



**TO: COUNCILLOR PAUL HARRIS
COUNCILLOR CHRIS STEPHAN
COUNCILLOR DIANNE WYNTJES**

Council Meeting of February 22, 2011

ATTACHMENT "B"

DOCUMENT STATUS: Information For New Council Members

**REFERS TO: Backup Information from the October 4,
2010 Council Meeting Regarding Gaetz
Avenue Revitalization (46 Street to 52
Street)**



Backup Information - Report
Presented to the October 4,
2010 Council Meeting

Engineering Services

DATE: September 27, 2010

TO: Craig Curtis, City Manager

FROM: Transportation Planning Engineer
Engineering Services Manager

SUBJECT: Gaetz Avenue Revitalization (46 Street to 52 Street)

The purpose of this memo is to seek Council approval of the Gaetz Avenue Revitalization Report as a planning document.

Background

As emphasized in the 2008 GDAP Update and The City of Red Deer Downtown (C1) Public Realm Upgrades, streetscapes within the Historic Downtown require continual improvements in order to create a vibrant, dynamic, and walkable environment. In a move to improve downtown streetscapes, The City of Red Deer has retained ISL Engineering to design streetscape upgrades for the downtown section of Gaetz Avenue from 46 Street to 52 Street.

The Engineering Consultant has been directed by the Steering Committee represented by the following offices:

- Planning Services Division
- Parkland Community Planning Services
- Engineering Services Department
- Recreation, Parks and Culture Department
- Electric Light and Power Department
- Communications Department
- City Manager's Office

Throughout the design development, stakeholders, business and property owners, the public, the GDAP Committee, the DBA and various City Departments have been consulted. Three main sessions were held in engaging stakeholders and the public.

- June 03, 2010 – A Workshop was held to elicit information, ideas, and opinions from GDAP Committee. Five design objectives i.e. Public Safety, Amenities, Aesthetics, Vehicle Movement, and Pedestrian Experience were developed. The GDAP Committee and the Steering Team was divided into five groups, each to explore one of the objectives in details.
- June 17, 2010 - Business and Property Owners Open House were held to present the concept design block by block and seek their input.
- August 04, 2010 – A Public Open House was held to present the preliminary design. Exit Surveys were conducted to gather public feedback on the proposed plan.

Attached is a copy of the Executive Summary for the Gaetz Avenue Revitalization. The Final Report is available for review in the Engineering Services Department if desired. As previously indicated, the design focused on five objectives. Some of the key elements and features included in the streetscape design are as follows:

- The existing mix of light fixture styles and heights will be replaced with a consistent style which reflects Gaetz Avenue's mix of historical and contemporary character.
- Mid-block crossings and street corners are highlighted with a distinct pattern of colored paving stones to increase the visibility of pedestrians.
- The addition of an inlaid metal street name at each corner provides an additional pedestrian element.
- The roadway modifications provide spaces for additional street trees, shrub and perennial plantings.
- The proposed street marker feature is a distinctive element that is unique to Gaetz Avenue. The feature creates a sense of arrival at each intersection and creates a sense of rhythm and repetition along the length of the Avenue.
- The inclusion of a metal rail fence at the existing parking lots / vacant lots will provide interest and visual continuity to the area.
- Streetlight poles will include brackets for banners, hanging baskets, and seasonal decorations which will contribute to the character and experience of Gaetz Avenue.
- Items such as bike racks and recycling bins have been strategically placed to encourage use and promote the sustainability.

Discussion:

The Public Open House comments were presented at the Steering Team Meeting on August 09, 2010. Findings from the Public Open House generally indicate positive support for the plan. While there were comments about bike lanes, it was felt that with the meandering street which would slow traffic, both bicycles and cars could share the road. There were also comments about changing the block between 49 Street and Ross (50) Street from a two-way road to one-way road. The Steering Team directed the Consultant to develop an alternate option for the two-way section of roadway. The alternate option is to show the two-way to one-way traffic and a cross-section with a shared bike lane. The Draft Report with the alternate option (i.e. two-way to one-way traffic) separate from the Report has been presented to the August 26, 2010 GDAP Committee for direction and endorsement of the Final Design.

At the September 15, 2010 Greater Downtown Action Plan (Ad Hoc) Steering Committee meeting, the Committee discussed the Draft Report of the Gaetz Avenue Revitalization. Following the discussion, the motion as set out below was introduced and passed:

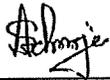
"Resolved that the Greater Downtown Action Plan (Ad Hoc) Steering Committee, having discussed the Gaetz Avenue Revitalization Draft Report dated August 2010, hereby proposes that Gaetz Avenue between Ross (50) Street and 49th Street become a one-way street as well recommends that the report be forwarded to Council for its consideration."

As recommended by GDAP Committee, the revised Report based on comments received from September 15, 2010 GDAP Committee will be presented at the October 04, 2010 Council meeting for consideration. Mr. Terry Myles, the Project Manager for the Gaetz Avenue Streetscape Design with ISL Engineering will present the overall findings and recommendations.

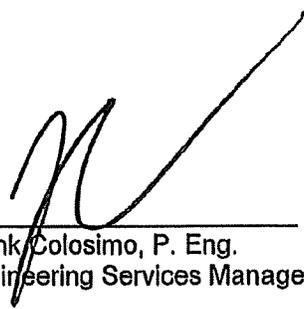
Recommendation:

It is recommended that Council accept the Gaetz Avenue Revitalization Report as a planning document including the option to change the block between Ross (50) Street and 49 Street to a one-way street from the current two-way.

If Council wishes further consultation with the community prior to changing Ross (50) Street and 49 Street block, it is recommended that Council accept the Gaetz Avenue Revitalization Report as a planning document with two-way traffic between Ross (50) Street and 49 Street and further directs administration to consult with the community and report back to Council with findings at the beginning next year. At that time, the report will be amended for the one-way option if warranted.



Shanti Acharjee, P. Eng., M. Sc.
Transportation Planning Engineer



Frank Colosimo, P. Eng.
Engineering Services Manager

SA/ldr
Attach.

c. Gaetz Avenue Steering Committee

TRANSPORTATION MUNICIPAL/ENVIRONMENTAL STRUCTURAL
LAND DEVELOPMENT LANDSCAPE ARCHITECTURE
PLANNING STRATEGIC SERVICES GIS/MAPPING



City of Red Deer

Final Report

Gaetz Avenue Revitalization

October, 2010

Acknowledgements

The City of Red Deer
Gaetz Avenue Revitalization
Year: 2010

Approved as Planning Document by City Council October 4, 2010

Consultant – ISL Engineering and Land Services Ltd.

- Terry Myles, Project Manager
- Pat Butler, Principal Landscape Architect
- Lori Kieser, Intern Landscape Architect

City of Red Deer Representatives

- Brandon Silver, Planner/Urban Designer, Parkland Community Planning Services (PCPS)
- Laura Turner, Executive Director, Red Deer Downtown Business Association
- Charity Dyke, Divisional Strategist
- Ed Morris, Downtown Planning Coordinator – retired
- Craig Curtis, City Manager
- Frank Colosimo, Engineering Services Manager
- Paul Meyette, Director of Planning Services
- Dave Mathews, Parks Planning & Technical Services Supervisor – Recreation, Parks & Culture Department
- Garfield Lee, Senior Electrical Distribution Engineer, Electric Light and Power
- Shanti Acharjee, Transportation Planning Engineer
- Jennifer Blair, Communications Officer, Communications and Strategic Planning
- Michael Cox, Senior Communications Advisor, Communications and Strategic Planning – Replacement for Jennifer

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1.0 Executive Summary

As emphasized in the GDAP's 2008 Update and City of Red Deer Downtown (C1) Public Realm Upgrades, streetscapes within the Historic Downtown require continual improvements in order to create a vibrant, dynamic, and walkable environment. In a move to improve downtown streetscapes, the City of Red Deer initiated the Gaetz Avenue Revitalization Project in 2010.

Throughout the project, various stakeholders, business owners, residents, and city departments were engaged in the design and review process. Three main stakeholder and public engagement sessions were held at critical points in the design process; GDAP Workshop (June 3, 2010), Business and Property Owner Open House (June 17, 2010), Public Open House (August 4, 2010).

1.1 Project Objectives

During the review of City studies and reports, site inventory and analysis and GDAP Workshop, five design objectives became apparent; Public Safety, Streetscape Amenities, Aesthetics, Vehicle Movement, and Pedestrian Experience. These objectives, though relevant for many other streetscape projects, are being used to tailor design solutions for Gaetz Avenue. These objectives have been used to review and evaluate all design decisions made during this project.

1.2 The Revitalization Plan

From the project objectives, consultation with the City and stakeholder groups, a framework of streetscape improvements has been developed. The following categories of improvements helped define the scope of the project and provided a preliminary vision of the design moves that characterize the Revitalization Project. The following outlines the design elements that form the Revitalization Plan.

- **Accessibility:** Though Gaetz Avenue is a transportation corridor in the downtown, the streetscape design begins with the social design of the public realm and layers vehicle movement onto it. Elements being used to support accessibility include rolled curbs along streets and parking stalls, dropped curbs at intersection bulbs, well placed and identified disabled parking, and mid-block crossings. The mid-block crosswalks are made visible with colored pavers and light columns.
- **Traffic and Parking:** The realignment of parking and drive lanes focuses on the addition of planting, sidewalk, and amenity areas that will improve the pedestrian experience. Pedestrian crossing areas are highlighted with a distinct pattern of colored paving stones to increase the awareness of pedestrians. The traffic calming design of the chicaned road shortens pedestrian crossing distances and slows vehicles.

An option to convert the two-way traffic between 49 Street and Ross Street has been included. The conversion was supported by stakeholders. The selected roadway and parking scenario has been tested with vehicle turning templates to ensure the new alignment will accommodate a range of vehicle types, including emergency vehicles (WB-15). The plan presented does not adversely impact vehicle access or traffic loading. In order to accommodate the road realignment, approximately twenty-eight parking stalls will be lost. The new downtown

parkade will help mitigate this issue. The proposed roadway alignment was well supported during all stakeholder and public engagement sessions.

Bike lanes have been explored during this project; however as Gaetz Avenue is not a major focus of bicycle traffic, dedicated marked lanes have not been included. Cycling symbols will be painted on the asphalt. The traffic calming measures and chicaned road provides sufficient space to allow bicycles to use Gaetz Avenue as a connecting street to access designated bikeways.

- **Program Servicing:** The Gaetz Avenue area is an important destination for several public events throughout the year. Rather incurring the costs of providing servicing nodes for the entire length of Gaetz Avenue, key servicing locations have been identified as areas where events are most likely to occur. Electrical capacity and panel type (permanent or portable) will be determined in consultation with the City in the detailed design stage of project implementation.

Sections of Gaetz Avenue lend themselves for temporary closures to facilitate major events and the creation of a pedestrian mall. An example is between Ross Street and 49 Street.

- **Furnishings:** All existing furnishings along Gaetz Avenue that are in good condition will remain, though they may be relocated according to the plan. Any modified furniture selections, such as two compartment recycling bins instead of three compartment, will be complementary to existing furnishings and will blend seamlessly into the streetscape. Items such as bike racks and recycling bins have been strategically placed to encourage use and promote the sustainability efforts of the City of Red Deer.
- **Lighting:** The existing mix of light fixture styles and heights will be replaced with a consistent style that provides a pedestrian sense of scale. The quality and quantity of lighting along Gaetz Avenue reflects the need to provide a safe environment. The locations and quantity of fixtures will be based on recommended lighting levels for safety, dark-sky and CPTED principles. The style of fixtures selected will reflect Gaetz Avenue's mix of historical and contemporary character. The lighting technology used will be determined in consultation with the City. Power will be supplied at the base of trees to provide street tree string lighting. The number of trees that will be lit will be determined by the City
- **Sidewalks:** Because the concrete sidewalks along Gaetz are in good condition, a large portion of existing sidewalks will remain with slight modifications, such as saw-cut patterning. This approach will mitigate the capital costs and promote sustainability.

Key areas such as street corners are the main area of design focus. This includes the use of pavers on the corners and crosswalks. The combination of red and tan pavers creates a consistent design theme that repeats itself at each intersection along Gaetz and creates the sense of a continuous pedestrian corridor. The addition of an inlaid metal street name at each corner provides an additional pedestrian element.

- **Landscaping:** The roadway modifications provide spaces for additional street trees and shrub and perennial plantings. A consistent palette of colorful, perennial and shrub plantings will be used throughout Gaetz Avenue. All understorey plantings will be under 900mm mature height in order to be CPTED

compliant and maintain sightlines. These plants will be low maintenance, drought tolerant, and hardy.

The curbs around the existing bulbs will be replaced by new curbs that are angled and textured in a manner that discourages sitting. Care will be needed during construction to protect the roots of existing trees and maintain existing soil levels around tree bases.

The downtown entrance sign located between 52nd and 53rd Street will remain in its existing location. Colorful patterns of plantings will strengthen the visual impact of the sign. Heights of plants will be considered in order to maintain vehicle sightlines.

- **Architectural Street Marker:** The proposed street marker feature is a distinctive element that is unique to Gaetz Avenue. The feature creates a sense of arrival at each intersection and creates a sense of rhythm and repetition along the length of the Avenue. The placement of the street marker balances the height of the existing trees on the east side of the road. The use of materials and the structural form presents a contemporary interpretation of the historical architecture in the area.
- **Historic Building Markers:** The rich history of Gaetz Avenue is integral to the character of the area. The majority of the historically designated buildings along the Avenue have been already identified with wall plaques. In order to further integrate the history of the buildings with daily street interaction, granite sidewalk inserts will be engraved with interpretive text or building names.
- **Metal Rail Fences:** Existing parking lots break up the continuous architectural “street wall” and make the pedestrian experience less enjoyable. The inclusion of a metal rail fence will provide interest and visual continuity, while screening unaesthetic areas. The over-sized post and rail design references the area’s farming heritage through a contemporary interpretation. In order to comply with CPTED strategies height and design of the fence allows for sightlines into parking areas.
- **Public Art:** Public art provides an opportunity to engage pedestrians and create a colourful and vibrant environment. Though specific public art locations or commissions have not been identified on the Revitalization Plan, the inclusion of public art is an important element in the streetscape. Integration with other streetscape elements and themes will strengthen the work and make it an essential part of the pedestrian experience.
- **Banners, Hanging Baskets, and Wayfinding:** Smaller aesthetic elements will contribute to the character and experience of Gaetz Avenue. Street light poles will include brackets for banners, hanging baskets, and seasonal decorations. In key locations, wayfinding features will be added to some street light poles in the place of banners.

1.3 Implementation

Due to the nature of this project, capital costs have been separated by block to make it easier to determine future phasing. Phasing has not been determined for this project as implementation will be determined by funding availability as part of municipal budgeting. **The total estimated capital costs for the entire site is \$8,608,128.00.** The following outlines the estimated capital costs for each block starting from the northernmost block of Gaetz Avenue.

➤ 53 Street to 52 Street	\$305,094
➤ 52 Street to 51 Street	\$965,684
➤ 51 Street to Ross Street	\$1,096,486
➤ Ross Street to 49 Street	\$1,053,630
➤ 49 Street to Alexander Way	\$1,057,500
➤ Alexander Way to 47 Street	\$1,011,244
➤ 47 Street to 46 Street	\$964,484
Subtotal	\$6,454,125
20% Contingency	\$1,290,825
Design Development Fees	\$55,484
10% Engineer Fees/Admin	\$774,495
4% Expense Allowance	\$33,199
Grand Total	\$8,608,128

The following provides additional recommendations for implementation

- Implementation will occur on a block by block basis rather than implementing selective elements for the entire Avenue. The implementation of a block will include all four corners of the intersections at each end of the block to promote design continuity. As well the transitions from intersection corners into the adjacent streets will be considered within the scope of each phase.
- It is important to ensure that the initial phase implementation make a strong statement and a recognizable change in the streetscape. This will garner support for the project and encourage funding for the next stages. It may be beneficial to focus on smaller areas of greater impact than to focus on blocks with lower capital costs.
- The City has proposed a Gateway project for the Gaetz/Ross Street intersection. Though this is not within the scope of the Revitalization Project, it would be beneficial if the design of this element correspond with the implementation of the surrounding blocks. This will ensure that the gateway is fully integrated into the streetscape design.

1.4 Conclusion

The Gaetz Avenue Revitalization Project presents the opportunity to highlight the historical importance of the Avenue and to realize its contemporary potential as a dynamic public space. The festive events and day-to-day activities in Red Deer's Downtown illustrate the importance of a strong civic heart. As an integral component of this heart, the worn appearance of the Avenue needs to be updated to accommodate current activities and future needs. The proposed plan highlights the civic and commercial functions of Gaetz Avenue by improving the pedestrian experience and creating a unique atmosphere of the Downtown. The dedication of the City to undertake this project speaks of its commitment to businesses, residents, and visitors of Gaetz Avenue. The Revitalization Plan provides the framework from which Gaetz Avenue will continue to grow and improve.

2.0 Introduction

According to Progress and Potential: Red Deer's Greater Downtown Action Plan, 2008 Update, Red Deer's Historic Downtown is a "... a continuously reinvigorated office and retail centre featuring major government buildings, the city's historic character, and new mixed-use residential and commercial developments." In an effort to revitalize the downtown area, several projects have been implemented. Some of these include the revitalization of Alexander Way, heritage building grants restoration through the Alberta Main Street Program, and the replacement of street furnishings, such as benches and trash receptacles.

Historically, Gaetz Avenue has been the spine of the downtown Red Deer. Gaetz Avenue, once a part of the Calgary-Edmonton Trail, is an important part of the commercial history of the downtown. Though traffic patterns and land uses in Red Deer's center have changed, Gaetz Avenue remains **"a bustling but very comfortable street where the buildings and street amenities reflect the avenue's important history..."** (GDAP, 2008). Gaetz Avenue is home to historical buildings, unique businesses, and a diversity of visitors, clients and residents.

As emphasized in the GDAP's 2008 Update and City of Red Deer Downtown (C1) Public Realm Upgrades, streetscapes within the Historic Downtown require continual improvements in order to create a vibrant, dynamic, and walkable environment.

As a streetscape revitalization project, improvements made along Gaetz are focused on creating a unique pedestrian oriented business and cultural "place". Though Gaetz Avenue is an important vehicular entrance into downtown, the success of this project will result from the enhancement of the pedestrian experience. Encouraging people to enjoy Gaetz Avenue as a walking experience will attract new and diverse mixed use development to the area and create a destination for residents and visitors.

3.0 Design Process

To meet the objectives of the project and the vision of the City of Red Deer, the project team integrated the consultation and design processes. Throughout the project, various stakeholders, business owners, residents, and city departments were engaged through open house workshops, focus groups, and surveys. The resulting design and recommendations reflect the visions, ideas, and opinions of a variety of viewpoints, while allowing the project to progress in an efficient and creative manner.

3.1 Background Research

From the start of this project, it was important to ensure that the design reflects the City's vision of the Downtown and Gaetz Avenue areas. Prior to beginning design work, existing documents and studies were analyzed and a site review was conducted to gain an understanding of the project. Some of the documents examined, include GDAP 2008 Update, City of Red Deer Downtown (C1) Public Realm Upgrades, City of Red Deer Land Use Bylaw, and three Gaetz Avenue and Downtown CPTED studies.

A block-by-block Opportunities and Constraints Plan was developed of the area, highlighting the potential for revitalization and identifying the areas that may pose difficulties (see Appendix A). This was used to build the initial concept.

3.2 City Consultation

The Project Team, which included staff from a cross-section of City departments and the Executive Director of the Downtown Red Deer Business Association, was formed to guide the design decisions throughout the process. Project decisions and design alternatives were reviewed and evaluated based on transportation, pedestrian, business, economic, cultural, operations, and maintenance viewpoints. The collective expertise of the Project Team and intimate knowledge of City policies, bylaws, studies, and past projects ensured that the Revitalization Project remained on track and reflected the City's, business owners' and residents' vision of Gaetz Avenue. The Project Team has been instrumental in the formation of this Plan in all steps of the design process.

3.3 GDAP Workshop

The Greater Downtown Action Plan (2008) is a fundamental component of this project. The key recommendations and proposals in the Revitalization Project are founded on the recommendations and policies developed in the GDAP. A workshop was held on June 3, 2010, to gather information, ideas, and opinions from the GDAP Committee. Based on the background research process and consultation with the Project Team, five design objectives were developed prior to the meeting; safety, amenities, aesthetics, vehicle movement, pedestrian experience. GDAP committee members were divided into five groups to explore one of the five objectives in detail and brain-storm revitalization ideas. The ideas generated were discussed with all participants and further refined. The workshop aided the Project Team in defining the scope of the improvements to be undertaken in the project, translating the GDAP's overall vision for the downtown into a vision for Gaetz Avenue, and creating a "do" and "do not" list that reflected the GDAP committee's intimate knowledge of the downtown. The results of the GDAP Workshop are located in Appendix B.

3.4 Business and Property Owner Consultation

The engagement of Gaetz Avenue's business community was essential to the success of this project. Insight into the daily business operations and activities of the Avenue provided a stronger understanding of the design solutions that are relevant to the Gaetz Avenue area and the Revitalization Project.

Prior to the Open House, a survey was circulated via mail, email, and hand delivery to the Gaetz Avenue business community to elicit information about the perspectives and priorities related to updating the streetscape. In total, eleven completed questionnaires were returned. The survey questions and results are located in Appendix C.

The most significant challenges that were brought forth by the business community relate to the undesirable after-hour activities (91% of respondents) and vandalism/graffiti (82%). As a result, CPTED principles have been an important instrument in evaluating design decisions.

A Business and Property Owner Open House was held on June 17th at the Scott Block and was attended by seventeen people. The Open House provided an open format that allowed attendees to view and discuss display boards and provide comments, and vote on options. The boards provided information about the project, design, scenarios, and design palettes (see Appendix C). Wherever attendees saw "What are your ideas?", they were given space to place sticky dots to vote on design options or sticky notes to write comments on.

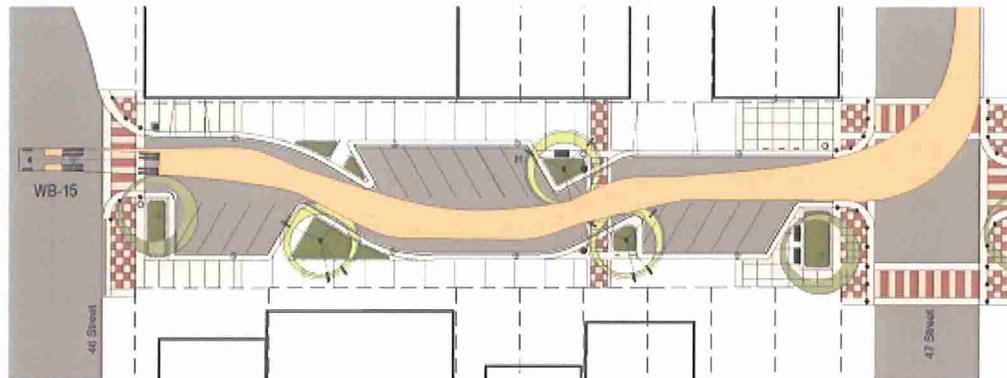
Each display board addressed one major element of the streetscape and provided the ideas being considered for inclusion in the project, design palettes, and scenarios. These boards included; Scale and Form, Sidewalks and Accessibility, Landscaping, Furnishing and Wayfinding, Aesthetic Elements and Public Art, Road and Parking. A final board provided a list of additional revitalization ideas that did not fit into the categories presented on the boards.

The most significant outcome of this Open House was related to the Road and Parking category of discussion. Four roadway design scenarios were presented; Existing Parking, Parallel and Angled Parking, Parallel Parking, Alternating Angle Parking (Chicane) (see Appendix C). The majority of attendees were open to the Alternating Angle Parking scenario (67% of total votes). No votes were received for retaining the Existing Parking scenario.



3.5 Preliminary Design

As a result of the responses from the Business and Property Owners Open House and subsequent meetings with Project Team, the Revitalization Plan proceeded using the Alternating Angle (Chicane) Parking scenario as a framework for the streetscape design. Parking and roadway geometrics were further explored using AutoTurn to ensure that the design accounted for the turning radii of a range of vehicle types, including emergency vehicles (WB-15). Parking design was further explored to minimize the loss of parking stalls.



Each block of the site was explored in detail and the locations of features, amenities and landscape areas were determined based on the objectives developed in the earlier stages of the project. Materials and finishing details were developed in order to provide a cohesive design that is drawn through the entire site. Features, such as the Architectural Street Marker, Historical Building Markers, and the Metal Rail Fences, were developed to enhance the existing character of the area, mitigate existing design issues, and create a unique pedestrian experience.

Prior to Public Consultation, the GDAP Committee and the Project Team reviewed the preliminary design to ensure that it achieved the objectives established in the initial stages of the project.

3.6 Public Consultation

Prior to the Public Open House, a draft version of the Public Open House boards and exit survey were posted on the City's website to allow people who could not attend the open house to comment on the preliminary design. Two responses to the online survey were received prior to the Open House. These responses were added to the completed Open House surveys that are presented in Appendix D.

A Public Open House was held on August 4th at the Scott Block. The event was attended by approximately 50 attendees. Attendees viewed boards showing the proposed design block-by-block. The boards featured 3D visualizations of key areas of the design to provide a clear view of what the implemented design would look like. Images of elements such as street lights, bollards, and paving stones were provided to further illustrate the design. Two concepts for the Architectural Street Markers were provided in the plans. The selection of the Marker for the final plan was based on the votes of survey respondents.

An exit survey, which was completed by thirty-seven attendees, was used to gauge the public reaction to the proposed plan and features and to allow the public to comment and propose amendments. Overall, the presented plans were well received by the public. Recommendations for the addition of bike lanes and removal of the remaining two-way traffic were noted by several respondents. Following the Open House, the Project Team revisited both of these ideas for possible incorporation into the plan. It was decided that dedicated bicycle lanes were not required. The road width is sufficient to allow both cyclists and vehicles. Signage and graphics painted on the road will be used to raise awareness that this is a shared road. It was also decided to show a concept of one-way traffic to replace the one block of two-way traffic.

4.0 Design Objectives

Five design objectives, though relevant for many other streetscape projects, were used to tailor design solutions for the Gaetz Avenue Revitalization Project. These objectives have provided a framework to review and evaluate all design decisions made during this project.

4.1 Public Safety

Gaetz Avenue will provide a safe place for residents, visitors and businesses. As noted in multiple CPTED audits of the downtown area, there is the potential to improve crime prevention through strategic design decisions. Key areas of concern will be identified and design solutions will be evaluated according to CPTED principles and safety.



4.2 Streetscape Amenities

Gaetz Avenue will provide pedestrians amenities that allow residents and visitors to enjoy the neighbourhood and local businesses. Amenities will be designed for both functionality and aesthetics. Amenities will focus on expanding public realm activities and encouraging people to stay.



4.3 Aesthetics

Gaetz Avenue is a part of an overall Downtown initiative that integrates the history of Red Deer with strong and unique commercial enterprises. The aesthetics will complement and reflect the overall vision for the Historic Downtown and recognize the history of the Avenue, while creating a vibrant and distinctive place for people to remember.



4.4 Vehicle Movement

Gaetz Avenue will provide a balance between vehicular and pedestrian needs. This project will place pedestrian needs first, while still supporting the commercial district with effective traffic and parking design.

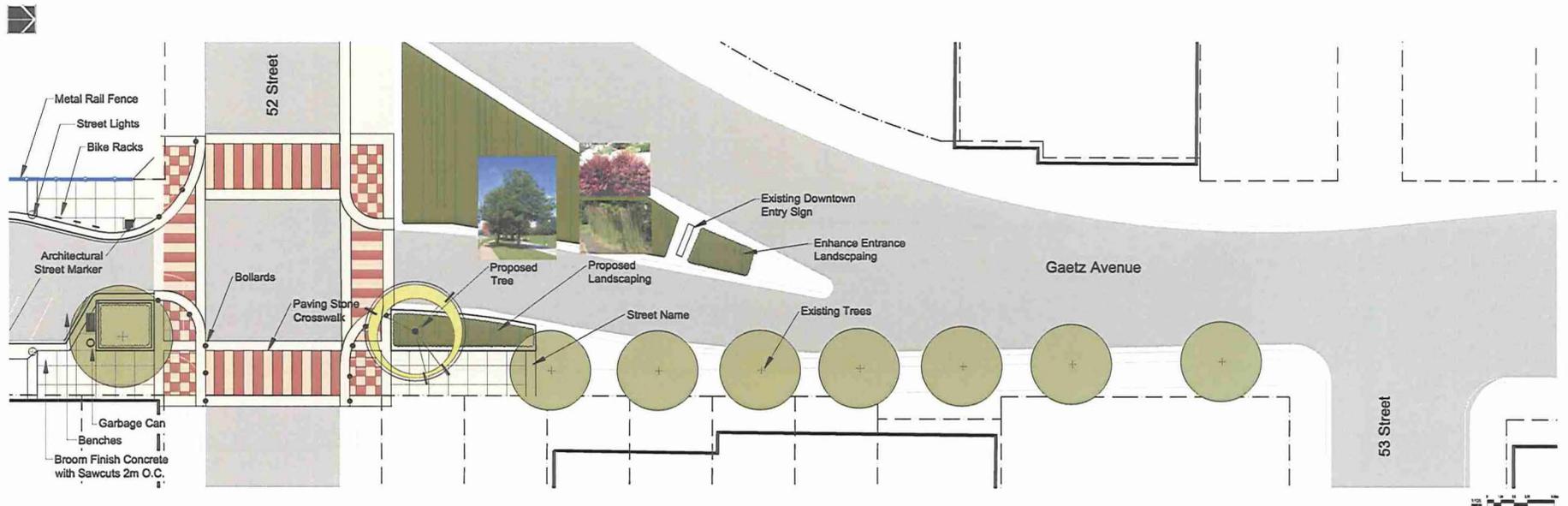


4.5 Pedestrian Experience

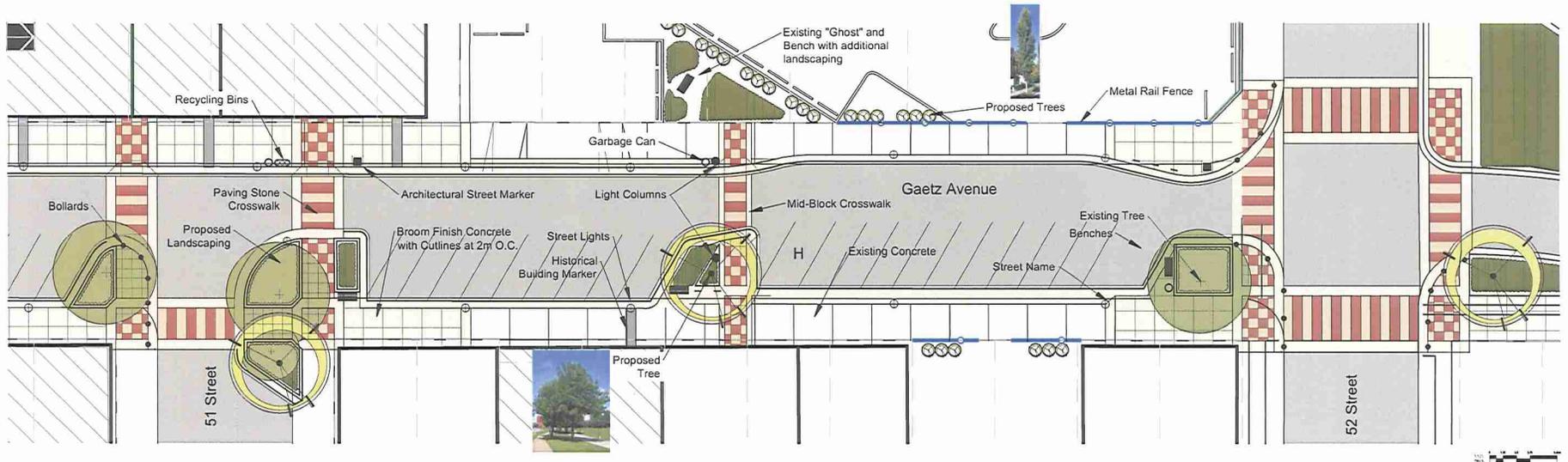
Gaetz Avenue will be an engaging street that will encourage visitors to experience the area on foot. Pedestrian comforts will be met in unique and creative ways, creating a destination for the Downtown. Services and amenities will provide opportunities for Gaetz Avenue to host events and invite people to enjoy the public realm.



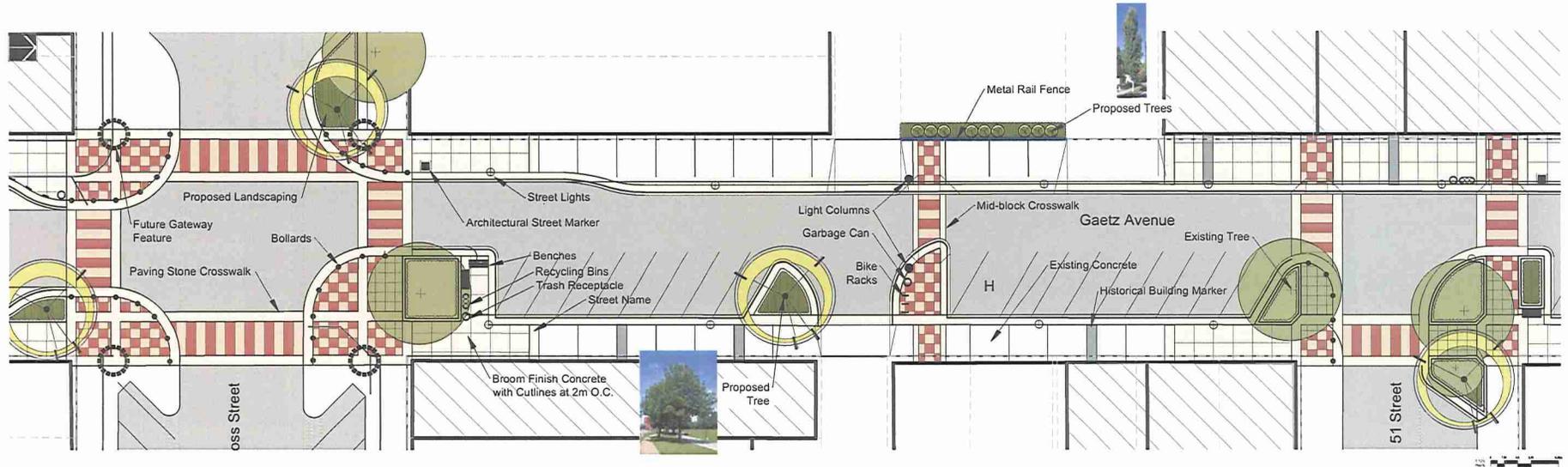
Figures 1 – 7 illustrate the final streetscape design that has been prepared. Figure 8 shows cross-sections and proposed features.



LEGEND	
	EXISTING TREE
	PROPOSED SHRUB PLANTING
	PROPOSED TREE - LARGE
	PROPOSED TREE - SMALL
	FEATURE
	STREET MARKER
	BENCH
	BIKE RACK
	TRASH RECEPTACLE
	RECYCLE RECEPTACLE
	BOLLARD
	LIGHT STANDARD
	PAVING STONE - SEE DETAILS FOR PATTERNING
	NEW CONCRETE

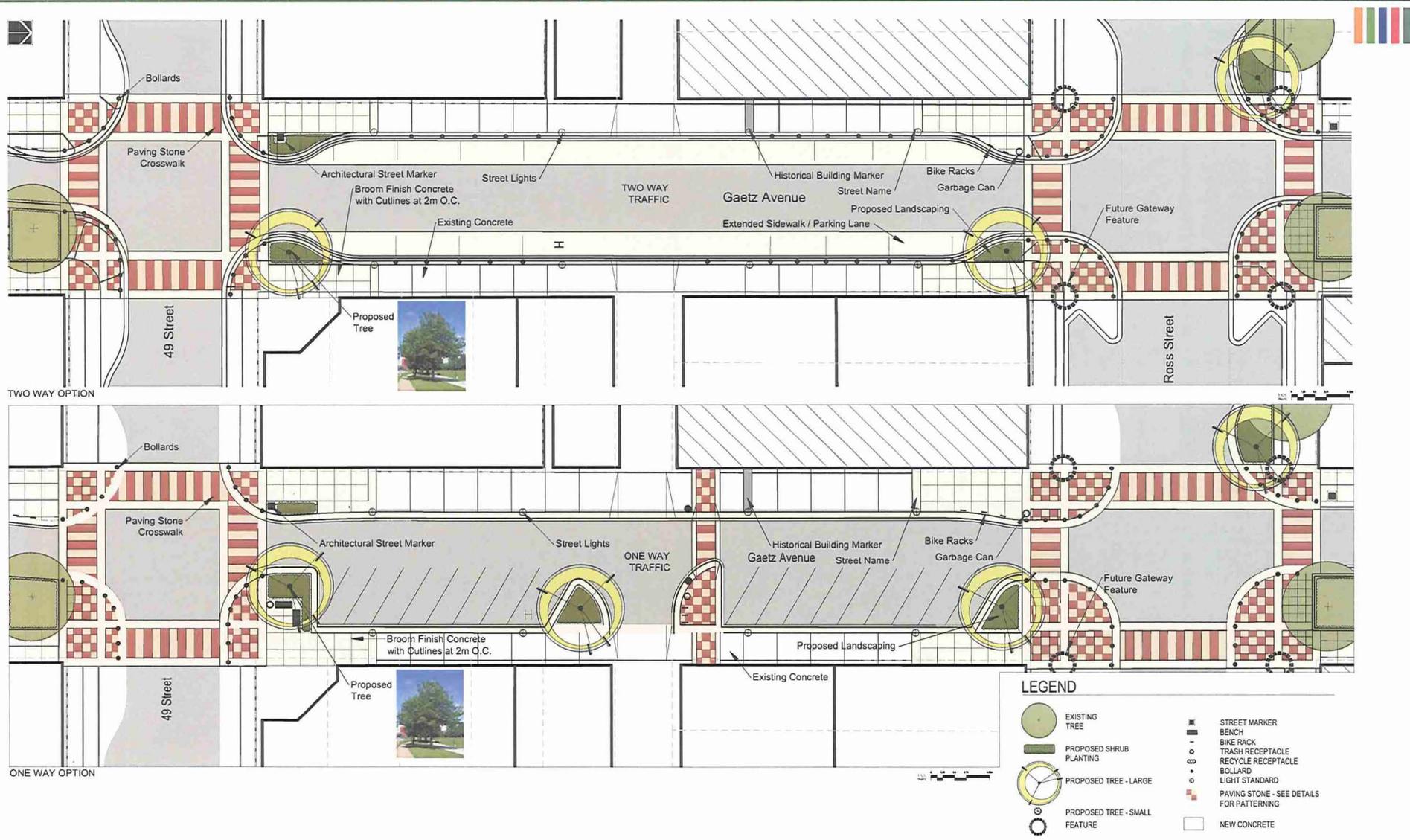


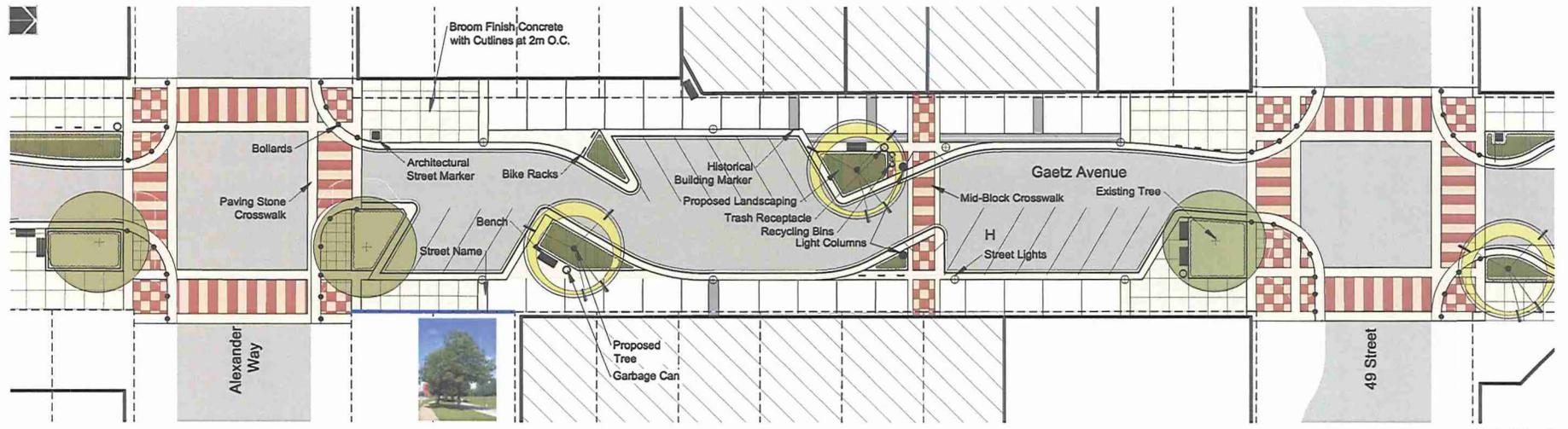
LEGEND	
	EXISTING TREE
	PROPOSED SHRUB PLANTING
	PROPOSED TREE - LARGE
	PROPOSED TREE - SMALL
	FEATURE
	STREET MARKER
	BENCH
	BIKE RACK
	TRASH RECEPTACLE
	RECYCLE RECEPTACLE
	BOLLARD
	LIGHT STANDARD
	PAVING STONE - SEE DETAILS FOR PATTERNING
	NEW CONCRETE



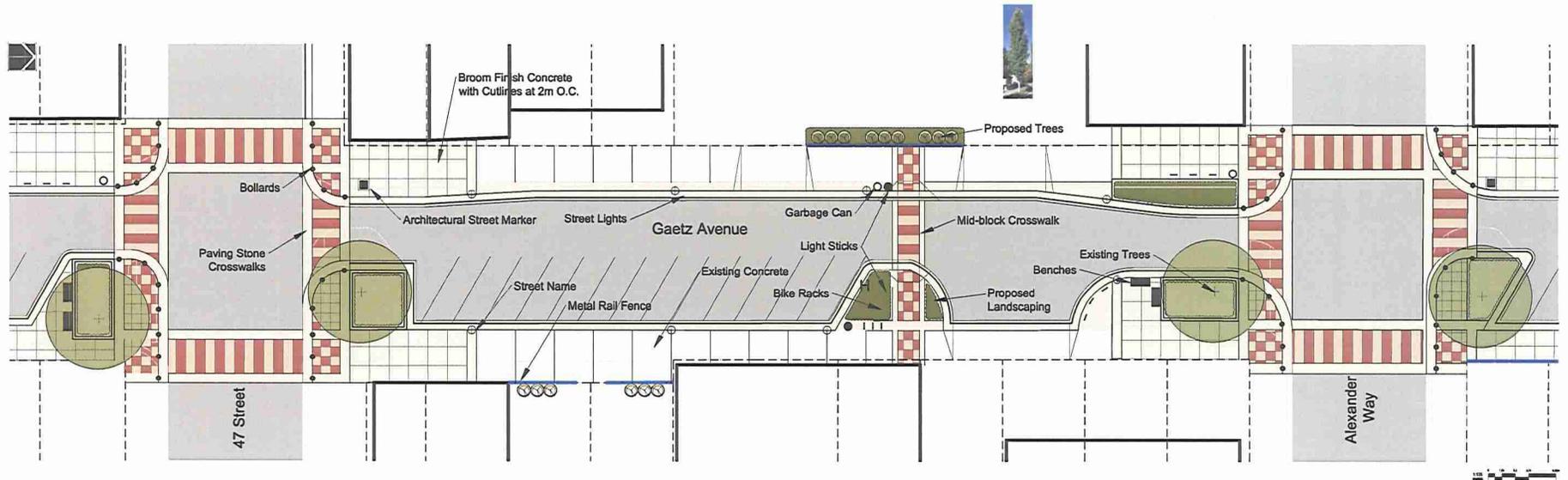
LEGEND

	EXISTING TREE		STREET MARKER
	PROPOSED SHRUB PLANTING		BENCH
	PROPOSED TREE - LARGE		BIKE RACK
	PROPOSED TREE - SMALL		TRASH RECEPTACLE
	FEATURE		RECYCLE RECEPTACLE
			BOLLARD
			LIGHT STANDARD
			PAVING STONE - SEE DETAILS FOR PATTERNING
			NEW CONCRETE

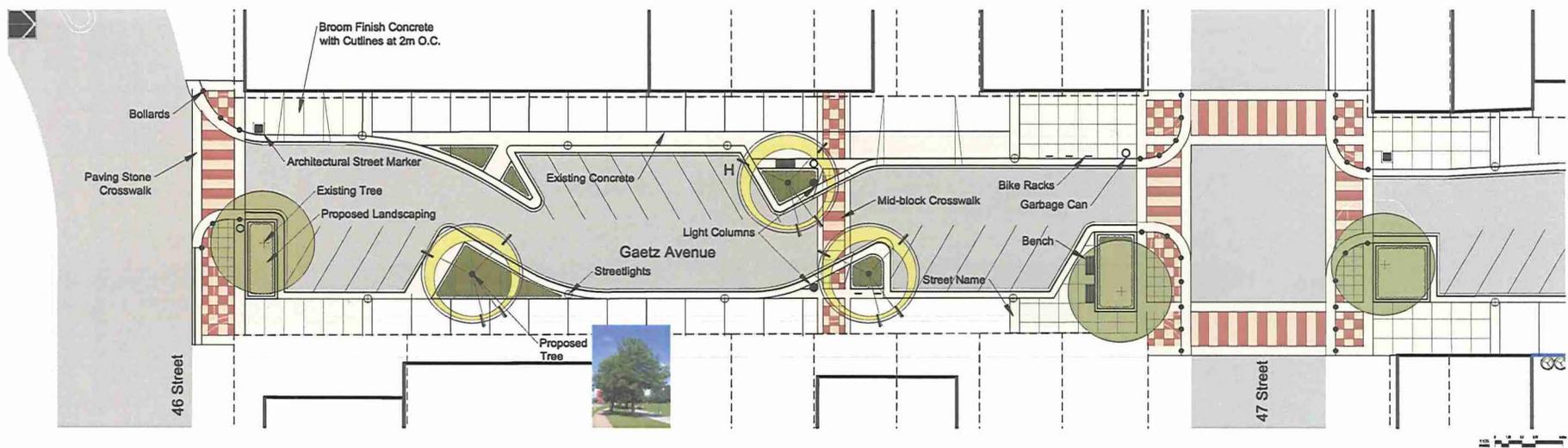




LEGEND	
	EXISTING TREE
	PROPOSED SHRUB PLANTING
	PROPOSED TREE - LARGE
	PROPOSED TREE - SMALL
	FEATURE
	STREET MARKER
	BENCH
	BIKE RACK
	TRASH RECEPTACLE
	RECYCLE RECEPTACLE
	BOLLARD
	LIGHT STANDARD
	PAVING STONE - SEE DETAILS FOR PATTERNING
	NEW CONCRETE

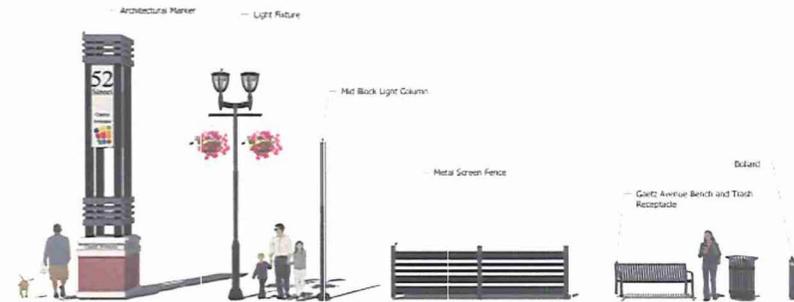


LEGEND	
	EXISTING TREE
	PROPOSED SHRUB PLANTING
	PROPOSED TREE - LARGE
	PROPOSED TREE - SMALL
	FEATURE
	STREET MARKER
	BENCH
	BIKE RACK
	TRASH RECEPTACLE
	RECYCLE RECEPTACLE
	BOLLARD
	LIGHT STANDARD
	PAVING STONE - SEE DETAILS FOR PATTERNING
	NEW CONCRETE



LEGEND

	EXISTING TREE		STREET MARKER
	PROPOSED SHRUB PLANTING		BENCH
	PROPOSED TREE - LARGE		BIKE RACK
	PROPOSED TREE - SMALL		TRASH RECEPTACLE
	FEATURE		RECYCLE RECEPTACLE
			BOLLARD
			LIGHT STANDARD
			PAVING STONE - SEE DETAILS FOR PATTERNING
			NEW CONCRETE



5.0 Design Elements and Strategies

From the project objectives, consultation with the City and stakeholder groups, a framework of streetscape improvements was developed. The key elements that form the Revitalization Project are detailed in the following sections.

5.1 Accessibility

The revitalization of Gaetz Avenue includes design elements that provide universal accessibility for visitors and residents. Though Gaetz Avenue is a transportation corridor, streetscape revitalization begins with a foundation of social design of the public realm. In the formation of community spaces, it is important to recognize the needs of many different groups of people and create a “pedestrian first” environment. Rolled curbs, dropped curbs at intersections, and mid-block crossings allow freer pedestrian movement and provide visual cues for drivers to slow down. As a result emphasis of improvement is on pedestrian needs and comfort rather than on vehicle efficiency

As the Revitalization Project moves into detail design and implementation, accessible design features, such as textured indicator strips at pararamps and well-marked disabled parking stalls, will remain a priority that benefits all users.



5.2 Pedestrians and Safety

Pedestrian experience and safety is the foundation for traffic and parking related design solutions in this project. Since this is a streetscape project focused on the pedestrian, traffic studies, lane dropping, and traffic rerouting are not a part of the design. The rearrangement of parking and drive lanes, and changes in roadway geometry has been considered only in an effort to improve the pedestrian/customer experience without negatively impacting traffic movement in the downtown. The realignment of parking and drive lanes focuses on the addition of planting, sidewalk, and amenity areas that will improve the pedestrian experience. Modifications in the roadway design allow for widened sidewalks that range from a one metre to several metres, in order to provide additional streetscape amenities. As well, the traffic calming design of the chicaned road

shortens pedestrian crossing distances and slows vehicles. The roadway scenario was presented to the business community and public for feedback and approval (see Appendix C and D).

The selected roadway and parking scenario has been tested with vehicle turning templates to make sure that the new alignment will accommodate a range of vehicle types, including emergency vehicles (WB-15). The plan presented does not adversely impact vehicle access or traffic loading. In order to accommodate the road realignment, approximately twenty-eight parking stalls will be lost. It is the opinion of the Project Team and many of the stakeholders involved in this project, that the construction of the new downtown parkade will mitigate this issue.



The interface between pedestrians and vehicles is a fundamental element of streetscape design. It is important to emphasize that the Gaetz Avenue streetscape is a “pedestrian first” zone. Design elements, such as rolled curbs and dropped street corners, increase pedestrian mobility and provides visual cues to drivers that this is pedestrian based design. Crossing areas are highlighted with a

distinct pattern of colored paving stones to increase the visibility of pedestrian crossings. The convenience of mid-block crosswalks encourages pedestrians to use marked crossings rather than jay-walking. These paving stone crossings are made further visible by the addition of two lighting columns. Our transportation engineers have reviewed the design and layout including the midblock crossings and have confirmed that the design is acceptable.

It is a recommendation of this report that the two-way section of road (49 Street – Ross Street) be converted to one-way. This makes Gaetz Avenue a continuous one-way street. The conversion was raised and supported by the majority of open house participants and stakeholders.

Bike lanes have been explored during this project; however as Gaetz Avenue is not a major focus of bicycle traffic, marked lanes have not been included. The traffic calming measures and chicaned road provides sufficient space to allow bicycles to use Gaetz Avenue as a connecting street to access designated bikeways. Signage and bicycle graphics painted on the road will be used to raise awareness to motorists.



5.3 Program Servicing

The Gaetz Avenue area is an important destination for several public events throughout the year. The electrical requirements, though they vary from event to event, typically include power for sound, lighting, and food vendors. Currently, power servicing requires the borrowing of equipment from private sources and temporary connection service to underground electrical lines.

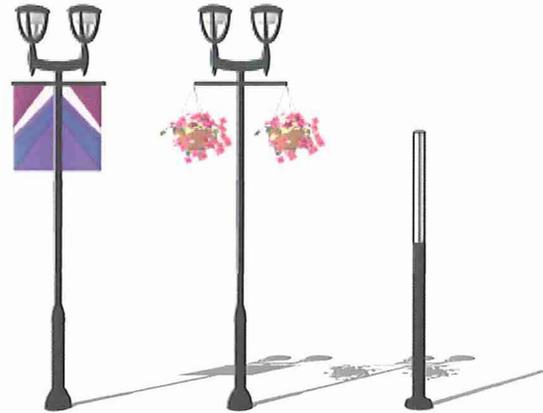
Rather incurring the costs of providing servicing node for the entire length of Gaetz Avenue, key servicing locations have been identified. The capital cost estimate provides a servicing allowance for the three blocks from 51 Street to Alexander Way, since these are areas where events are most likely to occur. Servicing connections will be provided in the intersection corner bulbs. Electrical capacity and panel type (permanent or portable) will be determined in consultation with the City in the detailed design stage of project implementation.

5.4 Furnishings

As a result of the City of Red Deer Downtown (C1) Public Realm Upgrades (2006), the City has replaced old furnishing along Gaetz Avenue with black metal CPTED compliant furnishings. Some items such as the recycling bins, public ashtrays, and bike racks have been identified as items that may require design modifications to be more efficient and functional. All existing furnishings along Gaetz Avenue that are in good condition will remain, though they may be relocated according to the plan. Any furniture selections that deviate from the ones specified in the Public Realm Upgrades document will be complementary to existing furnishings and will blend seamlessly into the streetscape. The quantities, groupings and locations of existing furnishings have been assessed according to functionality and aesthetic placement, though ultimate furnishings placement will be determined in detailed design. Items such as bike racks and recycling bins have been strategically placed to encourage use and promote the sustainability efforts of the City of Red Deer.

5.5 Lighting

The selected design of street lights is consistent along the entire length of Gaetz Avenue. Currently there is a mix of lighting styles, including small scale historic-style lighting and large scale cobra-heads. The existing historical style light fixtures at intersections will remain, but all other fixtures will be replaced. Power will be provided at street trees to provide simple street tree lighting.



As well as providing sufficient lighting for traffic, proposed light standards will be at the pedestrian level and produce white light to provide an aesthetic sense of scale. The quality and quantity of lighting along Gaetz Avenue will reflect the need to provide a safe environment. The locations

and quantity of fixtures will be based on recommended lighting levels for safety, dark-sky and CPTED principles. The style of light fixtures will reflect Gaetz Avenue's mix of historical and contemporary character. An example of a suitable fixture would be the Philips Lumec Callisto Series light, which features a simple design that complements the existing lights along Ross Street and 49th Street. Power plug-ins will be provided at the top of poles for seasonal lighting fixtures.

The simple design of the midblock light columns provides a visible cue for drivers to observe pedestrians and adds another interesting element to the streetscape. The light columns provide a soft glow that is not intended for functional street lighting.

5.6 Sidewalks



In general, the concrete sidewalks along Gaetz are in good condition. Because of this, a large portion of existing sidewalks will remain with slight modifications, such as saw-cut patterning. Instead of replacing large portions of sidewalks with new concrete or pavers, key areas such as street corners are the main areas of design focus. This approach will mitigate the capital costs and promote sustainability.

As pedestrians approach an intersection, a concrete band with inlaid bronze letters announces the upcoming street name. This begins the shift from existing concrete sidewalks into the updated street corner design. An area of new concrete with a saw cut grid pattern transitions into a bold paving pattern that reflects the historic architectural palette of the downtown. The combination of red and tan pavers creates a consistent design theme that repeats itself at each intersection along Gaetz. The paving pattern is continued through the crosswalk to create the sense of a continuous pedestrian corridor.

The intersection paving treatment will need to transition into the existing paving design of the adjacent street. This transition will be considered during the detailed design phase of the project, as each street may require a different approach.



5.7 Landscaping

Well-designed plantings can be used to brighten up dull streets and provide a sense of visible stewardship that discourages undesirable activities and vandalism. Vegetation is also known to reduce the “heat island effect”, which results from densely developed areas. Plantings along Gaetz Avenue have the opportunity to visually transform the space, but they will need to be designed using CPTED principles. Existing planters will be relocated into locations maximize their presence.

The mature trees along Gaetz Avenue provide a warm and inviting atmosphere for Gaetz Avenue; however the trees are located only at the street intersections. The roadway modification provides spaces for additional street trees. This addition will create a canopy for pedestrians and strengthen the street “ceiling” by providing a pedestrian sense of scale.



The planter curbs around the existing bulbs will be replaced with new curbs that are angled in a manner that discourages sitting and may not be textured as shown. The final finish of the concrete will match the curb and concrete work within the project. Care will be needed during construction to protect the roots of existing trees and maintain existing soil levels around tree bases.

The downtown entrance sign located between 52nd and 53rd Street will remain in its existing location. Colorful patterns of plantings will strengthen the visual impact of the sign. A backdrop of taller plant materials will highlight the colorful sign and create all season interest. Heights of plants will be considered in order to maintain vehicle sightlines and CPTED compliance.

A consistent palette of colorful, perennial and shrub plantings will be used throughout Gaetz Avenue. Understorey plantings will be under 900mm mature height in order to be CPTED compliant and maintain sightlines. These plants will be low maintenance, drought tolerant, and hardy. The suggested plant palette includes barberries, daylilies, bergenia, feather reed grass, coneflower, and groundcovers. All planting areas will be covered with high quality wood mulch.



5.8 Street Marker Feature

The proposed street marker feature is a distinctive element that is unique to Gaetz Avenue. Of two design options presented during the Open House, this feature was preferred by the majority of survey respondents. The feature creates a sense of arrival at each intersection and creates a sense of rhythm and repetition along the length of the Avenue. The placement of the street marker balances the height of the existing trees on the east side of the road.

The use of materials and the structural form presents a contemporary interpretation of the historical architecture in the area. The black metal horizontal elements provide a visual connection to the design of the furnishings and metal rail fences.

Lighting the interior of the structure provides interest during the evening and highlights the street name. Electrical service to the feature will be constructed to utility standards in consultation with the City. The opportunity to temporarily add a colored filter to light may be an interesting way to create a festive atmosphere during events and holidays.



5.9 Historic Building Markers

The rich history of Gaetz Avenue is integral to the character of the area. Numerous buildings have received upgrades and restoration through the Main Street Program. The majority of the historically designated buildings along the Avenue have been already identified with wall plaques. In order to further integrate the history of the buildings with daily street interaction, granite sidewalk inserts will be engraved with interpretive text or

building names. To ensure the success of this element, City historians or archivists will be included in the design process to create accurate and engaging text.



5.10 Metal Rail Fences

Existing parking lots break up the continuous architectural “street wall” and make the pedestrian experience less enjoyable. The inclusion of a metal rail fence will provide interest and visual continuity, while screening unaesthetic areas. The over-sized post and rail design references the area’s farming heritage through contemporary interpretation. The black metal rails complement the existing furniture design and ties in with the design of the architectural street marker. In order to comply with CPTED strategies in the height and design of the fence allows sightlines into parking areas.



5.11 Public Art



Public art provides an opportunity to engage pedestrians and create a colourful and vibrant environment. Sculptural features will be permanent commissioned art, such as the downtown's bronze "ghosts." An endeavor such as community collaborative artwork allows residents to be a part of an artistic venture and take ownership of the features along Gaetz Avenue. The creation of murals on blank walls or neglected places has been known to reduce graffiti, provide the appearance of "eyes on the street" and can encourage community ownership when it is the result of a collaborative creative process.

Though specific public art locations or commissions have not been identified on the Revitalization Plan, the inclusion of public art is an important element in the streetscape. Integration with other streetscape elements and themes will strengthen the work and make it an essential part of the pedestrian experience. An allowance has been provided for public art in the capital cost estimate.

Gaetz Avenue and Ross Street is an important intersection both functionally and historically. A strong public art element such as a gateway or a series of sculptural structures will highlight the area and coordinate with the use of the space as a large gathering area for temporary events and festivals. Though this element is not within the scope of this project, its form has been considered in relation to the Revitalization elements proposed. The design of the gateway should relate to the character of the revitalized Gaetz Avenue and be used to enhance public events that flood into the streets.

5.12 Banners, Hanging Baskets and Wayfinding

Smaller aesthetic elements can contribute to the character and experience of Gaetz Avenue. Street light poles will include brackets for banners, hanging baskets, and seasonal decorations.

The final size of banners will be determined by the clearance from the ground, width of the available banner arms, and wind loading capacity of the poles.

In key locations, wayfinding features will be added to some street light poles in the place of banners. These elements are designed to complement the architectural street marker's aesthetics. An alternative option is to incorporate the wayfinding feature into the sidewalk and paving design. The design, locations and destinations of these features will be determined in consultation with the City during the detailed design phase.

5.13 Events

The reduction in barriers, increased seating opportunities, wider sidewalks and improved lighting, allows Gaetz Avenue to facilitate large and small events throughout the year. Road closures can be used to create a pedestrian mall and further enhance programmed events. The 49 Street – Ross Street block offers the best location for road closures and space for large numbers of people.

6.0 Implementation

The following sections address the implementation of the Revitalization Plan. Capital costs have been separated by block to make it easier to determine future phasing. Phasing has not been determined for this project, as implementation will be determined by funding availability as part of municipal budgeting.

It is the recommendation of this report, that implementation occur on a block by block basis rather than implementing selective elements for the entire Avenue. The implementation of a block should include all four corners of the intersections to promote design continuity. As well, the transitions from intersection corners into the adjacent streets should be considered within the scope of each phase.

It is important to ensure that the initial phase implementation make a strong statement and a recognizable change in the streetscape. This will garner support for the project and encourage funding for the next stages. It may be beneficial to focus on smaller areas of greater impact than to focus on blocks with lower capital costs.

6.1 Capital Cost Estimates

The total estimated capital cost for the entire site is **\$8,608,128**. The following outlines the total estimated capital costs for each block starting from the northernmost block of Gaetz Avenue. Each block includes the north-south crosswalks of the intersection to the south of the block. A cost estimate with more detail is available on the following page.

➤ 53 Street to 52 Street	\$305,094
➤ 52 Street to 51 Street	\$965,684
➤ 51 Street to Ross Street	\$1,096,486
➤ Ross Street to 49 Street	\$1,053,630
➤ 49 Street to Alexander Way	\$1,057,500
➤ Alexander Way to 47 Street	\$1,011,244
➤ 47 Street to 46 Street	\$964,484

Subtotal \$6,454,125

20% Contingency	\$1,290,825
Design Development Fees	\$55,484
10% Engineer Fees/Admin	\$774,495
4% Expense Allowance	\$33,199

Grand Total \$8,608,128

A 20% contingency has been used based on the level of detail provided. During construction drawing preparation and pretender estimates the contingency will be reduced to 15% and 10% respectively.

7.0 Additional Recommendations

7.1 Architectural Recommendations

Gaetz Avenue building styles consists of a mixture of historical and contemporary architecture. A few of Gaetz Avenue's thirteen heritage buildings have been restored as part of Alberta's Main Street Project. Historical architecture highlights the street but there is a diverse range of architecture spanning many decades. The restoration efforts of property owner's, the Downtown Business Association and the City, should be commended and encouraged to continue. It is important to acknowledge that new contemporary architecture may be developed adjacent to these properties. As a result, architectural guidelines that provide recommendations on creating thoughtful transitions between different architectural styles and eras should be developed as a separate document. It is not recommended that the guidelines dictate an architectural theme for the street but will rather provide guidance on general elements of architectural design that enhance the streets public realm and historical interpretation. A range of high quality architectural designs with eclectic and interesting styles can provide a strong framework for the pedestrian environment.

Due to the nature of this project, a comprehensive set of design guidelines for the architectural form of Gaetz Avenue has not been provided. However, a document detailing general recommendations for façade improvements is located in Appendix F. It is the recommendations of this report that these ideas be woven into an architectural guidelines package that supplements the Land-Use Bylaw.

7.2 Stakeholder Recommendations

Throughout the design process, suggestions for Gaetz Avenue have been made by various stakeholders. The following lists additional ideas which did not fit into the project scope, that were generated during the project's open houses and surveys:

- Pressure wash sidewalk and walls near nightclubs to clean streets every morning. Nightly activities are having an impact on daytime businesses.
- Additional Police presence and communication with businesses to limit loitering, panhandling, and illicit activities.
- Screen and secure dumpster and back alley areas.
- Assess the synchronization of the crosswalk lights at 49th Street intersection.
- Implement Audible crosswalk signals.
- Assess the two-hour limit on parking meters.
- Promote Wednesday Markets and/or outdoor pedestrian mall.
- Create programming and support system to deal with the homeless / low income people in the area and to find a more appropriate place for them to occupy.
- Create programming to make better community connections with local social organizations, such as Potter's Hands, in order to increase cooperation and allow those clients to care for the area.

- CPTED principles and recommendations from CPTED studies should be implemented on private properties.
- Additional public events and activity programming should be developed for Gaetz Avenue to promote all season use.

8.0 Conclusion

The Gaetz Avenue Revitalization Project presents the opportunity to highlight the historical importance of the Avenue and to realize its contemporary potential as a dynamic public space. The festive events and day-to-day activities in Red Deer's Downtown illustrate the importance of a strong civic heart. As an integral component of this heart, the worn appearance of the Avenue needs to be updated to accommodate current activities and future needs. The proposed plan highlights the civic and commercial functions of Gaetz Avenue by improving the pedestrian experience and creating a unique atmosphere of the Downtown. The dedication of the City to undertake this project speaks of its commitment to businesses, residents, and visitors of Gaetz Avenue. The Revitalization Plan provides the framework from which Gaetz Avenue will continue to grow and improve.

Appendix A

Opportunities and Constraints Plan



This block consists of a range of building typologies and setbacks. There is a range of buildings with smaller frontage widths and large warehouse scaled buildings. Several buildings are setback with street-front parking lots, which creates a disjointed space. As there is a mix of daytime and evening businesses, there will be a need to provide some amenities for daytime visitors while limiting places for nighttime loitering.

Alexander Way to 47 Street



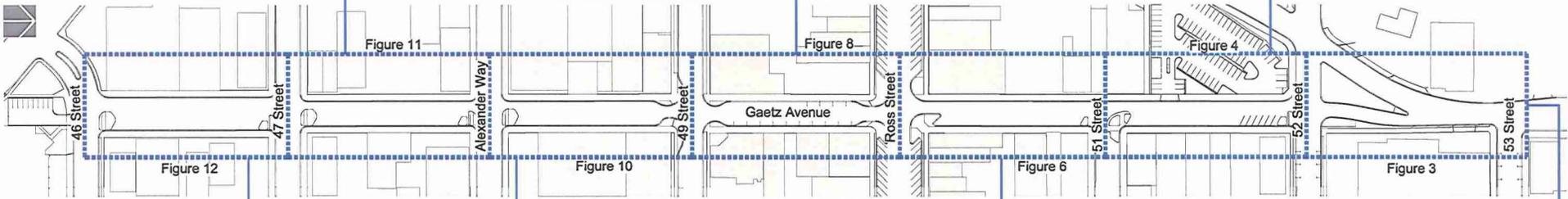
Distinct street cross section with two-way traffic and parallel parking. As a result, unlike other blocks, there are no large planting islands with trees at street corners. Small shrub beds frame the corners of Ross Street, however the corners of 49th Street are weak without plantings or distinct paving.

Ross Street to 49 Street



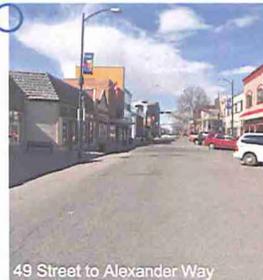
This block of one-way street with angle parking on the east side is indicative of the majority of the blocks on Gaetz Avenue. The east side of the road is lined with two-story brick buildings. A large parking lot on the west side and a small vacant lot on the east side creates uncontained edges and the impression of a wide streetscape.

52 Street to 51 Street



The majority of the buildings on this block are of large scale with wide frontages. Many of the buildings do not have windows that engage the pedestrian at street level. Two of the buildings have side yards that are either not screened or poorly screened. There are several nightclubs on the street with crowds that will need to be dispersed at night. Lighting and CPTED strategies will need to influence design decisions.

47 Street to 46 Street



This block has strong streetscape "walls" of continuous two- and three-story buildings. The southeast corner of 49th Street is strong with distinctive paving, dense plantings and well placed furnishings. The corners of Alexander Way are undistinct and the west side is weakened by an unlandscaped parking lot.

49 Street to Alexander Way



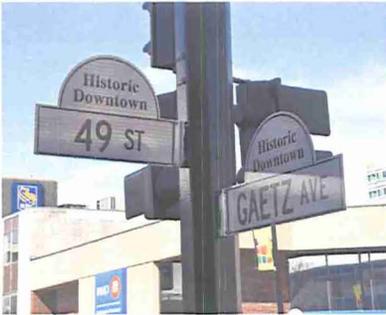
The east side has a constant "wall" of two story buildings. The west side has a combination of two story buildings, a large five story building and open parking lots. As a result there is a distinct disparity in scale, which disrupts continuity and disrupts the street's "ceiling" plane.

51 Street to Ross Street

Northern entrance into downtown Gaetz Avenue area with a large planting island with the downtown welcome sign. The street feels "one-sided" since this is the point in which Gaetz Avenue and 51 Avenue converge. Mature street trees in planting grates and consistent red interlocking brick paving line the sidewalk.



53 Street to 52 Street



Site Furnishings and Amenities

- There are several new planters, garbage cans, recycling bins, bike racks, and benches throughout Gaetz, additional amenities may still be required.
- Site amenities need functionally located and placed to fit in with the surroundings.
- Most light standards and meters have already been painted black to match the downtown aesthetic.
- The existing tall light standards feel out of scale with the pedestrian realm and multiple lighting styles along Gaetz Avenue do not match. Lighting design should complement streetscape aesthetic.
- Lighting in key areas, such as parking lots and areas near nightclubs, need to be further assessed in terms of safety and crime prevention.
- Intersection corners are the prime locations for pedestrian gathering spaces.
- Power access at intersection bulb-outs and trees can provide for Christmas lights, buskers, events, etc.

Public Art and Aesthetic Features

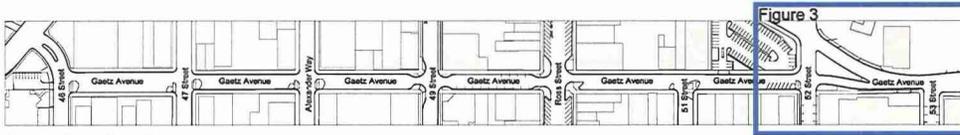
- Banners they complement the overall downtown theme should be repeated at a regular intervals along the street to provide vibrancy in the public realm and reduce building scale.
- Existing streetscape design of adjacent streets, such as Alexander Way and Ross Street may influence the design of, and transitions into Gaetz Avenue.
- Street corners, amenity areas, and blank walls provide opportunities for public art and murals.
- Trees along Gaetz are located on the east side. The west side has the opportunity for vertical design elements to be repeated along the entire Avenue for visual continuity and interest.
- The aesthetics of Gaetz avenue should complement the "historic downtown" aesthetics as defined in C1 Public Realm upgrades (2006) report.
- Blocks could be themed according to time period.

Paving and Patterning

- Majority of concrete sidewalks are in good condition, which may provide an opportunity for sandblasted designs rather than full replacement.
- The yellow painting of curbs should be questioned as to functionality versus aesthetics.
- Sidewalks are too narrow to accommodate patios or outdoor business areas. Alternative locations for temporary or seasonal use, such as parking stall and lots, are a possibility.
- Promote the cities temporary patio program.
- The paving of adjacent streets, such as Alexander Way and Ross Street may influence the paving design of Gaetz Avenue, especially near intersections.
- Paving patterning and materials at street corners can be used to make strong public spaces and enhance accessibility (ie: rumble strips or coloured patterning for the visually impaired).

Streetscape Plantings

- Plantings should complement building scale.
- Gaetz Avenue has healthy and mature street trees at most intersections.
- Many planting island curbs need repair or replacing.
- Sidewalks are too narrow for new street trees.
- Planting islands are of great enough size to allow strong planting schemes in prominent locations. Most islands are in need of understory and groundcover plantings. Plantings should be properly spaced rather than overcrowded.
- The use of one type of high quality mulch and a cohesive plant palette will provide continuity from block to block.
- Front building setbacks and parking lots may provide planting spaces in partnership with owners.
- CPTED Principals should be used to guide planting design.
- Where possible, planting should be balanced on both sides of the street.
- Tree and plant species should be selected for hardiness, soil volume, maintenance requirements, etc.
- Planting should not interfere with sightlines, pedestrian movement, or safety.



Keyplan (NTS)



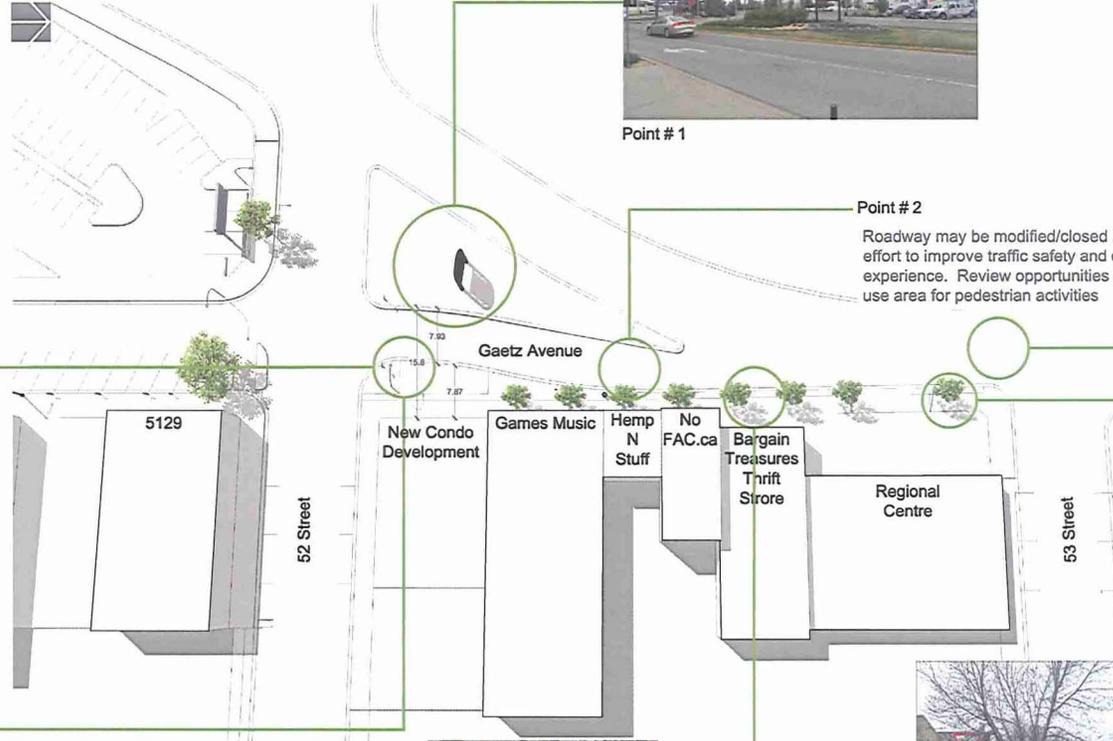
53 Street Looking South

Point # 7
Street lights are tall silver highway-style standards that do not fit with other Gaetz Avenue light fixtures.

Large planting island provides an opportunity for an additional street tree and plantings with a strong visual impact.



Point # 6



Point # 1

Entrance sign island has opportunity for high profile planting and trees, but sightlines will need to be maintained for traffic safety.

Point # 2
Roadway may be modified/closed in an effort to improve traffic safety and driver experience. Review opportunities to use area for pedestrian activities

Pedestrian light may provide an opportunity for an "interim" gateway or artistic element to frame street.



Point # 3

Red interlocking brick pavement along the entire length of sidewalk. Incorporation of seating nodes would improve pedestrian experience.



Point # 5

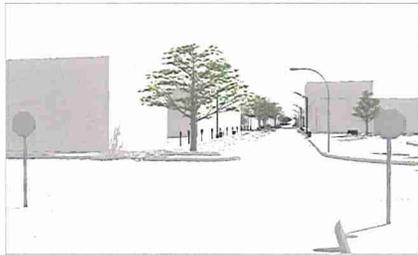


Point # 4

Mature street trees in planting gratings create canopy for sidewalk and creates an interesting pedestrian space.



Keyplan (NTS)

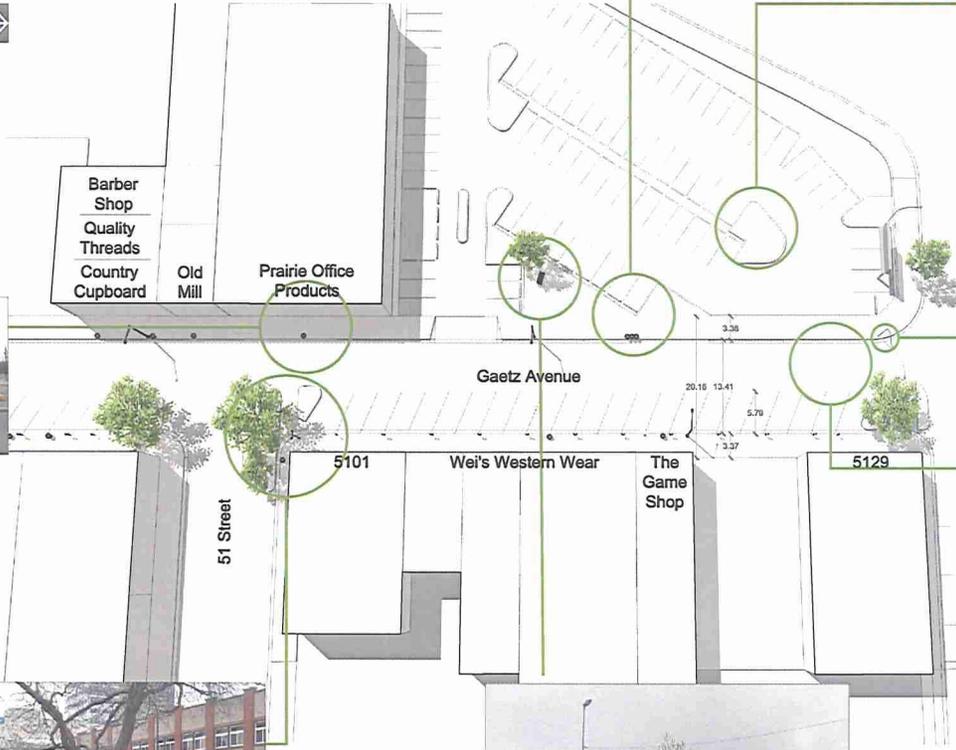


52 Street Looking South

Inconsistent areas of red interlocking brick paving and concrete throughout block.



Point # 14



Point # 8

Opportunity for street tree planting between sidewalk and parking lot (private property).



Point # 9

Parking lot creates a hole in the streetscape wall, making the street seem wider. Opportunity for the addition of tree planting to create vertical interest.

Point # 10

Mixture of standard silver highway-style and tall black downtown-style, and short heritage-style light standards.

Point # 11

Review lane width to see if there is additional room for sidewalk/street tree improvements. Existing lanes will need to be retained, though width can be modified.

Planting island curbs are in poor condition and understory plantings are sparse. CPTED guidelines will need to be reflected in new understory planting designs. Damaged street tree needs to be replaced with healthy specimen if there is sufficient room for planting.



Point # 13

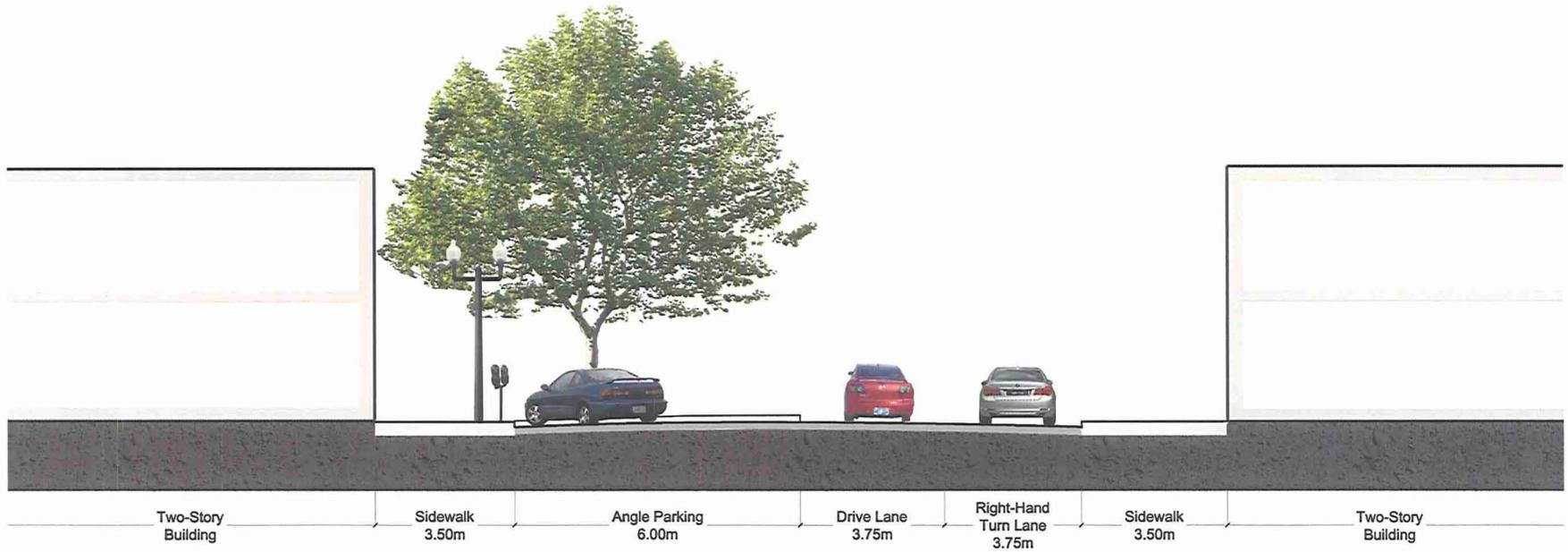


Point # 12

Good example of combining public art, seating, and landscape to provide an interesting rest area for pedestrians. This idea could be used in other areas along Gaetz Avenue.



Keyplan (NTS)





Keyplan (NTS)



51 Street Looking South

Unhealthy evergreen trees should be replaced with species that match existing street trees. New planting should be spaced appropriately.



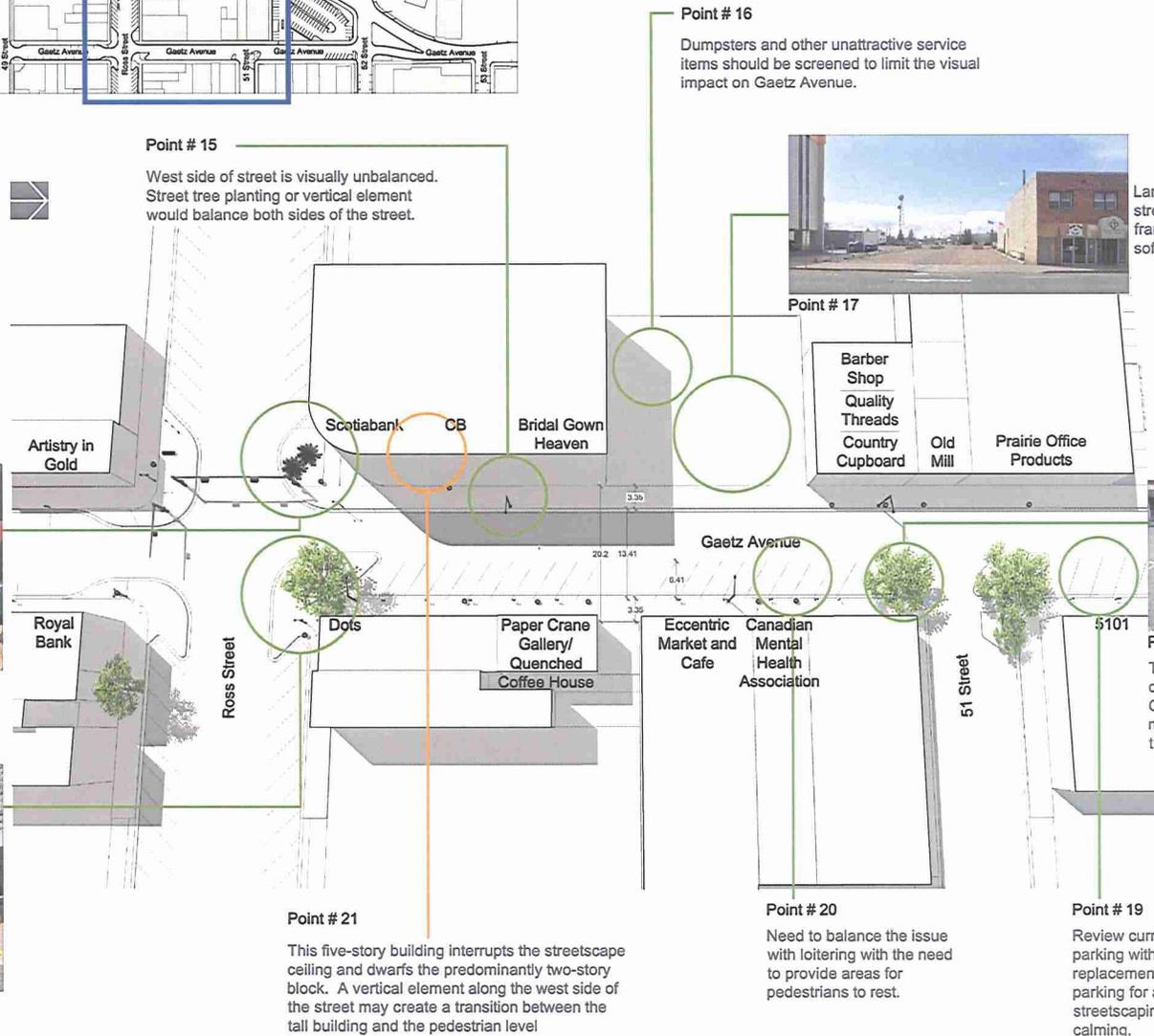
Point # 23

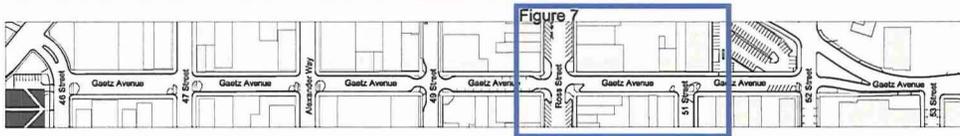
Street corners at Ross are visually strong, with distinctive paving, colorful banners, and large planting areas.



Point # 22

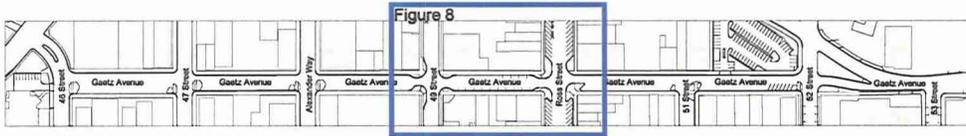
Figure 6



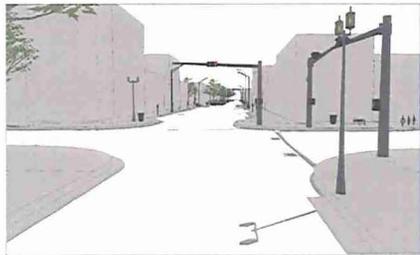


Keyplan (NTS)





Keyplan (NTS)



Ross Street Looking South

Point # 24
Provide stalls at banks for armoured vehicles to prevent double parking.

Point # 25

A gap between the two buildings create a disconnect in the street wall and leaves an area that may pose safety and vandalism issues.

Block corners do not have large planting islands because of two lane traffic design. Colourful plantings can be used to highlight corners. Determine if additional planting areas can be developed along street. Planting should comply with CPTED.

Street corners at 49th are visually dull and cold. The addition of furnishings, plantings, and distinctive paving treatments will make the space more enjoyable to occupy.



Point # 30

Red interlocking brick paving along Ross street terminates abruptly at street corner. Design solutions at Gaetz Avenue corners will need to be compatible with the design of adjacent streets and create a thoughtful transition between spaces.



Point # 29

The two direction street and parallel parking provides little space for street tree planting. Other vertical elements, such as art features, may reinforce streetscape ceiling and provide visual interest. Examine the possibility of converting portions of current parallel parking into planting/seating bulb-outs.

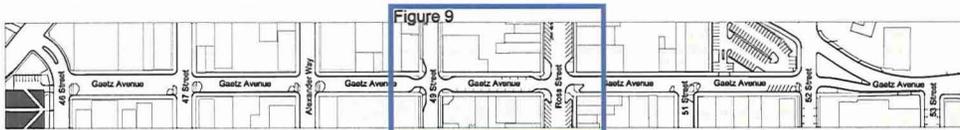


Point # 28

The street corner is strongly marked with distinct paving and community message boards. Additional amenities and planting may be used to create a comfortable rest area for pedestrians.



Point # 27



Keyplan (NTS)

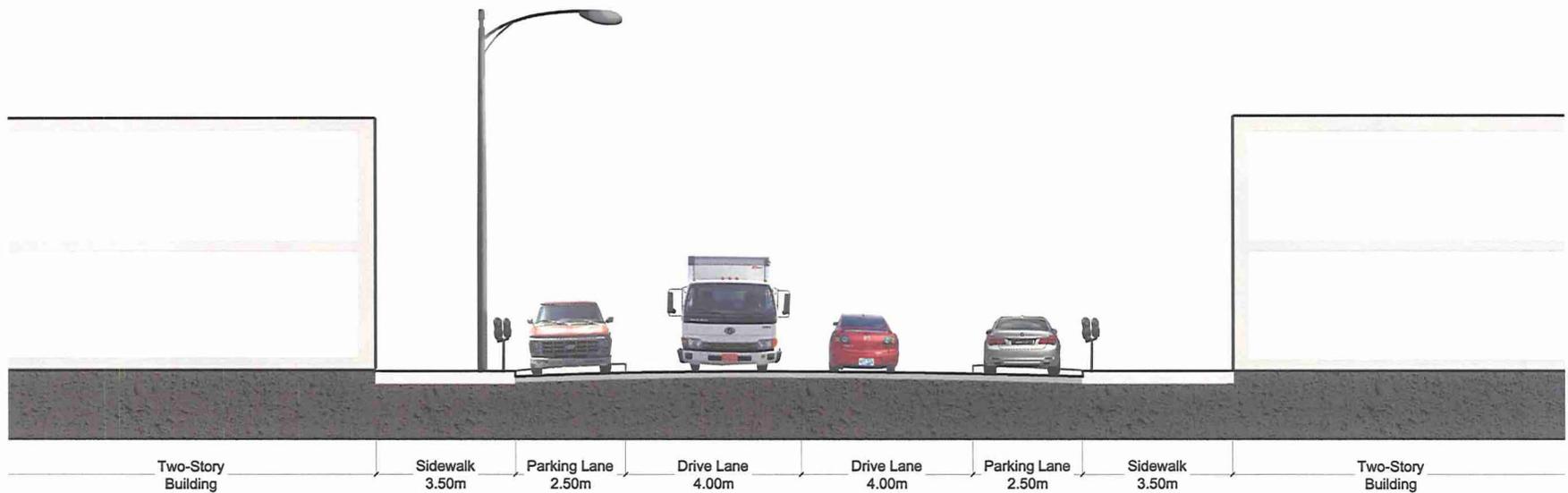
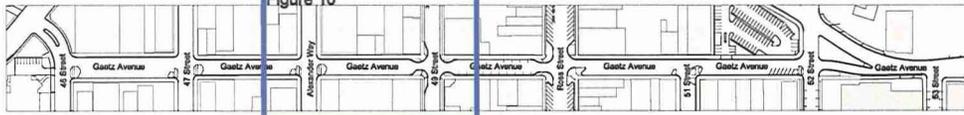




Figure 10

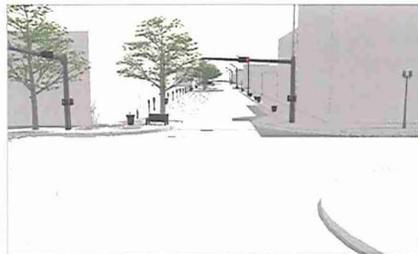


Keyplan (NTS)



Point # 32

Benches and other amenities should be located in places that are enjoyable to occupy. However existing "nooks" can be designed to be welcoming and warm spaces to occupy. "Leftover" spaces between buildings should be discouraged.



49 Street Looking South

Point # 31
Determine if there is room for street trees. Narrowed drive may provide opportunities for additional sidewalk/planting.

Planting design at corners should frame the crosswalk and prevent pedestrians from cutting corners when entering the crosswalks.



Point # 33

Planting island needs to be redesigned with new planting and curbs. Separation of planting island is necessary for street drainage, however strong planting designs may mitigate visual impact.



Point # 37

Surface parking lot visually weakens the street corner by disrupting the vertical plane of the streetscape. The addition of planting areas or architectural elements in the parking area may enliven the corner.



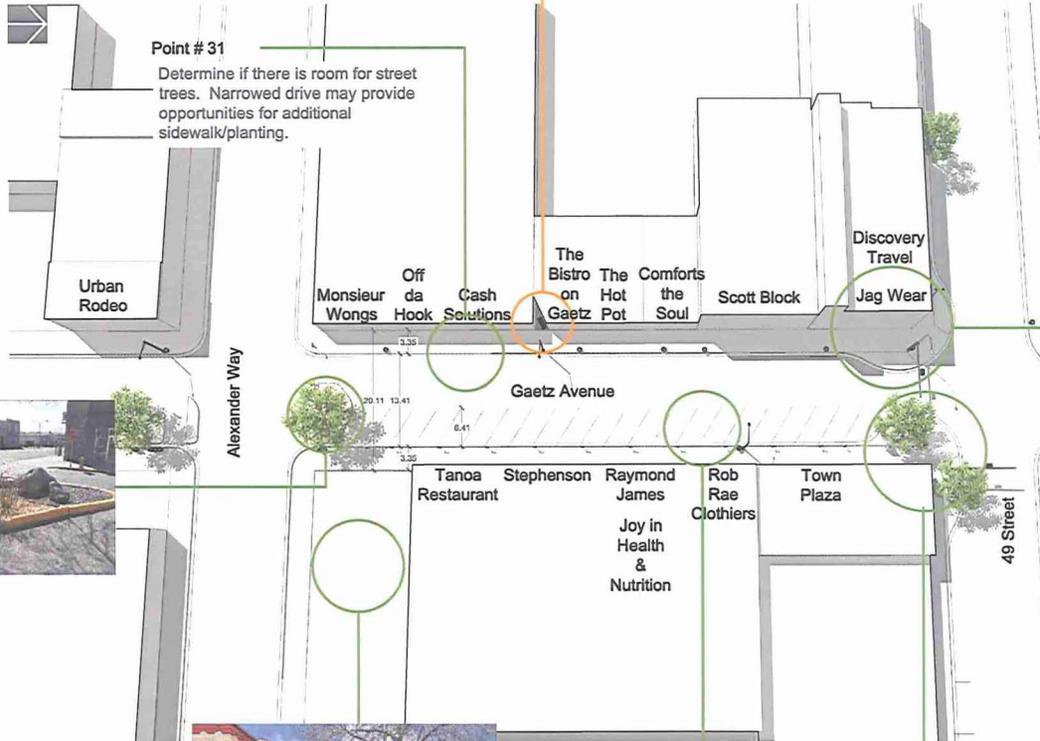
Point # 36

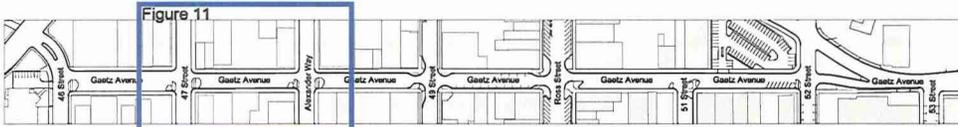
Point # 35
Review potential for replacing angle parking to provide additional sidewalk/street trees.

Good example of combining amenities, planting, and paving to create a welcoming space for pedestrians. Plantings could be redesigned to update corner.



Point # 34





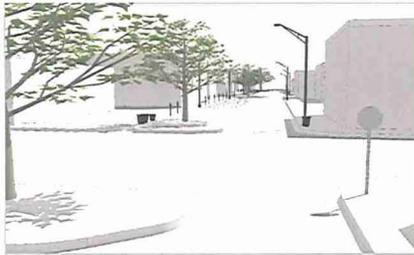
Keyplan (NTS)

Figure 11



Point # 38

Deep building setbacks and parking lots leave long expanses of exterior walls. These spaces may create opportunities for murals to add colour and vibrancy to the street. False facade can also provide a sense of security by giving the illusion of "eyes on the street".



Alexander Way Looking South



Evening business provide activity on Gaetz in hours when it would be otherwise unoccupied. However, design solutions, including site furnishings, will need to be carefully considered to limit loitering at night.



Point # 39

Planting islands provide the opportunity to create interest at the street level. All-season interest can be created through the use of ornamental grasses, and evergreen plants. A consistent mulch used throughout Gaetz Avenue will help create visual continuity.



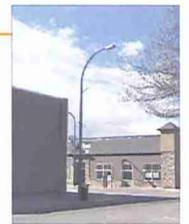
Point # 42

Poorly lit parking lots in places with evening activities can be areas of safety concern.



Point # 41

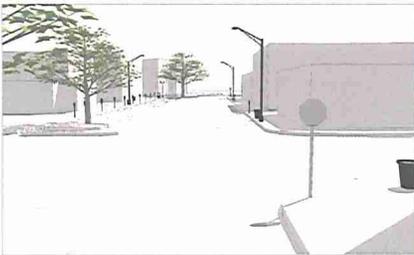
This blue light standard is the result of design upgrades along Alexander Way where Gaetz Avenue intersects with adjacent distinct streetscape. There will need to be some way to combine or transition design concepts at corners.



Point # 40



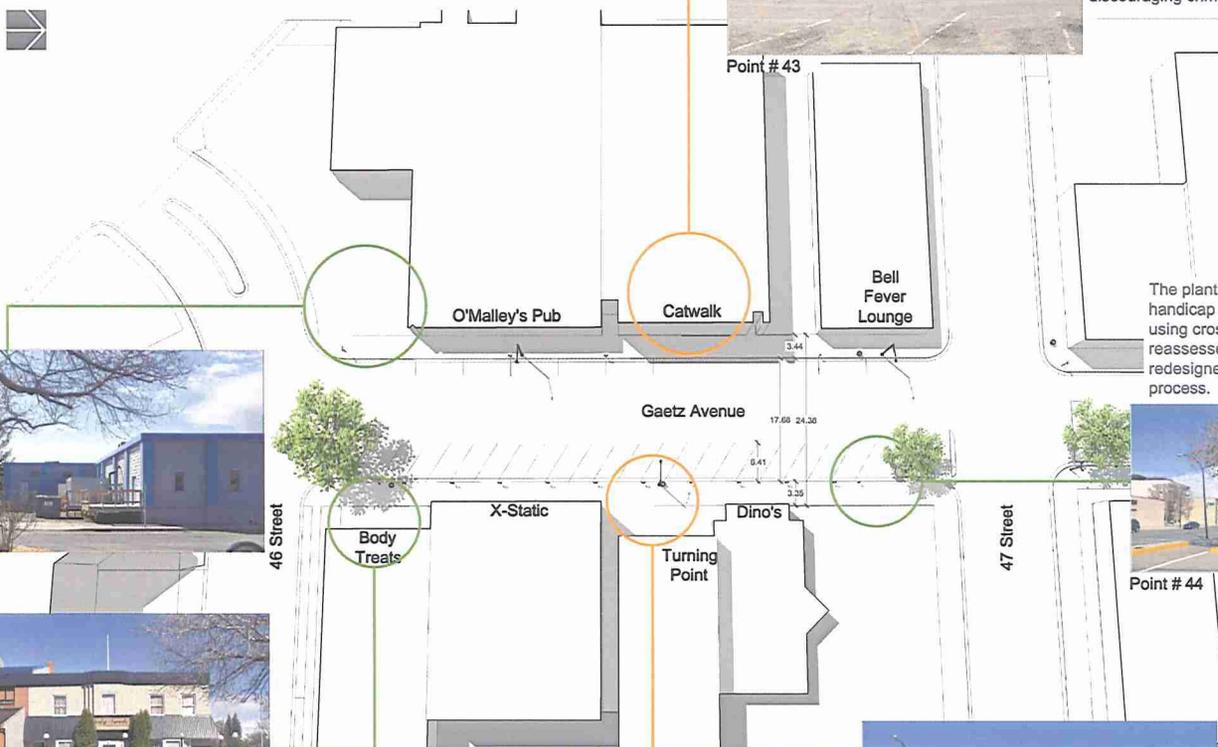
Keyplan (NTS)



47 Street Looking South



Buildings without prominent windows make the street less friendly to pedestrians. Windows also allow businesses to have "eyes on the street", promoting safety and discouraging criminal activity.



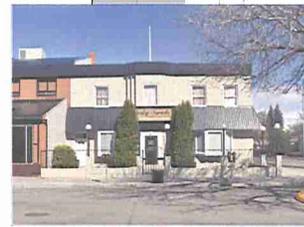
The planting island is shorter to allow handicap access from parking to sidewalk using crosswalk. Accessibility needs to be reassessed along Gaetz Avenue and be redesigned as part of the improvement process.

Unscreened or poorly screened side-yards are unattractive and undesirable in urban streetscapes.



Point # 47

Buildings with front setbacks can be mitigated with designs that create pedestrian interest and make use of outdoor spaces.



Point # 46

Shifts in building scale, height, and architecture leaves awkward spaces between buildings. Zoning bylaws should be re-evaluated to make sure new development is compatible with the long term vision for Gaetz Avenue.



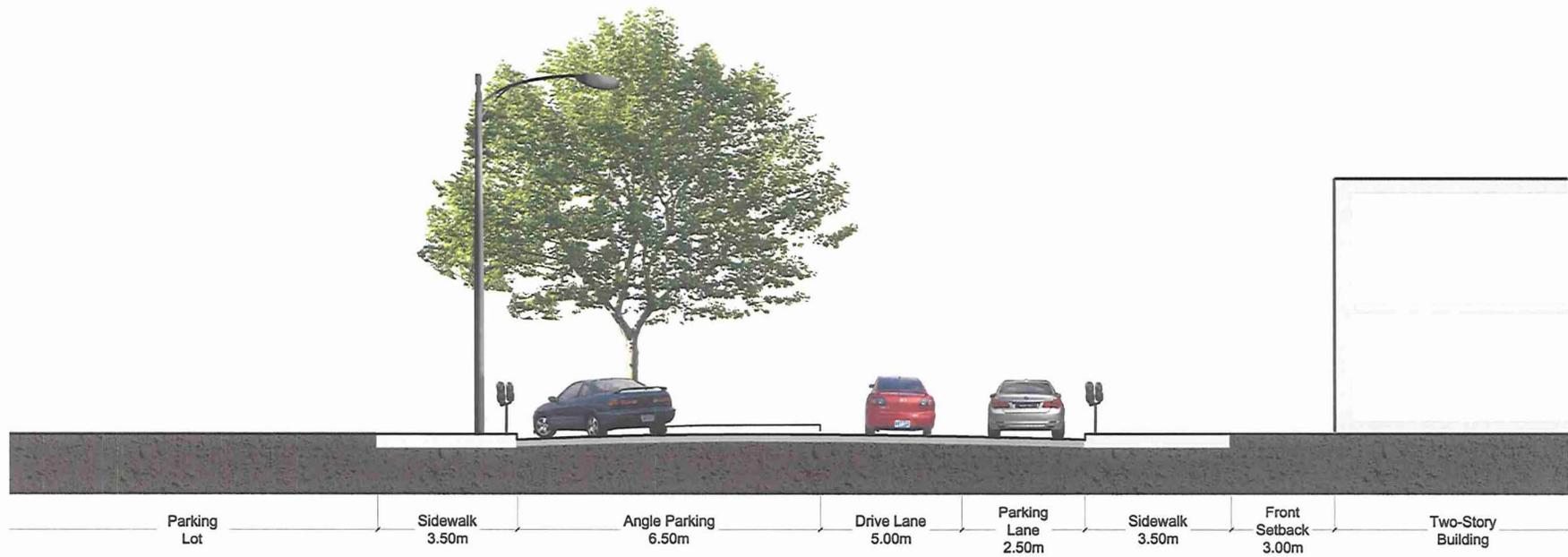
Point # 45



Point # 44

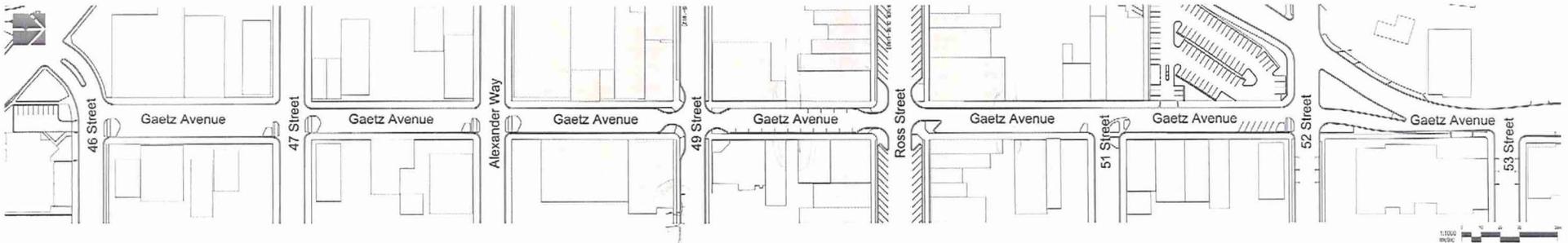


Keyplan (NTS)



Appendix B

GDAP Workshop



Parking Lot Lighting

Parking lot Lighting Requirements

Parking Lot Lighting Guidelines

Not consistent to final Gaetz Avenue fixture? *yes*

Wall Mounted

Pole Mounted

} combination as app.

Motion Sensor options if pole lighting is too expensive *No*

Street Lighting

Pedestrian Scale

Additions

Removals

Relocations

~~Decorative Poles~~

Better Quality / Color of light

Standardized Design *would like it not necessary*

Distinct "Gaetz Avenue" Style

Historic Style: Contemporary Style *no*

Simple / Ornate *it doesn't matter*

Color

Block-by-Block Thematic Lighting

LED *no*

Wall Mounted Pedestrian Lighting

dark skies compliant

height of banners on pedestrian scale *yes*

bright Christmas decorations *yes*

secondary power at bases

tree lighting *yes*

non issue

**need to be completely redone*

Accessibility

Textured Indicator Strips at crossing locations on Intersections *yes*

Textured Strips along Curbs *no*

Additional chair Curb ramps *okay*

Audible / Braille Pedestrian Crossing Signals *not part of this project*

Textured curb *no*

eliminate more curbs let pedestrians move freely *no*

make make intersections 360 degree accessible *okay but not a priority*

raise crosswalks

emphasis on pedestrian *yes*

Buildings

False building facades to fill small gaps between buildings *maybe septed*

Plantings against walls (Graffiti Deterrent)

Vine Covered Walls (Graffiti Deterrent)

Murals Walls (Graffiti Deterrent) *yes*

graffiti public art opportunities *yes*

Roadways

Re-designed planter curbs (to eliminate siltng)

keep curb height to discourage shortcutting through planters

Removal of Dumpsters

Secure Garbage Enclosures.

Parking and pickup controls at the nightclub end *yes*

no parking except cabs after 10:00 *no*

- close road traffic focus on ped vs traffic

Sidewalks

add bottle/can baskets on outside of garbage bins (reduces rummaging through garbage cans) *yes*

Emergency phone kiosks *no*

ensure business fronts are well lit *yes*

designated smoking areas *yes*

Removal Benches *no*

CPTED Compliant Benches *yes*

Greens



Furnishings

- ✓ Garbage Cans Addition / Removal / Relocation
- ✗ Garbage Cans New Style
- ✓ Garbage Cans Permanent Mounting
- Garbage Cans car/bottle basket (to prevent bin tumbling)
- Garbage too close-in style the planters
- ✓ Recycling Bins Addition / Removal / Relocation
- ✓ Recycling Bins New style *flexible bins*
- ✓ Recycling Bins Permanent Mounting
- Benches Addition / Removal / Relocation
- Benches New Style
- ✓ Benches Permanent Mounting
- ✗ Benches backless
- Benches with dedications
- ✓ Bike Racks Addition / Removal / Relocation
- ✓ Bike Racks New Style
- ✓ Bike Racks Permanent Mounting
- ✓ Bike Lockers Indoor / Outdoor
- ✓ Planters Addition / Removal / Relocation
- Planters New Style *maintenance*
- ✓ Planters Permanent Mounting
- ✗ Hanging Baskets Addition / Removal / Relocation
- ✗ Hanging Baskets New Style
- ✓ Public Ash Cans Addition / Removal / Relocation
- Public Ash Cans New Design
- Public Ash Cans Permanent Mounting
- Public Ash Cans Wall Mounted
- Standardized Newspaper Kiosks

Pedestrian Information

- Downtown Info Kiosks Addition / Relocation
- Downtown Info Kiosks New Design
- Downtown Info Kiosks Multiple Sizes
- ✓ Poster / Notification Poles
- Wall Mounted Boards
- ✓ Historical Building Plaques
- History / Storyline Plaques or Pole Features
- Wayfinding Signage

✓ Artistic Information
i.e. blend/meld
info/wayfinding/interpretative/signage

Landscape

- ✓ Community Gardens
- Volunteer Gardens
- ✓ Commemorative / Historic Gardens
- Edible Planting Design
- ✓ Community Garden Plots
- ✓ Thematic Planting Beds (i.e. native, heritage)

Artistic Features

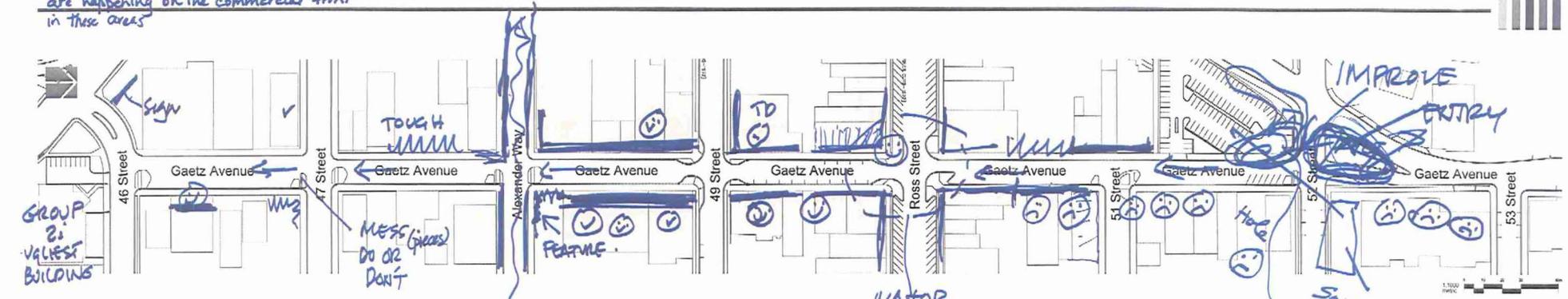
- ✓ Banners Additional / Removal Relocation
- Banners "Gaetz Avenue" Design that complements the Downtown Banners
- Banners Standardized Downtown Design
- Temporary / Changing Public Art
- Public Art with Public Engagement Program
- Bronze "Ghosts"
- Paving Mosaics / Inset Sidewalk Art
- Community / Resident Art Collaboration
- Block-by-Block Thematic Sculptural Elements
- Design Competition
- Local Artist Commissions
- ✓ Kinetic / Moving Sculpture
- Permits for Artists to soil / create work on sidewalk
- Murals
- Colored / Patterned Blank Walls
- Parking Lot Decorative Screens
- Gaetz/Ross Intersection "public art" opportunity

Lighting / Servicing

- ✓ Tree Lighting Seasonal / Year Round
- ✓ Tree lighting LED
- ✓ Uplighting
- ✓ Tree Up-lighting
- Tree Lighting
- ✓ Tree Lighting Programmed / Light Show
- ✓ Tree Lighting Photo Voltaic / Timed
- Tree Lighting Motion Sensored
- ✓ Tree Lighting christmas lights
- Power Service at All Street Trees
- Power Service At all Intersections
- Power Service Scattered throughout the block
- Water Service Nodes for Events

!✓ - can be improved/enhanced/reviewed/considered
✓ - already doing
- - - not necessary

means we think some good things are happening on the commercial front in these areas



Private Property Guidelines

- Building Façade Guidelines **DESIGN!**
- Signage Guidelines ✓✓✓
- Maximum Frontage Widths
- Maximum Number of Stories /Height
- Homogenous architectural style for all of Gaetz Avenue
- Eclectic architectural styles that are compatible
- Block-by-block architectural themes
- Business Incentives for Planting Beds
- Business Incentives for Façade Upgrades ✓
- Building Setback Volunteer Gardens
- Building Setback Community Gardens
- Building Setback "Courtyard" Treatments
- Remove Setbacks from Bylaws
- Working Side Yards Fenced / Screened
- Elimination of Working Side Yards
- Working Side Yards Landscaped
- Enclosed Dumpsters **ENCLOSURES.**
Removal of Dumpsters

Landscape

- No Shrub Plantings → **STRATEGIC**
- CERTIFIED-Compliant Shrub Planting
- Block-by-Block Distinctive Planting Schemes
- Continuous Gaetz Avenue Planting Schemes
- Native Plant Material
- Drought Tolerant
- Edible Plantings
- Annual Plantings seasonal colour
- business flower pot program
- historical / heritage planting
- planting design as an integral design element of the historical concept
- Street Tree Planting (within sidewalk)
- Street Tree Planting In Shrub Beds
- Street Tree Planting In Mulch Beds
- Street Tree Planting In Tree Grates
- Solitary Tree Species
- Multiple Species **not too many 2 or 3**
- Flowering Trees
- Colored Foliage
- Convert Street Parking Stalls Into Planting Beds **maybe!**
- Planting Requirements for Private Parking Lots
- Additional planting in Public Parking lot ✓
- No Planting in Parking Lots

Aesthetic Theming

- Distinct Gaetz Avenue Theme Complementary to Historic Downtown Theme
- Historic Downtown Theme **could be scary!**
- Edmonton-Calgary Trail Theme
- Block by Block Historical / Time Period Theme:
- Contemporary
- Primitives / Natural
- Funky / Eclectic
- Artistic
- Festive
- Country
- Rock
- Colorful / Vibrant

Sidewalks

- Retain existing with no modifications
- Addition of Colored Concrete Patterns / Banding
- Addition of Textured Concrete Patterns / Banding
- Addition of Paver Banding
- Addition of Stone Banding
- Replacement of sidewalk with Pavers ✓
- Replacement of sidewalk with New Concrete ✓
- Replacement of sidewalk with New Concrete and Pavers
- Inlaid Mosaics / Medallions
- Inlaid Street Names
- Inlaid Art
- Inlaid Commemorative Plaques
- Distinctive "Gaetz Avenue" Intersection Treatments (consistent along Gaetz) ✓
- Intersection Treatments match adjacent blocks (different along Gaetz)
- Replace yellow curbs
- Replace rolled asphalt curbs

Aesthetic Elements

- Downtown Entrance Sign New / Modified
- Downtown Entrance Updated Shrub Beds
- Downtown Entrance Remove / Add More Annual Beds
- Downtown Entrance Sign Improved Lighting
- Custom Manhole Covers
- Custom Tree Grates
- Custom Sign Blades
- Replace / Modify Traffic Signal Supports with aesthetic details
- Distinct Banner Poles ✓
- Transformer Box Painting / Artwork
- HISTORIC PHOTOS.**

NO! Homogenous architectural style for all of Gaetz Avenue

Eclectic architectural styles that are compatible

Block-by-block architectural themes

Business Incentives for Planting Beds

Business Incentives for Façade Upgrades ✓

Enclosed Dumpsters **ENCLOSURES.**
Removal of Dumpsters

DISLIKE:

ABANDONED STORE FRONTS

PKG ALONG STREET. FILLYN GAP

LOW LIGHTING.

ALL BILLBOARDS. (DYNAMIC SIGNS)

YELLOW PAINT.

NON COMMERCIAL USES ON MAIN LEVEL /

VACANT LOTS

LIKE

HERITAGE BUILDINGS.

IDEA OF FEATURE / ARCH

SMALL PLAQUES PED FEATURES *

SMALL SCALE UNIQUE STORES

SMALL FURNITURE

STREETSCAPE ON GAETZ URBAN

OPPORTUNITIES

DIRECTIONAL SIGNAGE

WAYFINDING.

HANGING BASKETS -

COLOUR / PLANTING.

MAKE SIDEWALKS WIDER

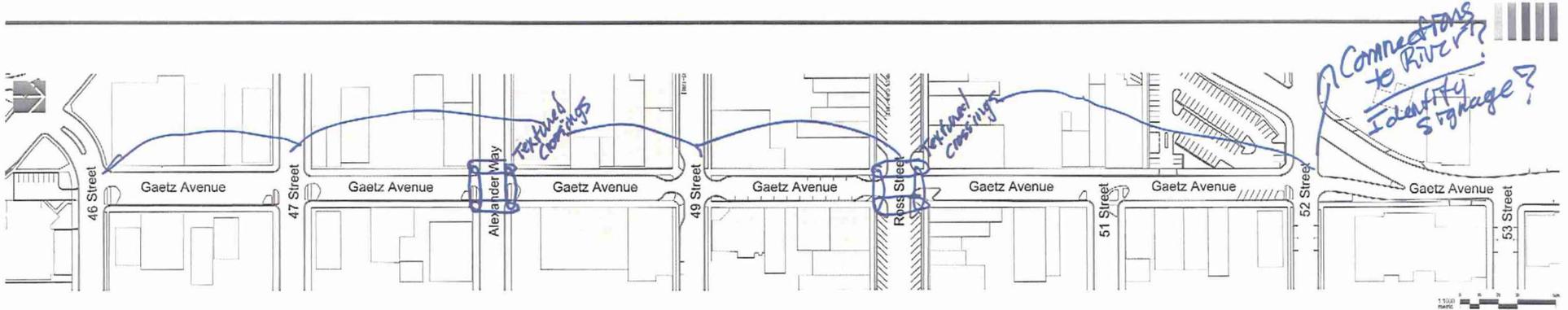
RESTAURANTS OPEN **HOTTER OUT!**

STUDENT ART DISPLAYS **VACANCY.**

BIKE PARKING

NEED SOMETHING TO ATTRACT PEOPLE TO MOVE FROM ONE END TO THE OTHER

FRANK, DAMIEN, CELIA, CINDY



Accessibility

- Additional Disabled Parking Stalls
- Relocate Disabled Parking Stalls
- Parking Curb Ramps at Disabled Parking stalls
- Improved Disabled Parking Signage / Markings
- Wider / Deeper Disabled Parking Stalls

- disabled parking on each block
- located curbside for easy access to sidewalks
- improved identification
- align with uses on each block
- parallel parking(?)
- Universal Design/urban Braille

Parking

- One Side Parallel and One Side Angle
- Parallel on Two Sides
- One Side Perpendicular Parking
- Back-in Angle Parking
- no on-street parking on some blocks
- Restrict Private Parking Lost at Front / Side of Property
- Remove Gaetz Avenue lot entrances (cars enter from lane)
- remove / make smaller the bump outs

Roadways

- Addition of Dedicated Bike lanes
- Decorative screens to reinforce parking lot edge
- Bus Shuttle Service / Stops
- Narrow Existing Lanes
- S-Curve Drive Lanes / Chicanes
- Alternating Parking Sides
- 2 way traffic all the way
- restricted speed
- 30km/hr limit reflects true historic nature of Gaetz
- suitable for bike traffic
- No Need, If traffic is calmed

Pedestrian / Traffic Interface

- "Scatter / Scramble" Pedestrian Signals
- Countdown Pedestrian Signals
- low curb
- rolled curb
- no curb (painted/textured/ bollard edge indication)
- angled curb (to prevent sitting)
- Patterned / Colored Crosswalks
- Raised Crosswalks
- Textured Crosswalks
- Universal Design (Urban Braille)

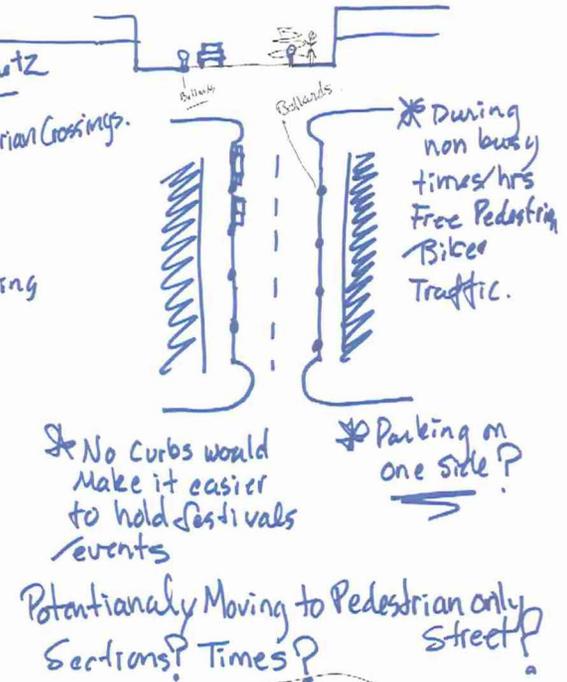
Scatter - No Need, already walking

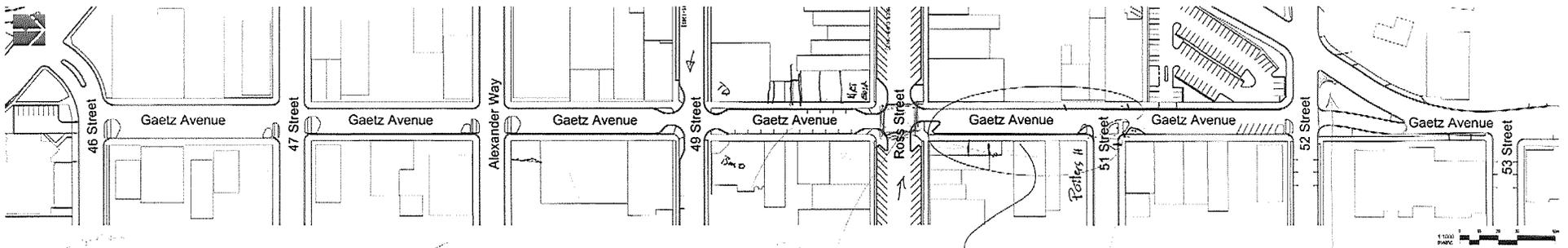
Entire Gaetz

Highlight Pedestrian Crossings

Ross Street / Cross streets Not Gaetz

* other: Flags ~~left~~ for trees where they don't fit





- Increased Sidewalk Widths by reconfiguring drive lane
- Increased Sidewalk Width by reconfiguring parking design (ie: Angle vs parallel)
- Increased Sidewalk Width by removing parking
- Sidewalk bulb-out areas for seating/gathering by selectively removing parking stalls
- jaywalking bylaw - don't need no want.
- Shading Structures / Arbors
- Seasonal Canopies?
- Create Permanent Sidewalk Bulb-outs for seating / café areas
- Building Awnings
- Small Event Spaces at Intersection Bulbs

- Pedestrian Wayfinding Signage
- Water Misting Devices in Hot Weather
- Heating Devices in Cold Weather -- Finland/Norway.
- Tourism Brochure Kiosks
- Dog Watering Areas / Dog Bag Dispensers / Dog fix ups.
- Busker Programs / Licenses
- Gaetz Avenue Sidewalk Sales
- Community Garage Sale Events
- Annual Block Party
- Outdoor Cinema on Blank Walls
- Small Play Areas
- Water Features

Hoop Fest (Bring it back)

*Dedicated Mon-Sat 7a to 6a block length
Busker night (seasonal)*

It seems always dark / shadowed / even during the day.

Saturday night Downtown welcome

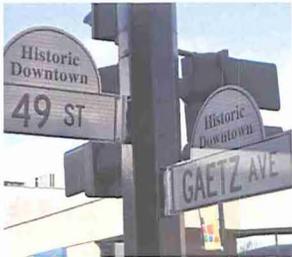
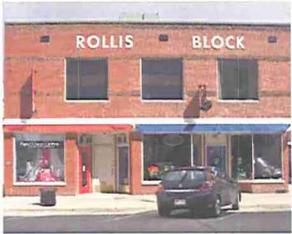
⇒ Better use of back alleys.

D. Bank @ street level + ped. experience.

⇒ Need a theme for this leg of Gaetz Avenue w/ common furnishings / elements

Appendix C

Business / Property Owner Open House



Gaetz Avenue Streetscape Revitalization

Tonight's Open House

We are at the midway point of the design process. As members of the Gaetz Avenue Business Community, this open house is your opportunity to review the design framework and provide feedback on the project. Your ideas and responses will provide valuable guidance into the Revitalization Project.

Around the room, you will find boards providing information about the project, design scenarios and design palettes. Wherever you see a **What are your ideas?**, provide feedback using the STICKY DOTS to vote or STICKY NOTES to provide comments, as indicated. If you need sticky dots or notes, please see one of the project team members.

The final design and detailed solutions, products, and amenities will be displayed at a public open house on July 7, 2010.



Greater Downtown Action Plan, 2008



As emphasized in the GDAP's 2008 Update and City of Red Deer Downtown (C1) Public Realm Upgrades, streetscapes within the Historic Downtown require continual improvements in order to create a vibrant, dynamic, and walkable environment. In an effort to revitalize the downtown area, streetscape projects such as Alexander Way and Gaetz Avenue, have been implemented.

Improvements made along Gaetz are focused on creating a unique pedestrian oriented business and cultural "place". Though Gaetz Avenue is an important vehicular entrance into downtown, the success of this project will result from the enhancement of the pedestrian experience. Encouraging people to enjoy Gaetz Avenue as a walking experience will attract new and diverse businesses to the area and create a destination for residents and visitors.

Historically, Gaetz Avenue has been the spine of the downtown Red Deer. Though traffic patterns and land uses in Red Deer's center have changed, Gaetz Avenue remains has the potential to be transformed Gaetz Avenue into a destination within the City. The GDAP provides a clear image of the City of Red Deer's vision for the Downtown and Gaetz Avenue:



Historic Downtown

"... a continuously reinvigorated office and retail centre featuring major government buildings, the city's historic character, and new mixed-use residential and commercial developments."



Gaetz Avenue

"... a bustling but very comfortable street where the buildings and street amenities reflect the avenue's important history as part of the Calgary-Edmonton Trail, Alberta's main north-south artery."



GDAP Themes

- 1 **Great Streets**
"Lively streets filled with people interacting amidst bustling stores, offices, shops, restaurants, public buildings, and open spaces."
- 2 **Great Places**
"The buildings, outdoor spaces, and informal spaces are designed to enhance positive interactions ..."
- 3 **Great Connections**
"... weaves together natural and constructed spaces into a seamless, continuous spaces."
- 4 **Vitality**
"... a place for all citizens, for diverse urban activities, for varied buildings, facilities, and outdoor amenities."
- 5 **Authenticity**
"... honours its origins and builds on authentic western Canadian themes"
- 6 **Sustainability**
"... a model of our community's commitment to living in concert with our environment."



Why improve the streetscape?

A successful commercial street has its foundation in good streetscape design. A positive pedestrian experience motivates people to come to the area and enjoy the shops, restaurants, and amenities offered in the area. Though streetscape design is important to the vitality of the area, social issues, such as homelessness and prostitution, will not be resolved solely through design. Streetscape improvements, however, can precipitate revitalization by increasing safety, attracting new businesses and residents, and creating a sense of community. This project is a part of a coordinated effort between the City of Red Deer, local businesses and residents to improve the image and quality of Gaetz Avenue. The following outlines some of the rationale behind revitalizing Gaetz Avenue's streetscape.

Safety



Gaetz Avenue will provide a safe place for residents, visitors and businesses. Key areas of concern will be identified and design solutions will be evaluated according to Crime Prevention Through Environmental Design (CPTED) principles and safety. Improving lighting, deterring graffiti, and discouraging loitering through streetscape improvements will help businesses protect their properties, employees and clients.

Amenities



Gaetz Avenue will provide amenities for pedestrians that allow them to enjoy the neighborhood and the businesses located on the street. Amenities will be designed for both functionally and aesthetics. Creating public destinations and attractions along the corridor will encourage pedestrians to continue along the street to see what else Gaetz Avenue has to offer.

Aesthetics



The aesthetics should complement and reflect the overall vision for the Historic Downtown and recognize the history of the street, while creating a vibrant and distinctive place for people to remember. Providing a commercial environment that is clean, green, and well designed will show people that the residents and businesses care about Gaetz Avenue and are dedicated to removing undesirable activity from their street.

Vehicle Movement



Gaetz Avenue will provide a balance between vehicular and pedestrian needs. This project will place pedestrian needs first, while still supporting the commercial district with effective traffic and parking design. Creating a safe pedestrian friendly environment invites people to enjoy multiple businesses and stay out of their cars.

Pedestrian Experience



Gaetz Avenue will be an engaging street that will encourage visitors to experience the street on foot. Street events, activities and destinations invite people to be a part of the public realm and encourages mixed-use developments. An increased presence on the street and in the area discourages crime and illegal activity by providing multiple "eyes on the street".

What are your ideas?

PLEASE PLACE A STICKY NOTE WITH YOUR COMMENTS IN THE SPACE BELOW.



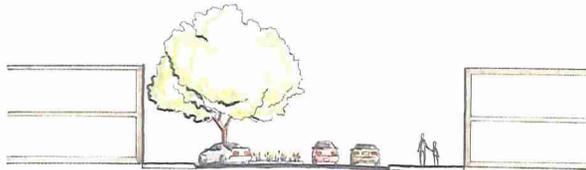
Scale and Form

Traditionally, Gaetz Avenue properties have a frontage of 7m and a depth of 39m. Many building bridge two to three properties, which is consistent with many grid-iron downtowns in Alberta. In the City of Red Land Use Bylaw, the C1 Commerical (City Centre) District, of which Gaetz Avenue is a part of, it is required that "street elevations shall replicate the historic pattern of store front modules of 7.5 to 10.0 m wide, each containing varied design elements such as entrances, windows, canopies, projections, roof lines and signage.

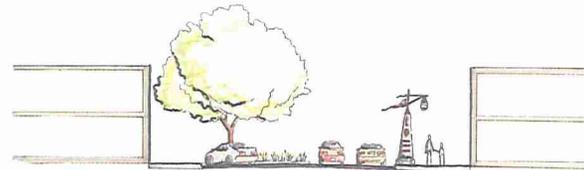
Currently, the mature trees on the east side of the street are not balanced by features or landscaping on the west side. Experientially, the west side of the street does not have a pedestrian scale and is not as enjoyable or comfortable of a space to occupy. By balancing both sides of the streetscape, the public realm is more attractive and comfortable and the roadway does not seem as dominant. The cross sections below illustration three potential solutions that address issues with scale and form.

What are your ideas?

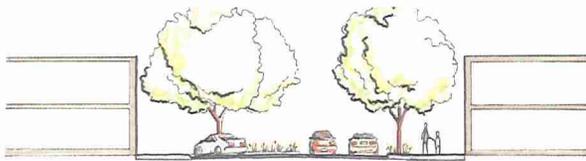
PLEASE PLACE A STICKY NOTE WITH YOUR COMMENTS IN THE SPACE BELOW.



Existing Street Section with Sidewalk Widening



Option 1: Addition of Architectural / Wayfinding Feature



Option 2: Additional Landscaping



Option 3: Addition of Pedestrian Scale Lighting and Banners



Sidewalks and Accessibility

In general, the concrete sidewalks along Gaetz are in good condition. By retaining the existing sidewalks, there is an opportunity to use patterns, textures, colors, and new materials to give new life to the streetscape. Design elements incorporated into the sidewalk will be consistent along Gaetz Avenue, though subtle differences may be allowed block to block.

The revitalization of Gaetz Avenue will include design elements that provide universal accessibility for visitors and residents. Though Gaetz Avenue is a transportation corridor in the downtown the emphasis of improvement will be on pedestrian needs and comfort rather than on vehicles. Strategies that focus on the needs of elderly, disabled, or physically impaired visitors will enhance streetscape design aesthetics and pedestrian safety. Accessible design features, such as textured indicator strips at intersections, colored or textured crosswalk, will be incorporated into the design as appropriate.

What are your ideas?

PLEASE PLACE A STICKY NOTE WITH YOUR COMMENTS IN THE SPACE BELOW.

Design Palette B



Palette A Description

Concrete sidewalks with patterned, colored, or textured designs or banding. Existing concrete that is in good condition will be retained and altered to create an interesting surface design treatment.

A

PLEASE PLACE A DOT IN THE BOX OF THE PALETTE YOU PREFER.

Design Palette A



Palette B Description

Red concrete pavers are incorporated into the sidewalk design. Paving bands or sections will be added into existing concrete that is in good condition. Alternatively, the entire sidewalk may be replaced by all paver design.

B



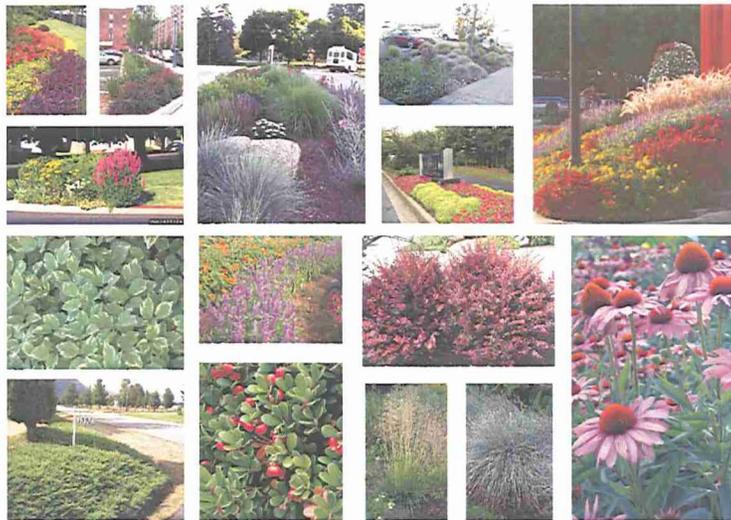
Landscaping

The landscape within an urban environment can serve multiple purposes. Well designed plantings can be used to brighten up dull streets and provide a sense of visible stewardship that discourages undesirable activities and vandalism. Plantings along Gaetz Avenue have the opportunity to visually transform the space, but they will need to be designed using CPTED principles. Vegetation is known to reduce the "heat island effect" that is a result of densely developed areas that do not have a lot of green spaces. Landscaping should contribute to the aesthetics and design palette of the streetscape by providing color, seasonal interest, and continuity along Gaetz Avue. Though planters and hanging baskets provide spots of interest, they are only seasonal and do not provide much impact on the overall streetscape experience. Existing planters along Gaetz Avenue will remain in the Revitalization Project but proposed landscape designs will better reinforce the public realm.

The mature trees along Gaetz Avenue provide a warm and inviting atmosphere for Gaetz Avenue; however the trees are located only at the street intersections. Opportunities for additional street tree plantings within the existing roadway is limited. Modifications of the roadway pattern is being explored in an effort to provide a canopy for pedestrians and strengthen the street "ceiling".

What are your ideas?

PLEASE PLACE A STICKY NOTE WITH YOUR COMMENTS IN THE SPACE BELOW.





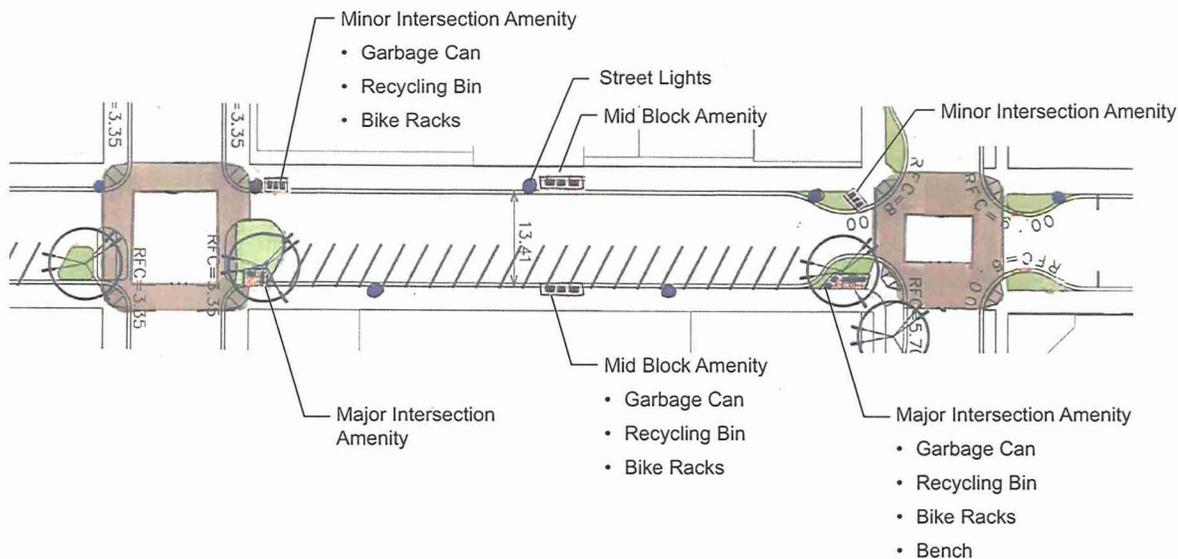
Furnishings and Wayfinding

The City of Red Deer has replaced existing furnishing along Gaetz Avenue with black metal CPTED compliant furnishings. The furnishing style selected will be continued as part of the Revitalization Project. The recycling bins, public ashtrays, and bike racks have been identified as items that may require design modifications. Any alternative furnishings proposed will be complementary to existing furnishings and will blend seamlessly into the streetscape. The quantities, groupings and locations of existing furnishings will be assessed according to functionality and aesthetic placement.

Gaetz Avenue is an important connection in the downtown, with major cross roads, such as Alexander Way. Pedestrian scale way-finding signage is an important way to keep people on the sidewalk and out of their cars by attracting them to destinations throughout the downtown. Way-finding devices can be incorporated into artistic or sculptural elements that create a repetitive rhythm down Gaetz Avenue. More subtle marking, such as a continuation of the historical imprinting of street names in concrete sidewalk that are scattered throughout the downtown. Poster / notification poles can be located at strategic locations along the street to inform pedestrians of events that are occurring in the City's centre.

What are your ideas?

PLEASE PLACE A STICKY NOTE WITH YOUR COMMENTS IN THE SPACE BELOW.





Aesthetic Elements and Public Art

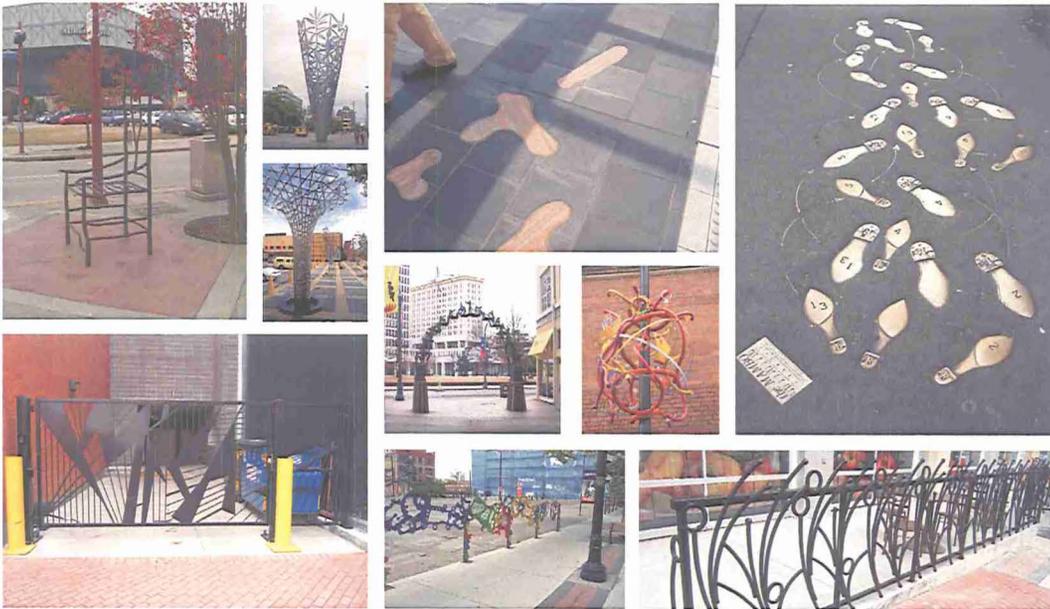
Though all design elements should contribute to a cohesive design of the public realm. Aesthetic elements that are unique and distinct to Gaetz Avenue can provide interest and visual continuity. These elements could include custom manhole covers or tree grates, decorative parking lot screens, or banners.

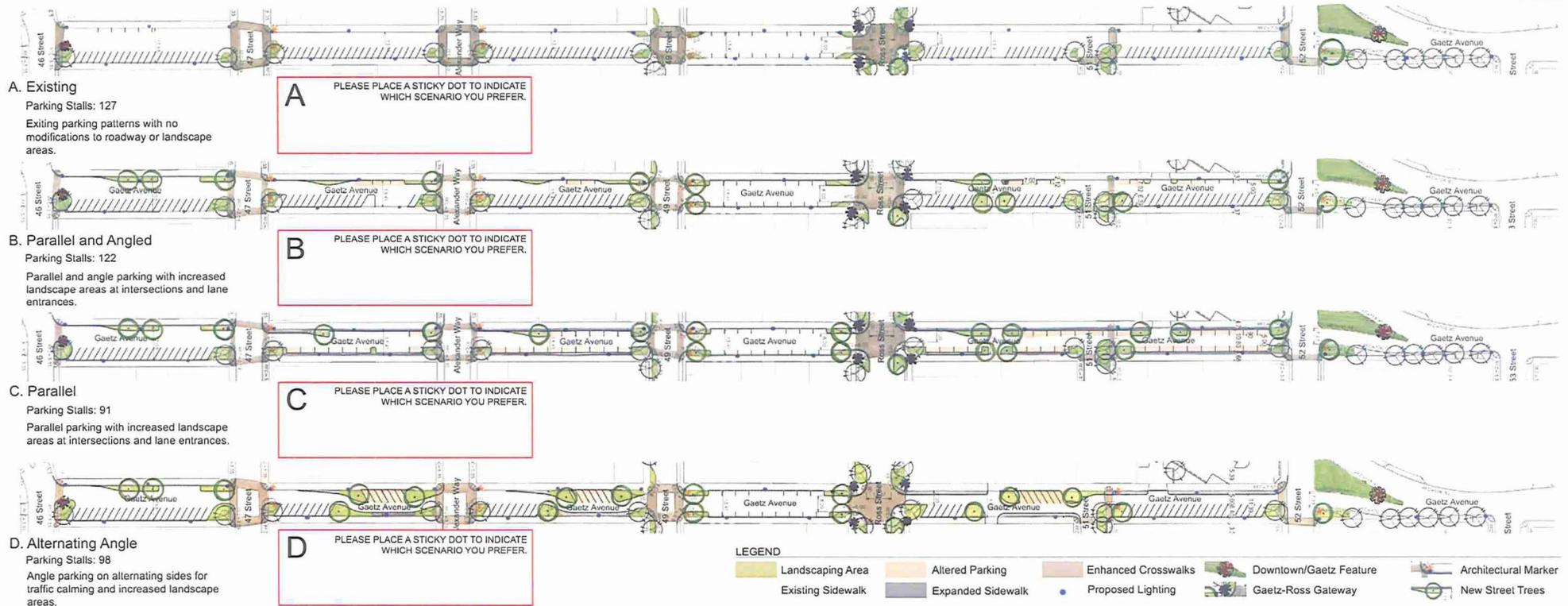
Public art provides an opportunity to engage pedestrians and create a colorful and vibrant environment. Sculptural features could be permanent commissioned art, such as the downtown's bronze "ghosts", or temporary transitional pieces that are on Gaetz on a short term or seasonal basis. Programming such as sidewalk artists, and community collaborative art work allow visitors and residents to be a part of an artistic endeavor and take ownership of the features along Gaetz Avenue. The creation of murals on blank walls or in neglected places has been known to reduce graffiti, provide the appearance of "eyes on the street" and can encourage ownership by street people when it is a collaborative creative process.

Gaetz Avenue and Ross Street is an important intersection both functionally and historically. A strong public art element such as a gateway or a series of sculptural structures should highlight the area and coordinate with the use of the space as a large gathering area for temporary events and festivals.

What are your ideas?

PLEASE PLACE A STICKY NOTE WITH YOUR COMMENTS IN THE SPACE BELOW.







Additional Streetscape Ideas

Throughout the project and in various stakeholder workshops, several ideas for improvements to Gaetz Avenue have been explored. The following is a list of some of the other ideas we are considering in this project.

- Improved quality and color of street lights with a standardized "Gaetz Avenue" Design that is complementary to downtown lighting
- Provide servicing nodes (water and power) throughout for events
- Textured indicator strips and enhanced crosswalks and additional curb ramps to increase accessibility
- Removing curbs to provide better accessibility and pedestrian experience
- Graffiti deterrents: Murals, public art, Plantings along walls, vine walls
- Re-design planter curbs to eliminate sitting but maintain curb height to discourage shortcutting
- Explore parking restrictions / cab loading areas for bar district
- Relocate / Add garbage cans / Recycling Bins / Benches / Bike Racks to create better amenity nodes
- Poster / Notification Poles
- Blend wayfinding / info / interpretive / public art into features along street
- Addition of a variety of public art forms: "Ghosts", paving mosaics, kinetic Sculpture, etc
- decorative parking lot screens
- Gaetz Avenue / Ross Street Intersection Art/Gateway feature
- Year-round street tree lighting; LED, programmed/ light show, uplighting, photo voltaic/timed
- strategic / CPTED compliant plantings using decorative plant material with seasonal color
- Distinct Gaetz Avenue theme, complementary to Downtown Aesthetic, that is funky, Eclectic, Artistic, Festive, Colorful / Vibrant, historic
- inlaid street names into sidewalk
- Remove yellow paint from curbs
- Transformer Box Painting / Artwork
- sculptural / artistic element that draws people down the street.
- historic photographs
- improve downtown entrance feature
- provide easy curb side access for disabled parking and improve identification / signage
- seasonal canopies in public realm
- small event spaces at bulb-outs
- Dog amenities and tie-ups
- small play areas
- Gathering space at downtown welcome sign

What are your ideas?

Survey Results

The City of Red Deer has retained the services of ISL Engineering and Land Services to design and prepare streetscape upgrades for the downtown section of Gaetz Avenue.

In order to develop a strong design strategy, the project team is dedicated to understanding day-to-day life of Gaetz Avenue. One method used to increase the project team's knowledge of this area was a Property / Business Owners Survey.

This survey was designed to the design team with information on:

- The **types of business activities** supported on Gaetz Avenue.
- Current issues related to the **Safety, Amenities, Aesthetics, Traffic / Parking, Pedestrian Experience** of Gaetz Avenue.
- The **types of streetscape improvements** Property / Business Owners would most like to see on Gaetz Avenue.

Part One of this summary describes the overall response rate and key findings. Individual response rates per question are provided in Part Two.

Part Two contains response rates and summaries of responses by question.

Appendix A contains the survey invitation sent to respondents, including a copy of the survey instrument.

Part One: Overall Response Rate and Key Findings

Key Findings

Responses were distributed along the length of the study area and came exclusively from business owners and business managers. Typically, questions received a range of positive and negative responses, indicating divided opinions among respondents on many topics.

100% of respondents were **satisfied** or **somewhat satisfied** with the quantity and quality of **planting areas** within Gaetz Avenue.

90.9% of respondents were aware that the City accepts applications for **seasonal / temporary outdoor patios**.

81.8% of respondents were satisfied with sidewalk widths.

When asked to numerically rate the importance of various aspects of Gaetz Avenue, respondents indicated that safety was **most** important and aesthetics were **least** important.

When asked whether there were problems with "**loitering** or **undesirable after-hours** activities on your block of Gaetz Avenue?", **90.9%** of respondents answered "**yes**." **81.8%** of respondents answered "**yes**" to the question, "Are there problems with **vandalism** or **graffiti** on your block of Gaetz Avenue?"

Part Two: Responses

Identifying Information (Combination of Questions 1, 2, and 4)

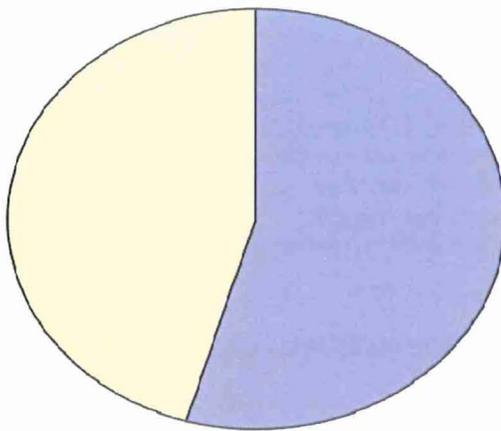
Name	Business	Email
Bill Graham	RIFCO	graham@rifco.net
Abe Demchuk		
Don Edwards	Country Cupboard	countrycupboard@telus.net
Graham Barclay	Prairie Office Plus	graham@prairieop.com
Bev Krausher	Great Strides Fine Shoes	gstrides@telus.net
Myrna	Discovery Travel	
	Baker Family Chiropractic	
	Classic Tattoo	
	Scotiabank	
	Kwilted Keepsakes	

Question 3

Please identify your business connection to Gaetz Avenue.

Business Owner: **6** (54.5% of responses to this question)
 Property Owner: **0**
 Business Manager: **5** (45.5% of responses to this question)
 I have no business connection to Gaetz Avenue: **0**
 Other: **0**

Please identify your business connection to Gaetz Avenue:



- Business Owner
- Property Owner
- Business Manager
- I have no business connection to Gaetz Avenue
- Other

Question 5

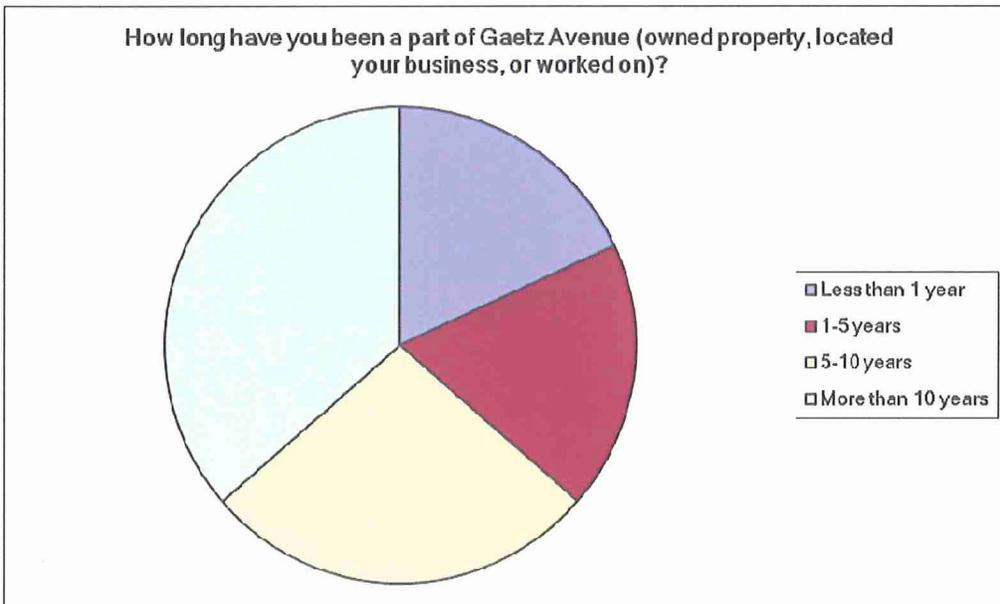
Where is your business located on Gaetz Avenue?

- Between 46th Street and 47th Street: **1 (8.3%** of responses to this question)
- Between 47th Street and Alexander Way: **2 (16.7%** of responses to this question)
- Between Alexander Way and 49th Street: **2 (16.7%** of responses to this question)
- Between 49th Street and Ross Street: **2 (16.7%** of responses to this question)
- Between Ross Street and 51st Street: **2 (16.7%** of responses to this question)
- Between 51st Street and 52nd Street: **2 (16.7%** of responses to this question)
- Between 52nd Street and 53rd Street: **0 (0%** of responses to this question)
- My business is not on Gaetz Avenue: **1 (8.3%** of responses to this question)

Question 6

How long have you been a part of Gaetz Avenue (owned property, located your business, or worked on)?

- Less than 1 year **2 (18.2%** of responses to this question)
- 1-5 years **2 (18.2%** of responses to this question)
- 5-10 years **3 (27.3%** of responses to this question)
- More than 10 years **4 (36.4%** of responses to this question)



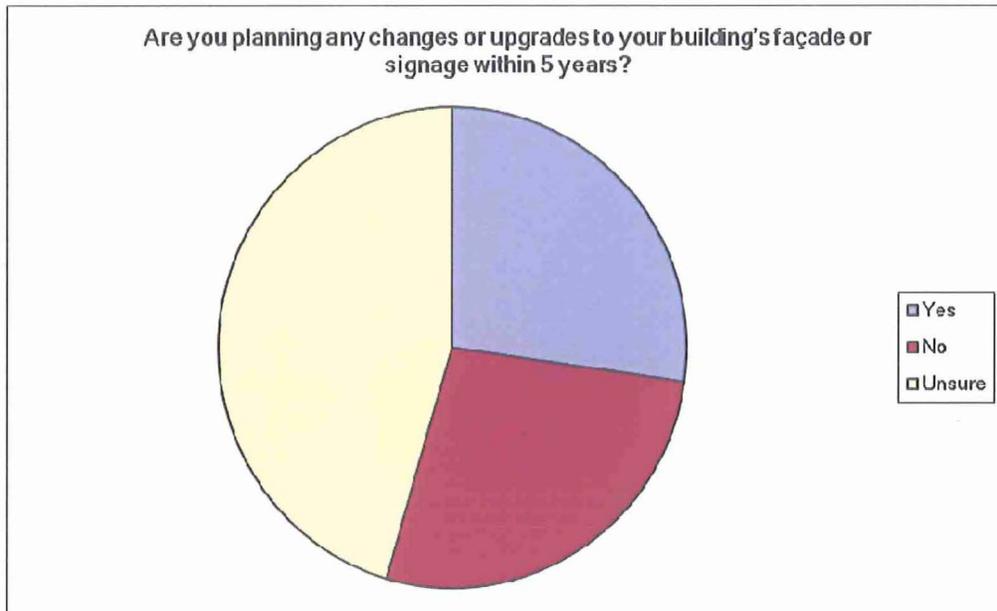
Question 7

Are you planning any changes or upgrades to your building's façade or signage within 5 years?

Yes: 3 (27.3% of responses to this question)

No: 3 (27.3% of responses to this question)

Unsure: 5 (45.5% of responses to this question)



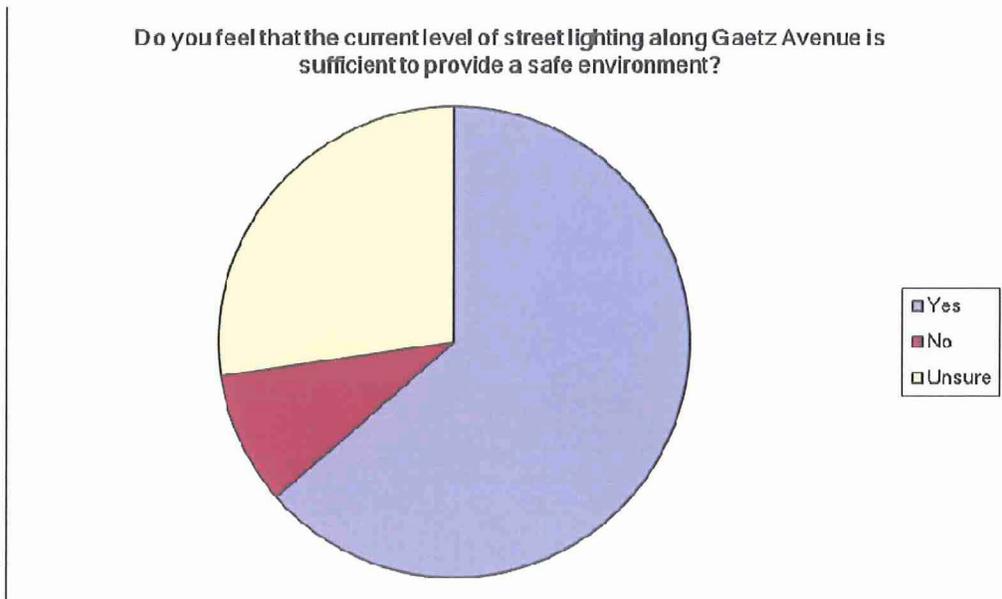
Question 8

Do you feel that the current level of street lighting along Gaetz Avenue is sufficient to provide a safe environment?

Yes: 7 (63.6% of responses to this question)

No: 1 % (9.1% of responses to this question)

Unsure: 3 (27.3% of responses to this question)



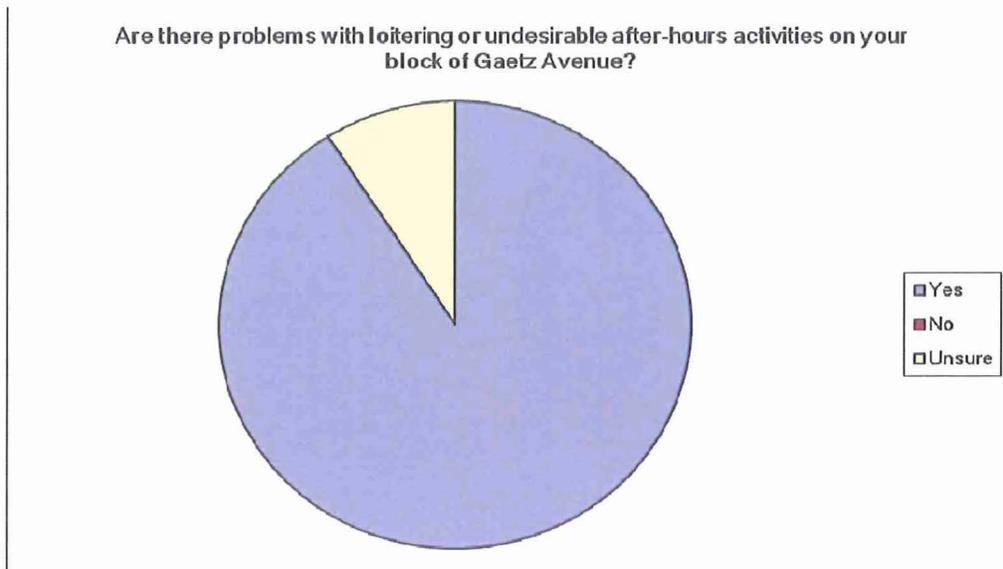
Question 9

Are there problems with loitering or undesirable after-hours activities on your block of Gaetz Avenue?

Yes: **10 (90.9%** of responses to this question)

No: **0**

Unsure: **1 (9.1%** of responses to this question)



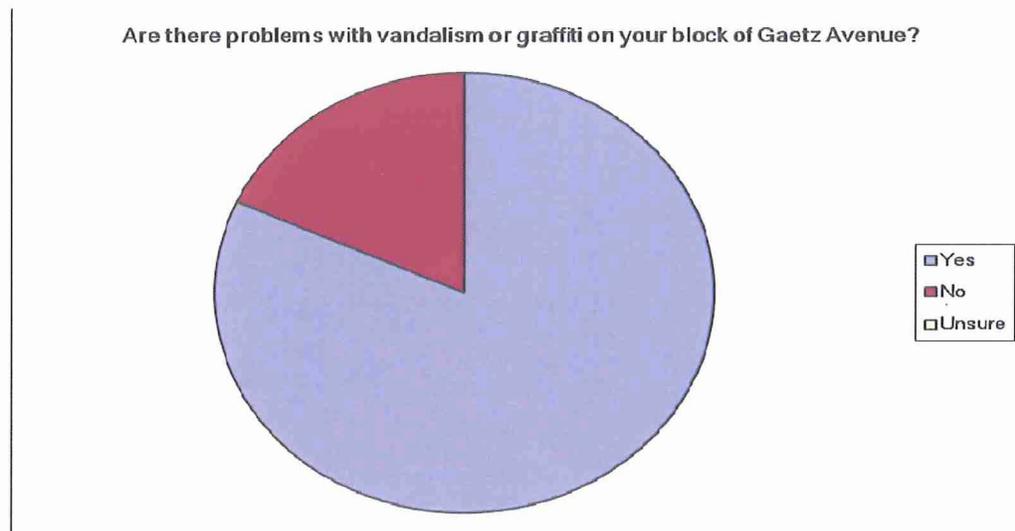
Question 10

Are there problems with vandalism or graffiti on your block of Gaetz Avenue?

Yes: **9 (81.8%** of responses to this question)

No: **2 (18.2%** of responses to this question)

Unsure: **0**



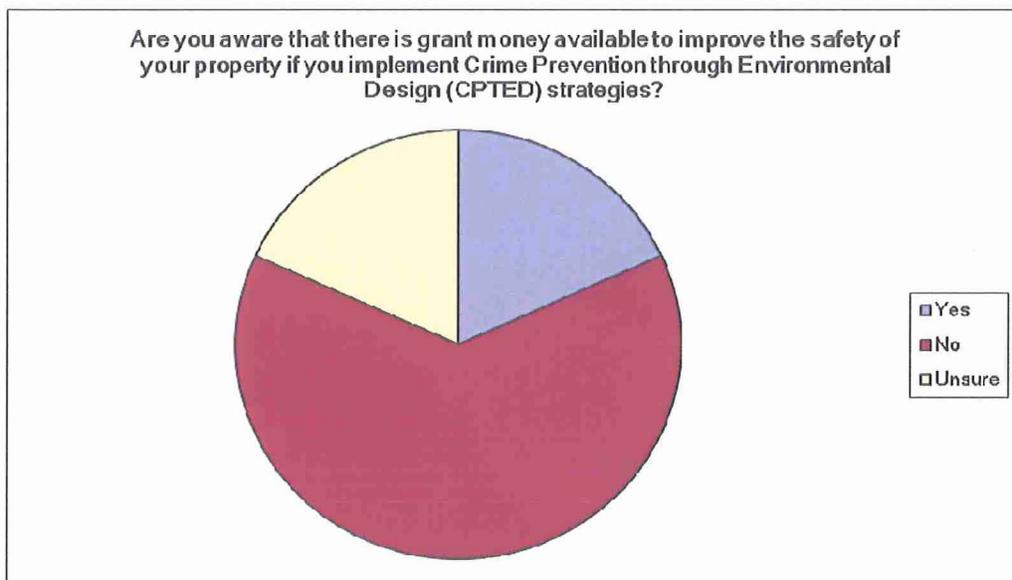
Question 11

Are you aware that there is grant money available to improve the safety of your property if you implement Crime Prevention through Environmental Design (CPTED) strategies?

Yes: 2 (18.2% of responses to this question)

No: 7 (63.6% of responses to this question)

Unsure: 2 (18.2% of responses to this question)



Question 12

Have you noticed any other issues related to Safety on Gaetz Avenue?

Written comments received for this question:

- We have to lock down our ABM vestibule nightly because people party, drink and do drugs in the vestibule and customers were being hassled when they come in. Staff have had to clean up all sorts of things in the morning when we come in. Also a number of street people ask our customers for money during the day. I have had to call the RCMP a number of times to report people in the ABM vestibule during the day and that we saw a drug deal go down right outside our doors and one actually in our waiting room chairs. It is becoming less safe for our staff and customers.
- Drunkenness, prostitution, drug deals, speeding.
- Vacant or vacant-looking buildings persist. (Discount Store, Eccentric Market?) Panhandling.

Question 13

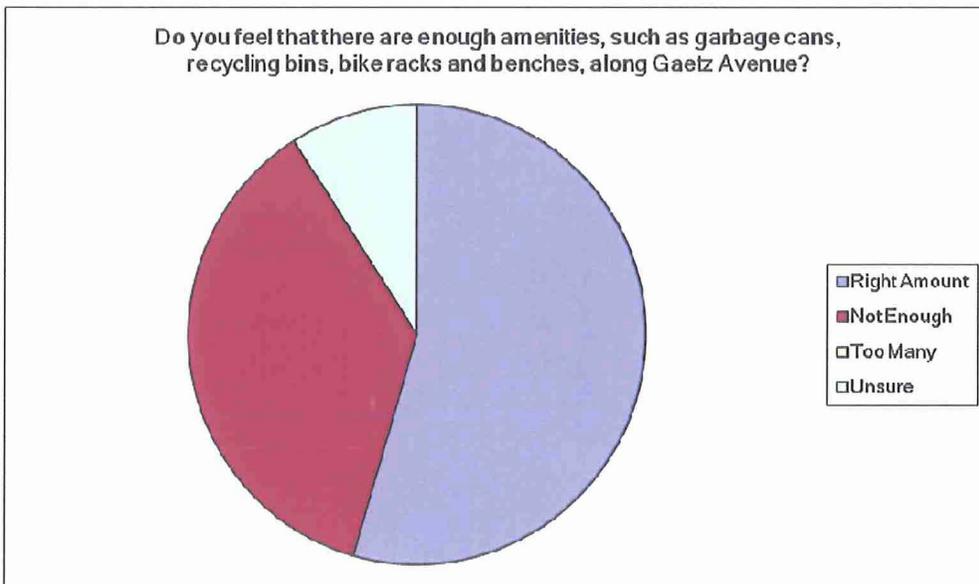
Do you feel that there are enough amenities, such as garbage cans, recycling bins, bike racks and benches, along Gaetz Avenue?

Right Amount: **6 (54.5%** of responses to this question)

Not Enough: **4 (36.4%** of responses to this question)

Too Many: **0**

Unsure: **1 (9.1%** of responses to this question)



Question 14

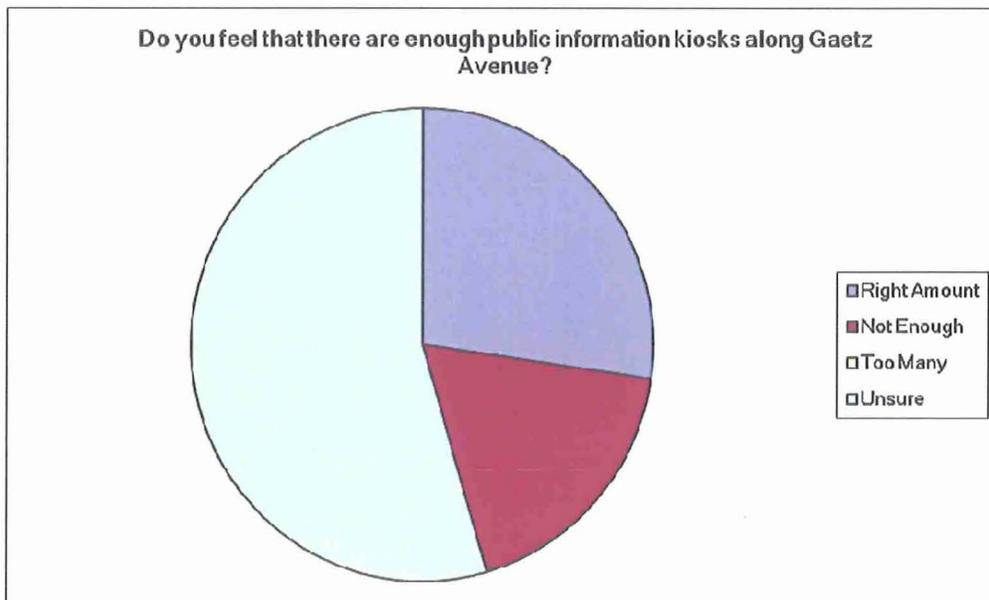
Do you feel that there are enough public information kiosks along Gaetz Avenue?

Right Amount: **3 (27.3%** of responses to this question)

Not Enough: **2 (18.2%** of responses to this question)

Too Many: **0**

Unsure: **6 (54.5%** of responses to this question)



Question 15

Do you feel that there are enough hanging baskets / planters along Gaetz Avenue?

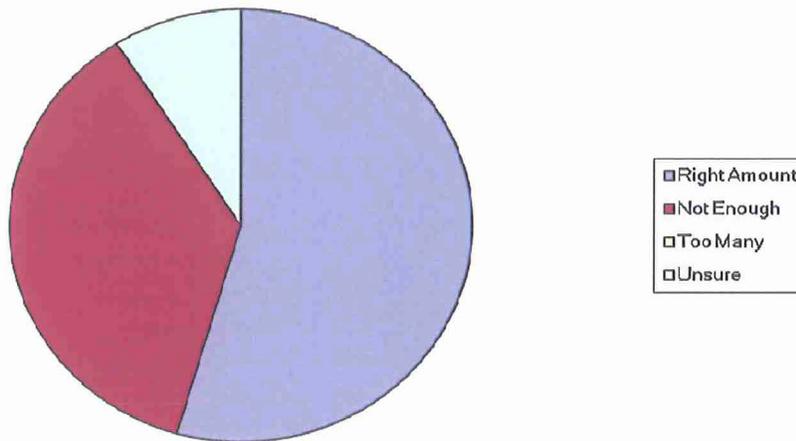
Right Amount: **6 (54.5%** of responses to this question)

Not Enough: **4 (36.4%** of responses to this question)

Too Many: **0**

Unsure: **1 (9.1%** of responses to this question)

Do you feel that there are enough hanging baskets / planters along Gaetz Avenue?



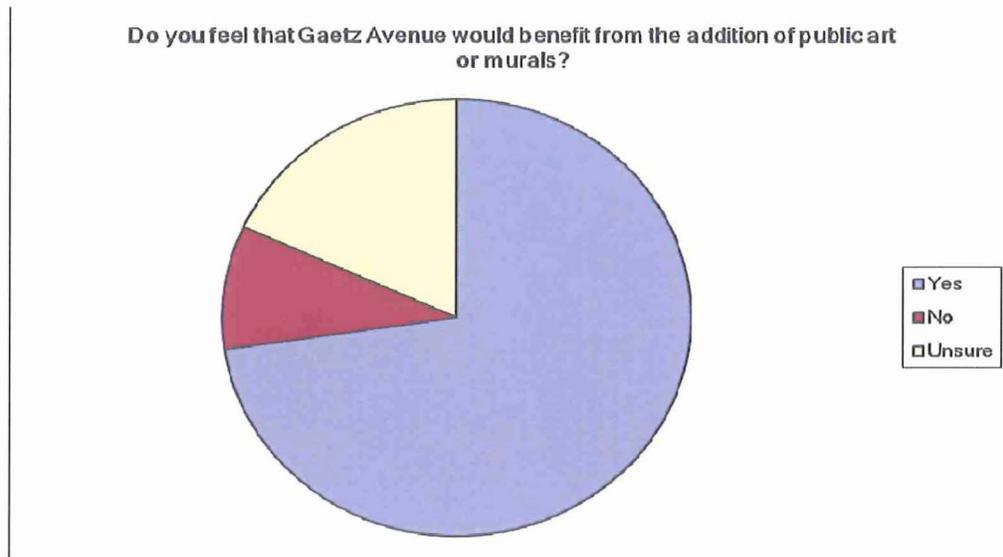
Question 16

Do you feel that Gaetz Avenue would benefit from the addition of public art or murals?

Yes: **8 (72.7%** of responses to this question)

No: **1 (9.1%** of responses to this question)

Unsure: **2 (18.2%** of responses to this question)



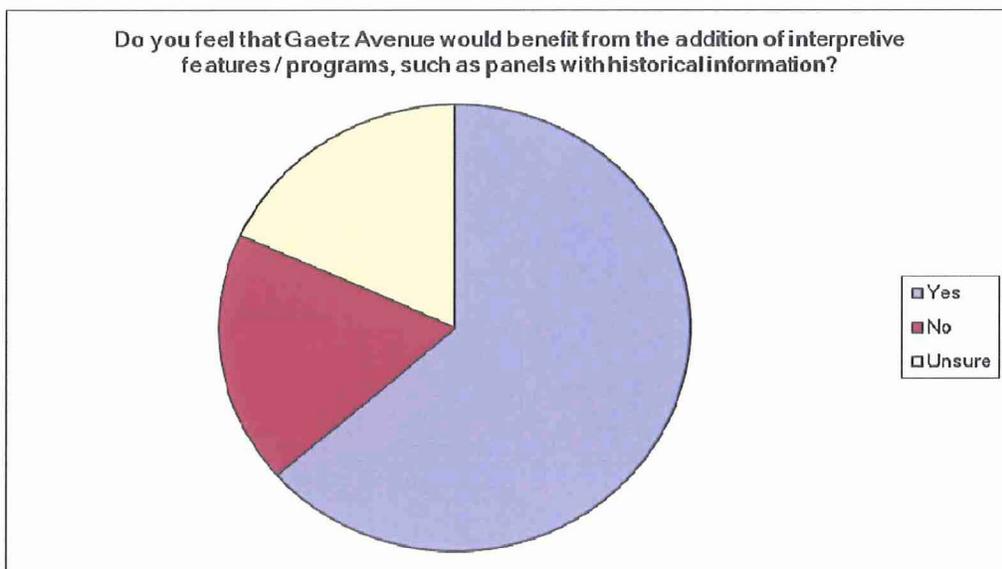
Question 17

Do you feel that Gaetz Avenue would benefit from the addition of interpretive features / programs, such as panels with historical information?

Yes: 7 (63.6% of responses to this question)

No: 2 (18.2% of responses to this question)

Unsure: 2 (18.2% of responses to this question)



Question 18

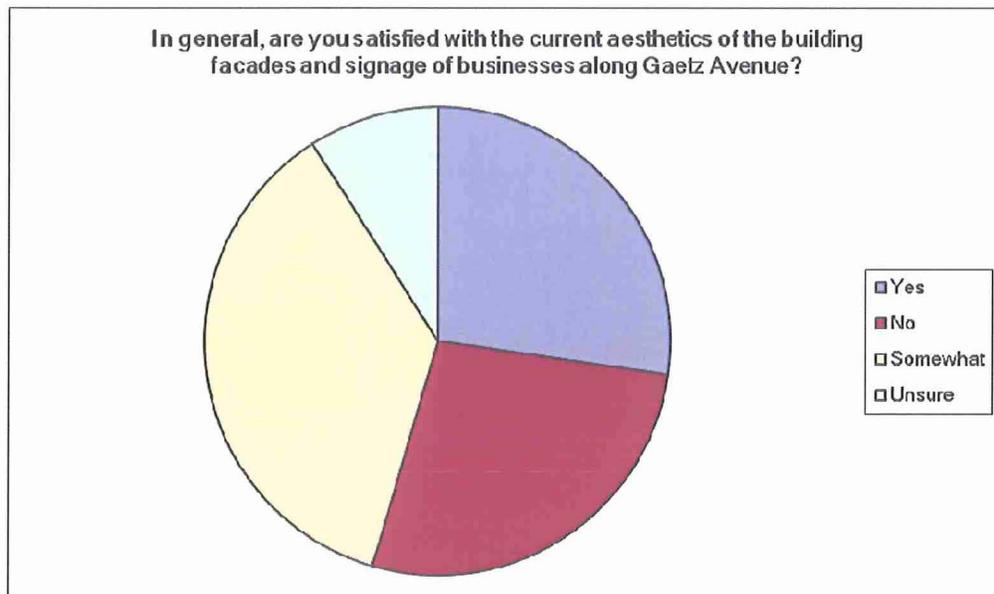
Have you noticed any other issues related to Amenities on Gaetz Avenue?

0 responses were received to this question for a response rate of 0%.

Question 19

In general, are you satisfied with the current aesthetics of the building facades and signage of businesses along Gaetz Avenue?

Yes: 3 (27.3% of responses to this question)
No: 3 (27.3% of responses to this question)
Somewhat: 4 (36.4% of responses to this question)
Unsure: 1 (9.1% of responses to this question)



Question 20

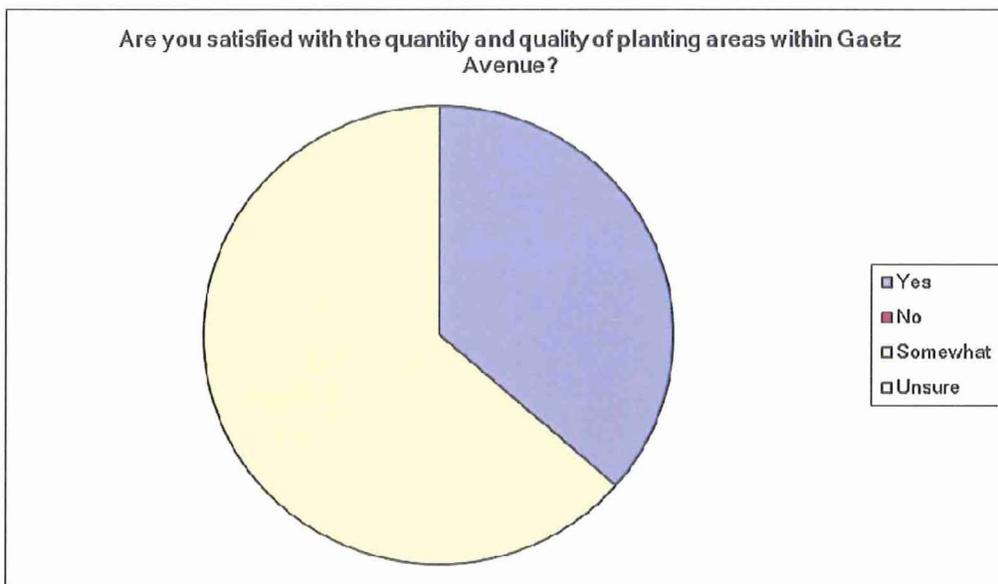
Are you satisfied with the quantity and quality of planting areas within Gaetz Avenue?

Yes: 4 (36.4% of responses to this question)

No: 0

Somewhat: 7 (63.6% of responses to this question)

Unsure: 0



Question 21

Have you noticed any other issues related to Aesthetics on Gaetz Avenue?

Written comments received for this question:

- |
- Large trees look good but lots of leaves to contend with in the fall!
- Some properties run down, debris in alleys and by dumpsters.

Question 22

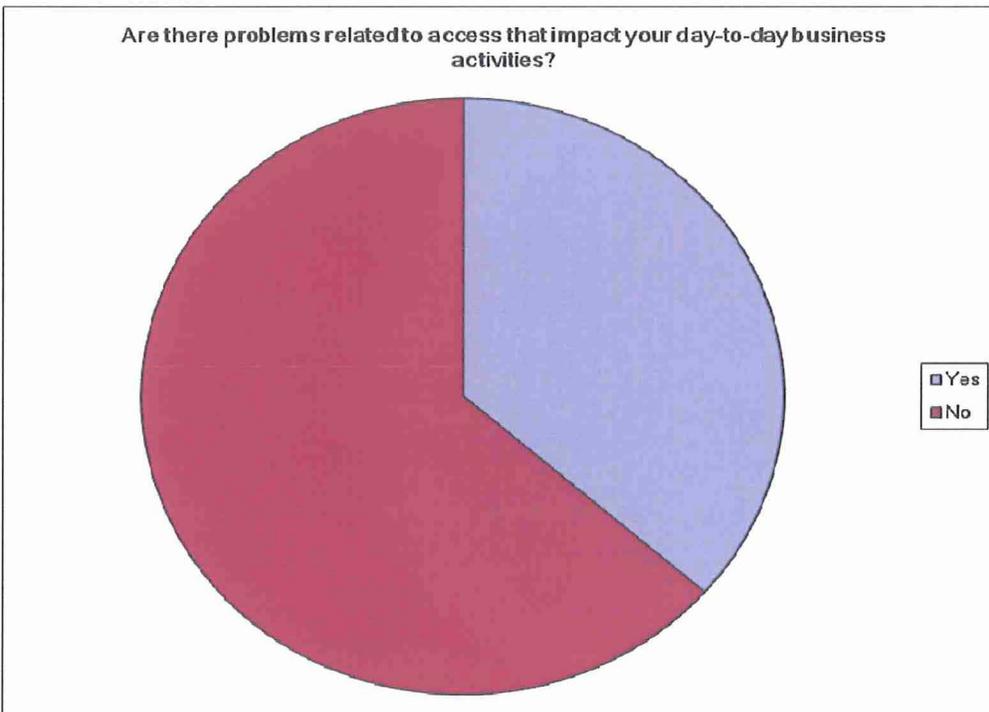
Are there problems related to access that impact your day-to-day business activities?

Yes: 4 (36.4% of responses to this question)

No: 7 (63.6% of responses to this question)

Written comments received for this question:

- Customers say that parking is bad and they go to another branch.
- Perception of it being unsafe. Loitering of individuals deter others from coming in. Lack of other businesses to draw people to this block.
- Parking issues.



Question 23

Are there problems related to ease of parking within your block of Gaetz Avenue?

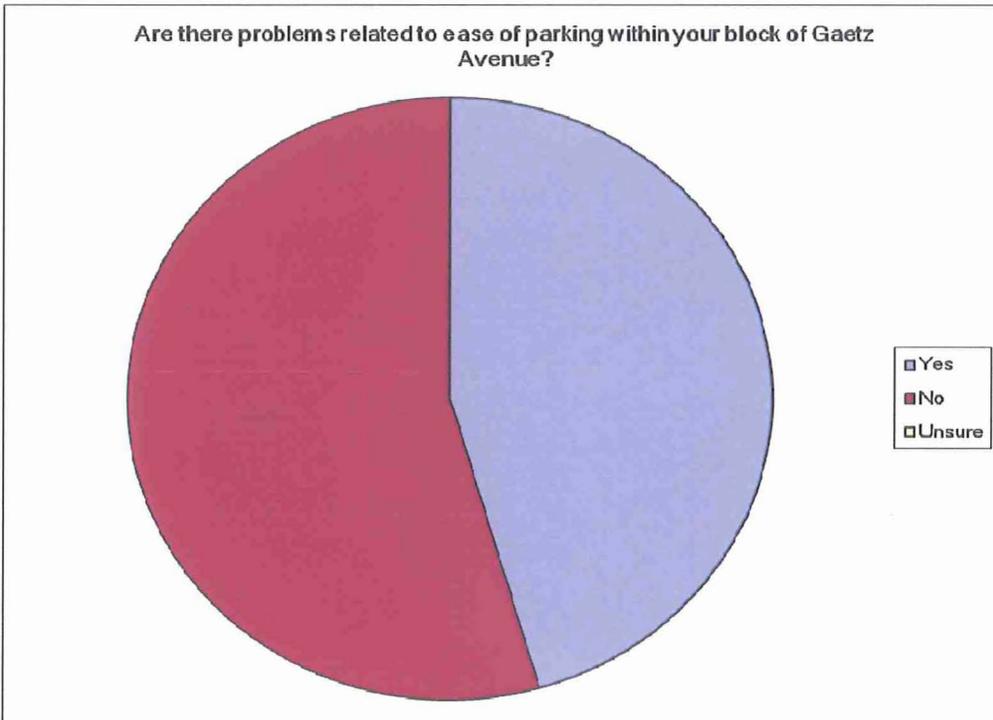
Yes: **5 (45.5%** of responses to this question)

No: **6 (54.5%** of responses to this question)

Unsure: **0**

Written comments received for this question:

- More about public perception, rather than actual parking issues
- Not much public parking
- People dislike the parking meters



Question 24

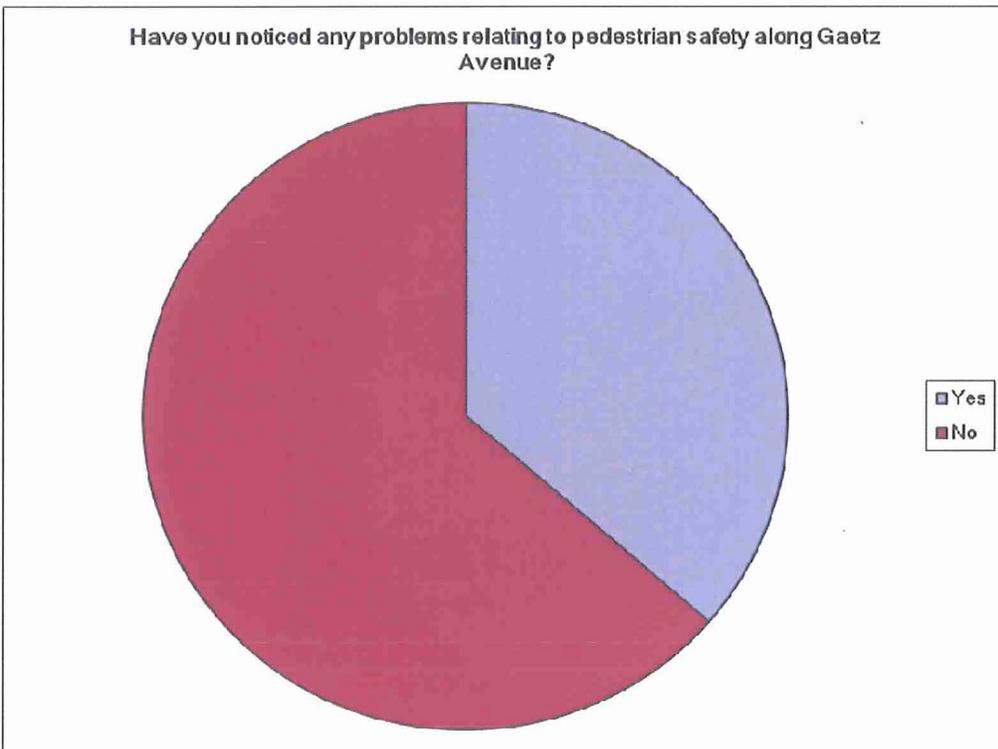
Have you noticed any problems relating to pedestrian safety along Gaetz Avenue?

Yes: 4 (36.4% of responses to this question)

No: 7 (63.6% of responses to this question)

Written comments received for this question:

- As we are situated on the corner of 49th we see a major problem here. Firstly the cross signal on the east side should somehow be in sync with the green light for cars turning left onto 49th. With the green light and the walk signal at the same time there have been near hits and in fact have been deaths at this crosswalk. I know myself it is a gamble each time I go to the bank. Also an auditory crosswalk signal for the vision impaired.
- People riding bikes on the sidewalk.
- Some Cyclists and skateboarders on sidewalks seem oblivious to pedestrian traffic.
- Staff feeling unsafe due to street loiterers.



Question 25

Have you noticed any other issues related to Parking / Traffic on Gaetz Avenue?

Yes: 3 (30% of responses to this question)

No: 7 (70% of responses to this question)

Written comments received for this question:

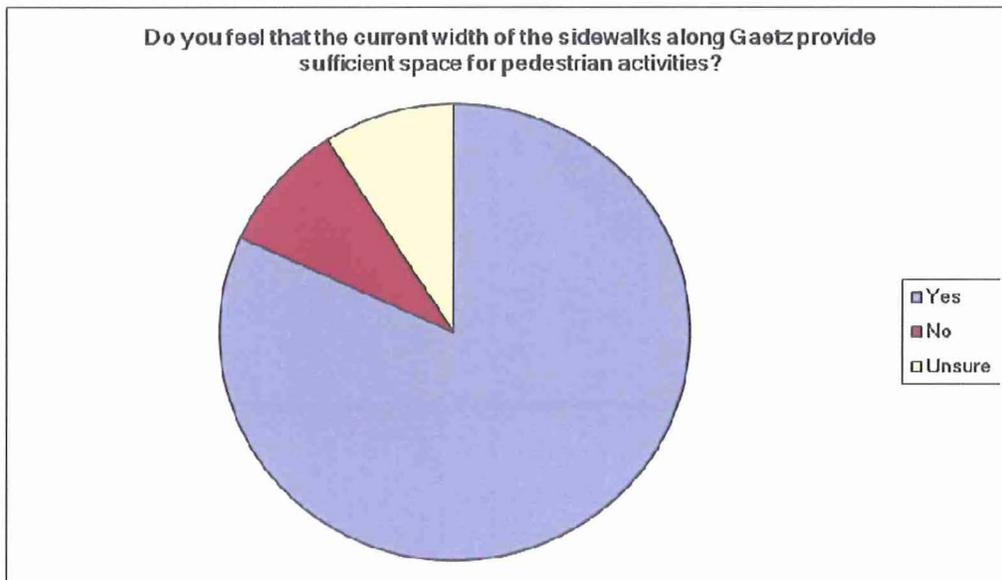
- Traffic turning right off Gaetz going westbound onto one-way westbound 49th.
- Lots of complaints on the parking meters.
- 30km zone not respected by all.



Question 26

Do you feel that the current width of the sidewalks along Gaetz provide sufficient space for pedestrian activities?

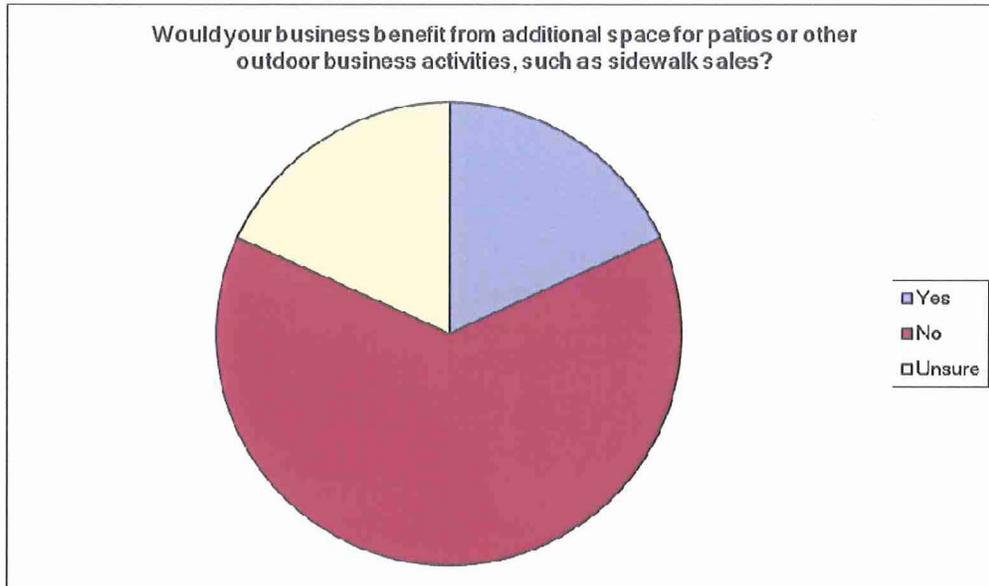
Yes: **9 (81.8%** of responses to this question)
No: **1 (9.1%** of responses to this question)
Unsure: **1 (9.1%** of responses to this question)



Question 27

Would your business benefit from additional space for patios or other outdoor business activities, such as sidewalk sales?

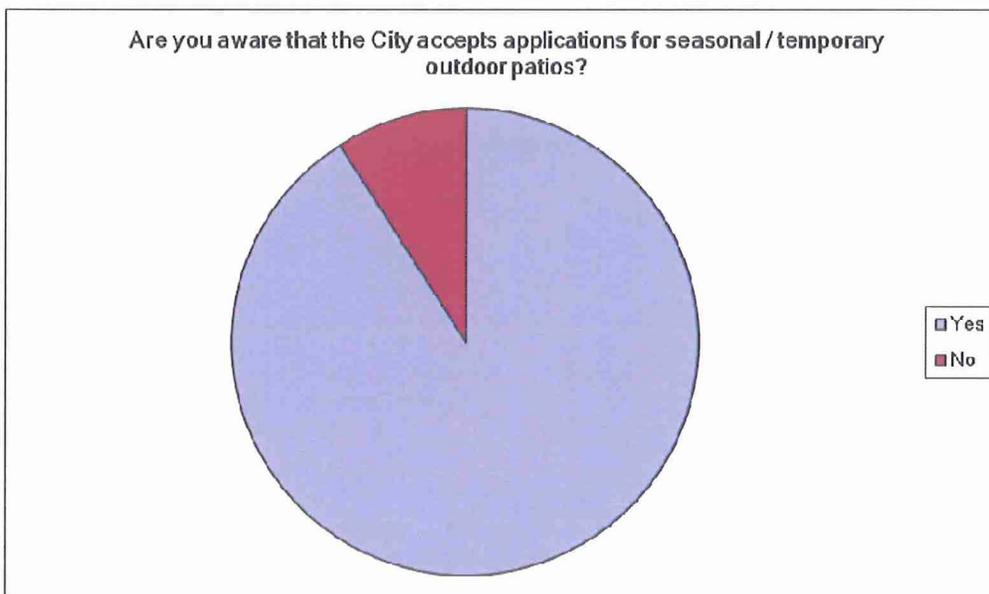
Yes: **2 (18.2%** of responses to this question)
No: **7 (63.6%** of responses to this question)
Unsure: **2 (18.2%** of responses to this question)



Question 28

Are you aware that the City accepts applications for seasonal / temporary outdoor patios?

Yes: 10 (90.9% of responses to this question)
No: 1 (9.1% of responses to this question)





**Gaetz Avenue Revitalization
Business and Property Owner
Survey Results**

Question 29

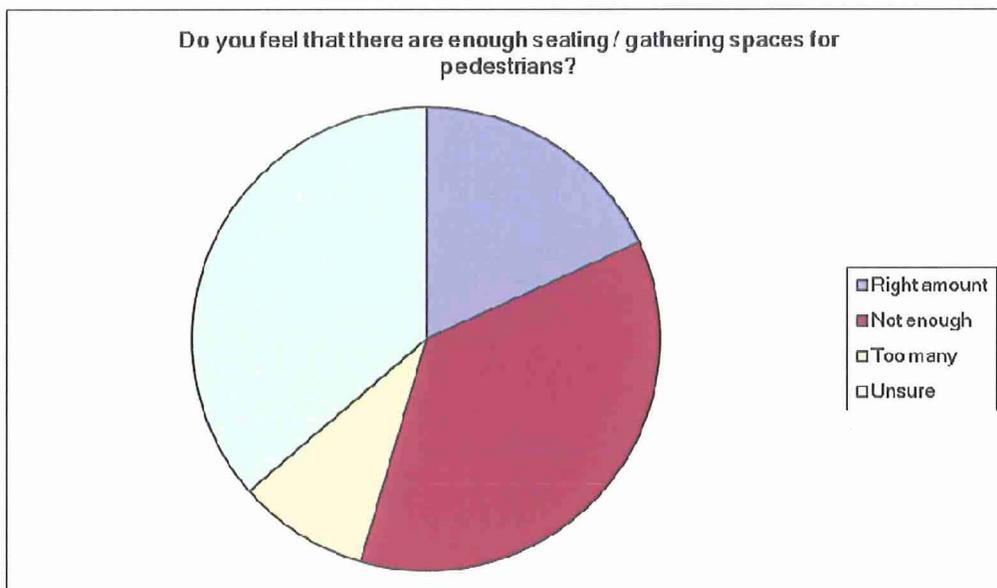
Do you feel that there are enough seating / gathering spaces for pedestrians?

Right Amount: 2 (18.2% of responses to this question)

Not Enough: 4 (36.4% of responses to this question)

Too Many: 1 (9.1% of responses to this question)

Unsure: 4 (36.4% of responses to this question)



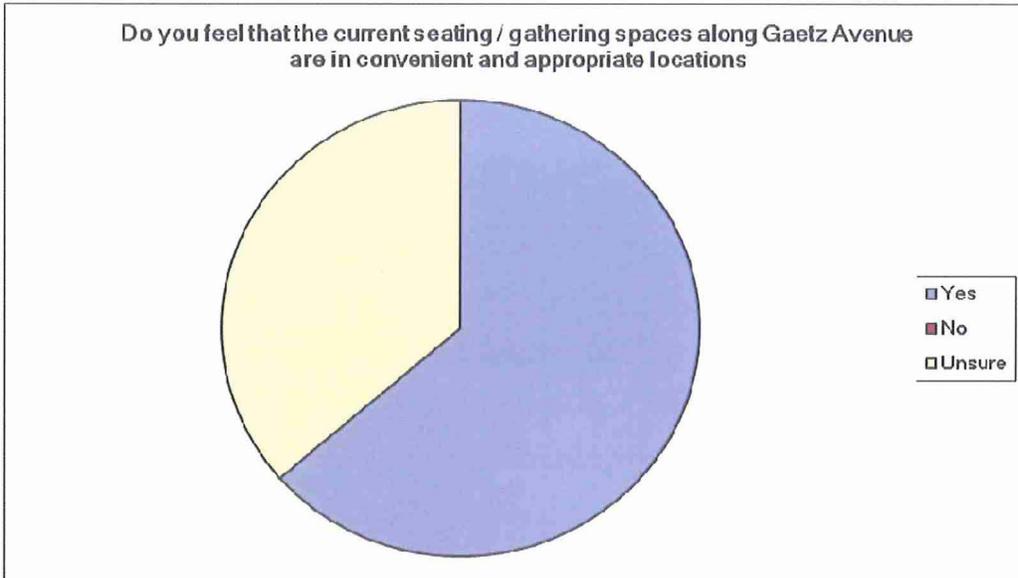
Question 30

Do you feel that the current seating / gathering spaces along Gaetz Avenue are in convenient and appropriate locations

Yes: 7 (63.6% of responses to this question)

No: 0

Unsure: 4 (36.4% of responses to this question)



Question 31

Have you noticed any other issues related to Pedestrian Experience on Gaetz Avenue or have any suggestions to improve pedestrian experience?

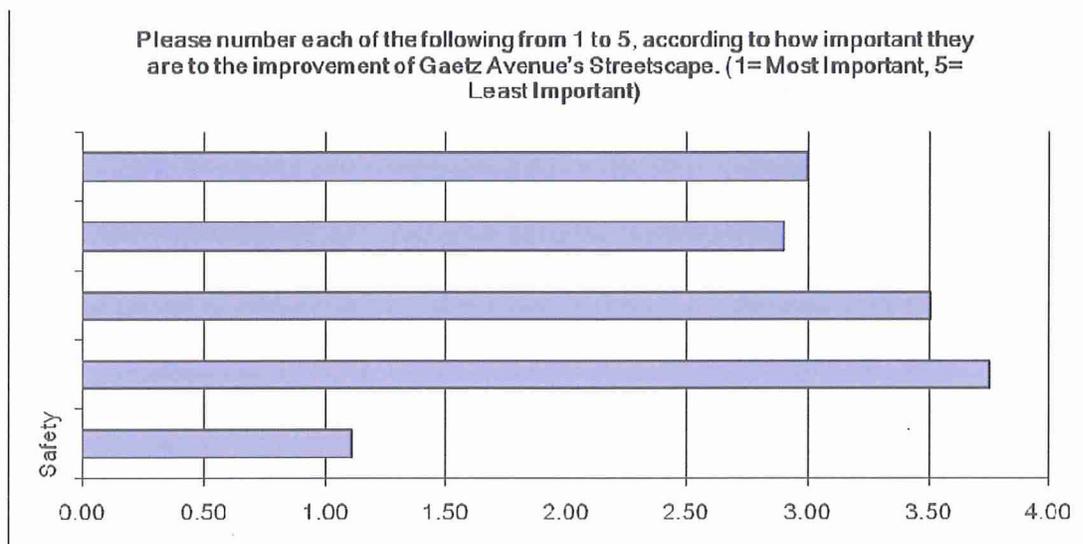
Written comments received for this question:

- Often those using the seating and gathering spaces could be considered threatening to other passersby which is why I'm hesitant to have more gathering places.

Question 32

Please number each of the following from 1 to 5, according to how important they are to the improvement of Gaetz Avenue's Streetscape. (1= Most Important, 5= Least Important)

	Most Important 1		2		3		4		Least Important 5		Rating Average
	N	%	N	%	N	%	N	%	N	%	
Safety	8	72.7	1	9.1	0	0	0	0	0	0	1.11
Amenities	0	0	2	18.2	1	9.1	2	18.2	3	27.3	3.75
Aesthetics	0	0	2	18.2	2	18.2	2	18.2	2	18.2	3.50
Traffic/Parking	1	9.1	4	36.4	2	18.2	1	9.1	2	18.2	2.90
Pedestrian Experience	1	9.1	2	18.2	4	36.4	4	36.4	0	0	3.00



Question 33

Are there any general or specific improvements that you would like to see along Gaetz Avenue?

Written comments received for this question:

- I really like the idea of the Wednesday markets. I just hope that more vendors catch on. In a perfect world if the section between 49th and Mckenzie Way could be done into a pedestrian mall with outdoor vendors and afternoon entertainment on Saturdays during the summer. But I guess getting rid of the parking causes another issue
- Just make it safe and attractive so people may enjoy their time spent exploring
- The police are working hard to enforce current laws. The patrons of shelters—soup kitchens are occasionally a problem. Where do the planners want them to be? In front of office buildings or hanging around parking lots can't be the right answer.
- Too many government agencies renting space to provide assistance to the less fortunate all congregated in the downtown core. These agencies must be spread throughout the city in order to improve the downtown. The response from the police at present is inadequate regarding loitering, graffiti, panhandling, etc. We have enough by-laws—all we need is someone with enough backbone to enforce them!

Appendix A

Introduction

The City of Red Deer has retained the services of ISL Engineering and Land Services to design and prepare streetscape upgrades for the downtown section of Gaetz Avenue. The project will create consistent and quality streetscape improvements to foster a unique pedestrian-oriented business and cultural “place”.

Purpose

In order to develop a strong design strategy, it is critical to understand the day-to-day life of Gaetz Avenue. As Property / Business Owners, your knowledge of the area and understanding of the needs of employees, visitors, and clients/customers is of great value for the project. Please be assured that the information you provide in completing this survey will be kept strictly confidential and will be used only for the purposes of the Gaetz Avenue Streetscape Improvements project.

Objective

This survey will provide the design team with information on:

- The types of business activities supported on Gaetz Avenue.
- Current issues related to the **Safety, Amenities, Aesthetics, Traffic / Parking, Pedestrian Experience** of Gaetz Avenue.
- The types of streetscape improvements Property / Business Owners would most like to see on Gaetz Avenue.

Contact Information

Please submit your completed survey by **Wednesday, June 9, 2010**.

By Mail: **Lori Kieser**
ISL Engineering and Land Services
Suite 100, 7909-51 Avenue
Edmonton, Alberta
T7Z 1X2

By Fax: (780) 438-3700

By Email: lkieser@islengineering.com

If you have any questions or comments related to the Gaetz Avenue Streetscape Revitalization project or this survey, please contact:

Lori Kieser



Gaetz Avenue Revitalization
Business and Property Owner
Survey Results

ISL Engineering and Land Services
(780)438-9000

Part I: About You

1. Please identify your business connection to Gaetz Avenue:

- Business Owner
- Property Owner
- Business Manager
- I have no business connection to Gaetz Avenue
- Other _____

2. Contact Information:

Name of Business

Your Name (Optional)

Email (Optional)

3. Where is your business located on Gaetz Avenue?

- Between 46th Street and 47th Street
- Between 47th Street and Alexander Way
- Between Alexander Way and 49th Street
- Between 49th Street and Ross Street
- Between Ross Street and 51st Street
- Between 51st Street and 52nd Street
- Between 52nd Street and 53rd Street
- My business is not on Gaetz Avenue

-
4. How long have you been a part of Gaetz Avenue (owned property, located your business, or worked on)?
- Less than 1 year 5-10 years
 1-5 years More than 10 years
5. Are you planning any changes or upgrades to your building's façade or signage within 5 years?
- Yes No Unsure

Part II: About the Current Condition of Gaetz Avenue's Streetscape

Safety

6. Do you feel that the current level of street lighting along Gaetz Avenue is sufficient to provide a safe environment?
- Yes No Unsure
7. Are there problems with loitering or undesirable after-hours activities on your block of Gaetz Avenue?
- Yes No Unsure
8. Are there problems with vandalism or graffiti on your block of Gaetz Avenue?
- Yes No Unsure
9. Are you aware that there is grant money available to improve the safety of your property if you implement Crime Prevention through Environmental Design (CPTED) strategies?
- Yes No Unsure
10. Have you noticed any other issues related to **Safety** on Gaetz Avenue?

Amenities

11. Do you feel that there are enough amenities, such as garbage cans, recycling bins, bike racks and benches, along Gaetz Avenue?

- Right amount Too many
 Not enough Unsure

12. Do you feel that there are enough public information kiosks along Gaetz Avenue?

- Right amount Too many
 Not enough Unsure

13. Do you feel that there are enough hanging baskets / planters along Gaetz Avenue?

- Right amount Too many
 Not enough Unsure

14. Do you feel that Gaetz Avenue would benefit from the addition of public art or murals?

- Yes No Unsure

15. Do you feel that Gaetz Avenue would benefit from the addition of interpretive features / programs, such as panels with historical information?

- Yes No Unsure

16. Have you noticed any other issues related to **Amenities** on Gaetz Avenue?

Aesthetics

17. In general, are you satisfied with the current aesthetics of the building facades and signage of businesses along Gaetz Avenue?

- Yes
- No
- Somewhat
- Unsure

18. Are you satisfied with the quantity and quality of planting areas within Gaetz Avenue?

- Yes
- No
- Somewhat
- Unsure

19. Have you noticed any other issues related to **Aesthetics** on Gaetz Avenue?

Traffic and Parking

20. Are there problems related to access that impact your day-to-day business activities?

- Yes
- No

If you answered yes to the above question, please explain:

Pedestrian Experience

24. Do you feel that the current width of the sidewalks along Gaetz provide sufficient space for pedestrian activities?

- Yes No Unsure

25. Would your business benefit from additional space for patios or other outdoor business activities, such as sidewalk sales?

- Yes No Unsure

26. Are you aware that the City accepts applications for seasonal / temporary outdoor patios?

- Yes No

27. Do you feel that there are enough seating / gathering spaces for pedestrians?

- Right amount Too many
 Not enough Unsure

28. Do you feel that the current seating / gathering spaces along Gaetz Avenue are in convenient and appropriate locations?

- Yes No Unsure

29. Have you noticed any other issues related to **Pedestrian Experience** on Gaetz Avenue or have any suggestions to improve pedestrian experience?



**Gaetz Avenue Revitalization
Business and Property Owner
Survey Results**

Part III: About the Gaetz Avenue Streetscape Improvements

30. Please number each of the following from 1 to 5, according to how important they are to the improvement of Gaetz Avenue's Streetscape. (1= Most Important, 5= Least Important)

- _____ Safety
- _____ Amenities
- _____ Aesthetics
- _____ Traffic / Parking
- _____ Pedestrian Experience



**Gaetz Avenue Revitalization
Business and Property Owner
Survey Results**

31. Are there any general or specific improvements that you would like to see along Gaetz Avenue?

Thanks you for your time and consideration!

Appendix D

Public Open House

August 4, 2010 Open House

Introduction

The Gaetz Avenue Revitalization Project will create consistent and quality streetscape improvements to foster a unique pedestrian-oriented business and cultural “place”. The project is founded on the recommendations from Red Deer’s Greater Downtown Action Plan (GDAP 2008). The plan you see today is a result of four months of work, including consultation with local businesses, stakeholders, the GDAP Committee, the Downtown Business Association and various City departments.

The feedback gathered during tonight’s open house will be used to refine the plan into a strong vision and reality for Gaetz Avenue. In a couple months, the plan will be presented to the Greater Downtown Action Committee and City Council for final approval. The first phase of the project will begin construction in 2011. Please take the opportunity to complete this exit survey to share your knowledge, ideas and comments regarding the proposed Gaetz Avenue Revitalization Project. Your input is valuable.

Exit Survey

1. Please identify your connection to Gaetz Avenue:

- Downtown Resident
 Red Deer Resident
 Downtown Business/Property Owner
 Other _____

Downtown Resident	5
Downtown Business/Property Owner	12
Red Deer Resident	22
Other	0

2. Based on your review of the Revitalization Plan, please rate how you feel about what is being proposed?

- Satisfied
 Somewhat Dissatisfied
 Somewhat Satisfied
 Dissatisfied
 Neutral

Satisfied	17
Somewhat Satisfied	19
Neutral	3
Somewhat Dissatisfied	0
Dissatisfied	0

3. Based on your review of the Revitalization Plan, are there any elements in the plan that you are particularly pleased with?

Very pleased with concept. Imprinted pavement to look like cobblestones would be nice.
Change the flow between 49 th and 50 th to one way going south. Eliminate northbound.
Dark sky principles.
Yes, with the concept of more green and lighting.
Really like the serpentine one-way roads. Would like to see that on all sections.
The gentrification of a street is always welcome. Creating a theme and sticking to it will develop a sense of identity and invite investment.
Extra lighting. Larger sidewalks.
Aesthetics (green areas, design elements). Pedestrian friendly. Lighting.
The aesthetics are nice and create a positive visual atmosphere. I particularly like the historical business markers; drawing more attention to the history of the area in general through interpretive means can add an element of attraction. The alternately coloured intersection crossings provide a good visual cue and distinction for the crossing area. The consideration for lighting is good, but the design and type is important.
As a pedestrian I would be ecstatic.
Overall it's good. I like the traffic calming plans, the mid-street crossings, the plans to plant perennials as well as trees. I believe the improvements around Potters' Hands will have an impact. If they are accompanied by other measures and I don't mean policing. Increased cooperation with PH management to make those clients connect with community and improved landscaping.
Mid-block crossing.
Bollards, paving stones, mid-street crossings.
Pedestrian friendly Gaetz. The historical signs in the pavement. The visible walking areas (stone). The calming effect. Street markers.
Street lights – as seen in the plan, there are quality and scale of streetlight design which means more attractive during nighttime. Garbage bins – move garbage bins located.
Love the walking area stones. Broom pavement. Very pedestrian orientated.
The curved land and slowing down traffic. Adding lighting and more trees and green space. Mid-street crossings.
The whole Alexander Way to 49 th Street section.
Pedestrian friendly roads and walkways. Really like Alexander Way to 49 th Street. Upgraded crosswalks and brickwork give so much.
The preplanning of artistic, consistent design. Purposeful traffic, pedestrian and vehicular.
Any efforts to improve aesthetics is good. Widening sidewalks – although loss of parking is a challenging trade-off.
The aesthetics. This is a very attractive proposal.
Layout, greenery.

The friendly, welcoming design.
Greening the area. Lightening the area. Adding dimension thru brick and bike racks, etc.
Pedestrian priority. Street furnishings. Vehicle access is available but controlled.
The proposed landscaping – small parks is excellent and I am glad to see so many in this proposed plan. The clearly marked street markers are architecturally pleasing and easy to see. The parking is still good but I like less parking because this plan is an inviting pedestrian friendly streetscape.
Paving stone crosswalks. Green areas/landscape are essential.
Love the curving one-way portion at Gaetz.
Patterned sidewalks/texturing/bulbing. Additional trees on W side of Gaetz. Markers, wayfinders, furniture. Serpentine on 4800 block.
Change of curbing, shrubs, etc.
It will be prettier – but we are losing parking spaces when there's not enough parking now.
Lighting and paving. Curved roadway concept.
Distinctive streetscape – coloured brick; trees and shrubs. Bike racks.
Love the light wands, rolled curbs, street patterning, trees, and integration of pedestrian realm with the vehicle and many of the design features.

4. Do you have any concerns about what is being proposed? Do you have any recommendations that would address those concerns and improve the proposed Plan?

Maybe later.
Don't like the street marker #2. Go with #1.
Costs. When do we get to see. Don't need archways.
Bike lockers. Landscaping – try Pre-European plant material indigenous to the river valley.
Two way street. 49 – 50 Street remove make all no bike lane. Create murals on storefronts that are vacant (north-south).
Would like to see bike lanes to promote more biking downtown. Worried about size of parking spots, as large truck drivers do not know how to park event with the size provided now.
I feel, despite the progress shown in the past two years since the Downtown Action Plan, this plan is a bit of "putting the cart before the horse". There needs to also be better exposure for these events. Many of my co-workers expressed interest in showing up, but with little notice they were unable to attend.
Much of the plan seems largely cosmetic. Not crazy about the design proposed for paving blocks.
The aesthetics are good, but the are will require more than just a face-lift to address some of the concerns. I am not sure if the goals for the area have been fully recognized in the planning; it addresses visuals, but there are other aspects, such as a sense of community, that are very important. This is understandably difficult to address in a design plan though. Loss of further parking I a concern (28 stalls).

<p>I see little value to the improvements on the block between 46 and 47 Street. Improvements should be for the changed behavior of the business owners and clients. Clients of a strip club don't care about pretty trees and sidewalks. Nor will these improvements induce new business to move in next to strip club that sport signs warning people not to wear their gang colours in. The question is what's the intended impact and who's the audience it's intended for. I think it's a waste of money on this block.</p>
<p>Where are the bike lanes? Bergenia is a poor choice for a perennial will look crappy without constant maintenance. Burberrys not really hard either.</p>
<p>Not at this time. Please do not get discouraged about some retailers who will complain and complain, they will – re: loss of parking. They always came in late to a change.</p>
<p>Not at the moment.</p>
<p>Bike lanes are missing. Street between Ross and 49th – this two-way is a major problem for the D/T for prostitution and drug dealing. I believe that the two-way is leading to the problem. This street needs more trees, serpentine lane, and if we can't make this block change as part of this work, I think we may fail. It's the first block south of 50th and 50th s/b one-way going south.</p>
<p>Bike lanes would be recommended.</p>
<p>More things to encourage sustainable urban living, things like bike lanes, encouraging people to visit and stay downtown.</p>
<p>Allowing for parking is always a concern.</p>
<p>Has there been sufficient consideration of "community". The calming features will decrease traffic flow. The changes themselves should be taken in context with other factors. Given the wide range of businesses, are all in favour? I'm concerned that, given the cost, this will not actually achieve expectations.</p>
<p>There are no bicycle lanes and few, if any bicycle stands. Also, the angle parking requires motorists to back out of stalls rather than backing in.</p>
<p>Ensure adequate lighting.</p>
<p>Have more murals added to the plan to be put on block buildings. Great!</p>
<p>None.</p>
<p>Include bike racks in many prominent (visible) locations.</p>
<p>Please ensure that there is adequate parking for bicycles as well as markings/street signs for this. I wasn't sure of the purpose of the "tube" type lighting – if it is for more lighting to create a safe and inviting environment – great, but if it is to encourage crossing the street at any point, this may not be a great idea.</p>
<p>Parking stall widths (see #6.)</p>
<p>"Light column" does not seem dark sky friendly. Only would need to add a cap. This ↑ or T not this II.</p>
<p>No concerns. Timing?</p>
<p>Changing the block – 49th Street to Ross Street to a one-way, removing a lane and adding green space.</p>

Increase boulevard trees along sidewalks. 6 th Street downtown Lethbridge. Store owners do not understand that place trumps advertising and signage.
Lack of bike lanes.
I have concerns about losing so much parking. I think that some types of parking are more valuable than others. The on-street parking along Gaetz is of the type which I believe really encourages small business activity compared to a parking lot or a garage.
My experience is that people will drive around the block a time or two trying to nab a prime on-street stall to go to the bank, grab a sandwich, or pop into a store or office. If you can piggy back on someone else's nickel at the metre, so much the better!
Gaetz Avenue was the recipient of a revitalization upgrade in the late 1980's and in my opinion is currently a pretty good example of pedestrian/vehicle integration. While the upgrades currently proposed will set a new standard for Great Street design in Red Deer, it must be recognized that Gaetz Ave already operates at a pretty high level in this regard. People already comfortably cross mid-block without needing additional bulbging, planting and signalling to encourage this activity.
Therefore, I would suggest reducing some of these aesthetic upgrades and try to regain a few stalls of valuable on-street parking. I was told at the Open House that business Owners who were canvassed didn't think a loss of on-street parking would be a major issue. However, it would be important to get the opinion of downtown drivers as well.

5. Are there any additional comments that you would like to make about the Revitalization Plan?

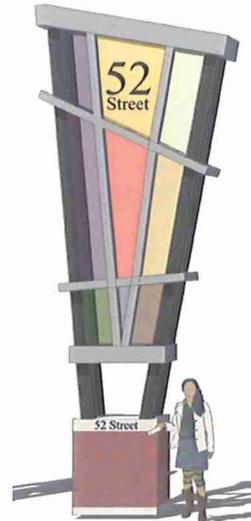
Do it now. Winter is a good time to close Gaetz Ave.
The businesses need to be on board – more patios open later contributing to a more vibrant downtown.
Could a section of street be covered? To facilitate street festivals and make shopping more pleasant in inclement weather?
Touching back on parking – nearly every new plan for downtown seems to be removing parking spaces, that are already at a premium. We are a bigger city now, that continues to grow outward, increasing peoples distance from the downtown. People will continue to drive in, park, then walk, as we service a lot of outlying communities as well. Not sure about the necessity of the traffic calming/curving of the streets (Figures 5 and 7). The area is already a slower moving traffic area in the downtown. It seems like it may make the roadway more convoluted than necessary. Also, losing parking. Would like to see more of a balance of maintaining parking and pedestrian enhancement. Overall, it looks nice and utilizes some CPTED to an extent. I think they will be positive changes for the most part, but should be part of a larger plan. Good initial step.
What about bikes? Are they aloud in this new area (on street or sidewalk?) and are there bike stands to place them while shopping on each block? I see some but not many!
Where's the public art? Downtown is perfect place for it and this project should identify more of it. You say streetscaping is the foundation of a successful commercial street – that's not true and please don't start from that premise. The foundation are the amazing businesses that have worked to make this a thriving, vital area. The streetscaping is coming after, building on current successes and enhancing them. You need to keep downtown businesses involved and listen to them. Use their knowledge and offer incentives to appropriate new business to move downtown. The businesses are the heart – this is the city offering the infrastructure support that will make it even better. Thank you for doing this (Open House).

When do you start?
Bicycle parking
Well done. Can't wait! Will really make a difference to our downtown.
Public consultation process was a bit weak. Needed better continuity with the process of revisiting the downtown. Started two to three years ago. One week notice to the open house is too short.
The greener the better.
The greener the better. From parks to greenhouse reducing incentives. More green please!
We appear to be trying to build our way out of perceived problems. Did we engage the larger community – the customers (both in the literal sense of those frequenting the shops, but also those who would like to be a part of downtown)? Community values – was there a process to draw more of this in? What about public art?
Thank you!
I really like the proposed plan – it is creating an inviting environment where people will want to gather and be. Parking is important, but remember we have the new parkade which is within blocks – with its design businesses will want to locate downtown because of the atmosphere which is being created in the downtown area. Again, keep the landscaped, proposed areas it is great to see the many small green spaces.
Please, <u>minimum</u> width of parking stalls = 2.8 ~ 3.0m.
Very nice displays. It would have been nice to see some cost estimates e.g. option 1 and 2 above are they cost/maintenance neutral?
See sketch au verso of how a parking lot could be screened from view from street and a wall pierced by arch/windows to give the streetscape a continuous built experience (example in Ottawa near market).
A free stage or open air stage for musicians to use downtown would help the atmosphere and improve the whole feeling of the downtown.
Seems like we're spending a lot of money to make the street people and the addicts feel right at home.
Don't worry about the "drop" in parking spaces in this proposal, there is plenty of parking downtown, especially with the new parkade.
I LOVE the design. I would like to see the street lamps have solar power and take care of their own energy that way.
The Gaetz Ave. revitalization efforts form part of a continuum of activities which send a strong message about the City's commitment to its Downtown. The upgrades will be successful, not when complete, but when they trigger a corresponding response from the private sector to invest as well.
I used to live downtown and just loved it there! And I love the clock by the old court house! Keep up the good ideas!
I was not able to attend the open house on the proposed plans for the Gaetz Ave revitalization, but I think for the most part, they look great. I live in a neighbourhood adjoining downtown, and I also frequently go downtown for work and to shop. As such, my only question regards transportation into this part of the downtown. While I realize that this may not be feasible on this short, narrow road, I would like to see more bike lanes in our city, as I use my bicycle as a primary mode of transportation. Otherwise, the plans look great!

6. Two designs for street markers were presented as options for the Revitalization Plan. Please select the feature you prefer:



Option 1



Option 2

Option 1	18
Option 2	14
Both Options	1
None Selected	6

Both are attractive.
Not quite sure of the appropriateness of the scale.
Poled seven staff they all support this design (Option 1) – has a longer life span - would be so dated.
(Option 1) Nice and clean! + Four sides to visualize/use. (Option 2) No! (please)
(Option 1) eg. Three coloured bulbs projecting downward. Could colours be incorporated as light bulbs? (Option 2) Is this more susceptible to vandalism?
(Option 2) This design is IDEAL for the graffiti artists.
(Option 1) Fits better with other proposed lights, benches, etc.
I like both options but prefer Option 1.



**Gaetz Avenue
Revitalization**



Thanks you for your time and consideration!

Please leave this completed survey with us **TODAY**, or submit it by August 6th. If you have any questions or comments related to the Gaetz Avenue Streetscape Revitalization project or this survey, please contact:

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Email: lkieser@islengineering.com

Appendix E

Architectural Recommendations

1.0 The Intent of Architectural Guidelines

Gaetz Avenue is an integral part of the City's historic fabric and is an important and defining place in the public realm. As a part of revitalization and improvements being made to the streetscape, these Architectural Recommendations will provide guidance to protect the historic character of the Avenue, highlight the pedestrian experience, and promote quality architectural design.

An effective streetscape ensures that all components, such as street furnishings, lighting, architecture, and paving, etc, work in harmony to create a cohesive urban design. This principle also applies to the architectural design and uses of properties within the streetscape. A cohesive use of materials, forms, and structures helps provide continuity from property to property and ensures that buildings have been developed with a strong foundation of design principles. New architecture should complement the materials, finishes, and details used in the Gaetz Revitalization Project. However, this does not mean that the individual business will lose identity. The architectural framework only suggests components, materials, and elements that can be used in different combinations to be unique yet complimentary to the overall streetscape. The strength of a successful set of guidelines is the ability to allow property owners the flexibility to individualize their building while ensuring that the architectural design highlights and integrates with the rest of Gaetz Avenue.

As a predominantly commercial area, these guidelines recognize the need for the architecture to reflect and accommodate the building's uses. Businesses located along the street should be compatible with the civic and pedestrian functions of Gaetz Avenue. The architecture should incorporate storefronts that welcome and draw pedestrians and clients in, while the unattractive aspects of operations, such as storage, garbage, and loading areas, are hidden from street view. As well, the guidelines recognize that mixed use properties that accommodate both commercial and residential units will need special architectural consideration.

The purpose of this document is to provide general architectural recommendations and does not constitute a comprehensive guideline package. It is the recommendation of this document that an architectural guidelines package be developed to supplement the Land Use Bylaw. This document provides architectural recommendations for aesthetic design principles only. All development proposals should adhere to appropriate building codes, safety requirements, Land Use Bylaws and other relevant regulations.

2.0 Architectural Components

The following sections provide recommendations for the architectural components that are integral to well-designed buildings. Though these guidelines will provide information on the fundamentals of strong architectural design, they do not focus on architectural styles or classifications. A range of different building aesthetics is desirable within a streetscape to provide interest and variety. Instead, the focus is on creating a harmonious balance within the architectural streetscape and ensuring that there is compatibility between neighboring properties.

Individual building façade examples have not been provided. Instead we have broken down the components that make a good façade and provided a framework around which new or improved buildings should develop their designs from. This provides a greater amount of flexibility while ensuring the best parts are being used.

2.1 Scale and Massing

Traditionally, Gaetz Avenue properties have a frontage of 7m and a depth of 39m. Many buildings bridge two or more properties, which is consistent with many grid-iron downtowns in Alberta. In the City of Red Deer Land Use Bylaw, the C1 Commercial (City Centre) District, of which Gaetz Avenue is a part of, it is required that “street elevations shall replicate the historic pattern of store front modules of 7.5 to 10.0 m wide, each containing varied design elements such as entrances, windows, canopies, projections, roof lines and signage”. This can be accomplished through a various approaches, or combinations of approaches:

- Recess portions of the façade to create the illusion of buildings with different setbacks;
- Use architectural features or vertical design elements that define the properties;
- Introduce additional entrances that define the separate properties;
- Create a rhythm of architectural elements, such a storefront windows, that repeat from one property to the next;
- Create the illusion of multiple buildings by using distinct architectural styles for the facades of each property;
- Vary the roof lines of the building for each property;
- Use distinct, yet complementary, color and/or material palettes for each property.



Traditionally, the buildings along the Avenue are one or two storeys tall. Buildings over two storeys, especially when they bridge more than one property, feel massive and dominate the streetscape. Furthermore, when a large building is opposite a series of small buildings there is an imbalance within the streetscape cross section. Future multistory developments, where possible, should have the upper storeys set back from the front facade buildings.

Maintaining a consistent range of setbacks for street front properties is important in creating a strong “street wall” that creates a sense of enclosure in the streetscape. It is acceptable to have some undulation in setbacks along the street to create variety and allows outdoor business activities; however, buildings too far set back from the property line feel disengaged from street life. Buildings without property line setbacks are strongly encouraged; however, small setbacks which provide an outdoor amenity space should be allowed. The sidewalk materials, colors, and patterns must be continued up to the face of the building.

2.2 Property and Building Functions

It is important to keep in mind when introducing developments along Gaetz Avenue that the area's main function is as a commercial destination. The ground floor level of all buildings should accommodate street front commercial functions. Residential units in the rear portion and upper stories are permitted and encouraged. Mixed use buildings provide "eyes on the street", encourage live-work environments, and bring people into the downtown area. Some areas along Gaetz Avenue are more conducive to taller mixed use buildings. The block to the north of 52 Street and the two blocks to the south of Alexander Way are key locations for mixed use buildings. Late night activities on the southern blocks of Gaetz Avenue currently limit redevelopment potential for mixed use buildings. However, the City should discourage the expansion of late night businesses in this area and promote mixed use developments as the area transitions.

Parking areas in the front and side yards of properties can have a negative aesthetic effect on the street. However, proper design guidelines can mitigate the visual impact from the street. The following highlights some of the design recommendations for parking areas:

- All parking lots should have appropriate geometric design to accommodate vehicles without encroachment onto public and sidewalk spaces.
- Additional driveways onto Gaetz Avenue should not be permitted.
- Landscaped street-front setbacks should be encouraged. At a minimum a metal rail fence, as shown in the Gaetz Avenue Revitalization Report should be incorporated into the design.
- Landscape and lighting requirements should be developed for parking areas.
- CPTED principles should be developed into parking design requirements
- All service and garbage areas should be screened.

2.2 Façade Articulation

2.2.1 Horizontal Articulation

In order to create interest at the pedestrian level and provide an appropriate sense of building scale, it is important to understand the value of horizontal articulation. All street front façades of a building should receive horizontal articulation. The horizontal articulation on the front façade should wrap around the side of the building. The front face of a building can be divided into three main zones; the bottom, the middle, and the top architecturally defining the base, middle, and crown. The following provides recommendations for each of the zones.

A. Base

Articulation in the base zone provides visually anchors the building and provides a transition point between the sidewalk and the building. This area does not need to be highly detailed or complex, but should provide a sense of grounding. Materials or colors that contrast with the middle zone can provide this distinction.

B. Middle

The middle zone of buildings tends to receive the most architectural focus. This area tends to be the "working" part of the façade where pedestrians are engaged by storefront windows and entrances. The middle zone includes all stories of the building. Though detailed focus may be given to the ground floor, upper stories should have windows, vertical elements, or architectural features that create interest. Each building storey should be fully articulated and architecturally detailed, whether occupied or not.

The architectural style, materials, and colors of buildings stories should be match or be complementary to each other to create thoughtful and well designed transitions. Some building styles use architectural features or banding to define the space between the stories. In this case, the separating element needs to correspond and relate to the elements used in the crown zone.

C. Crown

The top zone of a building is the proportionally smallest area of the building, but is the central architectural element that tops the façade. This zone is often defined by the use of a cornice.

2.2.2 Entrances

Main entrances should be well defined and integrate with the architectural aesthetics of the building. The following provides recommendations for the design of entrances:

- Provide weather protection for pedestrians with the use of an awning or recessed entrance
- Architectural elements, such as overhangs, columns, pilasters, window placements, and/or signage should be used to define the main entry.
- Solid or opaque doors should not be used for entrances on street front facades. Glass doors or solid doors with large glass cutouts are appropriate.
- Buildings may have more than one main entrance to accommodate multiple tenants or functions. Secondary entrances should be of similar style to the main entrance, but should not be as highly detailed or defined.
- Ideally, door casings should be wide and painted a contrasting color to the walls to accentuate the façade.

2.2.3 Windows

Windows are important architectural features that engage the pedestrian and create interest in the building architecture. The following provides recommendations for the design of windows.

- Windows should cover a large portion of the ground floor street front façade. The color of window casing should match the casings of the entrances.
- Ideally, storefront windows would be used for displays or provide views into the interior space. Streetfront windows should not be boarded up, covered or covered with low quality, unattractive materials.
- A program should be introduced to fill empty storefront windows with displays. The Main Street Program sponsored the “Shop Back in Time Window Display Contest”, which showcased a centennial heritage theme.

2.2.4 Signage

Signage and sign placement is a significant aspect of façade design and is important for theme reinforcement. The following provides recommendations for the signage.

- Backlit and neon signs are not appropriate. Neon “open” signs are acceptable in windows as long as they are small and do not adversely impact the aesthetics of Gaetz Avenue.
- Vinyl or billboard type signs should not be used as primary signage or placed on the front façade.
- Illuminated awnings or illuminated signs on a roof top are not appropriate.
- Too much signage or overly large signage lettering will overwhelm the architectural design and viewer’s eye.
- Signage should be simple and low technology.
- Sign illumination should be front lighting with wall lights incorporating shades to suit the architectural style of the building.

2.2.5 Materials and Finishes

Materials used on Gaetz Avenue vary based on the building architectural style and era. A specific palette of materials is not recommended in this document; however, all materials should be high quality and compatible with the character of the street and the architectural style of the individual building. The architectural detailing on the front façade should wrap partway around the sides of the building unless abutting another building. The following provides recommendations for materials and finishes:

- Material colors should be generally selected from a palette that relates to the existing historical buildings along Gaetz Avenue. Bright or contrasting colors may be used in small amounts to highlight architectural details or features, but should not dominate the façade.
- Material should be of high quality and allow for ease of maintenance.
- Original historic façade materials that are in good condition and are important to the heritage or character of Gaetz Avenue should be retained and restored if feasible. Existing brick or stonework should not be painted.
- The combination and proportions of materials on a building façade should complement the architectural style and contribute to the overall theme and aesthetics of the building.

3.0 Historic and Contemporary Architecture

Gaetz Avenue building styles consist of a mixture of historical and contemporary architecture. A few of Gaetz Avenue's thirteen heritage buildings have been restored as part of Alberta's Main Street Program. Historical architecture highlights the street but there is a diverse range of architecture spanning many decades. The restoration efforts of property owners, the Downtown Business Association and the City, should be commended and encouraged to continue.

It is important to acknowledge that new contemporary architecture may be developed adjacent to these properties. As a result, a comprehensive architectural guidelines package that provides recommendations on creating thoughtful transitions between different architectural styles and eras should be developed as a separate project. It is not recommended that the guidelines dictate an architectural theme for the street but will rather provide guidance on general elements of architectural design that enhance the streets public realm and historical interpretation. A range of high quality architectural designs with eclectic and interesting styles can provide a strong framework for the pedestrian environment.