

Town of Deep River Downtown Streetscape and Waterfront Enhancement Strategy

COUNCIL PRESENTATION

May 24th, 2024



FOTENN
Planning + Design

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COUNCIL PRESENTATION - OCT 2022

On October 5th, 2022, Fotenn presented to the Town Council the Preliminary Downtown Streetscape and Waterfront Enhancement Strategies. It was presented at that meeting:

- Project Objectives
- Public Survey Outcomes
- Guiding Principles
- Preliminary Macro Strategies
- Preliminary Concepts, Street Cross Sections and Micro Strategies
- Open House and Workshop Outcomes



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THE FINAL REPORT

ADJUSTMENTS TO THE CONCEPTS/STRATEGIES:

The Downtown Streetscape and Waterfront Enhancement Strategies Final Report was adjusted as per the public and Town Staff engagements outcomes. The major adjustments are listed below:

- Reduction of potential building envelop along Ridge Rd to avoid blocking views towards the river.
- Retention of the existing Community Centre building until the end of its contract in 2032.
- Retention of the area currently used for the Summerfest.
- Recommendations for public washrooms especially close to the soccer field/playground and the Marina area.
- Demonstrate businesses facades enhancement strategies and guidelines.
- Retain part of the existing parallel parking along Champlain St.
- Recommendations to increase the Post Office costumer parking capacity.
- Identify opportunities to engage private parking lots owners to host the Town's special events.
- Demonstrate potential design options for the Town's Gateway.
- Preserve the area currently used for the Summerfest.
- Relocation of the existing playground at the Marina.
- Simplification of the Keys Property strategies to reflect the future Secondary Plan to be developed.

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THE FINAL REPORT

INFORMATION/MATERIALS ADDED TO THE FINAL REPORT:

- Budget and Implementation Plan.
- Phasing Recommendations.
- Winter Maintenance Recommendations.
- Appendix:
 - Open House Panels
 - Public Engagement Outcomes

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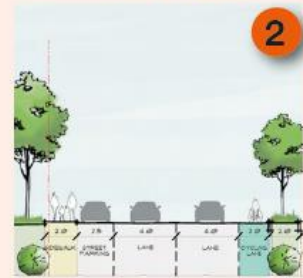


FINAL REPORT HIGHLIGHTS



MACRO STRATEGIES

SCENIC ROUTE DESIGNATION



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.

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MACRO STRATEGIES

GATEWAYS

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



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

MACRO STRATEGIES

DEFINITION OF CLEAR PATHWAY SPINES

- 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.

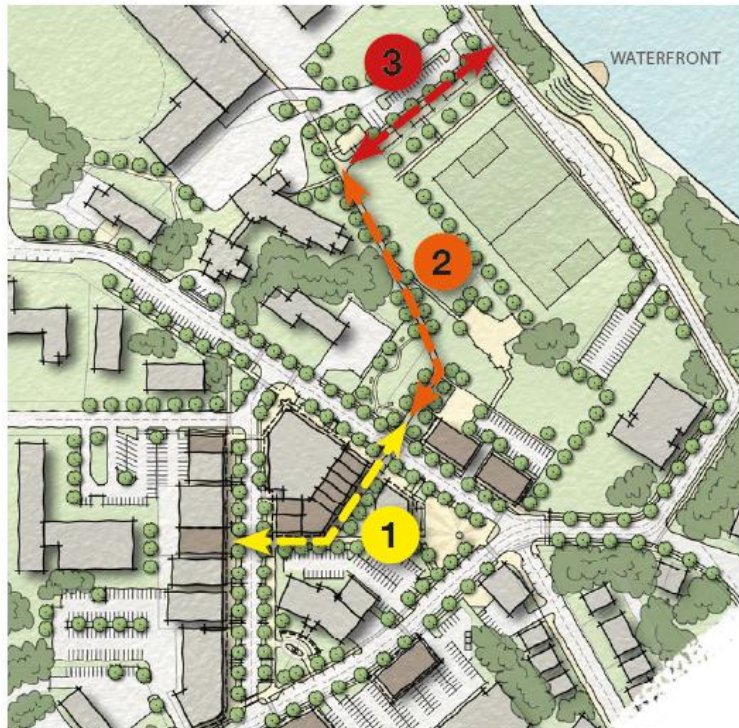


Figure 44: Downtown to Waterfront Pathway Spine Concept Plan. Source: Fotenn

Waterfront To Keys Property Pathway Spine



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

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MACRO STRATEGIES

COHESIVENESS AND IDENTITY

Downtown Building Facades References



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



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

Street Furniture References



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DOWNTOWN

Downtown Concept Plan



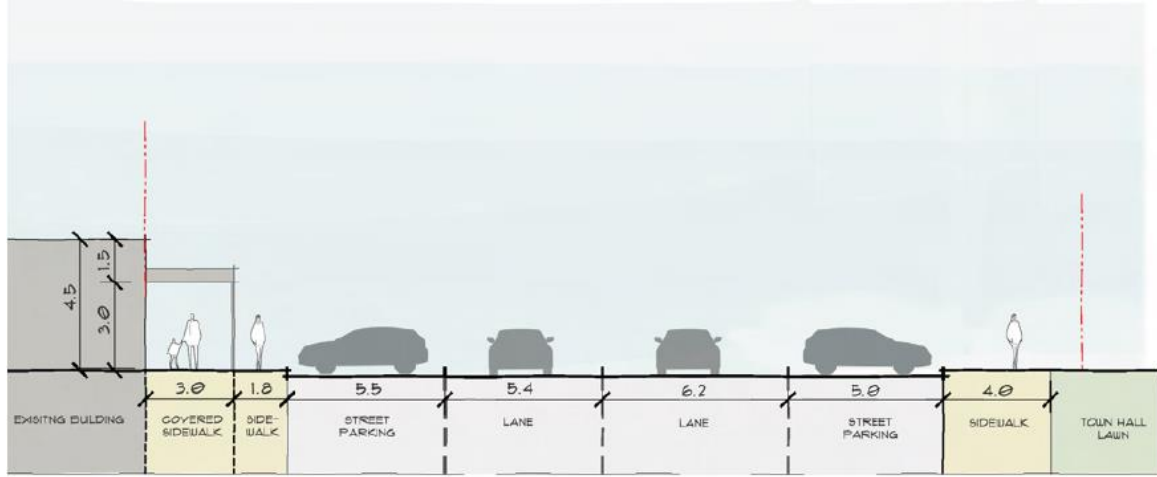
Alternative Concept Plan retaining the Community Centre building until the end of the lease contract in 2032.

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

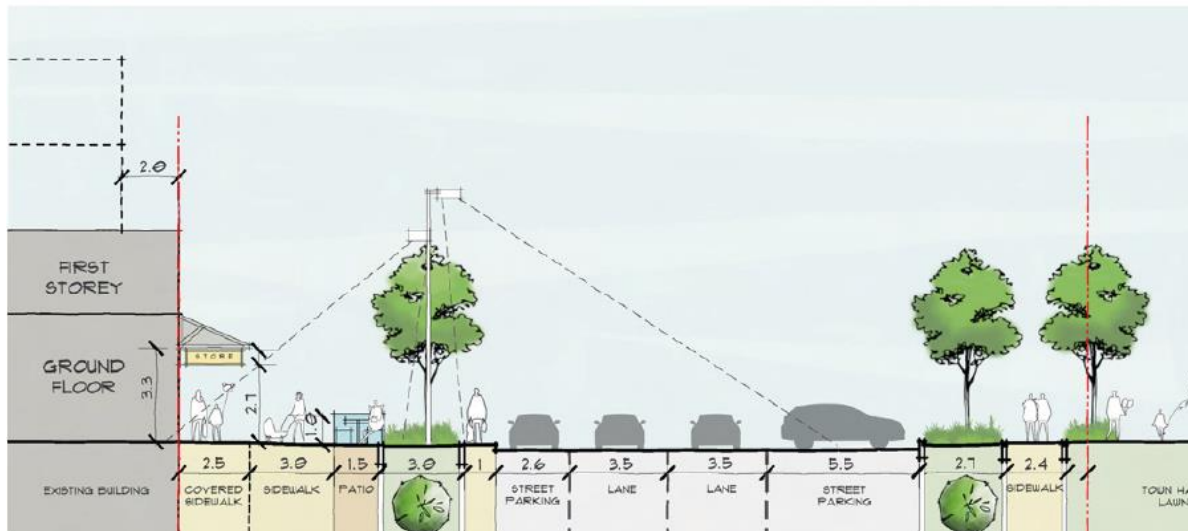
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Sidewalks



Current Champlain Street Cross Section



Street Furniture References



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DOWNTOWN

Active Transportation



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



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

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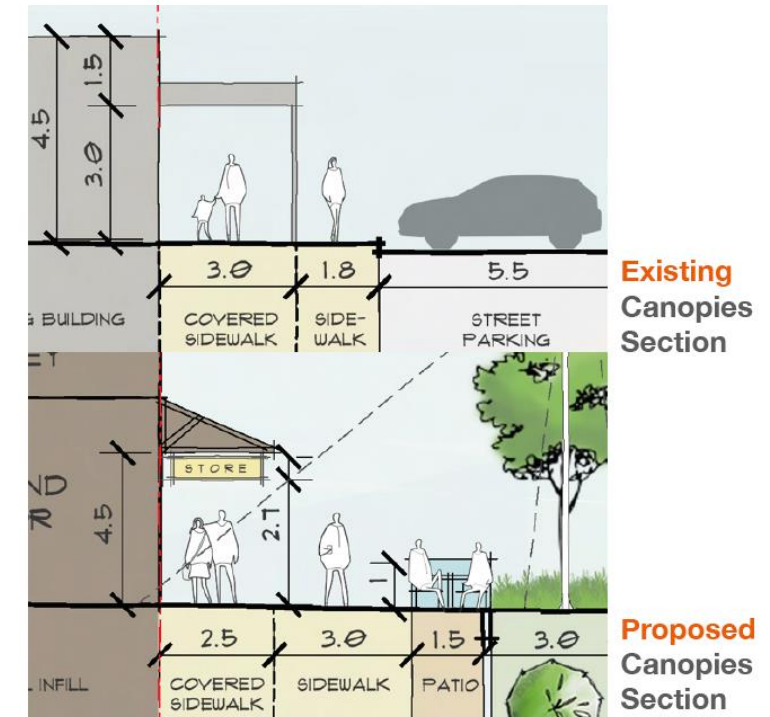
Canopies and Retail Facades



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

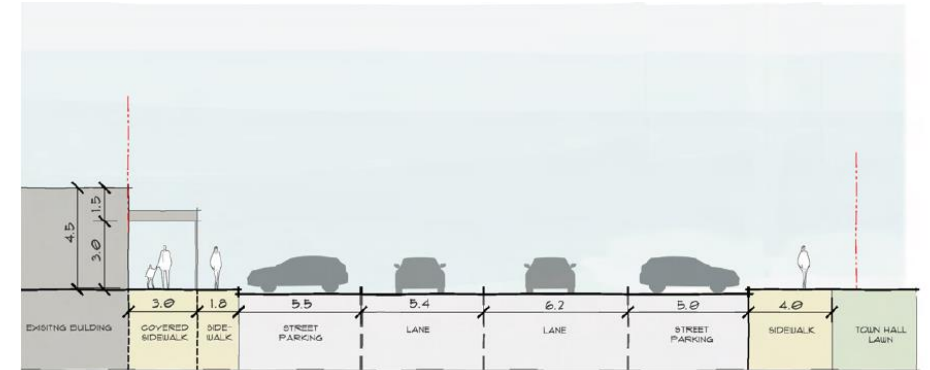


Figure 70c: Representation of Architecture Council's retail facade along Champlain St. Source: Future sketches from Council members

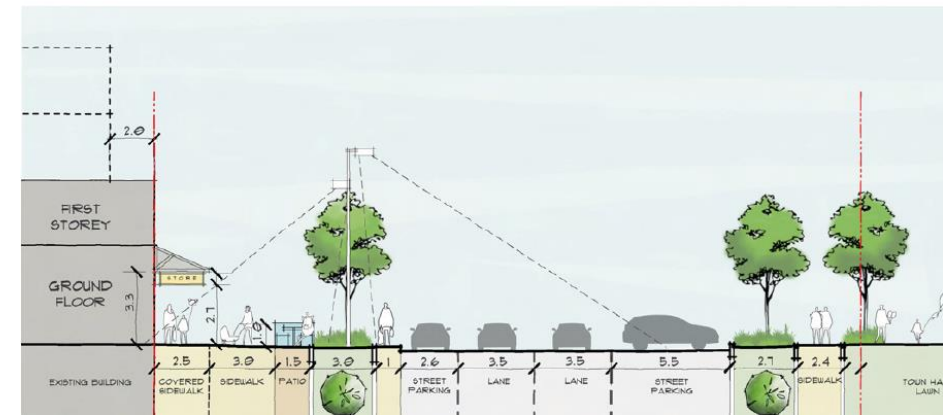


DOWNTOWN

Parking



Current Champlain Street Cross Section



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DOWNTOWN

Mid-block Connection and Open Spaces



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



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



Figure 60: Concept Plan Option 1. Source: Fotenn



Figure 61: Concept Plan Option 2. Source: Fotenn



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



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

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CONNECTION TO WATER FRONT



Figure 84: picnic area with shading.



Figure 85 picnic area with shading.



Figure 86: outdoor exercise equipment.



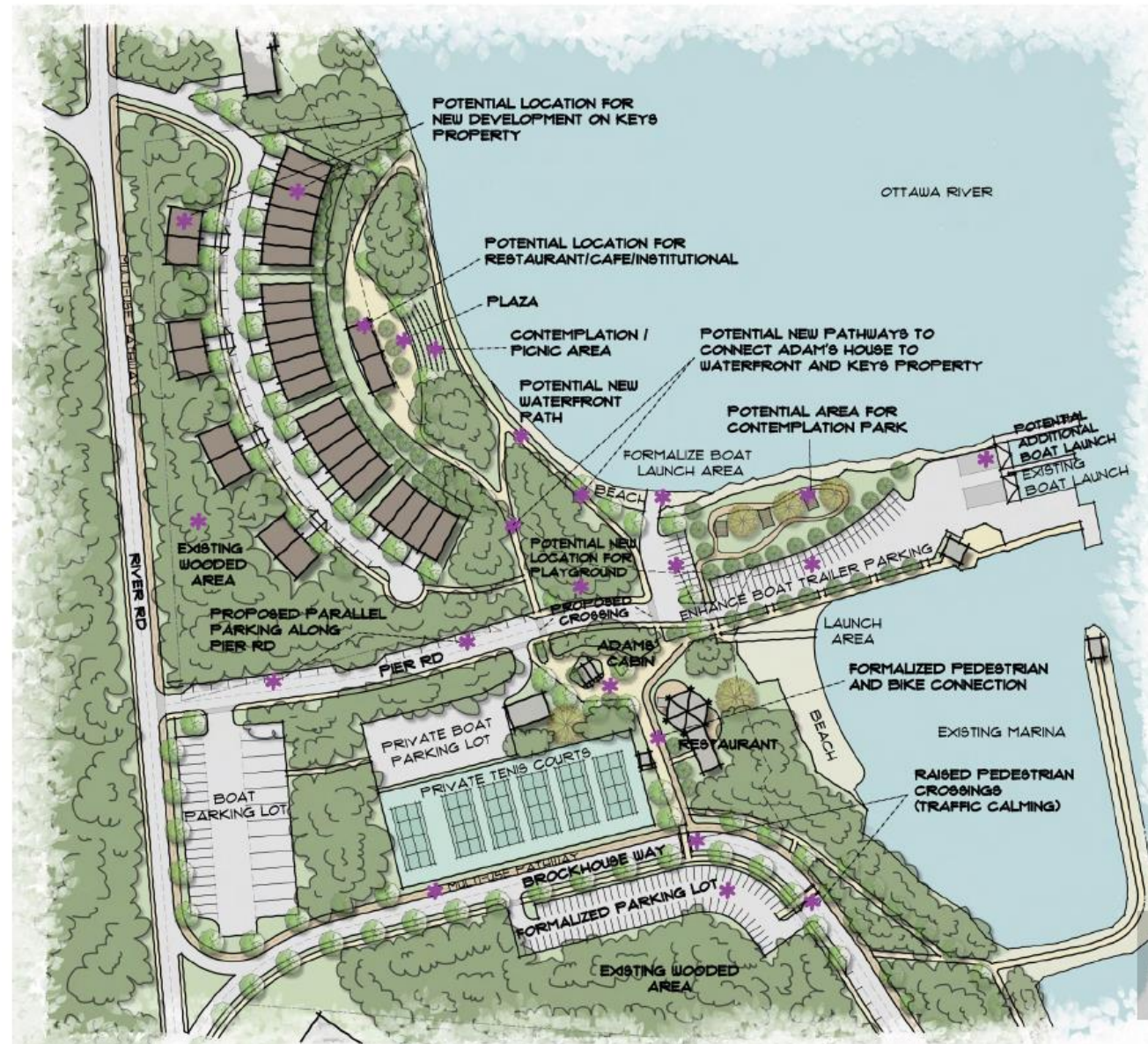
Proposed Brockhouse Way Cross Section

Figure 87: Proposed street cross section. Source: Fotenn

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MARINA

Proposed Marina Concept Plan



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Figure 89: proposed Marina and Keys Property Concept Plan

MARINA & KEYS PROPERTY



Keys Property: Naturalized park with passive recreational uses and public access to the waterfront.



Safer pedestrian pathways and crossings.



**Adams Cabin:
Opportunities to
engagement with
Indigenous Peoples**

Figure 88: Adams' Cabin. Source: Fotenn



Figure 94: public washrooms reference.



Figure 92: boat trailer parking lot reference.

- **Formalized boat trailer parking.**
- **Extra launch areas.**
- **Relocate existing playground to a safer location.**

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PHASING RECOMMENDATION

PHASE 1	PHASE 2
<p>Downtown Core</p> <ol style="list-style-type: none"> 1. Retail facades and signage improvements 2. New street furniture, signage and wayfinding 3. Street art implementation <p>Waterfront</p> <ol style="list-style-type: none"> 1. New furniture along the existing path <p>Consultants / Engagements / Policies</p> <ol style="list-style-type: none"> 1. Engagement with County of Renfrew to discuss road improvements 2. Traffic Engineering for road realignment implementation projects 3. Traffic Engineering for the Marina Area implementation projects 4. Deep River new policies engagement: <ol style="list-style-type: none"> 4.1. Encourage infill on downtown's core vacant lands through policies 4.2. Encourage tree planting on private parking lots 5. Engage with Valu-Mart to implement connection to Post Office and the potential ceding of part of their parking lot to serve the Post Office. 	<p>Downtown Core</p> <ol style="list-style-type: none"> 1. Champlain St sidewalks, parking and traffic lanes realignment / improvements 2. New street light and decorative light implementation on Champlain St 3. New tree planting implementation on Champlain St <p>Town Entrance</p> <ol style="list-style-type: none"> 1. Implement the horizontal gateways at Deep River Rd and HWY intersection 2. Landscaping improvements <p>Waterfront / Downtown Connection</p> <ol style="list-style-type: none"> 1. Improvement on the existing path way (paving, street furniture/lights, tree planting) <p>Waterfront</p> <ol style="list-style-type: none"> 1. Extension of existing path until the Marina area <p>Consultants / Engagements / Policies</p> <ol style="list-style-type: none"> 1. Further engagement with community and First Nations on Key Property uses.

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PHASING RECOMMENDATION

PHASE 3	PHASE 4
<p>Downtown Core</p> <ol style="list-style-type: none"> 1. Deep River Rd/Ridge Rd sidewalks, parking and traffic lanes realignment / improvements 2. Bike lane implementation along Deep River Rd and Ridge Rd 3. New street light and decorative light implementation on Ridge Rd and Deep River Rd 4. New tree planting implementation on Ridge Rd and Deep River Rd 5. Farmer's Market Plaza implementation <p>Town Entrance</p> <ol style="list-style-type: none"> 1. Implement the main gateway on Deep River Rd 2. Landscaping improvements around the Gateway <p>Waterfront / Downtown Connection</p> <ol style="list-style-type: none"> 1. Implement new recreational uses along the path (retaining the area used for the Summerfest) 2. Implement public washrooms <p>Marina</p> <ol style="list-style-type: none"> 1. Implement new parking lot layout and contemplative park. 2. Enhance sidewalks, add street furniture and lights. 3. Transfer existing playground to safer location. 4. Implement public washroom 5. Implement improvements to Pier Rd (paving, parallel parking, sidewalks, street furniture/light) <p>Adam's Cabin</p> <ol style="list-style-type: none"> 1. Implement new plaza, street furniture and lights around the Adam's Cabin <p>Consultants / Engagements / Policies</p> <ol style="list-style-type: none"> 1. Engage with private parking lot owners for partnership on temporary and special events 	<p>Downtown Core</p> <ol style="list-style-type: none"> 1. Construction of new community centre closer to Ridge Rd alignment. 2. Mid-block connection implementation (encourage infill for new retails and businesses) <p>Waterfront</p> <ol style="list-style-type: none"> 1. Implement Brockhouse Way sidewalk, parking, crossings, traffic lane improvements <p>Keys Property</p> <ol style="list-style-type: none"> 1. Implement Keys Property Park (waterfront path, rest areas, picnic, playground)

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**QUESTIONS /
COMMENTS?**



Thank you!

We appreciate your contribution to the development of the
Downtown and Waterfront Enhancement Strategy.



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