

A public visioning workshop was held from August 22nd through to the 24th at 333 Front Street North in the downtown. The visioning workshops were attended by over 200 people, who had an opportunity to participate in the identification of issues, the creation of an overall concept and design framework, and the design of specific demonstration sites.

The workshop kicked off on August 22nd with a presentation to council and walking tour of the downtown. The days events culminated in a public visioning workshop at a storefront on Front Street. On the second day, an overall approach to the Master Plan was developed. This established the structuring principles to guide the plan and highlighted some of the special projects to be looked at in greater detail. On the final day, detailed concepts were developed through series of workshops for the special sites and a series of implementation strategies were identified. The workshops culminated in a Public Open House which presented the results of the three days of work.

Day One Defining the Issues and Generating Ideas

The Walk Shop

The first day of the workshops kicked off with an introduction to Council and power point presentation of the background analysis. Following this, the Office for Urbanism team and approximately 30-40 interested members of the public conducted a walking tour of the downtown. During the tour, members of the consultant team and participants discussed the opportunities and constraints identified through the background analysis in order to gain a better understanding of how the issues were understood.

The Public Visioning Session

At the conclusion of the walking tour, participants and other members of the public gathered for a Public Visioning Session at 333 Front Street. Once there, participants were given stickers and invited to place them on, and annotate, 3 maps of the downtown. These were titled "What is treasured?" "What needs to improve?" and "Suggestions" and they solicited a great deal of feedback and suggestions.



333 Front St



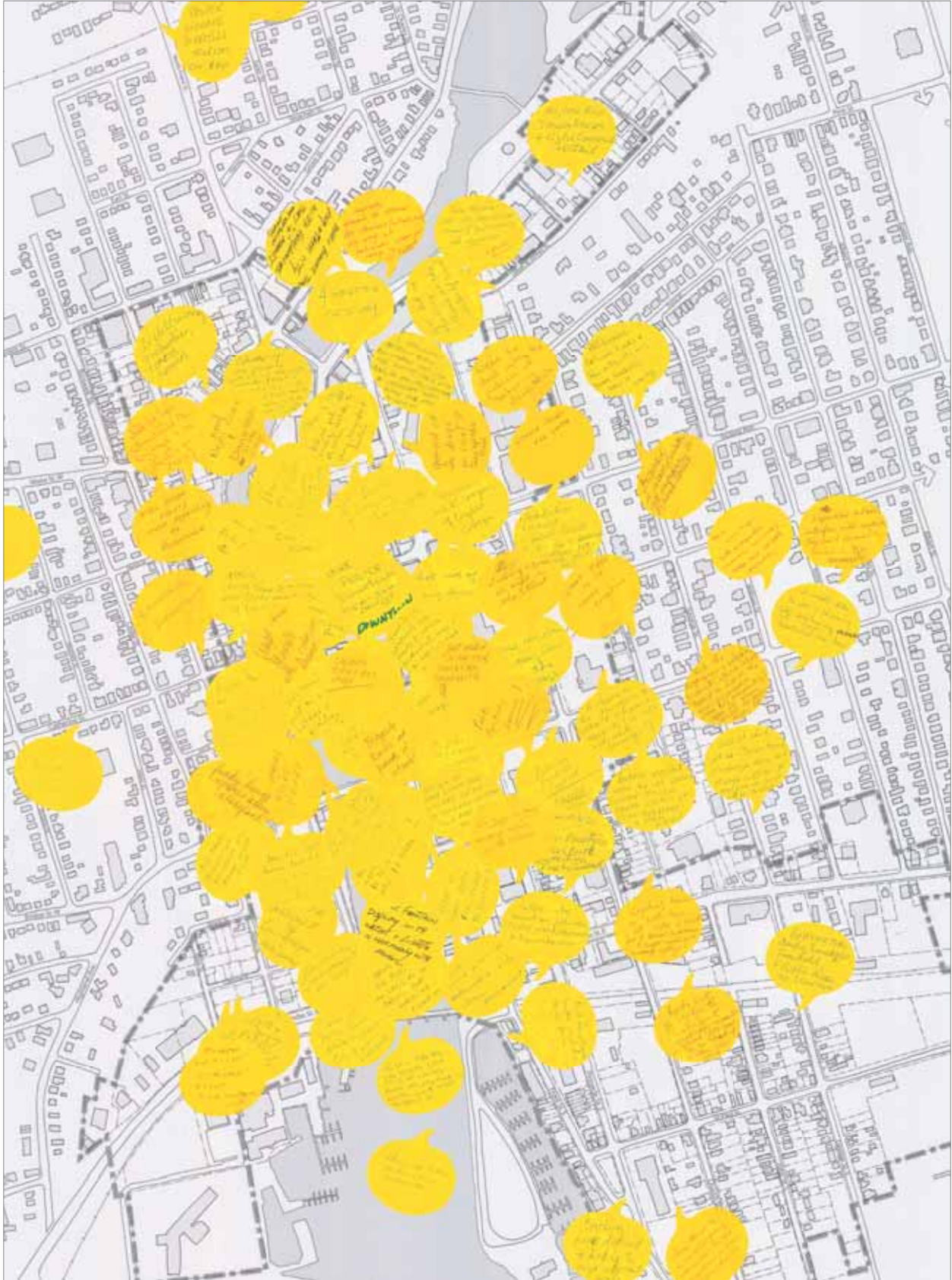
The opening night visioning workshop



The four corners - one of the stops on the walking tour



Meeting for the walking tour in front of city hall



Suggestions for the Downtown

The following is a summary of some of the responses that were received:

The things that are treasured

- The City Hall and Market
- The new Waterfront Trail
- The Empire Theatre
- The row of stores and restaurants along Bridge St E.
- The Patterson St terraces
- The historic nature of the downtown
- The new library
- The pedestrian bridge and two historic bridges over the Moira River
- Cultural and social institutions located throughout the downtown

The things that need to be improved

- Safer pedestrian crossings along Dundas St
- The vacant lot in front of City Hall
- Under utilized areas that have become “hangouts” along Front St
- Vacant sites in and around the downtown
- Lack of structured parking in the downtown
- Buildings that relate poorly to the street
- The condition of the railway corridor

Suggestions for the Downtown

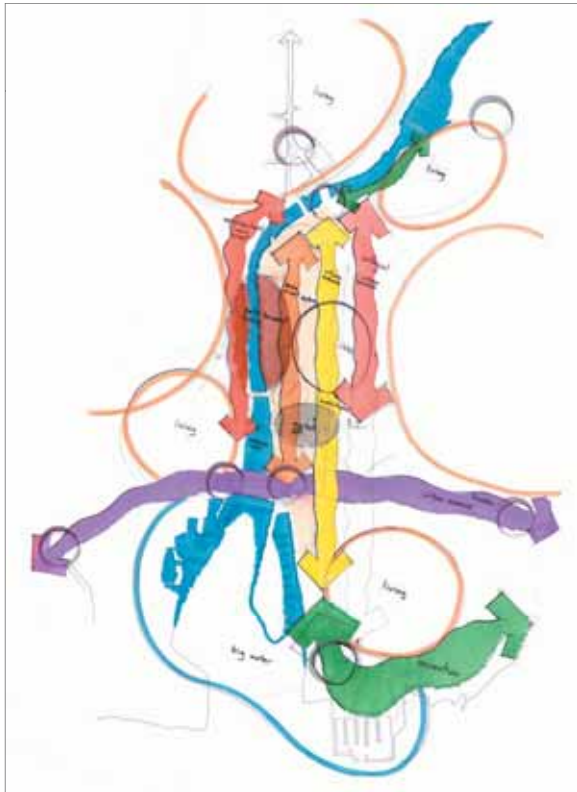
- More bicycle parking and bicycle lanes
- More public washroom facilities
- Provide a greater number of crosswalks and improved pedestrian crossings particularly along Dundas St
- Create beautiful gateways to the downtown
- Harmonize the store hours
- More cultural and entertainment uses in the village and along the riverfront
- Greater residential development in higher density condo's and townhouses
- More frequent police patrols
- An indoor market space for off season
- A greater number of local services which cater to residents
- The creation of a waterside attraction such as a fountain in the Moira River
- Stricter signage bylaws and greater by-law enforcement
- Lower taxes in the downtown
- A trolley linking the waterfront to the downtown



Things that are treasured



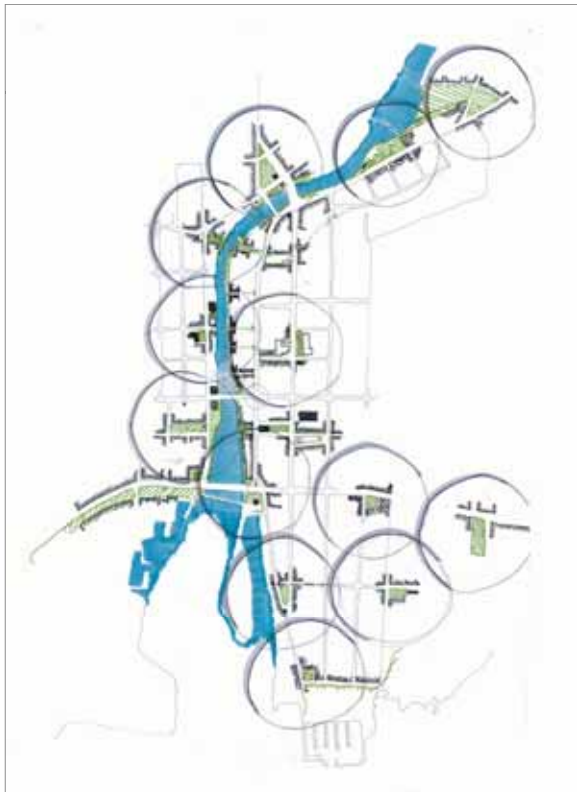
Things that need to be improved



Character Areas



Neighbourhoods



Focus Areas for Revitalization



Open Space Framework

Day Two

Developing an Overall Approach to Guide the Master Plan

Interested members of the steering committee and the consultant team assembled at the site of the workshop to begin the day. Over the course of the first few hours, concept options and key structuring moves were identified to establish the direction of the Master Plan and define the site specific projects for the following day's workshop. During the lunch hour members of the public had an opportunity to view the outcome of Phase 1 of the study and respond to the initial concept ideas for feedback. After the lunchtime presentation, members of the consultant team assembled and clarified concept strategies in preparation for the open doors viewing of the ongoing work that evening.

The following is a brief summary of the overall concept and design framework:

Character Areas

Downtown Belleville is comprised of several distinct character areas. These are identified by a combination of land use, built form and other features that distinguish them. The Master Plan should strengthen and enhance the positive aspects of each character area.

Neighbourhoods

Downtown should be comprised of a series of distinct neighbourhoods each with their own tailored approach and guidelines.

Focus Areas for Revitalization

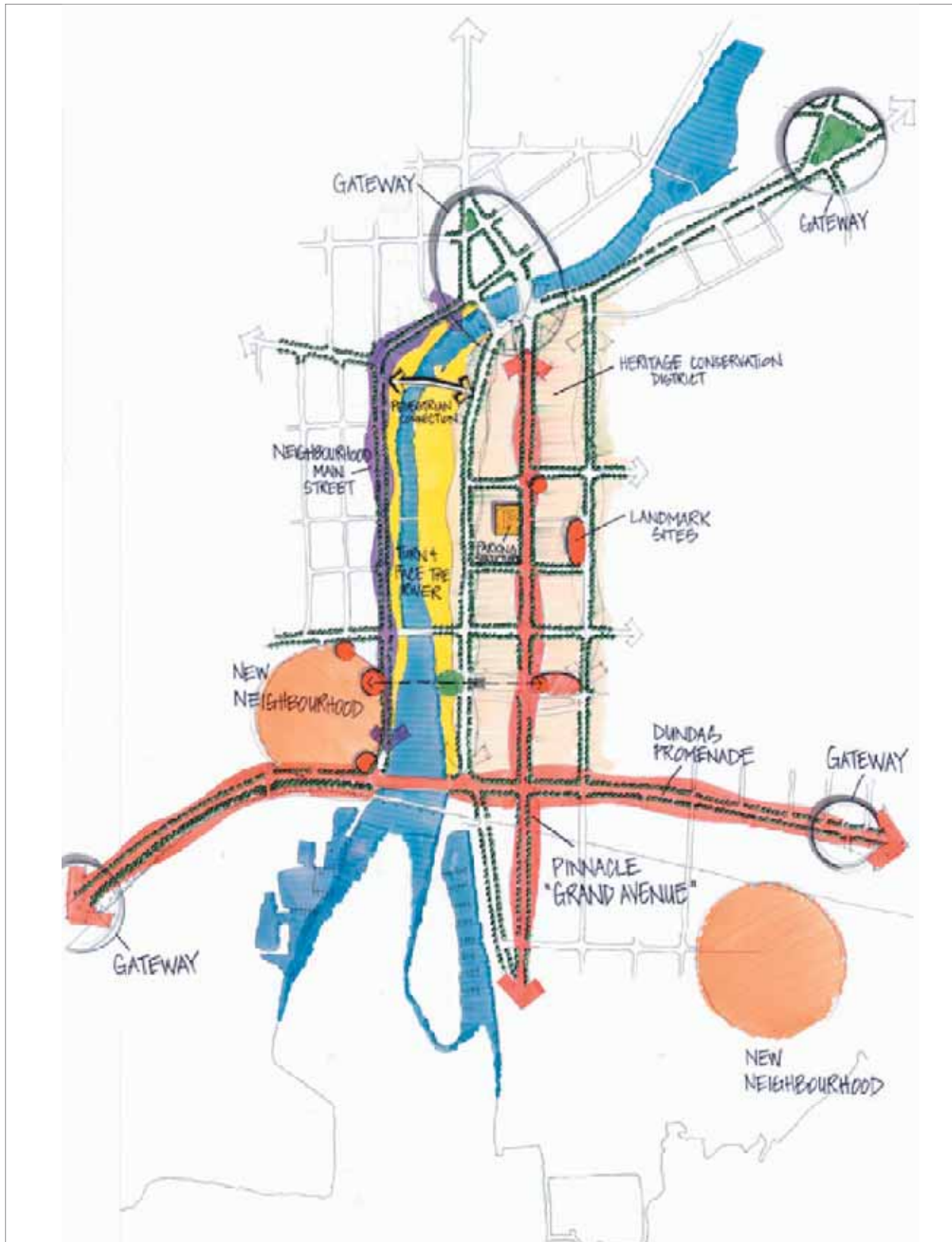
Areas were identified for strategic intervention in the form of public amenities to act as 'generators' for the revitalization of the Downtown. The locations of these 'generators' would be within 5 minute walking intervals in order to define pedestrian centres and facilitate pedestrian movement.

Open Space Framework

The Open Space Framework Plan illustrates ideas where key efforts should be concentrated with respect to landscape and streetscape treatments. The plan illustrates green open spaces, green streetscape, paved open spaces and the linkages between them.



Members of the public reviewing the Design Framework



The Big Moves

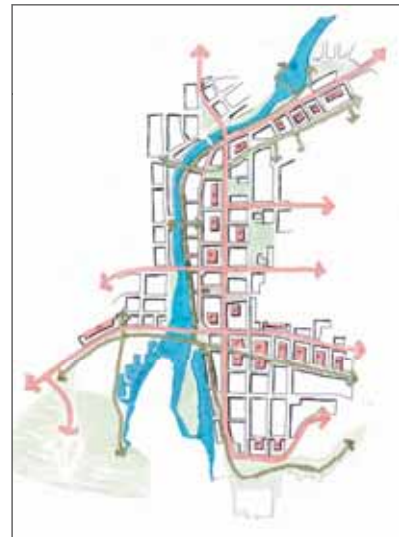
Circulation Framework

The circulation plan illustrates ideas about the existing and potential patterns of circulation through the downtown. The plan illustrates pedestrian and vehicular connections and the potential locations for long-term parking.

Big Moves

The Big Moves plan highlights the key structural moves of the Master Plan. Key components of this plan include:

- The re-definition of Pinnacle Street as a Grand Avenue supporting a mix of commercial and residential uses and connecting the downtown and to the waterfront.
- The transformation of Dundas Street into a grand avenue running east/west through the downtown connecting both sides of the river and supporting a mix of commercial and residential uses.
- Establishing a series of unique gateway areas along the key approaches into the downtown.
- Development of a series of new residential neighbourhoods in both the Downtown Waterfront and Dundas West areas.
- The identification of strategic locations throughout the downtown to reinforce and enhance existing and potential landmark sites.
- A new pedestrian connection at the foot of Moira St West.
- Defining strategies to have the downtown turn and face the river.
- Establishing a visual link between City Hall and the west bank.
- The introduction of a parking structure off of Pinnacle Street



Circulation Framework



A lunchtime presentation at 333 Front St



A pedestrian friendly approach to structured parking



The Streetscapes and Gateways Group in action

Day Three Developing Demonstration Concepts for Specific Sites and an Implementation Strategy

On Day 3 the technical team arrived and was briefed on the urban design framework, concept plan and site specific design projects identified in Day 2 of the workshop. Together with the consultant team and interested steering committee members they visited the site specific concept locations to discuss, on site and in detail, potential concept approaches and implementation strategies.

During the lunch hour, members of the consultant and technical teams, alongside interested members of the public brainstormed themes and concept ideas for the site specific concepts. The results of these sessions were then presented to the public. Following the presentations, the consultant team broke into 3 design groups to prepare detailed designs for the site-specific projects. An implementation group was also formed in order to prepare approaches to prioritizing initiatives, funding and the creation of a downtown parking strategy.

The workshop culminated at the end of Day 3 with a public open house where the work was presented. The following is a summary of some of the suggested approaches for the selected demonstration sites:

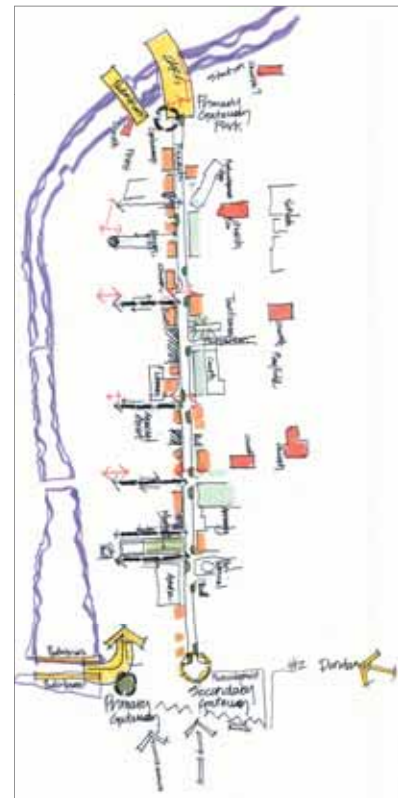
Streetscapes and Gateways

The Streetscapes and Gateways demonstration site concept approach, examined how Pinnacle and Dundas Street could be transformed into Grand Avenues and how the gateways to the downtown could be improved. Some of the suggested approaches included

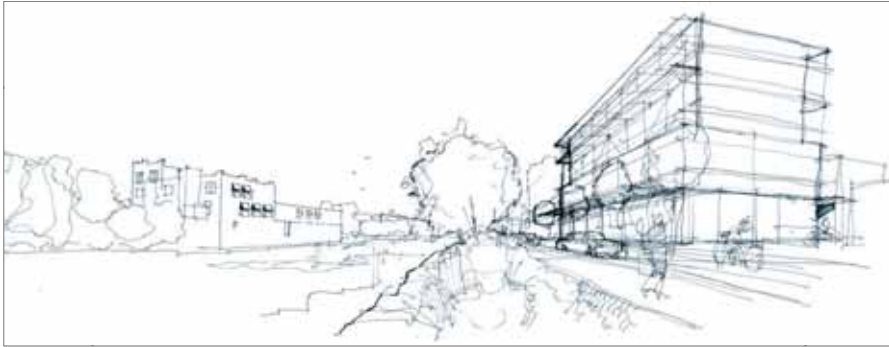
- Consistent setbacks and improved street walls to better define the streets
- Bump-outs at intersections to slow traffic and provide areas for street planting and snow storage
- Improved lighting to increase the sense of security
- Introduction of streetscaping elements such as baskets and benches
- Store front signage at 90 degree angles to increase visibility and interest
- Increase densities on the east side of Pinnacle Street in order to support street activity
- The use of arcades along the street to provide extra sidewalk room and shelter
- An improved gateway at the intersection of Dundas St East and Front St to draw people to the downtown traveling to and from Prince Edward County
- Additional pedestrian crossings and improvements to existing crossings
- The introduction of small intensive gardens at key intersections



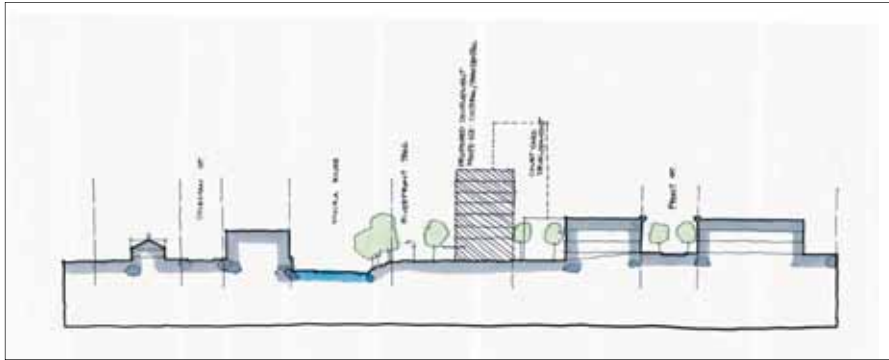
A Special Sites workshop in progress



Conceptual streetscape plan for Pinnacle St



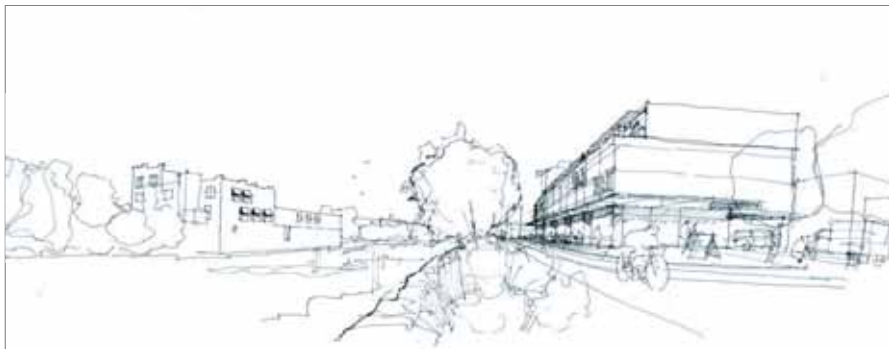
Riverfront demonstration concept 1 perspective



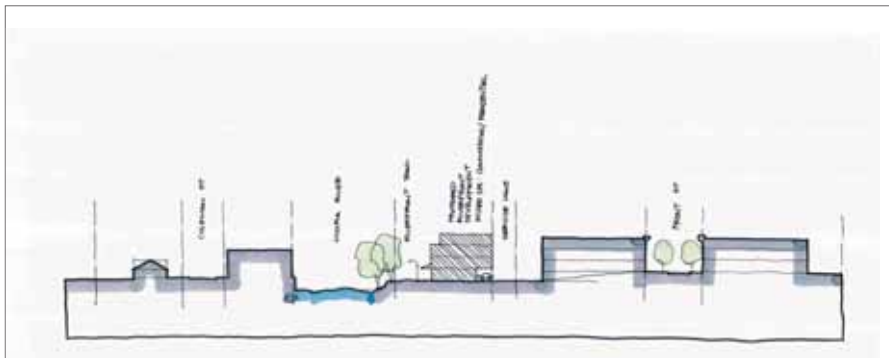
Riverfront demonstration concept 1 section



Riverfront demonstration concept 1



Riverfront demonstration concept 2 perspective



Riverfront demonstration concept 2 section



Riverfront demonstration concept 2

Riverfront

The riverfront demonstration site examined the lands along the Moira River from Bridge Street north to the first bend in the Moira River. The aim of this study was to examine potential strategies to enable the downtown to turn and face the river. Some of the suggested approaches included:

- Introducing a new parking structure to free up the existing spaces for new development
- Turning the riverfront into an entertainment destination with restaurants and cafés.
- Fronting new buildings onto the river with a service corridor between the new buildings and the existing ones.
- Exploring strategies to attract boaters along the Moira River to dock and enjoy the downtown
- Adding residential units along the riverfront to improve “eyes on the space” and “seed” revitalization of the area.
- Examining the development of an arts based centre long the waterfront
- Identifying and developing an architectural style which respects the unique riverfront setting
- Undertaking improvements to the existing riverfront bridges and infrastructure.



The Riverfront group in action

Western Bank

The Western Bank demonstration site and site across from City Hall were tackled together due to their unique relationship across from each other on the river. The aim of the Western Bank study was to examine ways in which the currently vacant area could be developed and integrated into the wider structure of the downtown. Some of the suggested **approaches** included:

- Developing the lands into a new residential area and capitalize on trends in the market by catering to high end users and empty nesters
- Capitalizing on views to the waterfront
- Extending the surrounding network of streets through the site.
- Improve connections with the waterfront to the south at Mary St and to the east across Coleman.
- Create a “finger” of open space through the site to extend views of the City Hall and create a local amenity.



A demonstratoin concept for the Western Bank



A concept for the lands across from City Hall

Across from City Hall

The aim of the study which focused upon the lands across from City Hall was to examine how such a prominent location should be developed to both improve the setting of the City Hall and satisfy the needs of the owner. Some of the suggested approaches included:

- Ensuring view to the waterfront
- Strengthening east-west connections from the riverfront trail east to the bus terminal
- Establishing an open space across from city hall
- Facing development on either side of the proposed open space inwards to capitalize on the new amenity and frame the space.
- Developing a strong pattern of streetscaping to highlight the pedestrian nature of the area.
- Ensure that the new development has mid block connections
- Introducing a water feature in the river as an added attraction and visual terminus



The Western Bank group in action



The implementation Group in action

Implementation and Transportation / Parking Strategies

An implementation group examined some of the larger strategies to enable the successful execution of the Master Plan. Some of the suggested approaches included:

- Establishing an environment for change through public investment in buildings, streetscapes, parks and parking
- Reducing the risk to developers by pre-zoning sites for development
- Reducing the cost to developers through lower development charges, tax rates and parking standards if appropriate.
- Develop standards which distinguish between urban and suburban parkland dedication
- Increase public awareness and ensure that there is political pressure and a will to invest in the downtown
- Develop a marketing strategy for the downtown
- Cultivating champions who will promote the downtown and its causes

At Public Open House One the work created over the course of the 3 day workshop was presented. Many of those who attended the Open House had participated in the workshop and were anxious to see how the work that had been generated would be translated into the Master Plan.

Below is a summary of the feedback that was received at both the Open House and over the course of the 3 day Workshop

Physical Issues

- Physical Cohesiveness
 - Examine ways in which gaps in the downtown can be tied together to create a cohesive whole. Ideas include:
 - Cohesive Window Dressings
 - Reintroduction of coordinated awnings
 - Infill the empty lots downtown with buildings

- Public Realm
 - Improvements along Dundas St in an attempt to create a pedestrian friendly street
 - More Tree Plantings
 - More Crosswalks
 - Widen sidewalks in areas where they are currently narrow
 - More passive open spaces that can be enjoyed by seniors and families with children
 - Ensure green space is public open space and accessible by all

- Riverfront Improvements
 - Turn area into a greater waterfront attraction / entertainment area
 - Create a fountain in the river
 - Improved lighting along the waterfront
 - Need to improve the physical frontage along the trail
 - Improve the backs of retail stores
 - Develop the parking into a green space

- Make better use of the downtown spaces and buildings
 - Need to encourage more lofts and apartments above stores
 - Better utilisation of alley ways for the sale of goods

- Develop the downtown into a disability friendly zone

Circulation

- Provide better connections between the waterfront and the downtown
 - A mini-tram service between Myers Pier and the downtown

- Vehicular Parking