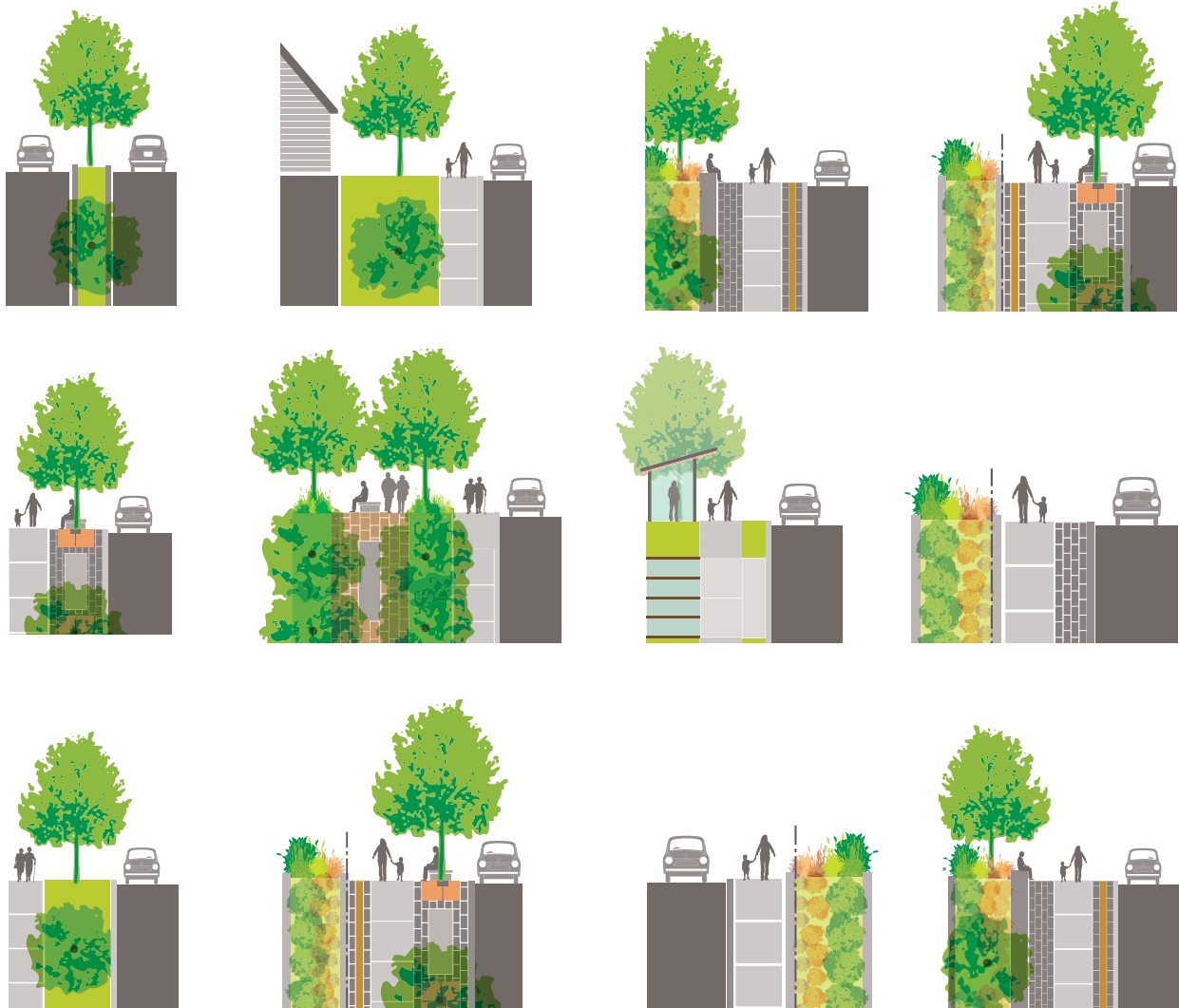


Phase 2 - The Waterfront Image Route Vision

Simpson, Fort William, Water and Cumberland

May 2014





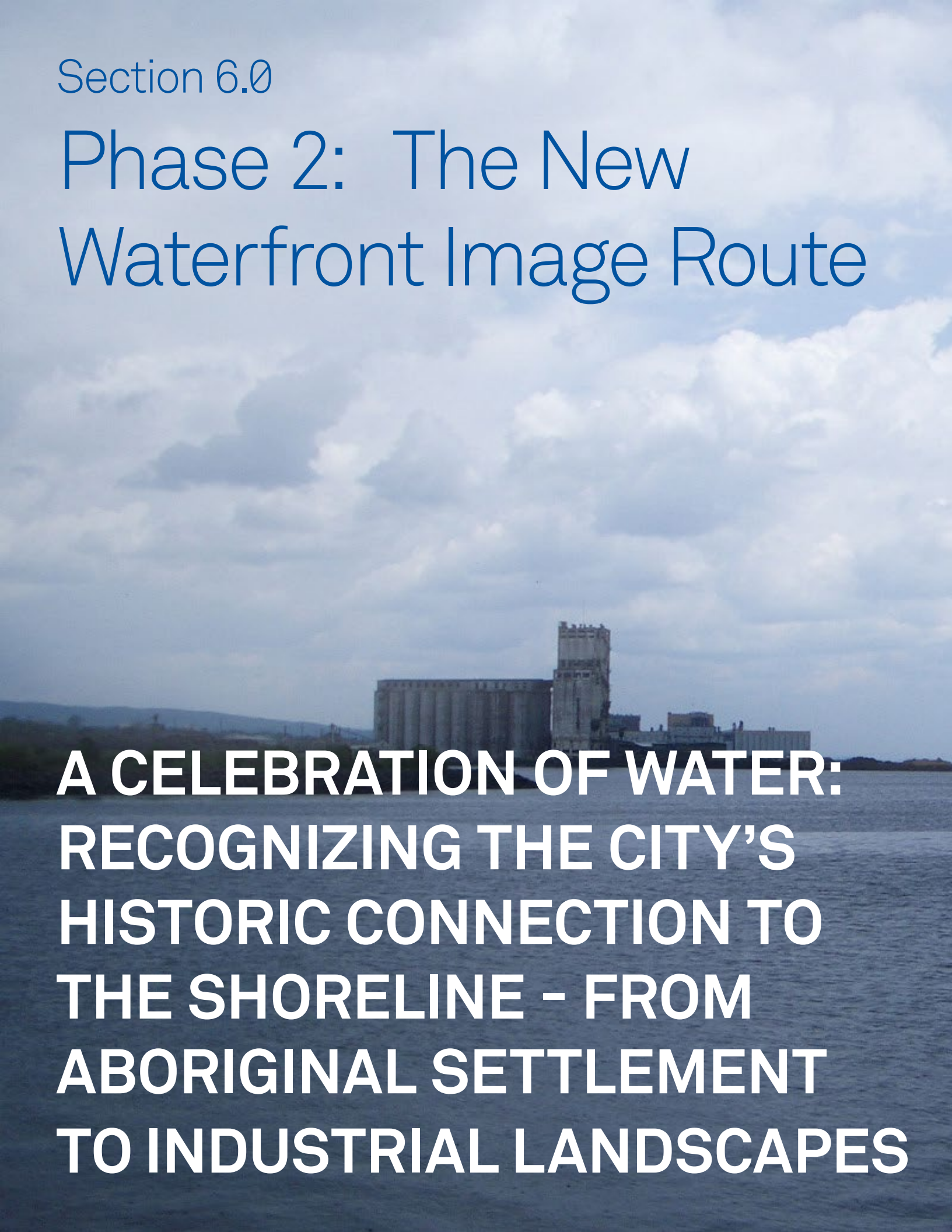
Waterfront Image Routes Visualization - Looking towards the intersection of Fort William Road at the Central Avenue Overpass.

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Section 6.0

Phase 2: The New Waterfront Image Route



**A CELEBRATION OF WATER:
RECOGNIZING THE CITY'S
HISTORIC CONNECTION TO
THE SHORELINE - FROM
ABORIGINAL SETTLEMENT
TO INDUSTRIAL LANDSCAPES**

6.1 Image Route Vision and Analysis

The New Image Route

The Waterfront Image Route stretches for 8.6 km close to the city's waterfront along Lake Superior crossing to the Neebing-McIntyre Floodway and the Boulevard Lake at the mouth of the Current River.

The Phase 2 Image Route starts at the corner of Simpson and Rowland Streets, continues north along Fort William Road, Water Street and Cumberland Street and ends at Grenville Avenue. A variety of conditions exist along the route, from the intimate, pedestrian-scaled development found along parts of Simpson Water and Cumberland Streets, to the auto-oriented uses found on Fort William Road.

The Vision

Theme: A Celebration of Water

Simpson, Fort William, Water and Cumberland follow the curve of Lake Superior connecting the North and South Cores. The streets also cross the Neebing-McIntyre Floodway and the Current River. Highlighting the importance of the shoreline and these waterways is central to the design of this Image Route.

Character: Green with Seasonal Variety

Thunder Bay's Waterfront Image Route will incorporate a natural landscape that, where possible, uses materials from the surrounding wilderness. Rain water (including snow) will be a central element in all landscape designs.

Design Approach:

Recognizing the Shoreline of Lake Superior

This new Image Route follows the shoreline of Lake Superior. The redesign of the streetscape presents a unique opportunity to introduce elements of the water's edge into the street design. Potential ways of achieving this include a diversification of naturalized planting, a focus on bio-filtration and improved pedestrian and cyclist connections within the street and to the water edges (including the Neebing-McIntyre Floodway, Lake Superior and Boulevard Lake).

Suggested overall streetscape improvements include clear pedestrian connections, wider and new sidewalks (where possible), new multi-use trails connecting to open spaces, an increased tree canopy and new landscape buffers between pedestrians and parking areas.

Implement Unifying Design Approaches

A series of unifying design approaches are recommended to unify the entire Image Route. These include:

- *Unify the Image Route with a sustainable landscape design that is colourful and low maintenance and that manages stormwater and melting snow in-situ (through a Low Impact Development approach)*
- *Visually mark access points to the water (to the rivers and Lake Superior) through public art, landscape design, earth works and/or signage.*
- *Integrate teaching and learning opportunities that demonstrate simple and implementable naturalization techniques.*
- *Integrate public art to tell the stories of Thunder Bay's waterfront, from aboriginal settlements to industrial landscapes.*

Sculpted Landscapes

The lands along the Image Route are envisioned to be gently sculpted to add visual interest to key sites and highlight accent planting. This land will also be contoured to better deal with rain water runoff and, where possible, snow storage and melting.

Waterfront Image Route - Material Palette

(See Arthur Street for Simpson Street Recommendations and Memorial/Algoma for Cumberland and North Core Recommendations)

Planting Beds



Where ever possible naturalized planting beds should be installed. Tree planting is also recommended but will be dependant on selected planting materials, water retention strategies and /or grading.

Plant Material : Varies based on location and type of planting bed, (refer to Low Impact Development best practices and Natural Area Guidelines in this document).

Bench



Durable metal bench with end and centre arms. Simple, timeless design. Mid-range price point.

Colour: Black

Finish: Glossy

Size: 72" (6'-0")

Installation Method: Surface Mount

Example Product: landscapeforms Village Green (shown)

Trash/Recycling Receptacle



Paired garbage & recycling units. Durable, simple design to match bench. Side opening for easy access. Covered top to shield from rain and snow.

Colour: Black

Finish: Glossy

Installation Method: Surface Mount

Options: Concealed latch; plastic liner with drain holes

Example Product: Victor Stanley SDC-36 (shown in grey)

Precast Concrete Unit Pavers



In select areas where naturalized planting beds are not appropriate, precast concrete unit pavers for decorative paving strip between sidewalk and curb can be installed.

Colour: Heritage Brown

Finish: Premium Finish (i.e. brushed, exposed aggregate, tumbled or standard broom)

Paver Size: 8"x 8"

Pattern: Running Bond, parallel to road (to minimize cutting)

Example Product: 8"x 8" Unilock Il Campo in Heritage Brown (shown)

Tree Guard and Grate



In the more urban Image Route areas, install simple tree guards to protect young trees from damage from snow removal equipment, bicycles, etc. Black colour to match bench and trash receptacles.

Colour: Black

Finish: Glossy

Size:

Installation Method: Bolt-on to tree grate

Example Product: Custom Urban Accessories Unit (shown)

Gateway Signage and Public Art



For the Waterfront Image Route, it is recommended that the gateway signage sit in the naturalized landscape and that it be integrated with public art and/or educational opportunities.

Gateway signage should be used sparingly and only at key sites as identified in this document. Such locations include the entrances/access points to the waters edge.

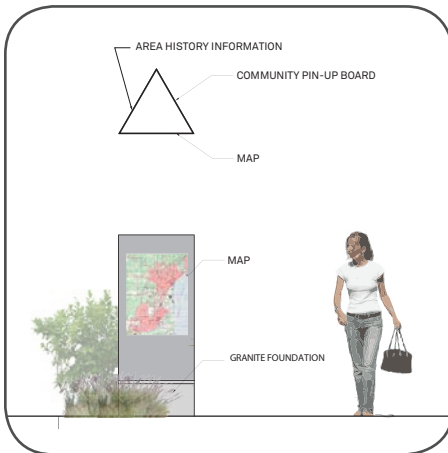
Banners



Banners are recommended along the Waterfront Image Route to unify its diverse character. Where possible, the banner programs should be maintained by the local BIA groups and should be coordinated and approved by the City.

There are two approaches to banner installations. One such approach is for vehicles and the other for pedestrians. Banners should be focused in key areas throughout the Image Routes. Banners for vehicles should be installed at gateway locations, where significant traffic exists, such as Fort William and Central. Banners for pedestrians should be installed at areas where events and festivals are held, such as Pearl and Water Streets or Cumberland and the Marina Park Overpass or at Boulevard Park. Pole and lighting fixture selection should consider the accommodation of future banners, and should allow for integrated hardware to support the banners.

Wayfinding



Wayfinding and information signage is important in order to identify the location of nearby landmarks, or other amenities. Such signage should also speak to the importance of the Waterfront in Thunder Bay, the naturalized planting areas and provide information related to community events.

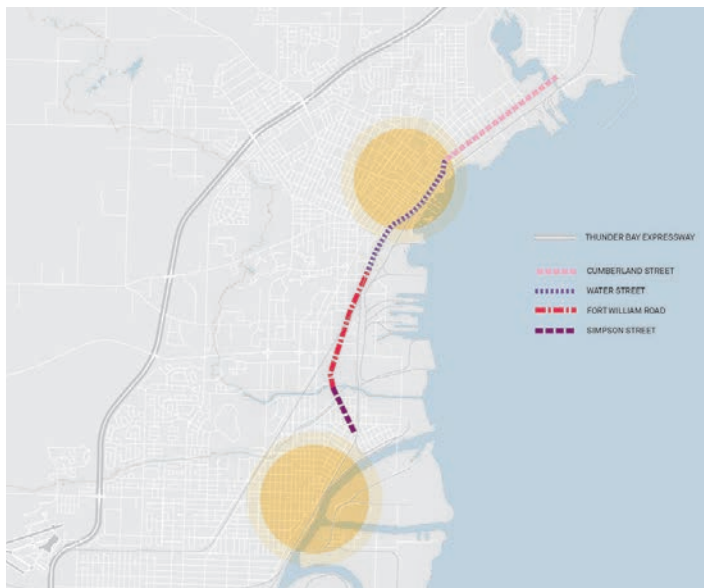
Generally, wayfinding markers should be reserved for areas with high pedestrian and cyclist traffic, and should be placed at key locations along the length of Water Street, or at key junctions along Fort William, Simpson and Cumberland, including traffic bus stops and along multi-use trails.

The markers are recommended to be three-sided, and could be comprised of cast steel poles with steel panels. Wayfinding information could include an area map with key destinations, community pin-up board and information about the Image Route vision. The markers are recommended to be mounted on top of a granite foundation to ensure longevity and ease of maintenance as well as to ensure consistency with the design of gateway markers.

Pedestrian Lighting

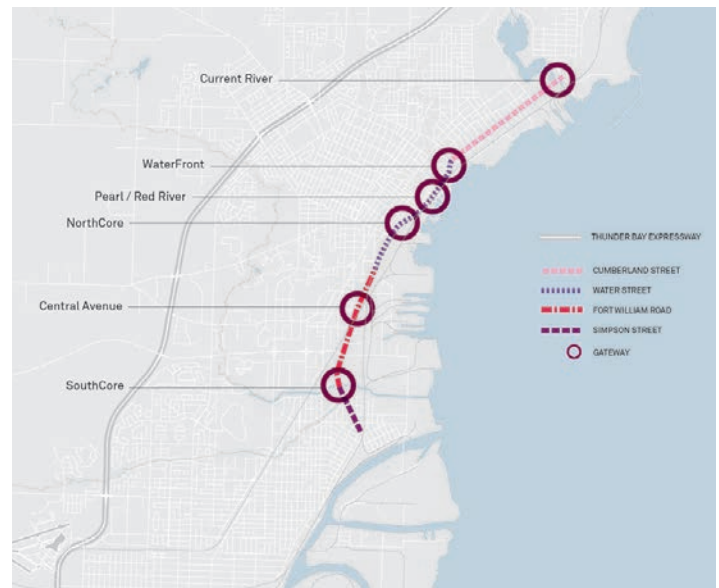


A consistent approach for street and pedestrian lighting is recommended for similar roadway types along the Waterfront Image Route. Using a similar fixture style to the other Image Routes will allow for ease of maintenance and will maximize the City's value for dollar. In special character areas, including the park areas and main street character areas, such as the South/North Cores and Boulevard Park, pedestrian lighting is recommended to provide a safe and inviting pedestrian environment.



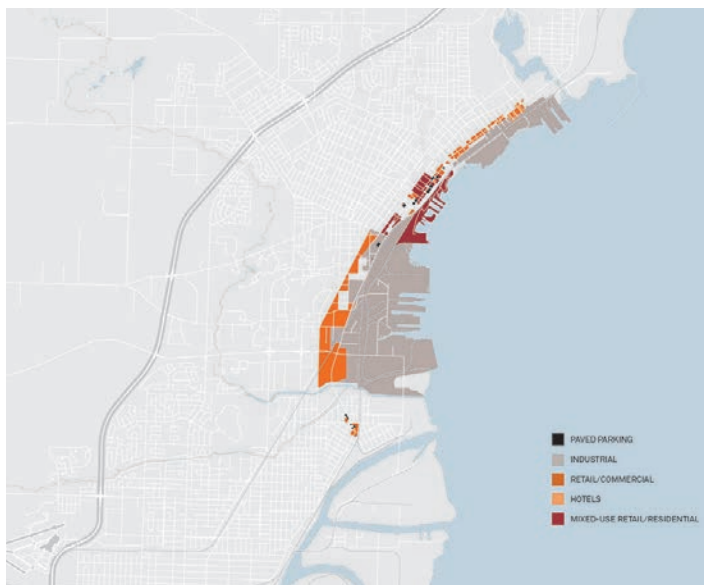
1. Image Routes and Downtown Cores

The Image Routes are 8.6 kilometres of Major Arterials that stretch across the City of Thunder Bay, including Simpson Street, Fort William Road, Water Street and Cumberland Street. The Image Route begins just north of the South Core and continues north of the North Core.



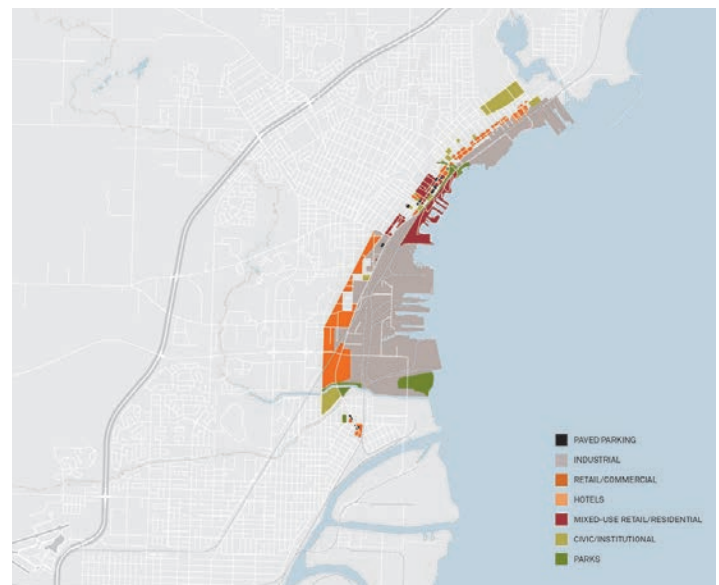
2. Gateways

Gateways along the Image Routes exist at the South Core, Central Avenue, the North Core, the area between Pearl Street and Red River Road, the Marina Overpass as well as the mouth of the Current River. Site design should reinforce the entrance or arrival at these special areas within the City.



5. Land use / Industrial and Commercial

Medium to large format, auto-oriented uses and motels predominate along the norther portion of Cumberland Street, with large retail uses along Fort William Road and a smaller scale urban fabric of retail and mixed-use within the Cores.



6. Land use / Civic

Civic uses, including parks and municipal / provincial buildings are generally located within the North and South Cores, but can also be found along the Image Routes. There are limited parks along the Image Routes with the exception of Prince Arthur's Landing.



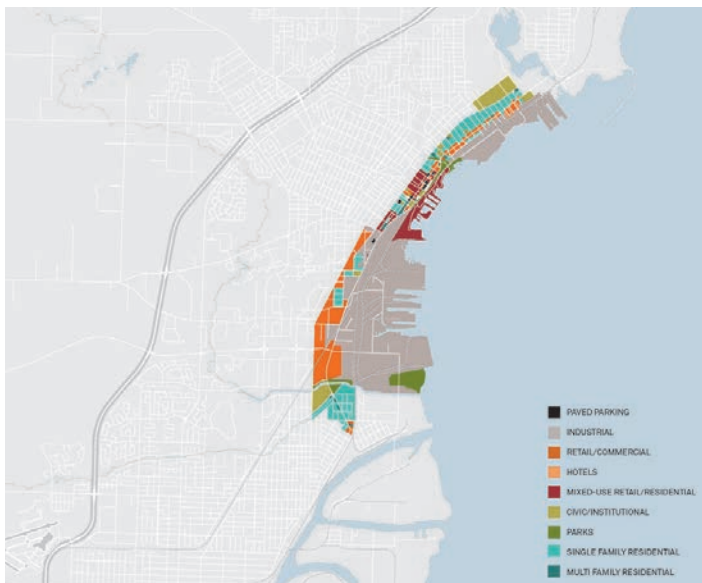
3. Primary Street Character

Broadly, four conditions exist along the Image Routes, including Commercial/Retail along Fort William Road leading to Water Street and Mixed Use primarily along Cumberland Street. Simpson Street primarily holds a residential character. The fourth condition are the Image Route Gateways, these sites are primary opportunity areas.



4. Existing Right of Way

A range of right of way widths exist within the Image Routes, including wider widths (25-30 metres) at the commercial corridors of Fort William Road and Water Street, transitioning to narrower widths (20 metre) along Cumberland Street.



7. Land use / Residential

Residential areas are primarily located on the west side of the Image Routes and are concentrated near the South Core and behind the mixed-use, commercial/retail buildings of Cumberland Street. This generally includes single family dwellings and apartment buildings.



8. Opportunity Sites

Along the Phase 2 Waterfront Image Route, a number of opportunity sites exist. These include vacant or underutilized parcels, as well as smaller, leftover spaces (i.e. due to the road configuration) that could accommodate enhanced landscaping or pocket parks (please refer to Section 6.3 for Demonstration Plans for these sites).

6.2 New Waterfront Image Route Design Tools

(See Phase 1 Document, Section 3 for all Design Tools)

Multi-Use Trails

Paths which can be used for recreational purposes by pedestrians, runners and cyclists.



- a) Two way trails should be 3.0 to 4.5 metres wide, to allow for two way cycling and walking travel.
- b) To be located in areas to replace the existing sidewalk and complement existing city trail system.
- c) Should prioritization between site landscaping and trail width be required, minimum trail width should be retained.
- d) Trail should be buffered from adjacent travel lanes with a change in material, landscape and/or a vertical transition.
- e) Where the continuity of the trail is disrupted (e.g. the trail is merged into vehicular travel lanes) the pavement should be marked to provide clear priority areas for cyclists.
- f) Multi-use trails should be barrier-free to accommodate people of all ages and abilities.
- g) Trails should include adequate amenities (i.e. signage).
- h) All trail designs and locations should be coordinated with the City of Thunder Bay's Active Transportation and Transportation Master Plan as well as the future Waterfront Trail.

Sample Improvement Areas

- *At the northern edge of the Neebing McIntyre Floodway - Page 167*
- *Central Avenue leading to the Waterfront - Page 181*
- *Cumberland street, leading to the Current River - Page 212 & 213*



Naturalized Planting

Naturalized planting makes rain water and snow an integrated part of its design. Plant material is specifically selected to be low maintenance and to treat and filter water before it enters the water table.

- a) Enhance the Waterfront Image Route as an educational tool for sustainable storm water management.
- b) Employ Low Impact Development methodologies to enhance the visual character of the street while harnessing the existing storm water.
- c) Detailed design for planting and landscape typologies should be considered in all seasons.
- d) Public art should be integrated to create awareness and highlight the unique landscape character.
- e) Numerous landscapes typologies that assist with managing storm water should be incorporated including:
 - Low Maintenance naturalized areas
 - Wet Lands
 - Dry Ponds / Swales
 - Grassed Swales
 - Permeable Paving Areas
- f) Site by site, best practices should be reviewed and a preferred landscape and infrastructure design approach should be selected for each.



- g) Criteria include visibility, water capacity, existing soils and infrastructure conditions, topology, etc.

To ensure the proper installation of planting, these guidelines should be read in conjunction with other relevant documents, including best practices in Low Impact Development Guidelines.

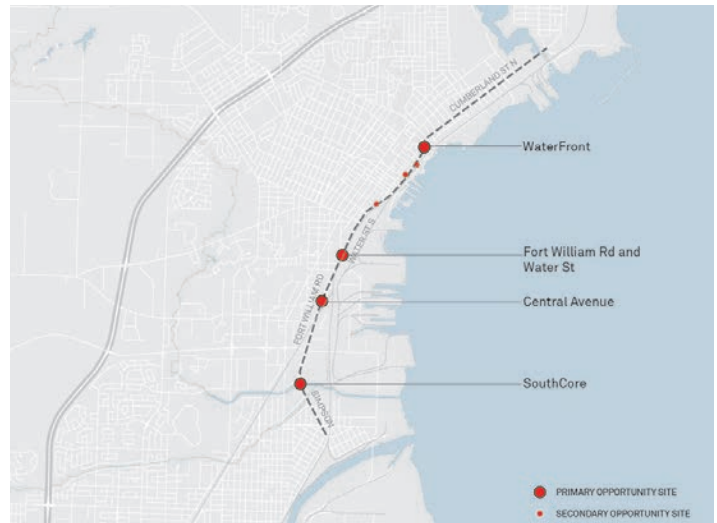
Sample Improvement Areas

- Eastern side of Fort William Road & Water street, along the rail tracks- Page 182 to 194
- Eastern edge of Cumberland Street, opposite of the Current River- Page 210 to 212



6.3 Demonstration Plans: Opportunity Sites

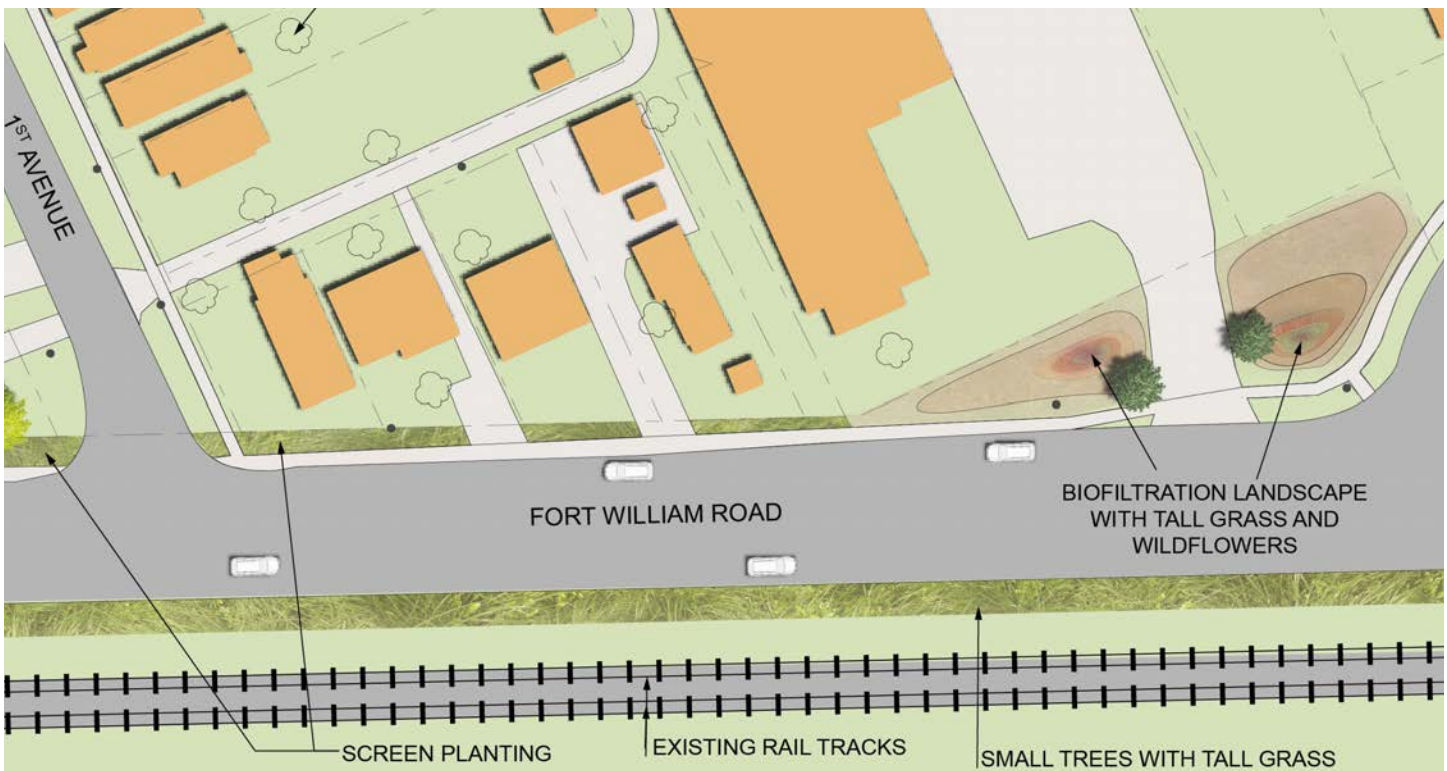
The approach for these “left-over” spaces (opportunity sites) is to replicate the naturalized landscapes that once existed along the shoreline. The intention is that opportunity sites will become synonymous with Thunder Bay’s natural waterfront setting and will provide an interim character for vacant and underutilized lots. It is not the intention that all opportunity sites become public open spaces but that they become naturalized urban landscape pockets that are consistent with the theme of the celebration of water. The design and implementation of each potential opportunity site will need to be coordinated with the land owner and their vision for the property.



Design of Secondary Opportunity Sites

The design of secondary opportunity sites along the Waterfront Image Route is intended to have a naturalized character with tree planting, wherever possible, as long as it does not interfere with the existing utilities and future storm water retention areas. The ground cover is envisioned to be

primarily tall grasses, wild flowers and low shrubs that are in keeping with the Image Route vision. The type and design of an opportunity site will greatly depend on the site specific potential for accommodating rain water and its adjacent conditions.



Fort William Road and Water Street Opportunity Site

Primary Opportunity Sites

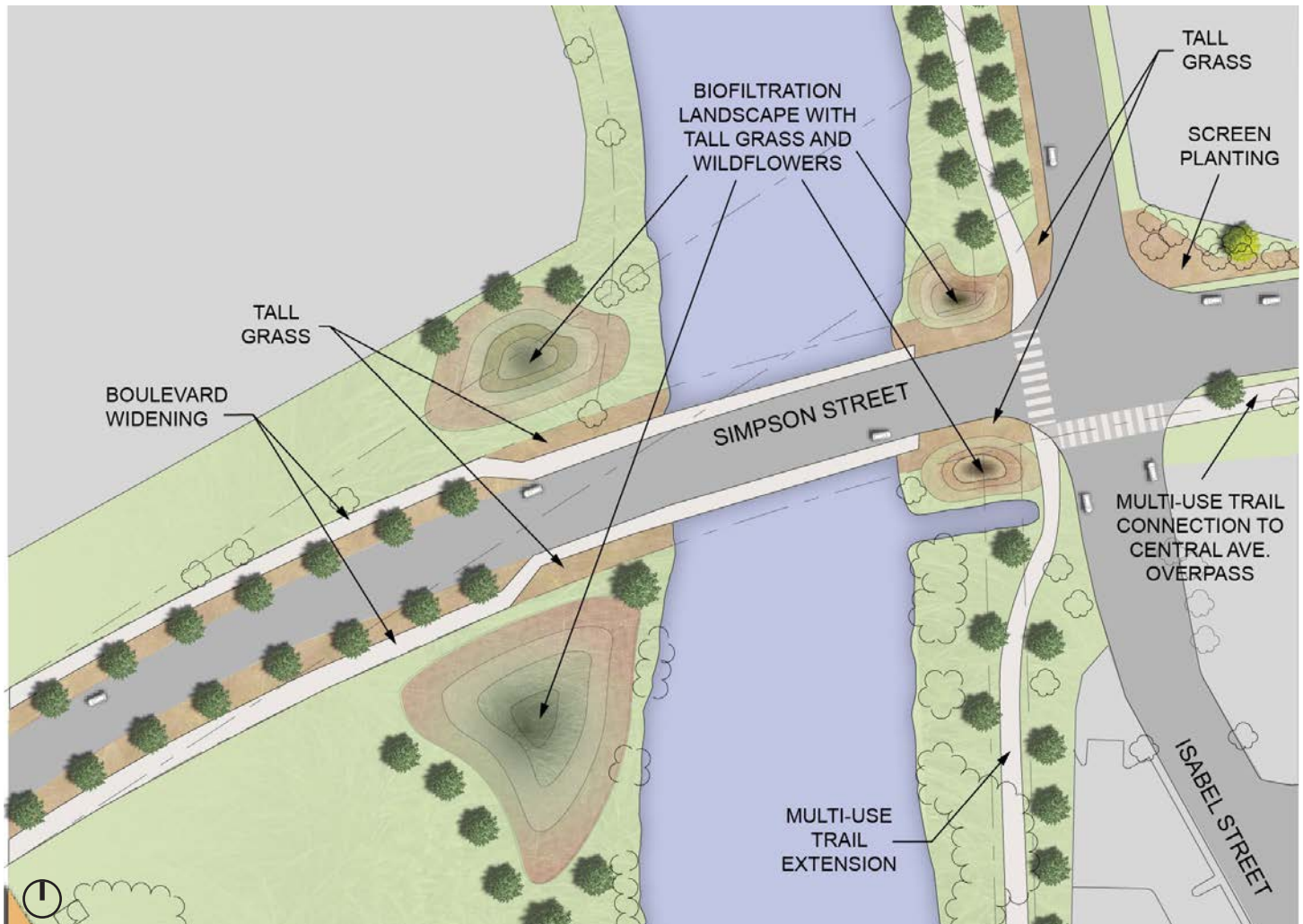
Neebing-McIntyre Floodway

Where Fort William Road crosses the Neebing-McIntyre Floodway there are a number of proposed design opportunities. The key feature is to introduce a naturalized landscape that is representative of the overall Image Route vision.

This key opportunity site is intended to become a gateway to the South Core and also to facilitate an east-west connection between the existing Neebing-McIntyre Multi-Use Trail and the future Waterfront Multi-Use Trail. The configuration and ultimate location of the trail will need to be considered through the update to the Transportation Master Plan and the design of the future Waterfront Trail and the Active Transportation Plan.

Key Design Features include:

- Low Impact Development landscape design on the four corners where Simpson Street crosses the Floodway.
- An extension of the existing Multi-Use Trail along the Neebing McIntyre Floodway from Memorial to Fort William.
- A new trail crossing both Fort William and Isabel Street.
- Upgrading the existing sidewalk on the east side of Fort William Road into an widened Multi-use Trail.



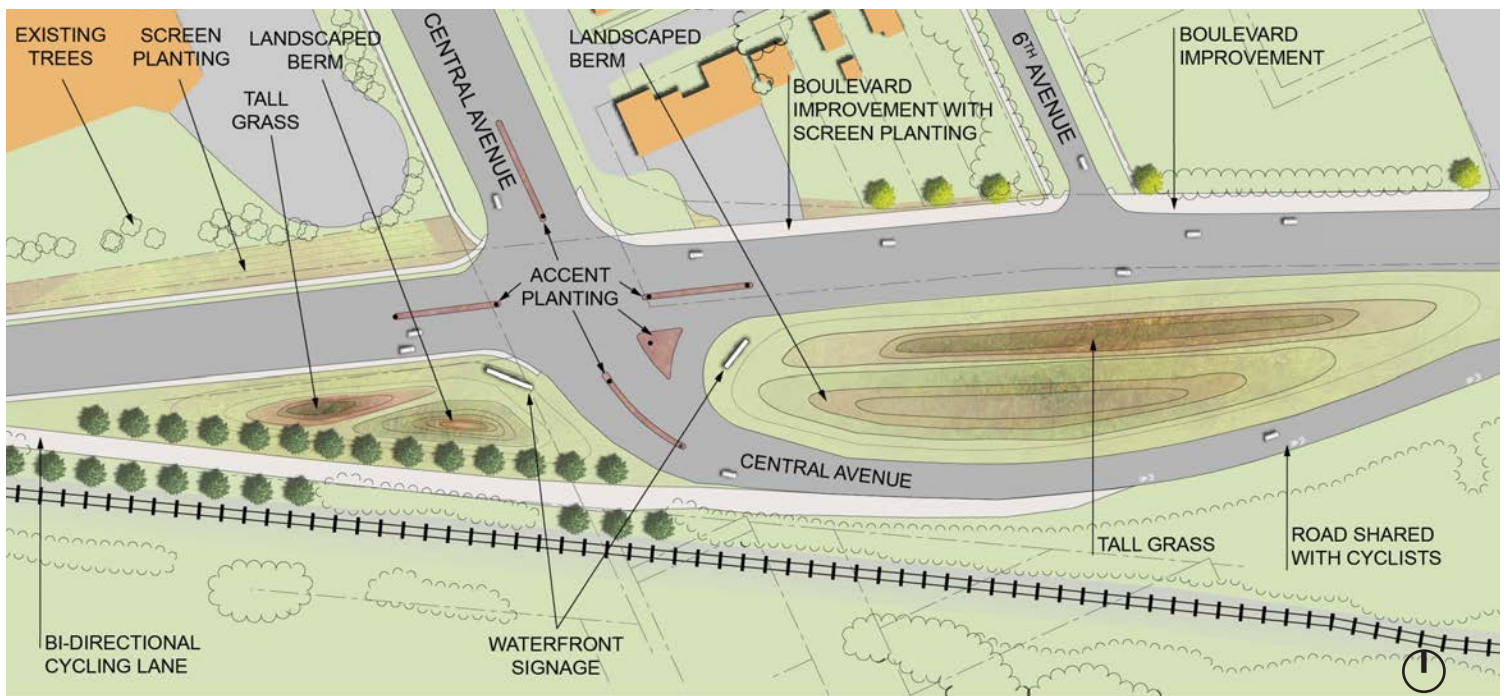
Neebing McIntyre Floodway Opportunity Site

Central Avenue at Fort William Road

The Central Avenue Bridge at Fort William Road has been identified as an important future connection to the Waterfront. This area has the potential to become a primary access point to the water's edge, with an anticipated road connection to Sleeping Giant Parkway in Prince Arthur's Landing and the introduction of the new Waterfront Trail. To address this potential, a vision has been developed that uses the naturalized, sculpted landscape to highlight the importance of the entrance and creates visual interest along the road edge.

Key design features include:

- New naturalized landscape areas that retain and filter storm water runoff.
- A contoured landscape that creates visual interest and highlights a palette of colourful plant materials.
- New waterfront signage that is artistic in nature and is integrated with the landscape design.
- A connection to the new Fort William Multi-Use Trail framed with a double row of trees, set back from the road.



Central Avenue Opportunity Site



Fort William Street at Central Avenue: Before



Fort William Street at Central Avenue: After

The Marina Park Overpass and Cumberland Street

The existing sloped landscape of the Marina Park Overpass -within what is commonly known as Freedom Park- provides a unique high profile naturalization opportunity. It is recommended that bands of contrasting coloured plants be located along the contour lines of the slope to announce this key arrival point into the waterfront. Existing trees can be retained where possible and integrated within the landscape design.

Key design features include:

- A new overflow turf parking area (70-80 spaces) located east of Water Street.
- A contoured landscape that creates visual interest and highlights a selection of colourful plants.
- New waterfront signage that is artistic in nature and is integrated with the landscape design.
- Improved landscape within the four corners of Cumberland, Water and the Marina Park Overpass.
- Plant signage to educate the community on the selection of climate-appropriate, naturalized and low maintenance plants for Thunder Bay.



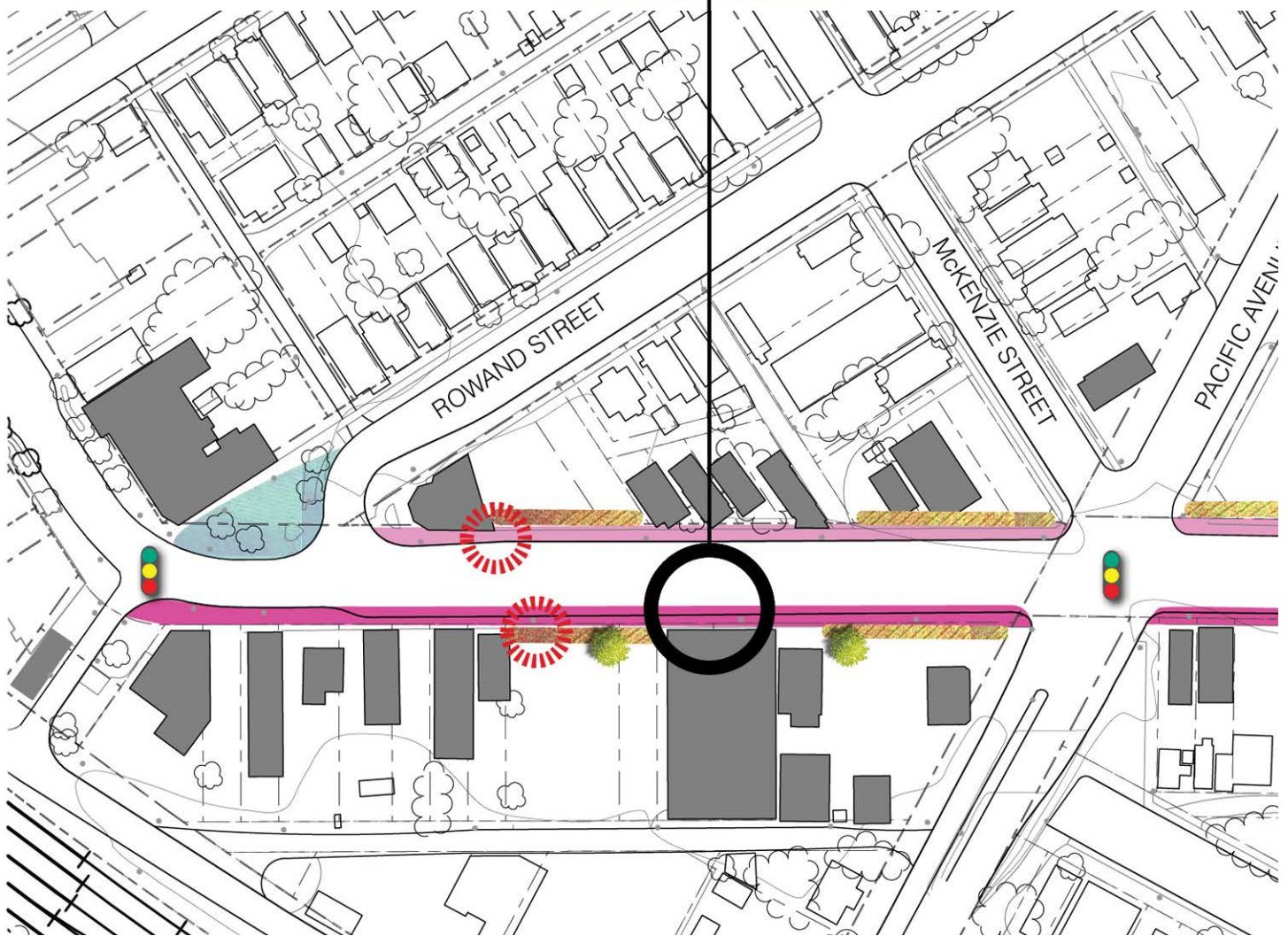
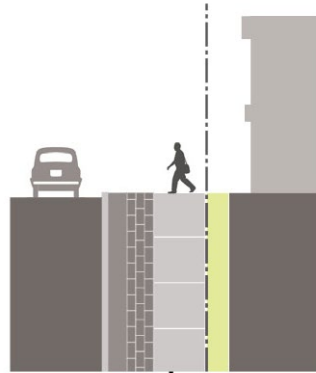
Waterfront Main Entrance Opportunity Site

6.4 Detailed Streetscape Design

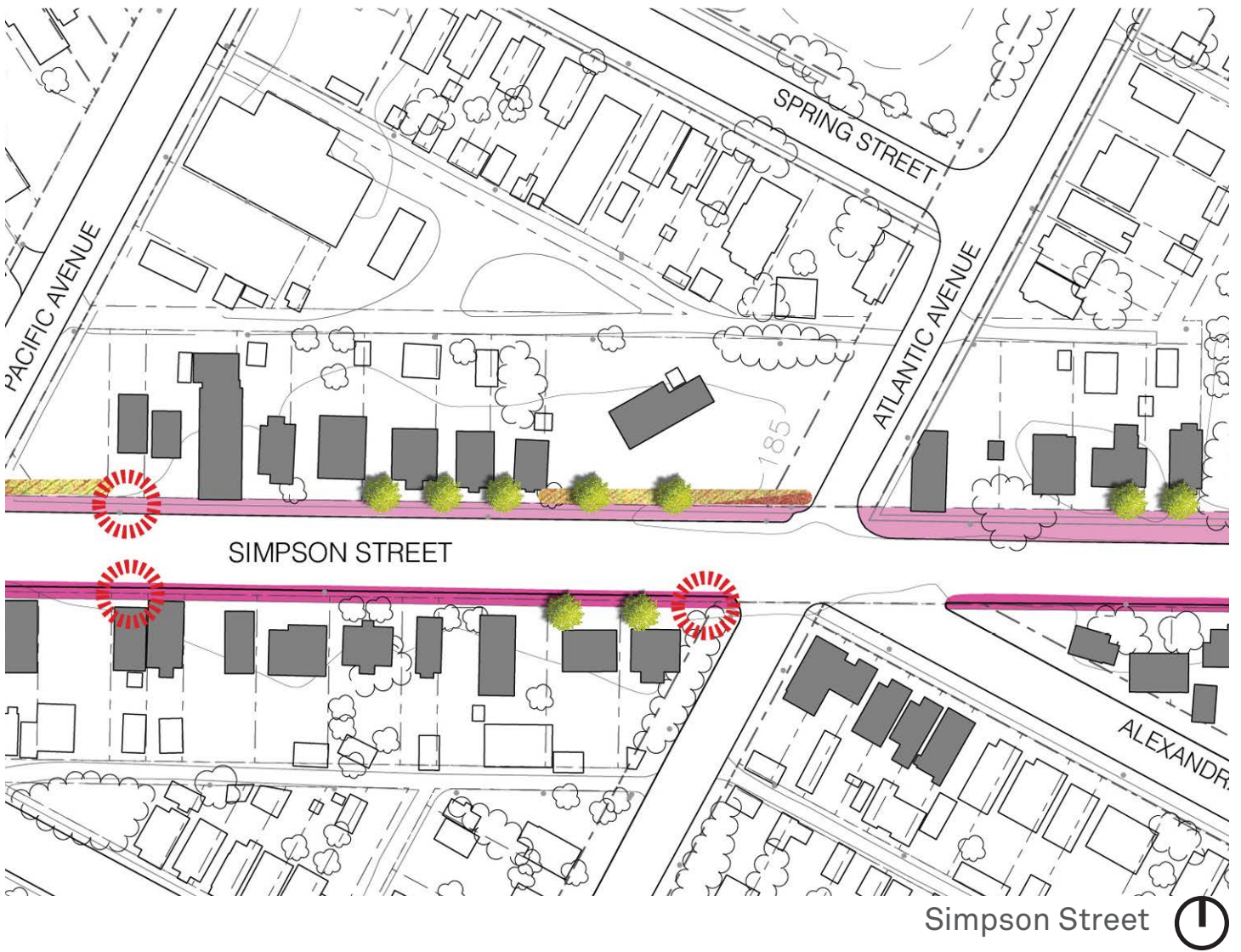
Theme: A Celebration of Water

Recommended Improvements

- Boulevard Widening - Page 24



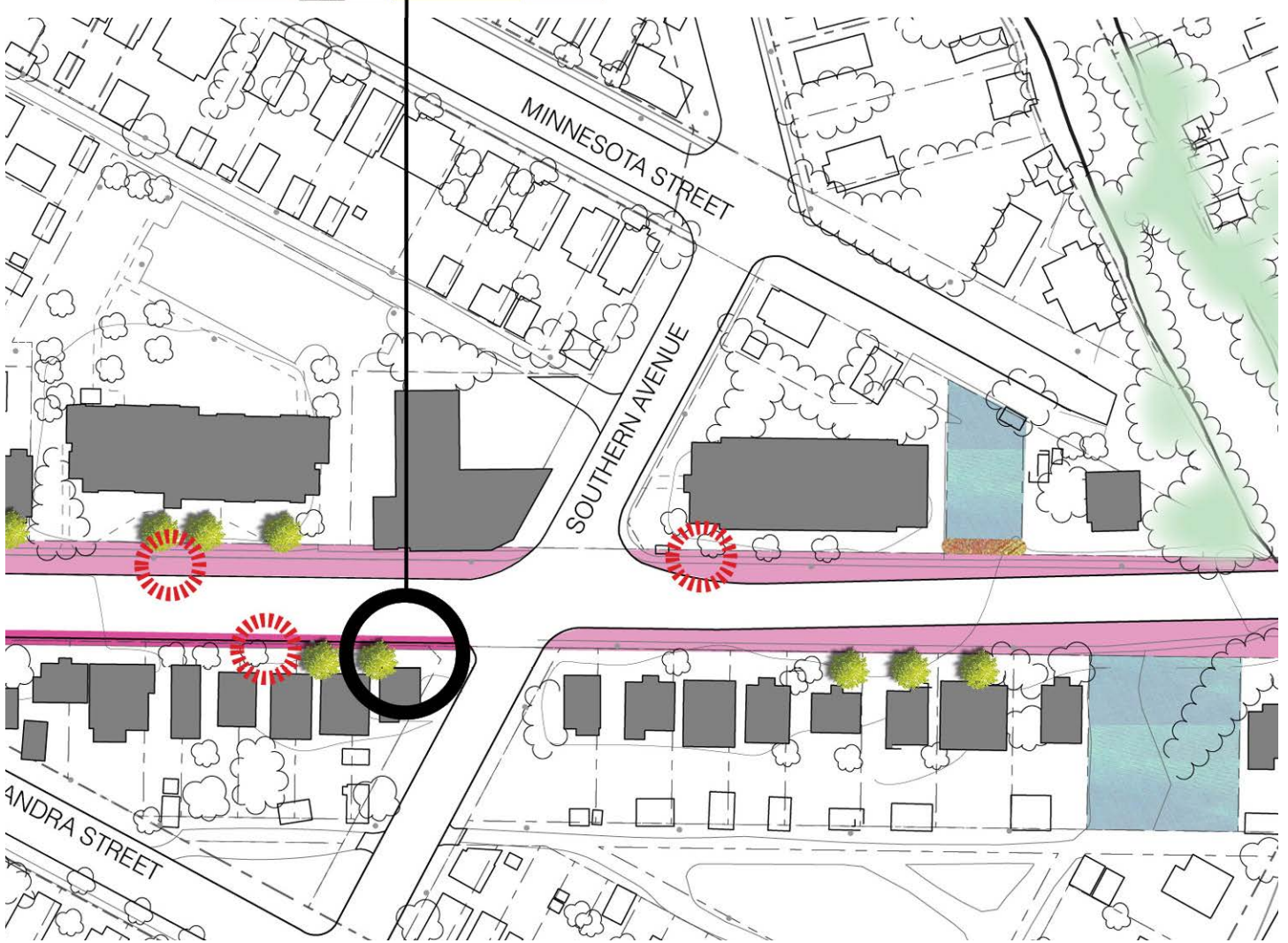
Simpson Street



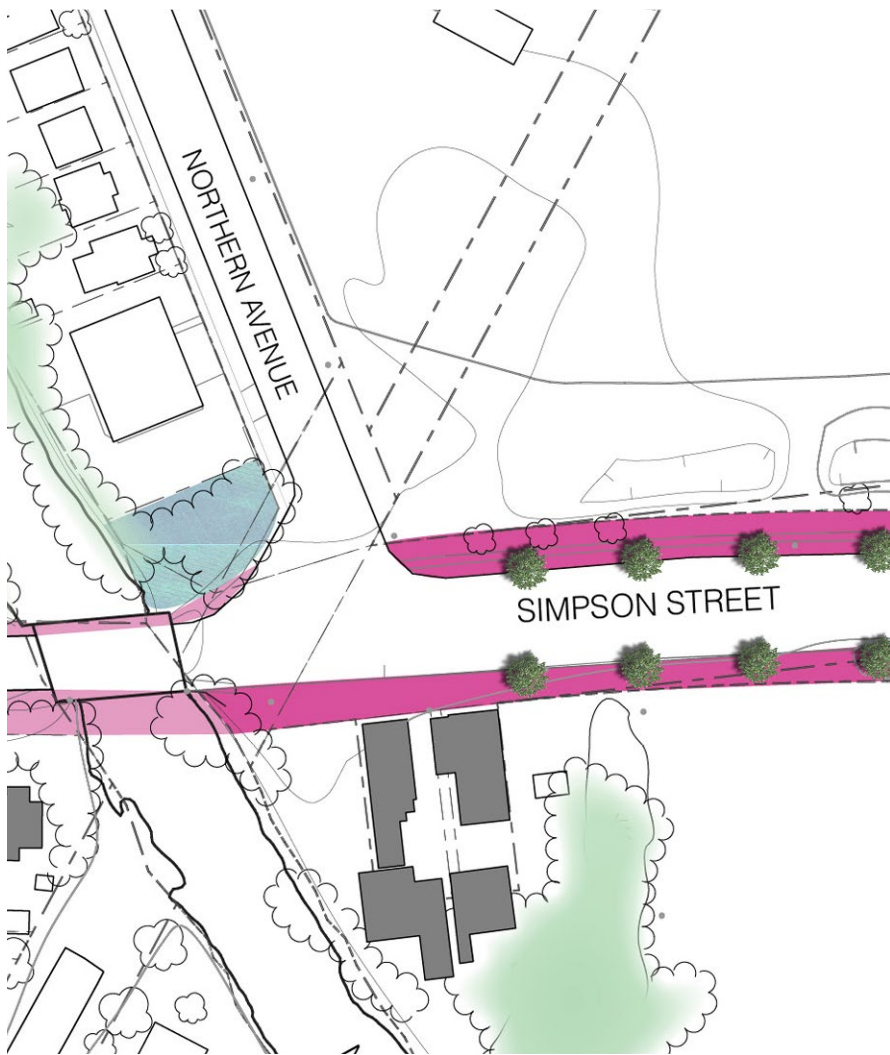


Recommended Improvements

- Boulevard Improvement - Page 25
- Private Trees - Page 22



Simpson Street



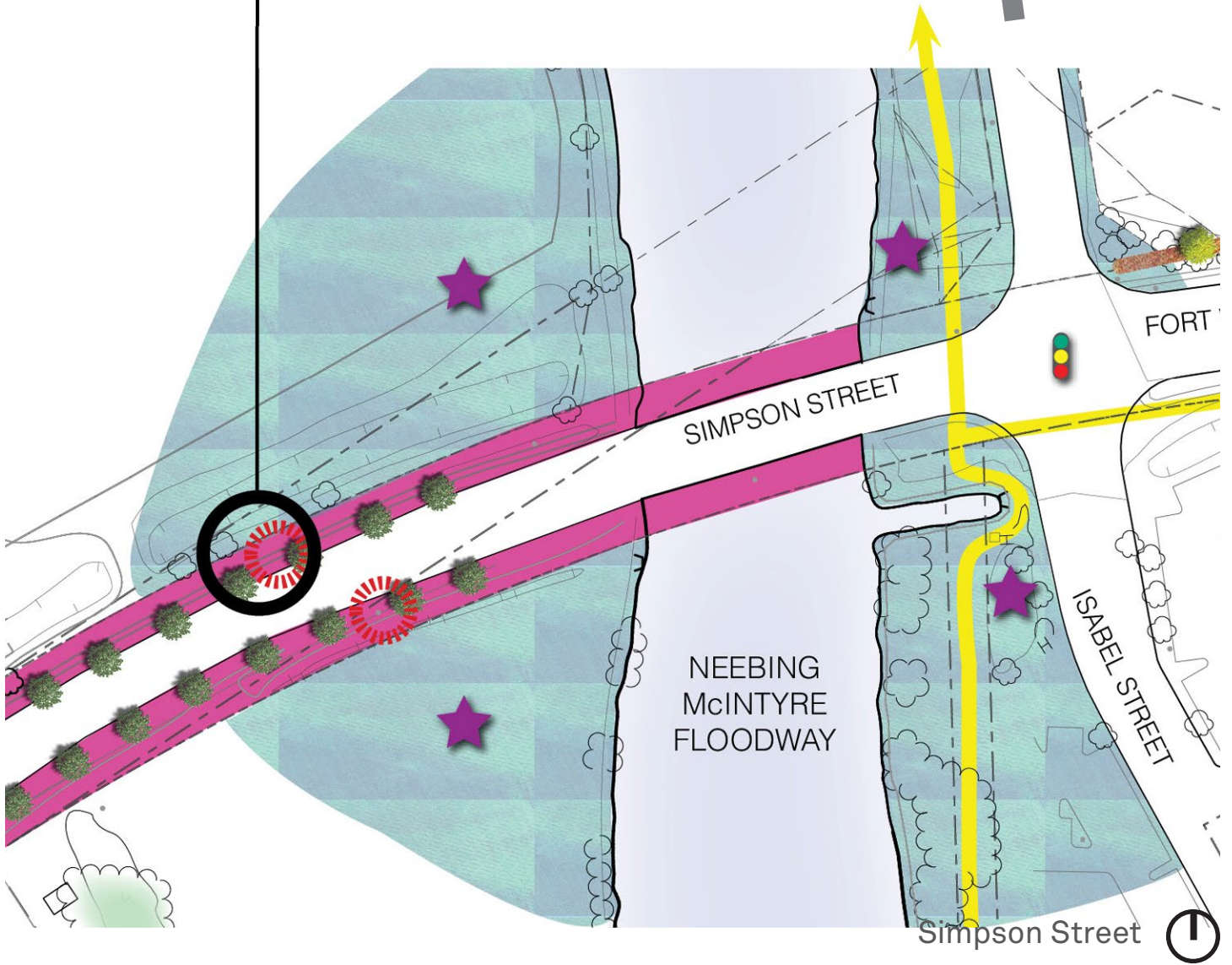
Simpson Street 

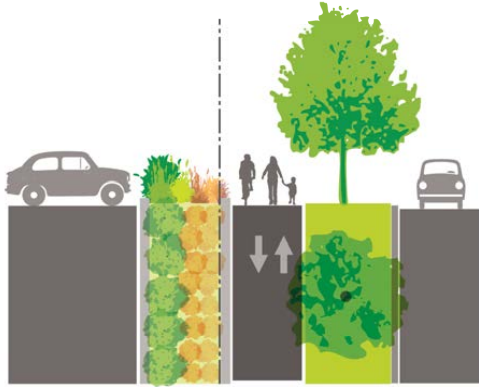


Recommended Improvements

- Boulevard Widening - Page 24
- Street Trees - Page 19
- Bus Stop Improvement - Page 26

Simpson St ← Fort William Rd





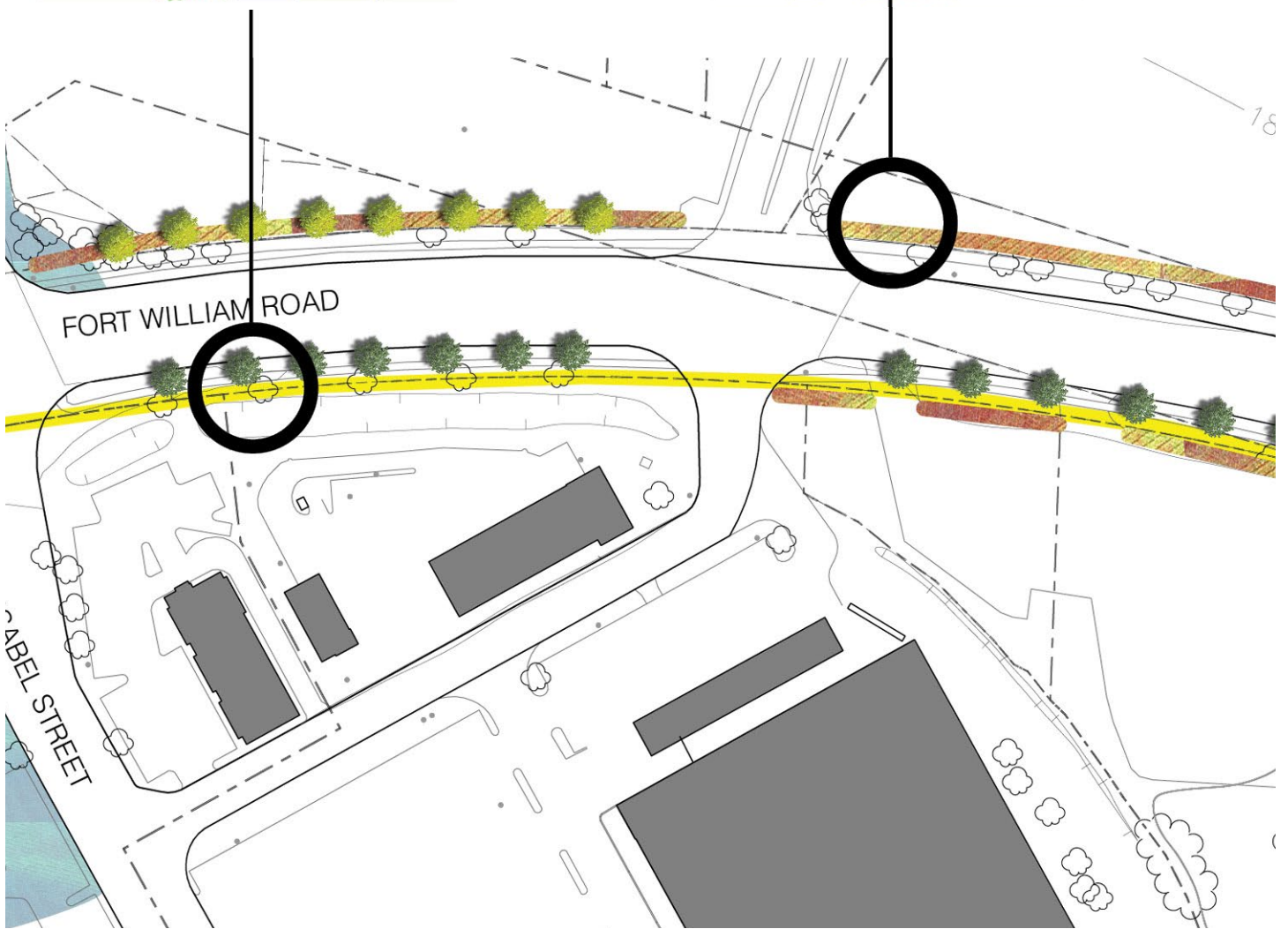
Recommended Improvements

- Multi-Use Trail - Page 157
- Street Trees- Page 19



Recommended Improvements

- Screen Planting - Page 27

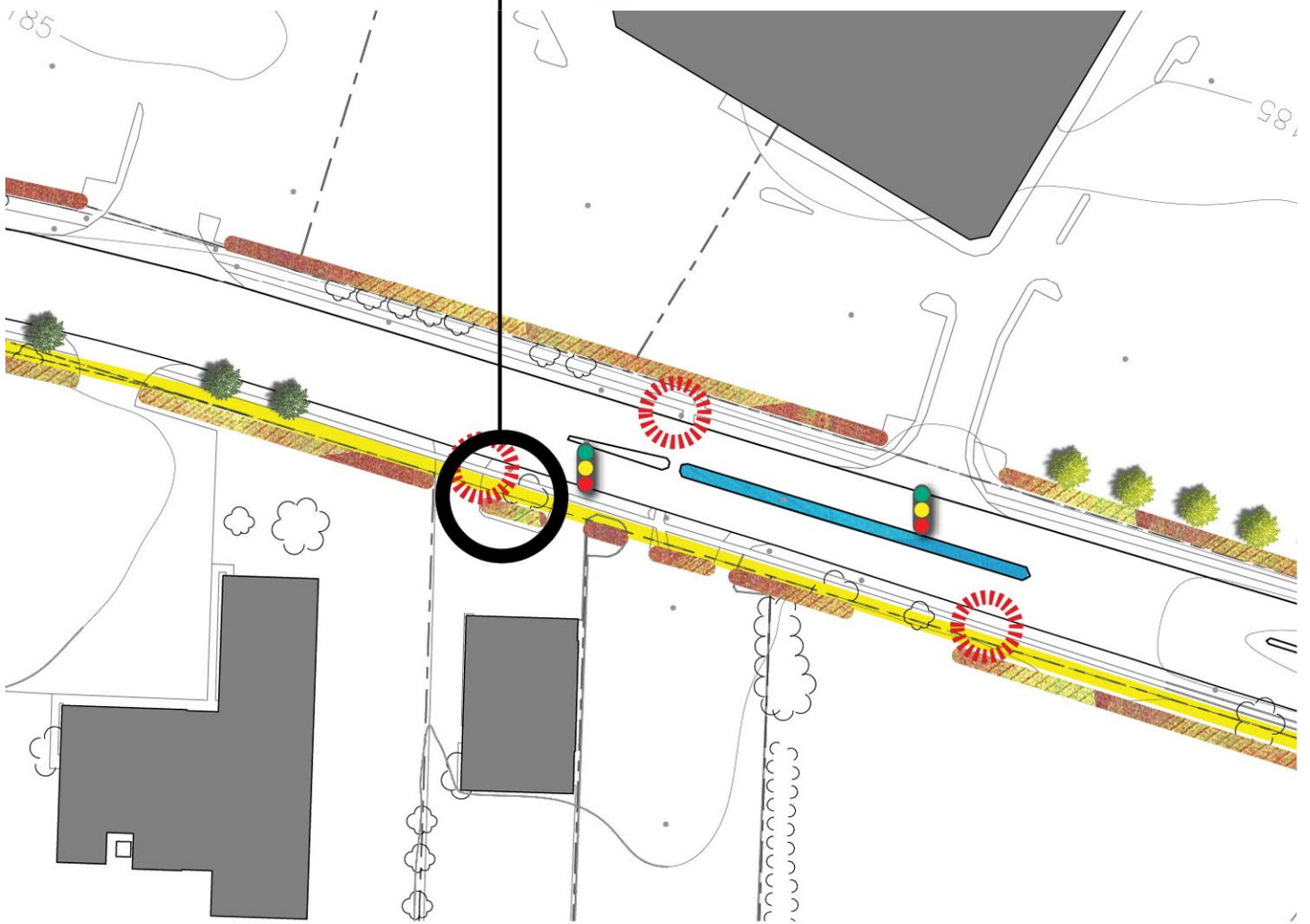


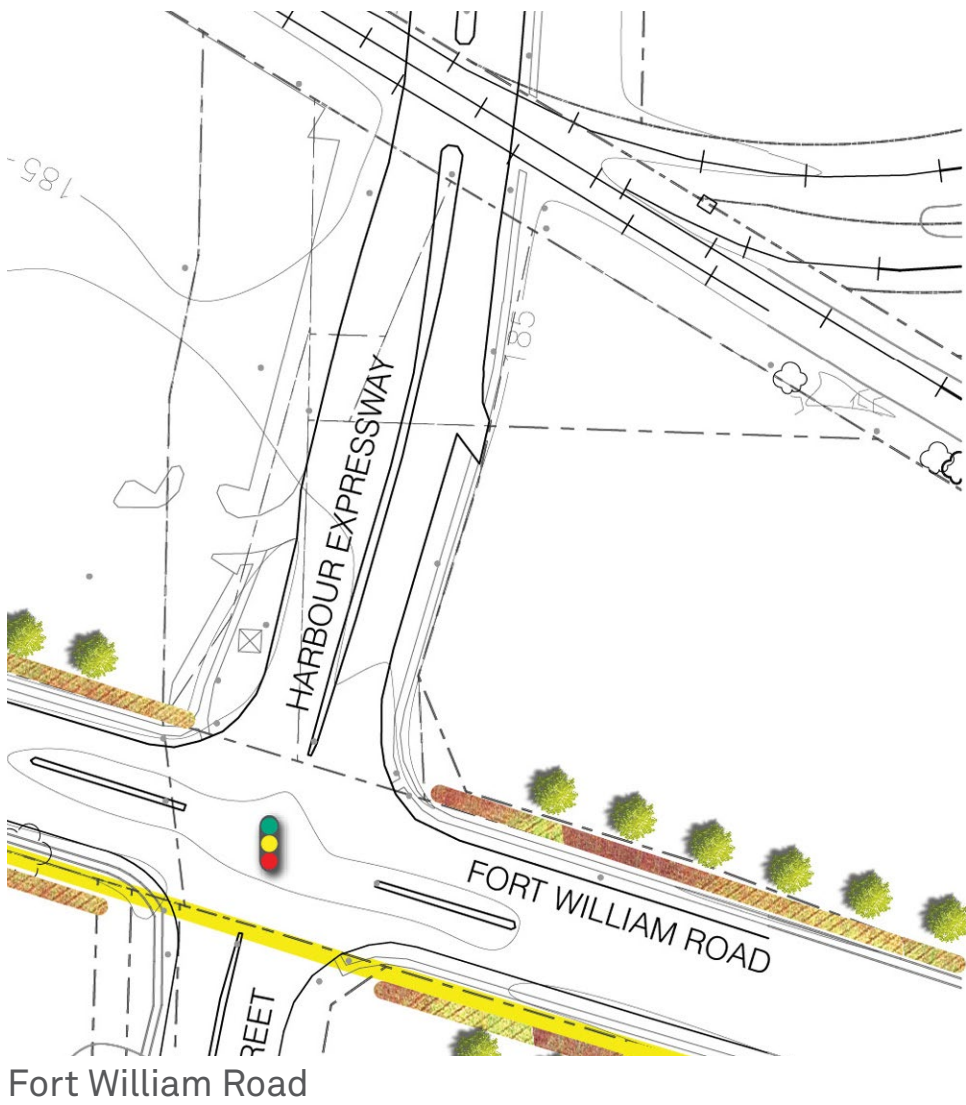
Fort William Road

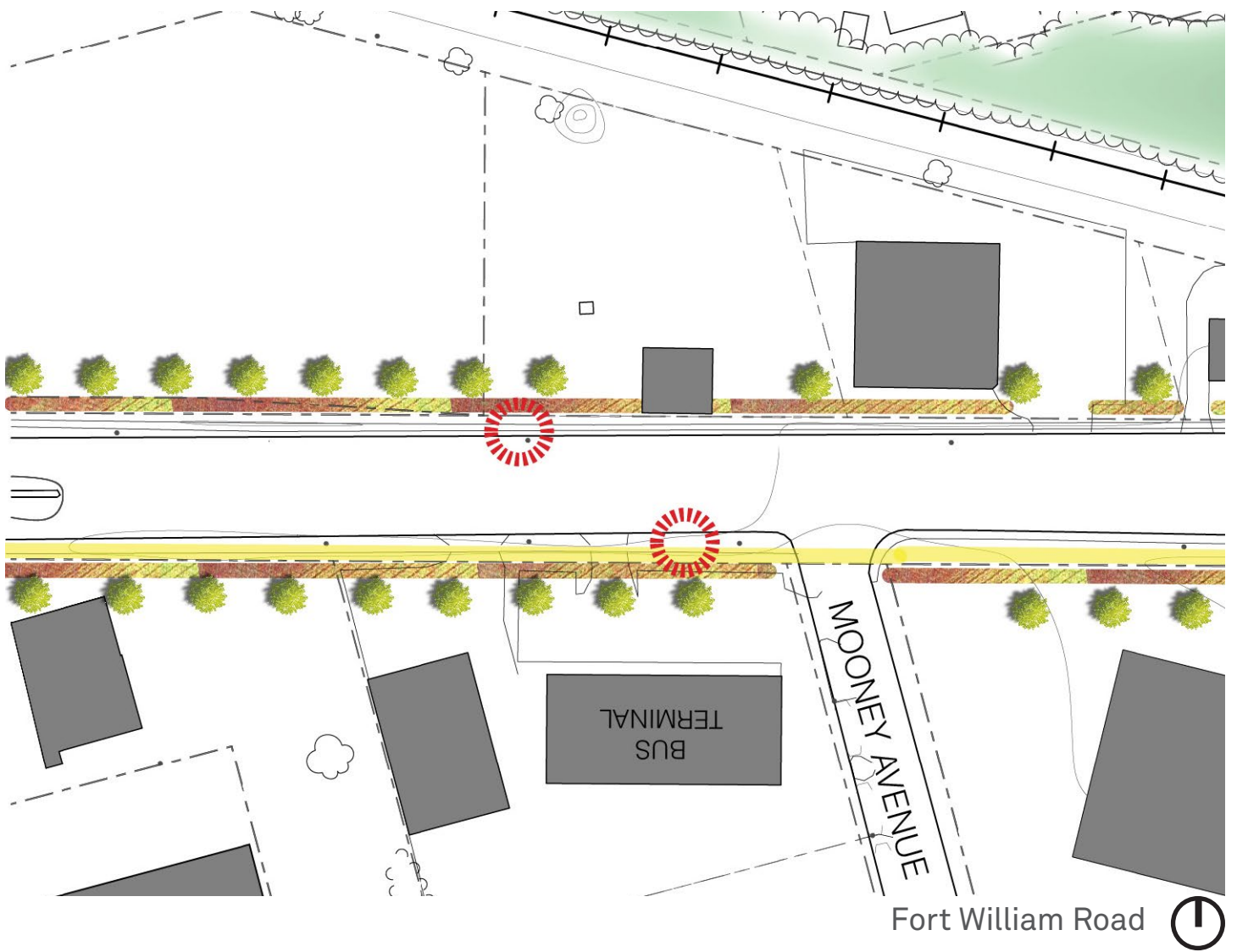


Recommended Improvements

- Screen Planting - Page 27
- Multi-Use Trail - Page 157
- Bus Stop Improvement - Page 26



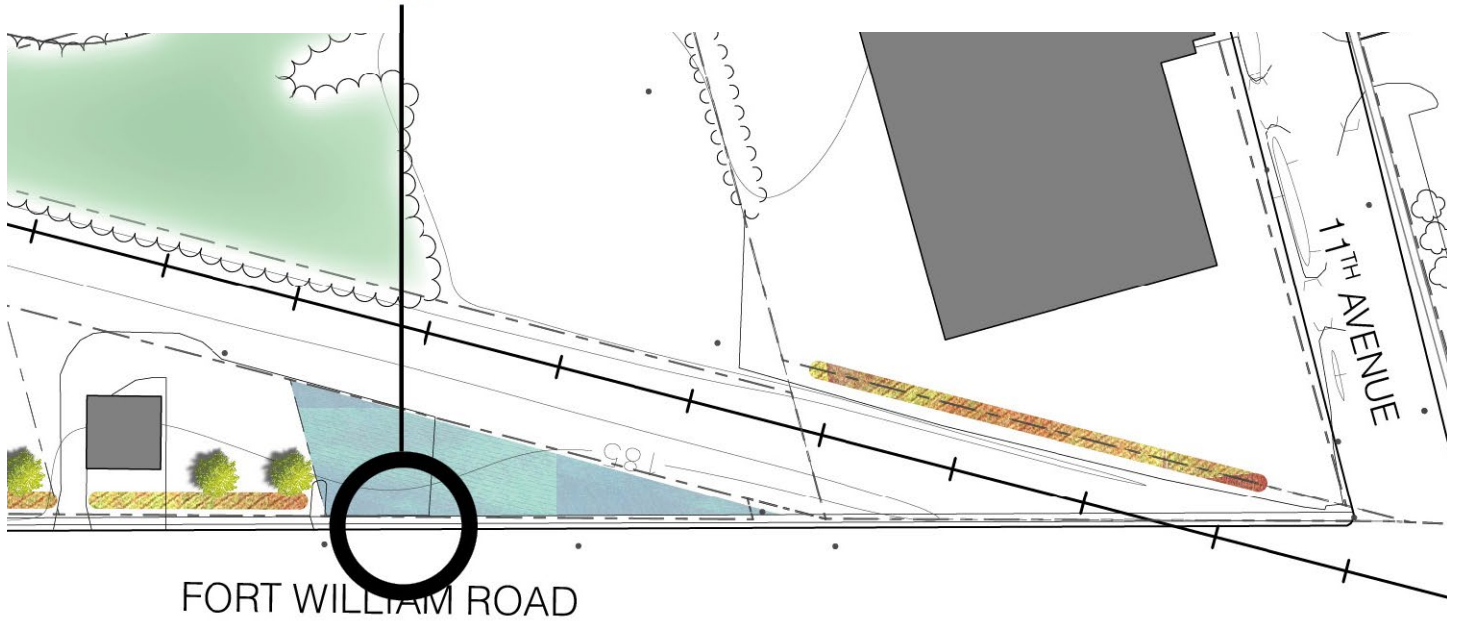




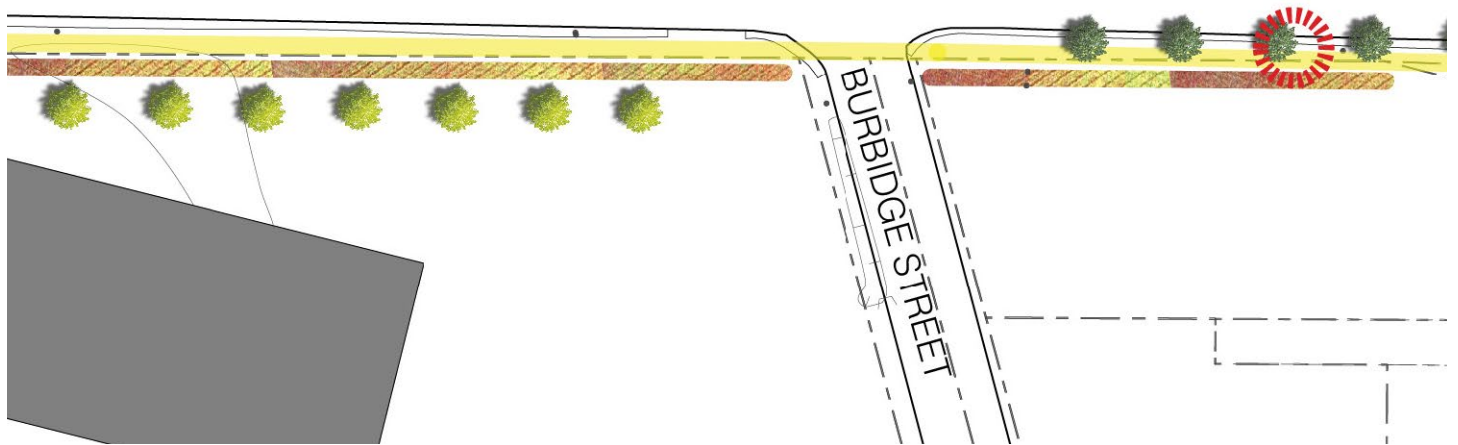


Recommended Improvements

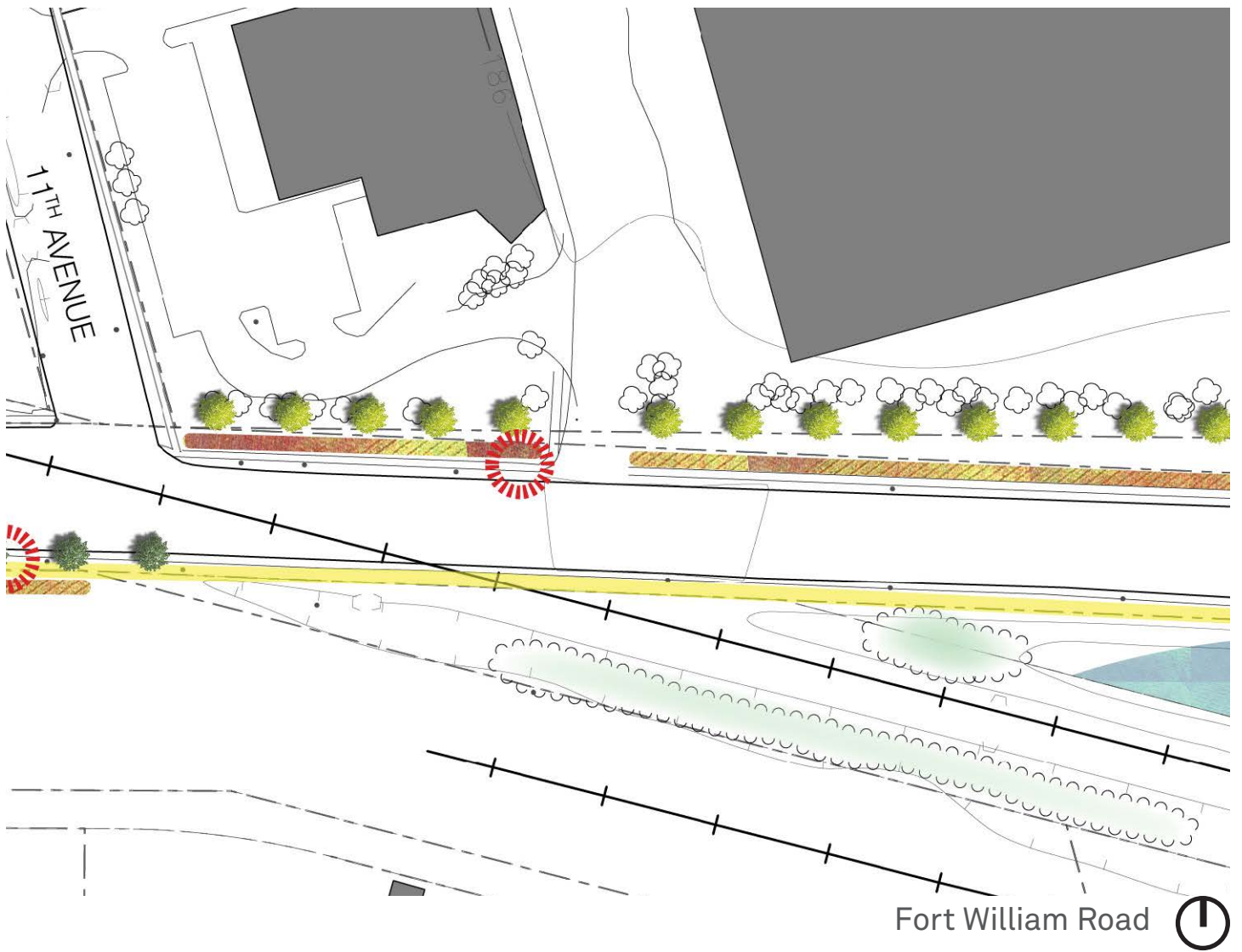
- Small Opportunity Site - Page 28



FORT WILLIAM ROAD



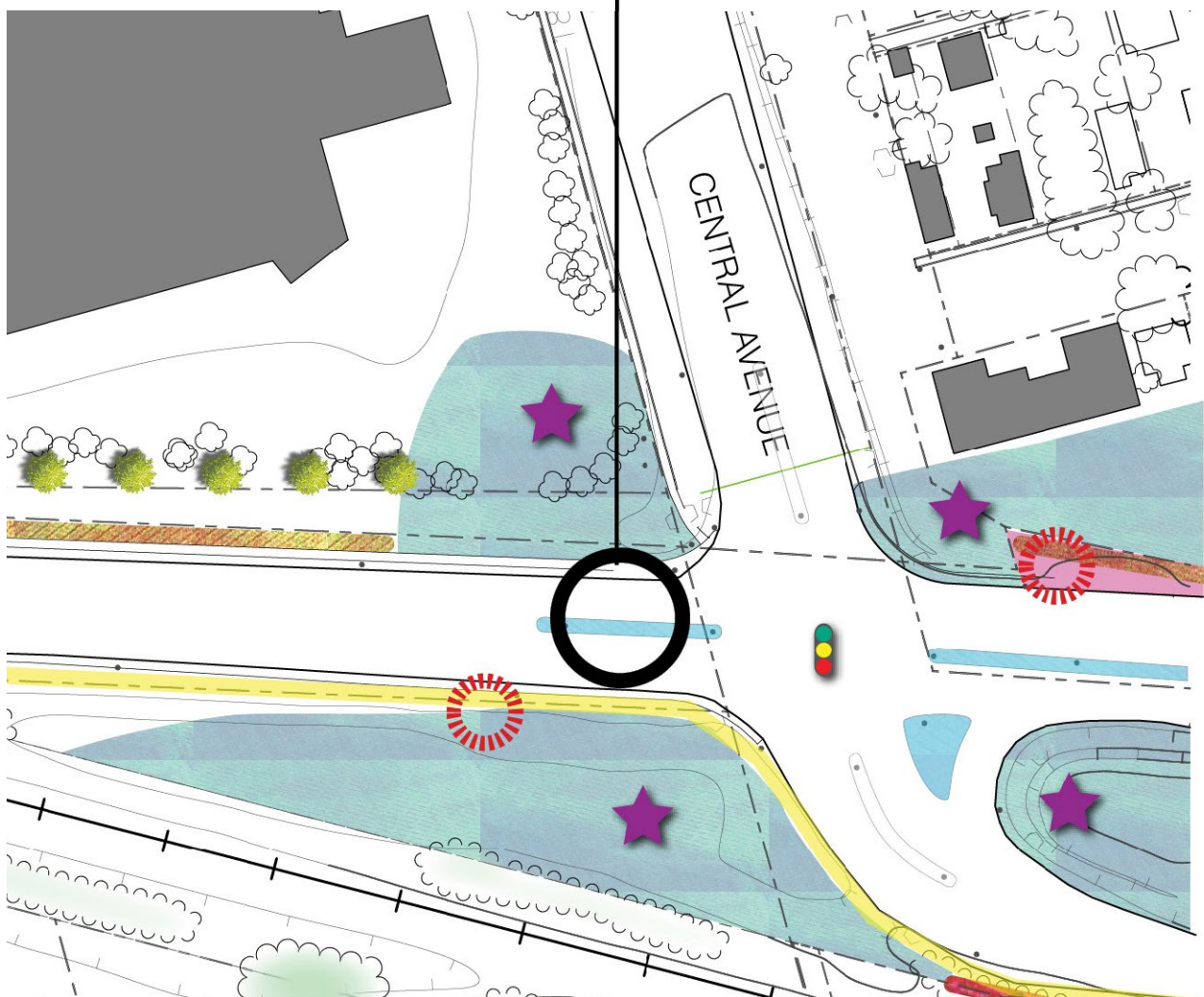
Fort William Road



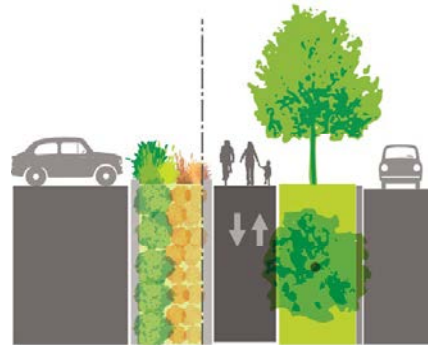


Recommended Improvements

- Green Median - Page 21

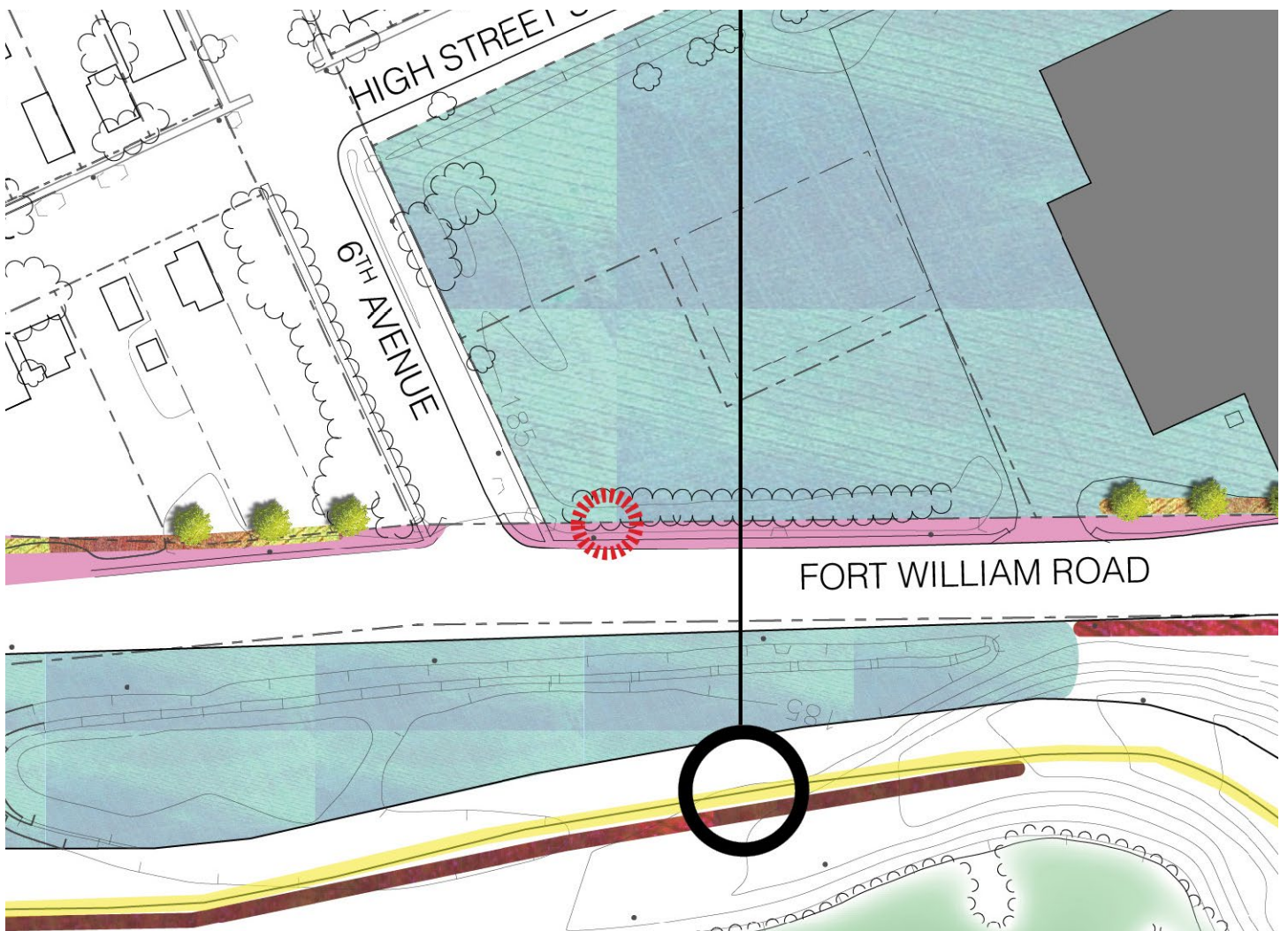


Fort William Road



Recommended Improvements

- Naturalized Planting: Tall Grass Landscape - Page 158

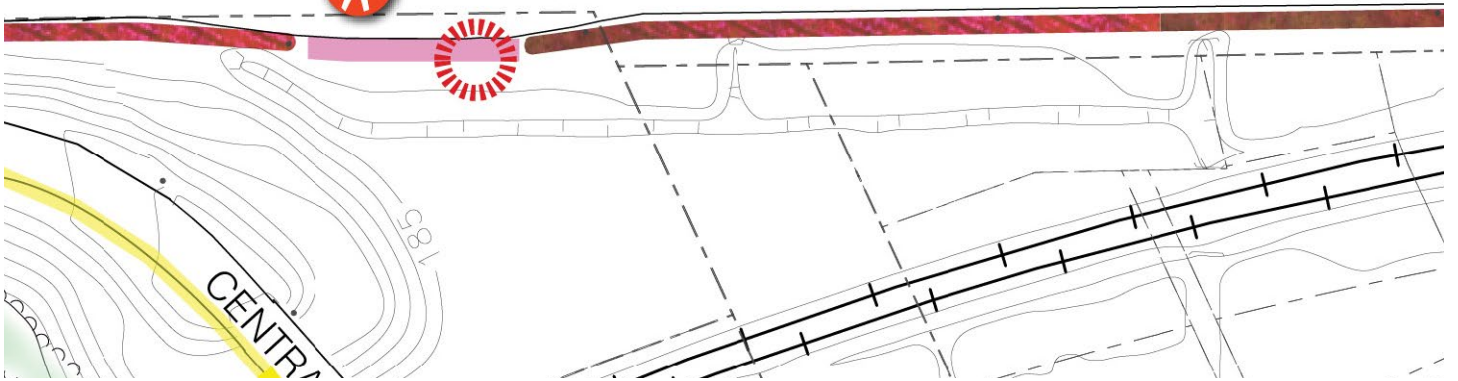
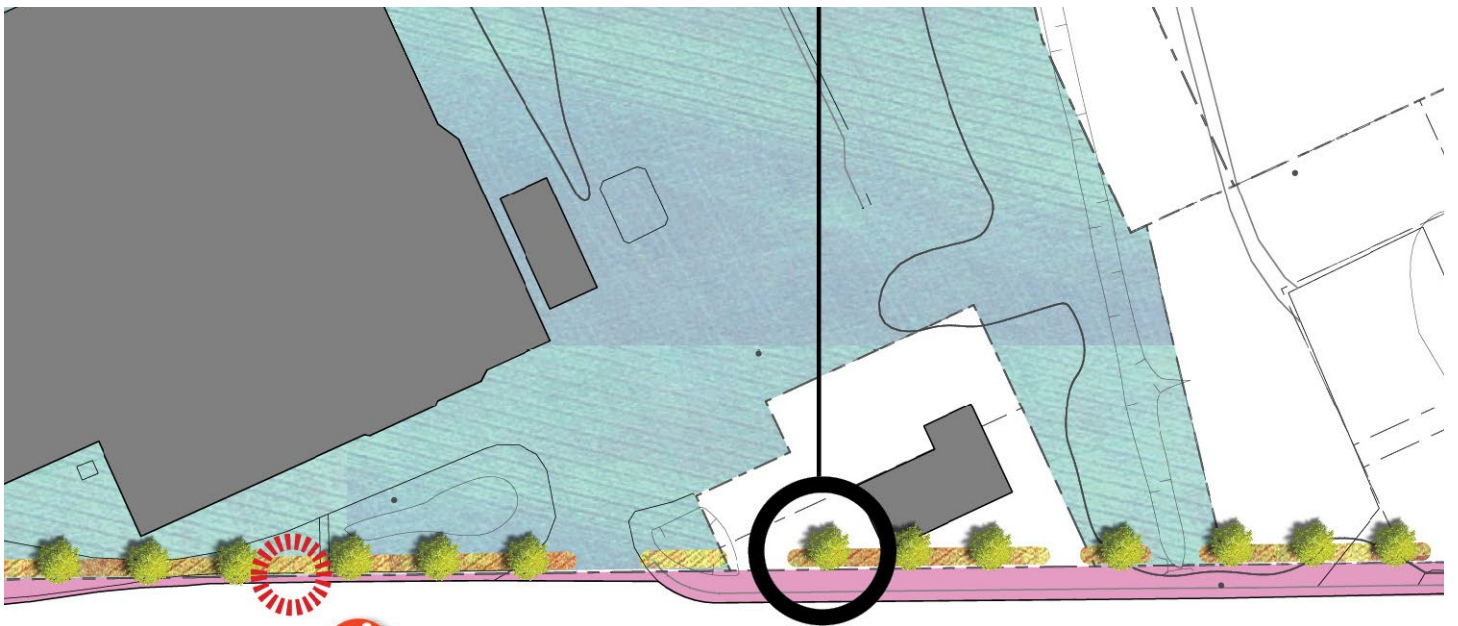


Fort William Road 



Recommended Improvements

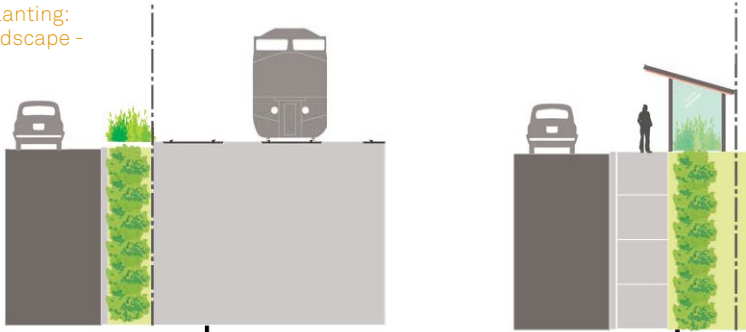
- Boulevard Improvement - Page 25
- Screen Planting - Page 27
- Private Trees - Page 22



Fort William Road

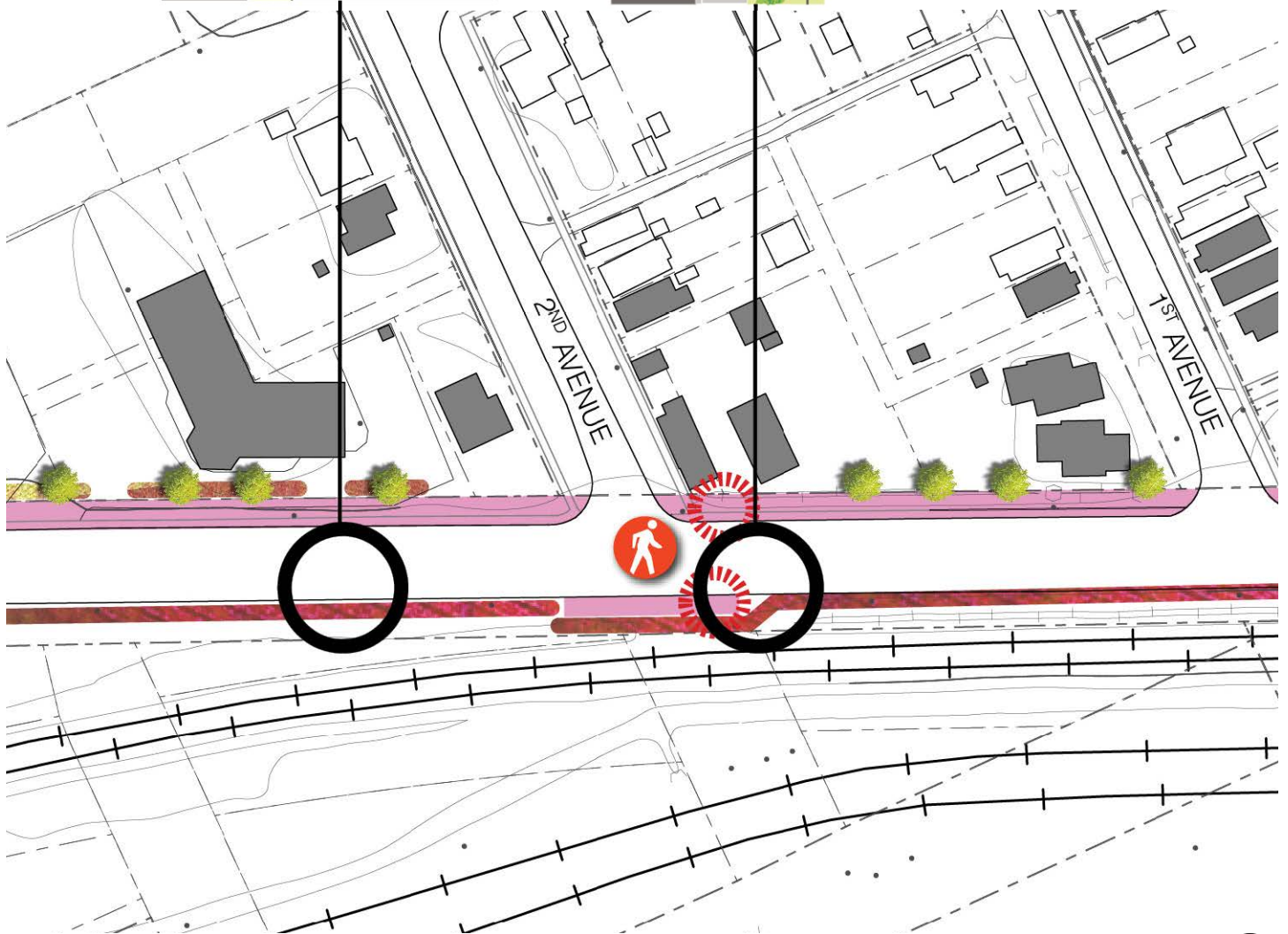
Recommended Improvements

- Naturalized Planting: Tall Grass Landscape - Page 158

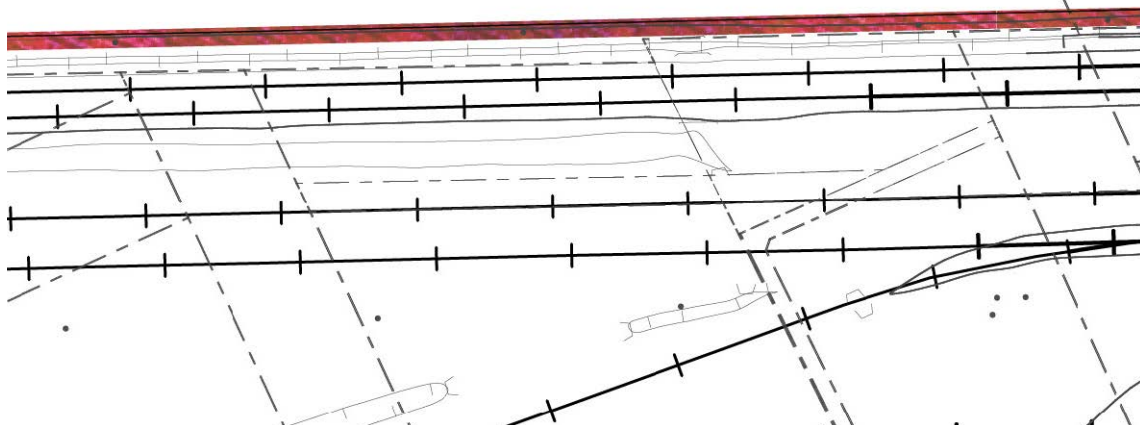


Recommended Improvements

- Boulevard Improvement - Page 25
- Naturalized Planting: Tall Grass Landscape - Page 158
- Bus Stop Improvement - Page 26



Fort William Road 

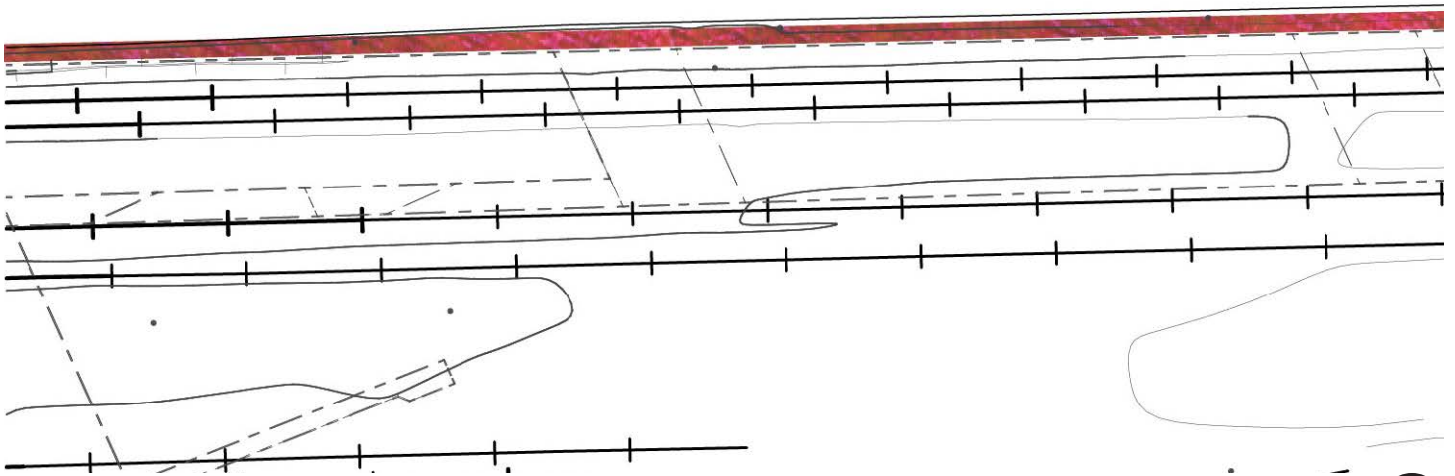
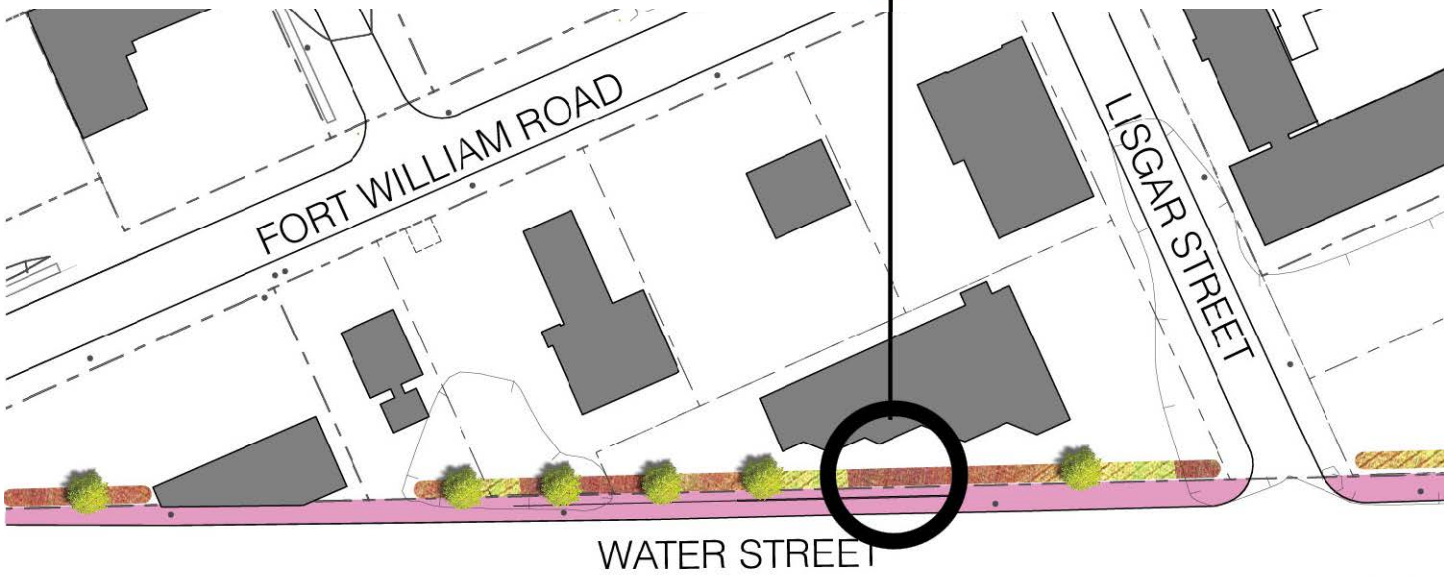


Fort William Road



Recommended Improvements

- Boulevard Improvement - Page 25
- Screen Planting - Page 27
- Private Trees - Page 22



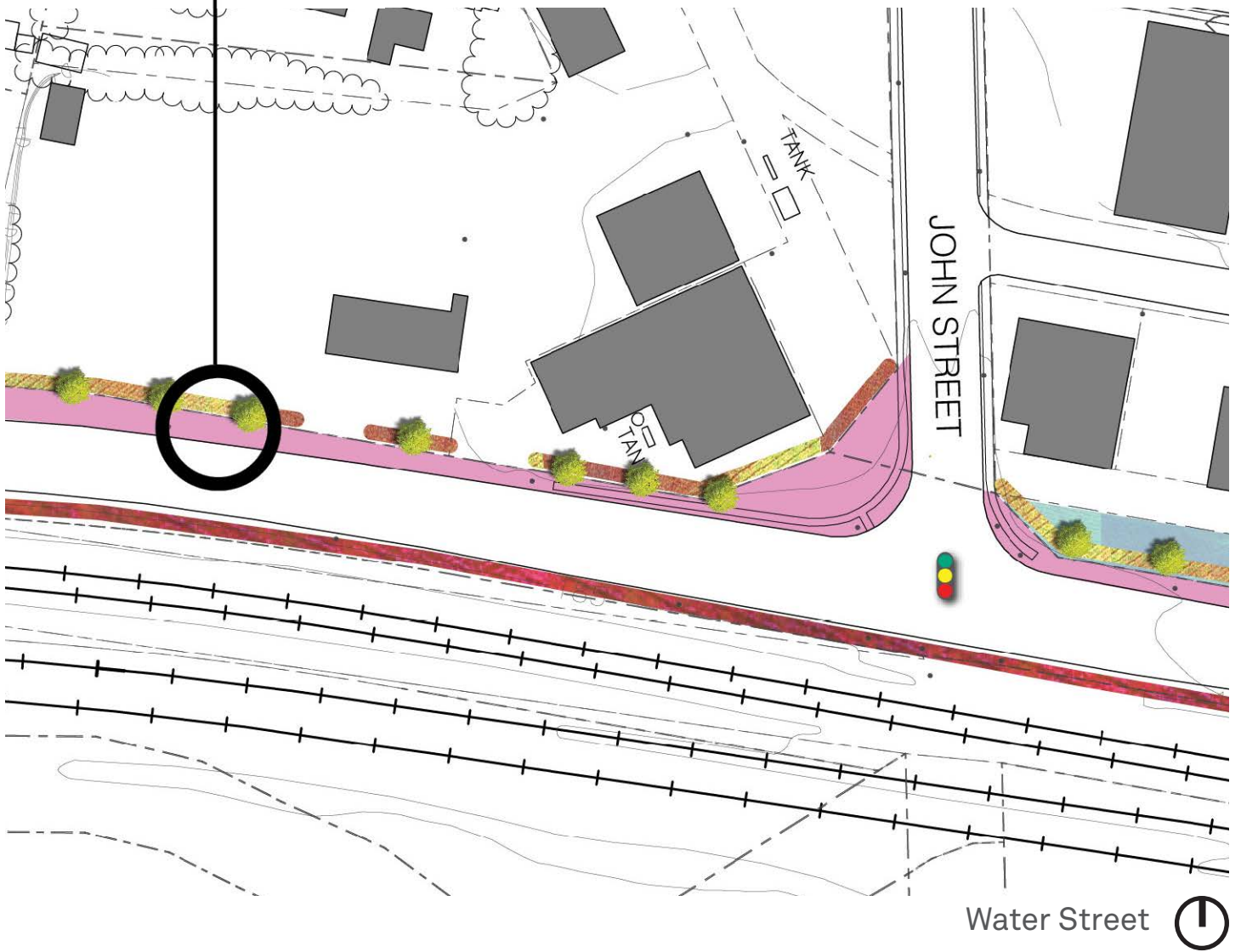
Water Street 

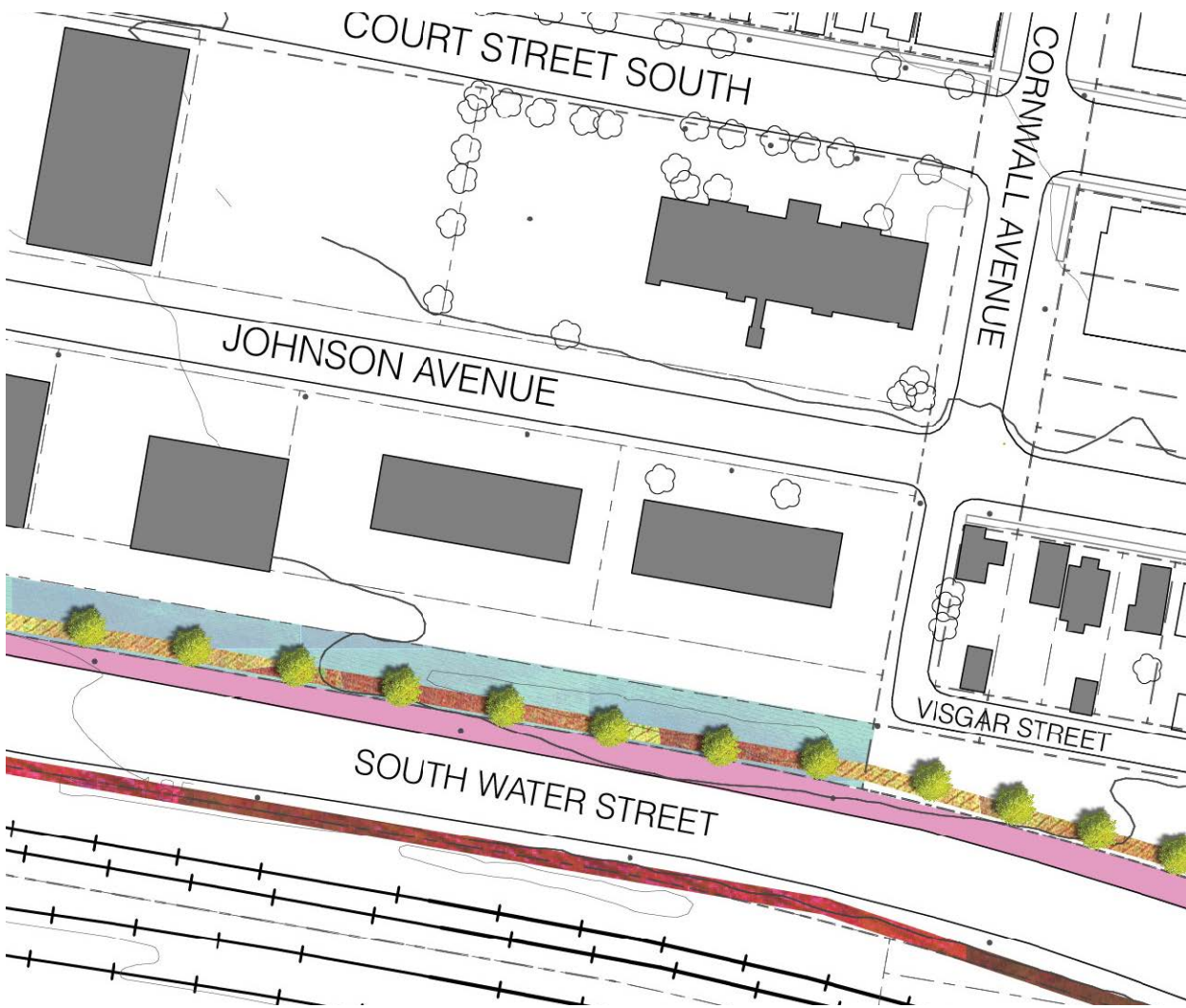




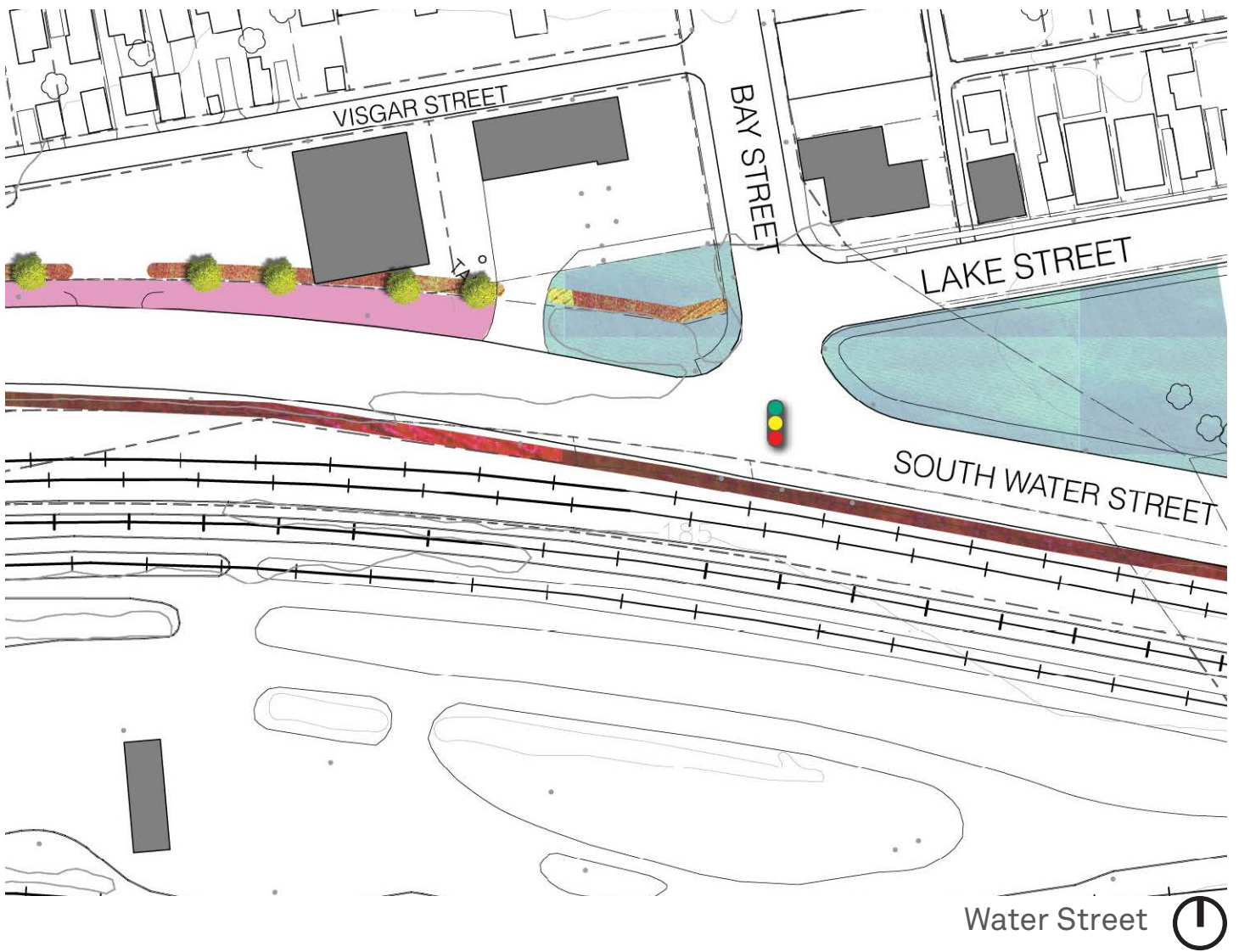
Recommended Improvements

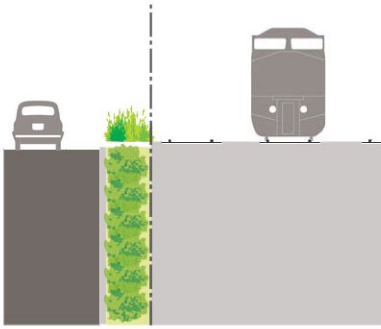
- Boulevard Improvement - Page 25
- Screen Planting - Page 27
- Private Trees - Page 22





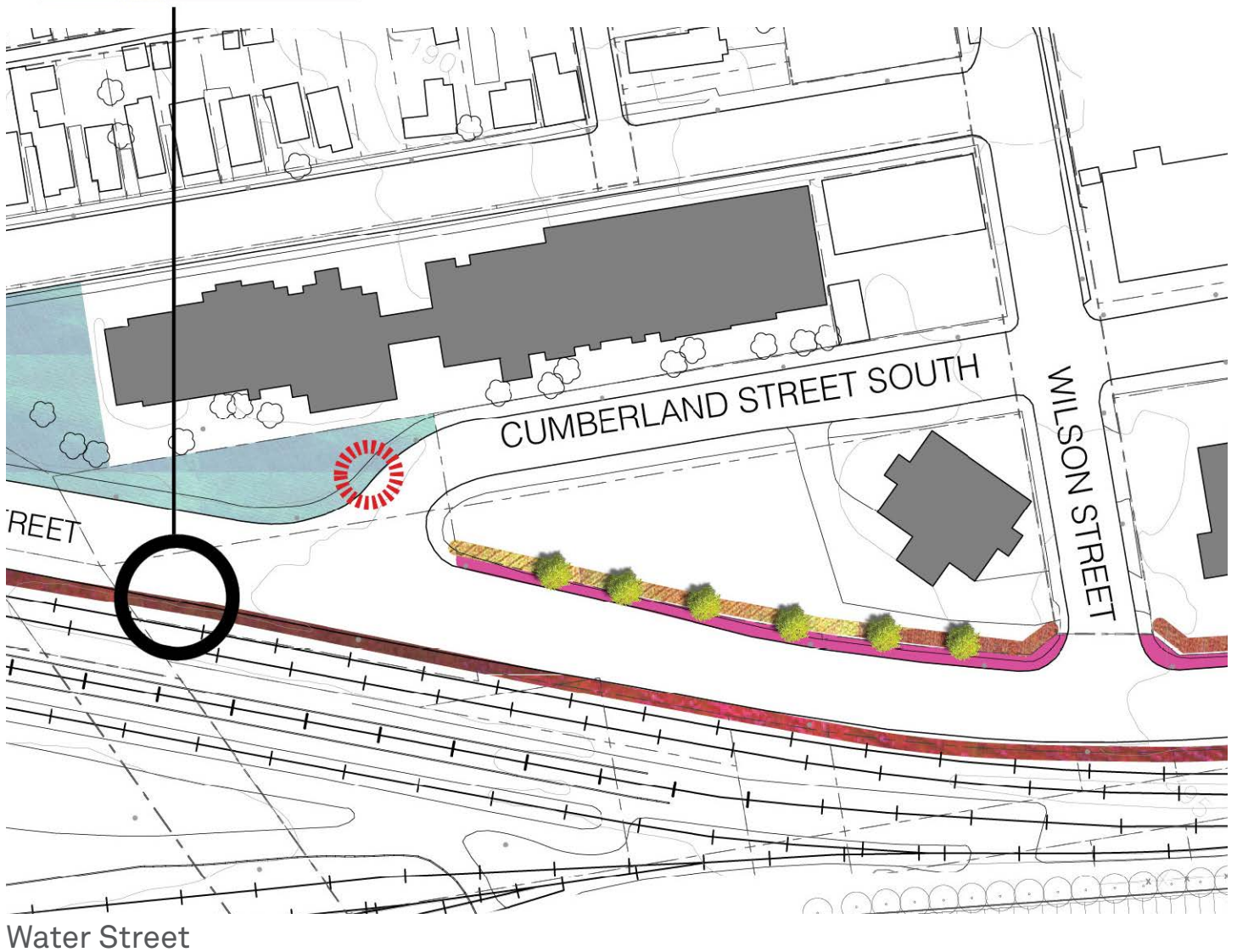
Water Street

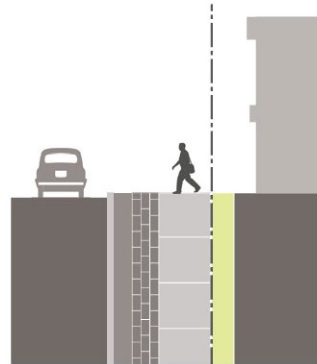




Recommended Improvements

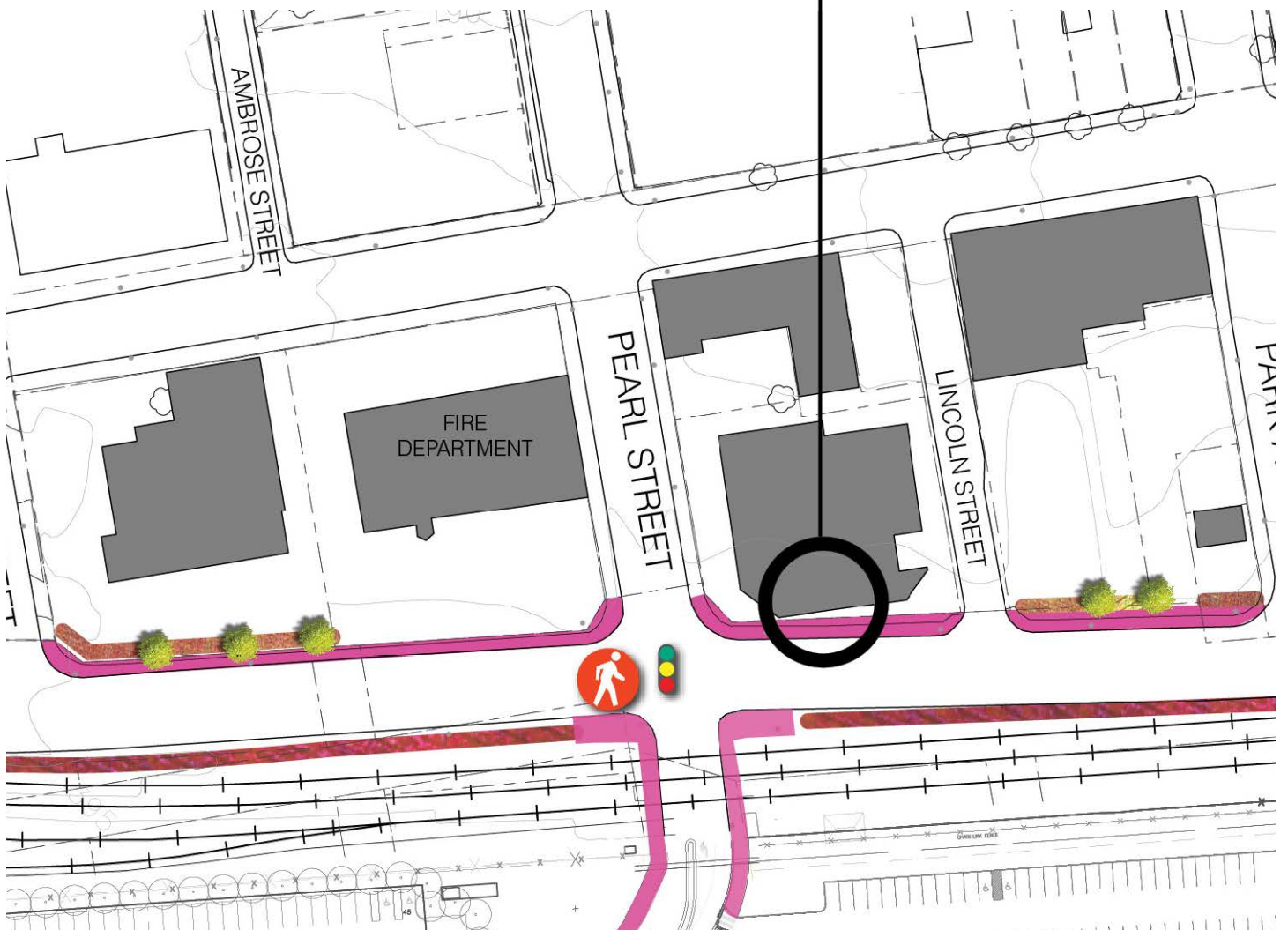
- Naturalized Planting: Tall Grass Landscape - Page 158





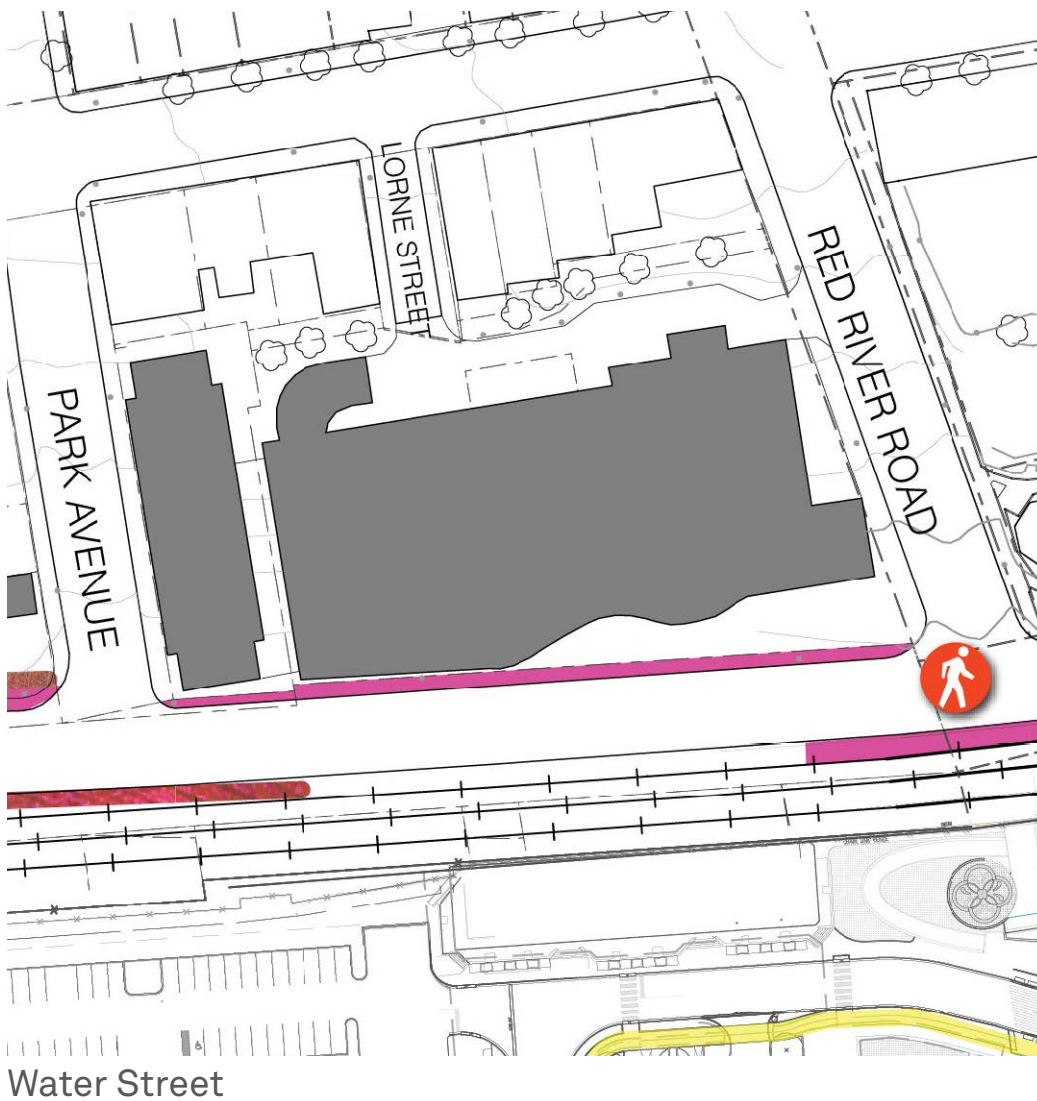
Recommended Improvements

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Water Street

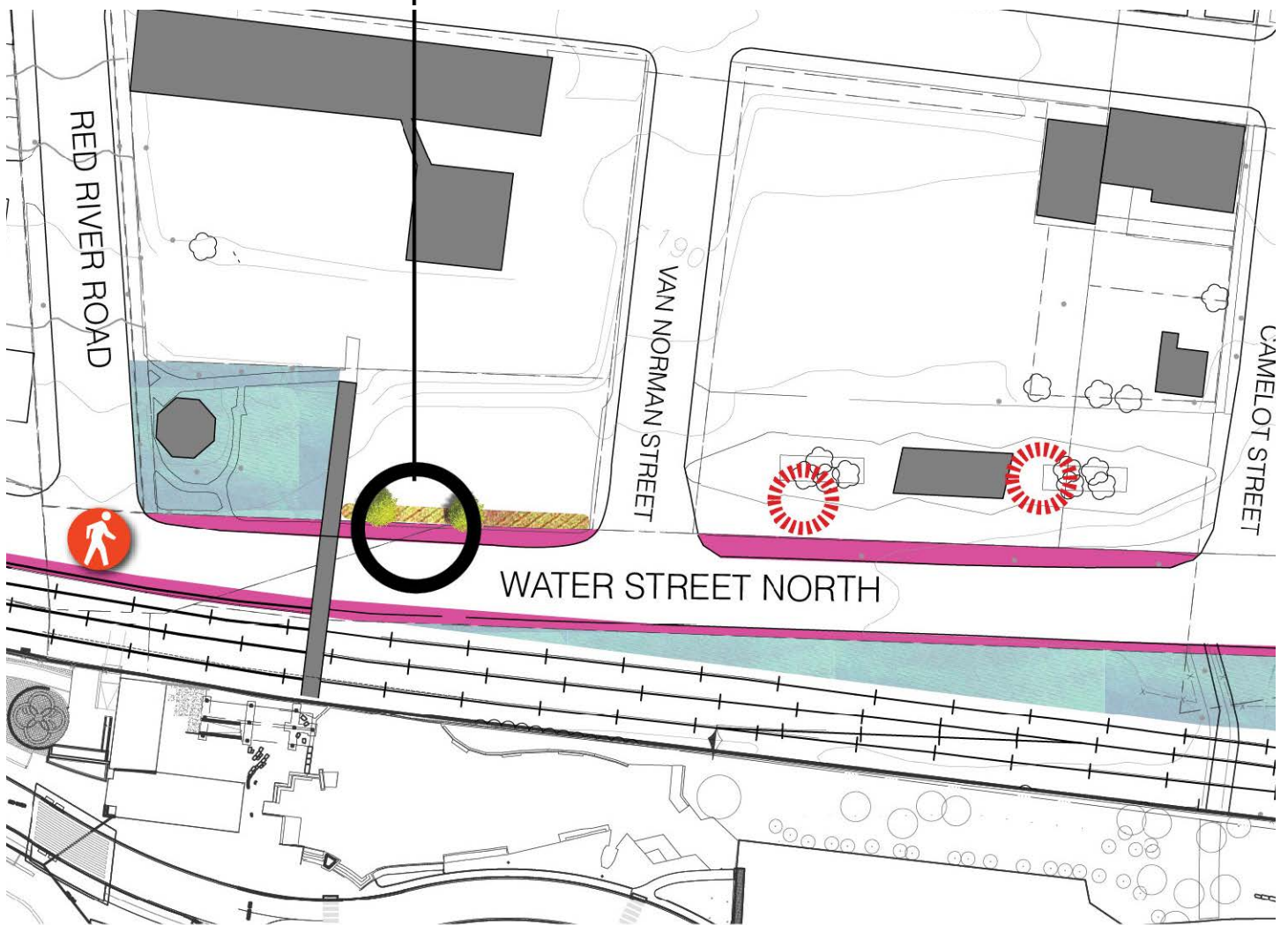






Recommended Improvements

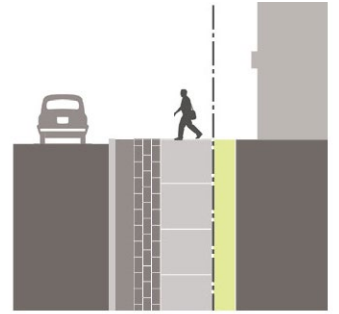
- Boulevard Widening - Page 24
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Water Street 

Recommended Improvements

- Boulevard Widening - Page24

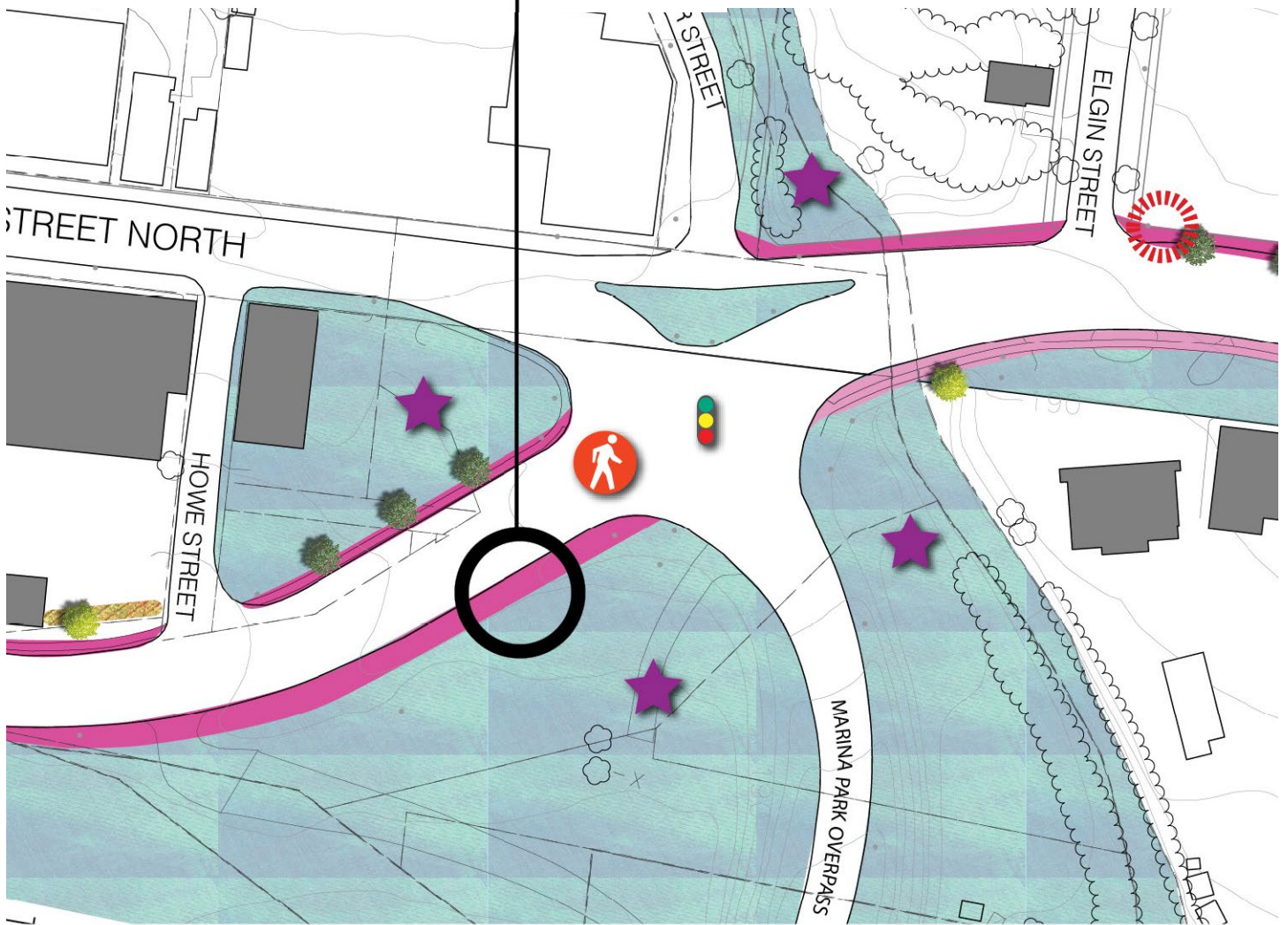


Water Street



Recommended Improvements

- Boulevard Widening - Page24



Water Street 



Water Street



CUMBERLAND STREET NORTH

WOLSELEY STREET

VAN HORNE STREET

Cumberland Street





Recommended Improvements

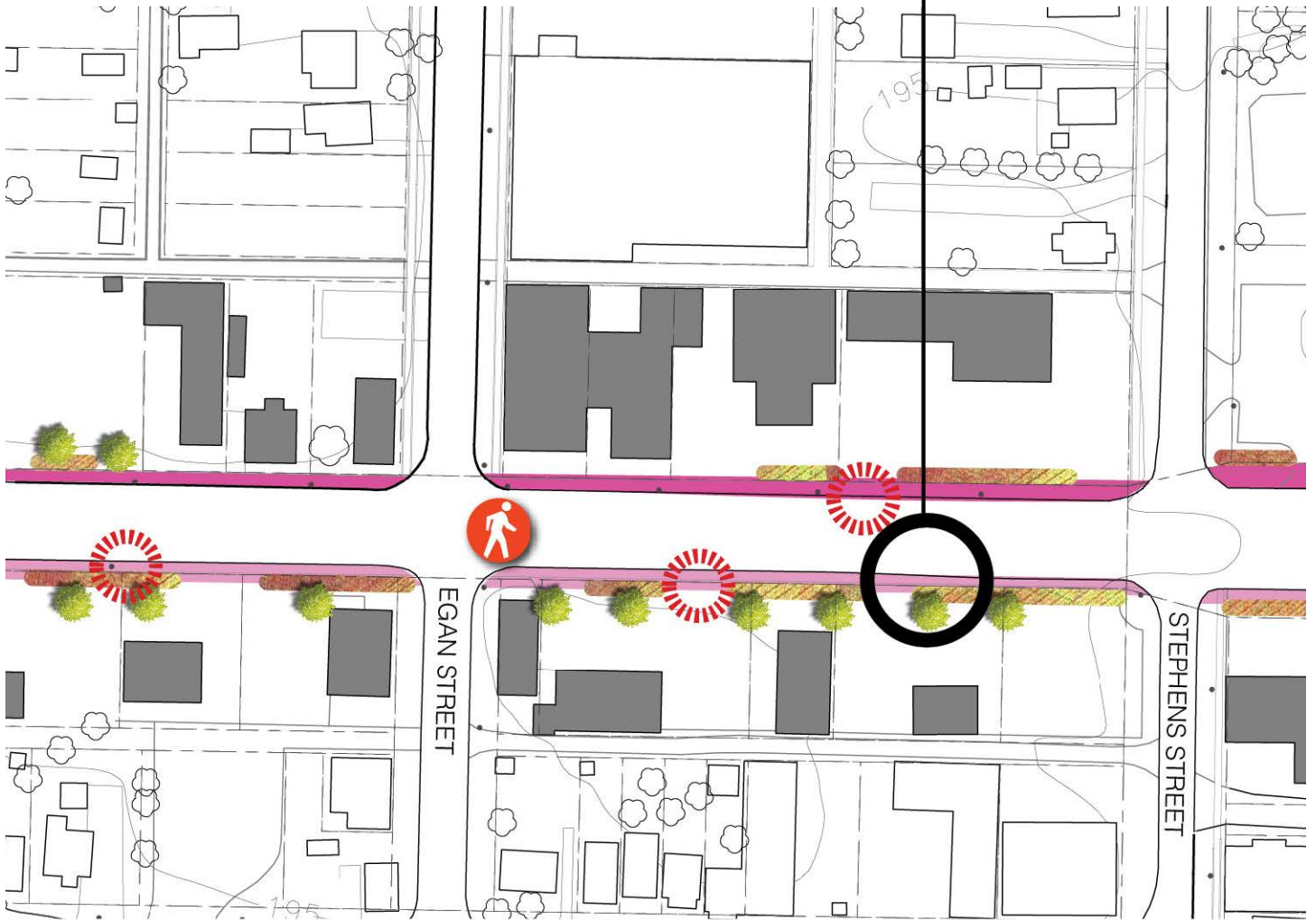
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Cumberland Street

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- Private Trees - Page 22
- Boulevard Improvement - Page 25
- Screen Planting - Page 27



Cumberland Street 



Cumberland Street



TREE



LOW PLANTING WITH TREES

Cumberland Street

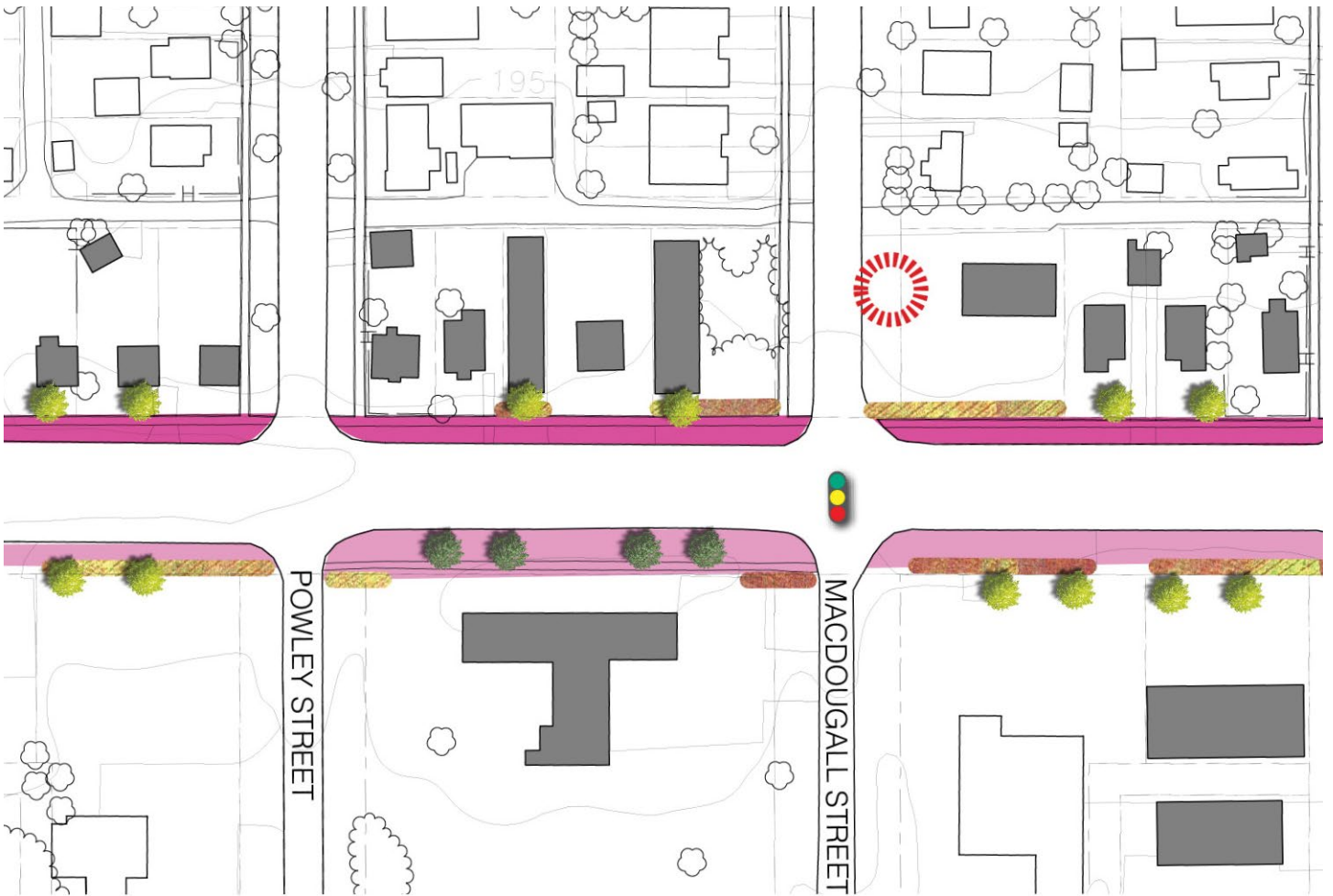




CUMBERLAND STREET NORTH

Cumberland Street





Cumberland Street 

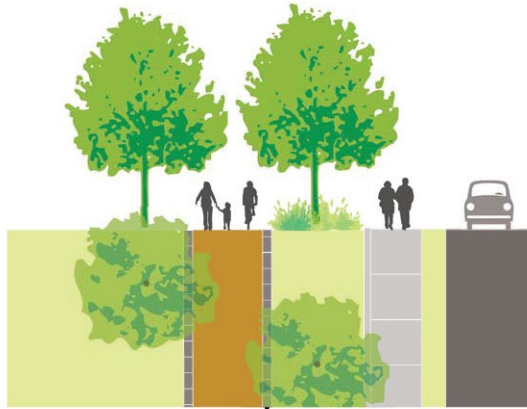


Recommended Improvements

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Page 24
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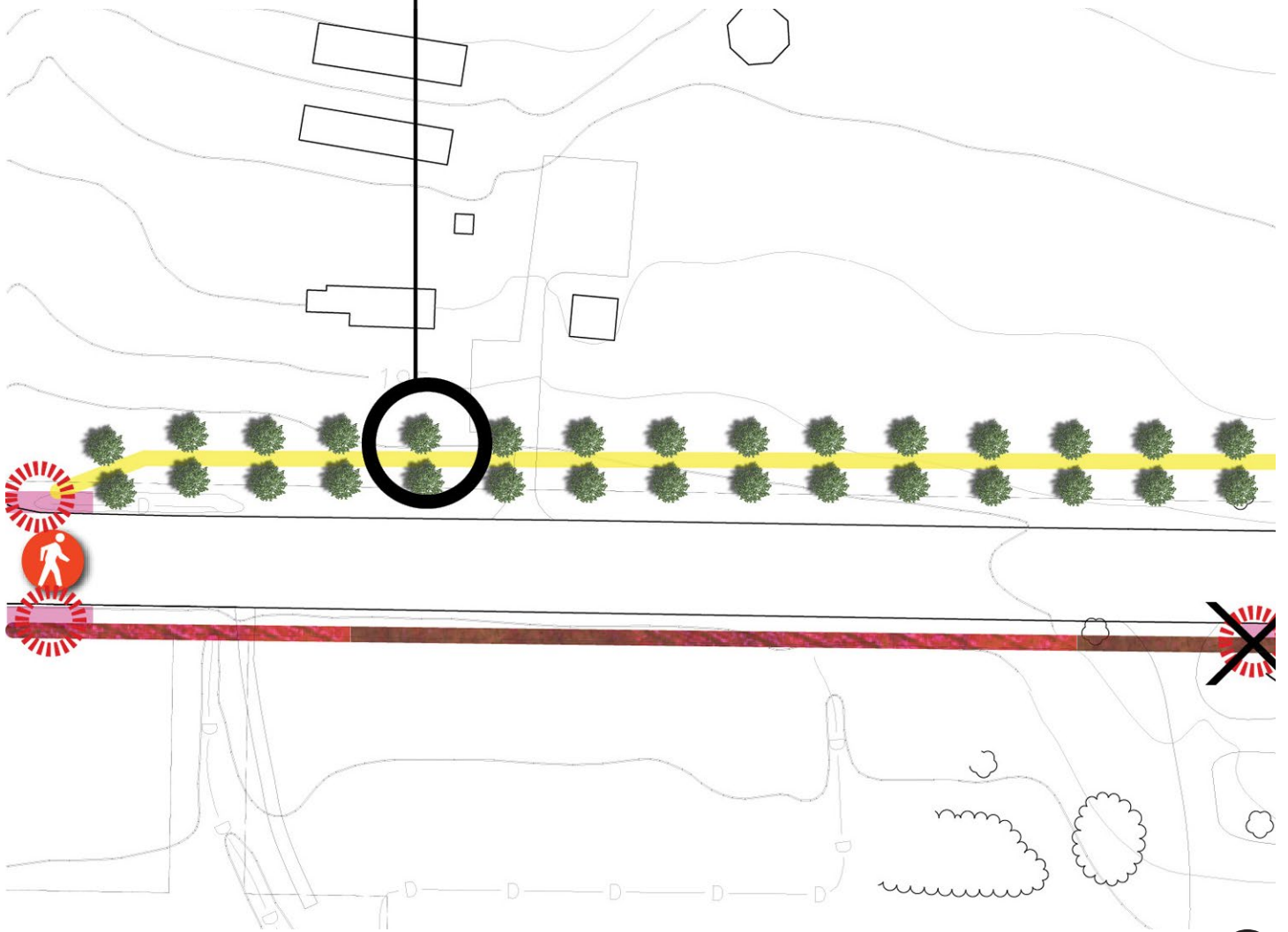


Cumberland Street



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- Street Trees - Page 19

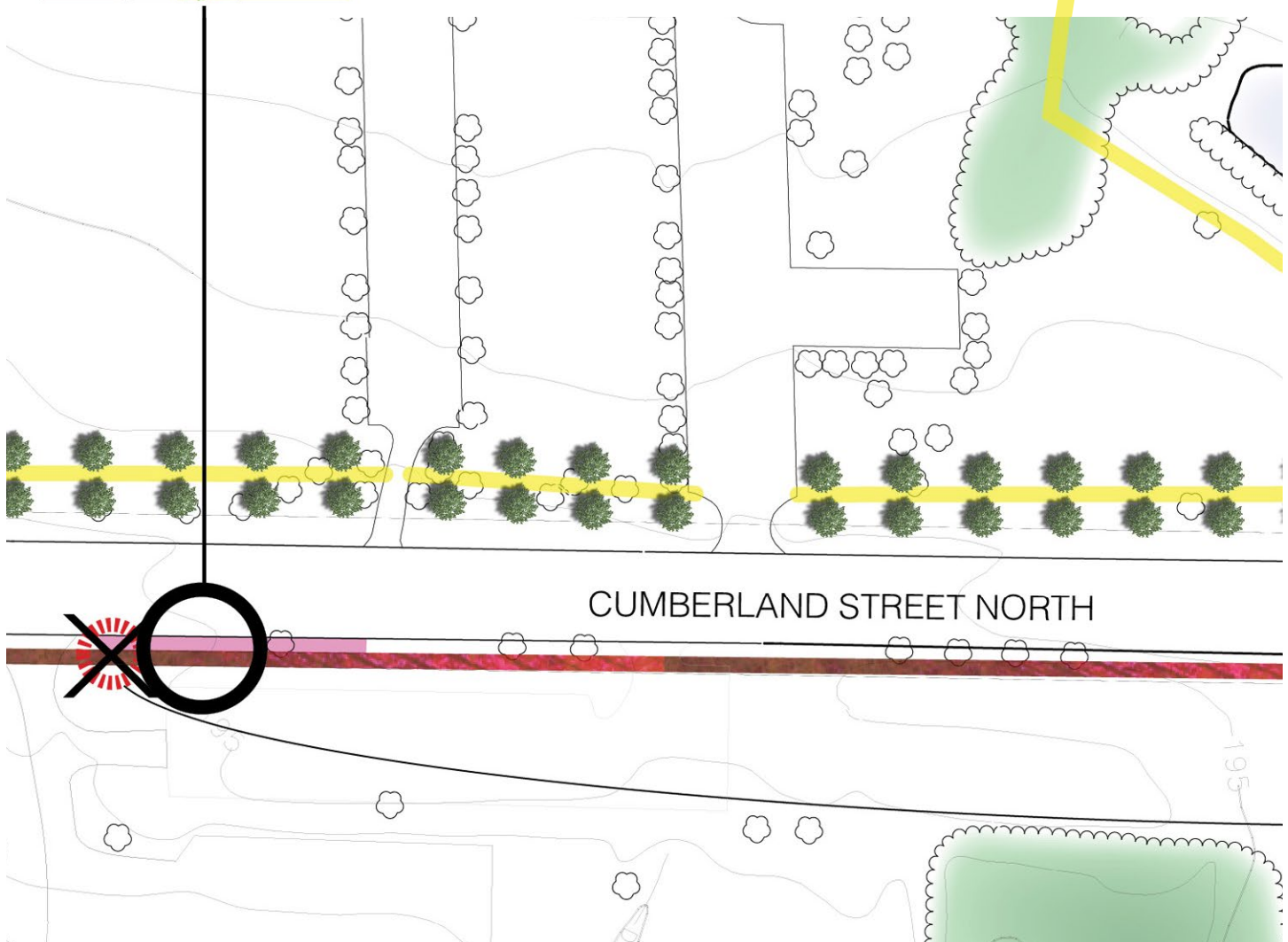


Cumberland Street 

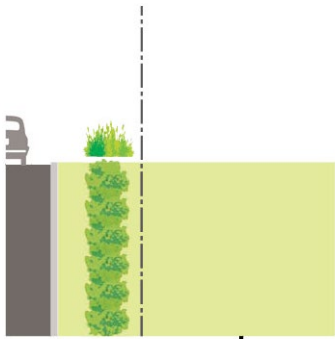


Recommended Improvements

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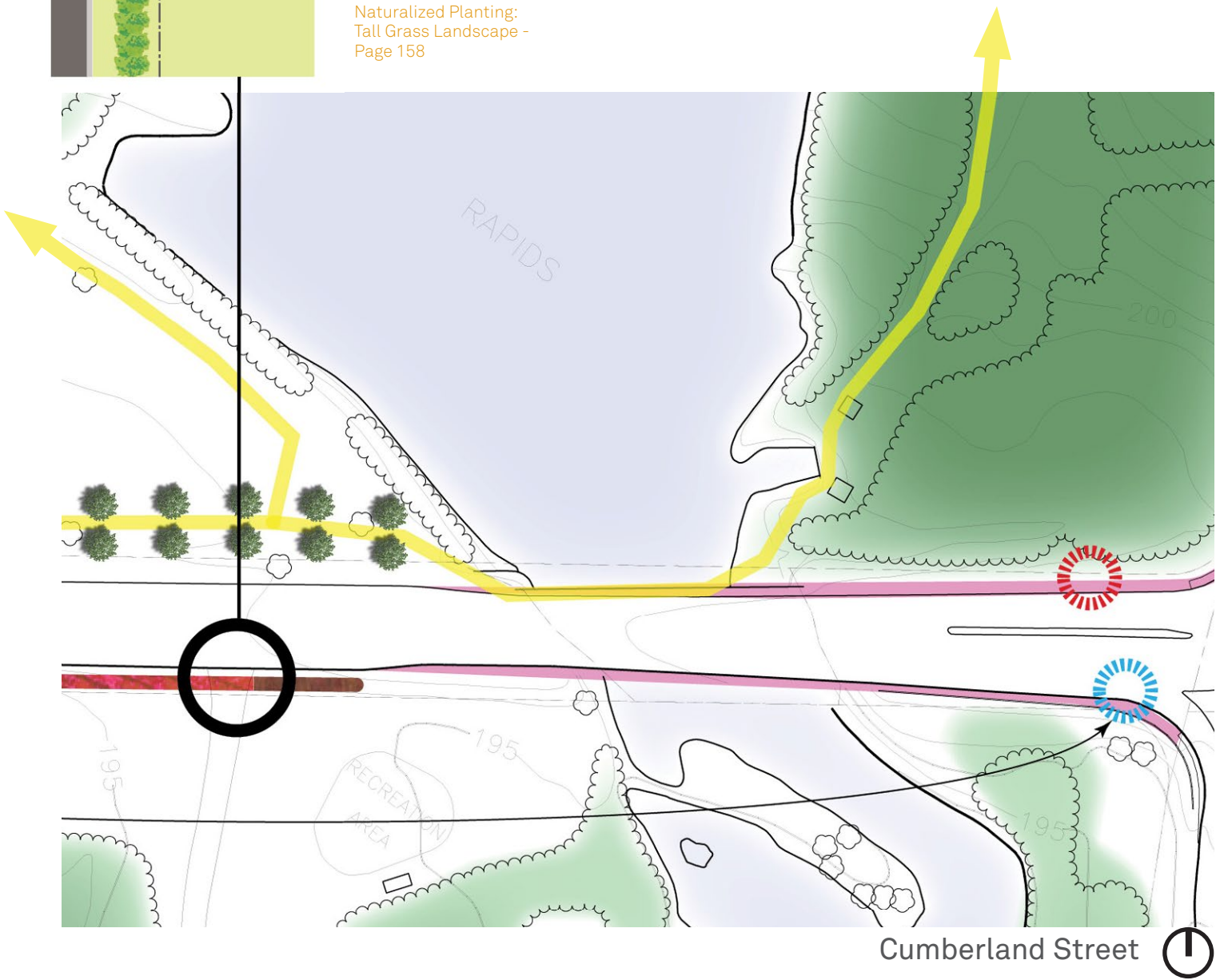


Cumberland Street



Recommended Improvements

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Tall Grass Landscape -
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Cumberland Street