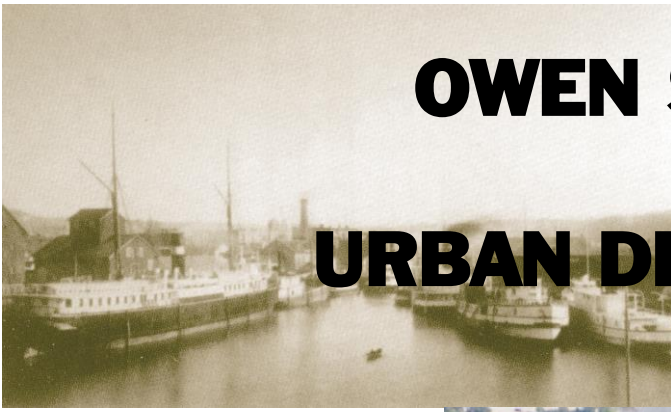


OWEN SOUND HARBOUR & DOWNTOWN URBAN DESIGN/MASTER PLAN *STRATEGY*



HOUGH WOODLAND NAYLOR DANCE LEINSTER
HOTSON BAKKER, ARCHITECTS
MALONE GIVEN PARSONS
HENDERSON PADDON
CITY OF OWEN SOUND

TABLE OF CONTENTS

A. URBAN DESIGN MASTER PLAN FRAMEWORK

1.0 INTRODUCTION	5
1.1 The Study Area and Scope	5
1.2 Objectives	6
1.3 Project Approach	6
2.0 THE COMMUNITY VISION	7
2.1 Commitment to the Downtown	7
2.2 Downtown Business Area	7
2.3 History as a Theme	8
2.4 The Harbour + Georgian Bay	8
2.5 The Sydenham River	8
2.6 Traffic, Parking, Circulation	8
2.7 Events and Activities	9
3.0 PLANNING CONTEXT	10
4.0 ANALYSIS AND OPPORTUNITIES	11
4.1 Historic Foundations	11
4.1.1 Overview	11
4.1.2 Historic Sites and Buildings	13
4.1.3 Heritage Walking Tour	14
4.1.4 Opportunities	14
4.2 The Economy and Market	16
4.2.1 Regional Context	16
4.2.2 Downtown Commercial Role and Structure	17
4.2.3 Commercial Port Functions and Shipping	18
4.2.4 Owen Sound Tourism Markets	19
4.2.5 Strengths and Opportunities	21
4.3 Built Environment	22
4.4 Natural Environment and Open Space	28
4.5 Linkages and Streetscapes	30
4.6 Services, Traffic and Parking	35
5.0 THE MASTER PLAN FRAMEWORK	40
5.1 Strategic Planning Directions	40
5.2 Urban Design Principles	43
5.3 Parking / Traffic Strategy	46
5.4 Architectural and Streetscape Guidelines	48
5.4.1 Architectural Guidelines/Principles	48
5.4.2 Streetscape Guidelines/ Principles	53
5.5 Programming	59

B. THE PRECINCT CONCEPT PLANS

1.0 DOWNTOWN RIVER PRECINCT	62
1.1 First Avenue - River Works, between 8 th and 10 th Streets	62
1.2 City Hall and the Market	63
1.3 2 nd Avenue Façade Improvements	64
1.4 2 nd Avenue Streetscape	64
1.5 Sydenham River Regeneration	65
1.6 Fisherman's Walk	65
1.7 Pedestrian Connections, Bridges and Lanes	65
2.0 CENTRAL DOWNTOWN PRECINCT	67
2.1 Parking - Develop Inner Block Parking	67
2.2 Pedestrian Connections	68
2.3 3rd and 4th Street, Streetscape Improvements	68
2.4 Street Related Infill Sites	68
3.0 INNER HARBOUR PRECINCT	69
3.1 1st Avenue East and West	70
3.2 Redevelop Harbour facing portions of Businesses along 2nd Avenue	70
3.3 Moorage for Water Taxis and Visiting Boaters	70
3.4 Fisherman's Walk	71
3.5 Pedestrian Pontoon Bridge	71
3.6 Visitor Centre	72
3.7 Georgian Bay Gateway	72
3.8 Infill Opportunities, 10 th to 11 th Streets, 3 rd to 2 nd Avenues	72
3.9 Bus Station	73
4.0 EAST HARBOUR PRECINCT	73
4.1 East Harbour Parkway	74
4.2 Redevelopment Sites	74
4.3 Parking	74
4.4 Moorage	74
4.5 Park Reserve	74
5.0 WEST HARBOUR PRECINCT	75
5.1 BCK Site	75
5.2 Fisherman's Walk	76
5.3 Transient Moorage	76
5.4 Museum Expansion	76
5.5 West Harbour Park and Reserve	77
5.6 Pedestrian and Bicycle Linkages	77
5.7 Event Open Space and Parking	77
6.0 SOUTH DOWNTOWN PRECINCT	78
6.1 Consolidate and Strengthen Commercial Street Edge	78
6.2 Develop Inner Block Parking	78

C. STREETSCAPE CONCEPTS

1.0	2ND AVENUE EAST	79
2.0	10TH STREET EAST	84
3.0	3RD AVENUE EAST	85
4.0	4TH AVENUE	85
5.0	8TH STREET EAST	85
6.0	9TH STREET EAST	86
7.0	1ST AVENUE - RIVER WORKS LANE	86
8.0	6TH STREET EAST	87

D. IMPLEMENTATION

1.0	IMPLEMENTATION PRINCIPLES AND STRATEGIES	88
2.0	RECOMMENDATIONS, PRIORITIES, ACTION LIST	90
2.1	General Recommendations of the Plan	90
2.2	Specific Recommendations by Project	91
2.2.1	Downtown River Precinct	91
2.2.2	Central Downtown Precinct	93
2.2.3	Inner Harbour	93
2.2.4	East Harbour	95
2.2.5	West Harbour	96
2.2.6	South Downtown Precinct	96
3.0	POLICY DIRECTIONS AND RECOMMENDATIONS	97
4.0	COST ESTIMATES, PHASING, FUNDING	100

E. APPENDICES

Appendix 1	Community Ideas + Vision Consultation Summary
Appendix 2	Economy and Market
Appendix 3	Parking Overview
Appendix 4	Streetscape Concept Cost Estimates

LIST OF MAPS AND DIAGRAMS

Figure 1	Study Area
Figure 2	Historical Features
Figure 3	The Master Plan Framework
Figure 4	Parking and Traffic
Figure 5	Precincts
Figure 6	Streetscape Character
Figure 7	Events and Gatherings
Figure 8	Sydenham River Rehabilitation
Figure 9	Linkages and Open Space Enhancement
Figures 10 + 11	2 nd Avenue - Concept Demonstration Plans

Owen Sound

Harbour and Downtown Urban Design Master Plan

FOREWORD

The City of Owen Sound is the regional centre for commercial, institutional, manufacturing and cultural activities in Grey and Bruce Counties. Its prized location on Georgian Bay, set within a valley cut in the Niagara Escarpment, creates a unique landscape for a busy downtown – blending the richest of urban and natural environments, and providing a rich diversity of successful services and facilities.

Like many communities in Canada, Owen Sound has experienced changes in land ownership, business climate and power structures in the last few decades that have resulted in growth and services out of the city core.

In the initiation and execution of this urban design master plan study, the City of Owen Sound has set a positive direction to creating a climate of re-development in the downtown. The recommendations of this study are founded on the principle that the downtown and waterfront are one of the City's most important resources. The whole community benefits when people visit and shop in downtown Owen Sound. Communities prosper when places are livable and people enjoy being there.

The consulting team would like to acknowledge all the efforts of the Harbourfront/Downtown Master Plan Action Committee, City staff and the many residents, business people and interest group representatives who have contributed their time and ideas to the planning process.

Harbourfront/Downtown Master Plan Action Committee

<i>Mayor Stewart Taylor</i>	<i>Chair</i>
<i>Councillor Deb Haswell</i>	<i>Vice-Chair</i>
<i>Councillor Bill Twaddle</i>	<i>Chair, Community Planning Advisory Committee</i>
<i>Councillor Peter Lemon</i>	<i>Chair, Transportation Committee</i>
<i>Councillor Rick Beaney</i>	<i>Chair, Public Works</i>
<i>Lorne Rich</i>	
<i>Jeff Robins</i>	
<i>Steve Gavaris</i>	
<i>Tom Siu</i>	
<i>Grant Diemert</i>	
<i>Leigh Greaves</i>	<i>DIA (Downtown Improvement Area) representative</i>
<i>Kate Walsh</i>	<i>Chair LACAC</i>

City of Owen Sound Staff Representatives

<i>Craig Curtis</i>	<i>City Manager</i>
<i>John MacKay</i>	<i>Director of Operations</i>
<i>George Prentice</i>	<i>City Engineer</i>
<i>Bill White</i>	<i>Director of Community Services</i>
<i>Kim Glenn</i>	<i>Administrative Assistant</i>
<i>Steve Furness</i>	<i>Manager of Planning & Economic Development</i>
<i>Mary Price</i>	<i>Tourism Officer</i>
<i>Pam Coulter</i>	<i>Intermediate Planner</i>
<i>Mike Myatt</i>	<i>Recreation Manager</i>

Agencies and other Interviews

<i>Peggy Moulison</i>	<i>DIA</i>
<i>John Slocombe</i>	<i>Chair DIA</i>
<i>Doug Hill</i>	<i>Grey Sauble Conservation Authority</i>
<i>Sandy Tomlin</i>	<i>LACAC</i>
<i>Dwayne Blanchard</i>	<i>Fisheries and Oceans – Small Craft Harbours</i>
<i>Joanne Fleming</i>	<i>Niagara Escarpment Interpretive Centre</i>
<i>Kevin Moysc</i>	<i>Miller Paving</i>

A. URBAN DESIGN MASTER PLAN FRAMEWORK

1.0 INTRODUCTION

1.1 The Study Area and Scope

Owen Sound has tremendous potential to revitalize its downtown and harbour area. No comprehensive plan exists to integrate and conceptualize re-development potential and public infrastructure for a huge landbase located at the mouth of the Sydenham River, on beautiful Georgian Bay. The study area encompasses land that extends along the west Inner Harbour to the mouth of the Pottawatomi River, and on the east Inner Harbour side north to the Inn on the Bay and Lumley Bayshore Community Centre. The study area extends southward to 7th Street, and to 2nd Avenue on the west, and 4th Avenue on the east.

The Downtown Improvement Area (DIA) creates the core of the study investigations, located on the east side of the Sydenham River, from 11th to 7th streets (*refer to Figure 1*). This downtown business area is conveniently located on the southern edge of the Inner Harbour and boasts of over 350 stores and services. The central sector of the DIA includes a handsome district of heritage buildings, exhibiting fine architectural detailing and structures of local stone and ornate brickwork.

The Inner Harbour, unlike many Ontario waterfront communities, still maintains commercial shipping and recreational boating opportunities. The excitement of a busy working harbour continues in Owen Sound with shipping to the Great Lakes Elevator and Miller Cement Silo, winter storage functions for several commercial ships, and new events of cruise ship visitation as part of the Cruising the Great Lakes Coalition. The Inner Harbour also boasts of a public infrastructure of urban walkways and parkland on the west side for open space recreation activities.

Parallel to the Master Plan study, the City commissioned two engineering studies: the first, to undertake the reconstruction of 2nd Avenue East, from 7th to 11th; the second, the reconstruction of 10th Street, from the river to 4th Avenue East. Coordination of both engineering studies and the master planning study have been conducted as an integrated process to ensure consideration of urban design strategies and standards for high quality roadways and the public realm as a whole.

These “package” of projects are referred to as “The Big Dig”, and include the upgrading of all municipal underground services and roadways within the project area.

1.2 Objectives

In undertaking this assignment, the consulting team and Committee have been focused on several objectives for planning in the study area as follows:

- *To integrate and rationalize re-development potential and public infrastructure in the downtown and harbour area.*
- *To establish the right type and mix of activities, development and infrastructure to reinforce Owen Sound's position as a regional centre.*
- *To build the community vision and produce a master plan document to guide the design and implementation of physical improvement over time.*

1.3 Project Approach

The project was structured as a three-staged approach, commencing in May of 2000. The work tasks and products are listed below:

Phase 1 – Ideas and Vision

- Background/study area reconnaissance
- Community vision
- Economic and tourism positioning

Phase 2 – Master Plan and Urban Design Strategies

- Alternatives for redevelopment and urban design strategies for harbour and downtown
- Demonstration site potential for priority area
- Proposal implications for the community

Phase 3 – Final Master Plan and Implementation Plan

- Refinement of the preferred master plan and urban design strategy
- Guidelines and standards for Public Amenity Areas
- Implementation costs and partnering recommendations

The project process has relied heavily on input from community participation and ongoing dialogue with local business people, landowners, private residents and the public-at-large. Two (2) meetings were held in Phase 1 to discuss ideas and concerns for the project conceptual vision. A public meeting/presentation has also been conducted at the end of Phases 2 and 3 to review the project status, and review concepts for the master plan and public amenity areas.

Ongoing coordination with the two “Big Dig” engineering teams and City departments through concept development has been necessary to confirm technical feasibility of certain proposals and development considerations for the public infrastructure and development framework.

2.0 THE COMMUNITY VISION

There have been a series of forums conducted for the community to express their ideas for the harbour and downtown Master Plan, and express concerns related to the Big Dig infrastructure project and its implementation. The following summary of issues and ideas has emanated from this dialogue. A detailed consultation report is provided in Appendix 1.

2.1 Commitment to the Downtown

Citizens voiced the opinion that the City's ability to create a climate for re-development downtown is critical at this stage in the economy and health of the city and downtown. Ideas included potential property tax reductions, the purchase and sale of property, granting other development inducements in addition to cash-in-lieu for parking, re-zoning, the facade improvement program, etc.

2.2 Downtown Business Area

Citizens and business people believe that a new image and efficiency of the streetscape (that caters to customer's convenience and comfort) will reinforce the shopping district role and encourage new investment.

Before major infrastructure is implemented as part of the Big Dig, the community wants to re-define the Owen Sound experience for residents and visitors geared to the assets of the heritage downtown and the harbour. Many expressed the need to recapture the "green community" or organic identity with the harbour, the river and open spaces in the city.

Safety and the image of the night time environment in Owen Sound requires improvement to create a welcoming ambience for visiting restaurants and extending shopping hours.

Business people want to see a new image for the downtown and increased programming of the area to draw shoppers. New businesses can then capitalize on the changing population trends and potential markets.

The Market/Civic Hall site was seen by citizens as having the greatest potential for expanding market functions and events, creating a redeveloped civic square with skating and urban park areas. Residents felt that this location is one of the City's biggest underdeveloped assets. Expanded market facilities could offer new opportunities to tell the agri-tourism story and create a civic square.

2.3 History as a Theme

The history of Owen Sound is defined by its marine and rail heritage, and the industrial and business history that created a vivid relationship. There seems to be tremendous support for using this heritage as a way of developing a unique character in the downtown. A search for artifacts should be undertaken by the museum which would achieve several objectives: to collect as many as possible before they are lost, to alert the community to the value of their heritage and the value of these artifacts, and to create an inventory of these objects which would assist the design process.

Concern was expressed for the downtown over the decline of architectural buildings in terms of appearance, image and heritage integrity, and the loss of place names associated with the

evolution of the community. Lack of political support has existed for heritage preservation in the past. The City needs proactive initiatives related to history and architectural rehabilitation.

2.4 The Harbour + Georgian Bay

The harbour seems under-utilized for many in the community discussions. Separation of the big marinas from the downtown is a concern, as well as the potential transient docking needs.

Citizens believe that the City should actively pursue the opportunity to purchase or gain control of the entire harbour from the Federal Government as the pressure to divest federal harbour lands continues. Negotiations should continue with the Federal government regarding issues of environmental contamination, and dredging responsibilities. It is desirable that the City develop a cruise boat docking area and transient moorage as close to the downtown as possible, and generate income rather than spend money on temporary moorage.

Visits by boats, with special excursion activities, and the new German cruise ship offer an opportunity to provide mooring and access to the city and shopping areas.

2.5 The Sydenham River

Most residents believe that the City has turned its back on the river (this may be more historic than anything). Residents and business people insist on the clean up of the river corridor. Concerns regarding use conflicts with fishermen during the fishing season, and the general condition of the area during fishing seasons and peak derby events is a major public deterrent for some people in the downtown. Although many initiatives have been conducted to improve these problems, there is still considerable effort needed to provide a high quality fishing experience and to protect the riverine environment.

Many residents noted the missed opportunities to create a vibrant retail/restaurant area along the river.

A few citizens want to see a concept of pedestrian bridges provided at mid-block points across the river between 9th and 10th, between 8th and 9th and the lower harbour area. The proposals could create opportunity for design competitions to create a City of Bridges.

2.6 Traffic, Parking, Circulation

The issues of the adequacy of parking facilities were a source of great debate and diversity of opinion. Many existing business owners want the existing meter parking removed to encourage short-term parking. Others believe that the convenience and capacity of parking would be improved with the construction of centralized parking facilities and structures. Various opinions were expressed about the needed revenue for the City. Many believe that the charges are low compared to other municipalities.

Other ideas that citizens offered include the elimination of some parking spaces along 2nd and 3rd so that sidewalks can be expanded to provide space for cafes and restaurants outside, and the occasional closing of 2nd and 3rd to traffic for street festivals.

Discussion about the reconstruction of the downtown street system raised the need to create an urban entrance roadway to the business district, while at the same time handling major traffic peaks of commuter traffic.

2.7 Events and Activities

Many residents proudly boasted that “event tourism” is where Owen Sound excels in their performance and attraction to visitors. Many of the large-scale venues and other fundraisers (boat cruises) are all popular and growing in creativity, involvement and scale. The downtown needs to become the destination for a range of business activities, and for festivals and entertainment.

Residents noted that there was a very successful recent outdoor festival that used the 1st Avenue extension, between 8th and 10th, as an outdoor market, cafe, and events space. It opened many people's eyes to the possibility of using the river and the back of buildings, and creating a car free place in the downtown. Other comments included using the buildings that front on the river and opening up through connections between the north south commercial streets.

Residents are also proud of their cultural community and talent base for all types of design and creative endeavours. They see this talent as a pool for physical infrastructure design, creating new business opportunities and for cultural programs and events for the future of the area.

3.0 PLANNING CONTEXT

The City of Owen Sound's Official Plan highlights the downtown as a focal point for commercial, social and cultural activities in the City and as a major shopping destination in the area. A mixture of commercial and recreational activities are encouraged within the harbour, as well as improved public access.

The City's recent trails study outlines a series of routes through the study area supporting linkages for bicycles, walking and heritage education linking the downtown shopping areas and the waterfront areas to local neighbourhoods.

The Bayshore Secondary Plan provides several policies for land acquisition and development of the waterfront.

The City's Economic Development Strategy identifies the need to create a series of development initiatives that promote the downtown as a specialized area for business and the cultural centre of the City.

The study area straddles several of the Official Plan Community Improvement Areas including the Central Business District, the Inner Harbour, and parts of area 6, which is called Central. The Community Improvement Areas include:

- *Upgrading and provision of improved municipal hard services;*
- *Upgrading and provision of improved municipal soft services and improvement of the amenity of the lands;*
- *Upgrading and provision of transit and traffic control devices and facilities;*
- *Rehabilitation of existing buildings and structures;*
- *Replacement of inappropriate uses which, in the view of Council, have a serious negative impact upon the area.*

A detailed Community Improvement Plan was prepared for the Harbour some years ago. Many of the detailed site improvement ideas in this document have been implemented, such as walkways, park improvements, seating areas, lighting, etc. Other ideas have not been implemented such as bridges, boardwalks and mooring slips.

4.0 ANALYSIS AND OPPORTUNITIES

4.1 Historic Foundations

4.1.1 Overview

The first European to see the natural harbour qualities of Owen Sound was most likely Samuel De Champlain who, in 1615, at the direction of the Huron people, ventured there on his trek across the Great Lakes. Owen Sound had at that time been already been inhabited for unknown generations by the Petun nation who referred to the area as “Wadineedinon” (beautiful valley). Native peoples, including the Iroquois, Ojibway, and later the Potawatomi who resettled in the region from Wisconsin, realized the benefits of the area as a trading center and access point to the Great Lakes.

The relationship of Owen Sound to the Great Lakes is apparent from its earliest beginnings. In 1815, Captain William Fitzwilliam Owen sailed into the bay on a surveying expedition and gave the bay its present name. It is not certain if the sound is named after Captain Owen or his older brother, Admiral Sir Edward William Owen, after whom several other local landmarks are named.

John Tefler, a government land agent arrived at Owen Sound in 1840 and encountered the Ojibway and Potawatomi who were settled at the mouth of the river at the Village of Newash. Tefler traveled upstream



to what is now 8th Street and met with Charles Rankin who was surveying the area for a new town at a mutually agreeable distance from the native settlement. By 1841, Rankin and Tefler had cut the intersection of Union St. (8th street) and Poulett Ave. (2nd Avenue E.) out of the bush and built a log structure there that served as Government House to begin the new village of Sydenham.

The fledgling village of Sydenham soon attracted its first settlers, and by 1843 the village boasted 40 persons, one of whom was William Boyd. He opened the first general store and was also the first to use the natural harbour of Owen Sound as the home port of his private schooner, the “Fly”. Boyd later built the first large wharf into the harbour and effectively began the shipping industry in Owen Sound.

The 1840’s saw increased industrial expansion to Owen Sound with the arrival of increased schooner traffic and the establishment of flour mills, wool mills, furniture factories, and timber mills being construct-

ed at the same time as the surrounding area continued to be cleared for farming. As business flourished and the harbour increasingly filled with ships, many residents began to envisage the creation of a “Liverpool of the north” at Owen Sound.

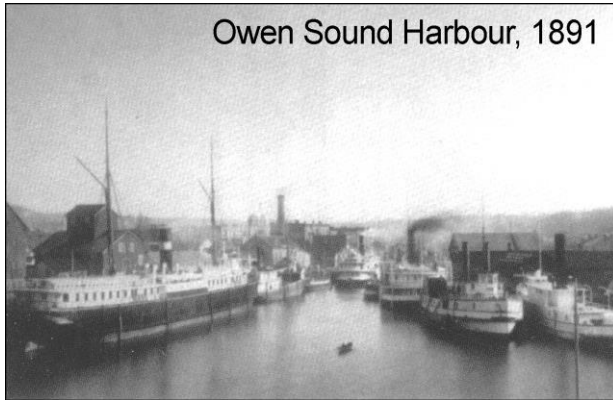
Dissatisfaction with the name of the village in 1851 resulted in Sydenham adopting the name of the bay, Owen Sound, for the village as well. By 1856, the population had grown to almost 2000 people and a regular steamer between Owen Sound and Penetanguishine was in service. One year later, the village officially became a town and it annexed the native villages of Newash and Sarawak and its adjacent farms, so that the town could continue to grow toward the mouth of the river and consolidate its connection to the water.



In the 1860's, the importance of the water and the shipping industry to the town of Owen Sound continued to grow. After the construction of a dry dock at the harbour in 1867, the “Francis Smith”, a passenger vessel, sailed the waters of the upper Great Lakes to Owen Sound. Shipping and shipbuilding continued to be the largest industry in the area. New large passenger ships expanded the already established role of the port as a primary gateway for settlers on their way to the Prairies. The fervor of ship-building and shipping hit a peak in 1889. From Owen Sound Harbour, Polson Iron Works launched the first all-steel ship ever built in Canada.

Although Owen Sound was very well connected to the water, it relied on a stage coach service to reach inland communities and urban centers to the south. The completion of the Toronto Grey and Bruce Railway in 1873 produced for Owen Sound the other half of the economic cycle that allowed, for the first time, major shipments of goods through the town on their way to the major urban centers to the south. The existing rail service became very attractive to the CPR who wanted to use Owen Sound as the terminus for all their Great Lakes shipping. In 1883, the CPR purchased the rail line from the TGBR and subsequently built two large grain elevators. The endeavors of the CPR at Owen Sound generated a major economic boom in the life of town. The population continued to rapidly grow, and the town enjoyed a building boom. Several new churches were added to the already impressive collection of spires and gave the town the nickname “City of Churches”. With four major churches on the intersection of 10th Street

and 4th Avenue, the intersection became known as “Salvation Corners” in sharp contrast to “Damnation Corner” one block west, which boasted a major hotel on every corner. Many impressive homes and commercial streetscapes were also built, mostly in the Victorian style. Growth continued over the turn of the century and the Victorian style streetscapes of the late 1880’s gave way to the increased monumentality of the important buildings of the town, notably, the second empire inspired Post Office by Foster and Clarke in 1907.



Owen Sound entered the new century very well placed as the major shipping and transportation hub in the region connected to both land and sea. As the lakehead connection that allowed much of the Prairie’s commodities to reach eastern markets, Owen Sound became for Canadian grain what Chicago had become for cattle. The CPR revitalized the grain presence in the town further when, in 1925, they built a four million bushel grain elevator to replace its predecessor lost to fire in 1911.

Water and rail access to Owen Sound not only benefited the existing industry but also created a new one. By the turn of the century, tourism in the area was already beginning to rival shipping as the town’s biggest commodity. Owen Sound had by that time developed an air of sophistication, with electric street lighting and the establishment exclusive clubs and literary societies. The town became a resort for the social elite from larger centers such as Toronto as they traveled here to enjoy regattas, cricket and resort life in the setting of the Georgian Bay. The Georgian Bay + Summer Resort Co. was founded in 1902, and the “King’s Royal Hotel and Resort”, with 110 rooms, tennis courts, golf course, ferry service, theatre, and private electric plant, was soon built to service the ever increasing flow of holiday seekers.

The City today continues to undergo change as the influence of the original industries and local business sector wanes in favor of larger multi national industries. One of the city’s original foundries, dating from the arrival to the area of William Kennedy in 1831, enjoyed continual operation at Owen Sound until just recently, producing ship propellers for all Canadian built ships engaged in World War Two. The Kennedy Foundry merged with “Black Clawson”, eventually becoming a large multi-national company itself.

The transition of Owen Sound from a “Timber Town” to heavy marine and rail industry to grain transportation and shipment to a tourism focussed economy today has been gradual. The transition of economies affords the City of Owen Sound the opportunities to create and reinforce the existing linkages of the City to its own heritage, which clearly is founded on its relationship to the water.

Owen Sound’s history has many layers and story lines upon which to build historical interpretation, public educational touring, exhibits, theming for events and cultural venues as well as image building opportunities for the downtown. The storylines that should be emphasized include the marine and rail history, industrial/business community evolution, and personal accomplishments of many prominent Owen Sound residents and families over the years.

4.1.2 Historic Sites and Buildings

The City of Owen Sound currently has over thirty buildings designated historic in the downtown area, with many outstanding examples of certain eras of Owen Sound’s history and evolution. A few buildings in the immediate downtown include the Owen Sound Post Office, the Buchan Manor, the MackKay Dry Goods

building, and former Queen's Hotel. Other sites of special interest include the Mill Dam and Fish Ladder, several residences of prominent families/personae, as well as the Market and historic commercial core of the City. The first village is marked by the intersection of 8th Street and 2nd Avenue, known then as Sydenham.

LACAC believes that considerably more work needs to be undertaken to research and identify other important sites and buildings in the city (*refer to Figure 2*), as well as to assist landowners with advice on building rehabilitation and renovation.

4.1.3 Heritage Walking Tour

An excellent heritage walking tour is organized for the City, and an outstanding brochure is developed to assist visitors and residents to take this route as a self-guided excursion. Many of the key buildings are highlighted on this route, however, not all sites have, as yet, been plaqued or visually acknowledged to the visitor.

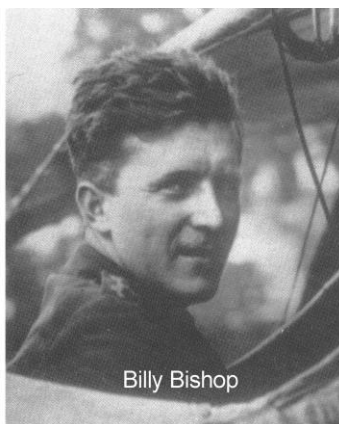
A local heroes program and commemorative square has been developed at City Hall, and a harbour interpretative display is completed at the harbour (west side). These facilities are already highlighted on the existing heritage tour of the downtown and harbour.

It has been noted that local heritage tours have been held in the City as a touring event and that they are increasingly popular for outings.

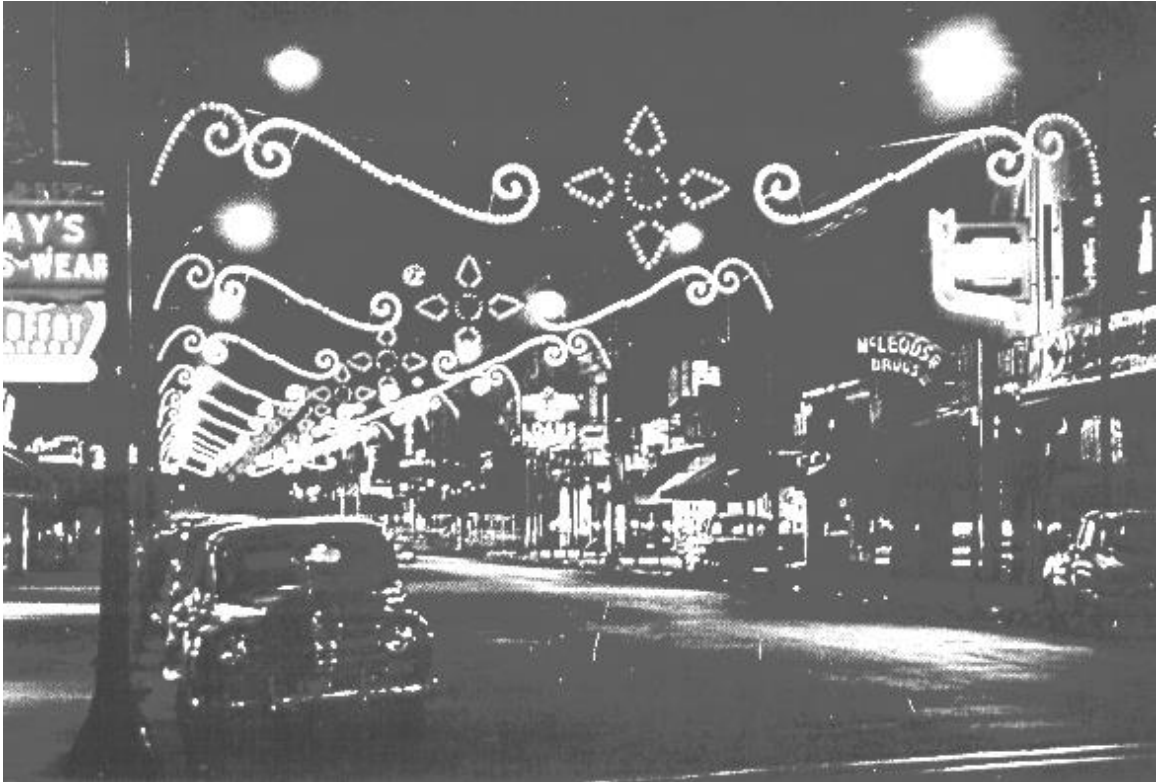
4.1.4 Opportunities

Owen Sound's heritage resources are very rich and interesting, with a distinct history that is set apart from other towns and cities in the province – particularly when the harbour still operates in a working capacity. The heritage linkages and stories that can be made to the harbour, the river, and the vast collection of heritage buildings and artifacts that the City has preserved, are prized assets that need further creative exploration in design terms, in educational terms and in events and cultural story telling.

Opportunities exist to re-establish place names in the various neighbourhoods that are associated with historic places in town. Important place or important family/person names could also be considered for renaming streets, parks, gateways and civic places to be developed in future.



The Noma Lighting Company designed and installed an elaborate lighting display which historically was a landmark Christmas display in Owen Sound loved by many residents. Opportunities exist to look at the re-creation and re- incorporation of these light displays in the 2nd Avenue corridor for the winter shopping season, and Festival of Northern Lights.



1957

4.2 The Economy and Market

4.2.1 Regional Context

Owen Sound is the largest urban centre serving the counties of Grey and Bruce, to which it is centrally located. Although the City is no longer a major transportation gateway, its marine and rail heritage helped to establish a broad range of economic and administrative activities, nurturing a strong base of retail, social, cultural and other government facilities to serve its regional population, as well as tourist visitors.

- *Owen Sound has a considerable manufacturing base that contributes to the regional job market.*
- *A large concentration of commercial space and retail facilities also provides jobs, as well as a wide variety of goods and services, and comparison shopping opportunities, both in the Downtown Central Business District and the regional shopping centres.*
- *The City's role as a regional centre influences its need for office space, which constitutes a significant component of the commercial space in the Downtown. City Hall, Grey County administration, and many provincial and federal regional or district offices provide a range of government, health and social services.*
- *The Grey-Bruce Regional Health Centre and Owen Sound's educational facilities, including Georgian College, draw people from throughout the region who may then involve themselves in other activities and services located in the City.*
- *Owen Sound is also a cultural centre, and functions as a base or point of departure to other tourism attractions in the surrounding region.*

Owen Sound's regional market area is currently home to 161,700 people, including all of Grey and Bruce counties. This area includes a local market area of 38,600 people, including 22,500 residents in the City of Owen Sound and 14,300 residents in the surrounding Townships of Derby, Sydenham, Sarawak and Keppel. An estimated 32,000 seasonal residents also live in the Owen Sound, Grey-Bruce area.

- *Recent population growth has not been significant, and is well below provincial and national growth averages. (Refer to Appendix 2 for more detailed demographic and economic information). Historic population trends also indicate a slower growth rate for the Owen Sound, Grey-Bruce area over the past 40 years.*
- *By 2011, the primary market area population is projected to reach 39,500 people; the regional population will reach 177,800.*
- *A high proportion of seniors living in Owen Sound will influence the local market demand for services and amenities, passive and cultural recreation. The City has become a popular retirement community with an aging population.*

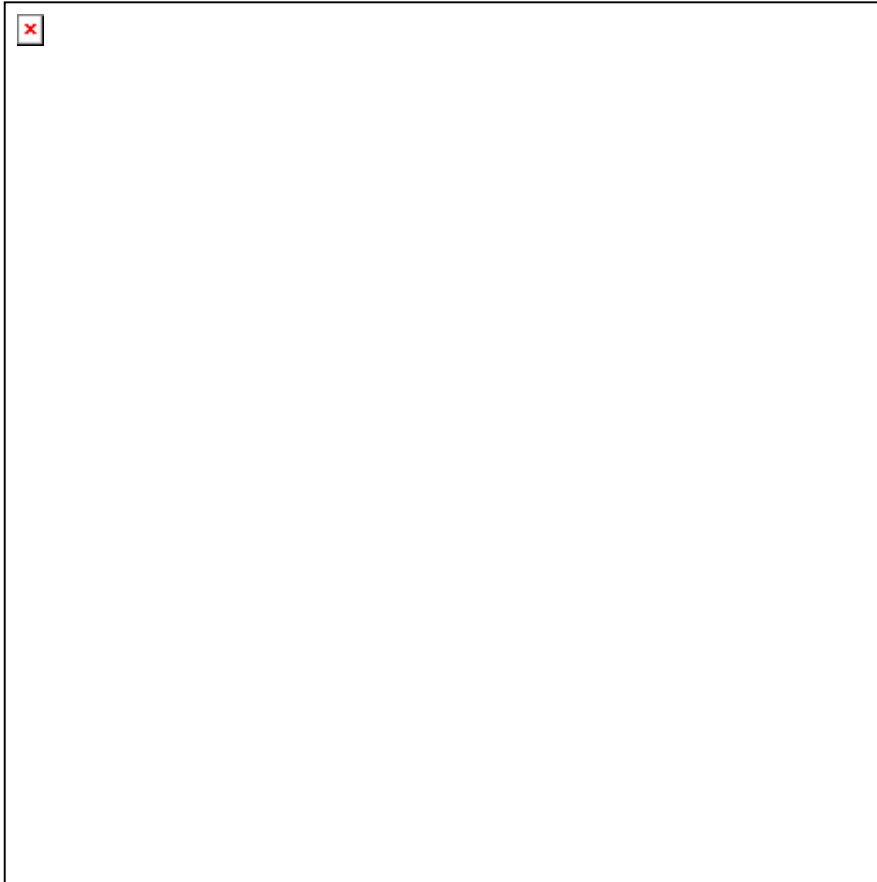
In addition to the local and regional market population it serves, Owen Sound's facilities, services, attractions and manufacturing output is also accessible to a much larger population. While located in Southern Ontario's hinterland, outside of the more densely populated Golden Horseshoe Area and Highway 401

corridor, Owen Sound is still within a 3 hour drive of 6.6 million people, and one day's drive of 120 million people. The City is also served by a regional airport.

Owen Sound also serves as a gateway to the Bruce Peninsula, and the ferry connection to Northern Ontario via Manitoulin Island. The Chi-Cheemaun ferry carries over 200,000 passengers each year who pass through the Owen Sound, Grey-Bruce area, primarily during July and August.

4.2.2 Downtown Commercial Role and Structure

Owen Sound's Official Plan identifies the Downtown as the focal point for commercial, social and cultural activities in the City. The Downtown functions as a specialized business area and cultural centre, where a broad mix of uses and activities attracts a wide range of people, including local and regional residents and tourists, and distinguishes it from other commercial shopping areas in Owen Sound (i.e. the more generic shopping malls). Some tourist-oriented gift shops, as well as stores that serve local and seasonal residents and tourists pursuing recreational activities in the Owen Sound area (e.g. fish tackle and climbing gear), are represented. The urban streetscape is also the setting for community and cultural events.



Downtown is the largest and most diverse commercial area in the City, with a total of 807,500 sq.ft. in ground floor commercial development. In comparison to similar sized communities, Owen Sound has a greater amount of downtown floor space per capita. (Refer to Appendix 2 for a comparison between Owen Sound and other downtowns and more detailed commercial inventory tables).

- *Downtown Owen Sound has strong representation in the following retail categories: pharmacy, semi durables (gift, toy, florist, books, hardware, etc.), other durables (sporting goods, jewellery, multi camera, etc.) and other retail (beer and wine, antiques, etc.).*
- *Downtown Owen Sound is under represented in department stores, general merchandise stores, food stores, automotive (tires, batteries and accessories), and other DSTM (Department Store Type Merchandise - opticians, computers).*
- *It currently generates about \$100 million in retail sales.*
- *The main retail focus is along 2nd Avenue East between 8th and 10th Streets.*
- *About one quarter (24.9%) of the inventoried space is ground floor office space. Financial, insurance, real estate or legal offices are a significant component of this space, with each of Canada's major banks represented along 2nd Avenue East.*

In addition to the commercial categories, Downtown Owen Sound features major office buildings such as the Owen Sound Professional Building on 3rd Avenue East and the upper floors at the Royal Bank Business Centre. Community and cultural facilities include City Hall, Owen Sound and North Grey Union Public Library, the Tom Thomson Memorial Art Gallery, Billy Bishop Museum, The Roxy Theatre, Marine Rail Museum, the Grey Granite Curling Club, YMCA and several churches.

4.2.3 Commercial Port Functions and Shipping



Owen Sound's Inner Harbour is a functional commercial harbour owned and managed by the federal government. It is connected to the Great Lakes system through Georgian Bay. The inner harbour was once a busy transportation centre serving as a major transfer point for ship to rail transport before the development of the St. Lawrence Seaway/Welland Canal system. However, as industrial shipping has declined in importance, many industries in the inner harbour relying on the waterfront have closed, while many have relocated to the industrial park at the east end of Owen Sound. The CN and CP railway lines were abandoned and removed from the inner harbour in the mid-late 1990s, but the rail corridors now provide

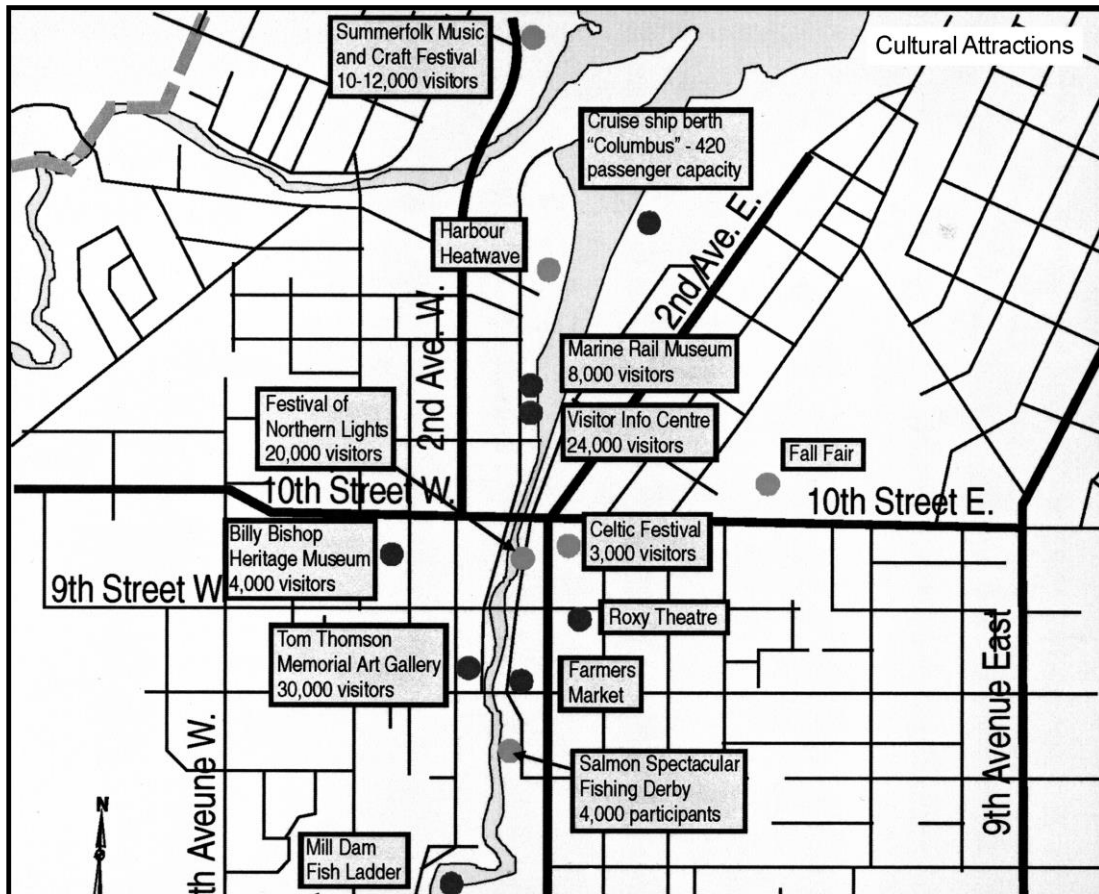
opportunity for linear recreation trails. The City has acquired ownership of CN lines on the west side of the harbour and ownership of CP lines north of 18th Street East, and has identified these links in its Trails Master Plan.

In addition to recreational boating in this area, there are still some industries that occasionally use the harbour for commercial purposes. Large freighters bring wheat shipments to the Great Lakes Elevator Company about six times a year; bulk powdered cement is delivered by tanker once or twice a year to storage tanks. (Refer to Appendix 2 for additional detail). The harbour also functions as winter storage for several commercial ships, including the Chi-Cheemaun ferry.

4.2.4 Owen Sound Tourism Markets

Over 2.4 million tourists visited Grey and/or Bruce Counties in 1998. They contributed \$181 million to the regional economy. Visitor origins included 90% from Ontario, 1% from elsewhere in Canada, 7% from the United States, and 2% from other international origins. Tourists typically seek a variety of activities during their trip, including both outdoor recreational and cultural pursuits. They are motivated by a desire for authentic experiences, a desire to learn to be adventuresome and a desire to see and do new things. Their busy lifestyles and lack of time contribute to short, weekend excursions that are closer to home, highlighting the importance of the large, Greater Toronto Area getaway market to Owen Sound.

Owen Sound's recreation facilities and attractions take advantage of a natural setting featuring shorelines and the Niagara Escarpment, which passes right through the City. The City also has accommodation facilities and restaurants to support the tourism industry in the Grey-Bruce area. The "hub and spoke" tourism concept promoted by the City encourages tourists to use Owen Sound as a base from which to visit other attractions along the Escarpment, Bruce Peninsula and shoreline areas in the Grey-Bruce region.



Owen Sound has a wealth of natural and cultural attractions, activities and events, listed in Appendix 2. They include the following assets:

- *Parks and conservation areas featuring escarpment slopes, trails, rivers and waterfalls provide settings for hiking and cycling, climbing, fishing, snowmobiling and skiing nearby at Blue Mountain and Beaver Valley;*
- *Cultural heritage assets such as the Marine Rail Museum, Billy Bishop Heritage Museum, Tom Thomson Memorial Art Gallery, the County of Grey-Owen Sound Museum and The Roxy Theatre - home to Owen Sound Little Theatre and Owen Sound Georgian Bay Symphony;*
- *A wide variety of festivals and special events, including the Festival of Northern Lights Christmas light display, Summerfolk Music and Craft Festival, Owen Sound Harbour Heat Wave, Celtic Festival, Salmon Spectacular Fishing Derby; and the Fall Fair.*

The City is a member of the Cruising the Great Lakes coalition and has recently begun to efforts to attract cruise ships. The 400 passenger MS Columbus of the Hapag-Lloyd line made a port of call in Owen Sound in August 2000. The City also provides limited small berth docking in the inner harbour for transient boaters.

4.2.5 Strengths and Opportunities

From the analysis of the market and the structure of the downtown, key strengths and opportunities can be identified. These include:

- *The downtown is large and diverse which reflects its historic evolution and the scale of the regional market.*
- *There are no obvious gaps in the existing retail mix.*
- *There are opportunities, however, to improve the retail mix particularly in the area of specialty retail.*
- *The main driver for upgrading the retail offering will be to improve the visual and functional characteristics of the downtown/harbour, and to intensify public events and programming. This will bring more local, regional and visitor traffic which will in turn attract new retailers and induce upgrades to match the market opportunity.*
- *The tourism and visitor market potential presents an important opportunity for the downtown/harbourfront area. There is substantial opportunity to increase traffic and visitor spending.*
- *The office and service commercial components of the downtown/harbourfront area are a major strength of the downtown. Major expansions to the office employment sector should be directed into downtown/harbour locations.*

4.3 Built Environment

4.3.1 View From the Valley Edge

If the perception of built form is dependent upon how it is experienced, then an understanding of Owen Sound's built form starts with a brief geological history of the City's location.

The City of Owen Sound is situated in a "U" shaped valley that opens north to Georgian Bay. This valley is bisected by the Sydenham and Pottawatomi rivers. The east side of the valley and much of the City is defined by the first of the five Cape Rich Steps - geological formations created partially by the last ice age, almost 4,000 years ago. The western edge of the valley and the City is defined by the Niagara Escarpment which, at this point, becomes part of the Bruce Peninsula. The exposed and eroded bedrock of this escarpment was formed 4-500 million years ago and is an evocative landform feature for the City.



Understanding the physical setting of Owen Sound is important because all visitors to the City arriving by road experience the view over the valley to the rooftops, tree tops, rivers and waterfront below. This view of the City from the valley edges seems to reveal both the history of its built form as well as the quality of life that the community enjoys.



One of the first impressions of the City, spread below as you start to drop down into the valley, is one of a compact red brick core of commercial buildings that is defined on four sides by the harbour, a meandering river and treed residential neighbourhoods. The consistent two to three storey height of the central business district spread over a 9 or 10 block area, the grid of streets, flat roofs and parking lots, clearly shouts, downtown. Just as the canopy of mature shade trees, smaller, multi-coloured pitched roofs and winding streets that follow the river, shouts, houses within walking distance of the downtown.

On the east side of the Sound the downtown core seems to sprawl north along the harbour edge but in a loose, less compact form. Large, one storey buildings and parking lots, no discernible grid and extensive areas of grass surrounding silos, and other relics of the industrial past have a frayed appearance from the edge of the valley. This transition area is defined by stand alone buildings along the north side of 10th Street East, the largest and newest building is 8 to 10 stories in height.

As the harbour narrows it becomes the Sydenham River somewhere under the 10th Street Bridge. This meandering river is fringed by trees that are thin and tentative at the river's mouth, but become more numerous and thicker as you move upstream. The narrow green corridor in the downtown area soon blends into the heavily treed valley edges and uplands of residential Owen Sound.



The west side of the harbour is also in transition, but instead of changing from industrial to commercial use , it seems to be changing from industrial to residential use and parkland.

From the vantage point of the valley edge, the overall impression of Owen Sound's downtown is that the urban structure and built form of the City is intact, compact and healthy. Disuse and demolition seem to have spared the historic patterns of growth and prosperity that are unique to the City.

4.3.2 The Downtown

As the visitor descends into the valley the perspective changes as residential areas, churches, schools and treed streets give way to 19th century commercial buildings, parking lots and newer buildings. “Salvation Corners”, with a church on each of the four corners of 4th Avenue and 10th Street remains, but transition from the older city fabric begins in the next block. “Damnation Corners” has all but disappeared.

The core area along 3rd Avenue between 8th and 10th Streets East has experienced several cycles of demolition and redevelopment. Parking lots facing 3rd, large-scale redevelopment and vacant sites create an incomplete and incoherent built form or street edge. This erosion of the 19th century pattern and scale of commercial buildings, with one or two stories of residential above street level retail, is almost complete along this two-block section of the street. Except for the redevelopment of the Post Office building diagonally opposite the newer 1950's Post Office, that together stabilizes this corner, very little remains of the old City in this area. From the corner of 8th Street south to 7th, as commercial gives way to residential, the 19th century pattern of brick and stone buildings is substantially intact.

2nd Avenue East between 7th and 10th Streets is the heart of the CBD. It is anchored on the north end by two substantial three-storey buildings on opposite corners as the street angles eastward. The rhythm of 20' and 30' storefronts, many of which have been restored or are in their original condition and two to three storey buildings, is largely intact along 2nd Avenue. This coherent expression of Owen Sound's traditional

importance as a regional commercial centre stretches south past City Hall and the Granite Club to 7th Street and the adjacent residential areas. With few exceptions, such as the City Hall and several banks, this portion of the downtown has retained much of the scale and flavour of the last century and probably has some of the strongest built form links with Owen Sound's commercial history.

The majority of the listed heritage buildings are found in the CBD and most of them are along 2nd Avenue.

1st Avenue East is an interesting anomaly within the context of this Georgian gridded community -- it is curved to follow the river. Between 8th and 10th Street, only two buildings front onto 1st Avenue from the east side of the street. Buildings that front onto 2nd Avenue back onto 1st Avenue and, with four exceptions that back onto the river, there are no buildings on the west side of the street. Between 9th and 10th Streets, 1st Avenue was a right-of-way for a rail spur that was used for shunting rolling stock between the former CN yards on the west side of the harbour to the former CPR yards on the east. Today 1st Avenue is functionally a lane with parking and rear service access street for 2nd Avenue that follows the river and offers a superb view of trees and water.



10th Street East is by MTO standards a four lane highway that connects Provincial Highway #26, and #6/10 to Highway #6/21 within the broader regional road system. However, from an urban design perspective, 10th Street is the primary entry to Owen Sound and forms an east + west gateway to the downtown and harbour area. For a visitor travelling by vehicle, 10th Street East crosses 2nd Avenue to provide views south along this primary commercial street and then crosses the bridge to provide the first views of the Sydenham River and the harbour. Remnants of the 19th century buildings along this important street exist, as discussed, at the corner of 2nd and along the south side of the block between 2nd and 3rd. However, the changing patterns of use and the speed and volume of traffic has severely damaged urban fabric between 2nd and 4th.

Interestingly, 8th, 9th and 10th Streets are connected by bridges across the river to the west side of the City. At these three points where the commercial core leaps across the river, institutional uses and commercial uses provide a buffer and transition between the downtown and the older residential neighbourhoods. The Library, Art Gallery, churches and large homes that have been converted into professional offices face the river and the downtown, separated by trees and water.

9th Street is largely intact except for the Tim Horton's at 1st Avenue and until midblock between 2nd and 3rd Avenues where large gaps and unsympathetic infill has destroyed the coherence of the street related buildings.

8th Street is almost completely intact, starting with the Market (the former Waterworks building) east to the corner of 3rd Avenue East. With the exception of City Hall, which replaced an earlier City Hall that burned, and a recently demolished building on the north west corner of 3rd Avenue and 8th Street East, the rhythm and pattern of late 19th and early 20th century buildings is equaled only by 2nd Avenue.

The built form of the study area, which encompasses most of the CBD, is typically a mixture of 19th and early 20th century commercial, institutional and residential architecture. As "Main Street" was always changing as a result of market forces, the style and character of main street buildings show a range of architectural expression and modification. These commercial buildings are generally rendered in brick or stone, with 1 to 3 stories in height and usually not more than 30-40' in width. Storefronts are glazed with a sign band that is often incorporated into a first storey - often bracketed - cornice. A central recessed entrance to the main floor retail is often flanked by a more modest, sometimes recessed door providing access to the upper floors, which house offices and residential uses.

The street or principle facade above the first floors generally have a regular pattern of windows, often with decorated and embellished window caps and sills. The tops of walls are often completed with a projecting and bracketed cornice band, and in the case of mid and late Victorian commercial buildings, further skyline treatments such as balustrades and finials were added for their decorative silhouette value. Awnings that projected from the first storey cornice band shaded the sidewalk and the goods in the display windows.



Corner buildings developed a feature to provide emphasis and definition, and to anchor the four corners of intersections of important streets. For example, the former Seldon House at 2nd Avenue East and 10th Street has a second storey balcony above the entrance at the corner. Other strong corners exist at the northwest corner of 9th Street and 2nd Avenue, at the northeast, the southeast and west corners of 8th Street and 2nd Avenue at the northeast, southeast and west corners of 8th Street and 3rd Avenue and the northeast, southeast and west corners of 9th Street and 3rd Avenue.

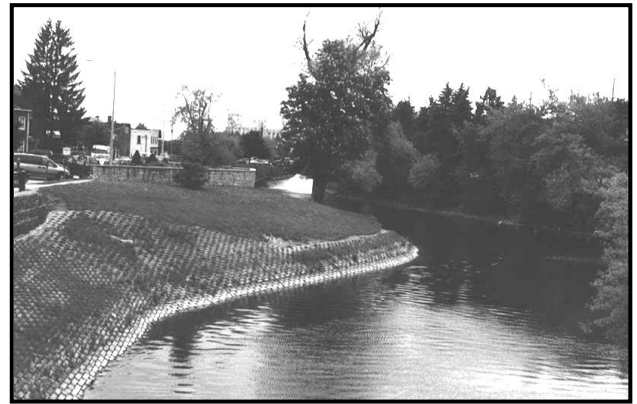
More modest commercial buildings such as stables, garages and building supply are scattered throughout the study area. These are usually smaller, pitched roof structures with the earliest built of stone and the later built of brick or frame. They are typically located at the rear of lots and in many cases are accessible from less major streets or lanes.

4.4 Natural Environment and Open Space

The downtown is surrounded by an abundant diversity of natural areas and landscapes of beauty, with the striking backdrop of the Niagara Escarpment. The escarpment - a World Biosphere Reserve - sets Owen Sound apart as a community set within this context of rich ecology and geological formations. The Sydenham River bisects this escarpment and enters the city through a gentle meandering section of the corridor. Although areas close to Owen Sound provide fine habitats of ferns, orchids and other rare plants, the river ecology has been degraded after years of neglect and urban pressures.

The Sydenham River lacks an ecological approach to river stabilization and restoration, including issues such as:

- *Lack of indigenous planting*
- *Poor maintenance practices and water quality*
- *Poor pedestrian environment and control*
- *Parking barriers for views to river*
- *Development and parking too close to top of bank*



Open space and parkland at the waterfront has been upgraded in recent years with the addition of walking routes and heritage interpretation. However, the lack of harbour animation or activity and the need for connections that link back into the downtown and neighbourhoods seem to reduce use for residents.



Opportunities exist to reduce conflicts between fishermen and other park users, and to rehabilitate the river landscape. A long term rehabilitation project would require improved shoreline bioengineering techniques, and a professional hydrological study to review river dynamics and flow considerations. Reducing the amount of paving and parking along the river bank is important, as well as increasing the "top of bank" green space condition. A new river walk proposal can only be executed when this rehabilitation work has been

completed and feasibility for access along the river is confirmed. Many steep slopes that are unstable exist through the urban area and south of 8th Street.

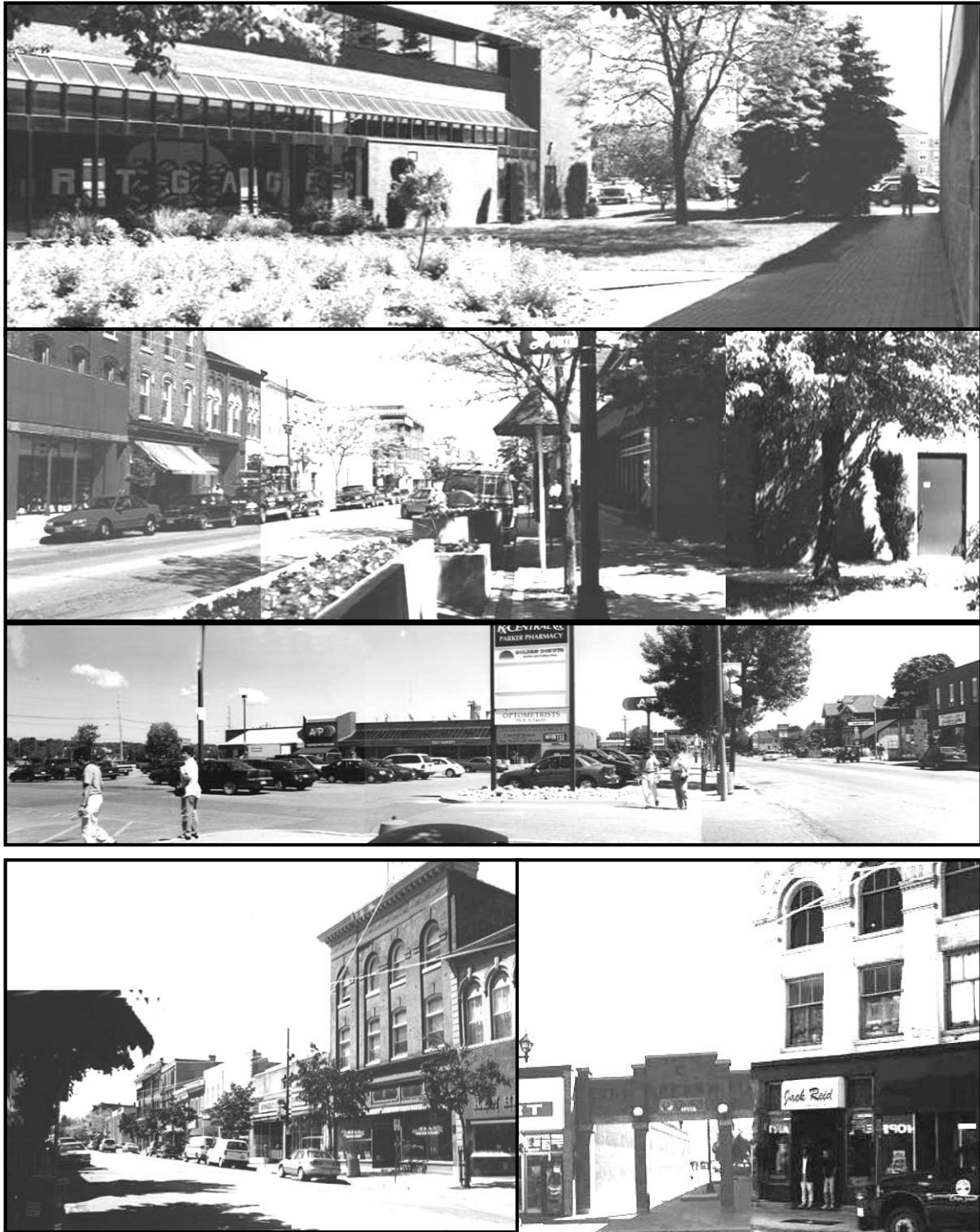
Water-based activities need to be brought into the downtown environment and to the water's edge to create more interest for visitors. Opportunities exist for expansion of heritage interpretation and "living heritage " appreciation through heritage walks and heritage tours that are guided through the study area and prime heritage landscapes.

No other major park facilities exist in the downtown except the lands on the west edge of the harbour. The river open space corridor becomes the prime green corridor in the Downtown and an essential link to the Inner Harbour and potential future parkland on the eastside of the harbour.

4.5 Linkages and Streetscapes

The Downtown shopping areas along 2nd Avenue lack a recognizable character and contain many odd eras of design and streetscape “feature” improvements that seem tired and dated. This certainly was the message from the local residents, and is true of a visitor’s first impression of the downtown streets. However, the streets are of a very walkable scale, and with the ongoing store upgrades and improvements to the facades, the shopping and strolling experience could easily be improved with a new approach to design. The existing sidewalks do, however, lack the width for proper planting areas or patio eating areas, and access to lanes and backlane parking areas are not well identified or illuminated at night.





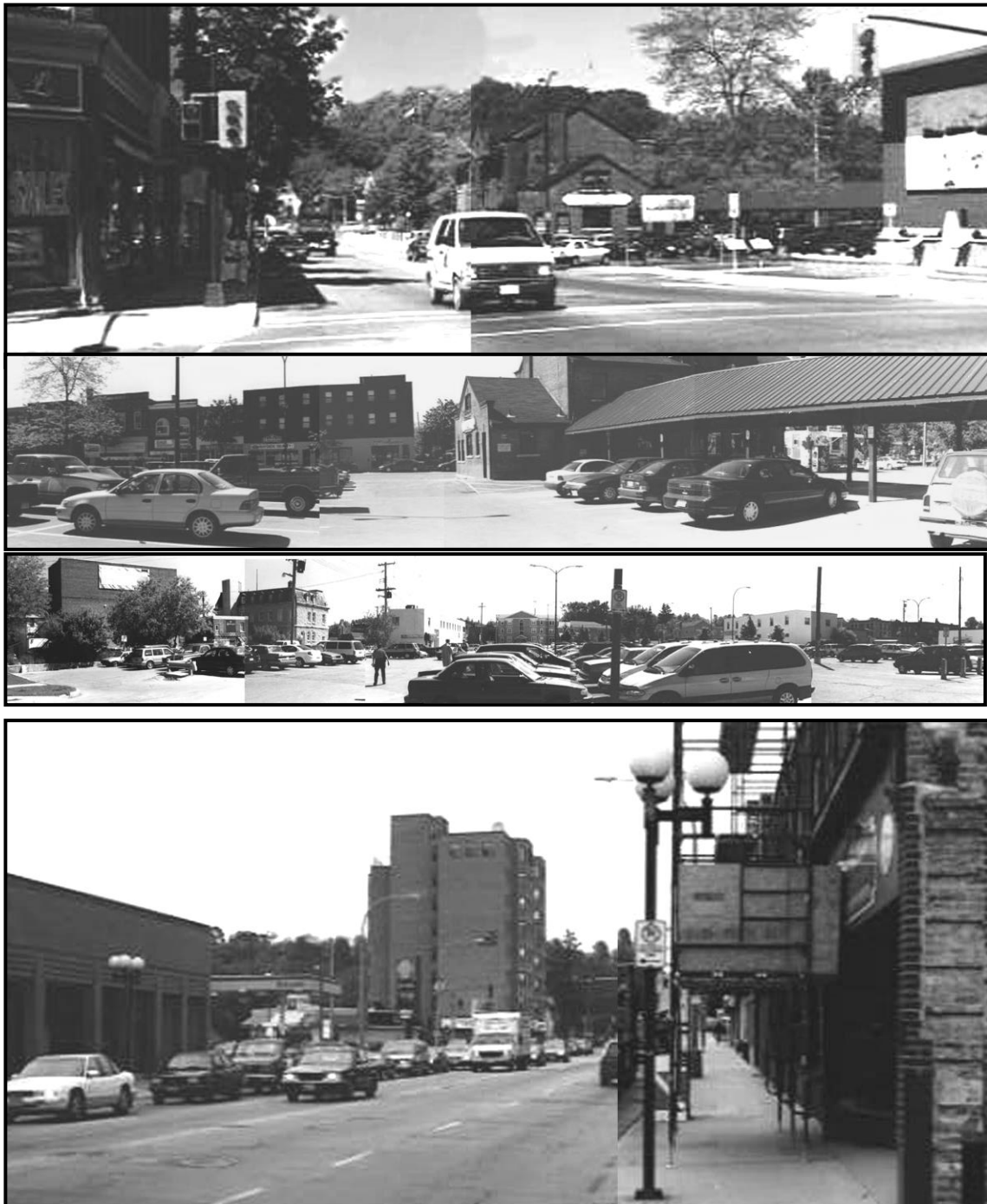
Sections of 2nd Avenue north of 10th Street have a different suburban cross-section, whereas the sector south of 8th Street is wider and more generous in the roadway cross-section.

10th Street has very narrow pedestrian sidewalks and the pedestrian realm is often dominated by the heavy traffic on the highway (dust and truck exhausts) with limited opportunities to create a widened pedestrian area. However, the redesign of streetscaping can create a new appearance for this busy thoroughfare, offering some traffic calming opportunities at this important City entry.



The visitor to the Downtown does experience a pedestrian realm that is dominated by the car – in the streets, through huge parking lots, along the river, etc. The extent of asphalt paving and unfriendly grey surfaces is huge when walking through the study area. This is certainly the situation on 3rd Avenue East and along the river areas on 1st Avenue East. The Market area is dominated by car parking, and lacks the sense of pedestrian realm and animation for one of the city's most significant highlights.





All of the streets and businesses of the Downtown do have ease of access to a wide variety of centralized parking opportunities. No clear linkages exist to the river and connections through dark parkettes present concerns for safety and vandalism.



Efforts are urgently needed to improve the quality of this pedestrian experience for shopping, for work areas and for tourism visitation at events or other occasions. Climate amelioration is needed during hot or cold periods of the year, and clean, well maintained, colourful appearance to the area is also needed.

The pedestrian has little knowledge in the street of the significance of the heritage of the buildings or the “place” associations.



4.6 Services, Traffic and Parking

Services

A major motivating factor of the "Big Dig" project is the replacement of the underground services in the downtown commercial core.

Such services include watermains, sanitary sewer and storm sewers. It should be noted that many of the downtown buildings with flat roofs have combined storm and sanitary drains, whereby all rain water collected on roofs and elsewhere around building, drain into the sanitary sewer system, as there are no existing storm sewers on 2nd Avenue East. As a result, during heavy rain storms, snowmelt events, etc, the sanitary sewers in the downtown area become overloaded. Overflows of dilute sanitary sewage pass into the Sydenham River, posing a serious environmental and health hazard.

Therefore, the "Big Dig" works will include design and construction of new storm sewers in the downtown area with separation of internal plumbing such that rainwater from roofs and other areas is discharged into the storm sewer and not the sanitary sewer.

In addition, watermains in the downtown core are extremely old and have suffered a high rate of failure over the years. Some of the watermain system in the downtown core dates back to the late 19th Century and as such, there are various watermains in the downtown area which exceed 100 years in age. A more reliable

water service is therefore expected as a result of the Big Dig infrastructure program. It is also the intent of the "Big Dig" to provide improved high speed internet access to all businesses in the downtown core.

Many of the sidewalk surfaces in the downtown core area are in poor condition. Problems include uneven sidewalks, thus posing a tripping hazard, as well as being aesthetically displeasing.

As Owen Sound and area residents are aware, the actual Big Dig construction began in the summer of 2000 with Phase 1 on 10th Street now complete. However, this is only the first phase of the Big Dig project with urban services renewal planned for 2nd Avenue East from 7th Street north to 11th Street.

Traffic

The 10th Street bridge is the busiest area in the City, with an average annual daily traffic count of 33,076 vehicles in 1997 (*Owen Sound Community Services Department, Community Profile*). Other important arterial streets within the City of Owen Sound that provide access to, or run proximate to the Downtown and harbour areas include 1st Avenue West, 2nd Avenue West, Eddie Sargeant Parkway and 3rd Avenue East.

The desired streetscape design approach that is being tested for feasibility in this study recommends an enhanced pedestrian realm compared to what presently exists, and with that some impact on traffic flow from the streetscape may be inevitable. A pedestrian friendly environment is considered imperative for the improvement of the shopping and business activity in the downtown.

The driving lanes on a number of the major roadways in the study area (including 2nd Avenue East, 8th Street and 9th Street) are currently quite wide and can be narrowed to some degree. This will theoretically not reduce traffic capacity, but may serve to slow down the traffic speed and possibly indirectly reduce traffic capacity on these streets.

More important is the concept of increasing sidewalk width at intersections. This would serve in some cases to eliminate designated left hand turning lanes and informal right hand turning lanes. The traffic consultant for this portion of the work will work closely with the City Engineering staff to confirm what loss of turning lanes is acceptable for the intersections affected. Generally, however, turning lane restrictions (by virtue of sidewalk widening at corners) will be approached with caution, particularly on truck routes (including 3rd Avenue East) and on 8th Street which has become an important traffic corridor.

Intersections, therefore, that will be considered seriously for traffic lane restrictions are located on 2nd Avenue East and 9th Street.

In concert with sidewalk widening at intersections and possible a loss of turning lanes, the project engineers along with City staff will also consider the merits and drawbacks of traffic signal changes. For instance, one option that might be considered would be the elimination of left hand turns at some intersections. However, such suggestions and traffic issues will be reviewed carefully with City staff as part of the detailed design stages of the 'Big Dig' project.

It should be noted that the Terms of Reference for the master plan study do not envision a comprehensive traffic study as part of this work. However, widening of sidewalks at intersections might be a precursor toward a more involved traffic study to better determine the effect of the proposed streetscape on traffic flow. Nonetheless, some traffic flow reduction is anticipated as a result of the proposed streetscape. As noted earlier, such restriction in traffic flow will be kept to a minimum but may be an unavoidable consequence of providing an improved pedestrian realm.

Parking

The provision of sufficient parking of the right type in the right location is an important consideration in Owen Sound's Downtown/Harbour Master Plan. A study by IBI Group entitled *Owen Sound Downtown Traffic Operations Study* (January 1990) provides a basis for examining the parking supply in Owen Sound. Although it was conducted 10 years ago, it provides the best available benchmark on the supply and demand for parking in the Downtown. A more recent update of this parking information was conducted by the City's Operations department, and virtually confirms the conclusions of the 1990 consulting analysis.

The study's key findings are:

- *In the "greater CBD area", they found a total of 2510 off-street parking spaces and 764 on-street parking spaces, for a total of 3274 spaces. They estimated that this provided about 5.5 parking spaces per 1,000 sq.ft. GFA (Ground Floor Area) in 1990.*

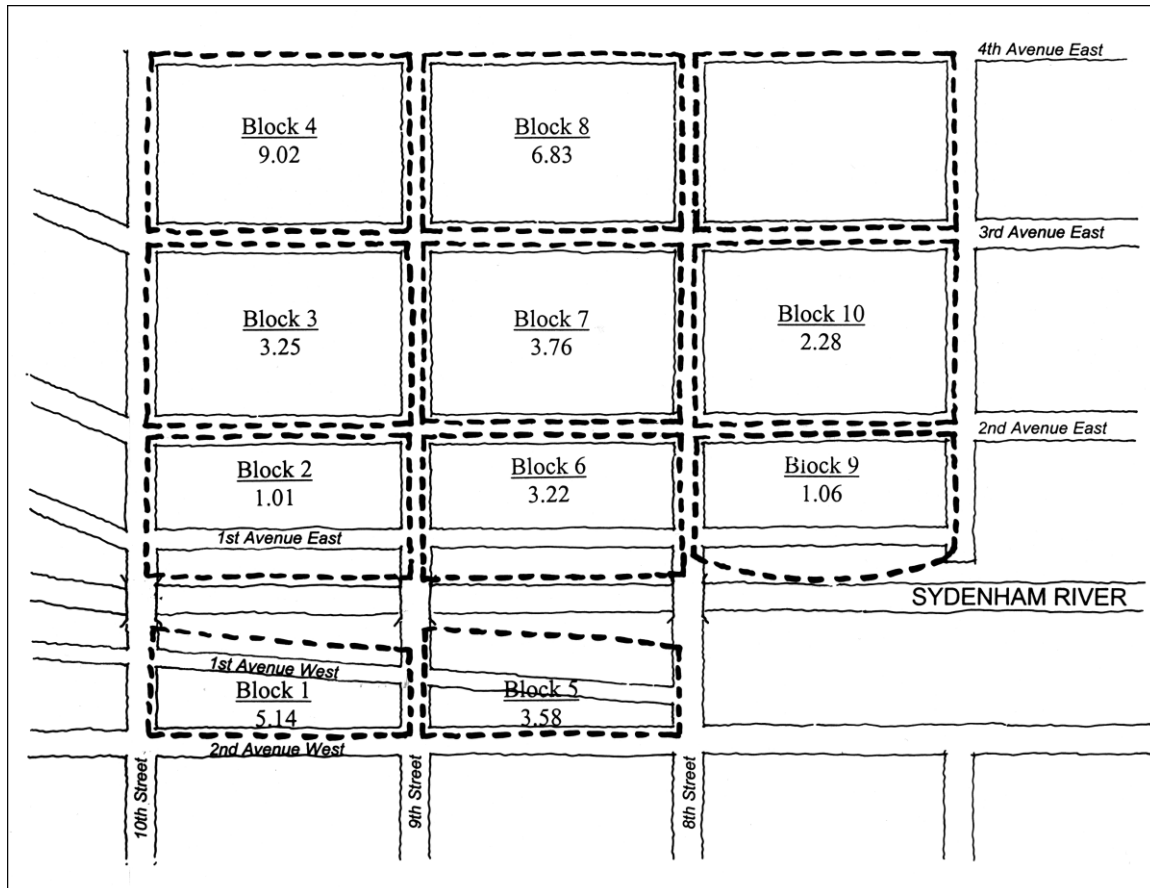
Given that a suburban shopping centre standard is 5-6 spaces per 1000, and given that a suburban office standard is 3 - 3.5 spaces per 1000, it can be concluded that in 1990, there was a good overall supply of downtown parking.

- *In looking at parking turnover, they found that the maximum accumulation for off-street parking was 62% of capacity from 3:00 - 4:00 p.m.*
- *On street parking turnover numbers indicated that vehicles were not occupying on-street spaces for long periods as would occur if employees were using them.*
- *The most heavily used block face was the westside of 2nd Avenue East between 8th and 9th Streets.*

The findings of the IBI Group block inventory have been summarized for the central downtown area south of 10th Street. (See Appendix 3.) The findings indicate:

- *Overall, the area south of 10th Street has about 3.36 spaces per 1,000 sq. ft. For a downtown area, this can be considered an adequate - but not plentiful supply. The issue is mainly the location of supply relative to demand.*
- *Block 1 - 1st Avenue West south of 10th has 5.14 spaces per 1000 - which is higher than that required by the adjacent land uses.*
- *Block 2: Between 9th and 10th - including 1st Avenue and the west side of 2nd Avenue has the lowest level of parking supply at 1.01 spaces per 1,000 sq. ft. Given the commercial importance of this block, it is clearly under-supplied at present.*
- *Block 3: Between 9th and 10th - including the east side of 2nd Avenue and the west side of 3rd. At 3.25 spaces per 1,000 sq. ft., this block has a much better supply due to the off-street parking lots. However, there is probably little excess capacity.*
- *Block 4: Between 9th and 10th east of 3rd Avenue. At 9.02 spaces per 1,000 sq. ft., there is a plentiful supply.*

- *Block 5: Between 8th and 9th Streets west of the river. At 3.58 spaces per 1,000 and given the fact that there is no retail space, there would appear to be a good supply.*
- *Block 6: Between 8th and 9th Streets east of the River to 2nd Avenue. At 3.22 spaces per 1,000 sq.ft., supply appears to be generally adequate due to off-street supply.*
- *Block 7: Between 8th and 9th Streets east side of 2nd Avenue and west to 3rd Avenue. At 3.76 spaces - parking appears adequate.*
- *Block 8: Between 8th and 9th Streets east side of 3rd Avenue to 4th Avenue. At 6.83 spaces - there is an obvious surplus.*
- *Block 9: Between 7th and 9th east of the River to 2nd Avenue. At 1.06 spaces per 1,000 sq. ft., there is an under supply of parking.*
- *Block 10: Between 7th and 9th east side of 2nd Avenue to 3rd Avenue. At 2.28 spaces - parking is probably not adequate at present.*



Based on the IBI Group numbers (1990) and recent Operations study, it can be concluded:

- *In general, there is a good supply of parking.*
- *However, in the central area, particularly parking in the immediate vicinity of 2nd Avenue East south of 10th Street, supply is at a premium - particularly since a Master Plan will anticipate an increase in customer traffic.*
- *Although there may be some capacity to make local adjustments, in general, the Master Plan should not result in an overall reduction in parking in the greater downtown area.*
- *The key blocks are 2, 3, 6, and 7. Taken together, there appears to be a sufficient supply. However, the blocks adjacent to the River are under supplied when examined individually.*
- *There appears to be room to make minor reductions to the supply along 2nd Avenue East and along 1st Street if the trade-off is a more attractive downtown environment, and if pedestrian movement is improved (which makes off-street parking more accessible).*
- *It may be possible to reorganize the off-street parking to pickup some additional spaces.*
- *A long term issue is the impact on parking of infill development east of 2nd Avenue East. If some of the parking load is shifted to the off-street lots, care must be taken not to remove spaces unless they are replaced (by additional lots or structures), or unless an analysis of parking operations, after the first stages of the plan are implemented, indicates sufficient supply.*

5.0 THE MASTER PLAN FRAMEWORK

5.1 Strategic Planning Directions

It is the objective of the Harbour and Downtown Master Plan:

- *to enhance the economic strength of the City as a regional centre;*
- *to enhance the opportunity for public enjoyment of the river, the waterfront, and the downtown;*
- *to preserve, and to tell the rich history of Owen Sound to citizens, and to visitors;*
- *to preserve and enhance the natural environment of the downtown, the river, and the harbour;*
- *to create the conditions that ensure increased business, employment and tax assessment in the Downtown;*
- *to create a continuing source of civic pride and progress.*

These objectives lead to a set of planning directions and strategies that are the basis of the Owen Sound Harbour and Downtown Master Plan (Refer to FIGURE 3, THE MASTERPLAN FRAMEWORK for conceptual land use and delineation of 6 planning precincts).

The Planning strategies are:

To strengthen the image and identity of Owen Sound's Harbour and Downtown

The key to improving the downtown's commercial strength is to move aggressively to create a new image and identity for the downtown. Raising the profile of the downtown, creating new market awareness, and exploiting its differentiation from the peripheral shopping areas will stimulate shopper volumes and expenditures. These in turn provide the incentive for retailers to upgrade their premises, presentation, and merchandise mix. It will also attract new specialized retailers to the downtown.

The image and identity of the downtown needs to be strengthened through a multifaceted strategy. A central element is the improvements to the visual appearance and function of the harbour/downtown that result from the implementation of the Master Plan. This will include a strengthening of the traditional character, the preservation of historic assets, a focus on water based aesthetics and activities, and stimulating induced upgrading to individual merchant marketing, service, and merchandising. It also includes façade improvement to individual properties, upgrading storefront signage, and directional signage.

A new harbour/downtown marketing initiative will be required to build on the physical improvements, reinforce the downtown themes, build broader awareness and communicate the value of the shopper and visitor experience.

To consolidate the retail functions and resist fragmentation

The major retail precinct along 2nd Avenue East south of 10th Street needs to be given priority. The retail strength of the downtown flows from this street. It should be given priority in terms of visual upgrading, tenancing and the deployment of resources.

As a general principle, the Master Plan should encourage a concentration of retail functions which provides the highest possible density of retail activity and pedestrian traffic along 2nd Avenue East. This should be

the signature street which sets the image and tone for adjacent areas. If 2nd Avenue East is strong, the downtown is strong.

A corollary is that fragmentation of the downtown's retail activity should be resisted. Retail should be focused on the central area, and new retail infill development should be encouraged where it is physically adjacent to the existing retail focus.

Retail development that is beyond the periphery of the main retail precinct should be avoided unless there are particular access or physical requirements that preclude a central location.

To enable more intensive programming of the harbour and downtown

The streets, open spaces, and water's edge should become a venue for a sustained program of public activity, special events, festivals, and happenings throughout the year.

This capability should be explicitly embedded into the physical design of the street improvements - particularly along 1st Avenue East, 2nd Avenue East, 8th Street, and 9th Street. The streets should have the necessary characteristics and facilities that enable efficient set up and tear down of temporary structures, decorative lighting, etc.

Programmed street closures can cater to a wide variety of events that attract visitors, build image, generate retail trade, and are fun. These include: antique fairs, fishing and outdoor sporting events, marathon runs, cycling events, outdoor art shows, car/cycle/boat/RV shows, car rallies, boat races, cruise events, children's festivals, eco/environment exhibitions, history exhibits, street parties, and carnivals with rides, games, entertainment, food, etc. Owen Sound, because of its character, river edge, harbour, grid street downtown and parking, has an unusual opportunity to use its streets as a temporary public venue.

To create integrating linkages and connections

Owen Sound's harbour and downtown has traditionally been a place where transportation links converge. The Master Plan should facilitate links and connections to bring together various components of the harbour downtown area.

The main retail area south of 10th Street needs to be reintroduced to the river. This will create a more interesting downtown environment for residents and visitors and it will reinforce a theme that Owen Sound's downtown is a "water's edge" location.

Other important linkage opportunities are:

- *between the downtown and to the east and west sides of the harbour;*
- *to the escarpment trails;*
- *to span the divide of 10th Street and bring the north and south commercial precincts into closer functional contact;*
- *to improve the link to the office area east of 3rd Avenue East with the main retail precinct.*

To accommodate future large scale development

The main thrust of the plan for the retail precinct should be to improve image, upgrading, programming and consolidation. However, the emphasis should not be on developing major new office commercial projects which would be large and out of scale to the existing commercial fabric. Smaller infill projects may be

possible on 3rd and 4th Avenues and these could be office or residential. However, there are no areas south of 10th Street where a large-scale project would be desirable or possible without impacting the existing retail fabric due to traffic and parking conflicts.

It is an economic goal of Owen Sound to continue to strengthen its role as a regional service and administrative centre which implies a long term requirement to accommodate office development. As the provincial economy continues to expand, there will be opportunities for Owen Sound to attract more office use - if there are locations available.

The port industrial lands are in transition and it is expected that most, if not all, of the land on the east side will be available for non-industrial use. This represents a very important strategic opportunity for Owen Sound. This area can accommodate larger scale development which require larger blocks of land for buildings and parking.

There are four strategic considerations for the long-term development of the east side harbour. First, the municipality needs to take a proactive approach to preparing these lands for future development. Second, the image and locational assets should be marketed. Third, the city must be proactive in developing incentives and encouraging office development and large scale residential within the harbour/downtown area, and over the long term monitor policies that allow for intensive developments in other parts of the City. Fourth, major new retail development in the harbour area should be resisted except as infill and linkage between major projects and the main retail precinct south of 10th Street.

5.2 Urban Design Principles

Christopher Alexander and his associates at the Center for Environmental Structure published "A Pattern Language" in 1977. This handbook of design language has had and continues to have a tremendous influence on how we think of our communities, architecture and open space. Many of the urban patterns that are described in this work clarify important urban design principles for Owen Sound and are quoted where appropriate.



"Any part as a precinct of some kind, will be reinforced, helped in its distinctiveness, marked and made more vivid, if the paths of a town-large or small- which is to be identified by its inhabitants as a precinct of some kind, will be reinforced, helped in its distinctiveness, marked, and made more vivid, if the paths which enter it are marked by gateways..."

5.2.1. The downtown should be experienced as a distinct area or place in the community. Gateway buildings or streetscape elements should mark the main entry points to this precinct.

5.2.2. Redevelopment efforts should be focused and concentrated in the core, 2nd, 3rd Avenues East and 8th, 9th and 10th Streets. Infill redevelopment and upgrading will reinforce the existing strong activity to create a seamless assembly of healthy restaurants, businesses and services. The concentration of redevelopment efforts should extend to consistently high quality facade and signage restoration and upgrading.

" Shopping centres (areas) depend on access: they need locations near major traffic arteries. However, the shoppers themselves don't benefit from traffic: they need quiet, comfort and convenience and access from the pedestrian paths in the surrounding areas."

5.2.3. The design and character of streetscape improvements must accommodate both pedestrians and automobiles. The character of downtown streets must also be unique to Owen Sound and represent the community's history as well as the different activities and function of each precinct downtown.

"When natural bodies of water occur near human settlements, treat them with great respect. Always preserve a belt of common land, immediately beside the water..."





5.2.4 Georgian Bay and the Sydenham River are significant assets. The City must make every effort to connect - both visually and physically - the downtown with the harbour waterfront and provide parkland along the water's edge.

"A town needs public squares; they are the largest, most public rooms, that the community has..."

5.2.5 The downtown core needs a public place that is large enough to host a wide range of civic and ceremonial events that will focus the activity and symbolic life of the community at its heart. Through intensive programming the activity that is generated will benefit the downtown businesses, residents and visitors. This public space can also connect the city to the harbour.

"People cannot maintain their spiritual roots and their connections to the past if the physical world they live in does not also sustain these roots."



5.2.6. Owen Sound's rich mercantile, rail and marine heritage should be a source of inspiration for all theme and character development or enhancement. Buildings, structures and artifacts from the community's past should be preserved, restored and explained so that the life of the City occurs within the context of its history.

"People need green open spaces to go to; when they are close they use them. But if the greens are more than three minutes away, the distance overwhelms the need."



5.2.7. The Sydenham River and river edge, especially the portions that pass through the downtown and enter the harbour, must be environmentally upgraded and the landscape remediated to reinforce the green riverine link between the waterfront and the upstream conservation areas. This green link is close to both the residential neighbourhoods and the downtown.

" Build houses into the fabric of shops, small industry, schools, public services ... so long as they mix with the other functions, and make the entire area lived-in."

5.2.8. Downtown residents provide a base for commercial and retail services and help to animate the core. A wide range of housing types, geared to different incomes and lifestyles should be developed downtown as infill opportunities.



5.2.9. The City can take an active role in helping business to locate in specific areas of the downtown to reinforce and concentrate re-development initiatives that will contribute to the build-out of the Urban Design Strategy.

5.2.10. By all standards downtown Owen Sound has sufficient parking. Any parking spaces lost to redevelopment will be replaced and relocated within the downtown.

5.3 Parking / Traffic Strategy

The parking strategy recognizes that in the downtown the overall parking supply is in good condition; however, businesses along the River just south of 10th Street are at a parking premium. The Downtown urgently needs to make the change to improve its image, and begin the process of parking space reduction in critical locations. It is believed that as the pedestrian realm improves so does the ease of parking a short walk away from shopping or dining destinations. The strategy for parking includes changes that will evolve over the life of the plan:

- *Minimal removal of parking spots on 2nd Avenue East and other streets to upgrade the pedestrian realm and provide bike routes, as needed;*
- *The principle of removing on-street parking must be coupled with the commitment to find replacement spaces in nearby off-street parking facilities;*

- *Off - street parking (both public and private) must be reviewed to reorganize site layout and maximize parking efficiency to gain spaces;*
- *Remove river edge parking over time, and replace 1st Avenue east parking with inner block parking between 2nd and 3rd Avenues;*
- *Conduct an analysis of parking operations after the first stages of the Big Dig plan implementation. Reassess supply and parking turn over;*
- *Investigate the feasibility of parking structure installations, perhaps coupled with joint venture redevelopment in the core;*
- *Shift parking from the east side to the west side of 1st Avenue West as a preferred option (some loss of spaces will occur due to existing driveways). Remove angled parking on the west side of the river, only as new replacement lots become available for parking (in the interim, shift the current location of parking to allow for a biking lane along the edge of the park);*
- *Increase parking for parkland use, trail activity and events in the open space on the east and west side of the harbour.*

(Refer to FIGURE 4 for strategy diagram)

5.4 Architectural and Streetscape Guidelines

5.4.1 Architectural Guidelines/Principles

General

Reinforce/support the existing architectural strengths of the downtown which include consistent and coherent street edge form and massing; and a wealth of 19th early 20th century commercial buildings with relatively few gaps and regrettable infill projects.

New downtown projects should reinforce and extend this consistent commercial street edge pattern to reduce or eliminate gaps in the street wall and parking facing commercial streets.



All buildings on primary downtown streets must have as a major use on the ground floor a retail, commercial or service activity that will attract people to the downtown and contribute to activity on the street.

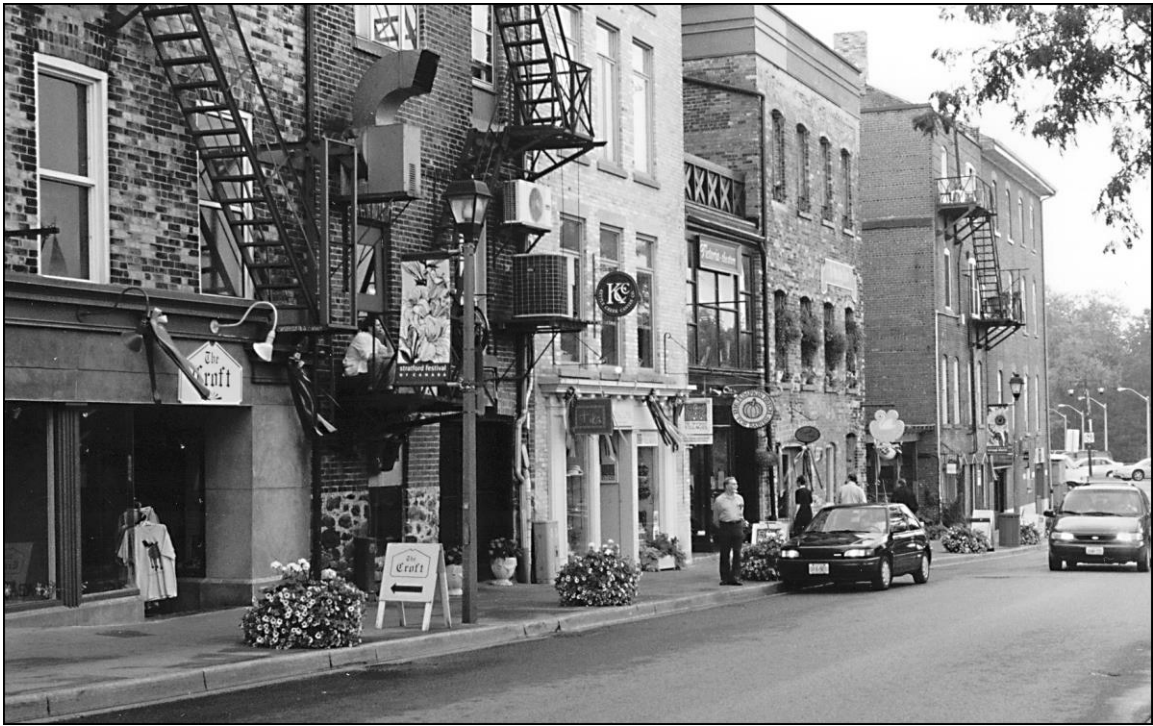
Built Form Scale and Massing

Generally the street wall is 2-3 stories, with a rhythm of 20-30' storefronts, similar floor-to-floor heights, hierarchy of glazing/openings from street level to upper stories and a consistent relationship to the street with minimal or no set-backs.

Non-conforming or icon buildings which are traditionally civic and religious structures are focal points which use height, design details, set-backs and open space to draw attention to and emphasize the importance of the building and use.

Gateway and corner buildings should respond to their specific condition. By using height such as a tower element and massing on both sides of a street, the built form can mark the transition or entry into the downtown precinct.

New infill buildings can represent contemporary architectural style. Owners and developers should be encouraged to design and build a variety of high quality new projects. At the same time, infill buildings should respect the buildings on either side and across the street as well as generally those in the area. This means matching the setback, height, floor lines, and pattern of openings and use.



Treatment of Existing Buildings

For buildings built before 1950, change and alteration was a slow process, so there is a wealth of commercial buildings within the study area that display much of the original detailing, form and massing from the mid 1800's to the mid 1900's.

Building repair and restoration should generally attempt to unify the finishes and detailing of the whole, original façade. In most cases, this will mean restoration of the original materials, windows, sign bands, storefronts and entrees.

For buildings after 1950, only the best examples of a style should be restored, otherwise facade improvement should include redesign to bring the proportions, pattern of openings and use into harmony with the majority of older downtown buildings.

Materials

For existing buildings the original materials should be used for restoration, repair and alteration wherever possible. For example mixing contemporary materials such as plastics or high density expanded polystyrene foam detailing with limestone and brick should be avoided.

New buildings are more appropriately detailed with contemporary materials or tradition materials used in a contemporary way.

Awnings

The installation of awnings by building owners should be encouraged along all commercial streets. These are a convenience for shoppers and other pedestrians and animate the street edge and public realm. Awnings can also create a distinct and attractive image for retailers through colour and signage. Retractable awnings are recommended as these are more consistent with the heritage character of the downtown, and are more versatile for maintenance and weather conditions.



Lighting

Architectural lighting should be used to illuminate important and interesting building features within the downtown precinct. Cornice detailing, parapet outlines, window and door surrounds or mouldings when washed with up lights or picked out in small string or sparkle lights can animate the nighttime commercial core and help create a distinct sense of place.

Signage

Signage has a significant impact on the experience and character of the downtown. The ability of signage to animate as well as inform and attract and the level of signage within the downtown is a subject that the community should have input into, as well as retailers and city officials.

Retail and commercial signage should have a level of consistency so that collectively, the signage within a block and on both sides of the street is legible and not in conflict with each other. A downtown signage by-law or regulation can specify maximum sign area, type of illumination, location on building fronts, type, such as projecting or flat, etc. to create an overall 'look' for the downtown.

Within this pattern of consistency a variety of design and advertising ideas should be encouraged. There are some valuable examples of historic signage styles that should be restored which add to the variety and character downtown.

Front lit signs should be encouraged in the downtown, and back lit signs should be discouraged.



Through - Block Connections

With a parking strategy that encourages the development of increased parking within inner block areas, through-block connections are important. Shoppers entering the downtown must be confident that access from the parking areas to the retail streets and their specific destinations is convenient and safe. Existing connections should be upgraded and new infill projects should be encouraged to provide through-block connections. This is especially important between 1st and 2nd Ave. East and 2nd and 3rd Ave. East, between 8th and 10th Streets.



5.4.2 Streetscape Guideline Principles

General

Character Streetscapes

The downtown precinct is divided into six sub-areas for planning purposes. Each of these precinct areas exhibits its own urban character, contributing to the downtown as a whole. Several key streets within these precincts need to be developed as “character streets” to reinforce the pedestrian realm, and to create an image for each roadway corridor. The street designs need to reinforce the assets of the area (including heritage architecture, views to the water, green neighbourhoods, etc.) and the function of the streets for people and for vehicle traffic (refer to FIGURE 3 + 6).

General Character Guidelines

Eclectic Heritage – The streetscape elements of these routes must help to reinforce the heritage nature of historic building facades, and create a fun walking/shopping experience. Wide sidewalks must be created to allow for street-side merchandise displays, patios, exhibits and places to browse and sit for other shoppers. Streetscape elements such as awnings, floral pots and signage should animate the store frontages. Temporary decorations and event displays can begin to animate the street and attract shoppers during the day and evenings.

Green Corporate – This style of street includes streetscape elements that create an upscale corporate image with formalized tree plantings, large areas of floral displays, and planting areas that screen large parking lots. Improved signage and orientation for the driver at business/office entrances is necessary. The concept of being located at an “address” is important here.

Garden Street – The creation of “garden streets” in the downtown and connecting neighbourhood corridors is important to establishing the City’s green connections to the waterfront and the escarpment. Neighbourhood gardens and “escarpment” themed plantings along the road right-of-way could be established through city projects and neighbourhood stewardship initiatives.

Heritage Lane – A lane style of walking street needs to be upgraded through the heritage district along the River and sectors of the waterfront. This route begins to connect the historic buildings and businesses to the river setting, and improves the area for shopper convenience. Small courtyards, back lane cafes, improved lighting, and artistic animation of the areas will help to create an identity for the river properties. The individuality of the various buildings needs to be highlighted through the use of seating, plantings, lighting, signage and paving.

City Entrance Routes – A variety of routes need to be identified and upgraded to create several entrances into and through the downtown. Higher traffic volumes will gravitate towards a more urbanized route such as 10th Street, with good quality overhead lighting and excellent orientation and information about the downtown attractions. Routes through the town such as 8th Street provide access into the downtown heritage district and the civic/ market precinct. A green boulevard entrance should be created along 6th Street East to create a grand treed parkway entrance to the downtown and local neighbourhoods from the southern highway routes.

Detailed Guidelines and Streetscape Elements

A high degree of artistic creativity and individuality is encouraged in the design of the streets and in the ongoing decoration and upgrading of streets that will occur over time. However, some basic guidelines apply to setting standards for aesthetics, function and ongoing maintenance as follows:

Sidewalk/Pavement Treatment

All streets within the core downtown must be designed to minimize the traffic and parking lane width standard with the intention of providing effective traffic movement, and at the same time allowing for the widest sidewalks possible in the downtown core.

Sidewalk widenings should occur in strategic locations in the downtown associated with intersections, mid-block crossings, and special areas where seating and events may occur in the future e.g. the civic area, the Roxy Theatre area, etc.

Decorative pavement should be located in these road widening areas and in a maintenance band formation along all street curb edges. In these locations, nest furniture in groupings, provide public elements such as light poles, banners, groupings of floral pots, bike racks, directional signage and local business displays or sandwich boards.

All sidewalk areas and intersections should incorporate all current standards for full accessibility, including smooth, even surfaces, curb cuts for crossings, etc.

All sidewalk treatment includes proposals for three types of pavement:

- *Main walking surfaces will be installed in concrete.*
- *Decorative paving will be fabricated with coloured unit concrete pavers – series 200x200mm square block or traditional brick is preferred. Paving colours should compliment the warmth of the red clay brick in the downtown, but should be installed to avoid large areas of “grey” paving in appearance. The band will range in width depending on the street sidewalk width – should maintain a minimum width of 1200mm. (preferred width is 1500mm – 2000mm)*
- *A “heritage” accent paving is recommended for use at key heritage buildings, or as a accent banding in gathering areas on the streetscape or in parkette/lanes. This paver will be cut from the local Owen Sound marble and will create a rough indigenous surface paver cut to match or compliment the brick paver. At important accent locations marble slabs could be cut to identify place names, important business families over time, distinguished people and accomplishments, local flora and fauna etc. Build the use of the local marble much as possible in the streetscape, and particularly at intersections, gateways and heritage sites. Several colours tones are available for use in critical areas. Paving costs need to be balanced with other streetscape elements*

All decorative materials should be installed on a concrete base to eliminate uneven settlement. The colour palette should use earthtones in a variety of shades and blends from a brown, red or mixed grey.

Lighting

Street Lighting

Two types of street lights are recommended for the street design:

- *An overhead tear drop light called Atlanta from Holophane, should be installed on 10th Street and on other streets or intersections that require more overhead lighting, and sustain higher volumes of traffic (6th Street East, portions of 8th Street East). This light is a tall, graceful arched light that frames the street and holds large scale banners for the city entrance street.*
- *A pedestrian light that replicates the heritage lights of a former era in Owen Sound is recommended for the main shopping and business streets. This light is called Washington from Holophane, and should be installed on 2nd Avenue East and on other pedestrian streets and in park area (the intention is to match the heritage light design and the current design on the waterfront as closely as possible).*

Site lighting is an essential ingredient in every commercial area. The level of illumination for safety in pedestrian areas should be between 1 and 2 foot candles. However, retail areas are changing to require 3 to 4 foot candles in shopping streets – this has proven to assist in foot traffic, the sense of shopper comfort and safety, and stimulates business visitation. Some light source will come, of course, from shop windows.

Seasonal/Theme Lighting

Bold flood lighting should be used in the downtown to accentuate the handsome collection of building facades, and some landmark buildings like the churches at Salvation Corners, The Market and the Library/Art Gallery. All gateways identified in the concept for the streetscape should incorporate this type of lighting where appropriate (colours could be used for different seasons as well).

All light poles should have power receptacles to offer flexibility for lighting display hookups – receptacles at the top and bottom.

The tall overhead lights can support some Christmas light displays and displays for the Northern Lights Festival. However, structural loading and the height of the Heritage street light pole limits using these pedestrian lights on 2nd Avenue East for a re-creation of the Heritage Noma Light display. Some more modest form of display could be established that can be more easily supported; separate poles could be established at gateway locations on 2nd Avenue to support these elaborate displays. A detailed design study is needed to resolve the feasibility of re-establishing the Noma light display.

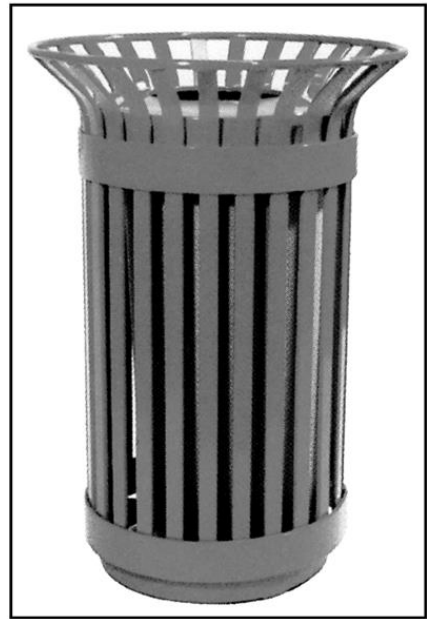
Other forms of distinct light displays could be created such as lighting buildings or filling the streets with a dynamic display of large pots and evergreen trees, and loading the trees with white lights. These supplementary light displays support the displays for the Northern Lights Festival.

Accent lighting should illuminate all key civic and heritage buildings in the downtown community.

Street Furniture

Two forms of street furniture should provide the street elements with a sense of comfort and convenience:

- A public form of bench, trash receptacle, bike rack, bollard should be established for the streetscape. The colour of the metal work should be black (to match lighting), and should be consistent with the light poles. Recommended Ontario based suppliers include Maglin Furniture Systems and Toronto Fabricating Company. A comfortable wood bench that blends a heritage and contemporary image for the downtown is recommended, as well as a basic easily maintainable trash receptacle.
- A more informal arrangement of brightly coloured, casual table and chairs, benches, pots, patio screens can be installed artistically in the widened sidewalks. They can be inexpensive and fun to set in the street or lanes for casual seating. These elements could be supplied by individual business people or the broader DIA, and can be updated and replaced as necessary.



Planting

The traditional form of streetscape planting in paving and tree grates is not recommended for Owen Sound. These installations have occurred in the past and are not thriving in the downtown site conditions. It is recommended that sidewalk widenings be articulated to form large contiguous areas of large canopy trees and understory plantings of low shrubs and mass perennial floral displays.

It is important in all planting concepts for the streetscape that hardy indigenous trees and plants are included in the installations. The use of 'theme' planting for the public space and streets are critical to making Owen Sound distinct in a more organic statement about its location on the water and escarpment.

In order to create an abundance of colour, texture and seasonal identity, it is recommended that large decorative pots be clustered in the streetscape right-of-way to allow for floral displays and seasonal shows of colour and greenery. These elements are an excellent way to bring the floral displays back into the street, while still allowing for snow removal and street cleaning. When the pots are damaged or dated in appearance, they can be removed and updated for less cost than traditional tree pit tree planting.

Street Signage

The arts community also has a lot to give to the notion of the "brand " for the City in the way street signs and business signs are designed and fabricated. Themed graphics and forms of messages will contribute to the image of the community and the link to the place. Key town symbols should be chosen carefully – the fern, the orchid, etc.

Street signage should be designed to form a consistent and consolidated form of sign messages. Posts and poles should be arranged to avoid multiple poles. Signs should be organized with multiple messages as well as be located strategically for easy viewing and orientation.

Street signage and signalling elements for traffic and intersections should be mounted on a separate pole from lighting. The pole structure for signage should match the light pole as closely as possible.

A discrete logo sign system should be developed for the various trails and walking routes in the City – biking, walking, and heritage. Painted street markings could also serve for the short term – eg. the fern, the orchid, etc.

Kiosk units should be designed for the conveying of orientation information and heritage messages and mapping of town routes. These kiosks should be strategically located at key intersections and places requiring orientation for the pedestrian.

Public Art / Heritage Education

Decision-makers and the arts/cultural community should view the streetscape and public areas as an outdoor gallery that should be treated with care. Too often public art in many communities becomes dated or becomes too much to maintain and care for. It is recommended that:

- *All degraded or dated public commissions be assessed and removed from the streetscape. Key areas for strategic art commissions or competitions be considered as funds become available for these works e.g. the civic centre, gateways.*
- *Other forms of temporary or integrated art projects should be considered for banner design, heritage markers, patio screens, garden elements, etc. The local heroes program could form inspiration for these initiatives.*

- *Temporary art displays and extensions of the gallery exhibiting into the streets and parks would broaden the base for cultural appreciation. These commissions may engage the waterfront, the bridge or the buildings. Build on the heritage stories of significance, and use the foundation of heritage based events or theming for other events and theatre in the community.*
- *Storefront signs, directional signs, garden signs, and an array of temporary banners and signs should all incorporate the work of local artists. Key branding in nature and heritage themes should be articulated in image building for Owen Sound.*

Services and Maintenance

All streets will be serviced with new storm water, sewer, water, electrical, cable lines and electrical outlets for event set-up, Christmas lights, performance functions and audio systems for vandal-proofing the streets. Fibre optic cabling and other conduit must be included in all street re-constructions as per “Smart City” standards. Regular and frequent spacing of these outlets should be included in the streets for ease of access for the City and business people.

No irrigation will be supplied to planting areas, however hose bib locations will be provided in close location to each business frontage for convenience in maintenance operations. Hose bibs should also be included on streets such as 10th Street to allow for flexibility of displays, and sidewalk maintenance in future (irrigation in public streets is a costly – and usually ineffective – installation in the public realm).

Clear roles and responsibilities need to be determined for sharing the maintenance of the public streets and the floral planting areas.

Gateways

Gateways are important places that will symbolically and physically provide entrances into the Owen Sound Downtown District and will mark the transition from one street precinct to another. They are areas that create a distinct identity or landmark, assist in wayfinding, and create first impressions of the downtown area. The gateways can convey a sense of community through art works and landscaping, or a simply message conveyed on key banner displays or lighting. These images or features need to be meaningful to the whole community for example – the existing Michael Snow artwork at the gallery and library.

Three types of gateways need to be developed in downtown Owen Sound.

Downtown Entry Gateways - orient the traveller to decision points for moving into the Downtown: first impressions and views of the street quality (Salvation Corners, 6th Street Boulevard and 2nd Avenue East).

Salvation Corners Gateway would be the first major gateway entry along 10th Street and would include special accent lighting on the heritage churches to highlight the landmark quality of the intersection. Intersection design would include special paving for crossings, and street light poles would include custom designed banners that highlight community activities and heritage. As monies become available a natural stone gate element might be included as a public art feature. Floral displays are important visually here as the traveller descends or ascends the escarpment. Interpretation displays could help the pedestrian in terms of heritage education.

10th Street and 2nd Avenue East Gateway is a more urban intersection requiring careful consideration of expansion of the sidewalk paving, and the turning requirements of traffic into the shopping areas. Street lighting changes here from the overhead Atlanta to the heritage fixtures of 2nd Avenue. Floral displays should be incorporated in the widened sidewalks. Heritage/Orientation kiosk could be located here to provide pedestrian information. The 10th Street banners at the 2nd Avenue gateway should announce the coming events in the Downtown.

Precinct Gateways – include several important intersections where pedestrian and vehicular realms require rationalization and streetscape enhancement. These areas are identity builders for the various precinct entries and could include important areas for wayfinding, safety, and information (e.g. 8th Street and 2nd Avenue East /the Civic Square).

Escarpment Gateways (or access points/stairways) - need to be restored and protected to accentuate travelling through this major landform that is unique to Owen Sound. Viewing areas and trails for hiking and biking can be oriented at these points of vantage.

Parking Lot Treatment and Laneways

Parking lots between 2nd and 3rd Avenues East require re-configuration of the parking layout to maximize number of car spaces and create a new greening strategy to improve the pedestrian environment. Reconfiguring private parking lots is encouraged subject to ownership issues being resolved. Cooperation between private landowners must be demonstrated before significant City involvement is pursued.

Planting enhancement and provision of treed canopies for these areas would improve the quality of the environment for all pedestrian circulation. The screening needs of large parking areas should be of a sufficient height and density to block views of cars, and still provide sufficient porousness to allow sightlines for pedestrian safety. Shrub material that is not susceptible to salt damage should be provided. Large beds of perennial plantings (daylilies, hostas, yarrow, etc). can provide the showiest form of planting, and are easy to maintain and replace as needed.

Improvements for the east-west laneways to upgrade lighting, and orientation would help build the pedestrian connections from the parking lots to 2nd Avenue East and on through to the river. Orientation signage and streetscape elements that highlight the lane are important. Advertising signage should be avoided.

Improve lighting levels to a minimum of 2 foot candles in lanes and parking lots to improve visibility and the safety of walkways. Use sound deterrent for loitering such as piped music.

Some of the larger laneways should incorporate attractive, but “tough” theme gardens that create a pleasant walk and areas to sit. Methods of deterring loitering and vandalism should be explored. Gardens can take on an identity which is unique to Owen Sound, e.g. the Fern Garden, an urban meadow garden, etc.

5.5 Programming

Upgrading of streetscape services and parks facilities to accommodate the City’s events would assist greatly in organization eg. electrical hook-ups, places for tent assembly etc. Outdoor performance facilities may need improvements beyond those that already exist.

The master plan framework includes initiatives :

- *to continue to use the West Inner Harbour for large scale waterbased events.*
- *to use new floating dock arrangements along a new Fisherman’s Walk to accommodate the Fishing Derby and to alleviate trampling pressures on the upstream river corridor.*
- *to create a Festival Loop along First Avenue East around 10th and 8th Streets to 2nd Avenue East. This loop of roadway can be temporarily closed with bollards to accommodate events that can suitably be set by the river and adjacent to shopping and restaurants. A redeveloped market and civic square could accommodate festival activities as well.*

- *to create new open space area and park reserve on the eastern side of the Inner Harbour for long term festival needs and water access to the harbour and boats*
- *to create an exciting improved form of Festival of Northern Lights using an expanded festival loop, and to create new light display on buildings and in the streetscape of Owen Sound.*

Tour bus visitors are a growing market for the City eg. Festival of Northern Lights. Accommodating buses and accommodating food for these groups raises many hospitality issues for local operators. Locations for temporary bus parking should be provided in local lots or at the waterfront.

The growing popularity and economic impact of the sports community and events/promotions can not be underestimated for Owen Sound, where residents support hockey teams, ball lacrosse, etc. Linkages through the City to connect with hotels and community centres are an asset for all event visitors.

Owen Sound should continue to participate and improve regional tourism promotions with both Bruce and Grey County. The Georgian Triangle has been very successful in Collingwood and area as a tourism strategy.

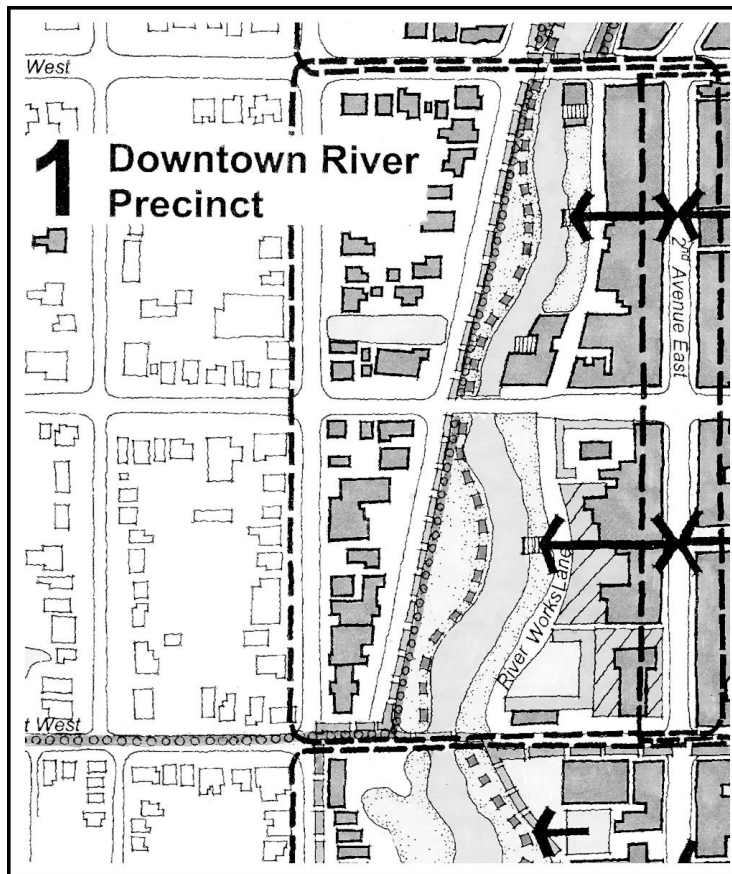
The growing market for “adventure” based events results in the ease of acquiring sponsors for these type of events. Linkages to walking, biking and hiking trails through the harbour, downtown and up to Escarpment and Bruce trail is essential for these fitness events.

Themed boat cruises and fund raising events with entertainment and gourmet meals have been extremely popular, drawing a broader attendance than Owen Sound (M.S.Chi-Cheemuan holds 250 people, for instance). The waterfront must be a place where these boating events can be staged with mooring, and where festivals and musical events associated with the water can be staged in a dramatic setting.

Smaller events (and increased staffing) are needed to increase the smaller events and venues that could create repeat visitation in the downtown eg. music bands, art shows, etc. These venues could be staged in parkettes, on a street corner, in a sidewalk café, along river lookouts, within a new civic precinct and market area, etc. Support services for electricity, lighting and audio need to be placed in convenient locations for small events as well (Refer to FIGURE 7).

B. THE PRECINCT CONCEPT PLANS

1.0 DOWNTOWN RIVER PRECINCT



OBJECTIVE

Reinforce these existing strengths - Success attracts success.

This area, which includes 2nd Avenue East, from 10th Street East to 8th Street East, including the lower portion of the river before it opens into the Inner Harbour and 1st Avenue West, is the heart of Owen Sound's downtown. The downtown is easy to access from surrounding neighbourhoods and the region. The river with its treed edge is both an urban linear greenspace and a reminder of and link to, the natural heritage of the Niagara Escarpment and Bruce Peninsula. The strong and consistent commercial character of 2nd Avenue exemplifies much of what is successful in the community. Active and varied businesses and offices, a wealth of heritage buildings, City Hall, the Market, the Art Gallery and the Library all contribute to the flow of people and intensity of use in this precinct.

PRECINCT PROJECTS

- City Hall, Joint Use Facility
- Farmer's Market
- Commercial and Office Infill Opportunities
- River Works Lane Development
- 2nd Avenue East and 1st Avenue West programmed as a Events and Festival Loop

DEVELOPMENT AND IMPROVEMENTS

1.1 First Avenue - River Works, between 8th and 10th Streets

In an area between 8th Street and 10th Street and 2nd Avenue East and the Sydenham River there is an opportunity to create a shopping and restaurant area that doubles and reinforces the attraction of 2nd Avenue East. Using the now abandoned rail spur right-of-way behind the 2nd Avenue stores, across 9th Street, along the top of the river bank to the Market at 8th Street, the City could create a pedestrian district that is a regional focus for food and entertainment. By removing car parking and restricting vehicle access, widening the river bank green space, installing pedestrian paving, lighting and facilitating the location of restaurants along the riverbank this precinct can concentrate activity. Other improvements include developing through connections to 2nd Avenue and encouraging businesses to open out to the lane. The downtown, the river's edge and 1st Avenue, the waterfront and especially 2nd Avenue, could be developed as "the place to be".

Parking spaces lost as a result of major infilling projects must be supported by a City initiative to replace lost parking spaces in close proximity to the area. It is also desirable to shift parking away from the park and river edge where feasible. For example, shifting parking from the east side of 1st Avenue West to the west side of the street would be desirable if supplementary parking spaces could be provided to replace those spots lost at existing driveways. This change would open up the river park to views and improve the quality of the river and park experience all year round.

There are several existing buildings that are on the river bank, between 9th and 10th Streets that should be re-developed as restaurants and clubs with decks and patios facing the river. The ambience of this area could combine the best of the River Walk in San Antonio, the courtyards in Ottawa's Byward Market district, Stratford and some of the arcades and lanes in Yorkville.

Thematically the River Works could borrow from the rich rail and marine history of Owen Sound. Collecting and assembling large scale artefacts such as machinery (manufacturing), rolling stock, signage, freight containers (rail), and lifeboats, buoys, signals, flags, capstans, signage (marine) could impart character and provide opportunities for telling the story of the City's history. Brick and boardwalk walking surfaces, redeveloped rear facades of 2nd Avenue East businesses and an explosion of lights, could transform this into the region's best place to be.

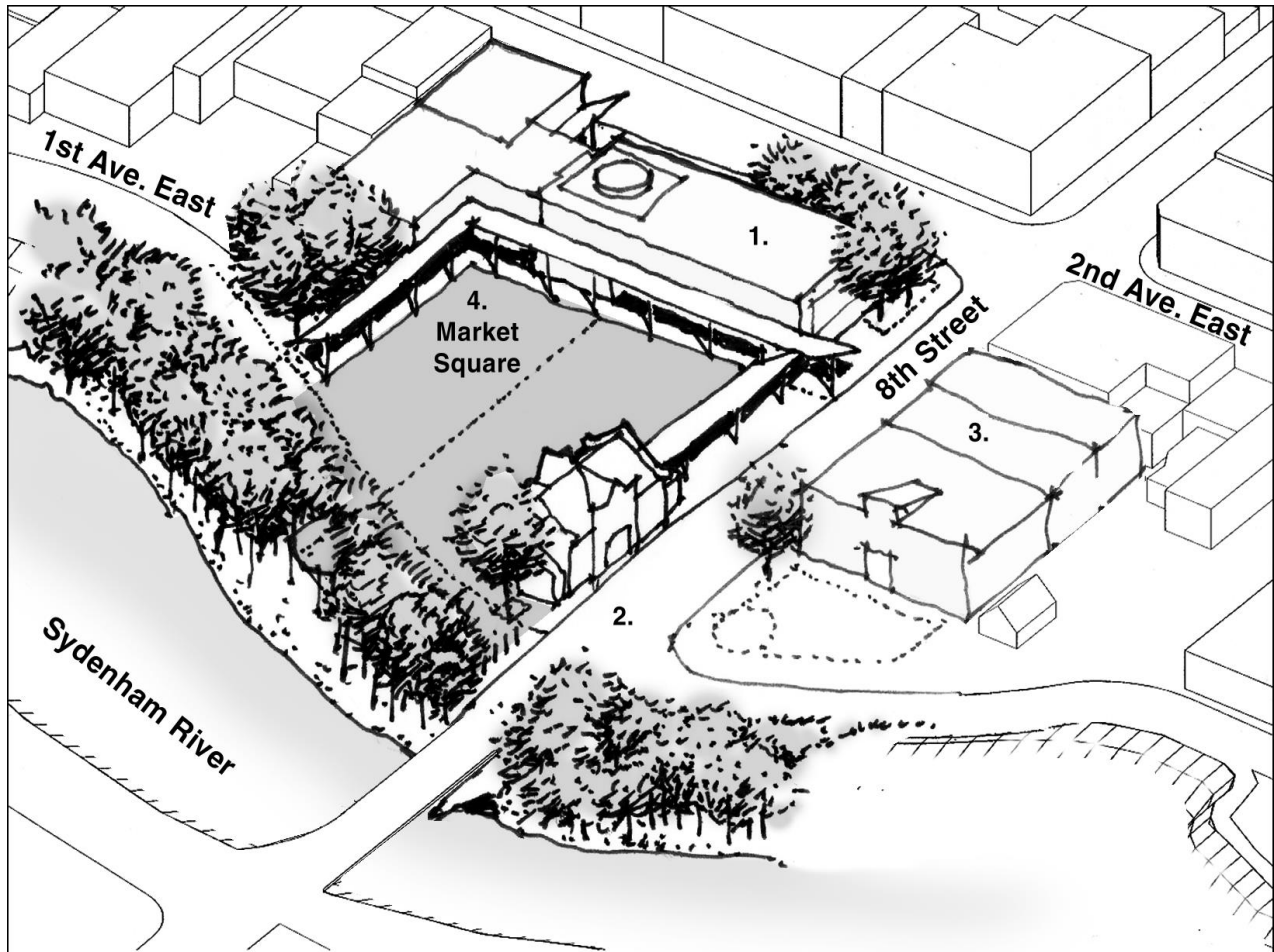
The development of River Works, potential anchors like the expanded farmer's market and possible "brand name " restaurants along the river, would start to focus and concentrate redevelopment efforts downtown. This concentrated area could be designed and programmed to attract visitors 12 months of the year.

1.2 City Hall and the Market

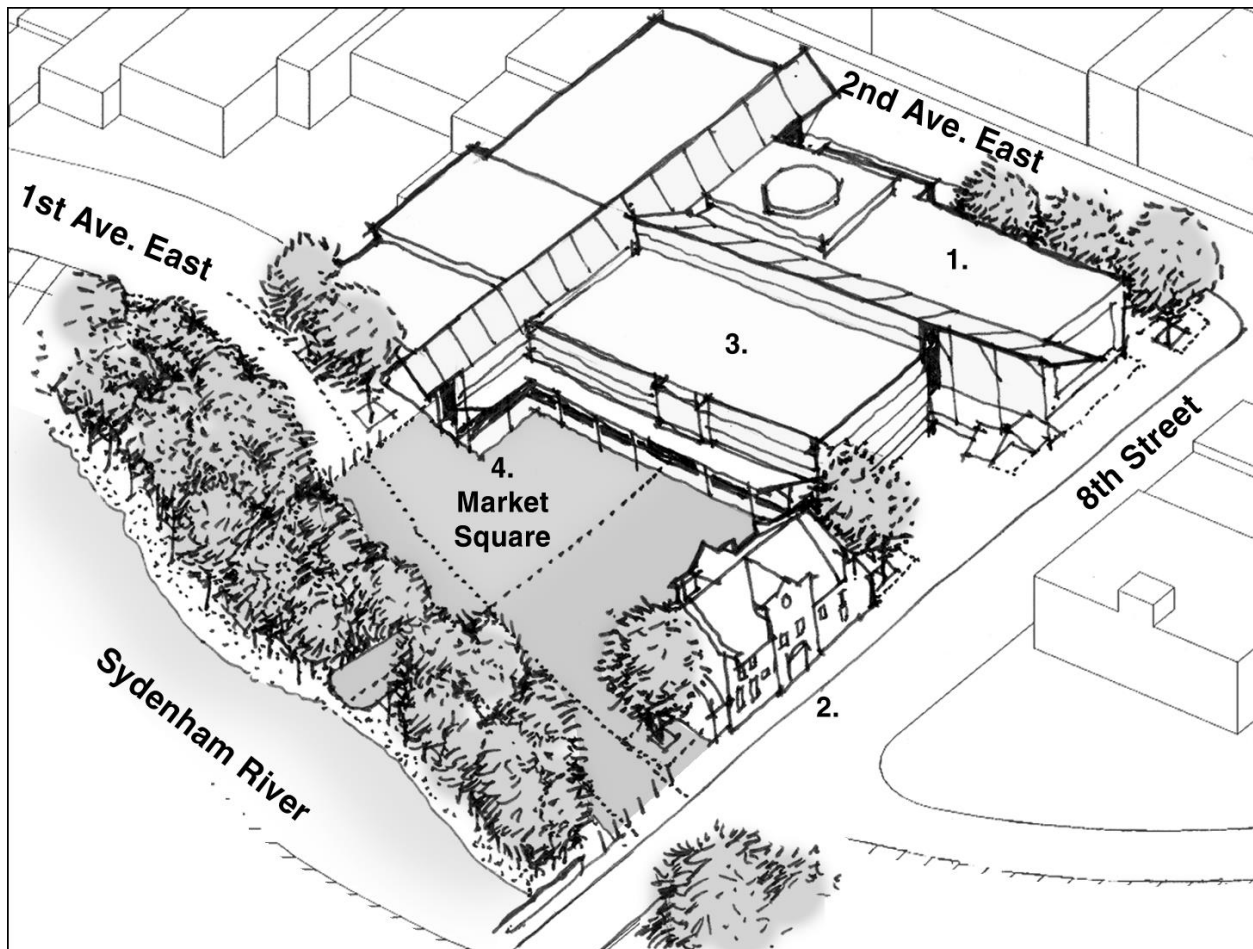
There is an opportunity to locate a joint use facility, in a renovated City Hall and adjacent addition. This facility would have the effect of adding to the activity and the draw of the downtown as the number of employees and users of these facilities increased.

This proposed joint use facility will also include an urban square for the downtown. Located between City Hall and the Sydenham River this civic plaza will provide space for a much larger weekend market and will be a civic event venue. Decorative, lights and banner/flag poles and paving and sub-surface electrical outlets will enable this space to be 'dressed up' for special events. A continuous, permanent market awning will define three sides of the square to provide covered a walkway for patrons of the relocated farmer's market. During non-event days the plaza will provide parking for the day-to-user of the new facility. Special paving treatments would allow vehicle parking when needed (with paving banding demarcating parking areas). Use of decorative materials to create a plaza for a more pedestrian appearance is essential.

Vehicle traffic along 1st Avenue East will be controlled by removable bollards to extend the surface of the square to the landscaped river edge during market and event days. With the bollards removed, service and local traffic will be able to access the rear of businesses from 1st Avenue East.



This new urban square will become an important part of the City's open space system, connected to the river walkway, where people can walk downstream to the Inner Harbour, or upstream to the pond, conservation area and Inglis Falls.



1.3 2nd Avenue Facade Improvements

Owners of property along both sides of 2nd Avenue should be encouraged to invest in the restoration and upgrading of the facades of their buildings. There are examples in the downtown of the successful removal of generations of facade modifications and modernizations. Outdated signage and materials have been stripped from building faces to reveal the intact, fine workmanship of 19th century storefronts. These have been carefully cleaned and repaired and are an inspiration that stand out from so many storefronts that need to be improved.

The same encouragement should extend to the restoration of the upper stories as well as the installation of awnings, new signage and seasonal flowers in decorative containers. The cumulative effect of these improvements on the overall appearance and experience of 2nd Avenue East would reinforce the strengths that exist today.

1.4 2nd Avenue East Streetscape

The design of the streetscape improvements reinforces the objectives and principles described in the Downtown River Precinct section. The streetscape concept requires an image change to create a vibrant upscale heritage shopping street. Proposals include continued building facade improvements, distinct heritage lighting, colourful signage and plantings to enhance store windows, awnings, sidewalk cafes. A festive, colourful appearance needs to be generated through event planning, and business creativity.

Streetscape improvements to sectors of 8th and 9th and 10th Streets are also included in this precinct as well as the Central Downtown Precinct.

Investigations should be made to provide a public “comfort” facility in the downtown shopping area. This location would include washroom facilities for visitors and shoppers, resting areas for seniors and change areas for small children. The streetscape should include directional signage and information at kiosks for orientation.

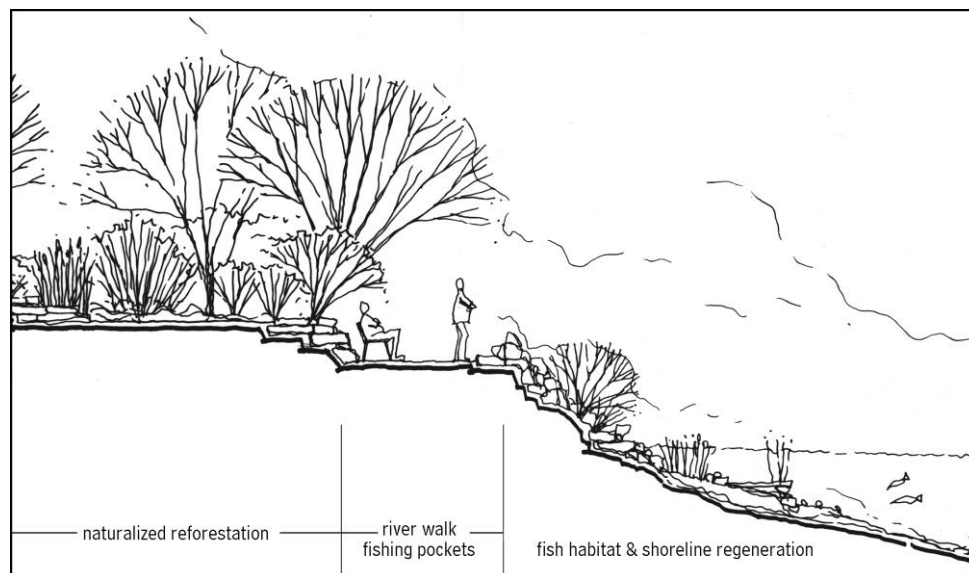
1.5 Sydenham River Regeneration

The Sydenham River and river edge, especially the portions that pass through the downtown and enter the harbour, must be environmentally upgraded and the landscape remediated to reinforce the green riverine link between the waterfront and the upstream conservation areas. The bank must be stabilized to resist erosion, a path provided for fishermen and other users and the landscaped area at the top of bank, on both sides, increased wherever possible.

Improvements to the Sydenham River and its banks must be subject to a river rehabilitation plan that identifies key fishing opportunities and ensures that work completed results in no net loss in fish habitat pursuant to Provincial/Federal requirements (refer to FIGURE 8).

1.6 Fisherman's Walk

A permanent pathway should be created along the west side of the river that will serve several purposes. As a continuous link along the river's edge it can be a combination of a stone and gravel path and boardwalk that keeps fishermen and other users from trampling the river bank. During the fishing season anglers can easily and comfortably access the river's edge and find a place to fish. With appropriate lighting, benches and trash containers, Fisherman's Walk can become a safe and clean, lower level link in the City's pedestrian pathway system (Refer to FIGURE 9).



1.7 Pedestrian Connections, Bridges and Lanes

A system of pedestrian and bicycle routes should be established throughout the downtown that are linked to the attractions within Owen Sound as well as to the larger regional trail systems. These routes and connections could include Fisherman's walk, 1st Avenue East or River Works Lane, walkways along both sides of the harbour, through block connections, (possible long term pedestrian bridges across the Sydenham River) and a pontoon bridge across the Inner Harbour.

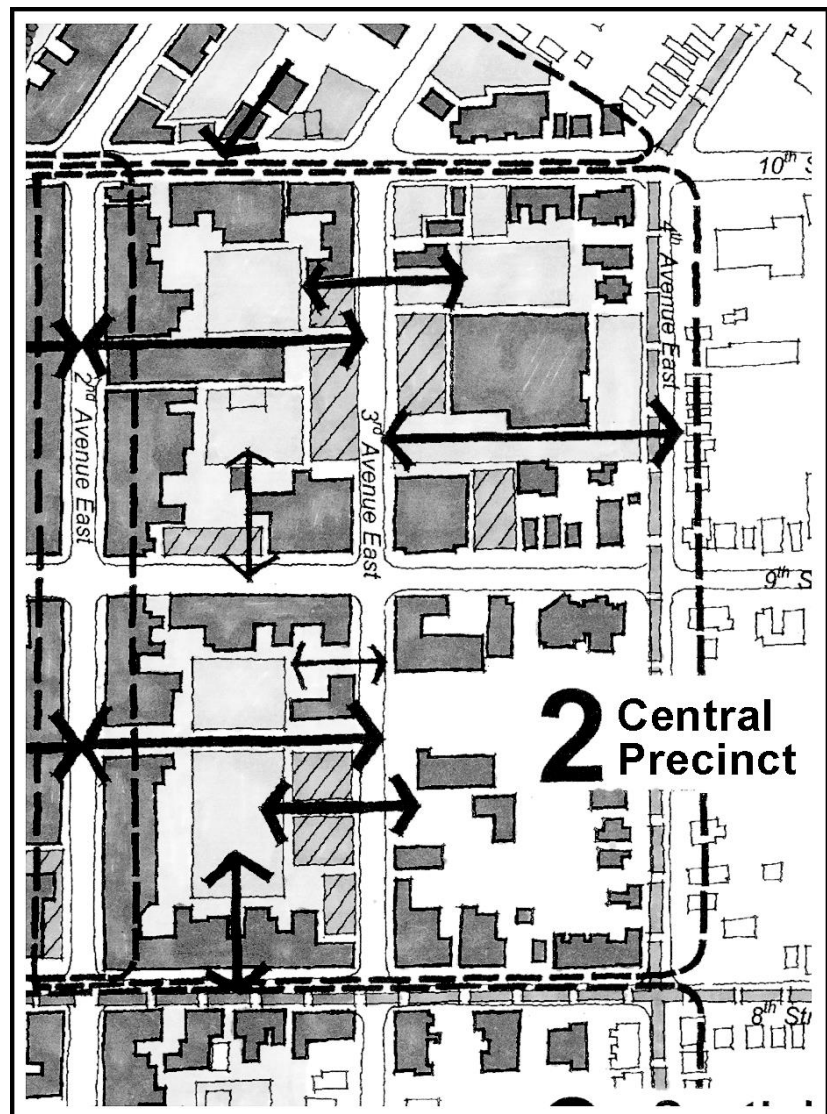
2.0 CENTRAL DOWNTOWN PRECINCT

OBJECTIVE

Develop infill sites to concentrate core commercial activities, provide off-street parking and provide new downtown housing.

This area forms the east side of the Downtown River Precinct and is inextricably linked to it. The strengths of this area include its proximity to commercial, 2nd Avenue and the potential for developing inner block parking to serve visitors to the downtown. The potential to develop vacant infill sites along the main streets in this area should be a major focus of the City's Economic Development efforts. New businesses and offices can be encouraged to locate in this area on these vacant sites. These new uses, activity and infill developments will extend the built fabric of the community and will add to the animation and depth of the attraction of the downtown.

This area is also where the transition from commercial and office activities to residential uses occurs. More multi-unit housing should be encouraged to locate along 4th Avenue East to strengthen this transition. Its location on the edge of the downtown is ideal for residents to walk to all services and facilities but with the amenity of residential neighbours.



PRECINCT PROJECTS

- Inner Block Parking
- Pedestrian Connections/Laneways
- Streetscape Improvements, 3rd and 4th
- Street Related Infill Development

DEVELOPMENT AND IMPROVEMENTS

2.1 Parking - Develop Inner Block Parking

Both of the inner block areas in the blocks between 8th and 10th Streets East have the potential to provide a significant amount of parking for the downtown. With ownership rationalized to support the most efficient layout, with cars entering and exiting from 3rd Avenue East these carefully designed parking lots could supply much of the, easy to get to parking, that the downtown needs.

Initially the east edge of these parking areas that face 3rd Avenue East would be screened with trees and landscape. Ultimately these edge sites should be re-developed with new buildings and new office and commercial uses.

Cooperation between private landowners with the City would be needed to achieve efficiencies in parking areas given existing configurations.



3rd Avenue East -looking north to 10th Street



3rd Avenue East -looking south from 10th Street

2.2 Pedestrian Connections

The pedestrian connections to 2nd Avenue East through existing east/west lanes should be upgraded with lighting, landscape and signage to make parking here as good an alternative as parking on the street.

2.3 3rd and 4th Avenue, Streetscape Improvements

The design of the streetscape improvements reflect and reinforce the objectives and principles described in the Central Downtown Precinct section and in the streetscape guidelines. The concepts include a major greening initiative (along the length of the streets) and a move to improve the pedestrian character of the two streets. Sidewalk widening is achieved where possible on 3rd Avenue East, with improved landscape amenities. 4th Avenue East is a transition street between the business core of the downtown and the local heritage neighbourhoods. Infill projects must reinforce the distinct green character of 4th Avenue East.

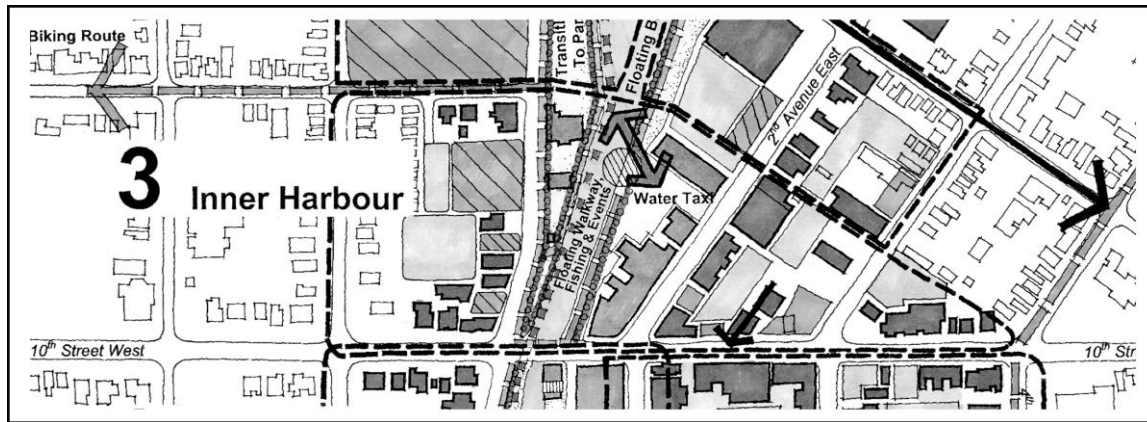
2.4 Street Related Infill Sites

We have identified a series of potential infill sites in both blocks. As part of the rationalization and design of the parking areas, the City should develop detailed building footprints, 3-4 storey envelopes and building guidelines for these sites along 3rd Avenue and at the corner of 8th Street and 3rd Avenue East. Developers of new commercial and rental residential projects should be guided to these sites before any others.

With allowances for entry and exit from the parking areas, buildings on these sites should, from an urban design perspective, help to define the street edge and extend the form and mass of the adjacent, existing building. From a use perspective, these sites should accommodate activities that will add to, extend and reinforce the life of the downtown.

3.0 INNER HARBOUR PRECINCT

OBJECTIVE - Reconnect the Harbour to the Downtown



Reconnecting Owen Sound to the community's waterfront heritage is one of the central objectives of the Master Plan. One of the strategies in the Inner Harbour Precinct is to develop an identifiable public space system that links and integrates the harbour, the river mouth and river to the downtown.

2nd Avenue angles away from the river mouth and turns it back on the water. The heavily used 10th Street traffic corridor strangles the river at this point and because of traffic volume effectively restricts pedestrian access to the water. Views north to the harbour are constrained and access to the park system and museum along the west side is not clear.

The spectacular views north from the edge of the downtown, down the estuary to Georgian Bay, lake boats, silos and the escarpment and steps, can contribute depth and character to the experience of Owen Sound. The range of potential relationships between land and water around the harbour need to be explored and developed.

PRECINCT PROJECTS

- Park Development
- Event Programming
- Visitor Information and Orientation
- Marine uses
- 2nd Avenue Streetscape
- Parking
- Linkages

DEVELOPMENT AND IMPROVEMENTS

3.1 1st Avenue East and West Park

The closing of 1st Avenue East from 10th Street to 11th Street, to all but restricted service traffic, will provide a space along the inner harbour edge that is large enough to create a linear park. This park space will continue the 1st Avenue, River Works and widened riverbank open space system south of 10th Street north to the larger harbour parks east and west. Not only will the 'green' banks of the river open up and link the River to the Bay, the pedestrian, bike and Fisherman's Walk will connect across and under 10th Street to the waterfront

3.2 Redevelop Harbour Facing Portions of Businesses Along 2nd Avenue East

The businesses and building owners that face 2nd Avenue East, north of 10th Street, will be encouraged to give up as much of their rear lot areas as possible to the park. The rear facades that face the water should be redeveloped and possibly businesses re-oriented to take advantage of the park edge and waterfront setting.

Removable bollards and restricted vehicle access, as recommended for 1st Avenue south of 10th will allow flexible use of the park space.

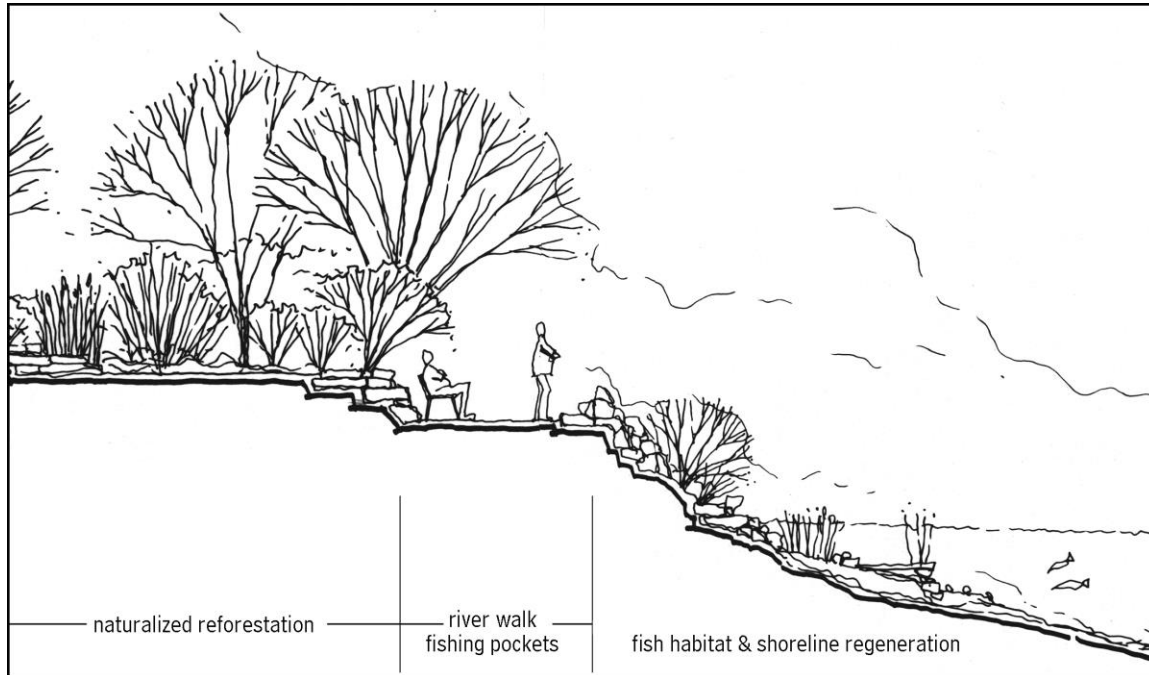
A boardwalk harbour edge will be flanked by trees to screen adjacent uses and to continue the theme of nature and environment.

3.3 Moorage for Water Taxis and Visiting Boaters

It is important to provide a place for visiting boaters, water taxis and other craft to moor as close to the downtown as possible. Visitors to area marinas should be able to run into Owen Sounds' inner harbour for dining or shopping downtown. A system of floating wharves and stairs or ramps should be developed on the east side of the Inner Harbour along the 1st Avenue East Park. This City wharf will be a convenience to transient boaters wanting to go downtown as well as a source of activity and interest.

3.4 Fisherman's Walk

The Fisherman's Walk along the west side of the river should be extended under the 10th Street bridge to the west Inner Harbour wall. It becomes a floating wharf that becomes a broad platform for the annual fishing derby. Stairs and ramps as well as benches and waste containers will make a convenient place for anglers to catch the "big one".



(At the time of this master plan strategy, water levels allowed for this proposal. Technical studies need to be completed to establish the obvert of the bridge and determine if sufficient headroom at higher water levels supports this important access. Alternative access options may have to be explored if technical feasibility is not confirmed.)

3.5 Pedestrian Pontoon Bridge

Half way between the 10th Street bridge and the north end of both the City Wharf and the Fisherman's Walk a pontoon pedestrian bridge will be installed. This bridge will have two forms or uses. Drawn between harbour edges will allow people to cross the mouth of the Inner Harbour to either the east or west sides. The bridge can also be drawn to one side to allow the passage of vessels, ice and floods. The flexibility of moving the pontoon bridge is important for the different seasonal activities and movement patterns between the waterfront and the downtown.



3.6 Visitor Centre

The Visitor Centre seems to function well in its current location, however, in future, the City may want to consider a location for the centre with higher visibility and connections to the downtown and 10th Street. A new future location closer to 10th Street may help to draw visitors to the Inner Harbour park which will let them experience that historic connection between town and water. The facility also needs to be reviewed in terms of a joint new transient moorage facility.

3.7 Georgian Bay Gateway

Some recognition of Owen Sound's position as a gateway to Georgian Bay should occur at this point where the Sydenham River meets the Harbour. This could take the form of vertical elements, sculpture, plaques etc.

3.8 Infill Opportunities, 10th to 11th Streets, 2nd to 3rd Avenues East

The block between 2nd and 3rd Avenues, between 10th and 11th Streets requires rationalization of inner block space for parking and the development of new uses. The City should develop detailed building footprints, 3-4 storey envelopes and building guidelines for these vacant sites.

These gaps along 10th Street need to be filled with new commercial uses. The volume of traffic that uses this corridor is a tremendous opportunity for businesses that need exposure. Without use and animation along the street the perception of the downtown is negative for many of the visitors using 10th Street. The City should give these sites the highest priority over other sites in the downtown and infilling in commercial strips outside the downtown area provided private market system is allowed to function.

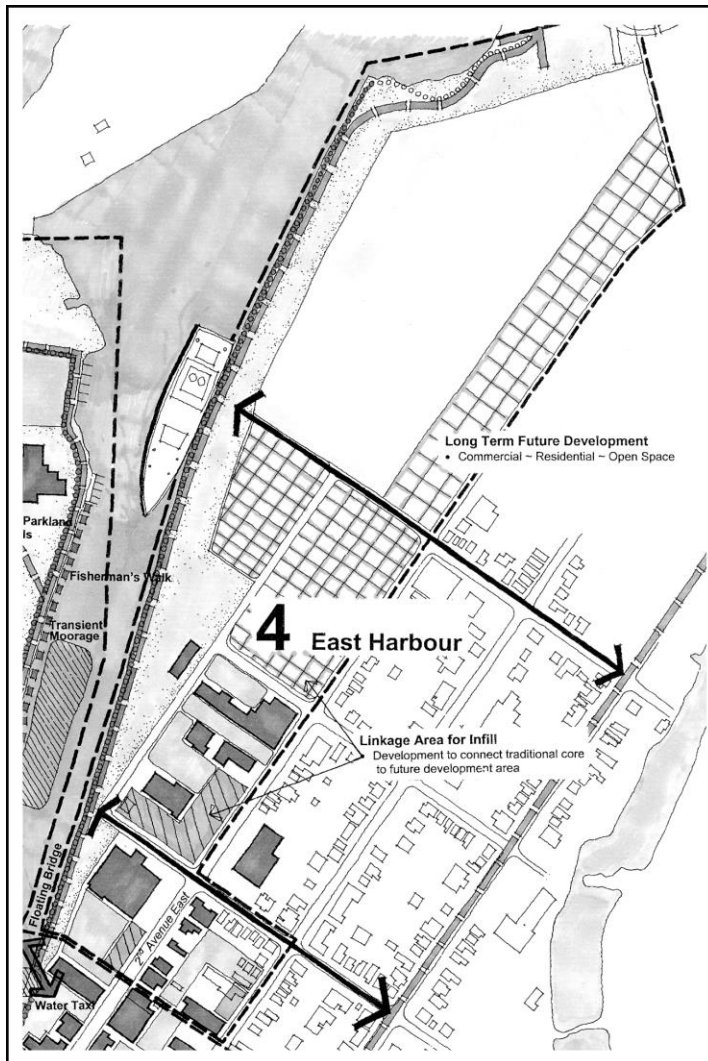
3.9 Bus Station

The location of the Bus Station and downtown bus routes have recently been reviewed with the public. Studies have concluded that the new bus routes will continue to come to this station. The convenient location of bus routes can help shoppers and other users of downtown services to get to and from their destinations. In future, this location may be considered for a re-location of the Visitor Centre as a more centralized location is needed.

4.0 EAST HARBOUR PRECINCT

OBJECTIVE

Provide long term redevelopment sites to extend the downtown fabric and activity base



The primary objective of the Master Plan/Urban Design Strategy for the East Harbour Precinct is to encourage and concentrate new development, that requires large sites, to locate in this area as close to the downtown as possible. Located next to the downtown along the Harbour parkway, the East Harbour Precinct can accommodate larger scale development projects that cannot utilize the available smaller, infill sites in the downtown precinct. This area should be considered as a longer-term extension of the downtown fabric and activity base.

PRECINCT PROJECTS

- Extension of park and open space linkages
- Identify and Prepare Redevelopment sites
- Develop Parking

-
- Park Reserve

Moorage for cruise ships and a permanent large vessel

DEVELOPMENT AND IMPROVEMENTS

4.1 East Harbour Parkway

The downtown waterfront park proposed where 10th Street crosses the river mouth on the east side should be extended north along the harbour edge to provide a continuous 'green', publicly accessible edge to the harbour. The City could reinforce and support this initiative with a cost effective agreement to assume control over the harbour works from the federal government, providing environmental issues are appropriately addressed.

4.2 Redevelopment Sites

Between 1st and 2nd Avenues East there are a series of commercial activities that are based on a suburban model - that is a one storey building surrounded with parking. As the commercial downtown grows it will be important to intensify the use of these sites to extend the activity base of the core. Redevelopment of these sites will mean locating commercial activities along 2nd Avenue East with parking within the block, behind the 2-3 storey buildings. This will help to connect this area with the core and extend the downtown fabric.

4.3 Parking

Large-scale parking areas can be developed west of 2nd Avenue and screened with landscape from 1st Avenue and the Harbour Parkway. This parking will serve the adjacent commercial activities as well as events such as Harbour Heat Wave.

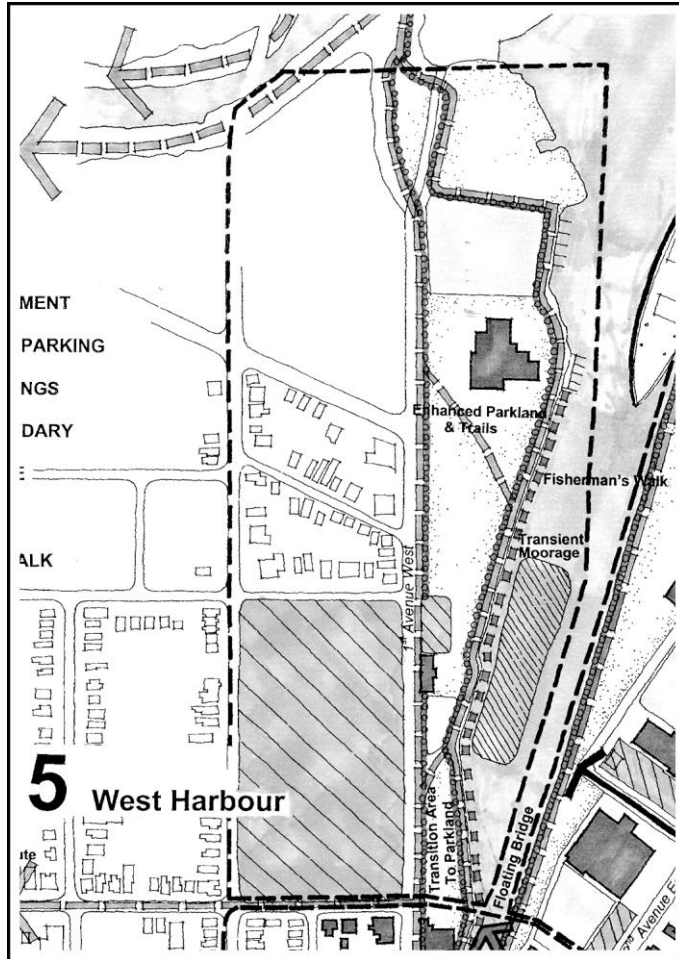
4.4 Moorage

Once ownership of the dockwall has been transferred to the City of Owen Sound, the East side should be developed for both the moorage of a large vessel and for visiting cruise ships.

4.5 Park Reserve

The northern end of the East Harbour Precinct should be set aside as a park reserve. As the community expands, large contiguous areas of open space, especially located along the waterfront will not be available. The downtown is lacking easily accessible, large-scale open spaces. A large waterfront park located close to the core will accommodate the local residents need for recreational space as well as the community's requirements for event space.

5.0 WEST HARBOUR PRECINCT



OBJECTIVE

Augment the existing residential neighbourhoods and extend downtown commercial activity.

The strong residential, harbour related activities and park space, in the West Harbour Precinct, should be reinforced by compatible and sympathetic new development. Except for the south portion of the BCK site where commercial activities could be located as close to the downtown as possible, the majority of the site should accommodate residential and community activities. New residential uses next to the downtown will add to the customer base for the retail, service and commercial concentration in the core.

Improved and extended park space, a transient marina and enlarged museum will increase the attraction and improve the accommodation level for this portion of the downtown.

PRECINCT PROJECTS

- Redevelopment of the BCK site
- Extension of the floating Fisherman's Walk
- Provision of temporary and transient moorage along the west dockwall
- Expansion of Museum Facility
- Extension of the West Harbour park way
- Pedestrian and Bicycle Linkages
- Improved Parking and Open Space for Events

DEVELOPMENT AND IMPROVEMENTS

5.1 BCK Site

The BCK site is the largest, contiguous redevelopment site in this precinct. The proposed mix of commercial and residential uses can be appropriately accommodated on this site with the following principles being considered:

1. Any hotel, retail, or entertainment uses should be concentrated as close to the downtown as possible
2. Any housing components should integrate into the adjacent neighbourhood.
3. Any market components should be oriented to artistic type of products. Other farmer market activities should be located with the City Market in the City Hall precinct to reinforce the existing pattern of use and activity.
4. Any residential components of the project should take advantage of the views of the harbour.
5. All buildings should address the street edge.
6. Parking should be created as internal areas with connections to the streets.

5.2 Fisherman's Walk

The floating fisherman's walk should be extended along the west dockwall ultimately to connect to the proposed transient marina. It will serve as an interesting alternative pedestrian link from the harbour to the river and the downtown as well as a platform for seasonal fishermen.

5.3 Transient Moorage

It is important to provide moorage for visitors to Owen Sound who arrive by boat, whether as passengers aboard a commercial vessel or as private boat owners and operators. Transient moorage next to the downtown can encourage stronger and more frequent activity between the downtown and the waterfront and helps to re-orient the community to the water. Overnight visitors to the city, staying at the marina, can be encouraged to take advantage of the shops and restaurants downtown.

This area of the plan will require detailed design study and feasibility for transient moorage facilities and consideration of the permanent berthing of the Chi-Cheemaun. Discussions are required with Ontario Northland regarding berthing possibilities. In addition, facilities are proposed for pump-outs, showers, gasoline and other support requirements for boaters.



5.4 Museum Expansion

If the Visitor Centre were to be relocated to a more central and visible location at 10th Street and 2nd Avenue West, the museum could expand into the south half of the former station. With more space the museum could launch a more comprehensive interpretation and community story telling experience which in turn would increase the attraction and extend visit duration to the museum.

5.5 West Harbour Park and Reserve

The accessibility, safety and quality of the existing West Harbour Park could be improved to provide passive waterfront open space embracing both sides of the inner Harbour. The downtown is lacking easily accessible, large-scale open spaces. As recommended for the East Harbour Precinct as well, a large waterfront park located close to the core will accommodate the local residents need for recreational space as well as the community's requirements for event space. These parks, although primarily passive, can accommodate events and programming to enhance the experience throughout the seasons.

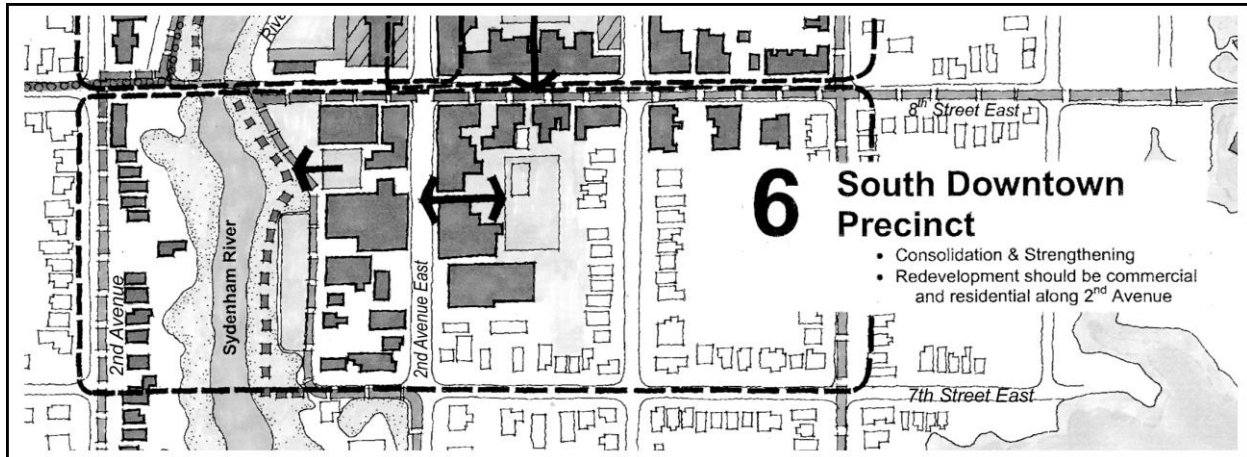
5.6 Pedestrian and Bicycle Linkages

Bicycle and pedestrian pathways should be extended along the West Harbour edge northwards to connect the river and downtown linkages to the Harbour and open space amenities to the north.

5.7 Event Open Space and Parking

Open space and parking should be consolidated north of the museum for seasonal large-scale events. As some of the only contiguous park space along the West Harbour, adjacent to the downtown, it is important to develop adequate reserves as the city expands. Although there will be lands available at Kelso Beach, the former CN lands and parcels beside the Pottawatomie River, the key is to consolidate facilities closer to the downtown.

6.0 SOUTH DOWNTOWN PRECINCT



OBJECTIVE

Reinforce and extend the existing mix of activities.

This precinct is a transition area between the commercial concentration along 2nd Avenue East between 8th and 10th Streets and the residential neighbourhoods to the south. As an expansion area for commercial development and as an overflow parking destination, the South Downtown Precinct should be regarded as a long term growth area.

The potential to develop vacant infill sites along 2nd Avenue East in this area should be a future focus of the City's Economic Development efforts. New businesses and other commercial uses can be encouraged to locate in this area on vacant or redevelopment sites. These new uses, activity and infill developments will extend the built fabric of the community and can add to the animation and depth of the attraction of the downtown.

There is also future potential for developing inner block parking to serve visitors to the downtown.

PRECINCT PROJECTS

- Consolidate and Strengthen Commercial Street Edge
- Develop Inner Block Parking
- Upgrade streetscape of 2nd Avenue to 6th Street East

DEVELOPMENT AND IMPROVEMENTS

6.1 Consolidate and Strengthen Commercial Street Edge

The variety of fine grain, downtown infill sites within this precinct are a resource for future or phased growth of the downtown commercial core. Large setbacks, and lower order commercial uses will give way to more intense uses that can infill and strengthen the street edge built form.

6.2 Develop Inner Block Parking

To make certain that downtown parking supply keeps up with demand it is important to identify inner block land consolidation for future parking purposes.

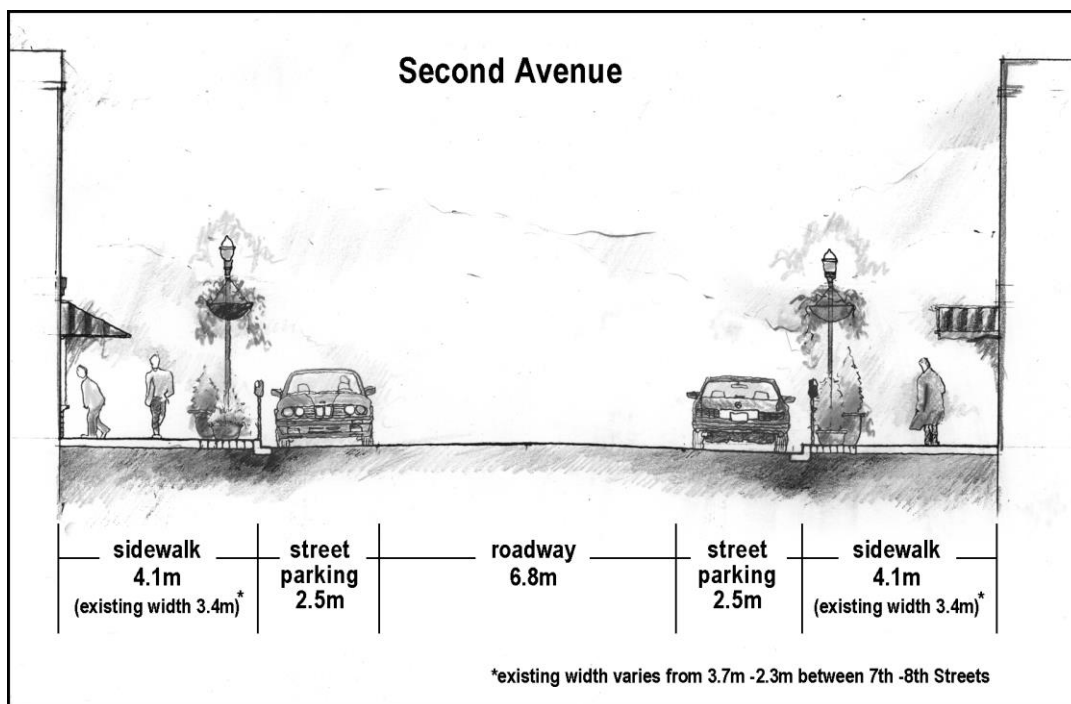
C. STREETSCAPE CONCEPTS

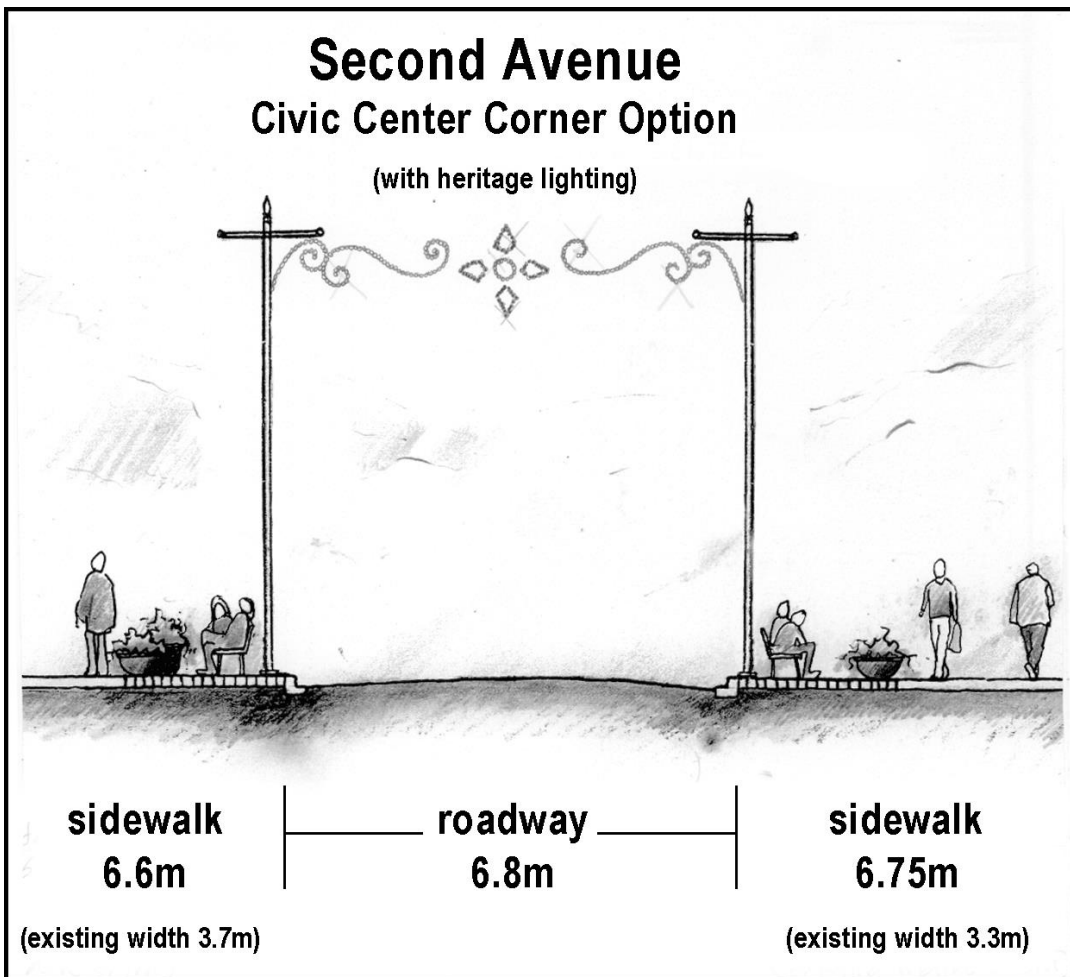
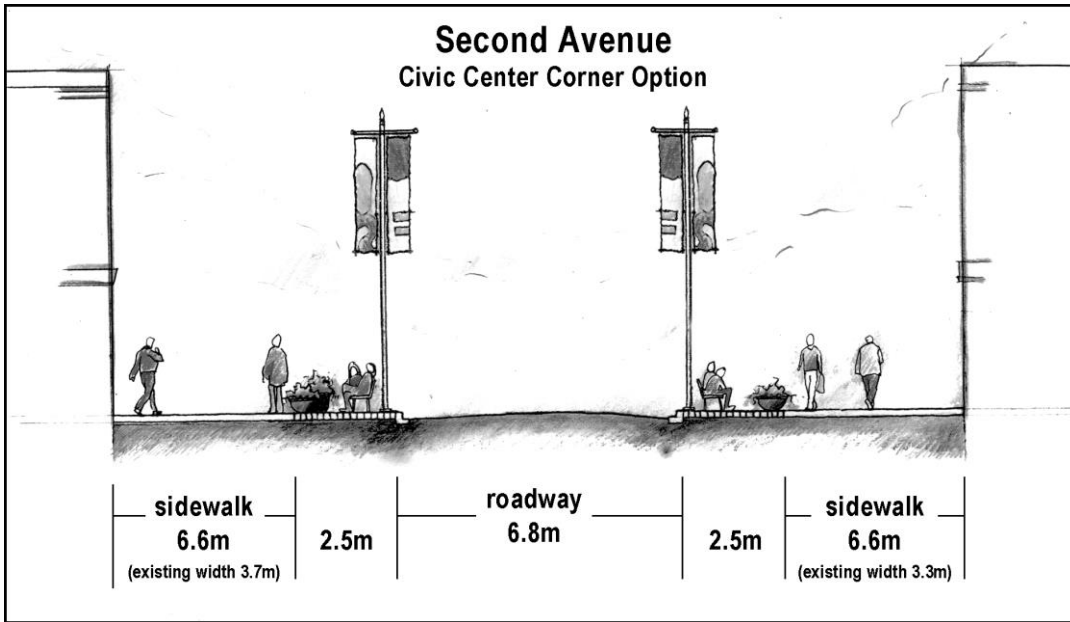
1.0 2ND AVENUE EAST

The primary downtown shopping precinct should build an upscale heritage character in its streetscape design. Ongoing heritage building improvements and the infill of new development will continue to improve the ambiance, and quality of shopping experience.

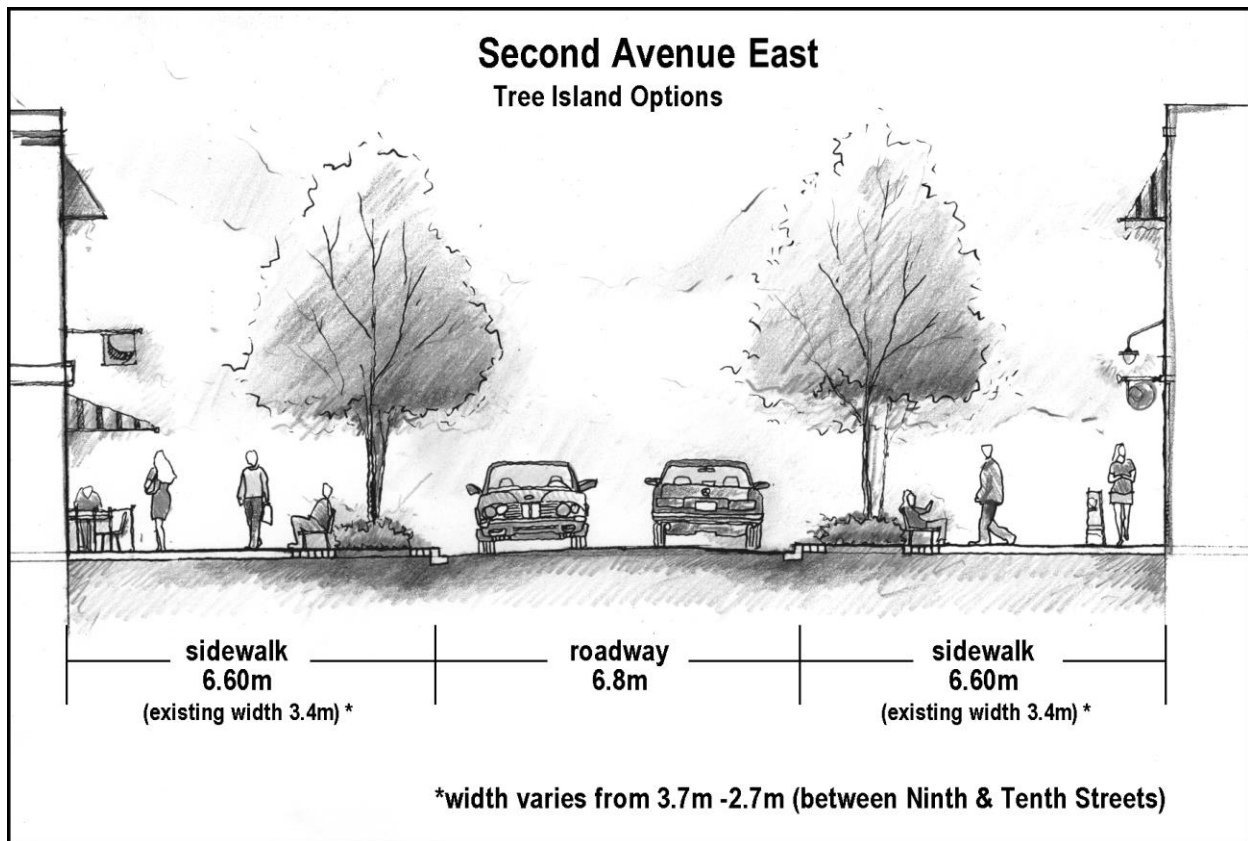
This priority project and demonstration plan includes the following proposals (Refer to FIGURE 10 & 11):

- Two lanes of traffic are maintained on 2nd Avenue East with parking lanes on both sides of the street. Parking is needed to support the business retail. Roadway lanes are reduced to 6.8m for two-way traffic.





- The design includes the installation of the Holophane heritage pedestrian light “Washington” which creates a heritage lighting setting for the main shopping destination. In order to achieve illumination lighting levels in the order of 3 to 4 foot candles the poles need to be located at a maximum 92 ft apart (High Pressure Sodium), with a street twinning configuration (Metal Halide should be placed closer together in spacing at 78 ft. spacing) The poles should be painted black, and should accommodate large hanging baskets. No banners or signs should be hung from these graceful light elements in the street. These poles can not support overhead decorative lighting. Artistic banners should be hung on buildings or blank walls.
- Gateway poles can be added at the key gateway intersections and mid block areas to accommodate overhead decoration lights and banner displays. Structurally, these poles may be designed to accommodate the Noma light display at Christmas.
- Groupings of large floral pots and hanging pots should be arranged in rich groupings in the sidewalk areas. Recommended pots should range in size and can be clay, glass fibre reinforced concrete (see Barkman Concrete). Elegant shapes and artful arrangements need to be considered in the design for “impact” on the street.



- Orientation/heritage walk kiosks should be provided at locations and all major intersections along 2nd Avenue.
- All streets and avenues should be identified with historic names with a consistent design element. These names can be reinforced in concrete paving bands in the streetscape, on buildings, and on banners.
- The design layout of the parking maintains the following summary of parking conditions with a relocation total of only 8 spaces.

CITY OF OWEN SOUND

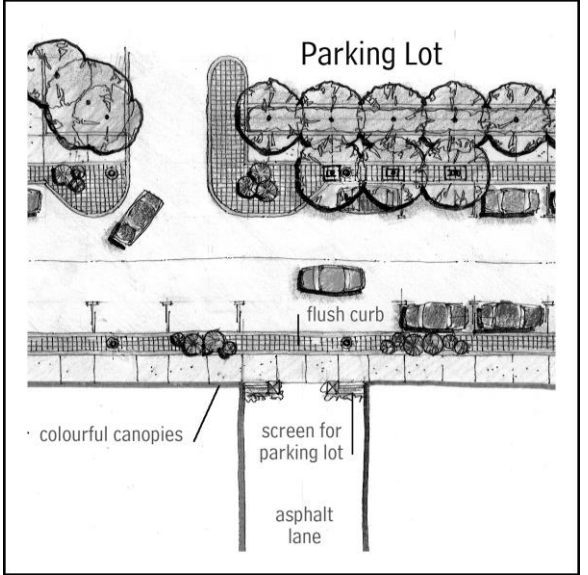
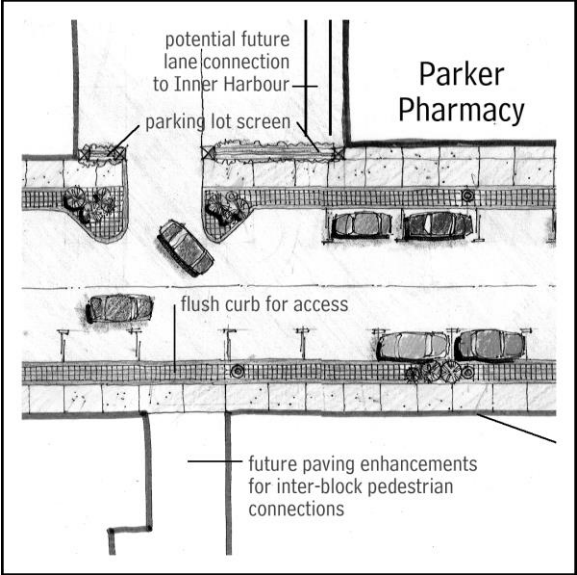
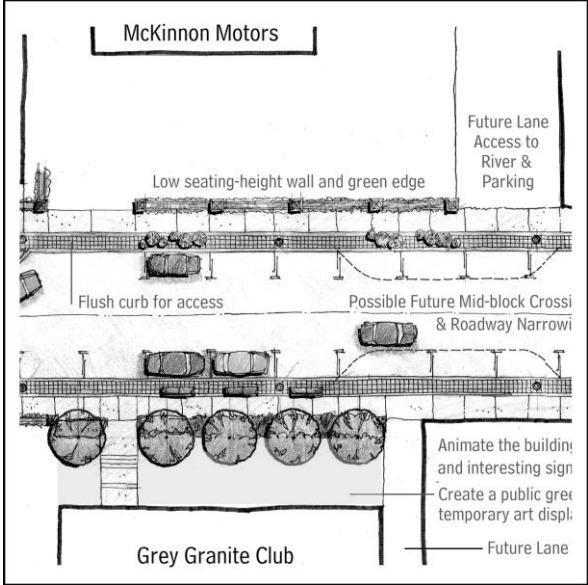
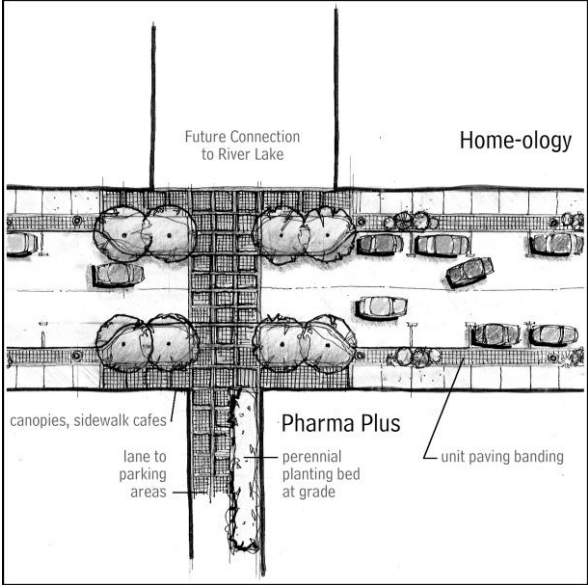
Second Avenue Parking Space Summary

<i>Second Avenue Drawing Section</i>	<i>Existing Parking</i>	<i>Proposed Parking</i>	<i>Relocation/Gain</i>
<i>Between Seventh St. and Eighth St.</i>	34 <i>(incl. 1 HC)*</i>	31	-3
<i>Between Eighth St. and Ninth St.</i>	43	37	-6
<i>Between Ninth St. and Tenth St.</i>	42	42	~
<i>Between Tenth St. and Eleventh St.</i>	51	52	1
<i>TOTAL</i>	<i>170</i>	<i>162</i>	<i>-8</i>

Note: All figures include only on-street parallel parking spots, accounting for existing fire hydrant locations

* designates handicapped parking

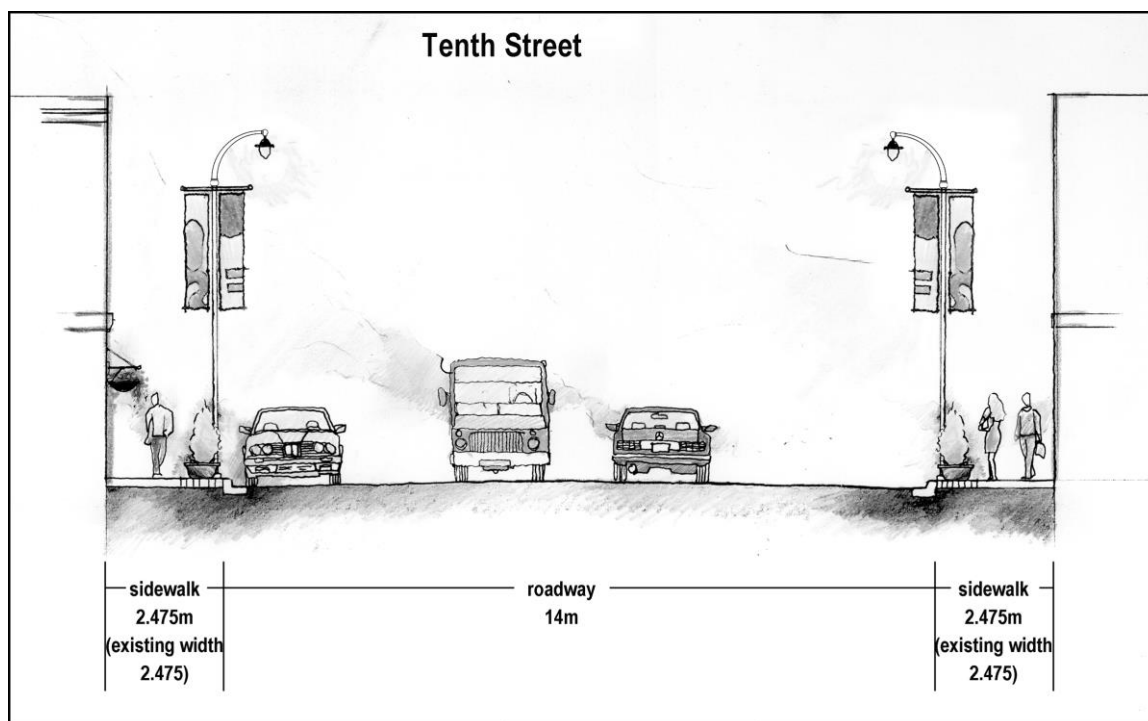
- Generous tree and perennial planting areas are proposed at mid block and key intersections, where east/west lanes and links from outside blocks meet 2nd Avenue East.
- The court/square in front of City Hall requires a new site plan to compliment and integrate the streetscape urban design language.
- Low walls and wrought iron screens are proposed along the street edge of some parking lots facing onto 2nd. These provide some aesthetic screening to maintain visual continuity on the street.
- Turning lanes at 10th Street East and 8th Street East must be provided along 2nd Avenue East (Detailed engineering designs will be completed as part of the next phase of work).



2.0 10TH STREET EAST

This busy, urban entrance- route through the City with a formalized streetscape that signals entry to the City and Downtown. The design includes:

- No street trees in narrow sidewalk areas (road and laneway widths must stay in approximate existing location). Four lanes of traffic are maintained.
- The design includes the installation of a tall elegant “Atlanta” overhead streetlight, manufactured by Holophane. The specifications include spacing of light poles at a maximum spacing of 130 ft. to achieved approx. 2 foot candles in the roadway and pedestrian areas. It is recommended the spacing be reduced to approx. 60 ft apart to improve the pedestrian level of light. The light poles are calculated with High Pressure Sodium light – warmer light ambiance. Metal Halide is also a popular streetscape quality of light that enlivens colours and landscaping in the street. Spacing for this light would be 90 ft apart with twinning. The fixture head can be a standard Crystallite or Memphis fixture.



- Large banners must be added to the Atlanta poles to create a sense of entry to the City Downtown, and to include these areas for display and marketing of the City history and events. The graphic design of banners needs to be high quality to ensure appropriate messages, and colour coordination. Keep banners well above pedestrian heads in sidewalk areas.
- Decorative paving banding will be included in sidewalk areas, and concrete paving will be placed in crossing intersections.
- Planting quality must rely on the installations of groupings of large pots for floral displays, Christmas tree displays, as well as wall hanging baskets on appropriate walls in the corridor.
- A major gateway is proposed at 4th Avenue East. Improvement of paving and sidewalk widening must be incorporated at 10th and 4th Street intersection. Specialty lighting of the Churches is essential for the Gateway impact. An optional gate structure/with post could be included with floral displays or heritage artifacts. Space and land ownership issues need to be reviewed to confirm accommodation of these items.

3.0 3RD AVENUE EAST

This business or corporate avenue contains wide gracious planting areas, distinct entries to business developments, and screening of existing parking areas.

The streetscape proposal includes:

- Roadway narrowing, and sidewalk widening to allow for improved pedestrian areas.
- The installation of the pedestrian level “Washington street light” to improve the quality of walking environment. No banners would be installed on 3rd Avenue. Large floral and tree displays would be included in the screening proposals of the large parking areas.
- mid-block pedestrian crossings would be installed as needed and development infills.

4.0 4TH AVENUE (and other neighbourhood streets bordering between the downtown and the escarpment)

These streetscapes include right-of-way gardens, colourful front yard plantings and gracious grand street trees. Neighbourhood programs for establishing an escarpment landscape image to the heritage neighbourhoods and escarpment lookouts and walkways is critical.

5.0 8TH STREET EAST

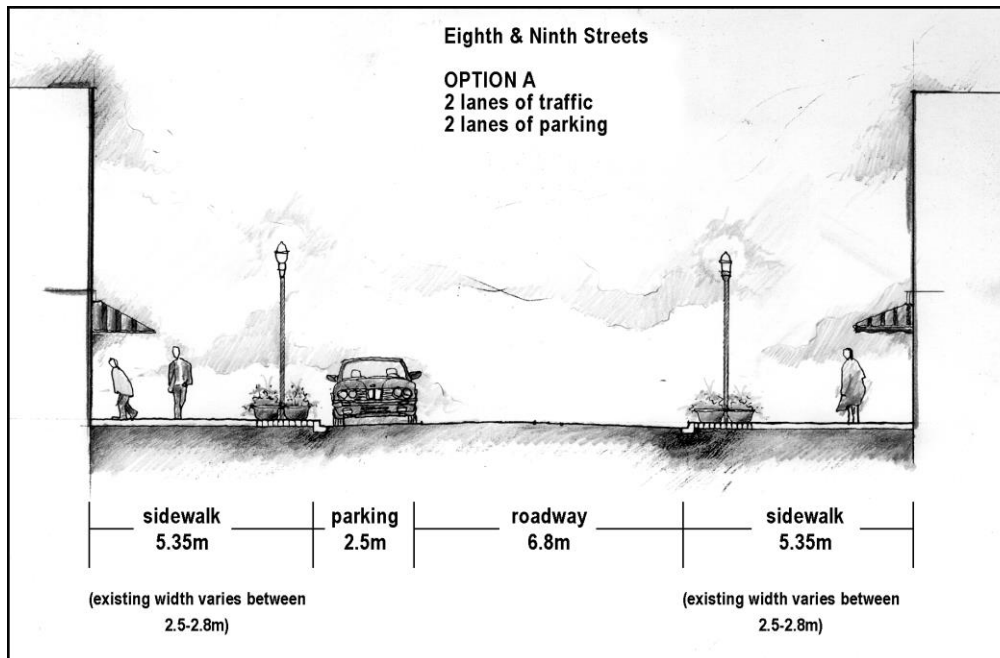
This is the green town route through the City and into the heritage sector of the Civic Precinct and Market Square. This street should reflect a gracious heritage character as well, using the streetscape elements. Considering that it is the town entrance to the heritage village of Sydenham and the civic/market square area, this is an important heritage focal location. The concept includes:

- The installation of the heritage streetlight “Washington”, with a heritage gateway located at 8th Street and 2nd Avenue East.
- Narrowed pavement widths are included subject to traffic turning lane requirements.
- Bike lanes are desirable along 8th Street and over the bridge crossing from First Avenue West, however parking will need to be relocated to accommodate these important routes. Single bike lanes should be 1.5 metres wide, double lanes are 2.5 metres.
- Planting in the streetscape is desirable as one approaches the river ,when parking can be relocated to other sites

6.0 9TH STREET EAST

This busy traffic street requires continued upgrading of image because it lacks the architectural setting that 2nd Avenue benefits from. Some widening of sidewalks is desirable, as are areas for tree plantings, heritage lighting and seating. This area, however, has the potential to grow into an exciting “theatre district” ambience if properly designed through theming, lighting and signage.

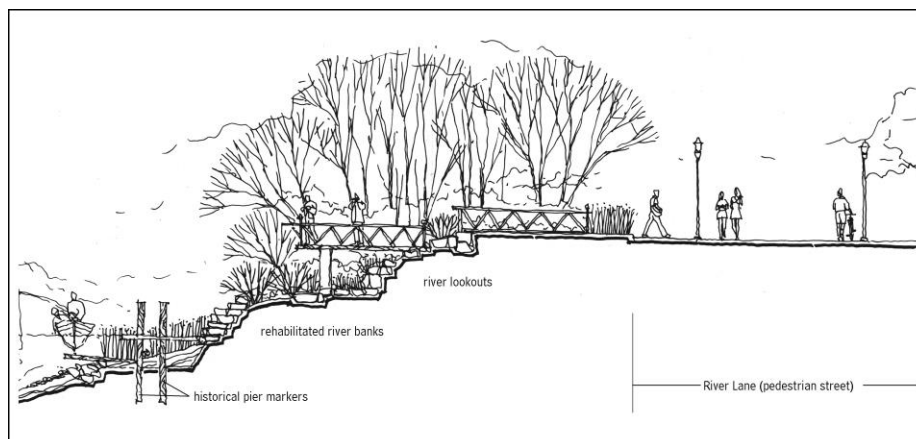
- Planting in the streetscape is desirable as one approaches the river, when parking can be relocated to other sites.

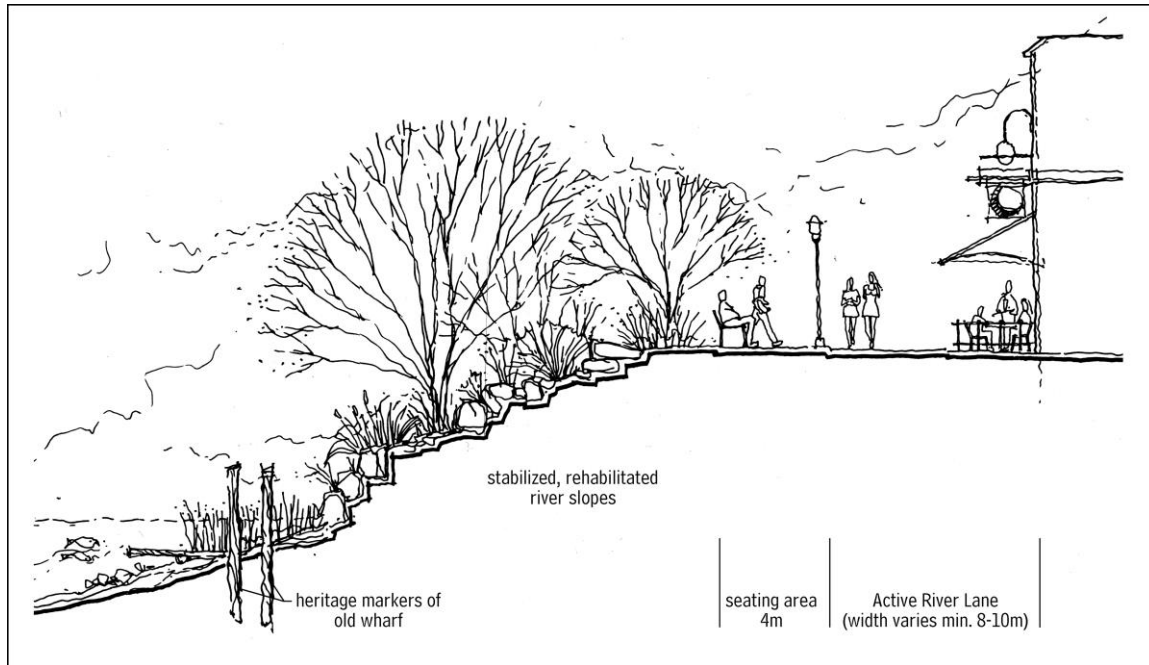


7.0 1ST AVENUE EAST - RIVER WORKS LANE

This street is proposed to be converted to a pedestrian dominated route, along the east side of the Sydenham River. Servicing to businesses would be still maintained under restricted conditions. Parking areas could be kept and phased out as new parking is provided in other sections of the downtown. The streetscape concept includes:

- The installation of decoration paving and the creation of a pedestrian setting along the river. Seating pockets and river overlooks will enhance the experience of the route.
- The installation of the recommended heritage light (Washington) as part of a strolling promenade.
- The inclusion of street displays and heritage artefacts where appropriate.





8.0 6TH STREET EAST

This is a wide, gracious boulevard street that provides the potential for an improved green parkway entry into the downtown from the south end of the City. The concept includes:

- Extensive planting of street trees to create a boulevard character
- Improvements to sidewalks and the inclusion of bicycle routes and safe pedestrian crossings.
- All tree and shrub planting should use indigenous plant material to set a green image for the route e.g. sugar maple, red maple etc. Build species that help to create fall and seasonal impact for those entering the City from the south.

D. IMPLEMENTATION

1.0 IMPLEMENTATION PRINCIPLES AND STRATEGIES

The framework for the urban design/master plan is organized into a series of incremental but interconnected projects that can be implemented over time in a flexible manner. The many development and program layers within the plan can be implemented in the immediate or longer term. These layers can be arranged for the key places in the plan as a series of building parts that can be added to, as time and budgets allow. The following principles and strategies will contribute to implementation success.

Leadership and Management

It has been stated earlier in this study that the plan must be “championed.” The need for leadership (staffing and expertise) in many different areas of plan realization is essential. Expertise in municipal business development and negotiation, urban design, event programming, heritage conservation, environmental planning and management, marketing, etc. will all be required to implement various projects and special assignments. Leadership needs to be come from the City, with significant supporting expertise from consulting assignments, new staff positions where required, and other agencies.

Political support for the master plan initiative must remain consolidated and energetic throughout the implementation process.

The Comprehensive Project

The urban design/master plan reinforces the priority development of a high quality infrastructure including municipal services, streetscapes, and river/waterfront to set the stage for resident enjoyment and redevelopment of the downtown business environ.

City Council and the community need to be committed to the concept of implementing “the comprehensive project”. This entails providing funds and expertise to all stages of the project – planning, design, implementation, but also to maintenance and longer-term management of the plan facilities. Ongoing maintenance and programming for many of the public places that are identified in this plan will be critical for project success and community appreciation. New technical specialization will be required to support the changes in project needs (e.g. digital marketing, ecological management and maintenance and horticulture).

Project Funding, Investment and Incentives

Approaches to tapping potential funding for community improvements have been well understood in Owen Sound with the initiation of the “Big Dig” infrastructure project. Staff and the Master Plan Action Committee are currently working on a series of incentives for encouraging redevelopment in the harbour and downtown.

A successful financing strategy for the implementation of the master plan will rely on the ability to creatively integrate several sources of funding and package these resources to achieve completed projects and its incremental layers.

Public and private funding will be needed to reach the vision’s full realization. Incentives need to be studied thoroughly to ensure a balance between development kick-starts, and the need for building public revenues for broader community development projects (e.g. new parking facilities, park development and upgrading, etc.)

Partnerships

A full range of partnership initiatives and roles will be required to implement the master plan and the specific component projects. In many cases, these partners will assist to plan, provide technical support, and finance the projects including the Conservation Authority, Federal Harbours authorities, cultural groups, key landowners, the DIA (Downtown Improvement Area), corporations, specialty trusts/foundations, etc.

The core partner group may still remain with the City, the community and business representatives. However, important partnering relationships need to be established for instance with the Grey Sauble Conservation Authority and harbour, small craft harbour, and fisheries departments of the federal Fisheries and Oceans agency. These partnerships will be necessary to plan and implement the improvements to the Sydenham River and harbour precinct proposals.

Similar types of partner relationships need to continue to conduct events in the downtown, undertake joint-facility development projects, build trail and bicycle routes, complete heritage-based projects, etc.

Marketing for Success

Marketing and promotion of the downtown and harbour with its new identity will be a natural extension of the “Big Dig” redevelopment. The downtown and harbour needs to be well identified, targeted, and promoted to the best effect. Marketing efforts should capitalize on its identity, and build a full information and programming approach.

Information provision highlights should include:

- A compact overview brochure of the downtown and harbour, listing main businesses and features in a well crafted map;
- A set of touring maps of the area, keyed to key themes: heritage, artistic, agri-tourism, and cycling/hiking/nature (heritage and arts have brochures in place but may need updating and expansion of information over time as part of a integrated set of maps);
- A seasonal events schedule for the downtown and harbour,
- Cross-promotional materials and incentives;
- Internet access to all promotional information.

Cross-marketing partnerships should increase the visitation and business of both public and private partners while contributing to a wider integration of the study area’s attractions in the visitor’s experience. The objective should be to increase the visitor’s length of stay, number of outlets visited, expenditure and satisfaction with their visit.

2.0 RECOMMENDATIONS, PRIORITIES, ACTION LIST

2.1 General Recommendations of the Plan:

Recommendation: Establish a central co-ordinating body or committee to oversee the marketing and promotion of the areas, to keep the planning efforts moving forward, and to serve as an advocate for the implementation of the capital development program.

Careful consideration should be given to a few feasible forms that the co-ordinating body could take including:

- *An extension of the “Big Dig” Master Plan Action Committee responsibilities;*
- *The City as co-ordinator, with several project task forces/committees;*
- *A new expanded partnership committee including the City departments and other agencies/community representatives.*

Recommendation: Conduct a comprehensive official plan review of the 1984 plan to integrate the master plan recommendations and refine the community improvement plan. Consultation with the community and existing landowners for site specific precinct proposals should be conducted as a part of the plan update.

Owen Sound’s Official Plan has not been updated since 1984. The general policies support the intention of the master plan, but require significant refinement of the plan organization, policies and zoning to bring the O.P. in closer line with the master plan proposals. A clearer definition of the Central Business District and the Harbour precincts is needed. Land use and zoning by-law modifications need to be detailed and reviewed with the landowners and public. Refer to Section D 3.0 for further discussion of required Official Plan policy directions.

Recommendation: Organize a team of partners from the existing Master Plan Action Committee to pursue additional funding for the upcoming priority phases of the Second Avenue streetscape implementation.

Recommendation: Initiate the preparation of a marketing and promotion plan for the Downtown and Harbour.

Recommendation: The City should conduct an internal review of its staff expertise and time commitments to determine the roles and responsibilities of staff and departments in the execution of the master plan implementation.

The audit should determine those critical areas where consulting is required, and where new internal personnel are required, for example marketing/events/implementation. A key point of accountability is needed for master plan implementation at the City. Appropriate budgets for consulting and internal professional positions/contracts need to be determined on an annual basis.

2.2 Specific Recommendations by Project:

Recommended development action tasks are outlined briefly for each project, along with a recommended priority for their implementation. The priorities are given in three general categories, which should be interpreted in regard to timing as follows:

- **High Priority** immediate to three year time frame
- **Medium Priority** three to ten year time frame
- **Moderate Priority** subsequent to implementing the higher priority actions.

2.2.1 Downtown River Precinct

City Hall, Joint Use Facility (High to Medium Priority)

- Recommendation:** Create a civic plaza and with an integrated farmer's market. Develop a joint use facility, in a renovated City Hall and addition.
- *Develop an urban design/architectural plan in consultation with potential development partner.*
 - *Confirm the site capacity, with parking considerations.*
 - *Integrate parallel farmer's market program with civic plaza design.*
 - *Investigate alternative parking locations for project as needed.*
 - *Establish improvements to and the rehabilitation of the river edge.*

Farmer's Market (High Priority)

- Recommendation:** Promote and develop facilities for a larger weekend farmer's market, with improved indoor market space and outdoor canopies for produce displays and sales stalls.
- *Prepare a plan for the expansion of the market operations, and the physical program for successful operation of the facilities.*
 - *Confirm feasibility of the facilities operation and business plan approach. Establish a clear marketing and promotion direction.*

Commercial and Office Infill Opportunities (Medium Priority)

- Recommendation:** Encourage - through negotiation - incentive programs infill commercial and office redevelopment/renovation along Second Avenue.
- *The City should proactively work with businesses and landowners to foster enthusiasm for renovation and new infill development. Assistance during the plan processing to achieve the desired architectural and urban design goals for both parties should be encouraged.*

River Works Development (Medium Priority)

- Recommendation:** Plan and implement a shopping and restaurant area that reinforces the attractions of 2nd Avenue on 1st Avenue between 10th and 8th Streets. The area should capture the richness of the river environ and the industrial heritage architecture and theming.
- *Consult with the landowners to determine the interest in the river works project, and to discuss the benefits for businesses in the medium and long term.*
 - *Undertake site planning to reduce parking along the riverbank, and find alternative parking.*
 - *Continue incremental conceptual development of the 1st Avenue River Works Area including changes to create a pedestrianized lane.*
 - *Create a catalyst/demonstration project with willing landowners to start the conceptual change of the area.*

2nd Avenue East Streetscape (High Priority)

Recommendation: Implement streetscape improvements from 8th to 10th Streets through infrastructure funding program. The design will be based upon the urban design guidelines and concept approaches developed in the master plan. Continue the façade improvement program for heritage buildings along 2nd Avenue.

- Complete detailed design as per the master plan guidelines.
- Implement base contract for streetscape improvements.
- Work with DIA and local business people to implement the finer elements of planted pots, event and seasonal displays, and the eclectic temporary furniture.
- Initiate banner design program and approach to implementation.
- The City should find a suitable public washroom site for the downtown, located in a central area within the main shopping district.

1st Avenue West Programmed as an Events and Festival Loop (High Priority)

Recommendation: Plan and design a pedestrian street and promenade along 1st Avenue and the River Works project. The design should allow for temporary closure to vehicles to accommodate festivals and events set as a loop with 2nd Avenue East and West.

- Prepare an events management plan to organize how to use the area for short term events.
- Implement temporary support facilities, as affordable, to assist in event set up e.g. bollards, paving markings.
- Integrate events needs into the site planning that is undertaken to develop the full design for River Works.

Sydenham River Rehabilitation/ Fisherman's Walk (High to Medium Priority)

Recommendation: Develop the plan and technical support for a river remediation plan, which balances habitat protection and enhancement with seasonal access and trails.

- Undertake a specialized river rehabilitation study that looks at river hydrology and flooding issues, water budgets and quality issues, slope stabilization, and aquatic and terrestrial habitat improvement of the river corridor. The work must be oriented towards a natural stream corridor plan, not an engineered water course.
- Involve MNR and the Conservation Authority to scope an initial preliminary audit and the order of magnitude of the work and the priority ecological tasks.
- This is a long-term management task. Organize staff to take on ongoing environmental planing initiatives and monitor river management with other agencies.

Pedestrian and Bicycle Connections (High to Medium Priority)

Recommendation: Develop a system of pedestrian and bicycle routes throughout the downtown, linking key attractions and connecting to the larger regional trail system.

- Based on the master plan routes, conduct site planning and implementation of routes in the downtown core. Integrate with existing streets for the interim where needed.
- Establish methods of orienting the routes with new signage and painted trail markers on pavement (for the short and longer term).

2.2.2 Central Downtown Precinct

Inner Block Parking (Medium Priority)

- Recommendation:** Consolidate, through landowner agreement, parking areas in the blocks between 8th and 10th Streets East. Increase parking spaces as possible.
- Review the layout and ownership issues related to consolidated parking as part of a downtown parking management study.
 - Consult with landowners and businesses to form partnering approaches to improving the existing parking arrangements and pedestrian character of these inner block lots.

Pedestrian Connections/Laneways (High to Medium Priority)

- Recommendation:** Improve pedestrian connections, parkettes and lanes from parking areas to 2nd Avenue with lighting, landscape and orientation signage.
- Prepare urban design site plans for these individual locations and lanes through consulting. The design guidelines of the master plan indicate the approach to create distinct landscapes and lanes that integrate with the new streetscape identity.
 - Obtain funding for these projects; involve private sector funding where possible.
 - Establish implementation contracts to complete the streetscape connections.

Streetscape Improvements, 3rd and 4th (Medium Priority)

- Recommendation:** Adopt the streetscape design guidelines for 3rd and 4th Streets, incorporating major greening initiative for parking areas and streets, and improvements to the pedestrian realm.
- Initiate design improvements through parking studies for inner block parking on 3rd Avenue. Set site planning concepts in place, and obtain funding for incremental improvements.
 - City should establish street tree planting program, and work with local residents on stewardship gardens and neighbourhood plantings.
 - Establish budgets for ongoing planting programs.

Street Related Infill Development (Medium to Moderate Priority)

- Recommendation:** In order to promote potential infill development in the central precinct, the City should develop detailed building guidelines and 3-4 storey envelopes along 3rd Avenue and at the corner of 8th and 3rd.
- City should research landownership of priority sites for potential transition.
 - Obtain consulting assistance for architectural guidelines as needed.

2.2.3 Inner Harbour Precinct

Park Development (Medium Priority)

- Recommendation:** Close 1st Avenue East from 11th Street to 10th Street, and develop an urban waterfront park along the inner harbour edge. Redevelop building facades and interface with buildings facing the harbour and new park site.
- Consult with affected landowners to establish willingness to review concepts and consider detail feasibility of the proposal.
 - The City should assess traffic and servicing circulation for these areas incorporating a new urban park.
 - Develop a refined program for the park, and develop a site plan concept to guide budgeting and implementation of the project.

Event Programming (High Priority)

- Recommendation:** **Build events and expand into the urban park and the inner harbour, with connections between the harbour and downtown.**
- *In the interim, the city should start to use these lands for events with temporary closures of roadways as needed.*
 - *Prepare an events management plan for future park programming and design.*

Visitor Information and Orientation (Moderate Priority)

- Recommendation:** **Improve orientation and signage to existing Visitor Centre located at the Rail and Marine Heritage Museum. Over time monitor the visitation and ease of access of this site to determine if an alternative location closer to the downtown is more suitable.**
- *Monitor visitation and visitor satisfaction for this location.*
 - *Improve and simplify signage system and icons throughout Owen Sound to provide clear orientation for the visitor. Review the current signage strategy in the downtown and at important community traffic gateways.*

Marine uses (High to Medium Priority)

- Recommendation:** **Develop places in the inner harbour for visiting boats, water taxis and temporary craft moorage near the downtown.**

Develop an extension of Fisherman's Walk as a floating wharf along the west side of the inner harbour.

Develop a floating pontoon bridge just north of 10th Street, to be used as a pedestrian crossing during events, and to be used as a fishing /docking wharf during other periods of the year.

- *Work with partner agencies to scope a terms of reference for detail study of the harbour area and the feasibility of transient moorage facilities. The study should determine the size and scale of the development, seasonal operation, implementation budgets and any site remediation requirements.*

2nd Avenue Streetscape (High - Medium Priority)

- Recommendation:** **Implement streetscape improvements from 10th to 11th through infrastructure funding program. The design will be based upon the urban design guidelines and concept approaches developed in the master plan. Continue the façade improvement program for heritage buildings along 2nd Avenue.**

- *Complete detail design as per the master plan guidelines.*
- *Implement base contract for streetscape improvements.*
- *Work with DIA and local business people to implement the finer elements of plant pots, event and seasonal displays, and eclectic temporary furniture.*
- *Initiate banner design program and approach to implementation.*

Parking (Medium to Moderate Priority)

- Recommendation:** **Consolidate and increase parking where possible through infill. Ensure that street face treatments of parking areas contribute in a positive manner to the street character. Assess parking needs for local businesses and for temporary events at the inner harbour.**

- *Review the layout and ownership issues related to consolidated parking as part of a downtown parking management study.*
- *Consult with landowners and businesses to form partnering approaches to improving the existing parking arrangements and pedestrian character of these inner block lots.*

Linkages (Medium Priority)

- Recommendation:** Develop a system of pedestrian and bicycle routes throughout this precinct, linking key attractions and connecting to the larger regional trail system.
- Prepare detailed trail alignments and prepare implementation contracts.
 - Obtain funding as required for implementation and maintenance.

Commercial Infill Development (Moderate Priority)

- Recommendation:** The City must review blocks between 2nd and 3rd Avenues East, between 10th and 11th Streets, to rationalize parking and commercial infill opportunities.
- Building guidelines for existing vacant lots that have development potential need to be examined by the City. Retain consulting assistance as required.

2.2.4 East Harbour Precinct

Extension of park and open space linkages (Medium to Moderate Priority)

- Recommendation:** Design and implement pedestrian and bicycle routes on the harbour side of the inner harbour. These trails can evolve and improve over time, but must link the inner harbour to the Lumley Bayshore Community Centre and other regional trails. A green parkway corridor is proposed along the harbour breakwalls, linking to the north.
- Prepare detailed trail alignments and prepare implementation contracts. Establish trail signage system for implementation.
 - Obtain funding as required for implementation and maintenance.

Identify and Prepare Redevelopment Sites (Medium to Moderate Priority)

- Recommendation:** The City must examine the commercial redevelopment of sites between 1st and 2nd Avenue East. Intensification of commercial use to extend the activity base of the downtown is important in this area.
- City to review development potential and current landownership for these redevelopment sites.

Develop Parking (Medium to Moderate Priority)

- Recommendation:** Develop large-scale parking west of 2nd Avenue East to serve new commercial activities and large events at the waterside.
- Parking requirements should be assessed in a parking management study. Examine layout and size of facility.

Moorage for cruise ships and a permanent large vessel (Medium Priority)

- Recommendation:** Negotiate use/ownership of the east breakwall to provide permanent/temporary moorage for visiting cruise ships or other large vessels.
- The City should continue to discuss the waterfront plans with the federal government to look at short and long term moorage requirements and flexibility for city initiatives.

Park Reserve (Medium to Moderate Priority)

- Recommendation:** Establish a park reserve at the northern end of the East Harbour Precinct to accommodate event space and recreational uses for the community.
- The City should review these lands in term of long term recreation and events management. Shifting some event activities to the East side of the river and longer term expansion is desirable.

2.2.5 West Harbour Precinct

Redevelopment of the BCK site (Medium to Moderate Priority)

- Recommendation:** The BCK site should be developed with a view to its land use and site design relationship to the master plan concepts and guidelines.
- *The City should conduct a review of the site plan submission for the BCK properties, with a view to the new master plan recommendations and guidelines.*

Extension of the Floating Fisherman's Walk (High to Moderate Priority)

- Recommendation:** The City needs to test the technical feasibility of extending a floating fishing pier up the west side of the harbour to a proposed marina site.
- *Feasibility of the extended fishing pier should be incorporated in the harbour/marine facility studies.*

Provision of Temporary and Transient Moorage along the West Dockwall (High to Medium Priority)

- Recommendation:** Conduct a design feasibility study to establish a transient marine facility near the Museum site, inclusive of supporting facilities.
- *Work with partner agencies to scope a terms of reference for detail study of the harbour and the feasibility of transient moorage facilities. The study should determine the size and scale of the development, seasonal operation, implementation budgets and any site remediation requirements. East and West Harbour proposals can be coordinated as one study.*

Expansion of Museum Facility (Medium Priority)

- Recommendation:** Expand the museum facilities to accommodate more exhibit space for heritage education and curatorial efforts.
- *Conduct a museum expansion review to determine needs and possible funding sources.*

Extension of the West Harbour Parkway (Moderate Priority)

- Recommendation:** Extend the West Parkway to the north to link with Kelso Beach and the Pottawatomini River system.
- *Conduct a detailed master planning exercise for the West Harbour parklands to examine the integration of transient marine facilities, potential trail alignments, parking expansions, and possible expansion of museum facilities.*

Pedestrian and Bicycle Linkages (Medium Priority)

- Recommendation:** Extend separated pedestrian and bicycle trails through the parkland along the harbour edge, and along the 1st Avenue West corridor. Connections to local neighbourhoods are necessary.
- *Refer to detailed master plan requirement.*

Improved Parking and Open Space for Events (Medium to Moderate Priority)

- Recommendation:** Expand parking as demand determines, and where possible, provide improvements for events near the museum.
- *Refer to detailed master plan requirement.*

2.2.6 South Downtown Precinct

Consolidate and Strengthen Commercial Street Edge (Moderate Priority)

- Recommendation:** Through architectural infill and streetscape improvements the commercial street edge of 2nd Avenue East must be consolidated and upgraded, south of 8th Street.

- *The City should work with landowner and business owners on an ongoing basis to upgrade the street frontage, and encourage infill development.*

Develop Inner Block Parking (Medium to Moderate Priority)

Recommendation: **The City must investigate the physical opportunities to create inner block parking through landowner negotiations.**

- *Parking requirements should be assessed in a parking management study. Examine potential layout and size of parking facilities in inner block locations.*

3.0 POLICY DIRECTIONS AND RECOMMENDATIONS

Recommendation: **Amend the Official Plan to implement the Harbour and Downtown Master Plan**

Owen Sound's Official Plan anticipates many of the general directions of the HDMP (Harbour and Downtown Master Plan). However, some modifications to the Official Plan will be required through amendments. Although the specific details and wording of amendments will need to be determined, the amendments should include:

- *Incorporating the precinct structure and boundaries as defined in the HDMP. This will enable more precise implementation of land use policies and community improvements associated with the 6 precincts, namely:*
 - Downtown River Precinct
 - Central Downtown Precinct
 - Inner Harbour
 - East Harbour
 - West Harbour
- *Policies that explicitly state the planning and development goals of the harbour and downtown area including creating:*
 - the cultural and civic heart of Owen Sound;
 - a vibrant place of profitable business which provides for the commercial needs of residents and visitors;
 - a gathering place, and a venue for festivals and civic functions;
 - a place for recreation and enjoyment of Owen Sound's natural and cultural heritage;
 - a premier residential area for medium and high density housing;
 - the major focus for civic administration, personal and business services;
 - the premiere location for future office and institutional growth in Owen Sound.
- *Policies that discourage industrial uses in all HDMP precincts and encourage the evolution of land uses to high quality and more intensive office, retail, residential, institutional, and community land uses.*
- *Policies that give the East and West Harbour precincts priority as locations for recreation, tourism, major institutional, offices, and higher density residential use.*
- *Policies which give priority to retail commercial and public uses within the Downtown River Precinct, and which facilitate use of the streets as a programmed public event/festival venue. Policies should encourage improvements to buildings and use of upper floors, while discouraging intensification.*

- *Policies which support the role of the Central Downtown Precinct as a location for office, entertainment, and residential, and encourage infill and intensifications.*
- *Policies which recognize the transition role of the South Downtown precinct with commercial use and residential intensification.*
- *Policies which recognize the keystone role of the Inner Harbour precinct as the linkage between the downtown and the Harbour.*
- *Policies which recognize the unique importance of 10th Street as the main gateway to the Downtown and Harbour.*
- *Policies and Zoning By-laws which implement the urban design guidelines (both architectural and streetscape) associated with each precinct's identity. Zoning by-laws will include revisions related to building façade improvements, signage, etc.*

Recommendation: Strengthen the Community Improvement Plan

The Community Improvement Plan provides a mechanism to support municipal policies directed towards improvements in the Downtown and Harbour area. In the absence of provincial funds (at present), the emphasis should be on municipal action and facilitation. Strengthening should include:

- *Increasing the contribution and potential tax incentives for façade and structural improvements;*
- *Continuing the policy of no parking requirement or cash-in-lieu when upper floors of existing buildings become commercial;*
- *Eliminating parking requirements or cash-in-lieu for small expansions, i.e. 50% of existing floor area or 2,000 sq. ft. (whichever is less);*
- *Maintaining the parking standards or cash-in-lieu requirement for all other projects and ensure that these capital funds are used to create new parking as demand requires;*
- *Elimination of net development charges for multiple unit residential development in the Downtown precincts south of 10th Street East. Reduction of net development charges for commercial south of 10th Street;*
- *Reduction of net development charges for all uses in the Harbour precincts.*

Recommendation: Prepare a Parking Management and Development Plan

The provision and management of parking is a critical success factor for the downtown. A management and development plan should be created to guide future decisions. This should include:

- *Monitoring the parking inventory, utilization, and supply/demand balance.*
- *Setting rates and duration for parking which are the minimum necessary to facilitate appropriate operations.*
- *Acquisition of property for parking and construction of public parking structure when required..*

Recommendation: Prepare A Heritage Conservation and Interpretation Plan

The downtown and harbour is a central part of Owen Sound's history and is a rich source of historic structures, famous events and people and stories. In addition to preservation and education, the plan should also have the goals of interpreting history in a way that is easily accessible to residents and visitors. Preserving and communicating

Owen Sound's history is not only the "right thing to do" - but it is an essential component of a strategy to attract more visitors and more trade downtown.

These elements include:

- *Completing the historic inventory within the Downtown and Harbour;*
- *Creating entertaining "history happened here" stories around locations, buildings, and streets;*
- *Creating an extensive and exhaustive plaquing program around the downtown and harbour precincts and creating a variety of historic walks;*
- *Publishing a multi-media history on CD Rom and Web Site;*
- *Assisting in the creation of practical conservation and restoration guidelines for building owners;*
- *Recognizing that Owen Sound's history also has significant economic value through communications, marketing and event themes for the downtown and harbour.*

Recommendation: Strengthen the Environmental Policies and Prepare an Environmental Management Plan

The importance of ensuring an ecologically healthy river and waterfront in downtown Owen Sound can not be taken for granted when surrounded by the beauty of Georgian Bay and the Niagara Escarpment. Infrastructure improvements to storm and sanitary services will improve the water quality in the Sydenham River, however, the improvements must continue to restore the river corridor habitat and stability of this degraded ecosystem. Balancing development pressures and human use and activities with the ecological health of the ecosystem requires an environmental management plan including:

- *Establishment of a base analysis or environmental audit for the terrestrial and aquatic features in partnership with other environmental agencies;*
- *A proactive river rehabilitation plan for the sections of the Sydenham River that flow through the urban corridor, and that are impacted by fishing activities and random overuse;*
- *Water quality and habitat monitoring initiatives to continue to measure environmental improvements in the ecosystem;*
- *An environmental management plan that includes policies on setbacks for development, hydrological improvements for river flow, habitat improvements, slope stabilization, management of access and trails, and bio-engineering and naturalization approaches to maintenance and planting;*
- *A community stewardship and education program for management all natural resources;*
- *Integrate the environmental plan with a new parks and open space plan;*
- *An urban forestry approach to street planting, and park-open space planting and naturalization;*
- *Incentives for enhancement of the river corridor on private lands, for land acquisition of sensitive sites, and remediation of contaminated soils.*

Recommendation: Strengthen Policies and Guidelines for Downtown Housing

The life of the City will be greatly enhanced by residents who live in the downtown or in neighbourhoods that are well integrated into the downtown fabric. Policies should ensure that several alternative types of housing can be accommodated in the downtown and harbour master plan.

- **Market Housing**

As a regional center the city will probably benefit from downsizing trends as the 'boomer generation' continues to age. Although Owen Sound has a very high quality stock of stable housing surrounding the downtown there is a high proportion of single family detached housing with few townhouse, and low-rise apartments. There are a variety of potential sites for infill housing that could act as a transition from a 'compact core' as well as adding to the downtown

residential population. Many of these residents do not require cars creating an added benefit for reduced congestion and parking in the downtown.

- Social Housing

A critical component of downtown revitalization that will run parallel to the preservation and restoration of heritage buildings within the core is the development of social or affordable housing in the downtown. Presently, much of the stock of low cost housing in the downtown is located in the upper floors of the heritage buildings that will be restored. It is important that alternative, affordable housing is created in the core area that will replace the housing that will be lost to restoration and re-use of the older commercial buildings. Many low income residents are transit dependent and benefit from living downtown, close to jobs, stores and services.

- Live/Work Space

Landowner incentives for creating live/work space opportunities should be endorsed in the plan. Details to be determined through consultation with the community.

4.0 COST ESTIMATES, PHASING, FUNDING

The master plan identifies the upgrading of Second Avenue East and 10th Street East as one of the top priorities for streetscape improvements. In order to assist the municipality and project engineers in establishing budgets for the implementation and phasing, construction costs estimates have been completed for the streetscape concepts. Broader cost estimates have also been created for the major streetscape concepts in the Core Precincts (10th, 9th, 8th Streets, 3rd Avenue up to 4th Avenue East). These latter cost estimates are for municipal budgeting and order of magnitude cost analysis/phasing information. More detail design concepts will need to be prepared based on accurate surveys and conceptual layouts conducted in accordance with the streetscape guidelines recommended in this document.

The following summary includes a cost breakdown of the priority streetscapes within the urban design/master plan strategy:

Second Avenue Streetscape Improvements

PROJECT SUMMARY

<i>SECTION I TOTAL -- Second Ave. between 8th St. and 9th St.</i>	<i>\$544,915.69</i>
<i>SECTION II TOTAL -- Second Ave. between 9th St. and 10th St.</i>	<i>\$544,244.80</i>
<i>SECTION III TOTAL -- Second Ave. between 7th St. and 8th St.</i>	<i>\$537,577.10</i>
<i>SECTION IV TOTAL -- Second Ave. between 10th St. and 11th St.</i>	<i>\$921,461.53</i>

PROJECT TOTAL	\$2,548,199.12
----------------------	-----------------------

Downtown Precincts -- Streetscape Concept Costs

<i>Street Section</i>	<i>Linear Metres (both sides of street)</i>	<i>Cost Estimate</i>
<i>10th Street East</i> (from bridge to 4 th . Ave. E., incl. Intersection)	740	\$740,000.00
<i>9th Street East</i> (from bridge to 4 th . Ave. E., incl. Intersection)	850	\$850,000.00
<i>8th Street East</i> (from bridge to 4 th . Ave. E., incl. Intersection)	890	\$890,000.00
<i>3rd Avenue East</i> (from 10 th St. E., incl. Intersection, south to 8th St. E., including intersection)	1230	\$1,230,000.00
<i>TOTAL</i>	3710	3,710,000.00*

***Notes:**

- *estimate includes general landscape amenities, lighting, planting, planting areas, concrete and unit pavers*
- *specialty items such as pots, wrought iron screens and gateway walls/gates are extra*
- *estimate does not include contingencies or consulting fees*
- *2nd Avenue "Washington" 14' street lights (acorn style) are Approximately \$3,250.00 each, installed (cost for budget purposes)*
- *10th Street "Atlanta" style street lights (teardrop fixture and North Yorkshire pole, 23') are \$4,250.00 each, installed (cost for budget purposes)*

The master plan identifies a series of projects and development priorities in the action plan. These projects require a focussed, specialized effort on site planning, urban design and technical feasibility, supported by good survey information to determine realistic order of magnitude costs for implementation. These projects include the market/civic square, the Sydenham River rehabilitation project, backlane parking projects, and several of the harbour proposals (transient marina, inner harbour moorage and pontoon bridge, fisherman's walk, east harbour park). It is recommended that these projects be incrementally studied in more detail to refine the program and budgets.

The key sources of funding for the design, capital and maintenance of the master plan projects will need to come from a variety of sources, including:

- *Current budgets from the Federal/Provincial/Municipal Infrastructure Programs will cover Phase 1 of the improvements, and could remain a potential source for ongoing future phases of work;*
- *Existing capital and operating dollars as part of ongoing municipal and agency budgets (they must be allocated on an annual basis to complete tasks or kick- start collective funding projects e.g. streetscape parkettes, urban*

parks, parking lot plantings, river bio-engineering planting, trail construction, river/waterfront, boardwalks and structures, etc.);

- *Maximize parks funds particularly in the waterfront and river park/trails projects;*
- *Regional monies may serve as capital funding sources to implement regional components of the plan e.g. bike routes, trails, lookouts, roadway improvements, etc.;*
- *Specialty funds, although changing regularly in the political arena, provide excellent sources of funding for demonstration projects and research efforts. These sources include environmental clean-up funds, the Conservation Foundation, parking reserves and other municipal revenue reserves, specialty provincial/federal programs, etc.;*
- *Local organizations and the community network such as trail groups, local naturalists, heritage associations, etc. spear-head fundraising and contribute implementation expertise (e.g. naturalization and wetland plantings along trails, slope stabilization works, habitat creation, heritage research, etc.) Special events and promotions could help raise dollars in a manner which a wide catchment of community members can enjoy;*
- *Community based fund raising including creative promotions could help build monies and residents' pride in completion. Corporate sponsorships and business community participation is important for these efforts (e.g. Noma Lights). Owen Sound has already an excellent base of local merchant participation which needs to continue and grow as the business partnerships broaden in the City;*
- *Joint venture development must be solicited on projects where public funds are used to leverage private investment dollars for public amenities. Projects such as the lookouts, fishing piers, boardwalks, and pontoon bridging could be developed with commitments of larger budgets which these joint partnerships could collectively finance. Private sector partnerships and endowments are also desirable for operations and maintenance of facilities.*

APPENDIX 1

OWEN SOUND HARBOUR & DOWNTOWN MASTER PLAN/ URBAN DESIGN STRATEGY

PHASE ONE: **COMMUNITY IDEAS + VISION CONSULTATION SUMMARY** (background document)

Community Ideas & Vision

COMMUNITY ISSUES AND IDEAS

During Phase 1 of this study there have been a series of forums for the community to express their ideas for the Harbour and Downtown Master Plan, and to express concerns and ideas related to the Big Dig infrastructure project and its implementation. The planning consultants have conducted:

- a think-tank workshop with members of the Harbourfront/Downtown Master Plan Action Committee,
- a public meeting and series of focus groups on June 6, 2000 (see Appendix A for Public Meeting handout),
- many personal interviews with staff, agencies, council representatives and broader community stakeholders and interest groups.

The following summary of issues and ideas for the harbour/downtown master plan has been established through the consultation process of phase 1 of this study. Although in some cases there are a diversity of opinions on some topics, generally a range of common areas of interest have surfaced in our community discussions. Detailed idea listings from focus groups and questionnaires are provided in Appendix B.

Downtown Business Area

Redefine the Owen Sound experience for residents and visitors

Almost all participants have voiced a general dissatisfaction with the existing quality and image of the Downtown Business Improvement Area streetscape. The public infrastructure is tired and requires the design of a unique "look" and identity for Owen Sound. Many believe that a new image and efficiency of the streetscape (that caters to customers' comfort and convenience) will reinforce the shopping business district role and encourage new investment. Business participants noted that they did not want a standardized "engineering" approach to streetscaping similar to other communities in the province. The design of streetscapes should capture the unique heritage qualities of the architectural history and other themes of interest in the area.

Concern over the decline of architectural buildings was also voiced in terms of appearance, image and heritage integrity. The participants all have reinforced the need to protect and enhance the heritage qualities of the downtown through building preservation and rehabilitation. Facade Improvement Programs need to be continued.

Before major infrastructure is implemented as part of the Big Dig, participants want to redefine the Owen Sound experience for residents and visitors geared to the assets of the harbour and downtown. The integration of re-development and public infrastructure needs to be formulated. Reinforcement of Owen

Sound as a regional centre needs to be defined for the short and long term. Capturing increasing traffic patterns on roads through the centre, as well as from the water is essential for business markets.

Concern was expressed about the nighttime ambiance of the downtown, and the amount of loitering in the lanes, parks and parking lots. Safety and the image of the downtown is poor for many residents and business people who want to visit restaurants or work/shop late in this environment. Some believe that vandalism is high in the downtown.

Participants noted the need to reconnect the downtown physical environment with the harbour and river environment. Ideas for creating new views and pedestrian linkages were provided to rebuild the connection to Owen Sound's waterfront and natural features.

“Green community”

Many expressed the need to recapture the “green community” identity, which can be rebuilt in the river, in the streetscape, and in the open spaces of the study area. Others went as far to say that a more “organic” character was needed for Owen Sound to best highlight its setting on Georgian Bay and the Escarpment.

Many business people want to see the DIA revitalized with new image and redevelopment -- new businesses that capitalize on the changing population trends and potential markets, and with increased programming to draw shoppers into the business areas. The desire and enthusiasm exists through the volunteer organizations to help build this change for business and community revitalization -- they need municipal support to undertake the redevelopment and provide high quality public infrastructure (and long term maintenance and clean up).

“people place”

The vitality of a downtown “people place”, with year-round activity is seen to be desirable for the harbour and downtown. Key catalysts for development to help generate a draw to the downtown was noted to be desirable e.g. flagship restaurant, entertainment etc. Places that are fun, friendly, entertaining are needed in town, balanced with the idea of a green community.

Streetscape design needs to incorporate:

- places for people to sit, and areas for cafes
- lots of colour and a green organic image
- building of heritage themes within the streetscape elements
- irrigation for planting area care
- inclusion of local artist works into the street character (signage etc).
- improved lighting quality, removal of dark areas
- need a business outlook to its re-design
- includes the use of local products and indigenous materials
- consistent theming streetscape
- hydro and decorative lighting provisions

Some residents believe that housing redevelopment and infill need to be created in the downtown mix to improve the social character and vitality of downtown. Stalled redevelopment proposals in the downtown and harbour area are a concern to councilors and business people.

A range of ideas were proposed for a new flagship restaurant, pubs and local beer/cheap food establishments, and streetside cafes. Some conservative views remain related to the founding of the Women's Temperance movement in Owen Sound. However, most agreed that an anchor attraction in the downtown and river/waterfront is needed, with possible live music and food.

Places within the long-term downtown plan need to be multi-functional, where possible.

Some noted that the Downtown business community is a "demanding" business community, not a "driving" business community. Partners in the projects for this plan are necessary.

Ideas for a Cultural Centre and a Conference Centre were opened for general consideration.

Traffic, Parking and Circulation

The issues of the adequacy of parking facilities and types of facilities were a source of great debate and diversity of opinion. Many existing business owners want the existing meter parking eliminated to encourage short term parking for shopping on local streets. Others believe that the convenience and capacity of parking would be improved with the construction of centralized parking garages in the downtown core (perhaps within a new civic centre). In the majority, of cases business owners wanted parking meter payment removed, particularly on all major shopping streets. Various opinions were expressed about the needed revenue for the City. Many still believe that charges for parking are still low compared to other more urbanized municipalities. Tenant parking is still needed for many of the business and residential downtown areas.

The reconstruction of 10th Street East as the major "highway" through the City created much discussion about the need to create an urban entrance roadway to the business district, while at the same time handling major volumes of traffic and peak flows of commuter traffic. Many believe that this street should be improved for its pedestrian quality and should change character to introduce the initial "character" design for the Downtown Improvement Area. Business owners want this street to create a gateway for the DIA and slow traffic down to make turns and safe street crossings. Complaints about traffic signal timing and the inconvenience for pedestrian crossing was a major concern for residents and shoppers. Create gateway at Salvation Corners.

Create an urban entrance roadway to the business district

Discussion about the proposal for a future traffic bridge at 14th Street resulted in a range of opinions about the need for this major traffic intervention. Many believed that this bridge is not needed to divert traffic away from 10th Street bridge, although traffic seems to be increasing in the downtown daily in their opinion.

Business owners on 2nd Avenue East want to have bus access to their shopping district, with a better range of stops for effective access. Bus pull-offs need to be designed into the streetscape areas.

Some believed that making 1st Avenue a closed street for increased river related redevelopment would change the character of the river and downtown.

Linkages and the Pedestrian Environment

Many believe that an urban river walk (something like River Walk in San Antonio) would be an excellent idea for the Sydenham River. Some expressed concern that not all open space had to be green in the City, and separation from the water with green berms was unacceptable to many.

“Walker in the City”

The Downtown needs to be made a part of the “Walker in the City” program, with a full range of experiences, and landscape types. Walking routes should go through the City, up to Inglis Falls and the Bruce Trail regional system.

The popularity of touring, and guided, educational tours is increasing significantly. For example, new tours such as the Walking Tour of the Artists Studios was a new “hot” success in Owen Sound as is the annual Festival of Lights tours.

Harbour and Downtown areas need public washroom and fish cleaning stations.

The Harbour + Georgian Bay

Harbour seems under-utilized ...

Owen Sound is one of the best sailing sounds in the Great Lakes. Water based activities are excellent and have many opportunities for increased participation and connections into the Downtown. Separation of the big marinas from the downtown is a concern, as well as the potential transient docking needs. Viewing opportunities of the West Bay and sailing are spectacular.

The harbour seems under-utilized for many in the community discussions. Many participants suggested that a livelier inner harbour could include floating uses, cruises and tour boats, marina taxi and shuttle services. Improved access between the marina and downtown would hopefully increase activity in both locations (the marina restaurant has difficulty in the winter months to maintain patronage).

German cruises ships offer an opportunity to provide mooring and access (water gateway arrival) for ship visitors (albeit short term). It is

questionable the extent of spending that these visitors actual conduct in the Downtown, however the ideas need to be generated to capitalize on these visits.

There are competing uses on the harbour and river. The plan needs to rationalize the "recreational" harbour and the "commercial" harbour uses and activities. Potential for Feds divesting the federal harbour lands.

Many wanted the "routes" for trails and walking/biking as well as theme routes marked or "plotted" in the streetscape.

Market - Civic Area

The Market and City Hall site was seen by many as having a primary location for expanded market functions and events, a redeveloped civic square with skating and urban park areas. Many felt that this area located at 2nd, 8th and the river is one of the City's biggest underdeveloped assets.

Expanded market facilities could offer new opportunities to tell the agri-tourism story and create a civic square.

The Sydenham River

Many noted the need to create a vibrant retail/restaurant area along the River.

Repeated discussion evolved around the issue of the condition of the Sydenham River as it flows through the Downtown. Most participants believe that the City development has turned its back on the river (this may be more historic in nature, than anything). Residents and business people insist on clean up of the river corridor. Conflicts of use are a major issue for many that want to revitalize the downtown and include the river in the public realm. Concerns for conflicts with fisherman, and the general negative condition of the area during fishing seasons and peak derby events is a major public deterrent.

Many believe that some management strategy needs to be put in place to encourage public use of the river during these fishing seasons as well. Tourism spokespeople in the city do not believe that significant revenues are brought into the local economy from the fisherman at these times except for direct derby spending.

Some believed that we need a solid business venture on the river e.g. Ice cream food venture. Concern expressed about Midas development located in such prime river/harbour property. Many have expressed the need to develop a "back entrance" scheme for businesses.

Some want to explore the possibilities of managing fishing on one side of the harbour. Create a river walk that is safe at night.

General negative condition of the area during fishing seasons and peak derby events ...

The Escarpment in the City

Highlight the unique escarpment landforms

Proposals to highlight the unique escarpment landforms within the City were made by many participants. Ideas for lookouts from the hills and intersections were noted. Routes to connect to trails and vantage points to view the “changing microclimate” at the harbour are required at key locations.

Events and Activities

“Event tourism” is where Owen Sound really excels

Many believe that “event tourism” is where Owen Sound really excels in their performance and attraction to visitors. The local and regional population also has a real appetite for these types of events. Some are large-scale venues, others are smaller fundraisers like boat cruises etc. All are popular.

Some participants believe that “tourism” is “participating in your community life” and that it is a life style issue.

Upgrading of streetscape services and parks facilities to accommodate some of these events would assist greatly in organization e.g. electrical hook-ups, places for tent assembly etc. Outdoor performance facilities may need improvements beyond those amphitheatre facilities in the park.

Tour bus visitors are a growing market for the City e.g. Festival of Northern Lights. Accommodating buses and accommodating food for these groups raises many hospitality issues for local operators.

The growing popularity and economic impact of the sports community and events/promotions can not be underestimated for Owen Sound. Residents support hockey teams, lacrosse, etc.

Owen Sound should be linked to Bruce County in terms of regional promotion of the area and attractions and events. The Georgian Triangle has been very successful in Collingwood and area as a tourism strategy.

Growing market for “adventure” based events -- can get easy sponsors for these types of events.

Theme boat cruises and fund raising events with entertainment and gourmet meals have been extremely popular, drawing a broader attendance than Owen Sound. (M. S. Chi-cheemuan holds 250 people for instance). Reprogram and use the Nindawayma vessel.

Smaller events (and increased staffing) are needed to increase the smaller events and venues that could create repeat visitation in the downtown e.g. Music bands, etc.

Cultural Attractions, Heritage and Community Talent

A diverse and talented design/artist community resides in Owen Sound creating a pool of talent for physical infrastructure design, creating new business opportunities, and for cultural programs and events.

It was clarified that many believe that the visitor to Owen Sound should be “pilgrims” (looking for something unique -- versus the generic tourists).

The Downtown needs to be a destination for a wide variety of shopping, entertainment and activity options.

The arts community also includes excellent music and theatre performance venues/events. Which need better cultural promotion and visibility. Ideas for “Symphony on a Barge” for choir and music performances would help residents and visitors connect to the harbour and local landscape environment.

Facilities like the Museum need to be expanded to accommodate new storage facilities and exhibit/displays.

Greater creation of “packages” for visitors would help target the visiting public. Others believe that tourists should not be the base focus of the economy, but rather a regional business focus.

June 6, 2000 Public Meeting Handout

Public Meeting Focus Groups and Survey Responses

APPENDIX B: Public Meeting #1 - Focus Group Notes

Group #1

- Taxation – are they too high?
- Transient docks
- Floating uses , cruises, phone shuttle from marina
- Marina taxi
- Wider sidewalks , 'meters out' , no staff parking
- Link sections, parking, parks
- 10th street bridge, pedestrians
- Loitering, safety comfort
- Pedestrian overpass or footbridges (many)
- Traffic, new bridge – 14th street
- Use of river, café, canoes
- Property owner cooperation
- No Big box stores, strip mall
- Capitalize on population trends
- Walking events, lighting, concerts activity
- Nodes (street music)
- Benches, resting
- Winter use, ice path, maintain walkway
- Use Nindawayma
- Expand MR Museum
- Access - view corridors – wider sidewalks, benches

Group #2

- Attraction, no anchor – make a 'live' area bands, music food
- The Theme & Image e.g. Cobourg and Stratford
- Reinforcement of bylaw e.g. Signs, store fronts, need partnership for running properties – investment for community
- 2nd Ave make it pedestrian? Parks out?
- Main street – bus stops on Main St. on 3rd & 10th now stop at every block (1/2 mile)
- Install irrigation
- Water sewage accumulation problem – hopper building (check the big dig)
- Skating rink – get rid of city hall parking lot
- Lots of walking on streets Harrison Park
- Volunteer clean up – concern with dirty downtown litter
- Focus (points to the downtown) – the heart, start here with a concentrated area, people can relate to revitalization here and expand, some unique
- Competing uses! Fishing on one side of harbour? Look at Midas, how do we recognize 'rec' harbour vs. a commercial harbour.
- Views – river needs to be reconnected
- Open the backs of business
- Get rid of traffic on 1st to make pedestrian street
- Need places to learn to bike and roller-blade for young families and kids (wheel chair access)
- Bring people along 10th – into the downtown
- Provide viewing platform on the bridge to a vantage point to harbour – need parking for 'view'
- Get rid of parking meters
- Harbour is underused in all seasons
- Knock building down to create views
- Use 'city' historical clock tower– in storage now

- Noma lights – potential for sponsorships
- Farmers market as hub – expand in the area along river, to become the town square 'spread' it out along river – a civic square
- Need a solid business venture on the harbour – ice cream, food
- Appeal to all ages

Group #3

- Change city hall back to skating
- Marine heritage theme
- Need skating
- Promote northern lights event more
- Better signage
- Bikes
- More entertainment
- More active council
- 25 stores are empty – reduce taxes downtown (15% increase last year)
- Hot downtown – no green space
- What about a pedestrian mall
- Dragon boat races worked
- Need more lighting, dark at night
- Need more use of rivers
- Boat rentals maybe nearer to farmers market
- DIA website
- Floating restaurant
- Promote Ontario wines
- Dead ships rotting or rusting
- Make back doors as permanent entrances
- Cross-walks
- Ornamental trees not to hide signs
- Harbour Heat Wave 1998
- Restaurants on 2nd St.
- Patios on street
- Eliminate parking
- Get rid of meters
- More meeting places in streetscape
- Put question in the newspapers
- Ask seniors what they want
- Pavers better
- Plot the sidewalks – in downtown
- River walkway
- Consistent theming - waterfront to downtown
- Washrooms for public uses
- Fish cleaning stations
- More children activity
- More plants
- Fountain in the river
- Reuse ferry and other boats
- Walking bridges across river
- Clean up river

Public Meeting #1 – Survey Responses

1. In your opinion, what changes would have the greatest impact on improving the quality of the harbour and downtown for residents?
 - more green
 - more continuous walkways
 - fewer ruffians
 - easier, free parking
 - more active stores
 - not just boutique shops
 - concentrate on the core and the riverbank
 - provide parking, seating, river walk
 - consider outside ice rink downtown
 - more activities - more people around - makes it safer
 - city planning practices change - stop zoning more commercial retail space on the east hill - we don't need more retail space there are a lot of empty spaces downtown that should be filled first
 - remove parking meters, more benches and green space
 - more lights
 - encourage development of riverside retail/commercial uses
 - parks/sitting areas outside in the core
 - lighting along the river part system (not HPS/MH)

2. In your opinion, what changes would have the greatest impact on improving the quality of the harbour and downtown for tourists/visitors?
 - destination for tours
 - clearer signage for routes
 - concentrate on the core and the riverbank (YMCA to 10th Street)
 - need parking, trees, riverwalk, handy food
 - consider fishing booth for children
 - unified theme - heritage? Built and marine heritage
 - more green space
 - more cafes, etc..
 - more access to river from main street
 - better signage
 - walking path
 - vibrant retail/restaurants needed, with residential mix

3. How do we improve activities/visitation to the downtown all-year round?
 - think of winter - ice pathways
 - cultural center
 - perhaps the city should buy and demolish a number of decrepit buildings in the core
 - improve visual access to river and harbour
 - take out the parking meter - will promote people staying downtown longer
 - more green spaces - meeting places
 - increase areas for activities to take place
 - decorative lighting
 - skating places with seating
 - downtown parks

- areas for outdoor eating sidewalk cafes
- encourage more intense retail commercial - develop ' nodes' where streets/ paths cross
- river wider sidewalks; slower traffic

4. What new or unique business opportunities should be captured in the downtown?

- tours on escarpment/peninsula/bay
- bakeries, etc
- good trendy clothing shops for ladies and teens
- bring back the movie theatres
- rent the Roxy Theatre for movies
- café's restaurants along river, specially retail stores
- floating restaurants, boat tours
- boat cruise water taxi outdoor seating in safe places, well lit sidewalk café food vendors at water's edge
- walking tours
- encourage intensification of retail on 2nd Avenue
- keep up façade improvements

5. Are there activities or issues related to the existing downtown or harbour that keep you away? From shopping? From recreation? From business?

- parking
- scary people, scary drivers
- smelly fish at time
- parking meters
- many empty stores
- I do shop downtown whenever possible
- overzealous parking meter attendants
- not very kid friendly
- parking meters should be removed
- safe streets (loitering)

Other hand written comments

- did not fill out survey, submitted suggestions
- relocate the living and office for ambulances and medic team to the old CPR station and build a separate garage for vehicles
 - this would keep the service in the care area with equal timing and distance to east and west side of the city there they would be in a less congested area - if possible have a museum room there for viewing of medic history in the area
 - to have cruise ships come in and tourists, it (museum) would be a focal point
 - utilize the old elephant for a floating hotel - with cabins and a lounge area

APPENDIX 2

OWEN SOUND ECONOMY AND MARKET

APPENDIX 2 – OWEN SOUND ECONOMY AND MARKET

Regional Context

Owen Sound is a major regional centre located in Grey County, on the Georgian Bay shoreline and Niagara Escarpment.

The City of Owen Sound is located in Grey County, with a safe, deep harbour that opens into Georgian Bay. Owen Sound is the largest major urban centre serving the counties of Grey and Bruce, due in part to its central location to the Grey-Bruce area, and its past function as a major transfer point for national marine and rail transportation. Owen Sound provides a broad range of commercial, cultural, and institutional facilities and services to local and regional residents, as well as tourist visitors. Its recreation facilities and attractions can take advantage of a natural setting featuring shorelines and the Niagara Escarpment, which passes right through the City. Owen Sound also has a considerable manufacturing base that contributes to the regional job market.

Owen Sound is not isolated, and is accessible to a large population and market area, despite its location within Southern Ontario's hinterland.

In addition to the local and regional market population that it serves, Owen Sound's facilities, services, attractions and manufacturing output is also accessible to a much larger population. While located in Southern Ontario's hinterland, outside of the more densely populated Golden Horseshoe Area and Highway 401 corridor, Owen Sound is still within a 3 hour drive of 6.6 million people, and one day's drive of 120 million people.

Owen Sound also serves as a gateway to the Bruce Peninsula and the ferry connection to Northern Ontario via Manitoulin Island. It is close to activities along Lake Huron/Sauble Beach and the Blue Mountain ski area.

Transportation Links

The provincial highway system is the primary link between Owen Sound and other communities.

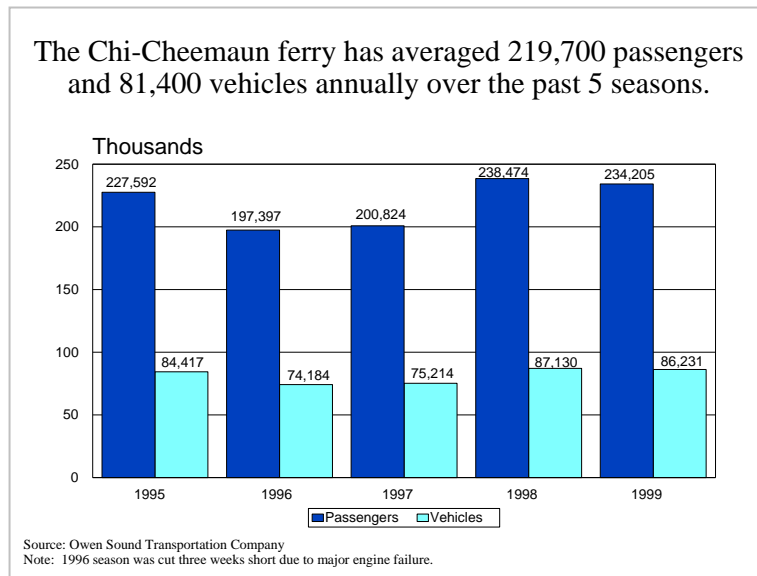
Owen Sound is located at the intersection of four provincial highways which provide direct links to other major urban centres in Ontario.

- 16th Street East becomes Highway 26 to the east of Owen Sound, connecting to Meaford, Thornbury, Collingwood, and Barrie;
- 9th Avenue East becomes Highway 6/10 to the south, providing links to Toronto and other communities in southwestern Ontario such as Guelph, Kitchener-Waterloo, Hamilton and Niagara;
- Highway 6 continues north to up the Bruce Peninsula to Tobermory and the Chi-Cheemaun ferry link; and
- 10th Street West continues as Highway 21 west to the Lake Huron shoreline, which it follows to Sarnia.

Vehicles travelling these highways are the primary mode of transportation to Owen Sound. The major route into the study area is 10th Street, with 8th and 6th Streets servicing secondary entrances into the downtown precincts.

The Chi-Cheemaun ferry is an important marine link carrying over 200,000 passengers each year who pass through the Owen Sound, Grey-Bruce area.

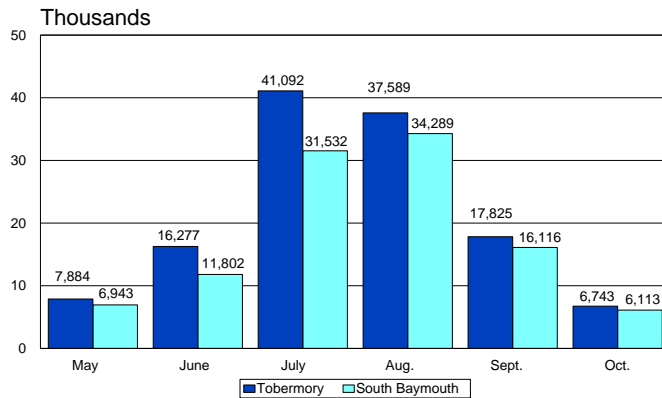
The MV Chi-Cheemaun ferry runs between Tobermory at the tip of the Bruce Peninsula and South Baymouth on Manitoulin Island, linking Northern Ontario to the south via the Grey-Bruce area. It can hold 638 passengers and 143 autos, and also features a 235 seat cafeteria, tuck shop and viewing decks. A total of 234,205 passengers and 86,231 vehicles used the ferry during the 1999 season, as illustrated in the table below. Many of these passengers and vehicles visit, or at least drive through, Owen Sound.



The ferry provides four double crossings daily during the summer (from June 23 to September 4 in 2000), and on Victoria Day and Thanksgiving Day. During the spring and fall seasons, this service is provided twice daily, and three times on Fridays (from May 5 to June 22, and September 5 to October 15 in 2000). A one way crossing takes about 1 hour and 45 minutes.

The ferry is operated by Owen Sound Transportation Company, the marine subsidiary of Ontario Northland Transportation Corporation, a provincial government agency. It is docked in Owen Sound harbour in the off season. A cruise is held once each spring and fall to transport the ferry between Owen Sound and Tobermory. Additionally, the Chi-Cheemaun can be used as a meeting venue; for example, the 1998 annual general meeting of the Ontario Chamber of Commerce was held on board.

July and August are the ferry's busiest months;
more passengers travel from Tobermory.



Source: Owen Sound Transportation Company

Owen Sound is served by a regional airport.

The Owen Sound Billy Bishop Regional Airport is equipped with a fully lighted 3,962 ft. long runway with VOR/DME instrument approach, and features a modern 6,000 sq.ft. terminal and private hangars. The airport is located on Highway 26 about 4km east of the City. Sightseeing tours, charter service, banner towing and flight training are provided by the Billy Bishop Flying Club. A total of 15,558 persons arrived or departed through the airport from September 1999 to May 2000.

Railway lines once serving Owen Sound have been abandoned.

Despite its railway history, the CN and CPR railway lines in Owen Sound have now been abandoned for rail transport purposes. The rail corridors now provide opportunity for linear recreation trails. The City has acquired ownership of CN lines on the west side of the harbour and ownership of CP lines north of 18th Street East, and has identified these links in its Trails Master Plan.

Population

Approximately 161,700 people currently live in the Owen Sound, Grey-Bruce area.

- The population of the City of Owen Sound is currently estimated at 22,500 people. It is the largest community and only city in the counties of Grey and Bruce.
- An additional 14,300 people live in the surrounding townships that, together with the City, comprise the greater Owen Sound community, including Derby, Sydenham, Sarawak and Keppel townships and the former village of Shallow

Lake. In total, there are 36,800 people in this primary market area.

- The remaining parts of Grey County are home to 56,000 people, while 68,900 people live in Bruce County, bringing the regional market area population to approximately 161,700 people.

Recent population growth has not been significant.

The population of the greater Owen Sound community grew by 1.3% between the 1991 and 1996 census years. The regional population increased by 2.7%. In contrast, the population of Canada and Ontario increased by 5.7% and 6.6% respectively during this period.

Historic Population, Owen Sound, Grey-Bruce, 1991 and 1996

	1991	1996	Growth %
City of Owen Sound	21,674	21,390	-1.3%
Sydenham	2,991	3,206	7.2%
Derby	2,818	2,891	2.6%
Sarawak	2,803	2,832	1.0%
Keppel (includes Shallow Lake)	4,117	4,533	10.1%
Subtotal Owen Sound area	34,403	34,852	1.3%
Rest of Grey County	49,668	52,780	6.3%
Bruce County	65,268	65,680	0.6%
Total Regional area	149,339	153,312	2.7%
Ontario	10,084,885	10,753,573	6.6%
Canada	27,296,859	28,846,761	5.7%

Source: Statistics Canada 1991 and 1996 census, unsuppressed data

- The population of the City of Owen Sound actually declined by 1.3%. Growth in the greater community area can be attributed to the surrounding townships, particularly Keppel and Sydenham.
- The balance of Grey County increased by 6.3%; but Bruce County increased by only 0.6%.

Long term population trends also indicate a slower growth rate for the Owen Sound, Grey-Bruce area.

- From 1961 to 1996, the population of the City of Owen Sound increased by 23%; the regional population of the Owen Sound, Grey-Bruce area increased by 46%. In contrast, the population of Canada and Ontario increased by 58% and 72% respectively (*Owen Sound Community Services Department, Community Profile, based on Statistics Canada census data*).

Population is projected to reach 39,500 in the greater Owen Sound community by 2011. The regional Owen Sound, Grey-Bruce population will be 177,800.

Population Projections, Owen Sound, Grey-Bruce

	2000	2002	2004	2006	2011	2016
City of Owen Sound (2)	22,522	22,712	22,893	23,070	23,458	24,544
Sydenham (3)	3,431	3,513	3,601	3,689	3,938	4,198
Derby (3)	3,013	3,040	3,070	3,099	3,182	3,269
Sarawak (3)	2,922	2,929	2,938	2,946	2,970	2,995
Keppel (incl. Shallow Lake) (3)	4,929	5,088	5,258	5,429	5,911	6,413
Subtotal Owen Sound area	36,816	37,282	37,759	38,233	39,460	41,418
Rest of Grey County (4)	56,004	57,218	58,541	59,867	63,740	67,082
Bruce County (5)	68,900	69,720	70,760	71,800	74,600	77,400
Total Regional area	161,720	164,220	167,060	169,900	177,800	185,900

Notes:

- (1) Population projections are adjusted for an undercount of 3.0% where necessary.
- (2) Based on The City of Owen Sound Development Charges Background Study, 1998
- (3) Forecasts are based on past growth trends, municipal forecasts and MGP judgement.
- (4) Based on Ministry of Finance Population Projections for Ontario, May 26 1995.
- (5) Based on Recommended Population and Housing Targets, County of Bruce Official Plan Background Report.

An estimated 32,000 seasonal residents live in the Owen Sound, Grey-Bruce area.

Seasonal residents represent a significant component of the Owen Sound, Grey-Bruce market for commercial, recreation and tourist-related facilities. The property assessment count for recreational dwelling units (RDUs) in the area indicates some 11,865 units. These cottages are located throughout the two counties, particularly along Bruce County’s Lake Huron shoreline, the Bruce Peninsula, and the Georgian Bay shoreline east of Owen Sound.

The RDU counts can be used to estimate the number of seasonal residents by applying the average number of persons per dwelling unit in Ontario, 2.7% as per the 1996 census. As illustrated in the following chart, this calculation results in an estimated 32,000 seasonal residents in the Owen Sound, Grey-Bruce area.

Seasonal Population Estimate, Owen Sound, Grey-Bruce

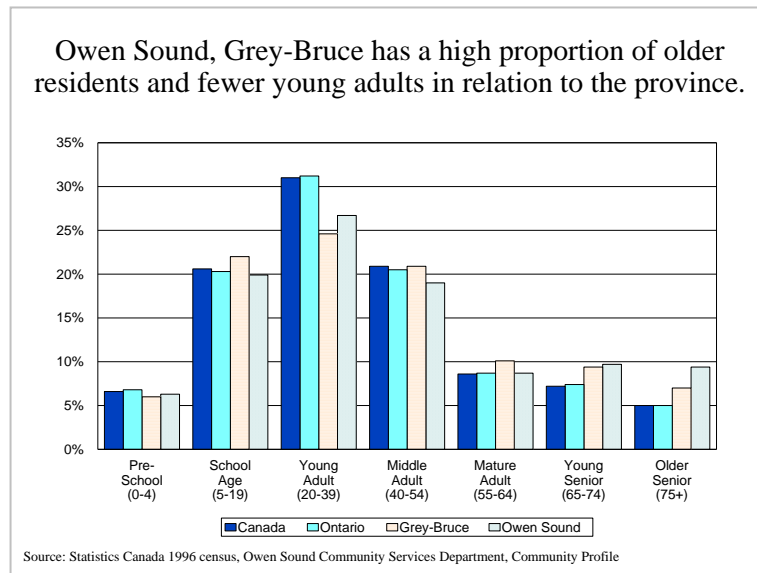
	Number of Recreational Units	Estimated Seasonal Residents
City of Owen Sound	1	3
Sydenham	115	311
Derby	4	11
Sarawak	68	184
Keppel (includes Shallow Lake)	507	1,369
Subtotal Owen Sound area	695	1,877
Rest of Grey County	2,354	6,356
Bruce County	8,816	23,803
Total Regional area	11,865	32,036

Source: Ontario Property Assessment Corporation, 1999.

Note: Seasonal residents estimated at 2.7 persons per recreational unit, equal to the Ontario average persons per dwelling unit.

A high proportion of seniors living in Owen Sound will influence the local market demand for services and amenities, passive and cultural recreation.

Owen Sound has an aging population with more senior residents than the provincial and national averages, as illustrated in the chart below.



Further analysis of the age profile for Owen Sound, Grey-Bruce residents indicates that the population is aging, and is a popular retirement community (*Owen Sound Community Services Department, Community Profile, based on Statistics Canada census data*):

- The fastest growing age groups in the City of Owen Sound between the 1991 and 1996 census were adults aged 45-54 (27.3% increase) and young seniors aged 65-74 (15.4% increase).
- There was a net out-migration from the City by younger adults aged 20-35 between the census years, as this group is attracted to a wider range of opportunities elsewhere, primarily to the south.
- Grey and Bruce counties have similar characteristics to the City of Owen Sound in this regard.

Owen Sound's Role as a Regional Centre

Owen Sound is the major commercial, social, cultural, economic and administrative service centre for the Grey-Bruce area.

Owen Sound's role as the major regional centre for the surrounding Grey-Bruce area stems from its history and geography. Although the City is no longer a major transportation gateway, its marine and rail heritage helped to establish a broad range of economic and administrative activities, nurturing a strong base of retail, social, cultural and other government facilities to serve its population. In addition to the local Owen Sound community, these facilities serve the surrounding communities in Grey and Bruce counties, to which they are centrally located. The City is the closest major urban centre to most of these communities, with the exception of the southern and easternmost reaches of the counties where the influence of other centres such as Guelph and Kitchener-Waterloo, Collingwood and Barrie, is more apparent, particularly for retail and commercial services.

Owen Sound is a major employment centre providing many of the jobs available to residents in the Grey-Bruce area.

Owen Sound has a significant manufacturing base that provides employment to local and regional residents. There are nine manufacturing industries in the Owen Sound area that employ 100 or more people. In addition, Owen Sound provides employment in the retail and commercial service sectors, and administrative offices and institutions, discussed below.

Owen Sound has the largest concentration of commercial space and retail facilities in the Grey-Bruce area.

Owen Sound's retail and commercial facilities cater to a wide regional market area. The large concentration of commercial space and retail facilities in the area provide a wide variety of goods and services, and comparison shopping opportunities, both in the Downtown Central Business District and the regional shopping centres. Newer facilities in Owen Sound are positioning themselves to be regional shopping destinations.

- Owen Sound has the largest downtown of all communities in the Grey-Bruce area, featuring the country's major financial institutions;

- Heritage Place Mall is the only location in the Grey-Bruce area for many popular fashion-oriented retailers;
- Owen Sound features department stores such as Sears, Zellers and Wal-mart, big box retailers such as Business Depot, larger supermarkets and a large Canadian Tire store, the likes which are not found widespread throughout the Grey-Bruce area.

Owen Sound is a regional or district office location for provincial and federal government services, and is the Grey County seat.

Owen Sound has the largest concentration of government, administrative and social services serving the regional area, including:

- Owen Sound City Hall and administration;
- the Grey County administration building;
- social and family services provided by the Owen Sound and Grey County administration includes welfare and child care services;
- numerous provincial government regional or district offices, including:
 - Bruce-Grey-Owen Sound Health Unit (Ministry of Health);
 - offices of the ministries of Environment, Natural Resources, Transportation, and Community and Social Services;
 - General and Provincial Division Courts of Justice (Ministry of the Attorney General);
 - Regional Assessment Office (Ministry of Finance);
 - Land Registry Office (Ministry of Consumer and Commercial Relations);
 - Ministry of Municipal Affairs, including the Grey County - Owen Sound Housing Authority;
 - Workplace Safety and Insurance Board (formerly the Workers Compensation Board, Ministry of Labour).
- federal offices including the district office of Human Resources Development Canada, Canada Post district office, and offices representing the departments of Revenue, National Defence and Veterans Affairs, the Canada Mortgage and Housing Corporation, and the Farm Credit Corporation.

Owen Sound is home to the region's major medical and educational institutions.

Owen Sound's hospital and educational facilities draw people from throughout the region, who may then involve themselves in other activities and services located in the City.

- The Grey-Bruce Regional Health Centre is the largest, most comprehensive medical facility in Grey-Bruce area;
- The Georgian College campus has 600 full time day students and 5,000 persons enrolled in part time and casual studies. It offers co-op placements in all of its post-secondary diploma programs, including marine engineering and marine navigation, aviation management, tourism management, hotel and resort operation, and business and computer studies. The adjacent Grey-Bruce Regional Health Centre serves as a base educational and training hospital for health and healing programs such as practical nursing and wellness entrepreneurship;
- The high schools in Owen Sound have a wide catchment area, particularly those belonging to the Grey-Bruce Catholic District School Board.

Owen Sound is also a cultural centre, and functions as a base or point of departure to other tourism attractions in the surrounding region.

Owen Sound has numerous cultural and recreational facilities that serve a wide area, including various museums, the art gallery, Owen Sound North Grey Union Public Library, the Georgian Bay Symphony and theatrical groups who perform at the Roxy Theatre. It is the location for many cultural festivals that celebrate the culture and heritage of the Grey-Bruce area.

Owen Sound also has accommodation facilities and restaurants to support the tourism industry in the Grey-Bruce area. The “hub and spoke” tourism concept promoted by the City encourages tourists to use Owen Sound as a base from which to visit other attractions along the Niagara Escarpment, Bruce Peninsula, and shoreline areas in the Grey-Bruce area.

Owen Sound’s Commercial Role and Structure

Owen Sound commercial facilities serve a wide trading area throughout the Grey-Bruce area.

Owen Sound’s retail/commercial structure is influenced by the City’s role as the major regional centre serving the Grey-Bruce area. Retail/commercial development in Owen Sound is supported by residents of the large geographic market area drawn there for shopping and personal services, as well as health care, government and social services, recreation and employment.

Research conducted in the Owen Sound market by commercial analysts, including customer origin licence plate surveys conducted by Malone Given Parsons in February, 2000, and John Winter and Associates in 1998, indicates that most or all of Grey and Bruce counties constitute Owen Sound’s trading area, and that over half of the customers to retail facilities in Owen Sound come from outside the local Owen Sound urban community.

Owen Sound’s retail, wholesale and vacant commercial units account for a total of 1.37 million sq.ft. of space.

A total of 1.37 million sq.ft. of retail and wholesale space, including vacancies, was identified in a recent inventory of space in Owen Sound, summarized in the following table. Owen Sound has the largest concentration of commercial space and retail facilities in the Grey-Bruce area. It provides a wide variety of

goods and services, and comparison shopping opportunities in the Downtown Central Business District and in regional shopping centres.

The central Downtown Core is one of three major commercial nodes in the City.

The Downtown Central Business District accounts for 31.5% of the total retail, wholesale and vacant space inventoried in Owen Sound. However, additional commercial space in the form of restaurants, offices and services contribute to the Downtown's status as the largest and most diverse commercial area in Owen Sound.

The other major commercial nodes include the 16th Street East corridor and the Sunset Strip. The 16th Street East corridor, including Heritage Place Mall, includes commercial development of both sides of 16th Street East, generally from 9th Avenue East to 18th Avenue East. It is the largest node of retail and wholesale space, including vacant units, and accounts for 39.2% of this type of space in Owen Sound.

Summary of Owen Sound and Area Retail, Wholesale and Vacant Commercial Space

	Downtown	Heritage Place Mall	16th Street East	Sunset Strip/ Grey County Mall	Other Space	Total
Supermarkets	31,400	35,600	60,000	66,000	0	193,000
Other Food Stores	14,200	6,500	2,400	7,700	0	30,800
Subtotal FSTM	45,600	42,100	62,400	73,700	0	223,800
	20.4%	18.8%	27.9%	32.9%	0.0%	100.0%
Department Stores	0	137,000	105,000	0	0	242,000
General Merchandise	16,600	8,600	0	50,900	0	76,100
Pharmacy	18,200	0	7,900	0	0	26,100
Mens Clothing	2,800	2,800	0	0	0	5,600
Womens Clothing	8,400	18,500	2,200	3,800	0	32,900
Other Clothing	14,000	13,400	3,100	6,400	0	36,900
Shoe Stores	4,700	7,300	0	0	0	12,000
Household Furniture & Appliances	48,000	2,700	10,900	13,000	41,800	116,400
Household Furnishings	6,900	5,000	9,000	2,000	1,900	24,800
Semi-Durables	103,500	6,800	1,200	53,300	17,500	182,300
Other Durables	29,000	14,500	2,800	0	0	46,300
Other DSTM	8,300	11,300	4,700	7,900	1,200	33,400
TBA	8,000	0	45,400	800	0	54,200
Subtotal Non-Department Store DSTM	268,400	90,900	87,200	138,100	62,400	647,000
	41.5%	14.0%	13.5%	21.3%	9.6%	100.0%
Subtotal DSTM	268,400	227,900	192,200	138,100	62,400	889,000
	30.2%	25.6%	21.6%	15.5%	7.0%	100.0%
Wholesale	18,600	0	0	17,400	15,300	51,300
Other Retail	31,000	0	0	7,800	0	38,800
Subtotal Other	49,600	0	0	25,200	15,300	90,100
	55.0%	0.0%	0.0%	28.0%	17.0%	100.0%
Total FSTM, DSTM, Other	363,600	270,000	254,600	237,000	77,700	1,202,900
	30.2%	22.4%	21.2%	19.7%	6.5%	100.0%
Vacant	69,600	6,300	7,400	86,900	0	170,200
Total Retail and Wholesale Space, including Vacancies	433,200	276,300	262,000	323,900	77,700	1,373,100
	31.5%	20.1%	19.1%	23.6%	5.7%	100.0%

Heritage Place is the Grey-Bruce area's only regional shopping centre featuring many of the chain stores typically found in large malls. It is anchored by Sears and Zellers department stores, and a Food Basics supermarket. The rest of the space along the 16th Street East corridor includes some of the more recent

commercial developments in Owen Sound, including a large Zehrs supermarket, and new Canadian Tire and Walmart stores that relocated here from the other side of the City.

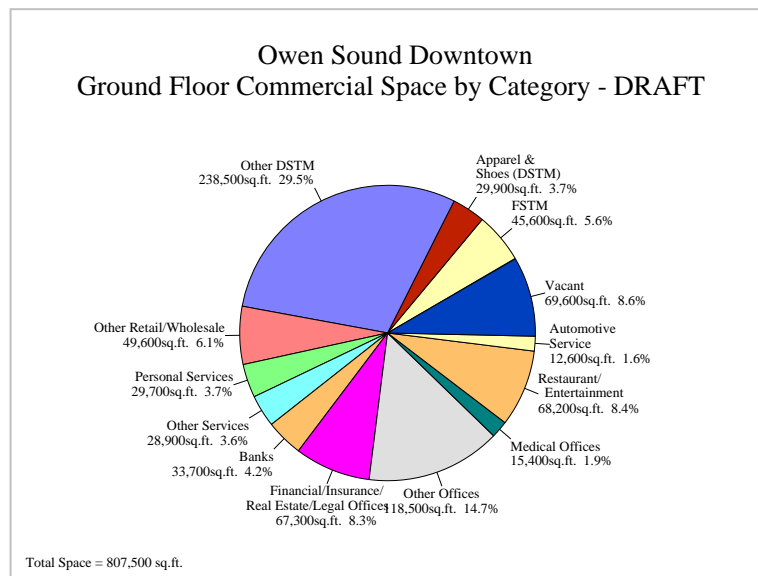
The “Sunset Strip” along 10th Street West, just beyond the Owen Sound municipal boundary in Derby Township, features an IGA supermarket, Zellers’ Best Value, Staples Business Depot and the Grey County Mall.

Downtown Commercial Role and Structure

Owen Sound’s Official Plan identifies the Downtown as the focal point for commercial, social and cultural activities in the City. Downtown Owen Sound functions as a specialized business area and cultural centre, that attracts people to the full range of retail goods and services offered there, including the supermarket, pharmacies, hardware, as well as more unique specialty shopping, restaurants and banking, medical and personal services. It is also the setting for community and cultural events. This broad mix of uses and activities enables Downtown to cater to a wide range of people, including local and regional residents and tourists.

Downtown is the largest and most diverse commercial area in Owen Sound.

Downtown Owen Sound has a total of 807,500 sq.ft. in ground floor commercial development. In addition to 363,600 sq.ft. of retail/wholesale space, Downtown Owen Sound features 68,200 sq.ft. of restaurant and entertainment uses, 12,600 sq.ft. of automotive services, 293,500 sq.ft. of space in banking, personal and other services, and ground floor offices. There is 69,600 sq.ft. of vacant space. The following table illustrates the range of commercial facilities in the Downtown:



- One third of this space is department store type merchandise (DSTM), including pharmacies, Fulford Hardware and Plumbing, Morrison's Home Hardware, Grey Fair Carpet and Furniture, Legate Furniture, and various smaller, independent stores. Some tourist-oriented gift shops, as well as stores that serve local and seasonal residents and tourists pursuing recreational activities in the Owen Sound area (e.g. fish tackle and climbing gear), are represented.

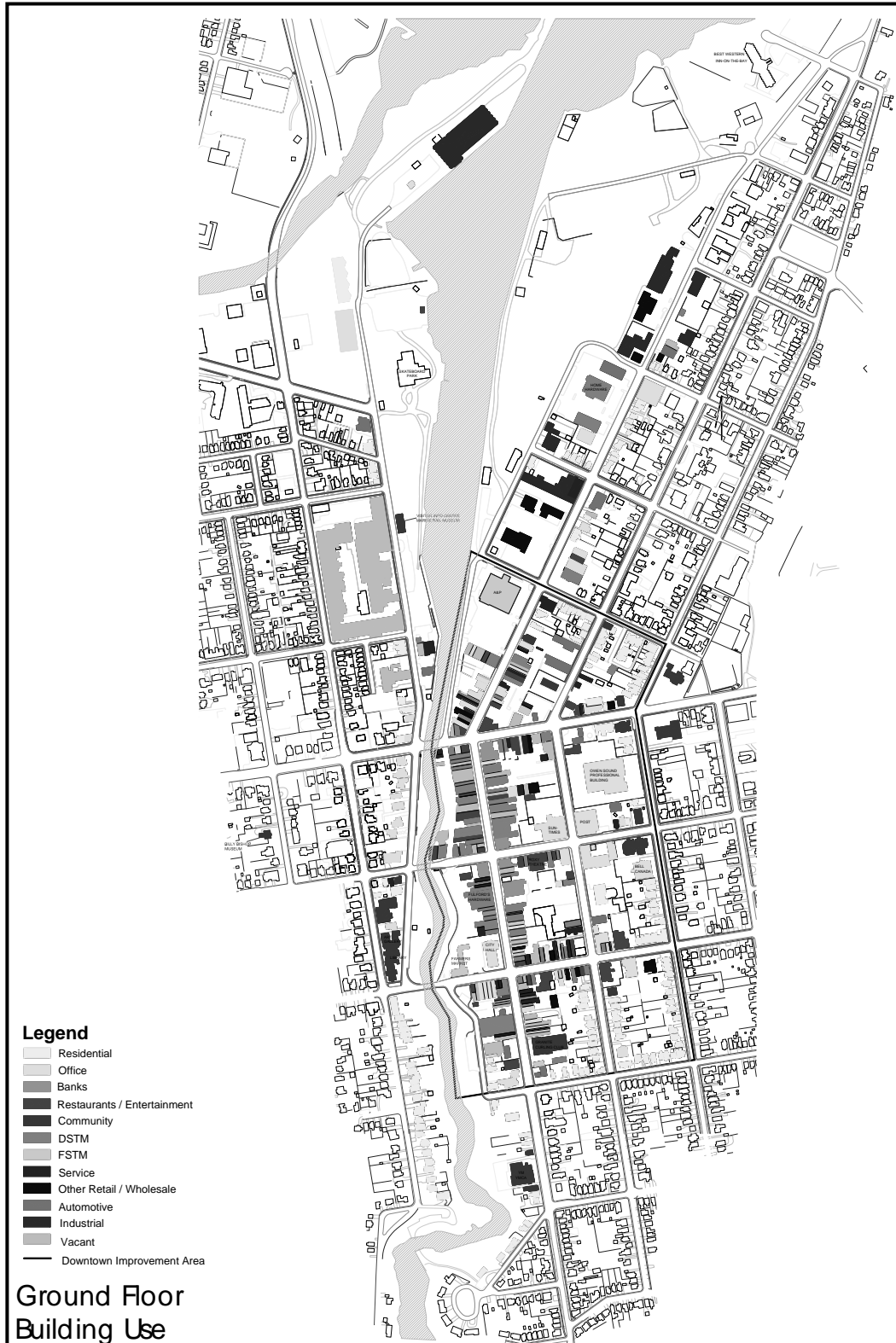
- Just over 5% (45,600 sq.ft.) of the space is food store type merchandise (FSTM), most of which is comprised of the 31,400 sq.ft. A&P supermarket at 2nd Avenue East and 11th Street East. The Farmers Market located at 1st Avenue East and 8th Street East offers a unique shopping experience for fresh produce on Saturday mornings;
- Restaurants, billiard and bingo halls account for nearly 10% of the total space, most of which are independent establishments. Some fast food chains are represented Downtown (e.g. Tim Hortons, Mr. Sub, KFC), however most chains in Owen Sound are located in the commercial nodes to the east (16th Street East corridor) or west (10th Street West/Sunset Strip).
- Most of Canada's major banks each have a branch Downtown along 2nd Avenue East, accounting for some 33,700 sq.ft.;
- Banks and other services, including salons, dry cleaning, travel agents and other personal services comprise 11.5% of the inventoried space;
- About one quarter (24.9%) of the space is ground floor office space. Financial, insurance, real estate or legal offices are a significant component of this space.
- Downtown Owen Sound has strong representation in the categories of:
 - pharmacy..... 69.7%
 - semi durables (gift, toy, florist, books, hardware, etc.)..... 56.8%
 - other durables (sporting goods, jewellery, multi camera, etc.)..... 62.6%
 - other retail (LCBO, antiques, etc.) 79.9%
- It is under represented in
 - department stores 0%
 - general merchandise..... 21.8%
 - food stores..... 20.4%
 - Tires, batteries and accessories / automotive 14.8%
 - other DSTM (opticians, computers)..... 24.9%
- It currently generates about \$100 M in retail sales.
- The main retail focus is 2nd Avenue East between 8th and 10th Streets.

In addition to the commercial categories included in the table, Downtown Owen Sound features major office buildings such as the Owen Sound Professional Building on 3rd Avenue East and the Royal Bank Business Centre on upper floors at 2nd Avenue East and 9th Street East. Community and cultural facilities include:

- City Hall, 2nd Avenue East at 8th Street,
- Owen Sound and North Grey Union Public Library, and the Tom Thomson Memorial Art Gallery, 1st Avenue West, north of 8th Street,
- Billy Bishop Museum, 3rd Avenue West, north of 9th Street
- The Roxy Theatre, 9th Street East, between 2nd and 3rd Avenues,

- Marine Rail Museum, 1st Avenue West, north of 10th Street,
- the Grey Granite Curling Club, 2nd Avenue East, south of 8th Street,
- YMCA, 2nd Avenue East, south of 7th Street, and
- several churches.

Downtown Owen Sound has a distinct urban streetscape in contrast to the more generic shopping malls.



Besides its diversity, Downtown Owen Sound is also distinct from other commercial shopping areas in the City because of its urban streetscape, smaller store sizes and architecture reflective of mid-late 19th and early 20th centuries, small town facades. 2nd Avenue East is the main commercial street and features a generally continuous commercial facade that extends along both sides of the street from north of 10th Street to south of 8th Street. Further to the north the dense form of the urban blocks is broken up in larger, stand-alone commercial buildings with parking in front, including the A&P supermarket and plaza, built in 1984, National Grocers Cash and Carry wholesale, The Beer Store and LCBO outlet, and Morrison's Home Hardware.

The Owen Sound Community Service Department has introduced a new Facade and Structural Improvement Program to encourage the restoration and rehabilitation of buildings in the Downtown Improvement Area, by providing funding incentives. The program recognizes the importance of the many historic buildings located in Downtown Owen Sound.

Office Development

As discussed, office space constitutes a significant component of the commercial space inventoried in Downtown Owen Sound. The City's role as a regional centre serving the Grey-Bruce area influences the need for this type of space, including regional administrative, health and social services for Grey and Bruce counties, and provincial and federal government regional and district offices.

3rd Avenue East is now dominated by office development.

The largest office building in the Downtown is the Owen Sound Professional Building located on 3rd Avenue East between 9th and 10th Streets. 3rd Avenue East between 8th and 10th Streets could be described as an office node, particularly at 9th Street where larger office buildings include Canada Post, the County Screening Unit Call Centre (recently developed), the Owen Sound Sun-Times newspaper, the CNIB and Dominion Place.

Other offices are located interspersed with retail and personal services along the main downtown streets, including upper floors of commercial buildings such as the Royal Bank Business Centre at 2nd Avenue East and 9th Street.

Smaller professional offices are located along 1st Avenue West.

Houses located along 1st Avenue West between 10th Street and the Art Gallery have been converted to smaller professional office buildings, providing an alternate downtown business location adjacent to the Sydenham River.

The larger Parkway Professional Building located on 1st Avenue West, north of 14th Street, is one of the newer office developments in the area.

Comparison With Other Downtowns

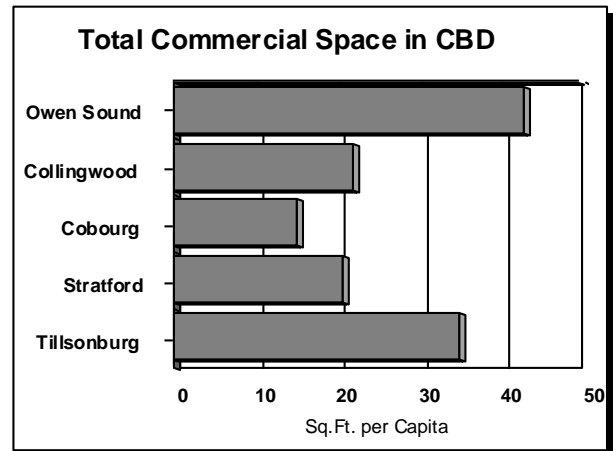
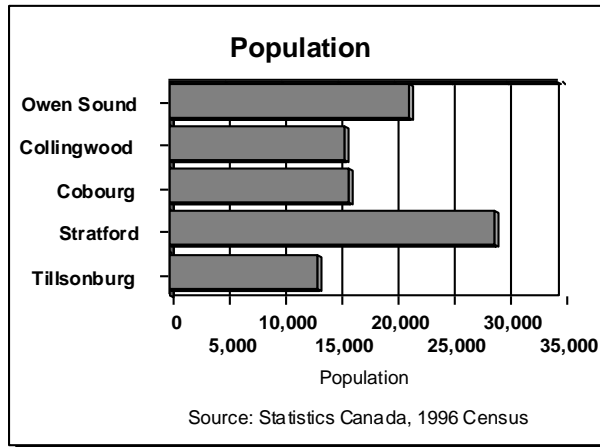
From our analysis of the commercial structure of the downtown, the analysis of the market, and the comparison of Owen Sound's downtown with other Ontario cities, a number of key observations can be drawn.

COMPARISON OF DOWNTOWN AREA RETAIL STRUCTURE

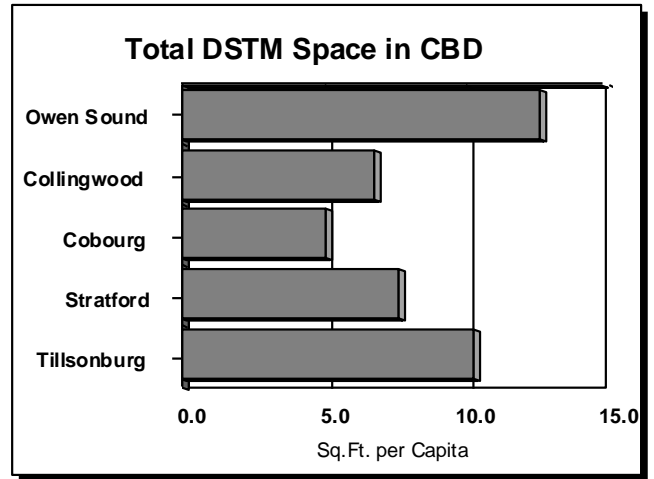
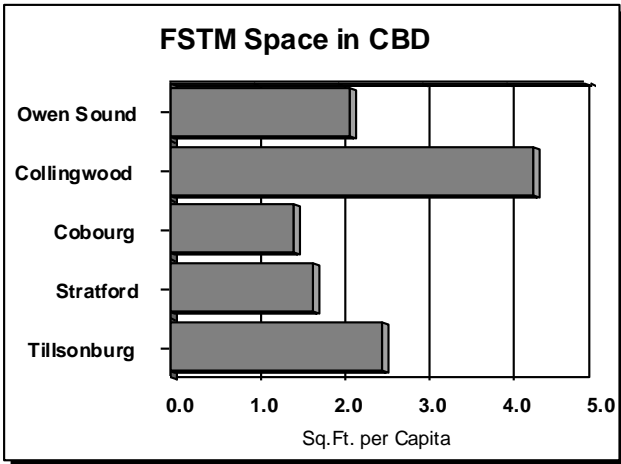
	(sq. ft. GLA per capita*)				
	Owen Sound (1)	Collingwood (2)	Cobourg (3)	Stratford (4)	Tillsonburg (5)
Food Stores	2.13	4.32	1.48	1.71	2.51
DSTM	12.55	6.79	5.09	7.64	10.26
Other Retail	1.45	0.78	1.07	0.62	1.19
Subtotal Retail	16.13	11.88	7.64	9.96	13.97
Subtotal Wholesale & Auto	1.46	0.39	0.17	0.00	1.14
Subtotal Restaurants/Entertainment	3.19	2.06	1.72	4.90	4.30
Subtotal Office	18.45	6.19	4.31	5.07	12.45
Vacant	3.25	1.26	1.23	0.54	2.82
Total Commercial	42.48	21.78	15.07	20.47	34.67
Municipal Population	21,390	15,595	16,030	28,985	13,210
Trade Area Population	149,339	53,750	57,326	65,160	46,025

Notes: * Per capita estimates are based on municipal population.

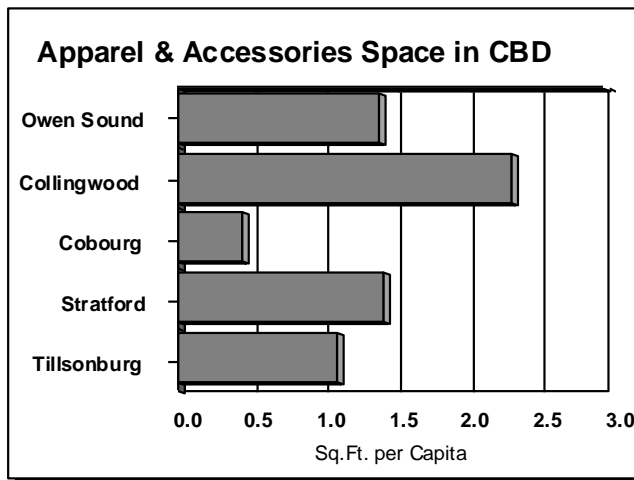
- Owen Sound has a greater amount of downtown floor space per capita. The City's downtown has over 42 sq.ft. per capita compared to 35 sq.ft. for Tillsonburg and 20.5 sq.ft. for Stratford. This reflects the historic development patterns and the strong regional role played by Owen Sound's downtown.



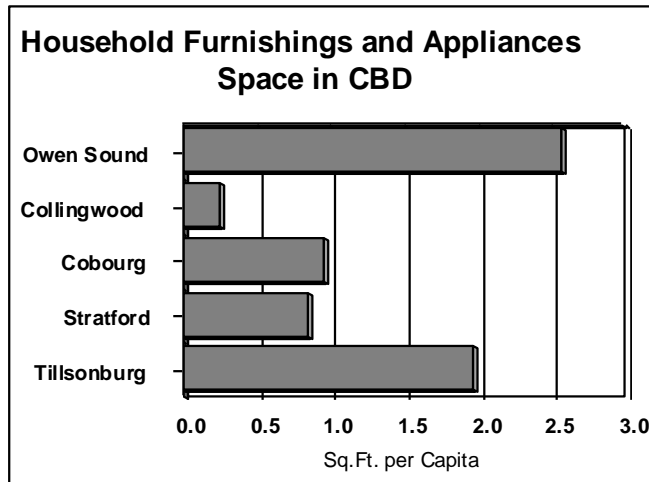
- It has about the same amount of food store space as the others - except for Collingwood which is greater. Owen Sound has more DSTM.



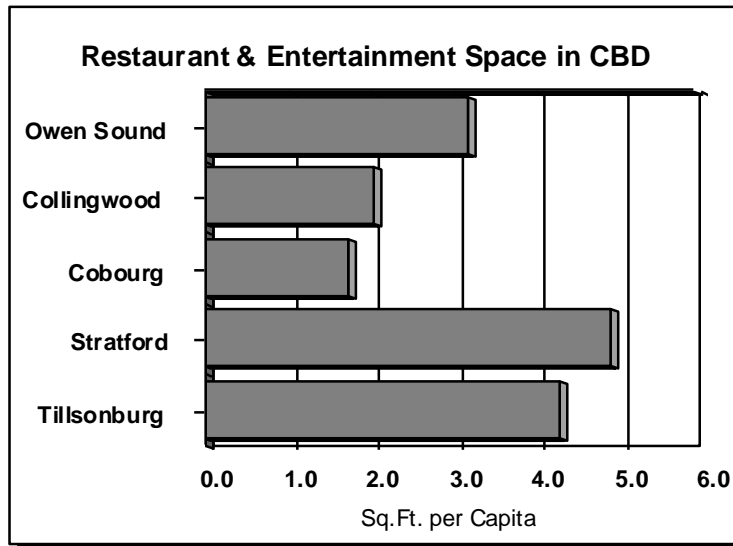
- It has about the same amount of per capita apparel space as Stratford but significantly less than Collingwood.



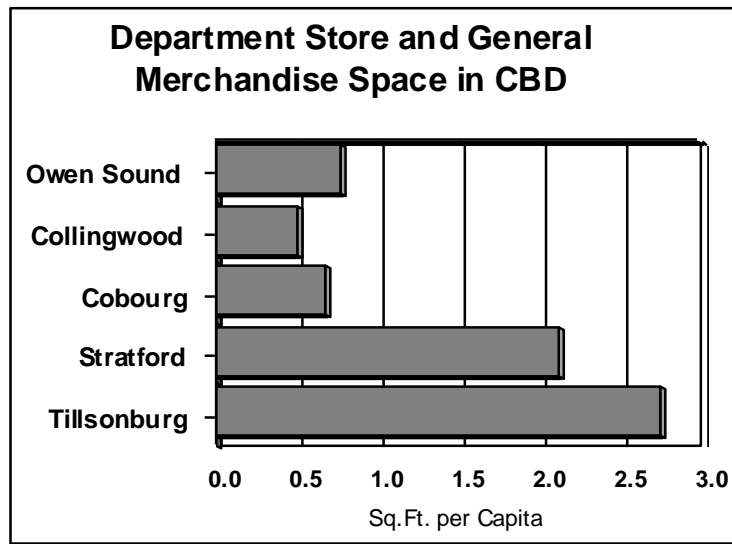
- Other downtowns have lower representation in household furnishings and appliances.



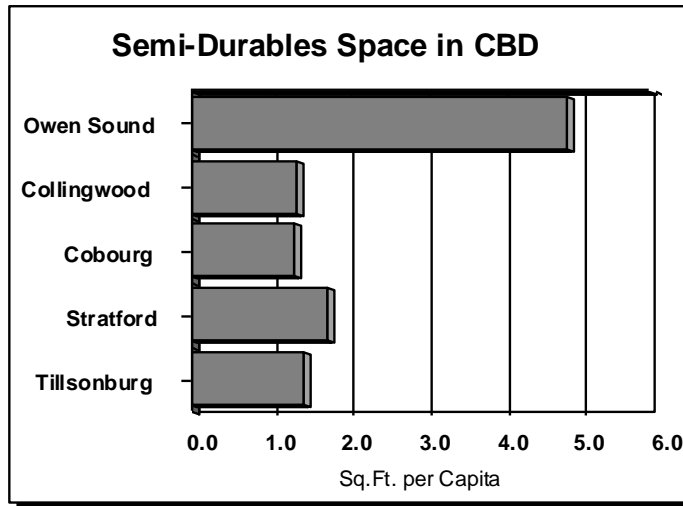
- Owen Sound has relatively more restaurant and entertainment space than Cobourg or Collingwood.



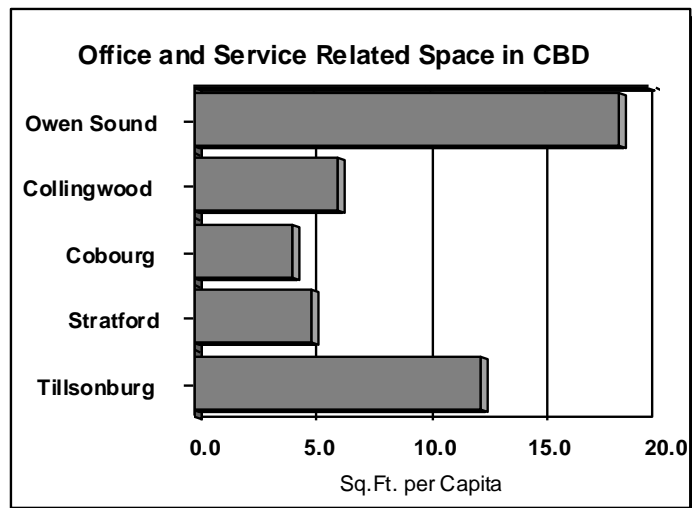
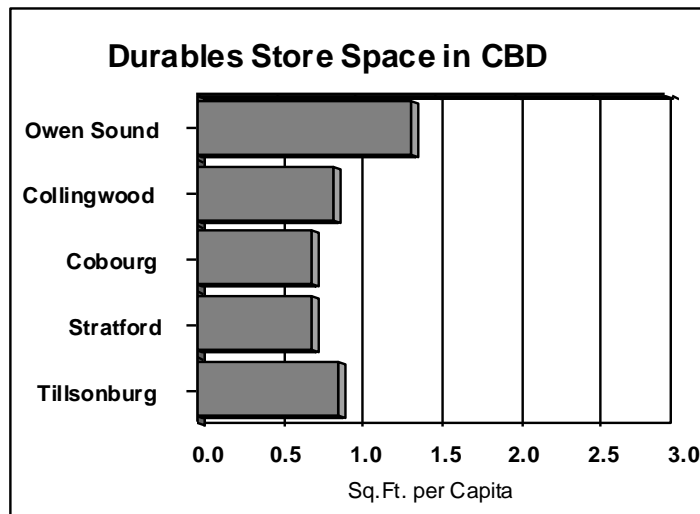
- The downtown has relatively less general merchandise space.



- It has much more retail space in semi durables (books, florist, lawn and garden, hardware, paint and wallpaper, toy and hobby, gift, etc.)



- It has more retail space in other durables (sporting goods, music, jewellery, camera/ photo, leather goods, pet stores, etc.)



- Owen Sound has a greater amount of office and service space in the downtown.

Commercial Port Functions and Shipping

Owen Sound's Inner Harbour is a functional commercial harbour owned and managed by the federal government. It is connected to the Great Lakes system through Georgian Bay. The inner harbour was once a busy transportation centre, serving as a major transfer point for ship to rail transport before the development of the St. Lawrence Seaway/Welland Canal system. However, as industrial shipping has declined in importance, industries in the inner harbour relying on the waterfront have closed or relocated, many to the industrial park in the east end of Owen Sound. The CN and CP railway lines were abandoned and were removed from the inner harbour in the mid-late 1990s.

Nonetheless, there are still some industries that use the harbour for commercial purposes, in addition to recreational boating in this area. The harbour can accommodate ships up to 800 ft. in length and has a 22 ft. draft.

- The Great Lakes Elevator Company, on the west side of inner harbour, has 100,000 tonnes capacity for storing grains such as wheat from western Canada, brought in by large freighters about six times per year. The grain is then distributed by truck to mills in the region and beyond, including to Kitchener-Waterloo. Approximately 106,670 MT are handled annually;
- Miller Paving's silo located on the east side of the harbour stores bulk powdered cement brought in by tanker once or twice a year. The cement is then delivered by truck to various destinations within Grey, Bruce and Simcoe counties. Approximately 8,426 MT are handled annually;
- General Chemical has liquid calcium chloride brought in by tanker to be stored and distributed in the region by truck. Approximately 16,150 MT are handled annually;

The harbour also functions as winter storage for several commercial ships, including the Chi-Cheemaun ferry. The Nindawayma is in dead storage in the harbour, awaiting a buyer since 1996.

Owen Sound Tourism Markets

Over 2.4 million tourists visited Grey and/or Bruce Counties in 1998.

Over 2.4 million tourists visited Grey and/or Bruce Counties in 1998, according to the most recent Canadian Travel Survey and International Travel Survey data, as reported by the Ontario Ministry of Tourism. The following table indicates the various origins of these tourists:

Person Visits in Bruce and Grey Counties, 1998

Origin	Bruce County	Grey County	Grey-Bruce	%
Ontario	1,099,000	1,077,000	2,176,000	90.0%
Quebec	10,000	na	10,000	0.4%
Manitoba	na	1,000	1,000	0.0%
Western Canada	1,000	1,000	2,000	0.1%
Atlantic Canada	5,000	1,000	6,000	0.2%
Total Canada	1,115,000	1,080,000	2,195,000	90.8%
New York	10,000	na	10,000	0.4%
Michigan	30,000	24,000	54,000	2.2%
Pennsylvania	1,000	na	1,000	0.0%
Minnesota	6,000	4,000	10,000	0.4%
Ohio	13,000	4,000	17,000	0.7%
Illinois	2,000	30,000	32,000	1.3%
Wisconsin	2,000	1,000	3,000	0.1%
Other States	20,000	27,000	47,000	1.9%
Total US	84,000	90,000	174,000	7.2%
UK	9,000	12,000	21,000	0.9%
France	na	4,000	4,000	0.2%
Germany	4,000	3,000	7,000	0.3%
Other	5,000	12,000	17,000	0.7%
Total International (no US)	18,000	31,000	49,000	2.0%
Total Outside Canada	102,000	121,000	223,000	9.2%
Total	1,217,000	1,201,000	2,418,000	100.0%

Source:

Ontario's Domestic Travel Markets - 1998, Ontario's International Travel Markets - 1998

They contribute \$181 million to the regional economy.

Owen Sound has a wealth of attractions, activities and events, including the following:

- Parks that feature the Niagara Escarpment (a UNESCO World Heritage Biosphere Reserve), the Bruce Trail, fall colours, rare orchids and ferns, Kelso Beach, rivers and waterfalls;
- Conservation areas including Inglis Falls, Indian River, Pottawatomi, Hibou and Bruce Caves Conservation Areas.
- The Mill Dam fish ladder provides views to rainbow trout migrating upstream in April and May; and Chinook salmon from August to October.
- Harrison Park includes 40 hectares along the Sydenham River, featuring a family campground with 108 serviced sites, canoes, paddle boats, pool, showers, tennis, licensed restaurant, snack bar, mini-golf, fishing, and cross country skiing.
- The proposed Escarpment Centre Ontario (ECO) is an interpretive centre proposed just south of Owen Sound on Grey Sauble Conservation Authority land, overlooking Sydenham River valley (Inglis Falls Conservation Area), accessed from Hwy 6/10. It is proposed to include a 90 seat auditorium, gift shop, classroom, lab, meeting room, trails linking to other escarpment and conservation area trails and facilities. 16,000 sq.ft. facility proposed to attract over 100,000 annual visitors.

- Marine Rail Museum, located in the historic CN station on the waterfront recounts the City's transportation history. This site also houses the Owen Sound Visitor Centre.
- Billy Bishop Heritage Museum is the birthplace and boyhood home of the Canadian World War I aviation hero, including exhibits relating to first and second world wars with Victorian era décor.
- Tom Thomson Memorial Art Gallery features over 1,200 works in its collection, including paintings by the Group of Seven, as well as other media and a variety of exhibitions.
- The County of Grey-Owen Sound Museum depicts pioneer life in Grey County with costumed interpreters and demonstrations.
- Downhill skiing is 40 minutes away to the east at Blue Mountain and Beaver Valley.
- Owen Sound is directly on the provincial TOP snowmobiling trail, connecting to 3,000 km of trails in Grey-Bruce area.
- Roxy Theatre is a 400 seat theatre host to concerts and theatrical performances year round, including the Owen Sound Little Theatre, Owen Sound Georgian Bay Symphony, and Highland dancers.
- Storybook Park is a privately run family fun centre featuring amusement rides, haunted house, live animals, mini golf, waterslide, wading pool, playground and picnic areas.
- Owen Sound was chosen as 1998's "Best Town for Cultural Events" by a panel of Canadian Living magazine judges. Events include:
 - the Festival of Northern Lights is an annual Christmas light display in downtown and along the Sydenham River from the harbour to Harrison Park;
 - Summerfolk Music and Craft Festival, at Kelso Beach Park, with six stages featuring over 30 local and international traditional and contemporary folk music artists;
 - Owen Sound Harbour Heat Wave, featuring buskers, crafts and food vendors, children's play areas, powerboat competitions, watersport demonstrations, an across the bay swim, fish fry, and antique cars;
 - Owen Sound Celtic Festival;
 - Salmon Spectacular fishing derby;
 - Art Town Studio Tour, Mothers Day weekend;
 - Grey Bruce Regional Truck Driving Championships;
 - Canada Day at Kelso Beach Park;
 - New Years Eve at Harry Lumley Bayshore Community Centre;
 - Grey Bruce Classics Car Show;
 - Grey Bruce Kennel and Obedience Club Dog Show at Harrison Park;
 - Owen Sound Highland Dance Competition;
 - Owen Sound Fall Fair in September at Victoria Park;
 - Hottest Yard Sale Under the Sun, along 2nd Avenue East, downtown;
 - Dragon Boat Races.
- The City is a member of the Cruising the Great Lakes coalition and has recently begun to work to attract cruise ships. The MS Columbus of the Hapag-Lloyd line made a port of call in Owen Sound, at the east side of the harbour, in August 2000, next to the Nindawayma. The MS Columbus holds 408 passengers.
- The City has numerous recreational boating facilities, including Owen Sound Marina, Owen Sound Georgian Yacht Club, and Rainbow Boat Club. There are four public launching ramps,

including a six land ramp just north of the Harry Lumley Bayshore Community Centre, and a West Side Boat Launch. The City also provides limited small berth docking in the inner harbour.

Strengths and Opportunities

From the analysis of the market and the structure of the downtown, key strengths and opportunities can be identified. These include:

- The downtown is large and diverse which reflects its historic evolution and the scale of the regional market.
- There are no obvious gaps in the existing retail mix.
- There are opportunities; however, to improve the retail mix particularly in the area of specialty retail.
- The main driver for upgrading the retail offering will be to improve the visual and functional characteristics of the downtown/harbour, and to intensify public events and programming. This will bring more local regional and visitor traffic which will in turn attract new retailers and induce upgrades to match the market opportunity.
- The tourism and visitor market potential presents an important opportunity for the downtown/harbourfront area. There is substantial opportunity to increase traffic and visitor spend.
- The office and service commercial components of the downtown/harbourfront area are a major strength of the downtown. Major expansions to the office employment sector should be directed into downtown/harbour locations.

APPENDIX 3

INVENTORY OF COMMERCIAL SPACE AND PARKING

APPENDIX 3

INVENTORY OF COMMERCIAL SPACE AND PARKING OWEN SOUND DOWNTOWN AREA

Block	Rounded Area (sq.ft.)	ON STREET PARKING		OFF STREET PARKING				TOTAL PARKING	
		Spaces	Spaces per 1,000 sq.ft.	Private	Public	Total Off Street Parking	Total Off Street Parking per 1,000 sq.ft.	Total Spaces (on and off street)	Total Spaces per 1,000 sq.ft.

BLOCK 1

10th St. East	4,200								
1st Ave. West	20,600								
9th St. West (North Side)	n.a.*								
2nd Ave. West	6,500								
Subtotal Block 1	31,300	34	1.09	14	113	127	4.06	161	5.14

BLOCK 2

10th St. East	3,000								
2nd Ave East (West Side)	85,700								
9th St. East (North Side)	13,400								
1st St. East (West Side)	n.a.*								
1st St. East (East Side)	n.a.*								
Subtotal Block 2	102,100	30	0.29	15	58	73	0.71	103	1.01

BLOCK 3

10th St. East	16,300								
3rd Ave. East (West Side)	3,700								
9th St. East (North Side)	17,400								
2nd Ave. East (East Side)	69,100								
Subtotal Block 3	106,500	45	0.42	105	196	301	2.83	346	3.25

BLOCK 4

10th St. West	900								
4th Ave East (West Side)	n.a.*								
9th St. East (North Side)	n.a.**								
3rd Ave. East (East Side)	35,800								
Subtotal Block 4	36,700	39	1.06	186	106	292	7.96	331	9.02

BLOCK 5

9th St. West (South Side)	1,000								
1st Ave. West	15,000								
8th St. West (North Side)	n.a.*								
2nd Ave. West	n.a.*								
Subtotal Block 5	16,000	42	2.63	2	13	15	0.94	57	3.56

BLOCK 6

9th St. East (South Side)	3,000								
2nd Ave. East (West Side)	62,800								
8th St. East (North Side)	3,500								
2nd Ave East (East Side)	n.a.*								
Subtotal Block 6	69,300	71	1.02	38	114	152	2.19	223	3.22

INVENTORY OF COMMERCIAL SPACE AND PARKING (CONT'D) OWEN SOUND DOWNTOWN AREA

Block	Rounded Area (sq.ft.)	ON STREET PARKING		OFF STREET PARKING				TOTAL PARKING	
		Spaces	Spaces per 1,000 sq.ft.	Private	Public	Total Off Street Parking	Total Off Street Parking per 1,000 sq.ft.	Total Spaces (on and off street)	Total Spaces per 1,000 sq.ft.

BLOCK 7

9th St. East (South Side)	12,700								
3rd Ave. East (West Side)	6,200								
8th St. East (North Side)	14,500								
2nd Ave. East (East Side)	48,000								
Subtotal Block 7	81,400	57	0.70	93	156	249	3.06	306	3.76

BLOCK 8

9th St. East (South Side)	n.a.**								
4th Ave. East (West Side)	n.a.**								
8th St. East (North Side)	4,900								
3rd Ave East (East Side)	19,400								
Subtotal Block 8	24,300	53	2.18	72	41	113	4.65	166	6.83

BLOCK 9

8th St. East (South Side)	18,800								
3rd Ave East (West Side)	59,500								
7th St. East (North Side)	n.a.*								
2nd Ave. East (East Side)	n.a.*								
Subtotal Block 9	78,300	26	0.33	0	57	57	0.73	83	1.06

BLOCK 10

8th St. East (South Side)	21,300								
3rd Ave. East (West Side)	n.a.*								
7th St. East (North Side)	n.a.*								
2nd Ave. East (East Side)	28,600								
Subtotal Block 10	49,900	53	1.06	52	9	61	1.22	114	2.28

BLOCK 11

8th St. East (South Side)	n.a.*								
4th Ave. East (West Side)	n.a.*								
7th St. East (North Side)	n.a.*								
3rd Ave. East (East Side)	n.a.**								
Subtotal Block 11	0	34	n.a.	0	77	77	n.a.	111	n.a.

TOTAL

Total (Blocks 1-11)	595,800	484	0.81	577	940	1,517	2.55	2,001	3.36
----------------------------	----------------	------------	-------------	------------	------------	--------------	-------------	--------------	-------------

Notes: n.a.* - no data listed for street segment in inventory
n.a.** - existing use(s) listed, however, no information on size

Sources: Owen Sound Downtown Commercial Inventory conducted by the Dalvay Group for Malone Given Parsons Ltd., February 2000.
Owen Sound Traffic Operation Study, Central Area Parking Inventory, IBI Group, June 1989.

Prepared by: Malone Given Parsons Ltd.

APPENDIX 4

STREETSCAPE CONCEPT COST ESTIMATES

APPENDIX 4 STREETScape CONCEPT COST ESTIMATES

CITY OF OWEN SOUND

Second Avenue Streetscape Concept Costs

Nov. 23/00

*Note: Estimate does not include on site services
or consultant fees.*

I. Second Ave. between Eighth St. and Ninth St.	Unit	Unit Price	Qty.	Total
A. PAVING				
Demolition and removal of existing sidewalk	m2	\$8.00	1520	\$12,160.00
C.I.P. broom finished concrete sidewalk (100mm thick) *note: includes C.I.P. concrete curb	m2	\$110.00	900	\$99,000.00
Concrete unit paving inlaid on concrete base (70mm thick)	m2	\$110.00	1265	\$139,150.00
C.I.P. broom finished concrete crosswalk (200mm) with concrete unit paver banding inlaid in concrete base	m2	\$110.00	150	\$16,500.00
C.I.P. concrete curbing around planter islands	Linear m	\$40.00	104	\$4,160.00
Subtotal A				\$270,970.00
B. PLANTINGS				
Planting beds	m2	\$35.00	300	\$10,500.00
Deciduous tree planting	ea.	\$1,000.00	16	\$16,000.00
Miscellaneous perennial plantings	m2	\$50.00	300	\$15,000.00
Subtotal B				\$41,500.00
C. MISCELLANEOUS SITE FURNISHINGS				
Lighting & installation -- Washington (Holophane) acorn fixtures	ea.	\$3,250.00	18	\$58,500.00
Banner Poles	ea.	\$4,000.00	6	\$24,000.00
Kiosks	ea.	\$4,000.00	2	\$8,000.00
Decorative Planter/Pots	ea.	\$1,000.00	60	\$60,000.00
Subtotal C				\$150,500.00
SUBTOTAL A				\$270,970.00
SUBTOTAL B				\$41,500.00
SUBTOTAL C				\$150,500.00
SECTION I SUBTOTAL				\$462,970.00
10% Contingency				\$46,297.00
Sub-Total				\$509,267.00
GST				\$35,648.69
SECTION I TOTAL				\$544,915.69

CITY OF OWEN SOUND
Second Avenue Streetscape Concept Costs

Nov. 23/00

Note: Estimate does not include on site services
or consultant fees.

II. Second Ave. between Ninth St. and Tenth St.

	Unit	Unit Price	Qty.	Total
A. PAVING				
Demolition and removal of existing sidewalk	m2	\$8.00	1600	\$12,800.00
C.I.P. broom finished concrete sidewalk (100mm thick) *note: includes C.I.P. concrete curb	m2	\$110.00	950	\$104,500.00
Concrete unit paving inlaid on concrete base (70mm thick)	m2	\$110.00	1200	\$132,000.00
C.I.P. broom finished concrete crosswalk (200mm) with concrete unit paver banding inlaid on concrete base	m2	\$110.00	92	\$10,120.00
C.I.P. concrete curbing around planter islands	Linear m	\$40.00	102	\$4,080.00
Subtotal A				\$263,500.00

B. PLANTINGS				
Planting beds	m2	\$35.00	240	\$8,400.00
Deciduous tree planting	ea.	\$1,000.00	12	\$12,000.00
Miscellaneous perennial plantings	m2	\$50.00	240	\$12,000.00
Subtotal B				\$32,400.00

C. MISCELLANEOUS SITE FURNISHINGS

Lighting & installation -- Washington (Holophane) acorn fixtures	ea.	\$3,250.00	18	\$58,500.00
Banner Poles	ea.	\$4,000.00	6	\$24,000.00
Kiosks	ea.	\$4,000.00	1	\$4,000.00
Decorative Planter/Pots	ea.	\$1,000.00	80	\$80,000.00
Subtotal C				\$166,500.00

SUBTOTAL A	\$263,500.00
SUBTOTAL B	\$32,400.00
SUBTOTAL C	\$166,500.00

SECTION II SUBTOTAL	\$462,400.00
10% Contingency	\$46,240.00
Sub-Total	\$508,640.00
GST	\$35,604.80
SECTION II TOTAL	\$544,244.80

CITY OF OWEN SOUND
Second Avenue Streetscape Concept Costs

Nov. 23/00

Note: Estimate does not include on site services
or consultant fees.

III. Second Ave. between Seventh St. and Eighth St.

	Unit	Unit Price	Qty.	Total
A. PAVING				
Demolition and removal of existing sidewalk	m2	\$8.00	1200	\$9,600.00
C.I.P. broom finished concrete sidewalk (100mm thick)	m2	\$110.00	945	\$103,950.00
*note: includes C.I.P. concrete curb				
Concrete unit paving inlaid on concrete base (70mm thick)	m2	\$110.00	925	\$101,750.00
C.I.P. broom finished concrete crosswalk (200mm) with concrete unit paver banding inlaid on concrete base	m2	\$110.00	65	\$7,150.00
C.I.P. concrete curbing around planter islands	Linear m	\$40.00	110	\$4,400.00
Subtotal A				\$226,850.00

B. PLANTINGS				
Planting beds	m2	\$35.00	405	\$14,175.00
Deciduous tree planting	ea.	\$1,000.00	19	\$19,000.00
*note: includes 5 deciduous trees at Grey Granite Club				
Miscellaneous perennial plantings	m2	\$50.00	405	\$20,250.00
Public greenspace perennial border plantings at Grey Granite Club and Owen Sound Dental Clinic	m2	\$50.00	115	\$5,750.00
Subtotal B				\$53,425.00

C. MASONRY WALLS & FENCING				
24" high masonry wall with column detailing and stone coping	M2 (face)	\$1,000.00	50	\$50,000.00
*note: includes excavation and concrete footing				
4' high iron fence mounted to top of masonry wall	lin.m.	\$180.00	12	\$2,160.00
Subtotal C				\$52,160.00

D. MISCELLANEOUS SITE FURNISHINGS				
Lighting & installation -- Washington (Holophane) acorn fixtures	ea.	\$3,250.00	18	\$58,500.00
Banner Poles	ea.	\$4,000.00	4	\$16,000.00
Kiosks	ea.	\$4,000.00	1	\$4,000.00
Benches	ea.	\$1,200.00	9	\$10,800.00
Decorative Planter/Pots	ea.	\$1,000.00	35	\$35,000.00
Subtotal D				\$124,300.00

SUBTOTAL A				\$226,850.00
SUBTOTAL B				\$53,425.00
SUBTOTAL C				\$52,160.00
SUBTOTAL D				\$124,300.00
SECTION III SUBTOTAL				\$456,735.00
10% Contingency				\$45,673.50
Sub-Total				\$502,408.50
GST				\$35,168.60
SECTION III TOTAL				\$537,577.10

CITY OF OWEN SOUND
Second Avenue Streetscape Concept Costs

Nov. 23/00

Note: Estimate does not include on site services
or consultant fees.

IV. Second Ave. between Tenth St. and Eleventh St.

	Unit	Unit Price	Qty.	Total
A. PAVING				
Demolition and removal of existing sidewalk	m2	\$8.00	1680	\$13,440.00
C.I.P. broom finished concrete sidewalk (100mm thick)	m2	\$110.00	1635	\$179,850.00
*note: includes C.I.P. concrete curb				
Concrete unit paving inlaid on concrete base (70mm thick)	m2	\$110.00	1700	\$187,000.00
C.I.P. broom finished concrete crosswalk (200mm) with concrete unit paver banding inlaid on concrete base	m2	\$110.00	85	\$9,350.00
C.I.P. concrete curbing around planter islands	Linear m	\$40.00	400	\$16,000.00
Subtotal A				\$405,640.00
B. PLANTINGS				
Planting beds	m2	\$35.00	550	\$19,250.00
Deciduous tree planting	ea.	\$1,000.00	40	\$40,000.00
Miscellaneous perennial plantings	m2	\$50.00	550	\$27,500.00
Subtotal B				\$86,750.00
C. MASONRY WALLS				
24" high masonry wall with column detailing and stone coping	M2 (face)	\$1,000.00	100	\$100,000.00
*note: includes excavation and concrete footing				
Subtotal C				\$100,000.00
D. MISCELLANEOUS SITE FURNISHINGS				
Lighting & installation -- Washington (Holophane) acorn fixtures	ea.	\$3,250.00	30	\$97,500.00
Banner Poles	ea.	\$4,000.00	6	\$24,000.00
Kiosks	ea.	\$4,000.00	1	\$4,000.00
Decorative Planter/Pots	ea.	\$1,000.00	65	\$65,000.00
Subtotal D				\$190,500.00
SUBTOTAL A				\$405,640.00
SUBTOTAL B				\$86,750.00
SUBTOTAL C				\$100,000.00
SUBTOTAL D				\$190,500.00
SECTION IV SUBTOTAL				\$782,890.00
10% Contingency				\$78,289.00
Sub-Total				\$861,179.00
GST				\$60,282.53
SECTION IV TOTAL				\$921,461.53

PROJECT SUMMARY

<i>SECTION I TOTAL -- Second Ave. between 8th St. and 9th St.</i>	<i>\$544,915.69</i>
<i>SECTION II TOTAL -- Second Ave. between 9th St. and 10th St.</i>	<i>\$544,244.80</i>
<i>SECTION III TOTAL -- Second Ave. between 7th St. and 8th St.</i>	<i>\$537,577.10</i>
<i>SECTION IV TOTAL -- Second Ave. between 10th St. and 11th St.</i>	<i>\$921,461.53</i>

PROJECT TOTAL	\$2,548,199.12
----------------------	-----------------------

CITY OF OWEN SOUND

Downtown Precincts -- Streetscape Concept Costs

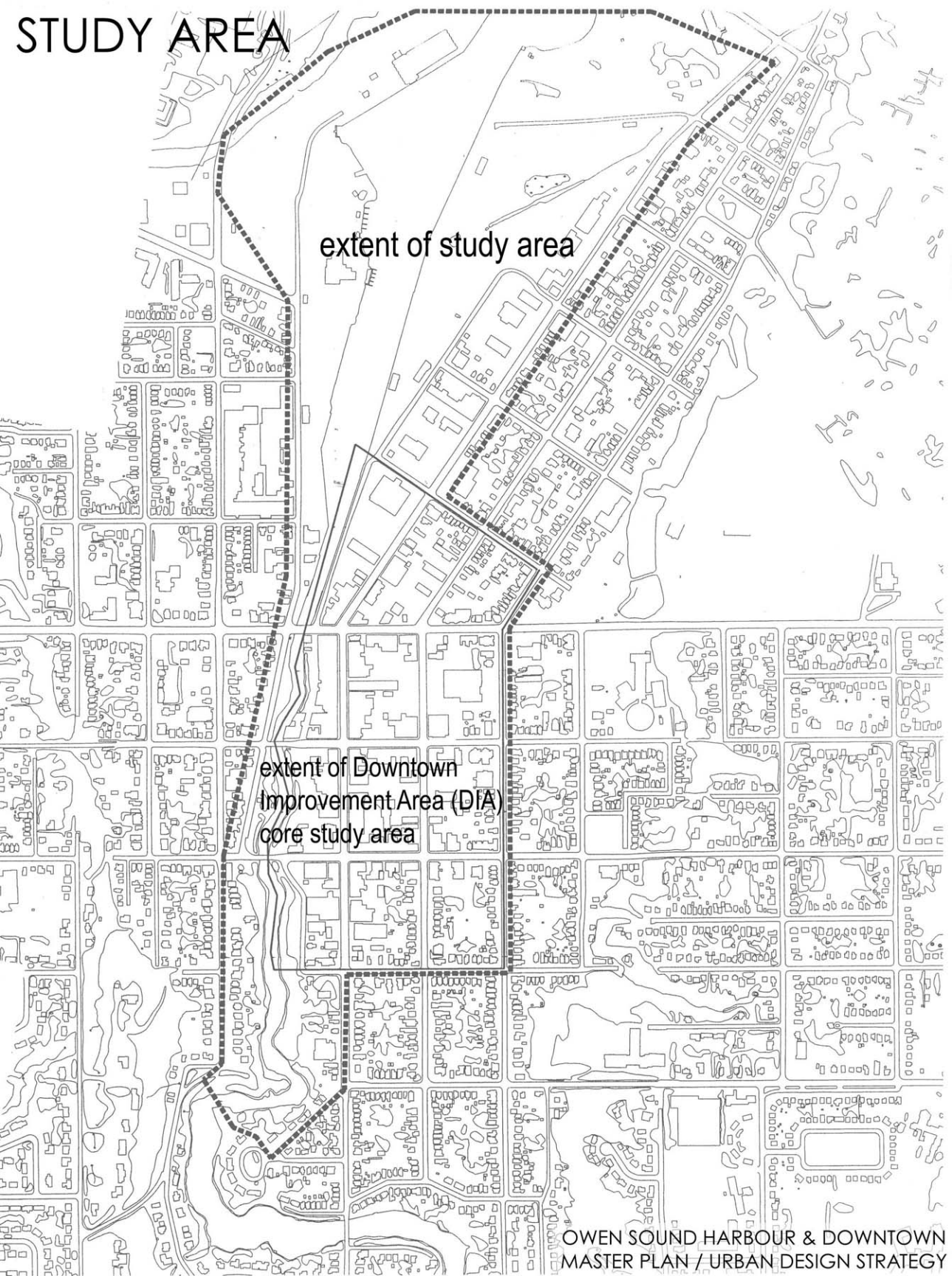
Nov. 23/00

<i>Street Section</i>	<i>Linear Metres (both sides of street)</i>	<i>Cost Estimate</i>
<i>10th Street East (from bridge to 4th. Ave. E., incl. Intersection)</i>	<i>740</i>	<i>\$740,000.00</i>
<i>9th Street East (from bridge to 4th. Ave. E., incl. Intersection)</i>	<i>850</i>	<i>\$850,000.00</i>
<i>8th Street East (from bridge to 4th. Ave. E., incl. Intersection)</i>	<i>890</i>	<i>\$890,000.00</i>
<i>3rd Avenue East (from 10th St. E., incl. Intersection, south to 8th St. E., including intersection)</i>	<i>1230</i>	<i>\$1,230,000.00</i>
<i>TOTAL</i>	<i>3710</i>	<i>3,710,000.00*</i>

*Notes:

- estimate includes general landscape amenities, lighting, planting, planting areas, concrete and unit pavers
- specialty items such as pots, wrought iron screens and gateway walls/gates are extra
- estimate does not include contingencies or consulting fees
- 2nd Avenue "Washington" 14' street lights (acorn style) are approximately \$3,250.00 each, installed (cost for budget purposes)
- 10th Street "Atlanta" style street lights (teardrop fixture and North Yorkshire pole, 23') are \$4,250.00 each, installed (cost for budget purposes)




STUDY AREA



extent of study area

extent of Downtown Improvement Area (DIA) core study area

HISTORICAL FEATURES

-  Heritage building
-  Historic route
-  Extended Historic route









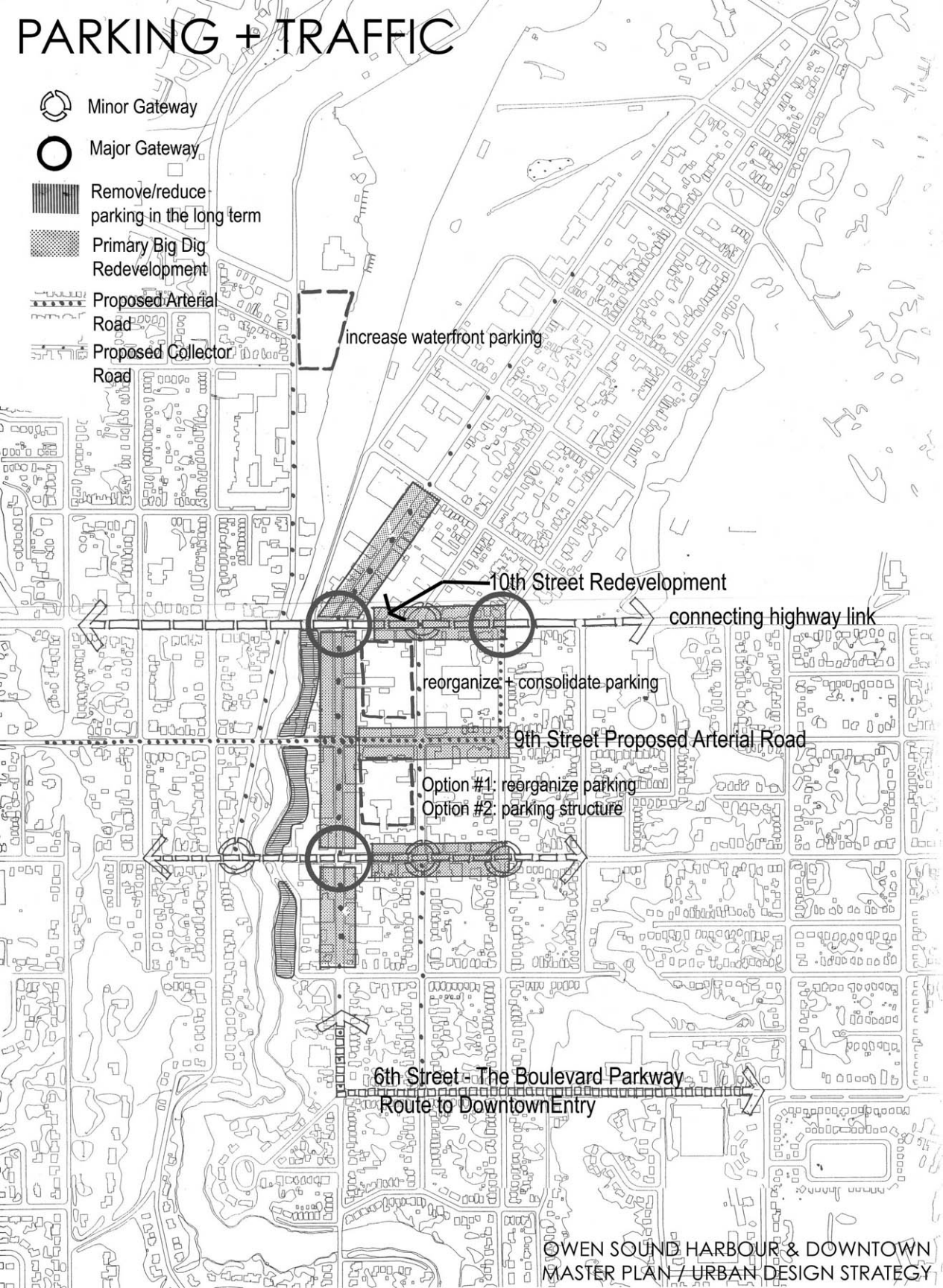
MASTER PLAN FRAMEWORK

- Infill Development
- Consolidated Parking
- Existing Buildings



PARKING + TRAFFIC

-  Minor Gateway
-  Major Gateway
-  Remove/reduce parking in the long term
-  Primary Big Dig Redevelopment
-  Proposed Arterial Road
-  Proposed Collector Road



increase waterfront parking

10th Street Redevelopment

connecting highway link

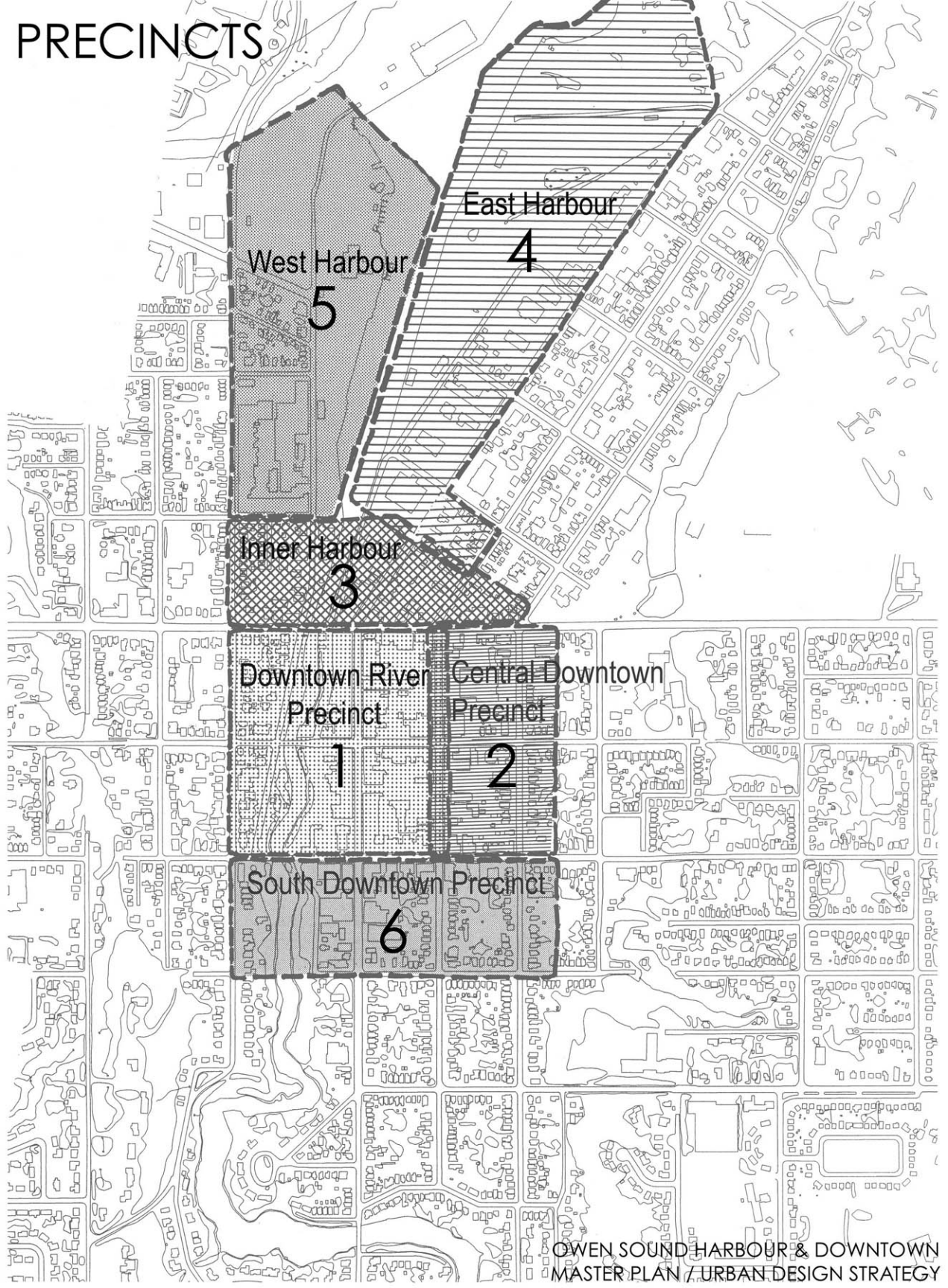
reorganize + consolidate parking

9th Street Proposed Arterial Road

Option #1: reorganize parking
Option #2: parking structure

6th Street - The Boulevard Parkway
Route to Downtown Entry

PRECINCTS



West Harbour
5

East Harbour
4

Inner Harbour
3

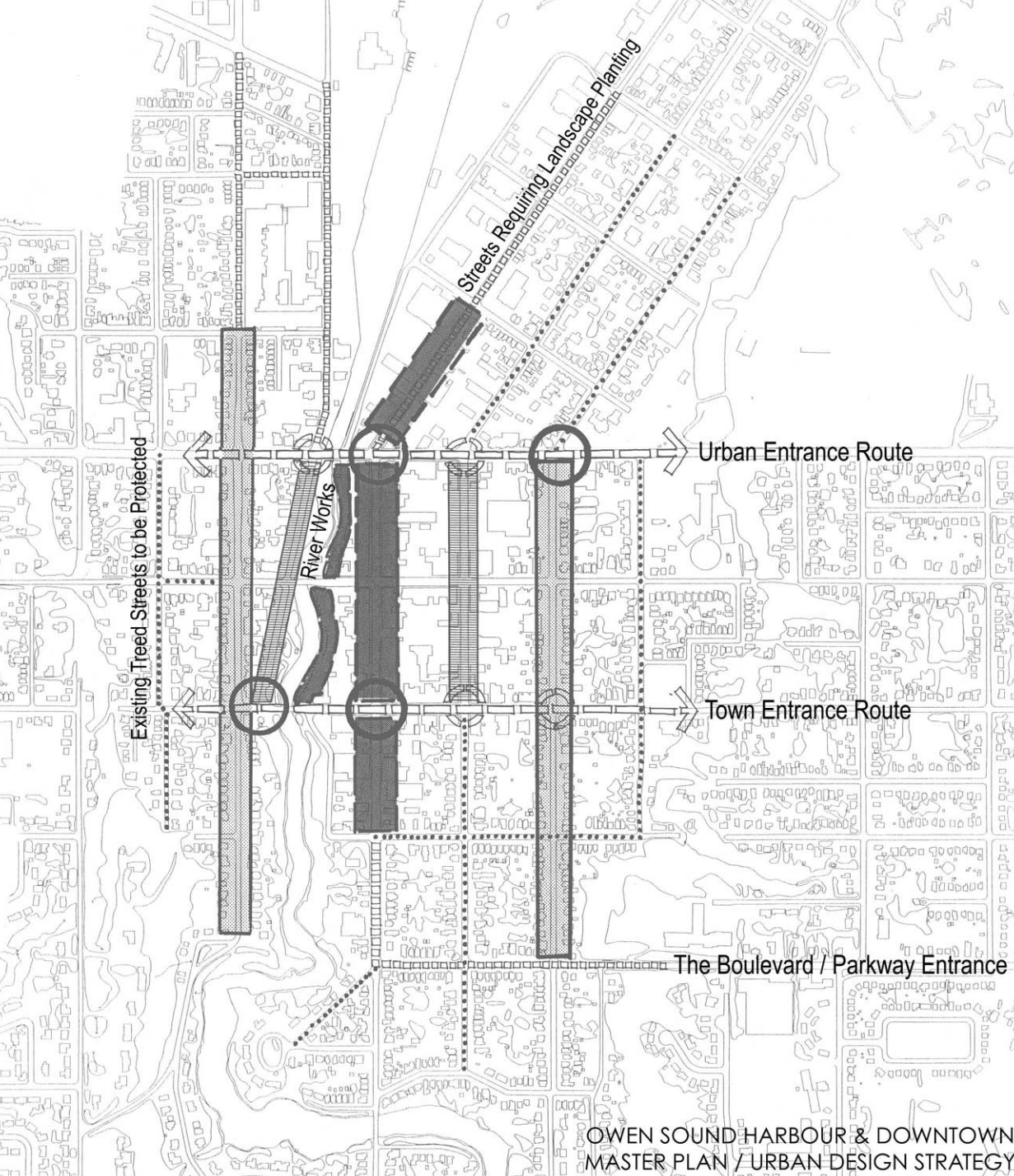
Downtown River
Precinct
1

Central Downtown
Precinct
2

South-Downtown Precinct
6

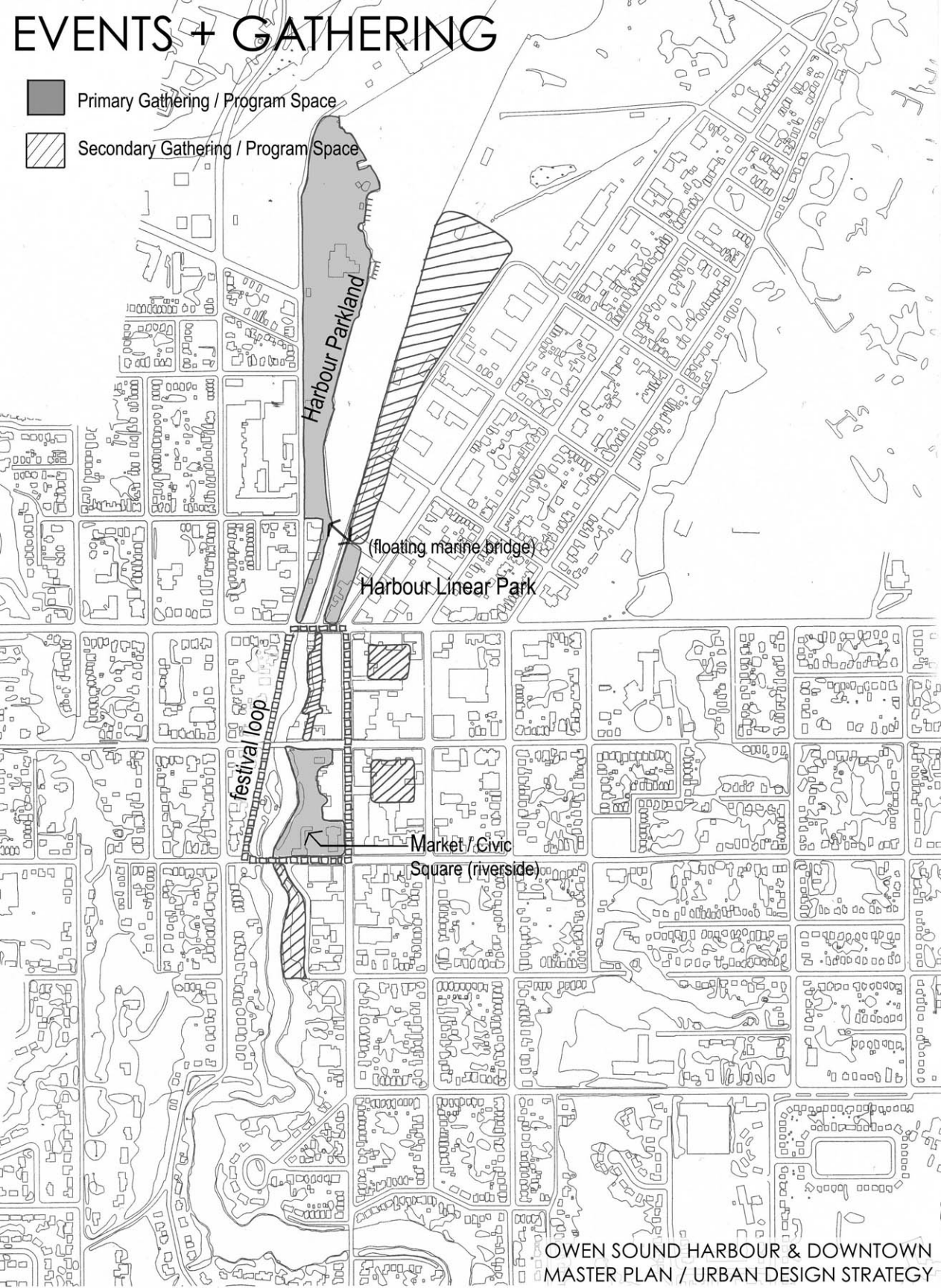
STREETSCAPE CHARACTER

-  Intersection Enhancement
-  Gateway + Transition Area
-  Corporate Avenue
-  Neighbourhood Escarpescapes
-  Urban Heritage Eclectic



EVENTS + GATHERING

-  Primary Gathering / Program Space
-  Secondary Gathering / Program Space



Harbour Parkland

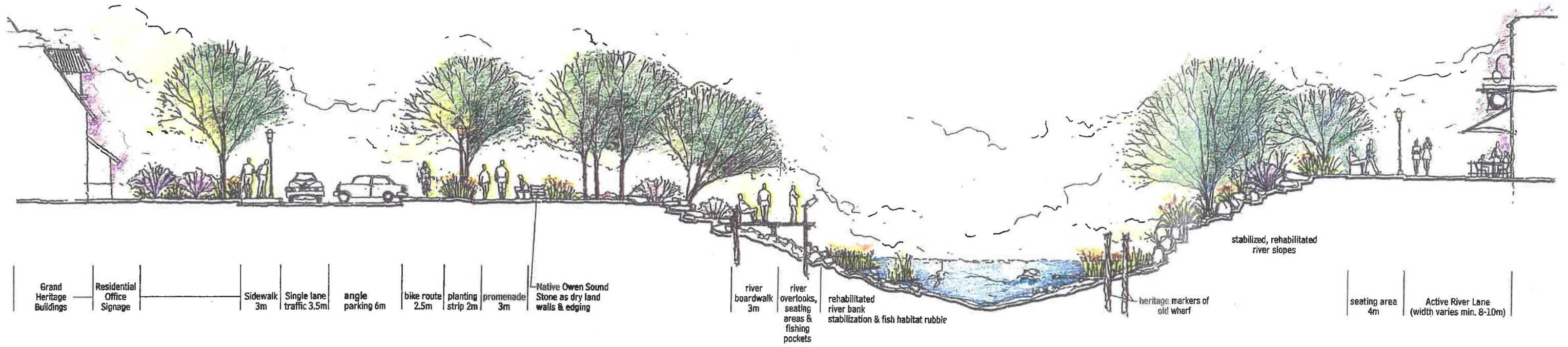
(floating marine bridge)

Harbour Linear Park

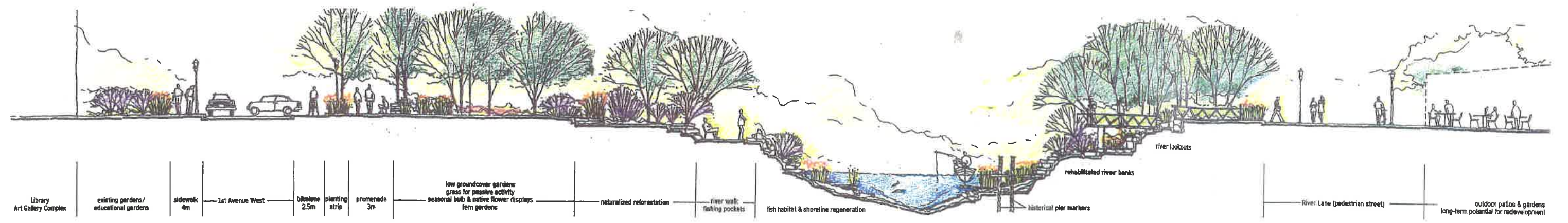
festival loop

Market/Civic

Square (riverside)

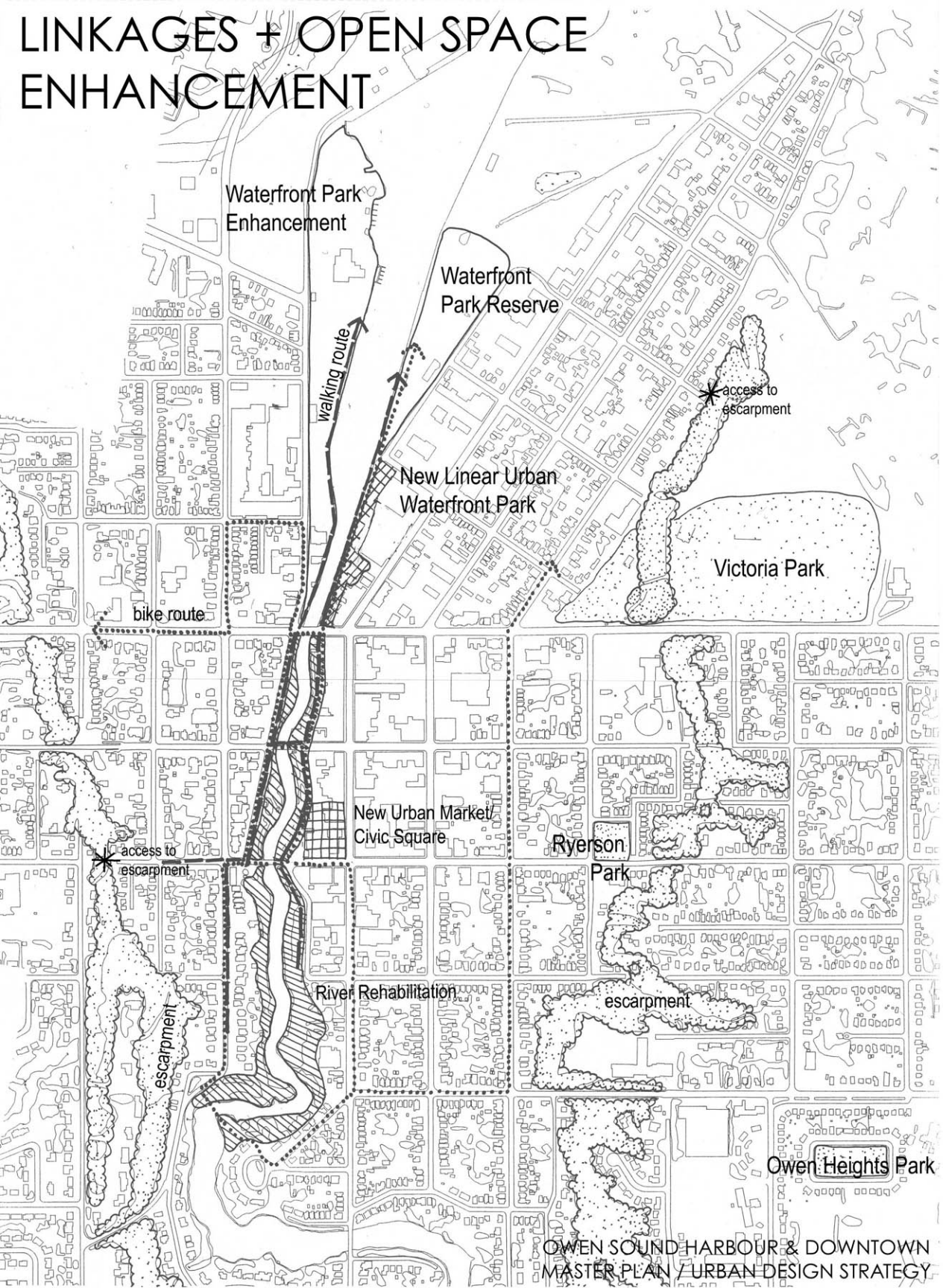


Sydenham River Section at Art Gallery



Sydenham River Section south of Tenth Street

LINKAGES + OPEN SPACE ENHANCEMENT



Waterfront Park Enhancement

Waterfront Park Reserve

New Linear Urban Waterfront Park

Victoria Park

New Urban Market Civic Square

Ryerson Park

River Rehabilitation

Owen Heights Park

walking route

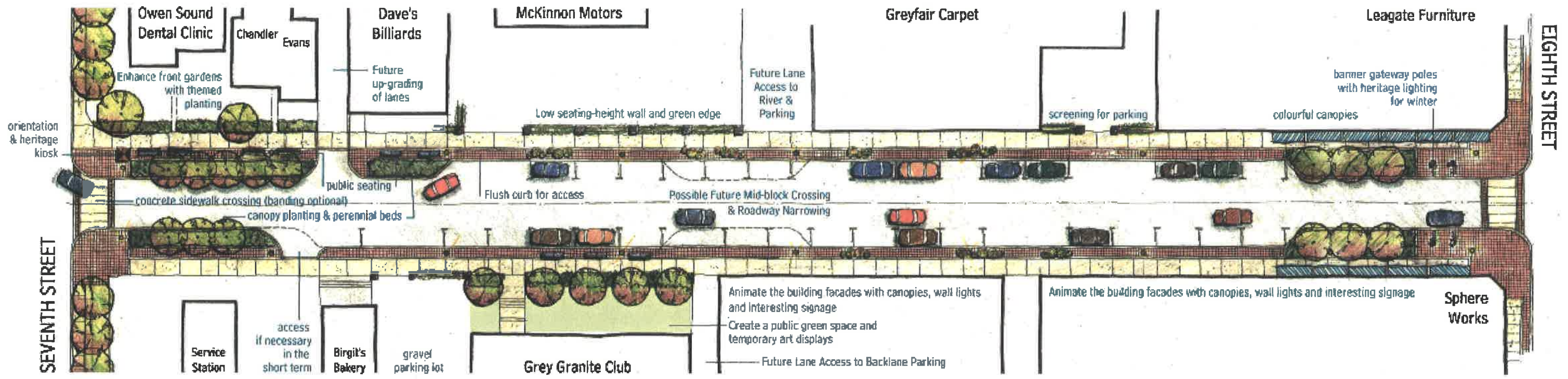
bike route

access to escarpment

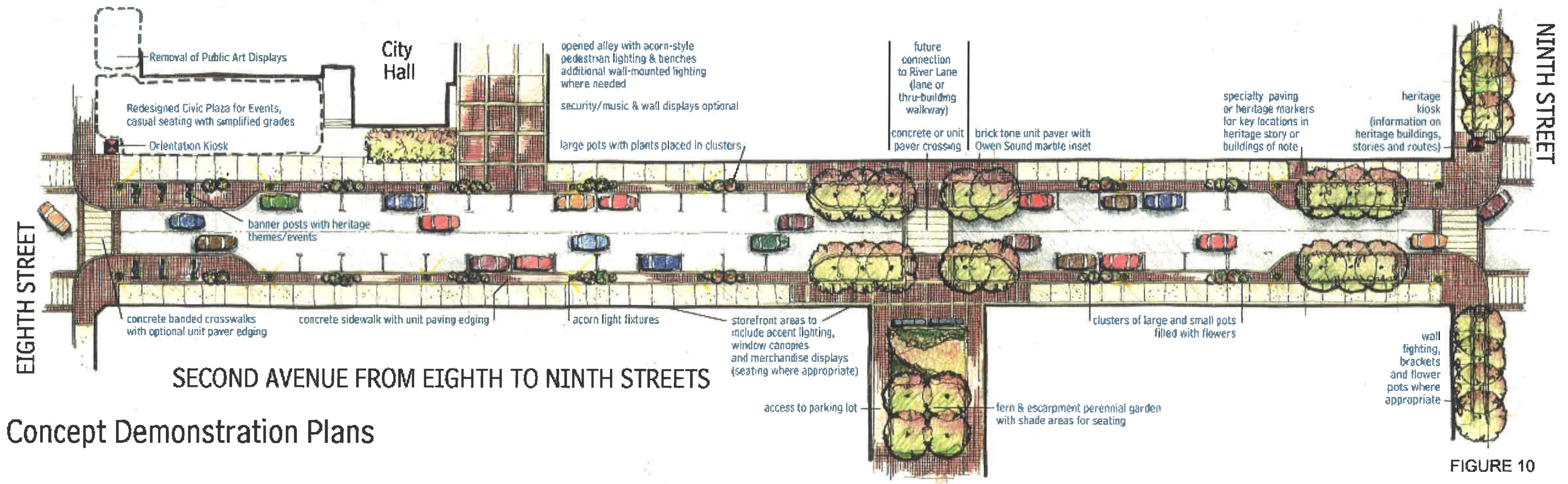
access to escarpment

escarpment

escarpment



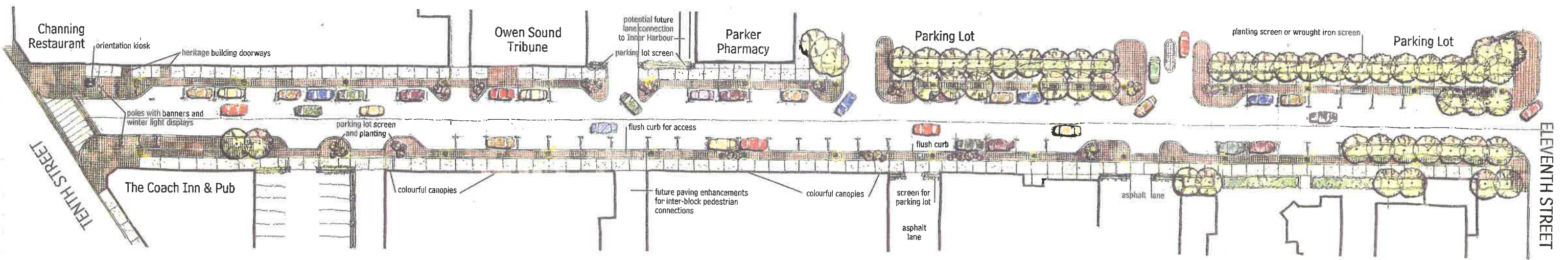
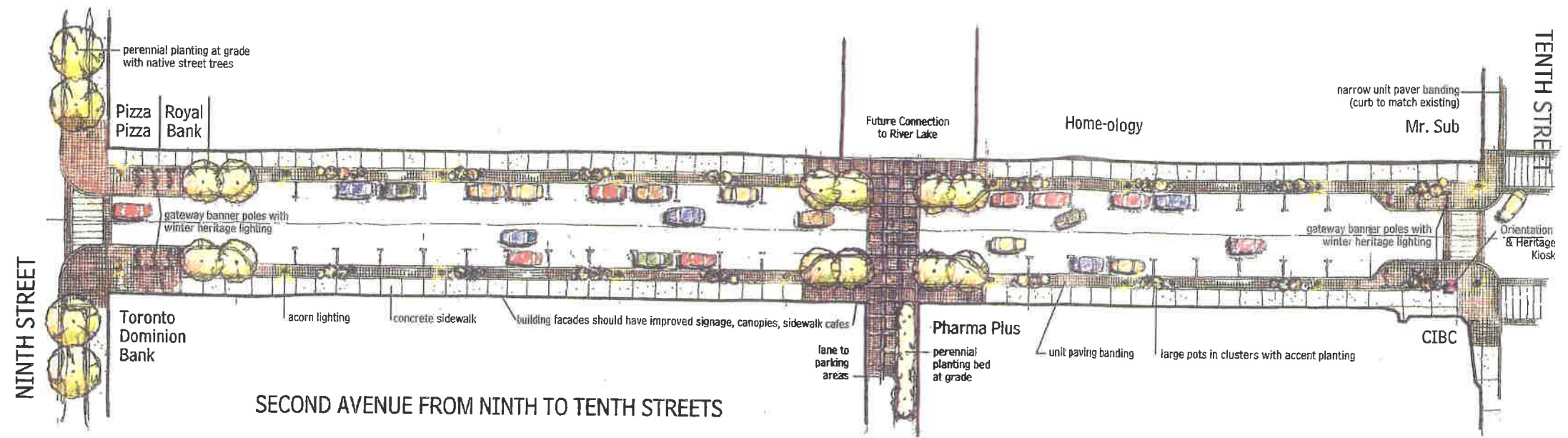
SECOND AVENUE FROM SEVENTH TO EIGHTH STREETS



SECOND AVENUE FROM EIGHTH TO NINTH STREETS

Concept Demonstration Plans

FIGURE 10



Concept Demonstration Plans

FIGURE 11