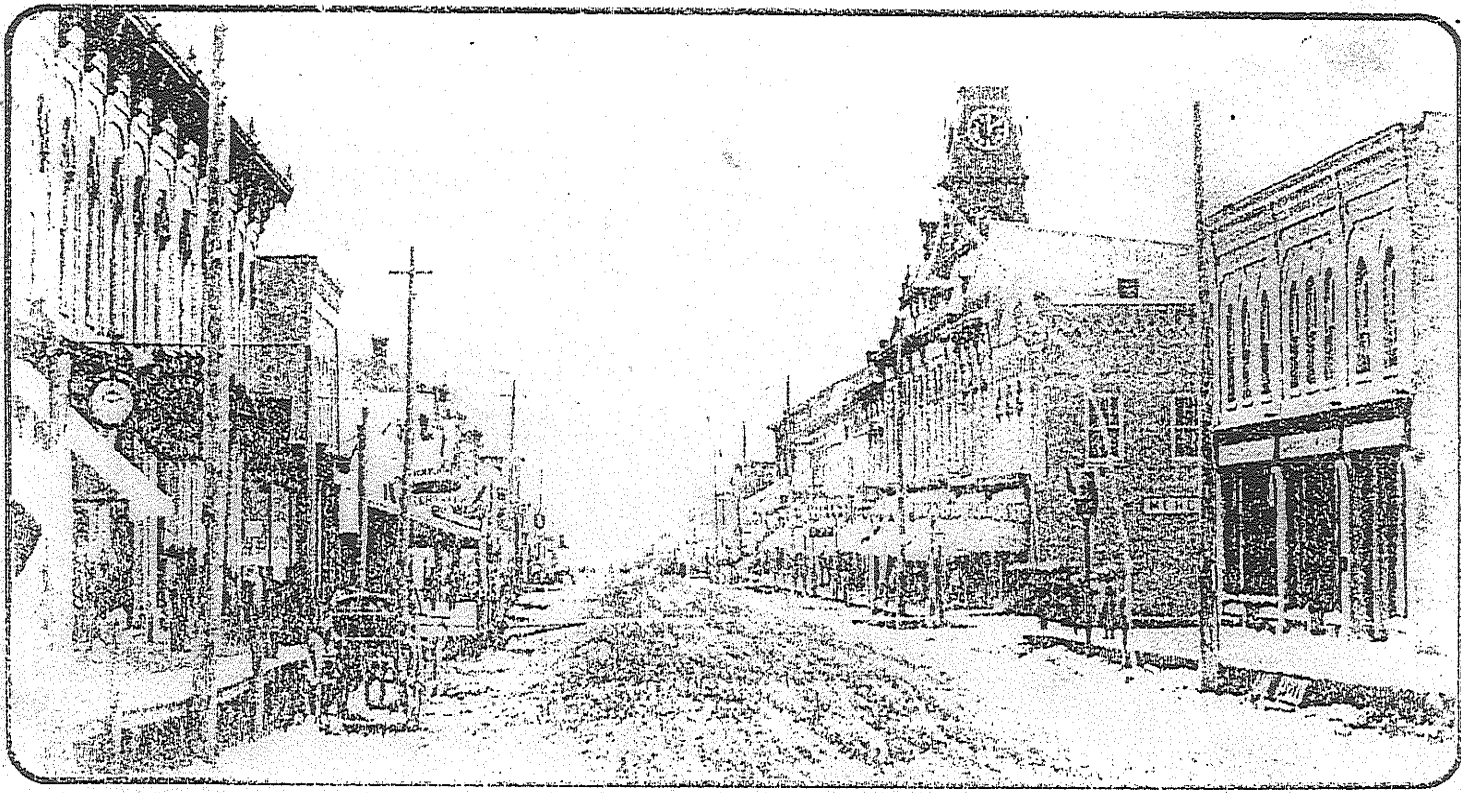


— ~~MASTERS PLAN~~ —



TOWN OF SEAFORTH

MASTER PLAN SEAFORTH STREETScape STUDY



MAIN STREET
THE HERITAGE CANADA FOUNDATION

K.W. BUCK
AND ASSOCIATES



LANDSCAPE ARCHITECTS
ENVIRONMENTAL DESIGN CONSULTANTS

K.W. BUCK
AND ASSOCIATES



LANDSCAPE ARCHITECTS
ENVIRONMENTAL DESIGN CONSULTANTS

• 45 SPEEDVALE AVENUE EAST,
GUELPH, ONTARIO, N1H 1J2

• 220 ST. GEORGE ST. WEST,
FERGUS, ONTARIO, N1M 1J1

1 519 8366761

FAX 1 519 8227170

September 20, 1988

Mr. Tom Lemon, Mainstreet Coordinator,
Town of Seaforth,
P.O. Box 610,
Seaforth Ontario,
NOK 1W0

Dear Mr. Lemon,

We take great pleasure in submitting this report detailing our suggestions and recommendations for streetscape improvements in the Town of Seaforth. In this report, we describe the process and the rationale which has led to the proposed design. Also included are preliminary construction estimates, a potential implementation schedule/strategy and preliminary maintenance considerations.

Responding to lengthy sessions with the Design Team and the public, we believe that these design proposals develop your own initiatives to provide an appropriate relationship between the significant historic resources of the Town and the essential need to develop economic activity. We trust that this work will provide a sound basis for the progressive development of the downtown area to enhance civic pride, provide recreation and tourism related opportunities and strengthen economic vitality.

We are pleased to have had this opportunity to work with you toward the preparation of this Master Plan. On behalf of Don Luymes, Kim Perkin, Fiona Rintoul Gary Short and Dennis Novosad, we would like to thank you and the Seaforth Streetscape Design Team for your guidance and Cooperation throughout the project. As a team we have enjoyed the production of this work and congratulate you on this meaningful commission. We look forward to your comments and the possibility of providing further service during the various development and implementation phases.

Sincerely,
K.W. BUCK AND ASSOCIATES, LANDSCAPE ARCHITECTS,

Kenneth W. Buck,
B.E.S., M.L.Arch., O.A.L.A.

B. Scott Konkle,
B.E.S., M.L.Arch., O.A.L.A.

ACKNOWLEDGEMENTS

The Consulting Team would like to commend the Citizens and Councillors of the Town of Seaforth, along with the members of the BIA and LACAC, for their foresight in commissioning this important study.

In addition we appreciated the efforts of the Streetscape Design Team consisting of Donna Pierce, Peter Vandermolen, Jayne Cardno, Nancy Kale, Steve Hildebrand, Peg Campbell, John Forest, and Tom Philips, who provided valuable personal and collective insight over the course of the work.

The Huron Expositor was helpful in providing coverage of the public meetings which has kept the community informed of progress on the project.

To all of the primary and secondary school students that we talked to, along with the many citizens and organizations who responded to our requests for input, we express a special "Thankyou"!

Special appreciation is extended to Tom Lemon, Mainstreet Coordinator, for his tireless efforts in the preparation, direction, and execution of the Terms of Reference for this work.

Without the collective efforts, enthusiasm and dedication of these people, the valuable heritage resources that Seaforth is so fortunate to retain might not have been so carefully protected. We have no doubt that you will all benefit from the heritage conservation program that you have put in place, and we appreciate the opportunity to have been part of it.

TABLE OF CONTENTS

Letter of Transmittal.....	1
Acknowledgements.....	2
Table of Contents.....	3
1.0 INTRODUCTION	
1.0 Preamble.....	6
1.2 Study Intent.....	7
2.0 PREDESIGN	
2.1 Introduction.....	9
2.2 Task Sequence.....	10
2.3 Significant Historical Precedents.....	11
2.4 Public Participation.....	25
.1 Solicitation of Briefs.....	25
.2 Questionnaire.....	25
.3 Presentation to Students.....	26
.4 Public Meeting/Workshop.....	26
.5 Public Presentation.....	26
.6 Summary of Public Comments and Concerns.....	27
.7 Streetscape Preferences.....	29
2.5 Streetscape Analysis.....	34
2.6 Design Philosophy.....	46
2.7 Design Mandate.....	48
2.8 Recommended Design Considerations.....	48
.1 General.....	48
.2 Streetscape Amenities.....	50
.3 Pedestrian and Vehicular Circulation.....	51
.4 Signage.....	52
.5 Lighting.....	53
.6 Facades.....	54
.7 Gouinlock Street.....	54
.8 Victoria Park.....	55
.9 Special Use Nodes.....	55
.10 Four Corners.....	55
.11 Back Alley Spaces.....	56
.12 Festive Decorations.....	56
3.0 MASTER PLAN	
3.1 Introduction.....	58
3.2 Master Plan.....	59
3.3 Character Sketches.....	60
3.4 Detailed Design Components.....	64
3.5 Family of Street Furnishings.....	70

4.0	IMPLEMENTATION	
4.1	Phasing and Preliminary Cost Estimates,.....	81
4.2	Funding Sources and Potential Volunteer Groups.....	84
	4.2.1 Funding Sources.....	84
	4.2.2 Potential Volunteer Groups.....	86
5.0	MAINTENANCE CONSIDERATIONS	
5.1	Introduction.....	89
5.2	Paved Surfaces.....	89
5.3	Streetscape Furnishings.....	90
5.4	Street Lights.....	91
5.5	Plantings.....	92
5.6	Summary.....	93
6.0	PLANNING IMPLICATIONS	
6.1	Seaforth Streetscape Study - Master Plan.....	95
6.2	Revolving Funds.....	95
6.3	Pride Applications.....	95
7.0	CONCLUSIONS.....	97
8.0	APPENDIX	
8.1	Sample Comment Sheets and Newspaper Clippings.....	100



TOWN OF SEAFORTH

INTRODUCTION

SEAFORTH STREETScape STUDY

GOAL:

TO PREPARE A MASTER PLAN PROPOSAL FOR THE REDEVELOPMENT OF THE SEAFORTH STREETScape AND ENVIRONS BASED ON A THEME OF

RECAPTURING THE CHARACTER, QUALITY AND RICHNESS OF THE STREET AT THE TURN OF THE CENTURY

WHICH ENCOURAGES THE DEVELOPMENT OF THESE INTRINSIC CHARACTERISTICS AS A VEHICLE FOR THE REJUVENATION OF THE DOWNTOWN CORE AS A PROGRESSIVE AND VIABLE ECONOMIC ENTITY.

section
number

ONE

MAIN STREET
THE HERITAGE CANADA FOUNDATION

1.0 INTRODUCTION:

1.1 Preamble:

In the late 1850's and early 1860's, the people of a small settlement between Stratford and Goderich shared a vision. Between 1868 and 1878, that vision was transformed into tangible reality with the construction of what now remains as perhaps the most significant example of a Victorian era streetscape in Ontario, consisting of a composition of extraordinary architectural and visual integrity. The residents of Seaforth today are determined to extend the vision of their predecessors into the next century through the careful revitalization of the substantial assets they have inherited.

Seaforth is a unique community in Southern Ontario. It has fortunately not suffered, as most communities have, the losses of architectural and historical characteristics that so often accompany what is perceived to be economic "progress". Until the early 1980's the Seaforth streetscape remained relatively vulnerable to this possibility. However, with the recent establishment of several protective mechanisms, the Town has established the means not only for the protection of its heritage, but for the systematic and carefully articulated revitalization of this significant community to prepare it for current and future challenges. This presents the Town with opportunities that are simply not possible to the same extent in other municipalities. Like the earlier residents, today's citizens share a renewed vision for the Town.

The vision, consists of economic development and prosperity. To attain the vision, Seaforth must compete aggressively for attention. It has been determined that the key asset or focus for this economic and civic "rejuvenation" is what many other municipalities ignore; a respect for the rich heritage that has been passed on. The real value of this asset is not limited to simple aesthetic qualities, and Seaforth is in a fortunate and enviable position to take maximum advantage of this remarkable resource. Beyond the physical attributes in Seaforth is the spirit, energy and dedication of its citizens who have organized themselves to attain the vision. They have developed a coordinated strategy to address marketing, economic development, community organization and careful planning and design. Above all, they have the enthusiasm and energy to implement the strategy!

At some point these efforts must be manifest in tangible reality to be of any value and it is the purpose of this work to assist in this process through the preparation of Master Planning and Design proposals for the Seaforth Streetscape.

1.2 Study Intent:

The rationale for the preparation of this Master Plan is to build on existing municipal initiatives in Seaforth to provide a clear and consistent design strategy for the renewal of the Downtown area. This work extends the recommendations of many preceding studies including:

- * The Heritage Conservation District Plan, prepared by Hill and Borgal, Architects and Planners
- * The Community Improvement Policies
- * The Community Improvement Plan, prepared by the Town of Seaforth,
- * Heritage Canada Resource Team Report,
- * Downtown Improvement Strategy, and
- * Heritage Conservation District Draft Sign Bylaw.

When taken together these documents provide a comprehensive assessment of various aspects of the Town of Seaforth as a community. In addition, they provide surprisingly consistent suggestions for specific treatments for the appropriate redevelopment of the Town generally, and the Streetscape specifically.

It is not the purpose of this report to elaborate on this material but rather to use it as a basis for the development of a design strategy for the Seaforth Streetscape. This work does not purport to provide construction related detail but establishes the design intent for the Streetscape and associated treatments based on the previous studies and lengthy interaction with the Design Team and the public.

Finally, it must be pointed out that the preparation of this Master Plan was commissioned as part of a \$200,000.00 allocation of "PRIDE" funds. The Seaforth Streetscape Design Team required that the preparation of the Master Plan for the Heritage District should not be limited to the funding available under this allocation, but should be prepared to illustrate a long-term design strategy. Section Four of this report deal with Implementation Strategies and Construction Costs as they relate to the initial allocation and other funding alternatives; Section Five addresses annual maintenance considerations; and Section Six deals with planning implications for the project.



TOWN OF SEAFORTH

PREDESIGN
SEAFORTH STREETScape STUDY

section
number

TWO

~~MAIN STREET~~

THE HERITAGE CANADA FOUNDATION

2.0 PREDESIGN:

2.1 Introduction:

This section of the report provides a summary of significant tasks performed and issues identified related to the development of the Seaforth Streetscape Master Plan during the "pre-design" process. Included is a chart illustrating the sequence of events which led to the development of the Master Plan, illustrations of Historical Precedents which influenced the design, the results of Public Participation Workshops, and a photographic summary of the Streetscape Analysis. This, in turn, leads to the development of a Design "Mandate" (or Goal) and Design Philosophy necessary to guide the design process. Finally, recommended Design Considerations are presented to identify specific design requirements.

TOWN OF SEAFORTH

TASK SEQUENCE
SEAFORTH STREETSCAPE STUDY

section
number

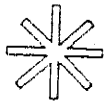
2.2

MAIN STREET

THE HERITAGE CANADA FOUNDATION



PREDESIGN



APRIL 18 1988

MEETING WITH DESIGN TEAM

- GENERAL ORIENTATION TO PROJECT

PRELIMINARY STREET INVENTORY AND ANALYSIS

- PREPARATION OF VIDEO
- PREPARATION OF PHOTO MONTAGES
- REVIEW OF BACKGROUND REPORTS AND DOCUMENTS

APRIL 29, 1988

REQUESTS FOR SUBMISSIONS OF BRIEFS

- BUSINESS IMPROVEMENT AREA ASSOCIATION
- LOCAL ARCHITECTURAL CONSERVATION ADVISORY COMMITTEE
- PUBLIC UTILITIES COMMISSION
- HORTICULTURAL SOCIETY
- RECREATION DEPARTMENT
- PUBLIC WORKS DEPARTMENT
- AGRICULTURAL SOCIETY



MAY 2, 1988

MEETING WITH DESIGN TEAM

- BRAINSTORM AND IMAGING SESSION
- PRELIMINARY DEVELOPMENT OF DESIGN PHILOSOPHY



MAY 17, 1988

PUBLIC MEETING

- DISTRIBUTION OF NEWSPAPER QUESTIONNAIRE PRIOR TO MEETING
- DISTRIBUTION OF SECOND QUESTIONNAIRE
- WORKSHOP STATIONS
 - ANALYSIS OF CONTEMPORARY/HISTORIC PHOTOS OF SAME SCE
 - PHOTOGRAPHIC MONTAGES OF STREETScape
 - RANKING OF CHARACTER PHOTOGRAPHS



MAY 19, 1988

PRESENTATION TO SCHOOL ASSEMBLY



DESIGN DEVELOPMENT

ANALYSIS

- ASSESS/TABULATE INFORMATION COLLECTED DURING PUBLIC MEETINGS
- COLLECTION OF DETAILED INVENTORY/ANALYSIS INFORMATION
- PREPARATION OF BASE PLAN
- PREPARATION OF OWNERSHIP OVERLAY
- ESTABLISH SIGNIFICANT HISTORICAL PRECEDENTS

CONCEPT DEVELOPMENT

- DEVELOP
 - DESIGN MANDATE (GOAL)
 - DESIGN PHILOSOPHY
 - DESIGN CONSIDERATIONS (CRITERIA)
- PREPARATION OF PRELIMINARY CONCEPT
- PREPARATION OF PRELIMINARY CHARACTER SKETCHES
- PREPARATION OF PRELIMINARY LAYOUT FOR MODEL



JUNE 1, 1988

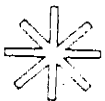
PRESENTATION OF CONCEPT TO DESIGN TEAM

- PREPARATION OF MINOR CONCEPT REVISIONS



JUNE 8, 1988

PRESENTATION OF PRELIMINARY CONCEPT TO PUBLIC



JUNE 17, 1988

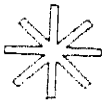
PRESENTATION OF CONCEPT TO SEAFORTH MUNICIPAL OFFICIALS



JULY 27, 1988

MEETING WITH DESIGN TEAM TO RECEIVE FINAL INSTRUCTIONS

LEGEND



MEETING WITH DESIGN TEAM
OR MUNICIPAL OFFICIALS



PUBLIC MEETING



MASTER PLAN

PREPARATION OF FINAL DESIGN

- MASTER PLAN
- DETAILED DESIGN
- CHARACTER SKETCHES
- STREET FURNISHINGS

PREPARATION OF FINAL REPORT

PREPARATION OF FINAL MODEL



SEPTEMBER 20, 1988

PRESENTATION TO SEAFORTH COUNCIL

2.3 Significant Historical Precedents:

Based on the opinions expressed in previous documents, it is clear that improvements to the Seaforth Streetscape should be based on a "heritage" theme. In order to identify the significant contributing factors necessary to portray "heritage" qualities, an archive of historic photographs was examined. Although many of the design implications of this examination are identified in Sections 2.7 and 2.8, the following photographs provide a visual synopsis of the main precedents used in the development of the streetscape design.

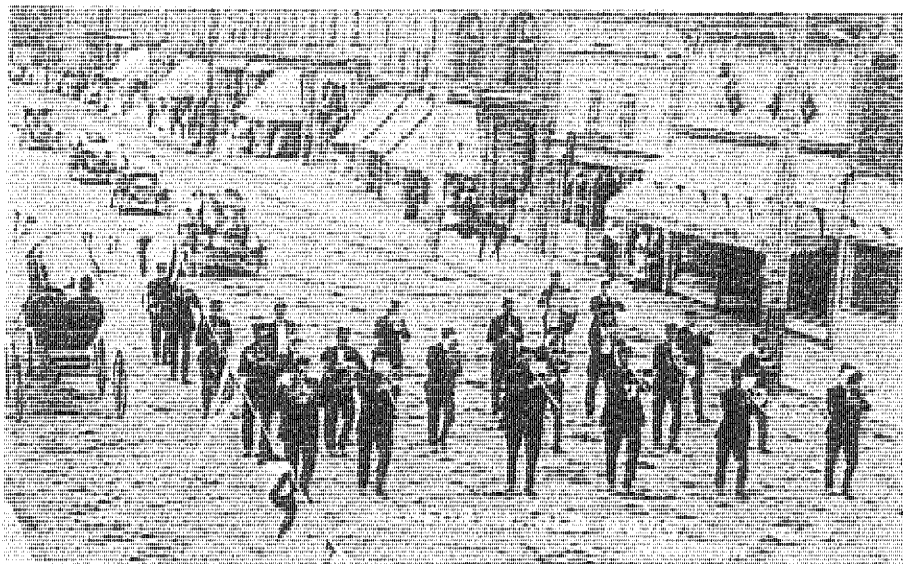


PHOTOGRAPH 2.3.1

This view of Cardno Hall illustrates the typical display and sale of goods on the boardwalk/sidewalk. This transition of the interior space to exterior spaces contributes a "working sidewalk" atmosphere of the street. The store fronts have a recessed, covered character that softens the visual solidity of the building at street level and contributes to a scale which is less monumental and more appropriate to human activities. Since the clock tower has always been a significant part of the street, it should be emphasized at every opportunity.

PHOTOGRAPH 2.3.2

The Seaforth Town Hall demands attention as a strong architectural and visual statement on Main Street. The entryway illustrated in this photo has been replaced as part of recent facade improvements. Since the bell tower no longer exists, it might be appropriate to replace it at ground level as part of an effort to emphasize the building's civic importance. The building should also be emphasized by day and night.



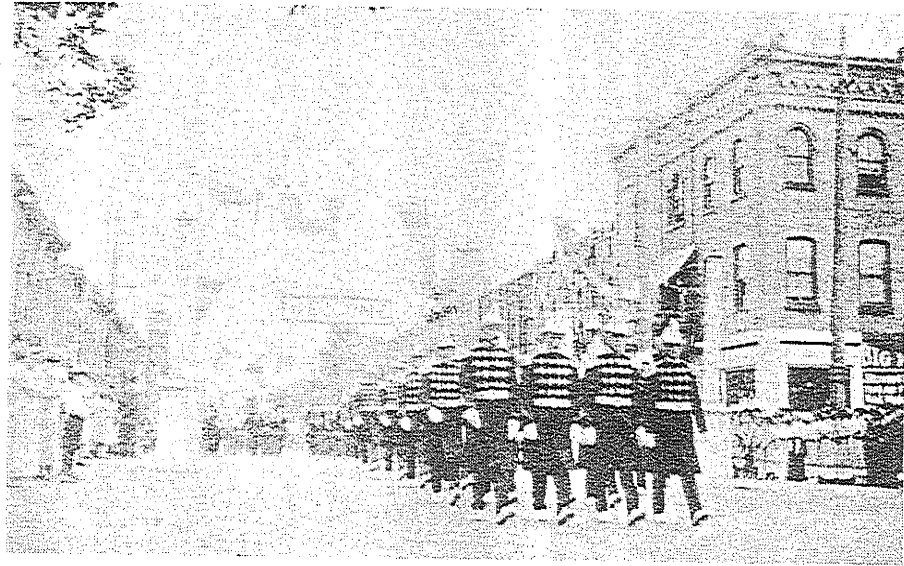
PHOTOGRAPH 2.3.3

The significant aspects of this photo include the "unit" or brick paving on the street, the contrasting concrete sidewalks (note that the same layout remains today), the use of small banners for festive occasions, and the extensive use of awnings. The awnings are particularly interesting in that they were used to provide protection, advertising space and an appropriate "human" scale to the space. It is also important to note that there are no trees on Main Street.



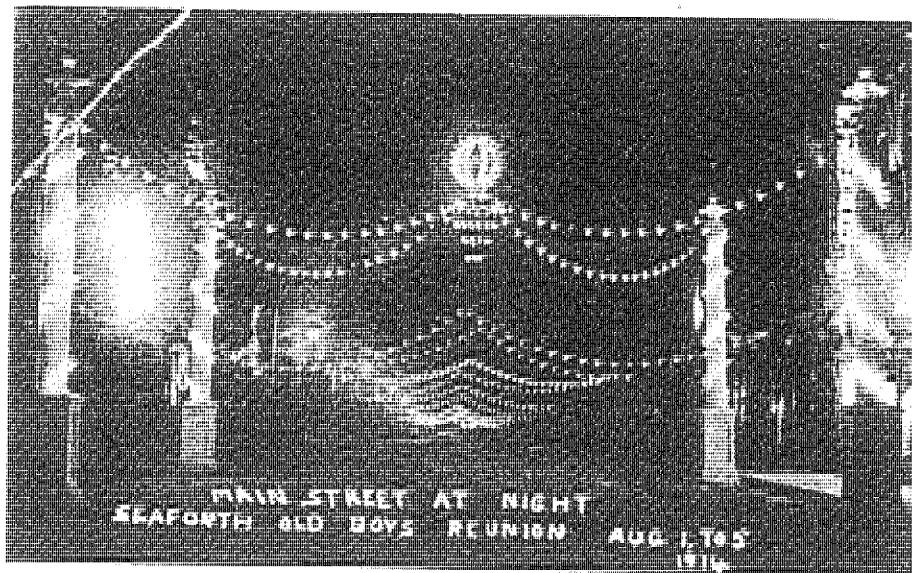
PHOTOGRAPH 2.3.4

This photo illustrates the ceremonial arches that were constructed for celebrations in 1897. These are the precedent for "implied" arches that will welcome today's visitors to Seaforth. It would appear that the extent of the main commercial district has not changed significantly from the time that this photograph was taken..



PHOTOGRAPH 2.3.5

During a 1924 reunion, colourful banners and signs were strung between the buildings and parade poles to provide a festive atmosphere.



PHOTOGRPAH 2.3.6

By night, the parade poles were illuminated and festive lighting was strung between the buildings. Simple treatments such as these should be encouraged to emphasize existing features of the street by day and night.



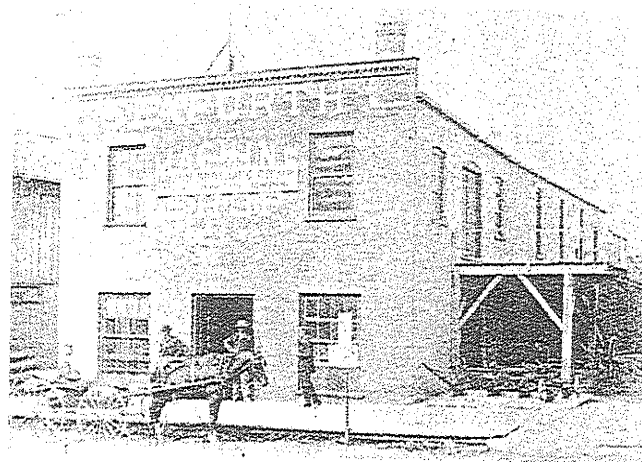
PHOTOGRAPH 2.3.7

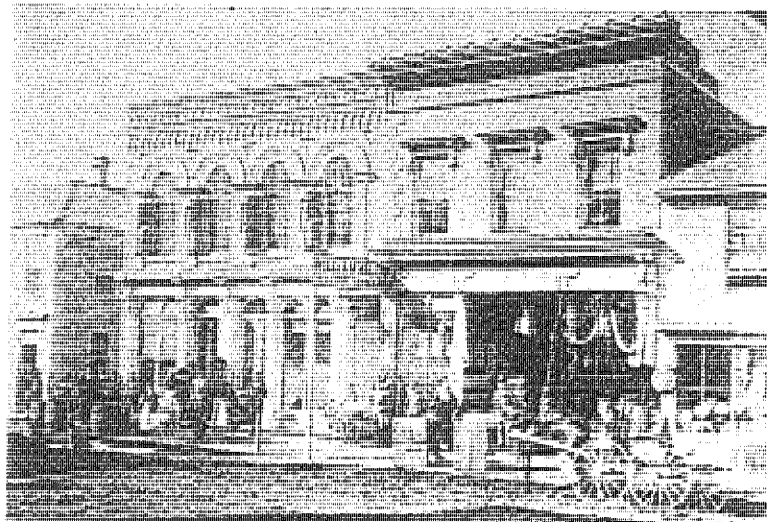
This illustration shows an example of the simple signage that was used at the time. Also illustrated is a wooden hand pump and hitching post which could be replicated as in feature areas of the contemporary streetscape.



PHOTOGRAPH 2.3.8

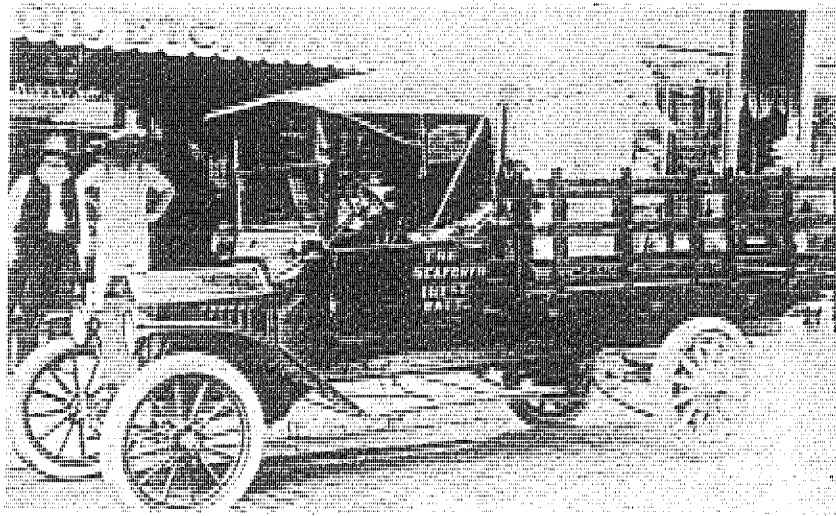
This view of Main Street was taken in 1878 and illustrates many aspects of the rich streetscape character which is missing today. Of particular interest is the variety in signage, consisting of numerous free-standing and wall mounted "symbol signs" depicting the goods that could be purchased within. An early gas light can be seen below the Waddell & Co. sign, along with an early attempt to define pedestrian crosswalks. It is also interesting to note that there are no trees on Main Street; awnings and overhead structures are used extensively and the layout of the street is generally the same as it is today.





PHOTOGRAPHS 2.3.9 2.3.10 2.3.11

These photos serve to strengthen earlier precedents for considerable commercial activity on the street which is not as common today. Note that in all three photos, goods are being displayed on the street. In addition, these photographs illustrate the variety of signage treatments that were used, ranging from paint on brick facades to wooden "board and post" signs over the street.



PHOTOGRAPH 2.3.12

While the new truck (sold to the 161st Battalion by Seaforth's first Ford dealership, also a jewellery store) captures most of the attention in this photo, it is also important to note the street pavement materials and the lettering style used on the awning as an advertisement. Both of these precedents may become a significant part of Seaforth's contemporary streetscape.



PHOTOGRAPH 2.3.13

The Kidd Hardware building, now Hildebrand Flowers, is demonstrative of the character and detail that should be sought for facade restorations on Main Street. Significant considerations related to this photo include the use of ornamental iron work (which could be used in other places on the street), the signage on the storefront, tower and in the window, and the overhanging second floor balcony.



PHOTOGRAPH 2.3.14

This photograph illustrates that the use of awnings was not restricted to the ground floor and that they offered variety to the building facades along with their functional benefits. These, as well as some of those shown in photo Fifteen were made of striped fabric which added colour to the streetscape.



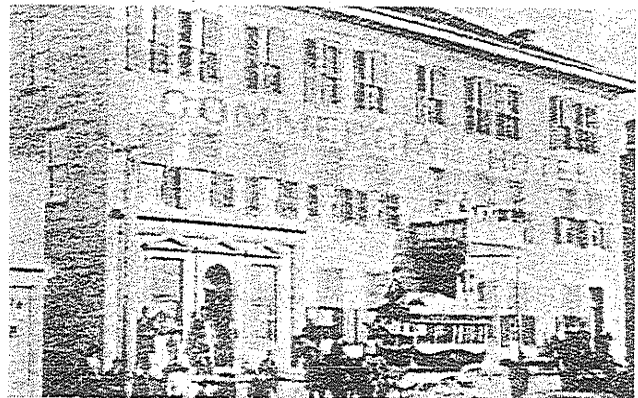
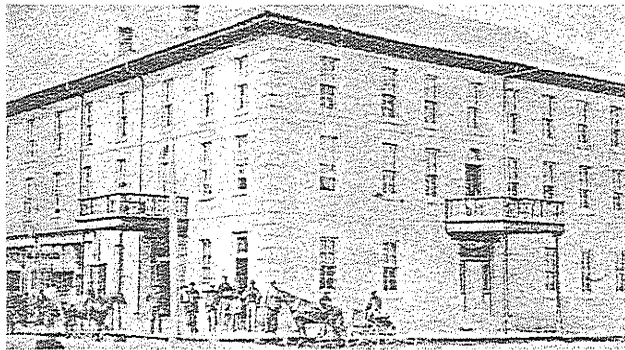
PHOTOGRAPH 2.3.15

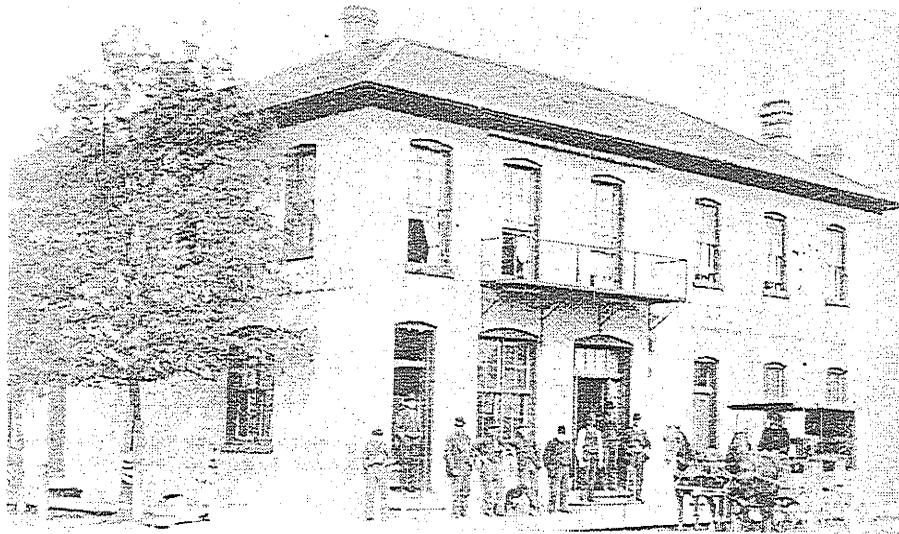
The three building towers provide a certain rhythm to the character of the street and are important features. The one on the Kidd Building (foreground) no longer exists but could be replaced to re-establish this quality.



PHOTOGRAPH 2.3.16

Taken in 1961, this photograph shows many changes on the street. Most notable is the absence of the Kidd Building Tower and the addition of the Post Office. Also of interest are the "acorn" shaped light fixtures on staggered spacings on either side of the street. These serve to provide an important quality of visual rhythm at street level and compliment the building towers. In addition, the use of such fixtures presents opportunities to eliminate the clutter created by the old telegraph poles and (more recent) overhead lighting while establishing a more comfortable "pedestrian" scale.





PHOTOGRAPHS 2.3.17 2.3.18 2.3.19 2.3.20

The characteristic that all of these photographs have in common is the extension of the building facades into the street through the use of a portico. This has a similar effect as the awnings, noted elsewhere, in providing a more intimate "human" scale to the street. In photos nineteen and twenty it is worth noting that trees are located at the corners, but not on the main thoroughfare. In photo twenty, street amenities appropriate to the period (water pump and hitching rail) were located around the corner under the trees. Painted signs on both facades provided identification for the building.



PHOTOGRAPH 2.3.21

Mrs. Griffith was the owner of a candy and grocery store located on the east side of Main Street near the Four Corners. Her place in Seaforth's history was established by the fact that the devastating fire of 1876 started in her establishment and it was widely suspected that she started it.



PHOTOGRAPH 2.3.22

Mr. David Douglas (D.D.) Wilson was a colourful political figure and successful businessman and played a prominent role in the development of Seaforth. Known as "the Egg King", he is shown here in his capacity as Reeve of the community.



PHOTOGRAPH 2.3.23

Alexander (Sandy) Cardno built the clock towered building known as the Cardno Block. As a prominent businessman he developed several commercial enterprises in the building along with the Cardno Music and Concert Hall in the upper floors. He and his family were long-time residents and important figures in the community.

Over the course of the project, it was determined that Mrs. Griffith, D.D. Wilson, and Sandy Cardno should be remembered in a way that would link them to their place in Seaforth's history through a form of "active" public interpretation.

2.4 Public Participation:

Aside from frequent meetings with the Streetscape Design Team and the Mainstreet Coordinator, several opportunities for submitting public input were made available at critical stages in the process. These appeals were reasonably successful and became important sources of information useful in directing the design. They consisted of the following:

- * Solicitation of "briefs" from special interest groups,
- * The distribution, collection and tabulation of a questionnaire printed in the local newspaper as part of an advertisement for the public workshop,
- * A presentation to an assembly of primary and secondary school students, along with the distribution of another questionnaire noted below,
- * A public meeting/workshop to solicit design input from interested citizens via workshop "stations", comment sheets and a second questionnaire, and
- * A public presentation of the proposed design concept for review, reaction and comments.

2.4.1 Solicitation of Briefs

The following groups were canvassed for their opinions related to the project:

- * The Business Improvement Area Association
- * The Local Architectural Conservation Advisory Committee
- * The Public Utilities Commission,
- * The Horticultural Society,
- * The Recreation Department,
- * The Public Works Department, and
- * The Agricultural Society

Only one letter was received during this process although informal comments from some of the other groups were collected during other public participation events.

2.4.2 Questionnaire:

The first questionnaire was prepared by the Mainstreet Coordinator and was designed to identify the main concerns and preferences of the Seaforth residents. There were very few respondents, and the information received has been included with results from the second questionnaire.

2.4.3 Presentation to Students:

It was determined by the Design Team that the students of the community should be canvassed regarding potential input affecting the design. A presentation was made at a joint assembly outlining highlights of Seaforth's history, the importance of protecting this heritage, and a request for student participation. The questionnaire was distributed and students were asked to return it within a specified time. Younger students were asked to obtain help from parents in filling out the form.

2.4.4 Public Meeting/Workshop:

This meeting was attended by approximately 60 residents who provided significant information which assisted in the preparation of the design concept. The session was based on a brief introduction to the design process and how the information received would be used. This was followed by citizen interaction with three "workshop stations" that were set up as a means to stimulate discussion. They consisted of:

- * A slide presentation whereby photographs of historic buildings and scenes were shown alongside a contemporary photo of the same scene. Participants were asked to provide their reactions, both positive and negative, to each as a means of determining key issues. A video presentation of the contemporary streetscape was also used.
- * Photographic "montages" of the existing streetscape were organized to imitate the experience of walking from one end of the street to the other. Newsprint was made available below each of the montages to allow participants to note positive and/or negative comments related to the existing street and improvements that might be incorporated.
- * The third station consisted of a display of more than thirty-five photographs illustrating streetscapes and streetscape treatments from all over the world. Participants were asked to rank the photographs according to their preferences for what they believed the character of the Seaforth Streetscape should be.

Also during the workshop session, the second questionnaire was distributed. Prepared by the Mainstreet Coordinator, it was intended to extract more specific information related to perceived priorities, necessities and images for the downtown.

2.4.5 Public Presentation:

Following a review and preliminary approval by the Design Team, the Design Concept was presented to interested citizens at a crowded public meeting held at the Town Hall. At that time, a synopsis of the public information

received to that date was provided, along with a summary of design criteria that had been established for the project. Finally, a detailed description of the Concept was presented followed by a discussion of pertinent design issues.

2.4.6 Summary of Public Comments and Concerns:

The main findings/issues that were revealed through the public participation process are summarized as "highlights" as follows:

- .1 The most contentious issue was whether or not concrete unit pavers should be used on the street and/or sidewalk. This became a topic of heated debate even before the preliminary concept was prepared. Some residents cited examples of poor installations that they had seen in other communities which, in their opinion, represented a potential hazard to pedestrians due to uneven surfaces. Others expressed concerns about perceived maintenance problems and overall appropriateness. Another gentleman remembered when pavers were used on Main Street and indicated that he was strongly opposed due to the dust that was raised (which ended up on store windows). Conversely, many residents indicated that they were in favour of the pavers provided that they were used sparingly.

It was pointed out that there is a strong historical precedent for the use of pavers in Seaforth (in the street only), that many municipalities in much harsher climatic regions were very pleased with the benefits that unit pavers provided, and that as a result of the photo analysis station at the public meeting (described below), "textured surfaces" such as unit paving were strongly favoured by those attending. After much debate and review of product information, the issue was resolved with the Design Team who agreed that it would be appropriate to use unit pavers in specific locations to maximize their advantages. These locations consist of certain nodes or zones on the street where specific treatments are required and along sidewalk edges to serve as accents. Except for these situations, unit pavers will not be used as a pavement surface on sidewalks.

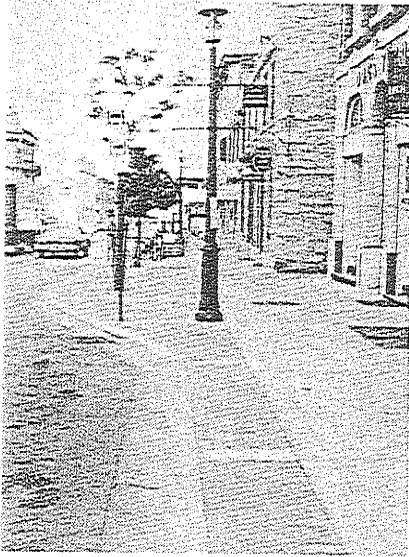
- .2 Another issue that arose was the intended reconfiguration of Main Street through the use of "bullnose" curbs and pavers to define parking areas and intersections. Concerns were expressed about perceived snowplowing problems associated with these proposals and it was resolved that reconfigurations of the street would only occur at Goulinlock Street and in front of the Town Hall. Otherwise, the layout of Main Street would remain as it has virtually since the Great Fire.

- .3 Without exception, restoration of architectural facades and the protection of heritage buildings was identified as a most important issue related to the redevelopment of the Main Street. In this context many expressed opinions about the existing inconsistencies in signage, facade treatments and general levels of maintenance, and suggested that more consistent standards should be prepared which address the redevelopment of existing structures, proposals for new buildings and any anticipated changes to the street. (The Heritage Conservation District Plan was intended to meet some of these objectives.)
- .4 There was some debate over the use of trees and shrubbery on the Main Street. Some felt that it would be appropriate to use tree plantings liberally while others believed that since there was no historical precedent, they should be used on sidestreets only. It was generally resolved that they would not be used on Main Street except where there were "gaps" in the vertical building facades. In these cases, and where possible, trees would be used to fill the voids, but would be set back from the street to prevent visual dominance.
- .5 Hanging flower baskets (hanging from street light poles), window boxes and banners were identified as ways to provide colour on the street.
- .6 It was agreed unanimously that something has to be done about the condition of the rear alleys, most notably in the vicinity of the municipal parking area west of Main Street, and in other more isolated locations. Further, it was suggested that the townspeople have not taken advantage of potential opportunities that exist in these spaces. A few suggestions were made such as boutiques, a good restaurant/cafe, and other service businesses to these areas.
- .7 Concern was expressed about the need to maintain parking on Main Street and enhance parking space elsewhere to reduce the (unfounded) perception that Seaforth has a parking problem. Since this would likely involve increased use of the rear alley spaces, efforts should be made to make these more appealing and inviting spaces. It was also pointed out that service and delivery functions must be maintained.
- .8 The "Four Corners" intersection was identified as an area that demands attention. It was suggested that treatments were necessary to soften the visual impact of the existing automobile dealership located there. Some possibilities included a small park, a fountain, a public information booth, a feature, facade treatments and many others. In addition, most people believed that specific treatments are necessary to direct the attention of the travelling public to Main Street.

- .9 Most everyone agreed that new entrance signs/features were needed to provide a warm welcoming image to visitors.
- .10 Following a review of some of the historic photographs at the public meeting, it was strongly recommended that some form of arch, reflecting the ones that were built for the celebrations in 1897, should be an important part of the entrance sequence into Seaforth.
- .11 Many felt that there should be a connection between Main Street and Victoria Park through specific design treatments along Gouinlock Street. Some suggestions were made including closing the street as a pedestrian mall, building a tree boulevard, or designing it for special events. It was resolved that it should be designed as a flexible use space that would not inhibit most existing uses, yet be capable of being closed to vehicular traffic and used for special purposes.
- .12 Several residents suggested that some of the existing sidewalks, predominantly along the sidestreets, were in desperate need of repair and upgrading. Others believed that more areas for seating and social gathering would be welcome additions to Main Street.
- .13 A few people made comments about the Town's water tower. Most agreed that it was an important part of the character of the Town (no-one suggested demolition) and that it should be repainted. One suggested that "I Love Seaforth" complete with a red heart would be an appropriate message to use on the tower. Others indicated that this might not be in keeping with the heritage theme.
- .14 Lastly, several people indicated that Downtown Seaforth would benefit from the organization of a series of public downtown events, aimed at capturing not only more of the local market, but a broader destination oriented market (based on making a special trip to Seaforth for a particular event). Such activities could take advantage of the new space proposed for Gouinlock Street and could focus on the unique characteristics of the Town as part of the drawing appeal.

2.4.7 Streetscape Preferences:

The following photographs were ranked during a public meeting as being the most representative of what Seaforth residents believed to be appropriate streetscape treatments or features.

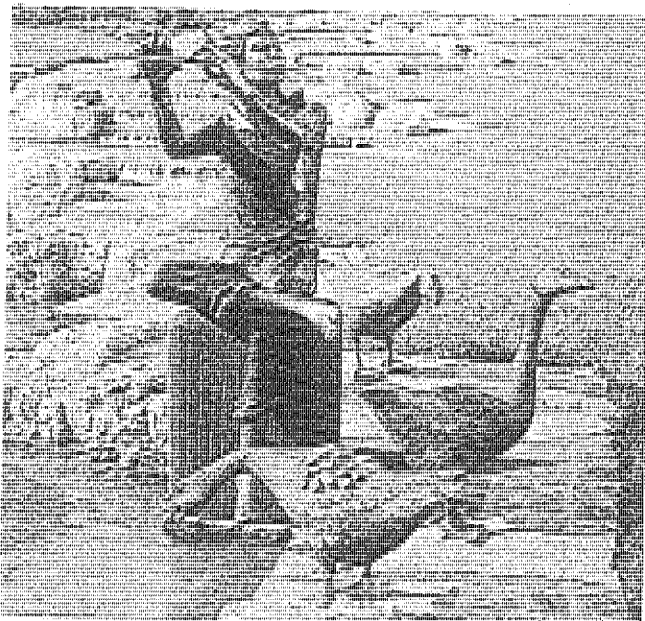
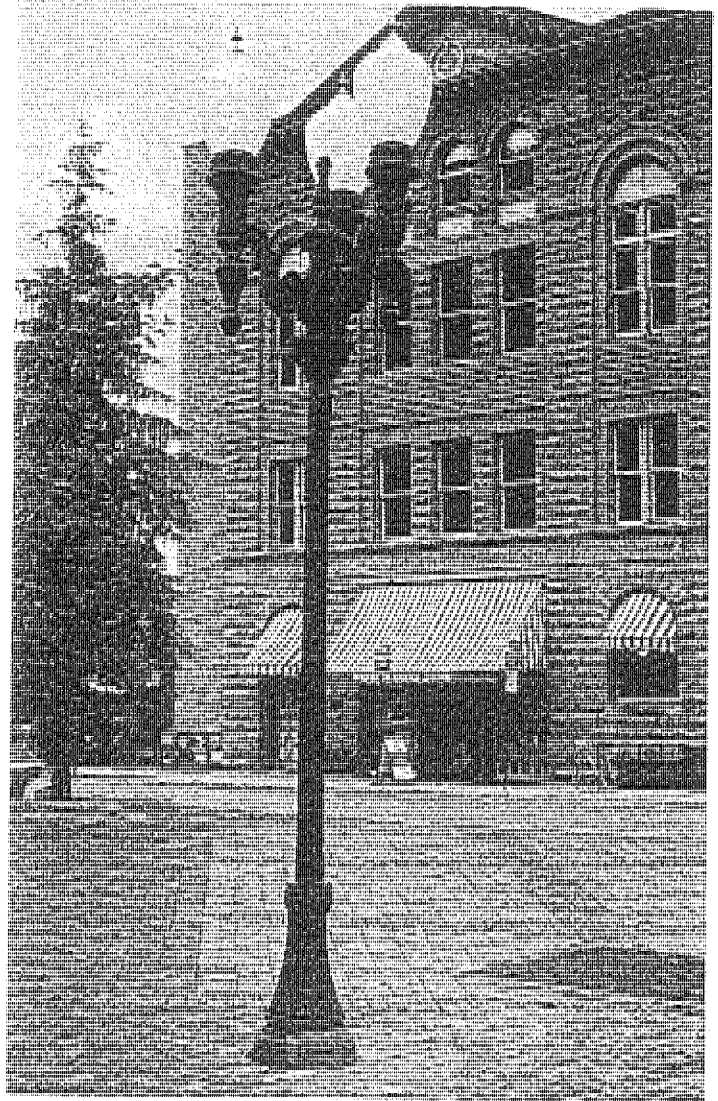


PHOTOGRAPH 2.4.7.1



PHOTOGRAPH 2.4.7.2

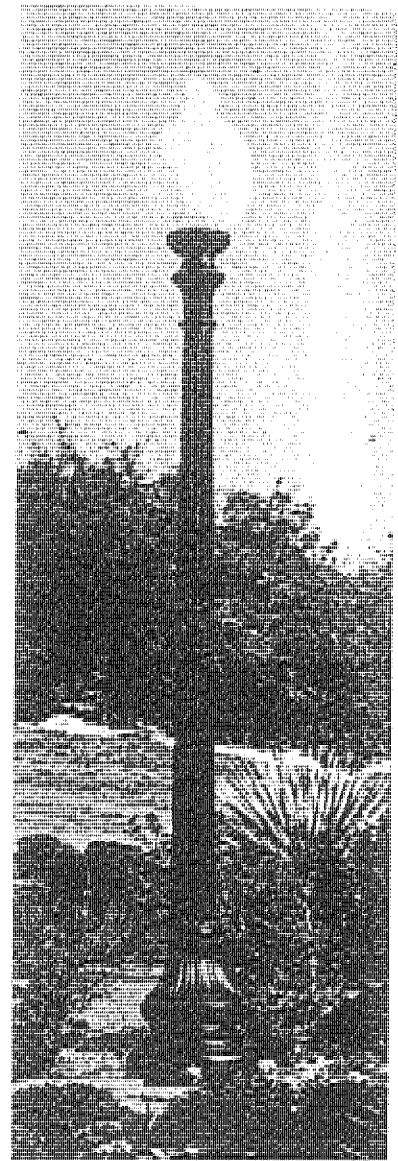
PHOTOGRAPH 2.4.7.3



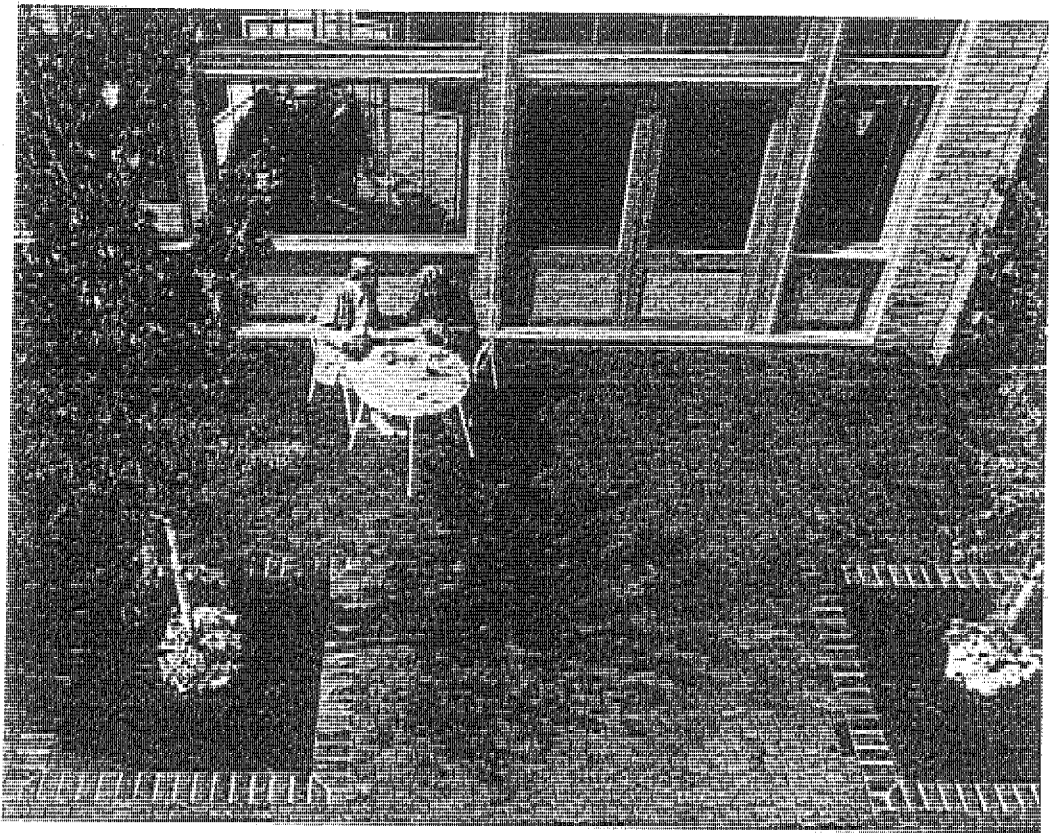
PHOTOGRAPH 2.4.7.4



PHOTOGRAPH 2.4.7.5



PHOTOGRAPH 2.4.7.6



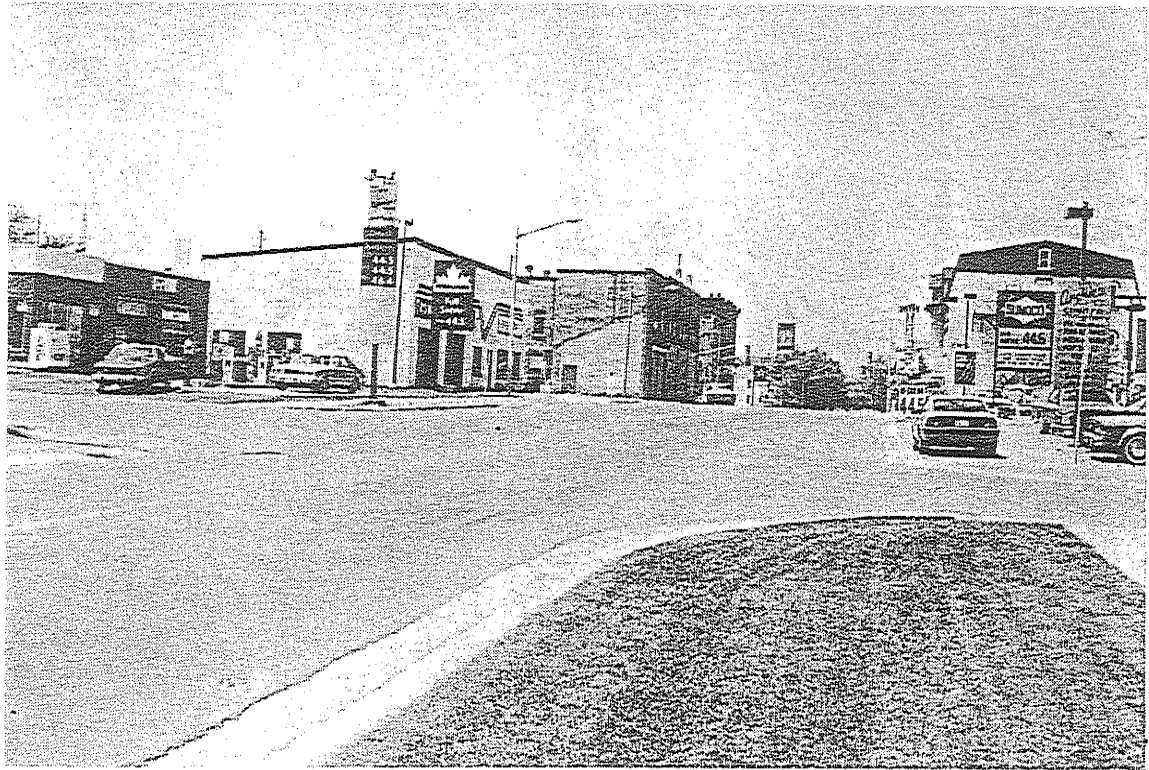
PHOTOGRAPH 2.4.7.7



PHOTOGRAPH 2.4.7.8

2.5 STREETScape ANALYSIS:

The following photographs have been selected as being representative of existing streetscape conditions requiring attention or which have influenced the proposed design.



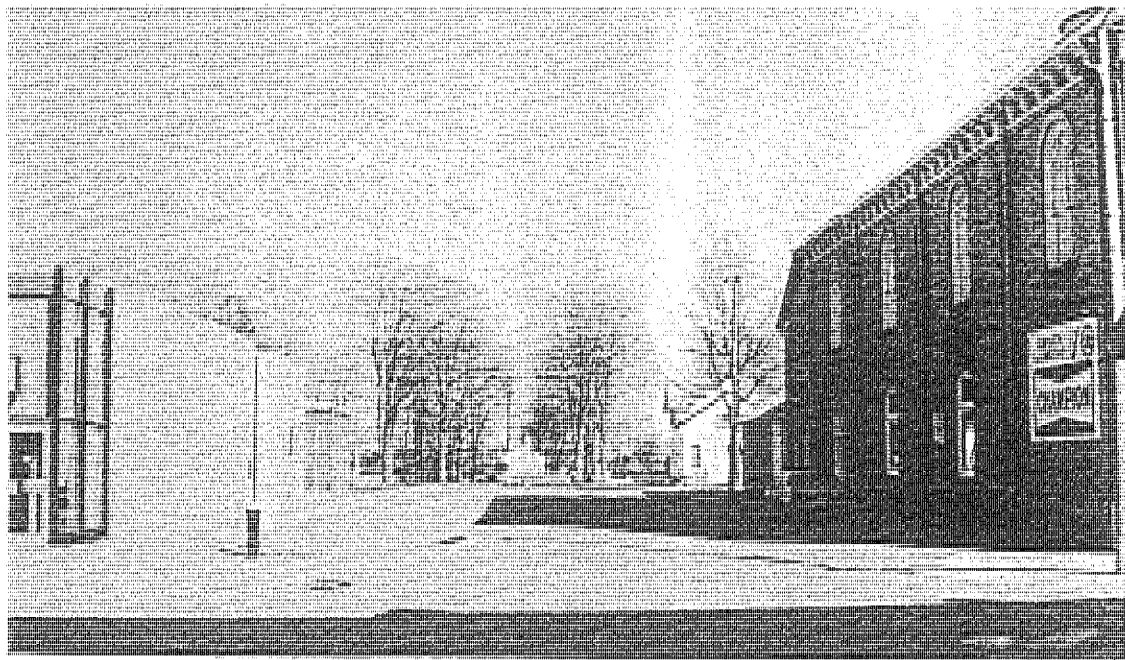
PHOTOGRAPH 2.5.1

The approach to the "Four Corners" intersection offers limited visual appeal. The scene is cluttered with an array of signs all competing for attention. The intersections are not well defined nor are the access/egress routes for the service stations on either side. The scene is dominated by automobile related services and except for the existing sidewalk, pedestrian comfort is virtually ignored. At the main intersection, two buildings come into view, but do not portray their intrinsic heritage qualities. The church tower in the distance attracts some attention and may be partly responsible for the fact that few travellers on Highway #8 realize that this is not Seaforth's main street. Significant design treatments are required here to reduce the visual clutter, provide a "welcome mat" atmosphere, enhance/introduce the heritage characteristics of the Town and provide an identify for Main Street.



PHOTOGRAPH 2.5.2

The open, somewhat cluttered character of the existing automobile dealership located at the north-west corner of Seaforth's main intersection does not contribute to a positive first image of Main Street. While the commercial use of the property is important to the Town, it would be appropriate to improve the image of this underutilized space by creating a focal point, by reorganizing the space, and by providing some measure of screening to enhance this important corner.



PHOTOGRAPH 2.5.3

Victoria Park, consisting of a drinking fountain, a cenotaph, and a bandshell, is physically and psychologically segregated from Main Street. The cold character of Goulinlock Street serves to enhance this isolation. A unique opportunity exists to connect this green space with the commercial district using existing sight lines which exist between the park and the Main Street (and vice versa). This could become an important civic space offering opportunities for a variety of functions.



PHOTOGRAPH 2.5.4

This is a typical example of an uninviting access lane to the rear of the Main Street Buildings. In order to maximize some of the opportunities that exist in these spaces, efforts will be required to improve facade treatments, articulate the intersection, reorganize parking space and downplay the visual presence of the overhead utilities.



PHOTOGRAPH 2.5.5

This photograph illustrates the general untidiness found in some rear alley spaces. A quick cleanup of areas such as this would have an immediate impact.



PHOTOGRAPH 2.5.6

The area located behind the building block at the intersection of John Street and Main Street is the only major eyesore in the entire study area and detracts significantly from the character of Downtown Seaforth. This is particularly important since it is located adjacent to the a large municipal parking lot and is otherwise highly visible. It should become an immediate priority to remove the the existing debris, (including the several semi-derelict busses), to repair the existing building facades and to reorganize traffic flow in the area.



PHOTOGRAPH 2.5.7

This is a typical scene along Main Street. The vertical walls of the building facades meet the horizontal plane of the sidewalk with little attention paid to the character of this important (commercial) pedestrian space. The rich detailing typical of earlier building facades has been eliminated in favour of sterile dimensionless and featureless storefront treatments at the ground floor. Fortunately, much architectural detail above the street level remains but has been largely ignored and placed out of context with what are perceived to be "modern improvements". The net result is a cold uninviting atmosphere which disrespects human scale and comfort which is so necessary to successful retail marketing. It is imperative that this situation be improved to create a positive "shopping experience" not unlike the promotional efforts of modern shopping malls, and which builds upon the unique characteristics that Seaforth is so fortunate to retain. In this photograph it is interesting to note that an attempt is being made to utilize the sidewalk as an extension of the retail space inside the building. Although the sidewalk is narrow and it is important to retain the existing parking, this activity should be encouraged, especially as part of special events or promotions.



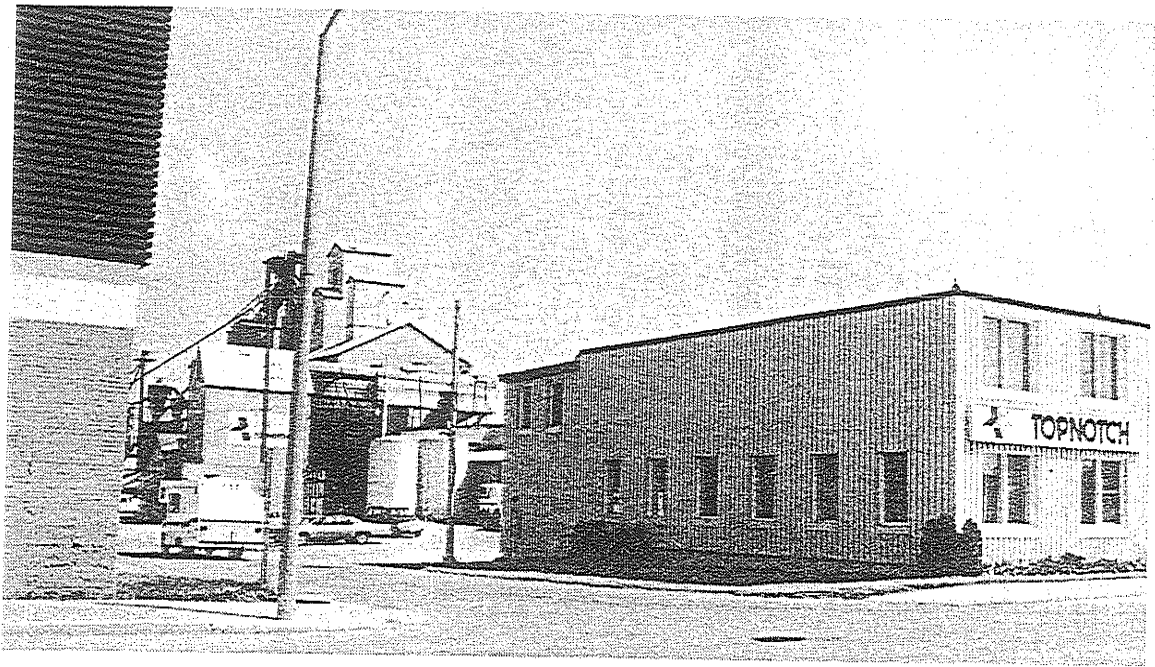
PHOTOGRAPH 2.5.8

At the southern end of Main Street, the streetscape character is significantly different from the northern end due to a greater inconsistency in building facades and significant "gaps" in the heritage character of the street. This results in a rather undefined, or bland character to the street which is unfortunate since this is a major entrance to the Downtown area. Improvements to this space could include facade treatments on the Legion, Canadian Tire Store, and Topnotch buildings. In addition, attractive features are needed to direct attention away from the non-contributing streetscape elements. Lastly, tree plantings would be appropriate to define intersections and to fill the voids in the street where buildings have been removed or where parking lots interrupt streetscape integrity.



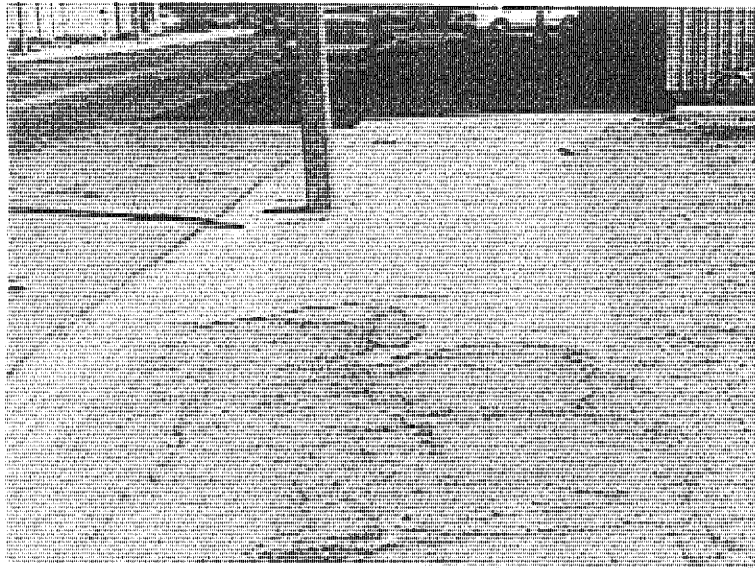
PHOTOGRAPH 2.5.9

This parking lot is representative of one of the "gaps" in streetscape character referred to above. However, with a minimum of design improvements, this space could become a positive contributing component of the street. A simple redefinition of the parking area (to make it more useful and organized), semi-screen plantings (perhaps including a low masonry wall), and minor facade treatments to the adjacent buildings would be significant improvements.



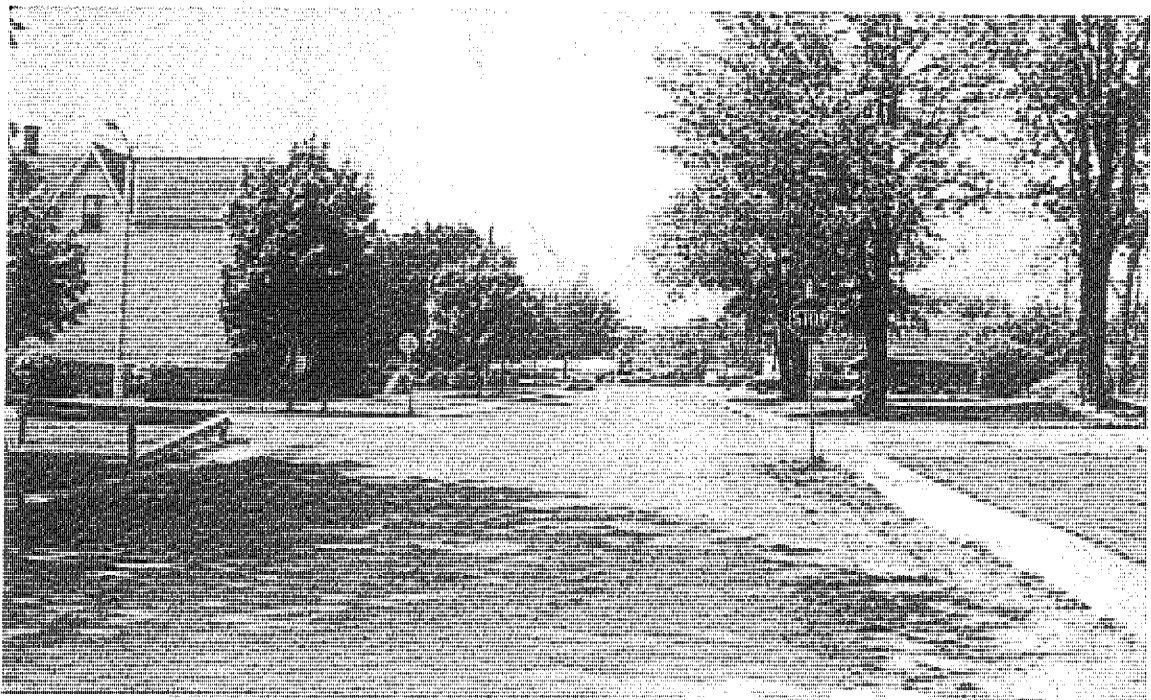
PHOTOGRAPH 2.5.10

Typical of most "T" intersections in downtown Seaforth is a lack of appropriate treatment. Here is an example of where blank building facades do not contribute to the character of the street, and where corners are poorly defined. Simple treatments could place this intersection back in context with the character and scale of Main Street and help to identify the corner more clearly. The mill visible in the background should not be screened since it was/is an important part of Seaforth's heritage.



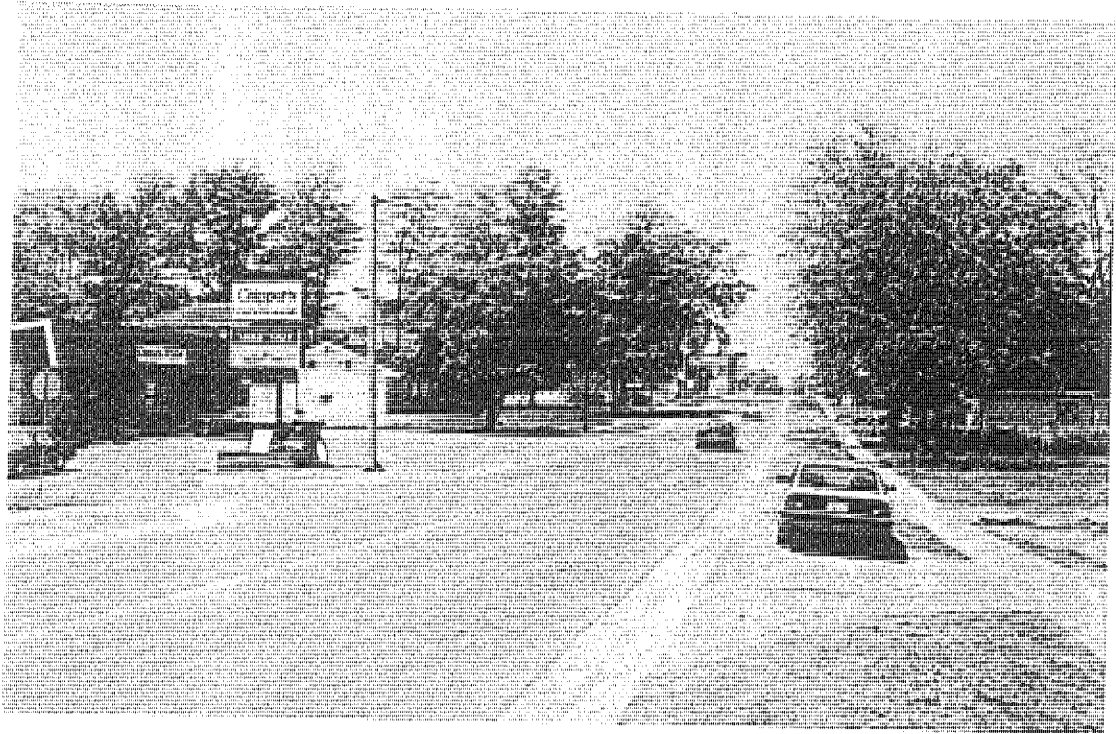
PHOTOGRAPH 2.5.11

Sidewalks such as these are not only unsafe but are unsightly. Consistency in design standards and details is required as a means of establishing overall image and character on the ground plane.



PHOTOGRAPH 2.5.12

As one moves away from Main Street along the sidestreets, the roadway, parking spaces, and sidewalks are generally in poor repair and do not have well established edges. Over time, these conditions should be improved.



PHOTOGRAPH 2.5.13

This is representative of a typical condition whereby access/egress to commercial and residential properties is not well defined. Finally, plantings along boulevards on either side of the street should be encouraged as a means of reestablishing roadway edges and thereby focusing attention on the Four Corners Intersection. A similar condition exists on Main Street south of the railroad tracks where a boulevard replanting program would be beneficial.

2.6 DESIGN PHILOSOPHY:

The following statements reflect the theoretical approach or design philosophy which has directed the decision-making/design process.

- .1 The physical image and appearance of downtown Seaforth should be improved based on design innovations related to the "heritage theme" noted above.
- .2 The identity, spontaneity, character and life must be maintained and enhanced while also upgrading overall visual, social and economic quality.
- .3 The character of the entire study area (ie. in addition to Main Street) should be defined and unified by a singular common identity. This should be based on historical characteristics which may be derived from historical precedents or remaining features on Main Street.
- .4 The existing significant streetscape features on Main Street, most notably the historic architecture, should be dominant in the character of the streetscape design. (It is assumed that every possible effort will be made to restore, as accurately as is possible, every significant facade along the street according to the guidelines enforced by the LACAC (Local Architectural Conservation Advisory Committee) and the Heritage District Conservation Plan).
- .5 All existing features which contribute to the Heritage character of Main Street should be retained and enhanced, while detracting elements should be either removed, modified to conform, or effectively screened.
- .6 All other aspects/features of the design should serve to support and compliment the dominant characteristic of the street and should in no way detract from it or compete with it.
- .7 The design should provide a progression of unified experiences which focus attention on particular existing or proposed features for particular purposes.
- .8 The design of the streetscape should display a consistency of simple detail and character which is appropriate within the context and which is punctuated with points of specific interest in critical locations.
- .9 The street should recapture the richness referred to above, but should not be cluttered in appearance.

- .10 Whenever appropriate, the design should incorporate the use of very subtle design features that may not be immediately apparent to the observer, but when recognized add a synergistic boost to the experience of the street.
- .11 To the extent possible, the design should portray a unique "timeless" quality appropriate for the setting. In other words, the design should distinctly represent the characteristics and qualities of the Town of Seaforth and should make significant attempts to prevent the use of "standard" streetscape treatments common to other communities.
- .12 The design should "play" on human emotion to form a memorable image in the minds of observers. This is to say that interaction with the completed design should evoke emotions of humour, excitement, amazement, pride, enthusiasm, spontaneity, relaxation, pleasure, etc. Further, specific design treatments should be provided which cause observers to interact positively with the design to the point that they may explore further and wish to share the experience with others. (ie. by taking photographs or memories home).
- .13 Generally, the design should respond to the characteristics of Seaforth residents themselves and portray a warm, inviting, friendly, and interesting image.
- .14 The design must strive to maintain and develop compatibility with the existing built form, rural lifestyle and fabric of the surrounding residential areas.
- .15 The design must respond to municipal maintenance requirements (such as snowplowing), but should not necessarily be limited by these conditions to the extent that the design intent is compromised. It is assumed that the Town of Seaforth will retain additional maintenance personnel and equipment (as required) to adequately maintain the constructed works.
- .16 Consideration should be given at every opportunity to enhance the safety, security and convenience of everyone using the downtown area. To the extent possible, this may involve considerations for barrier free design, nighttime lighting, visual access, and other measures.
- .17 The design should encourage private initiatives for the upgrading of privately held space.

2.7 DESIGN MANDATE (Goal)

As a result of a detailed assessment of all the considerations noted in the foregoing sections of this report, the following goal was established for the project.

"To prepare a Master Plan proposal for the redevelopment of the Seaforth Streetscape and environs based on a theme of RECAPTURING THE CHARACTER, QUALITY AND RICHNESS OF THE STREET AT THE "TURN OF THE CENTURY" which encourages the development of these intrinsic characteristics as a vehicle for the rejuvenation of the downtown core as a progressive and viable economic entity."

2.8 RECOMMENDED DESIGN CONSIDERATIONS:

The main considerations, (or design criteria) related specifically to the design of the streetscape, have been extracted from existing documents, (most notably the Heritage Conservation District Plan) and have been combined with the results of all further information collected for the project. They can be summarized as follows:

2.8.1 General:

- .1 Reinforce and strengthen community identity
- .2 Create and reinforce a positive identity for the Town of Seaforth at the entrances, particularly along Highway #8 (Goderich Street)
- .3 Enhance and strengthen this image and identity for downtown Seaforth to capture the attention of the travelling public. This applies to the entire downtown area, but includes specific treatments at the "Four Corners" intersection (Goderich Street and Main Street).
- .4 Provide general improvements related to:
 - * Landscape features or treatments, including shade trees,
 - * Rejuvenation of buildings and other features as visual landmarks,
 - * Pedestrian amenities,
 - * Street, building and feature illumination,
 - * Enhancement of the historic character,
 - * Consistency in design standards for signs,
 - * Softening of hard canyon-like edges of Main Street,
 - * Providing a "people" and "business" orientation for Main Street

- .5 The design should develop a hierarchy of spaces potentially including:
- * Vehicular space,
 - * A variety of pedestrian circulation spaces,
 - * Quiet spaces,
 - * Ceremonial spaces,
 - * Civic Space,
 - * Park-like amenity space,
 - * Commercial space,
 - * Flexible-use space
- .6 To the extent possible, the design should serve to re-establish and strengthen civic pride as a means of reducing maintenance and vandalism.
- .7 The design must ensure consistency in design treatments over the entire study area. In the downtown area this will likely be achieved through:
- * Lighting,
 - * Street furnishings,
 - * Signage, (potentially including a "Downtown Logo"),
 - * Pavement treatments,
- In other areas the items noted above may be augmented by a significant amount of tree planting.
- .8 Establish visual and functional links with adjoining spaces.
- .9 Emphasize vistas to significant existing and proposed streetscape features, such as the building towers at the Town Hall and the Cardno Building.
- .10 Provide colour, movement and excitement on Main Street.
- .11 The street should be "intact" the year-round, meaning that the improvements should generally be capable of being appreciated throughout the year. Further, wherever possible attempts should be made to maximize winter-time opportunities.
- .12 The vertical planes (building edges) and the horizontal planes (sidewalk and street) should be combined and softened through appropriate treatments whereby human scale and comfort is accentuated.
- .13 The south end of Main Street requires specific design treatments to establish better connections with the rest of the street.

.14 A series of carefully spaced and detailed accents are required along Main Street to build on and enhance the appreciation of the street and existing characteristics. These may include features or activity nodes at:

- * The entrances to the Main Street,
- * The Lawn Bowling Club,
- * The Public Library,
- * The Town Hall,
- * Gouinlock Street,
- * Near the Toronto Dominion Bank and Post Office,
- * The east side of Main Street, between John and Goderich Streets, and
- * The Four Corners area.

.15 Wherever possible, the replanting and sodding of boulevards that have been asphalted should be encouraged. (especially along Goderich Street, east of Main Street, and Main Street, south of the Railroad Tracks).

.16 Tree Plantings should be used predominantly to:

- * Visually strengthen and define intersections (while not impeding driver vision),
- * Provide vertical edges where buildings have been removed, are incompatible to the streetscape character, or where vacant lots leave "gaps" in the street profile, and
- * Screen incompatible uses or conditions.

.17 Except for the above conditions, tree plantings should be discouraged on Main Street.

.18 Wherever possible, the design must allow flexibility to allow special occasion uses (such as sidewalk sales, street displays, or other events).

2.8.2 Streetscape Amenities:

.1 The shopping environment needs to be enhanced through the addition of pedestrian/streetscape amenities according to a common theme compatible with the historic district, potentially including:

seating	water troughs
notice boards	hitching posts
refuse containers	telegraph poles
newspaper boxes	bicycle racks
clocks	bollards

sidewalk treatments	art (sculpture murals)
pedestrian street crossings	flags, banners, etc.
lighting standards	signage standards
awnings (1st and 2nd floors	special features
signage	
Christmas or special occasion decorations	

- .2 Shopkeepers, or individual citizens (where appropriate) should be encouraged to provide these amenities as part of facade improvement strategies. Of particular significance are overhead awnings, interpretive plaques, and carefully designed signage. This may be achieved through a publicly sponsored incentive/loan program.
- .3 All street furnishings, whether provided by the municipality or by private interests, must belong to a predetermined "family" of acceptable items which has been developed to adhere to common design standards based on street character or historical precedent.

2.8.3 Pedestrian and Vehicular Circulation:

- .1 Wherever practically possible, barrier free access should be provided.
- .2 Customer parking should be retained/encouraged on Main Street as an important commercial and social function.
- .3 An emphasis should be placed on pedestrian relationships to Main Street while not restricting parking or vehicular access to buildings.
- .4 Where possible, the sidewalks on Main Street should become extensions of the commercial or "working" spaces of adjacent buildings.
- .5 The plan should strive to develop better usage of on-street and off-street parking space. This may be achieved through general "clean-up" and careful definition of the parking opportunities at the rear of most buildings along with the creation of an inviting pedestrian atmosphere.
- .6 Stronger pedestrian and vehicular connections with rear (back alley) parking areas should be provided.

- .7 With the exception of specific treatments at Gouinlock Street and in front of the Town Hall, the existing layout of the roadway and sidewalks on Main Street should be maintained. Since many of the sidewalks are deteriorating, a phased replacement/repair program should be established which incorporates requirements for improved services.
- .8 Well defined crosswalks across Main Street, and connecting sidestreets, should be provided for pedestrian safety. This may involve the installation of signage, "cut curbs" and paving treatments.
- .9 Textured pavement treatments should be provided, where appropriate, to aid in the visual definition of districts or zones along Main Street.
- .10 All intersections should be well defined for pedestrian and vehicular traffic.
- .11 Wherever necessary, access and egress routes into "strip commercial" parking lots (such as gas stations, variety and convenience stores, automobile dealerships and grocery stores) should be clearly defined through boulevard treatments including plantings.

2.8.4 Signage:

- .1 Signage should be controlled according to strictly enforced guidelines established to reflect the heritage theme of the street. These guidelines may respond to required standards related to:

size,	location,
scale	proportion
type,	lettering style
mounting height	mounting locations,
mounting techniques	illumination,
character,	colour,
information portrayed,	distribution throughout the district
- .2 Generally, "symbol" signs, supported by wall brackets and/or sign posts, along with fascia mounted identification signs should be encouraged. To ensure an appropriate mix, approximately two thirds of these signs should be wall mounted, while the balance should be pole mounted.

.3 Other opportunities include:

- * street signs (pole mounted)
- * signage on exterior building walls (upper floors)
- * signage on awnings,
- * signage on store windows,
- * board and post signage,
- * street numbers on buildings

.4 Generally, the intent of the proposed (draft) sign bylaw proposed early in 1988 should form the basis of signage standards in Seaforth.

2.8.5 Lighting:

.1 Street lighting should be reorganized to compliment the historic character of the District. This may be accomplished through:

- * Modifications of existing municipal streetlighting,
- * Lighting of building facades,
- * Lighting of signage
- * Store front lighting, and
- * Lighting of special features within the District.

.2 Lighting should enhance pedestrian scale and character.

.3 Consistent with .2 above, mounting heights of luminaires should minimize interference with second floor accommodations along Main Street.

.4 Lighting levels on Goderich Street should approximate 2.0 footcandles (Major Road).

Lighting levels on Main Street should approximate 1.2 footcandles (Commercial Collector).

Lighting levels on sidestreets connecting with Main Street should approximate .9 footcandles.

Lighting levels on remaining streets (including the rear alleys) should approximate .6 footcandles.

.5 In all cases light fixtures should be equipped with luminaires that distribute light evenly over the sidewalk and street (where applicable) without unnecessary glare or "hotspots". The light source in the entire district should be a white light such as metal halide (preferred) or mercury vapour. High pressure sodium must not be used since it does not contain an appropriate colour spectrum and would detract significantly from the visual quality of the features being illuminated.

- .6 All light fixtures should be equipped with "plug-in" receptacles to accommodate special events or requirements.

2.8.6 Facades:

- .1 It is assumed that carefully detailed facade treatments will be encouraged in the entire district to be compatible with the intent of the Heritage District Conservation Plan and the general streetscape character.
- .2 Facade treatment priorities should be established at the following locations:
- * The buildings on the west side of Main Street opposite the "T" intersection with Gouinlock Street (Stewart Bros.)
 - * The buildings on the east side of Main Street opposite the "T" intersection with John Street (Flower Magic, Shinen's)
 - * At the "Four Corners" intersection (Queen's Hotel, Triangle Discount, Baur Travel, McLaughlan Car Lot)

2.8.7 Gouinlock Street:

- .1 Gouinlock Street should be developed as a special "flexible use" area to provide a visual and functional connection between Main Street and Victoria Park.
- .2 To the extent possible, the design should allow for the maintenance of existing traffic and parking activities.
- .3 The street should have the potential of being easily closed to general traffic for special occasions.
- .4 The character of this space should portray a "civic" or public quality consistent with the character of Main Street, while simultaneously providing contrast.
- .5 A committee should be established for the promotion and maintenance of the space for functions such as:
- | | |
|------------------------|-------------------------|
| a public market | annual craft sales |
| car show/sale | antique show/sale |
| community garage sales | fund raising activities |
| private uses | a "speaker's corner" |

events associated with:	the Fall Fair Community Festival Home and Garden Show Horticultural Society Agricultural Society Local Service Clubs BIA (or other) promotions
ceremonial uses such as:	Remembrance Day Christmas Festivities Installation of new Municipal Council or other civic Committees Honorary Ceremonies

2.8.8 Victoria Park:

- .1 The Park and environs should be redesigned to be consistent with the character established for Gouinlock Street and the Heritage District. This would involve all aspects such as lighting, furnishings, plantings, and paving treatments.
- .2 The redesign, based on simplicity and respect, should also include further rehabilitation of the bandshell as a significant civic and historical feature.
- .3 The Terry Fox drinking fountain should be relocated to one of the pedestrian nodes on Main Street.

2.8.9 Special Use Nodes:

- .1 Public special use areas should be established at:

The Library	The Town Hall
The Post Office	Intersection of Main and John
- .2 Private nodes (associated with specific businesses or activities) should be encouraged along the street. (eg. at the Bowling Club).

2.8.10 Four Corners:

- .1 Establish an entry sequence of complementary and unique features, particularly along Goderich Street, to provide an interesting and welcoming atmosphere to capture the attention of the travelling public. Specifically, these should include:
 - * Facade treatments and signage on the Triangle
 - * Discount building, the Baur Travel Building, and

- * the Queen's Hotel,
- * Pavement treatments to slow vehicular motion,
- * Design treatments at the McLaughlan Auto Dealership to act as a visual accent while not reducing the marketing value of this location for the owner. This may include:
 - * Signage
 - * A structure/focus
 - * Landscape treatments

.2 These treatments should serve to:

- * Strengthen first impressions of the Town,
- * Direct attention to the Downtown area,
- * Draw visitors to Main Street, and
- * Leave the visitor with a positive and lasting impression of the Town.

2.8.11 Back Alley Spaces:

- .1 Provide an enhanced pedestrian and vehicular atmosphere to improve the character and usage of this area. This may be achieved through:
- * Improved signage and functional connections between this area, Main Street and other intersections,
 - * General reorganization and definition of vehicular and pedestrian space,
 - * Clear definition of entry areas to buildings,
 - * Repaving,
 - * Improved lighting,
 - * Facade improvements,
 - * Improved quality of back "alleys" and parking areas
 - * Additional innovative uses, such as cafes, courtyards, exterior display space, specialty shops, etc.,
 - * Introduction of street furnishings, and other treatments, that are consistent with the character of Main Street.

2.8.12 Festive Decoration

- .1 Decorations for special events should be consistent throughout the entire district, and should always support and strengthen the overall heritage theme.
- .2 Such festive accents should decorate existing streetscape features (including those proposed in this plan) as opposed to the addition of further elements.
- .3 A major part of these decorations should be the careful (simple) use of light and banners.



TOWN OF SEAFORTH

MASTER PLAN

SEAFORTH STREETScape STUDY

section
number

THREE

MAIN STREET

THE HERITAGE CANADA FOUNDATION

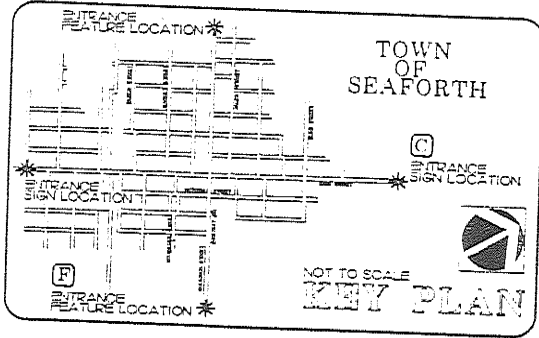
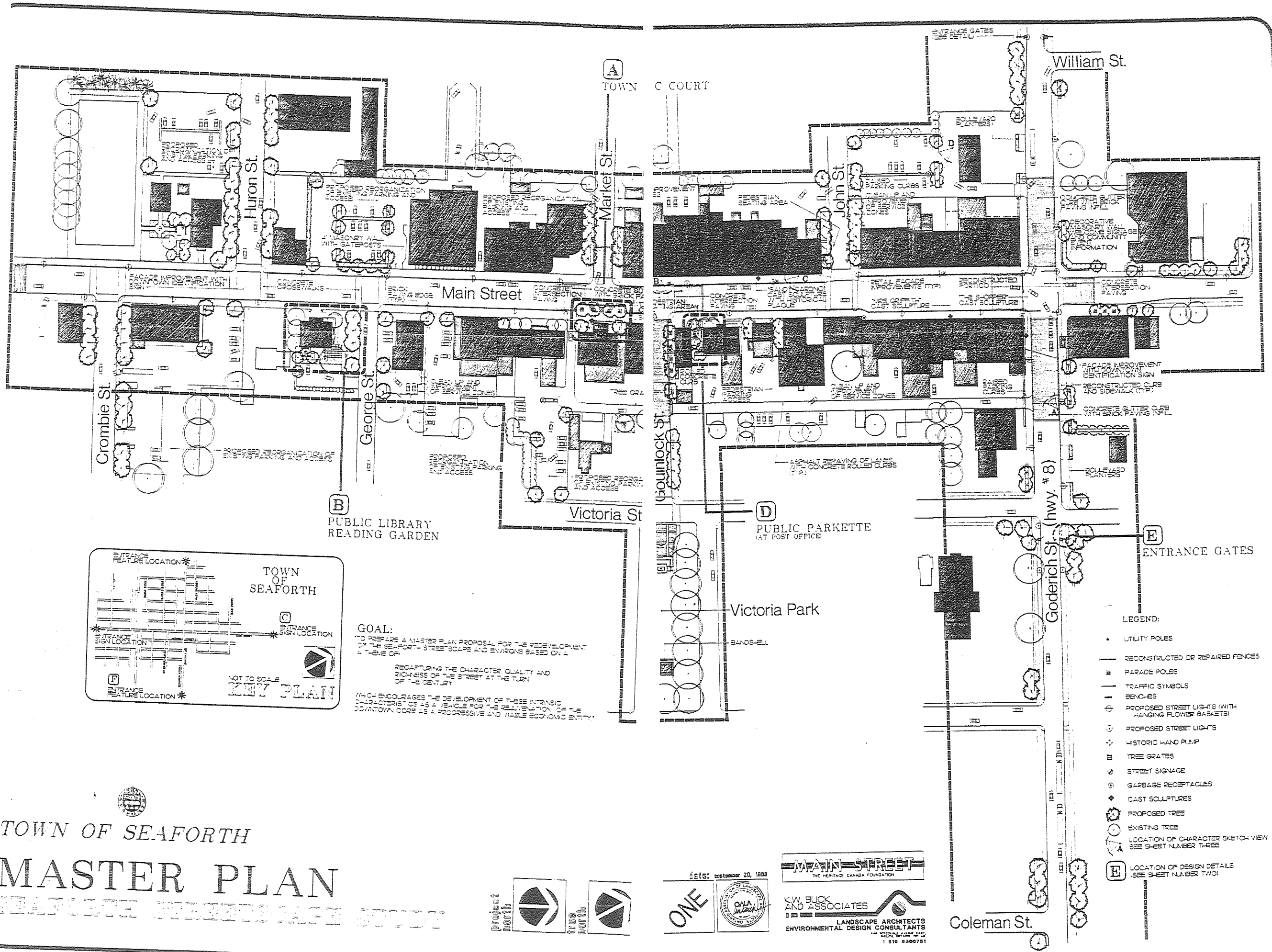
3.0 MASTER PLAN:

3.1 Introduction:

In this section of the report, the proposed Master Plan for the redevelopment of the Seaforth Streetscape is presented. There are four main components to this work including:

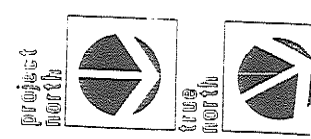
- .1 The Master Plan Drawing,
- .2 Character Sketches,
- .3 Detailed Design Components, and
- .4 Street Furnishings

Generally, the drawings "stand alone" in communicating the design intent for most aspects of the design and no further elaboration is provided here.



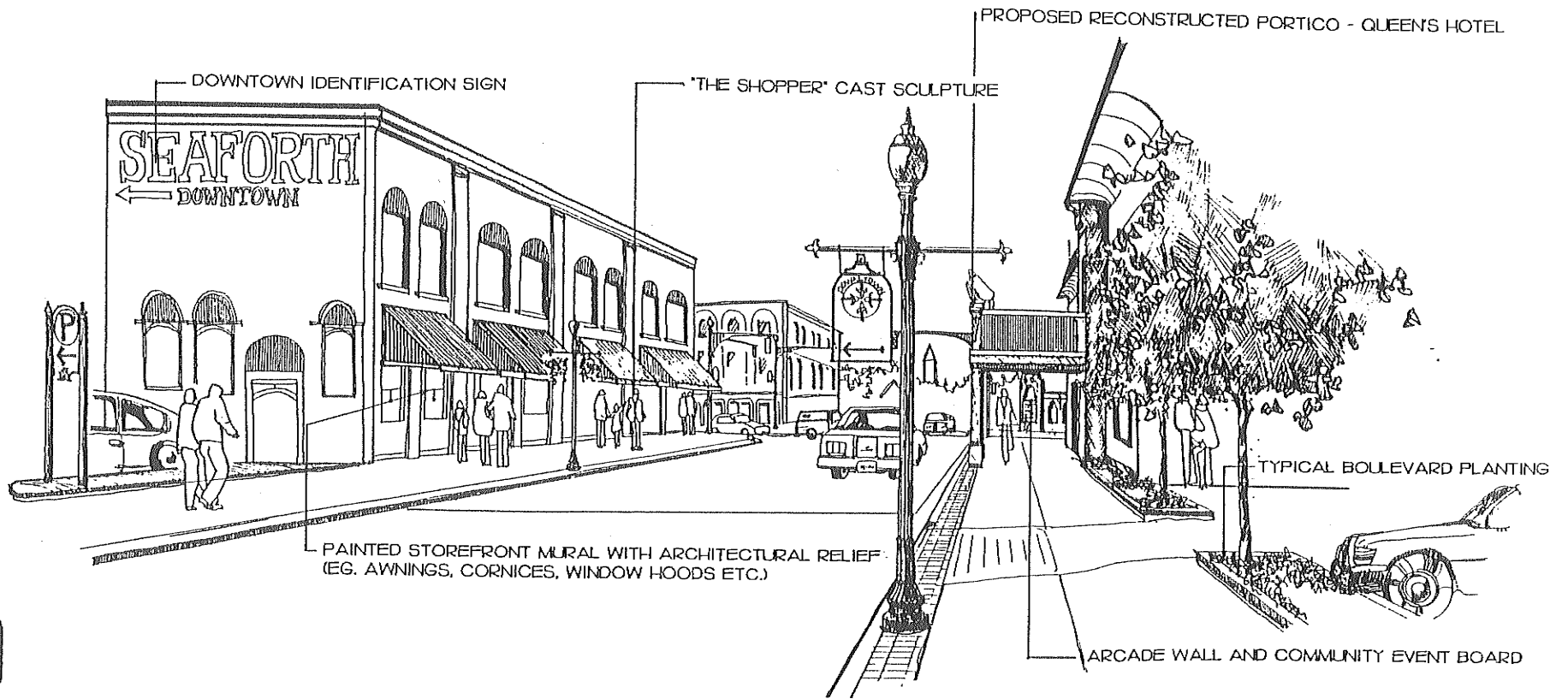
GOAL:
 TO PREPARE A MASTER PLAN PROPOSAL FOR THE REDEVELOPMENT OF THE SEAFORTH STREETScape AND ENVIRONMENT BASED ON A PLAN OF
 RECAPTURING THE CHARACTER QUALITY AND RICHNESS OF THE STREET AT THE TURN OF THE CENTURY
 WHICH ENCOURAGES THE DEVELOPMENT OF THESE INTRINSIC CHARACTERISTICS AS A VEHICLE FOR THE REVITALIZATION OF THE DOWNTOWN CORE AS A PROGRESSIVE AND VISIBLE ECONOMIC ENTITY.

TOWN OF SEAFORTH
MASTER PLAN
 SEAFORTH STREETSCAPE STUDY

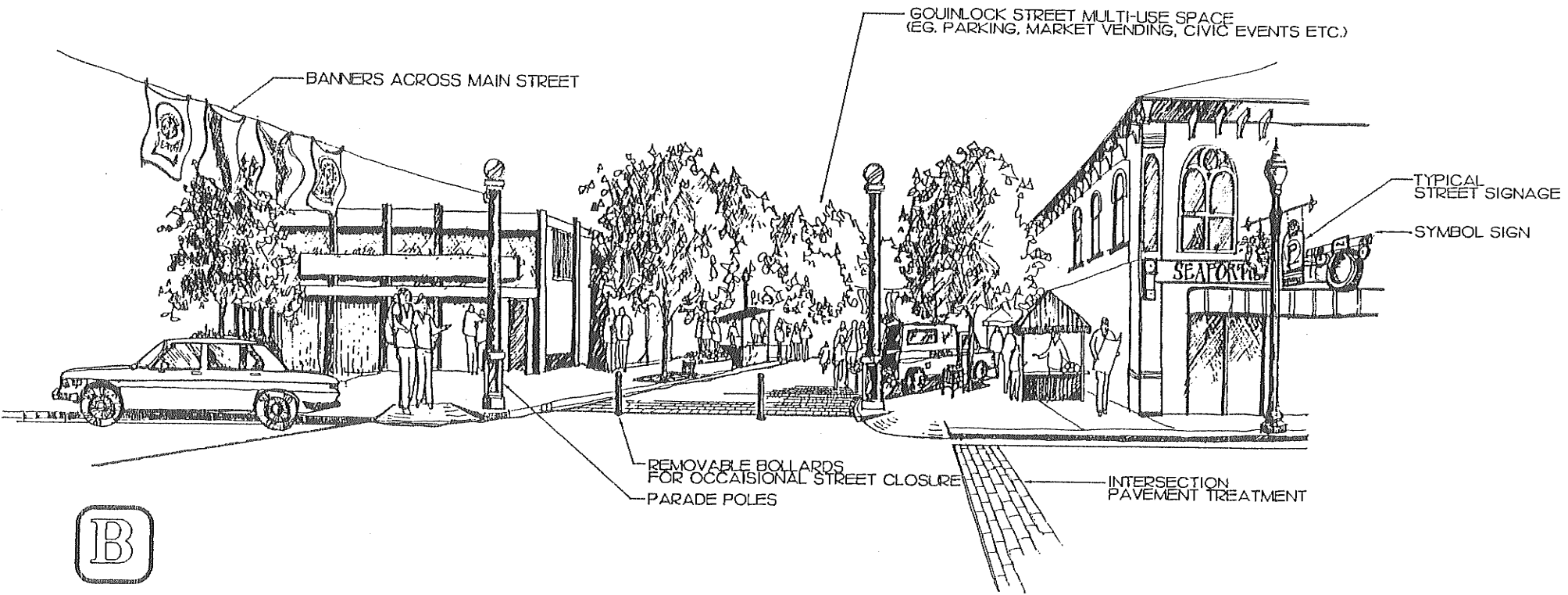


ONE
 THE HERITAGE CANADA FOUNDATION
MAIN STREET
 K.W. BUCK AND ASSOCIATES
 LANDSCAPE ARCHITECTS
 ENVIRONMENTAL DESIGN CONSULTANTS
 1 519 5360781

- LEGEND:**
- UTILITY POLES
 - RECONSTRUCTED OR REPAIRED FENCES
 - ⊗ PARADE POLES
 - TRAFFIC SYMBOLS
 - BENCHES
 - ⊕ PROPOSED STREET LIGHTS (WITH HANGING FLOWER BASKETS)
 - ⊕ PROPOSED STREET LIGHTS
 - ⊕ HISTORIC HAND PUMP
 - ⊕ TREE GRATES
 - ⊕ STREET SIGNAGE
 - ⊕ GARBAGE RECEPTACLES
 - ⊕ CAST SCULPTURES
 - ⊕ PROPOSED TREE
 - ⊕ EXISTING TREE
 - ⊕ LOCATION OF CHARACTER SKETCH VIEW (SEE SHEET NUMBER THREE)
 - ⊕ LOCATION OF DESIGN DETAILS (SEE SHEET NUMBER TWO)

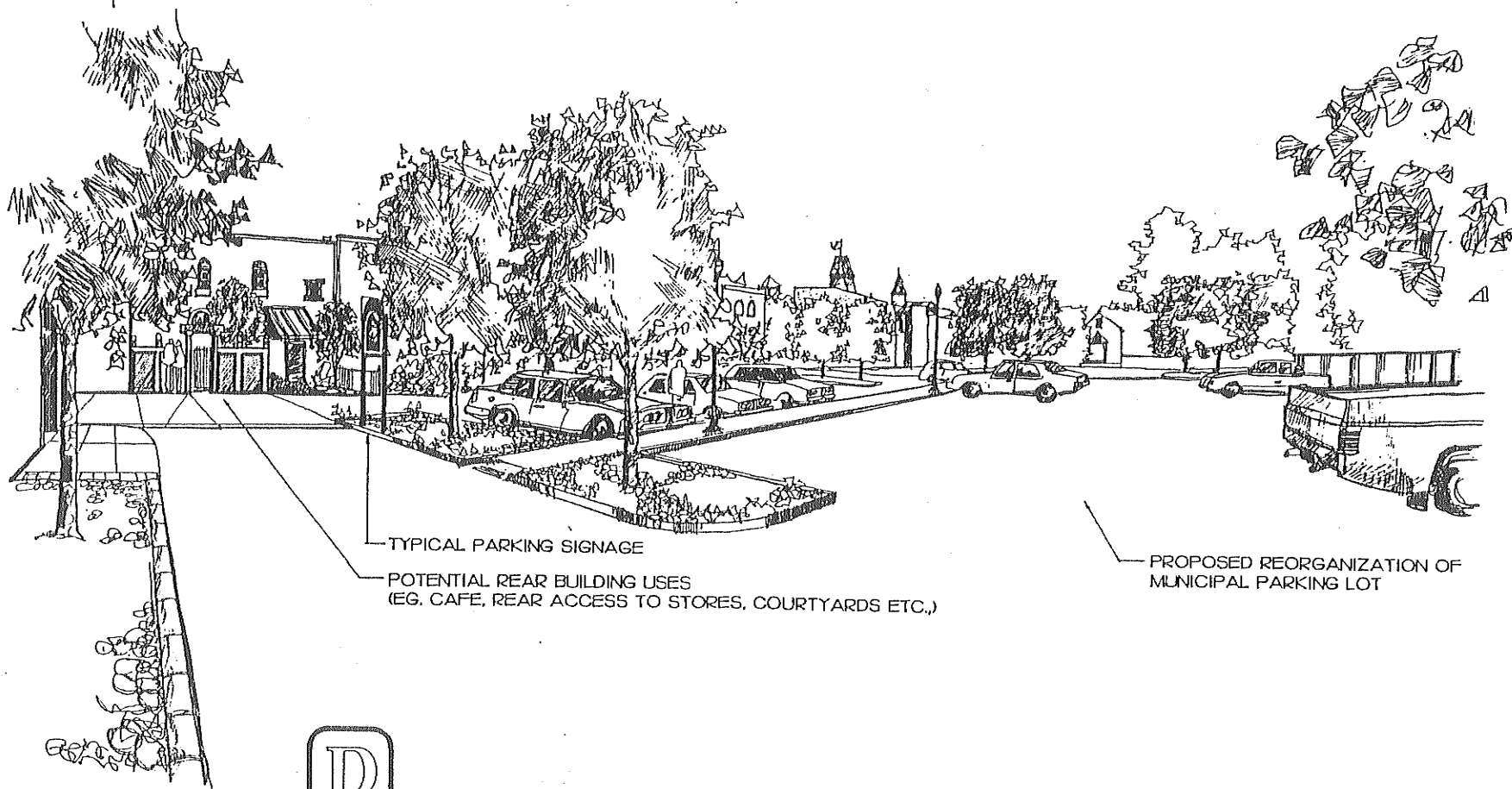


A VIEW OF "FOUR CORNERS" INTERSECTION LOOKING WEST



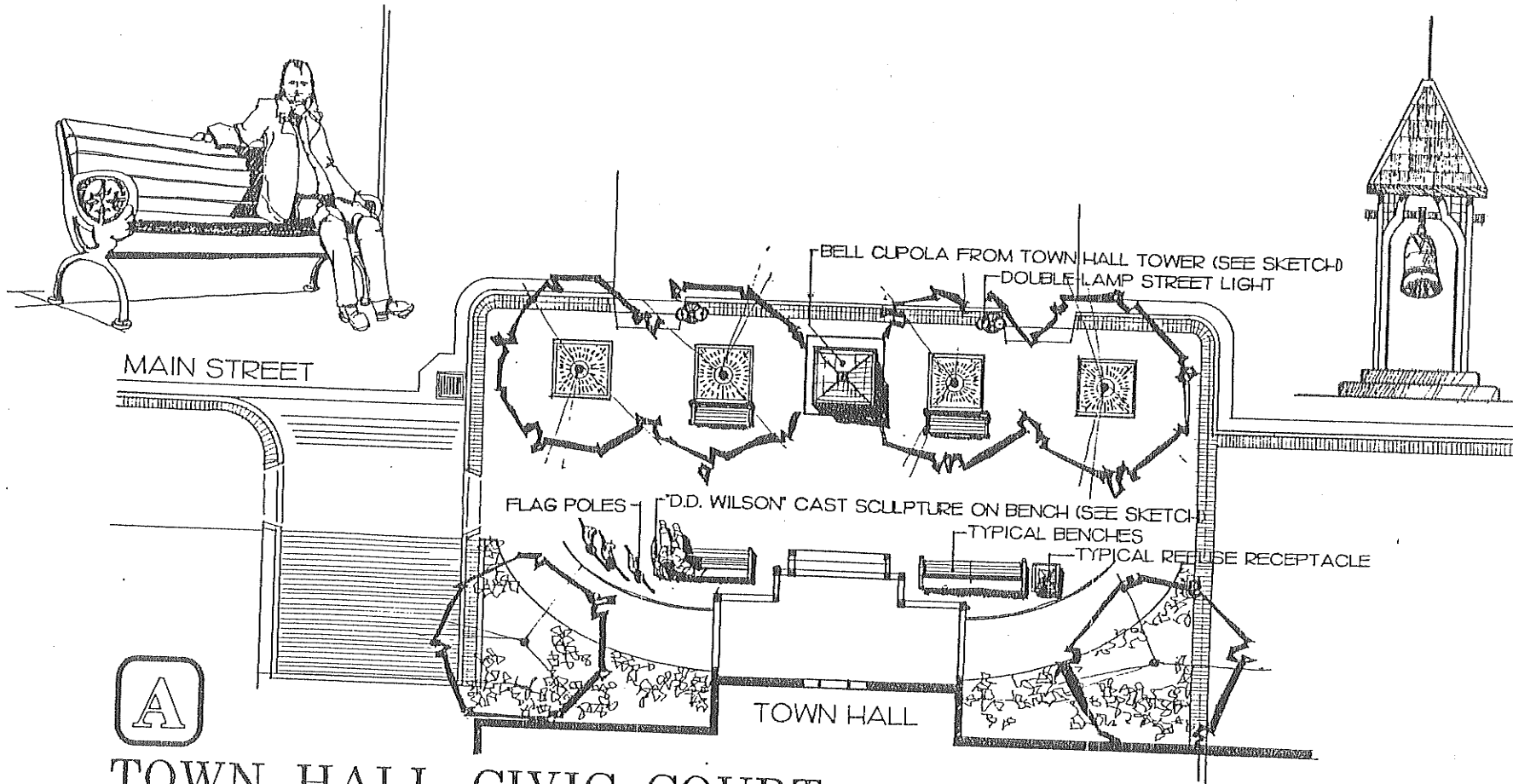
B

VIEW OF GOUINLOCK STREET REDEVELOPMENT
 FROM MAIN STREET



D

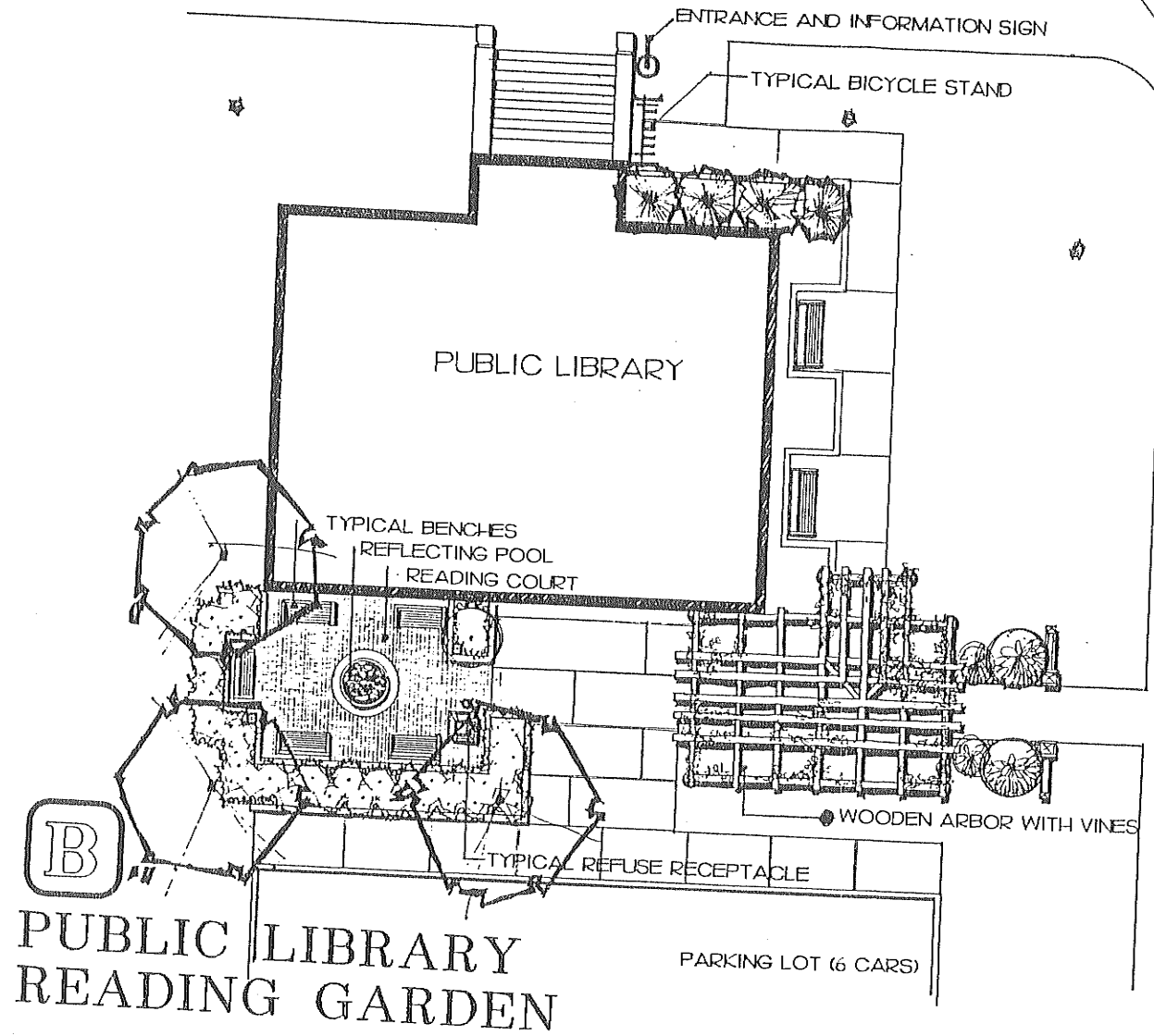
VIEW OF IMPROVED MUNICIPAL PARKING LOT LOOKING SOUTH



A

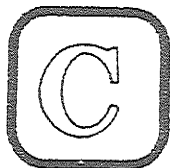
TOWN HALL CIVIC COURT

MAIN STREET



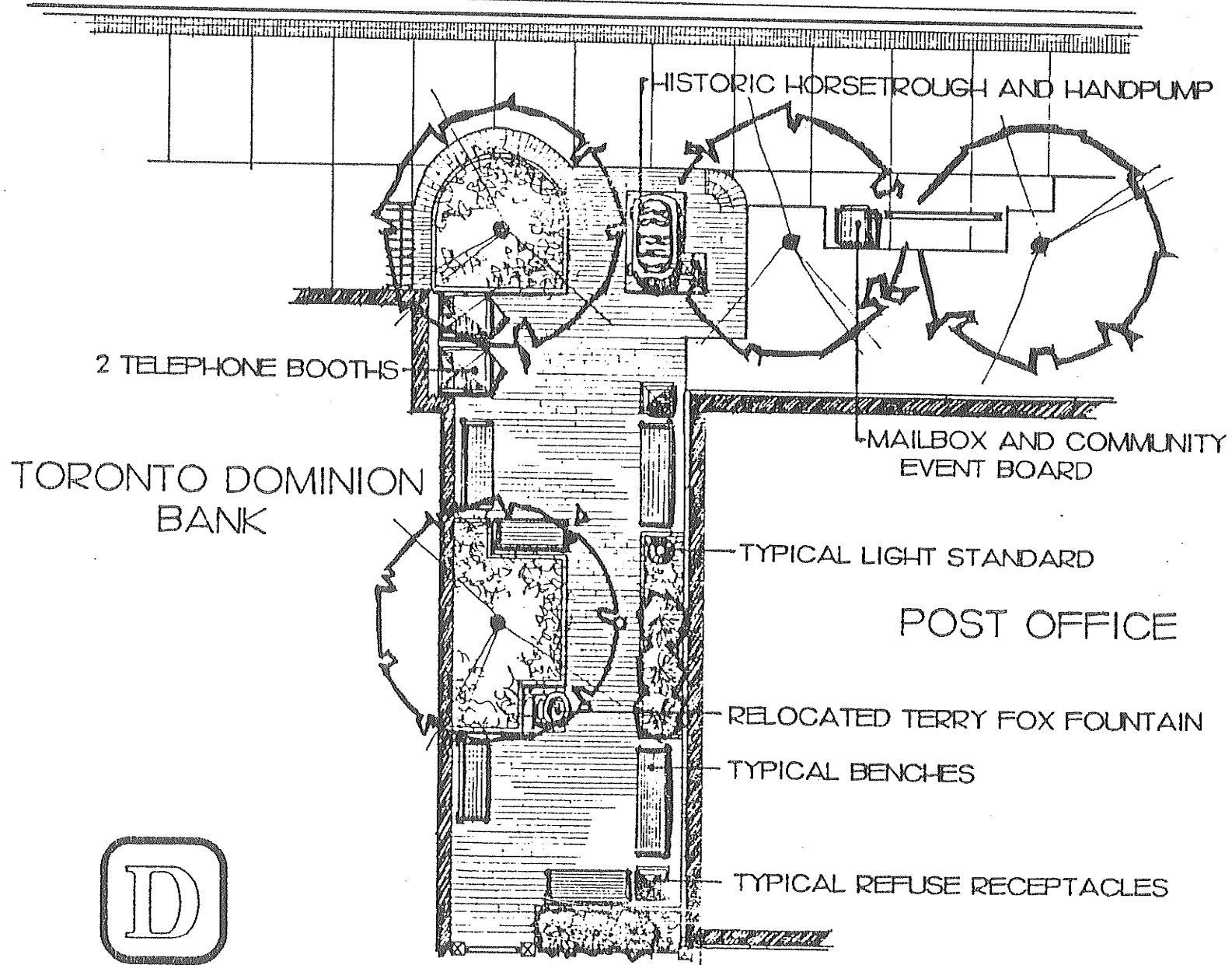
GEORGE STREET

REMOVABLE EVENT DISPLAY BOARD



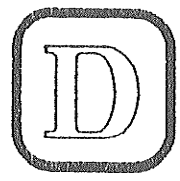
ENTRY SIGN

MAIN STREET

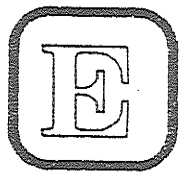
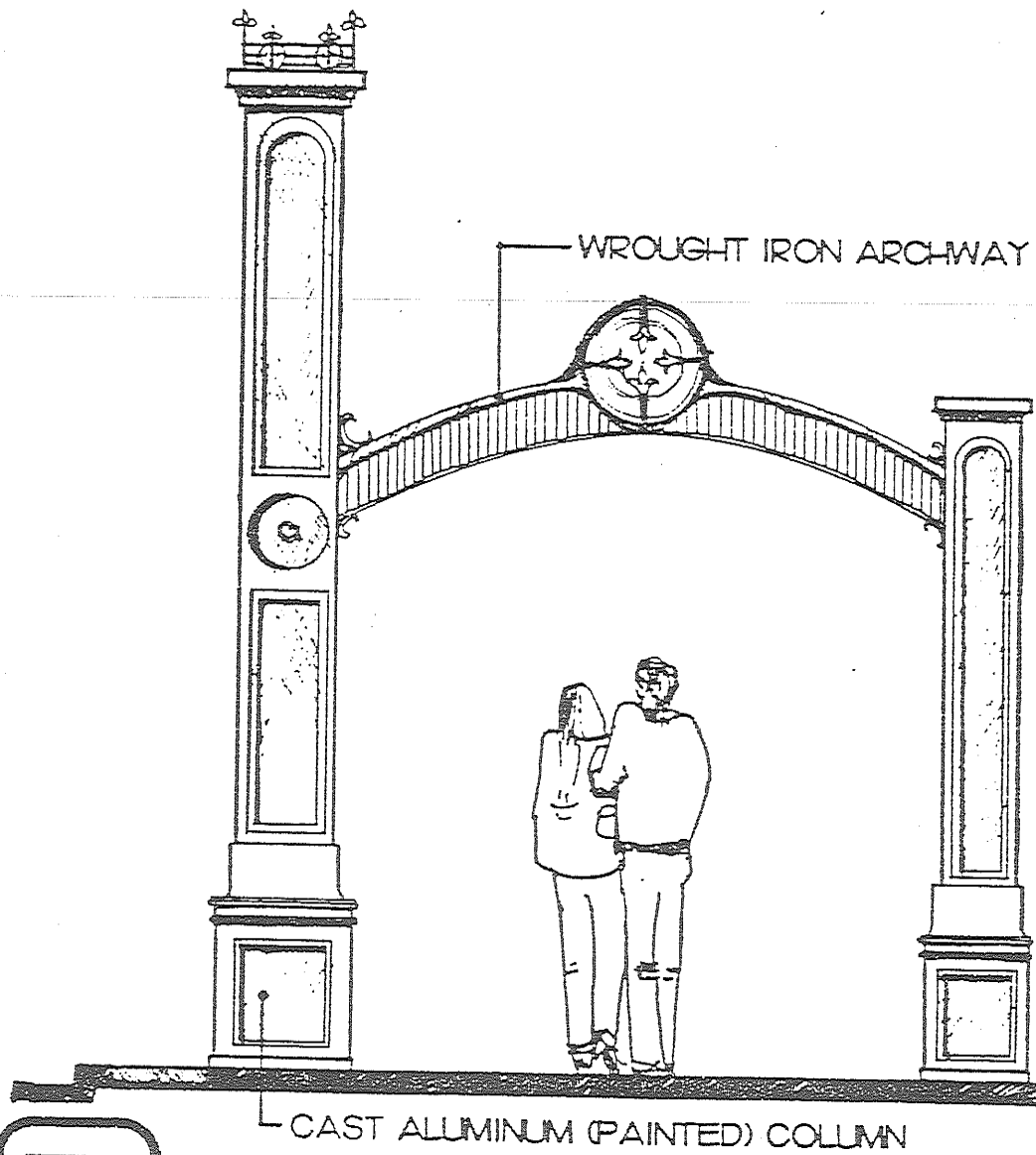


TORONTO DOMINION BANK

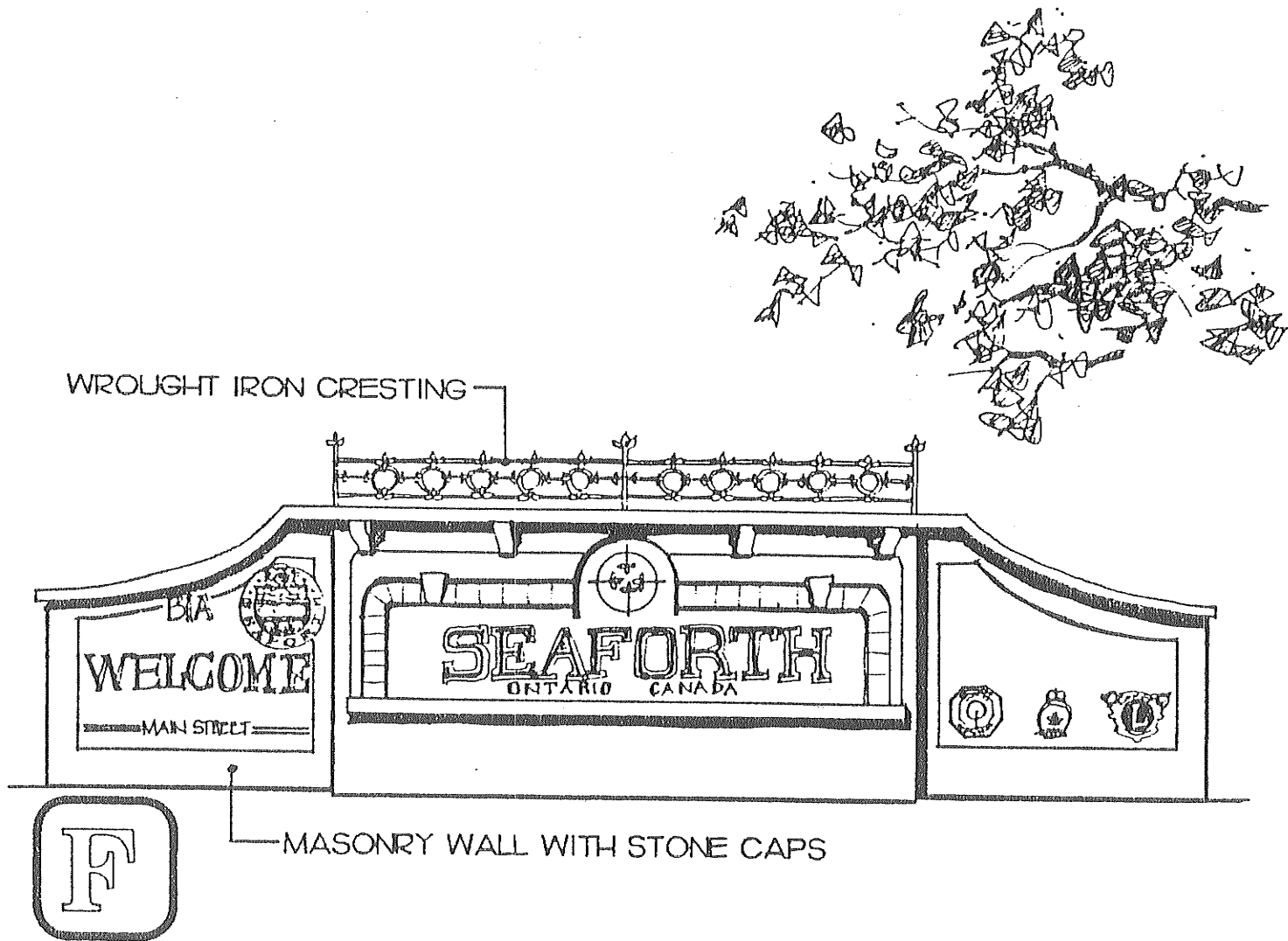
POST OFFICE



PUBLIC PARKETTE (AT POST OFFICE)

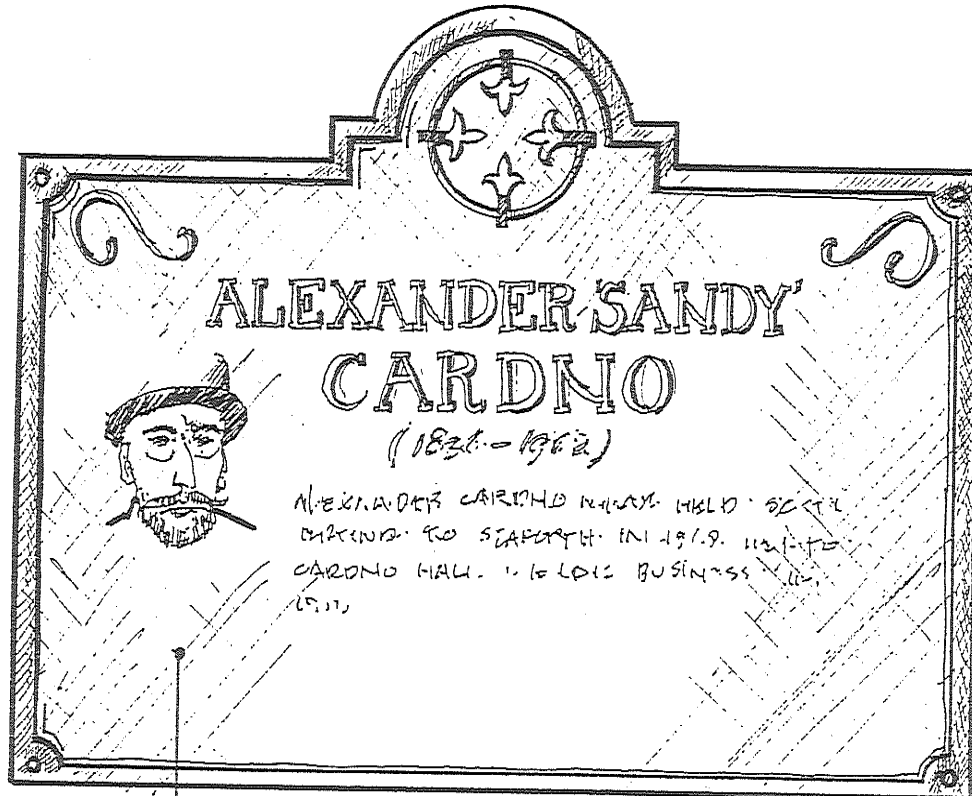


ENTRANCE GATES



ENTRY FEATURE

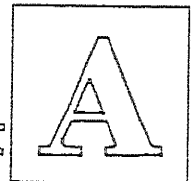
NOTE: THESE STREET FURNISHINGS
 HAVE NOT BEEN ILLUSTRATED
 IN THE CHARACTER SKETCHES.
 SEE CHARACTER SKETCHES FOR
 OTHER TYPICAL STREET FURNISHINGS



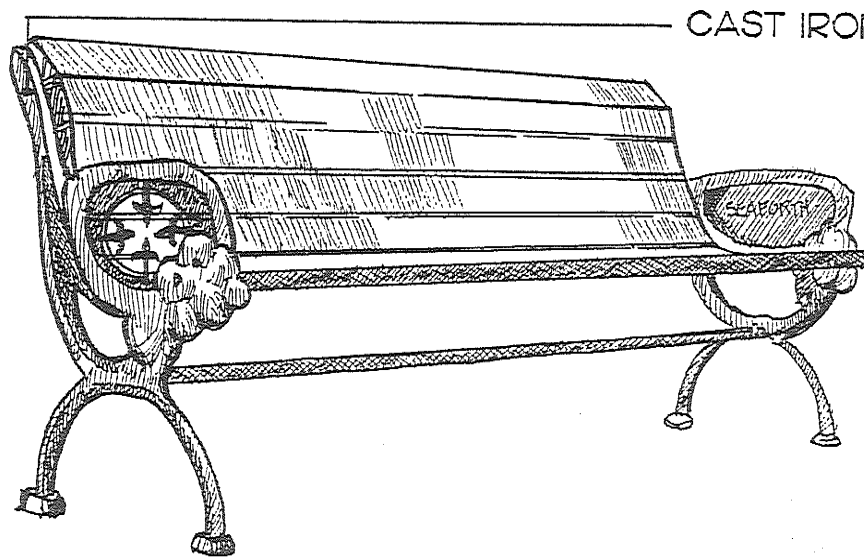
CAST METAL STAMP - ADAPTABLE FOR
 WALL OR SIDEWALK MOUNTING

TYPICAL INTERPRETIVE PLAQUE

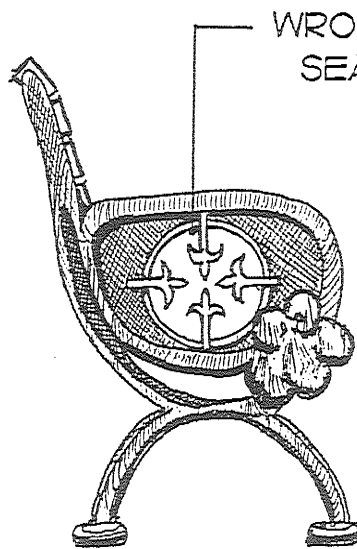
fixture
type



SEAFORTH STREETSCAPE STUDY



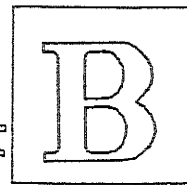
CAST IRON BENCH FRAME



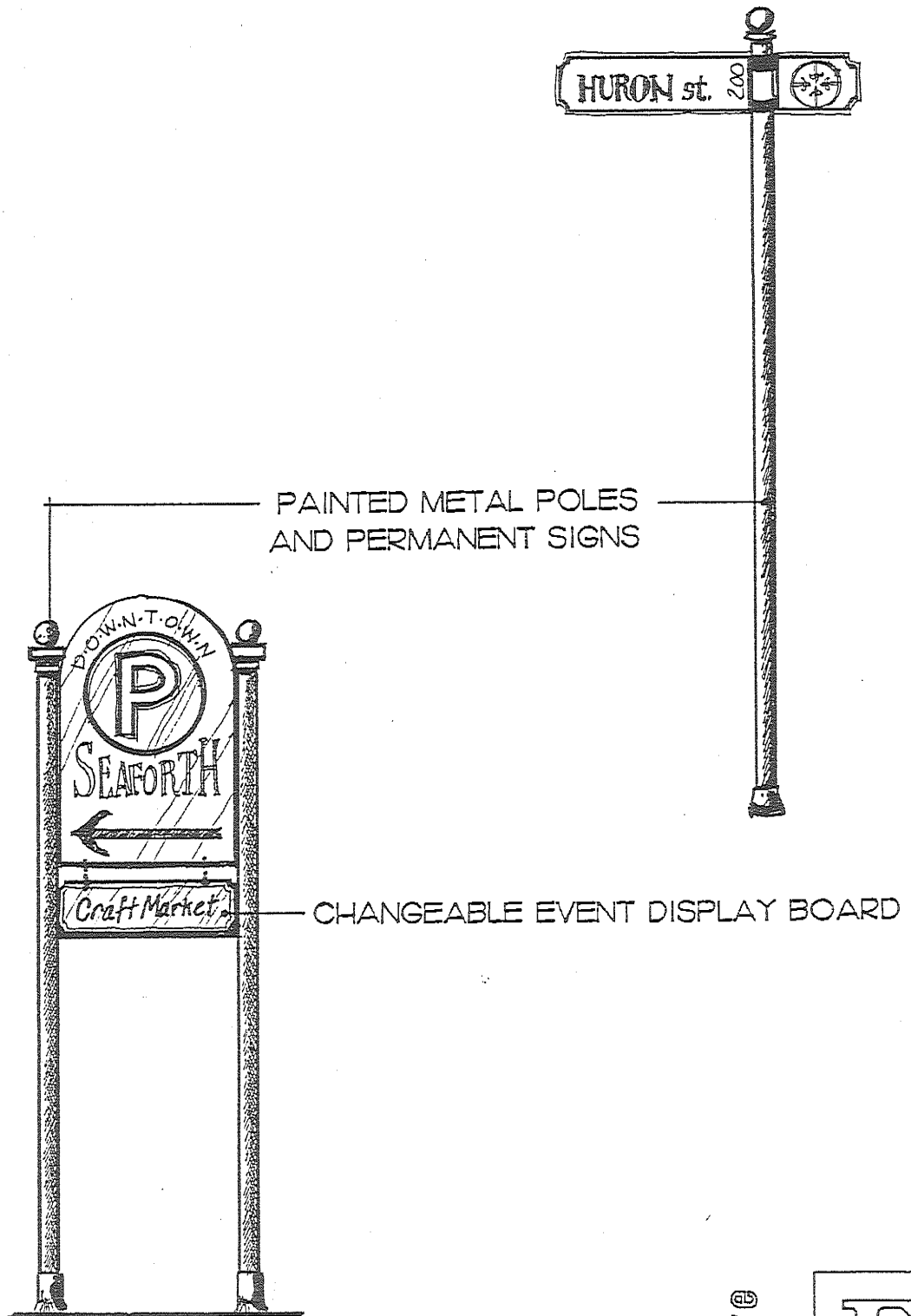
WROUGHT IRON "DOWNTOWN SEAFORTH LOGO" WORKED INTO ARMREST

BENCHES

fixture
type

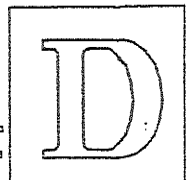


SEAFORTH STREETSCAPE STUDY

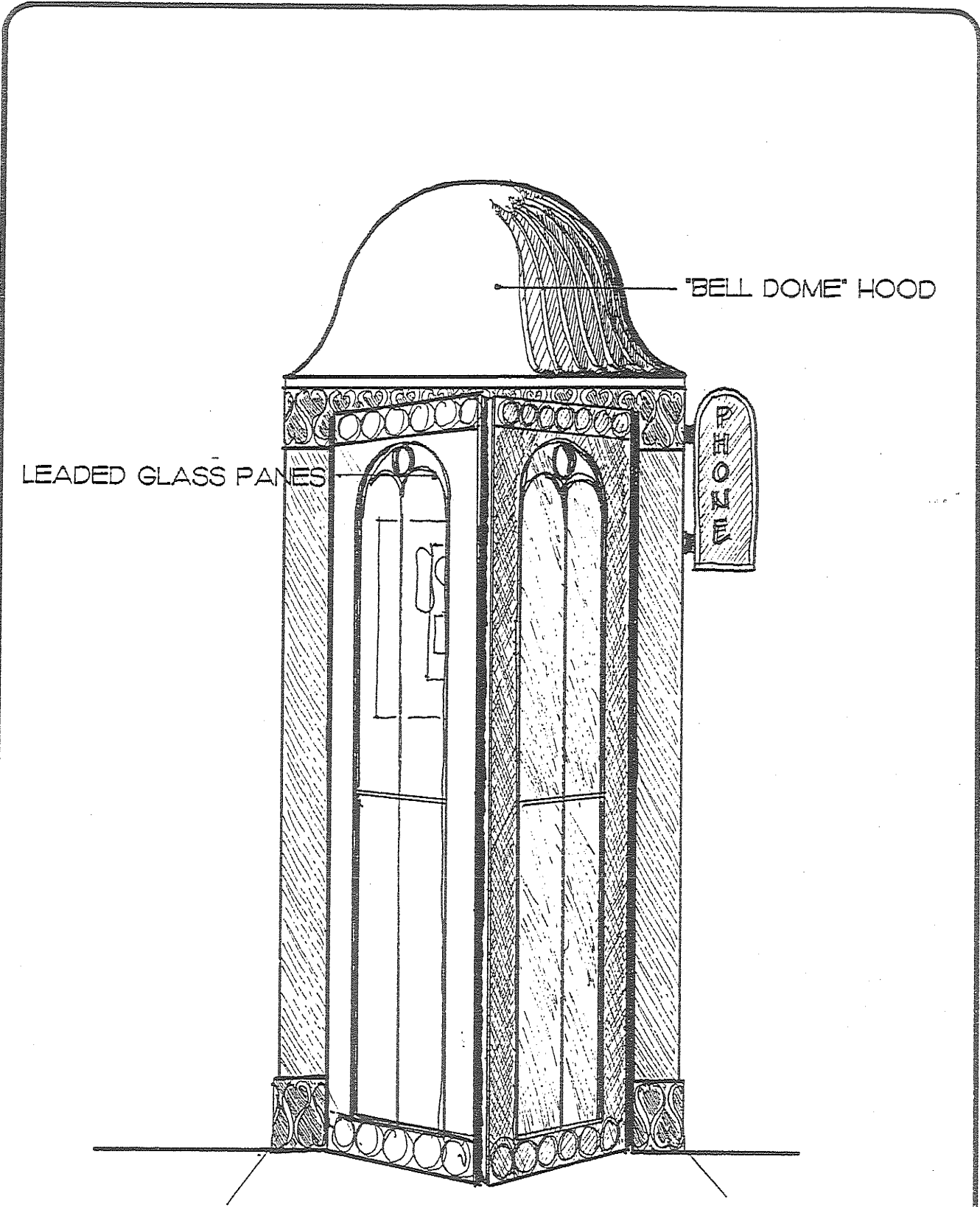


STREET SIGNS

fixture
type

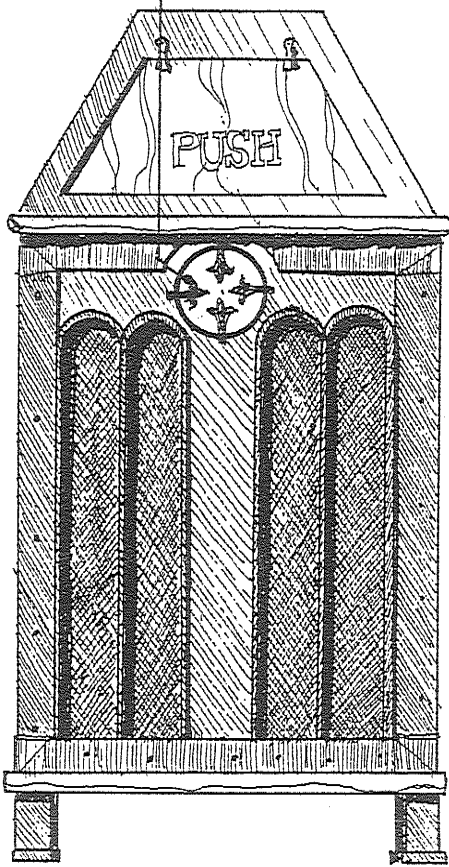


SEAFORTH STREETSCAPE STUDY



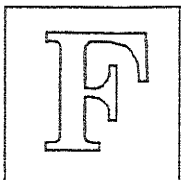
TELEPHONE BOOTH *fixture type* **E**
SEAFORTH STREETSCAPE STUDY

"DOWNTOWN SEAFORTH LOGO" STAMP



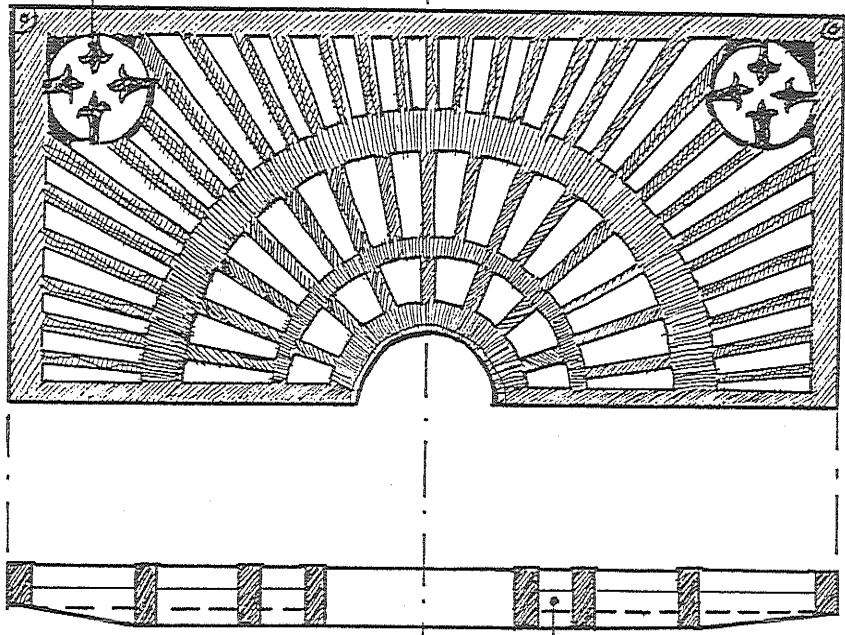
GARBAGE RECEPTACLES

fixture
type



SEAFORTH STREETScape STUDY

— OPENINGS FOR POTENTIAL UPLIGHTING



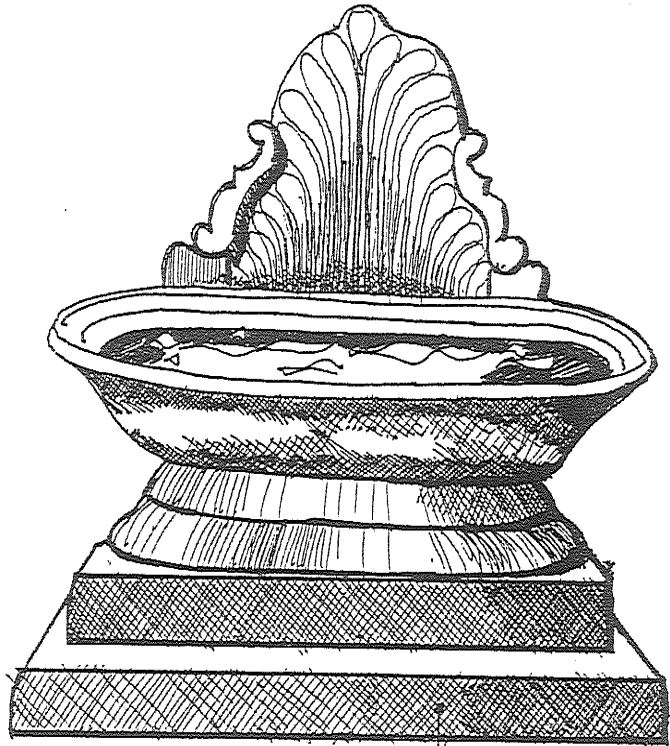
— CROSS SECTION VIEW

TREE GRATE

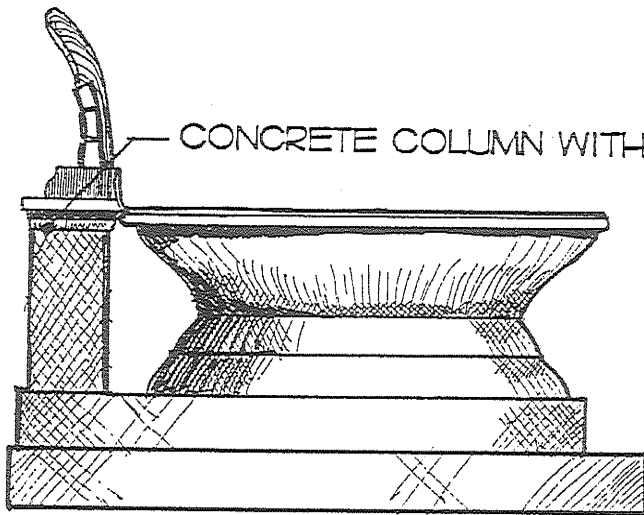
fixture
type



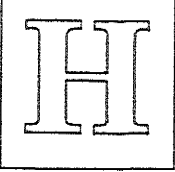
SEAFORTH STREETSCAPE STUDY



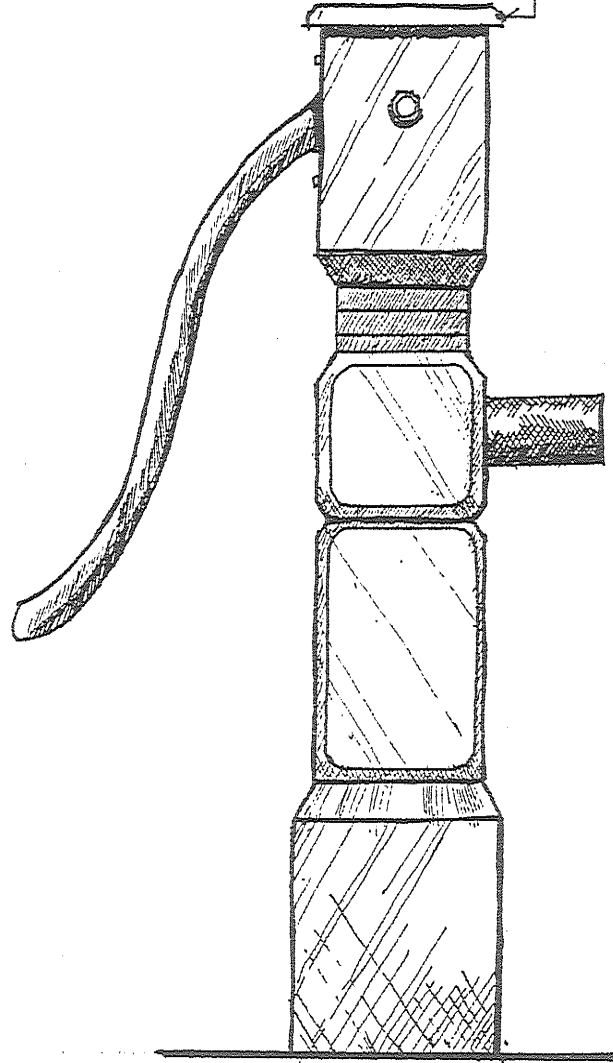
CONCRETE BASE SLABS



CONCRETE COLUMN WITH WATER RECYCLING PIPES

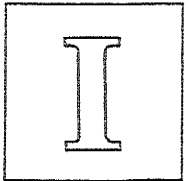
HISTORIC HORSE TROUGH fixture type 
SEAFORTH STREETSCAPE STUDY

PAINTED WOOD OR CAST ALUMINUM PUMP



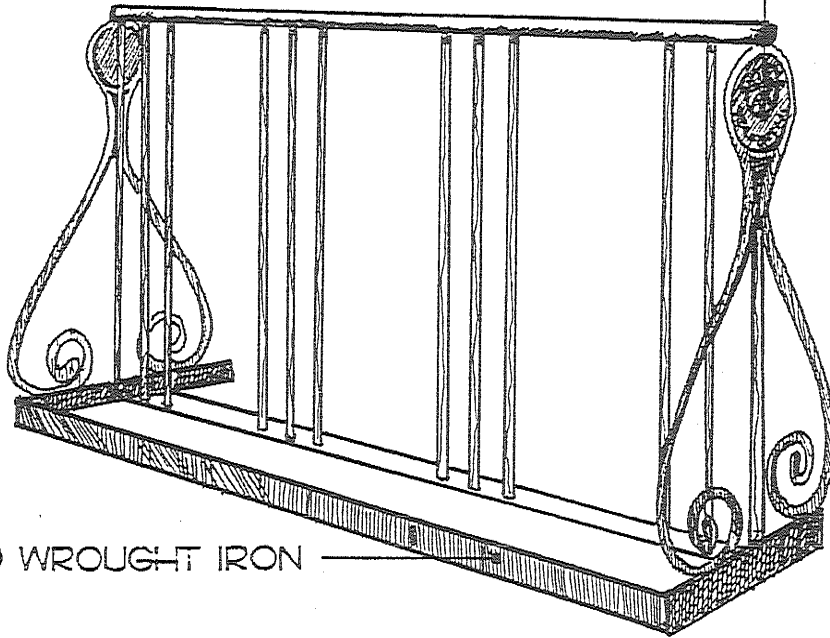
WATER PUMP

fixture
type



SEAFORTH STREETSCAPE STUDY

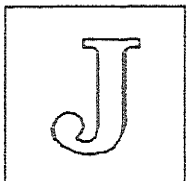
CAST "DOWNTOWN SEAFORTH LOGO"



PAINTED WROUGHT IRON

BICYCLE RACKS

fixture
type



SEAFORTH STREETSCAPE STUDY



TOWN OF SEAFORTH

IMPLEMENTATION

SEAFORTH STREETScape STUDY

section
number

FOUR

MAIN STREET

THE HERITAGE CANADA FOUNDATION

4.0 IMPLEMENTATION:

4.1 Phasing and Preliminary Cost Estimates:

Ultimately the intent of the Master Plan is to enhance an intrinsically rich Townscape. Another requirement however, is to attract tourist traffic from Highway 8. This is based on a simple rationale; according to the Ministry of Transportation of Ontario, 1.1 million vehicles pass by the entrance to Seaforth's main street along Highway 8 (the Four Corners Intersection). Clearly, it would be a significant expansion of Seaforth's retail market if this resource could be tapped.

To attract the attention of a motorist on Highway 8, streetscape features that stimulate curiosity and interest, resulting in the observer wishing to explore further (ie. pull off of Highway 8 and turn onto Main Street) are obviously desirable. Therefore, highly visible treatments and design elements that accentuate the rich architectural character of Main Street should be implemented during initial construction phases. The intent is that the implementation of these strong visual images will promote the streetscape scheme and generate further enthusiasm for the implementation of subsequent phases.

To accomplish this, the following phasing and preliminary cost estimates have been prepared. Obviously, the Town may wish to establish different priorities depending on its own analysis of the design. The combination of phasing and costing provided here is therefore general and flexible to permit modification. Preliminary costs have been estimated on the basis of being tendered and awarded to contractors in the Seaforth area. This then is dependent on the preparation of detailed construction drawings to articulate the sensitivity of the design.

The information provided here is summarized from detailed calculations. If further detail is required, it can be provided (as required) as part of the construction detailing process.

4.1 CONTINUED:
PHASING AND PRELIMINARY COST ESTIMATES

PUBLIC WORKS

PHASE	DESCRIPTION OF WORKS	ESTIMATED COSTS
ONE	INSTALLATION OF FOUR CORNERS ARCHWAYS	60,000.00
	HIGHWAY 8 DECORATIVE LIGHTING/SIGNAL POLES AT FOUR CORNERS	36,800.00 *
	TOWN HALL CIVIC COURT INCLUDING SCULPTURE, DECORATIVE LIGHTING, BELL CUPOLA, TREES, PAVING, STREET FURNISHINGS	80,780.00
SUBTOTAL		177,580.00
TWO	INSTALLATION OF DECORATIVE LIGHTS ON MAIN STREET INCLUDING PAVER EDGERS AND INTERSECTION PEDESTRIAN RAMPS	151,500.00
	INSTALLATION OF DECORATIVE LIGHTS ON HIGHWAY EIGHT INCLUDING PAVER EDGERS AND INTERSECTION PEDESTRIAN RAMPS	61,200.00
SUBTOTAL		212,700.00
THREE	INSTALLATION OF STREET FURNISHINGS SUCH AS REFUSE RECEPTACLES, SIGN POLES, HISTORICAL WATER PUMP, FOUNTAIN, BENCHES ALONG MAIN STREET AND HIGHWAY EIGHT	38,000.00
	PAVING ON ROADWAY AT FOUR CORNERS	96,500.00
	WALL LETTERING, WALL MURAL AND SCULPTURE AT FOUR CORNERS	74,000.00
	SUBTOTAL	
FOUR	GOVINLOCK STREET REDEVELOPMENT INCLUDING BOLLARDS PARADE POLES, REFUSE CONTAINERS, TREES, LIGHTS AND PAVING	114,000.00
	FOUR CORNERS DECORATIVE ARCADE WALL (NOT INCLUDING LAND AQUISITION IF REQUIRED)	38,900.00 *
	UPGRADING OF MUNICIPAL PARKING LOT	31,400.00
SUBTOTAL		184,300.00

4.2 Funding Sources and Potential Volunteer Groups

4.2.1 Funding Sources:

The most obvious source of funding to help the Citizens of Seaforth realize their vision for downtown streetscape improvements is PRIDE (Program for Renewal, Improvement, Development, and Economic revitalization) which is administered by The Ministry of Municipal Affairs.

To date, \$ 200,000.00 (50% PRIDE/50% Town) has been made available for streetscape improvements. This represents a substantial allocation of Provincial funds for a relatively small community. PRIDE funds are usually allocated based on comprehensive, detailed and well articulated proposals. The fact that the Seaforth application was based on substantial background research, was no doubt a major factor in the award of these funds. By the same token, the preparation of this Master Plan should be viewed favourably for future applications. As long as PRIDE continues, Seaforth should continue to apply to this Program as a significant source of financial support.

Municipal revolving funds are allowed under the provisions of the Planning Act, Section 28. This legislation encourages communities to assist private land and building owners within a Community Improvement Area in paying for the cost of rehabilitating their land and building in conformity with the Community Improvement Plan. Therefore, revolving funds could be established for all or specified items that contribute to the enhancement of the Community Improvement Area. With specific reference to the Master Plan, this could involve items such as period picket fences, heritage lighting and signage, facade restorations, or parking lot improvements (among others), all of which would be completed by the private sector.

Potentially the most effective (visible) manner in which to employ a municipal revolving fund in Seaforth would be to concentrate on signage. Improved signage, according the intent of the Master Plan, would provide a significant visual as well as economic impact.

The following is a brief outline of a proposed Seaforth Signage Loan Program:

- * The Town of Seaforth is providing financial assistance to property owners and tenants within the Community Improvement Area for signage improvements for commercial buildings. (a \$20,000.00 revolving fund has been established by the Town by simply transferring \$20,000.00 from short term (monthly) investments such as G.I.C.'s or T-bills; it is an interest-bearing fund that will be self-sustaining through loan repayment and interest accumulation).

- * The loan covers 100 percent of eligible improvements to a maximum of \$1,000.00, provided that no property standards by-law violations are encountered.
- * Up to \$1,500.00 may be borrowed for the construction and installation of symbol signs.
- * The interest rate is equal to the current rate the Town receives for short-term investments less 2 percent. The rate is fixed for the loan period.
- * The loan is amortized over a maximum of 10 years and is secured by a lien on the property which is registered on title.
- * The loan is repaid on a monthly basis, but no penalty is given for full or accelerated payment.
- * The loan is to be discharged (paid in full) upon selling the property.
- * Eligible signage would include any sign that conforms to the Seaforth Heritage Conservation District Sign By-law (once enacted) or the Seaforth Sign By-law outside the District.
- * To encourage prompt execution of the program, 25 percent forgiveness of principal will be made if the work is completed within 12 months of the establishment of the program.

Analysis by the Design Team and input during public meetings revealed a general consensus that, except for the some of the architecture in upper floors, the streetscape along Main Street is somewhat sterile and uninviting. Period signage, especially symbol signs, would enhance the visual interest of the Town and would undoubtedly provide economic return by drawing more tourist attention. This would be especially important in the vicinity of the Four Corners intersection.

With the establishment of a signage loan program that favours symbol signs, it is anticipated that Main Street may be enhanced with 15 to 25 symbol signs. Based on the experience of other Southern Ontario municipalities the cost of the program (2% on the short-term investment money along with the grant portion) would be recovered over and over again via a healthier economic base in Seaforth. This serves to illustrate that there are tangible economic benefits to amenity/beautification.

Seaforth's Business Improvement Area (B.I.A.) will continue to be involved in Downtown revitalization. Many B.I.A.'s across the Province are realizing that physical improvements to their streetscapes are one of the best advertising and promotional tools at their disposal. Perhaps Seaforth's B.I.A. would allocate capital financing towards the implementation of this Master Plan until it is completed.

The program entitled Preserving Ontario's Architecture under the auspices of the Ministry of Citizenship and Culture provides financial assistance for the restoration of architecturally and historically significant buildings. The Heritage branch should be consulted with respect to the current status of the program.

Bell Canada has set a precedent in Kitchener, Ontario for providing decorative telephone booths at no cost to the City. Seaforth's Main Street warrants special attention and standard issue booths are not in keeping with the Town's character. It would therefore be appropriate to inquire about this possibility as soon as possible.

Canada Post should be approached to provide all or at least a portion of the costs associated with the streetscape embellishment adjacent to the Seaforth Post Office, Main Street. As a good corporate citizen, Canada Post would likely be very anxious to assist since this project would compliment their building as well.

4.2.2 Potential Volunteer Groups:

Volunteer groups provide a significant service to most communities, but the people Seaforth have demonstrated the exceptional enthusiasm and commitment that is needed to execute an ambitious program such as this. The attendance and interest shown at the public meetings, as well as the public donations pledged toward the construction of the community arena, speak well for the positive spirit that exists in this town.

This enthusiasm must be tapped and directed toward the funding and implementation of specific manageable tasks to be contributed by the private sector. This could be achieved through some of the following means:

- * Corporate donations,
- * Citizen donations,
- * Dedications (bequests) of estates,
- * Special promotions, draws or events aimed at raising funds for a particular part of the proposed design,

Fund raising efforts that involve citizens are most desirable since there is a direct connection with the community, the event and the result of the fund raising activity. This may be particularly important for the younger citizens who might acquire a greater respect for streetscape features that they helped to provide.

For example, perhaps an individual, a family or a group of friends might raise/donate funds for such items as a light pole and luminaire, a bench, a trash container or other piece of furniture. In return, they might have

their name(s) engraved in a small plaque that would be attached to the individual piece.

Another option might be that for a \$50.00 (or more) contribution, individuals could have their names engraved in a concrete paver for installation on the roadway or as an edger on the sidewalk.

Clearly, there are all kinds of opportunities for fund raising that could be employed if Seaforth residents are supportive of the Plan.

The Horticultural Society could continue to supply the numerous hanging flower baskets that will accent the decorative light standards. They have also expressed interest in developing the heritage garden in front of the Lawn Bowling Clubhouse.

Perhaps the service clubs could be approached to volunteer for specific aspects of the Streetscape Study implementation. Each service organization in Town should receive a presentation of this plan, emphasizing the importance of implementing this work to the economic health of the community, with an appeal for a contribution/commitment for a specific item.



TOWN OF SEAFORTH
**MAINTENANCE
CONSIDERATIONS**
SEAFORTH STREETScape STUDY

section
number

FIVE

MAIN STREET

THE HERITAGE CANADA FOUNDATION

5.0 MAINTENANCE CONSIDERATIONS

5.1 Introduction:

An understanding of future maintenance requirements of a streetscape development is an important part of the design process. The design should balance the functional and aesthetic improvements of the streetscape with the costs and convenience of its upkeep. Annual operational costs in most municipalities consume a larger portion of the public budget than most people realize. Municipal design, therefore, should attempt to minimize maintenance requirements while not allowing maintenance standards to direct the design unduly. The design proposed within this report strikes this balance through design treatments which are visually attractive, functional, and require relatively low-maintenance.

Upon implementation of this Master Plan, the maintenance schedule and budget should not differ dramatically from what exists at present. To some extent this depends on whether or not equipment is purchased or rented. The only additional equipment that might be anticipated is a water truck. For the purposes of the information provided below, it has been assumed that this equipment will be rented or leased.

The following is an attempt to estimate the increase in annual municipal operating costs for the study area assuming complete implementation of this Master Plan.

5.2 Paved Surfaces

Experience in other municipalities, North Bay being the best example, is that vehicular surfaces paved with concrete unit pavers are more durable and require less maintenance than asphalt paving and that snow removal is not a problem. Since the use of unit pavers was a source of concern for the public as well as the Town's maintenance personnel, a great deal of product information was reviewed. In addition, the opinions of Municipal Engineers in other communities were solicited. The result of this investigation indicated that the inclusion of pavers is not only a visual benefit, but is far more cost effective than more traditional forms of pavement.

The concrete unit pavers proposed on the concrete slab sidewalk provide a decorative edging but will also serve a restoration function after the installation of the conduit/wiring for the streetscape lighting. In the event that access is required to the conduit, it would be a simple task to lift and replace the unit pavers without expensive saw-cutting or jack-hammering. It also eliminates the unsightly appearance of typical concrete repair. This latter point can also be made for the unit pavers that form part of the roadway surface.

5.3 Streetscape Furniture

Streetscape furniture and features have been placed, to the extent possible, to avoid the snow clearance concerns expressed by the Town's maintenance personnel. This will allow easy snow removal and sidewalk cleaning. In addition, no tree plantings or sidewalk enlargements have been included in the design. The one exception is the enlarged area in front of the Town Hall which has been redesigned to accent its important public function.

In order to assist Town maintenance personnel, and thus eliminate the need to increase the snow removal and sidewalk cleaning operating costs, the shops and services in the Downtown should be requested to shovel snow or hand sweep areas where street furniture makes manoeuvring with a machine awkward or impossible. Notices by the B.I.A. in the local paper or in the B.I.A. newsletters would be an appropriate method of relaying this requirement.

Vandalism has been expressed as a concern. A good way to prevent vandalism is to develop the civic pride of would-be vandals as described elsewhere in this report. Street furnishings chosen for this project have been selected based on the anticipated use and perhaps abuse by the public. There are few street furnishings that are vandalproof, especially where the heritage theme is so important.

The following is a list of annual operating costs related to street furnishings that might be anticipated with the implementation of the Master Plan. These do not include the Lawn Bowling Club improvements or alley and private property projects.

ITEM:

Painting of tree grates, \$15 each x 10	\$350.00
Painting of tree guards, \$15 each x 10 (Note: above 2 tasks would likely be required every 2 years but the average cost per year is \$15.00 each)	\$350.00
Staining/painting of benches, \$25 each x 14 (Note: task required every 2 years)	\$350.00
Painting of refuse receptacles, \$25 each x 14 (Note: task required every 2 years)	\$350.00
Streetscape sculpture cleaning, twice a year \$30 each x 4	\$120.00
Painting of parade poles, \$30 each x 4	\$120.00

Painting of sign poles, \$10 each x 10	\$100.00
Painting of bollards, \$10 each x 11 (Note: the 3 painting tasks (above) required every 2 years	\$110.00
Cleaning, painting, staining of the historic water pump (fountain), horse trough, the bell cupola, \$75 each x 3	\$225.00
Cleaning, painting of entrance archways, \$50 each x 4	\$200.00
Cleaning of brick entrance features, \$50 each x 2	\$100.00
Staining of wooden entrance features, \$25 x 3 (Note: task required every 2 years)	\$ 75.00
Bubbler fountain at the library (clean and winterize)	\$250.00
Staining of picket fence, pergola, and gate posts at library (Note: task required every 3 years)	\$ 50.00
Paint, stain, clean community board at Post Office	\$ 20.00
Cleaning of 4 corners decorative "Arcade Wall"	\$100.00
TOTAL (approximate)	\$2,870.00

5.4 Street Lights:

Because of the design and illumination requirements of the decorative lighting poles and luminaires, they occur more frequently than the existing, taller light standards. This has minor negative implications for snow removal but greater impact with respect to annual refurbishment.

On average each year each light will require:

ITEM:

\$35.00 worth of painting; 50 poles x \$35.00	\$1750.00
\$13.00 worth of relamping/luminaire cleaning; 65 luminaires x \$13	\$ 845.00
TOTAL (approximate)	\$2595.00

To obtain the actual increase in operating costs as discussed above these figures should be pro-rated against current operating costs for existing lighting under similar circumstances. It is anticipated that the Seaforth P.U.C. will conduct this work.

5.5 Plantings

The inclusion of 72 hanging baskets will add operational costs on an annual basis. Generally, these plants should be watered every other day and fertilized twice a month. Assume a 5 month season.

ITEM:

Watering; \$50 x 72	\$3600.00
Fertilizing; \$15 x 72	\$1080.00
TOTAL (approximate)	\$4680.00

Street tree plantings within grass boulevards are relatively low-maintenance items following an initial (successful) growing season. Maintenance responsibility should rest with the installing contractor as part of the warranty period functions during this period.

Alternatively, large trees planted within hard surfaces require tree grates, watering pipes, a carefully prepared planting medium and generally more attention. The extent of additional care depends on the species since some plants are more tolerant of urban conditions than others. For example, the Honeylocust (*Gleditsia* sp) is leguminous and thus fixes nitrogen from the air to provide nutrient value to sustain itself. Most other trees do not have this physiological capability. This plant is believed to be overused in urban settings; while there are alternatives, they must be carefully evaluated for their design characteristics as well as their ability to survive.

For the purpose of estimating, it is assumed that a moderately tolerant tree species has been selected for placement in hard surfaced areas.

ITEM:

Watering, twice a week for a 4 month season \$160 x 10	\$1600.00
Fertilizing, annually \$25 x 10	\$ 250.00
Annual de-icing solution water flushing (each Spring) \$20 x 10	\$ 200.00

Tree pruning, dead, broken and unsafe limbs
only (lump sum based on retaining professional
arborist)

\$1000.00

TOTAL (approximate)

\$3050.00

5.6 Summary:

A preliminary estimate of the increased annual municipal operating costs resulting from the implementation of this Master Plan can be made by the addition of the approximate totals above.

As mentioned earlier, these figures have not been pro-rated against the existing budgets allocated for some tasks that would be already conducted by the Town. These costs will not be discounted here but simply considered as contingency and thus emphasize the conservative nature of the figure below.

The annual increase in maintenance due to the construction of public improvements would be approximately \$13,000 (1988 dollars).

As noted in earlier sections of this report, this cost will be offset by the return on investment to the Town through increased primary and secondary spending by both local residents and tourists and by a potential increase in property and business taxes.

A trend in today's marketplace is for people and businesses to locate in quality environments - not just quality business environments but, because of our mobile society, quality living environments. Seaforth will certainly become even more attractive to potential new residents and businesses with the implementation of this Plan, without an undue additional burden on the annual maintenance budget.



TOWN OF SEAFORTH
**PLANNING
IMPLICATIONS**
SEAFORTH STREETScape STUDY

section
number

SIX

MAIN STREET

THE HERITAGE CANADA FOUNDATION

6.0 Planning Implications

6.1 Seaforth Streetscape Study - Master Plan

In March of 1988 the Town of Seaforth received approval of an amendment to the Official Plan to include Community Improvement Policies. Within Seaforth's Community Improvement Area, a Heritage Conservation District has been designated under Part 5 of the Ontario Heritage Act. This District is basically comprised of Main Street within the commercial core. Seaforth's Community Improvement Plan was approved by Council and subsequently by the Minister of Municipal Affairs in the Spring of 1988. This Plan is a prerequisite for community improvement fund allocations from the Province.

Therefore, the Town has successfully completed the required documentation to facilitate the implementation of the Plan via the funds available from the Ontario Ministry of Municipal Affairs. However, it is recommended that the Seaforth Community Improvement Plan be amended to incorporate the Seaforth Streetscape Study - Master Plan as one of the Appendices (i.e: Section 7). Even though Section 7.0 does not officially constitute part of the Community Improvement Plan, the planning/design efforts of the Town will be realized by the Ministry of Municipal Affairs. Seaforth's comprehensive approach toward community design improvements, as outlined in the Official Plan, should be recognized by the Ministry during future PRIDE (Program for Renewal, Improvement, Development, and Economic revitalization) funding allocations.

6.2 Revolving Funds

Section 28, "Community Improvement" of the Planning Act, specifically Subsection 7, is the legislation that the Ministry of Municipal Affairs recommends for the establishment of municipal revolving funds as described in Subsection 4.2.1 of this report. The Planning Act allows a municipality to make loans or grants to registered or assessed owners of buildings and lands within the Community Improvement Area for works that are in conformity with the Community Improvement Plan.

It is recommended that the Community Improvement Plan be amended to officially allow Seaforth to provide financial assistance to the private sector to facilitate community design improvements. This amendment should be conducted concurrently with that mentioned in Subsection 6.1 above.

6.3 PRIDE Applications

Subsequent to the Town conducting the necessary tasks identified above, Seaforth should continue to make application to the Ministry of Municipal Affairs for PRIDE funding.



TOWN OF SEAFORTH

CONCLUSIONS

SEAFORTH STREETScape STUDY

section
number

SEVEN

MAIN STREET

THE HERITAGE CANADA FOUNDATION

NEWSPAPER CLIPPING

DOWNTOWN STREETSCAPE DESIGN WORKSHOP

Come and help us spend \$200,000
on Downtown Seaforth
WE'RE COUNTING ON MORE THAN 100 PARTICIPANTS!

TUESDAY, MAY 17
7:30 P.M. AT THE TOWN HALL

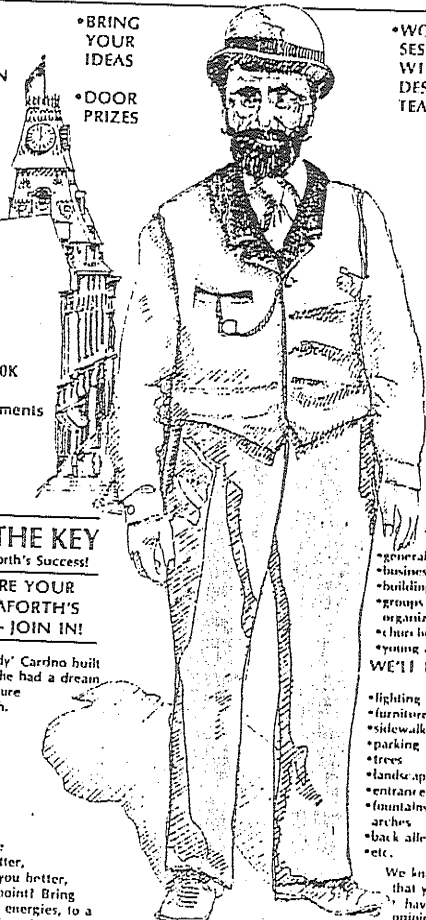
Come and join Alexander 'Sandy' Cardno
in the building of Downtown Seaforth

• COME AND
• HELP US
• DESIGN
DOWNTOWN
SEAFORTH

• BRING
YOUR
IDEAS
• DOOR
PRIZES

• WORKING
SESSION
WITH OUR
DESIGN
TEAM!

- This is your chance to suggest your ideas.
- We've got \$200K to spend on public improvements
- Door prizes, lots of fun, refreshments.



YOU ARE THE KEY

To Downtown Seaforth's Success!

• COME & SHARE YOUR
IDEAS FOR SEAFORTH'S
DOWNTOWN - JOIN IN!

When Alexander 'Sandy' Cardno built Carling Hall in 1877, he had a dream and a vision of the future for downtown Seaforth. Come and rekindle that spirit. Bring your ideas for design improvements downtown. What is your vision of the future? What are your suggestions for how the downtown can look better, do better and serve you better, from a "Design" standpoint? Bring your ideas and creative energies to a special Downtown Design "Hands-On" Workshop - Tuesday, May 17th, 1988, 7:30 p.m. at the Town Hall. See you there. It will be great fun and we want your ideas!

WE
WANT
YOU
TO BE
THERE!

• general public
• businesses
• building owners
• groups &
organizations
• churches
• young & old
WE'LL LOOK
AT ...

• lighting
• furniture
• sidewalks
• parking
• trees
• landscaping
• entrance signs
• fountains,
arches
• back alleys
• etc.

We know
that you
have
opinions.

• CUT AND BRING TO THE WORKSHOP •

NOTE: Picture yourself on holidays (i.e. Florida) and someone you just met asks you to describe the Seaforth in one sentence or less. What would you say that captures the true spirit of Seaforth. Write down your thoughts.

DOWNTOWN SEAFORTH IS: _____

I REMEMBER WHEN: _____

THE MOST NOTABLE THING ABOUT DOWNTOWN IS: _____

THE THING I LIKE MOST ABOUT THE DOWNTOWN IS: _____

THE TWO THINGS OR AREAS I'D LIKE TO SEE IMPROVED ARE: _____

MY SUGGESTIONS FOR IMPROVING THE APPEARANCE OF THE DOWNTOWN AREA ARE: _____

WHAT I WOULD NOT WANT TO SEE IS: _____

BRING THIS AD TO THE WORKSHOP OR MAIL TO BOX 610, SEAFORTH, ONT.
N0K 1W0. ATTENTION: TOM LEMON

SPONSORED BY Mainstreet Canada, The Town of Seaforth, The Seaforth BIA, The Streetscape Committee, K.N. Buck Assoc., Landscape Architects and The Ontario Ministry of Municipal Affairs.

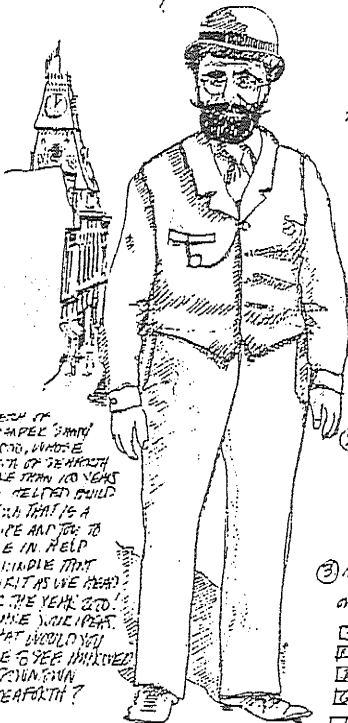
SEAFORTH STREETSCAPE STUDY

TYPICAL COMMENT SHEET

PLEASE FILL THIS OUT AND RETURN IT TO: TOM LEWIS
 (MUST BE RETURNED BY MAY 25, 1988.)
 MAIN STREET CO-ORDINATOR
 DOWNTOWN REVITALIZATION PROJECT
 TOWN HALL BOX 610 SEAFORTH
 ONTARIO N0K 1W0.

DOWNTOWN SEAFORTH DESIGN SURVEY

WE HAVE \$200,000.00 TO SPEND ON PUBLIC IMPROVEMENTS IN DOWNTOWN SEAFORTH. THIS MONEY WILL COME FROM THE PROVINCE OF ONTARIO AND THE TOWN, INCLUDING CONTRIBUTIONS FROM ALL 60 OF THE DOWNTOWN BUSINESSES. THIS EFFORT IS ALL PART OF SEAFORTH'S DOWNTOWN REVITALIZATION PROJECT. WE'RE WORKING TO BRING NEW BUSINESSES TO TOWN, TO GET THE GOODS AND SERVICES YOU NEED AND WANT, AND TO REKINDLE THE SPIRIT AND ENERGY THAT MADE OUR DOWNTOWN THE GREAT LITTLE PLACE THAT IT IS! RIGHT NOW THOUGH, WE WANT YOUR IDEAS FOR HOW YOU WOULD SPEND 200 GRAND TO MAKE DOWNTOWN LOOK BETTER, WORK BETTER AND SERVE YOU BETTER:



SKETCH OF RE-IMAGINED DOWNTOWN SEAFORTH, WHERE VISITS OF SEAFORTH WOULD BE HELD TO BUILD A TOWN THAT IS A PLACE AND TRY TO LIVE IN. HELP REKINDLE THAT SPIRIT AS WE REACH FOR THE YEAR 2000. WHAT WOULD YOU LIKE TO SEE IMAGINED IN DOWNTOWN SEAFORTH?

① IF I WERE SPENDING \$200,000.00 IN DOWNTOWN, THE FIRST THING I WOULD DO IS: clean up the town's streets

- ② IN TERMS OF PRIORITIES, I WOULD FOCUS ON (PLEASE RANK 1, 2, 3, ETC.):
- | | |
|--|--|
| <input type="checkbox"/> TOWN ENTRANCES | <input type="checkbox"/> IN FRONT OF SPECIFIC BLDGS. |
| <input type="checkbox"/> MAIN INTERSECTION | <input type="checkbox"/> TOWN HALL |
| <input type="checkbox"/> ALONG MAIN STREET | <input type="checkbox"/> LIBRARY |
| <input type="checkbox"/> IN THE BACK ALLEYS | <input type="checkbox"/> POST OFFICE |
| <input type="checkbox"/> ON THE SIDE STREETS | <input type="checkbox"/> |

- ③ IF I WERE DOING THIS, MY PRIORITIES WOULD BE ON (PLEASE RANK 1, 2, 3, ETC.):
- | | | | |
|-------------------------------------|--------------------------------------|------------------------------------|---|
| <input type="checkbox"/> lighting | <input type="checkbox"/> parking | <input type="checkbox"/> murals | <input type="checkbox"/> town entrances |
| <input type="checkbox"/> furniture | <input type="checkbox"/> back alleys | <input type="checkbox"/> fountains | <input type="checkbox"/> sculpture |
| <input type="checkbox"/> sidewalks | <input type="checkbox"/> trees | <input type="checkbox"/> archways | <input type="checkbox"/> planter boxes |
| <input type="checkbox"/> crosswalks | <input type="checkbox"/> landscaping | <input type="checkbox"/> signs | <input type="checkbox"/> access ramps |
| <input type="checkbox"/> other: | | | |

④ WHAT I WOULD NOT WANT TO SEE IS: people hanging out on street corners

⑤ TELL ME ONE THING THAT SETS SEAFORTH APART FROM OTHER PLACES YOU'VE SEEN: you don't have to pay for parking meters

⑥ OTHER COMMENTS (DO YOU HAVE OTHER IDEAS, SUGGESTIONS, CONCERNS, COMPLAINTS, ABOUT DOWNTOWN SEAFORTH THAT YOU WOULD LIKE US TO KNOW ABOUT AND ADDRESS...):

TYPICAL COMMENT SHEET

K.W. BUCK
AND ASSOCIATES

LANDSCAPE ARCHITECTS
ENVIRONMENTAL DESIGN CONSULTANTS

• 45 SPEEDVALE AVENUE EAST,
GUELPH, ONTARIO, N1H 1J2
• 270 ST. GEORGE ST. WEST,
FEROUS, ONTARIO, N1M 1A
T 519 8366781
FAX 1 519 8327170

comments please...

Please do not overdo green vegetation because historical pictures show no trees on main street.

Sculptures of historical figures or characters I think are not as appropriate as historical plaques.

Plans incorporating holiday's or special occasions to increase tourists and city populace to downtown is an excellent idea. Outdoor shopping brings back memories of the old days and a friendlier atmosphere between vendor and consumers.

Murals have to be done with discretion.

Town entrance enhancement is a main priority.

The preliminary concept has many excellent, innovative ideas, but the priorities should be attended to first especially concerning renovations to the buildings themselves.

NEWSPAPER CLIPPING

Public shows up to help spend \$200,000

About 60 Seaforth residents showed up at the Seaforth Town Hall recently to help the Streetscape Committee decide how to spend \$200,000.

The Streetscape Committee wants community input into how the \$200,000 grant the town has received for downtown improvements, could be best put to use. The purpose of the meeting last week was to get ideas out in the open.

To give those who attended the workshop some ideas various displays were set up. Ken Buck of K.W. Buck and Associates, the landscaper whose services have been hired for the downtown improvements project, showed a video of Seaforth, as well as a collection of pictures from downtowns all over the world. The pictures were of benches, streetlamps, etc. and people wrote down which pictures they liked. There was also a photographic display of downtown Seaforth with writing paper under each photo on which people wrote their comments on what was good, or bad about that aspect of the town.

There were a lot of suggestions about what the money could be used for. A new sign at the town's entry, fountains, benches, lighting, and arches were just some of the ideas.

Now that Mr. Buck has an idea of what people would like to see, as well as what they wouldn't like to see, he can prepare a draft concept. He will take all the ideas the people of Seaforth have provided and come

up with a concept of how the town will look if they are put into place. The drafts are currently in the works, and will be presented to the public at a meeting on June 8.

The Streetscaping Committee has also sent letters to people in the community asking for input, and has received some replies. Schools were also asked, and students were able to express their desires for such things as a skateboard ramp in town and a drinking fountain in front of the Town Hall.

The committee has four years to spend the \$200,000, and plans to design the im-

provements more ambitiously than these funds would allow, with the hope more grant money will be made available. It is also hoped the various fundraising groups in the community will get behind the project, and may take on a single aspect of the overall design - such as a fountain or bench - and sponsor it themselves.

But a concept to work toward is first needed.

The public will see this concept on June 8 and once their comment is received the design will go to town council for final approval.



A LARGE CROWD came out to talk about changes to Main Street at the Streetscaping workshop held recently at Seaforth Town Hall, among them Jim Sills, Dan Pearce and Donna Pearce. There were videos and pictures for the public to view and decide what they liked and what they would like to see in Seaforth. submitted photo.

NEWSPAPER CLIPPING

Tonight the people of Seaforth have been invited to attend a public meeting at which the preliminary proposals for the streetscaping program will be presented.

The landscape architects, K.W. Buck and Associates, who have been employed to draw a conceptual plan to spend \$200,000 on Seaforth's downtown, have preliminary drawings to show the public. The ideas for the sketches came from an earlier meeting at which Seaforth people decided what they would like to see in their downtown.

One of the ideas in the overall plan is to change the paving surface at some of the intersections in town, and to plant trees or shrubs along the entrances to town, so travellers know they are coming to a town and slow down.

Arches over the streets at the main intersection have also been sketched into the plan, and the town's name is proposed to be painted on the blank wall at the rear of Triangle Discount.

Also proposed is a plan to have life-size statues of historical Seaforth figures situated about town. Alexander Cardno

could stand looking up at the clock on the hall he built; D.D. Wilson could sit on a bench in front of Town Hall, and Mrs. Griffith could be situated near where her store (which caught fire and burned much of the town) was.

Historical plaques telling the story of some of Seaforth's historical buildings are another consideration.

A horse trough, lamp standards, parade standards, bricking the parking lanes, and hanging planters are some of the other ideas which have been sketched and will be presented.

A lot of the proposed work will take place at the main intersection, and at the Gouinlock street entrance down to Victoria Park.

The meeting will start Wednesday night (June 8) at 7:30 p.m. and will be in the council chambers of the Town Hall.

"We've had a lot of input to this point, and we've got back over 100 response sheets," says Tom Lemon, Mainstreet Coordinator, adding he hopes the Streetscaping committee continues to get ideas they can react to.

NEWSPAPER CLIPPING

PUBLIC MEETING

PRESENTATION OF PRELIMINARY PROPOSALS FOR DOWNTOWN STREETSCAPING

Bring your:

- input
- comments
- ideas
- reactions

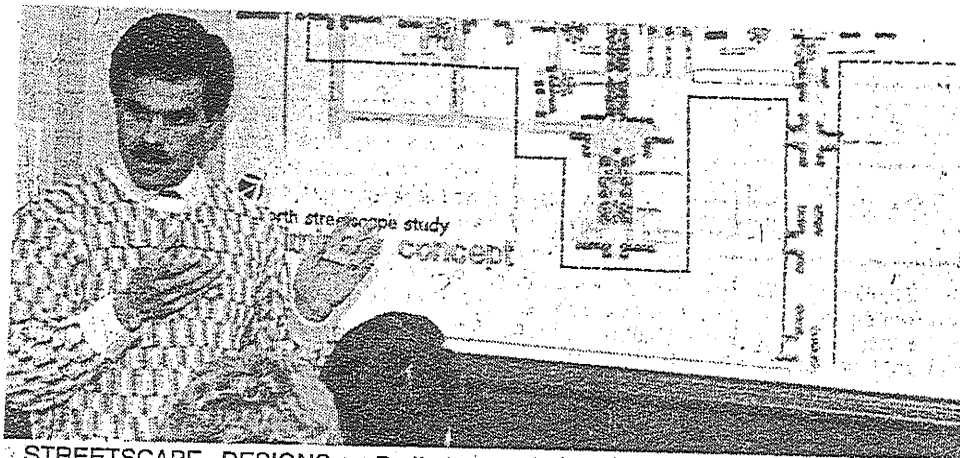
Come and have a look

We absolutely need the input of DOWNTOWN BUSINESS PEOPLE!
This is your chance to make the downtown look the way you want.

WEDNESDAY JUNE 8 7:30 P.M.

Town Hall

Council Chambers



STREETSCAPE DESIGNS - Preliminary drawings of proposals for Seaforth's streetscape project were presented to the people of Seaforth at a public meeting last week. Ken Buck, the landscape architect who has been hired by the Streetscape Committee, presented ideas from his firm and the Seaforth public of what Seaforth could be. The meeting filled the council chambers at Town Hall with people who had both criticisms and praise for the proposals. K. W. Buck and Associates will take the information they got at the meeting and use it to make a formal conception to be completed near the end of July and presented to town council for approval. Corbett photo.