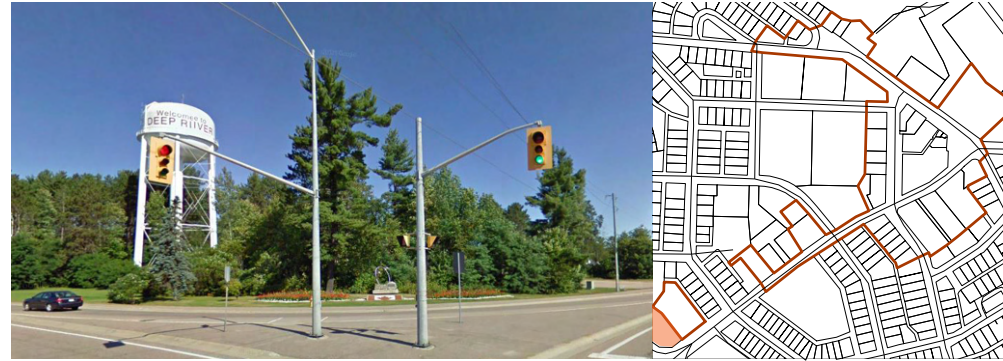


Figure 8: Town's main access on the Highway 17



Figure 12: Single-family homes on Deep River Rd and Glendale Ave.



Figure 9: Garage building close to the entrance on Deep River Rd.



Figure 13: Big-box retail stores and parking lot along Deep River Rd in the downtown area.

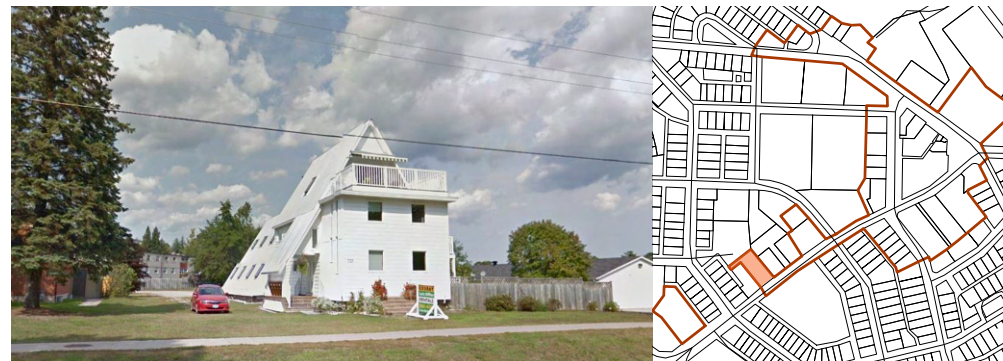


Figure 10: Steeped roof building on Deep River Rd.

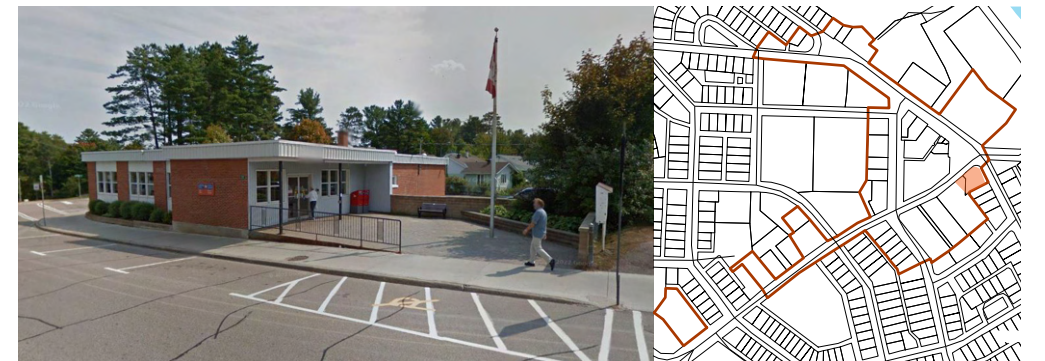


Figure 14: Post-office building view from Deep River Rd.

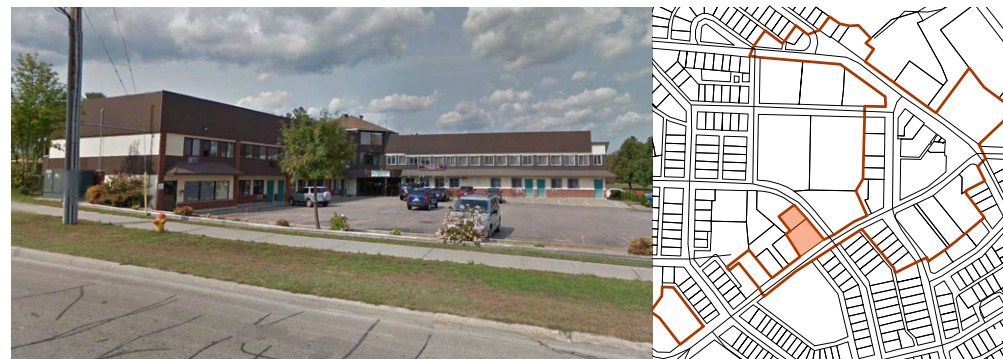


Figure 11: Hotel on Deep River Rd.



Figure 15: Hillcrest Ave view from Deep River Rd.



Figure 16: Town Hall view from the Champlain St and Deep River Rd intersection.



Figure 20: Community Centre view from Ridge Rd.



Figure 24: Ridge Rd and Alder Crescent intersection.



Figure 17: Police and Fire Departments on Deep River Rd.



Figure 21: Vacant land - view towards the Ottawa River on Deep River Rd.



Figure 25: Ridge Rd sidewalk close to Spruce Crescent.



Figure 18: parking lot by the Police and Fire Departments on Deep River Rd.



Figure 22: North Renfrew Long-Term Care Centre entrance on Ridge Rd.



Figure 26: GC Laurence Hall on Ridge Rd.



Figure 19: West view from Deep River Rd and Ridge Rd intersection.



Figure 23: Public Library on Ridge Rd.



Figure 27: Maple Lodge on Ridge Rd.



Figure 28: Low-rise residential buildings on Ridge Rd



Figure 32: Retail at Champlain St and Forest Ave west corner.



Figure 36: Retail at Champlain St and Ridge Rd corner.



Figure 29: Retail at Champlain St and Ridge Rd east corner.

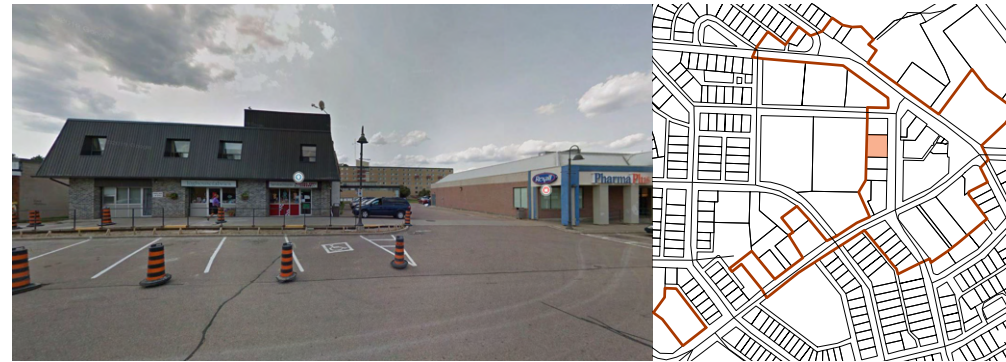


Figure 33: Tall 1-storey commercial building Champlain St.



Figure 37: City Hall parking lot entrance on Champlain St.



Figure 30: Giant Tiger and angled parking spaces on Ridge Rd.



Figure 34: 1-storey retail and canopies with angled parking Champlain St.



Figure 38: Champlain St angled parking and Town Hall building.



Figure 31: 1-storey retail and canopies with angled parking on Ridge Rd.



Figure 35: Commercial building and canopies on Champlain St. No openings Deep River Rd frontage.



Figure 39: Champlain St angled parking.

3.0 PUBLIC ENGAGEMENT

The public engagement strategy was divided into 4 phases to better respond the different stages of this study. The strategy consisted of 2 public surveys, an Open House and a Workshop.



3.1 First Public Online Survey

As a first step in the development of the Downtown Streetscape and Waterfront Enhancement strategy, the Town of Deep River invited the community to provide input by way of a public online survey. The purpose of the survey was to understand what the community liked about the existing conditions of the key study areas, and what improvements they would like to see in the future.

The survey was open from June 3-19, 2022, to residents of Deep River, business owners, property owners, those employed within the study area, and other visitors to the study area. Both online and paper copies of the survey were made available. 297 completed surveys were received, compiled, reviewed, and assessed by the project team. The following paragraphs are a brief summary of the survey responses, highlighting key themes that emerged.

Accessibility

To improve accessibility in town, some of the main actions suggested by respondents were the reduction/elimination of tripping hazards by repairing existing sidewalks and roads, and constructing new sidewalks, ramps, and curb cuts in sections where people do not have the ability to cross safely. The accessibility of the waterfront and marina can be improved for people who require mobility aids, and it is expected that improved winter maintenance, and the provision of more paths, boardwalks, ramps, lighting, and signage, the amenities in these areas will become reachable to all. Regarding access to businesses, Deep River currently has some temporary wood ramps leading to stores, but a more permanent and effective solution is expected from the residents.

Connectivity

Due to its scale, the Town's main public amenities are found within close proximity of each other (5-10 min. walk), although they currently feel disconnected and without obvious pedestrian routes between them, and wayfinding signage to help you get there. The close proximity of these amenities is an advantage, since it will ease the challenge of distance in connecting them. Some common suggestions for improvements include addressing the connectivity within the downtown core and to the waterfront and the marina, as well as extending paths along the waterfront in order to create a continuous pedestrian route all the way from Lamure Beach to Pine Point Beach, passing through the main tourist attractions on the way. This would greatly improve the experiences of residents who often choose to go for walks or runs there, as well as attract more visitors to enjoy the beauty of the place and potentially engage more in the businesses and services offered in town.

Economic Development

By improving the Town's infrastructure and public realm amenities, it is expected that new businesses will be attracted to the areas of study, not only to support residents' needs but to give tourists reasons to explore the Town. Some business types the community would like to see more of include restaurants, pubs, breweries, cafes, food trucks, bakeries, clothing and shoe stores, additional grocery stores, craft stores, art galleries, gift shops, gyms, bookstores, health clinics, and spas, seasonal activity rentals and equipment, event rental spaces, housing, hotels, and short-term rentals among others. Interest in pop-up events and winter markets were also mentioned, which could provide additional venues for economic development.

Public Amenities

Survey respondents perceive there are a reasonable number of outdoor amenities for adults, children, and families, but express a need for options, spaces, and activities that target teenagers and seniors. Due to this, many expressed their desire for a larger community center that provides space for each of these user groups. As well, other desired public amenities include: a splash pad, skate park, a four-season accessible washroom, sheltered gathering and picnic areas, access to public BBQs, extended trails, patios, public use of the Keys Property and Adams Cabin, and outdoor venues intended for entertainment activities and events, such as concerts or movie nights. Winter maintenance and access to the waterfront were also mentioned frequently within the survey which will help provide all-season access to the Town's best features, and allow for activities such as ice skating, snowshoeing, and ice hockey.

Signage

Residents of Deep River enjoy everything the Town has to offer, including its natural beauty, local amenities, and business, but they seem to feel that these features are unknown to potential tourists. The survey responses revealed that many people feel that better signage on Highway 17, including a list of businesses available just a couple of blocks away from it, will encourage drivers and tourists to explore the area while enjoying local restaurants and businesses. Additional signage was also requested to improve the safety of crossings, identify accessible venues, organize vehicle parking, indicate paths and connections among areas, announce upcoming attractions and events, and educate people about the indigenous history of the area. Physical and virtual wayfinding techniques (such as QR codes that link to maps or historical information) have been suggested.

Aesthetics

The survey responses revealed that the community desires enhancement that will improve the image and identity of Deep River, particularly the downtown core, and the look of businesses' storefronts, canopies, and sidewalks. It has been noted that many landlords seem absent and not committed to maintaining their buildings so incentives for them to repair and invest in their facades have been suggested. Participants also expressed a desire for a more cohesive and consistent look, which will be achieved through signage, site furnishings, upgrading building facades, and improving landscaping in the public realm. Many residents show appreciation for the Christmas decoration in winter, and the flower beds in summer, and encourage additional planting and trees within the Downtown streetscape and waterfront paths. Any additional greenery proposed should prioritize native species that require low maintenance.

Transportation

The survey revealed that the community feels there are key intersections within the study area that pose safety threats to drivers, pedestrians, and cyclists, due to low visibility, poor signage, improper infrastructure, and maintenance. The design of these spaces should be given special consideration to ensure safer crossings and access. The survey has also outlined a desire to reduce car dependency in the downtown core to encourage walkability and cycling. Suggestions for achieving this include connecting to and improving existing sidewalks, traffic calming measures, reconfiguring existing street parking, and adding bicycle infrastructure and multi-use paths. These key actions will improve safety, accessibility, and functionality.

Specific Ideas for the Study Area

While the emerging themes can be applied to all four key areas within the project study area, the community also provided specific ideas for improvements to the Keys Property and the Adams' Cabin, which are summarized below.

Keys Property - The opinions of this property were divided with the majority requesting the space be used for a public park and open space, while the remainder supported the development of the property for commercial, residential, or multi-use purposes. Some specific recommendations for the location include a restaurant, apartments, hotel, and community center but, access to the waterfront is to remain in the hands of the public.

Adams' Cabin. The overwhelming majority of respondents agree that the cabin should be preserved and restored into a "living museum" featuring time-appropriate furnishings if possible. A few also mentioned that Adams family should be consulted and have the space offered back to them.

3.2. Open House and Workshop

The second step in the development of this strategy, the Town of Deep River staff and project team (Fotenn) hosted a community open house and workshop to allow residents the chance to view the proposed concepts and offer their suggestions on what has been developed to date.

The Open House was held on September 28th, 2022 at the Deep River Town Hall between 4:30 and 7:30pm, allowing a diverse group of people to review the presentation panels, ask questions and sign up for the workshop session to be held the next day. On September 29th, 2022 the workshop session was held from 5:00pm to 7:00pm at the Town Hall, allowing residents to provide more in-depth feedback on the conceptual designs through facilitated discussions. The panels exposed on the Open House, and the Workshop As-We-Hear-It report are provided in Appendix A and B of this study.

The next pages provide a brief summary highlighting the key themes that emerged from the open house, breakout groups from the workshop, and survey responses.



Figure 40: Open House on Sep 28th, 2022. Source: Fotenn

3.2.1. Open House

The Open House was held the evening of Wednesday September 28th, 2022. Approximately 35 people were in attendance. The key themes that emerged were safety, especially regarding the intersection in front of the post office, maintenance, and maintaining views of the waterfront. The feedback given was generally positive with participants asking a range of questions and providing the design team with valuable feedback which will aid in the design process.

The public in general had a good impression of the content being presented on the Open House panels prepared by the project team. Concerns about safety were general complaints (Town's access at the Highway and intersections, school, and marina area) as well as sidewalks' accessibility and maintenance. Some participants also highlighted the importance of the retention of the existing trees and that snow management is also a concern especially for trees and bike lanes maintenance.

The lack of shading and rest areas was also mentioned, and some concerns were raised about the potential for additional infill and new trees impacting panoramic/scenic views to the water and mountains.

It was raised by some participants concerns with the inclusion of amenities along the connection path to the waterfront as people use the open space to watch fireworks and for summer festivals.

Enhancements in the Marina area are needed, including a formalized and safe parking lot, more boat slips, additional boat launch, etc. Concerns about maintaining the existing wooded area and natural character in the Keys property.

3.2.2. Public Workshop

The in-person workshop was held the next evening on Thursday, September 29th 2022. There were approximately 35 people in attendance divided into four (4) breakout groups, each focusing on a specific section of the Study Area. The workshop was live-streamed online allowing an unknown number of people to watch the live portion of the presentation, or watch it in a more convenient time after. The workshop was also attended by Stephanie Adams who gave a special presentation about the indigenous history of the area as she presented her academic work. The following is a summary of each breakout group.



Figure 41: Workshop on Sep 29th, 2022. Source: Fotenn

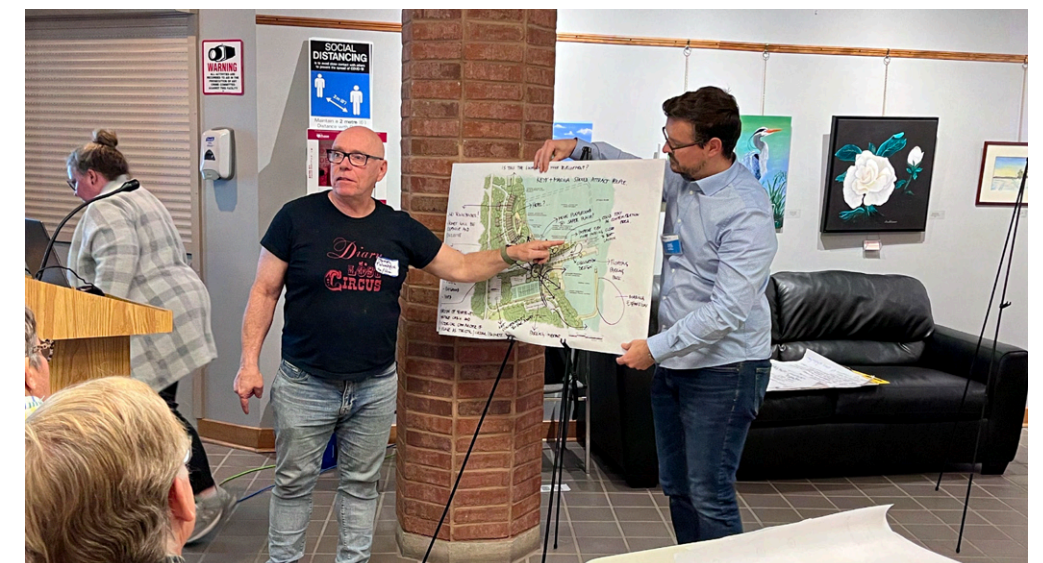


Figure 42: Workshop on Sep 29th, 2022. Source: Fotenn

Workshop Groups' Outcomes

Group 1: Town Entrance and Downtown

The participants unanimously agreed that there are numerous existing assets at the primary entrance to the downtown, at the intersection of the Trans-Canada Highway and Deep River Road, that could be further capitalized upon. The water tower, the atom sculpture, the vacant garage and the existing mature trees present good opportunities to define this as a gateway to the downtown. In addition to the renovation of the water tower, more investment (capital and operational) is required to give all of these features more visual prominence for vehicular travelers along the Trans-Canada Highway.

One participant provided a variety of sketch options for actual gateway features. While there was much discussion around the appropriateness of various materials (stone, timber) and whether they should flank or span across Deep River Road, the clear consensus among the group was that a new gateway feature should be “big and bold”. Proper lighting, accessible sidewalks / bike lanes, a safer pedestrian crossing and a rhythmic continuation of features from the Highway to the downtown would contribute to a clearer and more remarkable sense of arrival to Deep River. As visitors approach downtown, the spectacular view of the Ottawa River reveals itself and any interventions should be sure to not compete with that natural asset.

Group 2: Downtown and Connection to Waterfront

The main themes that emerged from participants of this group were circulation, views, public space, tree health, and parking. As for circulation within the downtown core, additional frequently used paths were highlighted by participants, indicating the need for further path optimization.

Another discussion point centered on the Post Office parking, specifically in relation to concept option two (2) that proposes cutting off access to the Post Office from Deep River Road. The Post Office parking needs further studies and should consider access to the parking lot in front of Great Value with ownership agreements as a possible solution.

Regarding the changes proposed on concept option two (2), a discussion on the placement of the new urban plaza in the downtown was debated and some suggested that the current location, between the Giant Tiger and BMO, better facilitates town activities, is more central and less cost prohibitive. A member of the group informed the project team that the existing plaza was built upon the rubble of a building that had caught fire,

meaning, any excavation or planting will need further assessment and potential remediation. Concerns that the green space allotted on Champlain St may not be sufficient to maintain the health of the proposed trees in the long run. Another suggestion was to consider the possibility of making Champlain St a one-way street, providing more space for vegetation and allows for angled parking being viable for that section of downtown.

Finally, there were concerns that the potential infill on the community centre parcel would block views of the river and the parking lot added was not well received.

Group 3: Waterfront, Marina, and Adams' Cabin

The participants identified several improvement opportunities within this area, many focusing on acknowledging and honoring the indigenous heritage of the lands, the nuclear heritage of the area, providing views and access to the waterfront, and creating connections between areas of importance. One of the suggestions was to create a waterfront trail that extends from Lemure Beach all the way to the Keys Property. The group acknowledge this could be challenging given that some of the waterfront east of downtown is privately held land, and explored other ideas to make this connection such as more clearly defined path along the roadways, or a paddleboard, kayak, or canoe route along the water.

The group expressed a strong desire to give importance / emphasis to the Adams' Cabin, and to identify and commemorate the locations of indigenous homes which were previously located within Deep River, perhaps by defining their locations with plazas, art, gardens, and signage. The locations could be connected to the waterfront trail, and perhaps incorporated into a healing walk. This work should be done in collaboration with the Algonquins, AECL, the Yacht Club, and other stakeholders.

Considerations for development of the Yacht Club, marina and Keys properties included service access to the yacht club, competition with the yacht club restaurant, and environmental impact on existing natural features such as the spring at the base of the Keys properties.

Other desired facilities and features include accessible public washrooms, accessible changerooms, recreation areas for teens near the school, water fountains / bottle refill stations and trash receptacles. Formalizing and signing parking in general, within the Town, was also desired. Van Tourism was identified as a growing trend, and the group felt an area should be designated for those who wish to park overnight. Wayfinding signage should

be provided for pedestrians, cyclists, and vehicles, but consideration should also be given to signage for boaters and snowmobilers, about facilities and services available to them in Deep River.

Group 4: Marina and Keys Property

The participants agreed that the Marina and the Keys Property areas should be enhanced to attract people. They also agreed that the access points to these areas should be enhanced by formalizing the pedestrian pathway between the tennis courts and restaurant, making the Brockhouse Way curve safer for pedestrians/cyclers/drivers and enhancing Pier Rd cross section.

At the Marina area, boat trailer parking and vehicle circulation were mentioned to be a major concern. Not only should the parking spaces be larger to accommodate boat trailers but also vehicle circulation should be enhanced to facilitate curves and maneuvers. A specific vehicle circulation plan should be taken into consideration in future steps. In addition, the group agrees that the existing boat launch can't support the actual demand and it should be augmented.

The group also considers that the playground is useful, but its location is considered unsafe due to the proximity to the parking lot. It was suggested that the playground should be moved to a safer location, likely on the Keys Property. The area where the playground is located could remain as a contemplation open space/green area. Some participants also considered the idea of moving the whole parking lot outside of the “peninsula” area, freeing the space for green open spaces. The group mentioned that the existing parking lot along Brockhouse Way is well used and that it should be formalized and have its access' security enhanced. The existing parking lot along River Road is not convenient because it is too far away from the launch area.

The group believe the Adams' Cabin configures an important element to celebrate the history of the house and the Algonquin Peoples. Regarding the Keys Property, the majority of the group believes the town should preserve the site's natural character and the existing trees rather than develop the lands. The preservation would help to ratificate the Adams' Cabin original landscape context as well. Furthermore, the group supported that the Keys Property should be open to the public and include amenities such as playgrounds, rest areas, picnic areas, youth activities, etc. In addition, a small village to be used for tourism or small business was also mentioned as a possible ancillary use for the land.

3.3. Second Public Online Survey

After the workshop, a second online public survey was held, providing the members of the community that couldn't attend in person with an additional way to express their opinions in a formalized way. The online survey was open from September 29th to October 31st, 2022 to visitors, residents, business owners, property owners, and those employed within the study area. Both online and paper copies of the survey were made available. 61 completed surveys were received, compiled, reviewed, and assessed by the project team.

The majority of the replies to the public survey were provided by residents who did not attend the open house or workshop but instead viewed the materials online only. The survey received a total of 48 responses over a 1 month period. Based on survey responses, the reaction to the concepts was mixed.

Approximately, 45% of people that responded to this survey were generally pleased with proposed materials, approximately 35% of people did not like or had concerns with what was presented, and another 20% of people had no opinion either way. Below is a summary of the most common themes and a detailed breakdown is provided in Appendix B of this document.

Q4: What did you like?

/ The two most agreed upon changes are to sidewalk accessibility/connections and the need for intersection re-designs, specifically the one outside the post office. Five responses alluded to option two being the desired solution, two opted for option 1, while the remaining 7 did not specify.

/ Aesthetics was also identified as being important as improved landscaping/canopy coverage and downtown improvements were the next most agreed upon suggestions.

/ Finally, additional public amenities were appreciated, such as the skatepark, and it was made clear the residents wish the Keys Property to remain public land.

Q5: What did you dislike?

/ The reduction of street parking, changing all parking to parallel parking, and the addition of a parking lot where the community center is located were viewed as a concern. A few responses alluded to having a mix of parking styles while expressing concerns that parallel parking will not be

much safer than the existing angled parking due to elderly and new drivers who are not required to learn parallel parking as part of their licensure.

/ Not having a defined plan for the community center was mentioned as being problematic as the space is very important to the town.

/ Residents wish for the Keys property to remain as public land and have expressed that additional housing developments are happening in other areas of the town; development of the Keys property was not well received.

/ Other important comments were concerns about infill obstructing views and winter maintenance not being thoroughly considered (for example, snow storage currently occurs where infill was illustrated in the Value Mart parking lot), especially in regard to the narrowed streets.

Q6: What was missed?

/ Like the concerns listed in question 5, participants were worried about the community center and the changes to parking, whether it being not enough, being too far from shops, or simply not wanting parallel parking.

/ Maintenance costs were requested and will be loosely laid out in the final report. Other important comments that may impact the design was the consideration of making downtown streets one way and the fact that Summerfest is held in the pedestrian connection between Ridge Road and Brockhouse Way.

Q7: What are your top three priorities for improvements/ enhancements?

/ Fixing the sidewalks/pedestrian crossings and downtown development/aesthetics were the two most important priorities for the town residents that answered this survey.

/ Canopy coverage, accessibility, and outdoor amenity space (especially for teens) were the second most important priorities. Fixing roads/infrastructure and general safety were the third most important priorities outlined by participants.

The responses received were generally positive and illustrate the town's desires are in-line with what the project team is generally proposing as its core.

The project team also did an additional presentation to Council after the public events to provide an update to elected officials and received additional feedback.

With the important feedback constructive criticism received over the open house, workshop session and online survey, the project team will review the concept plans and are confident that it will be able to produce a plan that resonates and guides the town in future development.

4.0

GUIDING PRINCIPLES



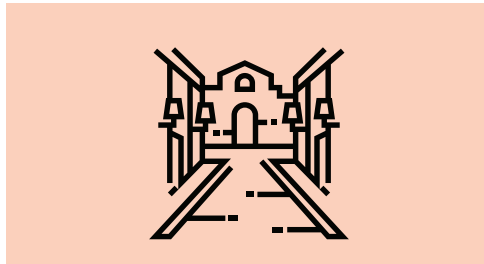
5.0 GUIDING PRINCIPLES

Based on input received from meetings with the Town Staff, site analysis and the outcomes of the first online public survey the project team prepared a set of guiding principles which will be used to guide decision making, inform concept development, and set priorities for the Enhancement Strategy.

The Guiding Principles were presented to the community at the Open House for reviews and adjustments.

Cohesive Image and Identity

Draw upon the historic, cultural, and natural assets of the Town of Deep River to create a cohesive identity for the downtown streetscape and waterfront design. Create a distinct image rooted in a sense of place and character to help transform the study area into a vibrant and welcoming destination for both visitors and residents, which in turn will attract new businesses and help existing, and new, businesses to thrive. Establishing parameters and material palettes for the public realm, public facilities, and privately owned building facades, with preference for the use of local, natural, and sustainably sourced materials such as wood and stone, will help create a consistent atmosphere throughout the area.



Complete Streets

Implement Complete Street strategies for key streetscapes within the downtown core to provide equitable, safe, and efficient right-of-ways that focus on the pedestrian experience first. Adequate infrastructure shall be provided for different transportation modes, including multi-use paths and sidewalks, bicycle lanes, and private vehicles where appropriate. A more robust mix of uses and densities that activate the street should be encouraged with incentives for local businesses, such as restaurants, galleries, and hotels, will ensure a livelier outcome for residents and provide reasons for visitors to return. Trees, walking surfaces, and site furnishings that improve and enhance the pedestrian experience will be incorporated into the streetscape to create a comfortable and accessible pedestrian realm.



Connectivity and Continuity

Provide clear and direct pedestrian and cycling connections between major destinations such as the Marina, the Waterfront, and the Downtown core, as well as local museums and other important establishments throughout the study area. Visitors and residents shall be able to clearly orient themselves through easy-to-use wayfinding measures and signage. Existing pathways shall be enhanced and connected to provide a continuous network of active transportation, especially along the waterfront. Explore innovative technologies to enhance wayfinding, such as public wi-fi, VR (Virtual Reality) and QR codes, for users to interact with the urban space and with each other.



Accessibility and Safety

Physical accessibility is a primary consideration for streetscape design, and design of any new indoor or outdoor public amenity. Using principles of Universal Design, the Downtown core and Waterfront will provide accessible, safe, and equal experiences for all individuals, regardless of their physical capabilities. Generous paths and sidewalks shall be provided in addition to well-designed access ramps and railings where needed. Materials and finishes specified shall resist adverse impacts of the harsh climate of the area and a rigorous maintenance plan for sidewalks and paths must be prepared and followed to guarantee an optimal and safe environment for all.



Diversity of Public Amenities

Provide a broader diversity of public community amenities that appeal to people of different age groups and backgrounds, that meet the needs of residents and visitors, and provides opportunities for positive public interaction and coexistence. Build upon the Town's cultural assets to bring forward community gatherings and common interests to the public realm.



5.0

STREETSCAPE / WATERFRONT ENHANCEMENT

MACRO STRATEGIES



5.0 STREETScape / WATERFRONT ENHANCEMENT STRATEGY

Based on the public engagement outcomes and the site analysis presented, this section will provide the proposed design strategies and guidelines that will aid future projects, designers, and staff to achieve the desired vision outcome of a cohesive streetscape character. Each component may have more general or macro lens that would provide guidance for better connectivity and cohesiveness through the different areas subject of this study.

5.1 Macro Strategies

A set of macro strategies introduce important guideline elements to help future projects and designers to address major issues such as connectivity, continuity, accessibility, safety, and cohesiveness as highlighted in the guiding principles. The macro strategies are divided into several topics as described below.

5.1.1 Connectivity and Continuity

The Town of Deep River will benefit from a clear circulation hierarchy for different types of transportation (Pedestrians, Cyclist, Vehicles, Snowmobiles, Boats etc), providing safe, direct and accessible connections between main urban elements, including connecting Highway 17 to the downtown core, the waterfront, the marina and Keys properties.

The current street network is predominantly car-focused and poorly legible. It is unclear for visitors to the town how to get to and from different locations. A few major intersections are unsafe, specially for drivers that are not local. It is proposed that new strategies focused on active modes of transportation be incorporated to the general town street network to incentive visitors and residents to enjoy the city by foot or bicycle. Broader connectivity and continuity strategies are of great importance to enhance the articulation between the major destinations of the study area. This study recommends the implementation of three (3) circulation spines by introducing new routes

and enhancing existing ones to assist residents and visitors to safely circulate within the study area.

The proposed spines address both connectivity and continuity and enhance the residents and visitors experience throughout the town's scenic landmarks (waterfront and the mountains/river views, and the downtown area). Furthermore, it will help in establishing a sense of cohesiveness and identity.



Figure 43: Proposed Scenic Route. Source: Fotenn

■ Scenic Route Designation (Main Connector Spine)

This study recommends the creation of a scenic route designation in the town. The route would begin at the intersection of the Trans-Canada Highway and Deep River Rd, continuing through Brockhouse Way until the end of River Rd close to Pump House Park. This route runs adjacent to major scenic areas including the downtown core and the waterfront which will help visitors navigate and experience the town's major landmarks and views along one single route.

The designated scenic route should comply with specific design guidelines to ensure a clear navigation and the cohesive identity envisioned for the Town as proposed below.



Scenic Route General Guidelines

- 1 Cohesive sidewalks. Minimum widths of 1.8m.
- 2 Reduction of traffic lanes width to 4m on Deep River Road and 3.5m on Brockhouse Way each way for traffic-calming purposes.
- 3 Introduction of a two-way dedicated bike lane along Deep River Road and a multi-use pathway along Brockhouse Way.
- 4 Plant trees in the planting strip complying with maintenance guidelines to ensure healthy tree growth.
- 5 Provide streetscape elements such as decorative paving (#1), benches and bicycle parking between the building and the curb. These elements aesthetics should match and extend the existing context.
- 6 Provide streetlight and signage matching the street furniture aesthetics. Recommendation to introduce flags on streetlight poles to celebrate commemorative dates and events.
- 7 Any intervention on the scenic route should avoid obstructing views over the mountains/river.

Scenic Route - Highway Gateway Guidelines

- 1** Introduce a new horizontal gateway on both sides of Deep River Road at the intersection with the Trans-Canada Highway (Highway 17). The gateway should ensure unobstructed view to the existing Atom Sculpture.



Figure 43b: Reference for gateway reference. Source:



Figure 43c: Reference for gateway reference. Source:



Figure 43d: Demonstration illustration for the Highway gateway applying the suggested guidelines. Source: Fotenn



Figure 43e: Demonstration illustration for the Highway gateway applying the suggested guidelines. Source: Fotenn

Scenic Route - Deep River Rd Gateway Guidelines

2 Introduce a new gateway over Deep River Rd matching the general street furniture easthetics and extend the existing context. Through the public engagement sessions, the community expressed the interest for a big and bold gateway. Below follows some reference images to illustrate design approaches.

The blue portico structure alludes to the vast Ottawa River which represents an important landmark for the town.

Curved structure alludes to the mountainscape across the Ottawa River. The blue color relates to river and Deep River's logo guidelines.

The structure base is suggested to be robust and solid, alluding to its people history and heritage and setting the foundations for Deep River's thriving future.



Figure 43f: gateway reference in California. Source: University of Santa Barbara.

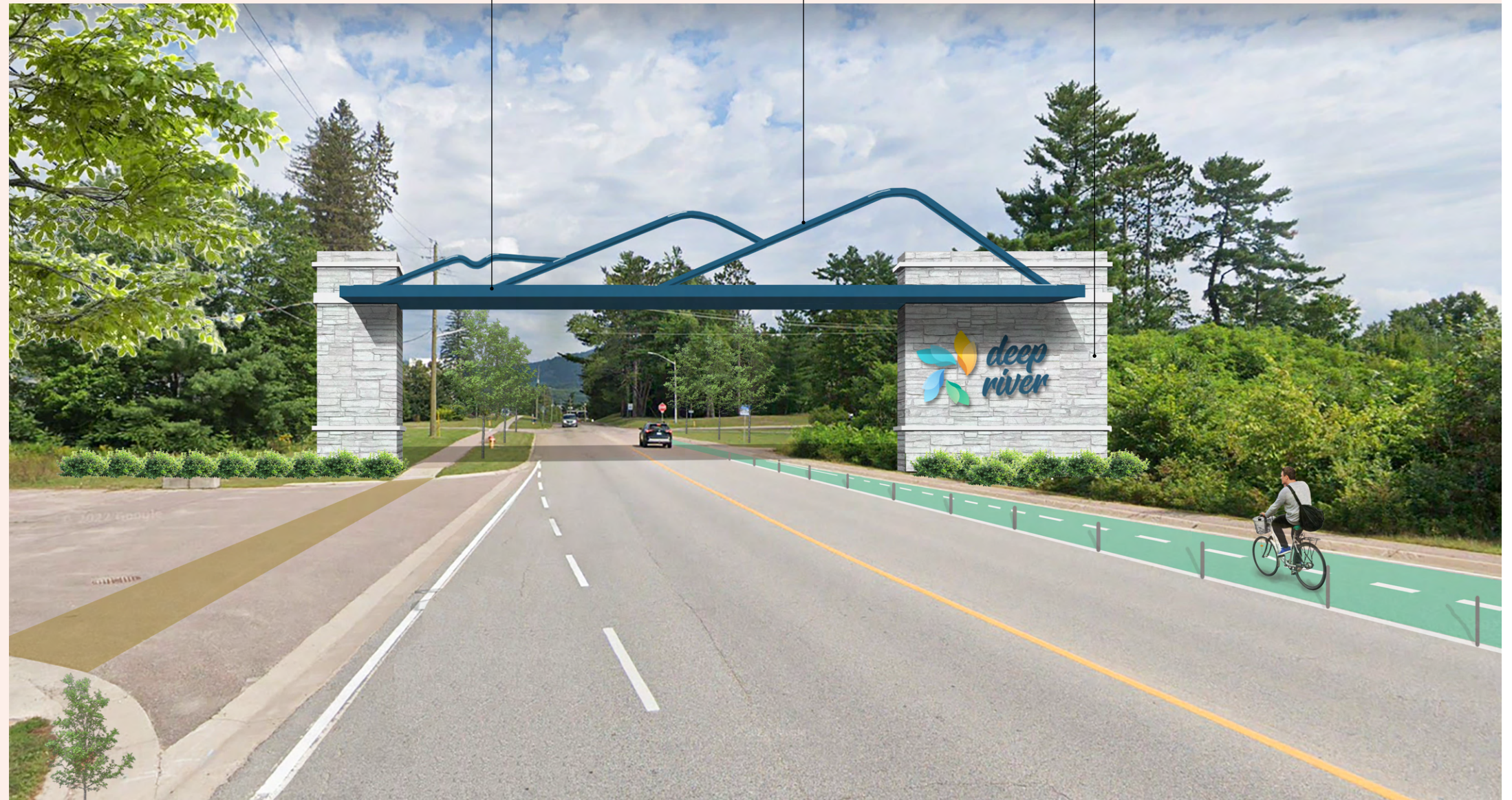


Figure 43g: Demonstration illustration for the gateway on Deep River Rd applying the suggested guidelines. Source: Fotenn

■ **Downtown To Waterfront Pathway Spine**

Being the Downtown and the Waterfront major destination areas for residents and visitors, this study recommends the consolidation of a pedestrian-oriented spine that would connect Champlain St to the waterfront area. The proposed spine is formed by three (3) segments:

- 1 Proposed mid-block pedestrian route connecting Champlain Street and Ridge Road.
- 2 Enhancement of the existing path connecting Ridge Road and the School parking lot.
- 3 Proposed new path connecting the School parking lot and Brockhouse Way.

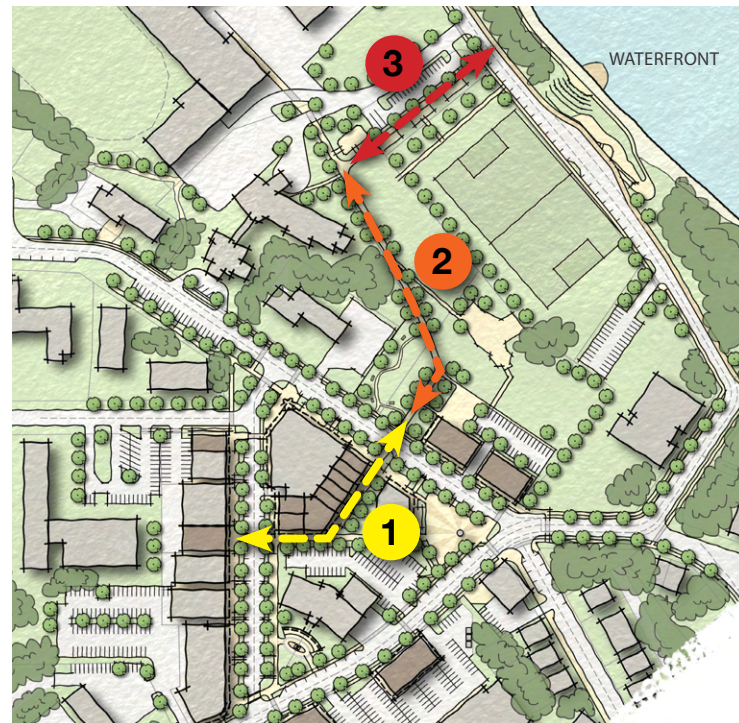


Figure 44: Downtown to Waterfront Pathway Spine Concept Plan. Source: Fotenn

The intent is to enhance the overall pedestrian experience by:

1. Promoting a clear and signaled path that connects these two major areas

2. Addressing most of the accessibility and inclusiveness concerns mentioned on public consultation
3. Formalizing an important path used by the youth to access the school
4. Adding a shortcut to the downtown's triangular block and creating opportunities for retail/commercial infill

■ **Waterfront To Keys Property Pathway Spine**

Being the Deep River's waterfront one of its most important landmarks, this study recommends that clear accessible and inclusive route should be formalized, connecting the existing waterfront path to the marina and the Keys Property. The micro strategy section will detail some of the guidelines recommended for the spine.

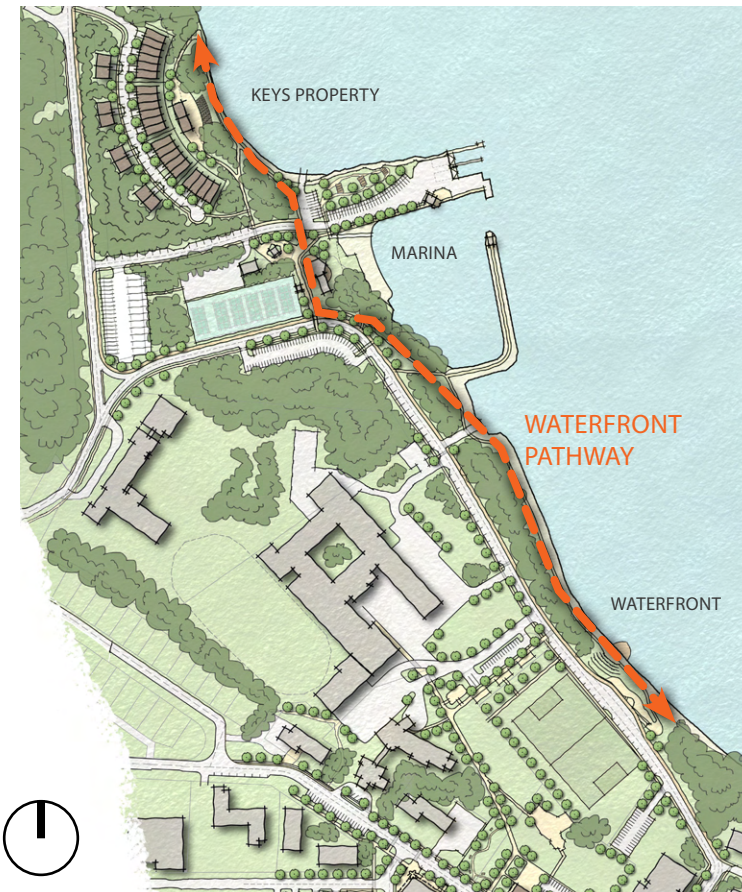


Figure 45: Waterfront Pathway Spine Concept Plan. Source: Fotenn

5.1.2 Complete Streets

The current street network is predominantly automobile-oriented, poorly legible and presents unsafe spots and intersections throughout the study area. To achieve the Town's vision and objectives, this report recommends the adoption of the Complete Streets concept which consists in the implementation of streets that are safe for all users, regardless of age, ability, income, race, ethnicity, or mode of travel. To achieve this goal, the following guidelines are recommended:

- Active modes of transportation should be incorporated to the general town street network to provide equitable, accessible, safe, and efficient right-of-ways that focus on the pedestrian experience first and guarantees that residents and visitors with different types of disabilities, needs and ages have the opportunity to safely circulate and use the different areas of the Town.
- Adequate infrastructure shall be provided for different transportation modes, including multi-use paths and sidewalks, bicycle lanes, and private vehicles where appropriate.
- Within the downtown core, a more robust mix of uses and densities that activate the street should be encouraged with incentives for local businesses, such as restaurants, galleries, and hotels, will ensure a livelier outcome for residents and provide reasons for visitors to return.
- Activate building frontages along the downtown core by encouraging continuous business or retail uses that open directly to the sidewalks. These uses provide activity on the streets enhancing public security, passive surveillance and improve the amenity of the public realm by encouraging pedestrian activity.
- The implementation of trees, walking surfaces, and site furnishings that improve and enhance the pedestrian experience shall be incorporated into the streetscape to create a comfortable, safe, and accessible pedestrian realm.

The Micro Strategies section of this report will provide some direction on the implementation of the guidelines listed above.



Figure 46: Complete Street Reference. Source: Sasaki Associates.

5.1.3 Street Art

Street art can beneficially impact urban environments by creating a safer community, generating relationships between constituents and businesses, increasing economic revenue and promoting local artists and talents. Murals, while beautiful, don't serve simply to brighten residents and visitors' day, but also are an integral part of promoting a sense of identity and belonging.



5.1.4 Cohesiveness and Identity

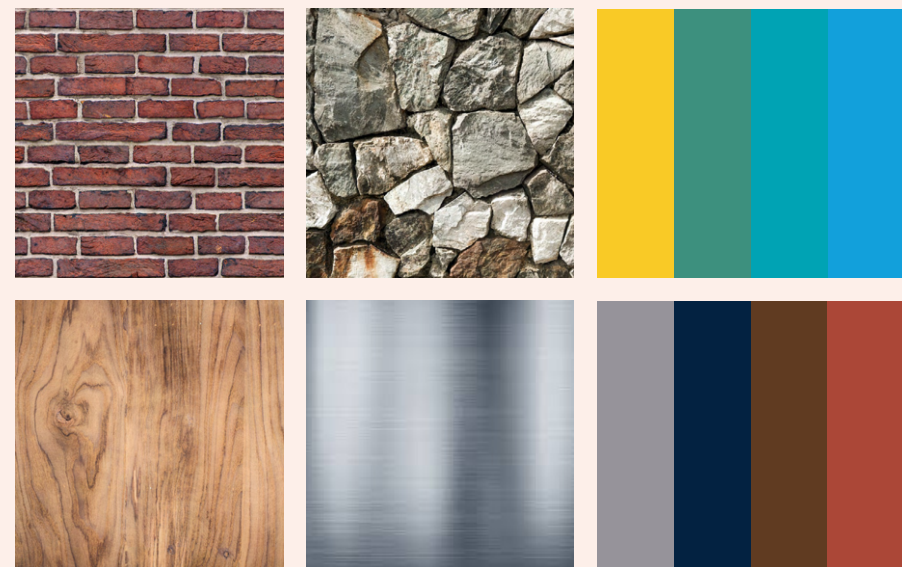
Creating a distinct image for the Town of Deep River rooted in a sense of place and character will help transform the study area into a vibrant and welcoming destination for both visitors and residents, which in turn will attract new businesses and help locals to thrive.

Based on references and precedent images presented during the public engagement process, this report will recommend some guidelines and references to help build a cohesive image and identity for the Town. These guidelines and recommendations should apply to signage in general, wayfinding, gateways, street furniture design and buildings façades within the downtown core.

Materials and Color Palette

Based on references and precedent images presented during the public engagement process, the community showed a preference for the use of natural materials through a more refined and clean design rather than a heavily rustic style.

The downtown aesthetic context shows a predominance of post modernist architectural style. That being mentioned, this report recommends that future developments' facades should dialog with this aesthetic context using materials such as bricks and concrete but also incorporating contemporary elements such as metallic surfaces and some variation in color.



Downtown Building Facades References

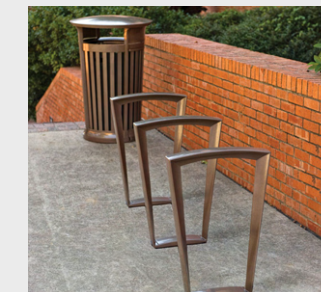
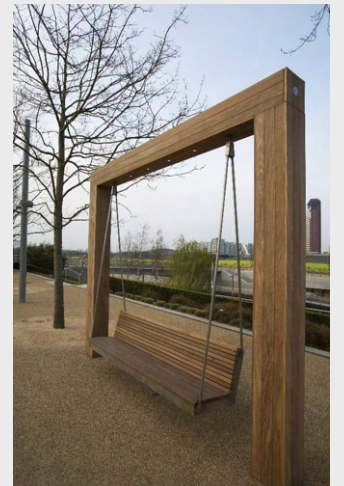
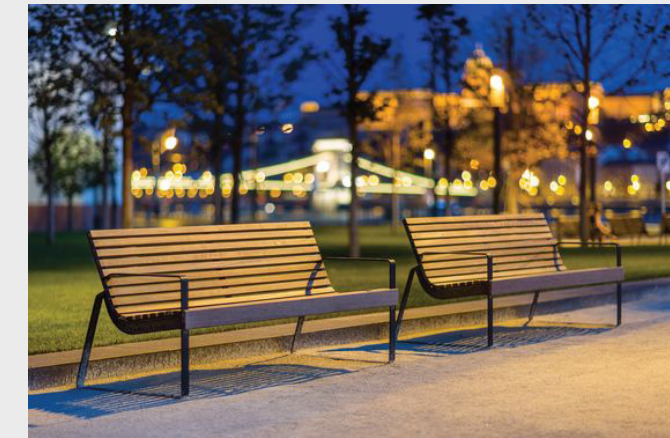


Figure 47a: retail facade reference. Source: amazon.ca



Figure 47b: retail facade reference. Source: clarkmaster.com

Street Furniture References



5.1.5 Signage and Wayfinding Guidelines

This report recommends that signage and wayfinding aesthetics extend the context of the Town of Deep River logo and visual identity using the same color palette to reinforce the character throughout the Town. Below, follows a reference of how colors and round/fluid forms could be used on the Town's signage strategy. This is purely an example and its important to note, the Town would require to retain a graphic designed to produce adequate signage based on the standard branding.



Figure 47c: signage and wayfinding reference. Source: City of Colwood, BC.

6.0

STREETSCAPE STRATEGY

MICRO STRATEGIES



6.0 Streetscape Strategy

6.1 Downtown Streetscape Strategy

Based on the findings of the site analysis, meetings with the Town's staff and the public engagement outcomes, this study delineates some recommendations and micro strategies pertaining to different sections according to the location and specific topics.

The Concept Plan on Figure 47 illustrates the majority of the recommendations that will be described in the following sections.



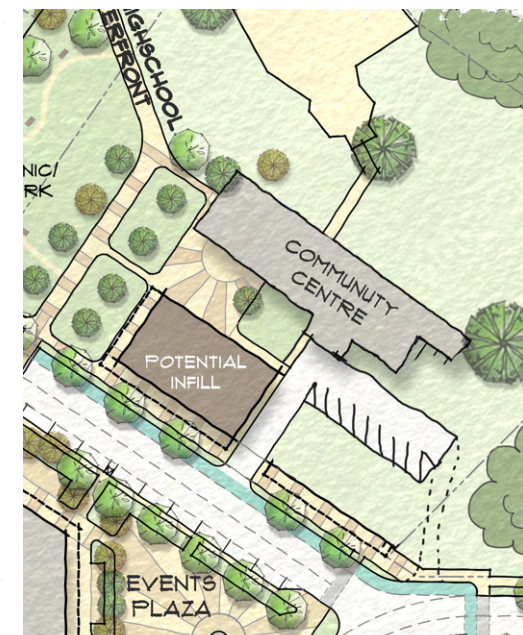
Figure 48: Deep River City Hall. Source: Fotenn



Figure 49: Deep River Downtown. Source: Fotenn



Figure 47: Deep River Downtown Area Concept Plan. Source: Fotenn



Alternative Concept Plan retaining the Community Centre building until the end of the lease contract in 2032.

*Potential new location for the Community Centre after the end of the current lease contract.



LEGEND:

- EXISTING BUILDINGS
- POTENTIAL INFILL
- PROPOSED BIKE LANES

6.2 Champlain Street

Champlain Street anchors the majority of the retail and commercial establishments in the downtown core, and it could be considered the “main street” of the town. However, most of its right-of-way width is occupied by oversized travel lanes and angled parking. This report recommends a complete reconfiguration of the street cross section focused on the pedestrian experience and safety.

Below follows a list of the recommendations which are also illustrated on Figure 50 and in the cross section on Figure 51.



Encourage business owners to use alleyways as an extension of their businesses allowing patios and terraces. Encourage enhancements such as new paving, lighting design, and street art.



Angled on-street parking along the west side of right-of-way should be replaced by parallel parking. Some angled parking along the east side could remain to mitigate the reduction of parking spaces.



Introduce raised pedestrian crossings on each extremity of Champlain Street and one in the middle aligned with the proposed mid-block connection.

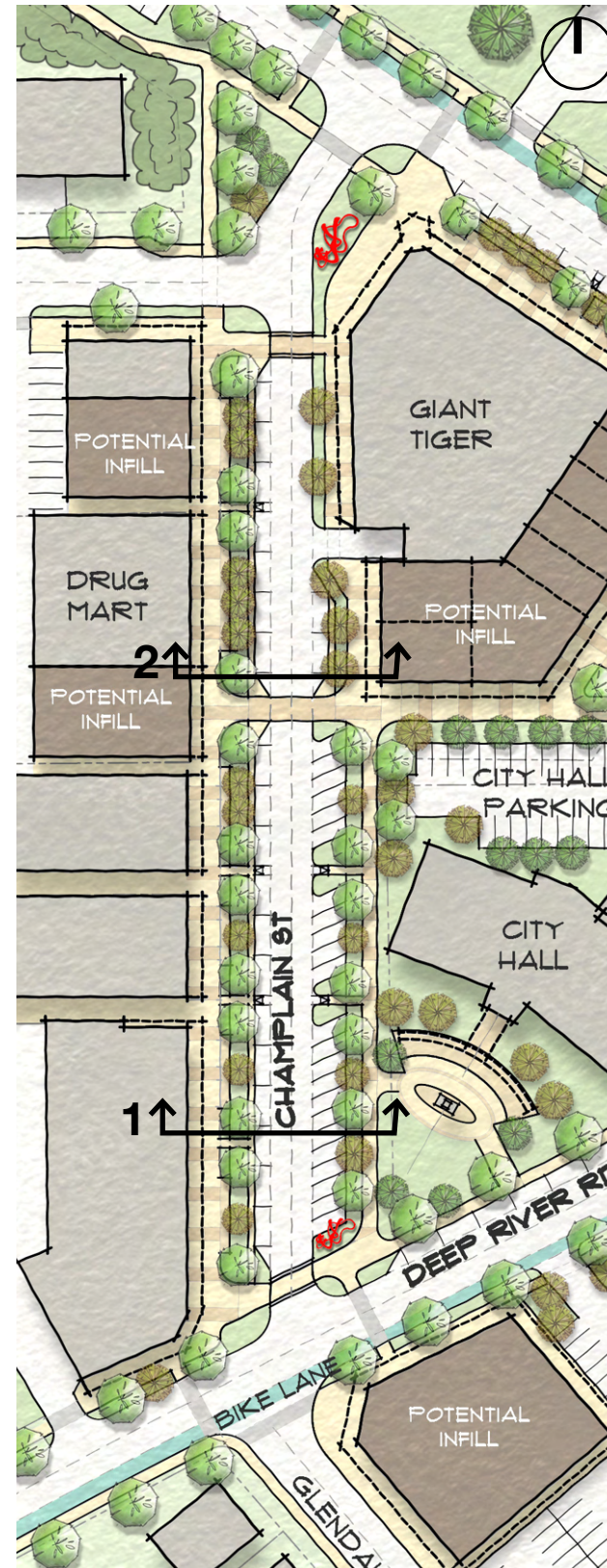


Figure 50: Champlain Street Concept Plan. Source: Fotenn



Promote local artists by identifying strategic locations and opportunities for street sculptures and murals.

Promote temporary interactive street art/murals with community engagement.

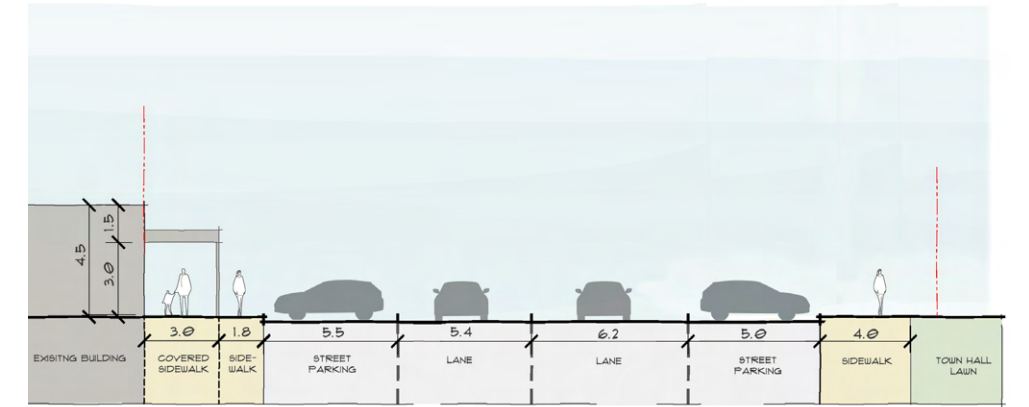
Potential for infill on vacant lands will help establish consistency on the streetscape and retail facades, and create opportunity for new local business.



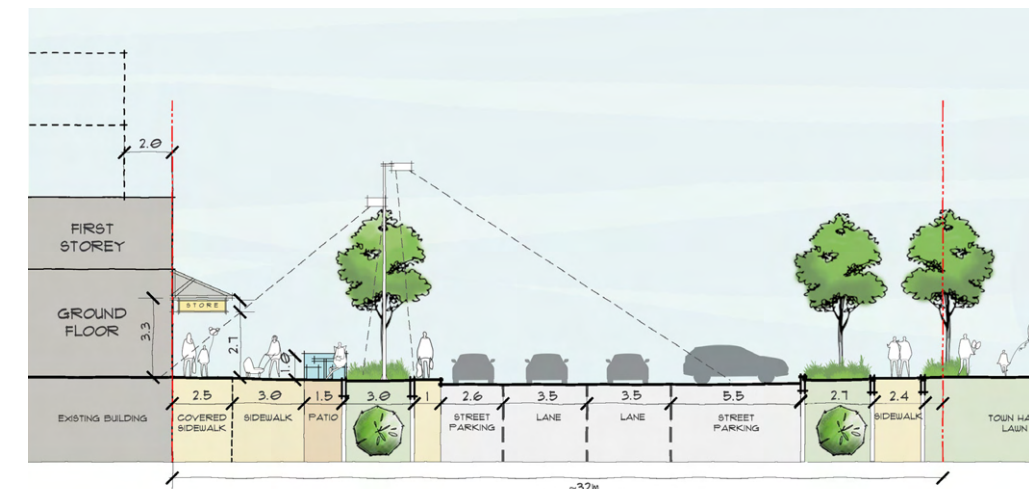
Pedestrian realm to be completely redesigned with the implementation of new canopy guidelines, broader sidewalks, resting areas, soft landscaping and tree planting, new street furniture and signage.

Reduce travel lane widths to 3.5m to slow down vehicular traffic.

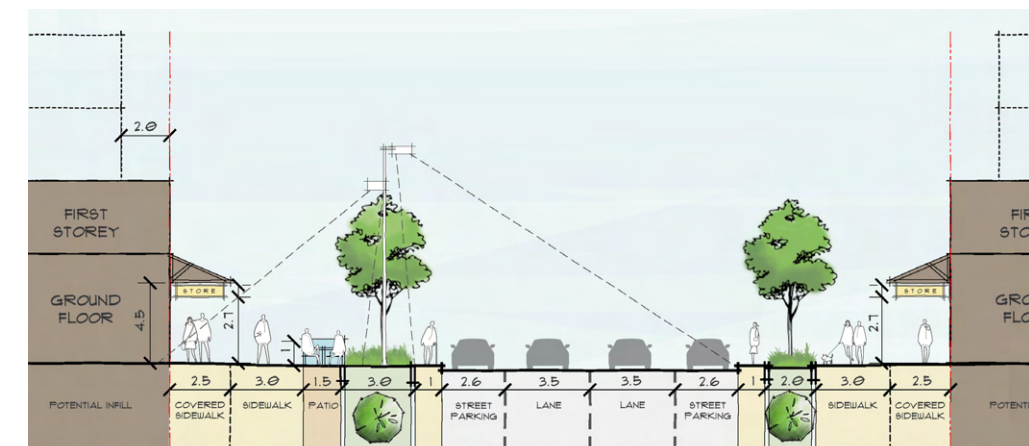
Champlain Street Cross Section study



Current Champlain Street Cross Section



Proposed Champlain Street Cross Section 1



Proposed Champlain Street Cross Section 2

Figure 51: Champlain Street Cross Section. Source: Fotenn

6.3 Deep River Road

Deep River Road, as it cuts through the Downtown core, is mostly framed by big-box retail stores and their large surface parking lots, and the Fire and Police Departments building. These are significantly set back from the front property lines, which results in poor articulation of the public realm and the pedestrian experience.

Due to its privileged location within the downtown, this study recommends some changes to enhance the overall experience of the public realm of Deep River Road. The recommendations are expressed in the list below and are illustrated by the proposed concept plans and street cross sections. Note that, given ownership of the right-of-way, any changes to this street should be coordinated with the County of Renfrew.

Recommended micro strategies:

- Reduce travel lane widths to 4m
- Introduce a 2-way bike lane along the south side of Deep River Road
- Introduce on-street parallel parking along the north side of Deep River Road
- Introduce continuous sidewalks on both sides of the road, in addition to resting areas, soft landscaping, street trees, new street furniture and signage. See cross section for more information (Figure 52)
- Potential for infill development on existing commercial parking lots should be incentivized to animate the public realm and frame the street. The infill at Deep River Rd and Glendale Ave should be prioritized due to its strategic location and focal point from those arriving into Town.
- Encourage business owners to introduce soft landscaping and trees on parking lots to enhance the streetscape aesthetics

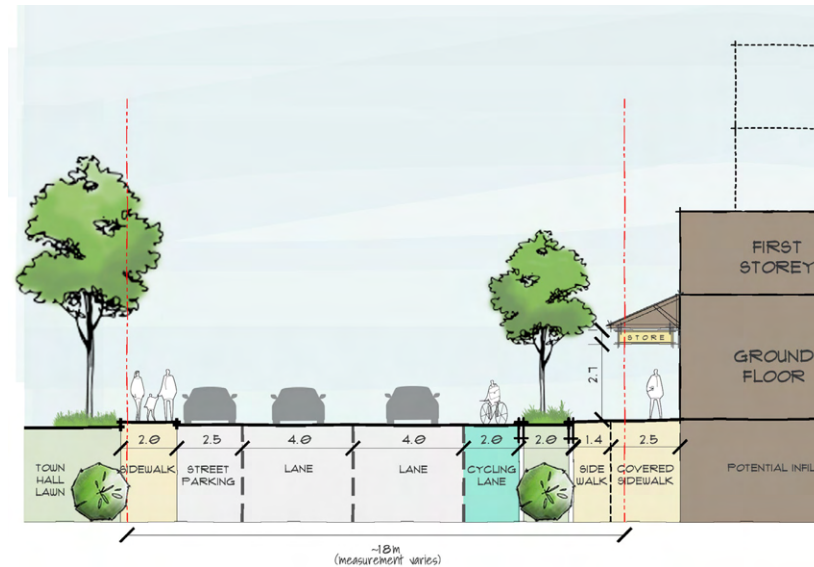


Figure 52: Proposed Deep River Road Cross Section



Figure 54: Concept plan for Deep River Road

An artistic mural or a green wall is encourage on the LCBO back facade. New openings along Deep River facade should be provided to animate the sidewalk. Ideally this Hydro pole should be removed to upgrade streetscape. Infill is highly recommended at this corner to frame the street and the downtown entrance.



Figure 53: Existing view of Deep River Road approaching the downtown area



Figure 55: View of Deep River Road with proposed upgrades.



LEGEND:

- EXISTING BUILDINGS
- POTENTIAL FOR INFILL DEVELOPMENT
- PROPOSED BIKE LANES

6.4 Ridge Road

Ridge Road is the last segment that encloses the downtown core triangle. This segment is characterized by minimal retail frontage, several vacant lots and open spaces, which disrupts the continuity of built form harms the configuration of an identity for this road.

To enforce a more consistent frontage and help achieve the desired street character of the other downtown streets, this study recommends the following guidelines and upgrades. Important to note that Ridge Road is owned by the County of Renfrew and that all changes on the public right-of-way should be coordinated with the County.

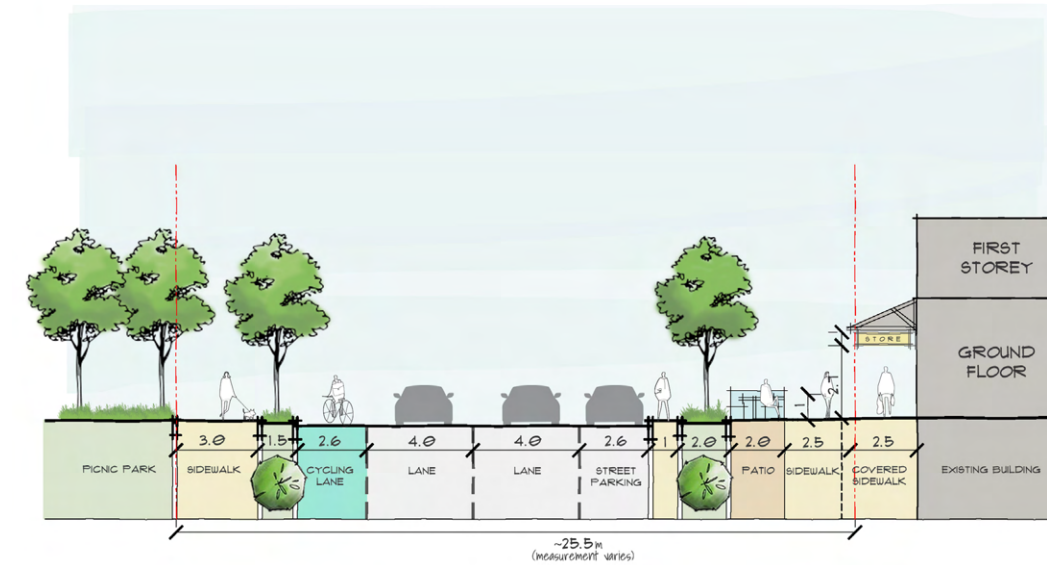
Recommended micro strategies:

- Reduce traffic lane widths to 4m
- Introduce a 2-way bike lane along the northeast Ridge Road
- Introduce on-street parallel parking along the south west of Ridge Road
- Introduce continuous sidewalks on both sides of the road, resting areas, soft landscaping, tree planting, new street furniture and signage. See proposed cross section for more information (Figure 57)
- Introduce raised pedestrian crossing aligned with the proposed mid-block connection towards Champlain Street
- Potential infill identified by extending the Giant Tiger building and on the community centre parcel
- Encourage the relocation of the community centre to a position closer to the sidewalk to animate the public realm and frame the north corner with Deep River Rd. The parking lot is recommended to be moved to the back of the new building.

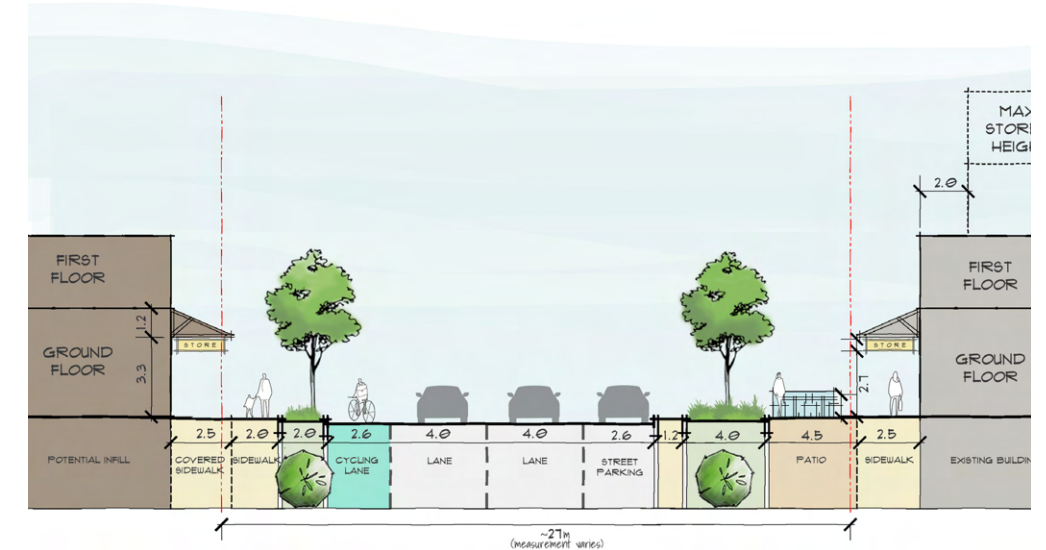


LEGEND: ■ EXISTING BUILDINGS ■ POTENTIAL INFILL ■ PROPOSED BIKE LANES
 Figure 56: Ridge Road proposed concept plan Source: Fotenn

- Proposed new public park gives access to sports fields and lookout platform for panoramic views of the Ottawa River and mountains.



Proposed Ridge Road Cross Section #1



Proposed Ridge Road Cross Section #2

Figure 57: Proposed street cross sections. Source: Fotenn

6.5 Mid-Block Connection

The proposed mid-block connection through the downtown triangular core is part of a broader macro strategy (circulation spine) intended to connect the downtown and the waterfront areas. However, the connection also plays an important role both as a shortcut between Champlain Street and Ridge Road and a new pedestrian car-free zone to be potentially infilled with retail and commercial uses at grade and residential uses on upper floors.

The mid-block connection is made possible through the existing vacant lots and the redesigning of the Town Hall parking lot layout. This study suggests that a similar number of parking spaces could be achieved with a more efficient parking layout at this location.



Figure 58: Pedestrian mid-block connection concept plan. Source: Fotenn



Figure 59: Example of pedestrian mid-block connection reference. Source: pinterest.com

6.6 Intersections

The public consultation survey highlighted several intersections that were deemed or perceived as unsafe for pedestrians. The following graphics illustrate conceptual upgrades to the identified intersections to help mitigate or resolve some of the concerns raised. All these concepts are high-level and would require more in-depth study by a transportation engineer.

The intersection of Deep River Road, Ridge Road and Hillcrest Ave was noted to be one of the most unsafe for pedestrians due to the angled streets' geometry and the steep down grading of Deep River Road. This report suggests two potential solutions for this area: **option 1** considering improvements to the existing intersection and **option 2** considering a realignment of Deep River Road and Ridge Road to avoid the angled-merging streets and the grading issues as shown in the conceptual illustrations on Figures 60 and 61.

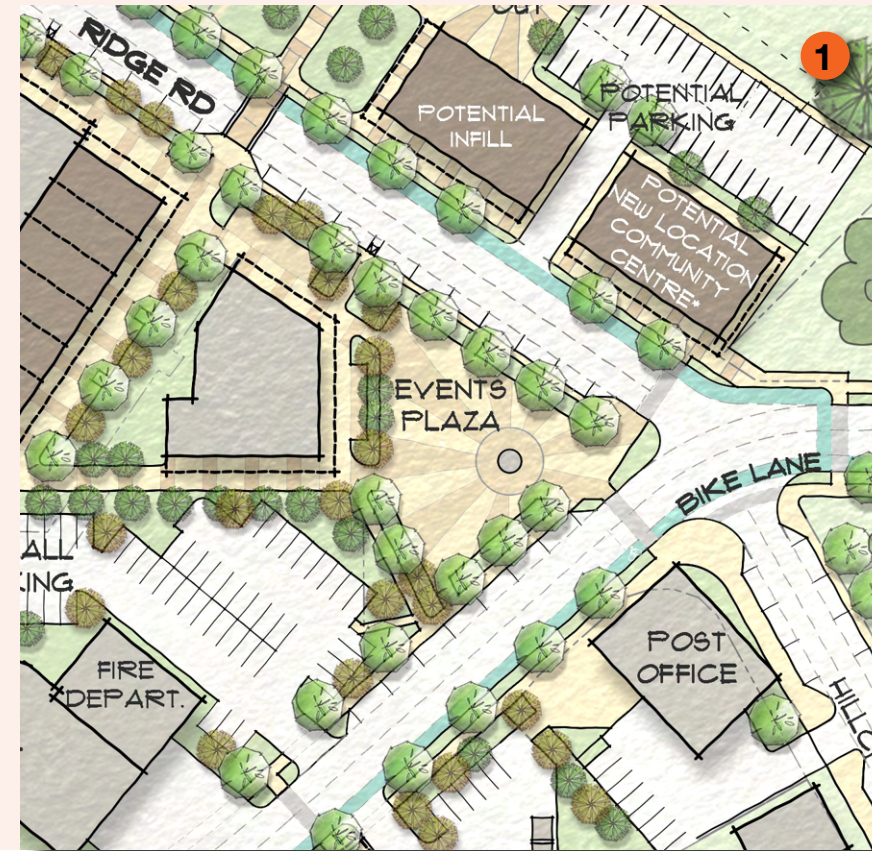
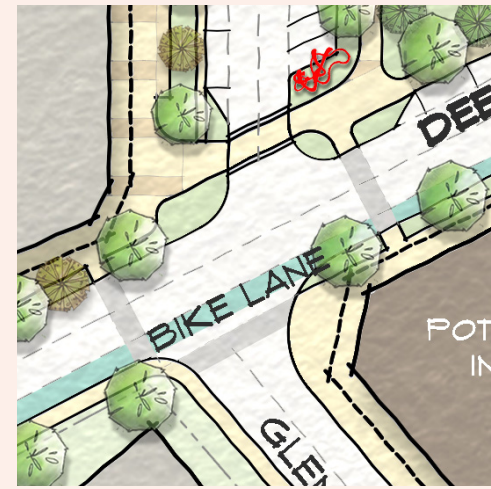
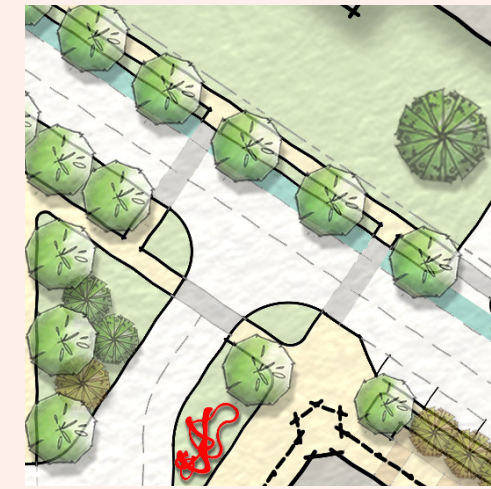


Figure 60: Concept Plan Option 1. Source: Fotenn



Deep River Road, Champlain Street and Glendale Ave



Champlain Street and Ridge Road

Figure 62: Proposed updates to smaller intersections at Champlain Street. Source: Fotenn

Further refinements and upgrades to other intersections would improve overall safety of the downtown.



Figure 61: Concept Plan Option 2. Source: Fotenn

6.7 Events Plaza

The Events Plaza is a public open space intended to stage temporary and seasonal events and festivals. Currently, the farmers' market utilizes the Town Hall parking lots, which is not an ideal location.

The two concept plan options (Figure 60 and 61) include a formalized plaza for such events that may foment the economic development of the area. The Events Plaza location is recommended at the publicly owned area at the easternmost portion of the downtown's triangle. For option 2, the Events Plaza is recommended to be integrated with the Post Office to build and enhance the social gathering that already occurs at the post office.



Figure 62: Example of street market, Ottawa. Source: Fotenn



Figure 63: European Christmas Market. Source: Pinterest.com

6.8 Architectural Controls Strategy

The intent of architectural control strategies is to establish parameters and material palettes for the public realm, public facilities, and privately owned building facades to help create a consistent atmosphere throughout the area.

This strategy promotes the creation of a distinct image rooted in a sense of place and character to help transform the study area into a vibrant and welcoming destination for both visitors and residents, which in turn will help existing and new businesses to thrive.



Figure 64: Existing Retail facade in Deep River. Source: Fotenn



Figure 65: View of the canopies on Champlain Street. Source: Fotenn

6.8.1 Canopies

It is recommended that the dimensions and proportions of the zoning required canopies be revised as per the image and guidelines below to allow for a more comfortable and welcoming experience for pedestrians and to increase visibility to the commercial establishments. The Town should encourage existing businesses to upgrade their canopies to match the new standard and proportions as described in this report.

- Dimensions (height and width) should be consistent throughout the different properties' facades as recommended in the illustrations below.
- Structure should be free-standing and overhangs, light and simple as shown in the reference images below.
- Materials and color palette should align with the materials and color palette described on the previous sections of this report (5.1.4).
- Preference for translucent roofing materials to allow more light to come in.

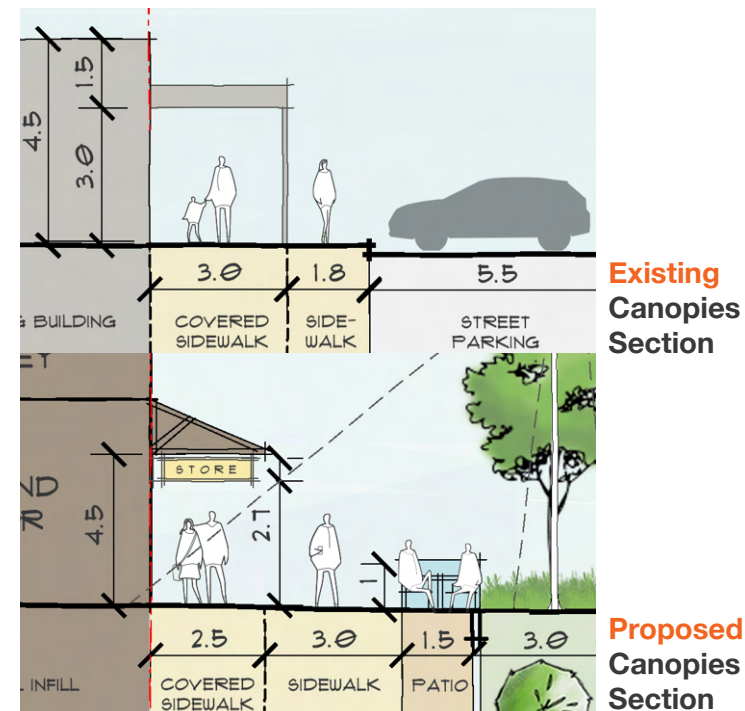


Figure 66: Existing and proposed canopies comparison. Source: Fotenn

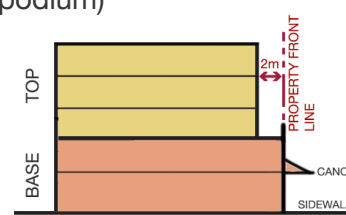


Figure 67: View of the canopies (Figure 65) after proposed changes being implemented. Source: Fotenn

6.8.2 Building Envelope Height

The downtown core is currently under the C1 zone which allows building heights of up to 15m (approximately 5 storeys). To enhance new economic developments in the downtown core and create a mainstreet feel, it is proposed that the town incorporate a minimum building height requirement for any new development and/or infill project within the downtown core to achieve a minimum of 2 storeys. Higher buildings within the downtown core are encouraged to adopt the following guidelines:

- Divide building envelope in two distinct volumes: the base (podium)
- The top should step back a minimum of 2m from the base facade alignment and,
- The base and the top should preferably present contrasting materials or color palette to ensure a clear distinction of each part of the building.



6.8.3 Rhythm and Proportion

To achieve harmonious and continuous facades throughout different properties and business owners, it is recommended that every new development matches the building base and top height with the existing surrounding context. The same is recommended for openings' dimensions and rhythm.

6.8.4 Active Frontage

Active frontages play an important role to support vibrant and lively sidewalks. In this direction, this report recommends the following guidelines:

- In the downtown core, the building's ground floor should be preferably occupied by retail, services and commercial uses to help activate the sidewalks
- Upper storeys may have other uses such as residential, professional services and institutional in compliance with the existing policy framework
- Buildings frontages should be aligned with and frame sidewalks/patios
- A minimum of 50% of the front facade width should be occupied by transparent glazing openings such as doors, windows, and store displays.



Figure 68: Restaurant, cafes, and services animates the sidewalk. Source: Fotenn

6.8.5 Retail Outdoor Signage Standards

To help create a consistent atmosphere throughout the area, this study recommends the following guidelines for retail signage for buildings fronting Champlain Street, Deep River Road and Ridge Road within the downtown core:

- Standardize retail outdoor signage dimensions. It is recommended that the signage area be limited to 5% of the retail facade area.
- Frame retail outdoor signage with standardized materials and/or color palette.
- All outdoor signage should be positioned at the same height.
- Commercial outdoor signage should be hung from the canopy's structure, and maintain a minimum 2,7m height clearance.

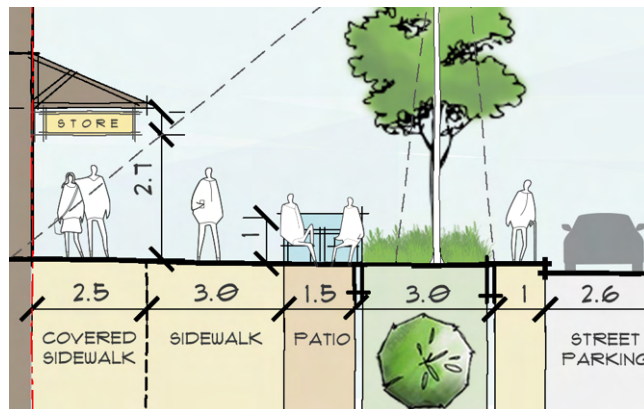


Figure 69: Illustration demonstrating outdoor signage preferred location. Source: Fotenn



Figure 70a: Example of standardized outdoor signage in front of stores in Banff. Source: Fotenn



Figure 70b: Image of existing retail facades on Champlain St. Source: Goggle



Figure 70c: Demonstration of Architecture Controls on retail facades along Champlain St. Source: Fotenn sketches over Google image.

6.8.6 Downtown Parking

The outcomes of the public engagement survey showed that a great part of the community believes there is currently more than enough on-street parking and/or could be somehow reduced. In addition, the implementation of the complete streets strategies tends to encourage residents to walk and bike as a result of better sidewalks/bike lanes and lively public realm.

Aside of the parallel parking implementation mentioned previously, this study recommends that the Town engage with local business owners to look for efficient uses of the existing private parking lots. These areas could be used by the general public and visitors on weekends, for special events or festivals.



- Existing Conditions
- Private Vehicular Parking
 - Public Vehicular Parking
 - On-Street Parking

Figure 71: Existing surface parking lots in the downtown of Deep River. Source: Fotenn



Figure 72: Private parking lot on Deep River Rd. Source: Fotenn



Figure 73: City Hall parking lot on Champlain St. Source: Fotenn



Figure 74: Private parking lot behind Champlain St. retails. Source: Fotenn

In addition, there could be synergies between landowners and businesses to allow for shared parking options. As an example, grocery store parking could support vehicles heading to the Post-Office through a direct passage as shown on Figure 72c.



Figure 75: Shared parking options. Source: Fotenn



Figure 76: Private parking lot close to the Post Office. Source: Fotenn

6.8.7 Other Guidelines

- Air conditioning equipment should be screened or placed in areas of the building outside of the observer's sight from the street and sidewalks.
- The Town should encourage local businesses implement to active uses on alleys between buildings with terraces and patios.
- It is also recommended that off-street parking requirements be reduced for new development in the downtown, given the proposed active transportation network envisioned and described in this report.

6.9 Winter Maintenance Guidelines

The intent of this section is to provide guidelines and possible solutions to the municipality to help mitigate damage to vegetation from salt spray and soil salt levels due to winter maintenance.

A main cause of vegetation loss is due to salt spray and a rise in soil salt levels due to winter maintenance. Salt spray is most prominent on the side of the vegetation that is facing the roadway and results in trunk lesions, leaf scorch, and twig dieback. If enough salt builds up in the soil it will become contaminated causing the breakup of aggregates in the soil which reduces permeability and aeration. A build up of sodium chloride within the soil will also persist throughout the growing season which accelerates the winter damage.

Solutions

1. An immediate way to reduce the damage is to simply use less salt. Often our streetscapes are over-salted so brief staff to adjust the dose of salt to match the situation and to be cautious when spraying near plants. Pre-wetted or brine-form sodium chloride causes less damage to vegetation if applied appropriately. Also consider mixing coarse sand or other tactile materials into the salt to reduce the amount laid down.
2. Consider alternatives to road salt. Magnesium chloride is an alternative that is more effective in colder temperatures and is the least harmful chemical to vegetation, soil, and infrastructure. While the cost is significantly higher than typical road salt, the benefits to the greater environment and its effectiveness in colder weather help to mitigate this additional cost.
3. Flush tree pits and soil with fresh water to reduce the salt's environmental impact and its concentration around the tree's roots. This should be done in early spring but if the winter temperatures drop and there is a brief thaw, it can also be beneficial to water the soil then. Do not perform this during freezing temperatures or to low lying trees as this can drown and freeze the roots in the winter. The upper parts of the tree can also be sprayed in early spring with fresh water to reduce the impact on bud deformity from airborne salt. This applies to hedge rows and other planting beds that are subjected to heavy salt spray. Flushing tree pits can be done manually or with irrigation that is commonly incorporated in systems such as soil cells.
4. For poorly draining soils, install subsoil drain lines or improve drainage rates by reducing compaction in the subsoil.

5. Curb tree pits to reduce saltwater runoff and salt spray. To allow for rain to passively irrigate street trees and planting beds, a grate should be installed in the curb that can be closed in winter to prevent saltwater run off but opened after the thaw to allow for typical rain infiltration.

6. Finally, ensure proper species selection which favours salt tolerant urban plants. If planting in a group, the salt tolerant species should be planted on the perimeter.



Figure 77: Salt spray damage. Source: Joseph LaForest, U of Georgia

Salt-Tolerant Species

Where site conditions permit, priority should be given to selecting native species. In urbanized settings like downtown streetscapes, conditions typically do not favour native species. The following list includes a palette of both native and introduced species that have proven to be tolerant of harsher growing environments and do not exhibit invasive qualities. When selecting street trees, note that coniferous trees are not suitable.



Figure 78: Ginkgo biloba



Figure 79: Gleditsia triacanthos



Figure 80: Quercus alba



Figure 81: Picea glauca

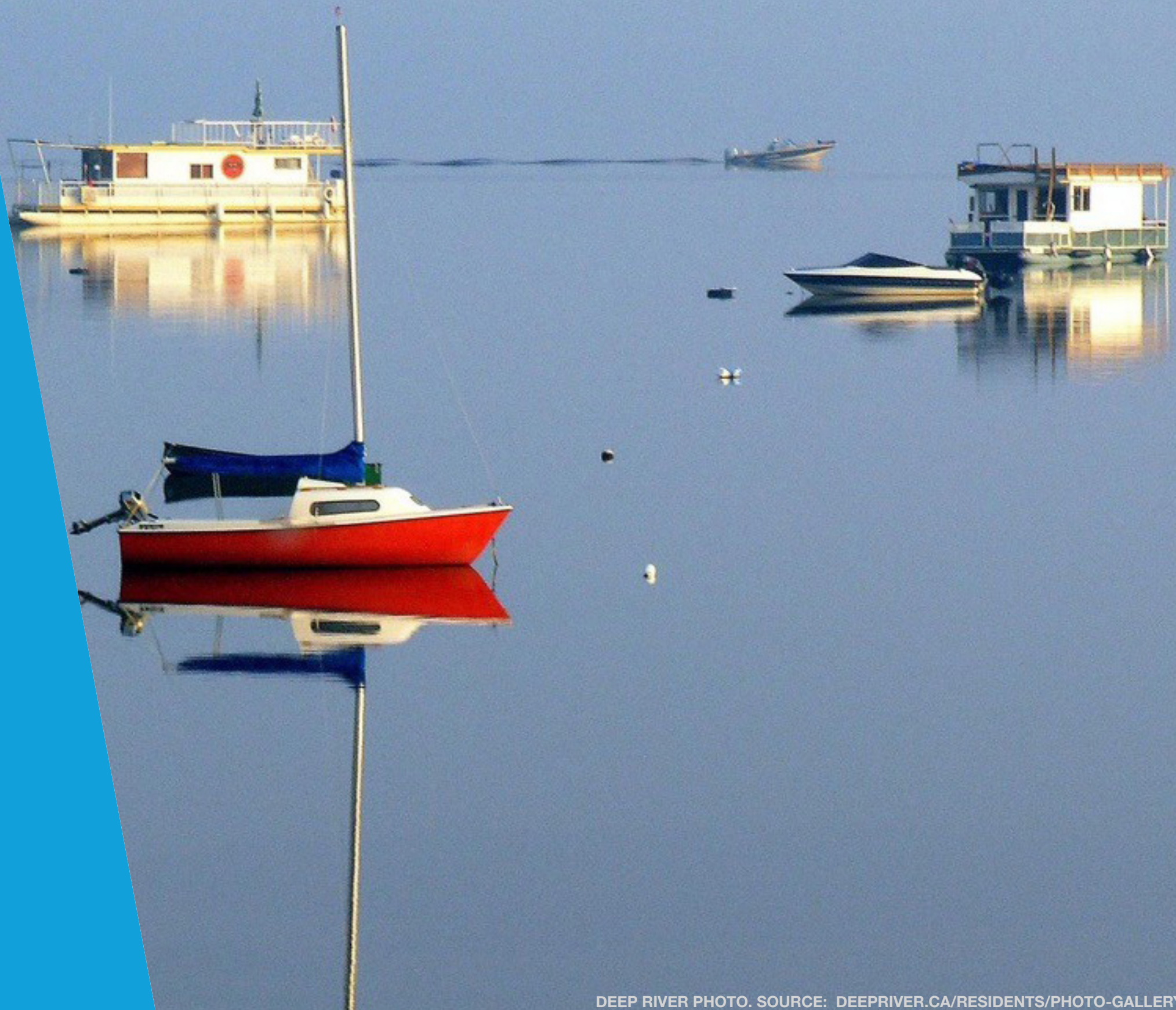


Figure 82: Syringa vulgaris

- Amelanchier canadensis* (Serviceberry)
- Betula alleghaniensis* (Yellow Birch)
- Betula papyrifera* (Paper Birch)
- Celtis occidentalis* (Common Hackberry)
- Ginkgo biloba* (Maidenhair Tree)
- Gleditsia triacanthos var. inermis* (Thornless Honeylocust)
- Gymnocladus dioicus* (Kentucky Coffee Tree)
- Juniperus Virginiana* (Eastern Red Cedar)
- Quercus alba* (White Oak)
- Quercus macrocarpa* (Bur Oak)
- Quercus rubra* (Red Oak)
- Picea glauca* (White Spruce)
- Picea pungens* (Colorado Spruce)
- Populus deltoides* (Eastern Cottonwood)
- Prunus serotina* (Black Cherry)
- Rhus typhina* (Staghorn Sumac) – Shrub
- Syringa vulgaris* (Common Lilac)

7.0

WATERFRONT ENHANCEMENT STRATEGY



7.0 Waterfront and Connection to Downtown

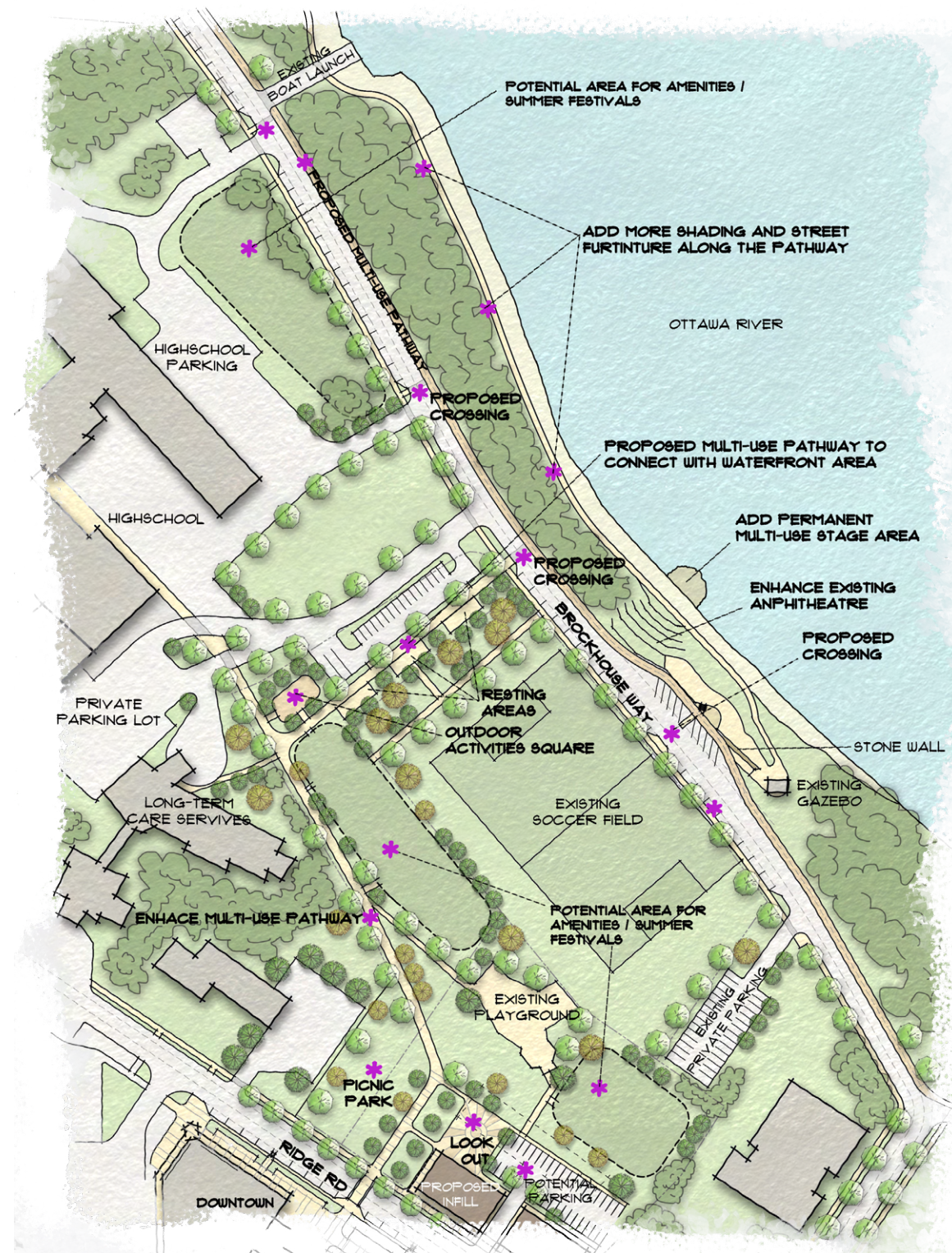


Figure 83: Waterfront concept plan. Source: Fotenn

Deep River’s waterfront grants breathtaking views towards the Ottawa River and the mountains along the Quebec shore. This is a primary destination and natural asset of Deep River deserving of new enhancements. The area was subject to enhancements during the past years implementing some manicuring efforts along the riverfront which are well appreciated and used by the community. However, during the site analysis public engagement process, concerns about connectivity and continuity with the downtown and the

marina areas were raised.

As previously mentioned in the macro strategies section, this study recommends the implementation of a pedestrian-oriented circulation spine that will connect Champlain Street to the waterfront area as well as the existing waterfront path to the Marina and Keys Property. This is also part of a strategy to promote safe and inclusive connections where people of all ages and physical conditions could use and enjoy.



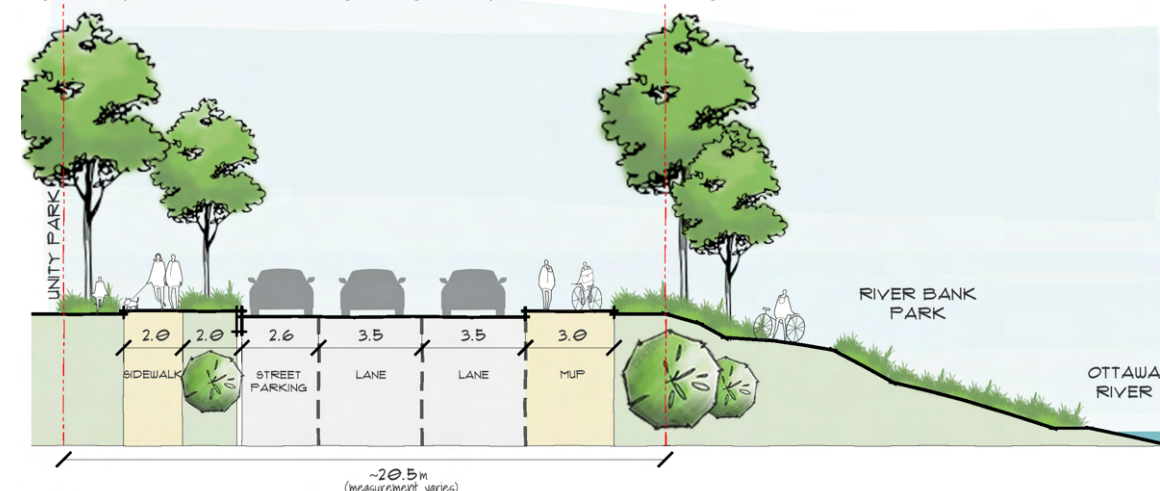
Figure 84: picnic area with shading.



Figure 85 picnic area with shading.



Figure 86: outdoor exercise equipment.



Proposed Brockhouse Way Cross Section

Figure 87: Proposed street cross section. Source: Fotenn

Based on the public engagement outcomes, the strategy for this area recommends some ancillary uses around the sports field. The recommendations include:

- Modernize the existing pedestrian path connecting the community centre to the school parking lot. Provide new paving, tree planting along the path to provide shading, street furniture and light poles should be considered.
- Formalize a pedestrian path connecting the existing path to Brockhouse Way and add a pedestrian crossing as shown in the concept design (figure 73).
- Preserve the open space area behind the soccer field to stage the Summerfest. Eventually, festivals could also use the proposed Events Plaza in the downtown area.
- Introduce street furniture along the proposed and existing paths.
- Provide additional planting of native species to promote biodiversity and provide shaded rest areas.
- Extend the existing waterfront path to the Marina area.
- Implement public washrooms in the area for people using the playground and festivals.
- Incorporate public on-street parallel parking on Brockhouse Way for visitors.
- Implement sidewalk and multi-use pathway along the full extent of Brockhouse Way as per cross section proposed (figure 81).

7.1 Marina and Keys Properties Strategies

The Marina and the Keys Property are located to the northwest of the downtown area. This study provides some recommendations to be incorporated on a future Secondary Plan for the area based on the findings of the site analysis and public engagement outcomes.

Connectivity

- Formalize and enhance the existing path between the tennis courts and the restaurant, and connect to the existing pathway coming from the waterfront. The path width should be increased to at least 3m to comfortably welcome pedestrians and cyclists.
- Extend the waterfront trail on Keys Property along the riverside to improve the riverfront experience.
- Introduce new pedestrian pathways through the Keys Property to connect River Road and the Marina area

Adams' Cabin

- Formalize pathway to connect the cabin to Brockhouse Way and Pier Road.
- Formalize cabin's adjacent outdoor area as an open space for contemplation and to support future activities.
- Additional consultation with indigenous groups and the public is required to determine the future of this significant heritage building.



Figure 88: Adams' Cabin. Source: Fotenn

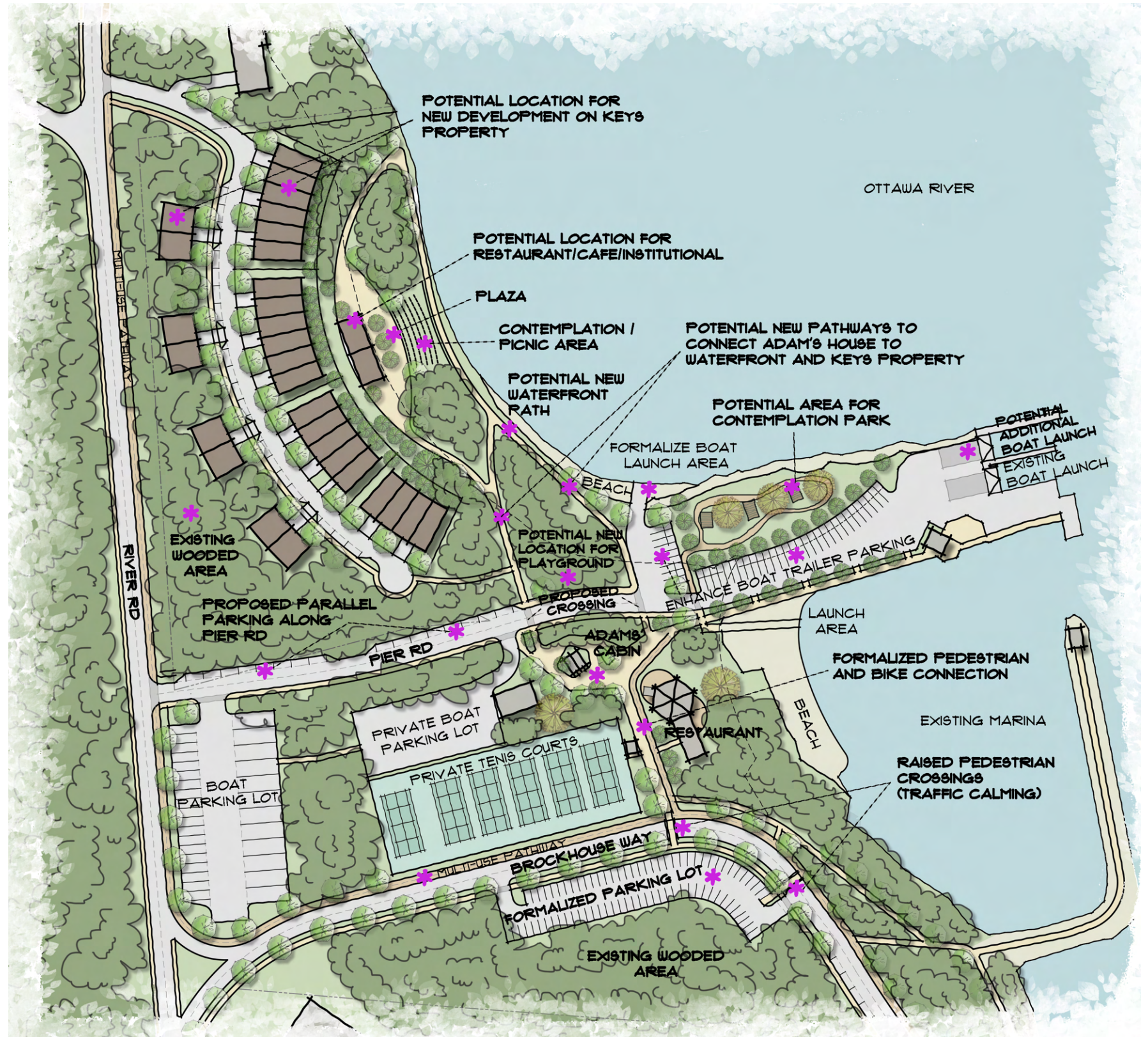


Figure 89: proposed Marina and Keys Property Concept Plan

Pier Road

- Introduce sidewalks and parallel parking along Pier Road to enhance pedestrian experience and increase parking availability in support of a potential marina expansion.

Brockhouse Way

- Implement the proposed cross section for Brockhouse Way including multi-use pathway and resting areas along the way.
- Include traffic calming strategies such as raised pedestrian crossings close to the pedestrian path that leads to the marina and narrower vehicular travel lanes.



Figure 90: Multi-use pathway reference.



Figure 91: Raised Crossing Reference.

Parking

- Formalize parking on Brockhouse Way with adequate paving and sidewalks.
- Introduce parallel parking along Pier Road to increase parking availability.
- Formalize adequate parking spaces for vehicles and boat trailers, and organize aisles flow to enhance safety and usability of the Marina. A parking layout specialist should be consulted for most efficient results.



Figure 92: boat trailer parking lot reference.

Marina

- Introduce an extra boat launch.
- The playground should be moved to a safer area as indicated in the concept plan on figure 77. The area of the playground should be used to implement a contemplation parkette and potentially cede some area for enhancements on the parking lot layout.
- Introduce public washrooms facilities in the area.
- Enhance sidewalks, introduce street furniture and additional tree planting.

Keys Property

The Keys property is one of the last remaining large parcels owned by the Town and provides ample opportunity for new development and the preservation of vegetated areas in the urban core. Given its mature and lush canopy cover and proximity to the waterfront and marina, the Keys Property seems to lend itself as a prime location for tourism-focused development. Low-rise single-detached or townhouse dwellings while maintaining the majority of the tree coverage could generate additional revenue for the town and still retain part of the riverfront portion to implement a public park.

However, the disposal of the Keys Property for development purposes was not a consensus among the community that engaged to the public consultation. The site requires more in-depth studies and a long-term vision of its own to reach its full potential over time. Most importantly, focused public consultation is recommended to further explore ideas for the future of the lands.



Figure 93: future developments on Keys Property should retain waterfront area to general public access.

If the site were to be developed, this study makes some potential recommendations:

Keys Property Park

- The public consultation outputs prioritize the inclusion of public amenities such as playgrounds, rest and picnic areas, and youth activities compatible with the preservation of the existing wooded area on the site.

Development Recommendations on Keys Property

- If new buildings are proposed on the site, they shall be implemented on the most easterly portion where the wooded area is less dense and mature.
- The potential development should not consolidate barriers to the Keys Property's riverfront. The area should be as permeable as possible to pedestrians.
- Introduce pedestrian pathways that connect the Marina to River Road through the site.
- New development shall commit to sustainable design best practices.



Figure 94: public washrooms reference.



Figure 95: low-rise and low-density eco-development dialogues with the surrounding nature.

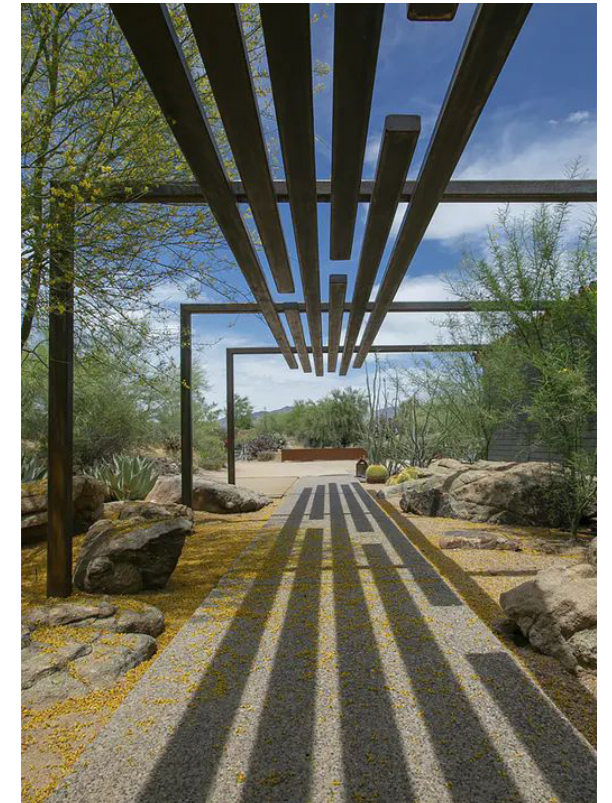


Figure 96: shaded pathway reference.

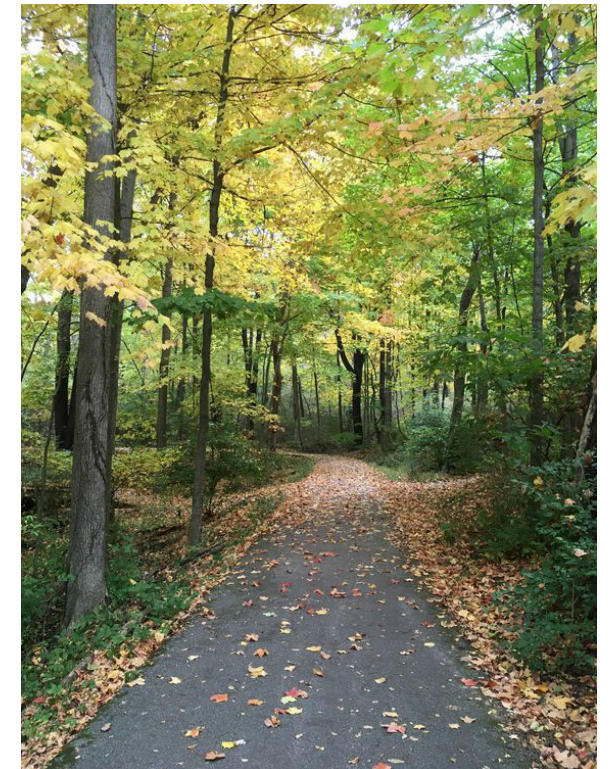


Figure 97: pathway through wooded area reference

8.0

BUDGET AND IMPLEMENTATION PLAN



8.0 BUDGET & IMPLEMENTATION PLAN

A high level opinion of cost is being provided to assist the municipality in assigning a budget for streetscape improvements. The estimate is split into four sections: the gateway, downtown, the waterfront, and the marina, to help determine phasing for implementation. The most prudent approach to implementation should be determined in consultation with business owners once more detailed plans are prepared. However, there are potential efficiencies to be capitalized on by consolidating projects and awarding sections of the project together.

Scheduling of Work

Work should be scheduled to start after Labour Day to not impact the tourism season. While spring construction may work for smaller projects, spring weather can be unpredictable and can easily delay work into the summer.

Instead the Spring should be used to complete work initiated in the Fall but not completed before the end of the construction season.

Above and below grade services

The underground servicing work can often take the majority of the time and budget. It is therefore important that the project is carefully planned using the most current and detailed information available. Surprises in the field can result in significant delays and impact local businesses.

Block by block sequence

Confining work to a block or two at a time, or one side of the street at a time, can help minimize disruption to the downtown and not force shoppers elsewhere during construction. Providing temporary access measures to business during construction, communicating the stages of work and service interruptions with shoppers and business owners (through signage and regular communications), will help ensure a smooth implementation process. Neighbourhood traffic flow, construction access, materials storage and contractor staging areas, all need to be carefully planned and considered in the final approach to phasing and implementation.

ITEM	UNIT	QTY.	UNIT (\$)	SUB-TOTAL (\$)
1 GATEWAY ENTRY FEATURE (HWY 17 & DEEP RIVER RD.)				
.01 Mobilization / Layout / Hoarding / Demo / Tree Protection & Removals	l.s.	allow.	5,000.00	5,000.00
.02 Concrete Curbs	l.m.	450	125.00	56,250.00
.03 Concrete Sidewalk (incl. granular base)	m ²	300	150.00	45,000.00
.04 Pavement Markings	l.s.	allow.	1,000.00	1,000.00
.05 Heavy Duty Asphalt Paving (includes excavation, sub base, base, wear course)	m ²	4,500	95.00	427,500.00
.06 Ironworks Adjustments	l.s.	allow.	10,000.00	10,000.00
.07 Art Piece / Sculpture / Installation	l.s.	allow.	30,000.00	30,000.00
.08 Directional Signage/ Wayfinding	l.s.	allow.	4,000.00	4,000.00
.09 Street Lighting	ea.	11	7,500.00	82,500.00
.10 Decorative Lighting	l.s.	allow.	3,000.00	3,000.00
.11 Trees (includes topsoil, mulch)	ea.	20	600.00	12,000.00
.12 Shrubs (includes topsoil, mulch)	ea.	0	100.00	-
.13 Perennials / Grasses (includes topsoil, mulch)	ea.	0	40.00	-
.14 Topsoil + Sod	ea.	0	15.00	-
			SUB-TOTAL	\$676,250.00
Costs do not include requirements to adjust existing above or below grade services including but not limited to lighting, electrical, and catch basins.			Design Fee (15%)	\$ 101,437.50
			SECTION TOTAL	\$777,687.50

ITEM	UNIT	QTY.	UNIT (\$)	SUB-TOTAL (\$)
2 DOWNTOWN CORE				
.01 Mobilization / Layout / Hoarding / Demo / Tree Protection & Removals	l.s.	allow.	10,000.00	10,000.00
.02 Concrete Curbs	l.m.	1,200	125.00	150,000.00
.03 Concrete Sidewalk	m ²	4,500	150.00	675,000.00
.04 Pre-cast Permeable Concrete Unit Pavers	m ²	1,500	175.00	262,500.00
.05 Pavement Markings	l.s.	allow.	5,000.00	5,000.00
.06 Heavy Duty Asphalt Paving (includes excavation, sub base, base, wear course)	m ²	12,000	95.00	1,140,000.00
.07 Ironworks Adjustments	l.s.	allow.	10,000.00	10,000.00
.08 Pre-Fab Accessible Winterized Public Washroom	l.s.	allow.	175,000.00	175,000.00
.09 Art Piece / Sculpture / Installation / Mural	l.s.	allow.	25,000.00	25,000.00
.10 Optional: Sport/Recreation area (ie. skate park, pumptrack)	l.s.	allow.	150,000.00	150,000.00
.11 Optional: Splash Pad (incl. equipment, concrete, controller, vault, drainage, electrical, trenching, and connections)	l.s.	allow.	125,000.00	125,000.00
.12 Optional: Recreation areas (ie. Dog run)	l.s.	allow.	20,000.00	20,000.00
.13 Decorative Lighting	l.s.	allow.	3,000.00	3,000.00
.14 Street Lights	ea.	24	7,500.00	180,000.00
.15 Directional Signage/ Wayfinding	l.s.	allow.	2,000.00	2,000.00
.16 Accessible 3-Arm Bench	ea.	10	3,200.00	32,000.00
.17 Accessible Picnic/Games Tables	ea.	7	4,250.00	29,750.00
.18 Waste receptacles (Cascades City Standard)	ea.	10	1,250.00	12,500.00
.19 Bicycle Rack (5 bike capacity)	ea.	5	1,800.00	9,000.00
.20 Bicycle Lane Post	ea.	260	300.00	78,000.00
.21 Shade Shelter	l.s.	allow.	65,000.00	65,000.00
.22 Street Tree in Structural Soil Cell (Includes: tree, tree gate, tree guard, soil, cells, drainage, liner, irrigation, warranty)	ea.	14	10,000.00	140,000.00
.23 Trees (includes topsoil, mulch)	ea.	100	600.00	60,000.00
.24 Shrubs (includes topsoil, mulch)	ea.	0	100.00	-
.25 Perennials / Grasses (includes topsoil, mulch)	ea.	0	40.00	-
.26 Topsoil + Sod	ea.	0	15.00	-
			SUB-TOTAL	\$3,358,750.00
			Design Fee (15%)	\$ 503,812.50
			SECTION TOTAL	\$3,862,562.50

Costs do not include requirements to adjust existing above or below grade services including but not limited to lighting, electrical, and catch basins.

ITEM	UNIT	QTY.	UNIT (\$)	SUB-TOTAL (\$)
3 WATERFRONT				
.01 Mobilization / Layout / Hoarding / Demo / Tree Protection & Removals	l.s.	allow.	5,000.00	5,000.00
.02 Pre-cast Permeable Concrete Unit Pavers	m ²	350	175.00	61,250.00
.03 Stonedust Pathway (incl. granular base) (reinstate path overgrown path near marina)	m ²	200	40.00	8,000.00
.04 Concrete Curbs	l.m.	1,500	125.00	187,500.00
.05 Concrete Sidewalk	m ²	800	150.00	120,000.00
.06 Light Duty Asphalt Paving (incl. granular base) (MUP)	m ²	1800	65.00	117,000.00
.07 Pavement Markings	l.s.	allow.	2,000.00	2,000.00
.08 Heavy Duty Asphalt Paving (includes excavation, sub base, base, wear course)	m ²	6,800	95.00	646,000.00
.09 Ironworks Adjustments	l.s.	allow.	10,000.00	10,000.00
.10 Pre-fab Accessible Winterized Public Washroom	l.s.	allow.	160,000.00	160,000.00
.11 Floating Multi-Use Stage	l.s.	allow.	75,000.00	75,000.00
.12 Decorative Lighting	l.s.	allow.	3,000.00	3,000.00
.13 Street Lights	ea.	25	7,500.00	187,500.00
.14 Directional Signage/ Wayfinding	l.s.	allow.	2,000.00	2,000.00
.15 Accessible 3-Arm Bench	ea.	6	3,200.00	19,200.00
.16 Waterfront Swing Bench	ea.	4	4,000.00	16,000.00
.17 Accessible Picnic/Games Tables	ea.	7	4,250.00	29,750.00
.18 Waste receptacles (Cascades City Standard)	ea.	10	1,250.00	12,500.00
.19 Bicycle Rack (5 bike capacity)	ea.	2	1,800.00	3,600.00
.20 Shade Shelter	l.s.	allow.	64,000.00	64,000.00
.21 Trees (includes topsoil, mulch)	ea.	50	600.00	30,000.00
.22 Shrubs (includes topsoil, mulch)	ea.	0	100.00	-
.23 Perennials / Grasses (includes topsoil, mulch)	ea.	0	40.00	-
.24 Topsoil + Sod	ea.	0	15.00	-
			SUB-TOTAL	\$1,759,300.00
			Design Fee (15%)	\$ 263,895.00
			SECTION TOTAL	\$ 2,023,195.00

Costs do not include requirements to adjust existing above or below grade services including but not limited to lighting, electrical, and catch basins.



ITEM	UNIT	QTY.	UNIT (\$)	SUB-TOTAL (\$)
4 MARINA AND KEYS PROPERTY				
.01 Mobilization / Layout / Hoarding / Demo / Tree Protection & Removals	l.s.	allow.	10,000.00	10,000.00
.02 Pre-cast Permeable Concrete Unit Pavers	m ²	850	175.00	148,750.00
.03 Concrete Curbs	l.m.	1,200	125.00	150,000.00
.04 Concrete Sidewalk	m ²	2,000	150.00	300,000.00
.05 Light Duty Asphalt Paving (incl. granular base)	m ²	1500	65.00	97,500.00
.06 Pavement Markings	l.s.	allow.	2,000.00	2,000.00
.07 Heavy Duty Asphalt Paving (includes excavation, sub base, base, wear course)	m ²	13,500	95.00	1,282,500.00
.08 Ironworks Adjustments	l.s.	allow.	10,000.00	10,000.00
.09 Accessible Winterized Public Washroom (UrbenBlu)	l.s.	allow.	160,000.00	160,000.00
.10 Art Piece / Sculpture / Installation / Mural	l.s.	allow.	25,000.00	25,000.00
.11 Playground (Updates/Removal/Reinstallation)	l.s.	allow.	65,000.00	65,000.00
.12 Decorative Lighting	l.s.	allow.	3,000.00	3,000.00
.13 Street Lights	ea.	30	7,500.00	225,000.00
.14 Directional Signage/ Wayfinding	l.s.	allow.	2,000.00	2,000.00
.15 Accessible 3-Arm Bench	ea.	3	3,200.00	9,600.00
.16 Waterfront Swing Bench	ea.	3	4,000.00	12,000.00
.17 Accessible Picnic/Games Tables	ea.	3	4,250.00	12,750.00
.18 Waste receptacles (Cascades City Standard)	ea.	3	1,250.00	3,750.00
.19 Bicycle Rack (5 bike capacity)	ea.	2	1,800.00	3,600.00
.20 Shade Shelter	l.s.	allow.	64,000.00	64,000.00
.21 Trees (includes topsoil, mulch)	ea.	60	600.00	36,000.00
.22 Shrubs (includes topsoil, mulch)	ea.	0	100.00	-
.23 Perennials / Grasses (includes topsoil, mulch)	ea.	0	40.00	-
.24 Topsoil + Sod	ea.	0	15.00	-
			SUB-TOTAL	\$2,622,450.00
Costs do not include requirements to adjust existing above or below grade services including but not limited to lighting, electrical, and catch basins.			Design Fee (15%)	\$ 393,367.50
			SECTION TOTAL	\$ 3,015,817.50
			PROJECT SUB-TOTAL	9,679,262.50
			30% CONTINGENCY	2,903,778.75
			PROJECT TOTAL	\$ 12,583,041.25



FINAL CONSIDERATIONS

This report presents multiple recommendations and guidelines to address most of the Town's concerns to achieve the desired objectives, vision, and guiding principles. It is important to note that all guidance presented in this document is not intended to be prescriptive, but rather propose ways/means of achieving a year-long vibrant streetscape.

This report is confident that the guidance provided will help the Town of Deep River achieve the objectives envisioned, assisting local business to thrive, and promote a safe, accessible, and inclusive community.

Additional consultation with indigenous groups and the public, and revisions of this Strategy are encouraged whenever the Town and the community understand there must be a change in the vision and objectives.





TOWN OF DEEP RIVER

DOWNTOWN STREETScape AND WATERFRONT ENHANCEMENT STRATEGY

APPENDIX A

OPEN HOUSE PANELS

INTRODUCTION:



Map of the Study Area. Source: Fotenn/Google Earth

PROJECT OBJECTIVES:

Provide the Town with a vision and strategy for Deep River that facilitates the growth of a business and tourism hub between Ottawa and North Bay, while still preserving the small town charm that makes Deep River so special.

- Prepare a Downtown Streetscape and Waterfront Enhancement Strategy.
- Conduct public engagement sessions during the development of the project to ensure the proposed changes align with the town's values and interests.
- Communicate and implement the community's vision through guiding principles, enhancement concepts, and a high-level implementation plan.
- Set directives for the re-design of public spaces within the study area to create a cohesive visual image that includes street parking, canopy standards, pedestrian walkways, planting, signage, and site furniture.

Important to note, these are not intended to be prescriptive, but instead create a framework to achieve a year-long vibrant streetscape.

FIRST PUBLIC SURVEY OUTCOMES:

The first public survey held online between June 3rd and June 19th, 2022, highlighting what the local community enjoys most about their town and what improvements they would like to see in the future. Key themes that emerged were:

ECONOMIC DEVELOPMENT

- Improve town's infrastructure.
- Attract new businesses/amenities to the downtown core.



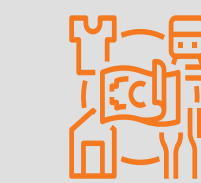
ACCESSIBILITY

- Repair and upkeep existing roads and pathways.
- Construct new accessible features where needed to provide continuity.
- Additional winter maintenance required.



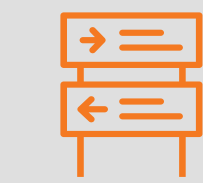
AESTHETICS

- Improve image and identity, particularly within the downtown core.
- Increase canopy coverage and add low maintenance planting.
- Cohesive palette of site furnishings, etc.



PUBLIC AMENITIES

- Desire for more public amenities geared towards teens and elderly.
- Enhance waterfront access and recreation options for year-round use.



SIGNAGE

- Cohesive signage that helps residents and tourists navigate town.
- New signage to direct tourists from the highway and trail heads.
- Visible signage at pedestrian crossings.



TRANSPORTATION

- Review key intersections to include traffic calming measures within the study area to improve safety.
- Reduce vehicle dependency in favour of pedestrians and cyclists.

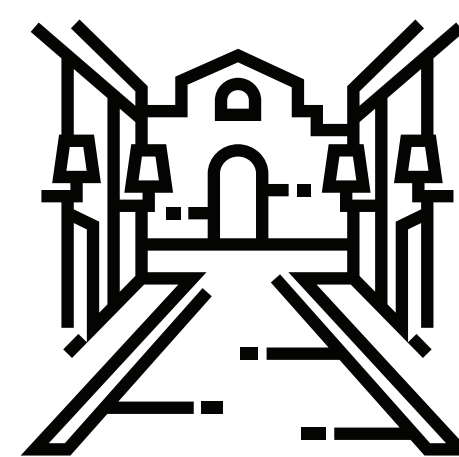
PROPOSED GUIDING PRINCIPLES:

Based on the public survey, a set of guiding principles were crafted for this project.

These will:

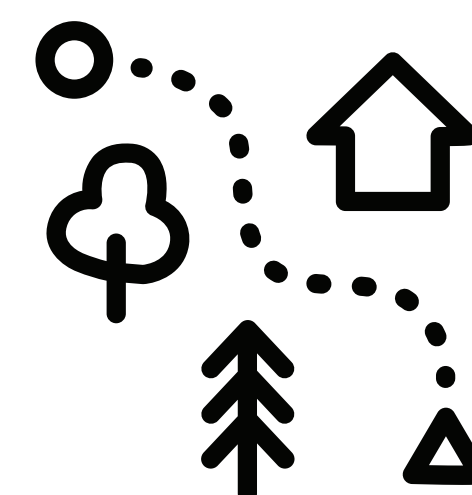
- Guide decision making.
- Inform concept development options.
- Set priorities for the Enhancement and Implementation Strategy.

COHESIVE IMAGE AND IDENTITY



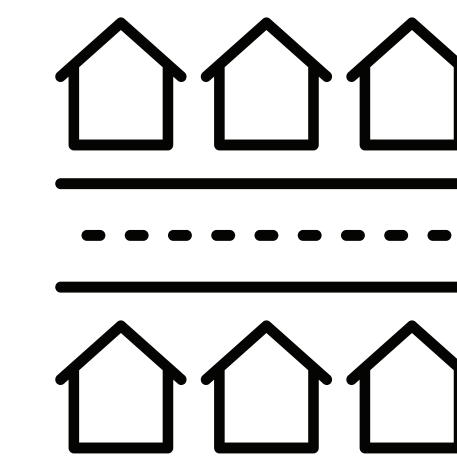
- Draw upon historic, cultural, and natural assets of the town to create a united identity.
- Establish parameters and material guidelines for the public realm, public facilities, canopies, and improvements to building facades.

COMPLETE STREETS



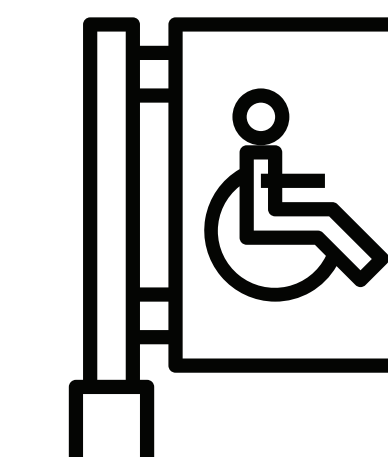
- Implement Complete Street strategies for key streetscapes within the downtown core to provide equitable, safe, and efficient rights-of-way that focus on the pedestrian experience.
- A more robust mix of uses and densities should be encouraged.

CONNECTIVITY AND CONTINUITY



- Provide direct and clear connections between major destinations and local establishments.
- Visitors and locals shall be able to orient themselves through easy-to-use wayfinding measures and signage.

ACCESSIBILITY AND SAFETY



- Accessibility will be a priority to ensure equitable experiences for all.
- A rigorous maintenance plan for sidewalks and paths to guarantee an optimal and safe environment for all shall be developed and implemented.

DIVERSITY OF PUBLIC AMENITIES



- Build upon Town's cultural assets and provide adequate flex space to encourage public gatherings, events and common interests.
- Provide a broader diversity of public community amenities that meet the needs of residents and visitors.

GENERAL CIRCULATION STRATEGIES:



ACTIVE TRANSPORTATION

- Promote active transportation.
- Create designated cycling lanes along collector roads.
- Enhance the sidewalk network to provide continuous circulation.
- Increase the setback distance of pedestrian crossings from intersections.
- Provide appropriate signage to increase safety.
- Create new multi-use pathways for recreational uses.



VEHICULAR CIRCULATION

- Reduce curb radius to promote traffic calming and reduce vehicular speed.
- Enhance pedestrian crossings.
- Provide appropriate signage to increase traffic safety.
- Add stop signs and/or traffic lights to organize traffic at intersections.



PARKING

- Formalized parallel parking bays along urban streets to replace angled parking.
- New public parking lots/garage structures may be created to compensate street parking.
- Seek opportunities for shared parking within commercial properties during non commercial hours.
- Formalize location for snowmobile parking near the downtown core.



E MARINA / KEY'S PROPERTY

- Keys Property redevelopment opportunities (uses to be discussed through consultation).
- Enhance the Marina (program elements and parking layout).
- New street cross section for Pier Road, adding sidewalks and parallel street parking.
- Enhance access and visibility of Adams' Cabin and Keys Property (additional public and indigenous consultation required in future studies).
- Continuation of waterfront trail to improve waterfront experience.
- New street cross section for Brockhouse Way, adding a multi-use pathway and parallel street parking.

D WATERFRONT

- Additional tree planting to increase shaded coverage with native species.
- Cohesive palette of street furniture along the existing pathway to provide varied seating.
- Provide additional and enhanced multi-use pathways along Brockhouse Way.
- Add a permanent multi-use stage structure in front of the existing amphitheater.

C DOWNTOWN TO WATERFRONT CONNECTION

- Additional street furniture to enhance pedestrian usage and experience.
- Provide new community facility on the lands owned by the township (amenities specifically for teenagers and elderly people such as outdoor fitness equipment and multi-use sport pads to be determined through consultation).
- Provide additional planting of native species to promote biodiversity and provide shaded rest areas.

B DOWNTOWN

- Review and resolve problematic intersections (specifically the intersection of Ridge Road and Deep River Road).
- New mid-block connection to facilitate circulation within the core.
- Reformulate angled parking and pedestrian crossings to promote safety.
- New parkette to house atom sculpture and to promote town's heritage.
- Infill opportunities to promote economic growth, attract new business and housing and to help formalize a consistent active frontage.
- Cohesive street furniture, palette, canopy, and facade guidelines.
- Additional street planting to promote biodiversity, provide a buffer between pedestrian and vehicular traffic, and to enhance the public realm of the downtown core.

A TOWN ENTRANCE

- Proposed gateway feature to welcome you to Deep River.
- Enhance visibility of the atom's sculpture by enhancing its landscaping or moving it within the downtown core.
- Provide a landscaped buffer to improve highway streetscape appearance and to highlight the Town's entrance.
- Enhance landscaping on both corners of Deep River Rd and the Highway.

NOTE: these concepts are preliminary and describe potential improvements to the study area. The project team welcomes your input during the public open house and workshop.

COMMERCIAL USE OF SIDEWALKS

- Without impacting public circulation, sidewalk patios provide additional amenity space for local businesses while contributing to the animation of the public realm.



Reference Image. Source: shiftspacedesign.com

ALLEYS

- Enhance alleys with new paving, lighting design, and art.
- Encourage private outdoor uses.



RAISED CROSSINGS

- Prioritizes the pedestrian.
- Reduces vehicular speed at pedestrian crossings.



Reference Image. Source: Dan Johnson

STREET ART

- Promote local artists by identifying strategic locations and opportunities for street sculptures and murals.
- Creates a sense of community pride and adds to the vibrancy of the urban realm.
- Promote temporary interactive street art/murals with community engagement.



Reference Image. Source: www.designboom.com

SNOWMOBILE PARKING

- Gives riders the opportunity to access the downtown core.

NEW PUBLIC PARKING LOT

- Provide new parking spaces to support the Events Plaza and downtown needs.



LEGEND:

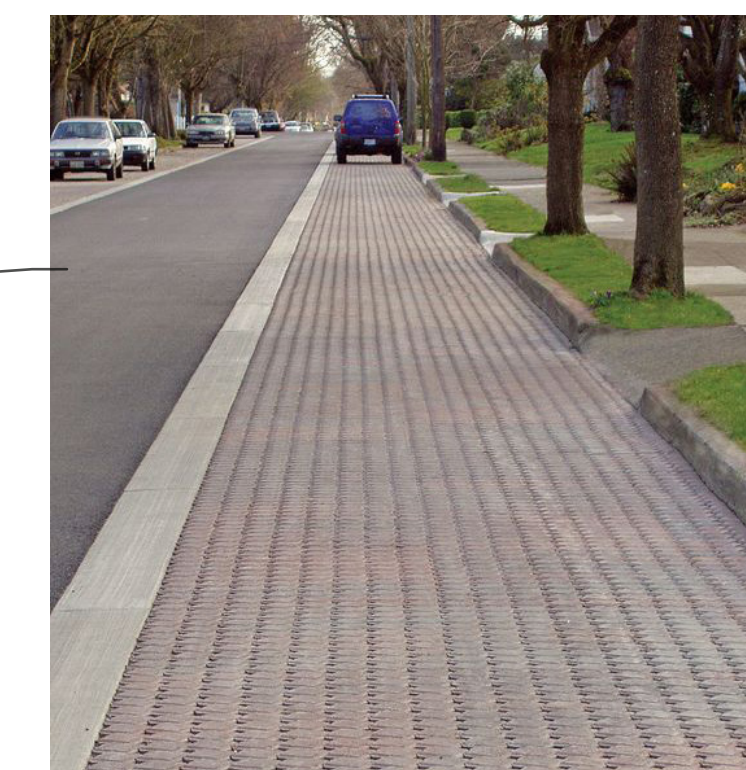
- EXISTING BUILDINGS (grey square)
- PROPOSED INFILL (dark grey square)
- PROPOSED BIKE LANES (teal square)
- MAIN INTERSECTIONS (blue dashed circle)



Reference Image. Source: www.archdaily.com

NEW MID-BLOCK CONNECTION

- Faster route to waterfront, library, and high school.
- Potential for new active frontages, retail, and housing between Champlain St and Ridge Rd.



Reference Image. Source: www.multimaterials.com

STREET PARALLEL PARKING

- Parallel parking, rather than angled parking, creates the feeling of an urban street and allows space for pedestrian boulevards and patios.
- Additional parking along Deep River Rd.



Reference Image. Source: heleneinbetween.com

EVENTS PLAZA

- A dedicated public plaza to host diverse social, cultural, and commercial activities.
- Public restrooms.



Reference Image. Source: sf.streetsblog.org

BIKE LANES ON DEEP RIVER RD AND RIDGE RD

- Provides safe circulation for cyclists along collector roads downtown.
- Opportunity for town-wide cycling network which promotes a sustainable and healthy commuting alternative.
- Safer way for youth to independently travel through town.



EXISTING CONDITIONS

Source: GIS Aerial - Town of Deep River

INTERSECTION REDESIGN

- Raised pedestrian crossings on specific areas as a traffic calming strategy.
- Crossings moved further from intersections.
- Add stop signs and/or traffic lights to organize traffic where required.



Reference Image. Source: National Association of City Transportation Officials.

NOTE: these concepts are preliminary and describe potential improvements to the study area. The project team welcomes your input during the public open house and workshop.

COMMERCIAL USE OF SIDEWALKS

- Without impacting public circulation, sidewalk patios provide additional amenity space for local businesses while contributing to the animation of the public realm.



Reference Image. Source: shiftspacedesign.com

ALLEYS

- Enhance alleys with new paving, lighting design, and art.
- Encourage private outdoor uses.



Reference Image. Source: hospitalityhedonist.co.za

RAISED CROSSINGS

- Prioritizes the pedestrian.
- Reduces vehicular speed at pedestrian crossings.



Reference Image. Source: Dan Johnson

STREET ART

- Promote local artists by identifying strategic locations and opportunities for street sculptures and murals.
- Creates a sense of community pride and adds to the vibrancy of the urban realm.
- Promote temporary interactive street art/murals with community engagement.



Reference Image. Source: www.designboom.com

SNOWMOBILE PARKING

- Gives riders the opportunity to access the downtown core.

NEW PUBLIC PARKING LOT

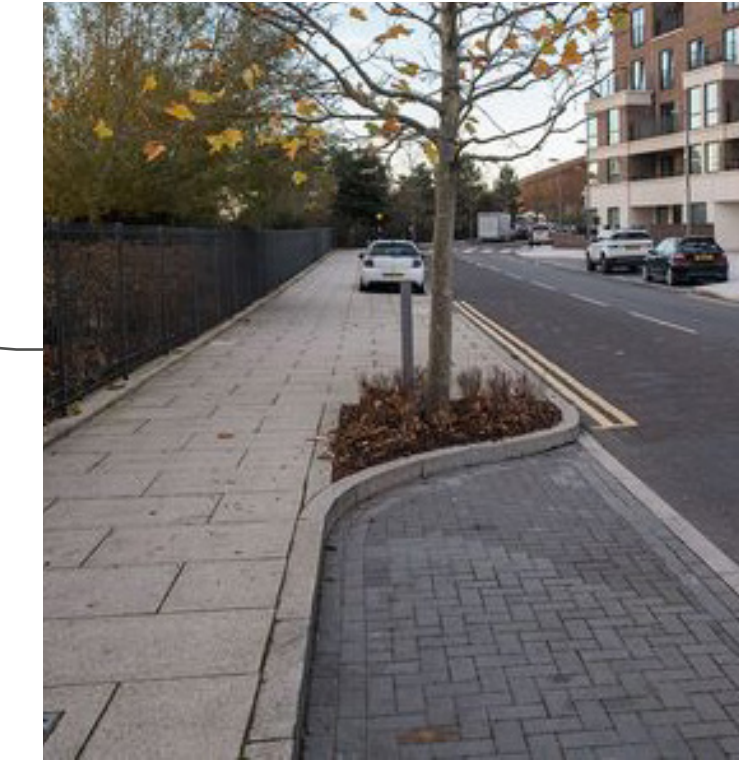
- Provide new parking spaces to support the Events Plaza and downtown needs.



Reference Image. Source: www.archdaily.com

NEW MID-BLOCK CONNECTION

- Faster route to waterfront, library, and high school.
- Potential for new active frontages, retail, and housing between Champlain St and Ridge Rd.



Reference Image. Source: www.ariamou.vu

STREET PARALLEL PARKING

- Parallel parking, rather than angled parking, creates the feeling of an urban street and allows space for pedestrian boulevards and patios.
- Additional parking along Deep River Rd.



Reference Image. Source: National Association of City Transportation Officials.



EXISTING CONDITIONS

Source: GIS Aerial - Town of Deep River

EVENTS PLAZA

- A dedicated public plaza to host diverse social, cultural, and commercial activities.
- Public restrooms.

INTERSECTION REDESIGN

- Raised pedestrian crossings on specific areas as a traffic calming strategy.
- Crossings moved further from intersections.
- Add stop signs and/or traffic lights to organize traffic where required.



Reference Image. Source: National Association of City Transportation Officials.



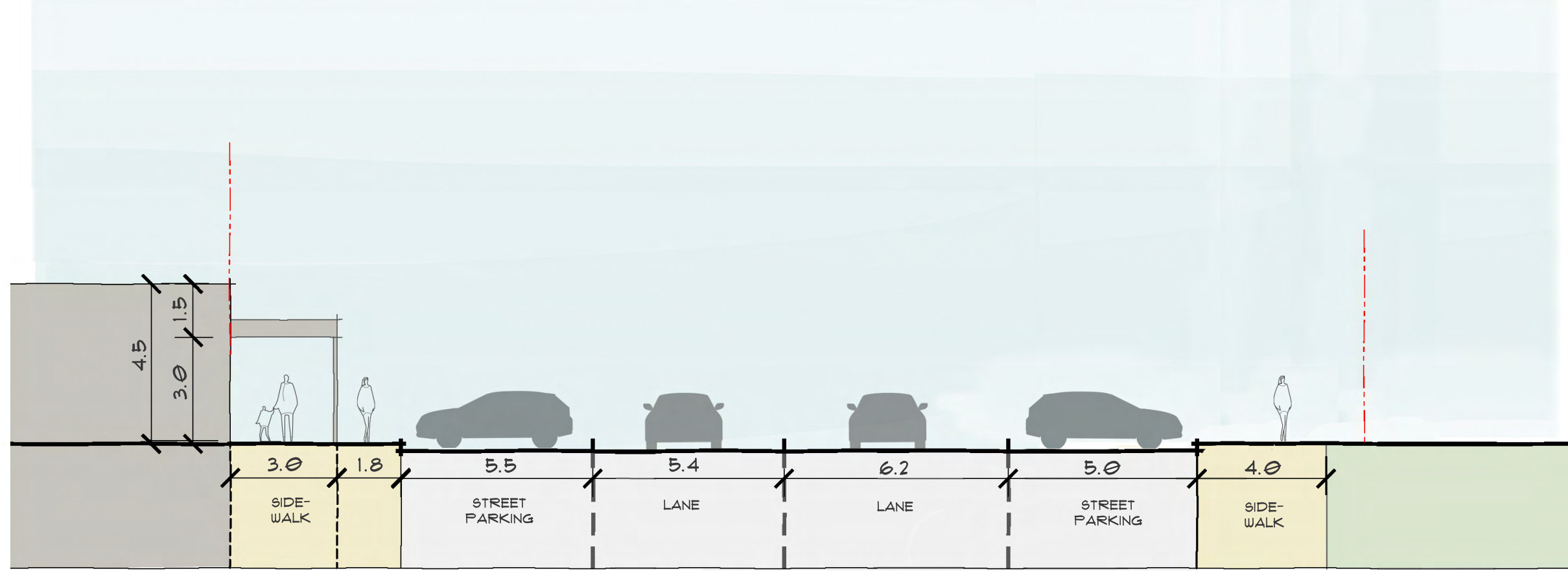
Reference Image. Source: DeepRoot Infrastructure.

BIKE LANES ON DEEP RIVER RD AND RIDGE RD

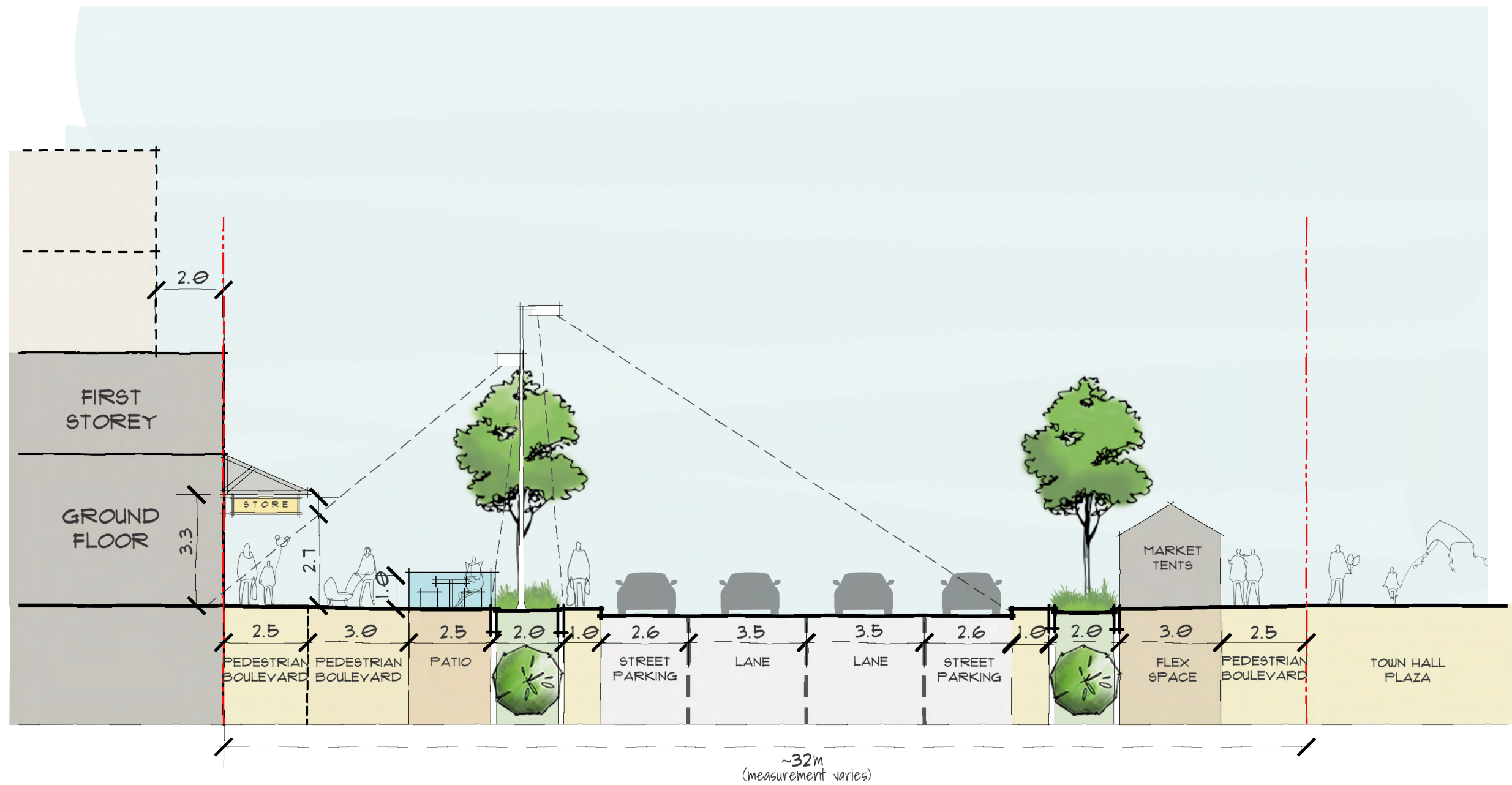
- Provides safe circulation for cyclists along collector roads downtown.
- Opportunity for town-wide cycling network which promotes a sustainable and healthy commuting alternative.
- Safer way for youth to independently travel through town.

CHAMPLAIN STREET CROSS SECTIONS

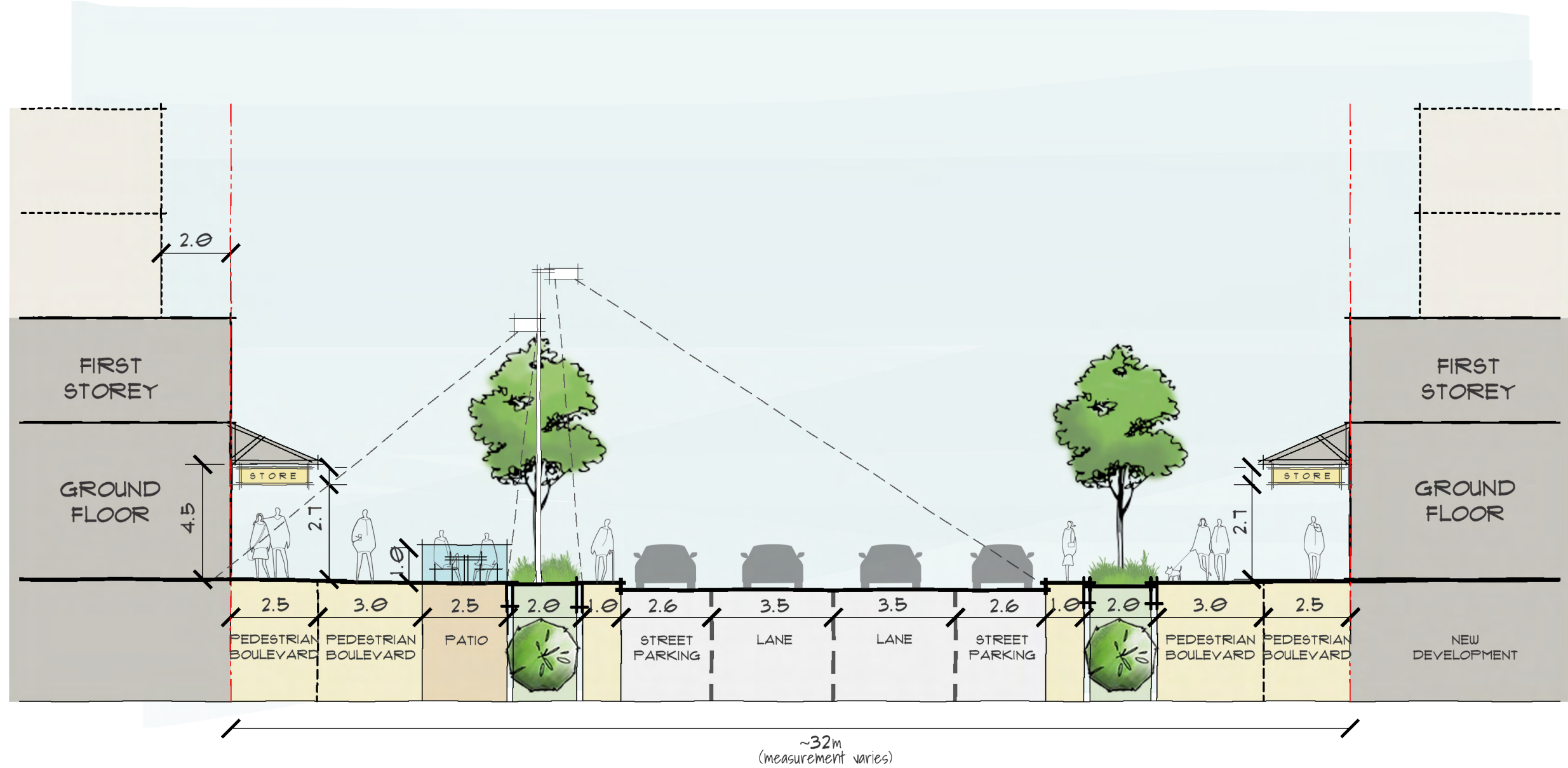
EXISTING CONDITIONS:



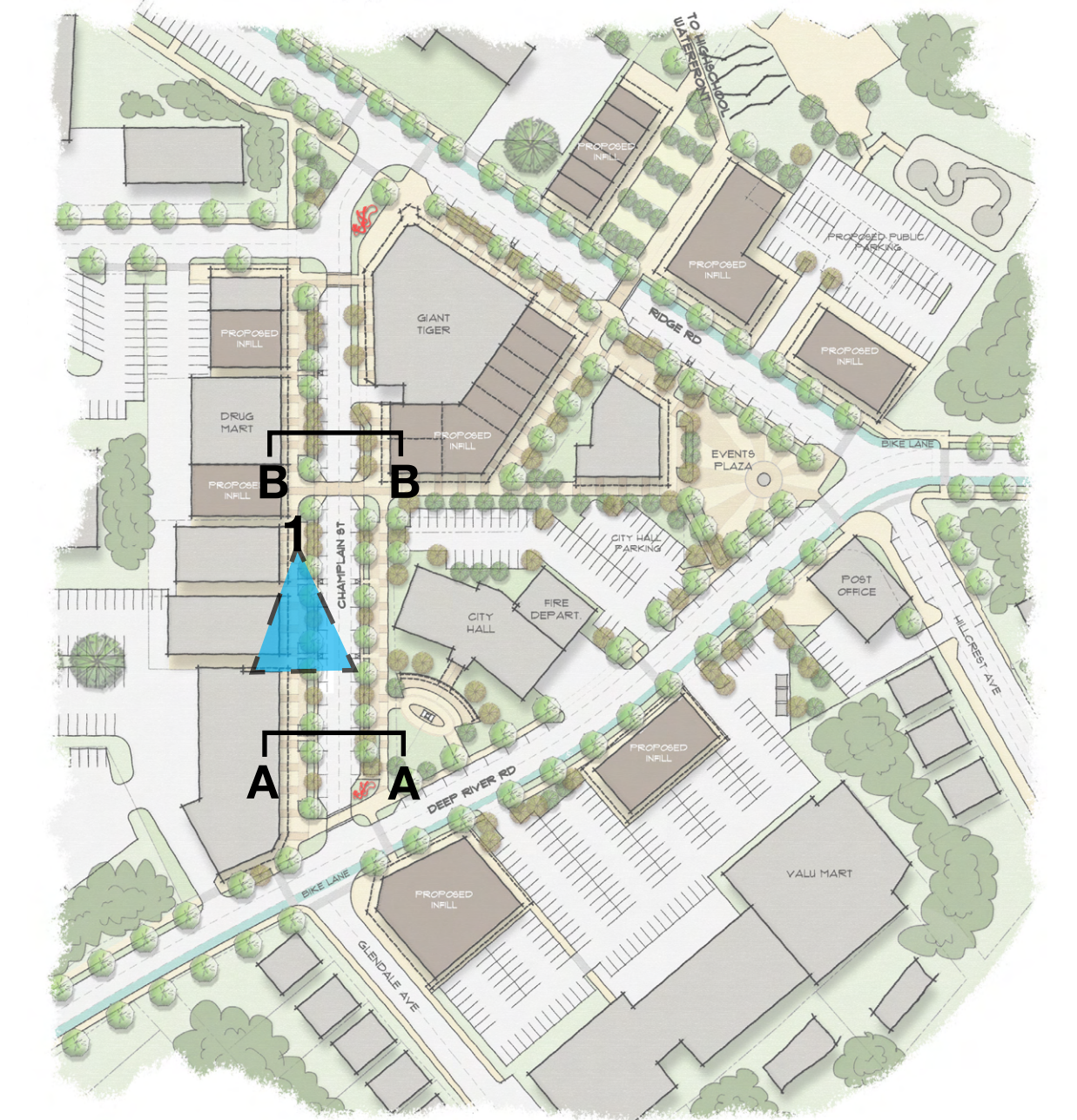
PROPOSED CROSS SECTION (A:A):



PROPOSED CROSS SECTION (B:B):



- Inconvenient and dangerously located ramps.



KEY MAP

- Remove columns and create an overhang structure.
- Street elements obstructing part of the sidewalk.
- Convert dangerous angled parking to safer parallel alternative.



Source: Fotenn's image bank.



IMAGE 1

- Relocate light fixtures and street furniture that conflict with pedestrian circulation.
- Plant additional trees and landscaping along both sides of the street to provide shade and create visual interest.
- Proposed parallel parking on both sides of the street.
- Reduce vehicle lane width as a traffic calming strategy.



- Add recessed spaces along the sidewalks for commercial patios and public rest area.

- Provide generous sidewalks.

- Lighter coverage materials.
- Remove columns and create an overhang structure.
- Raise the canopies and reduce slightly their width allows natural light to permeate the pedestrian boulevard, creates a more welcoming experience, and increases the visibility of retail store frontages.
- Standardize retail signage sizes and location. Increases visibility / identity.
- Resolve grading issues with sloped sidewalks to allow for universal accessibility.

Rest areas, patios, street furniture and tree planting along the sidewalks:



Reference image. Source: shiftspacedesign.com



Reference image. Source: Fotenn

Different canopies styles:

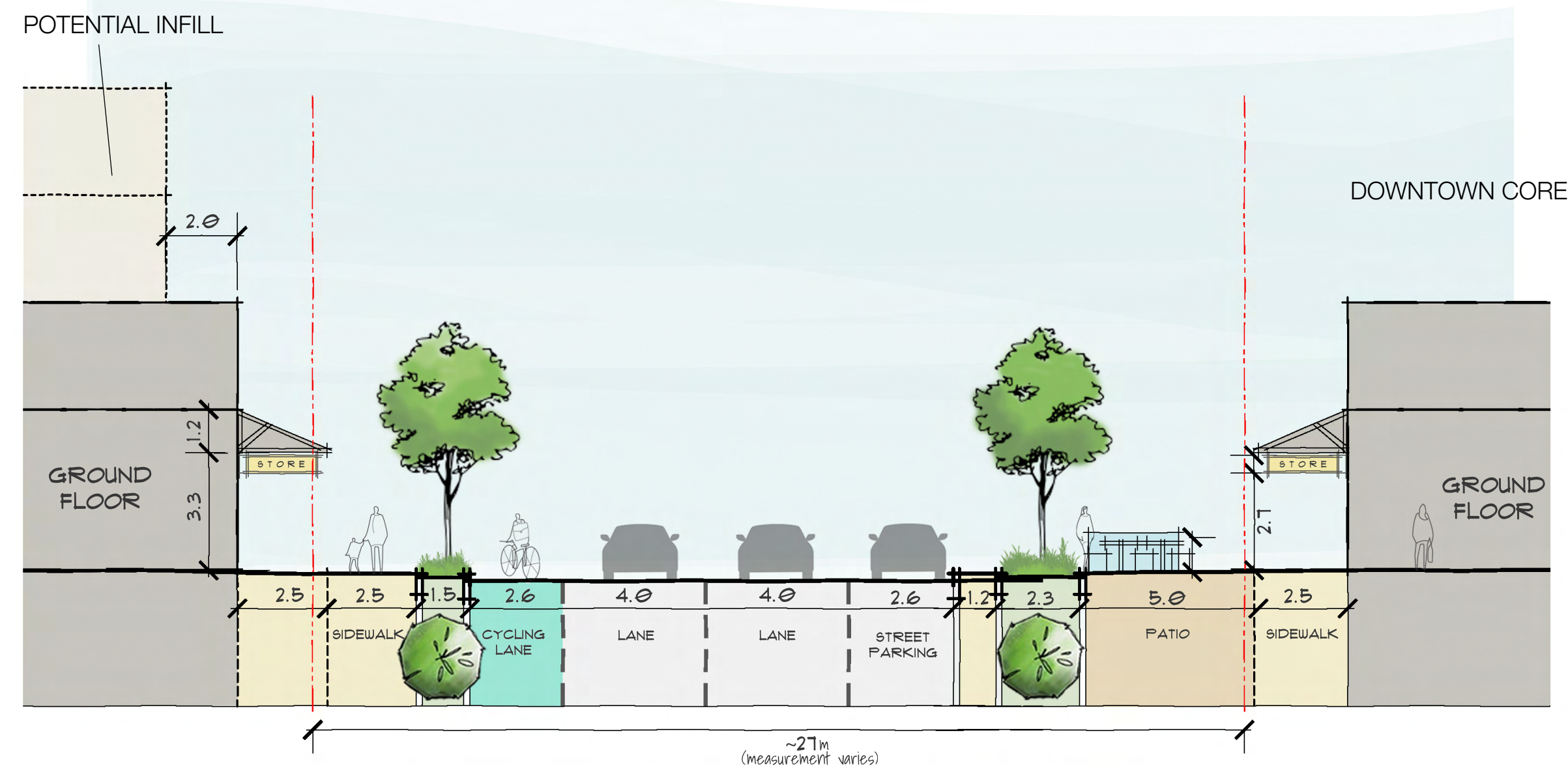


Reference Image. Source: www.pullcast.eu

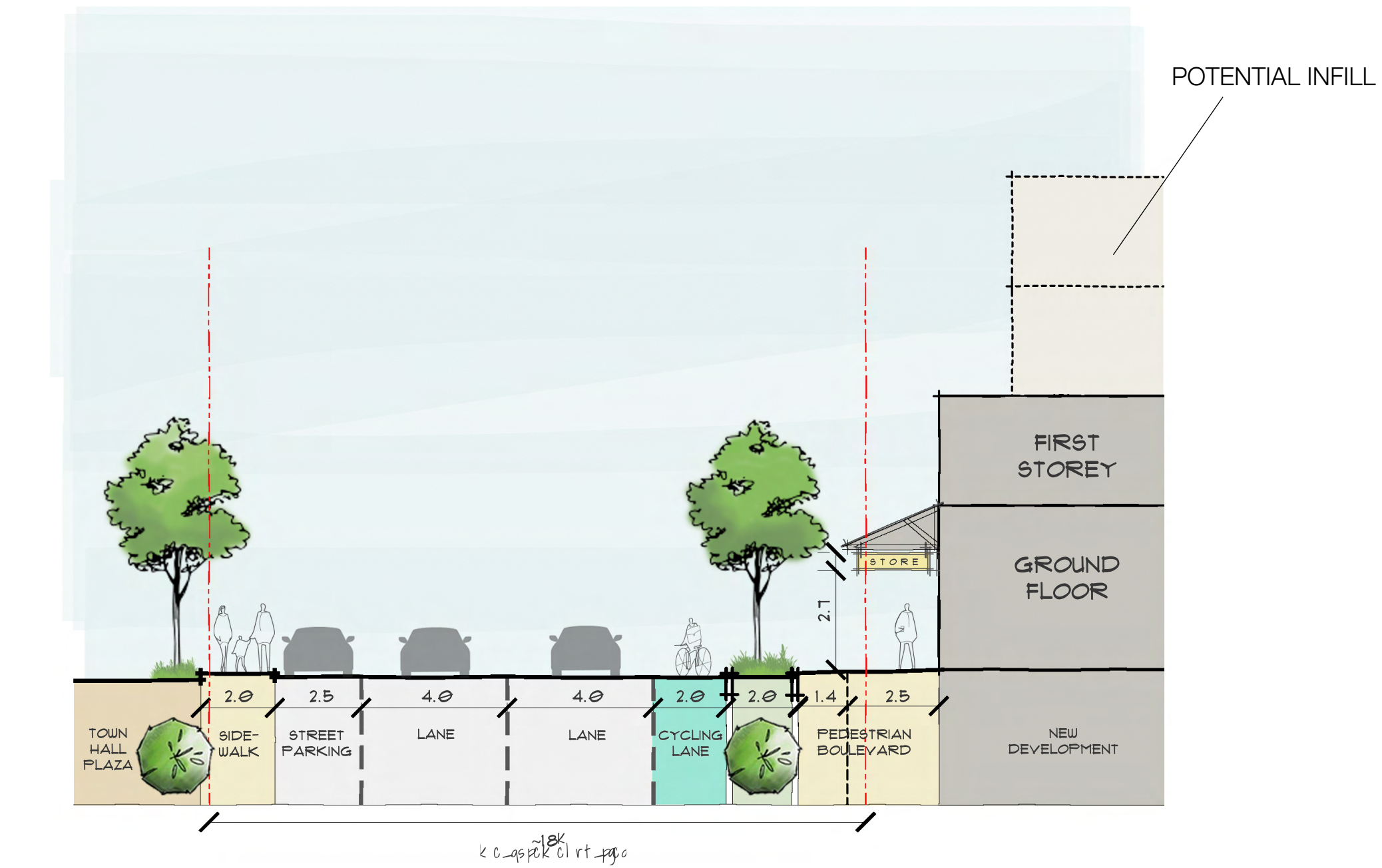


Reference Image. Source: www.alamy.com

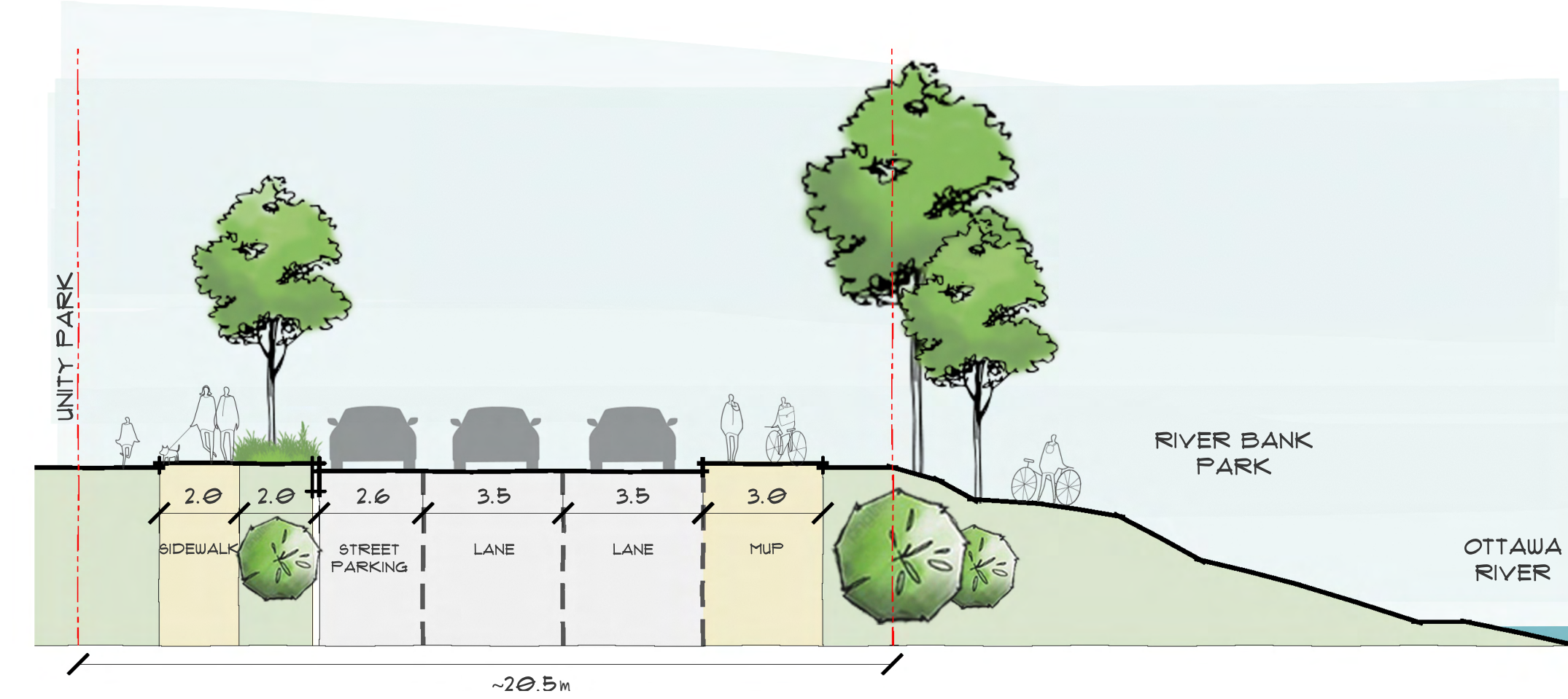
■ RIDGE ROAD PROPOSED CROSS SECTION (C:C):



■ DEEP RIVER ROAD PROPOSED CROSS SECTION (D:D):



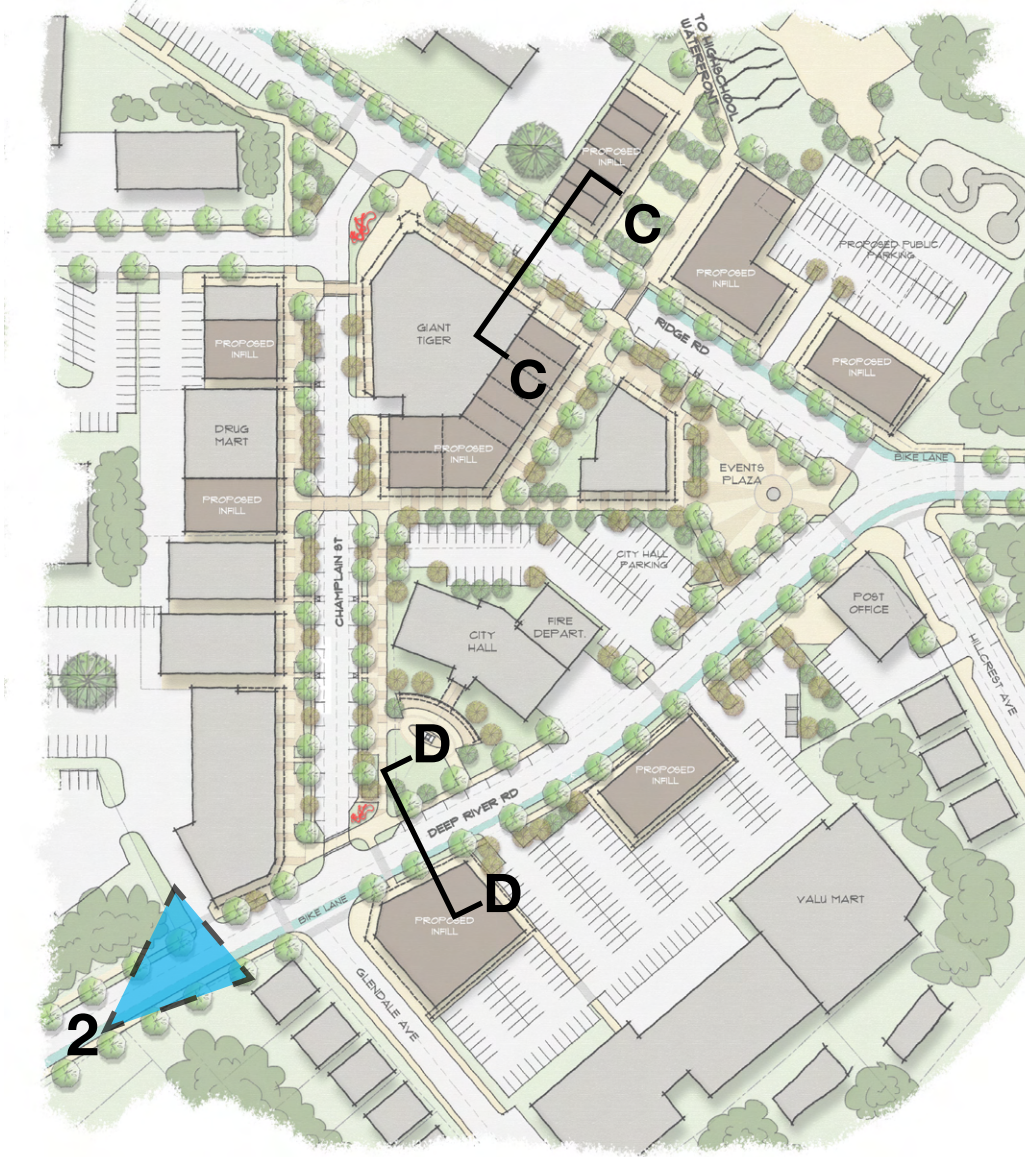
■ BROCKHOUSE WAY PROPOSED CROSS SECTION (E:E):



Reference Image. Source: @bartonhowe



Reference Image. Source: Jonathan Rosenbaum



■ KEY MAP



■ KEY MAP

- Tree planting along the sidewalks.
- Potential public art mural wall.
- New openings on the retail facade along Deep River Road to animate sidewalk.

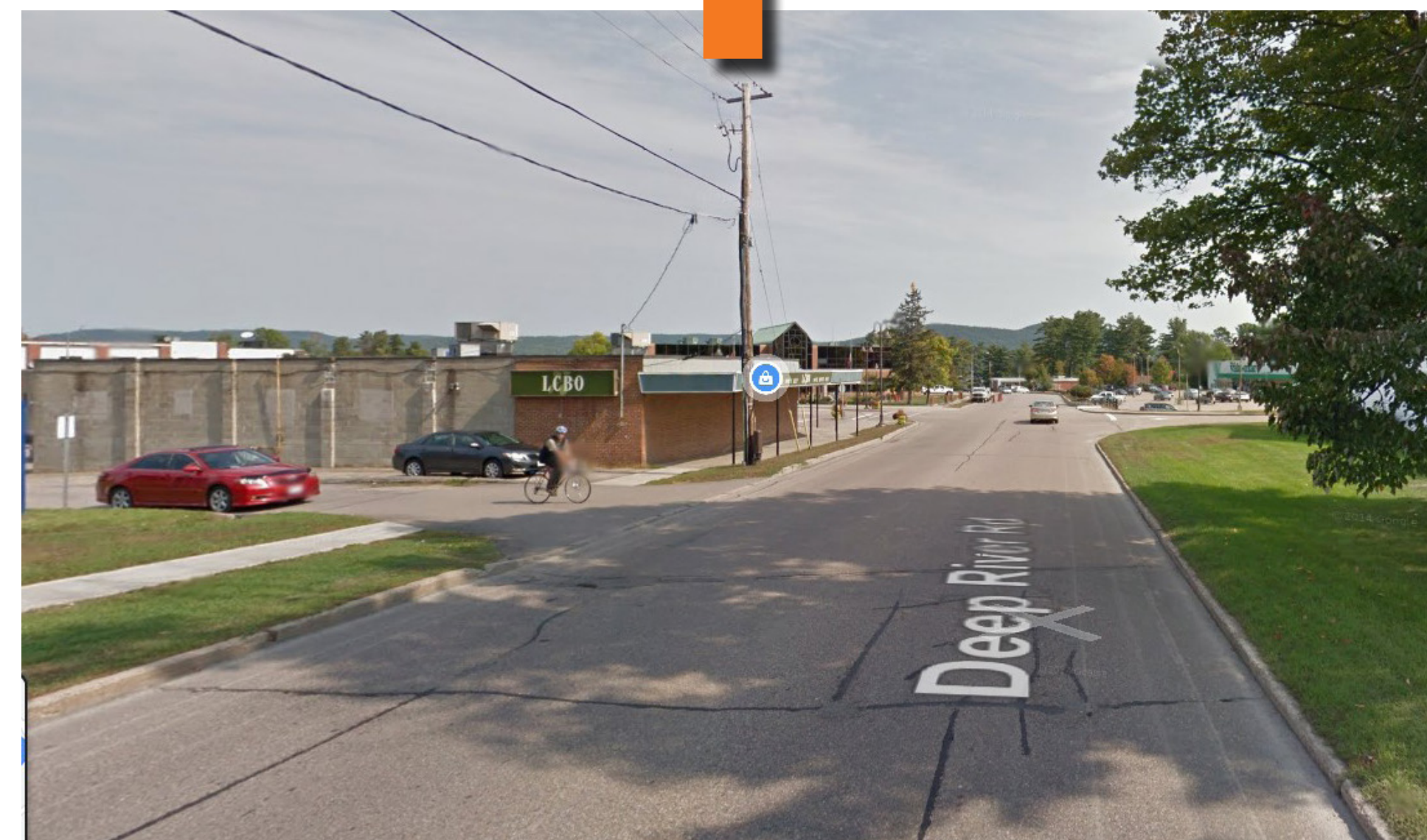


IMAGE 2: DEEP RIVER RD

- New canopy standard.
- Mountain view.
- Potential infill on the corner of Deep River Rd and Glendale to enhance the streetscape and frame the downtown's core "entrance".
- Reduced vehicular lane width.
- Bike lane along Deep River Road and Ridge Road.
- Parallel parking along Deep River Rd.



Reference Image. Source: iStock.com



Source: Google Street View



Reference Image. Source: www.multimaterials.com



Reference Image. Source: DeepRoot Infrastructure.

OUTDOOR EQUIPMENT

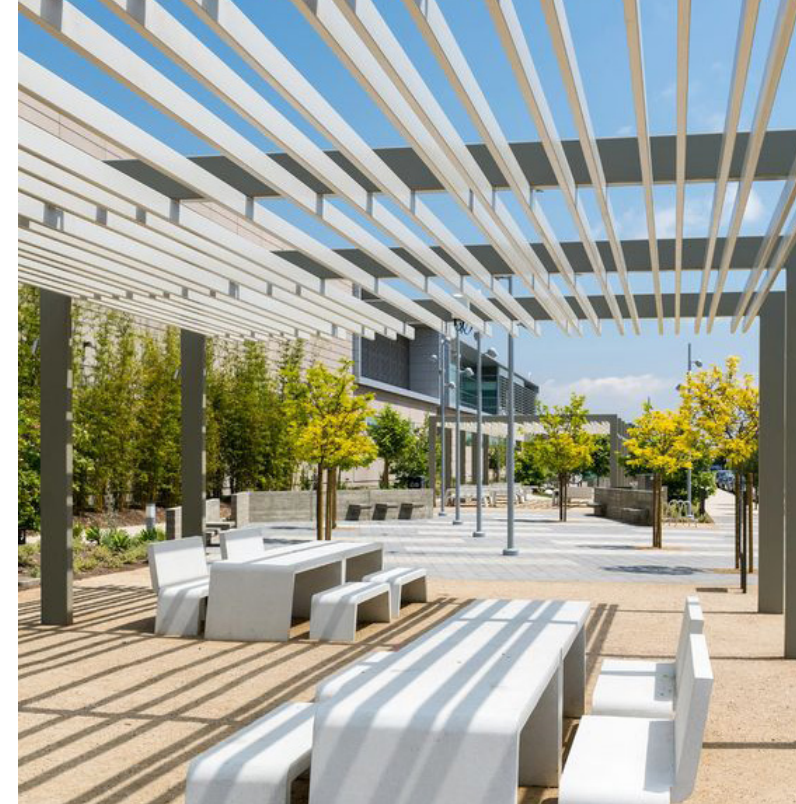
- Creates space for active recreation.
- Promotes a healthy community.
- Equitable fitness options.
 - Promotes intergenerational uses.



Reference Image. Source: www.doyouremember.com

COVERED REST AREAS

- Provide shading other than trees.
- Aesthetic / artistic element.



Ishihara Park. Source: www.landezine.com

ADDITIONAL SPORT / RECREATIONAL AREAS

- Potential new uses for existing vacant public-owned open spaces.
 - Provide outdoor amenity space for youth.
 - Promotes physical health and community building.
 - Consult with community / youth for preferences.



Reference Image. Source: www.bicycling.co.za



Hyttgardsparken. Source: www.archdaily.com



EXISTING CONDITIONS
Source: GIS Aerial - Town of Deep River



Deep River Waterfront Amphitheater. Source: Fotenn.

OUTDOOR AMPHITHEATER AND PERMANENT STAGE AREA

- Provides outdoor performance space for community with stage.
- Promotes local artists.



Reference Image. Source: www.bdonline.co.uk

WATERFRONT SWING BENCHES

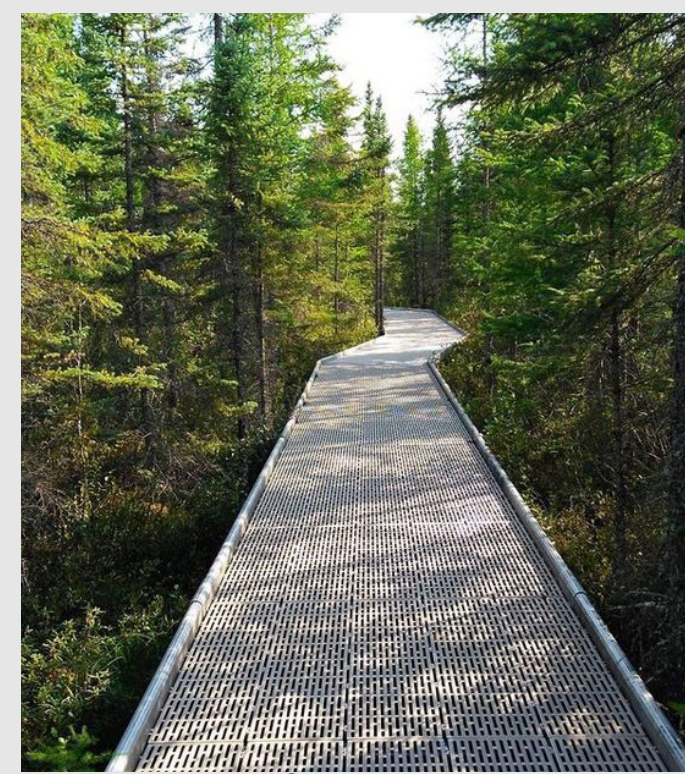
- Unique element encourages use of waterfront and creates sense of place.
- Encourages playful interaction for all ages.

KEYS PROPERTY DEVELOPMENT RECOMMENDATIONS

- New buildings on the site's easterly portion where the wooded area is less dense.
 - Area along the waterfront to be open to the public, comprising of new pathways, rest areas, and a plaza.
 - Pedestrian pathways through the site to connect the Marina and River Rd.
- New development to commit to sustainable and green design practices.



Reference Image. Source: www.pinterest.ca



Reference Image. Source: www.pinterest.ca



Reference Image. Source: www.pinterest.ca



EXISTING CONDITIONS

Source: GIS Aerial - Town of Deep River



Reference Image. Source: www.multimaterials.com

- Add sidewalk and parallel parking along Pier Road to enhance pedestrian experience and increase parking availability.



Adams' Cabin. Source: Stefanie Adams

ADAMS' CABIN

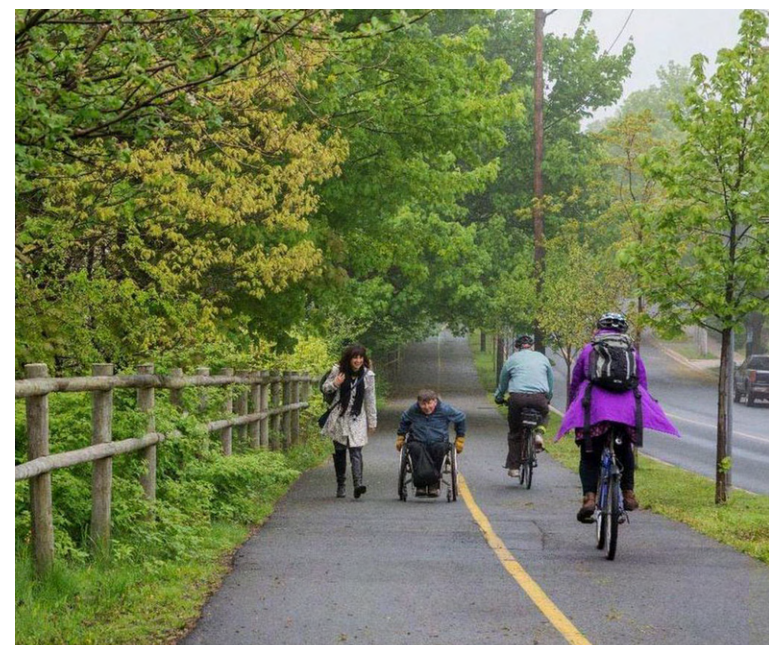
- Formalize pathway to connect the cabin to Brockhouse Way and Pier Road.
- Formalize cabin's adjacent outdoor area as an open space for contemplation and to support future activities.
- Additional public and indigenous consultation required to determine best use for this significant heritage building.



Reference Image. Source: www.pedbikeimages.org

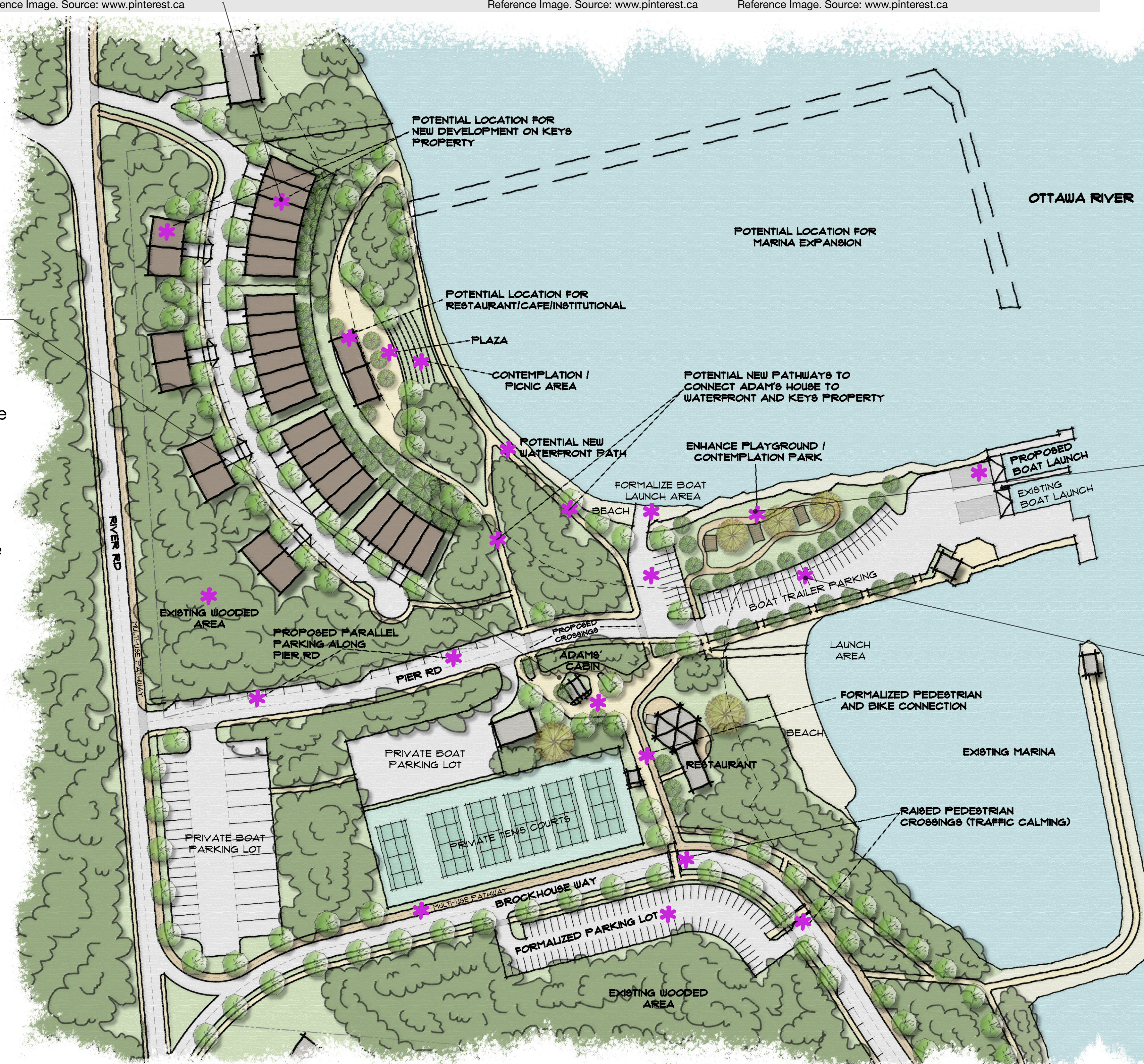
BROCKHOUSE WAY

- Include traffic calming strategies such as raised pedestrian crossings and narrower vehicular lanes.



Reference Image. Source: www.trainlink.com

- New cross section for Brockview Way including multi-use pathway and resting areas along the way.



Reference Image. Source: www.pinterest.ca

FORMALIZE MARINA PARK

- Enhance existing playground, plant new trees to provide adequate shadows and add contemplation and rest areas.

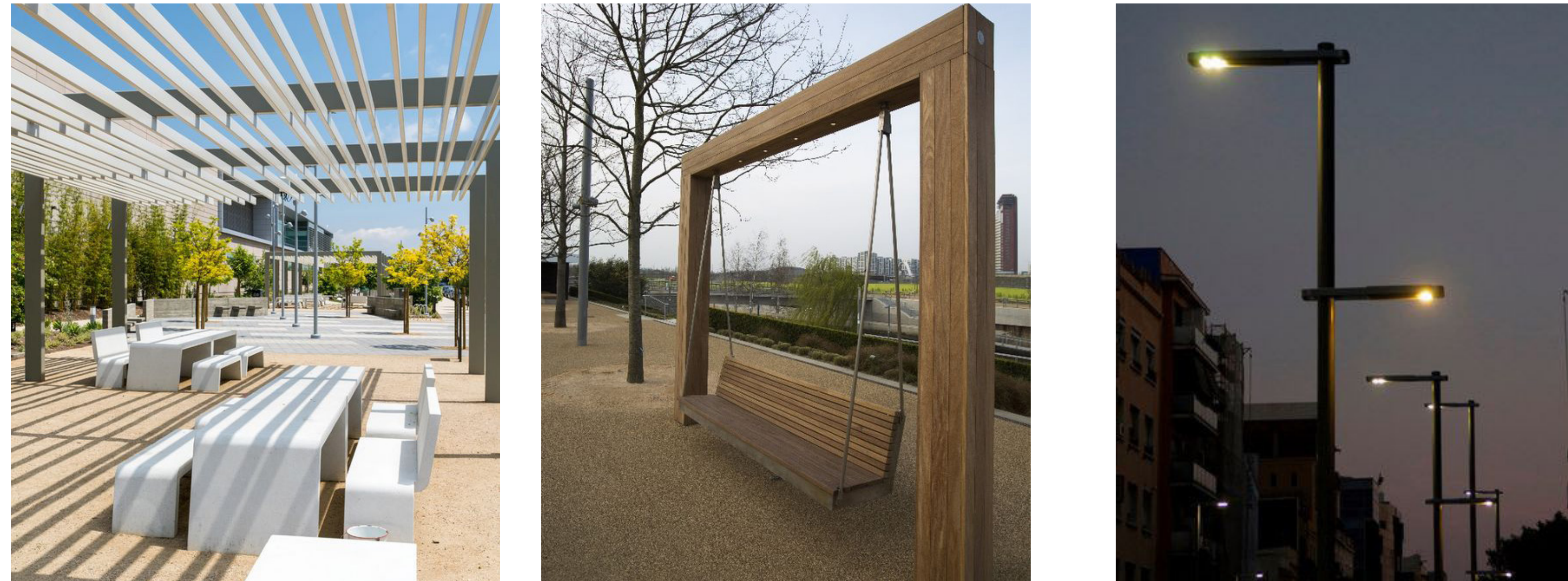
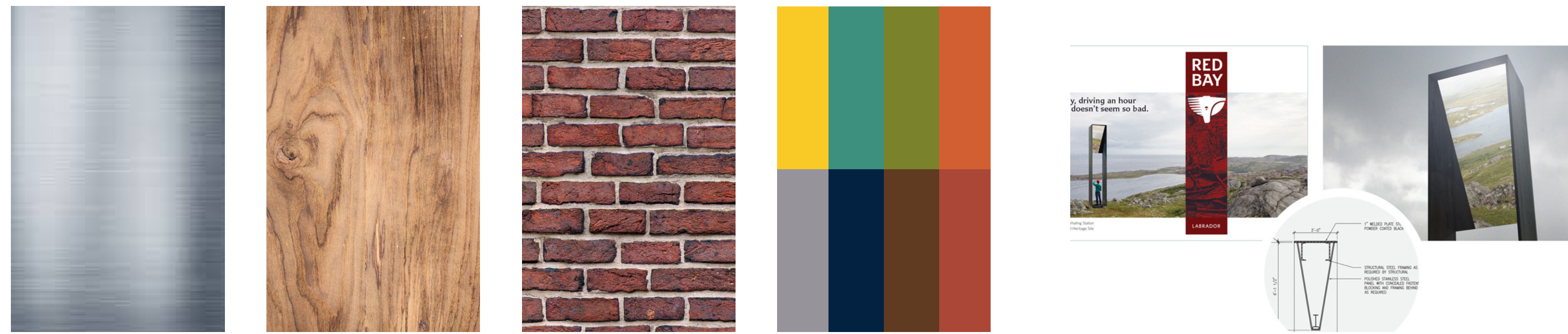


Reference Image. Source: www.pinterest.ca

FORMALIZE BOAT TRAILER PARKING

- Formalize adequate parking spaces for vehicles and boat trailers helping organize boat launch traffic.

■ TOWN CHARACTER A - Modernist / Minimalist with Natural Materials



■ TOWN CHARACTER B - Classic / Rustic



APPENDIX B

PUBLIC SURVEY, OPEN HOUSE AND WORKSHOP OUTCOMES.



Town of Deep River **Downtown Streetscape and Waterfront Enhancement Strategy**

Public Consultation Debrief and Survey 2
As We Heard It Report

Public Consultation Debrief and Survey 2 - As We Heard It Report

The Town of Deep River is undertaking a Downtown Streetscape and Waterfront Enhancement Strategy to identify opportunities for improvements and enhancements to key areas within Deep River including the downtown core, the waterfront, the marina, and the Key's property.

The second step in the development of this strategy, the Town of Deep River and Fotenn hosted a community open house and workshop to allow residents the chance to view the proposed concepts and offer their suggestions on what has been developed to date. The Open House was held on September 28th, 2022 at the Deep River Town Hall between 4:30 and 7:30pm, allowing a diverse group of people to review the presentation panels, ask questions and sign up for the workshop session to be held the next day. On September 29th, 2022 the workshop session was held from 5:00pm to 7:00pm at the Town Hall, allowing residents to provide more in-depth feedback on the conceptual designs through facilitated discussions

After the workshop, a second online public survey was provided, providing the members of the community that couldn't attend in person with an additional way to express their opinions in a formalized way. The online survey was open from September 29th to October 31st, 2022 to visitors, residents, business owners, property owners, and those employed within the study area. Both online and paper copies of the survey were made available. 61 completed surveys were received, compiled, reviewed, and assessed by the project team.

This document provides a brief summary highlighting the key themes that emerged from the open house, breakout groups from the workshop, and survey responses.

Open House

The Open House was held the evening of Wednesday September 28th, 2022. Approximately 35 people were in attendance. The key themes that emerged were safety, especially regarding the intersection in front of the post office, maintenance, and maintaining views of the waterfront. The feedback given was generally positive with participants asking a range of questions and providing the design team with valuable feedback which will aid in the design process.



Figure 1: General Proposed Concept Plan for the Deep River Downtown Streetscape and Waterfront enhancement strategy presented at the Open House and Workshop.

Comments received at the Open House event included:

- / Concerns about safety at the entrance gateway intersection;
- / Should provide more info about gateway features on the plans;
- / Instead of an exclusive bike lane on Deep River Road, a Multi-use Path (MUP) may be more useful to all residents;
- / Brockhouse Way: if right-of-way is to be widened, the extension should be towards the school parcel to avoid impacts and removal of the existing mature canopy by the water. It was mentioned that a double-sided sidewalk may not be needed along Brockhouse Way, MUP instead of bike lane would suffice for both active transportation modes;
- / Snow management: when plows are cleaning the streets they tend to pile up snow on sidewalks which is very problematic. Similar problems may occur on the proposed bike lanes. Managing snow on the sites - what are you doing with snow at infill sites. Site Plan design guidelines to address snow;
- / People would like more shaded options along the waterfront;
- / More rest areas and wider rest areas along waterfront would be welcomed;
- / Formalize crossings within the school parking lot;
- / Do not propose amenities along connection path as people watch fireworks there and sports day uses that park space;
- / Current Keys vision has townhouses and occupying almost 100% of site that privatizes the waterfront. People are not happy with this;
- / Want rhythm and flow from entrance with trees, hanging baskets and banners was proposed;
- / There are issues with barrier-free access to garbage receptacles and entrances along Deep River Rd (by LCBO).
- / There is a need for more boat slips (there is a 5-year wait list currently);
- / Area at Deep River Road that is wooded (east of amphitheatre) - existing pine trees were removed where waterfront amphitheatre was - make sure trees are being retained or replaced;
- / Should be segregated bike lanes, raised curb is not sufficient;
- / Suggestion to consider wetland LID in space between field and school;
- / Keys Property: idea when town purchased that, idea was to always keep accessible access for the town. We are not trying to remove public access. Old proposal fell apart because town was not going to be paying for sewer and water access to site;
- / Concerns about maintaining forest areas and natural character in Keys area;
- / Some raised concerns with the additional potential infill impacting panoramic/scenic views to the water and mountains;
- / Concerns with new trees blocking views;
- / Desire to retain views towards the river from Ridge Road;
- / Concerns about operations, cost and maintenance for establishment of new trees;
- / The direct connection between town hall, BMO and parking lot is interesting, proposed pedestrian crossing should align better with the new strategy;
- / Suggestion to expand pickleball and/or volleyball uses in the Marina area;
- / A comment on the fact that the Town does not have real authority to dictate what happens on private property;

- / We also learned that parking lot at end of marina/yacht club is not private, it is in fact a public parking lot;
- / Shade issue across from post office;
- / Marina parking – suggestion to have it as a pull through instead of backing up;
- / The land between Bank and Giant Tiger buildings is contaminated – buried fire remains (asbestos, metal pipes, etc);
- / Committee has already started two nurseries – street trees will be ready in 10 years;
- / Want waterfront pathway connecting both beaches but because land is private, additional action would need to be taken;
- / Glad to see signage being addressed – direction to waterfront is covered but amenity direction is needed;
- / Please examine slope stabilization along waterfront (issues with weather washing out street) (a lot of underground streams);
- / Add trees in parking lots;

Workshop

The workshop was held the next evening on Thursday, September 29th. There were approximately 35 in attendance divided into four (4) breakout groups, each focusing on a specific section of the Study Area. The workshop was live streamed online allowing an unknown number of people to watch the live portion of the presentation, or watch it in a more convenient time after. The workshop was also attended by Stephanie Adams who gave a special presentation about the indigenous history of the area as she presented her academic work. The following is a summary of each breakout group:

Group 1: Town Entrance and Downtown

The participants unanimously agreed that the town’s primary entrance, located at the intersection of the Trans Canada Highway and Deep River Road, has numerous existing assets that can be further capitalized upon.

- / The water tower, the Atom sculpture, the vacant garage, and the existing mature trees present opportunities to define this as a gateway to the downtown. One participant even provided a variety of sketch options for gateway features. In addition to the renovation of the water tower, more investment (capital and operational) is required to give all of these features prominence for vehicular travellers along the Trans Canada highway.
- / While there was much discussion around the appropriateness of various materials (stone, timber) and whether they should flank or span across Deep River Road, the clear consensus among the group was that a new gateway feature should be “big and bold”.
- / Proper lighting, accessible sidewalks / bike lanes, a safer pedestrian crossing, and a rhythmic continuation of features from the Highway to downtown would contribute to a clearer and more remarkable sense of arrival to Deep River. As visitors approach downtown, the spectacular view of the river reveals itself and any interventions should be sure to not compete with that natural asset and instead enhance it.

Group 2: Downtown and Connection to Waterfront

The main themes that emerged from participants of this group were circulation, views, public space, tree health, and parking.

- / As for circulation within the downtown core, additional frequently used paths were highlighted by the public, indicating the need for further path optimization. Another discussion point centered on the Post Office parking, specifically in relation to concept option two (2) that proposes to cut off access to the Post Office from Deep River Road, since the rear parking for staff access only.

- / The Post Office parking needs further studies and should consider access to the parking lot in front of Great Value with ownership agreements as a possible solution. By creating a pocket of parking spaces in that lot for patrons, it would allow parking to be removed from the road while providing easy and equitable access.
- / Regarding the changes proposed on concept option two (2), a discussion on the placement of the new urban plaza in the downtown was debated and some suggested that the current location, between the Giant Tiger and BMO, better facilitates town activities, is more central and less cost prohibitive. A member of the group informed the design team that the existing plaza was built upon the rubble of an existing building that had caught fire, meaning, any excavation or planting will need further assessment.
- / Another big discussion within the group was the health of the proposed trees. Concerned that the green space allotted on Champlain Street may not be sufficient in the long run. A suggestion was to consider the possibility of making Champlain St a one-way street would provide more space for vegetation and allows for angled parking being viable for that section of downtown.
- / Finally, there was concern that the potential infill on the community centre parcel would block views of the river and the parking lot added to the community center is not recommended.

Group 3: Waterfront, Marina, and Adams' Cabin

The participants identified several improvement opportunities within this area, mainly focusing on acknowledging and honoring the indigenous heritage of the lands, the nuclear heritage of the area, providing views and access to the waterfront, and creating connections between areas of importance.

- / One of the suggestions was to create a waterfront trail that extends from Lemure Beach all the way to the Keys properties. The group acknowledges this could be challenging given that some of the waterfront east of downtown is privately held land and explored other ideas to make this connection, such as more clearly defined path along the roadways, or a paddleboard, kayak, or canoe route along the water.
- / The group expressed a strong desire to give importance / emphasis to the Adams' Cabin and to commemorate the locations of indigenous homes which were previously located within Deep River, perhaps by defining their locations with plazas, art, gardens, and signage. The locations could also be connected to the waterfront trail, and possibly incorporated into a healing walk. This work should be done in collaboration with the Algonquins, AECL, the Yacht Club, and other stakeholders.
- / Considerations for development of the yacht club, marina and Keys properties included service access to the yacht club, competition with the yacht club restaurant, and environmental impact on existing natural features such as the spring at the base of the Keys Properties.
- / Other desired facilities and features included accessible public washrooms, accessible changerooms, recreation areas for teens near the school, water fountains / bottle refill stations and garbage receptacles.
- / The group recognized the need for formalization and proper signage of parking in general within the Town Van Tourism was identified as a growing trend, and the group felt an area should be designated for those who wish to park over night.
- / Wayfinding signage should be provided for pedestrians, cyclists, and vehicles, but consideration should also be given to signage for boaters and snowmobilers about facilities and services available to them in Deep River.

Group 4: Marina and Keys Property

The participants agreed that the Marina and the Keys Property areas should be enhanced to attract visitors. They also are of the opinion that the access points to these areas should be enhanced by formalizing the pedestrian pathway between the tennis courts and restaurant, making the Brockhouse Way curve safer for pedestrians/cyclers/drivers and enhancing the Pier Road cross section.

- / At the marina area, boat trailer parking and vehicle circulation were mentioned to be a major concern. Not only should the parking spaces be larger to accommodate boat trailers but also vehicle circulation should be enhanced to facilitate curves and maneuvers. A specific vehicle circulation plan should be taken into consideration on future steps. In addition, the group agrees that the existing boat launch can't support the actual demand and it should be augmented.
- / The group also considers that the playground is useful, but its location is considered unsafe due to the proximity to the parking lot. It was suggested that the playground should be moved to a safer location close to the area, likely on the Keys Property. The area where the playground is located could remain as a contemplation open space/green area. Some participants also considered the idea of moving the whole parking lot outside of the "peninsula" area freeing the space for green open spaces, but this was not a consensus.
- / The existing parking lot along Brockhouse Way was highlighted as being well use and that it should be formalized with a clear designated entrance to increase safety in that area. The existing parking lot closer to River Road is not convenient to use on a regular basis because it is too far away of the launch area.
- / The group believe the Adams' Cabin configures an important element to celebrate the history of the house and the Algonquin Peoples.
- / Regarding the Keys Property, the majority of the group believes the city should preserve the natural character of the site and the existing trees rather than develop the lands into residential/commercial uses. It was also mentioned that strategy would help to preserve the Adams' Cabin original landscape context as well. Furthermore, the group supported that the Keys Property should have free access to public and include amenities such as playgrounds, rest areas, picnic areas, youth activities, etc. In addition, a camping area or a small village to be used for tourism or small businesses was also mentioned as a possible ancillary use for the land.

Online Public Survey Responses

The majority of the replies to the public survey were provided by residents who did not attend the open house or workshop but instead viewed the materials online only. The survey received a total of 48 responses over a 1 month period. Based on survey responses, the reaction to the concepts was mixed. Approximately, 45% of people that responded to this survey were generally pleased with proposed materials, approximately 35% of people did not like or had concerns with what was presented, and another 20% of people had no opinion either way. Below is a summary of the most common themes and a detailed breakdown is provided in Appendix A of this document.

Q4: What did you like?

- / The two most agreed upon changes are to sidewalk accessibility/connections and the need for intersection re-designs, specifically the one outside the post office. Five responses alluded to option two being the desired solution, two opted for option 1, while the remaining 7 did not specify.
- / Aesthetics was also identified as being important as improved landscaping/canopy coverage and downtown improvements were the next most agreed upon suggestions.
- / Finally, additional public amenities were appreciated, such as the skatepark, and it was made clear the residents wish the Keys Property to remain public land.

Q5: What did you dislike?

- / The reduction of street parking, changing all parking to parallel parking, and the addition of a parking lot where the community center is located were viewed as a concern. A few responses alluded to having a mix of parking styles

while expressing concerns that parallel parking will not be much safer than the existing angled parking due to elderly and new drivers who are not required to learn parallel parking as part of their licensure.

- / Not having a defined plan for the community center was mentioned as being problematic as the space is very important to the town.
- / Residents wish for the Keys property to remain as public land and have expressed that additional housing developments are happening in other areas of the town; development of the Keys property was not well received.
- / Other important comments were concerns about infill obstructing views and winter maintenance not being thoroughly considered (for example, snow storage currently occurs where infill was illustrated in the Value Mart parking lot), especially in regard to the narrowed streets.

Q6: What was missed?

- / Like the concerns listed in question 5, participants were worried about the community center and the changes to parking, whether it being not enough, being too far from shops, or simply not wanting parallel parking.
- / Maintenance costs were requested and will be loosely laid out in the final report. Other important comments that may impact the design was the consideration of making downtown streets one way and the fact that Summerfest is held in the pedestrian connection between Ridge Road and Brockhouse Way.

Q7: What are your top three priorities for improvements/ enhancements?

- / Fixing the sidewalks/pedestrian crossings and downtown development/aesthetics were the two most important priorities for the town residents that answered this survey.
- / Canopy coverage, accessibility, and outdoor amenity space (especially for teens) were the second most important priorities. Fixing roads/infrastructure and general safety were the third most important priorities outlined by participants.

The responses received were generally positive and illustrates the town's desires are in-line with what the design team is generally proposing as its core. With the important feedback constructive criticism received over the Open House, workshop session and online survey, the project team will review the concept plans and are confident that it will be able to produce a plan that resonates and guides the town in future development.

The project team also did an additional presentation to Council after the public events to provide an update to elected officials and received additional feedback.

Next Steps

It is our understanding that the Town of Deep River will be engaging with the Indigenous Groups in November 2022.

The next steps in the Downtown Streetscape and Waterfront Enhancement Strategy will be to take the input we received from the public consultation and survey to guide the revisions of the concepts and implementation strategy.

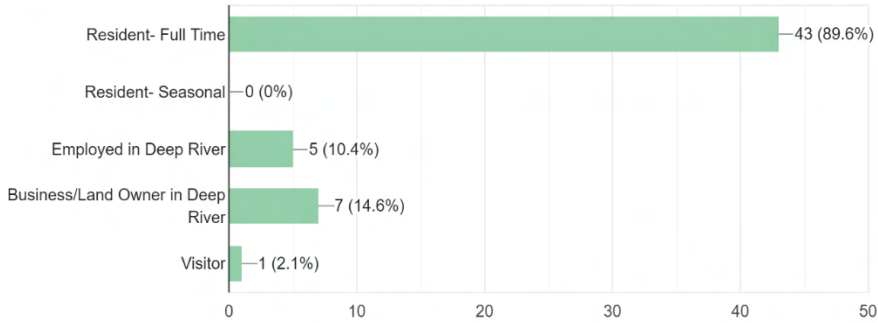
These revised concepts will then be compiled in a recommendations report estimated to be delivered to the Town by of 2022.

Appendix A

Detailed Survey Responses

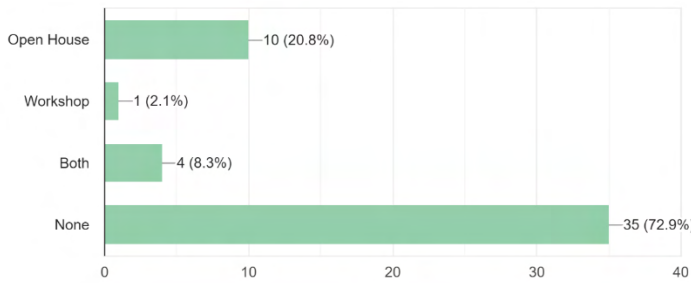
Question 1: What is your relationship with the study area?

1. What is your relationship with the study area? (Check all that apply) Untitled Question
48 responses



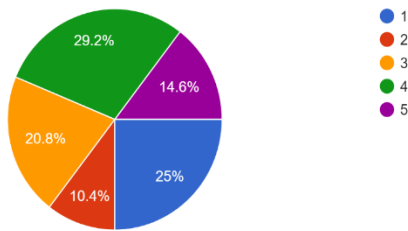
Question 2: Did you attend...

2. Did you attend...
48 responses



Question 3: Overall impression of materials presented:

3. Overall impression of materials presented: (1 – really dislike, 5 – really like)
48 responses



Question 4: What did you like?

- / Sidewalk improvements/connections x16
- / Intersection redesigns (especially near post office) x16 (5 for option 2, 2 for option 1)

- / Addition of tree canopy and general landscaping x15
- / Downtown improvements/ façade updates/ canopy changes x13
- / Generally liked the ideas presented/the range of ideas x10
- / Waterfront upgrades/accessibility/ keeping it public x8
- / Skate park/outdoor amenities x 7
- / Changing the angled parking to parallel x 5
- / Don't like anything x5
- / Additional infill x5
- / Addition of bike lanes x4
- / Addition of public art x4
- / Shaded seating/additional seating areas x 3
- / Lighting alleyways x3
- / Welcome feature x3
- / Enhanced alley x2

Question 5: What did you dislike?

- / Removal of parking/parallel parking x19
- / No plan for community center/ parking at the community center x12
- / Don't develop Keys property/no housing/ make it a park x6
- / There are multiple housing developments happening elsewhere in town
- / Cost, is it prohibitive? Tax increases? x5
- / Wants to know scope without private investment
- / Infill will block views x3
- / Winter maintenance for snow removal has not been considered (snow goes where infill is proposed in value mart parking lot) x3
- / No plan on fixing town infrastructure prior to aesthetics x3
- / Concerns that narrow streets will cause: delivery issues, accidents, water runoff, difficult for snow removal x5
- / No infill at the post office x3
- / Put it behind the town hall where existing plaza is
- / Everything x2
- / Concerns that winter maintenance isn't considered x2
- / Concerns of tree health due to shallow roots of tree pits x2
- / Focus on downtown x1
- / Realignment of streets at Post Office x1
- / Worries about snow loads on a thinner canopy x1
- / Adding amenities to path between school and community center as Summer Fest is hosted there x1

- / No splash pad x1

Question 6: What was missed?

- / Don't change/remove parking x6
- / Nothing x5
- / Don't like two lane bike path x2
- / Cost and maintenance cost x3
- / Plan for community center x3
- / Plan for new sewage/infrastructure x3
- / Public boat rentals and formal canoe rack storage x2
- / Summerfest is where skatepark is proposed, along path x2
- / Parallel parking in "the triangle" – make one way and keep angled parking there x1
- / Signage plan x1
- / Make downtown one way to give additional space to trees x1
- / Celebration of nuclear heritage x1
- / Support for local businesses x1
- / Permanent market space between Giant Tiger and BMO x1
- / Narrow streets make it difficult for deliveries x1
- / People Like to work out of their cars for the farmers market x1
- / Downtown picnic area x1
- / How the intersections would be made safer x1
- / Dog park x1
- / Splash pad x1

Question 7: What are your top three priorities for improvements/ enhancements?

- / Fix sidewalks/ pedestrian crossings x16
- / Downtown development/aesthetics x 16
- / Accessibility x9
- / Outdoor amenity space (especially for teens with Wi-Fi) x9
- / Teen space with Wi-Fi (2)
- / Splash pad (2)
- / Trees/green space x9
- / Fix roads and infrastructure x7
- / Safety x7
- / Redesign of post office corner x5
- / New community center x5

- / Entrance feature/tourism attraction x4
- / Public seating (covered) x3
- / Street furniture (specifically waste receptacles) x2
- / Bike lanes x2
- / Public art x2
- / Marina expansion x2
- / Keys property development x2
- / Waterfront protection x2
- / Truth and reconciliation x2
- / Residential development x1
- / Don't narrow streets x1