

Downtown Revitalization Strategies for the City of Parksville

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Parksville Downtown Revitalization

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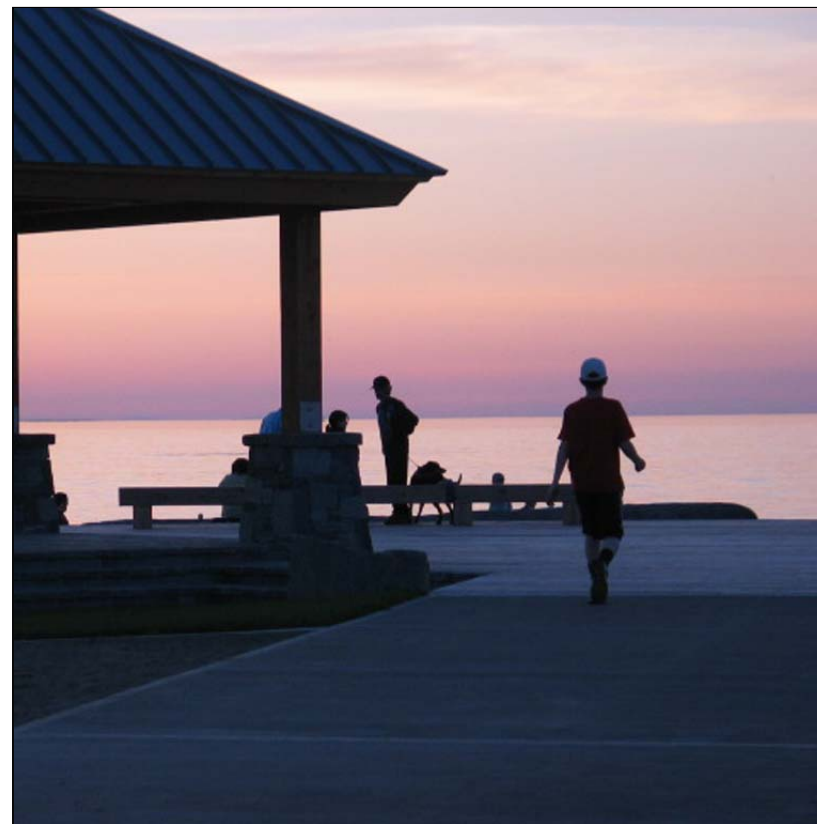
Part 1

Background

This document is the product of the second and third Phases of a Downtown Revitalization initiative prepared for the Economic Development Office of the City of Parksville. The recommendations contained within this report build upon the results of a Phase I study, *Façade Design Recommendations*, and are part of a broader initiative that includes the development of a new Business Improvement Area for downtown Parksville.

Taken together, these components form a Downtown Revitalization Strategy that builds upon Parksville’s strengths as a waterfront resort community.

For many years Parksville’s beaches have provided incomparable waterfront access for residents and visitors. A recently updated *Parks and Open Space Master Plan* confirms the community’s vision to an open and accessible waterfront. New residential neighbourhoods and developments will introduce additional residents in a variety of housing forms. This increase in density will result in additional needs for community services.



As Parksville’s waterfront continues to evolve, how can the downtown capture these new opportunities? To create and support a ‘world class’ experience in this ‘world class’ setting, this document sets out a range of recommendations to illustrate how parking and traffic planning, urban design, and streetscape improvements can reinforce the connection between the waterfront and downtown that will:

- Create an attractive, convenient and pedestrian-friendly downtown;
- Enhance waterfront and downtown connectivity, allowing downtown and waterfront attractions to mutually benefit from their proximity;
- Create a strong ‘sense of place’ for the Parksville core, that reinforces its presence as a west coast resort and small city centre;
- Identify and stimulate redevelopment opportunities on private land;
- Identify appropriate vehicle, pedestrian and accessibility linkages in the downtown core – considering both existing destination points and future destination points created by redevelopment;
- Provide a parking strategy for the downtown and adjacent waterfront that is practical, affordable and acceptable, and that supports a pedestrian-oriented downtown and waterfront; and
- Provide design concepts for the ‘public realm’ in the downtown, including the identification of key public spaces.

Downtown Waterfront Vision

Downtown Waterfront Policy Update --February 2000

...to develop in an orderly form that respects, above all, the outstanding natural setting and maximizes recreational opportunities for its population.

This area creates a connection to the Bay and the Strait that leaves a lingering impression on the visitor and adds to the overall sense of place for residents. This area has a mix of uses and is a meeting ground: for residents and tourists, elderly and young, active and passive recreationalists, commercial and residential users.

Accessibility of the waterfront is fundamental but is balanced with respect for both environmental sensitivity and privacy in land ownership. The linkages between the estuary, beach, downtown, waterfront properties and the community park are developed and enhanced through private development and municipal investment. Built form is at a high quality pedestrian scale and is in keeping both with the natural amenities which give the area its greatest value and the downtown, its strongest land use connection. Specific view corridors to the sea and stands of healthy mature trees are restricted from development, as they serve to provide a sense of place to the downtown waterfront. The estuary is recognized as a sensitive wildlife ecosystem that requires management to protect habitat and at the same time educate both residents and visitors.

Purpose

The purpose set out by the Economic Development Office for the Phase II and Phase III Revitalization strategies is to:

- Recognize a sub-area under the existing *Downtown Master Plan*, and subsequently identify an optimal circulation pattern for pedestrians and vehicles;
- Identify a core area to tie together existing commercial destination points based on logical pedestrian and transportation patterns, enhance the existing built environment;
- Provide guidance and support for development potential and initiatives;
- Establish locations, opportunities, and a uniform design theme for streetscape works, signage (public and private), banners, gateways and public art;
- To establish an incentive approach for an appropriate redevelopment area, to discourage down-zoning that could negatively reduce the commercial land base; and
- Undertake a Corridor Design Study that would have the objective of identifying methods of enhancing the Highway 19A Corridor, and improving connectivity between the Waterfront and the Downtown.



Study Area

The Downtown is defined by the Ocean on the north, McMillan and McVickers Streets, and Jensen Avenue.

The Downtown Core is identified as being McCarter to the

blocks east of McMillan and the blocks from Jensen to Hwy 19A. The second zone the Ring Road of McVickers, Corfield, and Weld Streets and Jensen and McMillan Streets.

Approach

Through the Economic Development Office, consultations were undertaken with City of Parksville staff and the Downtown Revitalization Steering Committee to investigate the following issues and opportunities:

Design for the Pedestrian and Increasing Connectivity Between Waterfront and Downtown.

- Highway 19A is a serious impediment to pedestrian movements between the commercial downtown and the waterfront. How can this corridor be managed to reduce traffic volume and travel speeds. Should 19A be put on a 'road diet'? Design alternatives which reintroduce on-street parking for example, and curb extensions to support a better pedestrian environment are developed and presented. Traffic planning issues, such as the relationship between traffic volumes and the proposed completion of the Ring Road are also discussed.
- Intersection and crosswalk designs were developed with an eye to improve pedestrian crossing opportunities for Hwy 19A.
- Options for street, pedestrian and cycle connections north of Hwy 19A through the Community Park and proposed new development. Possibilities and locations for mixed uses (retail and residential) to bring the downtown 'closer' to the waterfront are also considered. A variety of 'loop' circuits are also proposed.

Design for a Memorable, Marketable Character

- To market itself as an attraction for tourists and residents, Downtown Parksville must have an image that resonates with the public. The eventual character will be established by combination of natural features, architectural developments, merchandising and events, finish of spaces and focal points, and maturing of plantings. Interim initiatives may rely on relatively inexpensive enhancements such as signage systems, banners, street furniture, public art and landscape screens as items that can be installed in the short-term.

Putting Hwy 19A to Work for Parksville

- Recognizing that most pedestrians in Parksville's downtown and waterfront will arrive by car, safe and efficient



Parksville's downtown includes the area from McMillan to McVicker, and from 19A to Jensen Avenue.

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circulation of vehicles is important – this circulation should be considered as equal to but not of greater importance than designs for pedestrians.

- Do the current high traffic volumes along 19A support a vital downtown? What changes can be contemplated that help to create a safe and people friendly downtown? How can vehicle circulation and parking support a transition from the current situation to an improved and more supportive?

Design for Parking

- Consideration of ‘market-driven parking standards’.
- Review the option of establishing a downtown parkade.
- Review opportunities to improve the efficiency of existing parking management. Consider providing on-street parallel parking along Hwy 19.

Encourage Appropriate Private Sector Redevelopment

- New public and private investments will encourage other landowners to reconsider their property’s highest and best use.
- Using the *Downtown Parksville Land Use and Development Guidelines* (Hulbert report) and the *Downtown Façade Guidelines* (Chislett Manson report) as references, key sites are identified that promote additional investment. These key sites are featured in the plans and design visualizations.

Phasing and Implementation Strategies

- Decisions about design character and cost control involve ‘value judgments’. It is important that these judgments are made with the input of the City, downtown stakeholders, and the broader community. This public consultation process has included:
 - Discussions with senior staff;
 - Stakeholder review;
 - Collaboration with the Economic Development Office.

These ideas have been developed and discussed with staff and downtown stakeholders throughout the downtown revitalization planning process. This report incorporates a variety of recommendations into short, medium and longer term proposals for downtown revitalization. Some of the recommendations will require specific action and leadership from the City. Others will require specific and creative

partnerships between the City and private land interests. And others are presented with the expectation that businesses and landowners will recognize a broader potential for downtown and be encouraged to support its revitalization through direct investment.

Current Design Direction

A variety of design development for Parksville’s downtown has already been completed. This report builds upon a variety of existing work.

A design vocabulary for Parksville’s downtown has been developed through a series of façade renderings that have been prepared by Chislett Manson which have been designed to reflect a west coast theme. Additional recommendations are provided in the *Downtown Master Plan and Downtown Development Guidelines* (1996).

The Hulbert report has identified downtown gateways at 19A and McVickers Street, 19A and McMillan and the third at Alberni & Jensen Avenue intersections.

Drawing from these background reports a number of simple streetscape themes have evolved that have in implemented by the City and have tied in to developments undertaken by local property owners.

These background materials do not directly focus on the communities desire to develop a greater connectivity between the beach, 19A businesses and the downtown.

Downtown Master Plan

The current *Downtown Master Plan and Development Guidelines* for Downtown Parksville were prepared in 1996 by the Hulbert Group. This document provides a variety of detailed recommendations about ultimate form and character of Parksville’s downtown.

The *Downtown Master Plan* is based on a series of urban design principles that are carried forward within the recommendations on the downtown revitalization strategies. Specifically:

- encouraging a pedestrian friendly environment by down playing the dominance of the automobile;
- creating well defined, animated streets with buildings which maximize windows and front doors on the street;

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- creating a well defined public greenway system encouraging pedestrian and bicycle movement within the downtown core;
- providing a strong sense of arrival by developing welcoming, safe and identifiable entry gateways defined by signage, lighting, banners, planting and high quality materials;
- developing a contemporary "West Coast" character, theme, and building vernacular which recognizes Parksville's setting and amenities;
- providing a "style" of design that strives to create a memorable experience so as to encourage people to return again and again;
- preserving adopted public and street end views;
- locating 3 and 4 storey midrise streetwall building faces to create a framed view corridor for upper floors to the park and waterfront and to provide a sense of downtown and district enclosure;
- creating a strong visual and physical connection of the downtown core to the waterfront and surrounding residential areas; and
- encourage the greening of Parksville by providing appropriate and environmentally suitable plantings.

As the *Downtown Master Plan* has been applied by the City over the past ten years it has been apparent that the changes anticipated by this document rely heavily on new development to achieve the overall intent of the plan. This dependence has meant that although the content and direction of the plan are consistent with the community's objectives the effect of the downtown plan in producing the desired change has been limited.

The recommendations within this document have been designed to be consistent with the intent of the existing plan – but focused on incremental improvements that can be undertaken by individual downtown stakeholders and by the City.

Looking Forward – Parksville's Changing Waterfront

Throughout its history the economic vitality of Parksville's downtown has been tied to the use and development of its waterfront location. In recent years a variety of public and private initiatives have been undertaken which further shape the relationship between the downtown and its waterfront. Some of the key developments are highlighted follow:

Downtown Waterfront Policy Update

The *Downtown Waterfront Policy Update* was prepared for the City of Parksville by Urban Systems in February 2000. This update provides recommendations on a variety of items affecting the form and character of both the waterfront and the adjacent downtown area. The following goals are articulated in this policy update:

- the development of a management plan for the estuary to protect the sensitive wildlife habitat and permit the enjoyment this natural resource without harm;
- to allow everyone access along the beach;
- to seek out ways to encourage public access beyond the beach to the broader waterfront;
- to connect the downtown area to the waterfront by making improvements along the old Highway and ensuring development at the Highway is sensitive to the pedestrian;
- and, to focus attention on the waterfront by protecting key views and visually significant stands of trees.

A number of these goals focus on the connection between downtown and the waterfront. Specifically the idea of connecting these two areas by '*making improvements along the old Highway (19A) and ensuring development at the Highway is sensitive to the pedestrian*', has been developed in much greater detail as part of this report.

Beach Club

The Beach Club development on the site of the Old Island Hall is seen as the first in a series of transformative projects along Parksville’s waterfront. Located at the foot of McMillan this project provides an excellent opportunity to redefine the connection between the waterfront and downtown. The physical proximity at this point provides a unique opportunity to draw waterfront users into the downtown.



Parksville Beach Resort

Located at the terminus of the Alberni Highway at Highway 19A, Parksville Beach Resort is currently under consideration for redevelopment. Current proposals include a hotel and condominium development.

With the site’s adjacency to The Beach Club development and waterfront location, it is an essential piece of the downtown fabric that should provide additional public circulation and additional amenities along the beach.

Beachfront Drive

Related to the development of the current and future waterfront properties, the City of Parksville will identify design alternatives for a new access route north of highway 19A to provide better access for new developments and visitors to Community Park. The concept of a ‘Beachfront Drive’ connection has been contemplated as part of recent Community Park revitalization though no route has not been confirmed

Waterfront Walkway

The development of the Parksville waterfront walkway provides an important connection within an overall pedestrian framework for the City. Designed to accommodate high volumes of pedestrian traffic the

Waterfront Walkway encourages easy circulation between residential areas, Community Park and downtown services.

Of particular importance is the proposal to create a pedestrian feature at the foot of McMillan Street. In this location, the feature will provide an important focal point at the Terminus of McMillan. The close proximity of McMillan to the downtown makes this a natural connection point.

Community Park

Completed in 2006 the *Community Park Master Plan* provides direction for the long-term sustainable development and operation of Parksville’s Community Park.

The Concept Plan is based on the idea that the major focus of the Community Park is to preserve and celebrate its waterfront setting. Activity areas and facilities will reflect this focus.

Some of the key elements of the plan include:

- Improvements to Park entrances and pedestrian access, with better connections to the downtown;
- Redesigning vehicle access within the Park by moving the main access road and parking away from the waterfront;
- A new west entry is also proposed if a right of way across neighbouring lands can be obtained in the future;
- Improved parking facilities; and
- Increased walking trails to meet increasing popularity, including better connections to the downtown.



Inset of proposed revisions to Parksville’s Community Park Plan. Enhanced pedestrian connections to downtown are an important part of the Community Park Plan.

Part 2

A Downtown for People

The following sections outline a series of specific tasks and recommendations that will combine to create a positive civic environment for Parksville's downtown that will encourage increased use by residents and visitors and support vigorous economic activity. Individual projects and activities are described in the following sections:

Design for Pedestrians

With the benefit of its renowned beaches, Parksville has prospered as a destination resort community. As it continues to develop, a tighter integration of waterfront and downtown business is sought. Part of this connecting fabric is an improved pedestrian infrastructure that encourages easy movement between these two areas. Strategies for an improved pedestrian infrastructure are described below.

Design for a Memorable Marketable Character

From banners to sidewalks: a unique, consistent, bright, and memorable downtown character is described to support downtown revitalization efforts. Graffiti removal and better systems for garbage pickup are all part of a program of downtown revitalization. This section of the report describes a detailed program of changes that can start today and be implemented over time.

Putting 19A to Work for Parksville

Highway 19A as it passes through downtown Parksville continues to create a separation between the waterfront and downtown. This report suggests a number of changes, some significant, but some minor that can reduce the negative impacts of this highway corridor. The recommendations for 19A are grouped according to the following categories:

- Reducing traffic volume
- Reducing travel speeds
- Revising design character

Parking

After reviewing existing parking availability, recommendations are provided that encourage better use of existing parking inventory, and suggest flexible incentives for downtown landowners that encourage new development by reducing onsite parking requirements.

McMillan Waterfront

Suggested as part of the waterfront walkway, this feature terminus provides an excellent point of transition between waterfront and downtown activities.

Parksville Town Square

At the centre of this revitalization proposal is an ambitious plan for a revitalized public space. Although complicated by

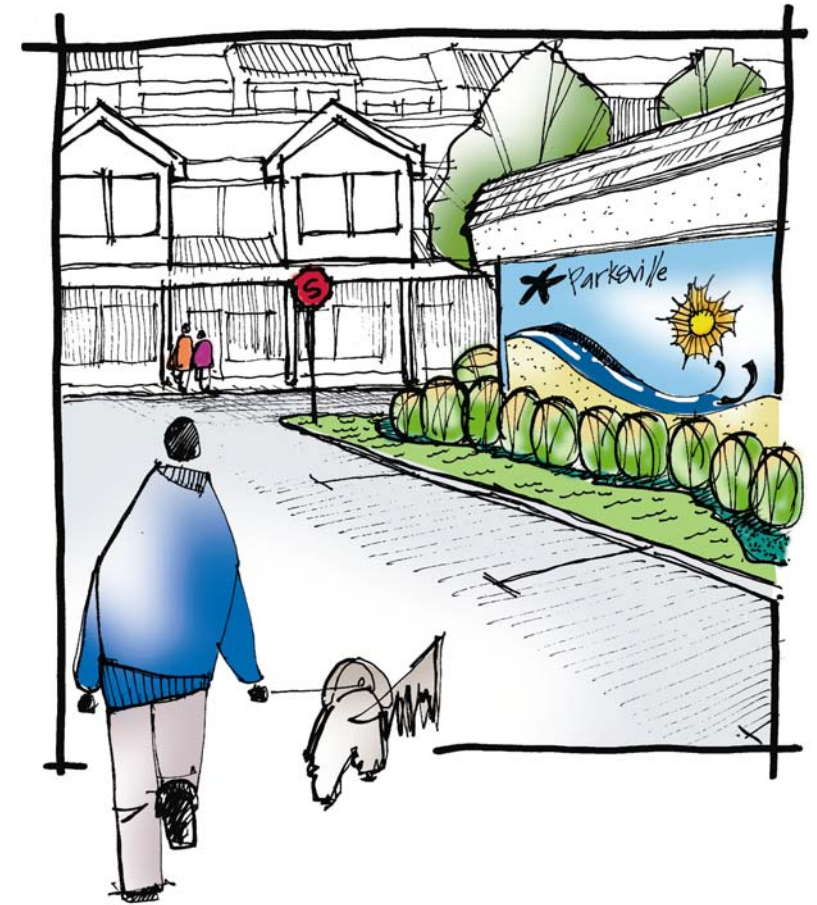


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the need for an effective public / private partnership, this civic space will have significant benefits for the adjacent businesses and the community at large.

Maintenance of Civic Spaces

Underlying the complex and occasionally expensive recommendations described in this report, a simple fact remains; it is important to make sure that it looks like we care. Zero tolerance for graffiti, cooperation in the painting of buildings with high profile public facades, identification and repair of broken street lights, street cleaning and garbage removal – these simple items together have a positive influence of the economic vitality of the downtown that far outweighs the cost.



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Design for Pedestrians

Connectivity between Community Park, the waterfront, and the downtown commercial area is a key component in supporting a successful revitalization of Parkville's downtown.

The following pages outline a series of detailed recommendations supporting the development of a pedestrian network that reconnects Parkville's recreational and commercial assets.

Walking Loops

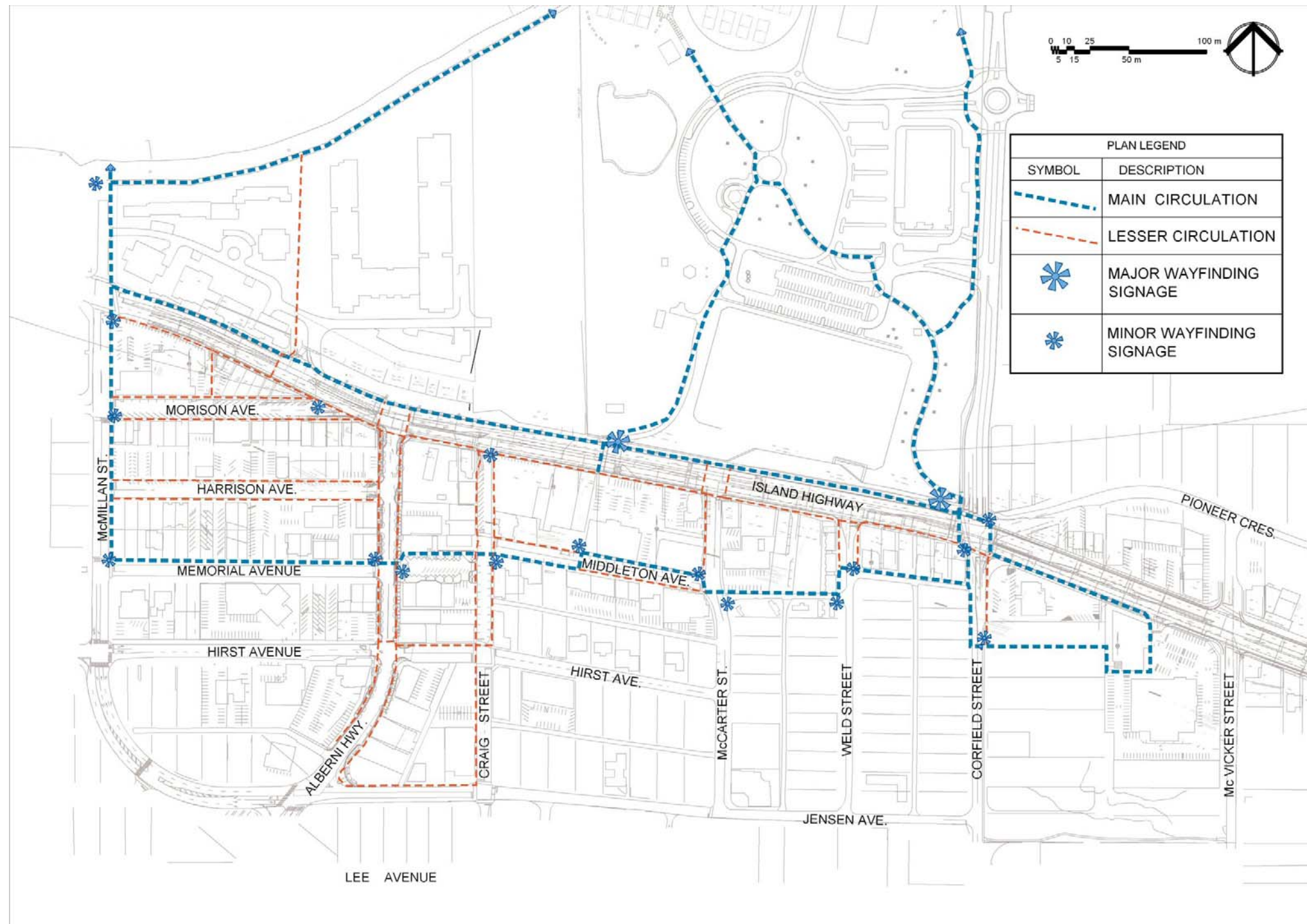
Identifiable walking circuits that encourage downtown visitors to leave their car (either downtown or at the Community Park) and plan for a day, an afternoon, or an hour of walking will help to integrate Parkville's incomparable waterfront and its downtown.

Imagine a warm summer afternoon where people arrive to walk the beach and enjoy the sun. As part of this experience, a well-defined pedestrian network will encourage waterfront visitors to wander along the boardwalk to a feature terminus at McMillan and from there to walk up into town to find a bite to eat or run an errand. Part of this decision process is the awareness of a comfortable return loop that continues providing a safe and pleasant short cut across 19A and back to the park.

Alternately, during major events such as Beach Fest or the Brant Festival, visitors should feel that part of the overall experience provides the opportunity to park in town and walk to have an enjoyable walk down to the waterfront.

The adjacent illustration indicates broad walking loops that may form part of a full day outing, but it also provides many opportunities for shorter loops that may take an hour or a few minutes.

Certainly it is possible today to walk from place to place in Parkville as described above, but too often the pedestrian experience is unpleasant, difficult, and occasionally unsafe. The changes recommended as part of this section range in scale, from very simple actions undertaken by landowners and businesses through to recommendations for major revisions to the 19A corridor in an effort to establish an appropriate balance between vehicle traffic through the downtown, and pedestrian traffic within it.



The definition of pedestrian loops will provide better connections between downtown and the waterfront. This should include the development of enhanced crosswalks at a number of locations between McMillan and Corfield.

Significant Links

A variety of pedestrian initiatives are already underway in Parkville. Significantly, the recently completed Community Park Master Plan describes a new waterfront boardwalk as well as a number of pathway connections linking to the Parkville Qualicum Wildlife Management Area and other significant destinations adjacent to Parkville’s downtown. These broad walkway connections are also considered in the development of these proposals.

An initial focus on downtown walking loops are the development of appropriate connection points across Hwy 19A. Three main pedestrian crossings are proposed:

1. Corfield / Community Park

An enhanced pedestrian connection is proposed at this intersection. This intersection is a natural transition point for an enhanced downtown experience. Traveling west on 19A through Parkville this is the first point where motorists have an opportunity to look toward the Community Park, and Parkville’s signature waterfront.

For pedestrians highlighting this crossing point will close the east end of the walking loop and provide better access to the waterfront. A new Community Park sign to be installed this year, and proposals for more comprehensive changes to be considered over the longer term (Community Park Master Plan) also support this pedestrian crossing point.

For the 19A road cross section this intersection provides an opportunity to signal a strong transition with narrowing travel lanes and on-street parking incorporated as part of future roadway developments.

Finally, redevelopment interest for property on the southwest corner of 19A and Corfield will provide significant opportunity to enhance this intersection as part of an overall downtown plan. The form and character of buildings at this intersection will set the tone for future commercial development in this part of downtown.

2. McMillan / Boardwalk Access

At the opposite end of downtown, a similar enhanced pedestrian crossing is recommended to encourage easy pedestrian access between the Waterfront Walkway and downtown.

With the completion of the waterfront walkway to McMillan it is anticipated that a substantial increase in pedestrian traffic to this location is likely. The proximity of the boardwalk terminus and the and the commercial downtown suggests that this is an appropriate connection at the western edge of the downtown.

The creation of new waterfront recreation and residential



With the completion of the waterfront walkway the intersection at McMillan and 19A is anticipated as a significant pedestrian crossing point.



An enhanced pedestrian crossing is proposed at the intersection of McMillan and 19A.

homes also supports the McMillan intersection as an appropriate western terminus for pedestrian walking loops.

As with the proposed crossing at the Corfield intersection this location provides an appropriate transition to narrower travel lanes and the possibility of on-street parking.

3. Midtown Pedestrian Crossing

A new pedestrian crossing point is recommended at a point between the McMillan and Corfield. The intent of this connection point will be to provide a safe crossing for the

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existing pedestrian traffic looking to walk between the Park and commercial downtown. An enhanced connection will provide much improved access and encourage people to either: park downtown and walk to the water, or to leave their vehicle in the park and walk downtown. The addition of a recognizable midtown crossing also provides a variety of pedestrian loop options for the western or eastern part of downtown.

It is envisioned that each of these connections would be designed to:

- Provide signalized pedestrian priority crossing;
- Include curb bump-outs that reduce the overall crossing distance;
- Incorporate surface material changes to indicate the transitions through a pedestrian priority zone;
- Investigate the impacts of rumble strips, speed bumps, or raised pedestrian tables to further indicate pedestrian crossing priority; and
- Review of proposed changes to understand the impacts of higher pedestrian priority on traffic movements.

Additional Connections

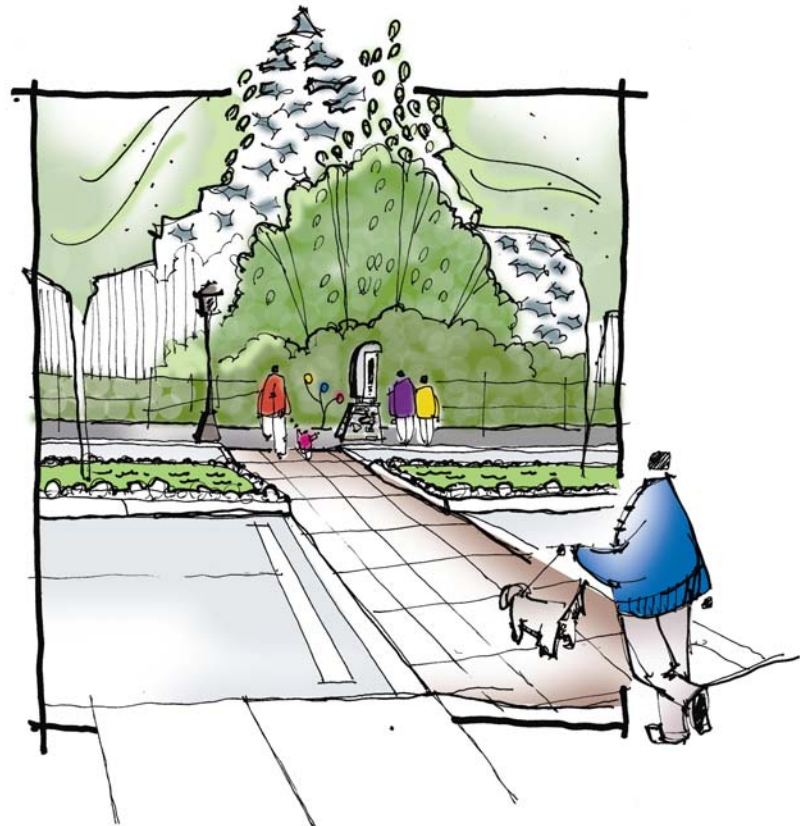
In addition to the enhancements described above, it is recommended that additional pedestrian crossings also be formalized. As part of a longer-term re-development plan these additional crossing points may be designed to include curb bumpouts or alternate surface treatments to indicate pedestrian crossing zone. In the short-term these crossing points should be demarcated with painted lines and pedestrian activated signals to provide safe crossing points. Additional crossing points are contemplated at:

McCarter Street – Infrastructure for pedestrian crossing provides additional access through the east end of downtown and through the park. Support for pedestrian crossing at Weld is not anticipated.

Alberni – The proposed walking loop takes advantage of recently upgraded pedestrian crossing in this location. Further upgrades for 19A may include opportunities to enhance this pedestrian crossing.

Morrison / Beach Drive – It is anticipated that pedestrian movements across 19A at this location will increase with the

waterfront development currently underway. Infrastructure for pedestrian crossing should be investigated as part of that development.



A new pedestrian crossing point is recommended at a point between the McMillan and Corfield. The addition of a recognizable midtown crossing also provides a variety of pedestrian loop options for the western or eastern part of downtown.



As part of earlier Waterfront Walkway planning, a series of walking loops at the waterfront have been identified. The proposals for a downtown pedestrian network are an extension of these ideas.

A Walking Tour through Downtown

The previous section describes an enhanced pedestrian environment that supports commercial development and provides a positive healthy living environment. This pedestrian experience incorporates an identifiable east / west walking route through the centre of Parkville’s downtown.

This shopping promenade is developed around a variety of incremental improvement in public spaces that incorporate a variety of sitting, walking, and shopping areas and includes public art and enhanced landscapes.

To describe what a revitalized downtown might be like the following series of design characterizations illustrates the cumulative impact of a variety of incremental changes.

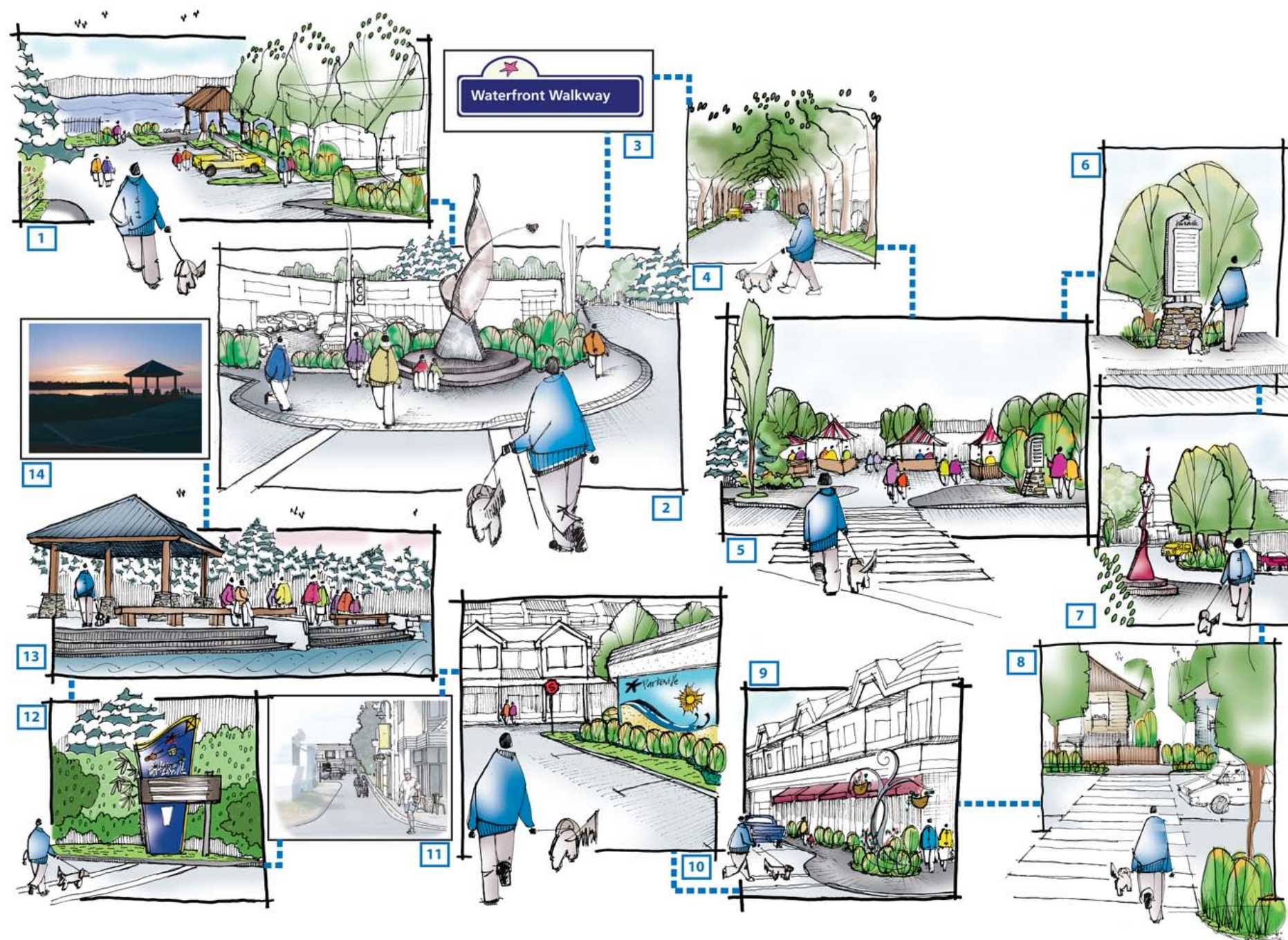
A walk through downtown may begin with a walk along the waterfront. The recently completed Community Park Master Plan contemplates the growing popularity of the waterfront and provides options for increased parking, and more and better walking trails. In particular the waterfront walkway is anticipated to provide an important walking link while protecting native grasses along the beach.

A walkway feature area is proposed at the foot of McMillan as a natural resting and viewing point [#1]. From this point it is anticipated that people who have toured the waterfront will turn up McMillan and head into town – perhaps in search of a shopping or a meal.

From the waterfront walkers will be drawn toward the proposed public art feature identified for the corner of 19A [#2]. This design element is incorporated into a rejuvenated plaza that not only draws walkers up from the waterfront, but also signals the entrance to downtown for traveler heading south along the highway.

In later sections of this report, an integrated signage and wayfinding system has been identified that assists downtown visitors in locating goods and services throughout the downtown area [#3].

From the corner of McMillan and Memorial pedestrians are drawn down one of the nicest streetscape environments in Parkville [#4]. Mature canopy vegetation draws people toward the interest and excitement emanating from the far end of the block.



This pedestrian route is identified because existing conditions already support a comfortable pedestrian scale. Along Memorial this scale is provided by the presence of substantial street trees. Whereas, at its eastern end the walkway takes advantage of narrower lanes with narrow pavement and buildings built to rear lot lines.

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Walking toward the Town Square people can recognize the central focus that this new plaza can play. Incorporating design elements from adjacent buildings this public space becomes a focus for activities throughout the downtown [#5, 6, 7].

Walking east from the Town Square visitors are invited to enjoy shopping and services along a narrow street enriched with banners, hanging baskets and street trees. Buildings redeveloped in a style similar to proposals created in the Facade Design report provide a consistent and coherent streetscape image. [#8]

Moving in the direction of McCarter and Weld the pedestrian route follows narrow lanes. The pedestrian character of this section is enhanced by a series on inexpensive solutions

including, for example, the removal of dumpsters in favour of more frequent less obtrusive garbage disposal alternatives.

This route is identified because the existing conditions already support a comfortable pedestrian scale. Along Memorial this scale is provided by the presence of substantial street trees. Whereas, at its eastern end the walkway takes advantage of narrower lanes with narrow pavement and buildings built to rear lot lines.

Recommended enhancements to this walking experience are described in the table below. Additional recommendations that relate to the downtown more broadly are discussed in the following section.

Pedestrian Network - Implementation	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Confirm pedestrian network route – review of this proposed pedestrian route by the EDO, downtown businesses and City Council may provide additional insight.	EDO, Planning	Engineering, Public Works		✓		
Create interpretive storyline – as part of the marketing message for this route an interpretive, historical, or whimsical storyline can be helpful in providing a recognizable image for the route. As the strength of the route is confirmed over time this type of storyline may become less important. From the outset, this can be a helpful organizational tool.	EDO,	Downtown Business, Service Club, Historical Society	Festival organizers, Residents	✓		
Develop detailed sign plan – Suggestions have been provided through the development of this report about the style and content of appropriate downtown signage. These details should be confirmed and carried forward with the preparation of a detailed sign plan and supporting bylaw.	EDO, Planning	Engineering, Public Works	Landowner, Downtown Business, Service Clubs	✓		
Graffiti removal / clean-up – Encourage property owners along the pedestrian route to aggressively remove graffiti, and clean and paint building facades along pedestrian routes	EDO, Landowners	Downtown Business	Residents	✓		
Garbage Collection –eliminate dumpsters along pedestrian route. Many downtowns have dealt with this issue and excellent proposals for improved garbage collection are available for review.	EDO, Downtown Business	Landowners		✓		
Better Lighting – additional illumination will create a more pleasant pedestrian environment and can also reduce ongoing property damage and vandalism. Proposals for building mounted decorative lighting are described later in	Landowners, Downtown Business	EDO	Planning, Engineering, Public Works	✓	✓	

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Pedestrian Network - Implementation	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
this report.						
<p>Planting and floral display – The next section of this report describes a variety of planting opportunities, including: street trees, screen planting, public planters, hanging pots and building mounted flower boxes.</p> <p>Develop street planting and floral display plan.</p>	EDO	Parks, Public Works	Downtown Business, Service Clubs	✓		
<p>Street trees – current plans include the incorporation of street tree planting throughout downtown. These plans should be reviewed to investigate options for additional planting along the proposed pedestrian walkway.</p>	Planning, Public Works	EDO, Downtown Business		✓	✓	
<p>Pedestrian scale signage – in addition to the sign plan described above, landowners should be encouraged to incorporate pedestrian scale signage on buildings facing onto the pedestrian route.</p>	Landowners, Downtown Business	EDO, Planning		✓	✓	
<p>Parking brochure – develop an illustrative brochure highlighting convenient parking adjacent to pedestrian route</p>	EDO	Downtown Business	Planning, Public Works	✓		
<p>Commercial wayfinding brochure – This would highlight pedestrian amenities including: galleries, restaurants, boutique shopping, etc.</p>	EDO	Downtown Business	Landowners	✓		

Design for a Memorable, Marketable Character

The previous section outlined a proposal for an integrated pedestrian network intended to reconnect Parksville's downtown to its waterfront beaches. The development of this defined network provides an organizing focus for the creation of memorable experience in Parksville's downtown.

If the previous section describes a framework for implementation, what follows is an illustration of how the framework will be given its unique character.

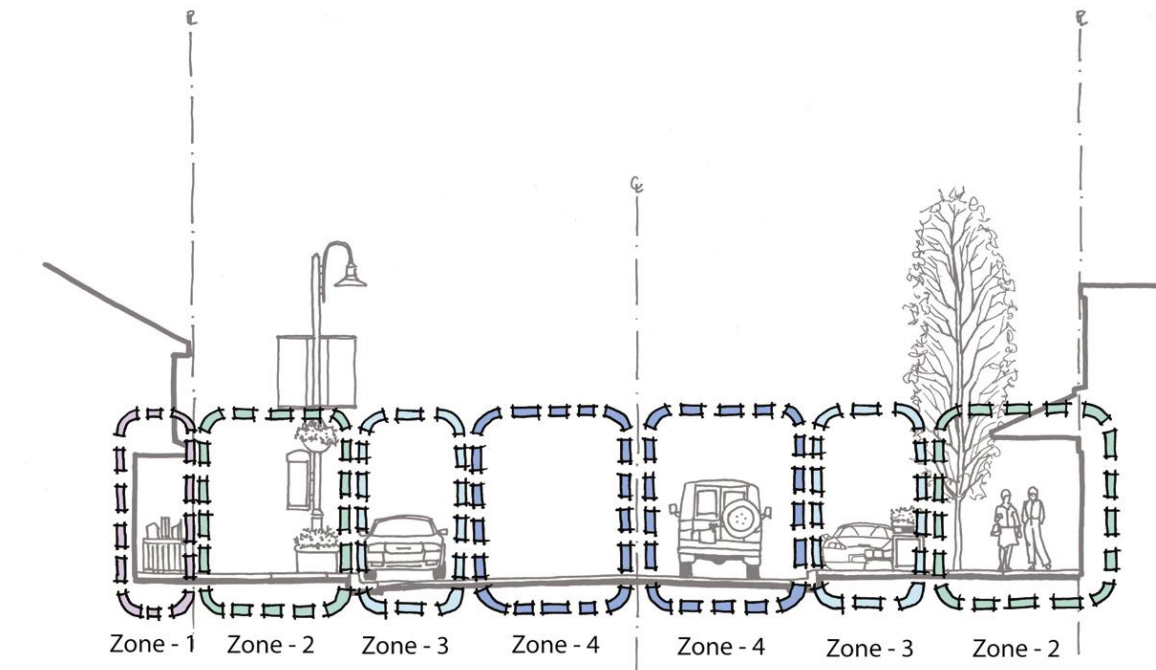
The recommendations below provide a broad menu of ideas that may be implemented gradually over time. The implementation table at the end of this section suggests that these actions may be led by the City, economic development office, or by individual landowners and downtown businesses. While some of the tasks described are easily undertaken by the City, others will only be possible through the initiative and investment of private landowners and businesses.

Through previous planning and infrastructure work, the City of Parksville has developed a design template for its downtown streetscapes. The proposals described below are intended to reinforce this existing direction. At the same time there are a variety of supporting recommendations that tie together public infrastructure investments with related streetscape components such as signage, planting, and public art.

Street Furnishings

Benches, waste receptacles and other site furnishings should be placed within a utility zone that extends from the roadway curb face back 1.2 metres. Furnishing should not interfere with pedestrian movement.

Curb extensions and parking islands are also appropriate locations as long as there is no conflict with vehicle sight lines. Parking islands (curb bulges) are used to separate long runs of parallel parking along a street frontage. These islands are typically designed to accommodate street trees and boulevard plantings.



1.0 Commercial Zone:

Articulated Building footprints and setback variation should be encouraged to allow for Marketing and Promotion of businesses.

The commercial zone acts to extend the pedestrian experience outward from the street. A variety of semi public spaces adjacent to the street give depth to the character of the street.

2.0 Pedestrian Zone:

A 1.2m wide strip along the curb shall be used for all utility boxes, site furnishings and street trees.

The remaining portion of sidewalk shall be kept clear to facilitate clear pedestrian circulation and safety. The minimum clear sidewalk width shall be 1.5m.

3.0 Parking lane and Curb Extensions:

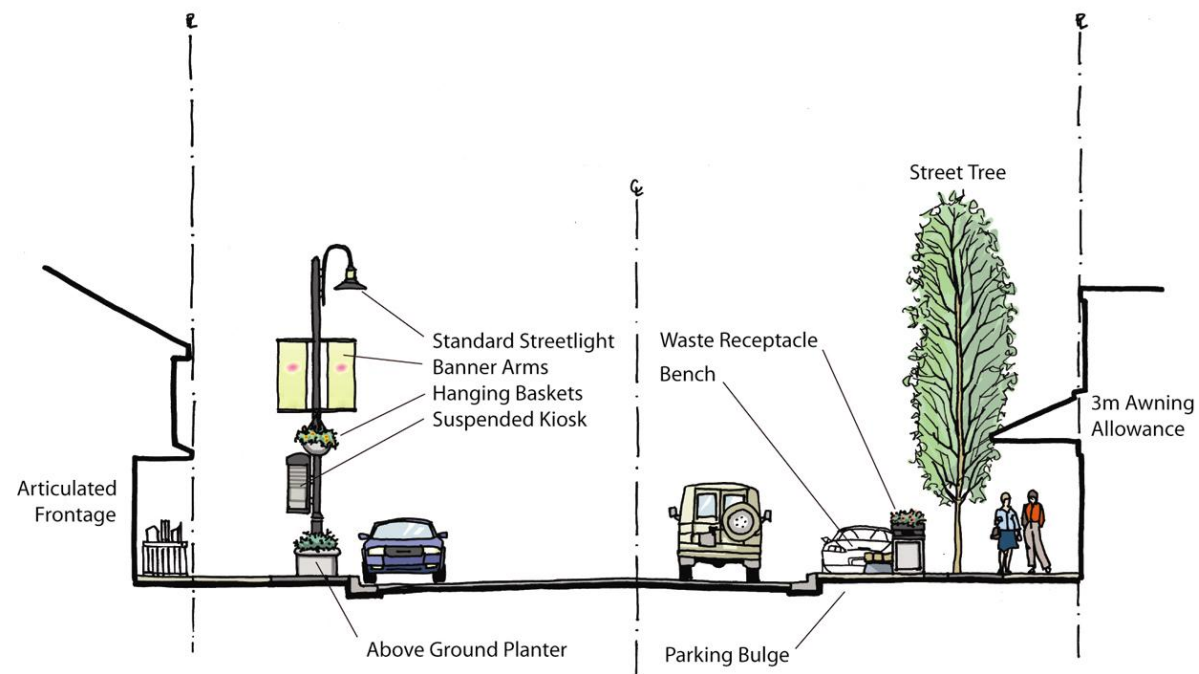
On street parking shall be incorporated into streetscape improvements to alleviate the need for extensive off-street parking.

Curb extensions shall be incorporated at intersections and mid-block crossings as a pedestrian refuge. These locations are ideal for location Planter boxes, Benches and Waste Receptacles, as they do not interfere with normal pedestrian circulation.

4.0 Vehicle Zone:

Narrow 3.3m travel lanes shall be included in roadway improvements as a traffic calming strategy.

Pedestrian crossing through this zone shall be clear to drivers and include tactile surface treatments (unit paving, scored concrete, and/or raised sections).



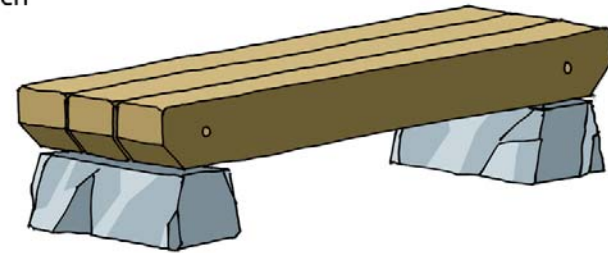
Downtown Benches

A unique 'made in Parksville' design is proposed for downtown benches. Because benches are a people friendly and visible part of the downtown streetscape, additional care and investment is appropriate.

The proposed design is intended to be simple, timeless, easily maintained and resistant to accidental or intentional damage. The proposed design incorporates:

- The use of local (Vancouver Island) materials.
- 8x8" cedar seat beams, stone bench supports. Cut top and bottom for level seat heights with a broken face finish on 4 exposed sides.
- Connections are made with prefabricated metal brackets, providing a durable connection that also allows the replacement of individual pieces as required.

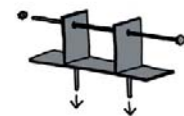
Assembled Bench



Components



(3) Three 6"x6"x4' Cedar Timbers to create seating -Locally Milled

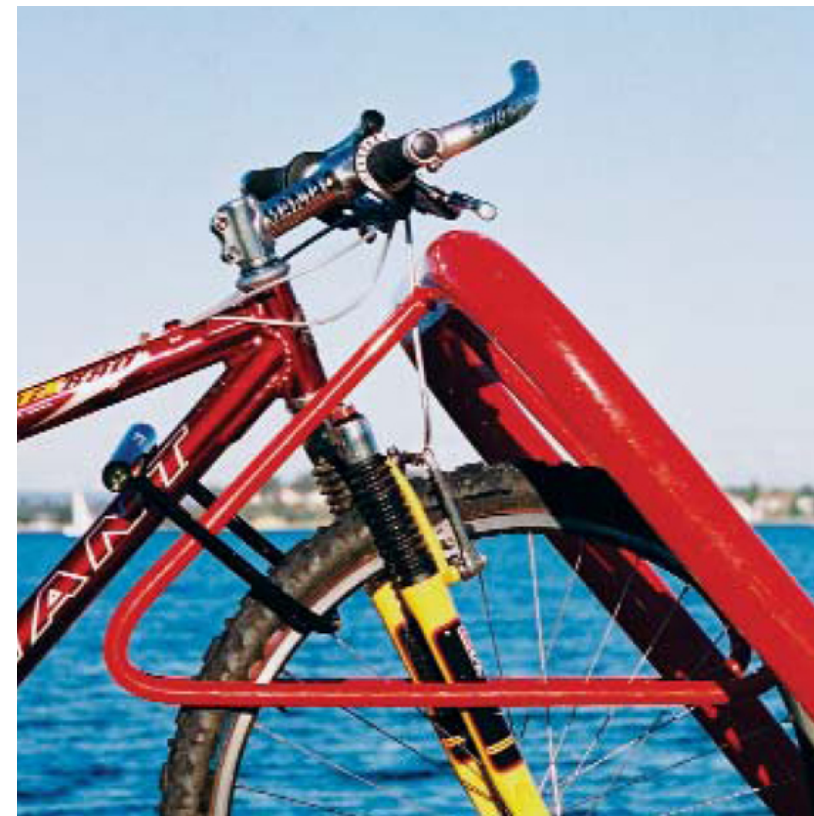


Fabricated Galvanized Steel Mounting Bracket Powdercoat Black. Drill pilot holes into stone and attach with 19mm. expansion bolts



Natural Stone Bench Support. Locally quarried stone. Cut faces on two sides to ensure level seat height.

The development of a custom design for Parksville's downtown is an essential component of creating a memorable, marketable downtown. This bench proposal is created to be simple, practical and timeless. It would also be unique to Parksville.



Cora Expo 2704 Bike Rack. Note the ability to lock both wheel and frame to the rack.



Bike Gard Vertical Bike Locker. Typical Application.

Bicycle Racks

An additional element of the proposed pedestrian network is the addition of bicycle racks to create provide a bike friendly environment:

- Bikeracks are intended to be a single crossbar with triangular hangar locking points. Cora Expo 2704, 4 bicycle capacity, or approved equal.
- Bicycle lockers should also be considered for use by commuting cyclists who work downtown. Lockers shall be Bike Gard Vertical Bicycle Locker - 1 bike / locker, or approved equal.
- Powdercoated black finish to match streetlights and other site furnishings.



Front Showing Access Door

Waste receptacles - Keystone Series™ 48 Gallon Precast Concrete Front Door Waste Receptacle (Model: KSR48SD-7000), or approved equal.

Materials shall be exposed aggregate and black powdercoated steel.



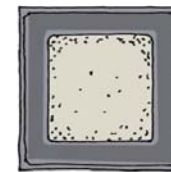
Standard Side View

Alternate Tile Inlay. Screen printed tile may be incorporated into side panel inset.

Custom Fabricated Metal Planter Lid locally Manufactured. Black powder-coated finish. Colour to be black. Trash opening shall be 125 x 200mm.



Alternate Side Panel



Top View Showing Ash Option

Planter lid shall be designed to accept ashtray sand as an alternate to annual colour plantings.

Waste Receptacles

Standard exposed aggregate waste receptacle. This type of unit is available from a number of manufacturers.

- Receptacles shall be accessed by side door for regular trash pick-up. This configuration also prevent back injuries for maintenance personnel;
- Recessed panels on the exposed aggregate units can be filled with screen printed tiles depicting local arts and culture, or simply for downtown branding;
- Waste receptacles within the downtown should be retrofitted with a lid designed to allow a seasonal floral display. Local artisans should be consulted as part of this retrofit process;
- Retrofitted waste receptacles allow additional planting. Planting should be coordinated with overall hanging basket program;
- Plantings would be sponsored by a local businesses;
- Watering may be handled as part of an overall maintenance contract or may be delegated as part of the sponsorship program; and
- Where planting deteriorates as a result of neglect of physical damage, individual plantings can be converted for alternate uses.

Planting

Street Trees

Street tree planting is illustrated in a variety of locations. Installation is consistent with the City's existing standard with the addition of a continuous structural soil trench under the 1.2m utility zone of the sidewalk. Street tree planting would logically occur as a part of scheduled roadway and sidewalk improvements.

- single species application per street; and
- a variety of street trees should be planted, each selected tree species would be chosen to represent and provide the landscape character for a given street.

Buffer Strips and Screen Walls

Where current land uses are not consistent with the intended revitalization of public spaces, for example, surface parking adjacent to the pedestrian streetscapes, visual screening may be an appropriate solution. Opportunities for screening may exist where:

- The required parking setback from the property line adjacent to the road right-of-way provides space to install planting beds and/or fencing to screen elements and create a more continuous street frontage.

Planters

A standardized planter identified for use throughout the downtown area can provide substantial additional planting space in tight areas and provide strong visual cues as part of an overall network. Above grade planters are appropriate where:

- permanent planting may be destroyed as part of a medium or longer term redevelopment;
- cost constraints do not allow a more permanent installation; and
- adjacent landowners are able to participate in a cost shared installation.

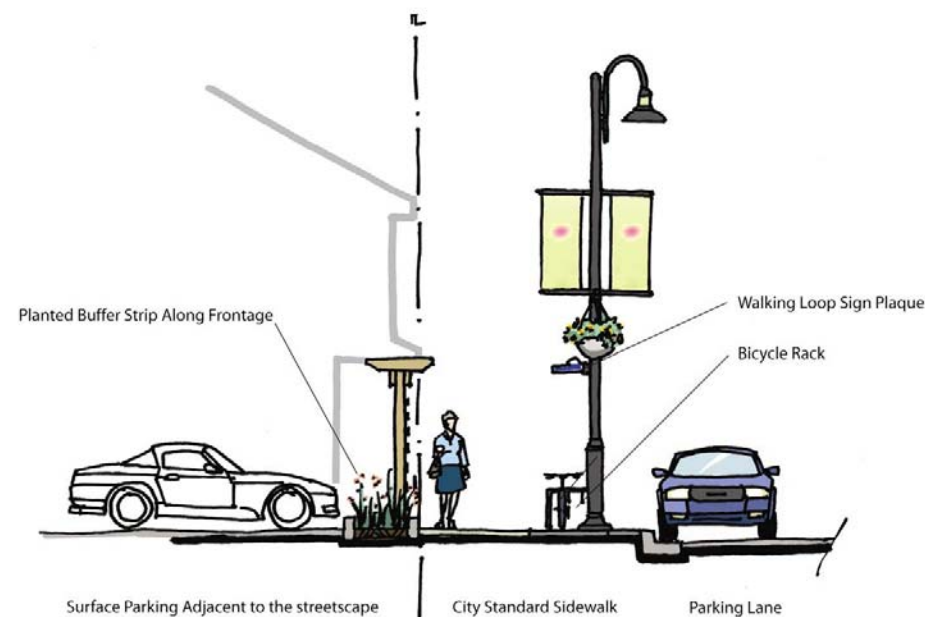
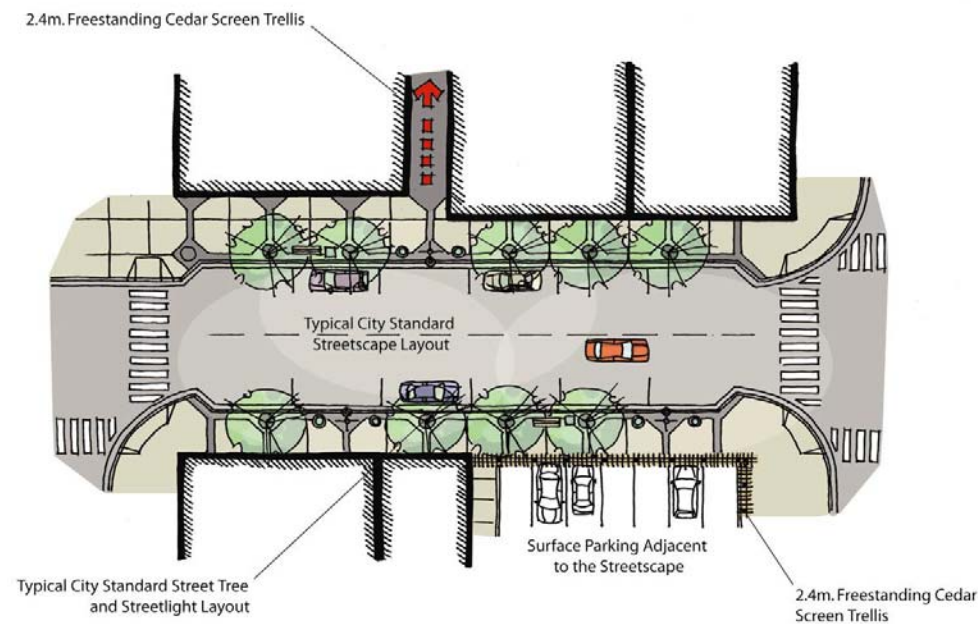
A downtown BIA may organize and promote the use of planters as part of a floral display program. The implementation of this program would be coordinated with the city. The BIA would identify appropriate planters and confirm pricing for supply and delivery. The following would be acceptable Products for this application:

- Mackay Precast Products PCI-0019 - 48 x 48 x 36" Square Planter, bevelled corners, or approved equal
- Mackay Precast Products PCI-0019 - 68 x 68 x 24" Square Planter, bevelled corners, or approved equal
- Mackay Precast Products PCI-0019 - 36 x 36 x 24" Square Planter, bevelled corners, or approved equal

Hanging Basket Program

Hanging baskets are indicated as a cost effective component of a marketable downtown. It is anticipated that hanging baskets would be implemented through a program developed as a public / private partnership. Key elements of such a program might include:

- leadership from the EDO or BIA in setting up a program;
- support / sponsorship of hanging baskets by downtown merchants and the City of Parkville;
- coordinated with existing hanging basket program;
- additional locations may be identified private property;
- purchase of additional baskets to be coordinated with overall downtown program; and
- hanging baskets may not all be identical, but each should blend and contribute to an overall theme.



A vertical cedar trellis and screen remove the visual clutter of the parking lot. Raised planter beds act to draw the eye along the sidewalk edge

Street Lighting

Street lighting indicated in this plan is based on current city standards. It is anticipated that these lights will include:

- Irrigated hanging basket arms.
- Banner brackets.
- Flat glass recessed fixtures.
- Custom detailed cast pole bases.

As part of the Central Walk, additional building mounted lighting is proposed where space is limited. Building mounted street lighting is cost effective and provide visual interest for buildings. Coordination is potentially difficult and may require agreement for potential encroachments and cost sharing. In general these fixtures should:

- Respond to 'dark sky' lighting principles with limited glare and light trespass. Have flat glass or recessed fixtures;
- Powdercoated to match street furnishings;
- Street light pole arms (Sheperd's hook) can be mounted to any masonry or steel surface;
- Street light pole arms should be considered for alleyway and secondary route lighting, where a full streetlight installation is not an option;
- Style to coordinate with street lighting.

Banners

Currently banners are selected and ordered through the City of Parksville's Operations Department.

A banner program should be established to include representatives from the business community, city staff and local residents. Contact with local artisans and arts organization will be a key component of the program. The program would be overseen and implemented by the EDO in coordination with departmental staff.

The intent of the program is to encourage civic pride, promote community events and festivals, provide seasonal interest, improve and beautify the City's image, and recognize programs and activities important to the community.

The banner program selection committee should establish design criteria that reflect a local sentiment and community character.

Place holder banners should be simple downtown branding mechanisms. Place holders are to be used when there are no specific seasonal, events, or other banner themes underway. Some consideration should be given to dual branding. Branding for the peak summer tourist season would reflect a 'fun' beach-town atmosphere. Off-season themes could reflect a more 'grown up' high end resort flavour.

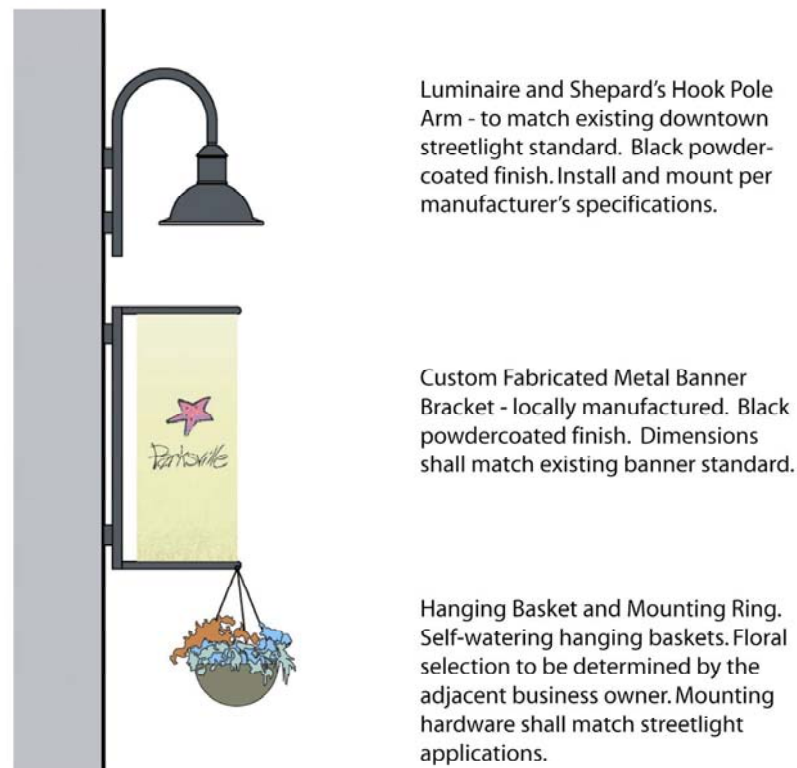
Seasonal Decorations

Seasonal decorations are a cost effective way to provide a fresh and changeable character for the downtown. Seasonal decoration may include: planting, banners, signs, or a variety of other changeable elements. Examples of seasonal decoration based on the following themes might occur as follows:

- **Beach Fest** – decorations may be designed to reinforce the connection between the downtown and its waterfront. The festival atmosphere can be carried beyond the waterfront to include downtown businesses.
- **Brant Festival** – a series of downtown banners may be designed to communicate the impact of this migration. Interpretive signage located in the Community Park starts to tell the story of the migratory Brant, but this may be reinforced through a series of unique series of seasonal decorations that reinforces this waterfront story throughout the downtown.
- **Christmas** – In addition to the ideas described above, a program of seasonal decorations should also include more traditional elements such as Christmas lighting and decorations.



Illustration showing facade mounted ornamental Light Fixture, Banner Bracket and Hanging Basket combination.



Downtown Signage

The following section considers three general categories of signs:

- **Commercial Signs** are those signs installed and maintained by private landowners and merchants to market individual business interests. These signs are regulated by the city's current sign bylaw. A general discussion of the spirit and style of commercial signage for the downtown is provided.
- **Wayfinding Signs** are proposed to identify key pedestrian routes throughout the downtown. These signs have been designed to incorporate commercial directories as appropriate to encourage private funding support for a coordinated signage system.
- **Interpretive Signs** are incorporated to tell the story of Parkville's cultural and environmental heritage. Examples of specific signs are illustrated in this section.



Visitors and residents enjoy learning about their own surroundings. Interpretive signage encourages this engagement with a place and contributes to a lasting bond and lingering memories.

Commercial Signs

Business and property owners are encouraged to have attractive and well maintained signs that will add to the aesthetic beauty of the downtown core. Signs should fit in with the downtown "Business by the Beach" theme.

Interesting shapes and materials are encouraged. Signs with raised lettering, borders and logos are preferred. Quality, durable materials should be used. Natural materials such as wood, stone, and iron are encouraged.

A good and varied collection of signs helps everybody as it gives the whole area an inviting quality and a beautiful aesthetic appeal. This is good for business and our own personal pride and enjoyment of where we live.

Fascia Signs mounted flat on face of the building:

- allowable size of sign is 1 ½ sq. ft. for every linear foot of business frontage; and
- signs may be individual letters & logos mounted directly onto the building or they can be solid signboards within the allowable size.

Projecting Signs:

- this type of sign is greatly encouraged as it adds "street appeal" to the community. Looking down a street with projecting signs is most interesting and it also improves the business' visibility;

- projecting signs are allowed up to a maximum size of 6 sq. ft.;
- decorative sign hangers are encouraged but signs may project directly from the building; and
- projecting signs must have a minimum clearance of 96"

Hanging Signs – are mounted under awnings or canopies;

- perpendicular to the street frontage;
- they are a maximum of 6 sq. ft.;
- they must have a clearance of 96"; and
- decorative brackets are encouraged but they may be suspended directly from the awning or canopy.

Freestanding Signs

- one freestanding sign may be allowed for each street frontage of a building;
- freestanding signs are only allowed in a landscaped area of at least 60 sq. ft.;
- freestanding signs must have an attractive base and not merely be "a sign on a stick";
- freestanding signs can be 1 sq. ft. for every 3 linear feet of building frontage; and
- freestanding signs may be used as a directory or display for several businesses sharing one building lot or for one single business for single use buildings.

Window Signs

- window signs are allowed up to max 15% of the window area (not counting doors); and
- window signs can be vinyl lettering or decals on solid signs.

Sidewalk Signs

- sandwich board signs are not permitted;
- sidewalk signs must be portable and not impede pedestrian flow;
- sidewalk signs must have a metal base and stand; and
- max height is 52", max width is 20" and maximum area is 4 sq. ft. of signage.

Awnings

- the allowable size of signage area on an awning is the same as that for a fascia sign - 1 ½ sq. ft. for every linear foot of business frontage.

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Illumination

The effective and attractive illumination of signs is very important and should be given careful thought and consideration:

- Standard backlit box signs will not be permitted;
- For signs with internal illumination it will be acceptable for only the lettering, graphics and borders to be illuminated. It is not acceptable for the whole background to be illuminated;
- There are a variety of acceptable ways to front light a sign; gooseneck lamps from above, bullet light front lighting, and soft floodlights from the ground;
- Lighting must not be oriented so that it does not shine in people's eyes;
- Halo neon (indirect, hidden) of lettering is allowed and is considered very desirable;
- Exposed neon signs are not generally allowed but specific signs may be allowed based on their own merits; and
- Individual (channel) letters that are internally illuminated are acceptable.

Types of signs not allowed

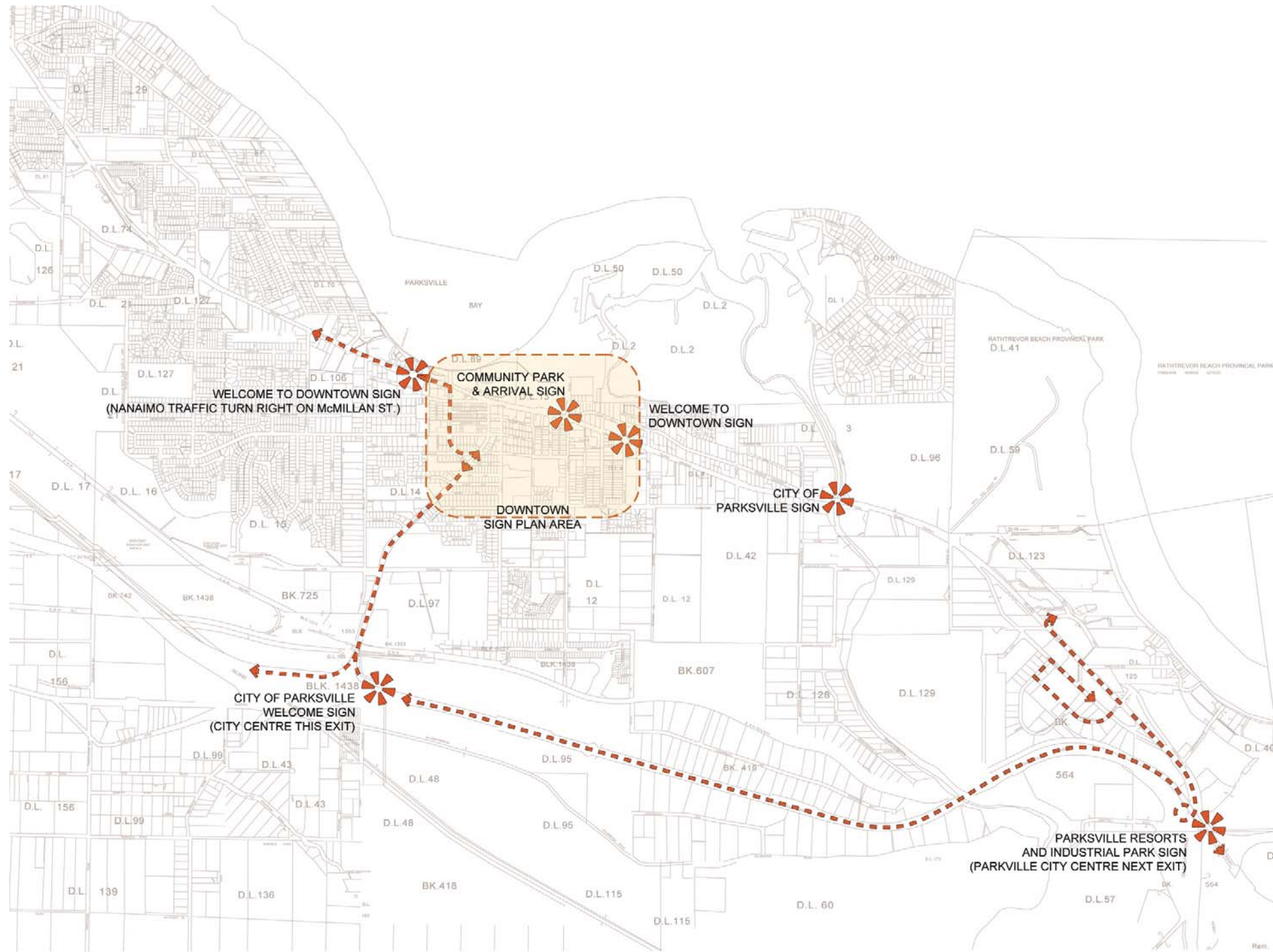
- Portable signs / temporary signs;
- Any sign with fluorescent lettering;
- Third party signs (signs advertising anything other than the business name); and
- Signs on the side of buildings where no business frontage exists.



Wayfinding Signs for Cars

Effective **vehicular signage** should provide clear direction to vehicle occupants on how to enter the downtown core while at the same time encouraging through traffic to efficiently avoid the downtown core. Recommendations that support these objectives include:

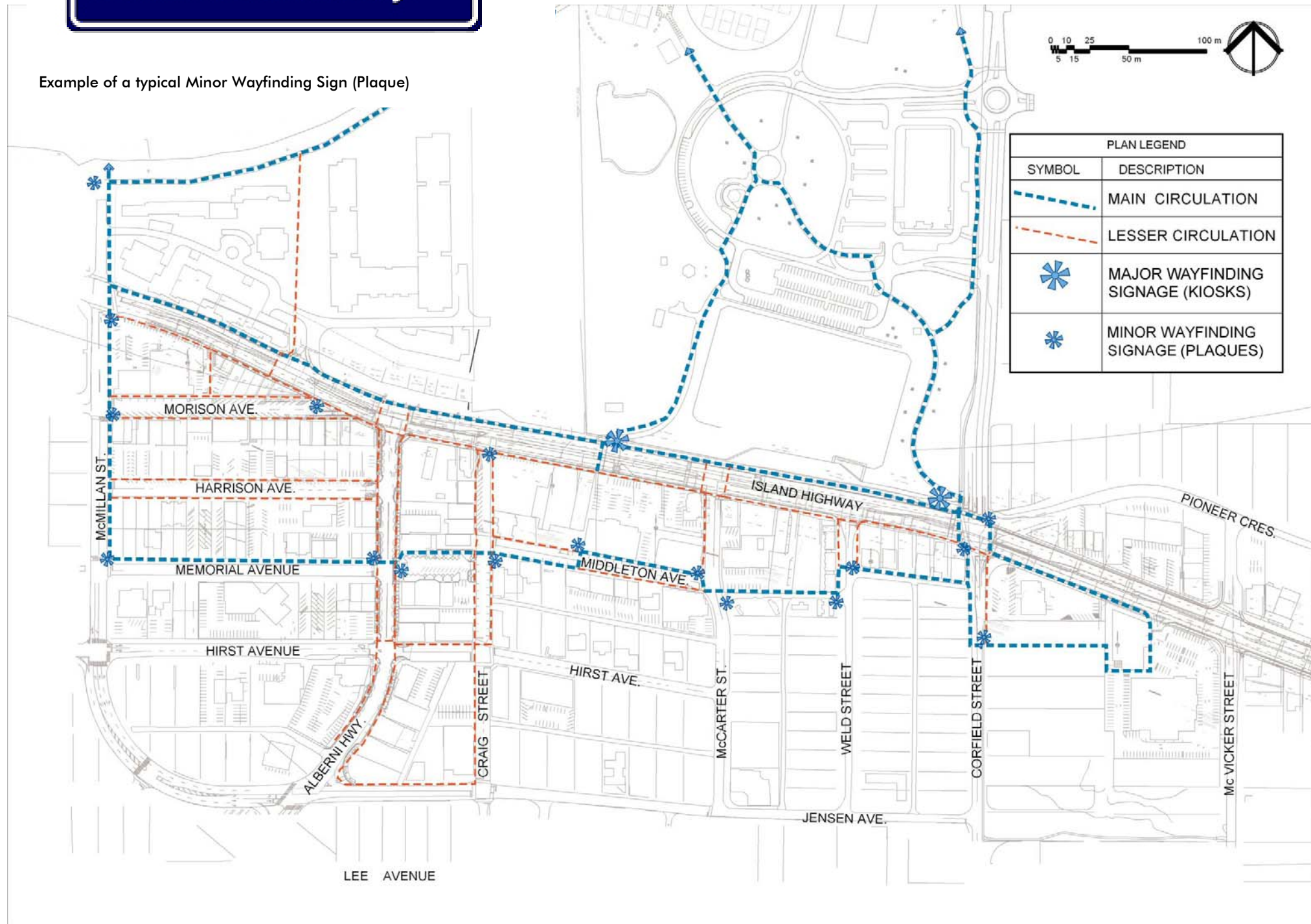
- Signage at the Southeast Parksville Highway 19A exit should include text directing 'downtown' bound traffic to the more appropriate Alberni Highway exit.
- Hwy 19 and Alberni Highway Interchange signage should include text describing this as the preferred Parksville City Centre exit.
- Where Highway 19A enters the downtown core from the Northwest, through vehicular traffic should be directed up McMillan Street to Inland Island Highway 19. This could be included within the context of a downtown welcome sign.
- Where Highway 19A enters the downtown core from the Southeast, through traffic should be directed up McVicker Street to the Inland Island Highway 19. This could be included within the context of a downtown welcome sign. Community Park Signage should clearly indicate that one has arrived at the cultural center of Parksville, and provide wayfinding information for vehicular ingress and egress to the park site.



Typical Vehicle Wayfinding Sign

Waterfront Walkway

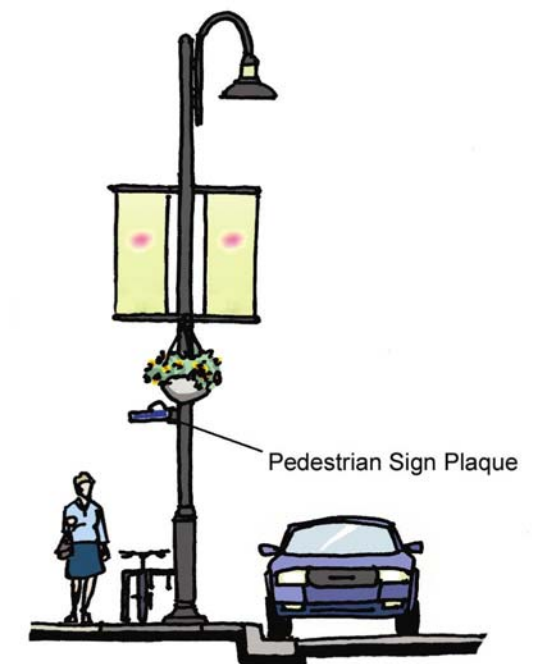
Example of a typical Minor Wayfinding Sign (Plaque)



Wayfinding Signs for People

Pedestrian wayfinding signs should provide clear direction on preferred walking routes as set out in the previous section of this report. These signs should have a consistent and recognizable theme and should provide a clear understanding of the connections between downtown and the Community Park. These signs will guide users to pedestrian friendly spaces:

- Pedestrian Signs should be placed along the downtown walking loop as illustrated in the attached plan. Downtown Loops, should be clearly defined and connected to proposed Beach Loop.
- Where the Beach Loop meets the Downtown Loop, and where pedestrian circulation enters the downtown core along Highway 19A information kiosks should be placed at each crossing point on the upland side. Kiosks would provide a business directory identifying shops and services.
- An additional kiosk should be located near to the Town Square along the upgraded Alberni Highway section. This is the heart of the downtown core.



Typical Wayfinding Sign location on streetlight pole.

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Pedestrian signs would be:

- Printed / screened onto aluminum sign plate;
- Include reflective lettering with white characters and consistent logo and colours;
- Have flexible mounting options to allow placement on existing streetlights hydro poles or on building façades;
- There should be a continuous line of site from one sign to the next to facilitate a walking loop; and
- The adjacent figure illustrates how pedestrian signage will provide a continuous 'line-of-sight' connection throughout the downtown.

Kiosk design is intended to provide a highly flexible and easily modified wayfinding and interpretation display;

- Kiosks could be sponsored by local businesses;
- Kiosks are expandable and may include business advertising;
- Kiosks should be located at key entry points to the downtown core to direct and inform users; A downtown map indicating 'you are here', should be included on at least one face of the kiosk; and
- Freestanding units shall have a natural ledgestone base. Ledgestone shall be Vancouver Island Greenstone to match overall site detailing.

Kiosks can also be mounted by bracket to any Streetlight pole, or building façade to increase flexible field applications. The kiosks have been designed to allow the flexibility to include or be dedicated to interpretive functions.

Interpretive Signs (Kiosk Application)

Visitors and residents enjoy learning about their own surroundings. Interpretive signage encourages this engagement with a place and contributes to a lasting bond and lingering memories.

Developing interpretive signage for the downtown could focus on a variety of themes:

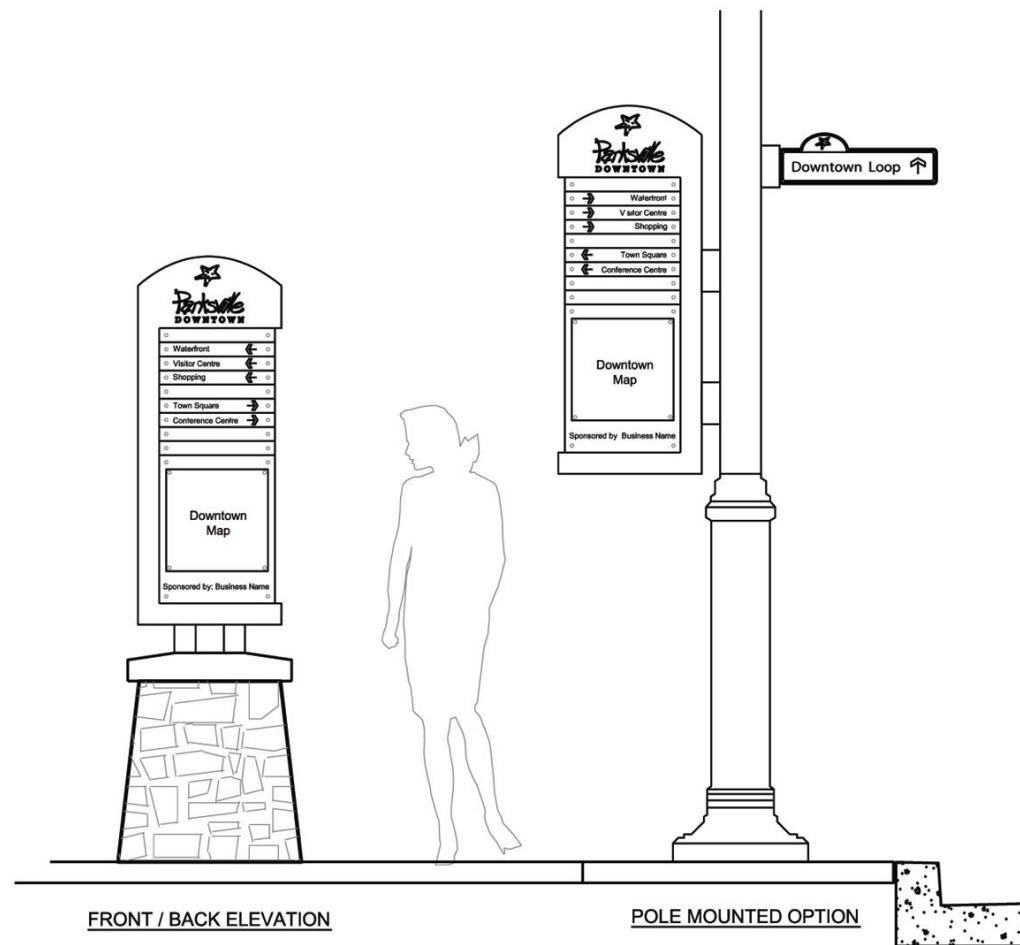
Historical signage may be developed to describe the Parksville past, and its development as a community.

Environmental signage may be developed that tells the story of Pacific flyway, the biosphere reserve, or the Wildlife management area. Environmental signage displayed within the downtown core will reinforce the connection between

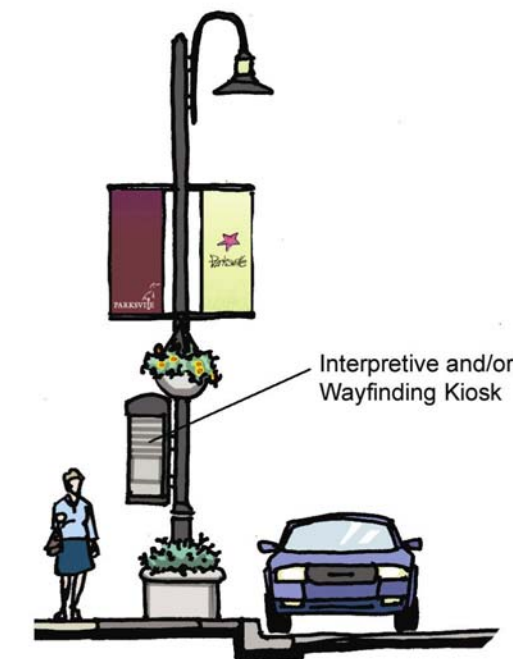
downtown and the waterfront in the minds of visitors and residents.

Signage may also describe the pre-settlement life of Aboriginal communities.

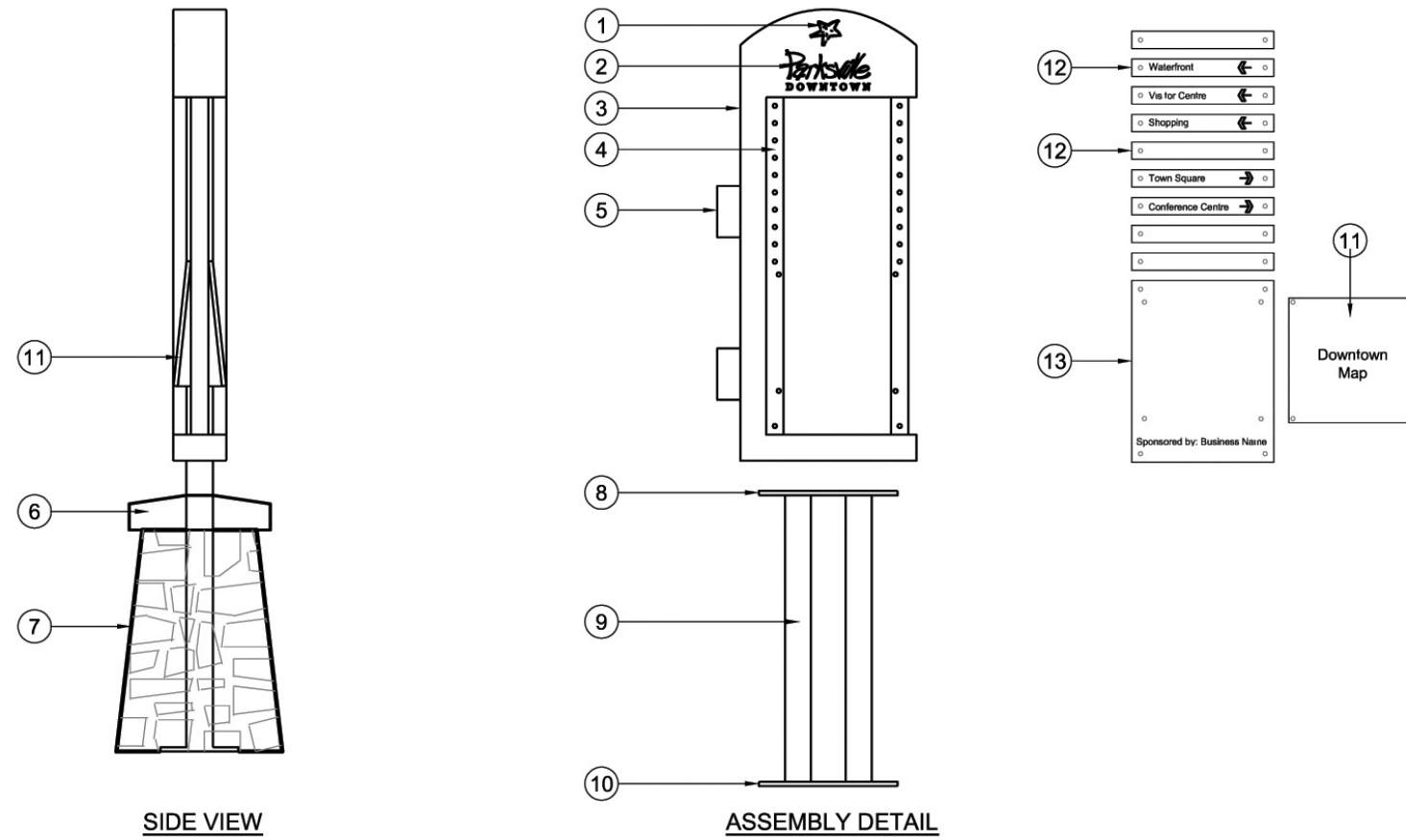
Interpretive themes may also be broadened to include: maritime history, natural history, or even whimsical themes. The significance of these programs is that they are developed from within the context of the community itself and convey something about the unique soul and character of Parksville. It is recommended that the economic development office work with local residents to create a made in Parksville interpretive program.



Flexible Kiosk Application. Pole Mounted and surface options are illustrated above.. The Downtown Map panel can easily be substituted for historical photos or other interpretive Displays.



Typical Pole Mounted Kiosk location on streetlight pole.



- ① Plasma cut icon graphic. 13mm stainless steel plate (2K mechanical finish).
- ② Raised logo. 13mm plate aluminum. Welded in place. Powdercoat black.
- ③ Sign bracket frame. 13mm plate aluminum. Welded to fastening bar. Powdercoat black.
- ④ Fastening bar. 50mm square tubular aluminum (hollow-core). Welded in place. Pre-drill all bolting points. Powdercoat black.
- ⑤ Optional streetlight pole mounting brackets. Aluminum assembly. Welded to sign bracket. Powdercoat black.
- ⑥ Natural stone cap. Locally quarried stone to be 'Vancouver Island Greenstone' or approved equal. Grout Colour shall be coordinating grey.
- ⑦ Natural ledgestone cladding. 2" or greater edge face width. Locally quarried stone to be 'Vancouver Island Greenstone' or approved equal. Grout Colour shall be coordinating grey.

- ⑧ 38mm aluminum plate. Welded to 75mm posts. Pre-drill all bolting points. Powdercoat black. Connect to sign bracket with (4)four 38mm bolts.
- ⑨ 75mm square tubular aluminum posts (hollow-core). Welded to anchor plate. Pre-drill all bolting points. Powdercoat black.
- ⑩ 38mm aluminum plate. Welded to 75mm posts. Pre-drill all bolting points. Powdercoat black. Connect to stable concrete surface with (4)four 38mm expansion bolts.
- ⑪ Cantilevered map mount. 13mm stainless steel plate (2K mechanical finish). Angle shall be 6 deg. Pre-drill all bolting points.
- ⑫ Directional Point-of-interest plaque. 13mm stainless steel plate (2K mechanical finish). Applied typeface shall be black. Pre-drill all bolting points. blank expansion plaques shall be installed to fill voids.
- ⑬ Donor plaque. 13mm aluminum plate. Powdercoat black. Applied typeface shall be contrasting grey. Pre-drill all bolting points.

Detail illustrating kiosk components and installation options

Public Art

In combination with the proposed pedestrian signage and wayfinding system and interpretive signage, an additional layer of pedestrian interest and community identification is proposed through the sequential placement of public art projects. These public art nodes would occur both along the pedestrian loop and through the downtown core. Pedestrians

will be led by a series of discoveries from one visually intriguing location to another generating curiosity along the way.

Waterfront Walkway Feature

At the terminus of McMillan Street this location serves as a pivot point between the beach and connections to the upland shopping core. Public Art and vernacular site architecture should be designed to draw beach users to this main entry point.

McMillan & Highway 19A

From the McMillan waterfront this installation is designed to draw people toward the downtown. Artwork in this location should be located close to the intersection to be visible to beach users, but also to travelers using the 19A corridor.

This location may also include directional signage, seating and planting.

McMillan Street & Memorial Avenue

With the addition of curb bulges at this intersection additional space will become available for a Public Art and/or Historical Marker.

Parksville Town Square

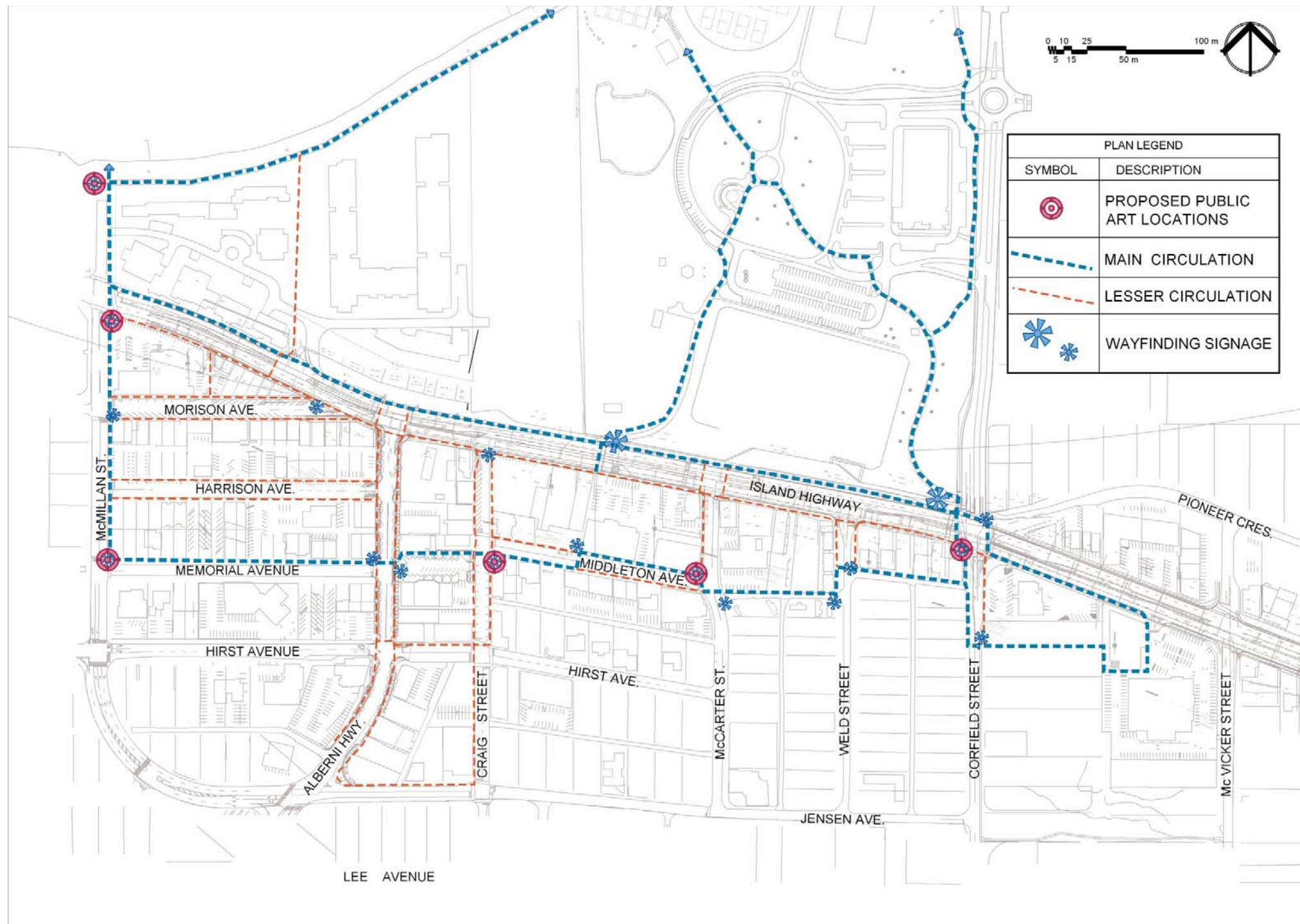
From the intersection of McMillan and Memorial pedestrians will be drawn toward the visual interest and activity of the Town Square. Planting and business activity during the day, dramatic lighting at night the noise and bustle of an active town square will provide a strong focus for pedestrians from all directions.

Corner Plaza

Designed as a supporting space for the Town Square this plaza creates an expanded pedestrian zone that provides the connection to Middleton Avenue.

Curb bulges at the **intersection of Morrison Avenue and McCarter Street** provide an opportunity for a public art with the intent of drawing pedestrians further East through downtown.

The Corfield Street and Highway 19A Intersection is a major connection point between downtown and the waterfront. The Southwest corner of the intersection should incorporate a welcoming entry to the Community Park encouraging users



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across the highway. Seating may be incorporated at this point with signage to introduce the downtown-walking loop.

Public Art projects should be commissioned by the City of Parksville in coordination with the Oceanside Arts Coalition and Downtown Business improvement Area. Many communities have implemented public art plans that formalize the communities intentions and provide funding through the development amenity packages or development cost charges.

Local Artists would ideally be selected for these projects as a means of expressing the local arts and culture.

For the purposes of this overview we have suggested that Public Art should also encompassed opportunities for Historical Interpretive Displays which may be developed as part of an interpretive program.



Public Art projects should be commissioned by the City of Parksville in coordination with the Oceanside Arts Coalition and Downtown Business improvement Area. Many communities have implemented public art plans that formalize the communities intentions and provide funding through the development amenity packages or development cost charges.

Murals

Murals should be encouraged throughout the downtown core. Building profiles adjacent to vacant or undeveloped lots are prime locations for commissioned artworks.

An arts advisory committee should review mural applications. The committee will decide whether proposed artwork suits the downtown character and overall theme.

Sculpture and Temporary Exhibitions

Vacant lots, curb bulges and the 1.2m utility zone of public sidewalks provide a variety of additional opportunities for the exhibition of sculptural or temporary art exhibits throughout the downtown core.

Design for a Memorable Marketable Character	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Downtown Benches and Sponsorship Program – as one of the most visible elements of downtown streetscape program, benches are ideally suited as a item for private sponsorship. Custom bench designs provide a unique character for the community.	EDO, Eng & Op	Landowners, Downtown Business, Service Clubs, Residents		✓	✓	
Bicycle Racks , including enclosed storage facilities	Planning, Eng & Op	Landowner, Downtown Business	Residents, Service Clubs	✓		
Street Trees	EDO, Downtown Business	Landowners		✓		
Floral Display – throughout this report several options for floral displays are discussed. Hanging baskets, planters and flower top waste receptacles may all be considered as part of a sponsor driven floral display program.	EDO, Planning	Landowner, Downtown Business	Residents, Service Clubs	✓		
Buffer planting and vegetative screens – to screen vacant lots and parking	Landowners, Downtown Business	EDO	Planning, Eng & Op	✓	✓	
Street lighting – proposed street lighting is similar to existing city standard. Additional building mounted lighting is recommended for alleys where space for street lighting is limited.	EDO, Eng & Op	Landowners	Downtown Business	✓	✓	



Two examples of downtown waterfront public arts initiatives in Taft, Oregon.



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Design for a Memorable Marketable Character	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Banners	EDO, Downtown Business	Planning	Service clubs, residents	✓	✓	
Seasonal Decorations	EDO, Downtown Business	Planning	Service clubs, residents	✓	✓	
Commercial Signage	Downtown Business		Eng & Op	✓		
Wayfinding Signage	EDO, Planning	Eng & Op	Landowners	✓		
Public Art – A proposal outlining a variety of public art sites is identified including seven key locations. A public art plan would confirm these potential sites and identify appropriate funding sources.	EDO, Planning	Community Arts, Service Clubs	Landowners, residents	✓	✓	✓

Putting 19A to Work for Parksville

The third phase of Parksville’s downtown revitalization planning focuses on the need to “...identify methods of enhancing the Highway 19A Corridor from an image perspective and identify methods of improving connectivity between the Waterfront and the Downtown...”.

In its current form, the 19A corridor creates a significant barrier to a successful integration of the City’s downtown businesses and its waterfront attraction.

Constructed prior to the development of the Inland Island Highway, the 19A corridor still has wide travel lanes and an overall engineering design that supports a high volume of vehicle travel including significant volumes of through traffic that passes through Parksville’s downtown but does not stop.

Even after the construction of the Island Highway Bypass, traffic volumes have remained high as travelers continue to use the 19A corridor as a through route.

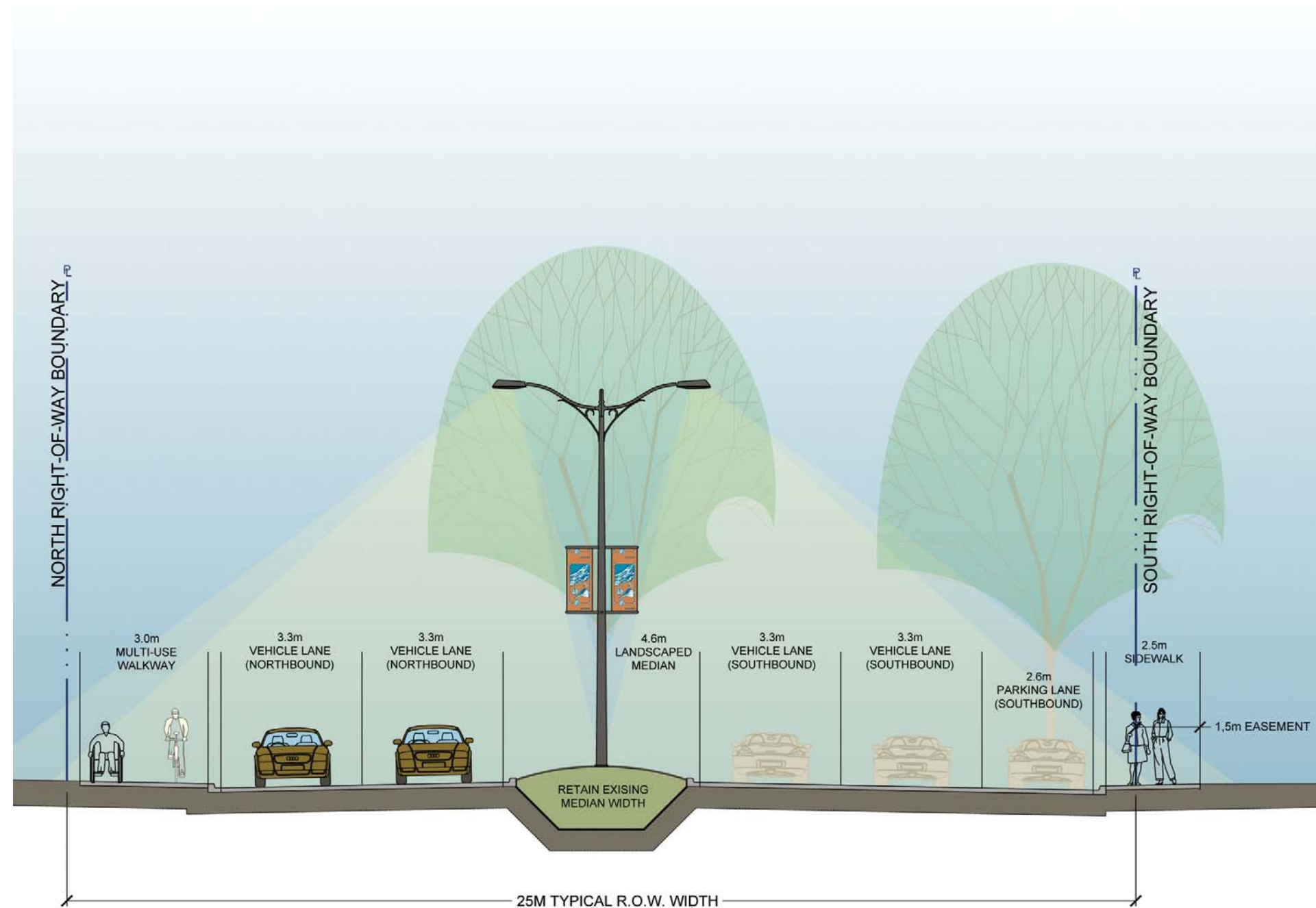
In addition to the 4 wide travel lanes, this section of highway was built with a two way left turn slot which increases the overall pavement width and reduces the opportunity and likelihood of pedestrian movements between the waterfront and downtown.

Finally, the 5 lane highway cross section reduces the opportunities to create meaningful pedestrian environments within the road ROW leaving minimum sidewalk widths and little boulevard or roadside planting.

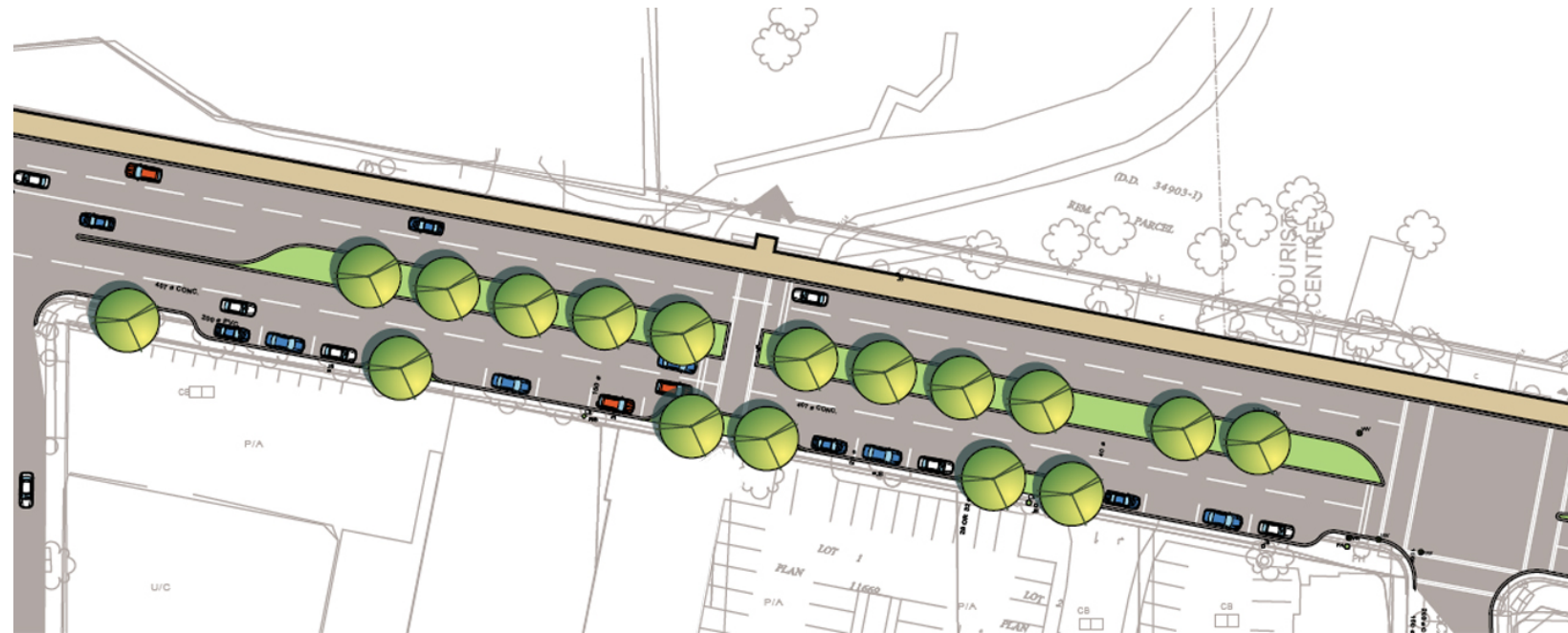
Taken together these conditions have produced a corridor with an overemphasis on vehicle through traffic, and an uninviting pedestrian environment. The absence of pedestrian movement along the south side of the 19A corridor is evident as businesses have responded by de-emphasizing their exposure to 19A and seeking alternative business frontages.

The approach to reemphasizing this corridor as a part of Parksville’s downtown focuses on three factors:

- managing through traffic;
- reducing travel speeds through the downtown section; and
- enhancing pedestrian and commercial environments.



With narrower travel lanes, wider sidewalks for people, additional median planting and some new onstreet parking in front of new storefronts, 19A can be transformed into a friendly and comfortable downtown street.



Typical Plan view with on-street parking on the upland curbline.

Managing Through Traffic

As Parksville's downtown continues to mature, the role of the 19A corridor can be expected to change.

When the existing roadway was constructed it was the only through travel route on the east coast of the island. As such the road was designed to move traffic quickly and efficiently up and down the island. In this role the existing highway cross section has performed well.

With the construction of the Inland Island Highway the opportunity to direct traffic entering Parksville from the Alberni Highway turnoff was contemplated. To some extent this transition has been successful, but many travelers still use the 19A corridor. In addition to physical changes to the 19A corridor within the downtown precinct the following should also be considered to facilitate the transition of the 19A corridor:

Name Change

As it passes through the downtown the intent of the following recommendations will be to encourage a transition from highway to city street. The name of the street should also

reflect this new designation. The 19A designation should be dropped in favour of a name that more accurately reflects the streets new role.

Redirecting Through Traffic

Northbound traffic – review highway signage at the south highway approaches to de-emphasize the 19A approach and encourage access from Alberni Highway, and review / add signage at the intersection of Alberni and Jensen to direct northbound through traffic along McMillan;

SouthBound Through Traffic – add signage on 19A at McMillan to direct travelers onto the Alberni exit.

Road Diet

The following sections describe a variety of physical changes to this roadway. Most of these are intended to reduce the overall size of the road to achieve a better balance between the use of the road as a travel corridor and its other role as city street and public outdoor space. These size reductions are frequently referred to as a road diet.

When similar changes have been implemented in other communities throughout North America traffic volumes have gone down as travelers identify alternative routes.

Festival Lane Closures

As part of this transition planning, alternative road cross-sections that reduced the through travel to one lane in each direction were also considered. Such a change would require a more comprehensive review of traffic circulation throughout the community and the idea is not included in the overall recommendations of this report.

As an incremental step in managing toward reduced through traffic volumes the concept of temporary lane closures in conjunction with a special event or festival was considered.

Closing a travel lane to traffic would allow for increased use of the street for festival events, overflow parking, etc. In addition to the increased space the lane closure would also have the effect of constricting traffic, reducing both travel speed and overall volume. Through this device the City could better assess the traffic impacts of the lane closures and plan future infrastructure improvements.

The temporary lane closure can be a low cost / low risk method of assessing the community's reaction to the

changing character of this corridor. A change of this type should be well planned with extensive signage and advance public notice so that people not involved in the community festivities can plan travel alternatives.

Reducing Travel Speeds

Interrelated to the traffic volume reduction proposals described above a number of changes are targeted at reducing the effective travel speeds of the 19A corridor between McMillan and McVicker. The existing wide cross section allow vehicles to move quickly through this section with travel above posted speed limits a frequent occurrence. With increased pedestrian cross traffic, the opportunity for pedestrian / vehicle conflicts increases.

Reduced Lane Widths

In its current configuration the 19A corridor has four wide travel lanes suitable for highway travel. The proposed cross section illustrates recommended lane widths of 3.3 metres which would be equal to the City’s standard for a collector road. Separate from other recommendations proposed the reduction of lane widths can be expected to produce a lower effective travel speed.

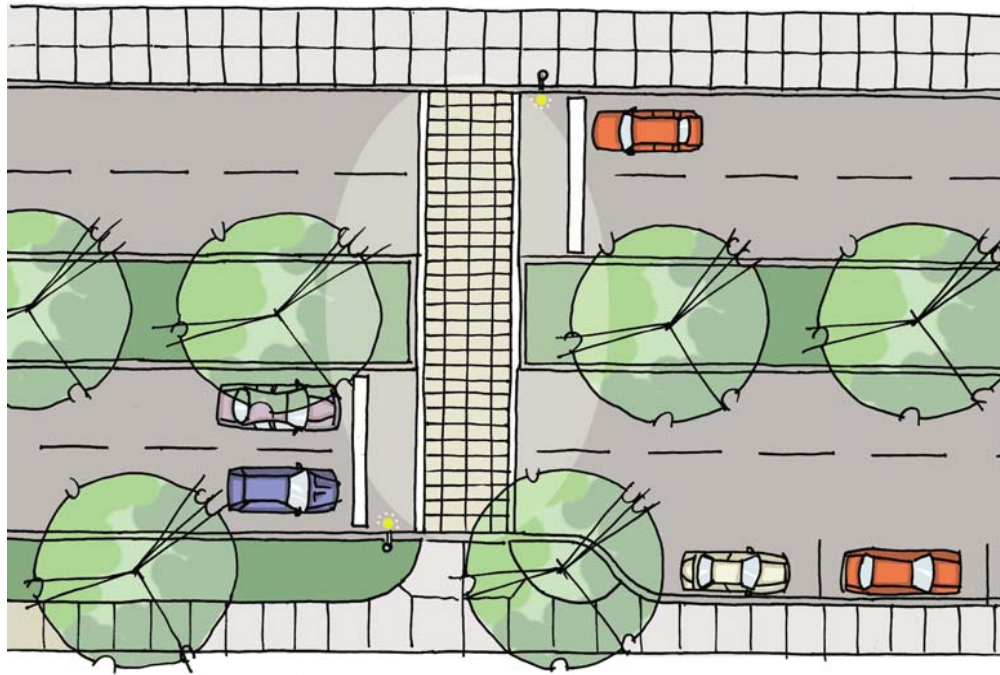
On Street Parking

On street parking is proposed for this section of the corridor to support business activity in adjacent property.

In the context of travel speed reductions the addition of on-street parking also contributes to a lower overall travel speed. At the same time on-street parking can provide a measure of safety by creating a buffer between travel lanes and the pedestrian zone.

Raised Planted Medians

In its current configuration the 19A corridor makes extensive use of a fifth lane for left turn movements. As part of the revised cross section some of this area is recaptured as a planted median. The addition of the median planting contributes to the trend toward lower travel speeds by giving drivers the impression of a more intimate travel corridor even where actual lane widths are undiminished by this change.



Mid block crossings can be marked in a variety of ways, including signage; pedestrian activated signals, textured pavements; or even raised pedestrian crossings. An important part of the pedestrian circulation network, mid block pedestrian crossings will need to be carefully considered in the context of a broader traffic analysis.

Pedestrian Crossings

Discussed in greater detail as part of the pedestrian circulation planning the addition of pedestrian crossings can have a significant impact of travel speeds.

Pedestrian crossings can be marked in a variety of ways, from signage; to pedestrian activated signals, to textured pavements; to an extreme of a raised pedestrian table crossings. Wherever crossings are contemplated the requirement for vehicles to stop to allow people to cross will necessarily mean that travel speed throughout the corridor are reduced.

Throughout the development of this revitalization strategy it is clear that the opportunity for pedestrian movements back and forth across 19A are an extremely important aspect component of an overall pedestrian network and as such they play a key role in the overall revitalization strategy. At the same time, giving a higher priority to pedestrian movements can have a significant impact on the existing function of the 19A corridor and these changes would need to be considered in the context of a broader traffic analysis.

Design Character

A final set of recommendations for the 19A corridor is aimed at enhancing the pedestrian experience along both the business frontage and the waterfront side of the corridor as it related to newly developing residential and Community Park.

The effective implementation if these ideas cannot be completed without an effective resolution of the requirements to manage traffic volumes and travel speeds. Without first addressing these issues this effectiveness of the character enhancements described below will be limited.

Space for People – Business Frontage

Properties with frontage onto the 19A corridor have had limited success in developing street related businesses. Some have found it necessary to re-orient internal functions so that pedestrian entrances are away from the 19A corridor.

Through the changes proposed in the typical cross-section business revitalization is encouraged by:

- Providing on-street parking that provides new highly visible parking directly in front of adjacent businesses. These few additional stalls can be extremely effective providing short term access for businesses;
- Providing a buffer between road traffic and the sidewalk pedestrian environment. The separation of uses provides a safer more enjoyable pedestrian environment that encourages people to make better use of the sidewalks.
- Creating a larger more useable pedestrian space. Turning over space gained from narrower travel lanes increases the quality of the pedestrian environment.

Space for People – Residential and Park Frontage

On the waterfront side of the 19A corridor a broad pedestrian walkway is contemplated. A 3 or 4 metre wide multi-use sidewalk is considered as part of a pedestrian network that ties the downtown together with the Community Park.

On-street parking is not indicated along this side of the street so the views to the water and park are kept open and because the absence of business frontage minimizes the immediate need for short-term parking.

Other Traffic Access and Circulation

In addition to the changes to the 19A corridor described above, consideration of the following incremental traffic enhancements may also support the objective of making the 19A corridor more people friendly and supportive of downtown business:

- Reinforce the ring road concept through changes to the Alberni / McMillan intersection, including, easing right turn movements (southbound 19A onto McMillan) and adjusting traffic signal phasing/timing to direct traffic to the ring road and away from Alberni/Highway 19A intersection;
- Allow enhanced east-west road connections within downtown (e.g. Memorial–Middleton connection, extension of Middleton via existing lanes east of McCarter [upgrade to roads through redevelopment], extension of Jensen east of Corfield). This improved circulation will reduce the need for local traffic to use Highway 19A for circulation;
- Provide enhanced road connection/circulation on the north side of 19A. A ‘Beachside Drive’ concept which links McMillan to the Community Park, may further reduce local traffic on 19A. Such a road connection could also provide secondary pedestrian and vehicular access to the Community Park. Details of this new infrastructure would be developed in conjunction with changing land use patterns between 19A and the waterfront.

Parkville Downtown Revitalization

Putting 19A to Work for Parkville	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Name Change – as a first step in the re-designation of this section of road, a name change will signal a new approach.	City Council, EDO, Planning	Planning, Eng & Op	Landowners, Downtown Business, Service Clubs, Residents	✓		
Redirecting Through Traffic – review of directional signage	Planning, Eng & Op	EDO		✓	✓	
Festival Lane Closure – to better understand the impact of 19A cross section reductions a temporary lane closure for northbound traffic may be considered.	Eng & OP, Planning	EDO, festival society	Residents, Service Clubs	✓		
Reduce Lane Widths – prepare detail design for 19A lane redevelopment to reduce travel lane widths and increase space for pedestrian and streetscape environments.	Eng & OP, Planning	Landowners, EDO			✓	✓
19A Onstreet parking – provide additional on-street parking along southbound lanes for 19A	Eng & OP, Planning	Landowners, EDO			✓	✓
Raised medians and planting – developed in conjunction with lane width reductions	Eng & OP, Planning	Landowners, EDO			✓	✓
Pedestrian Crossings – may be developed in conjunction with lane width reductions but if overall development of 19A is delayed the crossing should be considered as a separate item in advance	Eng & OP, Planning	Landowners, EDO		✓	✓	✓
Design Character – preferred solutions described above would be developed in conjunction with corridor redevelopment / lane width reduction. If an overall program of change is deferred, a program of incremental changes may be considered	EDO, Planning	Eng & OP	Landowners, EDO	✓	✓	



Illustration showing on-lot parking within the downtown core

Parking

Access to parking for customers, residents and employees is always a key component of a successful revitalization strategy. In many ways there is a higher standard for parking in a downtown area than for a shopping mall because the parking is not such an obvious part of the downtown landscape. When it comes to parking frequently the perception is as important as the reality.

How much parking is enough? The quantity of parking is only part of the answer. Parking must be accessible in the right places and at the right times. A parking stall that is directly in front of a store, but which is occupied all day while the store is open does little to encourage the perception that shopping downtown is easy and accessible. Patrons of downtown businesses should be able to find parking close to the entrances of the businesses they use. In the City of Duncan, for example, they describe this approach as their “100% customer friendly downtown.”

Existing Parking

A count of existing parking shows that there are 1600 parking spaces within the downtown area:

- approximately 500 onstreet spaces, and;
- approximately 900 offstreet spaces.

Locations of existing parking are illustrated in the adjacent figure.

Recommended Parking Strategies

The following section outlines strategies that can be developed to ensure that the existing parking inventory is used efficiently and that options for additional future parking are identified in appropriate locations. These recommendations are set up to provide ideas for immediate improvements as well as providing suggestions for longer term solutions.

Parking strategies respond to the following trends:

- Better management of existing parking will be required as demand increases;
- Infill development may reduce the quantity of off site parking;
- Access to parking is a key component for sustained business success;

Parksville Downtown Revitalization

- Onstreet parking provides the best possible access to most businesses and should be managed to provide short term parking;
- 4 hr. offstreet parking for downtown customers and visitors to Parksville should be identified;
- Long term parking should be identified and publicized for downtown workers.

What can be Done Now?

A variety of incremental steps can be taken to improve parking availability over the short term by working closely with downtown businesses and landowners.

- Establish a downtown parking committee with representatives from business, landowners, council and staff.
- Develop additional signage to direct visitors to existing parking locations.
- Promote designated employee day parking outside of the core. Encourage landowners and merchants to recognize the value of providing private off-street parking for their customers.
- Prepare a public information brochure that communicates the idea that downtown parking is easy. This brochure may include information for merchants and those needing long term parking as well as a map showing parking options.

Next Steps

Additional improvements are most effectively implemented in the context of a comprehensive parking management plan. Such a plan would focus on equalizing and maximizing the use of parking throughout the downtown, and ensuring availability of parking stalls in high-demand areas. Concepts to be considered may include:

- Review of alternatives from similar communities throughout the province.
- Develop a Shared Parking Program to facilitate multiple use strategies where peak demands occur at different times (e.g. office parking during the day, residential parking during the night). For example, the Town Square proposal described in this report would allow commercial day use parking during regular business hours but provide options for alternative uses when adjacent businesses are closed.
- Develop city owned downtown parking lots for 4 Hr. Customer Parking. The provision of well-signed public parking lots will

relieve pressure for on-street parking and improve the perception of parking availability.

- Develop city land at Craig & Jensen and Jensen & Alberni for employee parking. The provision of employee parking may be provided in conjunction with a BIA/Business led initiative to communicate with staff about the importance of maintaining open parking in the proximity of downtown businesses.
- Investigate opportunities to acquire additional land for future use as off-street customer or employee parking.
- Review options to accommodate downtown RV parking. Where RV parking is provided, Jensen & Alberni, or Community Park for example directional signage and information brochures should also be developed.
- To support in-fill development within the downtown core, a review of existing parking bylaws and development regulations to allow site specific reductions in on-site parking requirements should be undertaken. This is a particularly effective incentive for downtown redevelopment where small land parcels within the downtown can be severely impacted by current parking requirements.
- These larger parking areas are frequently under used because they are not top of mind for shoppers. Several communities use electronic counters to indicate parking availability for users.
- Where appropriate, cash-in-lieu alternatives to on-site parking should be considered. These resources can be directed to fund the development of parking facilities elsewhere in downtown.
- Additional on-street parking is proposed as part of the design of an alternative cross section for the 19A corridor. Wherever possible additional on-street parking should be considered as this provides the best possible access to adjacent businesses.
- Through the economic development office and the emerging BIA, continue discussions with downtown stakeholders to identify cost effective and convenient parking alternatives.

Longer Term Solutions

In the longer term the City may wish to consider plans to construct parking facilities to increase its supply of public parking. A variety of funding options may be considered including: public / private partnerships, cash-in-lieu of on-site parking levies, development cost charges, special area levies, or other.

Parksville Downtown Revitalization



In the long term, the City may wish to provide additional public parking through the development of an underground parkade. One possible location for such a facility is shown here. In this location parking could be developed on a number of levels developed into the existing hillside.

Facilities should be designed to reduce the visual impact of parking and may be integrated with other uses (such as retail).

Larger, single purpose surface parking lots may be difficult to locate in appropriate locations and can have a negative visual impact. The illustration below suggests a possible future parkade location.

Shuttles

The use of shuttles has been discussed at a variety of public venues. Indeed the use of transportation shuttles may have value for Parksville where travel between two destinations – the waterfront and downtown – is prevalent.

As a first step, the business case for transportation shuttles should be developed. This business analysis may consider:

- shuttles operated by service clubs as a community service, or as a fundraiser;
- event shuttles sponsored by festival organizers or downtown businesses;
- private for profit shuttle service;
- and/or valet parking.

	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Parking						
Review Existing Parking Bylaw – investigate options to reduce parking requirements as a tool to incent downtown development	EDO, Planning	Landowners, Downtown Business		✓	✓	
Parking Management & Signage – encourage off-street parking where possible, provide signs showing alternate parking locations, 100% customer friendly parking brochure	EDO, Downtown Business	Landowners		✓		
Comprehensive Parking Management Plan – including a shared use plan	EDO, Planning	Landowner, Downtown Business			✓	
On-street Parking on 19A	Planning, Eng & Op	Landowner, Downtown Business			✓	✓
Planning for New Parking Facilities – to be incorporated as part of longer term downtown development plans.	Planning	EDO, landowners, downtown business			✓	✓
Shuttles – develop business case.	EDO, downtown business	Planning	Private Sector Transportation		✓	

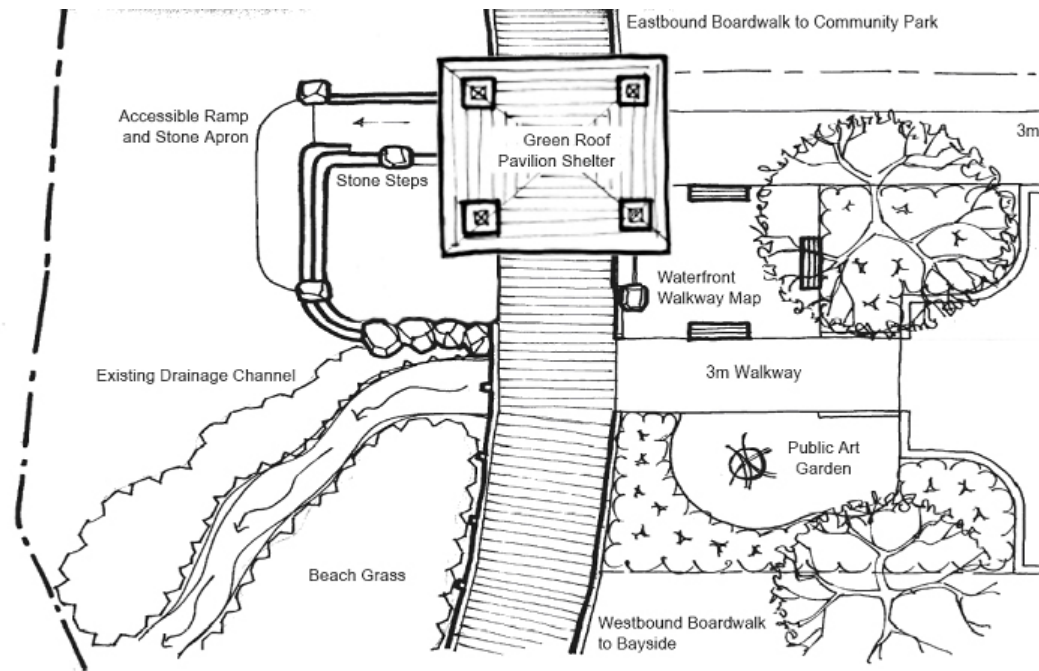
McMillan Waterfront Feature

Part of the waterfront walkway, the McMillan Waterfront Feature is included in the discussion of key projects for downtown revitalization because of the vital role it will play linking downtown with the waterfront. Once the walkway is completed it is anticipated that many people who now walk the beach will be motivated to walk to the end of the boardwalk as part of their waterfront experience.

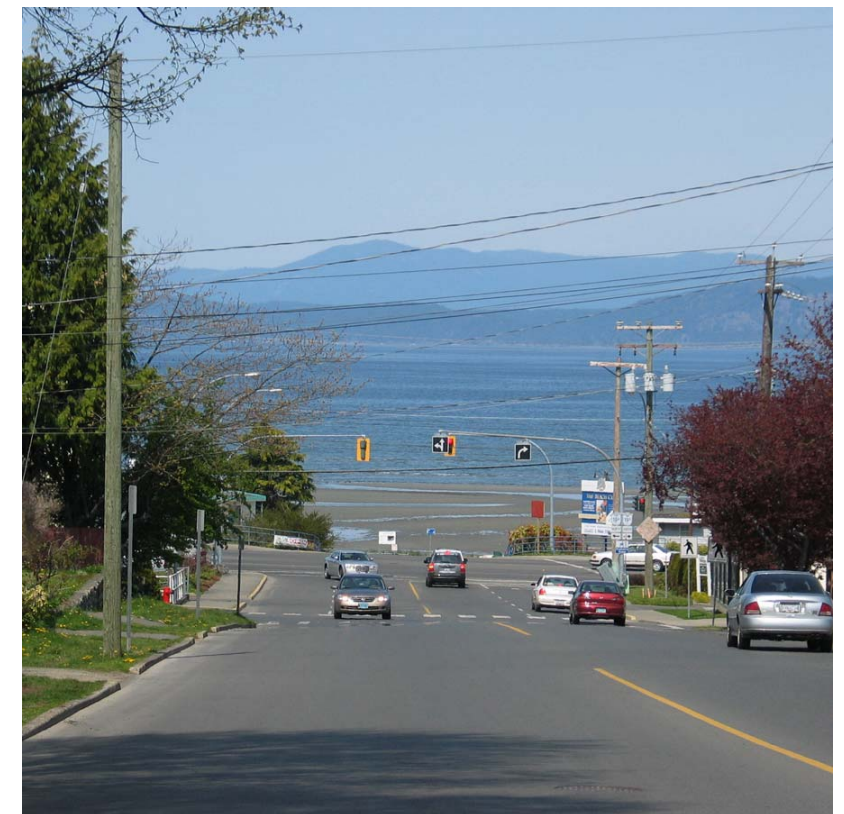
This location is the closest physical distance between downtown and the waterfront and is therefore a significant connection point to draw people attracted to visit the waterfront to make an evening or afternoon circuit that includes a stroll through downtown.

To invite waterfront visitors into the downtown, the boardwalk structure will be designed to incorporate wayfinding and directory signage guiding people to Parksville's downtown and the services provided there.

At the McMillan end of the walkway, where parking opportunities will be limited, a strong connection to downtown encourages visitors to park downtown as part of a waterfront experience. This link draws a closer connection between downtown and the waterfront as visitors take advantage of downtown services.



At the foot of McMillan Street the waterfront boardwalk is closest to downtown. With a strong connection it is anticipated that many waterfront visitors will be encouraged to take an afternoon or evening loop walk that includes a walk of the waterfront and a stroll down Memorial, through the Town Square and along Middleton. Many longer and shorter variations of this loop are also possible using the pedestrian network described in this revitalization strategy.



Looking toward the Strait of Georgia, this is one of the most memorable images for visitors to the City of Parksville. A strong connection between the proposed waterfront walkway and downtown are proposed at this location.

Parksville Downtown Revitalization

McMillan Waterfront Feature	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Prepare Detailed Design Plans – develop existing concept design plans to incorporate pedestrian wayfinding signs and downtown business directory	Planning, Eng & Op	Landowner, Downtown Business		✓		
Confirm Funding – review current funding to determine support for a fully developed feature plan	Planning, Eng & Op	Landowner, Downtown Business		✓	✓	
Project Implementation – tender and construction	Planning, Eng & Op	Landowner, Downtown Business			✓	



View toward the proposed Town Square Revitalization

The development of a pedestrian space has been identified in the existing Downtown Master Plan. This Town Square provides for civic uses during off business hours. The Town Square also reconnects Memorial and Middleton Streets as part of an overall downtown pedestrian network.

Parksville Town Square

The opportunity to create an open civic square has been identified as one of the key projects in this revitalization strategy.

The proposal is essentially a renovation of an existing parking lot adjacent to the Coastal Community Credit Union between the Alberni Highway and Craig Street. This proposal is carried forward from earlier studies that identified this location as a central focus for the downtown.

It is understood that such an enhancement could only be successful with the willing participation of the City and the affected landowners. Early discussions suggest that the benefits of this proposal are well understood by these potential partners.

How would a Town Square work?

The new town square is created by organizing existing traffic movements to simplify the overall site layout. All existing parking stalls are retained so that the business use of the lot is unaffected.

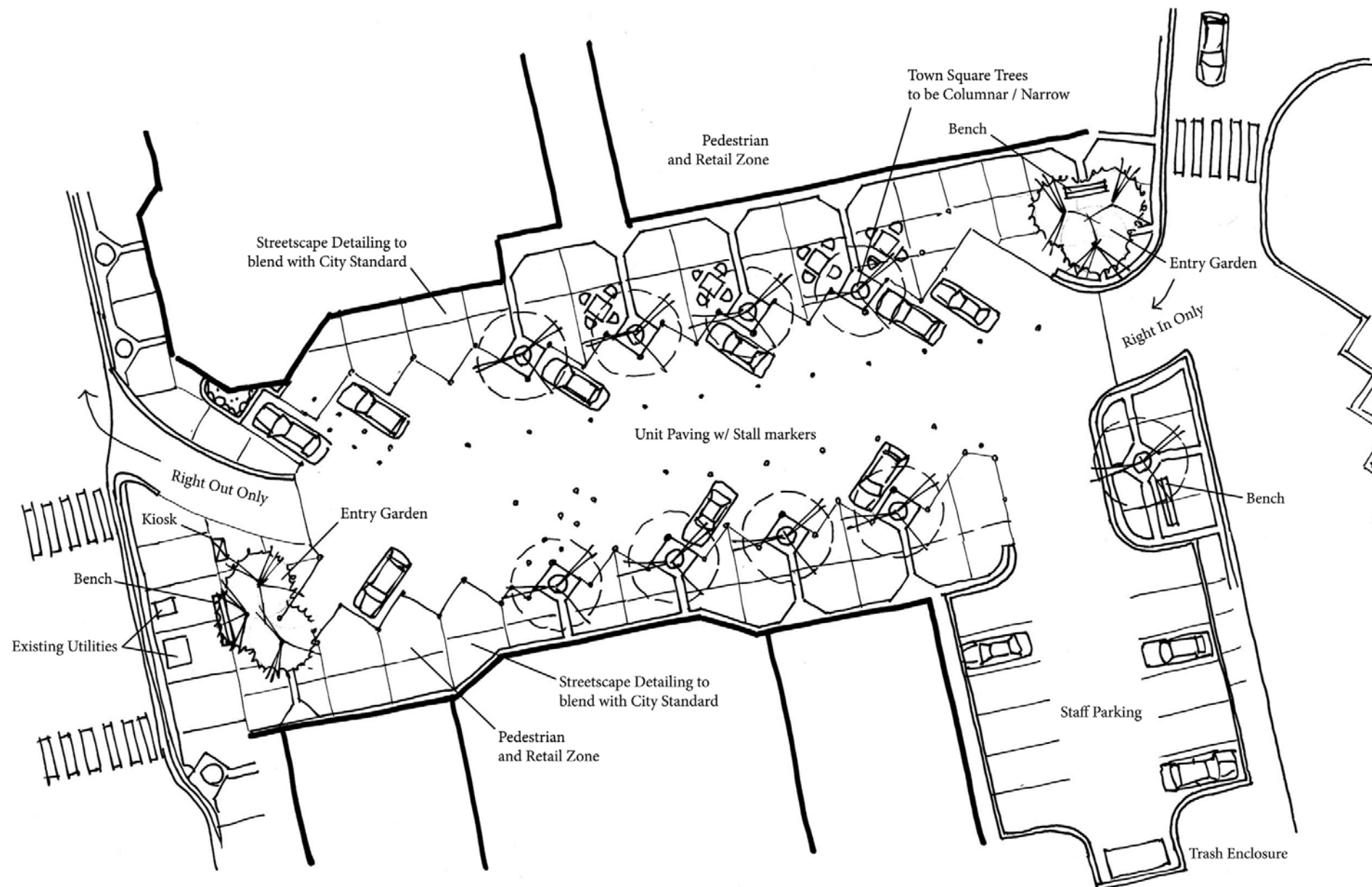
In its simplest terms, a new right turn onto Alberni eliminates the need to double back onto Craig Street and makes this space available for pedestrian use. As well, the opportunity to reconfigure the use of the space when the businesses are closed and parking is not required means that special events on weekend or holidays are possible. Markets or musicians can be set up in the Town Square either as part of a downtown promotion, or as part of a broader strategy incorporating waterfront festivals and special events.

Parking for Businesses

The proposal to enhance this area as a more identifiable public space does not diminish the use of the parking lot for current business activities. Care has been taken to ensure that an equal number of parking stalls are retained for both staff and customer use.

Joint Use Agreement

It is anticipated that the design proposal for a Town Square would also include a formalized joint use agreement setting out general expectations from the property owner and the City. A cost sharing arrangement for the development of this enhanced public space is also anticipated.



Conceptual Plan Sketch of the Town Square proposal. Providing a Right Out turn onto Albemni eliminates the need to 'double back' in this parking lot and leaves more space for pedestrians. When businesses are closed the Square can be used for Markets, musician, or just sitting and enjoying the day

What would a Town Square Look Like?

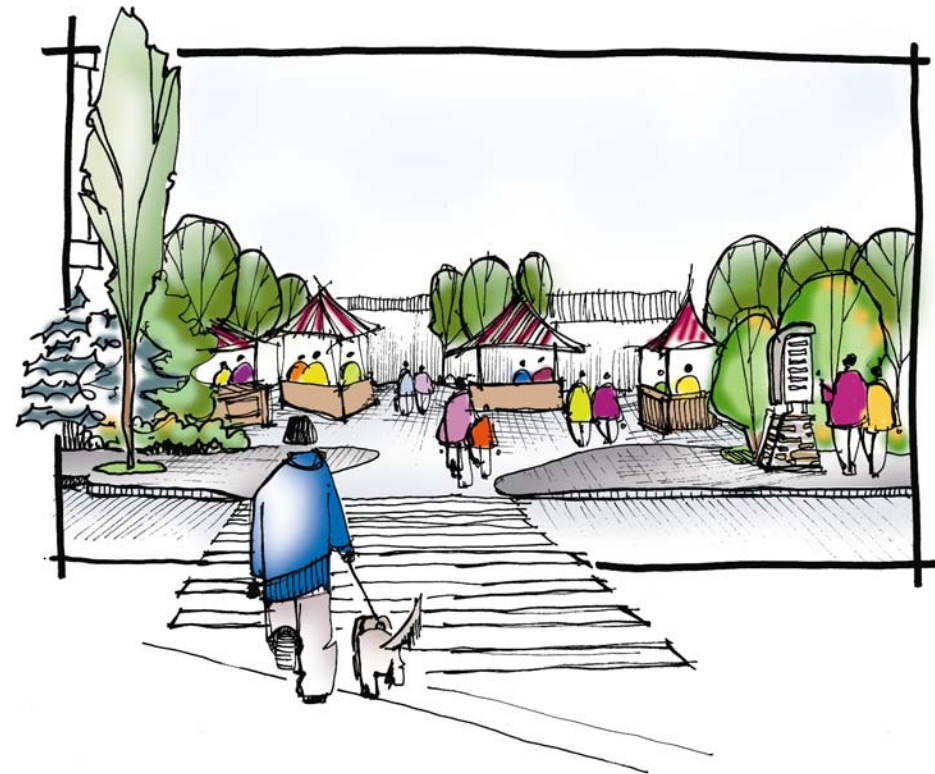
The illustration shown on the previous page is intended to show what a Town Square would look like. Broad sidewalks with paving design similar to the City's sidewalks is proposed. Two rows of street trees are suggested to define pedestrian space and extend the existing street trees on Memorial.

A significant benefit of this proposal is the visual connection provided from Memorial to Middleton.

What are the Benefits

For adjacent businesses the redevelopment of this parking area provides a variety of benefits. The enhanced spaces will provide a more enjoyable, less congested experience for Credit Union customers. After an initial adjustment the simplified vehicle circulation will provide easier access to storefront businesses. Finally, the opportunity to enhance this parking lot as a visually attractive civic space will also enhance the image of businesses that are associated with it.

For the community, the development of Town Square will see the implementation of an important piece of civic infrastructure. The cross connection between Memorial and Middleton encourages pedestrian movements and supports a more unified downtown.



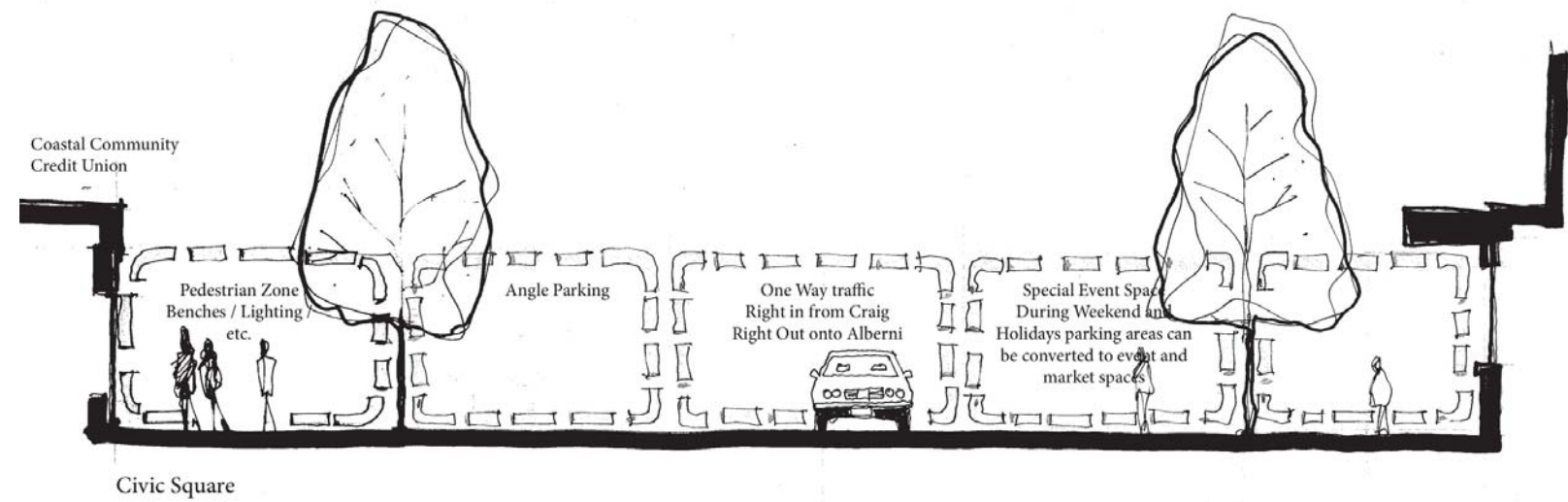
Entertainment



Market



Tourism



Parksville Town Square	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Prepare Detailed Design Plans – develop existing concept design plans to incorporate pedestrian wayfinding signs and downtown business directory	Planning, Eng & Op	Landowner, Downtown Business		✓		
Confirm Joint Use Agreement – this agreement would be negotiated between the City and the landowner.	Planning, Landowner	Eng & Op, Downtown Business		✓	✓	
Cost Sharing – cost sharing options reviewed and requirements for additional fundraising identified	Planning, Landowner			✓	✓	
Project Implementation – tender and construction	Landowner, Eng & Op				✓	

Maintenance of Civic Spaces

In addition to all of the recommendations described above it is worth noting that a simple, obvious, and cost-effective downtown revitalization strategy is just to ‘keep it sparkling clean’.

People respond positively when they can see that care and attention are paid to the simple things like clean windows and litter removal. Visitors notice and respond to this level of care, but just as importantly local residents and shoppers recognize and appreciate a clean, and by extension safe environment.

An additional advantage of a ‘keep it sparkling clean’ program is that it can start immediately – today. Whereas some aspects of the programs described require public / private partnerships, ‘keep it sparkling clean’ does not. For this – individual efforts will accumulate to make a positive impact.

Clean Sidewalks

Sidewalks are typically the most closely scrutinized public spaces within the downtown. People walking, with eyes cast downward, will notice everything. If the sidewalk is dirty, with litter about a tone will be set for the street. On the other hand, if the sidewalks are clean and free of litter, a positive tone is created. To create this positive starting point:

- Business owners should include litter pick-up in the external areas as part of a daily routine. This pick-up is likely to extend beyond the physical limits of the property to include surrounding public spaces;
- The city should arrange to power-wash downtown sidewalks as necessary to maintain a fresh appearance;
- Weed removal from public sidewalks as required.

Many of these activities are currently already underway. Only some additional effort may be required to maintain a consistent positive image throughout the downtown area.

Graffiti Removal

Graffiti is a constant and recurring problem for most urban areas. Successful programs have been developed in many communities around the concept of zero tolerance for graffiti. Experience throughout North America now illustrates that if graffiti is removed within a day dramatically reduces the incident of reoccurring events. Successful graffiti management programs are described in the table below.

Storefront Glass

As with graffiti broken glass should be repaired immediately to reduce the perception of neglect. Further, special effort should be directed to ensure that storefront windows should be kept clean throughout the downtown.

Landscape Maintenance

Earlier sections of this document set out components of a downtown planting and floral display plan.

Just as important is the care and regular maintenance of existing planted areas. Property owners and downtown businesses interested in a revitalized downtown should not overlook the importance of simple regular maintenance of planted areas. Weeding, litter removal, and replacement of dead or diseased plants will contribute to a positive public environment.

Parksville Downtown Revitalization

Maintenance of Civic Spaces	Project Leadership	Project Support	Additional Interest	Immediate Action	Medium Term	Longer Term
Litter Removal – areas surrounding downtown businesses.	EDO	Landowner, Downtown Business		✓		
Power washing sidewalks – areas surrounding downtown businesses.	Eng & Op	EDO		✓		
Graffiti Adopt-a-Block – the adopt-a-block program provides support for individuals and organization wishing to take responsibility for graffiti removal. Similar programs have been successful in Nanaimo.	EDO	Landowner, Downtown Business		✓		
Graffiti Removal Contractors – commercial graffiti removal services.	EDO	Landowner, Downtown Business		✓		
Storefront Glass – repair broken windows and keep storefront glazing clean and free of marks.	Landowner, Downtown Business	EDO		✓		
Landscape Maintenance – maintain existing planted areas. Investigate landscape maintenance downtown contractor for private property coordinated by the EDO.	Landowner, Eng & Op	EDO		✓		

Part 3

Putting Ideas into Action

The responsibility and management of the Downtown Revitalization strategy will be led by the Economic Development Office. The EDO will coordinate the involvement of downtown stakeholders, including property owners and tenants, and communicate with the community as a whole.

Recommendations contained in this document will require a constructive collaboration with other departments of the City and council to of Parksville, as they are the regulatory and approving body for many of the tools instrumental for implementation. Tools such as bylaws are currently in place to manage components such as infrastructure and signage. The existing provisions of these regulatory documents must be considered with the implementation of the recommendations of this report, and amendments may require consideration and adoption following the appropriate processes.

Another cornerstone in realizing the recommendations of this strategy is to ensure adequate resources are in place. Close coordination with the appropriate City departments will ensure adequate coordination is place with departmental work plans, budgeting and capital works planning.

Consultation with Senior City Staff will be early and on-going in the development of a Work Plan and Partnership Framework to implement this strategy. This consultation will develop recommendations for action to present to elected officials for direction. The Work Plan will be executed by the Economic Development Office with a body of the downtown stakeholders.

Implementation Checklist

The review of the following Implementation Checklist can be the basis for the development of an Implementation Plan. The early development of such a Plan will ensure that the recommendations of this document can be implemented in a cost effective and timely manner, consistent with the goals of the community and stakeholders.

General implementation cost are included for informational purposes only. Actual costs can vary widely depending on industry labour and material availability. These estimates are based on historical cost data.

Items that can begin Immediately

Pedestrian Network:

- Confirm Pedestrian Network Route (\$3,000)
- Create Interpretive Storyline (\$6,000 /coord.)
- Develop Detailed sign Plan (\$9,000 /coord.)
- Graffiti Removal/Clean Up (\$,3000 /coord.)
- Garbage Collection (\$3000 /coord.)
- Better Lighting* (\$28,000 / city block)
- Planting and Floral Display (\$3,000 /coord.)
- Street Trees* (\$850.00 / tree)
- Pedestrian Scale Signage* (\$3,000 /coord.)
- Parking Brochure (\$9,000 /coord.)
- Commercial Wayfinding Brochure (\$9,000 /coord.)

Design for a Memorable Marketable Character

- Downtown Benches and Sponsorship Program* (\$3,000 /coord., \$1,500 / Bench)
- Bicycle Racks (\$20,000)
- Street Trees (\$850.00 / tree)
- Floral Display (\$6,000 /coord., \$15,000 /Develop Hanging Basket Program, Flower Box Displays)
- Buffer Planting and Vegetative Screens* (\$100 /linear metre)
- Street Lighting* (\$28,000 /city block)
- Banners* (\$15,000 /coord.)
- Seasonal Decorations* (\$3,000 /coord.)
- Commercial Signage
- Wayfinding Signage (\$32,000 /3 Kiosks, 37 Plaques)
- Public Art* (\$60,000)

Putting 19A to Work for Parksville

- Name Change
- Redirecting Through Traffic* (\$35,000 /Signage)
- Festival Lane Closure (\$6,000 /coord.)
- 19A On-street Parking* (\$250,000 /parking, \$750,000 /lane width reductions, \$175,000 Medians)
- Pedestrian Crossings* (\$35,000 /each)
- Design Character* (\$9,000 /coord.)

Parkville Downtown Revitalization

Parking

- Review Existing Parking Bylaw* (\$9,000 /coord.)
- Parking Management and Signage (\$6,000 /coord.)

McMillan Waterfront Feature

- Prepare Detailed Design Plans (\$20,000)
- Confirm Funding* (\$3,000 /coord.)

Parkville Town Square

- Prepare Detailed Design Plans (\$20,000)
- Confirm Joint Use Agreement* (\$9,000 /coord.)
- Cost Sharing* (\$350,000)

Items to be planning over the Medium Term

Pedestrian Network

- Better Lighting* (\$28,000 / City Block)
- Street Trees* (\$850.00 / Tree)
- Pedestrian Scale Signage* (\$3,000 /coord.)

Design for a Memorable Marketable Character

- Downtown Benches and Sponsorship Program* (\$3,000 /coord., \$1,500 / Bench)
- Buffer Planting and Vegetative Screens* (\$100 /linear metre)
- Street Lighting* (\$28,000 /city block)
- Banners* (\$15,000 /coord.)
- Seasonal Decorations* (\$3,000 /coord.)
- Public Art* (\$60,000)

Putting 19A to Work for Parkville

- Redirecting Through Traffic* (\$35,000 /Signage)
- Reduce Lane Widths* (\$750,000)
- 19A On-street Parking*(\$250,000)
- Raised Medians and Planting* (\$175,000)
- Pedestrian Crossings* (\$35,000 /each)
- Design Character* (\$9,000 /coord.)

Parking

- Review Existing Parking Bylaw* (\$9,000 /coord.)
- On-street Parking on 19A* (\$250,000 /parking)
- Comprehensive Parking Management Plan (\$6,000 /coord.)
- Planning for New Parking Facilities* (\$9,000 /coord.)
- Shuttles (\$3,000 /coord.)

McMillan Waterfront Feature

- Confirm Funding* (\$3,000 /coord.)
- Project Implementation (\$270,000)

Parkville Town Square

- Confirm Joint Use Agreement* (\$9,000 /coord.)
- Cost Sharing* (\$350,000)
- Project Implementation (\$28,000)

Items to be Planned over a Longer Term

Design for a Memorable Marketable Character

- Public Art* (\$60,000)

Putting 19A to Work for Parksville

- Reduce Lane Widths* (\$750,000 /lane width reductions)
- 19A On-street Parking* (\$250,000)
- Raised Medians and Planting* (\$175,000)
- Pedestrian Crossings* (\$35,000 /each)

Parking

- On-street Parking on 19A* (\$250,000)
- Planning for New Parking Facilities* (\$9,000 /coord.)

*Items marked with an asterisk may be undertaken over a longer time span. For example, they may start immediately but take several years to complete.

Phasing

Specific tasks were identified in Part 2 of this document and have been presented within recommended terms in the Implementation Checklist.

As stated, a cornerstone in realizing the recommendations of this strategy is to ensure adequate resources are in place. Close coordination with the appropriate City departments will ensure adequate coordination with departmental work plans, budgeting and capital works planning.

Development of the Work Plan must consider those resources. The staging of many tasks should be undertaken concurrently with the capital works plan. Logically, this could be identified by geographic area (city block).

Communication of this Phasing Plan will allow affected owners and tenants to anticipate, accommodate and respond to potential impacts resulting from any construction or installation works.

Partnership Ideas

Where there are a significant number of components together forming a program such as this Downtown Revitalization Initiative, collaborations are most effective when there are a variety of opportunities, at a variety of scales, for individuals, community and business groups and businesses to participate and contribute.

Some communities have adopted Revitalization Tax Exemption Programsⁱ, as permitted under the *Community Charter*, to provide an incentive to property owners within a defined area.

Established organizations such as a Downtown Improvement Area (DIA) can manage on-going and season programs such as Gateway Banners, Street Furniture, and Street Tree Programs, and engage their membership in participation.

The elements of a number of these programs can be separated into components, allowing in-kind contributions from individuals or service groups in the community.

Conclusion

Recent activity and commercial interest in Parksville's downtown, together with the efforts of the City and its economic development office, provide a unique opportunity to establish conditions that support a stable and energetic business environment. For many years the downtown area has struggled to find a cohesive identity that would support additional investment in commercial property. The growing recognition of the importance of pedestrian oriented civic infrastructure, and the need to establish strong connections between the commercial downtown and the waterfront underlie many of the recommendations arising from this study.

This report sets out a wide range of suggestions to be considered by downtown stakeholders and the City, including:

- Design for the Pedestrian and Increasing Connectivity Between Waterfront and Downtown.
- Design for a Memorable, Marketable Character
- Putting Hwy 19A to Work for Parksville

- Creating Memorable civic spaces at the McMillan walkway and at the proposed Town Square

The recommendations contained in this report are organized into three parts:

- A variety of proposals are suitable for immediate action. Many of these suggestions are straightforward and inexpensive, but collectively they will have a significant positive effect;
- Recommendations that involve additional public spending are considered as medium term solutions acknowledging that these items would need to be reviewed by council in the context of broader public mandate;
- A final set of recommendations are those that would require a more substantive public investment including partnerships with private interests, or senior levels of government.

With the leadership of the Economic Development Office, and guided by the proposals outlined in this report, Parksville's downtown will be transformed into a lively, vibrant, and memorable commercial environment that fosters significant economic development.