

## 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.

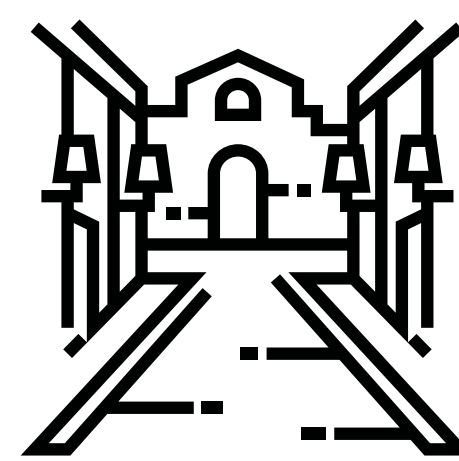
## PROPOSED GUIDING PRINCIPLES:

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

These will:

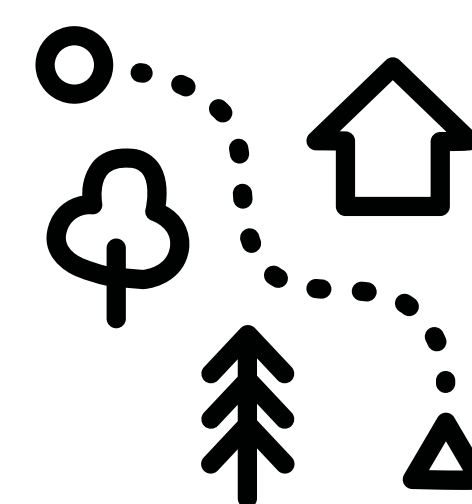
- Guide decision making.
- Inform concept development options.
- Set priorities for the Enhancement and Implementation Strategy.

### COHESIVE IMAGE AND IDENTITY



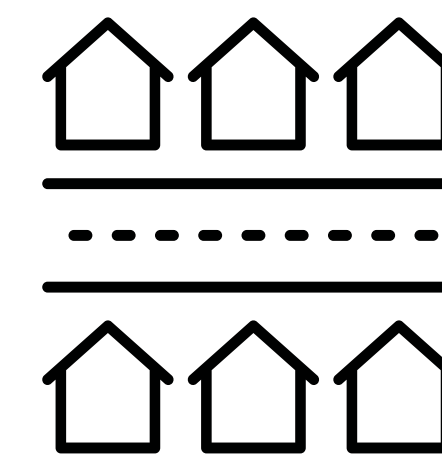
- Draw upon historic, cultural, and natural assets of the town to create a united identity.
- Establish parameters and material guidelines for the public realm, public facilities, canopies, and improvements to building facades.

### COMPLETE STREETS



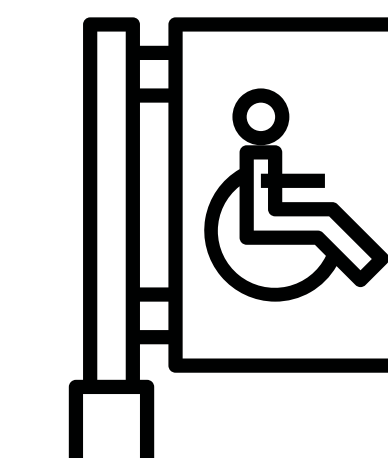
- Implement Complete Street strategies for key streetscapes within the downtown core to provide equitable, safe, and efficient rights-of-way that focus on the pedestrian experience.
- A more robust mix of uses and densities should be encouraged.

### 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 amphitheatre.

## 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.



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**

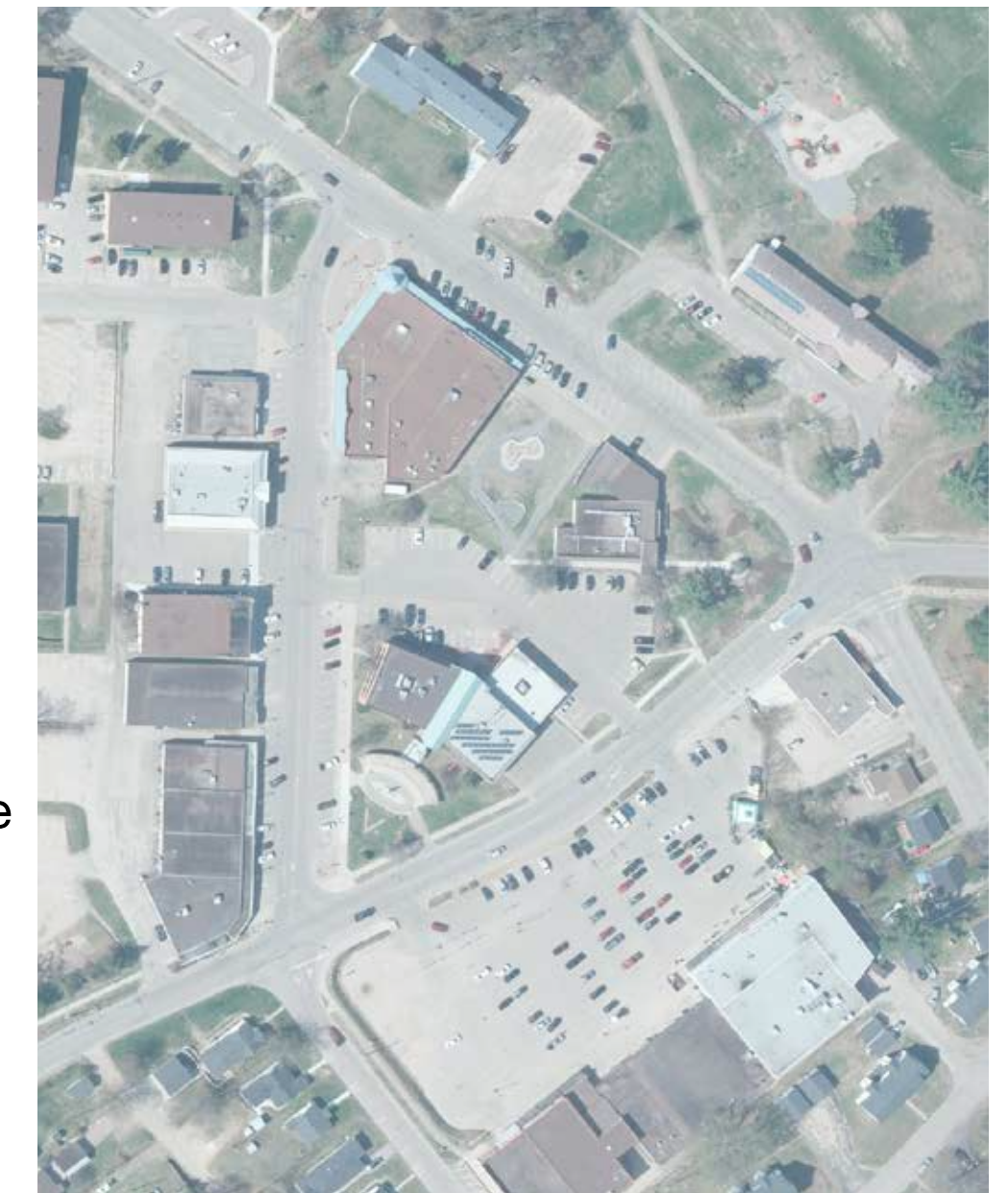
- A dedicated public plaza to host diverse social, cultural, and commercial activities.
- Public restrooms.



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.



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Reference Image. Source: hospitalityhedonist.co.za

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Reference Image. Source: DeepRoot Infrastructure.

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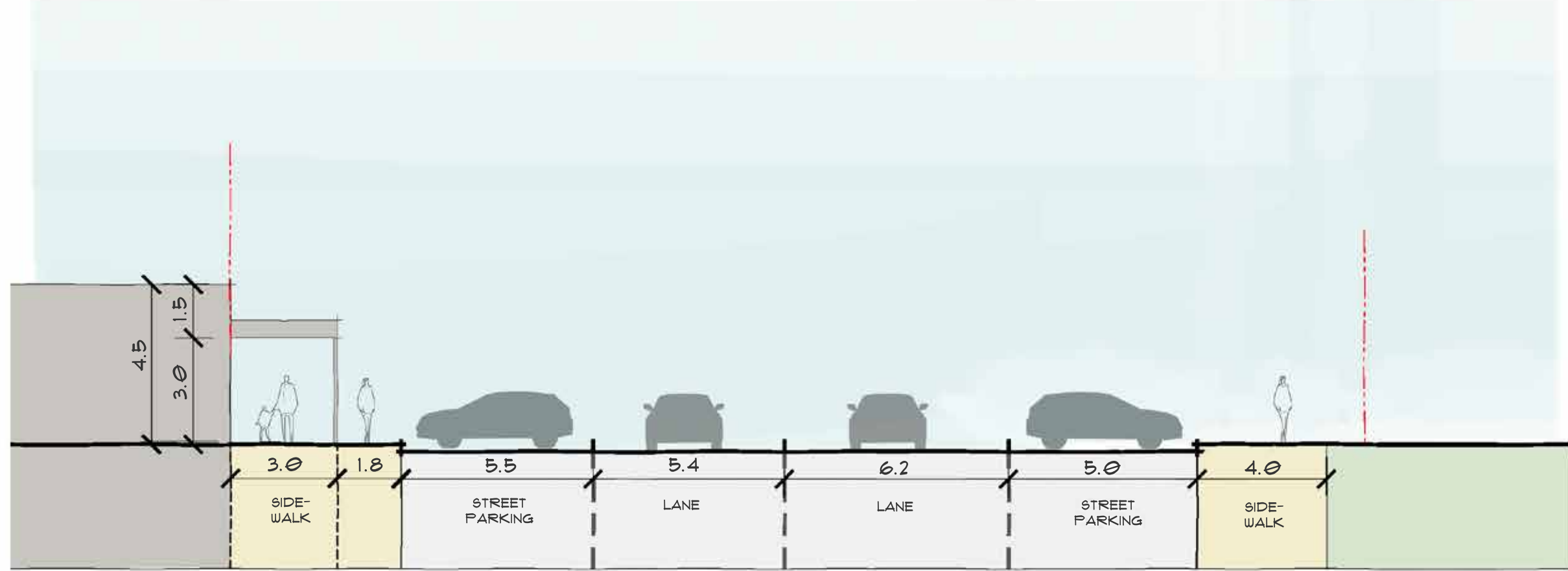
### EXISTING CONDITIONS

Source: GIS Aerial - Town of Deep River

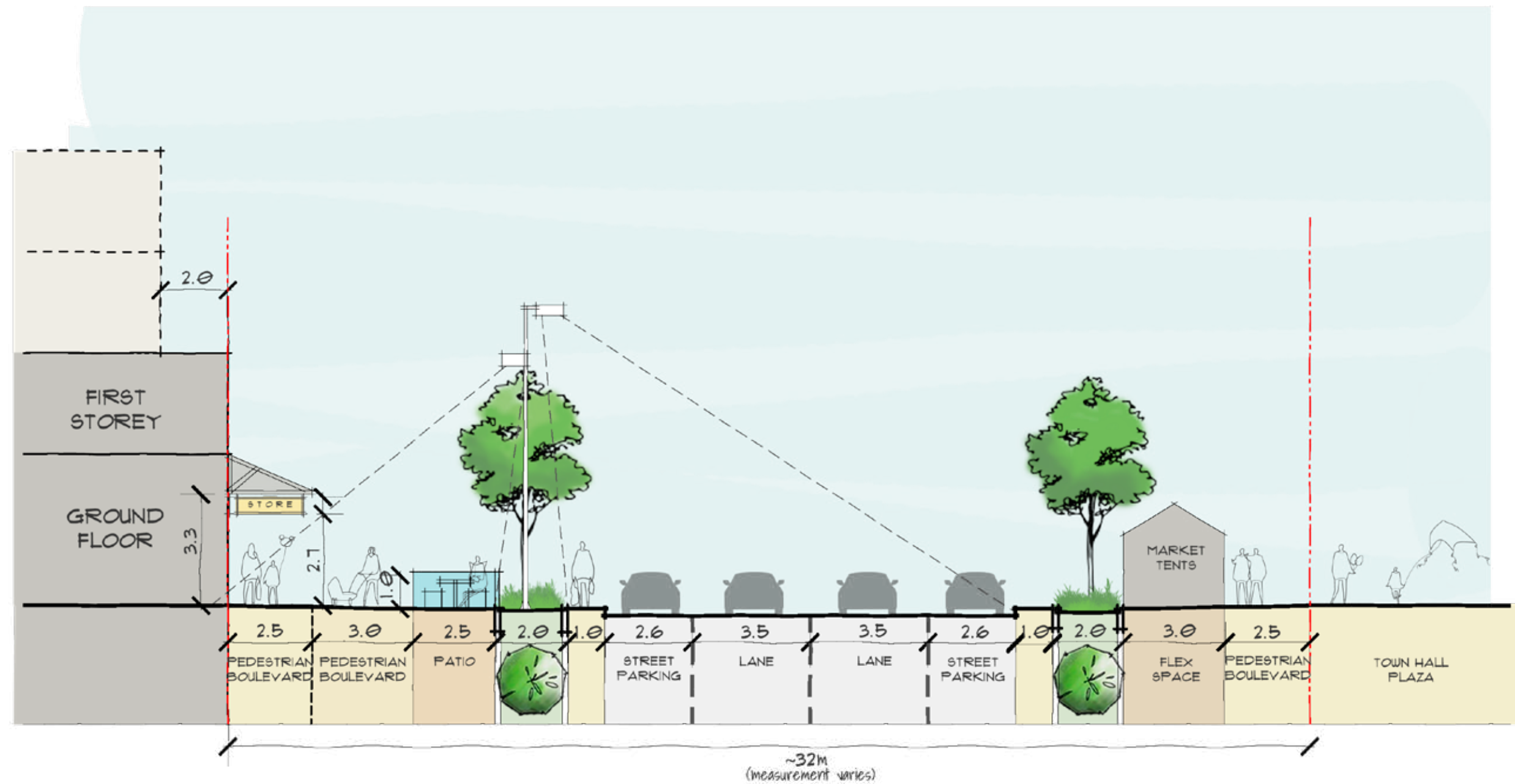


# CHAMPLAIN STREET CROSS SECTIONS

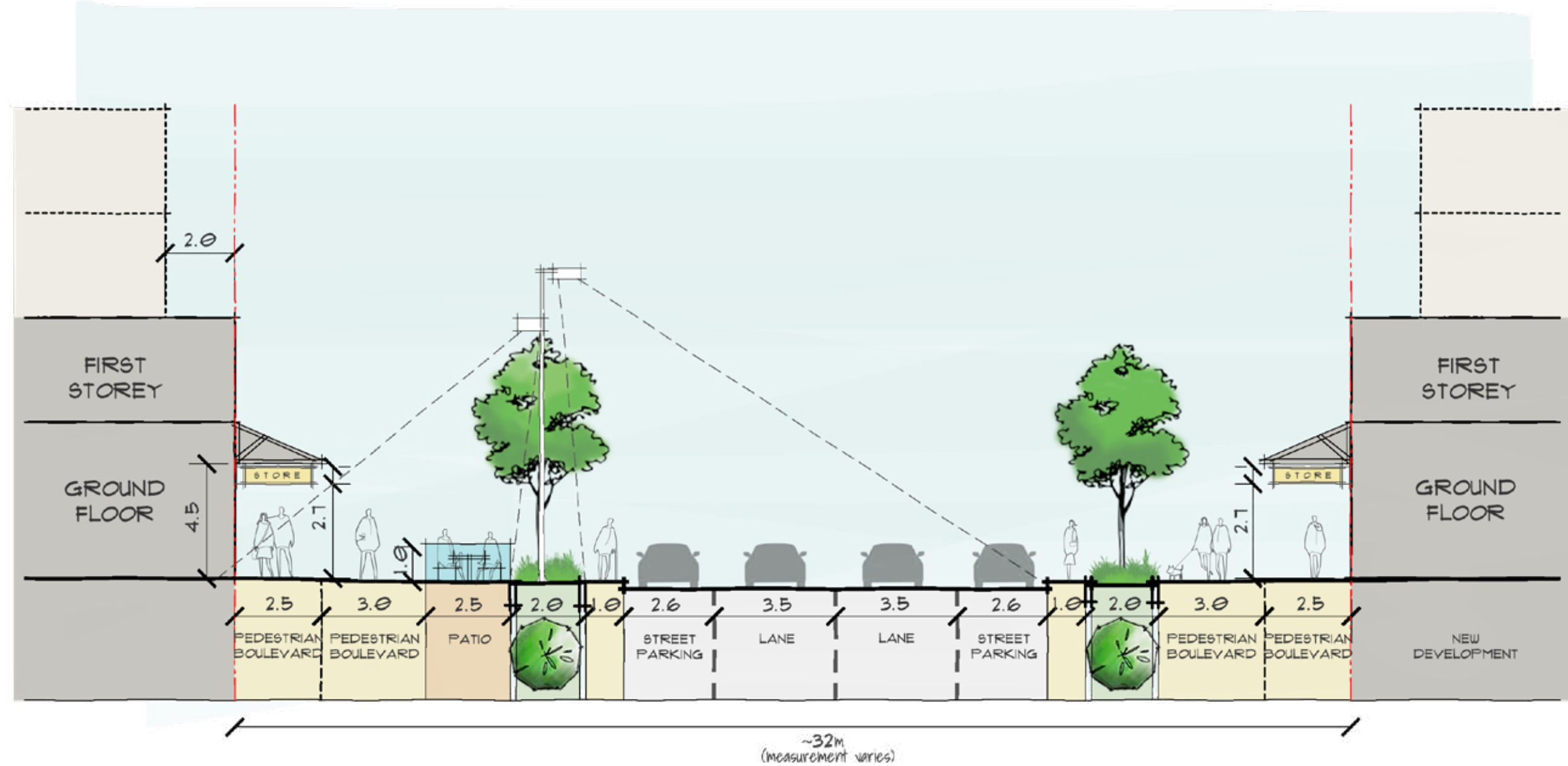
## EXISTING CONDITIONS:



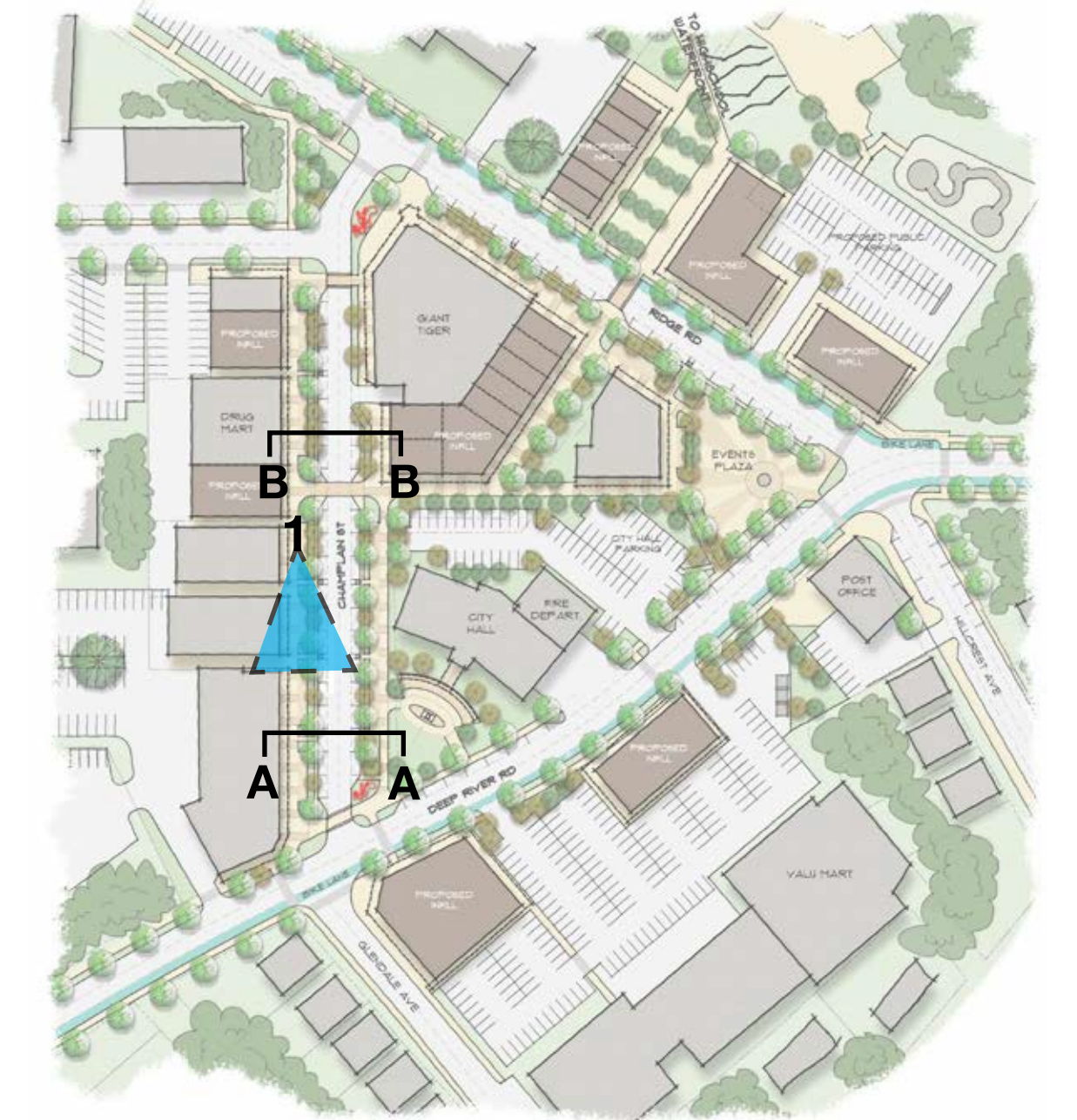
## PROPOSED CROSS SECTION (A:A):



## 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.

- 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:



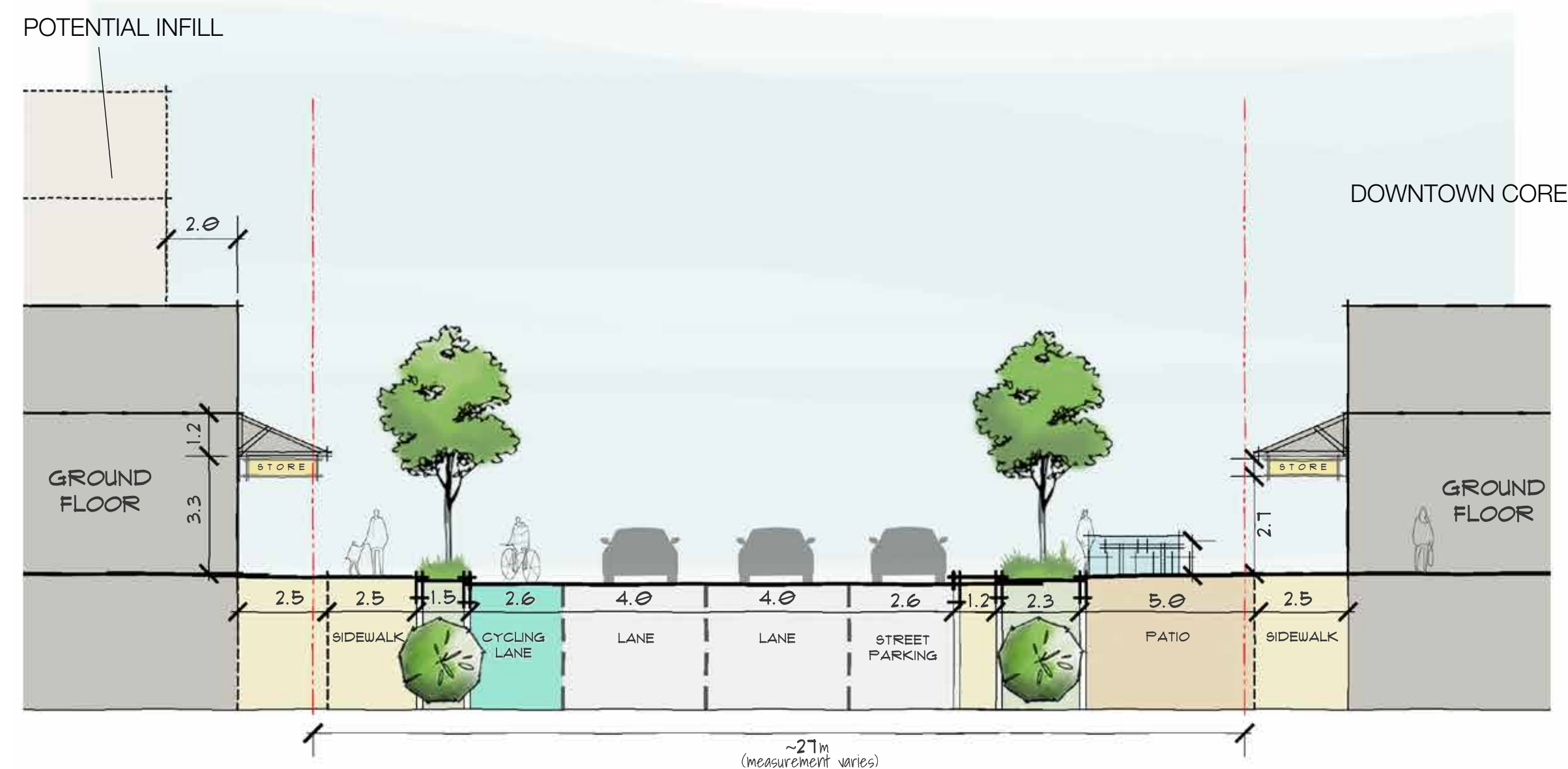
Reference Image. Source: www.pullcast.eu



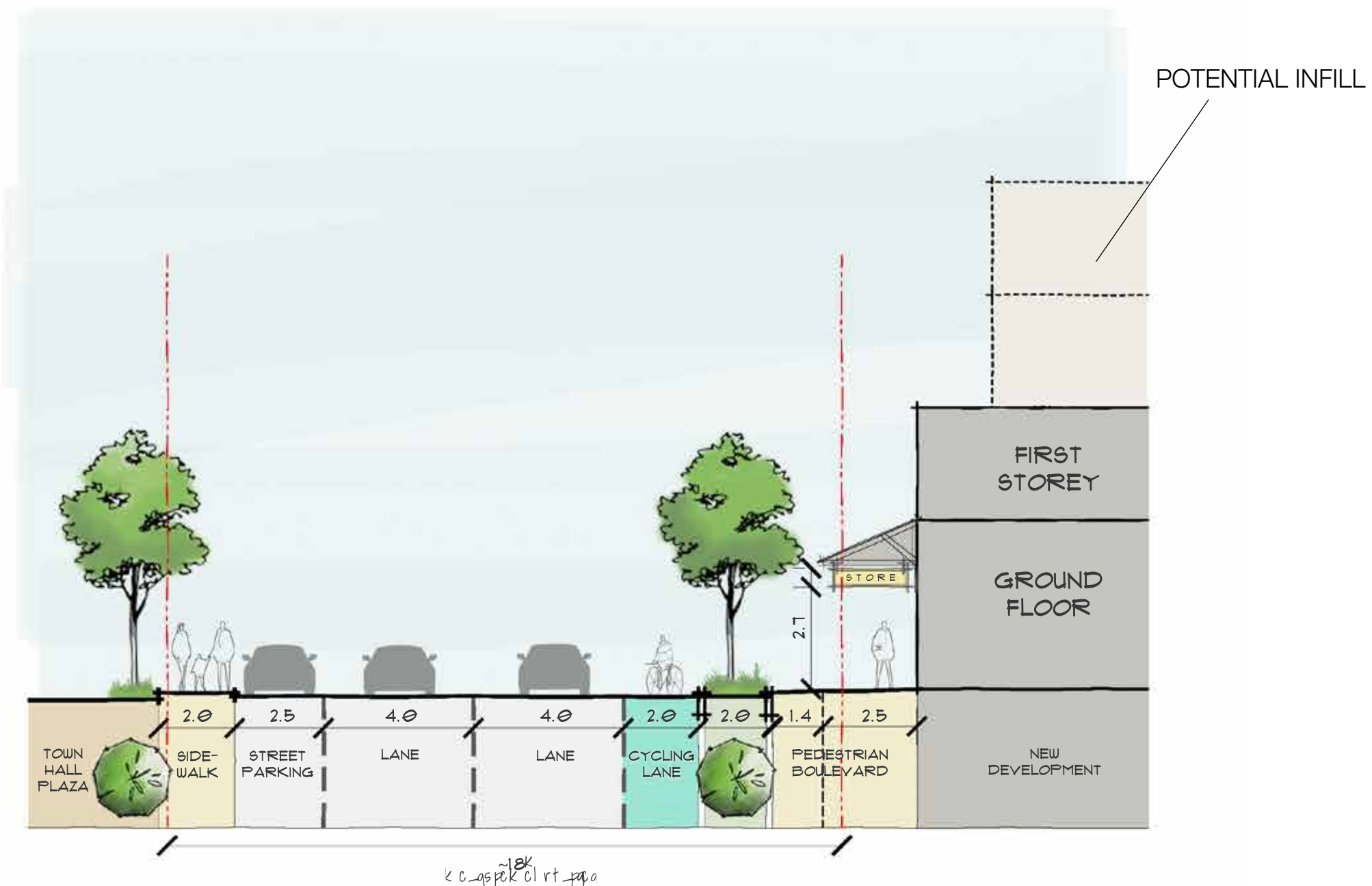
Reference Image. Source: www.alamy.com



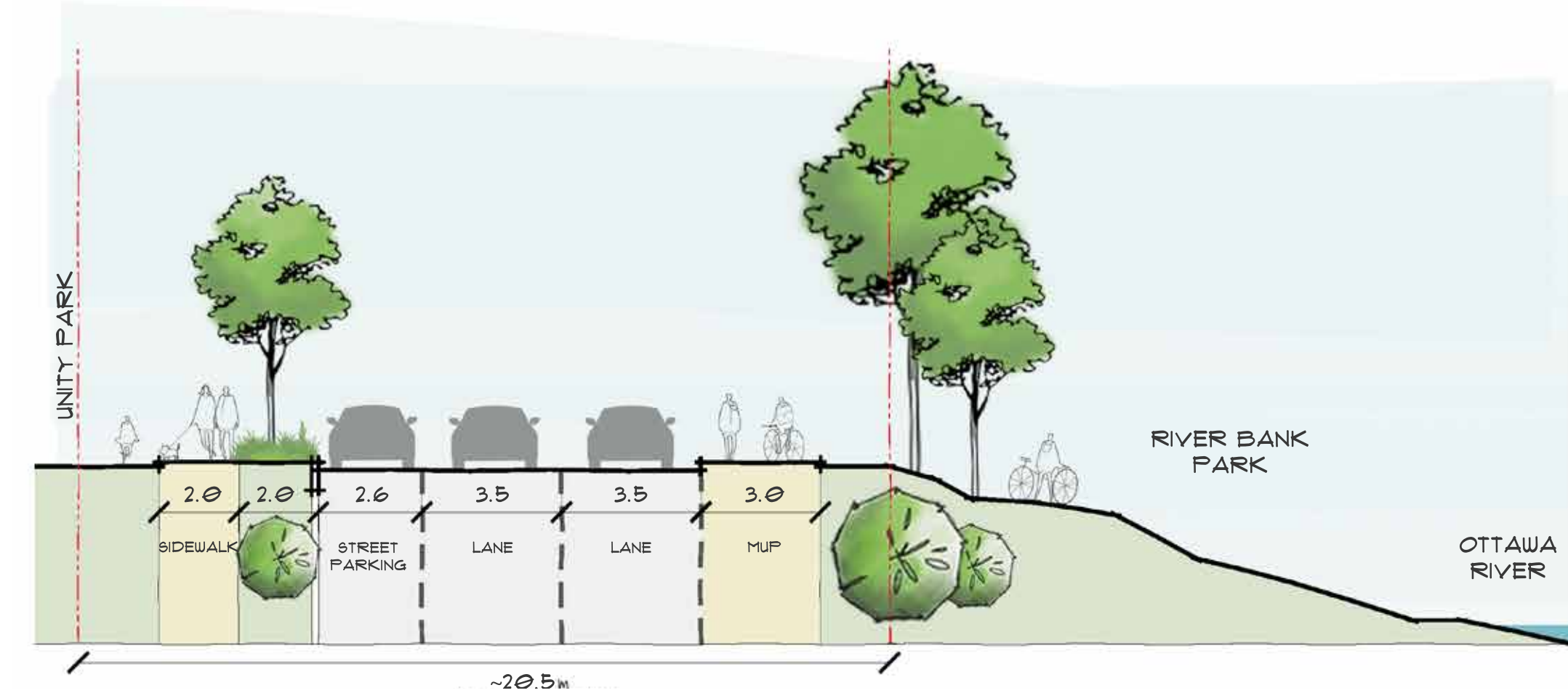
**■ RIDGE ROAD PROPOSED CROSS SECTION (C:C):**



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



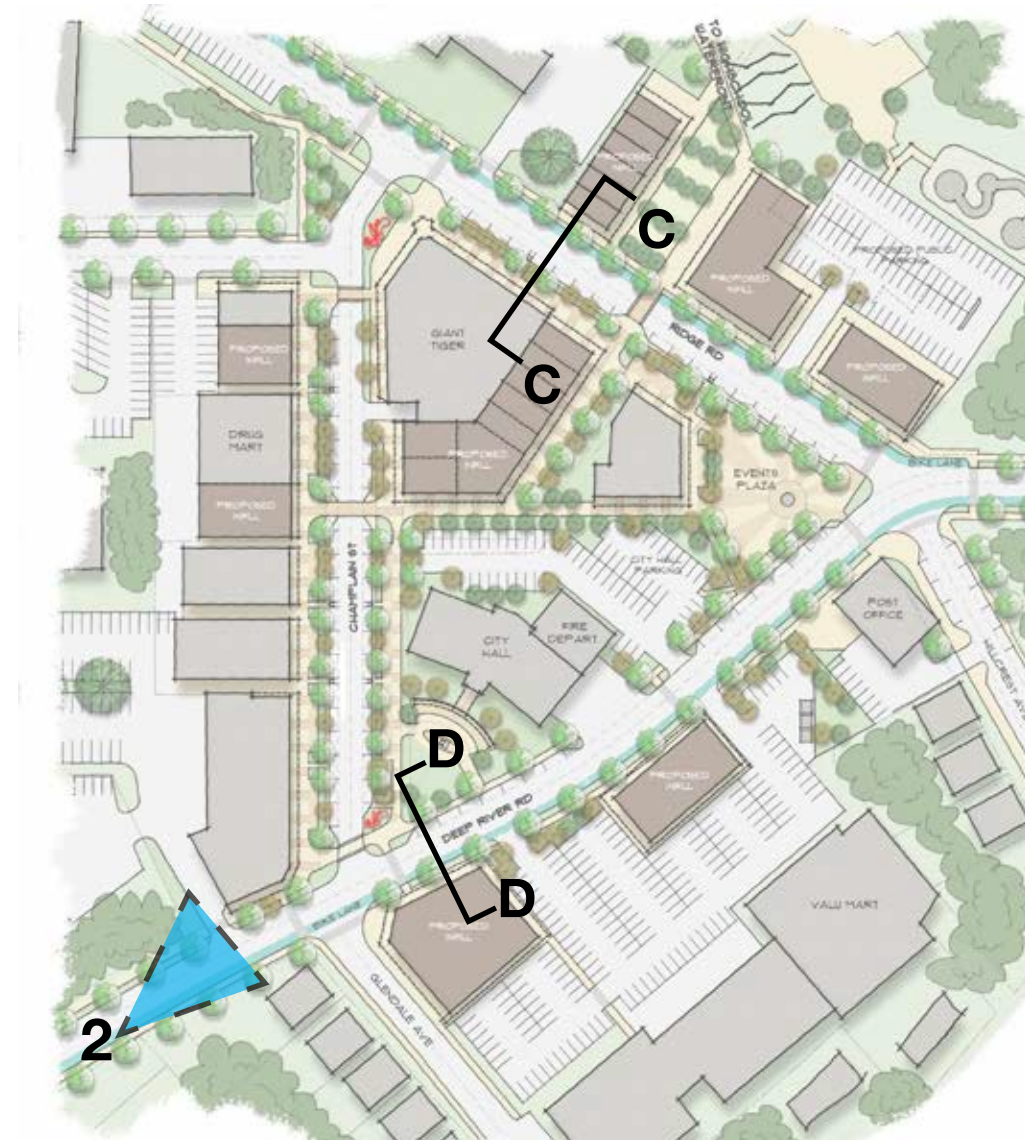
**■ BROCKHOUSE WAY PROPOSED CROSS SECTION (E:E):**



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.

- 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.

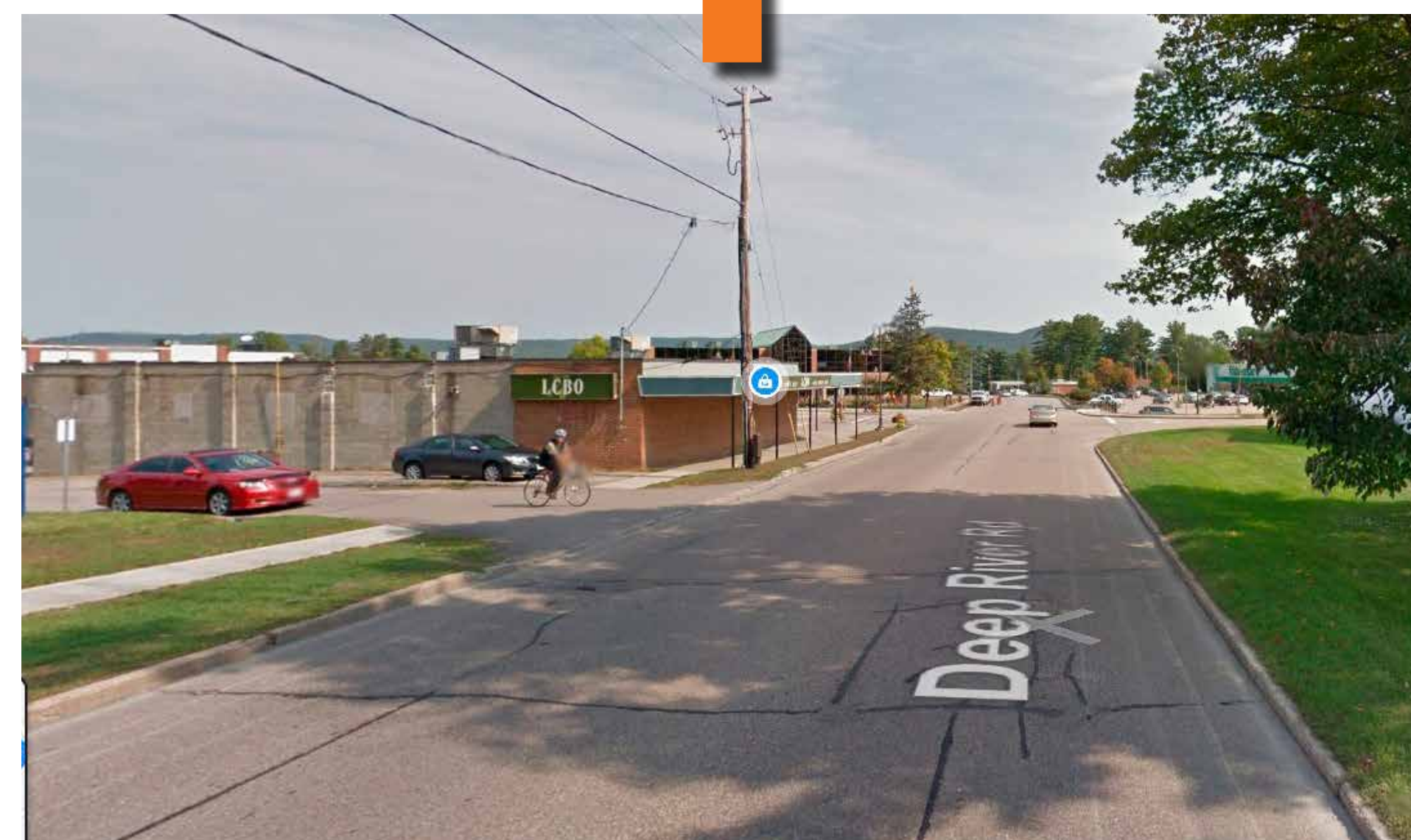
- Parallel parking along Deep River Rd.



IMAGE 2: 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

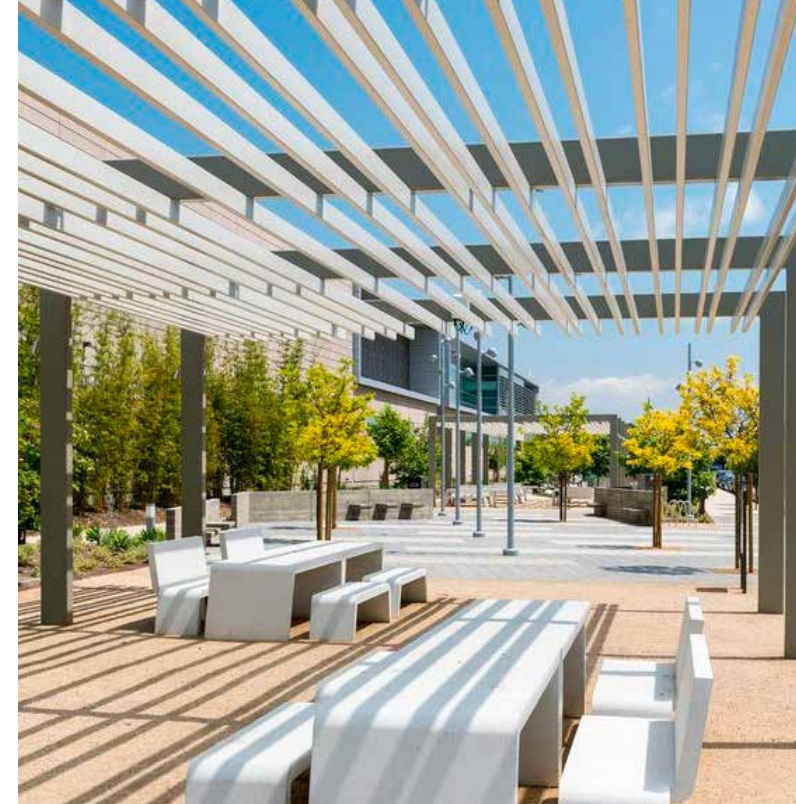
- Creates space for active recreation.
- Promotes a healthy community.
- Equitable fitness options.
  - Promotes intergenerational uses.



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



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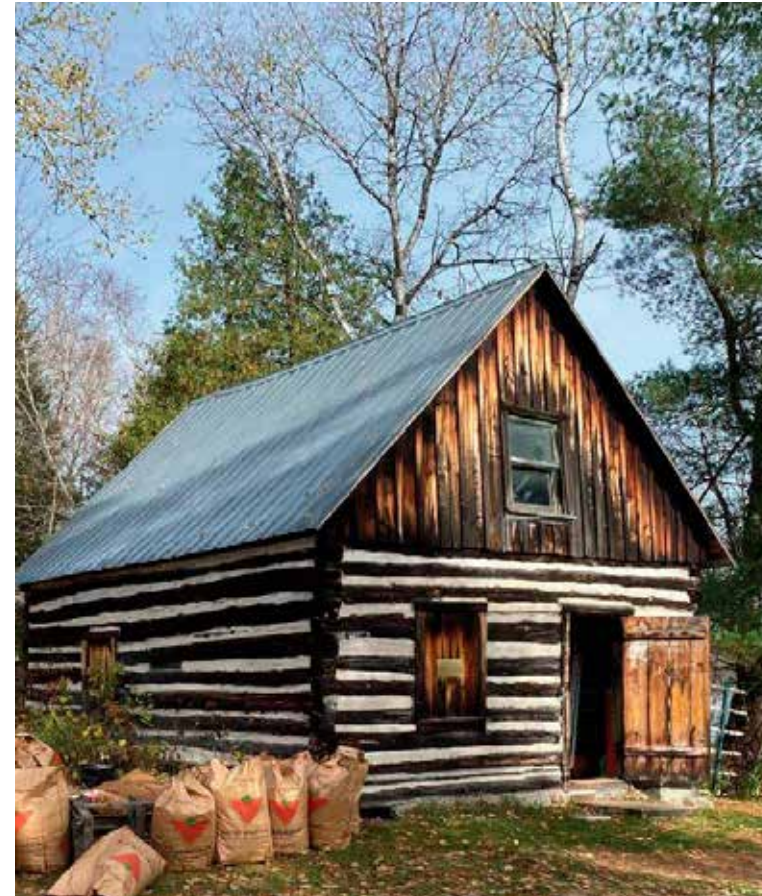
## EXISTING CONDITIONS

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: Steffanie 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.pedbikemages.org

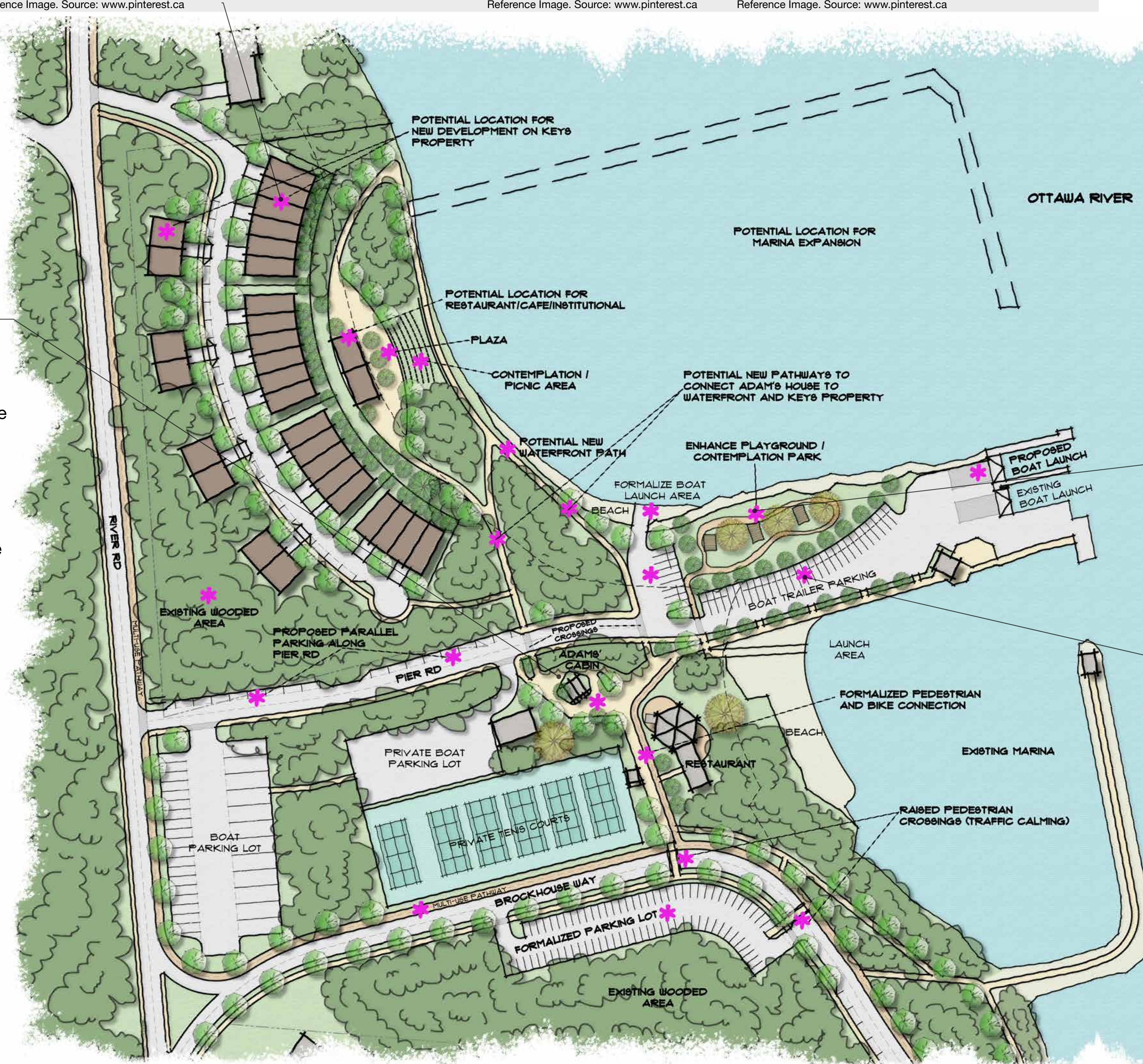
### BROCKHOUSE WAY

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



Reference Image. Source: www.trainlink.com

- New cross section for Brockhouse 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.



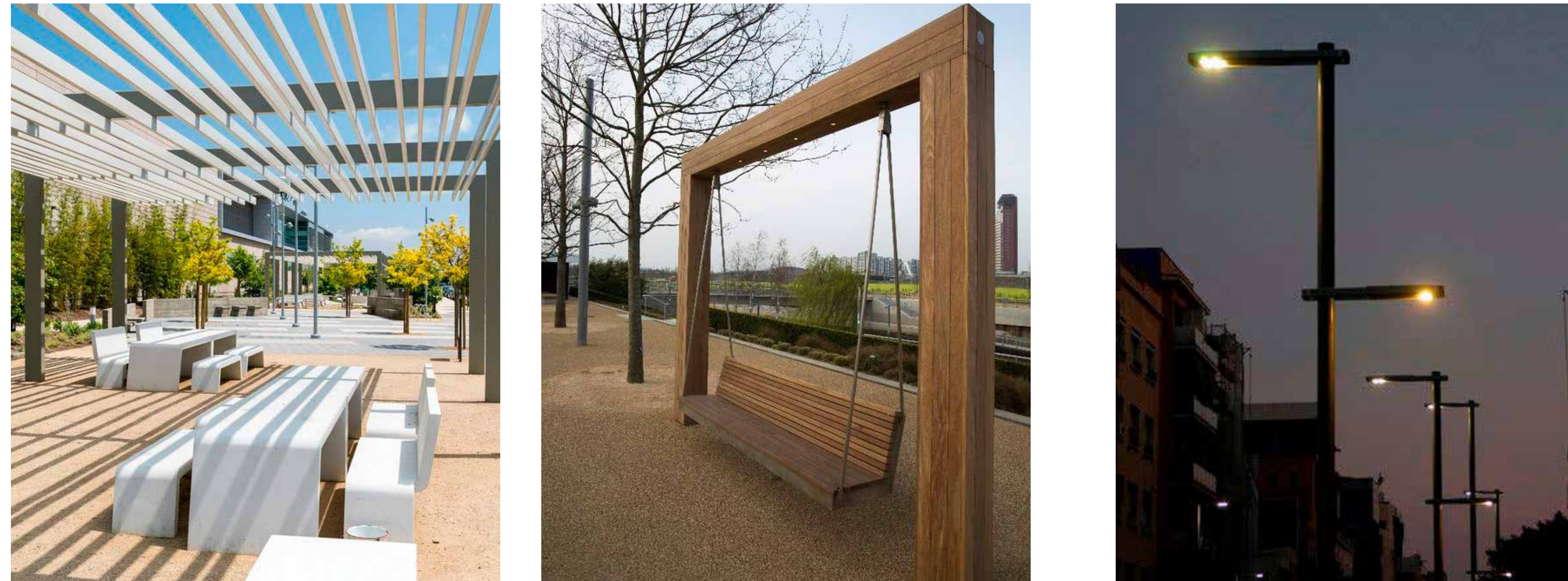
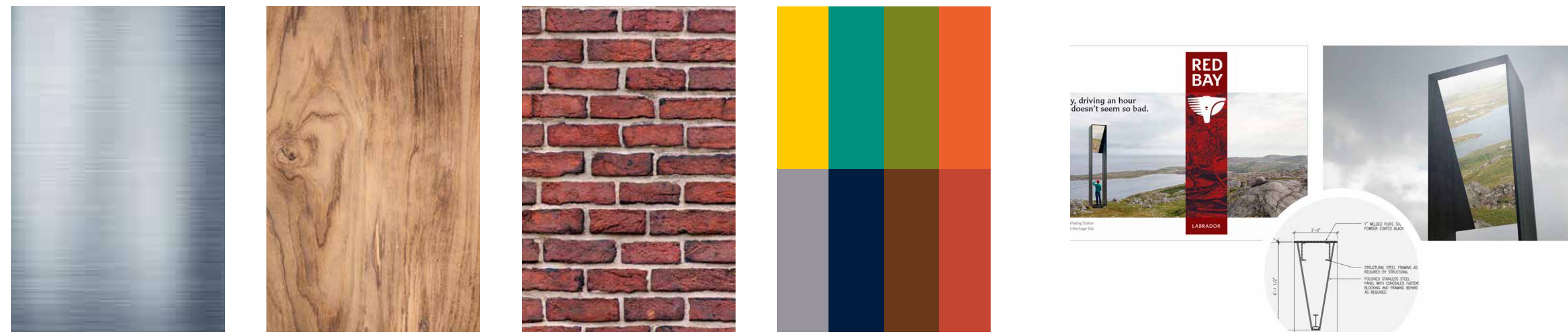
Reference Image. Source: www.pinterest.ca

### 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

