

### MAIN STREET STAKEHOLDER SURVEY

In December 2020, Town administration prepared a survey to gather and share ideas with Main Street's stakeholders on how to attract foot traffic to downtown Coaldale.

A total of **22 Main Street businesses** participated in the survey.

Highlights from the summary report include:

- Positive feedback on Main Street upgrades
- Ideas for attracting more visitors downtown
- Suggestions for improvements during the winter and summer months
- And more!

**The full summary report can be found at [letsconnectcoaldale.ca/main-street-revitalization](https://letsconnectcoaldale.ca/main-street-revitalization).**

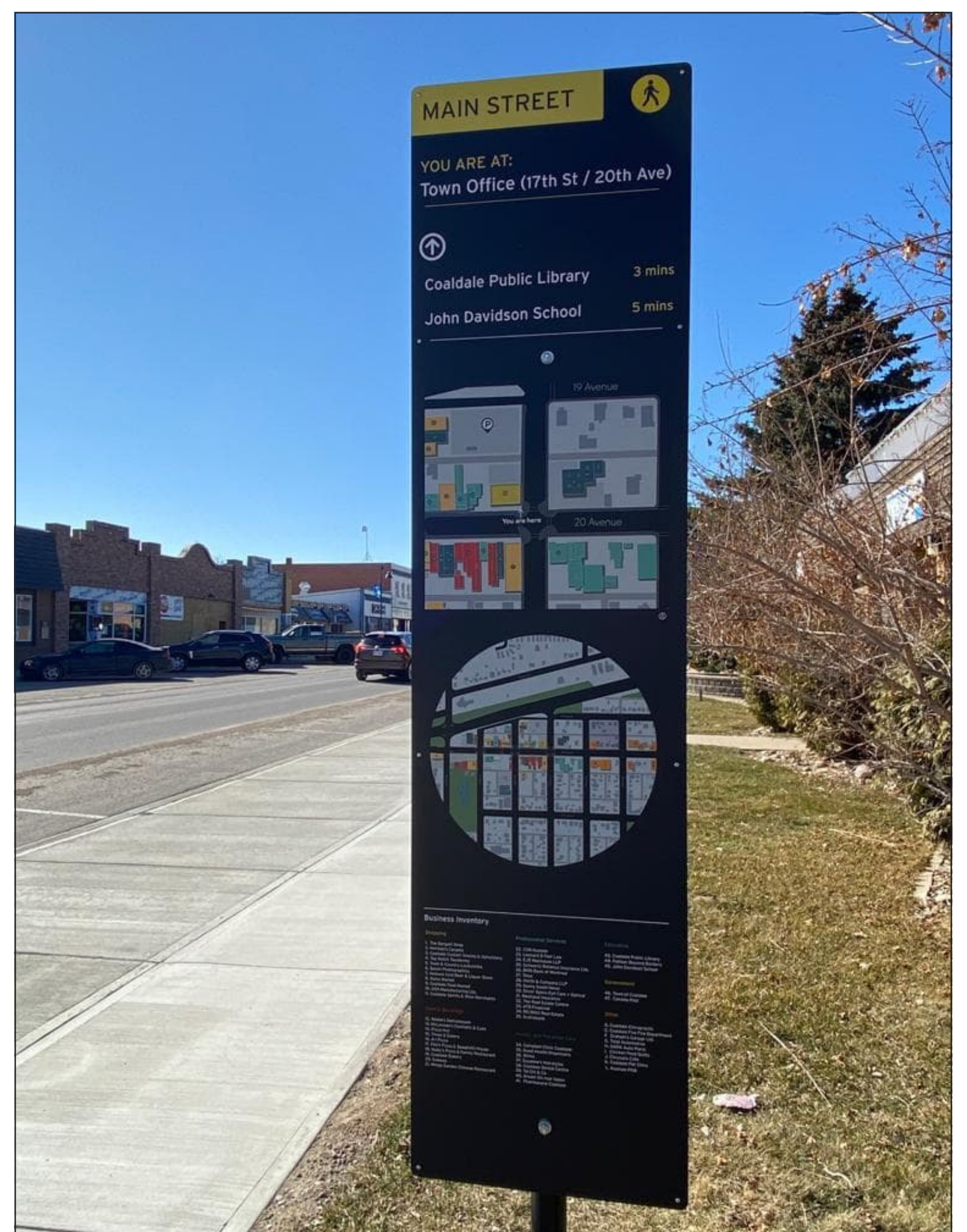
We are still seeking members to join our Main Street working group or our stakeholder's committee. If you are interested in providing feedback on future ideas proposed for Main Street, please contact Spencer Croil at [planner@coaldale.ca](mailto:planner@coaldale.ca)

### WAYFINDING & BUSINESS DIRECTORY SIGNS

The Town is seeking your input on the new wayfinding and business directory signs. These signs are intended to provide direction and information to ease navigation and enhance the user experience of a physical space. The business directory signs are constructed along 20th Ave to complement the Main Street revitalization project (image shown on right).

The signs are designed to be temporary, allowing a period for the public to submit their feedback on the design and placement of the signs before permanent ones are installed. The engagement period will ensure that the signs can be adjusted to fit the needs of the community, particularly within the business community.

If you are interested in providing your feedback, visit [letsconnectcoaldale.ca/wayfinding-pilot](https://letsconnectcoaldale.ca/wayfinding-pilot).



**Want to stay up-to-date with the Main Street project? Sign up for our mailing list at: [www.coaldale.ca/mailling-lists](https://www.coaldale.ca/mailling-lists)**



# TEMPORARY OUTDOOR PATIO PILOT COMING TO MAIN STREET

As the spring and summer months draw nearer, Coaldale residents and visitors will be able to experience Main Street in a new way thanks to the Town's recently approved temporary outdoor patio policy. McLennan's Cocktails & Cues will be piloting the outdoor patio experience as an exciting feature to complement their business front renovations.

"McLennan's is thrilled to be able to offer outdoor seating to our patrons," said Tim McLennan, Owner of McLennan's Cocktails & Cues. "There is still some uncertainty as to how restaurants will be able to operate this summer during the pandemic, so having access to this additional space gives us a bit more breathing room to operate. We've been working closely with the Town to consider all angles of the patio extension to make sure it contributes positively to the Main Street experience."

The patio policy will allow the restaurant to extend their business onto the sidewalk and permit the construction of a transportable sidewalk extension around the patio to ensure safe passage for pedestrians. The sidewalk extension will take up part of 3 parking stalls, leaving enough room for motorcycle parking.

The Town is seeking ways to provide additional parking space to make up for the temporarily repurposed parking stalls. It is also worth noting that the four stalls just across the street currently reserved for the RCMP will be available for the general public once the new RCMP building is completed.

"Coaldale is certainly not the first community to introduce temporary outdoor patios," said Spencer Croil, Director of Planning and Community Development. "Throughout the pandemic, cities across Canada have seen collective demand from the public for safe social settings and a desire to spend time outdoors. Outdoor patio space meets both of these demands and just as importantly gives local restaurants a boost by expanding their capacity."

When surveyed in December 2020, 69% of Main Street stakeholder respondents were in favour of instituting temporary outdoor patios on Main Street. The full survey summary can be found at [letsconnectcoaldale.ca/main-street-revitalization](https://letsconnectcoaldale.ca/main-street-revitalization).

"The Town is committed to continually engaging with stakeholders throughout the pilot of this project to inform the decision on a future temporary seasonal patio policy," said Croil. "We are striving to maintain consistent dialogue with the community as we continue to introduce innovative initiatives that encourage investment in Coaldale, particularly in our downtown core. Our goal is to continue thinking outside of the box on strategies that will ultimately grow our local businesses community."



Example of an outdoor patio in front Bread Bar, a restaurant in Hamilton, Ontario, with a close up of the outside sidewalk extension around the patio. Image from [streetpatios.ca/gallery/gallery-ie/](https://streetpatios.ca/gallery/gallery-ie/)

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