

Johnston Road & Northport Commercial Area

CHARRETTE CONCEPT PLAN



City of Port Alberni

FINAL | MAY 2017

Prepared for the City of Port Alberni by:

LANARC



Acknowledgements

This document has been prepared for the City of Port Alberni by LANARC.

The project was conducted with the guidance of Scott Smith, City Planner, and Patrick Deakin, Economic Development Manager. The support and commitment provided by City staff was fundamental to the development of the plan.

Community members, stakeholders, City staff, and Mayor and Council were called upon to form a Charrette Working Group that guided this process, idea generation, and feedback about the future of Johnston Road and the Northport Commercial Area. The Charrette Working Group provided the central direction for the development of this document and recommendations.

Thank you to the Alberni Valley Chamber of Commerce for participating in discussions during the charrette planning and for incorporating the design charrette process into their annual meeting program for 2016.

Finally, thank you to the Ministry of Transportation (MoTI) for providing input to discussions during the charrette process.

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Johnston Road carries more than
1.6 million people per year.



1 Introduction



This section introduces the intent of this document and the process behind it.

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- 1.1 Project Purpose
- 1.2 Using this Document
- 1.3 Study Area Overview
- 1.4 Planning Context



1.1 Project Purpose

In recent months, the City of Port Alberni (the City) has heard from a variety of community members and groups about improvement ideas for Johnston Road and the Northport Commercial Area. The aim of this project, the Johnston Road and Northport Commercial Area Charrette Concept Plan, is to bring together diverse stakeholders and the City to generate a cohesive vision and coordinated approach for improvements and investments in this area.

1.2 Using this Document

This document outlines a collection of ideas generated during the community design charrette with the intent that these ideas will continue to be studied, developed, and designed into implementable projects. It is intended to be a starting point for embarking on projects that will, over time, contribute to a stronger, more active, and more beautiful Johnston Road corridor and Northport Commercial Area. It is important to recognize the ideas are high-level and this document should be used as a *living document* that will evolve along with the community and its needs and opportunities.

All capital projects recommended in this plan will be considered within the City of Port Alberni's broader budget planning processes, and will be subject to individual consideration and approval by the City Council.

The design charrette has set the groundwork and started momentum for positive change - continued effort from the community, businesses, and City will be needed to advance great ideas into great realities.

1.3 Study Area Overview

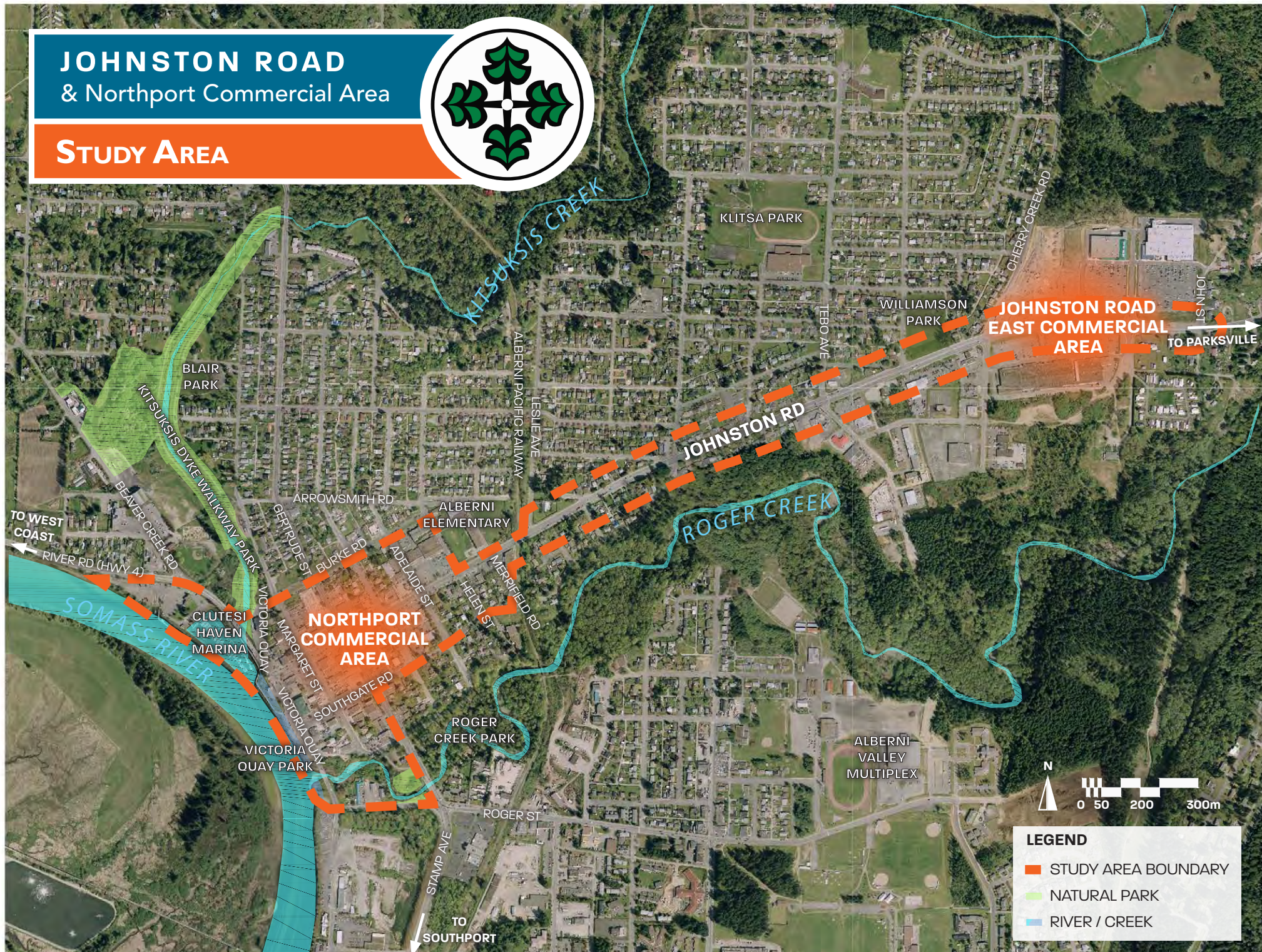
The study area explored in the charrette and referred to in this document focuses on Johnston Road, starting from the eastern City limits (John Street), extending down to Victoria Quay and the waterfront, and also including Northport Commercial Area side streets and surrounding context. See the adjacent Figure 1.1 for more detail on the study area and boundary.

1.4 Planning Context

This study area and planning process relates to and supports other existing planning projects and processes. The primary related planning documents include:

- City of Port Alberni Official Community Plan (OCP), 2007; and
- Port Alberni Waterfront North Study (2014).

Figure 1.1: Location and Context Map



A charrette is an intensive planning session where stakeholders and designers collaborate on a vision for the future.



2 Planning Process



This section summarizes the charrette process and input received.

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2.1 Charrette Process Overview

2.2 Charrette Summary



2.1 Charrette Process Overview

2.1.1 What is a design charrette?

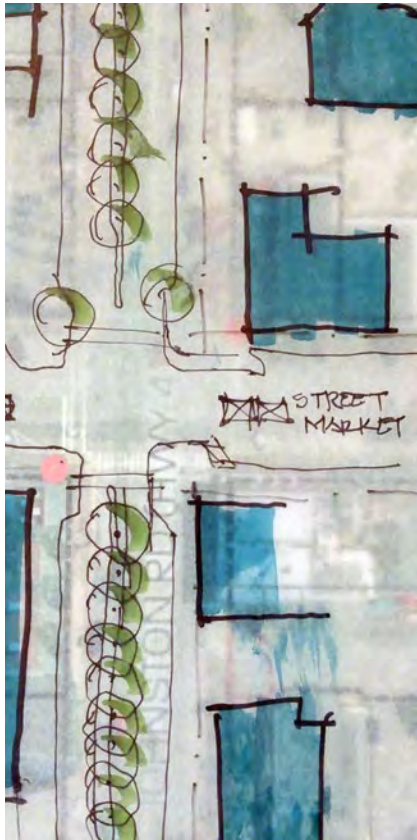
A charrette is an intensive planning session where stakeholders and designers collaborate on a vision for the future. It provides a forum for ideas and offers participants the unique advantage of immediate feedback. A charrette allows everyone who participates to be a mutual author of the design directions and outcomes generated.

The charrette was the focal point of this planning process. The guiding ideas and materials generated at the charrette event have been supplemented by follow-up refinements, reporting, and cost estimating in this document. These refinements are intended to support funding and decision-making by the City and community moving forward.

2.1.2 Charrette Overview

The charrette was held over two days, Saturday, October 22 - Sunday, October 23, at the Barclay Hotel in Port Alberni. The guiding framework for the charrette “Now? - Wow! - How?” is summarized in the following sentence and graphic:

The process started with understanding Johnston Road Today (Now?), then moved to establish a vision for Johnston Road in the future (Wow!), and finally looked into the details and priorities for how to achieve this vision (How?).



Sketch ideas for Johnston Road and Margaret Street in Northport at the Charrette.

CHARRETTE PROCESS FRAMEWORK





2.1.3 Charrette Participants

The charrette was a City of Port Alberni initiative facilitated by a professional consulting team (Lanarc). Invitations were sent out to over 200 community members including, but not limited to: local business owners, First Nations, City Council, City staff, Ministry of Transportation and Infrastructure (MOTI), School District 70 (SD70), Alberni Valley Chamber of Commerce, Young Professionals of Alberni Valley, and other community organizations and community members at large. 40 stakeholders participated over the 2-day process.

2.1.4 Charrette Objectives

- Establish a common foundation for the background and context of the study area.
- Develop a shared vision for a thriving and economically successful future Johnston Road corridor.
- Work collaboratively to develop project ideas that will help achieve this vision including improvements to circulation, parking, buildings, furnishings, signage, and more.

2.2 Charrette Summary

DAY 1:

- Day 1 began with a series of technical presentations by the consulting team to cover project background and to frame economic, planning, and design context for the study area.
- There was also a presentation on principles for success and precedent examples for inspiration.
- **Session A “Now?”:** This first session was a plenary group discussion with all charrette participants. It was centred around the question: “If you could change one thing about Johnston Road Area today, what would it be?”
- **Session B “Wow!”:** The second session formed three break-out groups of charrette participants, each with a facilitator. This session was focused on the guiding question: “What is the experience we want people to have of Johnston Road?”
- **Session C “Wow!”:** The third and last session of the day worked with the same three break-out groups as Session B. The guiding questions for this session were: “What ideas will help us achieve our vision?” and “What goes where?”



Charrette working groups used Street Blocks to test out different road configurations, such as Johnston Road with a centre median, shown here.



Morning review of ideas, drawings, and maps generated on Day 1.

Day 2:

- Day 2 began with a presentation to welcome participants back and to energize the group with a ‘Sunday Sunshine’ case study example of community and economic success from a streetscape project that held parallels to Johnston Road in Port Alberni - Lancaster Boulevard in Lancaster, California.
- As a group, participants did a walk through tour and review of the ideas and outcomes generated on Day 1 to prepare for the Day 2 sessions.
- **Session D “How?”:** The first new session of the day divided participants into two groups, each with facilitators. The session focus was to generate a refined concept and list of projects for: 1. Upper and Mid Johnston Road, and 2. Lower Johnston Road (Northport). The themes that guided this session were: Circulation & Connections, Pedestrian Friendly, Pride of Place, and Thriving Local Economy.
- **Setting Priorities:** The project lists developed in Session D were then organized under three theme headings: Circulation & Connections, Pride of Place, and Thriving Local Economy. From the overall list of projects, each participant had the opportunity to cast (5) votes to illustrate their priority projects (all votes could be cast for one item, or spread out among several).
- **Session E “How?”:** The last session of the day focused the group in plenary on two things:
 1. Generating a sub-list of projects that were low-cost and implementable in the short-term; and
 2. Generating some short-term actions and evaluation criteria for progressing the implementation of an entry sign.

For a full summary of input each charrette session, please see Appendix A.



The 'Blue' Working Group in discussion at the Charrette.



Charrette team members at the Barclay around the 'Green' Working Group table.

“You never get a second chance to
make a first impression.”



3 Existing Conditions



This section provides an overview of existing conditions for Johnston Road and the Northport Commercial Area.

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- 3.1 Study Area Context
- 3.2 Study Segments & Land Use
- 3.3 Economy
- 3.4 Recreation & Tourism
- 3.5 Design Character Features
- 3.6 Transportation
- 3.7 Zoning



3.1 Study Area Context

The study area extends from the eastern City Limits (John Street) down to Victoria Quay and the waterfront. This is the main transportation corridor through the northern part of the City, which is bounded to the south by Roger Creek.

Johnston Road is also part of Highway 4, which is under the jurisdiction of the Ministry of Transportation and Infrastructure (MOTI). Highway 4 continues west out of Port Alberni along River Road.

3.2 Study Segments and Land Use

The study area is focused on Johnston Road and is comprised of three segments:

- Segment ①: Upper Johnston Road
- Segment ②: Mid Johnston Road
- Segment ③: Lower Johnston Road (Northport Area)





Segment ① : Upper Johnston Road

- The northeast end of Johnston Road by the City limits is the Johnston Road East Commercial Area.
- This area is comprised predominantly of large-format commercial retail with parking lot frontages and automobile-focused access.
- Most of the recent development on Johnston Road has been in this area.
- The streetscape in this section was updated concurrently with the adjacent commercial developments, and consists of a centre median, sidewalk on both sides of the road, and landscape boulevard area.

Segment ② : Mid Johnston Road

- The mid section of Johnston Road, picking up west of Cherry Creek Road and continuing down to the railroad crossing, is predominantly residential.
- The area between Cherry Creek Road and Tebo Avenue is mixed land use, with commercial areas on the south side of the road, and residential properties and Williamson Park on the north side.
- West of Tebo Avenue is residential land use.
- This residential area is made up of established single-family homes that front Johnston Road.
- The homes in this area are set back from Johnston Road and many have landscaping or hedges as a buffer to the road.
- Each property has a driveway access to Johnston Road.

Segment ③ : Lower Johnston Road (Northport Area)

- The end of Johnston Road by the waterfront is the Northport Commercial Area, the former Alberni Townsite's downtown.
- Zoning and land use is predominantly commercial, with some residential and office space.
- Northport is comprised predominantly of small-scale commercial retail units split between street-oriented and automobile-oriented buildings.
- Northport attracts tourism traffic, but also accommodates locally-oriented retail including hardware, grocery, furniture, and car sales.
- Currently, Northport has some vacant buildings and lots.

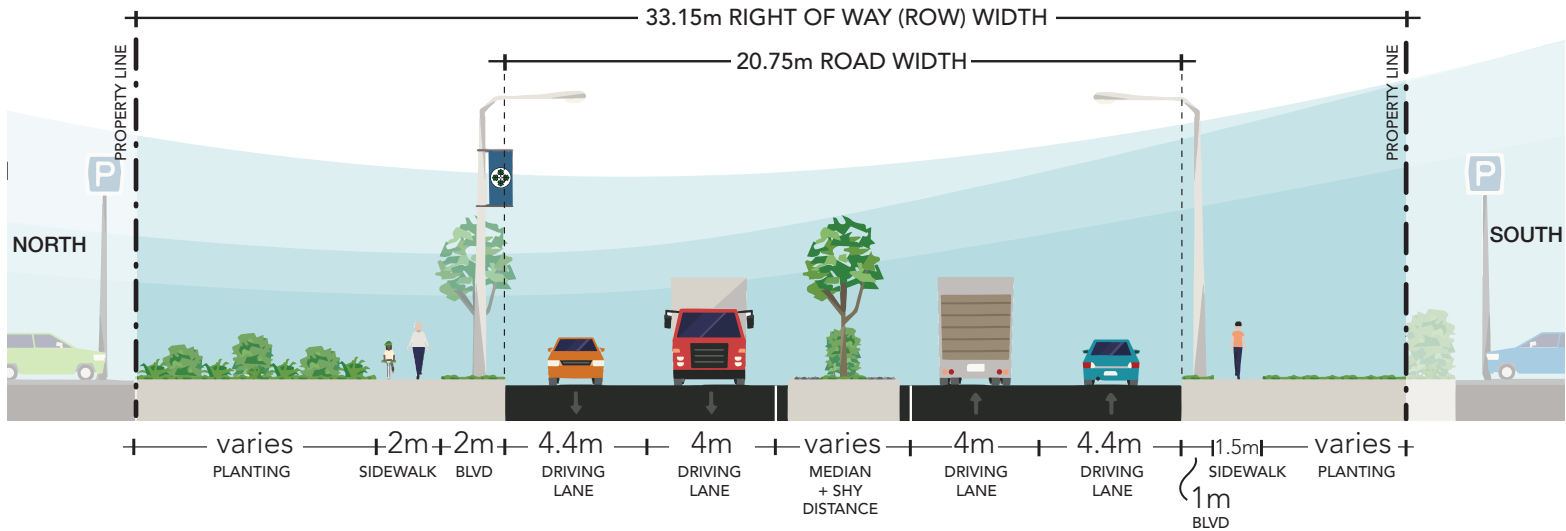


EXISTING CONDITIONS

Segment ①: Upper Johnston Road

Typical Existing Road Section

* Dimensions are approximate, based on air photo interpretation.



Existing Land Use Character



Segment Images



*Highway 4, approaching Johnston Road and Port Alberni City limits. (outside of study area)



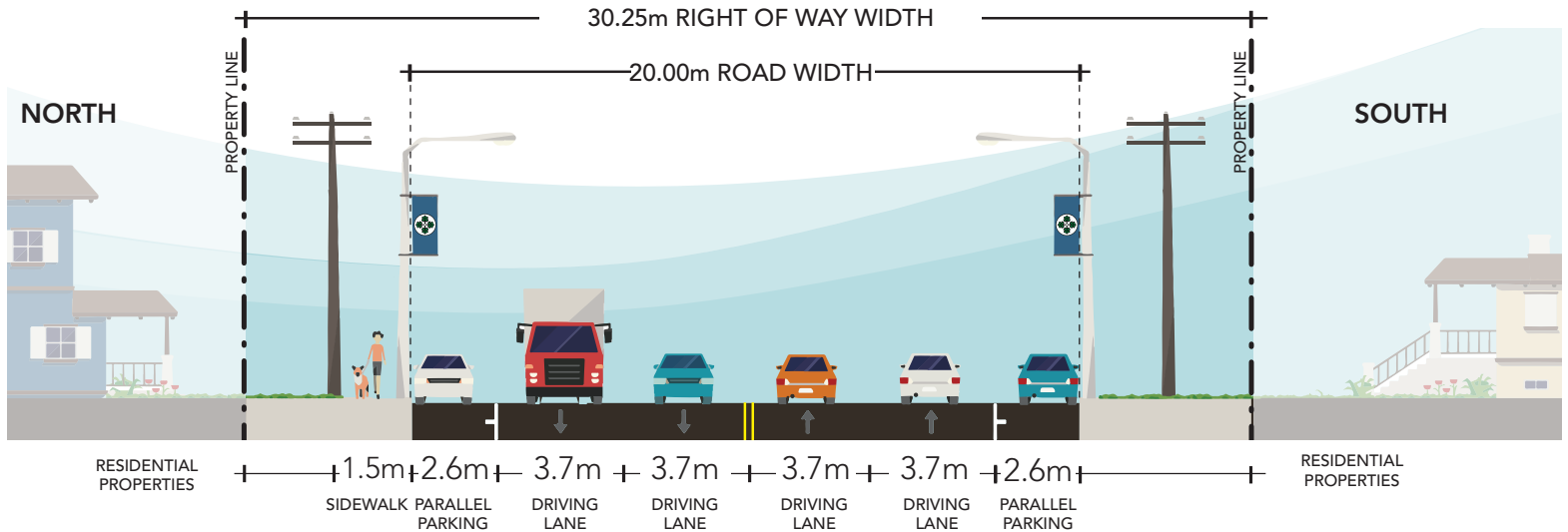
Johnston Road, looking west toward Cherry Creek Road.



Segment ②: Mid Johnston Road

Typical Existing Road Section

* Dimensions are approximate, based on air photo interpretation.



Existing Land Use Character



Segment Images



Williamson Park, off Johnston Road, looking north toward the Beaufort Range.



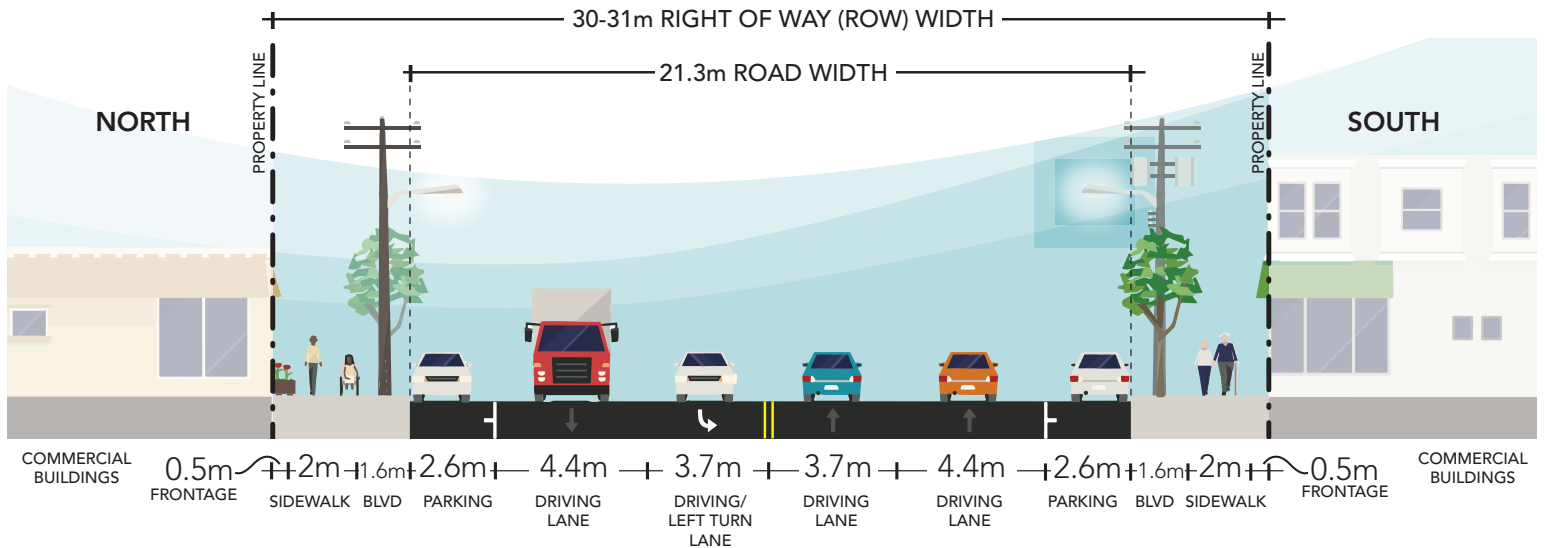
Johnston Road at Princess Road, looking west toward the vista.



Segment ③: Lower Johnston Road (Northport Area)

Typical Existing Road Section

* Dimensions are approximate, based on air photo interpretation.



Existing Land Use Character



Segment Images



Johnston Road at Gertrude Street, looking east.



Johnston Road at Helen Street, looking west.



3.3 Economy

Port Alberni's economic development roots were strongly formed within the forestry sector. Since this industry has been in decline since the 1970s, Port Alberni has been on a journey of change and economic diversification. In addition to forestry, current economic development for the Alberni Valley includes agriculture, tourism, aquaculture, marine industry, as well as a growing area for creative industries and the arts. This diversification to create a more sustainable local economy in the long term is a recommendation in the Official Community Plan (OCP). Victoria Quay, Northport, and Johnston Road have a key role to play in many of these sectors, particularly tourism.



Celebrating the role of industry and Port Alberni's industrial heritage, while looking forward to a diversified economy.

3.4 Recreation & Tourism

Port Alberni is growing its recreation sector, particularly for outdoor activities. Key activities include fishing, hiking, mountain biking, and wildlife viewing. The Johnston Road study area – including Northport and Victoria Quay – is a prime candidate for supporting these activities by providing a point for arrival/departure, supplies, and services. At the terminus of Johnston Road, the Clutesi Haven Marina, boat launch, and the Somass River provide a concentration of recreation resources. The OCP suggests that water-based attractions and trail connectivity in this area could support an expanded tourism sector in Port Alberni.



Outdoor recreation assets at Clutesi Haven Marina and Victoria Quay park.

3.5 Design Character Features

The Northport and Victoria Quay area has a varied design character that includes design cues for future development in the area. Key existing design elements include:

- Re-purposed architectural features such as the former Alberni Post Office at the corner of Gertrude and Johnston, and a converted church now used as a seafood restaurant at the corner of Elizabeth and Johnston;
- Whaling Monument at Victoria Quay;
- Welcome sculptures at Victoria Quay;
- Waterfront boardwalk; and
- Victoria Quay plantings.



The post office building is an architectural heritage feature in Northport.



The Whaling Monument is one of the tributes to cultural heritage within the study area.



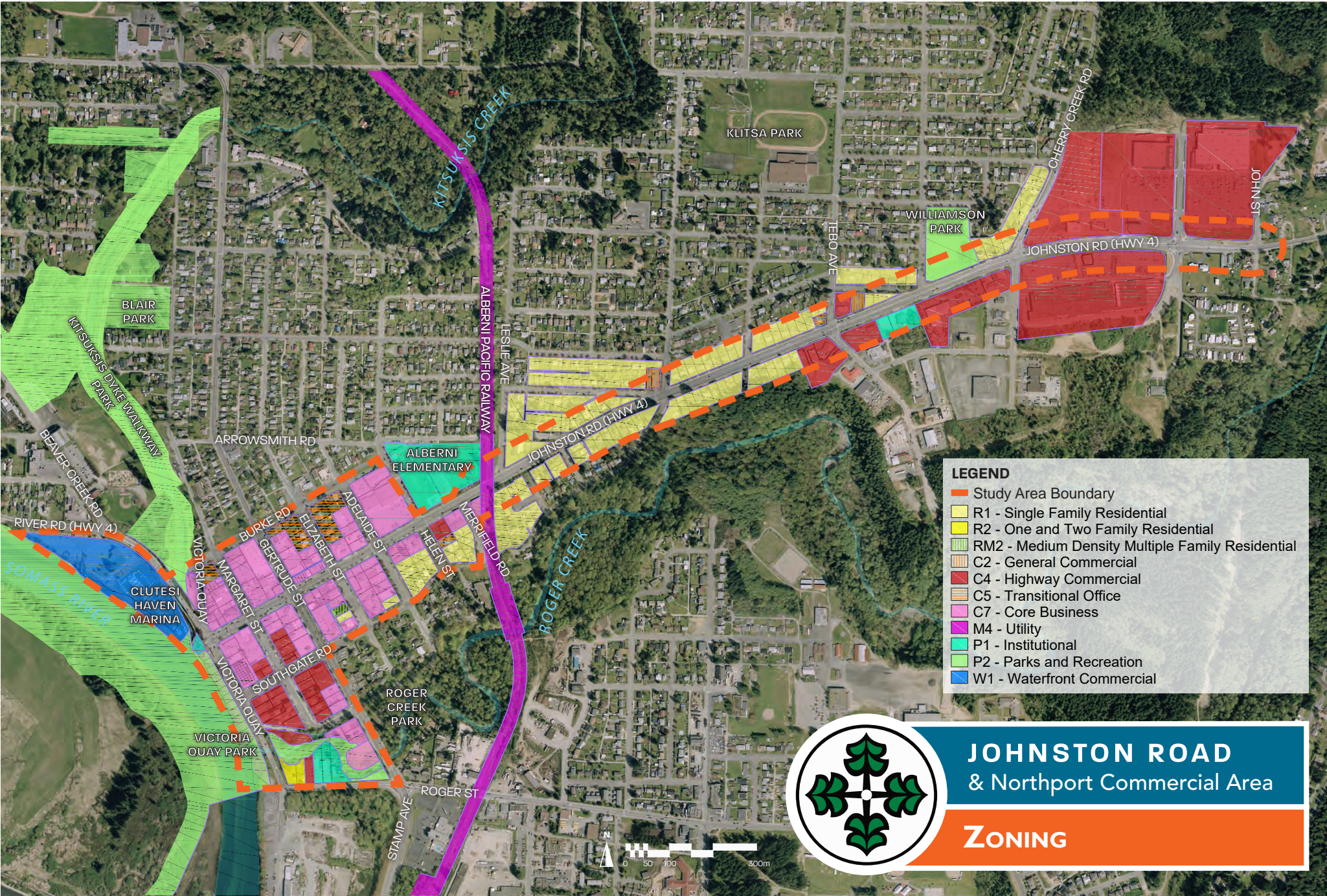
3.6 Transportation

Port Alberni's location between eastern Vancouver Island and the Pacific Rim on the west coast provides an important transportation link and destination. Each year hundreds of thousands of people pass through Johnston Road on the Highway 4 route between the two sides of Vancouver Island. This is the only public land route to the central west coast and is used by local traffic, trucking traffic, and tourist traffic alike. The OCP indicates bypass routes will not be explored for the highway and Port Alberni. For the foreseeable future, Johnston Road will remain a MOTI (Ministry of Transportation and Infrastructure) route. This route, while needing to accommodate highway traffic, also presents significant potential for tourism if it can be improved to capture the attention of users and encourage them to stay and explore what Port Alberni has to offer.

3.7 Zoning

See adjacent Figure 3.1 for a summary of the current zoning along Johnston Road.

Figure 3.1: Current Zoning



What is the community vision that
will guide change and investment in
this area?



4 Vision & Guiding Principles



This section introduces a vision for Johnston Road and Northport Commercial Area and the guiding principles that stem from this vision.

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4.1 Vision

4.2 Guiding Principles



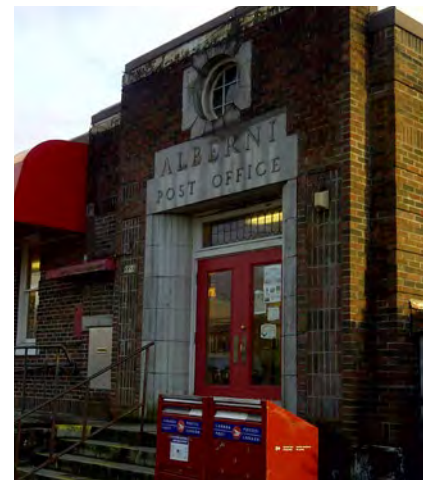
4.1 Vision for Johnston Road and Northport Commercial Area

A vision statement describes the long-term future for Johnston Road and Northport. It provides a reminder about the spirit and intent for the area, encouraging planning and development to make progress towards this community outlook. A vision is a guiding statement and a touchstone for consideration when making decisions about changes and development.

The vision for Johnston Road and Northport Commercial Area was developed based on: the charrette input, direction from previous planning efforts, background research, and input from City staff.

Vision:

- ▶ *Upon arriving in Port Alberni along Johnston Road and through the Northport Commercial Area, people will be warmly welcomed and encouraged to stop, explore, and stay.*
- ▶ *Johnston Road and surrounding area will provide a first glimpse into the natural beauty, adventure, cultural heritage, and opportunity of the community.*
- ▶ *An attractive, green, multi-modal street will guide people along Johnston Road where they will be greeted by people strolling and by bustling local businesses with attractive storefronts.*
- ▶ *At the end of Johnston Road, they'll find the crown jewel – a large, enhanced waterfront area where tourism, trails, water activities, and more create an animated destination for a diverse audience of locals and visitors.*





4.2 Guiding Principles

Guiding principles support realization of the vision by providing a framework and specific guidance to future planning and projects. These principles act as a 'checklist' for proposed improvements to ensure proposed projects support the journey towards realizing a successful Johnston Road and Northport Commercial Area.



Pride of Place

- Make a first impression that shows pride in our City
- Ensure that it is clean, fresh, and cared for
- Build on existing assets and showcase what Port Alberni has to offer



Streets for People

- Increase safety and comfort for pedestrians and cyclists by slowing traffic
- Strengthen connectivity for all modes of travel
- Encourage spaces where people feel safe and comfortable to walk, day or night, and in any season



Thriving Local Economy

- Make it walkable with successful businesses
- Create a destination for residents and visitors
- Encourage a range of business types and sizes, from local storefronts to pop-up businesses
- Set the stage for reinvestment and redevelopment
- Make it easy for people to park, walk, shop, and enjoy



Grow a Destination

- Encourage events and programming that draw people to the area
- Focus on authenticity and celebrate what makes Port Alberni unique
- Integrate all seasons, and interest during both daytime, and evening

What is the experience we want
people to have of Johnston Road?



5 Recommendations



This section outlines a series of recommendations and actions to support implementation of the vision for Johnston Road & Northport Commercial Area.

CONTENTS

5.1 Recommendations Overview

5.2 Recommendations

5.2.1 Upper Johnston Road

5.2.2 Mid Johnston Road

5.2.3 Lower Johnston Road (Northport Area)

5.2.4 General



Recommendation Format

Each recommendation includes the following information:

- **Description:** A brief statement of the recommended change.
- **Location:** Key map showing the approximate location(s) within the study area.
- **Rationale:** Background about why the recommendation is proposed.
- **Design Considerations:** Design elements to be addressed as the recommendation is developed.
- **Actions:** Suggested steps to moving the recommendation forward.
- **Preliminary Capital Cost Allowance:** *Estimates for planning purposes.
- **Parties Involved:** Suggested agencies, groups, or organizations that may need to be involved. An acronym legend is as follows:

CoPA = City of Port Alberni

MOTI = Ministry of Transportation and Infrastructure

ACRD = Alberni-Clayoquot Regional District

AVCC = Alberni Valley Chamber of Commerce

ICF = Island Corridor Foundation

HFN = Hupacasath First Nation

TFN = Tseshaht First Nation

5.1 Recommendations Overview

This document summarizes the charrette outcomes into a set of recommendations that will support implementation of the vision and principles. These recommendations are provided to help guide City staff and Council within the context of annual planning and budget deliberations.

It is important that an adaptive approach is taken when implementing these recommendations so that when new opportunities or circumstances arise, City Council and staff are able to make informed decisions to support the vision for Johnston Road and Northport Commercial Area.

The recommendations are based on several sources of input:

- Background documents and trends;
- Ideas generated through the charrette process and follow-up feedback; and
- Input received from City staff.

The recommendations are organized into four groups:

1. Upper Johnston Road
2. Mid Johnston Road
3. Lower Johnston Road (Northport Area)
4. General

* Estimated costs are approximate and based on general concepts and typical unit costs and do not include land acquisition, potential unknown constraints, or refined design. Estimates are to a Class 'D' level (+/- 50% in 2016 figures) and are provided for planning purposes only. As annual projects are defined, detailed design and planning will be required to refine project estimates.



5.2 Recommendations

The charrette and planning process generated many ideas for changes and upgrades along Johnston Road and within the Northport Commercial Area. Twenty recommendations are provided for consideration. These recommendations are largely capital improvements, as well as select operational recommendations.

Capital Recommendations

Capital recommendations include physical improvements and are presented conceptually for planning and budgeting purposes. Detailed design development will be required for proposed projects prior to implementation to confirm design details and project costs. In addition, capital improvements may affect operational and maintenance costs; these costs should be considered in the detailed design processes.

Notes:

1. **Estimates are developed using historical cost data from similar projects without detailed quantity estimates. Estimates are provided to assist with long-range budget planning.**
2. **Costs for infrastructure can vary widely depending on site constraints, design, market forces, and other variables.**

Operational Recommendations

Operational recommendations include policy development, planning initiatives, management strategies, information distribution, and maintenance tasks. These initiatives are typically not tied to a particular amenity or capital improvement.



OVERVIEW OF RECOMMENDATIONS

UPPER JOHNSTON ROAD

- 1** East Entry Welcome
- 2** Median Improvements

MID JOHNSTON ROAD

- 3** Williamson Park Destination
- 4** Mid Johnston Streetscape Upgrade
- 5** Mid Johnston Pedestrian Improvements
- 6** Railway Point of Interest

LOWER JOHNSTON ROAD (NORTHPORT AREA)

- 7** Northport Johnston Road Curb Extensions
- 8** Northport Increased Street Trees & Green
- 9** Northport Pedestrian Realm
- 10** Northport Road On-street Parking
- 11** Northport Off-Street Parking
- 12** Northport Side Street Improvements
- 13** Northport Loop Trail
- 14** Northport Cycling Routes
- 15** Helen Street Intersection Upgrade
- 16** Victoria Quay Transformation

GENERAL

- 17** Wayfinding & Signage Program
- 18** Planning Policy & Bylaw Review
- 19** Northport Design Guidelines
- 20** Marketing & Encouraging Development



1

East Entry Welcome

Study Segment: 1

Description:

Provide a notable welcome to the City of Port Alberni from the east by developing features within the existing median at the Visitor Centre as well as a welcome sign between the Visitor Centre and John Street as the road transitions from rural highway to urban City street.



Rationale:

- ▶ There is a need to signal to motorists that they are entering an urban area and support a shift from "highway driving mode" to "city driving mode" and encourage motorist speed reduction.
- ▶ Many people are unaware that they have arrived in and are driving through Port Alberni on Johnston Road.
- ▶ The concept of creating a sense of arrival from the east was a strong theme in the community charrette.
- ▶ Many charrette participants expressed a desire to improve the visual experience when entering the City from the east as this acts as the community's "front door".
- ▶ Over the last year, several groups have approached the City with a keen interest and ideas for a welcome sign.
- ▶ Conveying the message that Port Alberni is a destination, and place to stop, needs to start early, as you approach the City.
- ▶ Currently there is a mix of signs, with limited visual connectivity or effectiveness.



The existing 'Gateway East' sign is often missed by passing traffic as it is one of a series of signs and billboards.

Potential Challenges:

- ▶ The existing entry sequence from the east starts with the billboards (by Timberlane Road) and the Visitor Centre. This area is not within City of Port Alberni limits, but within the Alberni-Clayoquot Regional District (ACRD).
- ▶ Coordinating a multi-agency approach (MOTI, ACRD, and City of Port Alberni) for the initial development and ongoing maintenance for an East Entry Welcome.
- ▶ The visual clutter of the existing entry sequence.
- ▶ There is an existing mix of opinions regarding sign design and character. Design ideas will need to be distilled into a single preferred design direction.



Design Considerations:

- ▶ Welcome sign design criteria developed at the charrette is summarized as follows. The welcome sign should:
 - » Communicate a feeling of quality and clarity/simplicity that is timeless
 - » Communicate what the City of Port Alberni is *becoming*
 - » Support the concept that Port Alberni is a "Destination" and "Hub", not limited to the function of a "Gateway" or a "Corridor"
 - » Feature natural materials (e.g. timber, stone)
 - » Include the following 3 components:
 1. Primary Sign Structure (static content);
 2. Lighting; and
 3. Landscaping for the sign context
 - » Consider provision for communicating changing messaging and updates for community events, likely as a separate sign in the welcome sequence located further down Johnston Road (e.g. John St., Williamson Park, the railway crossing, etc.).
- ▶ The large concrete/asphalt/painted medians in front of the visitor centre provide an opportunity for integrated landscaping, trees, feature lighting, signage, and art.



Charrette participants supported featuring natural materials such as wood and stone for the welcome sign.



Lighting provides nighttime visibility, and can be incorporated as a unique design element.

Actions		Preliminary Capital Cost Allowance	Parties
1.1	Identify a preferred location for the Port Alberni welcome sign from the east. Coordinate with the ACRD and MOTI to confirm a viable location.	City Staff	CoPA, ACRD, MOTI
1.2	Engage a designer to complete a detailed design and budget for the welcome sign. Sign design to include the primary sign structure, lighting, and surrounding landscaping.	\$20,000	CoPA, Designer
1.3	Coordinate with the ACRD and MOTI for potential revisions or removals of billboards or existing signs that compromise the strength of the entry sequence.	City Staff	CoPA, ACRD, MoTI
1.4	Finalize design and construct the approved welcome sign at the east entry to Port Alberni.	\$60,000 to \$100,000*	CoPA, Contractor, MOTI
1.5	Finalize design and construct improvements to existing medians in front of the Visitor Centre, including conversion from painted/asphalt surface to planting, trees, feature lighting, signage, and/or art.	\$60,000**	CoPA, ACRD, MoTI, AVCC

* The materials and artistic elements of a welcome sign can vary significantly.

** The range and scope of improvements selected will determine the overall cost scope.



2

Median Improvements

Study Segment: 1

Description:

Enhance the existing median in the Johnston Road East Commercial Area (between Broughton Street and Cherry Creek Road) by adding landscape and tree lights.

Rationale:

- ▶ The addition of landscape and tree lights to the existing median is an economical opportunity for change and an early opportunity for improvement in the arrival sequence of Johnston Road from the east.
- ▶ The addition of lighting supports diversifying the visual interest and atmosphere of Johnston Road by contributing to evening and nighttime interest during a range of seasons.
- ▶ This proposed change has preliminary partnership support from some Johnston Road East Commercial Area business owners.



Design Considerations:

- ▶ Consider alternative power sources and costs (e.g. solar or connection to existing BC hydro pole) for implementation.
- ▶ Preference for LED lights to minimize energy consumption.
- ▶ LED lights provide flexibility for changing colour displays through seasons and special events.



Landscape lighting creates nighttime atmosphere and interest.

(image credit: Flickr Commons, WinterSoul1, December 2009)

Actions	Preliminary Capital Cost Allowance	Parties
2.1 Working with local businesses, coordinate a power source connection and install decorative landscape lighting for the existing median in the Johnston Road East Commercial Area.	\$5,000 to \$25,000*	CoPA, MOTI, Area Business Owners

* The cost range acknowledges options for power source connection. The upper threshold represents an allowance for if the power source is a ground connection through BC Hydro including trenching across two road lanes and related expenses. The lower threshold represents an allowance for if the power source is localized solar powered lighting.



3

Williamson Park Destination

Study Segment: 2

Description:

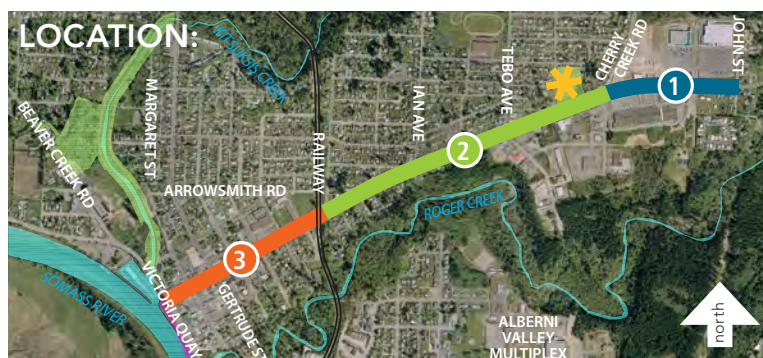
Grow Williamson Park into a unique and recognizable park destination for families to enjoy in all seasons.

Rationale:

- ▶ A large area of the park is currently devoted to a softball field that may not be fully utilized for the City's programming.
This park is an underutilized City asset right on Johnston Road with attractive views to surrounding natural features such as the Beaufort Range.
- ▶ The location and size of the park provides opportunity for use by local residents and families as well as by visitors arriving to Port Alberni and looking for an activity or rest point.

Design Considerations:

- ▶ Potential for:
 - » 'Adventure Park' amenities and programming such as cycle pump track, all-season slides, etc.
 - » Improved washrooms and small concession facility.
 - » Consideration for dogs and dog walking.
- ▶ Signage in advance of the park as well as at the park to make it easily visible from Johnston Road.
- ▶ Potential for a joint public and private venture for implementation, programming, and operation.



Existing Williamson Park open space / tobogganing hill.



Cecelia Ravine Bike Park, Victoria BC

Actions	Preliminary Capital Cost Allowance	Parties
3.1 Develop a park plan for Williamson Park to detail the future features and uses for this park.	\$35,000	CoPA
3.2 Develop Williamson Park based on the approved park plan.	TBD	CoPA, Others TBD



4

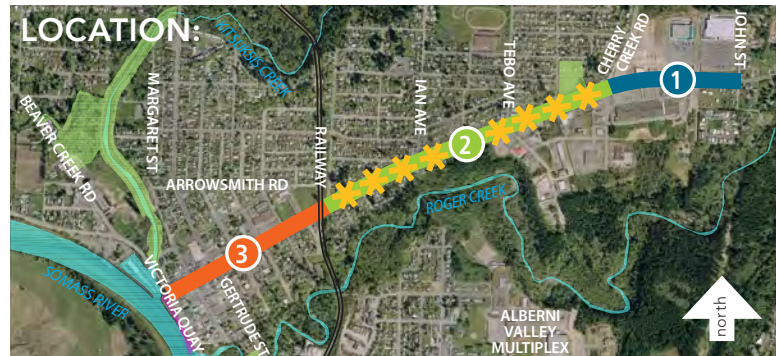
Mid Johnston Streetscape Upgrade

Study Segment: 2

Description:

Consider streetscape upgrades from Cherry Creek Road to the railway crossing to create a green, welcoming entry sequence with a focus on the following four components:

- Centre median with tree planting;
- Lighting for pedestrians and atmosphere;
- Stormwater interpretation; and
- Public art.



Rationale:

OVERALL:

- ▶ The existing streetscape in this segment is not pedestrians or cyclist friendly due to the expansive scale of the road and typical vehicle travelling speeds above posted limits.
- ▶ The existing road cross section (see p. 15) features wide vehicle lanes with minimal visual cues to slow traffic, which contributes to high vehicle speeds.

MEDIAN & TREE PLANTING:

- ▶ A centre median and tree planting were strongly supported by charrette participants as preferred features to provide a welcoming atmosphere on Johnston Road.
- ▶ Medians with street trees help improve the visual appeal of a road by providing a green break in paved areas.
- ▶ Medians moderate traffic speeds and can be used to create two-stage crosswalks, making it easier for pedestrians to cross Johnston Road.
- ▶ A median would reduce unsafe vehicle manoeuvres from driveways across multiple lanes of traffic and the existing double solid road centre line.
- ▶ Overhead utility lines limit the potential for large street tree planting within roadside boulevards. A median provides an alternative way to achieve a



Existing conditions with extra wide curb lanes, galvanized cobra lighting with banners, overhead utilities, and no sidewalk on south side (see Recommendation 5).



The green medians at the entrance to Qualicum Beach are often regarded as successful streetscape elements.



RECOMMENDATIONS

significant tree canopy on this segment of Johnston Road in the presence of overhead utility lines.

- ▶ There is sufficient existing ROW width along this portion of Johnston Road to accommodate a median.

LIGHTING:

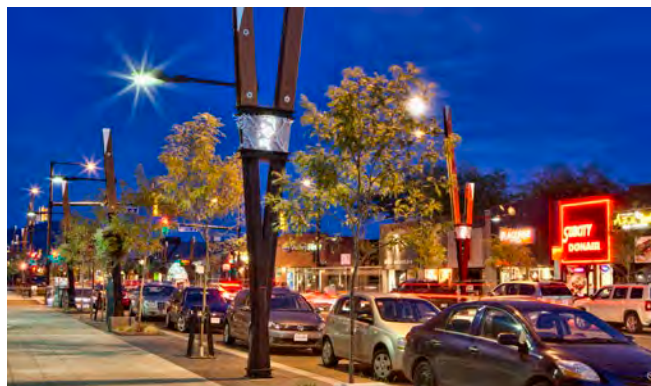
- ▶ Currently the lighting along this segment is highway-scale galvanized cobra head lights.
- ▶ Pedestrian-scaled lighting helps increase illumination for sidewalk areas to increase the feeling of comfort and safety within the corridor.
- ▶ Lighting finish, decorative lighting, and pedestrian-scaled lighting can all contribute to aesthetic value, character, and pride of place.

Potential Challenges:

- ▶ The length of this segment is approximately 1.3 km which would require significant investment to implement changes. Phasing may be required.

Design Considerations:

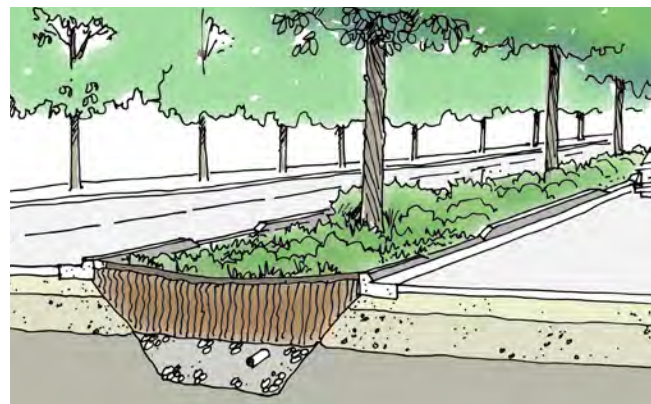
- ▶ Consider options for improving existing light standards, e.g. painting standards black for more economical upgrade in comparison to replacement.
- ▶ Pedestrian scale lighting could be extended from existing light standards, or new standalone lights.
- ▶ Build on the street banner program by integrating public art within lighting, median, or sidewalk improvements (e.g. paving insets).
- ▶ For median tree planting: select species that are appropriate for urban street tree and median use; use consistent species within blocks to create a consistent form; use consistent spacing.
- ▶ Lighting should be incorporated within medians.
- ▶ For medians, consider incorporating stormwater management facilities.



Custom street lighting on Bernard Avenue in Kelowna includes both pedestrian-scale and road scale components, with integrated art elements.



In View Royal, the Island Highway upgrades incorporate stormwater management facilities within a central planted median.



Incorporation of stormwater management features within medians and boulevards may be considered for Johnston Road.



This school of colourful salmon sculptures is an example of a community public art project in the City of Whitehorse, Yukon.



- ▶ An idea raised at the charrette was to combine stormwater interpretation with public art by directing rainwater to a portion of the median on the hill and having a sculptural feature to portray salmon swimming upstream.
- ▶ Johnston Road Vista is an asset to be celebrated. Consideration should be given to maintaining this view when designing lighting, medians, tree locations, etc.
- ▶ Locations of underground utilities are unknown and could significantly affect project costs.

Actions	Preliminary Capital Cost Allowance	Parties
4.1 Paint existing cobra head light standards to black finish (~30).	\$15,000	CoPA, MOTI
4.2 Cherry Creek Road to Tebo Avenue: Design and develop a centre median, including electrical and water supply, tree planting, and consideration for public art, decorative lighting, and stormwater management.	\$350,000 to \$500,000*	CoPA, MOTI
4.3 Tebo Avenue to the Railway Crossing: Design and develop a centre median, including electrical and water supply, tree planting, and consideration for public art, decorative lighting, and stormwater management.	\$500,000 to \$750,000*	CoPA, MOTI
4.4 Provide pedestrian scale lighting off of existing light standards, or as new standalone lights, with incorporation of public art where possible (30 standards minimum up to ~60).	\$200,000 to \$600,000**	CoPA, MOTI
4.5 Seek other opportunities for aesthetic and character improvements along this segment of Johnston Road (e.g. utility pole improvements).	City Staff	CoPA, MOTI

* This estimate assumes no changes are required to the existing curbs, road drainage system, or underground utilities.

** The upper threshold includes a series of ~60 new stand-alone pedestrian light fixtures. The lower threshold includes pedestrian scale lights adapted off of the existing cobra lights standards (~30 total).



5

Mid Johnston Pedestrian Improvements

Study Segment: 2

Description:

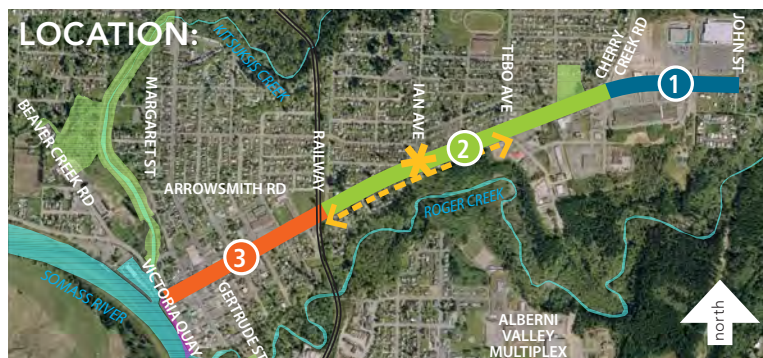
Develop continuous sidewalk on the south side of road, upgrade the existing pedestrian crossing (at Ian Avenue), and identify an additional pedestrian crossing location.

Rationale:

- ▶ Continuous sidewalks, on both sides of the road, strengthen walkability and provide a safe and accessible pedestrian environment.
- ▶ The current pedestrian crossing near Ian Ave. has challenges for clear visibility as a result of nearby dense vegetation and no lighting on the south side.
- ▶ Designated safe crossings at regular intervals are attractive to pedestrians and cyclists of all levels. Currently, this segment of the study area includes long stretches without pedestrian connections (e.g. over 400m between crossings).

Design Considerations:

- ▶ Pedestrian connections should be well-lit and maintain clear setbacks for vegetation that could obscure visibility.
- ▶ Consider integrated design features such as changes in paving, surface texture, public art, and feature lighting to further identify crossings and provide traffic calming effects.
- ▶ The priority segment for sidewalk infill is between the railway crossing and Ian Avenue / Southgate Road.



The existing condition between Tebo Ave and the railway crossing is shown here. Note there is no sidewalk on south side of road, but there is a worn path, indicating a pedestrian desire line..



The existing pedestrian crossing near Ian Ave. is obscured by dense vegetation and no lighting on the south side.



Examples of pedestrian activated, solar powered crossing signs with flashing lights for visibility. (image credit: Eltec Corp Traffic Products)



In Tofino, custom crosswalks were created to meet MoTI requirements, while incorporating a playful design element to complement the character of the place.



Changes in paving texture and colour can help signal to both pedestrians and motorists that there is a change in travel patterns.

Actions	Preliminary Capital Cost Allowance	Parties
5.1 Design and implement sidewalk along the south side of Johnston Road between Tebo Avenue and Ian Avenue (~400m).	\$135,000	CoPA / MOTI
5.2 Design and implement sidewalk along the south side of Johnston Road between Ian Avenue and the railroad crossing (~425 m).	\$145,000	CoPA / MOTI
5.3 Improve Ian Avenue pedestrian crossing to include a pedestrian activated flasher light for improved visibility and safety.	\$60,000	CoPA / MOTI
5.4 After implementation of continuous sidewalk on south side (items 5.1 and 5.2), review this segment of road to identify if an additional pedestrian crossing is warranted between the railroad tracks and Tebo Avenue.	City Staff	CoPA / MOTI



6

Railway Point of Interest

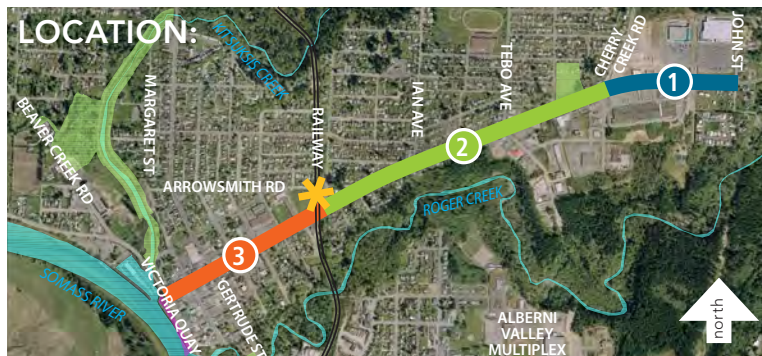
Study Segment: 2

Description:

Develop a wayfinding sign to communicate the arrival to Northport Commercial Area along with a point of interest at the railway crossing (between Leslie Avenue and Alberni Elementary property).

Rationale:

- ▶ Currently this is a large open space with good visibility that is at the transition point between mid Johnston Road land uses and the Northport Commercial Area.
- ▶ This space is an opportunity to communicate Northport as a destination to stop before arriving there.
- ▶ This location is an opportunity to build on the existing railway corridor asset, as well as potential for a partnership with the School District and adjacent Alberni Elementary.



The existing site at the railway crossing which looks down to Northport and to the mountain vista in the distance.

Potential Challenges:

- ▶ This overall location is a collection of properties and requires coordination between the City of Port Alberni (CoPA), the Ministry of Transportation and Infrastructure (MOTI), the Island Corridor Foundation (ICF), and School District 70 (SD70).

Design Considerations:

- ▶ Locate a large wayfinding welcome sign suitable to address passing vehicle traffic for the arrival to Northport and the riverfront district.
- ▶ Signage style to be consistent with overall wayfinding and northport design character (refer to Recommendations 17 and 19) and to include lighting and planting.
- ▶ Opportunity for planting terraces on the west side of tracks.
- ▶ Potential to integrate an activity node with a micro rail station. This would be a visual landmark and could integrate with a future program for a speeder connection to Harbour Quay or the Mill.



The micro rail station shown here is in Alexandria, Pennsylvania. Although it is small, it presents a visual landmark with character and charm. (image credit: Smallbones, July 16, 2016)



Speeder rail cars are a point of interest for many. The speeders shown here are on the E&N rail line in Duncan. (image credit 'Cars Show Island', Sept 24, 2014)



This bench plays homage to a rail heritage at the former Braganza Railway Station. (image credit: M. Peinado, May 3, 2013)



Rail and heritage components can be incorporated into a small park and rest spot as was done here at Penmere Platform. (image credit: Geof Sheppard, June 1, 2013)

Actions	Preliminary Capital Cost Allowance	Parties
6.1 Design and implement a wayfinding welcome sign for arrival to Northport Commercial Area. Sign to include site design planting and sign lighting.	\$25,000	CoPA, MOTI, SD70, ICF
6.2 Create a rail destination with micro station to support speeder rail car service connections to Harbour Quay and the Mill*. Include amenities for wayfinding map, (~5 stall) roadside parking off Leslie Avenue, seating, and waste/recycling collection.	\$60,000*	CoPA, ICF, Alberni Valley Tourism, AVCC

* Estimate does not include cost of speeder rail car or operating this service.



7

Northport Johnston Road Curb Extensions

Study Segment: 3

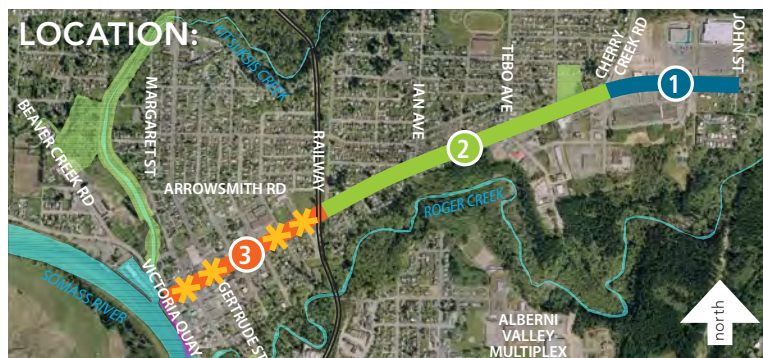
Description:

Develop curb extensions on Johnston Road at the following cross-streets to provide traffic calming, to shorten crossing distance for pedestrians, and to provide space for additional pedestrian amenities and planting:

- Margaret Street;
- Elizabeth Street;
- Adelaide Street; and
- Mid-block locations

Rationale:

- ▶ The existing streetscape is not pedestrian friendly due to the large scale of the road and vehicles travelling at speeds above posted limits.
- ▶ Where on-street parking exists (see points below on parking for this segment and recommendation), curb extensions narrow the road way width without affecting existing vehicle lane functions. On-street parking exists throughout the Northport Area.
- ▶ Curb extensions shorten the crossing distance for pedestrians.
- ▶ Curb extensions help traffic calming for vehicles, including slowing right turns onto cross streets.
- ▶ Curb extensions are an effective way of making room for green space without affecting pedestrian walkway width.
- ▶ Within curb extensions, there is potential to incorporate stormwater management design with bioswales that can filter roadway runoff before it enters storm drains and the environment.
- ▶ Curb extensions are complimentary to maintaining on-street parking for businesses in Northport Commercial Area.



Curb extensions narrow the paved roadway surface to shorten the crossing distance for pedestrians. They also provide opportunities to integrate features such as street trees, plantings, light posts, or stormwater elements.



Recently installed intersection curb extension as a transition from on-street parking to an intersection and pedestrian crossing (within a MOTI right-of-way).



Recently installed mid-block curb extension to create a seating area (within a MOTI right-of-way).

Actions	Preliminary Capital Cost Allowance	Parties
7.1 Implement four curb extensions on Johnston Road at Margaret Street, and two curb extensions at mid-block.	\$175,000	CoPA, MOTI
7.2 Implement four curb extensions complete with planting and pedestrian amenities on Johnston Road at Elizabeth Street, and two curb extensions at mid-block.	\$175,000	CoPA, MOTI
7.3 Implement four curb extensions complete with planting and pedestrian amenities on Johnston Road at Adelaide Street, and two curb extensions at mid-block.	\$175,000	CoPA, MOTI



8

Northport Increased Street Trees & Green

Study Segment: 3

Description:

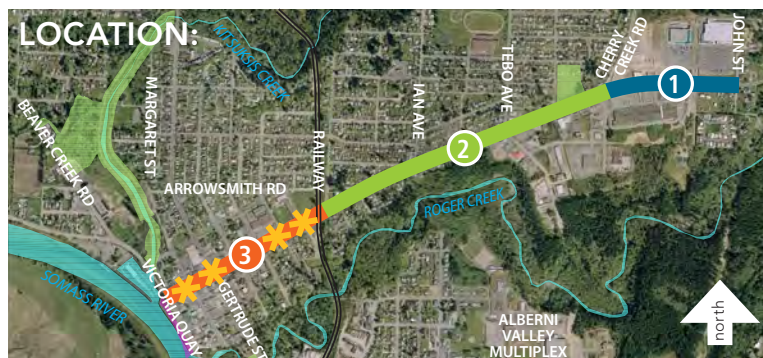
Increase tree planting and presence of substantial tree canopy and plantings in the Northport area (within constraints of overhead utility lines to remain).

Rationale:

- ▶ Charrette participants strongly associated mature street trees as a defining trait for comfortable and attractive areas.
- ▶ Studies show that neighbourhoods and commercial areas with significant trees are more desirable places to be and to walk, and they have higher property values.
- ▶ A strong tree network contributes to environmental goals, traffic calming, and beautification.
- ▶ Tree planting is complimentary to recommendation 7 (curb extensions).
- ▶ Recent planter installations in this segment of Johnston Road have been positively received and noted by community members, business owners, and visitors.

Potential Challenges:

- ▶ There are overhead utility lines on both sides of Johnston Road through most of the Northport Commercial Area. Existing trees in these locations have been heavily pruned and do not provide a significant canopy.
- ▶ Tree planting will need to be designed to consider the overhead lines.
- ▶ There is limited space within the existing boulevard for planting trees with adequate space for soil volume to support robust development and tree health. Planting will need to be coordinated with curb extensions (see recommendation 7) and with adjacent property owners.



Street trees, when good species are selected, are one of the most significant contributions to traffic calming and beauty, as seen on this street with four travel lanes + parking.

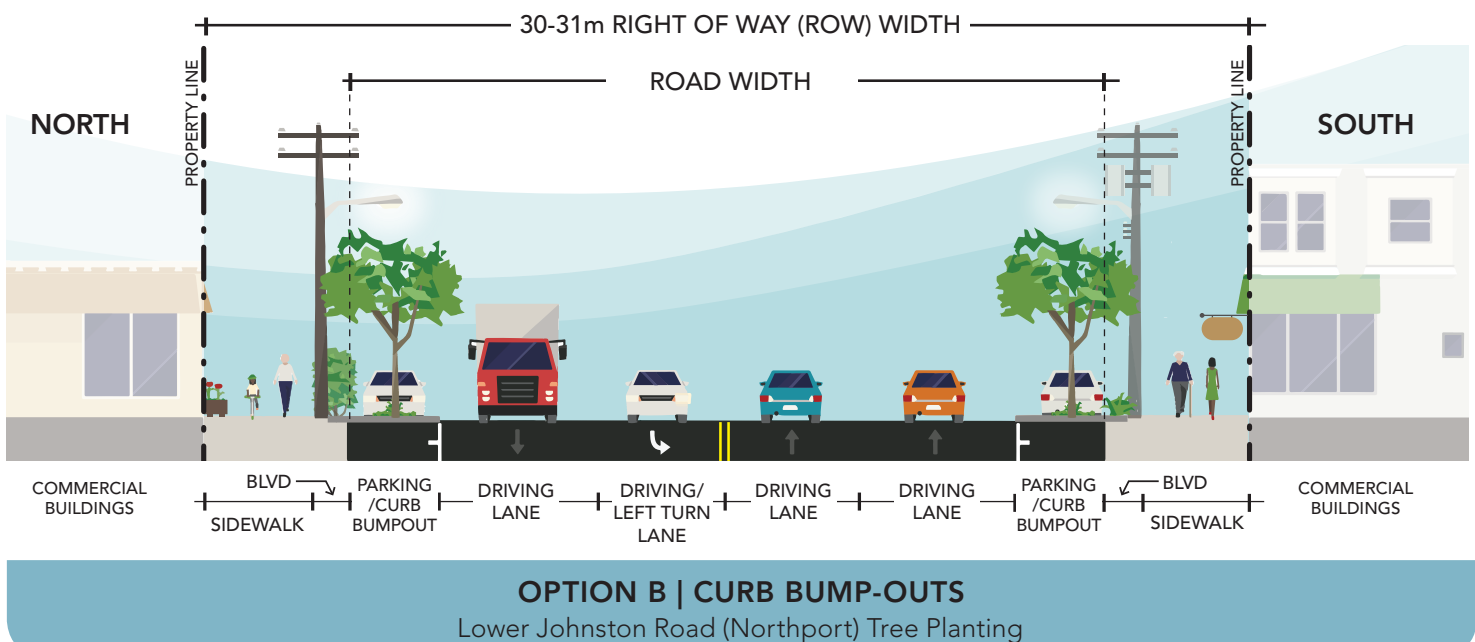
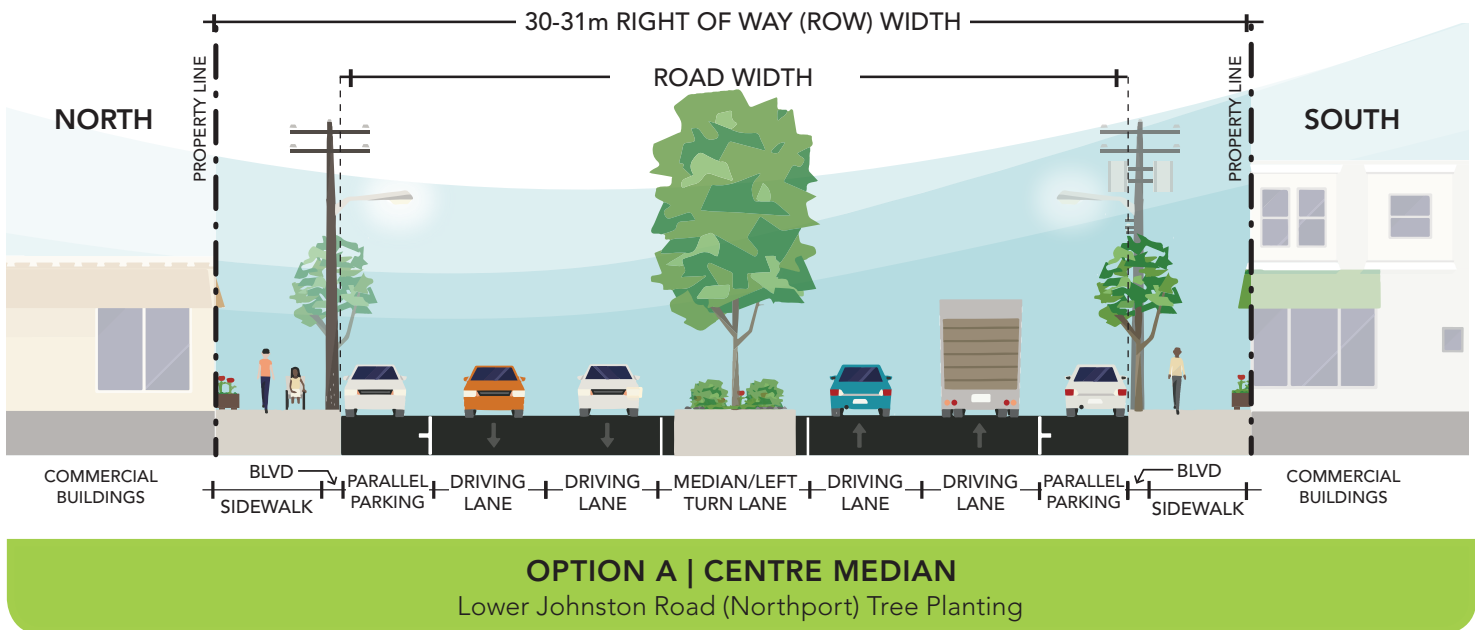


The planter installations in Northport are attractive and eye-catching.



Charrette Design Options:

- ▶ During the charrette, there were two design options generated that support tree planting on Johnston Road in Northport (see cross-section Option A, and Option B, below).
- ▶ There was a split among charrette participants for the preferred design option.
- ▶ Both options warrant further review and consideration for strengths, challenges, and feasibility (see comparison table on the following page for initial comparison points).



**Summary Comparison Chart for Tree Planting Options:**

OPTION A (Centre Median)	OPTION B (Curb Bump-outs)
<ul style="list-style-type: none"> ▶ Trees are not restricted by overhead lines, and are therefore more likely to establish a significant tree canopy ▶ A median is continuous between blocks and therefore provides area for a greater number of trees to be planted in succession ▶ Greater aesthetic impact and potential for developing the atmosphere of a treed street ▶ Higher cost (relative to Option B) ▶ Higher likelihood for revision to curbs or utility pole locations in order to accommodate the median within the right-of-way, especially around intersections. ▶ Restrictions for maintenance access ▶ Curb bump-outs could still be possible in this section (in particular, at mid-block locations away from intersections) 	<ul style="list-style-type: none"> ▶ Although curb bump-outs provide a better place for tree planting than within the boulevard area directly under overhead lines, there are still potential challenges to establishing a significant tree canopy due to the proximity of overhead lines ▶ Curb bump-outs provide intermittent opportunities for tree planting ▶ Curb bump-outs displace an on-street parking stall to achieve tree planting ▶ Lower aesthetic impact (relative to Option A) ▶ Lower cost (relative to Option A) ▶ Does not require revision to curbs or utility poles ▶ Good access for maintenance ▶ Helps to screen and diminish views to overhead lines

Design Considerations:**STREET TREES:**

- ▶ Select tree species that will provide large, mature canopies where there are no overhead lines present.
- ▶ Use consistent species within blocks to create a consistent form.
- ▶ New trees should be planted between traffic and pedestrians wherever possible to help create a sense of enclosure for the street.
- ▶ Use solutions that provide sufficient rooting space (e.g. soil cell technologies) to encourage long-term health. In practice, a min. 9 cu.m. of soil/tree is desirable.
- ▶ Any tree plantings, are to be designed with water efficient irrigation, maintenance, and operations in mind to support long-term success and health.

STREET GREENING - planters, baskets, etc.

- ▶ Where overhead utility lines are a restriction to tree planting, seek solutions that do not result in over-pruning of trees. Supplemental solutions such as vertical planters, planting baskets, or other ideas may warrant consideration.
- ▶ For planters, baskets, and planting areas, select species that will do not require a high level of maintenance or water requirements. Consider evergreen species or species that maintain aesthetic interest through the fall and winter.
- ▶ Any plantings, are to be designed with water efficient irrigation, maintenance, and operations in mind to support long-term success and health.
- ▶ Look to partnerships with local business groups or local horticulture and community groups for seasonal planting such as hanging baskets.



This median in Langford is effective at improving the visual atmosphere and reducing the uninterrupted expanse of asphalt.



This median in Victoria accommodates lighting and planting to provide a pleasant atmosphere to the streetscape.

Actions	Preliminary Capital Cost Allowance	Parties
8.1 Complete an inventory and assessment of existing trees along Johnston Road in Northport including their health / long-term viability to identify areas for tree removal, and priority areas for planting.	\$5,000* and City Staff	CoPA
8.2 Conduct analysis and feasibility study to determine the preferred approach for tree planting along lower Johnston Road in Northport. Develop detailed design plans for the preferred design approach.	\$80,000	CoPA, MOTI, Consultant Team
8.3 Based on design determined with Action 8.2, develop a green treed street on Johnston Road between Helen Street and Victoria Quay in Northport with: a) Centre median with tree planting, lawn, and electrical for accent lighting; or b) Infill tree planting in boulevard areas and curb bump-outs.	TBD (See Action 8.2)	CoPA, MOTI
8.4 Design and implement a network of raised planters with plantings, seasonal displays and irrigation, for the Northport Commercial Area that expands on those implemented in the boulevard area near Adelaide Street in 2015/2016.	\$100,000	CoPA, Northport Businesses
8.5 Design and implement a program for hanging baskets for the Northport Commercial Area.	\$25,000	CoPA, Northport Businesses

* Cost represents survey done by third-party. Inventory and assessment work anticipated to be handled by City forces.



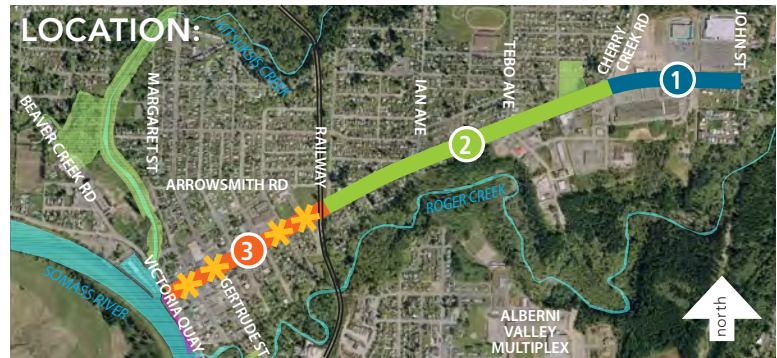
9

Northport Pedestrian Realm

Study Segment: 3

Description:

Expand the pedestrian realm throughout the Northport area to provide pedestrian comfort and amenities such as seating, wayfinding maps, public art, weather protection, place-making features, sidewalk cafes, retail displays, bike racks, etc.



Rationale:

- ▶ In order for Northport to be a walkable and successful shopping area it needs to be a place that is comfortable and appealing at the scale and speed of a pedestrian.
- ▶ Currently, the emphasis of the streetscape is on vehicles, and there needs to be a shift to expand and improve the amenities, connectivity, and features of the pedestrian realm.
- ▶ Recommendation 7 is for curb extensions which will create more space for pedestrians and pedestrian features.
- ▶ Features such as furnishings, plantings, and sidewalk activity from businesses create action that attracts attention to stop and contribute to traffic calming.
- ▶ The existing sidewalk and boulevard area is often next to street fronting parking lots that do not positively contribute to an animated public realm.
- ▶ There are several properties in the Northport area that are vacant or will redevelop in coming years and present an opportunity for new building frontage to address the street, shifting parking behind, to create a direct connection between the sidewalk and shop entrances.



Wide pedestrian areas (even on corner properties to side streets) make it possible for building activities to spill out onto the street, animating the area.



Many locations within Northport have parking that separates the sidewalk from building entrances.



Careful selection and placement of amenities is important to the street experience



Effective lighting can promote year-round use

Potential Challenges:

- ▶ The pedestrian realm is constrained by the distance between the edge of the roadway (curbs) and the property line.
- ▶ Revising the road cross section and curbs may provide conflicts with locations of utility poles and overhead lines.
- ▶ Additional pedestrian realm space may be secured during redevelopment, when there is an opportunity to adjust building frontages. The proposed pedestrian area and street cross section will need to function successfully during this transition phase which could occur over many years.



Design Considerations:

- ▶ Consider the following three zones and respective amenities:

Zone	Width	Description
Building Frontage Zone	Varies (min. 0.3 m plus activity space)	Area immediately adjacent to the building facade that can contain pedestrian-scale signs, outdoor merchandise stands, seating, flower pots, pedestrian scale lighting etc.
Pedestrian Zone	2.0 m to 4.0 m (typ.)	Area with sidewalk for pedestrian movement kept clear of furnishings, utilities, trees, etc.
Planting / Furnishing Zone	1.7 m (typ.)	Buffer area between pedestrians and vehicles that contains street trees, landscaping, signs, stormwater components, street furnishings, pedestrian scale lighting, utility lines, and public art.



RECOMMENDATIONS

- ▶ For street furnishings, identify a style that is consistent, durable, and contributes to the image and character for Northport.
- ▶ For pedestrian scale lighting, as well as decorative or feature lighting, use LED lights to minimize energy consumption and provide flexibility for changing colour through seasons and special events.
- ▶ Where possible, partner with adjacent businesses that front the street to provide awnings for continuous weather protection.
- ▶ The primary focus for pedestrian realm and amenities is Johnston Road, but cross streets including Margaret, Gertrude, Elizabeth, and Adelaide are also important and provide opportunities to build a more cohesive network for walkability (e.g. parking on a side street, and walking to nearby shops or destinations).
- ▶ Identify one or two catalyst or feature projects within the pedestrian realm as place-making features for the Northport area. An idea raised in the charrette was a canopy of overhead LED lights where the colour could change with events or seasons.



Parallel parking and a planted buffer with new street tree plantings provide definition and character for this pedestrian route.



Public art comes in a wide range of types and styles and should be selected to reflect the community's unique character.

Actions	Preliminary Capital Cost Allowance	Parties
9.1 *Complete an inventory and assessment of existing furnishings, planters, paving, and public art along Johnston Road and Northport side streets including their condition.	City Staff	CoPA
9.2 *Install new furnishings (benches and waste receptacles) where replacements are necessary and where gaps are identified from Action 9.1.	\$50,000	CoPA, AVCC
9.3 *Identify and implement a feature project for public art or place-marking in Northport area (e.g. overhead LED light canopy).	\$75,000 to \$250,000	CoPA, AVCC Arts Community
9.4 Develop and implement a program to encourage businesses to provide awnings along street frontages for weather protection.	City Staff	CoPA, Northport Businesses
9.5 *Implement pedestrian scale LED light standards along Johnston Road between Helen Street and Victoria Quay (~36 standards).	\$360,000	CoPA

* Pedestrian realm actions are to be coordinated with related actions including street tree infill, plantings, and curb extensions.



10

Northport On-Street Parking

Study Segment: 3

Description:

Maintain on-street parking on Johnston Road throughout Northport and improve parking management policies, parking signage, and designated long-term or RV parking areas.

Rationale:

OVERALL:

- ▶ Parking is a perceived problem in Northport although there is a greater area of surface parking here than in comparable sized shopping areas and communities.

ON-STREET PARKING:

- ▶ Urban planners and economists agree that on-street parking is an important component to main-street style pedestrian oriented shopping areas.
- ▶ Urban design guidelines recommend locating off-street parking lots behind building facades to strengthen the relationship between the sidewalk and the building entrances.
- ▶ Benefits of on-street parking include:
 - Encourages pedestrian traffic and customers by creating a more comfortable walking environment that is buffered from road traffic.
 - This buffer to road traffic also encourages sidewalk activities like outdoor cafes and retail areas that animate the area.
 - Creates convenient parking right in front of businesses so that motorists can stop and shop.
 - Reduces the demand to develop parking lots in front of businesses, supporting continuous building facades.
 - Moderates high vehicle speeds as parking activity, car door swings, etc. require driver attention.
- ▶ On-street parking is complimentary to providing curb extensions (see Recommendation 7).



Today there is existing on-street parking along much of Johnston Road, which should be maintained.



On-street parking has many design and economic benefits including providing a buffer to road traffic and improving comfort for pedestrians.



RECOMMENDATIONS

PARKING MANAGEMENT POLICIES & SIGNAGE:

- ▶ Potential conflicts where on-street parking spaces are occupied for full-day use (i.e. employee parking) displacing convenient shopping access have been identified in the Northport area. Parking management policies and signage can be used to encourage turn-over in high-demand areas, while still accommodating longer-term (i.e. full-day) parking at nearby locations or side streets.
- ▶ Parking signing and management policies can be implemented, adjusted, or removed with modest capital cost.

LONG-TERM & RV PARKING AREAS:

- ▶ A large volume of tourist traffic moves through Northport by RV. Currently there is no clear designation of parking areas designed for RVs.
- ▶ There are under-utilized parking areas within Northport and nearby areas which provide an opportunity for longer-term parking or RV designated parking.

Design Considerations:

- ▶ A parking management system is only effective if followed-up with consistent enforcement.
- ▶ Good precedents of parking management strategies have been implemented in similar communities (e.g. Chemainus Parking Management

Strategy, Municipality of North Cowichan), and may be used as reference for developing a Northport strategy.

- ▶ On-street parking on Johnston Road in Northport will need to be modified at intersections where curb extensions are introduced (refer to Recommendation 7).
- ▶ Where off-street surface parking is required, locate to the rear of the building with access from lanes or side-streets. Do not support off-street parking lots between business frontages and pedestrian areas during new development.
- ▶ Shared parking and accesses should be encouraged in order to reduce the number of curb let-downs and access points along the street that interrupt the sidewalk and on-street parking.



Parking management and signage is essential to maximizing balanced use throughout a shopping area like Northport.

(image credits Flickr Commons: wilmusrandolph March 2013, and donireewalker March 2012)

Actions	Preliminary Capital Cost Allowance	Parties
10.1 *Maintain on-street parking on Johnston Road throughout Northport area. Revise layout where needed to accommodate curb extensions (refer to Recommendation 7).	(N/A)	CoPA, MOTI
10.2 Develop a parking management strategy for the Northport area including: inventory of City parking locations and distribution within Northport; data collection for current usage and patterns; and consultation with local business and property owners.	\$25,000**	CoPA, MOTI, Transportation Consultant
10.3 Based on the parking management strategy, implement parking management and directional signage including: time limited parking, long-term parking, RV parking, etc.	\$15,000	CoPA, Northport Businesses

* On-street parking recommendations should consider timing for curb extensions, refer to Recommendation 7.

** The budget item is for an external transportation consultant to produce a Parking Management Strategy, including data collection, and analysis. An alternative would be to coordinate the study by City Staff and to limit data collection.



11

Northport Off-Street Parking

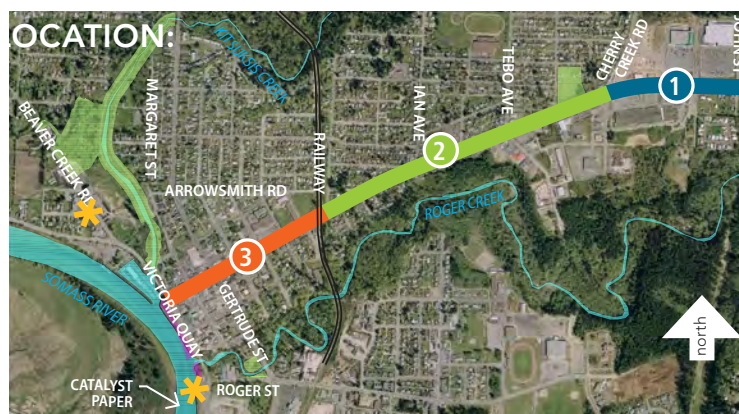
Study Segment: 3

Description:

Develop additional designated off-street parking areas, potentially adjacent to the Catalyst Paper property and at Kitsuksis Dyke Park, to accommodate longer-term parking, RV parking, overnight parking, etc.

Rationale:

- ▶ Off-street parking areas in close proximity to key destinations can help alleviate parking conflicts in front of businesses.
- ▶ A large number of visitors to Port Alberni and the West Coast travel by RV. Having a parking area that is easy to find and to manoeuvre in could help attract these visitors to stop and stay in the Northport area.
- ▶ Larger parking areas in close proximity to Northport and Victoria Quay would provide overflow parking for special events in the area.
- ▶ This approach integrates with and supports on-street and short-term parking management strategies described in Recommendation 10.



Potential Challenges:

- ▶ The Catalyst Paper property candidate site would require negotiation with the property owner and careful consideration of the existing mature trees.
- ▶ The Kitsuksis Dyke park location requires consideration for capacity and potential expansion into open lawn park area.

Design Considerations:

- ▶ These areas should be considered with the overall parking management strategy (see Recommendation 10).
- ▶ Clear indication to motorists on Johnston Road and Northport side streets where off-street parking lots can be found will be important.

Actions	Preliminary Capital Cost Allowance	Parties
11.1 Discuss off-street parking opportunities near Rogers Road with the Catalyst Paper site owner.	City Staff	CoPA / Catalyst Paper
11.2 Develop off-street parking at Kitsuksis Dyke Park as designated parking for longer-term (+8hrs) or large vehicles such as RVs.	\$65,000	CoPA



12

Northport Side Street Improvements

Study Segment: 3

Description:

Revise portions of existing wide side streets to incorporate cycling lanes, improved scale for pedestrians, and space for special events through temporary street closures:

- Helen Street
- Adelaide Street
- Elizabeth Street
- Margaret Street



Rationale:

- ▶ Side streets in Northport are currently expansive areas of asphalt that accommodate extra wide travel lanes for vehicles. This width for vehicles encourages higher speeds and reduces pedestrian comfort.
- ▶ While side streets have much lower traffic volume than Johnston Road and only accommodate one lane of vehicle travel in each direction, they have a similar right-of-way width (~30m) to Johnston Road. This width is an opportunity to support better pedestrian and cyclist infrastructure on side streets.
- ▶ Cycle routes and lanes could be provided within the existing paved width of Northport side streets (see Recommendation 15).
- ▶ Curb extensions at Northport side streets should be considered to shorten pedestrian crossing distances and provide more comfortable pedestrian-scaled intersections (see Recommendation 7).
- ▶ Charrette participants identified the importance of the side streets in creating a cohesive shopping and walking experience in Northport. Pedestrians perceive distances to be shorter if the distance is an enjoyable environment to walk in.
- ▶ In some areas, side street cross section changes may be achieved with road painting, without revising existing curbs, which minimizes the expense.

Design Considerations:

- ▶ Reducing side street lane widths to a standard 3.0 m.
- ▶ Incorporate cycle lanes as shared lanes (with signage and painted symbols) or designated painted lanes on side streets.
- ▶ Designate areas of under-utilized parking to be longer-term or RV parking.
- ▶ Incorporate additional street trees and planters at areas with high visibility.
- ▶ Encourage sidewalk cafe seating or sidewalk displays in areas with wide boulevards.
- ▶ Implement curb extensions to reduce pedestrian crossing distances.



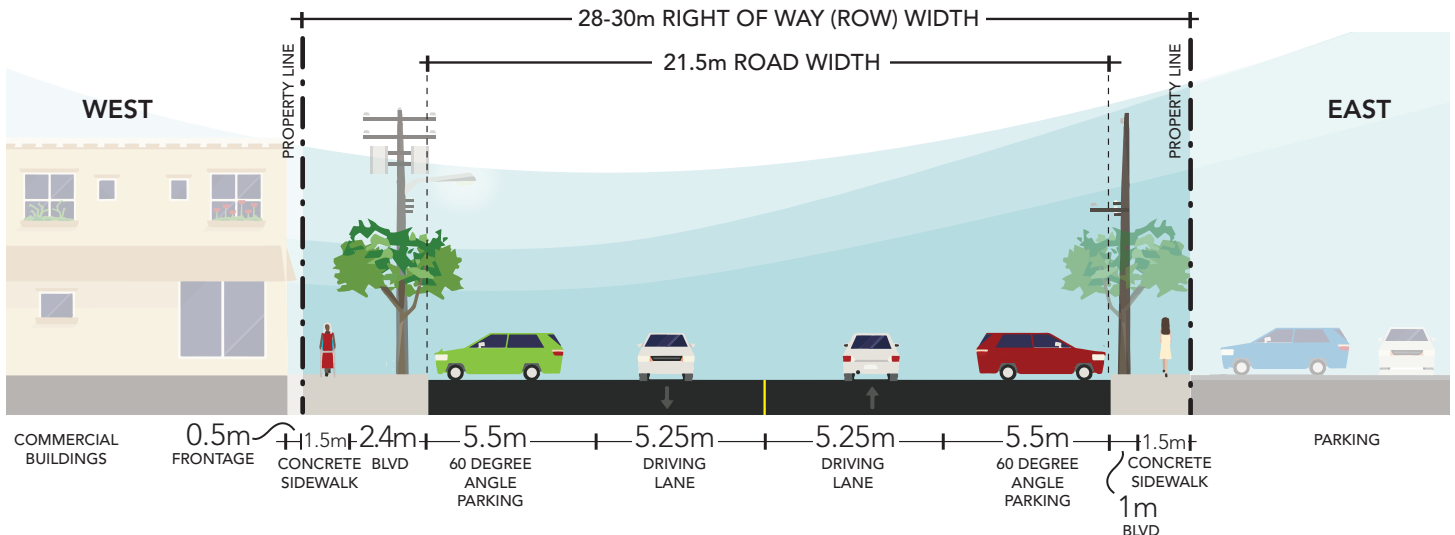
Charrette Outcome | Margaret Street Pilot Project

- ▶ During the charrette, the block of Margaret Street between Johnston Road and Southgate Road was identified as a pilot project for upgrading and converting the existing road width to create a greener, more pedestrian-friendly, more vibrant streetscape for side streets in Northport.

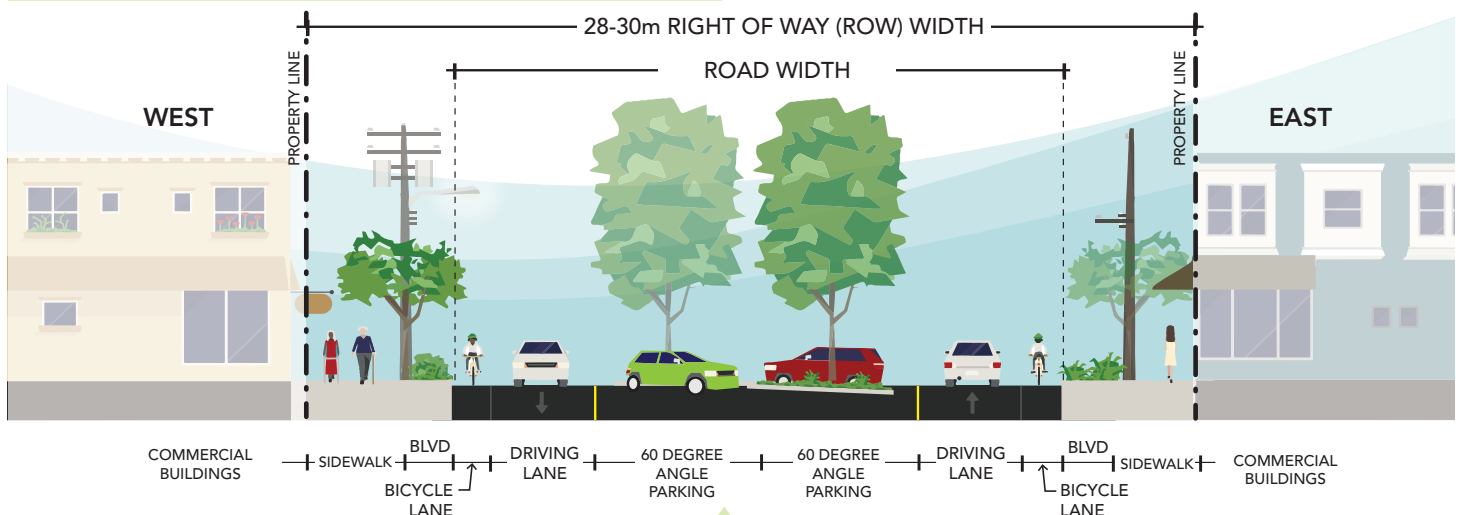
Existing Conditions

- ▶ Wide expanse of asphalt
- ▶ Extra wide driving lanes
- ▶ Limited tree planting
- ▶ Limited comfort for pedestrians

MARGARET STREET | Existing Cross-Section



MARGARET STREET | Proposed Cross-Section



Proposed Conditions

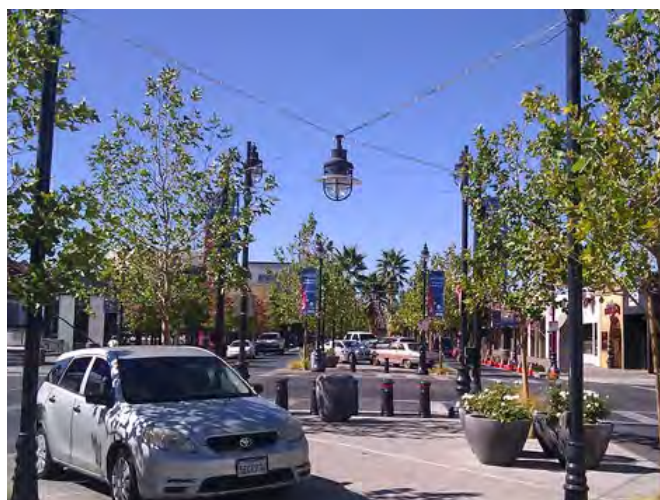
- ▶ Reduced driving lane width helps to manage vehicle speeds
- ▶ Addition of cycle lanes or shared lanes to support active transportation
- ▶ Conversion of the centre of the road to angled parking with planter islands
- ▶ This conversion supports tree planting away from overhead utilities to establish a significant canopy
- ▶ The reduced expanse of asphalt provides a scale of road that is more comfortable and inviting for pedestrians
- ▶ With temporary closures to vehicle traffic, this road layout could support a dynamic atmosphere for street markets or community events.



RECOMMENDATIONS



In Lancaster California, Lancaster Boulevard underwent a transformation from a four-lane highway, with two lanes of parallel parking, to a two-lane road that incorporates large centre boulevard areas called 'Ramblas'.



The Ramblas incorporate parking, planting, and lighting, but can also be used for temporary or special event space such as markets. This project won the 2012 National Award for Smart Growth Achievement. (image credit: Moule & Polyzoides Architects & Urbanists)

Actions	Preliminary Capital Cost Allowance	Parties
12.1 Design one block of Margaret Street as a pilot for re-distribute the side street cross section within the right-of-way. Design to support regular street tree planting (in a series of large planted islands, or similar), clearly delineated angle parking (in centre of road, or similar), decorative lighting, and cycle lanes.	\$15,000	CoPA
12.2 Implement one block Margaret Street upgrade as designed in by Action 12.1 (street tree planting islands, parking redistribution, decorative lighting, and cycle lanes).	\$135,000	CoPA
12.3 Create curb extensions on Southgate Road with: two at Victoria Quay, four at Margaret Street, four at Gertrude Street, and two at Elizabeth Street.	\$250,000	CoPA
12.4 Create and sign designated longer-term and RV parking spaces on Adelaide Street north of Johnston Road.	\$4,000	CoPA
12.5 Implement infill tree planting on commercial areas of Margaret, Elizabeth, and Adelaide Street.	\$75,000	CoPA



13

Northport Loop Trail

Study Segment: 3

Description:

Create a loop trail around the Northport area by linking segments of existing trails and implementing new segments to create a complete, attractive pedestrian and cyclist route.

Rationale:

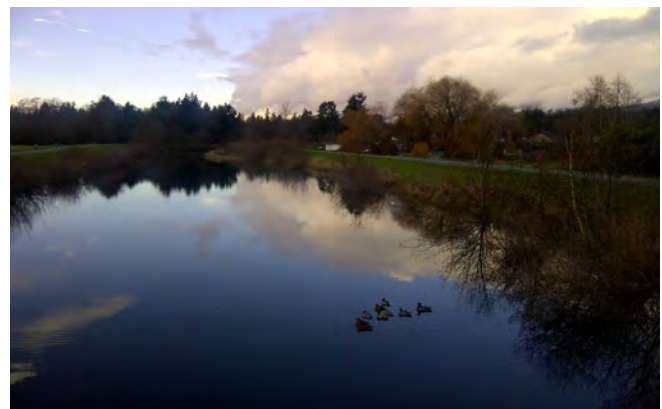
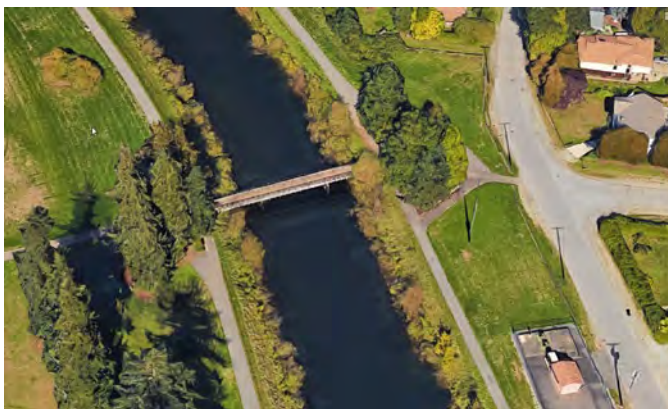
- ▶ There are several existing trails and natural areas within a short 5-10 min (400-800m) walk of Johnston Road and the Northport Commercial Area.
- ▶ Charrette participants communicated strong support for building on existing natural assets.

Design Considerations:

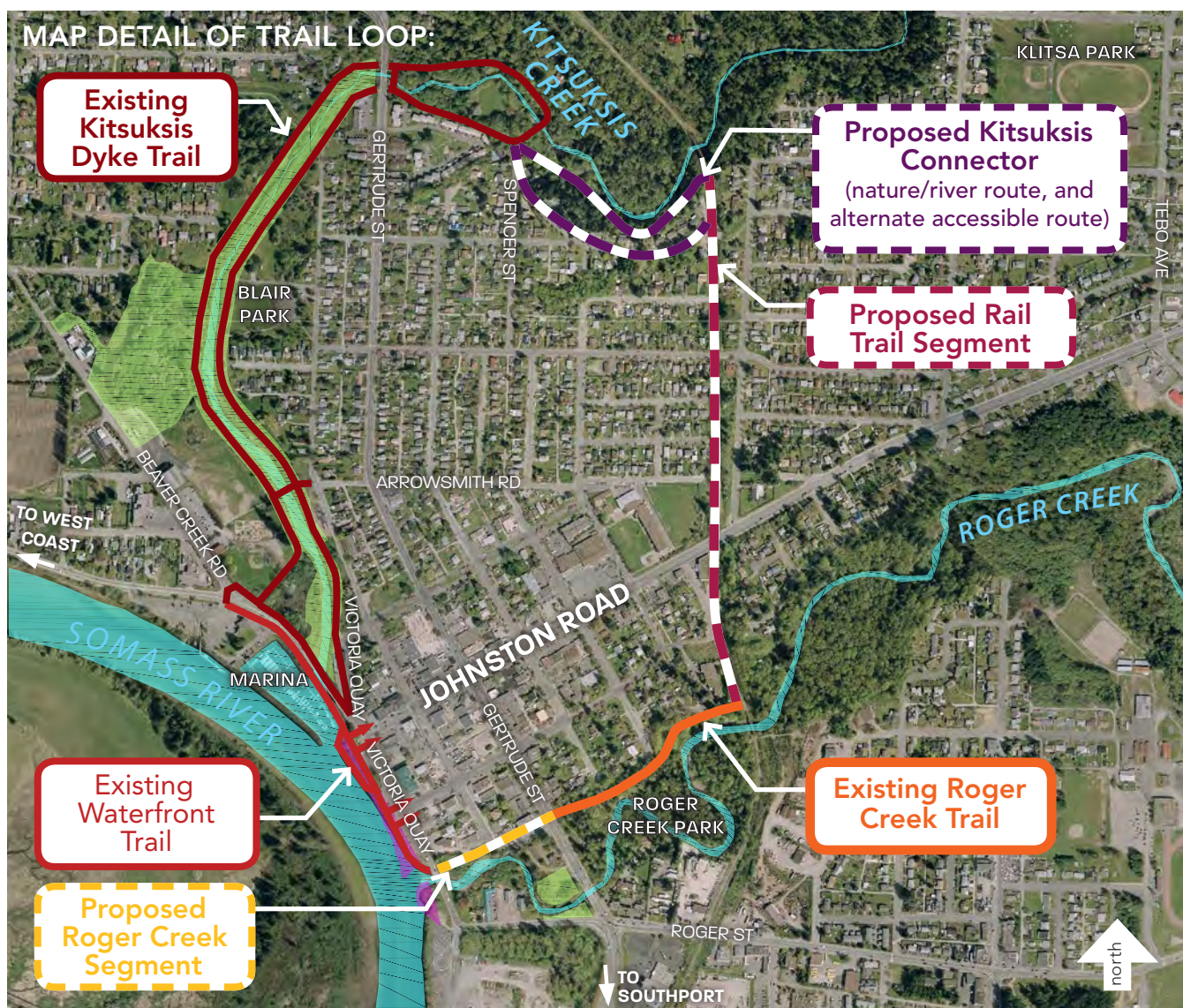
- ▶ Trail extensions or improvements should consider accessibility, walking, cycling, and other non-motorized modes of transportation.
- ▶ Trail signage and wayfinding should be related to the overall wayfinding program (see Recommendation 17).
- ▶ Trail quality should delineate a clear and continuous route.
- ▶ Segments can be completed incrementally to manage budget phasing. The segment from Victoria Quay Park to Roger Creek Park has been identified as a priority.



Nearby Roger Creek Park is a great natural asset within two blocks of Johnston Road - a unique asset for combining recreation and shopping that many commercial areas do not have.



Kitsuksis Creek and Dyke are just north of Johnston Road through Northport offering several kilometres of multi-use trail, a bridge crossing, and opportunities for wildlife viewing.



Actions	Preliminary Capital Cost Allowance	Parties
13.1 Design and develop a loop trail around the Northport area by linking existing segments of Kitsuksis Dyke Park Trail, Somass Riverfront Walkway, and Roger Creek Park Trail with new segments at Roger Creek (from Somass River to Gertrude bridge), along the railway (between Roger Creek and Kitsuksis Creek), and along Kitsuksis Creek (between railway and Spencer Street).	\$650,000*	CoPA
13.2 Design and implement a signage and wayfinding map system for the Northport Trail Loop. Include design and installation of trail markers at key intersections, map kiosks at trailheads, and a printed brochure with map to be made available at local accommodations and tourism points.	\$60,000	CoPA

* Cost allowance does not include grade crossings for active railway.



14

Northport Cycling Routes

Study Segment: 3

Description:

Within Northport (study segment 3), direct cycling through-traffic to parallel routes (Burke Road to the north, and Pemberton Road to the south) while strengthening cross-Johnston connections and end of trip cycling facilities.



Rationale:

- ▶ Side streets throughout Northport have ample room for designated bicycle lanes and present cycle route options that have less vehicle traffic than Johnston Road.
- ▶ Bicycle lanes are not ideal on Johnston Road as there is limited space for the desired road cross section, and bicycle lanes on Johnston would fall between parallel parked cars with door swing and busy travel lanes.
- ▶ The existing road structure in Northport offers efficient parallel routes to Johnston Road with frequent cross-street for access back to Johnston Road.
- ▶ By improving crossing connections at Johnston Road, designated bike lanes on side streets, and end of trip facilities (e.g. racks and bike parking), cycling routes will be strengthened in Northport.



Covered bike parking in Victoria.



RECOMMENDATIONS

Potential Challenges:

- Communicating clearly to cyclists that the primary designated cycle routes are off of Johnston Road.

Design Considerations:

- Cycling crossing routes should be clearly developed and marked.
- End-of-trip cycling facilities, including bike racks (covered and open), should be provided at key end point destinations.

Actions	Preliminary Capital Cost Allowance	Parties
14.1 Implement signage and thermoplastic bike lane markings on Helen Street, Burke Road, Margaret Street, and Pemberton Road to identify this as the primary designated cycling route within Northport.	\$75,000	CoPA
14.2 Implement thermoplastic painted and signed crossing zone for cyclists at Margaret Street and Helen Street intersections with Johnston Road.	\$6,000	CoPA
14.3 Include signage on Johnston Road, especially near Victoria Quay and Alberni Elementary, to direct people to cycling routes off of Johnston Road.	\$4,000	CoPA / MOTI
14.4 Implement signage and road markings on Northport side streets for cycle routes.	\$18,000	CoPA
14.5 Work with Northport business owners and community cycling representatives to identify key locations for end-of-trip cycling facilities (bike racks or storage) to be installed in Northport.	City Staff	CoPA, AVCC

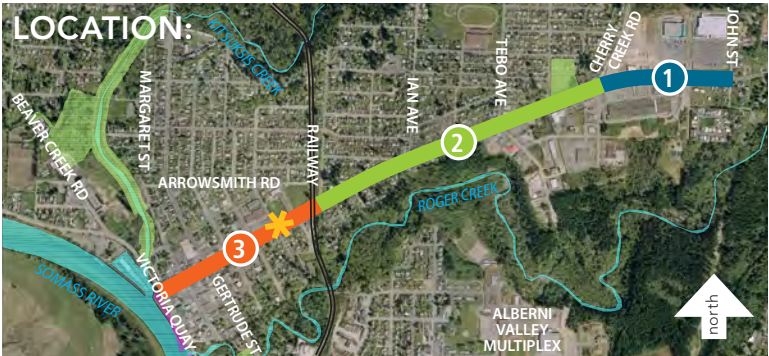
15

Helen Street Intersection Upgrades

Study Segment: 3

Description:

Improve the signalized intersection for vehicle turning movements and enhanced pedestrian crosswalks, at Helen Street and Johnston Road.



- Rationale:**
- ▶ The intersection is currently controlled by traffic signals on Johnston, and stop signs on Helen Street.
 - ▶ Left hand turns are common at this intersection, but are currently difficult to make with the volume, speed, and width of Johnston Road.
 - ▶ Provision of traffic signals on Helen Street would facilitate safer vehicle turning movements and pedestrian and cyclist crossing of Johnston Road.
 - ▶ A new signal here would further support traffic calming at the base of the hill and transition into Northport area.

- Potential Challenges:**
- ▶ Adding signals for a four-way signalled intersection will change traffic patterns and could increase travel time on Johnston Road.



The existing Helen Street intersection (looking north). Left turns from this location onto Johnston Road are currently a challenge.

- Design Considerations:**
- ▶ Curb Extensions should be included at the corners of Helen Street to reduce pedestrian crossing width.
 - ▶ Signal timing would need to be coordinated with the signals at Gertrude Street, and be programmed with consideration to peak traffic times on Johnston Road.

Actions	Preliminary Capital Cost Allowance	Parties
15.1 Implement new traffic signals and pedestrian crossing improvements at Helen Street and Johnston Road.	Under Construction	CoPA, MoTI



16

Victoria Quay Transformation

Study Segment: 3

Description:

Transform Victoria Quay into an enhanced green space for pedestrians that is a landmark destination with connected waterfront commercial areas.

Rationale:

- ▶ Victoria Quay, at the end of Johnston Road, is one of the most visible waterfront arrival points in Port Alberni and is directly adjacent to the Northport Commercial Area.
- ▶ This area sees a high volume of passing traffic from both residents and visitors.
- ▶ Improvements to the waterfront park and waterfront commercial on Victoria Quay are opportunities to attract tourists and residents to spend more time at the waterfront and the Northport area.
- ▶ There are great existing assets in this location including the existing boardwalk, Welcoming Figures, and Whaling Monument.
- ▶ The estuary across from the park is known to be one of the most likely locations in the City and surrounding area to safely see a bear. Wildlife viewing is a primary interest and attraction for visitors to the west coast and is a great natural asset and opportunity for tourism and marketing for Port Alberni.



The natural and cultural components of Victoria Quay park are existing assets that provide a great foundation for further improvements to make Victoria Quay a clear destination.



Design Considerations:

- ▶ Consider removing the existing parking lot to create more space directly adjacent to the waterfront for public recreation and enjoyment. Some accessible parking should be maintained.
- ▶ Consider parallel or angle on-street parking on Victoria Quay roadway to compensate for removal of the park parking lot.
- ▶ Create a structure such as a gazebo or covered shelter to provide a gathering spot and event location for all seasons.
- ▶ Develop interpretive information to celebrate the waterfront and community assets e.g. info panels for views of “What you’re looking at” including natural features (mountains, river, estuary, sanctuary, wildlife), community features, and industry features (Catalyst Paper).
- ▶ Continue support for nearby waterfront improvement initiatives like the development of a marquee building and attraction adjacent to the existing Clutesi Haven Marina.
- ▶ Consider future development of a waterfront landmark such as a viewing platform to view the estuary wildlife (bears, birds, etc.).
- ▶ Encourage small-scale revenue generation opportunities within the park such as fishing rentals, ice cream shop, gift shop.
- ▶ Coordinate Victoria Quay Park and roadway improvements with the Northport Trail Route (see Recommendation 13).
- ▶ Encourage a bicycle rental business or pick-up/drop-off bike service at Victoria Quay Park as a key point of departure for exploring Port Alberni by trail (related to Recommendation 13).
- ▶ Develop public washrooms to support picnics or longer stays in the area.
- ▶ Incorporate space for buskers and food vendors.
- ▶ Expand on the existing success and public art identity of the park by identifying locations for future art works.
- ▶ Explore future opportunities for changing the traffic pattern on Victoria Quay to promote the area as pedestrian friendly. Ideas raised at the charrette included consideration of a roundabout at the Victoria Quay and Johnston Road intersection, and closing Victoria Quay to vehicles for a pedestrian only park destination. Other elements such as raised pedestrian crosswalks, paving changes, or other pedestrian friendly signals would also be considered.



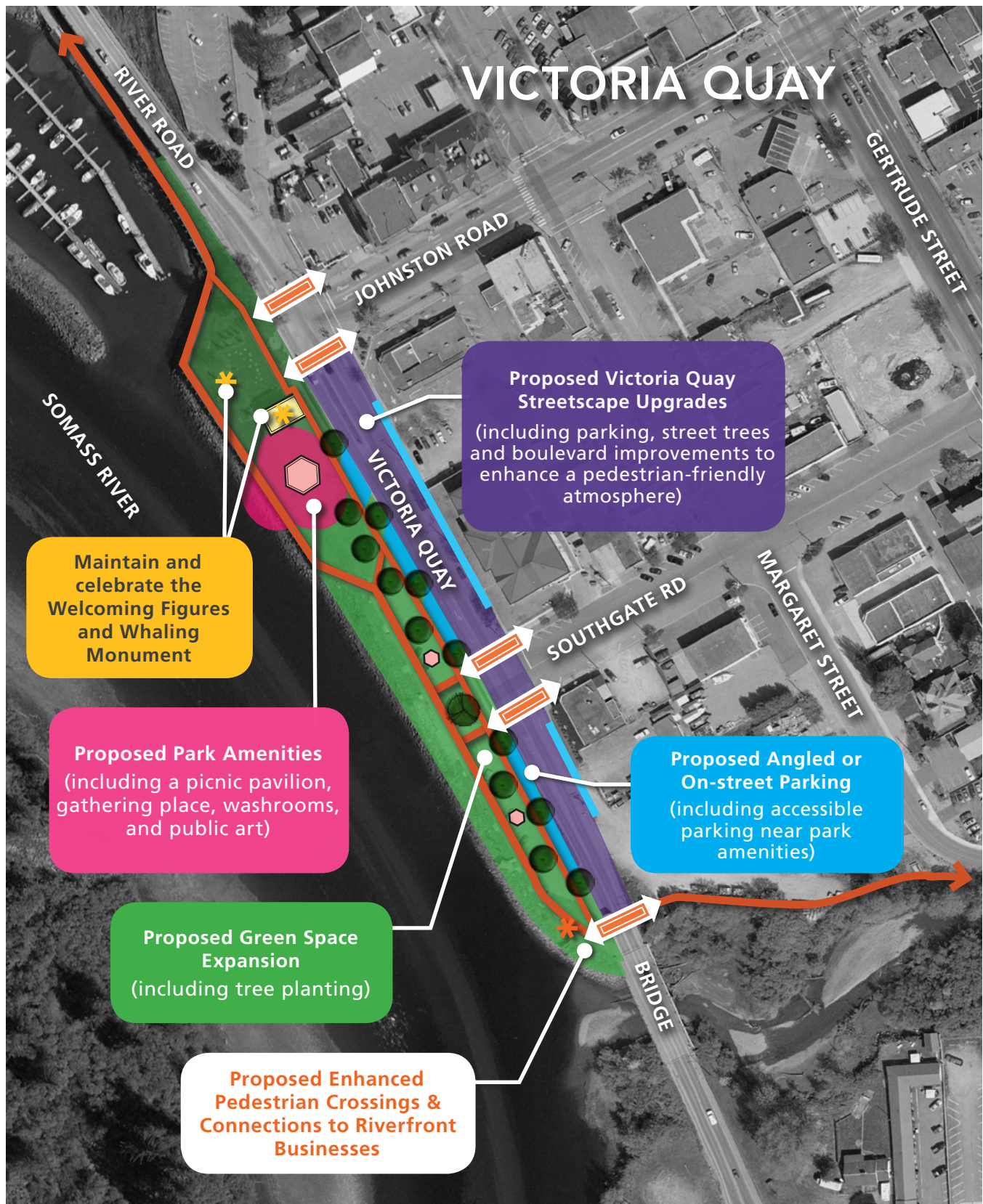
Victoria Quay could be a central starting point to exploring the Alberni valley



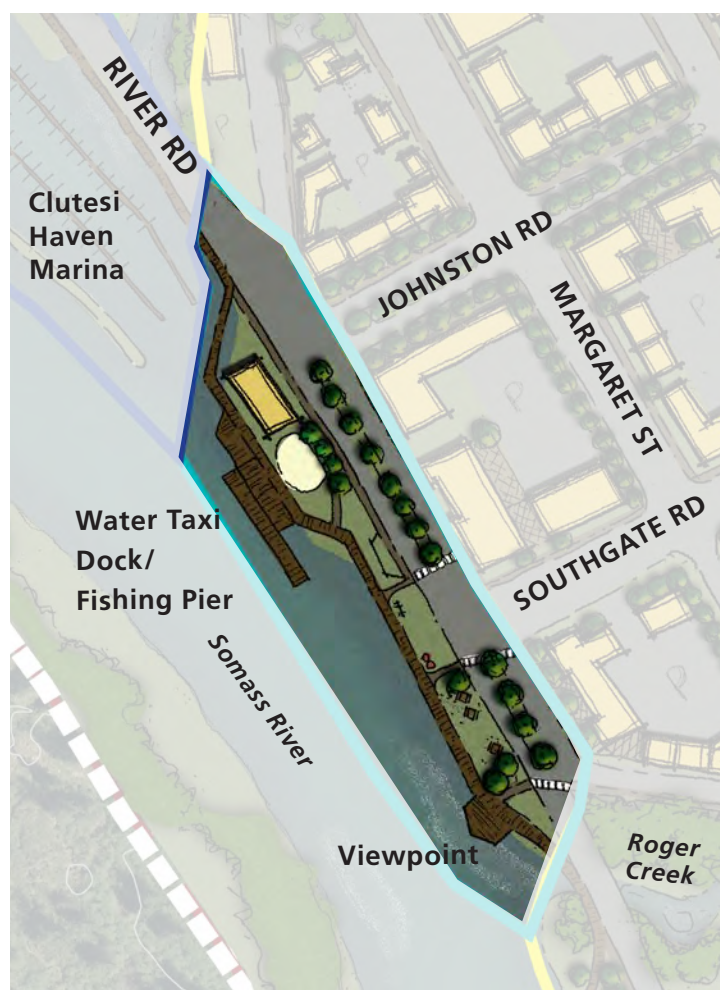
A bicycle rental or pick-up/drop-off bike service would help identify Victoria Quay as a trails starting point.



A Timber Picnic Shelter or Pavilion, such as this one, the Comox Waterfront Park Rotary Pavilion, can provide a landmark, gathering place, and weather protection for park visitors.



High level concept plan for improvements at Victoria Quay Park and streetscape in order to create a "waterfront jewel".



Sketch plan excerpt of Victoria Quay Park from the Port Alberni Waterfront North Study which proposes similar principal features and changes discussed at the charrette for this plan.

Actions	Preliminary Capital Cost Allowance	Parties
16.1 Develop a detailed park & streetscape design and phasing at Victoria Quay. Parking and traffic will be key components of this plan.	\$110,000	CoPA
16.2 Implement planned changes at Victoria Quay Park including expanded green space, tree planting, a new covered shelter/gathering spot, interpretive information, public art, and a washroom building.	\$450,000*	CoPA
16.3 Implement planned streetscape changes for Victoria Quay roadway including upgraded crosswalks, plantings, boulevards, lighting, and parking to encourage waterfront-oriented uses and connections between the waterfront, park, and the rest of the Northport commercial area.	\$350,000 to \$800,000*	CoPA

* Estimate provides initial costing for high level amenities being considered. Cost would be refined based on the park plan developed in Action 16.1.



17

Wayfinding & Signage Program

Study Segments: 1, 2 & 3

Description:

Develop a renewed wayfinding and signage program for Johnston Road and Northport Area.

LOCATION: All Segments



Rationale:

- ▶ Easily identifiable signage and wayfinding was a focal topic from the charrette and is a component integrated with several other recommendations in each of the three study segments.
- ▶ Having an overarching wayfinding plan for the study area will help to unify signage identified in the various recommendations of this plan (e.g. Entry/Gateway Welcome Sign, parking signage, Northport map kiosks, trail route signs, bicycle route signs).
- ▶ The City had initiated work with an internal branding committee to look into themes, logos, colours, etc. as a starting point. Further efforts by an external third-party are needed to complete an implementable branding program.
- ▶ A strong wayfinding program can help to emphasize the character and identity of a place.
- ▶ The easier it is for visitors to find attractions or amenities, the more likely they are to stop or stay for a time.
- ▶ Signage throughout the study area has been developed at different points in time and has limited cohesion. An integrated look and feel will encourage a stronger identity and support a clean, clear, and distinct message.



Attractive sidewalk map kiosks are an effective way of communicating with visitors in pedestrian areas. (image credit: Payton Chung, Flickr Commons, April 2010)



Design Considerations:

- ▶ Use 2016 branding efforts by the City's economic development department as a starting point for a third-party design process to finalize design directions.
- ▶ Wayfinding programs are often best prepared by a joint effort between a local committee and a professional consultant to combine local knowledge and a non-biased outside design perspective.
- ▶ Ensure design considers a range of audiences from motorists to cyclists to pedestrians, as well as a range of travelling speeds for each of these audiences.
- ▶ For signage fabrication, utilize materials that provide durability in all weather conditions as well as consideration to material cost and character.
- ▶ For detailed signs, such as Northport Commercial Centre kiosk maps, consider a format that allows flexibility for occasional revision and reprinting of map components.
- ▶ Consider design direction outlined in design guidelines (refer to Recommendation 19) as well as design character of site furnishings, when completing signage designs (refer to Recommendation 9).

Actions	Preliminary Capital Cost Allowance	Parties
17.1 Complete an updated overall signage and wayfinding program to guide specific signage projects for implementation in the Johnston Road and Northport Area.	\$40,000	CoPA, Design Consultant
17.2 Manufacture and install (~10) pedestrian scale map kiosks in the Northport Commercial Area.*	\$30,000	CoPA, Sign Manufacturer

* The implementation of signs that will be informed by Action 17.1 are included within other recommendations (e.g. for Actions 6.1, 10.3, 12.4, 13.2, 14.3, and 16.2).



18

Planning Policy & Bylaw Review

Study Segments: 1, 2, 3

Description:

Undertake a City of Port Alberni review of current policies and bylaws related to Johnston Road, Northport, and Victoria Quay. Consider where updates may be warranted to support and enhance revitalization of Johnston Road.

LOCATION: All Segments**Rationale:**

- ▶ Over the years, multiple planning documents including the OCP, Port Alberni Waterfront North Plan, and zoning bylaw, have been created and provide guidance to improvements in this study area.
- ▶ An internal review of key policies and plans will allow the City to align and strengthen guiding documents with a focus on how they apply to Johnston Road and Northport Commercial Area in order to better guide future development and opportunities.

Design Considerations:

- ▶ Plan and policy updates should reflect the vision for the area that has been established through recent planning efforts.
- ▶ The plan and policy review is recommended to be concurrent with efforts to develop Design Guidelines (refer to Recommendation 19).
- ▶ Transitioning the overhead utility lines on Johnston Road to underground was raised throughout the charrette process. This change is cost-prohibitive at present, but could be reviewed for long-term feasibility and supportive policy.

Actions	Preliminary Capital Cost Allowance	Parties
18.1 Undertake a review of relevant plans, policies, and bylaws related to Johnston Road and Northport Commercial Area for consistency and to consider where updates may be warranted to support and enhance revitalization of the area.	City Staff	CoPA
18.2 Investigate long-term feasibility of the overhead utility lines on Johnston Road transitioning to underground. Consider developing policy for new developments to incorporate utility infrastructure to permit future transition to underground utility lines.	City Staff	CoPA



19

Northport Design Guidelines

Study Segment: 3

Description:

Develop design guidelines for Northport so that all future development efforts correspond with and strengthen the character and vision for the area.

Rationale:

- ▶ The purpose of design guidelines is to establish key criteria for developments (new or renovation).
- ▶ The intent is not to restrict innovation or variety, or to dictate a single outcome, but rather to establish a level and standard quality of design and a cohesive appearance within Northport.
- ▶ A positive visual appearance promotes public pride and ultimately improves property values.
- ▶ Design guidelines provide a common reference for potential development proponents and the City to evaluate development proposals in a transparent manner.

LOCATION: Segment 3



Design Considerations:

Establish Northport design guidelines that:

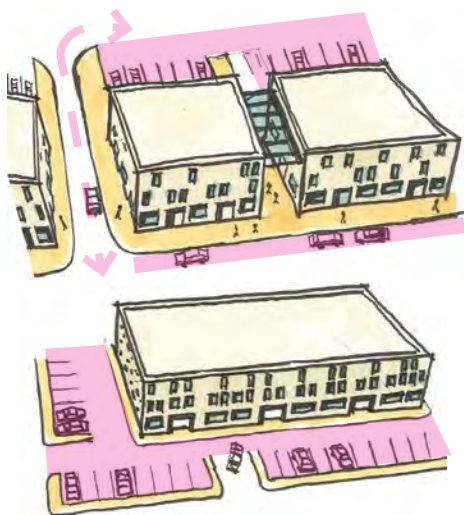
- ▶ Address site design, building placement, and building design for new developments;
- ▶ Maintain the “street wall” for Johnston Road by locating off-street parking behind buildings, away from the street edge;
- ▶ Provide standards for the rehabilitation or maintenance of historic structures and recognize and promote heritage character (colours, materials);
- ▶ Address building setback and siting, building architectural style, building height, roofs and roofing, signage, and landscaping;
- ▶ Protect and promote the features of “future heritage” – buildings that have been built within the past 25 to 50 years;
- ▶ Incorporate lighting elements that promote year-round interest (related to Recommendation 9);
- ▶ Create a wider pedestrian amenity zone that supplies space for seating, planting, and amenities (related to Recommendations 8 & 9);
- ▶ Provide weather protection along commercial streets through the use of continuous canopies and awnings (related to Recommendation 9);
- ▶ Support and encourage small-scale public art (related to Recommendation 9);
- ▶ Support ongoing street tree renewal (related to Recommendation 8);



RECOMMENDATIONS



Local examples of recent developments that use natural materials like stone and timber to define the finished building character. (Image credits: AV Financial and Sproat Lake Landing).



- ▶ Provide explanation of design principles to be promoted as well as sample images and photos that illustrate acceptable or unacceptable design solutions;
- ▶ Provide guidance to design professionals, property owners, and the City;
- ▶ Provide a framework, but do not prevent changes, limit growth or development, or dictate design; and
- ▶ Relate to the form and character of the specific context of Northport and Port Alberni.

Specific Ideas from the Charrette and Waterfront North Study regarding Design Guidelines:

- ▶ Promoting a character focus on natural “west coast” materials such as timber and stone. For example: local recent examples at Sproat Lake Landing, and AV Financial’s renovation on Johnston Road in Northport.
- ▶ Identify and develop Districts within Northport and the broader study area. Design guidelines would help to support and give definition to these Districts (e.g. guidelines specific to Victoria Quay and waterfront versus businesses on Johnston Road in Northport). In the Port Alberni Waterfront North Study, three different area types were identified within Northport: Victoria Quay Waterfront Properties, Johnston Road Corridor Properties, and Northport Side Street Properties. Review and confirm these sub-areas within Northport to inform potential variations within design guidelines.

> This parking arrangement (with on-street parking in the front, and a parking lot in behind the building) is preferred since it provides a direct link from the sidewalk to the building entrance.

> This parking arrangement (with a surface parking lot fronting the street) separates the sidewalk from the building entrance.

Actions	Preliminary Capital Cost Allowance	Parties
19.1 Develop design guidelines for the Northport area including specifics for the Victoria Quay Waterfront, Johnston Road fronted properties, and Northport Side Street properties.	\$65,000	CoPA, Design Consultant



20

Marketing & Encouraging Development

Study Segments: 1, 2, & 3

Description:

Build awareness and interest in the Johnston Road and Northport Commercial Area to encourage private renewal and reinvestment in the area.

Rationale:

- ▶ Private development and renewal is a significant part of achieving the desired vision and goes hand-in-hand with public efforts.
- ▶ While the east end of Johnston Road has seen more recent investment, parts of the Northport area are vacant and recent reinvestment has been limited.
- ▶ Helping to reduce perceived barriers to development, combined with public investment in streetscape, will encourage land owners to invest in improving their properties.
- ▶ The recent (2016) Business Facade Improvement Program, a partnership between the City of Port Alberni and Community Futures Alberni-Clayoquot, launched with over \$600,000 in improvements planned for local storefronts. This reception is encouraging that the private sector is responsive to partnership opportunities for improvement.



Christchurch Re:Start Mall was established from shipping containers after the earthquake as fast way to provide economical space for businesses.

Design Considerations:

- ▶ A combination of efforts from the City, Alberni Valley Chamber of Commerce, and other partners will help promote Northport as an exciting location for investment.
- ▶ Considerations for incentives, commercial revitalization tax exemption bylaw, or other methods of encouraging desirable development in the area may warrant consideration.
- ▶ Look to short-term catalyst type projects and opportunities as a way to generate interest in longer-term investment.

Actions	Preliminary Capital Cost Allowance	Parties
20.1 Develop a campaign to attract a strong and unique 'anchor tenant' to the Northport Commercial Area as a catalyst for attracting further economic development.	City Staff	CoPA, AVCC
20.2 Encourage economical pop-up business spaces and gathering space on the Johnston Road brownfield site (northeast corner of Adelaide Street). Ensure policy supports this type of business development.	City Staff	CoPA, AVCC
20.3 Develop a program for temporary events and seasonal programming to be hosted in Northport, such as "Market on Margaret" temporary closure of one block of Margaret Street south of Johnston Road for a sunset market.	City Staff	CoPA, AVCC / Northport Businesses

Continued collaboration will be essential to moving the vision for Johnston Road and Northport Commercial Area to implementation.



6 Implementation Strategy



This section summarizes an approach to implementation of the recommendations developed through the charrette and planning processes. It outlines suggested steps to achieving positive change for Johnston Road and Northport Commercial Area.

CONTENTS

- 6.1 Implementation Overview
- 6.2 Funding Strategies
- 6.3 Summary of Actions by Area
- 6.4 Summary of Short-Term Actions



6.1 Implementation Overview

The implementation summary provides an overview of the recommended steps for achieving the vision for Johnston Road and Northport Commercial Area. This vision is a long-term outlook and it is recognized that Johnston Road and surrounding area will continue to evolve, so it will be necessary to be flexible and adapt to new opportunities and challenges that arise.

This document and the recommended projects will need to be prioritized within the City of Port Alberni's overall initiatives.

While the City's Community Planning and Economic Development departments are key to overseeing the plan, successful implementation will require participation and collaboration from a number of groups including, but not limited to:

- City Mayor and Council;
- City Departments (Community Planning and Development Services, Economic Development, Engineering, Public Works, Finance);
- Ministry of Transportation and Infrastructure (MOTI);
- Stakeholders; and
- Community Members.



Existing wide Northport side streets provide the room and opportunity for improvement.



6.2 Funding Strategies

This plan vision will require funding and partnerships for successful implementation. Availability of funding from a range of sources will largely control the extent and pace of implementation.

There are many possible sources of funding that could help implement the recommendations in this plan. The following list provides a brief description of six funding strategies:

1. **Capital:** Property tax is the City's principle source of revenue for providing infrastructure upgrades and community services. Property tax contributes to many different City improvements and must be balanced among community needs.
2. **Development Cost Charges (DCCs):** DCCs are a means of collecting fees from development projects for infrastructure improvements necessitated by community growth.
3. **Coordination with Infrastructure Upgrades:** Major infrastructure lifecycle or capacity improvements, such as road or utility upgrades, may overlap with improvement projects identified in this document. The City should coordinate internally (engineering and public works) as well as with MoTI, to understand what projects and timelines exist for partnership funding and implementation on Johnston Road and Northport Commercial Area.
4. **Parcel Tax:** A parcel tax levies a fixed charge per property within a community or defined zone. This tax allows funds for a specific purpose to be raised, without increasing general property taxes. The use of a parcel tax can alleviate public concerns that funds raised through general property taxes may not be directed to this specific project and provides a fixed time frame for the implementation of the levy. A parcel tax may be appropriate for major capital improvements because it spreads the tax load evenly among large and small properties without regard to assessed value.
5. **Senior Government Funding:** The Province of BC, Federation of Canadian Municipalities, Government of Canada and other government and non-government organizations offer grants that provide capital or planning funds. Many of the improvement projects identified in this plan could secure funds related to active transportation, public infrastructure, and tourism/recreation. The City should pursue grants for projects identified in this plan.
6. **Donations & Fund-raising:** Corporations, organizations, and individuals are often willing to contribute to community assets. An organized, efficient, and productive donation campaign helps harness these opportunities and ensures the community sees results.



6.3 Summary of Actions by Area

TABLE CATEGORIES:

The following tables summarize the plan action items according to the following categories:

1. Upper Johnston Road
2. Mid Johnston Road
3. Lower Johnston Road (Northport Area)
4. General

As well as a final table for:
Short-Term Actions (1-3 years)

TABLE COMPONENTS:

Ref. # & Action: Each action number correlates to the overall recommendation that it is a part of (e.g. Action 4.2 is part of Recommendation 4).

Parties Involved: Refers to the suggested agencies, groups or organizations that may be involved in implementation of a particular action item. Acronym legend as follows:

- CoPA = City of Port Alberni
- MOTI = Ministry of Transportation and Infrastructure
- ACRD = Alberni-Clayoquot Regional District
- AVCC = Alberni Valley Chamber of Commerce
- ICF = Island Corridor Foundation

Preliminary Capital Coast Allowance: These figures are provided for planning purposes and are Class 'D' estimates (+/- 50% in 2017 figures).

Table 6.1: Recommended Actions for Upper Johnston (Segment 1)

Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
1.1	Identify a preferred location for the Port Alberni welcome sign from the east. Coordinate with the ACRD and MOTI to confirm a viable location.	CoPA, ACRD, MOTI	City Staff Time
1.2	Engage a designer to complete a detailed design and budget for the welcome sign. Sign design to include the primary sign structure, lighting, and surrounding landscaping.	CoPA, Designer	\$20,000
1.3	Coordinate with the ACRD and MOTI for potential revisions or removals of billboards or existing signs that compromise the strength of the entry sequence.	CoPA, ACRD, MOTI	City Staff Time
1.4	Finalize design and construct the approved welcome sign at the east entry to Port Alberni.	CoPA, Contractor, MOTI	\$60,000 to \$100,000*
1.5	Finalize design and construct improvements to existing medians in front of the Visitor Centre, including conversion from painted/asphalt surface to planting, trees, feature lighting, signage, and/or art.	CoPA, ACRD, MOTI, AVCC	\$60,000*
2.1	Working with local businesses, coordinate a power source connection and install decorative landscape lighting for the existing median in the Johnston Road East Commercial Area.	CoPA, MOTI, Area Business Owners	\$5,000 to \$25,000*
Subtotal (Upper Johnston Road) =			\$145,000 to \$205,000

* Refer to full recommendation in Section 5 for more information.


Table 6.2: Recommended Actions for Mid Johnston Road (Segment 2)

Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
3.1	Develop a park plan for Williamson Park to detail the future features and uses for this park.	CoPA	\$35,000
3.2	Develop Williamson Park based on the approved park plan (refer to Action 3.1).	CoPA, Others TBD	TBD (See Action 3.2)
4.1	Paint existing cobra head light standards to black finish (~30).	CoPA, MOTI	\$15,000
4.2	Cherry Creek Road to Tebo Avenue: Design and develop a centre median, including electrical and water supply, tree planting, and consideration for public art, decorative lighting, and stormwater management..	CoPA, MOTI	\$350,000 to \$500,000*
4.3	Tebo Avenue to the Railway Crossing: Design and develop a centre median, including electrical and water supply, tree planting, and consideration for public art, decorative lighting, and stormwater management.	CoPA, MOTI	\$500,000 to \$750,000*
4.4	Provide pedestrian scale lighting off of existing light standards, or as new standalone lights, with incorporation of public art where possible (30 standards minimum up to ~60).	CoPA, MOTI	\$200,000 to \$600,000*
4.5	Seek other opportunities for aesthetic and character improvements along this segment of Johnston Road (e.g. utility pole improvements).	CoPA, MOTI	City Staff Time
5.1	Design and implement sidewalk along the south side of Johnston Road between Tebo Avenue and Ian Avenue (~400 m).	CoPA, MOTI	\$135,000
5.2	Design and implement sidewalk along the south side of Johnston Road between Ian Avenue and the railroad crossing (~425 m).	CoPA, MOTI	\$145,000
5.3	Improve Ian Avenue pedestrian crossing to include a pedestrian activated flasher light for improved visibility and safety.	CoPA, MOTI	\$60,000
5.4	After implementation of continuous sidewalk on south side (items 5.1 and 5.2), review this segment of road to identify if an additional pedestrian crossing is warranted between the railroad tracks and Tebo Avenue.	CoPA, MOTI	City Staff
6.1	Design and implement a wayfinding welcome sign for arrival to Northport Commercial Area. Sign to include site design planting and sign lighting.	CoPA, MOTI, SD70, ICF	\$25,000
6.2	Create a rail destination with micro station to support speeder rail car service connections to Harbour Quay and the Mill*. Include amenities for wayfinding map, (~5 stall) roadside parking off Leslie Avenue, seating, and waste/recycling collection.	CoPA, ICF, Alberni Valley Tourism	\$60,000*
Subtotal (Mid Johnston Road) =			\$1,525,000 to \$2,325,000

* Refer to full recommendation in Section 5 for more information.

**Table 6.3: Recommended Actions for Lower Johnston Road (Northport Area) - Segment 3**

Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
	Lower Johnston Road (Northport)		
7.1	Implement four curb extensions on Johnston Road at Margaret Street, and two curb extensions at mid-block.	CoPA, MOTI	\$175,000
7.2	Implement four curb extensions on Johnston Road at Margaret Street, and two curb extensions at mid-block.	CoPA, MOTI	\$175,000
7.3	Implement four curb extensions complete with planting and pedestrian amenities on Johnston Road at Adelaide Street, and two curb extensions at mid-block.	CoPA, MOTI	\$175,000
8.1	Complete an inventory and assessment of existing trees along Johnston Road in Northport including their health / long-term viability to identify areas for tree removal, and priority areas for planting.	CoPA	\$5,000* & City Staff Time
8.2	Conduct analysis and feasibility study to determine the preferred approach for tree planting along lower Johnston Road in Northport. Develop detailed design plans for the preferred design approach.	CoPA, MOTI, Consultant Team	\$80,000
8.3	Based on design determined with Action 8.2, develop a green treed street on Johnston Road between Helen Street and Victoria Quay in Northport with: a) Centre median with tree planting, lawn, and electrical for accent lighting; or b) Infill tree planting in boulevard areas and curb bump-outs.	CoPA, MOTI	TBD (See Action 8.2)
8.4	Design and implement a network of raised planters with plantings, seasonal displays and irrigation, for the Northport Commercial Area that expands on those implemented in the boulevard area near Adelaide Street in 2015/2016.	CoPA, Northport Businesses	\$100,000
8.5	Design and implement a program for hanging baskets for the Northport Commercial Area.	CoPA, Northport Businesses	\$25,000
9.1	Complete an inventory and assessment of existing furnishings, planters, paving and public art along Johnston Road and Northport side streets including their condition.*	CoPA	City Staff Time
9.2	Install new furnishings (benches and waste receptacles) where replacements are necessary and where gaps are identified from Action 9.1.*	CoPA, AVCC	\$50,000
9.3	Identify and implement a feature project for public art or place-marking in Northport area (e.g. overhead LED light canopy).*	CoPA, AVCC, Arts Community	\$75,000 to \$250,000

* Refer to full recommendation in Section 5 for more information.



Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
9.4	Develop and implement a program to encourage businesses to provide awnings along street frontages for weather protection.	CoPA, Northport Businesses	City Staff Time
9.5	Implement pedestrian scale LED light standards along Johnston Road between Helen Street and Victoria Quay (~36 standards).*	CoPA	\$360,000
10.1	Maintain on-street parking on Johnston Road throughout Northport area. Revise layout where needed to accommodate curb extensions (refer to Recommendation 7).*	CoPA, MOTI	N/A
10.2	Develop a parking management strategy for the Northport area including: inventory of City parking locations and distribution within Northport; data collection for current usage and patterns; and consultation with local business and property owners.	CoPA, MOTI	\$25,000*
10.3	Based on the parking management strategy, implement parking management and directional signage including: time limited parking, long-term parking, RV parking, etc.	CoPA, Northport Businesses	\$15,000
11.1	Discuss off-street parking opportunities near Rogers Road with the Catalyst Paper site owner.	CoPA, Catalyst Paper	City Staff Time
11.2	Develop off-street parking at Kitsuksis Dyke Park as designated parking for longer-term (+8hrs) or large vehicles such as RVs.	CoPA	\$65,000
12.1	Design one block of Margaret Street as a pilot for re-distribute the side street cross section within the right-of-way. Design to support regular street tree planting (in a series of large planted islands, or similar), clearly delineated angle parking (in centre of road, or similar), decorative lighting, and cycle lanes.	CoPA	\$15,000
12.2	Implement one block Margaret Street upgrade as designed in by Action 12.1 (street tree planting islands, parking redistribution, decorative lighting, and cycle lanes).	CoPA	\$135,000
12.3	Create curb extensions on Southgate Road with: two at Victoria Quay, four at Margaret Street, four at Gertrude Street, and two at Elizabeth Street.	CoPA	\$250,000
12.4	Create and sign designated longer-term and RV parking spaces on Adelaide Street north of Johnston Road.	CoPA	\$4,000
12.5	Implement infill tree planting on commercial areas of Margaret, Elizabeth, and Adelaide Street.	CoPA	\$75,000

* Refer to full recommendation in Section 5 for more information.



IMPLEMENTATION SUMMARY

Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
13.1	Design and develop a loop trail around the Northport area by linking existing segments of Kitsuksis Dyke Park Trail, Somass Riverfront Walkway, and Roger Creek Park Trail with new segments at Roger Creek (from Somass River to Gertrude bridge), along the railway (between Roger Creek and Kitsuksis Creek), and along Kitsuksis Creek (between railway and Spencer Street).	CoPA	\$650,000*
13.2	Design and implement a signage and wayfinding map system for the Northport Trail Loop. Include design and installation of trail markers at key intersections, map kiosks at trailheads, and a printed brochure with map to be made available at local accommodations and tourism points.	CoPA	\$60,000
14.1	Implement signage and thermoplastic bike lane markings on Helen Street, Burke Road, Margaret Street, and Pemberton Road to identify this as the primary designated cycling route within Northport.	CoPA	\$75,000
14.2	Implement thermoplastic painted and signed crossing zone for cyclists at Margaret Street and Helen Street intersections with Johnston Road.	CoPA	\$6,000
14.3	Include signage on Johnston Road, especially near Victoria Quay and Alberni Elementary, to direct people to cycling routes off of Johnston Road.	CoPA, MOTI	\$4,000
14.4	Implement signage and road markings on Northport side streets for cycle routes.	CoPA	\$18,000
14.5	Work with Northport business owners and community cycling representatives to identify key locations for end-of-trip cycling facilities (bike racks or storage) to be installed in Northport.	CoPA, AVCC	City Staff Time
15.1	Implement new traffic signals and pedestrian crossing improvements at Helen Street and Johnston Road.	CoPA, MOTI	Under Construction
16.1	Develop detailed park & streetscape designs and phasing for Victoria Quay. Parking and traffic will be key components of this plan.	CoPA	\$110,000
16.2	Implement planned changes at Victoria Quay Park including expanded green space, tree planting, a new covered shelter/gathering spot, interpretive information, public art, and a washroom building.	CoPA	\$450,000*
16.3	Implement planned streetscape changes for Victoria Quay roadway including upgraded crosswalks, plantings, boulevards, lighting, and parking to encourage waterfront-oriented uses and connections between the waterfront, park, and the rest of the Northport commercial area.	CoPA	\$350,000 to \$800,000*
Subtotal (Lower Johnston Road [Northport Area]) =			~\$3,500,000 to \$4,150,000

* Refer to full recommendation in Section 5 for more information.

**Table 6.4:** Recommended General Actions

Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
17.1	Complete an updated overall signage and wayfinding program to guide specific signage projects for implementation in the Johnston Road and Northport Area.	CoPA, Design Consultant	\$40,000
17.2	Manufacture and install (~10) pedestrian scale map kiosks in the Northport Commercial Area.*	CoPA, Sign Manufacturer	\$30,000
18.1	Undertake a review of relevant plans, policies, and bylaws related to Johnston Road and Northport Commercial Area for consistency and to consider where updates may be warranted to support and enhance revitalization of the area.	CoPA	City Staff Time
18.2	Investigate long-term feasibility of the overhead utility lines on Johnston Road transitioning to underground. Consider developing policy for new developments to incorporate utility infrastructure to permit future transition to underground utility lines.	CoPA	City Staff Time
19.1	Develop design guidelines for the Northport area including specifics for the Victoria Quay Waterfront, Johnston Road fronted properties, and Northport Side Street properties.	CoPA, Design Consultant	\$65,000
20.1	Develop a campaign to attract a strong and unique 'anchor tenant' to the Northport Commercial Area as a catalyst for attracting further economic development.	CoPA	City Staff Time
20.2	Encourage economical pop-up business spaces and gathering space on the Johnston Road brownfield site (northeast corner of Adelaide Street). Ensure policy supports this type of business development.	CoPA	City Staff Time
20.3	Develop a program for temporary events and seasonal programming to be hosted in Northport, such as "Market on Margaret" temporary closure of one block of Margaret Street south of Johnston Road for a sunset market.	CoPA, Northport Businesses	City Staff Time
Subtotal (General) =			\$135,000

* Refer to full recommendation in Section 5 for more information.



6.4 Summary of Short-Term Actions

The sum of changes envisioned in this plan will likely require a long-term (+20 year) time frame. Although the cumulative ideas of this plan are big picture, and long-term, it is important for the City to identify actions that are achievable in the short-term in order to build from the energy and momentum already generated by the community and charrette process.

Public investment is a catalyst for encouraging desirable private investment and renewal. Investing in road infrastructure, beautification, pedestrian amenities, lighting, and art demonstrates a commitment from decision-makers to improve an area. This commitment provides confidence to land owners that their investments will bring positive returns, resulting in an ongoing momentum that drives desired change.

The following table summarizes plan action items suggested for a short-term (0-5 year) time frame.

Table 6.5: Summary of Short-Term (0-5 year) Actions

Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
Upper Johnston Road			
1.1	Identify a preferred location for the Port Alberni welcome sign from the east. Coordinate with the ACRD and MOTI to confirm a viable location.	CoPA, ACRD, MOTI	City Staff Time
1.2	Engage a designer to complete a detailed design and budget for the welcome sign. Sign design to include the primary sign structure, lighting, and surrounding landscaping.	CoPA, Designer	\$20,000
1.4	Finalize design and construct the approved welcome sign at the east entry to Port Alberni.	CoPA, Contractor, MOTI	\$60,000 to \$100,000*
2.1	Working with local businesses, coordinate a power source connection and install decorative landscape lighting for the existing median in the Johnston Road East Commercial Area.	CoPA, MOTI, Area Business Owners	\$5,000 to \$25,000*
Mid Johnston Road			
4.1	Paint existing cobra head light standards to black finish (~30).	CoPA, MOTI	\$15,000*
5.1	Design and implement sidewalk along the south side of Johnston Road between Tebo Avenue and Ian Avenue (~400 m).	CoPA, MOTI	\$135,000
5.3	Improve Ian Avenue pedestrian crossing to include a pedestrian activated flasher light for improved visibility and safety.	CoPA, MOTI	\$60,000
Lower Johnston Road (Northport)			
8.1	Complete an inventory and assessment of existing trees along Johnston Road in Northport including their health / long-term viability to identify areas for tree removal, and priority areas for planting.	CoPA	\$5,000 & City Staff Time*

* Refer to full recommendation in Section 5 for more information.

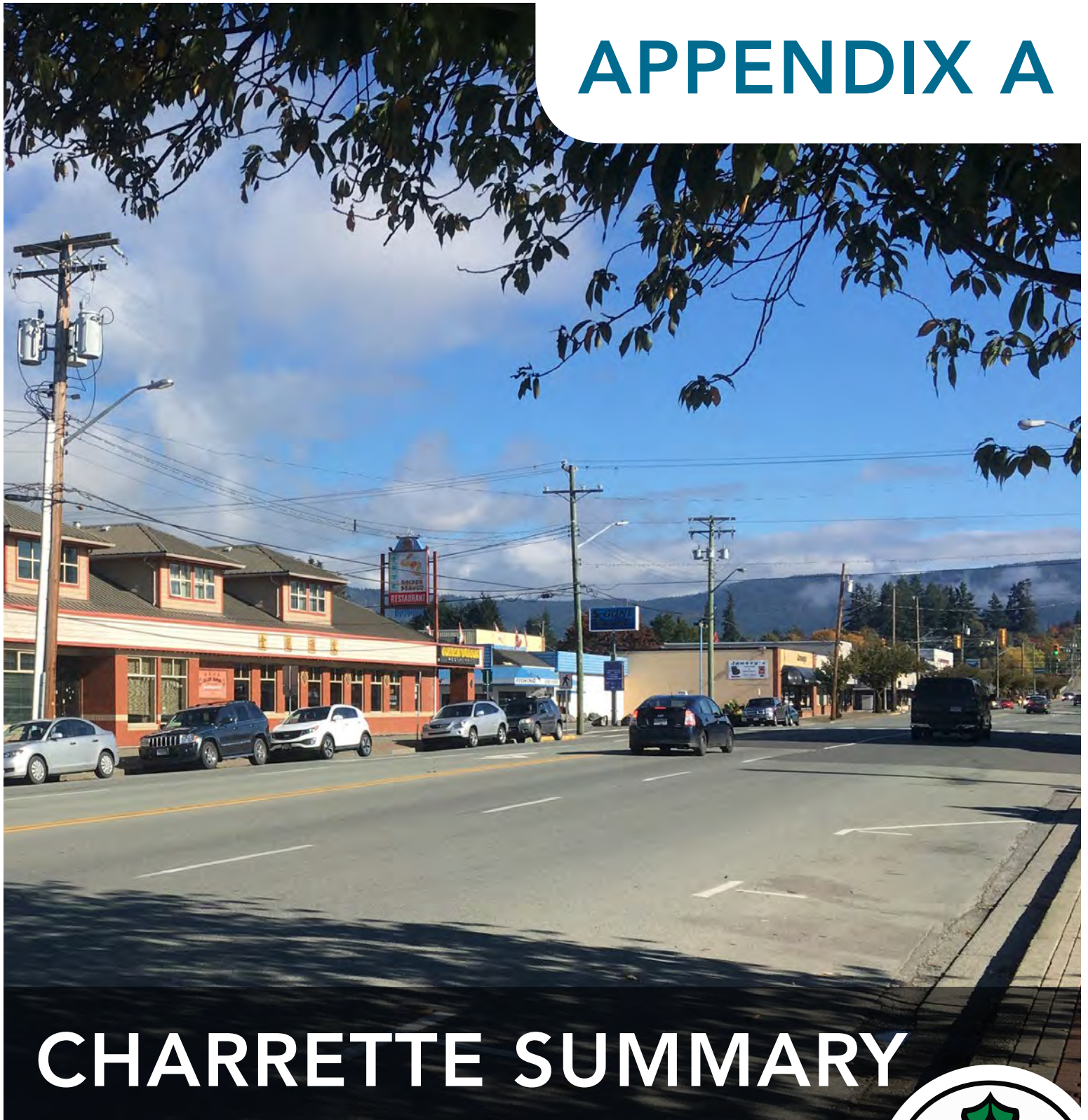


Ref. #	Action	Parties Involved	Preliminary Capital Cost Allowance
12.1	Design one block of Margaret Street as a pilot for re-distribute the side street cross section within the right-of-way. Design to support regular street tree planting (in a series of large planted islands, or similar), clearly delineated angle parking (in centre of road, or similar), decorative lighting, and cycle lanes.	CoPA	\$15,000
12.2	Implement one block of Margaret Street upgrade as designed in by Action 12.1 (street tree planting islands, parking redistribution, decorative lighting, and cycle lanes).	CoPA	\$135,000
13.1	Design and develop a loop trail around the Northport area by linking existing segments of Kitsuksis Dyke Park Trail, Somass Riverfront Walkway, and Roger Creek Park Trail with new segments at Roger Creek (from Somass River to Gertrude bridge), along the railway (between Roger Creek and Kitsuksis Creek), and along Kitsusksis Creek (between railway and Spencer Street).	CoPA	*Proposed Roger Creek Segment
15.1	Implement new traffic signals and pedestrian crossings at Helen Street and Johnston Road.	CoPA, MOTI	Under Construction
Subtotal (Short-Term Actions) =			\$405,000 to \$480,000

* Refer to full recommendation in Section 5 for more information.



APPENDIX A



CHARRETTE SUMMARY

JOHNSTON ROAD
& Northport Commercial Area

OCTOBER 22-23, 2016



JOHNSTON ROAD & Northport Commercial Area



INTRODUCTION

PROJECT PURPOSE

Over recent months, the City has heard from a variety of community members and groups about improvement ideas for Johnston Road and the Northport Commercial Area. The aim of this project, the Johnston Road Design Charrette, is to bring together diverse stakeholders and the City to generate a cohesive vision and coordinated approach for recommendations, improvements, and investments in this area.

Johnston Road is the front door and first impression for the City of Port Alberni.

CHARRETTE OVERVIEW

- The charrette for Johnston Road and Northport Commercial Area was held over two days on Saturday-Sunday October 22-23 at the Barclay Hotel in Port Alberni.
- Invitations were sent out to over 200 community members including, but not limited to: local business owners, First Nations, City Council, City Staff, Ministry of Transportation and Infrastructure, School District 70, Alberni Valley Chamber of Commerce, Young Professionals of Alberni Valley, and other community organizations.
- **40** stakeholders participated over the 2-day process.
- The guiding framework for the charrette “Now? - Wow! - How?” is outlined in the following sentence and the graphic on the next page. The process started with understanding Johnston Road Today (Now?), then moved to establish a vision for Johnston Road in the future (Wow!), and finally looked into the details and priorities for how to achieve this vision (How?).



Charrette Team Members at the Barclay around the Green Working Group Table.

CHARRETTE PROCESS FRAMEWORK

NOW?

If you could change one thing about Johnston Road area today, what would it be?

WOW!

What is the experience we want people to have of Johnston Road?
What is the community vision that will guide change and investment in this area?
What are some examples or communities that we can draw inspiration from?

HOW?

What are the key topic areas or categories for change?
What are the potential projects?
What are the priorities within these potential projects?



Blue Working Group in Discussion



Charrette Working Group in Action

DAY 1:

- Day 1 began with a series of technical presentations by the consulting team to cover project background and to frame economic, planning and design context for the study area. There was also a presentation on principles for success and precedent examples of these principles for ideas and inspiration.
- **Session A “Now?”:** All charrette participants, in plenary group
Discussion Question: “If you could change one thing about Johnston Road Area today, what would it be?”
- **Session B “Wow!”:** Three break-out groups of charrette participants, each with a facilitator.
Guiding Question: “What is the experience we want people to have of Johnston Road?”
- **Session C “Wow!”:** The third and last session of the day worked with the same three break-out groups as Session B.
Guiding Question: “What ideas will help us achieve our vision?”, and “What goes where?”

DAY 2:

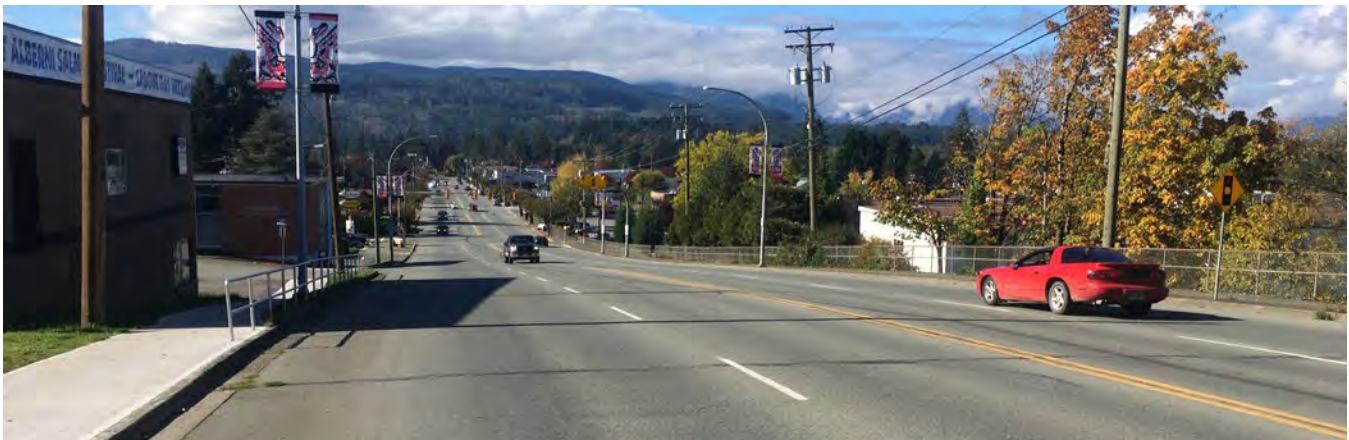
- Day 2 began with a presentation to welcome participants back and to energize the group with a ‘Sunday Sunshine’ case study example of community and economic success from a streetscape project similar to Johnston Road in Port Alberni.
- As a group, participants did a walk through tour and review of the ideas and outcomes generated on Day 1 to prepare for the Day 2 sessions.
- **Session D “How?”:** The first new session of the day divided participants into two groups, each with facilitators. The session focus was to generate a refined concept and list of projects for 1. Upper and Mid Johnston Road, and 2. Lower Johnston Road (Northport). The themes that guided this session were: Circulation & Connections, Pedestrian Friendly, Pride of Place, and Thriving Local Economy.
- **Setting Priorities:** The project lists developed in Session D summarize the charrette concepts for the full study area (Upper, Middle and Lower Johnston), organized under three theme headings: Circulation & Connections, Pride of Place, and Thriving Local Economy. From the overall list of projects, each participant had the opportunity to cast (5) votes to illustrate their priorities (all votes could be cast for one item, or spread out among several).
- **Session E “How?”:** The last session of the day focused the group in plenary on two things: 1. Generating a sub-list of projects that were low-cost and implementable in the short-term; and 2. Generating some short-term actions and evaluation criteria for progressing the implementation of an entry sign.

JOHNSTON ROAD & Northport Commercial Area



STUDY AREA OVERVIEW

Study Area	<ul style="list-style-type: none"> From the eastern City limits (John Street) down to Victoria Quay and the waterfront.
Ownership / Jurisdiction	<ul style="list-style-type: none"> Highway / Route 4 is under the jurisdiction of the Ministry of Transportation and Infrastructure (MOTI). In the City of Port Alberni, Highway 4 becomes Johnston Road.
Current Land Use	<ul style="list-style-type: none"> Johnston Road current land use is commercial at either end and predominantly residential in the mid-section (along with Williamson Park and Alberni Elementary on the north side).
Northport Commercial Area	<ul style="list-style-type: none"> The southwest end of Johnston Road by the waterfront is the Northport Commercial Area, the former Alberni Townsite's downtown. Northport is comprised predominantly of small-scale commercial retail units split between street-oriented and automobile-oriented buildings. The Northport area attracts tourism traffic, and also accommodates locally-oriented retail including hardware, grocery, furniture and car sales. Currently, Northport has some vacant buildings and lots.
Johnston Road East Commercial Area	<ul style="list-style-type: none"> The northeast end of Johnston Road by the City limits is the Johnston Road East Commercial Area. This area is comprised predominantly of large-format commercial retail with parking lot frontages and automobile-focused access. Most of the recent development on Johnston Road has been in the Johnston Road East Commercial Area.



Johnston Road Today

JOHNSTON ROAD & Northport Commercial Area

STUDY AREA



LEGEND	
	STUDY AREA BOUNDARY
	NATURAL PARK
	RIVER / CREEK

SESSION SUMMARIES

SESSION A



- **Session A "Now?":** This first session worked with all participants in one plenary group. This session focused on understanding the existing conditions, issues and challenges for Johnston Road today. Each person provided a brief personal introduction and shared their response to the discussion question above.

SESSION A - INPUT & RESPONSE SUMMARY

- Create a cohesive experience for Johnston Road from end to end
- Establish it as a place to stop for a duration (instead of a corridor to move through)
- Make it pedestrian friendly, where pedestrians and walkability are the focus
- Have a public meeting place suitable for all seasons in Northport/waterfront
- Create a waterfront gathering destination
- Create a place to spend time – with programming events like live music
- Build a destination for all ages at Williamson Park
- Establish it as a pristine atmosphere 365 days a year
- Remove overhead utility lines and poles
- Connect to the rest of the community through trails
- Introduce a centre median (e.g. Qualicum Beach Entry or Bowen Road Nanaimo)
- Increase street trees and presence of green
- Integrate/celebrate rain – sculptures where rainwater/stormwater are visible
- Create unique sculptures for all seasons
- Build an electronic sign at east entry to communicate what is happening in Port Alberni
- Create designated visitor parking / RV parking in Northport Area
- Improve parking and wayfinding signage
- Provide incentives for façade improvements for businesses with west coast or nautical theme
- Bylaw enforcement and development permit guidelines
- Create an atmosphere that appeals to the senses (smell of a bakery, sounds of music, etc.)
- Provide a physical connection across the river to the estuary upland
- Make it multi-modal (cars, bikes, walking, etc.)
- Improve parking management and traffic flow
- Bring People! Use the waterfront as a focus
- Create an art-focused destination (e.g. St. Jacobs Ontario)
- Provide annual planters / seating
- Add visual interest with paint and flowers

SESSION B - SUMMARY



What is the experience we want people to have of Johnston Road?

- **Session B “Wow!”:** The second session divided participants into three break-out groups, each with a facilitator. This session gathered big picture ideas for the future vision of the Johnston Road area. Each group discussed the guiding question “What is the experience we want people to have of Johnston Road?”. Break-out groups presented a summary of their discussion results back to the plenary group to identify areas of alignment, and areas of divergence.

SESSION B - INPUT & RESPONSE SUMMARY

- Strong first impression - “Have you seen Port Alberni lately? OMG!”
- Pride of place – clean, fresh, crisp, maintained
- Amazed & awe
- Family Friendly
- Outdoor lifestyle & community (place of outdoor adventure)
- Cohesive brand & flavour
- Authenticity – celebrate who we are
- Forward thinking – prosperity, community, culture
- Nice ambiance – interesting lighting, greenery
- Comfortable & picturesque – “Get out and take a picture!”
- Safe feeling and atmosphere
- Reason to stop
- “Wow” factor – exciting
- Welcoming and natural
- Memorable and Inspiring
- Attractive businesses – businesses and residents take pride in properties
- Clear and strong entry sequence
- Differentiated from other communities – unique
- High quality place to live
- Industrial heritage evolution to funky vibe
- Young people and energy
- Vibrant, diverse and unique
- Comfortable and interesting to walk around
- Continuous sidewalks, trees, etc.
- Showcase (front door to the city)
- Heritage and historic roots
- Bright and colourful
- Continuity / consistent sequence
- Landmarks
- Appealing to both residents and visitors
- Emphasize Johnston Road vista
- First Nations Culture
- Beautiful nature and wildlife access
- Strong waterfront identity
- Welcoming day or night and all seasons
- Interesting and comfortable for pedestrian shopping
- Slow vehicle speed
- Multiple points of interest in sequence
- Pique interest and curiosity of visitors early on the way in so that they can anticipate stopping
- Positive look and feel – visual interest to catch attention, and supporting elements beyond the surface

SESSION C



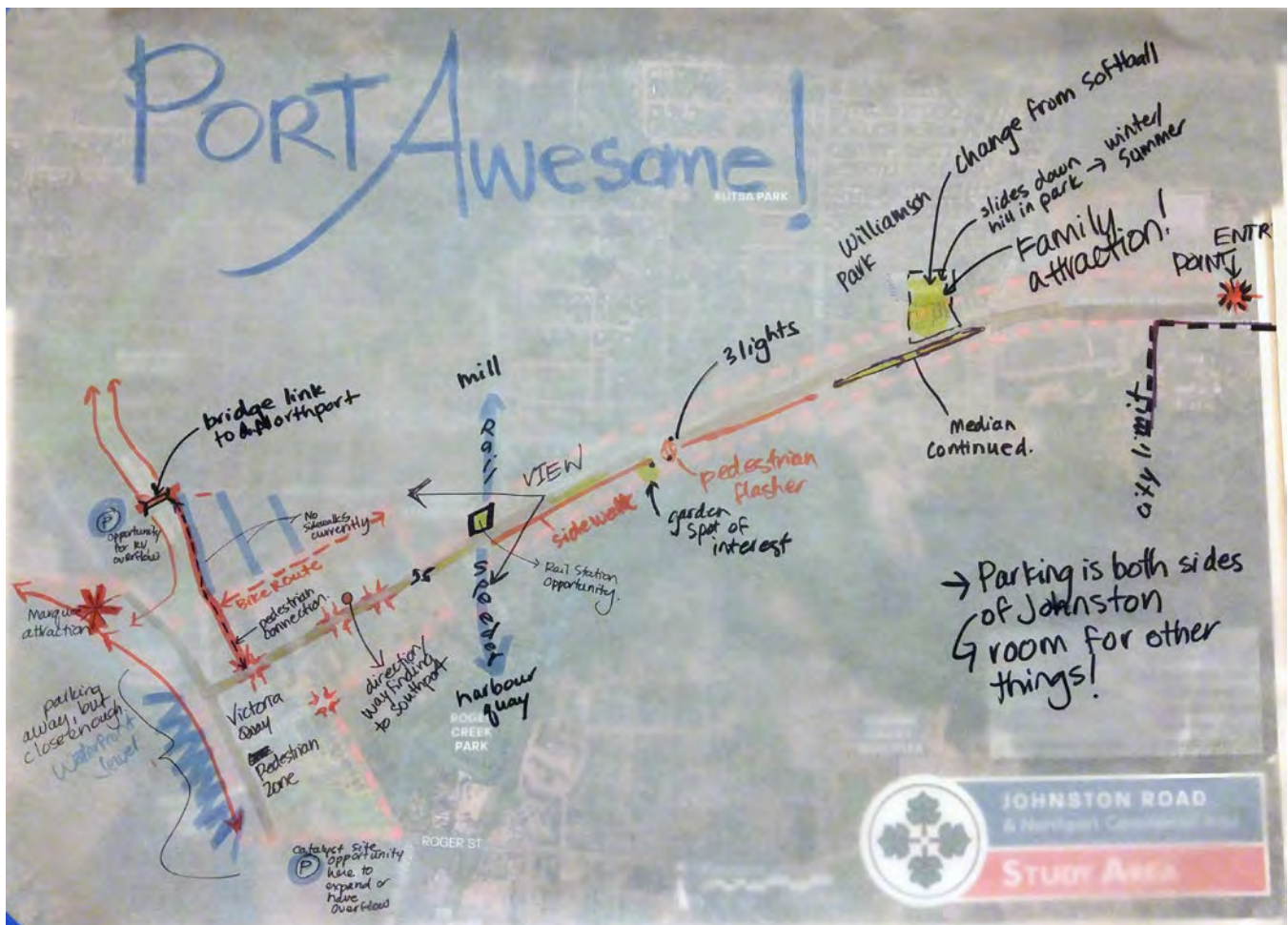
- **Session C “Wow!”:** The third and last session of the day worked with the same three break-out groups to generate and explore “What ideas will help us achieve our vision?”, and “What goes where?”. The three topic areas developed from the morning session guided this discussion: 1. Pride of Place, 2. Thriving Local Economy, and 3. Streetscape. Groups recorded ideas in sketches and writing and presented back to the plenary group

SESSION C: SUMMARY OF IDEAS CONSISTENT WITH ALL CHARRETTE GROUPS

- Create a strong entry point at east end of City to welcome and be first indication of arrival
- Continue median from Cherry Creek Road south to Northport to slow traffic and create atmosphere of City, not highway
- Create a Family Attraction at Williamson Park – change from softball field to exciting destination that is unique. Components like: adventure park, huge outdoor slides all-seasons, BMX/pump track, train, etc.
- Complete section of sidewalk on south side between railroad and Tebo Ave.
- Emphasize Johnston Street Vista coming down the hill
- Create a place of interest at rail crossing with a new rail platform at Johnston to connect speeder car down to Harbour Quay, or up to the Mill
- Just below rail crossing, use this space as the second clear indication of arrival to tourists (planting on slope, signage, etc.)
- Introduce signalized intersection at Helen Street (bottom of hill) for safe left turns
- Create traffic calming in Northport commercial area through curb extensions at intersections (Margaret St, Elizabeth St, Adelaide St, and Helen Street) and mid-block.
- Enhance pedestrian experience in Northport through addition of street furnishings, plantings, etc.
- Encourage a greater concentration of compatible businesses in Northport for a full-service shopping experience.
- Update zoning to encourage boutiques, specialty businesses and businesses that appeal to both residents and tourists.
- Victoria Quay Transformation as waterfront destination – remove parking and expand park space, trees, covered gathering area for picnics, etc.
- Marquee Attraction – on the Clutesi Haven Marina uplands, adjust parking accordingly
- Extend waterfront promenade north, and manage some vegetation so waterfront is visible
- Bikes to be accommodated on parallel routes, instead of on Johnston Road (loop around Burke Road, Helen Street, Southgate Road and Margaret Street).
- Create a wayfinding program that includes capturing:
 - Existing assets (e.g. McLean Mill, Farms)
 - Changing events/program info (e.g. electronic sign)
 - Parks and trails maps and info
 - Northport/waterfront area have frequent maps/kiosks for where you are, and for community bulletin boards to post current events.

GROUP 1 (BLUE GROUP): ("PORT AWESOME") SPECIFIC POINTS

- Waterfront Jewel – close blocks of Victoria Quay to create a pedestrian only zone and expanded park space. For access to the waterfront, establish parking lots south of Victoria Quay on edge of Catalyst Paper land, and on north side, by Kitsuksis Dyke.
- Establish a landmark look-out tower on waterfront edge that provides views of the estuary.
- As part of wayfinding program - At the waterfront create info panels for views of "What you're looking at", including natural features (mountains, river, sanctuary, etc.), community features, industry features.
- Provide designated pedestrian route connection from Kitsuksis Bridge crossing to Johnston Road (add sidewalks to side street connections where they do not exist)
- For Northport Businesses Form and Character – focus on west coast materials, timber, and stone (e.g. Sproat Lake landing, and Aaron's Financial Planning business recent upgrades). Encourage businesses to create outdoor seating areas.
- Use Johnston Road Hill from railroad tracks down into Northport to create rainwater feature in new median – salmon sculptures swimming upstream.
- At Ian Avenue, move the pedestrian crossing to the east side of Ian so that it is lit on both sides and replace the flasher to be a newer style that is more highly visible night or day.
- At the corner of Ian Avenue and Southgate, create a garden spot of interest at City property.



Group A - Concept Plan

GROUP 2 (GREEN GROUP): SPECIFIC POINTS

- Convert the intersection at the foot of Johnston Road with Victoria Quay to a 1-lane roundabout.
- Designate RV parking areas on Johnston Road between Adelaide Street and Helen Street, and at Catalyst land to the south.
- At Brownfield site on corner of Adelaide Street, establish pop-up visitor centre that has anchor architecture for the area.
- Use a canopy of overhead LED lights in Northport for unique atmosphere that could change colour to celebrate different events through the year.
- Establish Districts for character – 'Northport District' from railroad tracks down to Victoria Quay, and then 'River District' along Victoria Quay.
- For road section between Tebo Avenue and Railroad tracks, have separated bike lanes in both directions, and then cyclists divert to parallel routes within Northport.



Group 2 - Northport Concept Plan

Group 2 - Mid & Upper Johnston Road Concept Plan (page 7 and 9)



GROUP 3 (RED GROUP): SPECIFIC POINTS

- Create programs for temporary side street closures for events like a sunset market "Market on Margaret". Create action to attract people.
- Re-structure side street excess width to make scale of streets smaller and include additional parking, designated RV parking, and special event space.
- Utilize brownfield site on Johnston Road (corner of Adelaide Street) for pop-up business opportunity (e.g. Christchurch Re:Start Mall that was established from shipping containers after the earthquake).



Group 3 - Precedent image from Christchurch shipping container Re:Start Mall

Group 3 (Red Group) - Concept Plan



Group 3 (Red Group) Plan Detail: proposed side street changes, parking, and special event closure



SESSION D

NOW?

WOW!

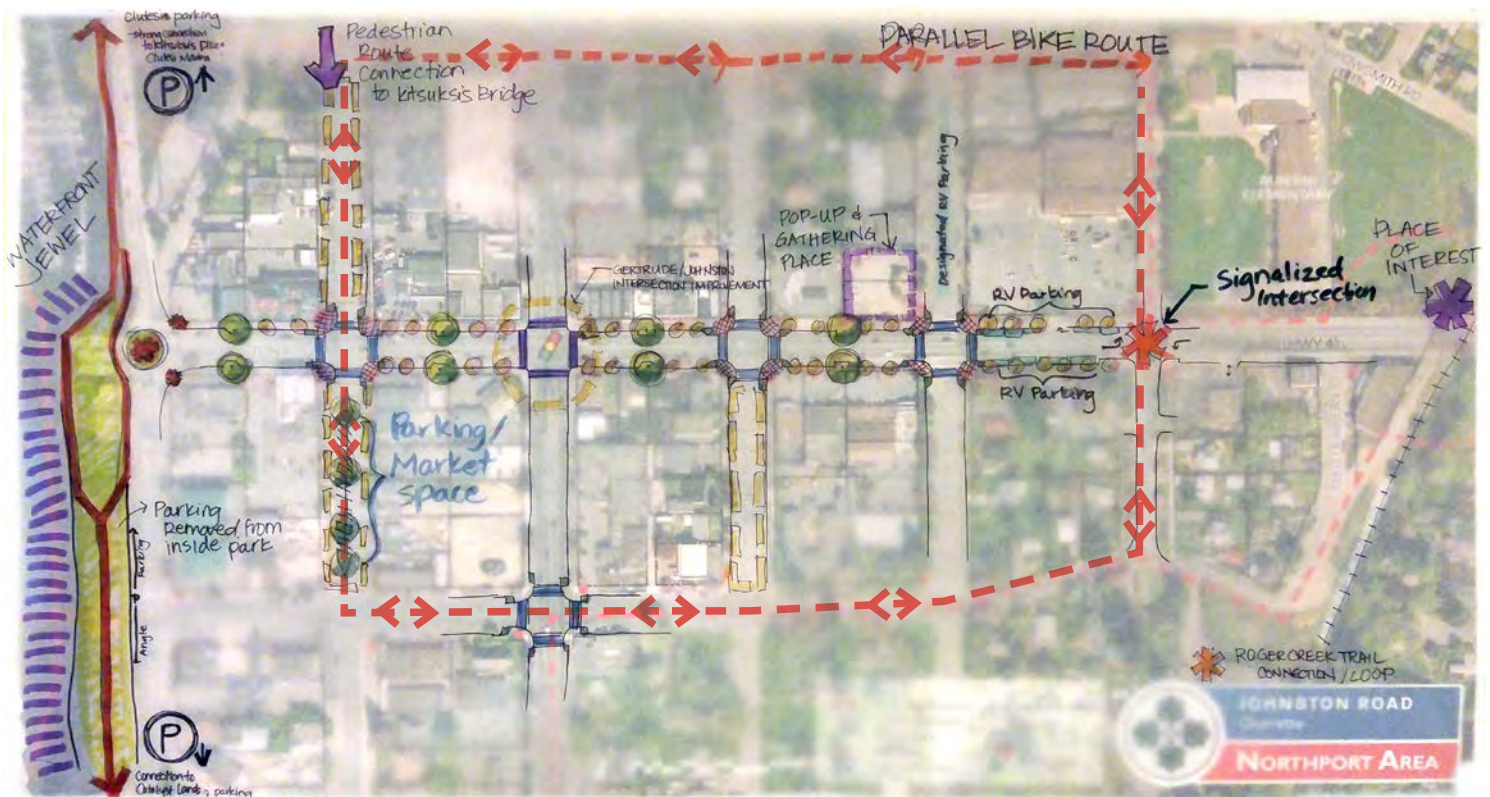
HOW?

What are the potential projects?
What are the priorities within these projects?

- **Session D "How?":** The first new session of the day divided participants into two groups, each with facilitators. The session focus was to generate a refined concept and list of projects for 1. Upper and Mid Johnston Road, and 2. Lower Johnston Road (Northport). The themes that guided this session were: Circulation & Connections, Pedestrian Friendly, Pride of Place, and Thriving Local Economy. Half-way through the activity, the participants switched tables and built on the materials generated by the group before them (for Upper/Mid or Lower Johnston Road, respectively). At the end of the session, the groups presented the final concepts in plenary.

SESSION D - GRAPHIC SUMMARY OF RECOMMENDATIONS

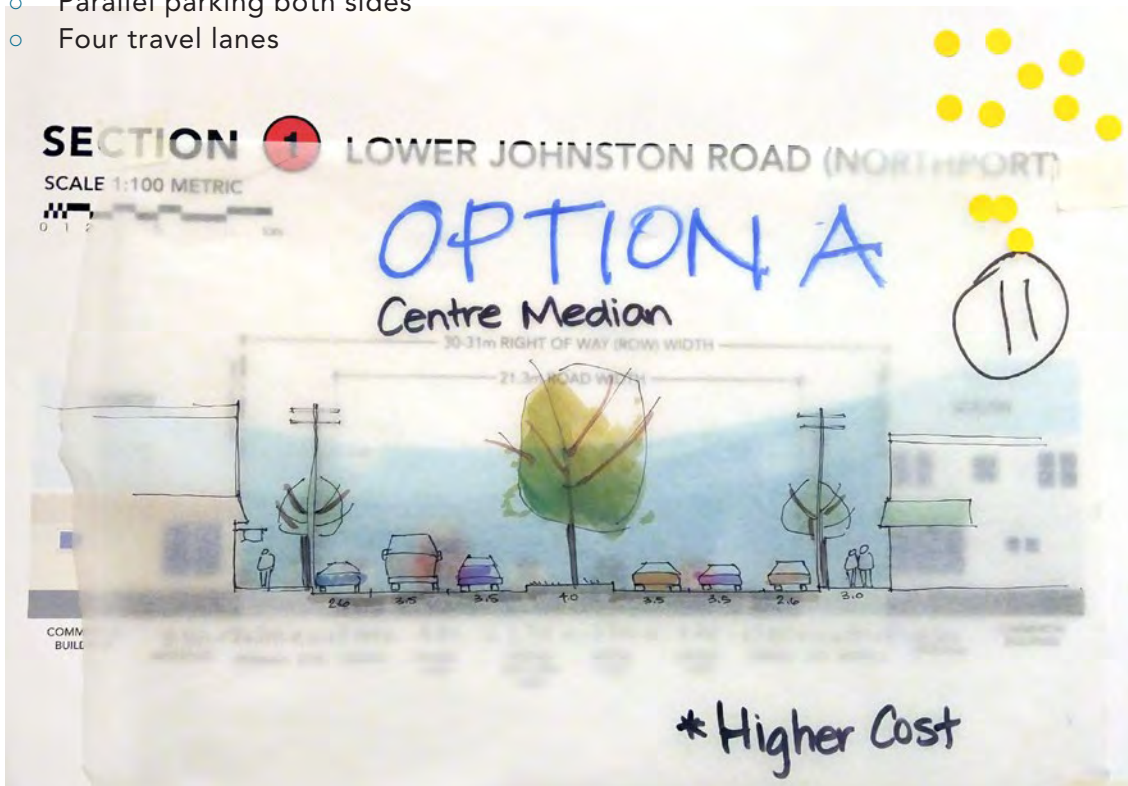
"WELCOME TO THE VALLEY OF AWESOME ADVENTURE"



Summary Concept Plan - Northport and Waterfront

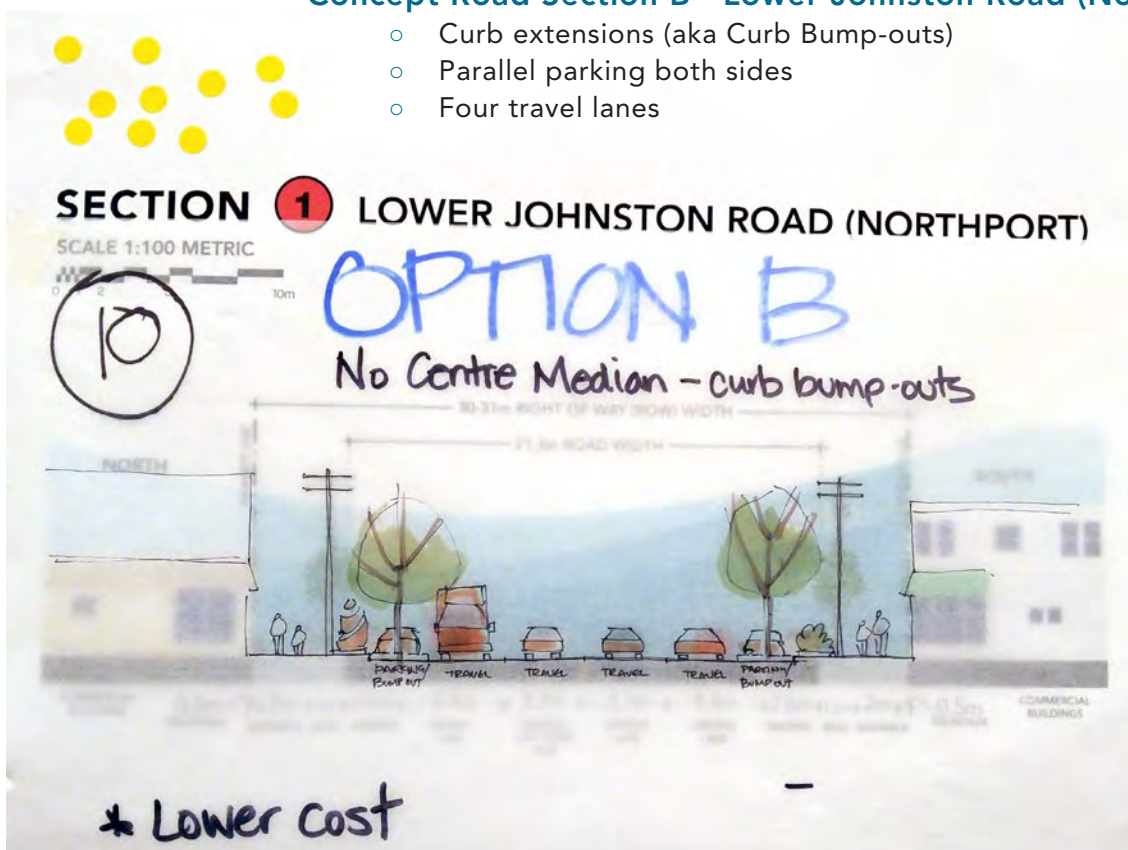
Concept Road Section A - Lower Johnston Road (Northport)

- Centre Median
- Parallel parking both sides
- Four travel lanes



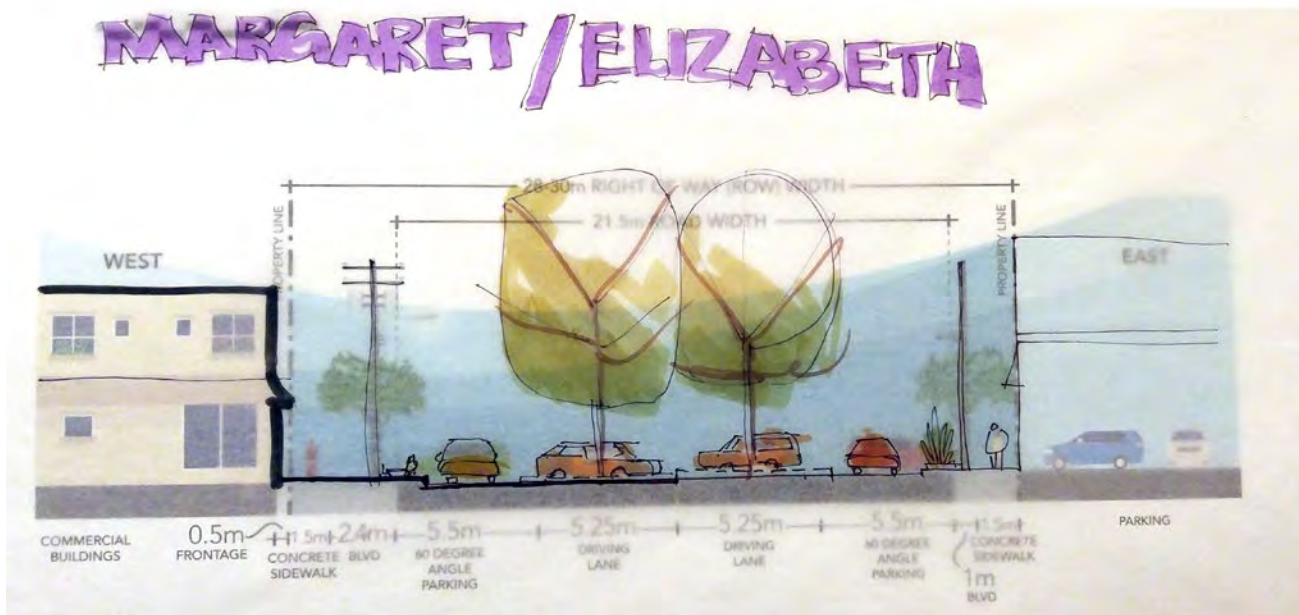
Concept Road Section B - Lower Johnston Road (Northport)

- Curb extensions (aka Curb Bump-outs)
- Parallel parking both sides
- Four travel lanes



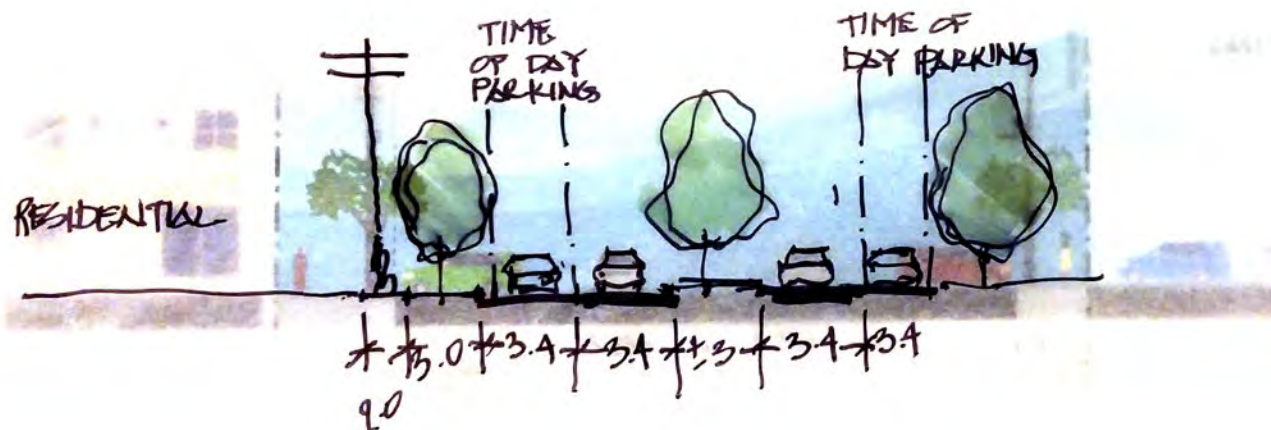
Concept Road Section C - Northport Side Street

- Traffic calming, reduce road width
- Angle Parking and tree planting centre of road
- Travel lanes adjacent to curb



Concept Road Section D - Johnston Road Hill

- In residential area
- Traffic calming centre median with tree canopy
- Time of day parking on road (not during peak morning or evening hours)
- "Processional"



SETTING PRIORITIES SUMMARY



What are the priorities within the recommended projects?

- **Setting Priorities:** The project lists developed in Session D summarize the charrette concepts for the full study area (Upper, Middle and Lower Johnston), organized under three theme headings: Circulation & Connections, Pride of Place, and Thriving Local Economy. From the overall list of projects, each participant had the opportunity to cast (5) votes to illustrate their priorities (all votes could be cast for one item, or spread out among several).

The numbers shown at left of list items below represent the number of priority votes that each item received from charrette participants (items with no number received no priority votes).

Circulation & Connections

- 9 - Johnston Road Traffic Calming in Northport – curb extensions, to shorten crossing distance
- 8 - New Streetscape From Cherry Creek to Railway Crossing including median, banners, painting lights black
- 6 - Side Street Improvements
 - Make Streets feel smaller!
 - Centre angle parking with Trees
 - Wider sidewalks
 - Potential event / market space
- 6 - Northport Trail Route Connections
 - Pedestrian and cyclist connection from Kitsuksis Park and Bridge to Northport (along side streets)
 - To Roger creek trail further north/east
 - To Roger Creek Park further south
 - Create a loop trail
- Gertrude / Johnston intersection improvements
- Parking Lot at Catalyst – for RV, overnight, etc.
- Helen Street Signalized Intersection
- Cyclists on Parallel route loop to Johnston Road in Northport Area
- Designate and Sign RV Parking Areas
- Long-term consideration for reduction to 2 lanes on Johnston Road
- Explore Idea of Roundabout at Victoria Quay Intersection
- Upgrade highway median at Visitor Centre
- Signage at Visitor Centre

Pride of Place

- 11** - Increased Street Trees & Green – in curb extensions at intersections and mid-blocks
- 8** - Victoria Quay Park Transformation
 - Remove parking (maintain a few spots for accessibility)
 - Trees
 - Gazebo / covered gathering spot
- 8** - Williamson Park family activity area and improved destination
- 8** - Wayfinding Signage Program – that links all parts of city
- 8** - Upgrade Lamp Posts to Black, Decorate Power Poles, and add lighting for safety and aesthetics
- 4** - New entry sign at location of ACRD (Regional District) sign
- 4** - Create Districts for Waterfront Area, Northport Area, etc. with local buy-in (not corridor, or gateway, but destinations)
- 3** - Planning bylaw revisions and design guidelines to encourage desirable / attractive development on Johnston Road
- 2** - Sidewalk Amenities - Place to site, planters, furnishings
- 1** - Add power/lights to medians in east commercial area (consider alternative power sources)
- 1** - Develop Arts Program and Installations in Northport (bears, wildlife, outdoor adventure, history, culture, etc.)
 - Band Stand
 - Wayfinding sign at Railroad Crossing, entering down view/hill into Northport
 - Alberni Elementary Improvements
 - Weather Protection – awnings, etc.

Thriving Local Economy

- 6** - Planning for Resilience – stormwater and infrastructure elements
- 2** - Attract Strong / Unique Anchor Tenant to Northport
- 2** - Create Pop-up Gathering Space on Brownfield Site in Northport
- 1** - Market on Margaret – seasonal programming

SESSION E SUMMARY



- **Session E "How?":** The last session of the day focused the group in plenary on two things:
 1. Generating a sub-list of projects that were low-cost and implementable in the short-term; and
 2. Generating some short-term actions and evaluation criteria for progressing the implementation of an entry sign.

What are some potential low-cost projects for change in the short-term?

Potential Short-term Projects:

- Lighting existing median at east Johnston Road
 - Investigate most cost effective and energy effective solution here (solar, or if highways allows hydro connection from one of the existing poles).
- Paint Lamp Standards
 - This was done recently in Uptown
- Clean up existing trees on Johnston (pruning etc.)
- Address right turn onto Gertrude on red light
 - Need to designate space for cars to be able to turn right on red
 - This could be painting no parallel parking zone for a setback from the intersection
- Beautify utility poles
- Investigate public art for cell phone tower
- Upgrades for planters
 - Add seasonal plantings / seasonal decor
 - Consider painting or different material for new planters
- Innovative ideas for additional parking
 - Specifically, ways to test this out with paint
 - Side street parking
 - Designated RV parking
- Explore short-term solutions for traffic calming
 - Before centre medians, intersection curb extensions, or mid-block curb-extensions may be possible, look to ways to calm traffic and bring in the scale of the wide road
 - Consider paint lines, temporary bollards, or planters
- Increase cleanliness and atmosphere of 'pristine'
 - Community clean-up walks
 - Recycling bins
 - More garbage receptacles
 - Clean-up empty lots
- Implement the Northport Trail Loop
 - Most segments of trails already exist
 - Need to be linked and to have trail markers and sign/map to show the loop
- Identify interim way to accommodate camping in the City
 - As an example, for occasional camping, other communities set-up pay-camping on sports or fair fields when not in use (already have washroom facilities)

- Introduce more lighting and lighting improvements throughout Johnston Road
 - Improve Christmas lighting approach for a better impact
 - Encourage LED lighting for any new initiatives
 - Offer to be a pilot project for LED lighting for ministry road lights (like is currently being piloted in Richmond)
- Test Market on Margaret (temporary road closure)

What are some guiding points and actions for implementing a welcome sign?

Actions for Entry Sign:

- Evaluate and remove existing signs that don't fit with the vision to move forward.
- Look to summit as location for the more general Welcome to the Alberni Valley sign.
- Address visual clutter (e.g. billboards).
- Confirm location for welcome sign to City (within City limits, or outside).
- Develop the "theme" for all signage - refer to branding recently developed by the Branding Committee.
- Review entry sign designs by considering the lists generated below for qualities/characteristics, themes, and materials.

Sign Qualities & Characteristics

- About a feeling - a richness, quality, more than about literal symbols
- Authentic to community character
- Reflect what the City of Port Alberni is becoming
- Simplicity
- Not a "Gateway" or a "Corridor" to go through, but a Place, a Destination

Themes for Consideration:

- First Nations culture
- Water (waterfront, salt water, fresh water, rivers, lakes, rainwater, fishing, etc.)
- Industrial heritage
- Local history
- Agriculture
- Beauty of Nature - mountains, forest, water, wildlife (bears, fish)
- "Spirit of Adventure" or Outdoor Adventure Lifestyle - fishing, kayaking, mountain biking, wildlife observation, trail riding, etc.
- Place Name:
 - Port Alberni has some negative connotations for some, but is the legal name of the City and has strong associations for search engine results etc.
 - Alberni Valley is used by some, but doesn't relate to water (port), or legal name for City/Regional District.

Materials for Consideration:

- Natural Materials - timber, stone, etc.
- Metal
- Beautification around the sign (lighting, landscaping)
- Way to communicate changing messaging/updates (e.g. LED electronic sign)

JOHNSTON ROAD & NORTHPORT COMMERCIAL AREA CHARRETTE CONCEPT PLAN



Thank you to all of the participants!