Gateways and Corridors

Workshop

December 2017

Welcome

Welcome to the Gateways and Corridors workshop.

Please sign-in and pick up a copy of the workshop guide

Today's sessions are intended to:

- Start a community discussion about what can be done to enhance the visual appeal and ease of navigation of Coaldale's gateways and corridors

- Identify possible value-added elements such as integrating storm water management components into parts of the Town's gateways and corridors

- Provide a basis with which to have more detailed conversations with specific stakeholder groups in the first quarter of 2018

  An example of stakeholder groups is businesses, organizations, and r-o-w owners (AB Trans. and CP Rail)

Town of
COALDALE
A Wise Choice

Project Background

Where did this project come from?

In late 2016/early 2017 Town Council directed staff to undertake an initiative focused on investigating different ways that the community's key gateways and corridors could be visually enhanced.

PROJECT GOAL

To enhance the visual appeal of those areas of Coaldale that are considered key gateways and corridors, **to make it clear for those entering the Town where to go for certain activities** (shopping, tourism, recreation, services, etc.) and **to identify any other benefits** to these areas that can be introduced at the same time such as improving storm water management, reducing long term maintenance and upkeep costs for certain open spaces, and so on.

EXPECTED OUTCOME

The expectation is that the Town's key entrances, exits and prominent areas will be enhanced to offer an attractive backdrop for the community's businesses, residents, investors, and the traveling public, that the enhancements serve more than one purpose, and that those entering Coaldale, and traveling through prominent areas of Coaldale, are able to navigate the community with ease.

KEY QUESTIONS TO CONSIDER

- What is the current situation?
    - When coming into Coaldale via the highways, is there consistent signage at the Town's four main entrances?
    - Within Coaldale, is there consistent signage in prominent areas that highlight these areas (such as main street)?
    - Within Coaldale, do the prominent areas (such as main street) have a consistent character or style of architecture?
    - Are there any areas/features in the Town's gateways and corridors that are considered visually appealing right now and if so, where, and why?

- What could change?
    - Which parts of the Town's gateways and corridors would benefit most from a change?
    - What types of work can be done to the parts of the gateways and corridors that need it?
    - Which project stakeholders need to be included and what constraints/opportunities do they present that need to be considered?

Town of
COALDALE
A Wise Choice

What can be done?

Gateways and Corridors

You are encouraged to review some of the example plans and strategies available here today.

Some strategies for enhancing gateways and corridors include:

- Planting trees, shrubs and other forms of vegetation where possible

- Incorporating innovative storm water solutions into underutilized open spaces adjacent to gateway areas, such as rain gardens

- Incorporating entrance features into gateways where appropriate. Public art pieces can act as a community-led effort to create such features

- Ensuring there is signage that clearly identifies the area being entered, and that the signage design is used consistently

- Introducing street furniture, street lights, and other features that are consistent in their design

- Providing easily readable maps for pedestrians that shows where the amenities of an area are and how many minutes walk from each one

- Undertaking heritage programs such as historic walks, plaques and murals (already in place in Coaldale's downtown area)

- Working with landowners to incentivize the maintenance and upkeep of highly visible property frontages

WE WANT YOUR IDEAS!

ADD TO THIS LIST BY JOTTING YOUR THOUGHTS DOWN ON A STICKY NOTE AND PLACING IT ON THIS BOARD

OR FEEL FREE TO WRITE DIRECTLY ON THE BOARD

Town of
COALDALE
A Wise Choice

Highway Gateways | Signage

The current situation

Is there consistent signage when entering Coaldale?

NO

South entrance
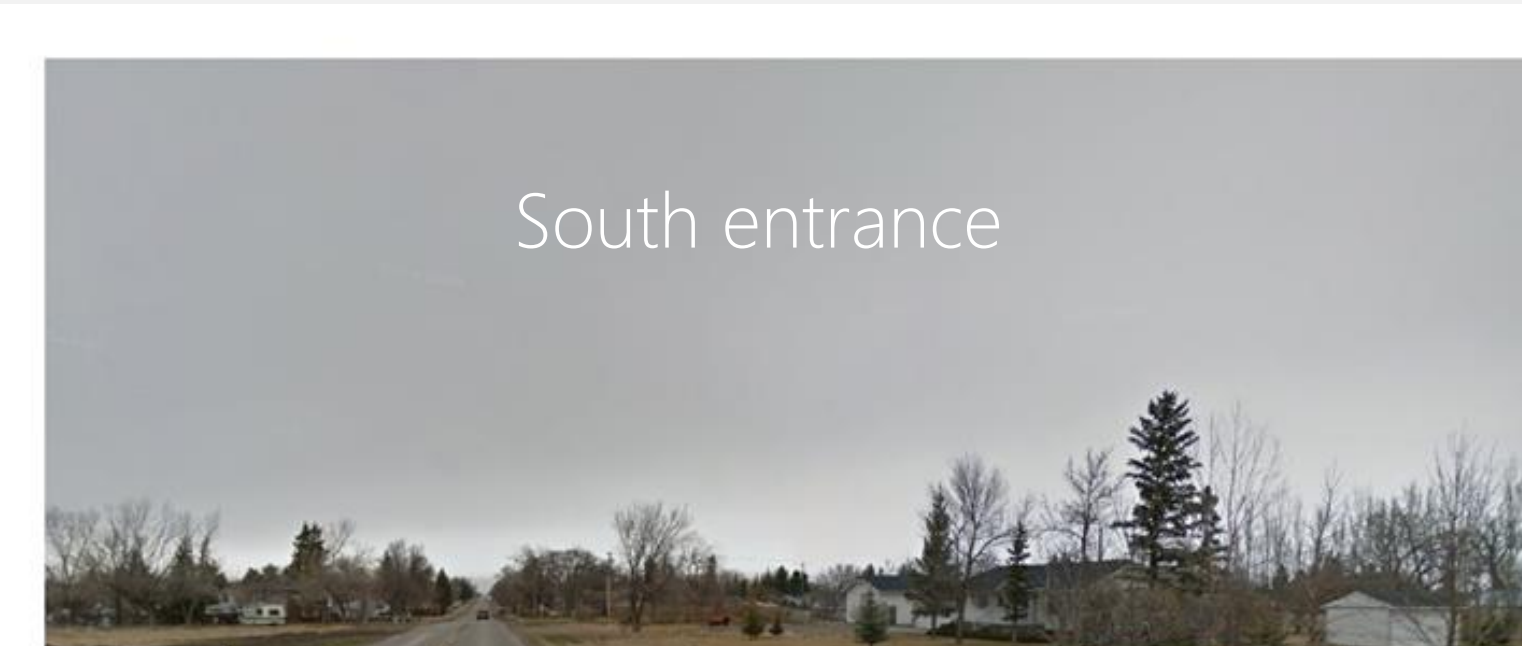

West entrance

East entrance

North entrance

Potential solutions/ideas

- Move existing signage at the north and south entrances to the Town's boundaries, and install new signage on the east and west entrances at the Town's boundaries.

- Include digital message boards in each of the Town's signs as a way to share important information with the community and the traveling public.
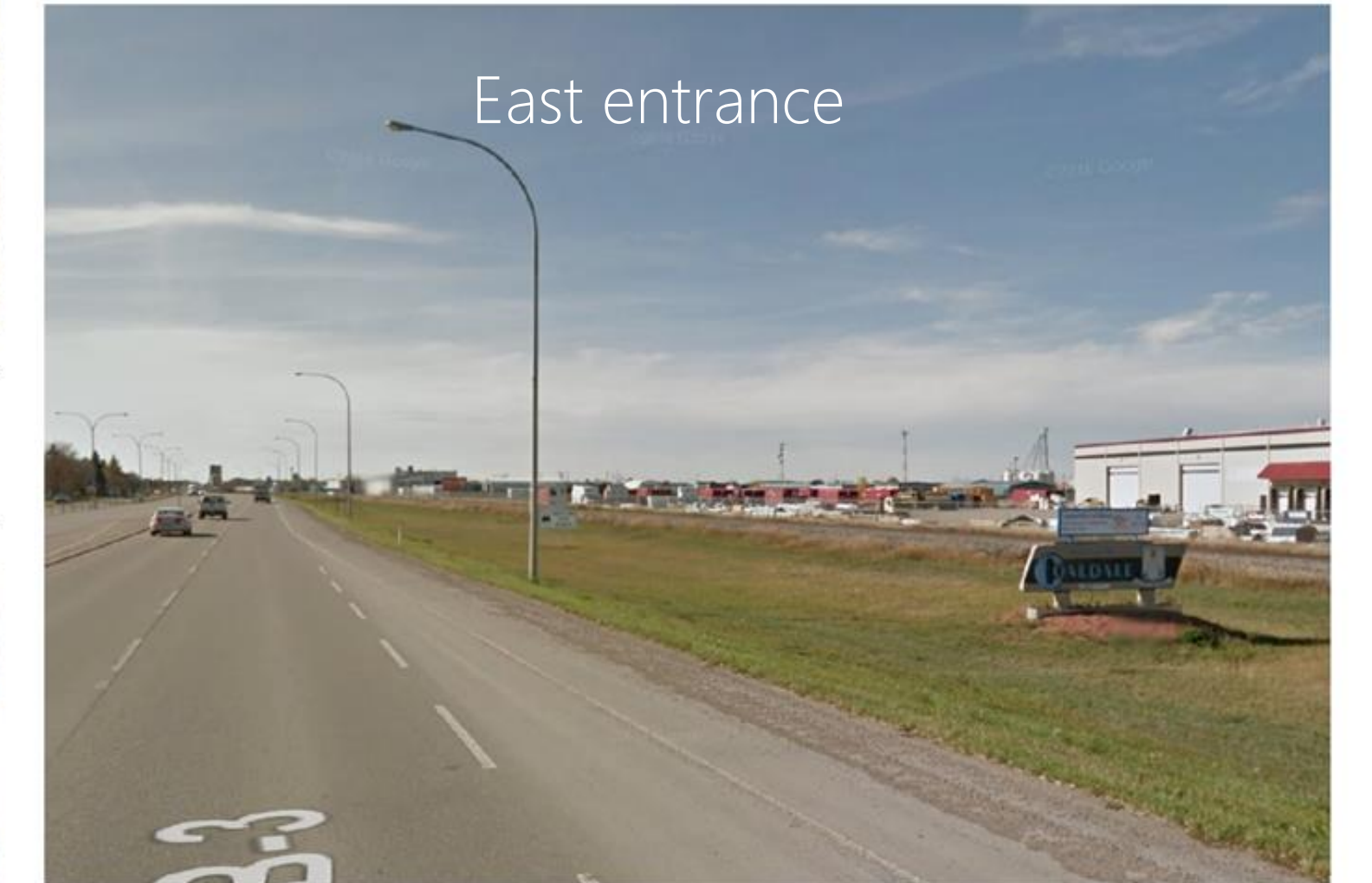
WHAT ELSE CAN WE DO?

If you have an idea, please write it on a sticky and place on the board or feel free to write directly on the board
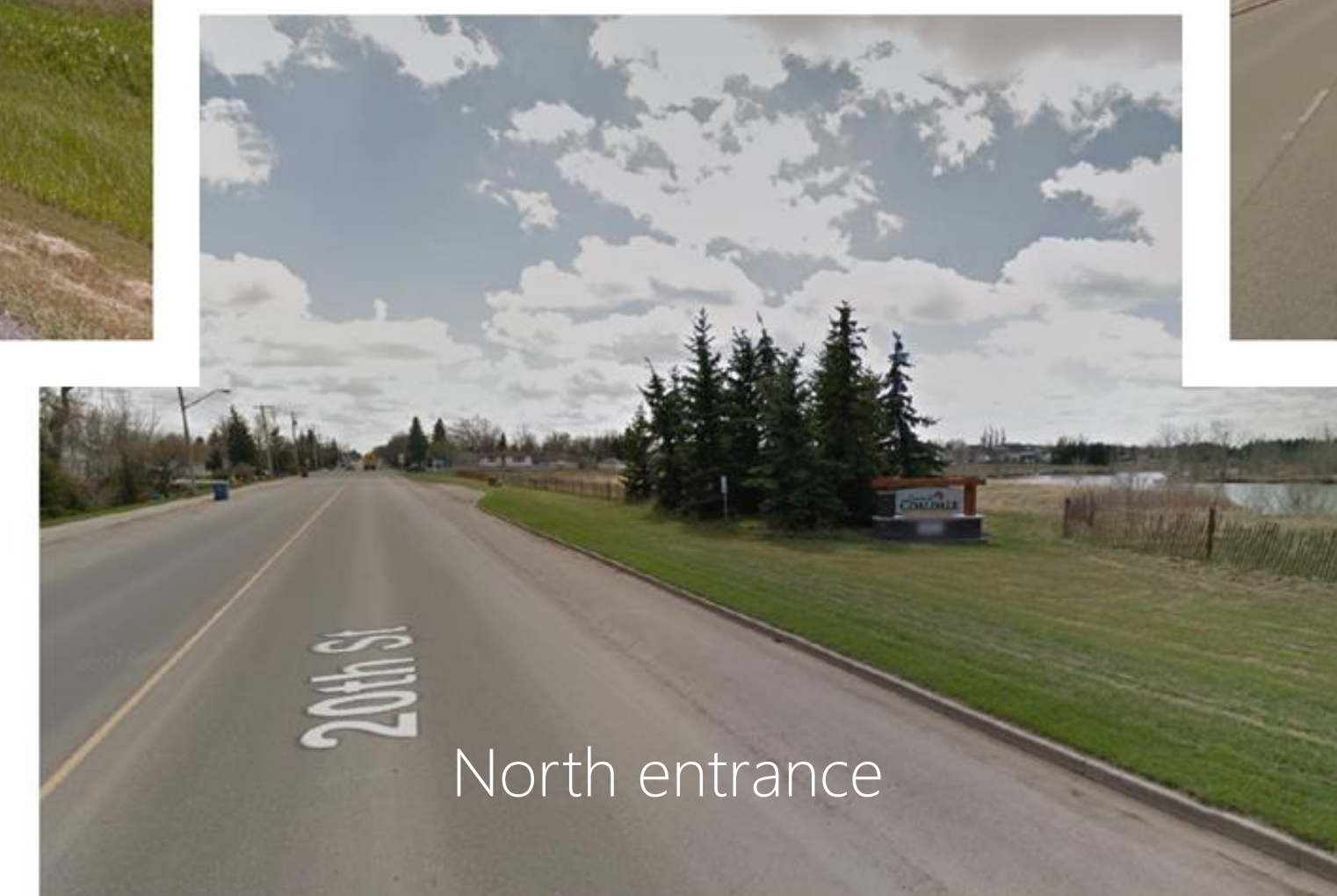
Town of COALDALE
A Wise Choice

TOWN OF COALDALE
Map 1 - Gateways & Corridors

- Existing Town Boundary
- Boundary After Annexation
- Corridor
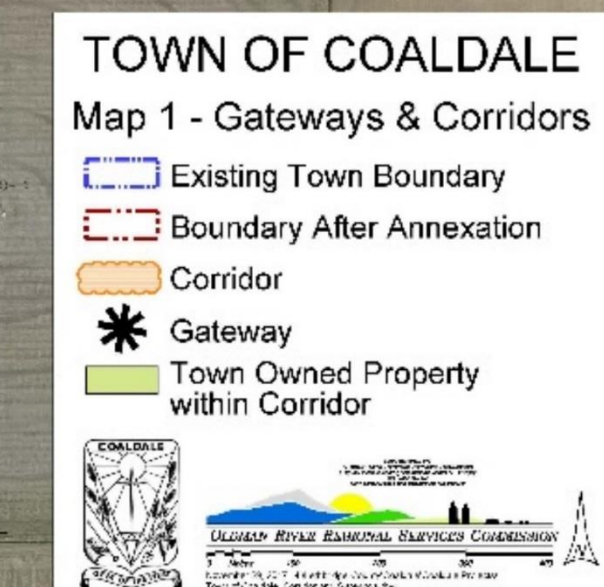- Gateway
- Town Owned Property within Corridor

Questions to consider

1. Do you agree with the locations of the gateways and corridors as shown on this map?

2. If not, where else should be considered a gateway or a corridor?

- Please review the other questions posed in your workshop guide.

- If you have any other ideas/thoughts/concerns please let us know by pointing them out on the map

PLEASE JOT YOUR IDEAS ON A STICKY NOTE AND PLACE IT ON THE BOARD

OR

WRITE AND DRAW DIRECTLY ON THE BOARD!
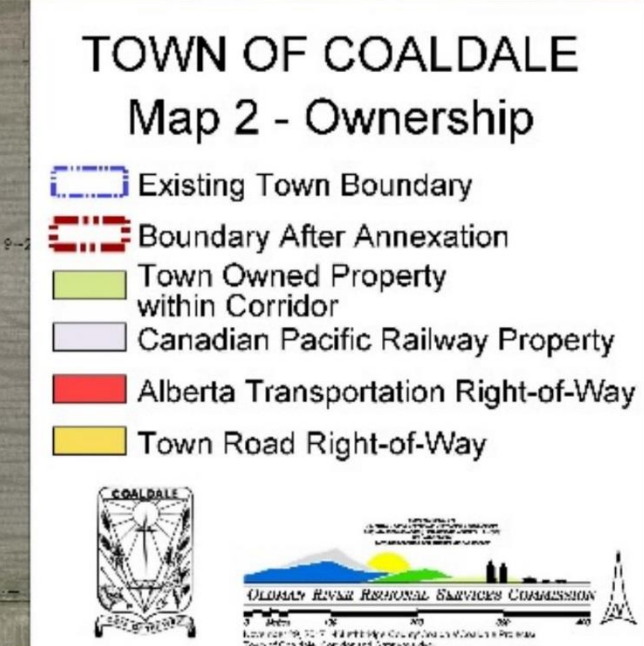
Town of
COALDALE
A Wise Choice

Ownership Map

This map provides an overview of the agencies and organizations that own the major rights-of-way in the areas of the Town's gateways and corridors.

- Red | Alberta Transportation

- Grey | CP Rail

- Green | the Town

Understanding the ownership of the major parts of the gateways and corridors will help to move discussions forward regarding what can be changed and where.

It is important to note that each agency or organization already has rules in place that guide what can be done and where within rights-of-way.

TOWN OF COALDALE
Map 2 - Ownership

Existing Town Boundary
Boundary After Annexation
Town Owned Property within Corridor
Canadian Pacific Railway Property
Alberta Transportation Right-of-Way
Town Road Right-of-Way

Town of
COALDALE
A Wise Choice

What can be done in these areas?

Please jot your ideas on a sticky note and place them in the spaces below, or feel free to write directly on the board

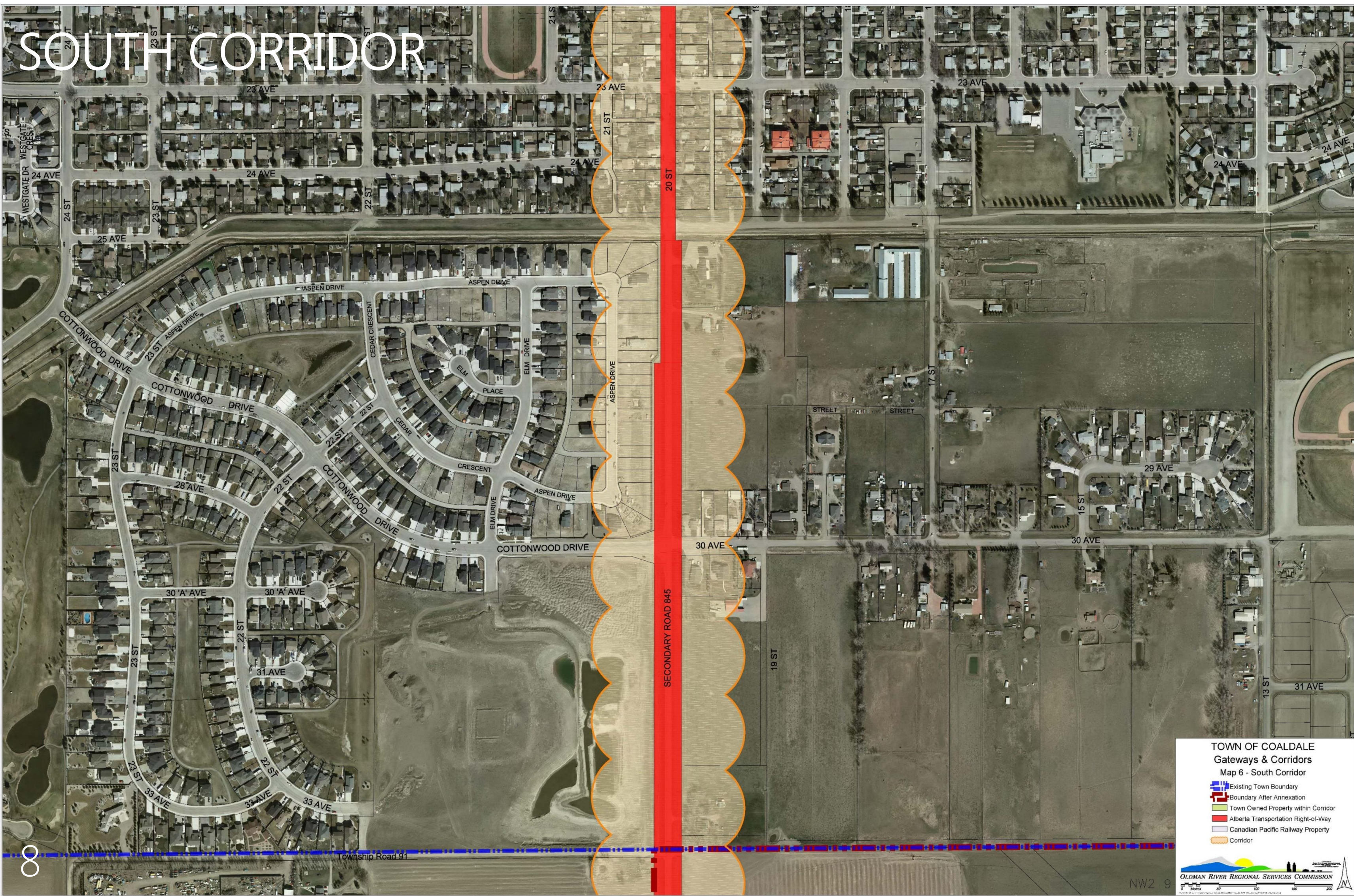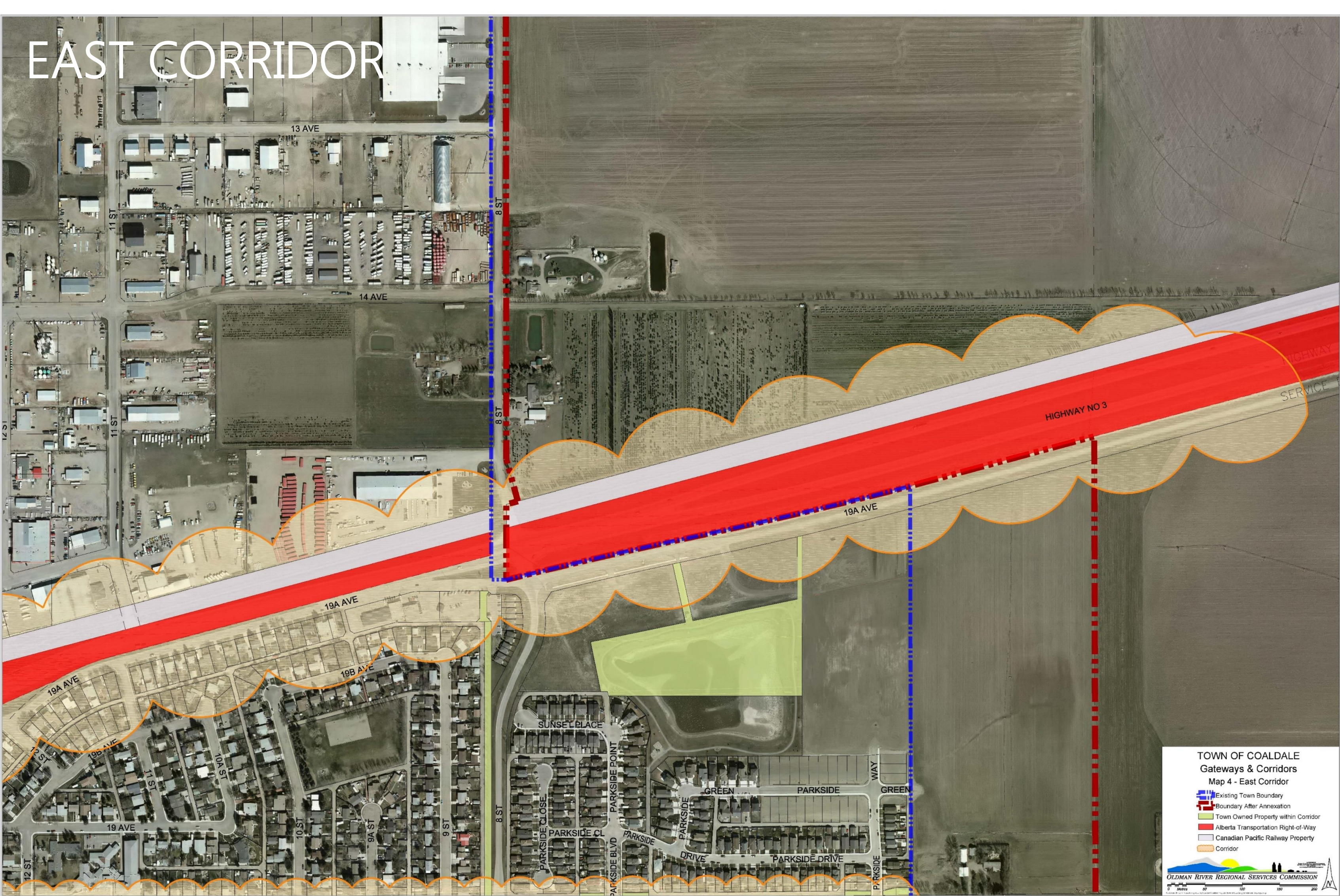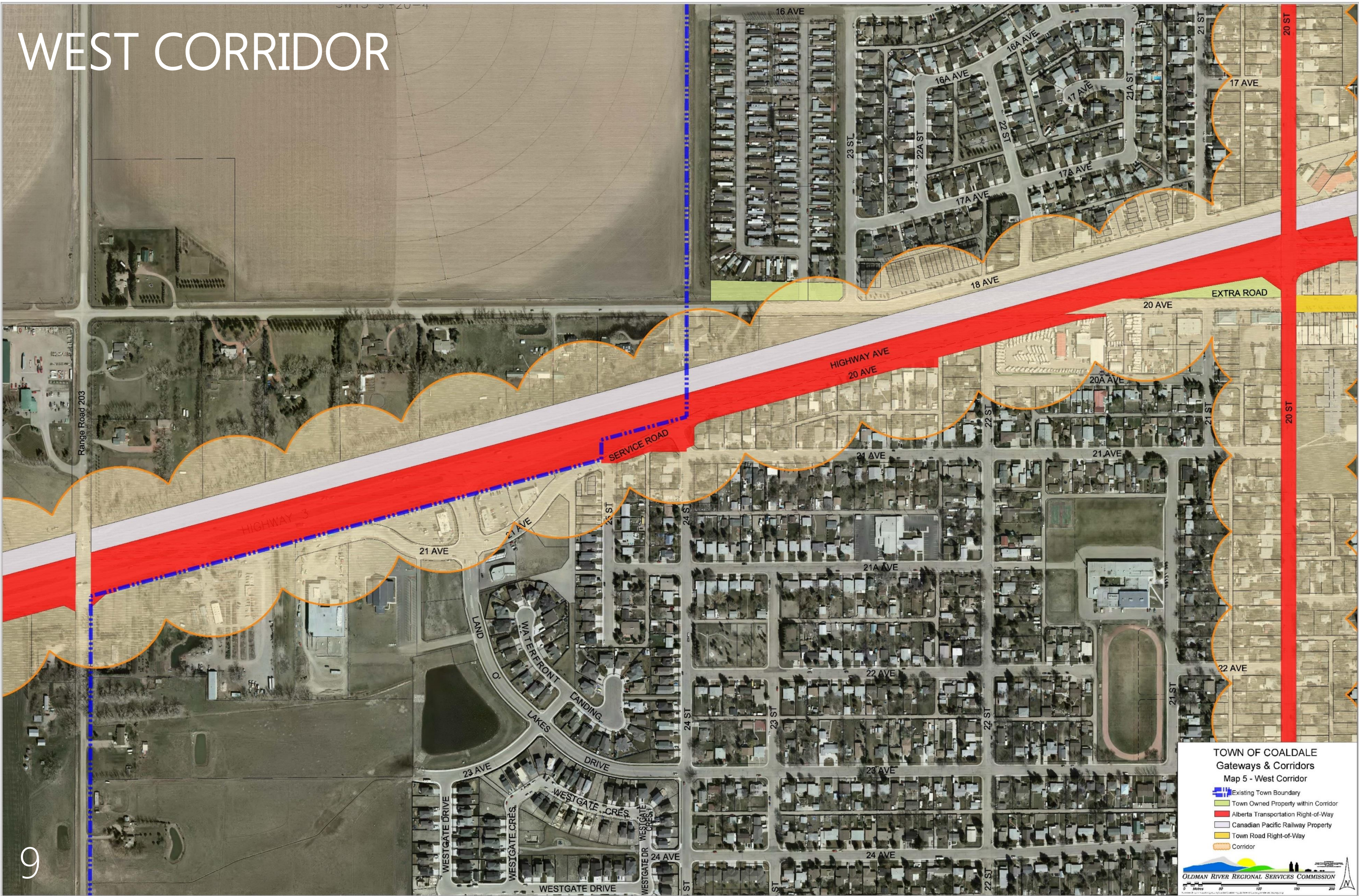NORTH CORRIDOR
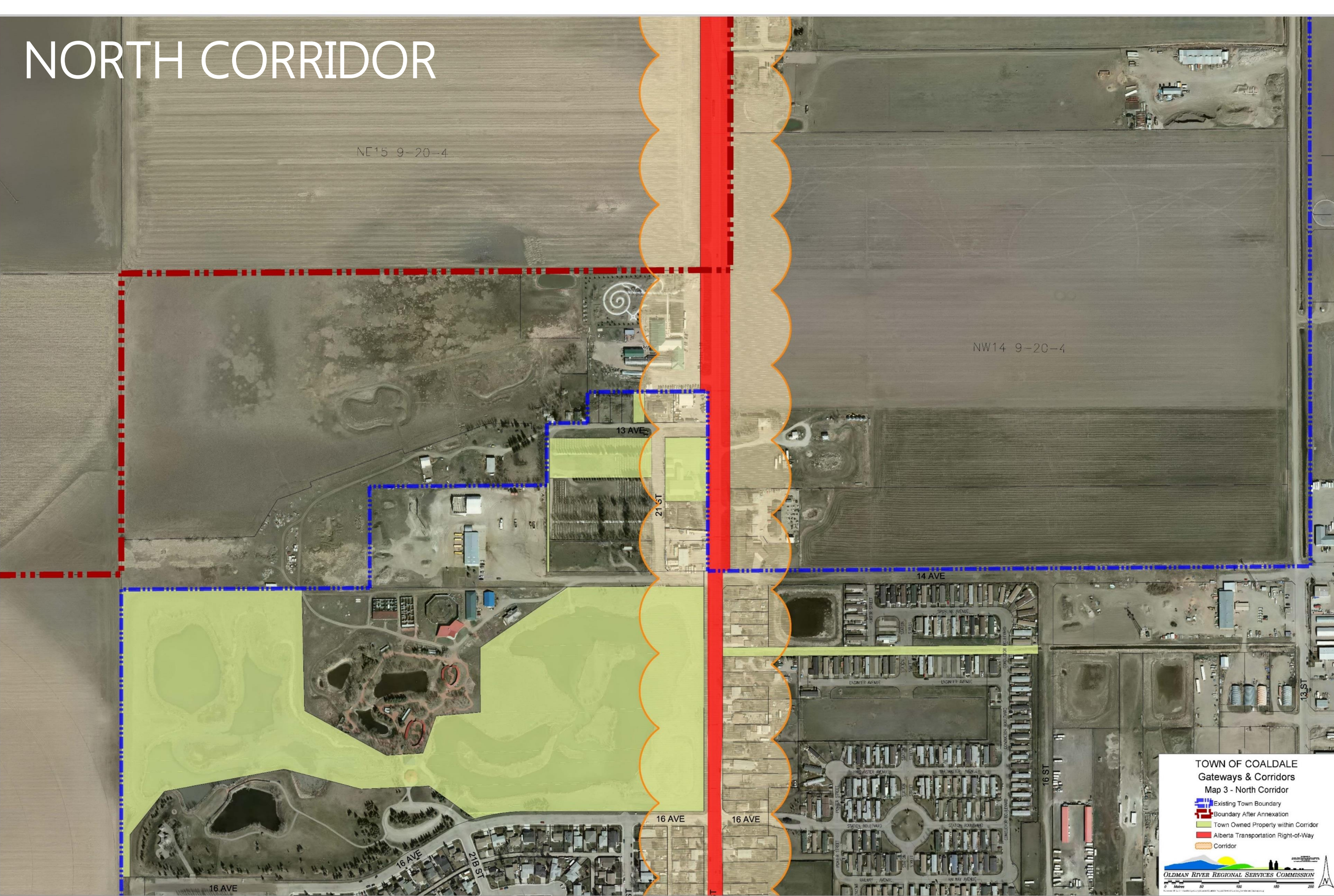
SOUTH CORRIDOR

What can be done in these areas?

Please jot your ideas on a sticky note and place them in the spaces below, or feel free to write directly on the board

The Main Street Area
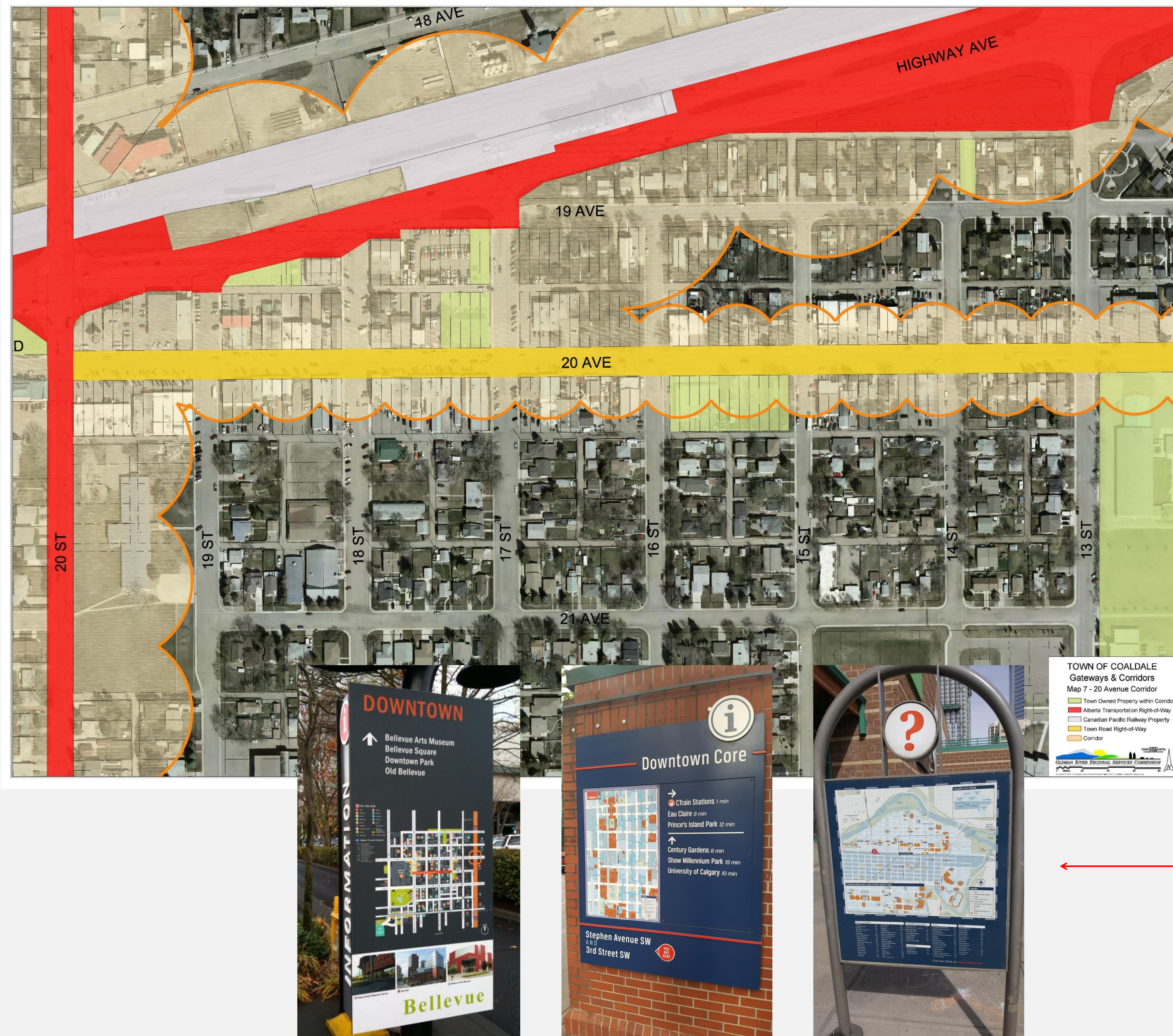
What can be done in the main street area?

Some strategies may include:

- A visually appealing entrance feature on either end of the main street area

- Clear easy to read signage that is designed to highlight that main street is a special area

- Wayfinding maps that identify where the businesses and organizations in the area are (directories)

- Design guidelines for new and reconstructed building facades

- Street furniture and other street elements such as lighting that highlights this as a special area

WHAT ELSE?

Please jot your ideas on a sticky note and place it on the board, or write right on the board!

10

Next Steps

The initial step of getting the conversation started and ideas flowing is integral to the overall success of the strategy, and future work that may focus on the Town's gateways and corridors.

The next steps that will be taken include:

1   Summarizing the information collected today and posting it on the Town's website   **By January 2018**

2   Reaching out to stakeholder groups and scheduling/holding focus groups to discuss details of the ideas/questions/challenges identified at the workshops   **Feb. - April 2018**

Stakeholder groups include the business community, Chamber of Commerce, agencies such as Alberta Transportation and organizations such as CP Rail, Lethbridge County, and so on

3   Prioritizing ideas and changes to the gateways and corridors based on a variety of factors   **May 2018**

Factors that determine priority may include the availability of funding, whether certain ideas contain additional value-added elements that can create efficiencies, and those ideas that the community deems the most important to act on first

4   Preparing the strategy, reviewing it with the community, and presenting it to Council for review and approval   **June 2018**

5   Acting on the strategy!   **July 2018**

Town of COALDALE
A Wise Choice