



Town of Gravenhurst- Streetscape and Facade Design Guidelines

Streetscape Design Guidelines

Stempski Kelly Associates Inc.

Planning Design Landscape Architecture
for Rural, Resort, & Amenity Landscapes

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Participants in the Town of Gravenhurst Streetscape & Facade Design Guidelines

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The Gravenhurst Community

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1. Introduction

The Town of Gravenhurst has pursued great initiatives in its goal to develop and implement a vision that highlights the essence of Gravenhurst. There have been accomplishments with the development of the Urban Design Guidelines, 2000, the Muskoka Road Streetscape Improvement Design Report, 2005, and subsequent streetscape improvements. This is an obvious testimony to the leadership, organization and drive of the Town, its businesses, and residents. The purpose of this report is not to revise what has already been planned and installed, but to add detail so that the vision for the Uptown district of Gravenhurst is documented and incorporated into the physical streetscape.

The Process

Plans, reports and documents dating from 2000 were supplied by the Town of Gravenhurst for review and comment. These were summarized and any relevant information was considered in the final document. Of particular interest were the results from the Community Visioning Sessions held in March of 2012. The sessions provided a framework for the community to voice its opinion in terms of priority within 4 primary development trends found within smaller rural towns: Business and Commerce; Appearance and Function; Activities and Events; and finally, Transportation and Accessibility. Many of these priorities have direct links with the design of the physical landscape and have therefore, where applicable, become the focus for the proposed streetscape improvement recommendations.

To initiate the Streetscape and Design Guidelines project, a Public Design Session was held in November, 2012 to engage local interest and gather input from community members and business owners. The session included information about streetscape development in general, a brief review about the Uptown Gravenhurst project, and a series of exercises designed to stimulate thought and discussion about streetscapes and facades. The results from the exercises are summarized and helped to inform us about what the community desires for their 'Uptown' area.

Inventories collected include current business locations, facade classifications, parking, lighting, planting and streetscape furnishing locations, and building figure ground or massing study and form a 'close-up' investigation of the existing downtown. The inventories were analyzed and areas that would support further improvements were identified.

All relevant information collected formed the foundation from which to draw upon in terms of recommending improvement design guidelines. A theme and style guide further helps to define a character for Uptown Gravenhurst. These recommendations, with the aid of visual demonstrations have been tied back to the Community Visioning Sessions. The demonstration sketches illustrate how the recommendations would improve the physical realm, and how the recommendations can be put into action for further development planning. To assist in further implementation, individual projects have been identified.

A Community Vision

The Downtown Revitalization Project: Community Visioning Sessions, March 2012, identified priorities within four categories that form the basis for the streetscape plan improvements. Although all can not be addressed in terms of streetscape Improvements directly, most priorities will be affected by an improved streetscape realm and the recommendations in the report.

Business and Commerce:

- Small shops with unique products and services;
- Downtown farmers market;
- Independent food providers;
- Outdoor cafes and downtown hotel

Appearance and Function:

- Preservation of heritage appearance;
- Improved way-finding signage for tourists;
- Design links to other nodes and attractions;
- Innovative window displays;
- More planters and landscaping features
-

Activities and Events:

- Outdoor parkettes;
- Outdoor music and free Wi-Fi
- Tourist information kiosks;
- Youth and educational activities

Transportation and Accessibility:

- Bike pathways;
- Attractive Walkways;
- Well-signed walking trails;
- Pedestrian shopping mall (street closure)
- Improved parking facilities



Places for People

There are currently few “designed” spaces within the Gravenhurst downtown district; more recent improvements include development of the Wharf lands and standard streetscape improvements to Muskoka Road North and South. The concept of incorporating the reality of their history, and subsequent theme into their main street presents a challenge. Opportunities must be sought to create spaces for people and corridors that link the pedestrian realm to significant area features. The street itself, can become a destination, not only linking the services and retail opportunities along the main street but also becoming an attraction as a relevant interpretive piece for the community. The street will become a quality public “story.” While “passing through” the community will most likely remain a prime use for the main street, the gateways, portals and markers, and the interpretive elements of the streetscape, will announce the beginning of the intriguing story of Gravenhurst. The streetscape experience will convey Gravenhurst’s history, and offer its hospitality of shops, services, spaces and attractions.

Streetscape Plan

Streets are the most vital part of a community’s open public space system and have a distinct position, identity and role within the fabric of any community. They form the majority of a community’s public spaces and much of the quality of the physical public realm comes from their character. Any assessment on the quality of a community does emanate from the impression the public streets offer. There must be an understanding of the important role that streets have within the community pattern in order to direct the development of public spaces.

When a streetscape is a dynamic, exciting place to be, it is not only an experience and an image, but it also becomes, in part, a destination.

The street is the conduit by which residents and visitors experience the place – whether on foot or from within the vehicle. It is a fixed feature and the ‘ebb and flow’ of pedestrian movement becomes the dynamic element that makes the street come alive. The volume of pedestrians will change from moment to moment and the streetscape must accommodate the varying flows. Areas of the streetscape that are expected to receive larger volume of people have been designed with more generous, yet pedestrian friendly detail.

In order to facilitate priorities for improvements in Gravenhurst’s Uptown District, a street classification system has been established based on a street’s role as part of the community’s pattern, whether as a Main Street, or Side Access Street or lane way. In addition to the streets, urban design improvements will occur in special areas such as significant intersections, historically significant locations and community entrances. Urban design improvements are elements that will occur within the streetscape or public realm and form the language that tells the story of the place. The exciting story of this place will be told and interpreted in the streetscape. This “sense of place” will unfold to residents and visitors alike.

2. Definition of Streetscape Elements:

Outlined below is a typical streetscape vocabulary which comprises the recommendations in this report.

Main Street: The Main Street is characterized by its pedestrian-oriented sidewalks, tree planting, pedestrian scale lighting, site furnishings, and animating elements. It will have a “comfortable” atmosphere that is supported by quality materials and detail design.

Side Access Streets: Streets leading to the ‘Main Street’ (Muskoka Road) fall into this category. They are recognized by pedestrian sidewalks, mature trees where evident, associated parking, landscape beds adjacent to parking areas.

Lane ways: provide a secondary movement system that connects the corridor with the community. Lane ways along the corridor are intimate passageways that are used for occasional service access and parking. Some lanes represent an opportunity to develop pedestrian-priority access between trails, residential areas and the downtown district.

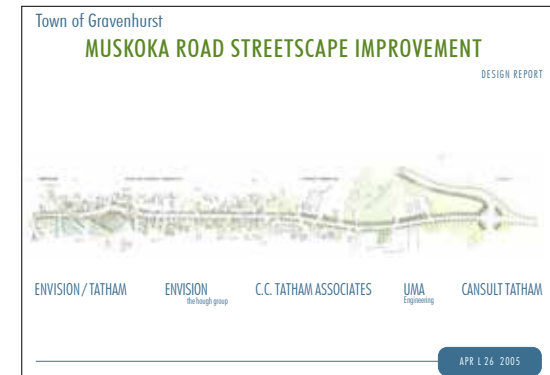
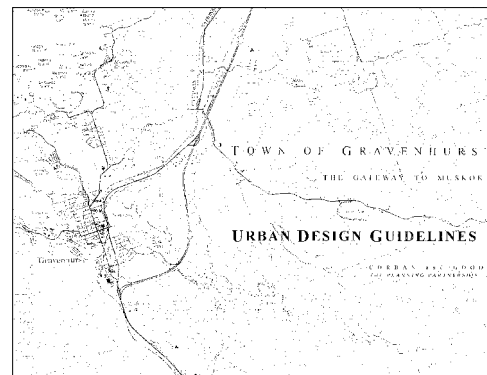
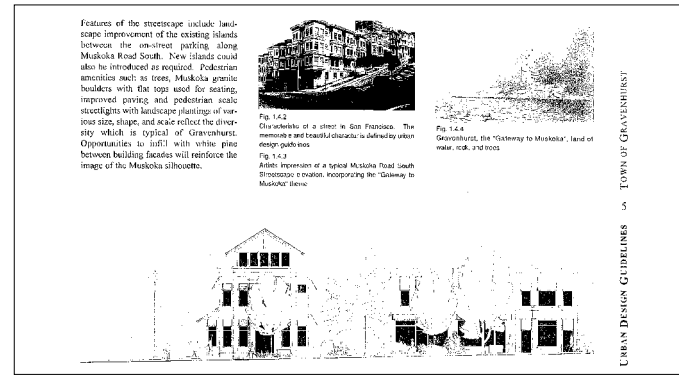
Portals: Portals are located between community districts (e.g., downtown to residential areas) and are large scale elements that frame both sides of the street. Their design symbolizes a ceremonial doorway that announces the district that has been entered.

Focus Places: Located at certain points throughout the street, Focus Places are people oriented and celebrate the history of the community. Their spaces can be programmable for events and they function as destination points along the pedestrian corridors.

Markers: Located at strategic street corners along Entry Corridors. The markers are normally vehicle-oriented landmarks that form the basis of a way-finding system. Each marker has a meaning that is interpreted from its particular location or a story as it relates to the interpretive elements of the street; the story told by the street.

Downtown Districts Typically, there are three districts to most communities, each with their own character. Many of these core areas are maintained (in part) by a Business Improvement Area (BIA) group; BIA’s are associations of local businesses aiming to improve business through both economic development programs and improvements to the physical environment and appearance of the BIA. Improvement projects funded by the special levy collected from the businesses within the BIA are strictly limited to improvements to publicly owned property, not individual stores or offices. The Streetscape Design and Guidelines report focuses on the ‘Uptown’ district of Gravenhurst, namely Muskoka Road, from the train crossing to Winewood St.





2 PAST DOCUMENT REVIEW



Past Document Review

Reviewed Documents (provided by the Town of Gravenhurst):
in order of the most recent:

- The Downtown Revitalization Project: Community Visioning Sessions - Summary, March 2012
- Correspondence notes re., Streetscape: Plant Warranty, May 26-May 29, 2008
- Muskoka Road Streetscape Improvements Planting Contract No. ET-104006-2, July 04, 2007 by Envision Hough,
- Muskoka Road Streetscape Improvements - Contract Plans - Plan, July 1st, 2006, bt Envision Hough
- Town of Gravenhurst Muskoka Road Streetscape Improvement Design Report, April 26, 2005 by Envision Tatham, UMA and Cansult.
- Muskoka Road Streetscape Improvement: Preliminary Cost Estimate, August 2004, by Envision Hough
- Reconstruction of Muskoka Road No. 18 - Contract Drawings, October 2005 by Triton Engineering
- Steering Committee Meeting No. 1 - Agenda, June 28, 2004
- Muskoka Road Streetscape Improvements - Existing Conditions Evaluation Document and Plan, June 2004, by Envision Tatham
- Town of Gravenhurst, Urban Design Guidelines, 2000, by Corban and Goode.

Urban Design Guidelines, 2000

The Urban Design Guidelines, for Gravenhurst, 2000, provides planning and design guidelines for downtown improvements in Gravenhurst, focusing on streetscape, building façade design and improvements.

The goal was to establish a key relationship between the Muskoka Road South streetscape improvements, the new Town Square and the expanded Downtown commercial district.

Objectives included:

- A well defined public realm, for the Muskoka Road South Streetscape and other streetscapes;
- Relationships between buildings and open spaces and the Town Square;
- A transit supportive and a pedestrian development pattern;
- An attractive and distinctive pedestrian oriented downtown with connections to Sagamo Park and Gull Lake Park;
- A road system which recognizes and preserves the historic character of Gravenhurst's Downtown District and adjacent neighbourhoods.

Guidelines were presented in terms of streetscape design, architecture, built form, and façades for specific districts in the downtown core of Gravenhurst:

Gateway Commercial
Downtown Commercial
Highway Commercial
Progress Drive Business Area

Relevance of the Urban Design Guidelines:

In terms of Streetscape:

The guidelines presented a theme for the streetscape that centered on 'Gateway to Muskoka' and the historical railway and steamship era. The natural and rugged qualities of the Canadian Shield were to be reflected in the development of streetscape elements, furnishings and the overall character of the streetscape. The downtown was to be elegant, not too refined, and should have a "leisurely cottage/country design flavour". This general theme will be developed further to include opportunities for the town to develop a stronger identity surrounding the 'Gateway to Muskoka' theme.

Guidelines relevant to the current streetscape work include reference to the downtown commercial sections of the document. The district is also now known as 'Uptown' Gravenhurst. Given that Uptown Gravenhurst has recently undergone major streetscape improvements, including new sidewalks, street lighting and furnishings, much of the guideline work referencing streetscape initiatives are no longer applicable. However, some general guidelines were included that would affect infill development to ensure that future buildings and streetscape work will adhere to the same guidelines.

Additional streetscape guidelines that might hold some current relevance are those related to pedestrian connections between the uptown core and surrounding destinations such as Gull Lake Park, the Train Station, and Sagamo Park; wayfinding, and the development of gateways and portals.

These will be explored in the current Streetscape Design Guidelines.

One specific focus of the Urban Design Guidelines was the inclusion of a 'Village Green' to be located directly behind the Opera House. This space has yet to be developed, and therefore, these guidelines hold some current relevance. As a significant open space within the Uptown district, this space has a significant value to the activity and programming potential for the community. While not directly part of the scope of work for this report, this space will be considered for possible improvement.



In terms of Facades:

In keeping with the Gateway to Muskoka' theme of the streetscape, a comparable 'Muskoka Cottage' theme was proposed for façade improvements and new building character. This includes a traditional style of wood clad, gable roof and dormer with exposed rafters, and shingle detailing typical of cottage development in the Victorian era.

Facades guidelines were proposed for renovations to existing buildings and for infill development. The guidelines consider both the interface between the private and public realm as well as the overall look or character of the façade and built form to ensure that a cohesive building framework is maintained. These guidelines will be reviewed and considered for the current façade improvement guideline.

The new Façade Guideline document will describe acceptable renovations in terms of façade detailing that would qualify a property or business owner for a financial incentive in the Town assisted Façade Improvement program highlighted in the Community Improvement Plan, 2012 (in progress). This program encourages business owners to adhere to the guidelines in efforts to maintain and strengthen the identity of Uptown Gravenhurst and to benefit from financial incentives. As such, façade guidelines will focus on 'exterior embellishments' that are applicable to a general façade improvement. Some facade guidelines have been proposed in the Urban Design Guidelines and will be reviewed and considered in the new facade guideline document.

The Urban Design Guideline, 2000 also provides reference for new building development and specific treatments in terms of built form, landscape treatments and overall building character. Given that the focus of the current Façade 'Improvement' Guidelines are largely directed at improving existing facades, these guidelines maybe relevant to new 'infill' construction.

Muskoka Road Streetscape Improvement Design Report, 2005

This design report reviews previous documents (The Town of Gravenhurst Retail Development Strategy and Action Plan, and the Urban Design Guidelines) describes existing conditions and offers specific design recommendations; assess parking and transport issues, and offers a review and recommendations for electrical design. It is basically a prelude to the Streetscape Improvements completed in 2011 for Uptown Gravenhurst.

Review:

Muskoka Road was divided into sections based on use, and then further divided into zones of first and second priority. A review of specific physical characteristics (views and vistas, sidewalk and boulevard conditions, street furniture, intersection conditions, on street parking, parking lots, street lighting and illumination, and recommendations) and provided for each district.

The area of First Priority covers Muskoka Road from Bethune Drive to David Street ('Highway Commercial / Mixed Use). This district is outside the project boundaries for the current Streetscape and Façade Design Guidelines. However, this section of Muskoka Street did undergo recent physical improvements including curbs, pavement treatments, lighting etc.

The area of Second Priority, from David Street to Winewood Street is basically the district covered in the current Streetscape and Façade Improvement Design Guidelines, and is now referred to as Uptown Gravenhurst.

Recommendations in terms of sidewalk treatments, lighting and planting were presented. Most of the recommendations were accounted for in the final renovated streetscape, with only a few omissions, such as the recommendation of pedestrian level lighting (only high level was included), additional trees in some areas, and the recommendation for unit paving was replaced with stamped concrete paving.

Parking and Transportation: Specific recommendations for maintaining existing parking and creating additional parking by relocating sidewalk bump-outs were presented and in some cases, retained in the final plans. Streetscape cross sections were enhanced with the inclusion of curbs and gutter treatments.

Electrical: Old light standards and cobra heads were replaced along Muskoka Road with a full size pole and luminaries to match the wharf side lighting. The old fixtures still remain on many side streets.

Relevance of the Muskoka Road Street...

This document, being a prelude to the physical streetscape improvements recently completed (2011), is of little value to current work on Streetscape and Design Guidelines or Façade Improvement Guidelines.

While most of the recommendations from this report were included in the completed streetscape renovation (physical construction), several key recommendations in terms of theme and detailing found in the Urban Design Guidelines did not materialize within the recent constructed works. Any additional streetscape guidelines will consider further the original recommendations of the 2000 Urban Design Guidelines Report report.





3 COMMUNITY CONSULATION



Date: November 13, 2012
Participants: 53

Members from the community were invited to attend a Community Design Session. Notices were included in the local paper, on posters and on various Town Web sites. The session was divided into 2 sections:

A. Facade Visual Preference Survey

- 109 slides were presented to participants and were asked to rate each image, in regards to the section topic, on a scale of 1-4 (1= unfavourable, 2= less favourable, 3= favourable and 4= very favourable)
- Results are on following pages 4-6.

Conclusion: Preferred facades featured more traditional finishes, with higher quality and fine detail trim work. Standard awnings and interesting store signage were generally favoured, and colour preferences were more earth toned.

B. Group Exercises

Participants were asked to arrange around tables (less than 10 participants per table) and take part in 3 different exercises. Each exercise focused on separate topics pertaining to the community desires, boundary mapping and past documents.

Exercise 1: Your Vision.....Interpreted.....

Instructions: Circle the top 3 images for each of the four sheets that best meet your expectation in satisfying Gravenhurst's strongest priorities in the pursuit of today's primary trends. Label them #1, #2 or #3.

Intent: To graphically identify a common vision for Uptown Gravenhurst based on the results of the Community Visioning Exercises. 4 categories (Activities and Events; Business and Commerce; Transportation and Accessibility; and Appearance and Function) were represented with various photo images that randomly depicted a different character or style for that particular category. Priorities were identified to better understand a standard the broader wishes of the community.

Conclusion: A more lively active and multi use streetscape tended to predominate the priorities. Outdoor parkettes with music and street events characterized the Activities and Events category. Business and Commerce favoured outdoor cafes, a downtown hotel, and independent food providers. A pedestrian mall, improved parking and more attractive

walkways were the priorities for Transport and Accessibility category. In the Appearance and Function category, more landscape features and planters topped the list, with wayfinding and more innovative window displays following. Most of these priorities can be either directly or indirectly influenced by the physical design of a streetscape and the elements within it.

Exercise 2: 'Uptown 'Limits

Instructions: Within your group, review the existing maps, discuss the importance and relevance of each map in terms of an identity for 'Uptown Gravenhurst' and the features it shows, and then use the 'tally map' on page 8 to outline what you think the boundary should be for 'Uptown Gravenhurst'. Start off with pencil, make adjustments as needed, and then complete your final map with a marker.

Intent: When you are in the heart of a 'downtown', there is something unique about being with in this special place that has a distinct character or essence, thus identifying itself as a 'downtown.' However, move away from the core, and often the limits of that space might not be quite so definitive. That is the challenge of this exercise - to map out the limits of Uptown Gravenhurst.

Conclusion: Of the 6 groups involved, all 6 included Muskoka Road from the train tracks to Winewood St. in their Uptown district. A few groups extended Muskoka Road beyond the train tracks, and many side streets were also included. Refer to the results documented on page 9.

Exercise 3 In Your Opinion:

Instructions: Based on the following objectives as stated in the guidelines, in your opinion, do you feel that Gravenhurst has achieved a measure of success for it's downtown streetscape revitalization?

Intent: To understand how the community feels about the objectives of the Town of Gravenhurst current Urban Design Guidelines.

Conclusion: Many comments suggested that even though the town was on the right track for improved conditions, more could be accomplished in terms of identity and overall attractive appearances. In respect to the objectives identified in the Urban Design Guidelines 2000, more than 80% of the respondents felt that even though relevant, the objectives that were identified had not been satisfied in recent streetscape revitalization measures.



3 Community Consultation Facade VPS Results- Section 1: Activity Related

Convenience Retail



Highest Scoring Image (3.38)
Brand Retail (Clover Farm), historic red brick three storey building, shutters along second storey windows, retractable awning with signage, pedestrian oriented signage. Green accent consistent throughout.

Lowest Scoring Image (1.47)
Independent Retail, non-historic, single story building, red brick with green accents, basic white sign.

Comparison Retail



Highest Scoring Image (3.49)
Clothing Store, historic modified, red brick with black columns. Entrance to business recessed from sidewalk. Hanging baskets and planters along sidewalk. Steel decorative signage with block letters.

Lowest Scoring Image (2.22)
Accessory store, historic modified, board and batten siding, silver awning above storefront entrance. Colours: white, silver, pink and light green, traditional awning above entrance, signage on awning.

Convenience Food & Beverage



Highest Scoring Image (3.50)
Brand Food Service, historic themed infill, brick exterior with matching sign base, red accents, tall windows.

Lowest Scoring Image (1.45)
Non Brand Food Service, yellow stucco with red gooseneck lighting, neon store signage on roof, multiple signs along store front, shape and colour vary. Patio area between sidewalk and building.

Comparison Food & Beverage



Highest Scoring Image (3.22)
Non Brand Dining, historic yellow brick. Box detailing accent windows. Black accent colour used to highlight windows and signage. Historic building mid-fascia differentiate first and second storey.

Lowest Scoring Image (1.88)
Non Brand Dining, historic modified yellow stone. Green retractable awning highlights entrance to business. Yellow back light signage with white lettering.

Convenience Service



Highest Scoring Image (3.53)
Post Office, historic stone building, adaptive reuse.

Lowest Scoring Image (1.86)
Brand Bank (Bank of Montreal), infill red brick building. Blue signage, with white lettering, located along roof line. White accent around windows and entrance.

Comparison Service



Highest Scoring Image (3.22)
Lawyer, historic modified building, blue sign with decorative block letters and retractable blue & white awning. Entrance to business recessed from sidewalk.

Lowest Scoring Image (1.68)
Hair studio, non-historic building, horizontal white siding with blue awning and trim, sign located beside door.

3 Community Consultation Facade VPS Results- Section 2: Development Period Related

Historic



Highest Scoring Image (3.66)
Post Office, historic stone building, adaptive reuse.

Second Highest Scoring Image (3.32)
LCBO, historic stone building, adaptive reuse.

Historic Modified



Highest Scoring Image (3.54)
Retail, historic modified, various exterior materials, 2-3 story buildings, gooseneck lighting and pedestrian oriented signage.

Lowest Scoring Image (1.12)
Retail, historic modified with vinyl siding and stucco and brown accent. Horizontal hanging neon lit signage with red lettering, roll out green awning.

Infill- Historic Themed



Highest Scoring Image (3.49)
Retail, historic themed infill, dark blue board & batten, variegated brick with corner detailing, unifying cream trim, recessed entrances.

Lowest Scoring Image (1.40)
Business, horizontal siding, recessed entrances, basic sign, blue awning, cream trim accents.

Infill- Non-Historic



Highest Scoring Image (3.34)
Retail, basic brick facade, unifying green retractable awnings, green detailing.

Lowest Scoring Image (1.59)
Bank, printed concrete exterior, typical signage.



3 Community Consultation Facade VPS Results- Section 3: Facade Treatments

Colour



Highest Scoring Image (3.34)
Restaurant, historic, historic colours highlight building: grey, cream and black. Colourful hanging planters and store front planters accentuate windows.

Lowest Scoring Image (1.59)
Business, infill non-historic, black sign with orange letters, trim/detail variety of colours.

Awnings



Highest Scoring Image (3.28)
Hair salon, single awning entrance covering porch, signage on awning, colours: brown & cream.

Lowest Scoring Image (2.63)
Retail, historic modified. Purple bubble awning covering all windows. Creates a disconnected façade appearance.

Signage



Highest Scoring Image (3.37)
Hair Salon, historic, decorative pedestrian hanging signage with elaborate custom metal bracket. Colours: brown, cream and black

Lowest Scoring Image (1.37)
Restaurant, historic modified building with multiple signs attached to building. Signs vary in colour (green, yellow, red) and shape.

In Gravenhurst?



Highest Scoring Image (3.14)
Bookstore, blue building and sign, yellow trim and door, yellow door emphasizes recessed entrance.

Lowest Scoring Image (1.95)
Retail, single story, white washed colour with brown sign, basic lighting and recessed entrance.



* top three selected in each category...

Activities & Events



1
Outdoor parkettes



3
Street events/ activities



2
Outdoor music

3 Community Consultation Exercise #1: Your Vision....Interpreted....

Strong Business & Commerce



1
Outdoor cafes

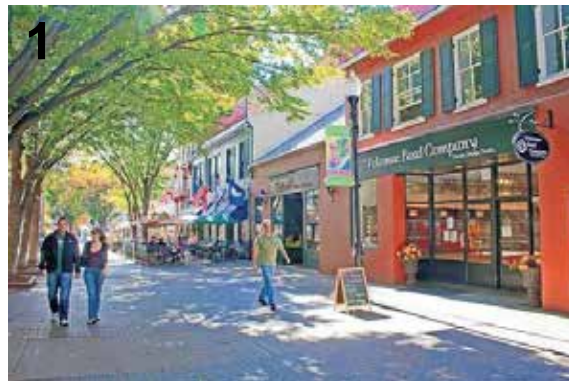


3
Independent food providers



2
Downtown hotel

Transportation & Accessibility



1
Pedestrian mall



3
Attractive walkways



2
Improved parking facilities

Appearance & Function



1
More planters & landscaping features



Wayfinding

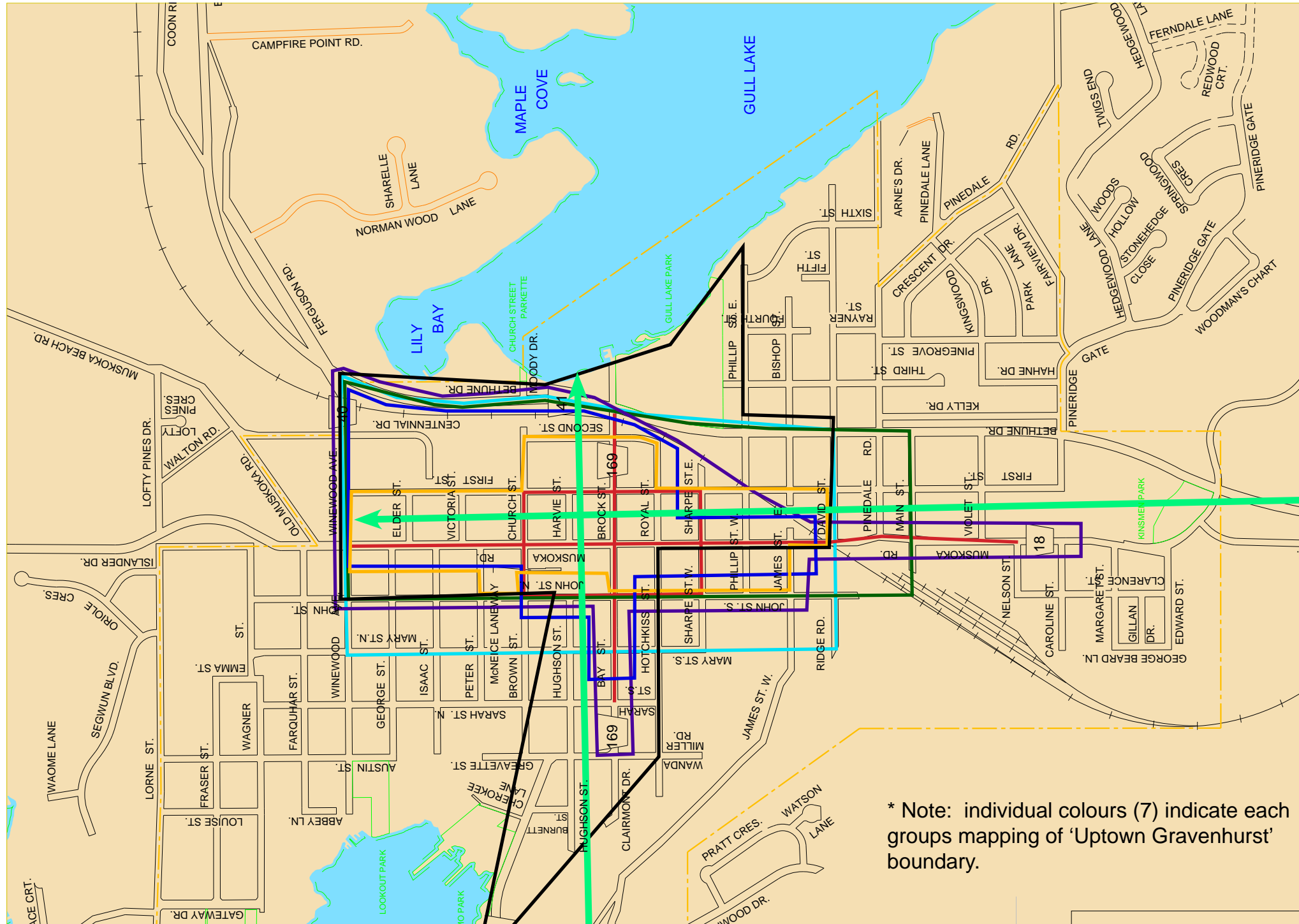


3
Innovative window displays



3 Community Consultation Exercise #2: 'Uptown' Limits.... Tally Map

Exercise Intent: When you are in the heart of a 'downtown', there is something unique about being with in this special place that has a distinct character or essence, thus identifying itself as a 'downtown.' However, move away from the core, and often the limits of that space might not be quite so definitive. That is the challenge of this exercise - to map out the limits of Uptown Gravenhurst.



* Note: individual colours (7) indicate each groups mapping of 'Uptown Gravenhurst' boundary.



3 Community Consultation

Exercise #3: In your opinion...

Exercise Intent: To understand how the community feels about the objectives of the Town of Gravenhurst current Urban Design Guidelines.

Objectives:

The guidelines are intended to ensure that appropriate, high quality urban design relationships are established within the vicinity of downtown including:

1. A well defined public realm, for Muskoka Road South streetscape and other streetscapes;
Comments:
 - *Fairly well defined. Don't especially like it.*
 - *Mall between Bay and Sharpe - - stores stay open summer evenings*

2. Relationships between buildings and open spaces and the Town Square;
Comments:
 - *Most downtown open spaces are accidents (fires) and should be filled with new buildings!*
 - *NA*

3. A transit system supportive of pedestrian development patterns;
Comments:
 - *Non-existent. Probably unnecessary*
 - *Need a trolley*
 - *Connected sidewalk system- convenience & safety*

4. An attractive and distinctive, pedestrian oriented downtown with connections to Sagamo Park and Gull Lake Park;
Comments:
 - *We should maintain essentially what we have*
 - *Switches from one side of street to the other*
 - *Exists, but need to promote better*
 - *Sidewalks- limited attractiveness*
 - *Limited clear signage attracting us to parks*

5. A road system (streetscape) which recognizes and preserves the historic character of Gravenhurst's Downtown District and adjacent neighbourhoods.
Comments:
 - *a good start , but existing facades detract from effect*
 - *???*
 - *NEED TREES*
 - *That's why we're here!!*
 - *Limited & relatively poor and unattractive signage*

	Group Response Total				Individual Response Total			
	satisfied	not satisfied	relevant	not relevant	satisfied	not satisfied	relevant	not relevant
1.	4	6	5	1	8	37	26	2
2.	1	7	5		3	35	26	
3.	3	6	5	1	8	33	23	1
4.	1	7	5	2		46	32	3
5.	2	6	5		1	39	29	

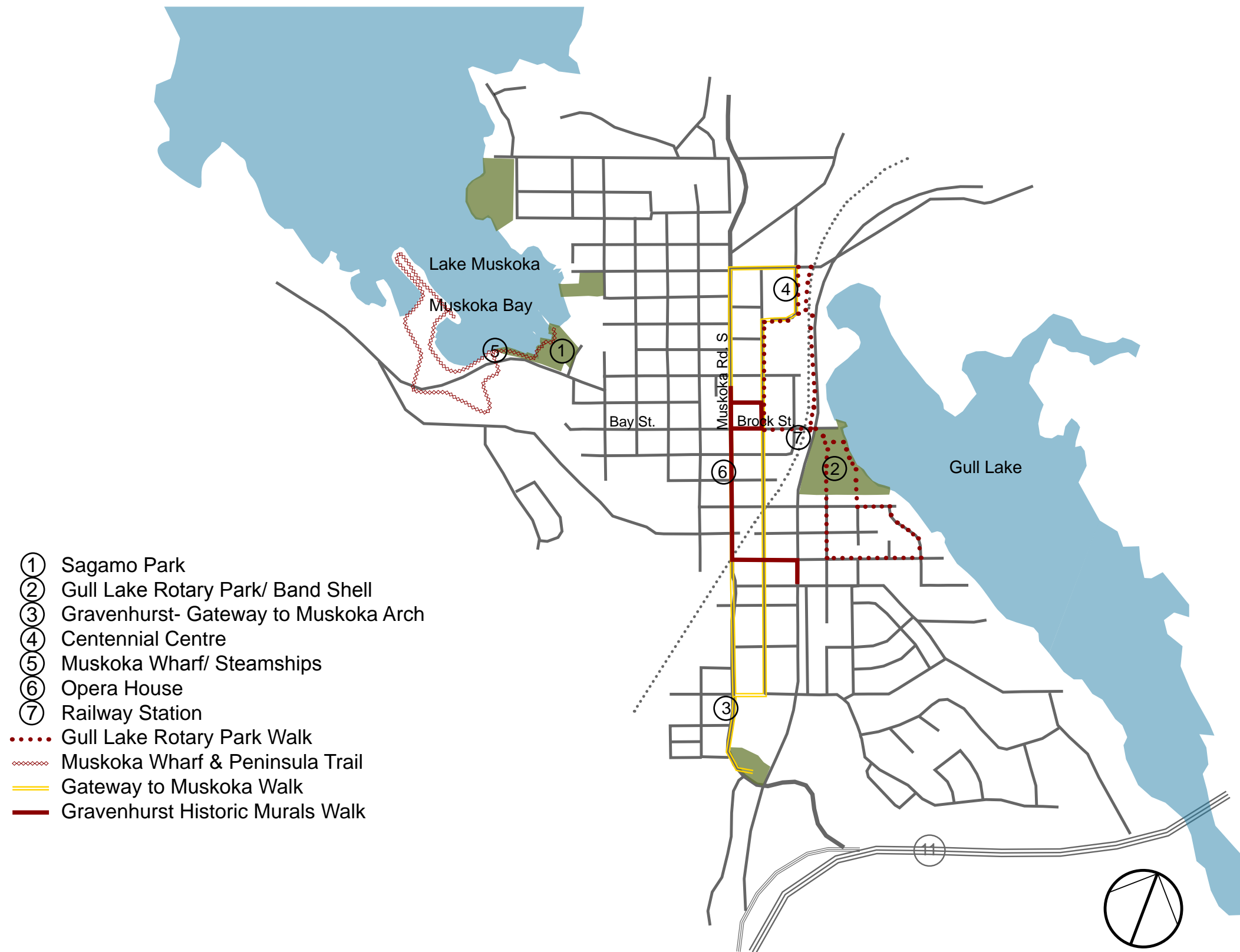
- General Comments:
- The new lamp posts decorations- loon & seguin- need to be maintained in constant & full lighting
 - Tasteful little transport busses or trolleys might be beneficial. Perhaps also horse carriages.
 - We don't agree with any of them!





4 INVENTORY



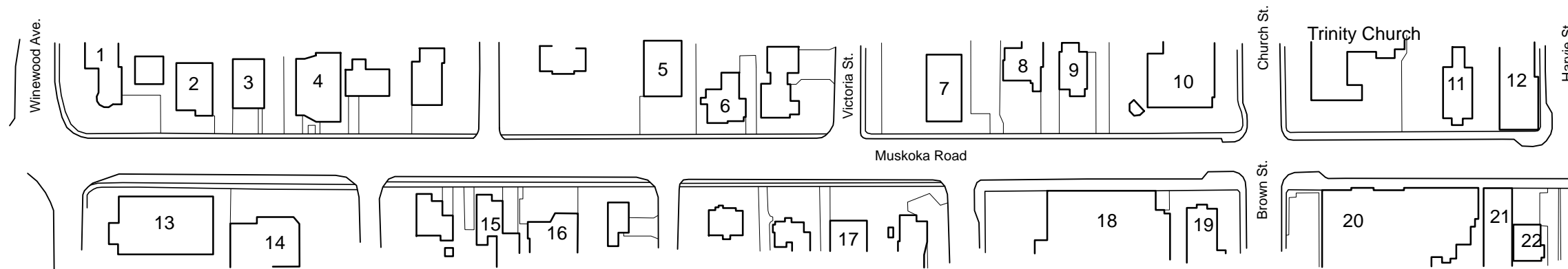


- ① Sagamo Park
- ② Gull Lake Rotary Park/ Band Shell
- ③ Gravenhurst- Gateway to Muskoka Arch
- ④ Centennial Centre
- ⑤ Muskoka Wharf/ Steamships
- ⑥ Opera House
- ⑦ Railway Station
- Gull Lake Rotary Park Walk
- - - - - Muskoka Wharf & Peninsula Trail
- Gateway to Muskoka Walk
- Gravenhurst Historic Murals Walk

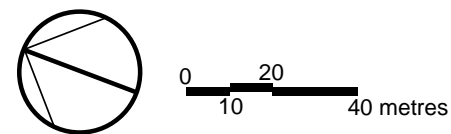
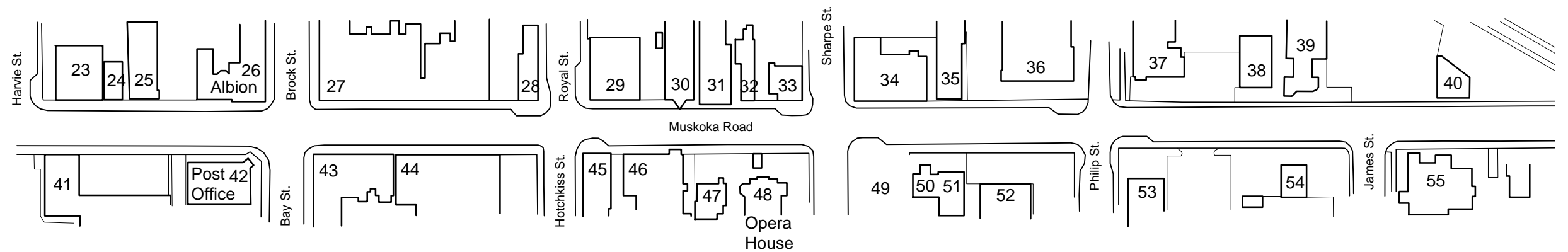


4 Inventory Current Business Locations

Winewood St to Harvie St.



Harvie St. to train tracks



* refer to following page for business names.



Winewood to Harvie St.-

East Side

1. The Muffler Bay
2. Optometrist
3. Doctors
4. Salvation Army
5. North Restaurant & Lounge
6. D & B
7. Royal Bank of Canada
8. China House Restaurant
9. Muskoka Insurance Brokers
10. Gravenhurst Manor
11. Muskoka Fireside Shop
12. a. Marshall MacLennan- Barristers, Solicitors
& Notaries
- b. Chiropractor

West Side

13. Visitor Information/Commercial/ Residential
14. MAP Gravenhurst Automotive
15. Animal Hospital
16. a. Benjamin Moore
- b. Living Lighting Home Decor
17. Denture Clinic
18. Empty
19. Knox Presbyterian Church
20. a. V&S
- b. The Elephant Trunk
- c. Triple Sick Skin
- d. Vacation Time Real Estate
21. Gravenhurst Tapes
22. Aiken, Christensen & Health

Harvie St. to Train Tracks

East Side

23. Scotia Bank
24. Vacation Time Real Estate
25. a. Empty
- b. Cash 4 Cheques
26. Albion
27. a. Empty
- b. Muskoka Family Medical
- c. Penny Varney Jewelry- Gallery & Gifts
- d. The Bookstore
- e. Prospects
- f. Banner
- g. 6GK
28. Pizza Pizza
29. TD Canada Trust
30. Curries Music & Antiques
31. The Artstract Company
32. Sandals & Stilettoes
33. Rombo's Family Restaurant
34. a. Trillium Place Apartments
- b. Empty
35. Rickshaw Restaurant
36. Empty
37. Enjoy Muskoka Real Estate
38. Gateway Worship Centre
39. Mighty Mart
40. Oliver's Coffee

Harvie St. to Train Tracks

West Side

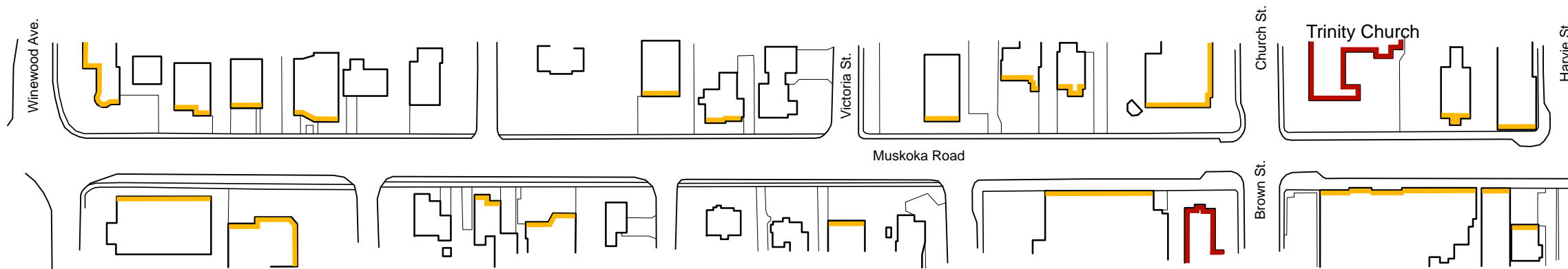
41. a. Mac's
- b. Salvation Army
- c. Dentist- Dr. S. Brandon Dyer
42. Post Office
43. a. Muskoka Bear Wear
- b. H&R Block
- c. DD's Cafe
- d. Gem & Dia Jewellers
- e. Blooming Muskoka
44. a. Anne's Variety & Gifts
- b. Mike's Bar & Grill
- c. Muskoka Bay Clothing
- d. Knapps Gravenhurst Furniture
45. Riviera Restaurant
46. a. Empty
- b. Photographic Imagery
- c. Boathouse Pizzeria
- d. Muskoka Carpet
47. Carnegie Library
48. Gravenhurst Opera House
49. a. Urban Textures
- b. Sears
50. a. Bakery
- b. Sewing Shop
51. National Bank
52. a. Remax
- b. Rexall IDA
- c. Fabricare Cleaning/ Dry Cleaning/ Coin
Laundry
53. Canadian Tire Gas Station
54. Shoppers Drug Mart

* as of October 03, 2013

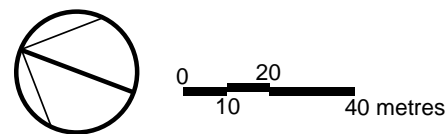
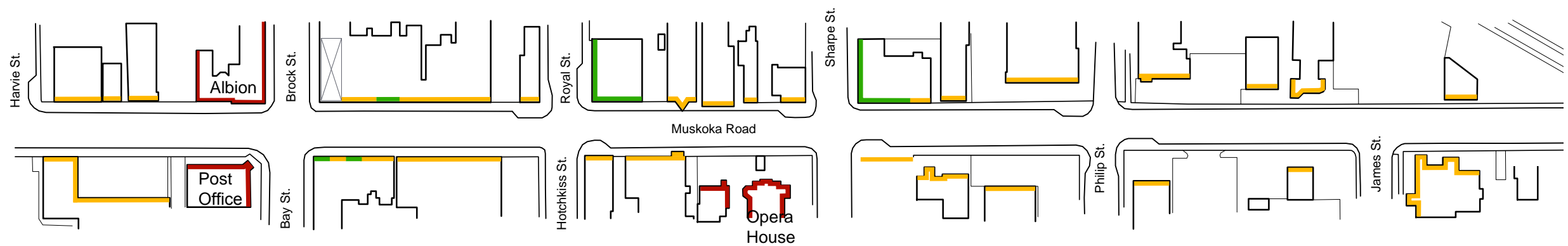


4 Inventory Facade Classifications

Winewood St to Harvie St.

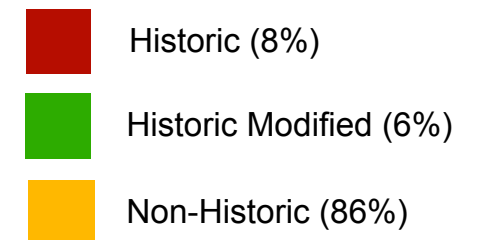


Harvie St. to train tracks



Analysis:

- Limited historical and historic modified building stock- only a few key/prominent historical buildings.
- Remaining building stock all non-historic.

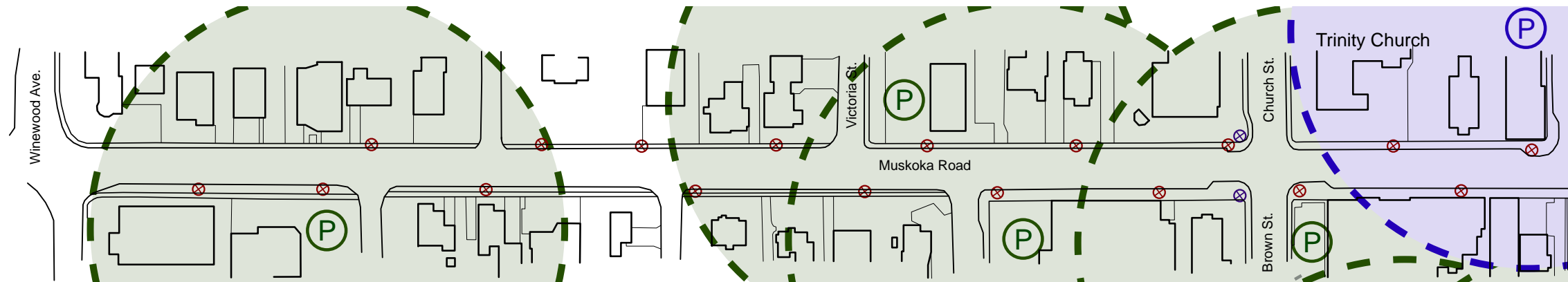


(Note: SKA used on-site observation, available literature, and historic photographs to suggest those buildings (and spaces) having seemingly historic character, or historic character with obvious modification, or obvious no-historic value; all having value to the community.)

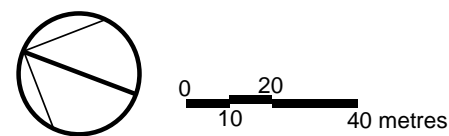
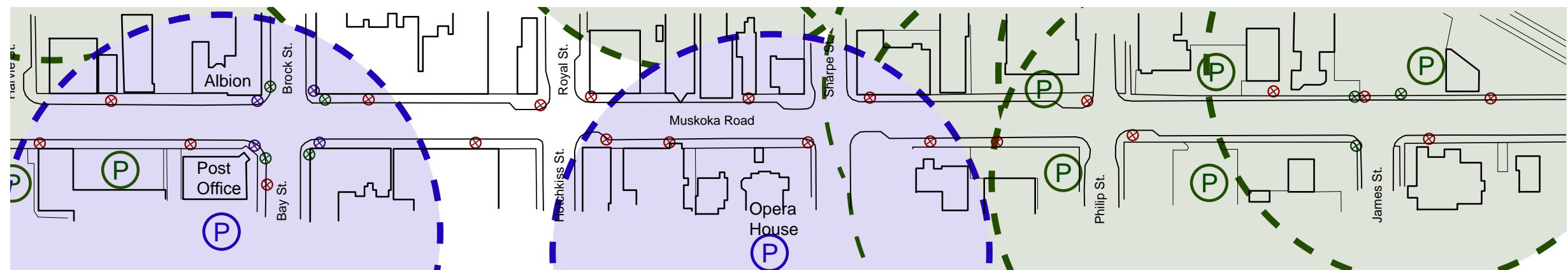


4 Inventory Parking & Lighting Locations

Winewood St to Harvie St.



Harvie St. to train tracks



Analysis:

- Standard pedestrian walking distance is 450m.- with parking radius set at 80m. large gaps between public parking lots; but sufficient parking when included with business parking lots.
- Street parking available to accommodate for parking between lots.
- Sufficient parking makes the uptown highly walkable

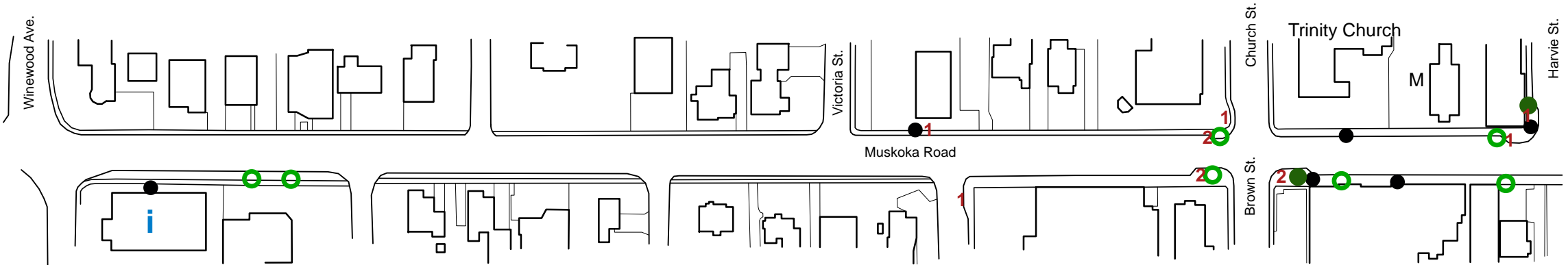
- ⊗ Decorative Light Standards
- ⊗ Traffic Light with Cobra Head
- ⊗ Traffic Light
- Ⓟ Public Parking Lots (time limited)
- Ⓟ Business Parking Lots
- ⋯ 80 m walking radius

* Parking available along Muskoka Rd S, limited to 1 hour. Longer/unlimited parking time available on adjacent streets.

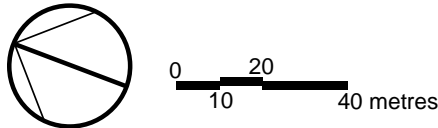
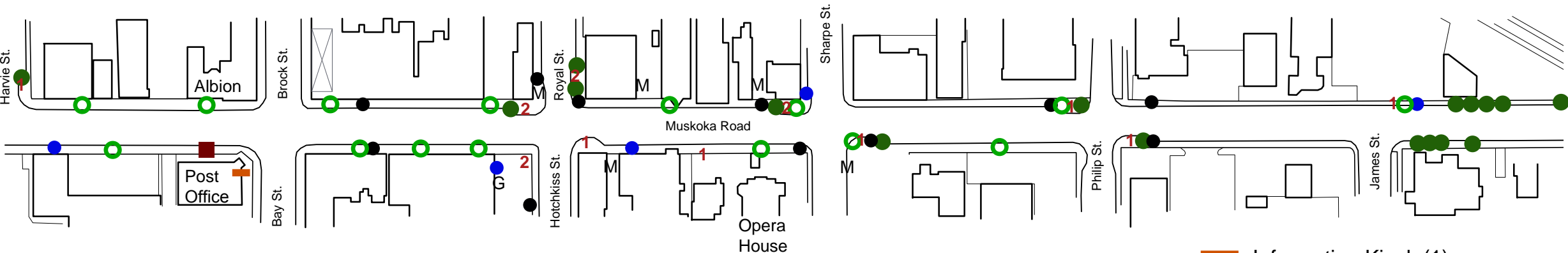


4 Inventory Street Furnishing & Planting Locations

Winewood St to Harvie St.



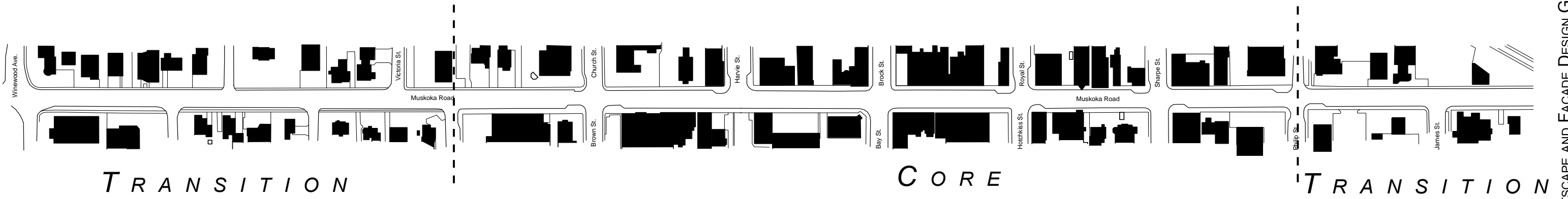
Harvie St. to train tracks



- Analysis:**
- Concentrated amenities between Church St. & Philip St.
 - Trees located in corner bumpouts- limited greening between corners; continuous tree pit along Muskoka St. between James St. train tracks.
 - Limited wayfinding- direction of Gull Lake/ Train station and Wharf undefined within uptown area.
 - Sufficient trash & recycling receptacles and benches.

- Information Kiosk (1)
- i Tourist Information (1)
- M Murals (6)
- G Uptown Gravenhurst Sign (1)
- Wayfinding Signs (1)
- 1 Number of Benches (26)
- Street Trees, deciduous (20)
- Trash Receptacles (17)
- Recycling/ Trash Receptacles (5)
- Planters (Seasonal) (22)





Analysis

- Continuous building frontage creates a strong contained streetscape with pedestrian friendly scale- some fragmentation at edges of 'core' area.
- Building frontage consistently fragmented outside of the uptown core area- the pedestrian experience is compromised as the street opens up to parking areas, voids and private residential properties.



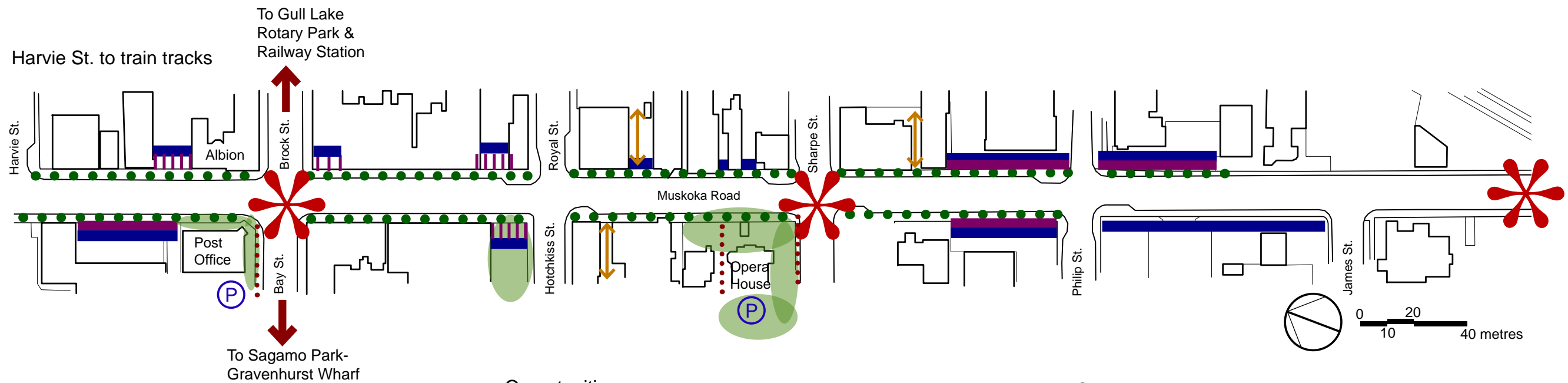
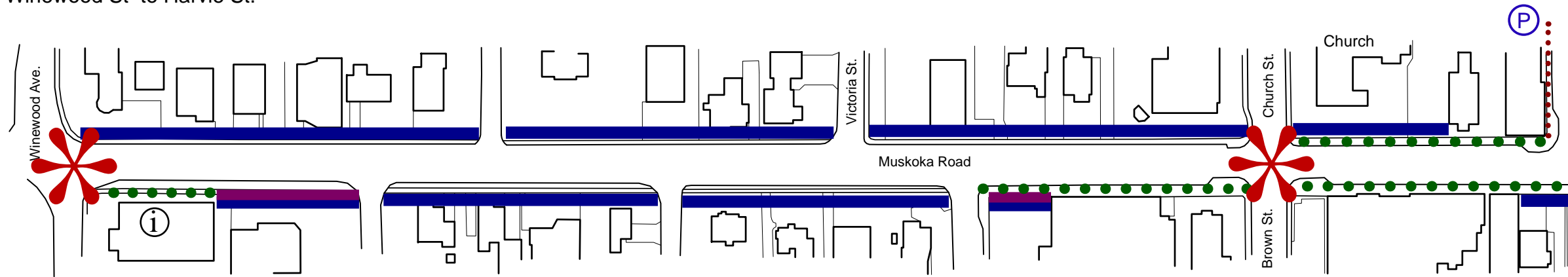


5 CONCEPT DEVELOPMENT



5 Opportunities & Constraints




Winewood St to Harvie St.



Opportunities

-  Enhanced pedestrian & vehicular connection
-  Enhanced pedestrian connections to public parking lots
-  Pedestrian links
-  Key intersections involving important landmark or change of direction to a place of interest.
-  Potential park/civic space enhancement
-  Wide sidewalk areas- greening opportunities

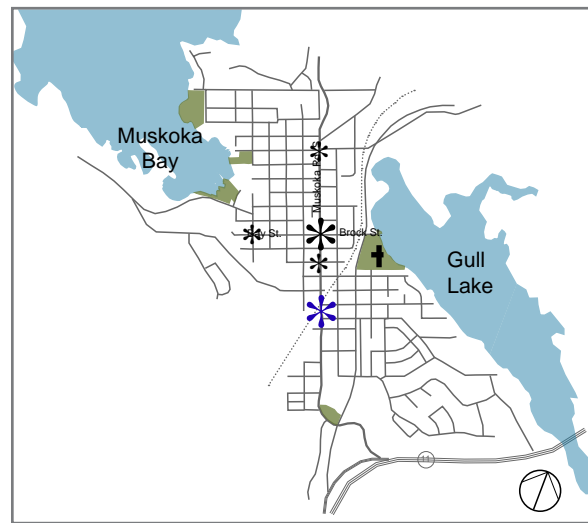
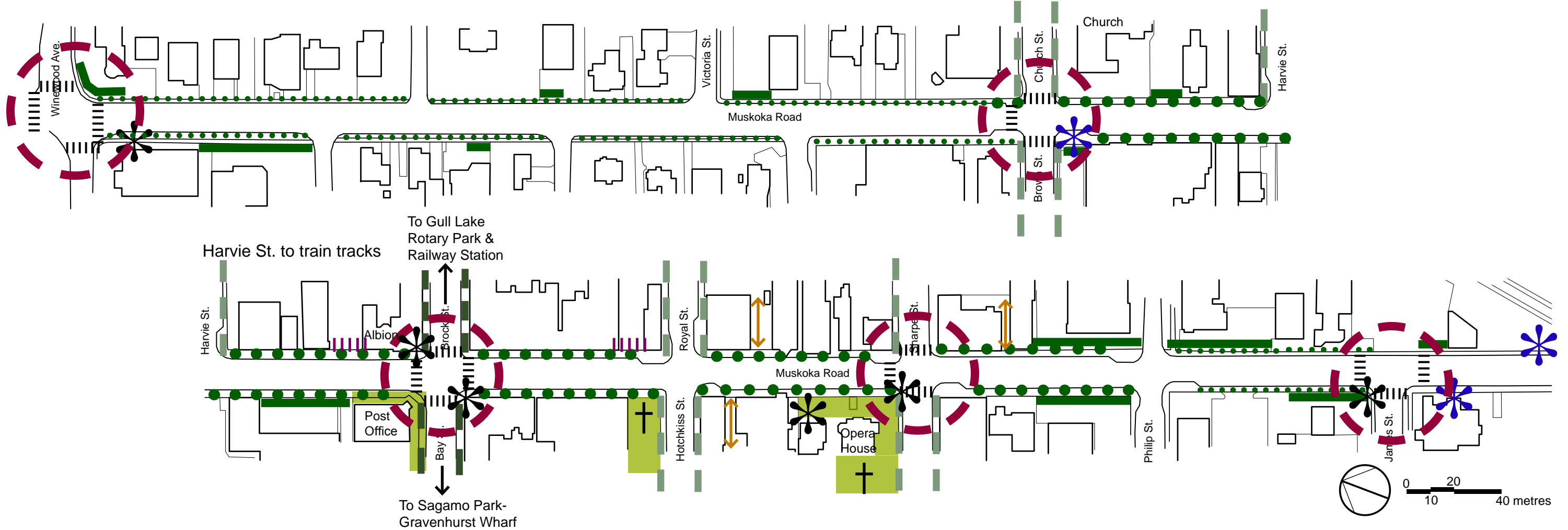
Constraint

-  Breaks in building fabric- weakening containment of streetscape and pedestrian experience.
-  Front of building parking.
-  Vacant lots.

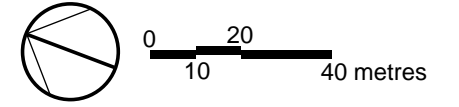


5 Schematic Streetscape Plan

Winewood Ave. to Harvie St.



- Key Intersections: further opportunity to include treatments to enhance existing road crossings and change of direction (wayfinding, markers, banner poles etc.)
- Marker Opportunity: Directional sign or Information Kiosk: Part of wayfinding system that denotes specific locations/ directions to prominent features or destinations within town.
- Portal: large scale element that announces the up-town district area.
- Corner and side street streetscape treatments connect the up-town streetscape character with the adjacent community.
- Reinforce connections to Gull Lake and Sagamo Park- extend treatments further down side streets.
- Laneway/ Alley Improvements- Private realm
- Improved green/civic space with opportunity for multi use activities requiring heightened amenities, staging opportunities, decorative paving etc.
- Greening Treatments- Opportunity for removeable tree planter.
- Greening Treatments- Removeable planters with low planting.
- Greening Treatments- Compatible with adjacent parking lots.
- Crosswalks
- Vacant Lot - Fence and tree planting
- Possible Cenotaph relocation sites.



STEMPSKI KELLY ASSOCIATES INC. - STREETScape AND FACADE DESIGN GUIDELINES - DRAFT FINAL





6 THEME & STYLE GUIDE



Theme: Gateway to Muskoka

Early visitors to Muskoka travelled through the rugged Canadian Shield by steamship and steam engine. It would seem natural that a theme based on 'Gateway to Muskoka' reflects both the history surrounding Gravenhurst as well as the landscape, which is so iconic to the region. Materials that reflect the landscape are rocks, evergreen trees and water. More industrial materials found at the wharf and railway station reflect the heritage value of the transport theme. Collectively, these materials and images can be used as a starting point for a theme for Gravenhurst.

The latest streetscape renovations include most furnishings and new pavements. The character of the new benches, lights, waste receptacles and removable planters do reflect the concept of 'elegant, but not too refined or heavily ornate' as identified in the Urban Design Guidelines of 2000. The new street luminaires were chosen to continue the theme adopted at the wharf. Missing from the current streetscape are materials and icons that reflect the landscape more accurately: rocks or granite stone, trees and water.

By making a few adjustments, or additions to the existing streetscape elements, and adding themed elements to spaces yet undesigned, the Gateway to Muskoka theme could be strengthened to help characterise Gravenhurst as the 'Gateway to Muskoka'.



GRAVENHURST



6 Style Guide

Surfacing and Pavements:

The sidewalks in Uptown Gravenhurst (north of the train tracks) have recently been replaced with new concrete sidewalks with a red patterned concrete utility strip. The sidewalks on the sidestreets have not been renovated, but are generally in good condition. When replacement or renovation is required, it is recommended that the sidestreets continue with the same detailing as found in Uptown Gravenhurst.

To the south of the train tracks, the Muskoka Road sidewalks have the new unit paver utility strips, in a grey brown colour.

To introduce new pavements along the streetscape at this time would be pointless. However, for new plaza or parkette situations, introducing a stone like paver, granite seats would support the 'Gateway to Muskoka' theme.

Proposed pavements for new plaza or parkette areas.



Existing sidewalk pavements on Muskoka Road (South of train tracks)



Existing sidewalk pavements in Uptown.



Combination patterned concrete with plain concrete



'Stone' unit pavers



'Granite' unit pavers



'Stone' unit pavers



Pea gravel path with edge restraint



Optional large removable planter for additional trees.



Existing seasonal planter



Options: Modified planters for theme reinforcement; additional trees.



Street Greening:

New Red Maples have been planted on the curb bump outs at many of the intersections in Uptown Gravenhurst. Along with seasonal plantings in rectangular boxes and some hanging baskets, there would appear to be ample street greening on Muskoka Road. However, it was identified during the design session, that more street greening should be included. Additional larger planters supportive of a small tree root system (ie for a multi-stem Birch tree) could be used on the street where space allows. Vacant lots could be visually improved by adding removable planters along the property line. The removable planters eliminate the construction of a new tree pit, and are easy to relocate if needed. Opportunities for planting along parking lots would strengthen the streetscape visually and increase the pedestrian experience. Evergreen trees requiring more space and protection from salt and wind, could be planted in smaller parkette locations or civic plaza areas.

Opportunities to reinforce the 'Gateway to Muskoka' theme on the planters could be done with the addition of a motif or logo (a loon or evergreen tree) This could be painted directly onto the box, or part of a metal adornment that would surround the planter box. Larger planters with trees could be included in new parkettes or plaza areas.



Lighting

The new lighting has been a welcome addition to the Muskoka Road streetscape. The luminaires are reminiscent of wharf like features and help to connect the Uptown with the harbour area. The lamp posts hold alternating loon and steamship accent lighting. By increasing the size, character and position of the banner, the collective feature will have more prominence in the streetscape. Double banners should be used in areas of importance such as gateways or special places like the Opera House. The second banner should compliment the first banner, but be specific to the area being highlighted. Light standards could carry one or two hanging baskets.

Many of the sidestreets still have the original wood post standard with the old train station style luminaire. These are an interesting connection with the past, but could be more complimentary with the new streetscape by changing the colour to black. Should new luminaires be required due to maintenance or service requirements, the old style luminaire should be replaced with the new marina style.



Existing streetlight; and with optional banner placement concepts.



Existing sidestreet luminaire and post. Painted black to compliment new luminaires on streetscape.



Existing bench and waste receptacle



Classic Muskoka Chair with many custom design opportunities

Furnishings

Benches: The Gravenhurst streetscape bench has a classic timeless style. There are sufficient benches placed in the Uptown core area, with a little room for a few more, such as along vacant property areas, or along parking lot barrier zones. Missing from the Gravenhurst streetscape is the classic 'Muskoka Chair'. Additional custom designed benches modelled from the Muskoka Chair (possible Public Art opportunity) placed in renovated plazas or new parkettes will help to amplify the 'Gateway to Muskoka' theme without too much effort. To keep the elegant character already present in the streetscape, the Muskoka Chair or bench, in basic black or complimentary facade colour would offer an interesting twist on an old, familiar design.

Alternative seating options would include natural seat rocks that would reinforce the 'Gateway to Muskoka' theme. These could be placed in plant beds, and would also serve as barriers or retaining edges.

Bike Racks: There are currently only a few dated bike racks in Uptown Gravenhurst. Simple, single hoop style racks (direct burial or surface mounted) would offer the most flexibility for placement. Opportunities for customization with a motif or logo would also enhance theming.

Waste Receptacles: The waste receptacles (some recycle units also) compliment the benches in a timeless, basket style model. Inclusion of more bins might occur in further developed parkette or plaza spaces.



Natural 'Muskoka' rocks offer alternative seating, barriers or accent opportunities.



Simple single hoop bike racks: in black, with optional logo or motif

6 Style Guide





7 A VISION FOR GRAVENHURST



1. Activities & Events:

Places for.....



Outdoor parkettes



Street events/ activities



Outdoor music

2. Strong Business & Commerce:

lively,



Outdoor cafes



Independent food providers



Downtown hotel

3. Transportation & Accessibility:

Improved, Identifiable.....



Pedestrian mall



Attractive walkways



Improved parking facilities

4. Appearance & Function:



More planters & landscaping features



Wayfinding



Innovative window displays

7 A Vision for Gravenhurst:

What the Community wants.....

One of the exercises presented the participants an opportunity to choose areas in which they felt Gravenhurst could benefit. 4 main categories for streetlife were defined in a previous identity session. These categories were then further explored in terms of real place and character with the help of additional visuals.

By highlighting specific opportunities and constraints within the Uptown core, and understanding the needs of the community, a group of projects were identified as higher priority improvement projects.



7 A Vision for Gravenhurst: #1 Activities and Events - Supportive Spaces:



A multi-use space with a special designation as a performance space.



A farmers market in a downtown sidestreet.



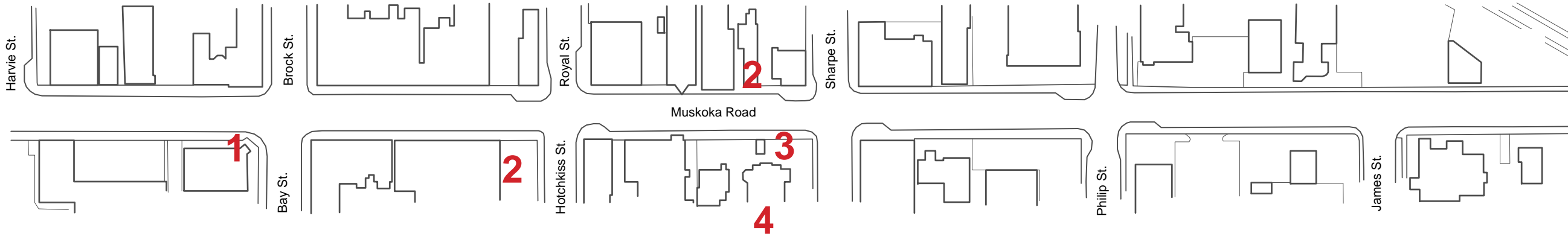
A multi-use plaza space offers opportunities for performance and gathering for special events.



A multi-use parking lot operates as a farmers market on weekends.

Plazas, Parkettes and Stages:
Additional places for gathering, entertaining and celebrating are important spaces for downtown activities. The following spaces in Uptown Gravenhurst have been identified as having potential to facilitate multi-use activities.

1. Post Office: Wider sidewalks offer opportunities for small scale activities (buskers, ice cream stand, visitor / information kiosk or booth) Located at a key intersection with directional change to Gull Lake Park, Rotary Walk, the Railway Station, Sagamo Park and Muskoka Wharf, this becomes an important corner for wayfinding elements and supportive pedestrian amenities.
2. Vacant Lands: Minor modifications or additions can be temporary in nature but should have some sense of permanence and belonging and should maintain a high level of quality to represent longevity, importance and pride.
3. Opera House Forecourt: Opportunities for pocket park activities; loose gathering space for 'down time' at the Opera. There is limited space for optimum ceremonial use around the Cenotaph. Consider alternative location for Cenotaph, such as the Village Square, or Gull Lake Park.
4. Village Square: (previously identified in the Urban Design Guidelines, 2000, as the Village 'Green') This important uptown parking area could accommodate more pedestrian friendly amenities and provide more opportunities for flexible use, including parking. As a 'Village Square', this space could accommodate a larger audience for important ceremonies (a possible new location for the Cenotaph) and would suit temporary uses such as farmers markets, festivals, car shows, performance etc.





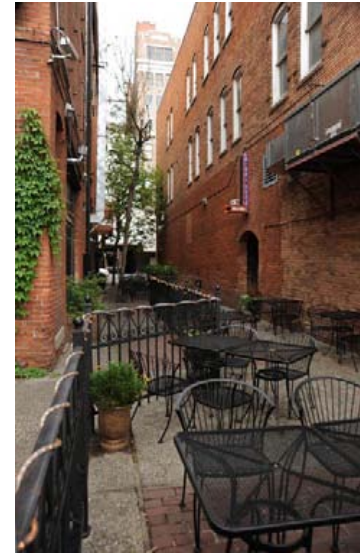
In these two images, the sidewalk has been re-directed around the patio space, into the street parking area. Note the various barriers and use of planters.



In these two images, the sidewalk remains and the patio space is moved onto the street. Note the setback of the barrier from the edge of the traffic.

Outdoor / Sidewalk Cafes:

Nothing seems to contribute more to the life of a downtown street than the outdoor cafe or restaurant. There is a vibrancy about people congregating over a meal. People are coming and going - there are additional amenities such as umbrellas, planters, fencing, and furnishings that contribute to the activity. However, more often than not, in a typical rural downtown in Ontario, there is little space available on a typical sidewalk for outdoor restaurant activities. One solution, known as 'shared space' is to borrow space from the street as a temporary seasonal measure. This can be effective where there is a congregation of restaurants and cafes, so that the associated treatments required along a street (barrier fencing as a minimum) can be consolidated, and the disruption of parking can be minimized. Two options are shown above: 1. Re-direct the sidewalk to the street, allowing the patio space to be adjacent to the restaurant, or 2. maintain the existing sidewalk realm, and move the patio space into the street parking area. Restaurants that are situated on a corner can take advantage of the side street as an alternative to main street development.



**7 A Vision for Gravenhurst:
#2 Strong Business & Commerce - Outdoor Cafes**

Alleys and Laneways:

Wider thoroughfares, such as laneways or alleys, may offer opportunities for borrowed space required for an outdoor cafe environment. Alternatively, if accessible, the back of building space can also be reclaimed as usable outdoor space. In either case, the flow of pedestrian and vehicular movement must be considered. Service vehicles, garbage storage and security must also be considered.

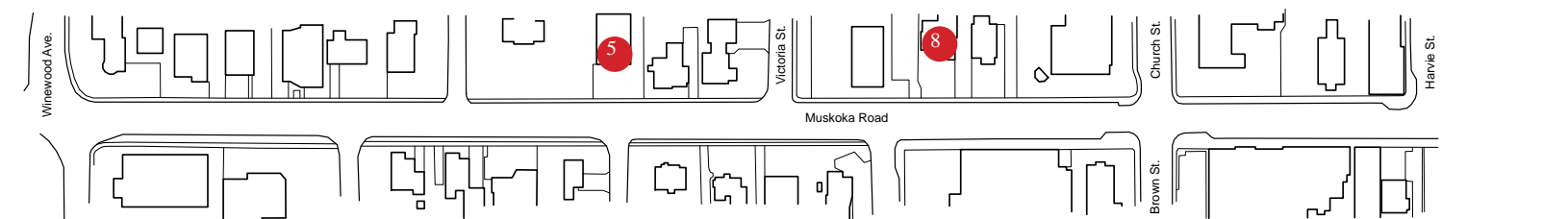
Outdoor / Sidewalk Cafe Opportunities

- Restaurants with existing front or side yard patios.
- Restaurants with minimal sidewalk opportunity.
- Restaurants with potential for sidewalk cafe on sidestreet (sidewalk or borrowed road) or alley.
- Restaurants with potential for mainstreet (borrowed road) cafe

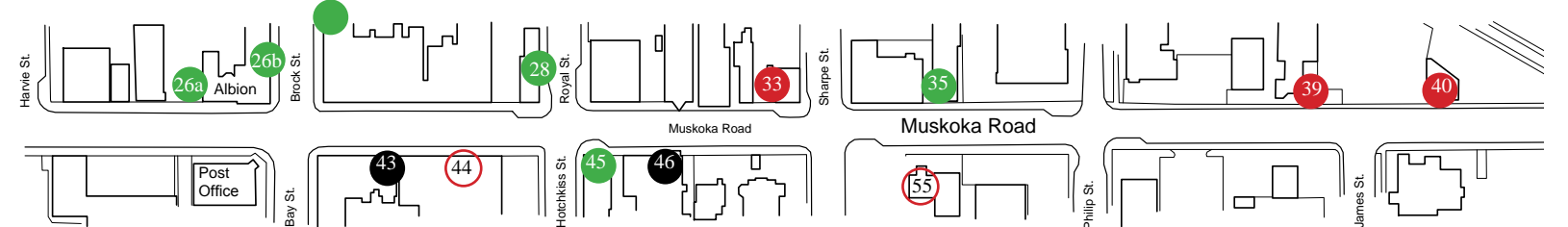
Existing Restaurants & Cafes

- | | |
|---------------------------------|---------------------------------|
| 5. North Restaurant & Lounge ● | 40. Oliver's Coffee ● |
| 8. China House Restaurant ● | 43. DD's Cafe ● |
| 26a. Albion ● | 44. Mike's Bar & Grill ○ |
| 26b. KJ's Albion ● | 45. Uptown Restaurant ● |
| 28. Pizza Pizza ● | 46. Boathouse Pizzeria ● |
| 33. Rambo's Family Restaurant ● | 55. Bakery ○ |
| 35. Rickshaw Restaurant ● | 55. 'The Bakery' on Brock St. ● |
| 39. Mighty Mart ● | |

Winewood St to Harvie St.



Harvie St. to train tracks



7 A Vision for Gravenhurst: #3 Transport and Accessibility: Improved Parking Facilities, Attractive Walkways



Current

Buffer Zones:

Parking areas and vehicular access, although quite necessary, can have a negative impact on the visual quality of the streetscape. Gravenhurst’s main street, Muskoka Road, is a consistently busy vehicular thorough fare, having both on-street and adjacent lot parking areas located at the sides/backs of buildings and in a few instances in off-road front lots. Several side and/or back lots read more as temporary parking in residual or vacant space and have low treatment. All efforts must be made to encourage the property owners to create welcoming parking environments or at the very least, visually supportive street-fronting treatments to their lots. Perimeter and internal landscaping, lighting and aesthetic paving materials are elements that can greatly enhance the appearance of a parking lot and provide beneficial separation treatment between parking lots and public sidewalks. Separation barriers between sidewalk and parking areas can take the form of planted areas, bollards or fencing. Opportunities to strengthen theming for Gravenhurst would include the addition of rocks or boulders as accents or seat walls.

The size and location of standard parking spaces, and other barriers, prevent many people with disabilities from using them. Consideration to the size and location of “accessible” parking spaces is a must for a streetscape upgrade.



Large removable planters; support additional street trees.

Parking Lot Greening- Additional Street Trees

Use of rocks to emphasize ‘Gateway to Muskoka’ theme.

Greening between sidewalk and parking offers a more pedestrian friendly experience; increases safety and promotes a visually supportive street front. A minimum of 1.2 m is preferable to support an appropriate growing zone for most low shrubs perennials and trees.



7 A Vision for Gravenhurst: #3 Transport and Accessibility: Improved Parking Facilities, Attractive Walkways

Intersection Enhancement:

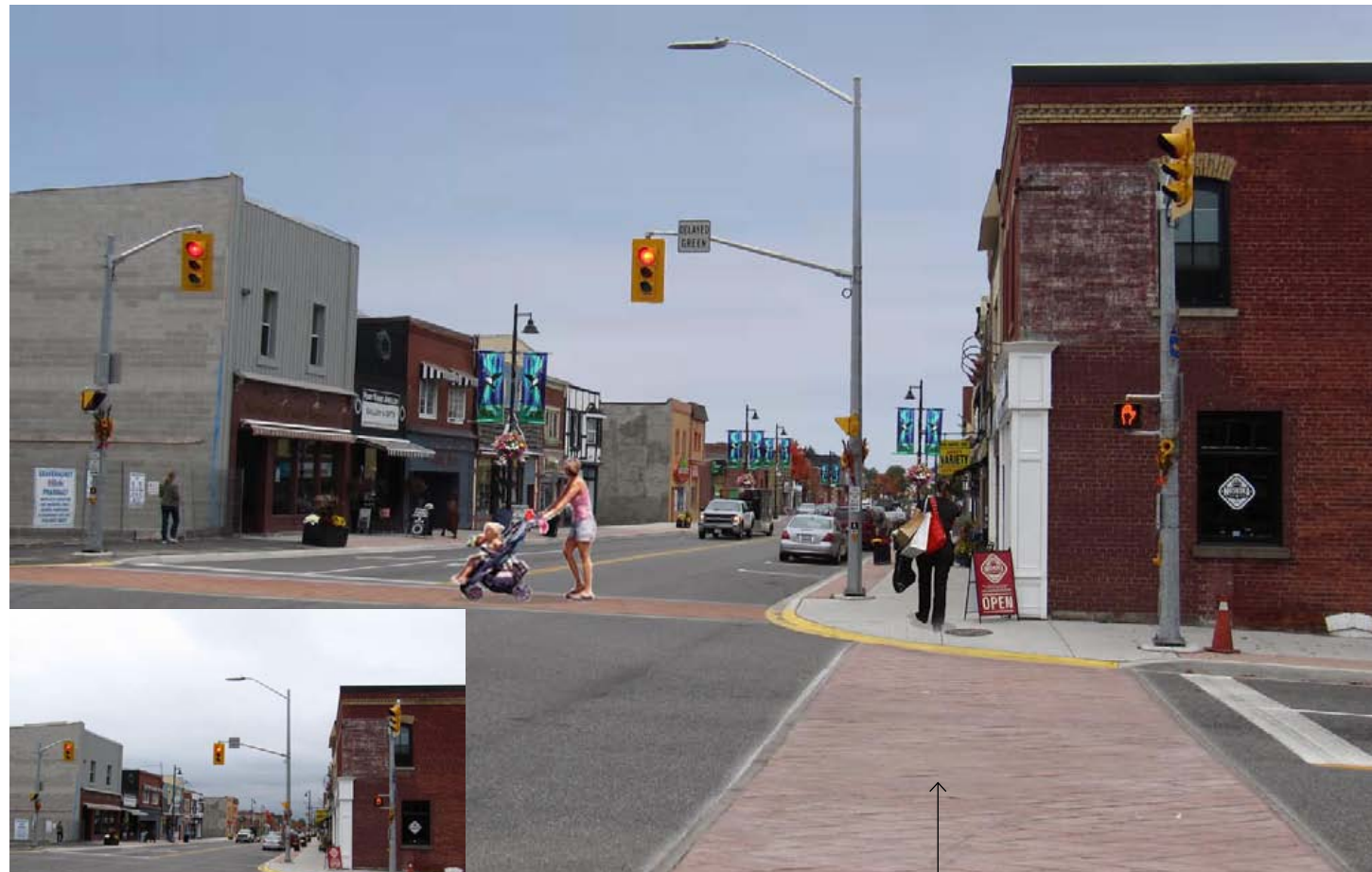
Crosswalks should be consistent throughout the Gravenhurst Uptown district to ensure that the community and its visitors are familiar with the visual cues for safe crossing. Most crossings will be done at signalized intersections (at Church and Brown Streets, at Bay and Brock Streets, and at James Street) in which a signalized pedestrian crossing device in conjunction with highlighted crosswalk (stamped coloured asphalt) at key intersections provide a safe environment for pedestrians to traverse the road. Audible signals at crosswalk locations should be considered as 'standard' equipment for all crosswalk upgrades.

As mentioned above, we recommend a heightened awareness of crosswalks by the use of a stamp patterned asphalt treatment. The Town's Works Public Department may have its own standardized widths for crosswalks, but we believe that pedestrian crosswalks should be installed at a minimum width of 3.0 metres and should extend fully from one street corner to the other.



Current

Banners and seasonal display; additional opportunity to emphasize 'Gateway to Muskoka' theme.



Bay St. & Brock Intersection



Current

Crosswalks with contrasting coloured pavement (at stop lights)- enhances pedestrian crossings.



Sharpe St.- Opera House

Crosswalks with contrasting coloured pavement - flanking poles and banners help draw attention to the space.



7 A Vision for Gravenhurst: #3 Transport and Accessibility: Attractive Walkways



Current

Information kiosk with map support Tourist Information Centre.



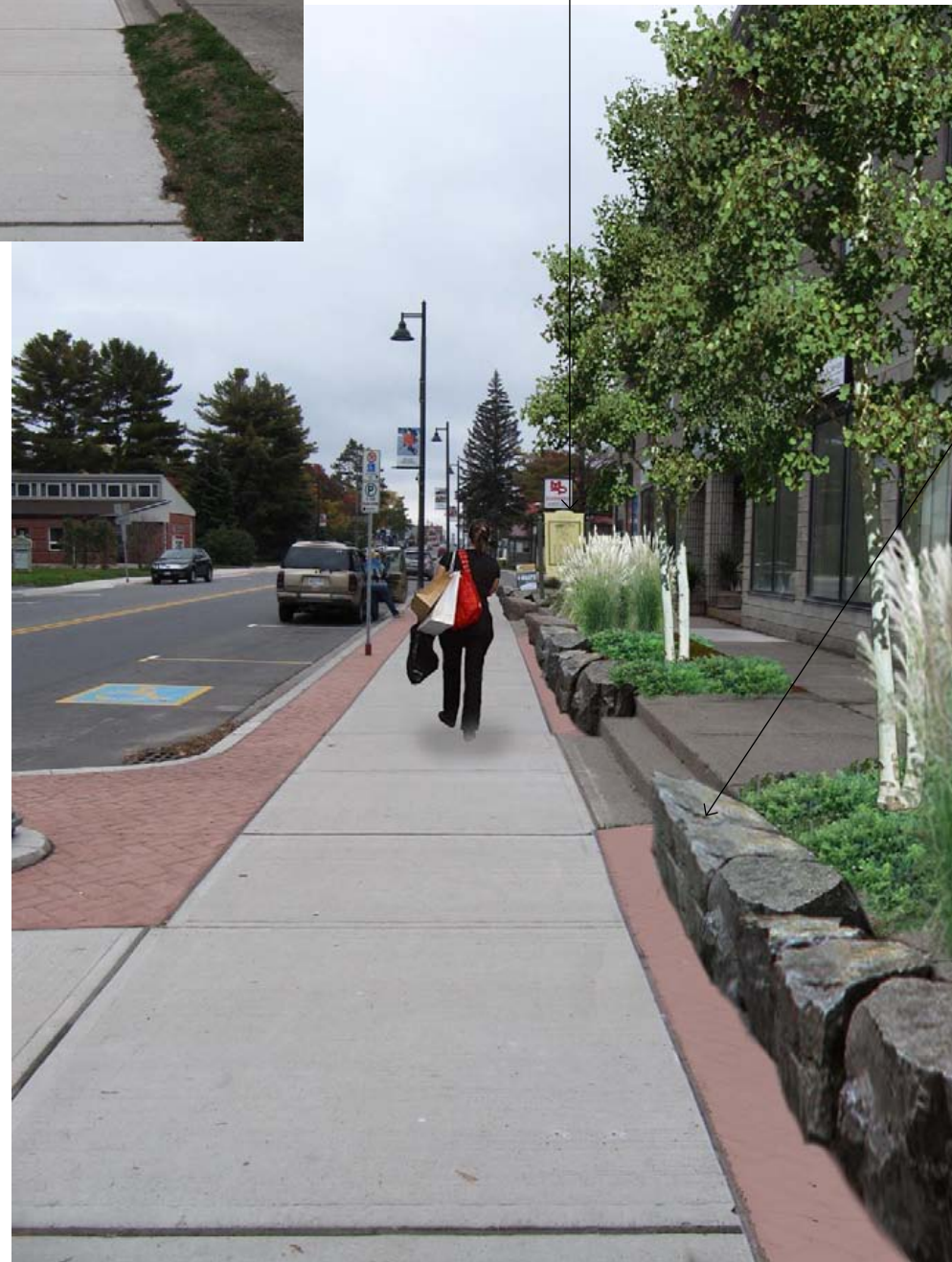
Current

The intersection on Muskoka Road at Winewood is the initial gateway into the Uptown district and the beginning of the transition zone. Detailed crosswalks, and special streetscape treatments around the Tourist Information Centre and Chamber of Commerce office help to identify this as an important space, and set the tone for Muskoka streetscape. A rock seat wall (using Muskoka rock) with birch trees introduce the theme. An information kiosk (with a map) at this location supports this gateway portal for the Uptown district.

Rock seat wall (themed element) helps to mask grade change;

Birch trees (themed element) frame steps

Crosswalks with contrasting coloured pavement (at stop lights)- enhances pedestrian crossings.



Muskoka Road at Winewood Avenue looking South



Muskoka Road and Winewood Avenue Intersection

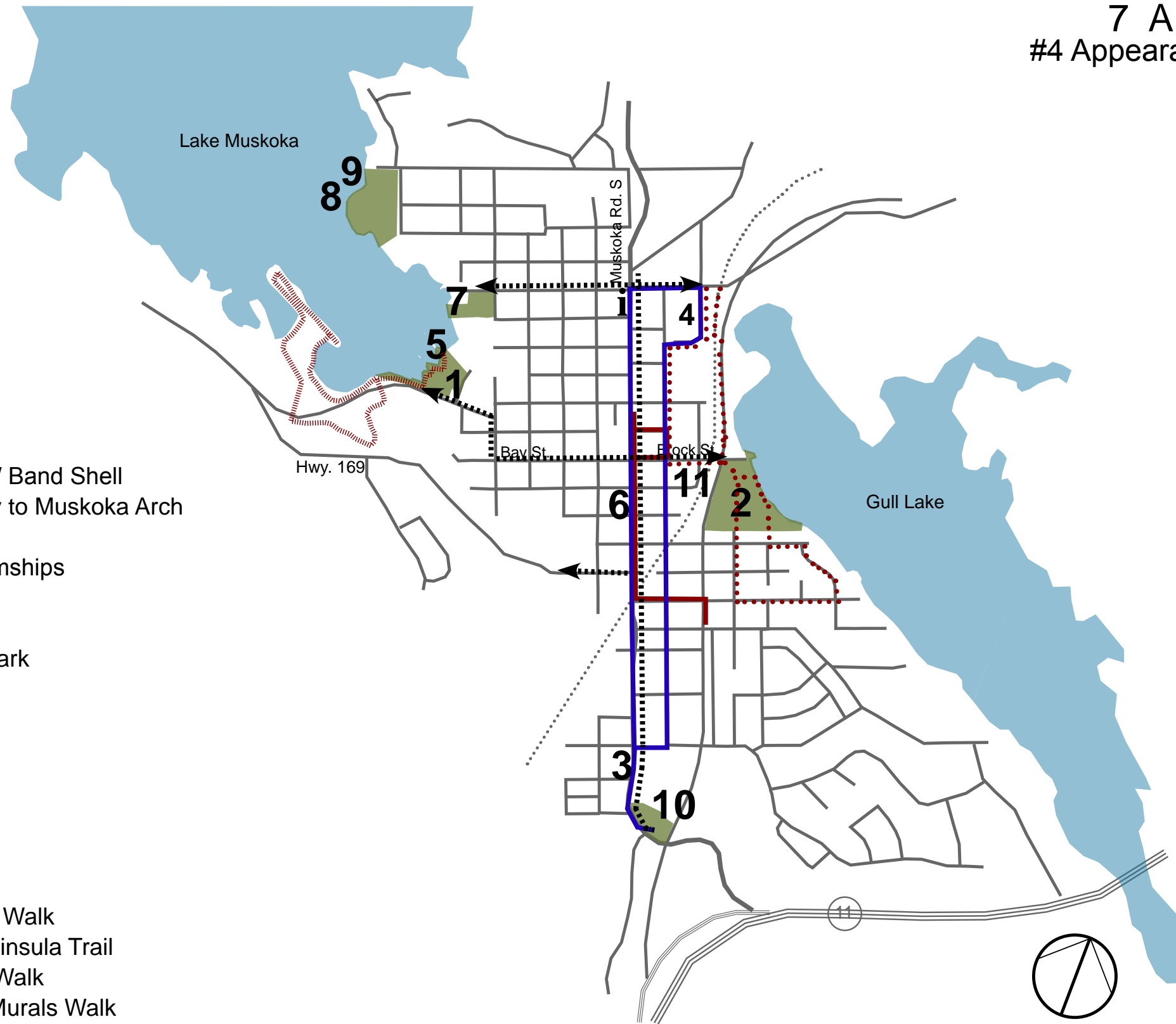


Key Destinations:

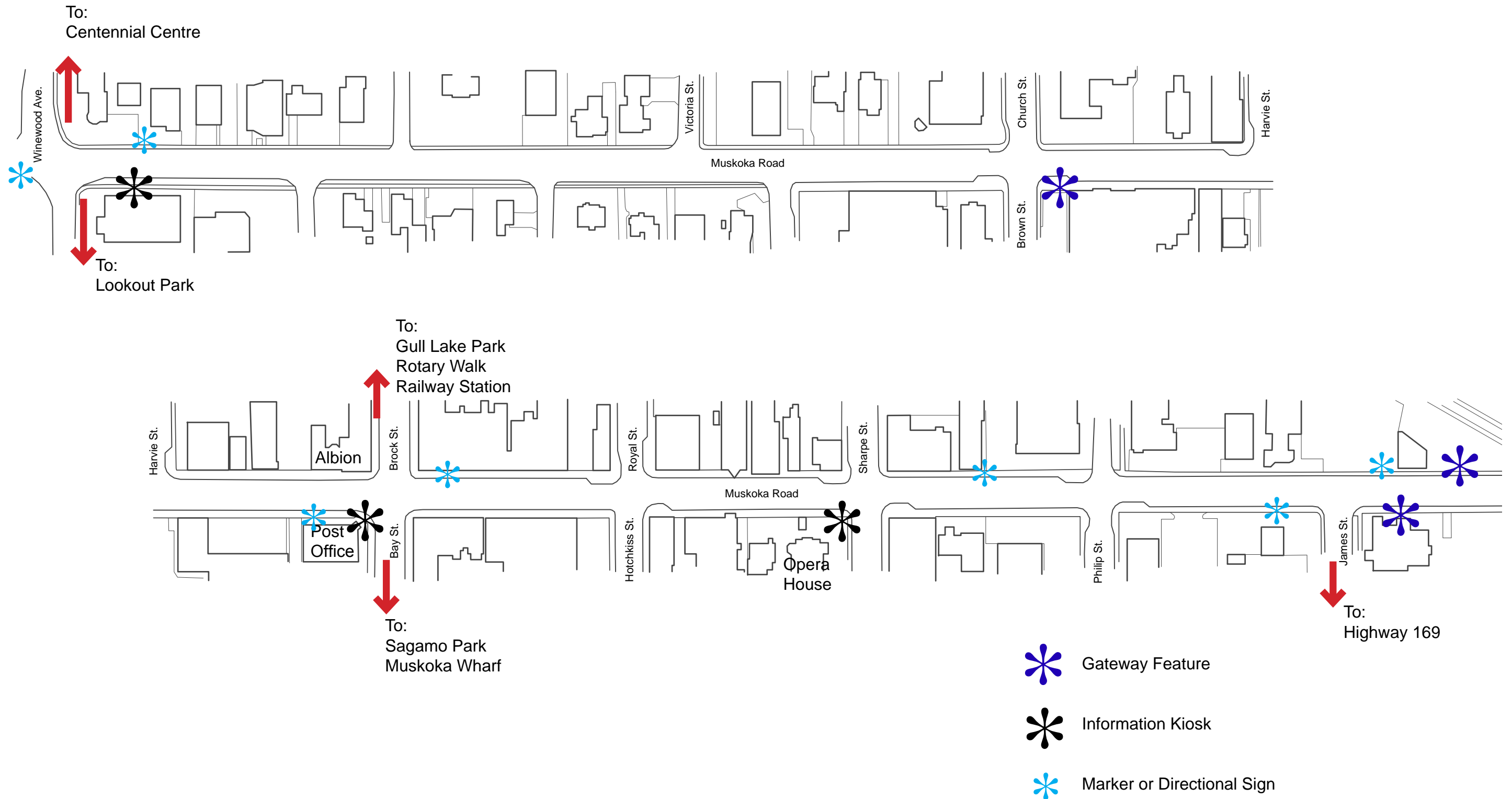
1. Sagamo Park
2. Gull Lake Rotary Park/ Band Shell
3. Gravenhurst- Gateway to Muskoka Arch
4. Centennial Centre
5. Muskoka Wharf/ Steamships
6. Opera House
7. Lookout Park
8. Ungerman Gateway Park
9. Lorne St. Park
10. Kinsmen Park
11. Railway Station
- i. Tourist Information
- P Public Parking Lot

Routes and Walks

- Gull Lake Rotary Park Walk
- Muskoka Wharf & Peninsula Trail
- Gateway to Muskoka Walk
- Gravenhurst Historic Murals Walk
- Main Vehicular Routes



7 A Vision for Gravenhurst: #4 Appearances & Function: Wayfinding



7 A Vision for Gravenhurst: #4 Appearances & Function: Wayfinding

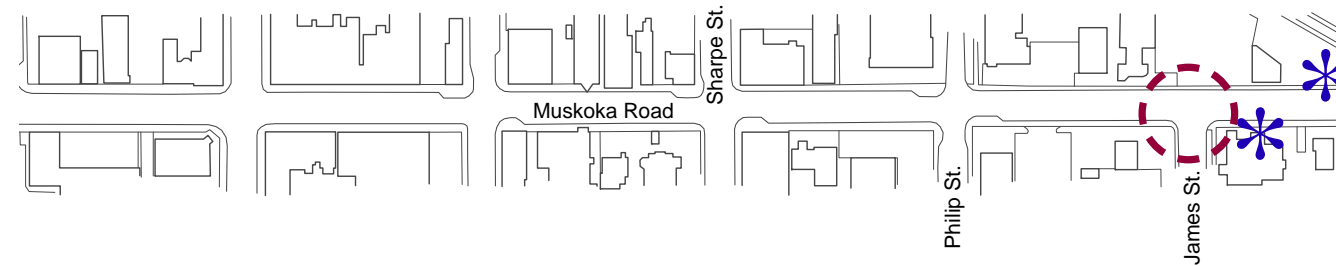


Current condition, view east on Muskoka Rd.

Wayfinding:

Markers, as defined in the introduction on this guideline, are located in key spaces along the streetscape. They are vehicular scaled and oriented; forming a first impression of Gravenhurst's Up-Town district. Markers are encouraged to create destination or memory points to key locations including Gull Lake, Sagamo Park, the Information Centre, the Opera House, and the public parking nodes off Bay Street, Harvie Street and behind the Opera House on Sharpe Street. The story of Gravenhurst can be supported via these markers in the way of oversized "themed" public art, information structures or kiosks, and special place markers or signs, etc. Many communities have used 'public art campaigns' to create markers. In addition, "gateway" arches have been used effectively at key thresholds to distinctive business and/or tourist zones. Such is the case with the 'Gateway to Muskoka Lakes' archway located on Muskoka Road near Margaret Street.

The Town should seek detailed design work for each celebration space building on and supporting its streetscape development.



Portal Marker frames view of Muskoka Street and highlights entry to Up-town Gravenhurst.



Portal Concept- Demonstration Sketch

Portal Marker: Highlights entrance into the 'Up-town' district. Key opportunity for public art; vertical marker with lighting; opportunity to reflect similar detail from existing Gateway to Muskoka arch.

Banners and seasonal display; additional opportunity to emphasize 'Gateway to Muskoka' theme.

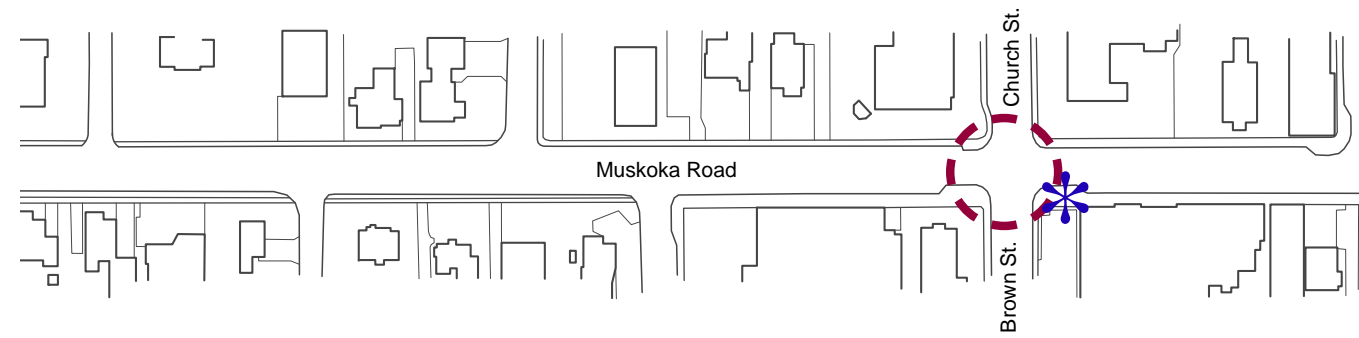
Crosswalks with contrasting coloured pavement- enhances pedestrian crossings.



7 A Vision for Gravenhurst: #4 Appearances & Function: Wayfinding



Current condition, view east on Muskoka Rd.



Portal Concept- Demonstration Sketch

Portal Marker: Highlights entrance into the 'Up-town' district. Key opportunity for public art; vertical marker with lighting; opportunity to reflect similar detail from existing Gateway to Muskoka arch.

Additional planting accentuates the marker, and diminishes the opportunity for vandalism.

Use of rocks to emphasize 'Gateway to Muskoka' theme.

Greening between sidewalk and parking offers a more pedestrian friendly experience; increases safety and promotes a visually supportive street front. A minimum of 1.2 m is preferable to support an appropriate growing zone for most low shrubs perennials and trees.

Crosswalks with contrasting coloured pavement (at stop lights)- enhances pedestrian crossings.



7 A Vision for Gravenhurst: #4 Appearances & Function: More Planters and Landscape Features



Current

Vacant Lots / Temporary Voids

Gravenhurst has a few vacant building parcels within the downtown core. These voids, however temporary, have a negative effect on consistency of a fluid streetscape. Temporary treatments that can be assembled with little effort and cost, can be removed and relocated. Two approaches can be taken: adopt the space as a usable, functioning parcel, such as a park, or screen it from view, which can also assist in the future development requirements to screen

A temporary wood fence masks the void of the vacant lot, and helps to connect the building fabric along the street.

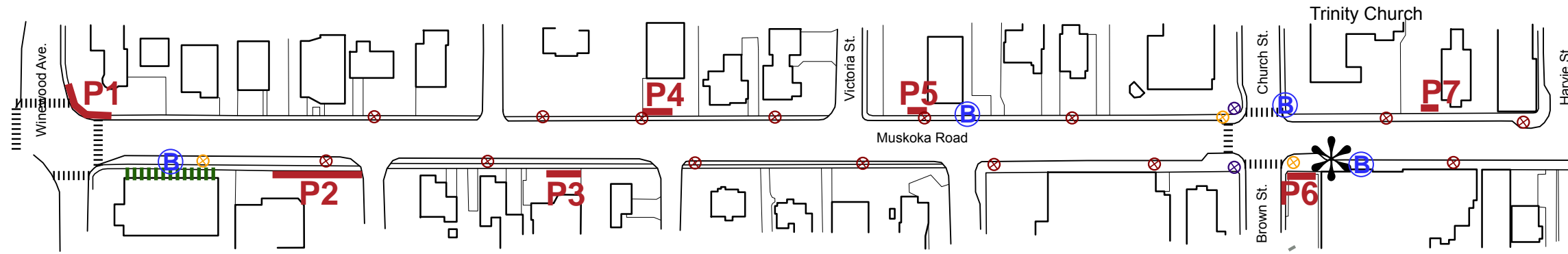
Trees in removable planters provide a vertical screen and shade for the street.

Optional seating: opportunity for public art.

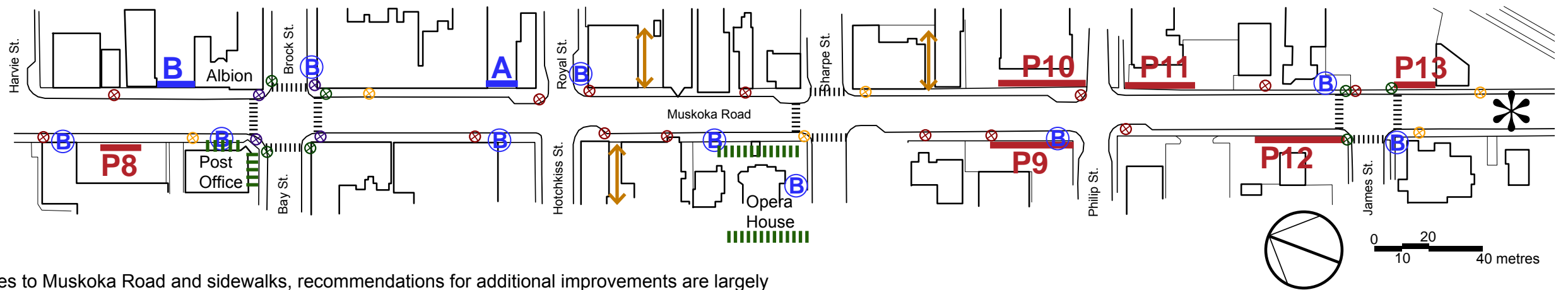


Vacant Lot Treatment- Demonstration Sketch





Harvie St. to train tracks













Special Projects:

Given recent streetscape upgrades to Muskoka Road and sidewalks, recommendations for additional improvements are largely 'project' based, and focus on either specific product modifications, street furnishing additions, or specific 'projects' in certain locations that could benefit from additional streetscape improvements. Most of these projects will require additional design detailing to ensure that the intent of the modifications or improvements is not lost.

Modifications might include adding themed details such as special medallions or logos to existing furnishings (benches, waste receptacles and planters); painting the older streetscape luminaires located on sidestreets in black to coordinate with the recent streetscape lighting additions, or increasing the presence of the existing banners (and therefore increasing the sense of place in such areas) by replacing them with larger, and/or multiple banners, with a stronger 'Gateway to Muskoka' theme.

Additions to the streetscape would help to continue with the improvements already in place in Uptown Gravenhurst. Installing bike racks, large removable tree planters, highlighted crosswalks and new wayfinding elements such as themed information kiosks, entrance markers and directional signage would add further opportunity to amplify the theme for Uptown as well as secure a more attractive, safe and accommodating streetscape.

The special projects that have been identified each include multiple alterations or additions and could be treated as individually packaged 'projects'. Examples of these would be improving the appearance of parking lots that interface directly with the streetscape; treating streetscape voids with temporary streetscape strengthening additions, and improving various public or civic spaces such as the streetscape environments found around the Information Centre, the Post Office, and the Opera House forecourt and, the Opera House parking lot itself. Vacant lots also offer opportunities for temporary landscape efforts. These spaces should be treated and maintained with some measure of 'permanence' so that in the intent, however temporary, strengthens the appearance of the streetscape environment. These spaces should be complimentary the existing streetscape and should adopt the same level of quality and care to ensure that a continuous streetscape environment is maintained.

-  Gateway Marker
-  Crosswalk Upgrades
-  Adjacent Parking Lot
-  Streetscape Voids
-  Public and Civic Space Improvements
-  Pedestrian Laneway Improvements
-  Single Banner
-  Double Banner
-  Traffic Light with Cobra Head
-  Traffic Light

