

Town of Deep River Downtown and Waterfront Enhancement Strategy

COUNCIL PRESENTATION

October 5th, 2022



FOTENN
Planning + Design

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.



PUBLIC SURVEY OUTCOMES

The first public survey was 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 the town's infrastructure.
- Attract new businesses / amenities to the downtown core.



PUBLIC AMMENITIES

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



ACCESSIBILITY

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



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.



AESTHETICS

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



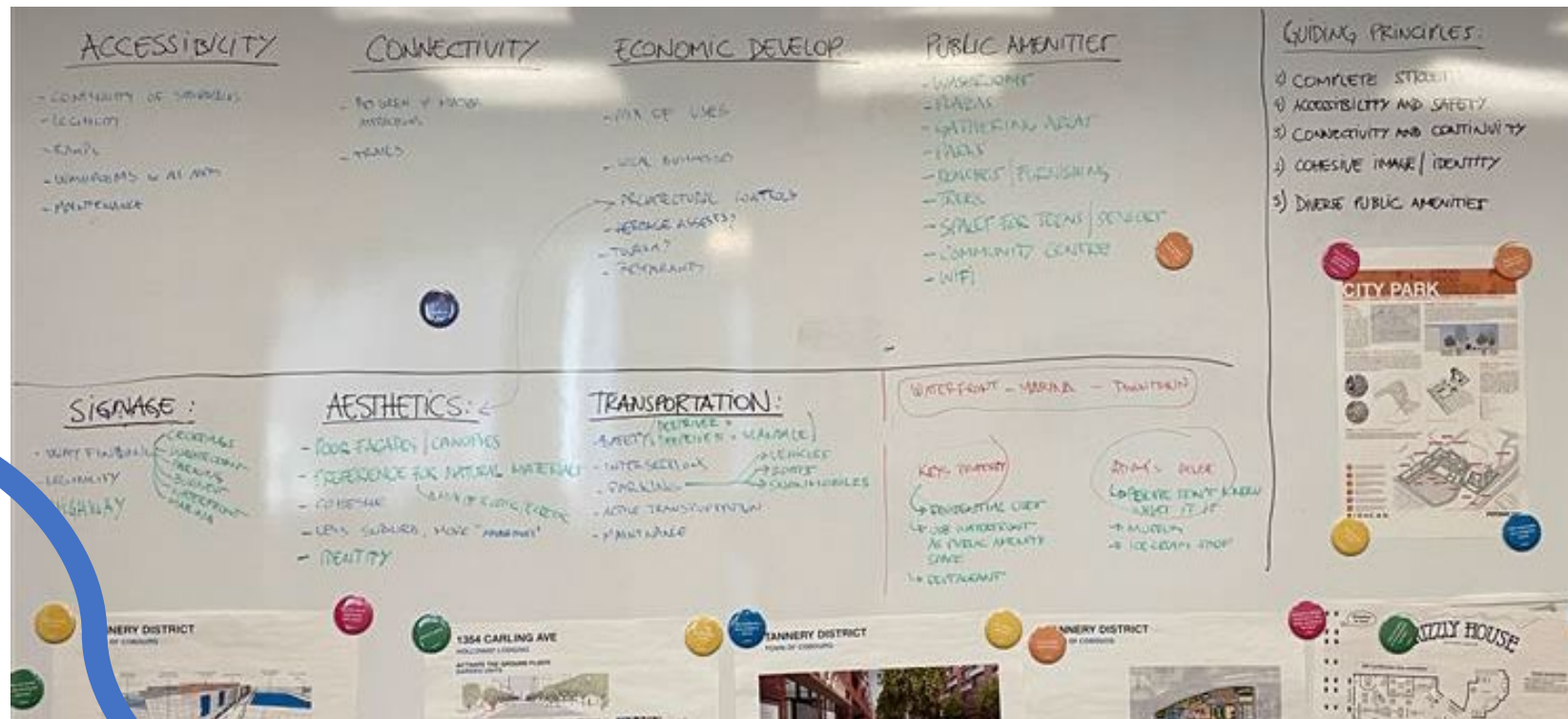
TRANSPORTATION

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

DEVELOPING GUIDING PRINCIPLES

After organizing the survey input into general categories and themes, the project team gave thought to creating a set of guiding principles which address the Town's concerns, and which will set direction for development of the concepts.

SURVEY OUTCOMES



GUIDING PRINCIPLES

GUIDING PRINCIPLES

The purpose of these principles are to guide decision making, concept development, and 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.



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 AMMENITIES

- 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.

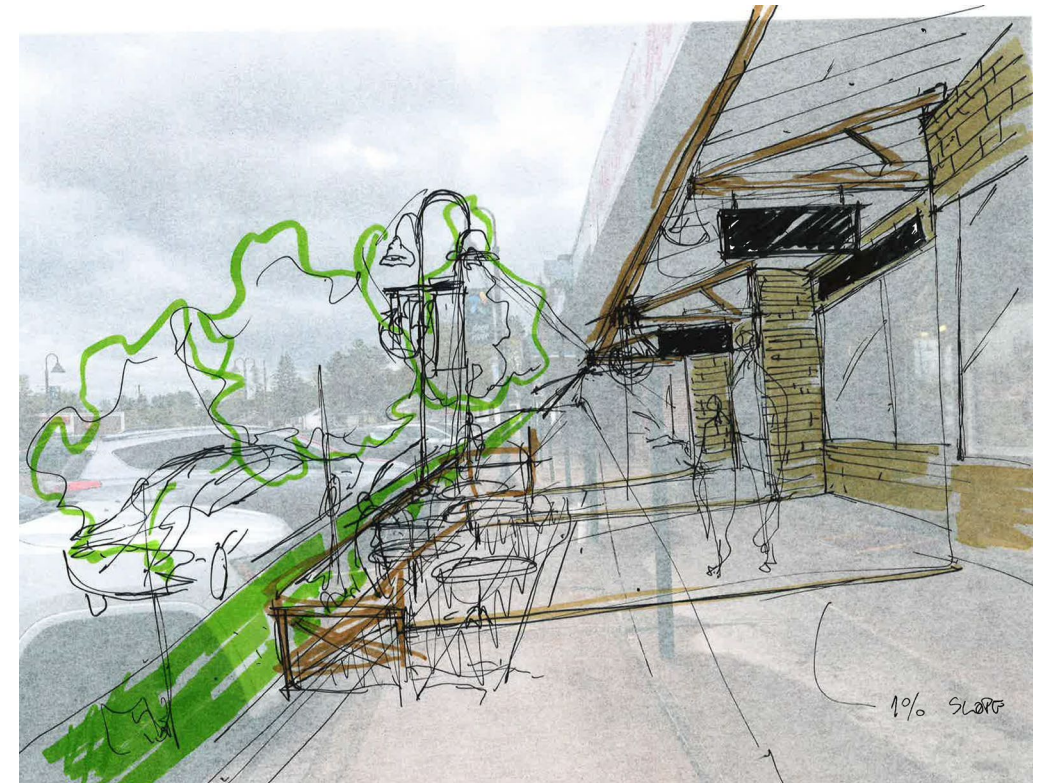
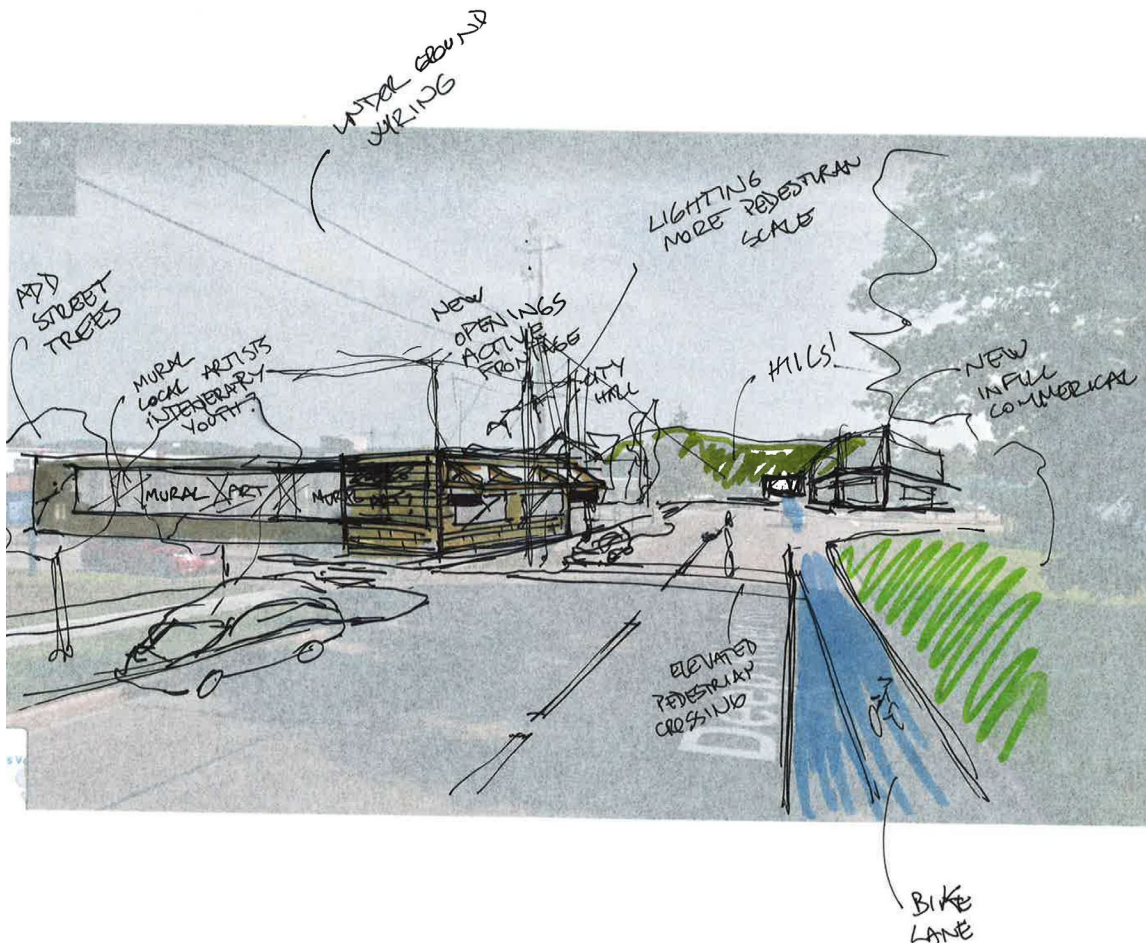


CONNECTIVITY AND COMMUNITY

- 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.

DEVELOPING PRELIMINARY CONCEPTS

The Community Survey responses were summarized in an “As We Heard It” report, and presented to Town Staff, along with draft guiding principles. From there, the project team started to develop preliminary concepts for the study area, including plans, cross sections, and perspective sketches. The resulting concepts were presented at a Community Open House and Community Workshop on September 28th and 29th, 2022.



MACRO STRATEGIES

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.

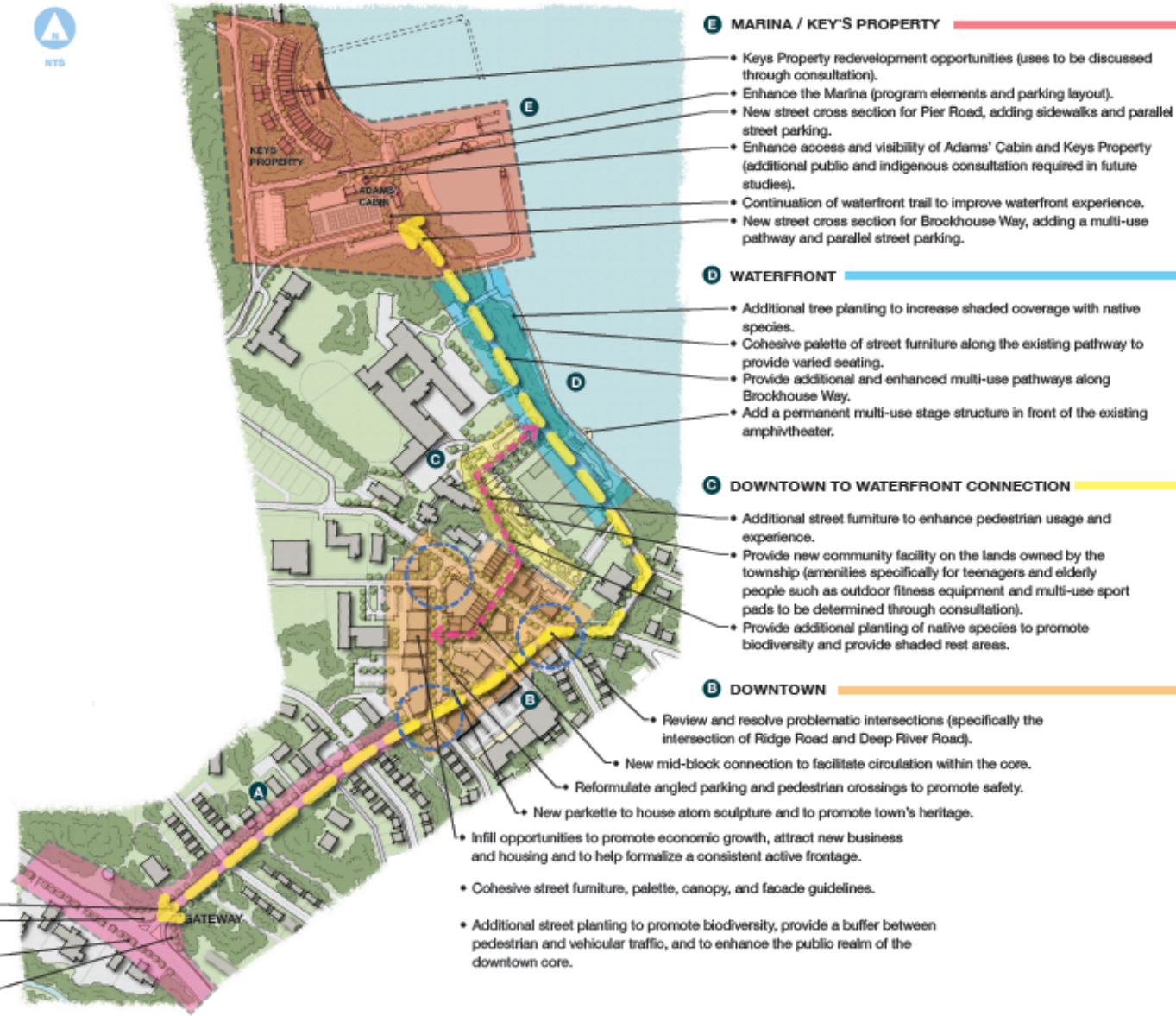


PARKING

- 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.

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.



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.

DOWNTOWN CONCEPT PLAN OPTION 1

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.



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.



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.



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

PROPOSED INFILL

PROPOSED BIKE LANES

MAIN INTERSECTIONS



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.



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.



EVENTS PLAZA

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



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

DOWNTOWN CONCEPT PLAN OPTION 2

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.

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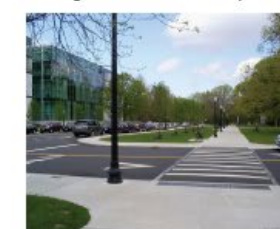
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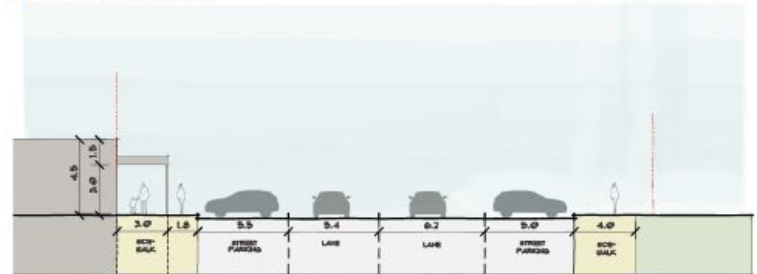
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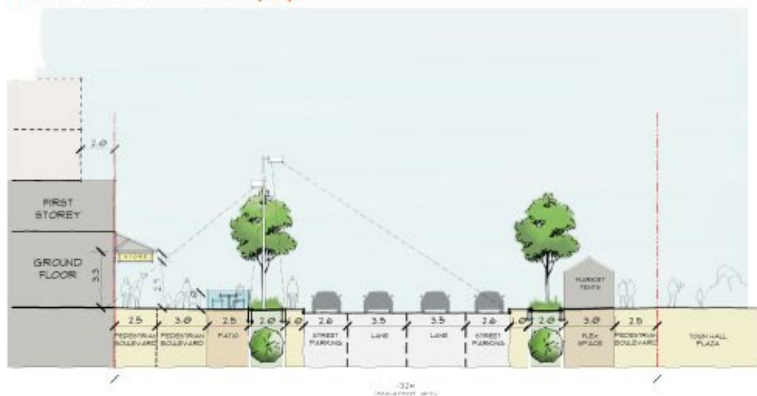
CROSS SECTIONS CHAMPLAIN ST

CHAMPLAIN STREET CROSS SECTIONS

EXISTING CONDITIONS:



PROPOSED CROSS SECTION (A-A):



PROPOSED CROSS SECTION (B-B):



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



- Inconvenient and dangerously located ramps.



- 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:



Different canopies styles:

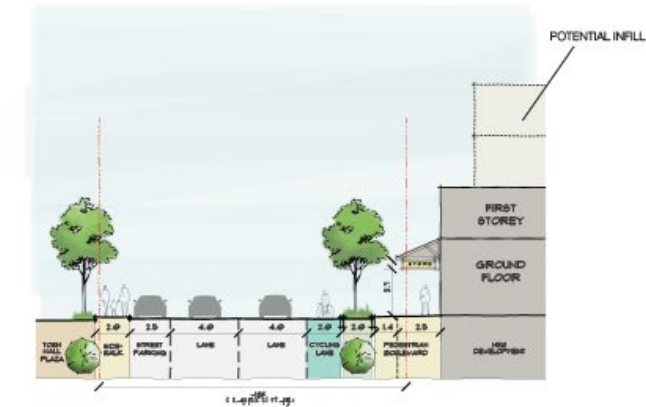


CROSS SECTIONS DEEP RIVER RD/ RIDGE RD/ BROCKHOUSE WAY

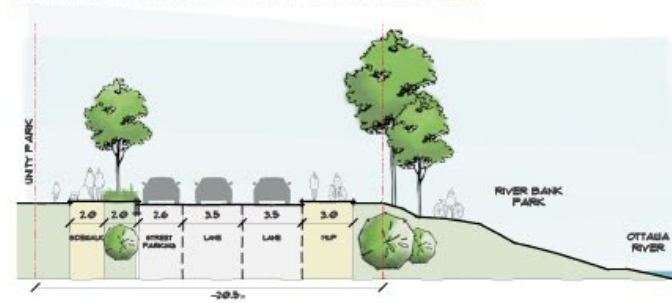
■ RIDGE ROAD PROPOSED CROSS SECTION (C:C):



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



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



Reference Image. Source: @baronhowe

- Tree planting along the sidewalks.



Reference Image. Source: Jonathan Rosenbaum

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



■ KEY MAP



■ KEY MAP



IMAGE 2: DEEP RIVER RD



Source: Google Street View

- 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



Reference Image. Source: www.multimaterials.com



Reference Image. Source: DeepRoot Infrastructure.

WATERFRONT CONCEPT PLAN

OUTDOOR EQUIPMENT

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



COVERED REST AREAS

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



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.



EXISTING CONDITIONS
Source: GIS Aerial - Town of Deep River



Deep River Waterfront Amphitheater. Source: Fotam.

OUTDOOR AMPHITHEATER AND PERMANENT STAGE AREA

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

WATERFRONT SWING BENCHES

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



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

MARINA & KEYS PROPERTY CONCEPT PLAN

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.pedwalkimages.org

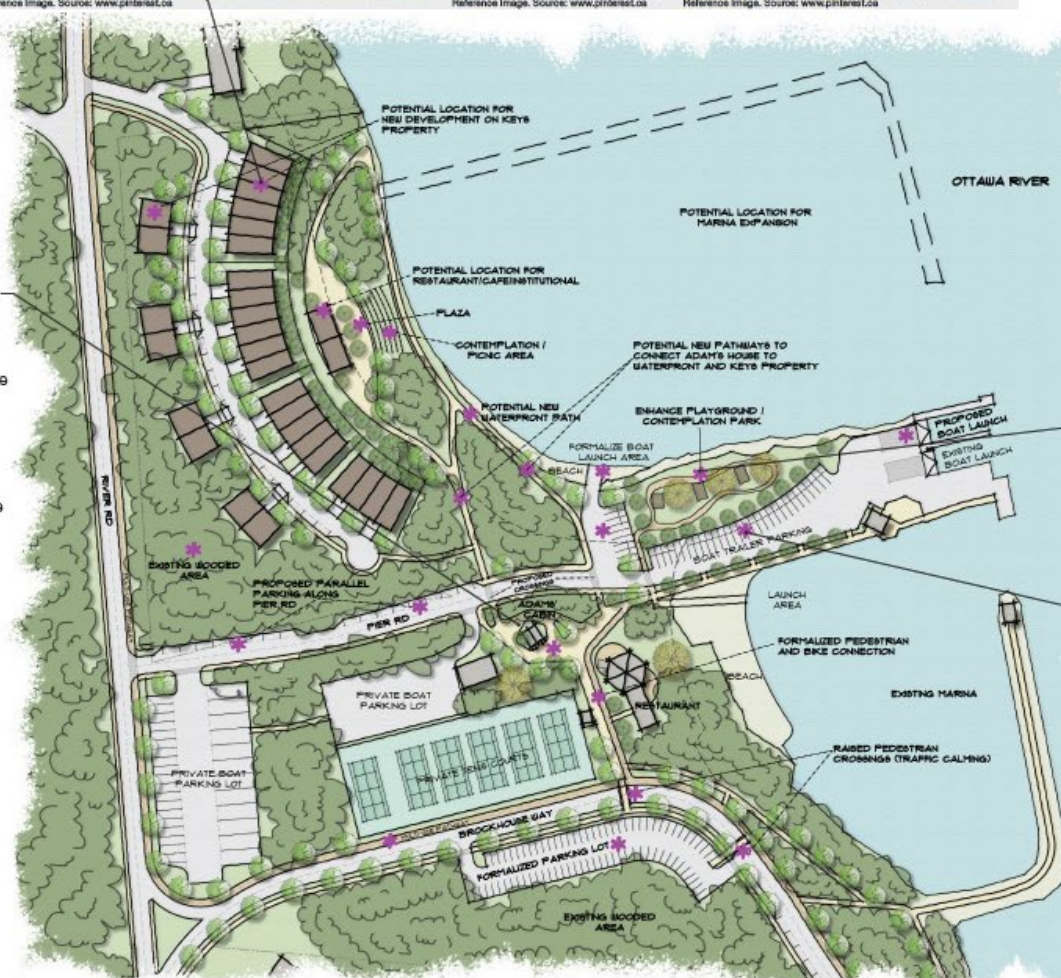
BROCKHOUSE WAY

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



Reference Image. Source: www.bainbridge.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.



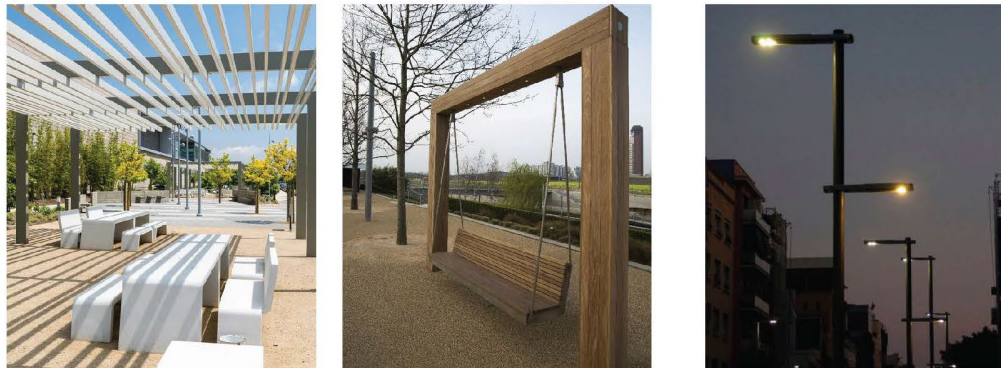
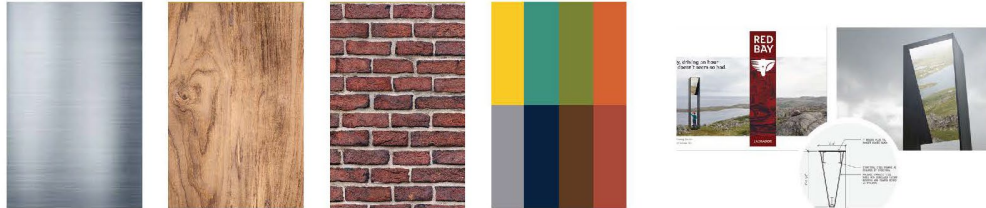
Reference Image. Source: www.pinterest.ca

FORMALIZE BOAT TRAILER PARKING

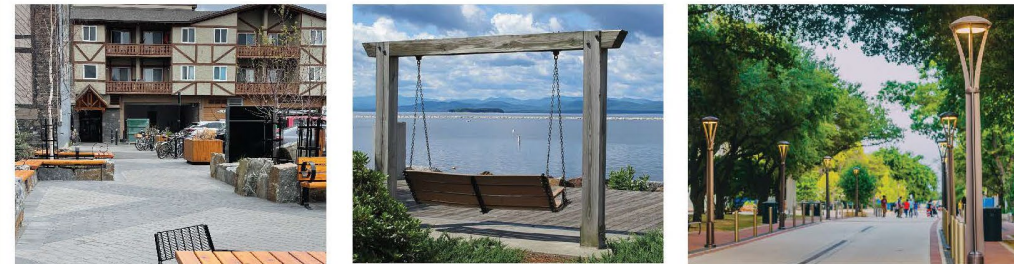
- Formalize adequate parking spaces for vehicles and boat trailers helping organize boat launch traffic.

MATERIALS PALETTE

■ **TOWN CHARACTER A - Modernist / Minimalist with Natural Materials**



- **TOWN CHARACTER B - Classic / Rustic**



COMMUNITY OPEN HOUSE AND WORKSHOP

A Community Open House was held on Wednesday September 28th from 4:30-7:30pm, as well as a Community Workshop on September 29th from 5-7pm. Both events were well attended.



BREAK OUT SESSION

Participants of the Community Workshop were asked to break out into groups of 6-8 people for a facilitated brainstorming session. Each group focused on an aspect of the study area.

1. TOWN ENTRANCE & DOWNTOWN
2. DOWNTOWN & CONNECTION TO WATERFRONT
3. WATERFRONT, MARINA, & ADAM'S HOUSE
4. MARINA, ADAM'S HOUSE & KEYS PROPERTIES



BREAK OUT SESSION

Each group was asked to answer five questions to gain feedback about the preliminary concepts, as well as other ideas for improvements to the study area. Group discussions were facilitated by a member of the project team, and the outcomes were presented by a member of the community following the discussion.

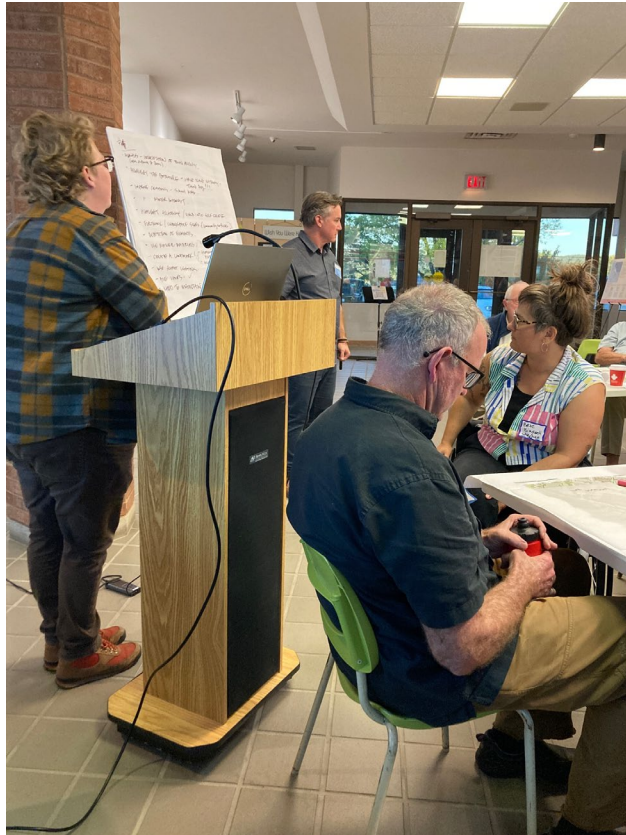
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BRAINSTORMING QUESTIONS:

- 1. What aspects of your study area are strengths that should be highlighted?**
- 2. What aspects of your study area are weaknesses that should be improved?**
- 3. How do the preliminary concepts address these strengths and weaknesses?**
- 4. How could the preliminary concepts be improved?**
- 5. What are the priorities?**

WORKSHOP OUTCOMES

GROUP 1



TOWN ENTRANCE & DOWNTOWN:

- #1 - VIEW OF RIVER - GASP NORTH!
- OLD BUIDS. REMOVED.
 - ATOM FEATURE.
 - WATER TOWER - I.D.
 - Heartbeat of Nuclear Research.
 - EXIST. TREES - Backdrop.
 - DOWNTOWN IS COMPACT - Δ SHAPE ALLOWS FOR VIEWS.
 - LUNGSIDE - REMAIN STONE IS FOUND EVERYWHERE DOWNTOWN.
- #2.
- ATOM MONUMENT - needs maintenance.
 - LACK OF PRESERVE - flags, season-infect.
 - NO LIGHTING @ MONUMENT OR @ PEDESTRIAN SCALE.
 - HARD TO ACCESS. (CAN'T SEE PLAQUE - NOTHING TO DO)
 - LACK OF SIDEWALKS.
 - VISUAL EXPANSION OF PAVEMENT.
 - GARAGE IS AN EYESORE.
 - W1-F1 - no good.
 - LANDSCAPERS - not present / uncredited.

#3

- WALKWAYS - INTERPRETATION OF TOWN'S HISTORY, (near entrance to town).
 - HIGHLIGHT THE ENTRANCE - LARGE SCALE GATEWAY - Think Big!!!
 - IMPROVE CROSSINGS - School kids.
 - WINTER INTEREST.
 - HIGHLIGHT ADJACENCY / VIEWS INTO GOLF COURSE.
 - ELECTRONIC / CHANGEABLE SIGNS (community notices).
 - REPLICATION OF ELEMENTS.
 - USE NATURAL MATERIALS.
 - CREATE A LANDMARK!
 - WISE AGAINST LIGHTING.
 - DUSE VANS, ✓
 - NEED TO MAINTAIN VIEWS TO WATER.
- WISDOMS OF NATURE - accommodate P.V.s. - CELEBRATE TOWN/REGION HISTORY. - MIND LIFE.

WORKSHOP OUTCOMES

GROUP 2

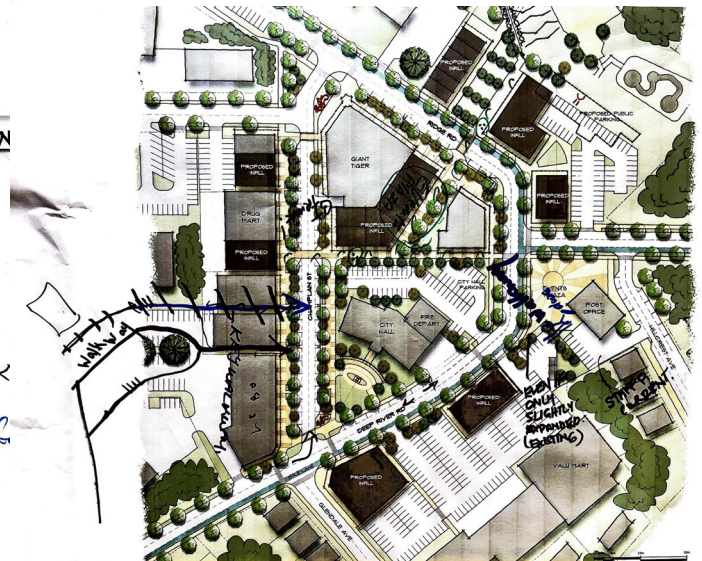
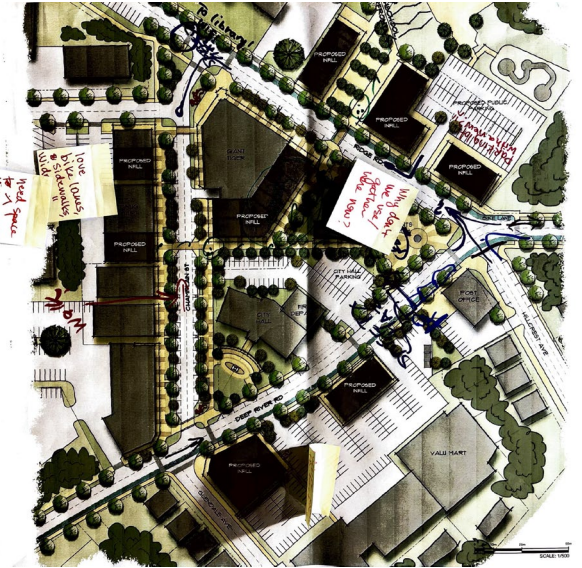


②. DOWNTOWN + CONNECTION

1. PRO: ** River View*
- WALKABLE CONDENSED DOWNTOWN
 - COVERED.
 - POST OFFICE (COMMUNITY MEETING)
 - VIEW FROM CONNECTION PATH.
 - VIEWS IN GENERAL.
 - LARGE TREES
 - LOTS OF PARKING.

- 2 CONS:
- CONNECTION PATH - ACCESSIBILITY
 - HAVING TO GO INTO STREET UNDER CANOPY B/C OF SPACE (ACCESS)
 - LOSING MATURE TREES. / LACK OF VEG. (URBAN HEAT)
 - AESTHETICS
 - PATH LAYOUT (CUTTING TH ROUGH PARKIN)
 - NEED MENITIVITY SPACE TO HANGOUT.

- 3x1/5*
- WANT LESS PARKING.
 - NO STOP LIGHTS
 - KEEP PARKING AT POST OFFICE.
 - CON- NARROWED ROAD BUT ASSE SAME HARDSCAPE.
 - MORE EXTENSIVE PLANTING SPACE. / WIND ISSUE.
 - UTILIZE EXISTING GREEN SPACE.
 - KEEP OPEN SPACE / EVENT PLAZA B/W Q.T. + BANK
 - ONEWAY ON CHAMPLAIN.
 - DELIVERY AN ISSUE.
 - * one way champlain st. Green infrastructure*
- CHAMPLAIN ST. STATION*



WORKSHOP OUTCOMES

GROUP 3

STRENGTHS / OPPORTUNITIES

- INDIGENOUS HERITAGE
- NUCLEAR HERITAGE
- WATERFRONT - EXPERIENCE + VIEWS
- EXPAND MARINA
- YACHT CLUB HEXAGON SPACE

THINGS TO BE IMPROVED

- YACHT CLUB PROPERTY FUNCTION + AESTHETICS
- ACCESS + PARKING FOR VISITORS
- VISITORS BY BOAT - WHERE TO MOOR + WHERE TO GO FROM THERE
- VISITORS BY SKIDOO

CONCEPTS ... WHAT WE LIKE

- FORMALIZE PARKING + PEDESTRIAN ROUTES
- HEALING WALK
 - PERHAPS LEAD TO ADAM'S HOUSE
 - COLLABORATION WITH YACHT CLUB
 - DRAW ON LOCAL ARTISTIC TALENT
- PROVIDING SPACE TO HIGHLIGHT / CELEBRATE ADAM'S HOUSE
- RECREATIONAL CONNECTION THROUGH KEYS PROPERTY
- RECREATION AREAS FOR TEENS NEAR SCHOOL - PARTICULARLY THE RINK

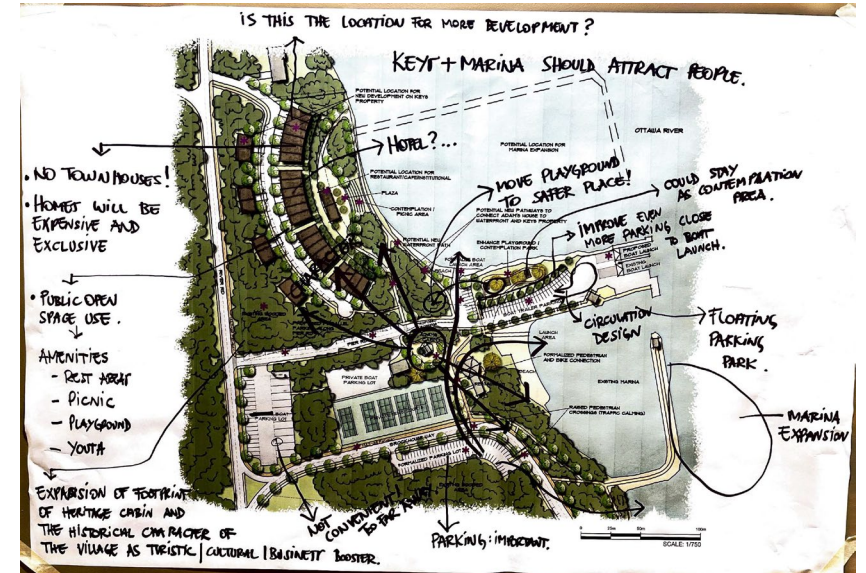
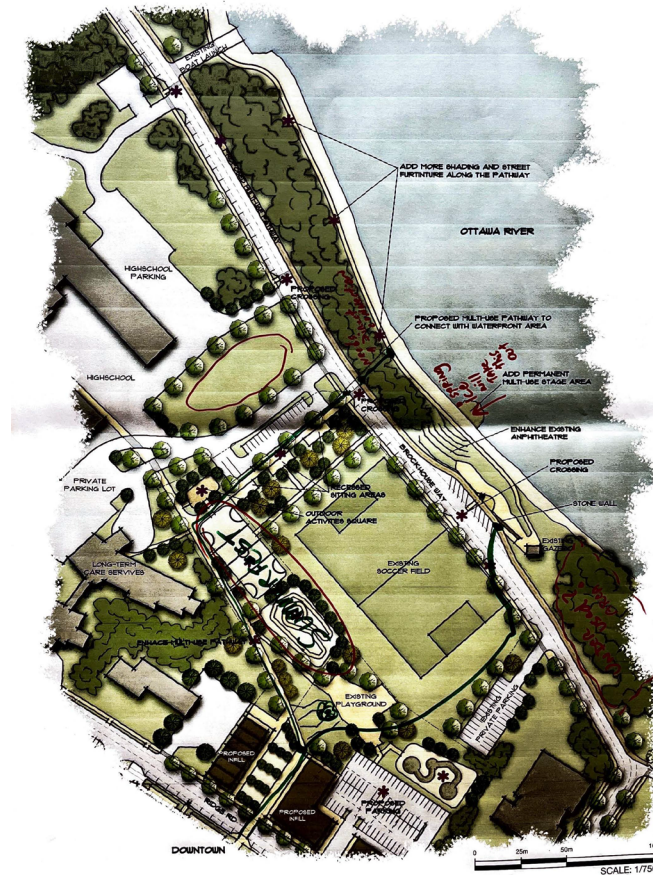
CONCEPTS ... WHAT TO IMPROVE / THINK ABOUT

- SERVICE ACCESS TO YACHT CLUB
- ENVIRONMENTAL IMPACT ON NATURAL AREAS / SPRING
- CONCERNS ABOUT COMMERCIAL COMPETITION TO YACHT CLUB RESTAURANT
- RECREATION OPPORTUNITIES WHERE SOFT BALL DIAMONDS ARE
 - PERHAPS TYING INTO LOCATION OF INDIGENOUS HERITAGE BUILDINGS
- VAN TOURISM - DESIGNATED LOCATIONS TO PARK - FEES?

CONCEPTS WHAT TO IMPROVE CONTINUED...

- PEDESTRIAN ROUTE / TRAIL FROM CAMURE BEACH ALONG WATERFRONT TO ADAM'S CABAN
 - EXPLORE OTHER ROUTES FOR INTERIM.
- PADDLE BOARD / CANOE / KAYAK ROUTE ON WATER (TIE TO SMALL CRAFT BOAT LAUNCH)
- GARBAGE CANS - WASTE / RECYCLING
- SIGNAGE - WAYFINDING FOR VEHICLES, PEDESTRIANS, BOATERS
- PUBLIC WASHROOMS - ACCESSIBLE!
- CHANGEROOMS. - WATER FOUNTAIN

GROUP 4



→ INFLU WONT
BE FIRED FOR YRS.
→ ALL WHAT WE HAVE
NOW.

→ ADDING ADDITIONAL
PATHS AND REMOVING
TREES ARE KILLING
EXISTING/REMAINING
VEGETATION.

→ CULTURAL HEALING
AT KEYS PROPERTY.

→ TURN KEYS INTO
"MEMORIAL/HEALING"
PARK. (KEEP NATURAL)

→ MAKE PIER WIDER.

→ KEYS INTO CAMPGROUND.
(BUT CAMPING UP NORTH)

→ REAL STATION'S AROUND TOWN.

→ INVEST IN BOTTLE
FILLING STATION /
WATER FNT.

→ FULLY ACCESSIBLE BY 2025
(FIRST PRIORITY)

- + improve existing GREEN SPACE.



COMMENTS / QUESTIONS

- **FEEDBACK ON PRELIMINARY CONCEPTS PRESENTED?**
- **ADDITIONAL IDEAS?**
- **IMPLEMENTATION PRIORITIES?**

NEXT STEPS

- 1. COMPILATION AND ANALYSIS OF SURVEY RESPONSES AND WORKSHOP OUTCOMES.**
- 2. ONGOING CONSULTATION WITH THE ALGONQUINS OF ONTARIO.**
- 3. REFINE CONCEPTS AND PREPARE AN IMPLEMENTATION PLAN.**
- 4. COMPILE THE DOWNTOWN AND WATERFRONT ENHANCEMENT STRATEGY DOCUMENTS INTO A FINAL REPORT.**
- 5. PRESENTATION OF THE STRATEGY TO THE COMMUNITY AND COUNCIL.**
- 6. FINALIZE AND SUBMIT THE STRATEGY TO THE TOWN.**

Thank you!

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



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