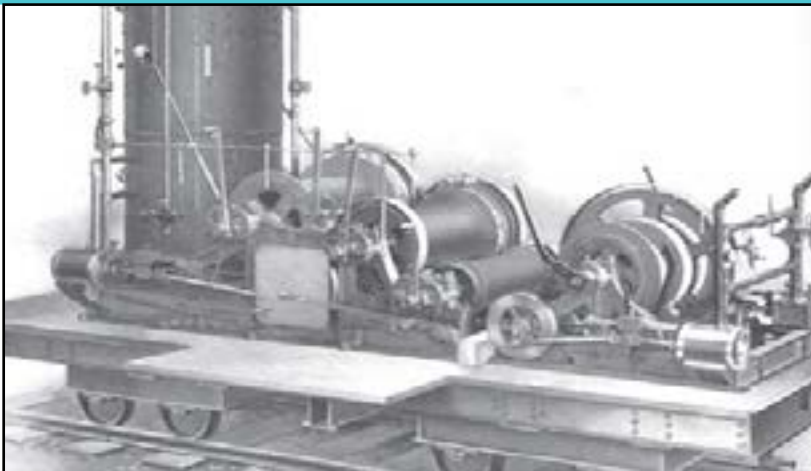


CAMPBELLTON

Beautification Initiatives



SOLUTIONS FOR NEIGHBOURHOOD IMPROVEMENTS AND REVITALIZATION IN CAMPBELLTON

1.

WAYFINDING



Create an intuitive, attractive wayfinding initiative to promote connectivity

Wayfinding provides local direction for people utilizing various forms of transportation. Ideally it anticipates the needs and interests of people in an area, or provides inspiration for new destinations. Wayfinding systems use standard design, strategic placement and easy to decipher messages as guidance for mobility.

&

SIGNAGE



Establish a template that provides directions and conveys unique character

Signage for the Campbellton area should include a large welcome monument sign, banners, bollards, sign stands, informational display signs and destination markers. Standard sign-family designs tie together the wayfinding and signage partnership.

2.

RIVER PARKETTE - 19TH AVE



Green space on the river's edge for residents and visitors alike

Campbellton is proud of its historical and geographical link to the Campbell River and would like to make access to this resource available to all. The first of the two proposed sites for Parkette development is the riverside property located just East of the Northbound Tamarac Street bridge on 19th Ave.

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RIVER PARKETTE - 20TH AVE



Intimate gathering space, and place to connect with the river

The second proposed Parkette site is at the end of a dead-end residential street on 20th Ave. The site is tranquil and highlights the beauty of the River and surrounding area. The addition of interpretive signage could inform residents and visitors about the Campbell River and its flora and fauna.

3.

TRAFFIC CALMING



Create a pedestrian-friendly "Main Street" on Hwy 19A

Streets can and should evolve! The section of Hwy 19A that runs through the heart of Campbellton can be designed to become a safe, bustling, multi-modal corridor. A pedestrian-friendly atmosphere complete with trees and greenery would add vitality and allure.

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RIVER-USE PARKING



River access with adequate parking and safe road design

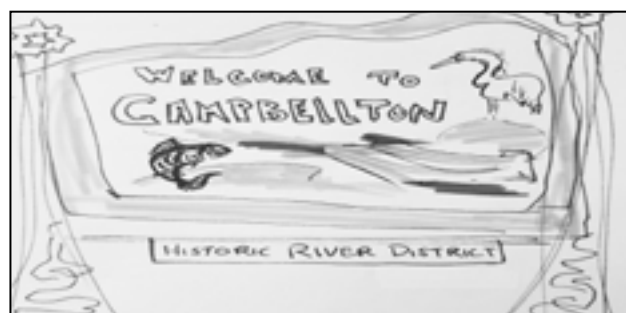
Campbellton streets provide access to the Campbell River in all seasons. The design of these streets should be adequate to handle parking and facilitate the safe movement of people using all modes of transportation and of all ages and abilities.

I. WAYFINDING & SIGNAGE

A cohesive neighbourhood has a sense of identity which anchors community to place. Campbellton business-owners and residents alike have indicated they are proud of their historical and geographical connection to the beautiful Campbell River, and would like to see this connection highlighted. The use of wayfinding messages and consistent signage can encourage everyone to enjoy the river as well as the many other local amenities in the Campbellton neighbourhood.

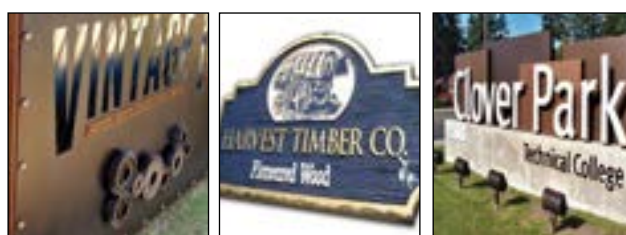


Goal: develop a unique and welcoming neighbourhood monument sign to mark the North-East entrance of Campbellton and set the tone for the wayfinding branding effort



MONUMENT SIGN

The neighbourhood monument sign is envisioned as a 1.2m x 1.8m landscape-orientation sign that reads "Welcome to Campbellton". Input from the 2018 community visioning forum along with traffic data and site analysis information have indicated the sign should be located at the North East corner of the Highway 19A and Maple Street intersection. Potentially the sign could be made from wood, and a mural painted on the face of the sign could depict a river scene or incorporate local Indigenous art. Alternately, industrial steampunk art could be used to add a unique and memorable quality to the sign and to help brand the industrial



*Precedent Images

neighbourhood. The sign could be made of metal, painted or adorned with metal parts, wheels, gauges, gears and other industrial pieces as a reference to the area's Steam Era. A secondary sign hanging under the main sign reads "River District" or similar tag line. The signposts (legs) could incorporate the river while fitting with the industrial theme by featuring aluminium cut-outs of abstract water flowing.

Wayfinding and Signage

In 2017 the Refresh Downtown Campbell River project deciphered there are 4 distinct downtown districts. This initiative aims to create a 5th district- In addition to the Waterfront, Cedar, Cultural, and Civic Districts, Campbellton could become the River District. Design standards and improvement incentives for local property owners would help encourage the types of progress and improvement that the CNA would like to see here. Design standards and improvement incentives for local property owners would help encourage the types of progress and improvement that the CNA would like to see here.

DIRECTIONAL SIGNAGE

A main component of the wayfinding and signage initiative will be a series of pedestrian scale directional signs at key locations around the neighbourhood. Siting of signage will be well thought-out and eye catching for maximum exposure. These small signs will likely be made out of aluminium. The outer edges of the sign could have decorative water flowing cut-outs and the word “Campbellton” (or “River District”), to echo the overall character of the welcome monument sign.

To encourage active transportation the signs will include approximate walking times or cycling distances. Signs located on sidewalks for pedestrians should measure 150cm to 180cm from ground height to the

bottom of the sign. The lettering needs to be at least 7cm high and of enough contrast that it can easily be read by most pedestrians and cyclists. A combination of symbols and words can help convey intended message to even nonreaders.

ALUMINIUM BANNERS

Aluminium “banners” would add visual appeal to Hwy 19A which acts as the Main Street through Campbellton. Rectangular, portrait-orientated banners measuring approximately 0.6m x 1.5m, are a common way to add interest and character to urban streets. Aluminium banners, as opposed to fabric, are long-lasting and have higher aesthetic quality. Campbellton banners could feature the same industrial steampunk art, or flowing water cut-outs as featured in the welcome sign, as well as the words “river district”. Attached to the telephone poles (after receiving permission from BC Hydro) along Hwy 19A from Maple Street to Tamarac Street they would help create a unifying aesthetic to the street. As road upgrades are made and wiring goes underground, the banners could be refitted and attach to street lamps. The bottom of these banners should be no lower than 2.5 meters above ground.

Neighbourhood directional signs should be placed strategically to highlight:

- Access to the river
- Nearby points of interest
- Location of parkettes & garden
- Trail heads and river viewpoints



*Precedent Images

Wayfinding and Signage



**Example of a Sign Family*

BOLLARD SIGNS

This type of signage is attractive and pedestrian oriented. Because these signs would be unique in the Campbellton area, information would be less likely to get lost in the clutter of traffic and business signs already present. The sign can be mounted flush on a simple wooden post, or this type of sign can incorporate sign fins, as well as decorative caps, or even pedestrian scale lighting. A sign “family” using the combination of wood and metal would fit the industrial/natural theme being created in the neighbourhood.

DESTINATION SIGNAGE

The signage plan should include a trail marker for Myrt Thompson trail. It is currently unmarked. Additionally, directional signs throughout Campbellton should direct people to this beautiful natural feature. A simple wooden sign with the name carved into it would be enough for the purpose of marking the trail head. The sign should be low enough so as not to block views of the water.



**Envisioned Myrt Thompson trail marker sign*

INFORMATIONAL SIGN

At the 20th Ave Parkette an informational sign could be displayed to give visitors more information and background on the river. The sign could outline some of the First Nations history, and the settler history of logging, fishing and trade. It would be interesting to have pictures and descriptions of some of the birds or fish that can be seen in the river from that vantage point.

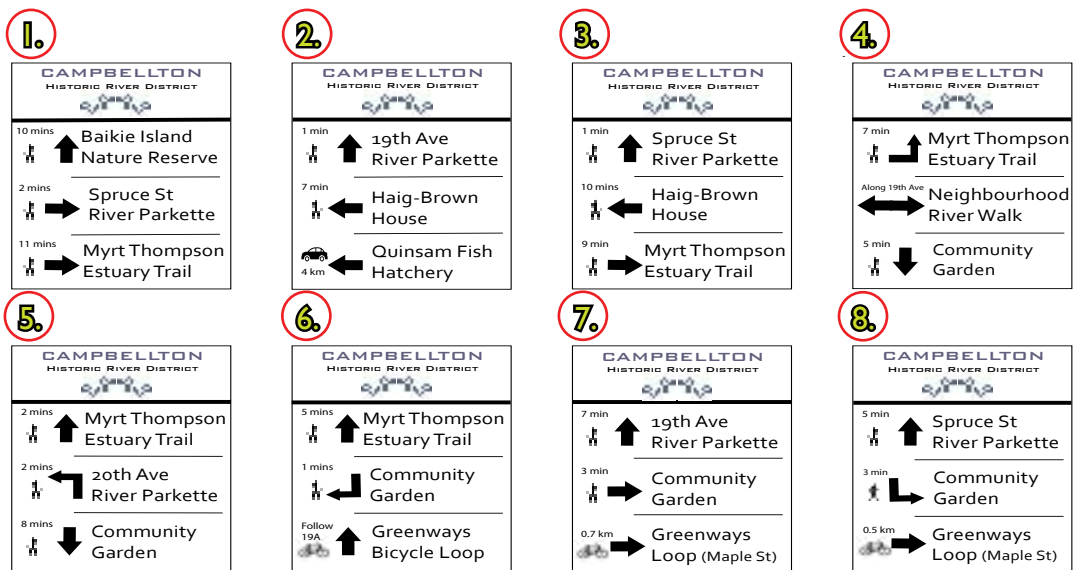
ALLEYWAY SIGNS

The 2018 Campbellton Revitalization plan briefly outlined an envisioned community effort to organize and create unique hand-crafted signs to populate the residential portion of the neighbourhood. The small alleys that are ideal for walking and cycling within the neighbourhood would be brought to life with colourful and creative signs. The residents themselves would ideally organize this and provide inspiration and art talent for these informal signs. This type of organic placemaking would definitely add character to the streets in this area. The CNA recognizes there will be forthcoming municipal guidelines that will impact this vision and will adhere to the city of Campbell River’s “Art in Public Places Master Plan”. The plan is expected to be released this year.

CAMPBELLTON SIGN PLACEMENT MAP



DIRECTIONAL SIGNS



ADDITIONAL SIGNS

- 9. Wayfinding Map
- 10. Trail Marker
- 11. Welcome Sign
- 12. Informational Sign



*Example of a wayfinding map



*Example of informational sign

2. RIVER PARKETTES

A neighbourhood park should be a place for everyone. Connection to green space, and a sense of pride and belonging to a neighbourhood are important factors for quality of life. Campbellton residents live within walking distance to the beautiful Campbell River but currently have very few opportunities to interact with, or even to see, the water. Significant improvements to Campbellton as a place to live, work and visit would result from the development of several public spaces along the river. This initiative explores the feasibility of using two small parcels of land at the ends of 19th Ave and 20th Ave for this purpose.

19TH AVE PARK SITE



*Current view of parking and overgrown site

19TH AVE SITE OBSERVATIONS

In the current state, the site seems to be used for behaviour that is not conducive to a family-friendly atmosphere. However, this might decrease with development of the site. The addition of clear views for passive surveillance, pedestrian lighting, and increased ease of public access will improve the space and dissuade unwanted behaviour.

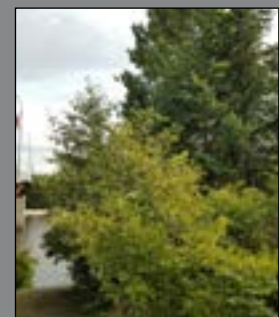
The view from site is predominately the graffitied underside of the bridge. However, the large wall facing the site could be a beautiful spot for a mural. The sound of heavy traffic passing over the bridge is fairly loud and can be heard from much of the site. Additional trees planted alongside the bridge could help buffer the traffic sounds.

Vegetation on site includes broad leaf, cedar and pine trees, as well as a well-established apple tree. Several of these trees should be conserved and protected.

The site is adjacent to a no-through road and on-street parking has already been established. There is one point of access to the park, and that is by 19th Ave. However, additional access could be created by removing a section of the guard rail along the Tamarac St. bridge and extending the existing sidewalk down a new set of stairs into to the Parkette.

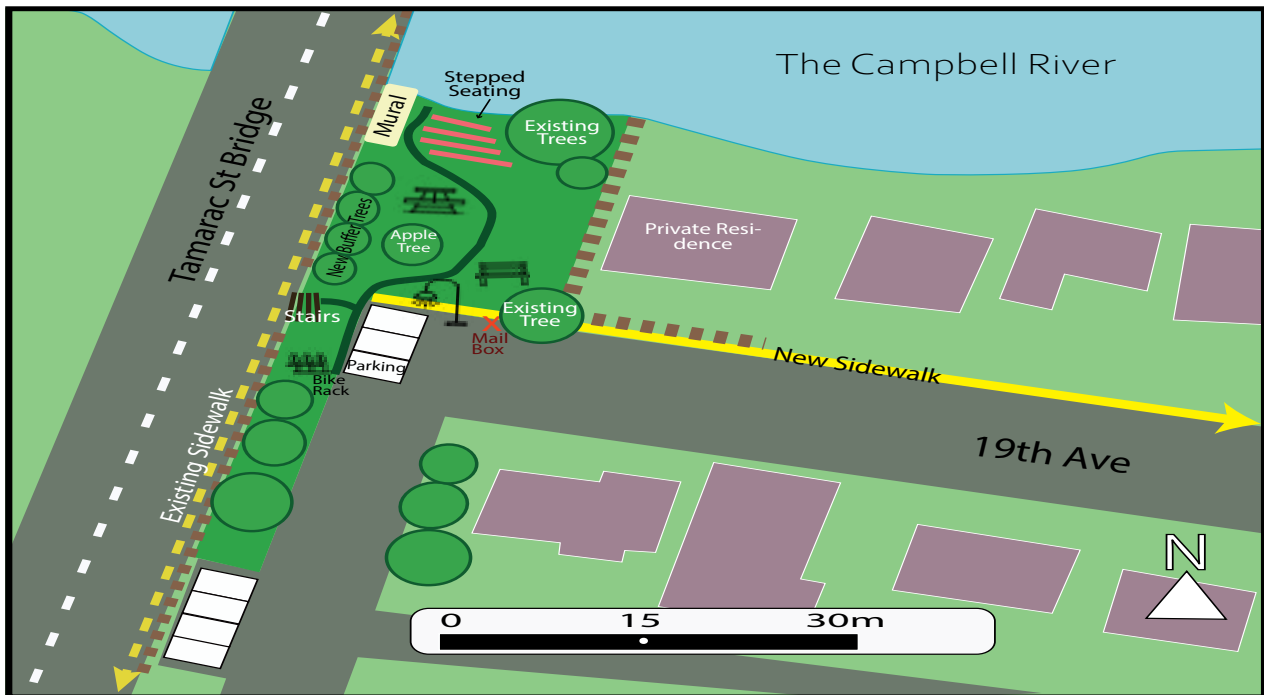


*Tamarac St bridge sidewalk and traffic



*View to river and current vegetation at 19th Ave

19TH AVE PARKETTE SITE CONCEPT



The underbrush and smaller trees should be cleared from the site to create a more welcoming space. In addition, opening the area to passive surveillance from surrounding homes makes undesirable activities less likely to take place here. The addition of a street lamp beside the parking spaces would increase CPTED (crime prevention through environmental design). Once the graffiti on the bridge wall is painted over, a local project to create a mural would add to community pride.

After underbrush and bramble is removed site lines to the river would still be blocked because of a mound of earth that rises in the middle of the site. Ideally this would be cleared to create a level riverside park space.

There are several significant trees on site that should be preserved if possible: a mature apple tree as well as two large broad leaf trees- one on the water's edge and one at the roadside beside the mailbox. To mitigate the sounds of passing traffic, several more trees should be planted beside the bridge.

The addition of a picnic table and a bench

would encourage gathering and viewing the river. A bike rack at the site would also be useful.

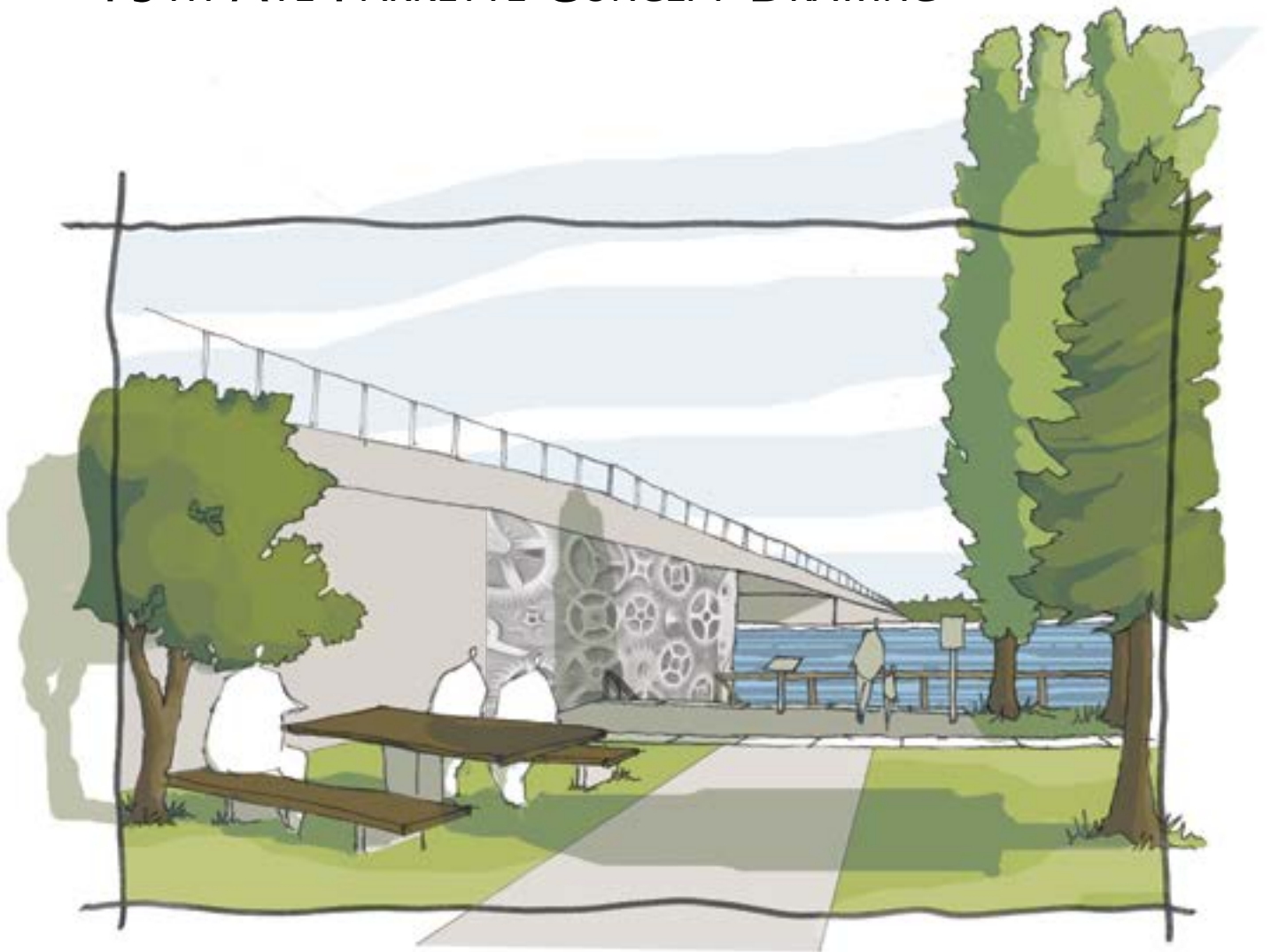
The site slopes down two meters towards the river's edge. It would be interesting to create additional seating here by cutting a few rows of stepped benches facing out to the water.

To connect the proposed 19th Ave Parkette with the newly created Spruce Parkette, a short sidewalk along the residential street that connects them is recommended. Ideally the sidewalk would extend the length of 19th Ave and up Maple St, with a branch down to the proposed 20th Ave Parkette, and end at the Myrt Thompson trail head. This simple pedestrian path could be identified as the Neighbourhood River Walk.



*Example of stepped paver seating leading down slope

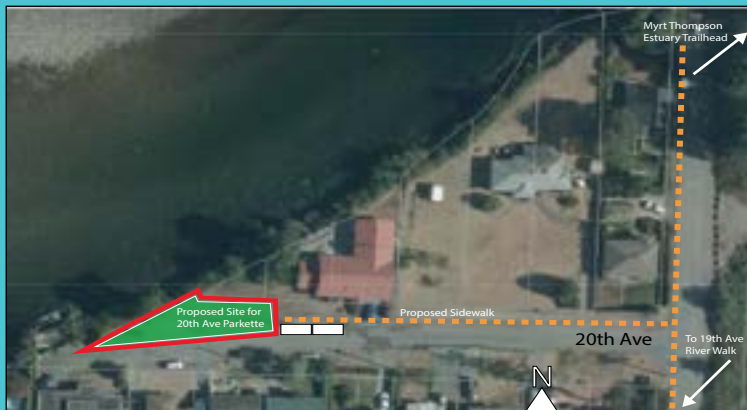
19TH AVE PARKETTE CONCEPT DRAWING



SITE CONSIDERATIONS

- Open Tamarac St sidewalk and add stairs for additional entrance to the Parkette
- Clear underbrush and level the Parkette to an even 2 meters above river level
- Community project or artist donation to create mural on bridge wall
- Stepped seating cut into the slope leading down to river's edge
- Addition of street lamp beside parking spaces
- Picnic table and park bench situated with a view of the water
- Trees to buffer traffic sounds and hedge to separate adjacent yard and home
- Addition of bike rack and sidewalk to encourage active transportation
- In the future the parking spaces in the middle could be removed and the two greenspaces could be joined to create a larger park
- A larger park could accommodate playground equipment and more benches and tables

20TH AVE PARK SITE



**View of river from 20th Ave site*

20TH AVE SITE OBSERVATIONS

The proposed site is located at the end of a dead-end residential street. The site is approximately the shape of a 90-degree triangle. To the Northwest is the river. The East borders a residential property. The South of the site is the end of 20th Ave which provides what is essentially driveway access to three residential properties on the opposite side of the road. The road is in a poor state of repair, and at approximately 17 meters wide including gravel shoulders, the roadway is much wider than necessary.

The vision for the Parkette in this location would be for the green space to extend South into the road right-of-way at least 7 meters. To account for increased visitor traffic, after the extension of the greenspace, ideally the remaining road would be resurfaced. Additionally, the envisioned Neighbourhood River Walk sidewalk should extend from Maple Street down 20th Ave until it reaches the Parkette.

The bank of the river is quite steep (approximately 4 meters high in some places) and been undergoing some erosion. There is a makeshift staircase down to the shore that is steep and unstable but looks utilized. Several tall established trees grow at the top of the bank and create a pleasant, shaded lookout point. The view corridor from the proposed site is very expansive—nearly 180 degrees of river and estuary. It is very quiet in this location as there is no traffic nearby.

A short barrier/fence made of natural material (i.e. Cedar) at the edge of the bank would keep people away from the eroding banks. Additional native plant species could be added to further stabilize the bank and to discourage people from walking along the edge. If upon further inspection and calculation it appears the site could host a safer stairway leading down the bank it would make an excellent spot for access to the river.



**Wide gravel shoulder at site and view to bridge*

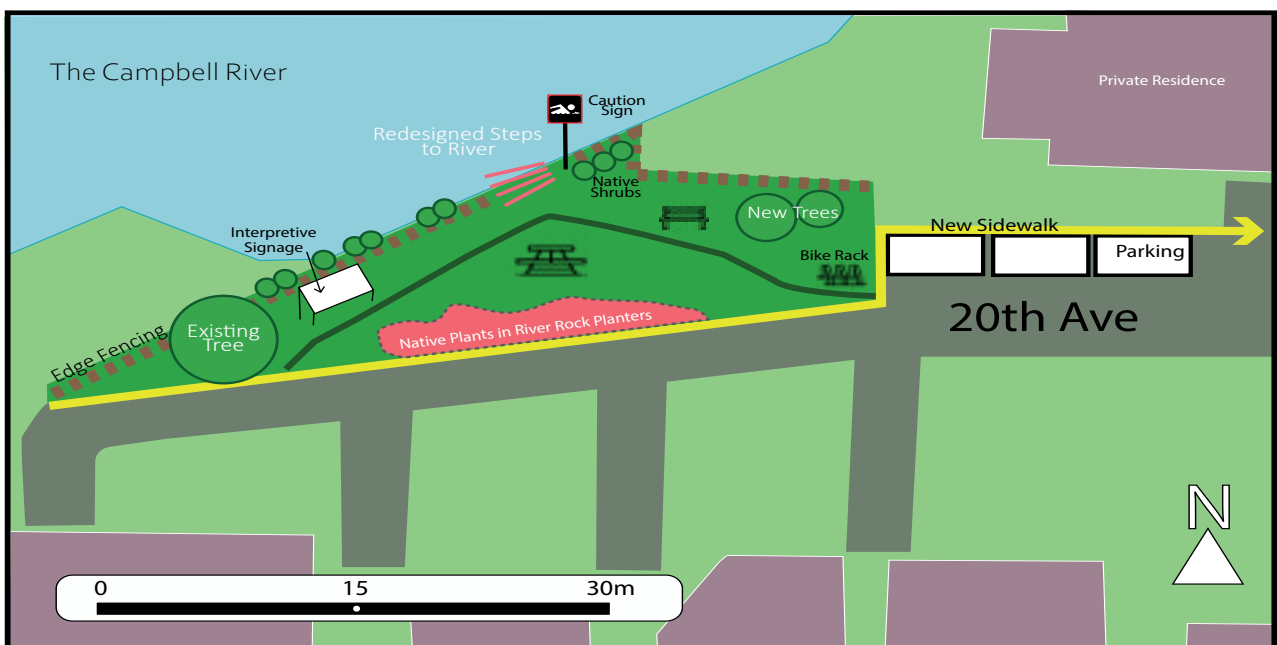


**Makeshift stairs leading down to river*

20TH AVE PARKETTE SITE CONCEPT

This site is very small, but the location is excellent. A staircase leading down the bank to the river would increase the ease and safety of access, while also protecting the bank from further damage. The existing trees should be protected as they add to the beauty and comfort of the space. Additional trees on the East side of the site could be added to create a sense of enclosure.

A landscaping feature including natural, drought-resistant, vegetation and river rocks would also serve to enclose the space. A bench and picnic table and a bike rack would make useful additions to the Parkette. This would be an ideal place to incorporate an interpretive sign that includes information about the Campbell River and it's flora and fauna as well as some historical information about Campbellton.



*Example of river rock landscaping



*Example of a staircase leading to water's edge

20TH AVE PARKETTE CONCEPT DRAWING



SITE CONSIDERATIONS

- Picnic table and park bench situated with a view of water
- New bike rack and sidewalk to encourage active transportation
- All site alterations would be contrary to the required set-back to the watercourse
- Protect mature trees and native plants along riverbank and add more (if additional plants would help offset eroding or human-caused bank damage)
- Pedestrian scale street lamp added for visibility and safety
- Analysis of whether river access stairs could be built and maintained safely at the site
- This site is very open to passive surveillance and is in a quiet, pleasant location

3. | TRAFFIC CALMING & RIVER-USE PARKING

HWY 19A AS CAMPBELLTON'S MAIN STREET

The old Island highway, Hwy 19A, runs East to West through Campbellton for approximately five blocks (675 meters) and functions as the main street of the neighbourhood. This commercial section of the highway starts at Maple Street and leaves as the Tamarac Street bridge heading North over the Campbell River. As drivers leave Campbell River's main downtown area and proceed East or North, they must pass through Campbellton. The roadways in the neighbourhood are all regulated at 50km an hour, but many cars travel faster as they quickly enter and exit the district.

In 2007 a traffic and parking analysis indicated that there are several high priority intersections due for controlled traffic lights in Campbellton. One of the locations is the Maple Street and Hwy 19A intersection, and another is Maple Street and 16th Ave. Controlled traffic signals at these two intersections would help slow thru-traffic, and give the street a less hurried feeling.

Successful Main Street designs utilize

strategies that slow driving speeds and provide a quality pedestrian atmosphere with well-defined crosswalks and wide sidewalks. A pedestrian-friendly street environment also includes public seating options, open and accessible walking areas, covered waiting and walking areas, trash receptacles, street trees, human-scale lighting, and visual delights such as water features and public art.

MULTI-MODAL STREET DESIGN

The traffic analysis also indicated that the section of 19A between Maple and Tamarac should be considered a multi-modal street, meaning that emphasis should be placed on creating an environment that allows for many different modes of travel to safely and efficiently move through the corridor. Currently there are sidewalks on both sides of the highway and crosswalks at each intersection, but the walking environment is not very pleasant or encouraging. The sidewalks are often too narrow, and blocked by poles, or planters or other infrastructure.

Curb extensions for safer pedestrian crossing



On-street parking re-imagined as public space



Central raised median and marked parking



*Precedent images

Traffic and Parking

Campbellton does not have any marked bike lanes, and the only bicycle-friendly infrastructure in place is one small bike rack outside a restaurant. An envisioned bicycle route runs along 15th Ave, turns onto Spruce Ave or Tamarac St, and onto Hwy 19A, then connects to the current (but not well-marked) Greenways Trail.

There are no sidewalks on most of Campbellton's residential streets, but the quiet lanes and alleys in the neighbourhood do make for relatively safe pedestrian and bike routes. There is no school zone in Campbellton, but the community garden park is located on 15th Ave and residents of the neighbourhood would like to see a reduced speed buffer around it, requiring vehicles to travel at 30km/hour.

IMPORTANCE OF URBAN FOREST

Campbellton's main street is almost entirely devoid of trees and greenery. The CNA has attempted to bring some life into this strip by designing and maintaining planter boxes full of annual flowers. In the summer this does provide some colour to the street. The annual cost of replacing the flowers and then watering and upkeep throughout the spring and summer months is difficult for the CNA to maintain. In order to create a pleasant, more beautiful street year-round this section of highway 19A needs street trees. There many benefits to a healthy thriving canopy of trees, not the least of which is a traffic calming, speed-reducing effect on the adjacent roads. Small potted trees in

front of individual businesses will have the same effect as the planter boxes- adding a splash of colour and life, but these will not change the overall atmosphere of the street. A solid row of trees planted along both sides of Hwy 19A would create a welcoming friendly ambiance, provide shade and cooling in the summer, and ambiance in the winter when lights can be added to the bare branches.

BENEFITS OF STREET TREES

- Help improve local air quality
- Counter the heat-island effect
- Provide habitat for birds, insects and animals
- Increase human comfort and influence positive associations with place
- Help manage storm water by reducing rainfall on paved areas and increasing permeability
- Dampen unwanted sounds such as traffic and industrial noise



**Example of street trees*



**Re imagined cross section of the Campbellton portion of Hwy 19A with street trees and median*

Traffic and Parking

TRAFFIC CALMING FEATURES

Campbellton's main throughway would be more pleasant if several traffic calming features were added. Traffic lanes through this section of highway should be limited to one lane in each direction with a central turning lane if appropriate. At present there are portions of the road that allow on-street parking and there are places where it is prohibited. The street would benefit from having landscaped bump outs as end caps to the on-street parking areas.

Crosswalks at the four intersections along Hwy 19A should be obvious and distinct. Brickwork and decorative pavers create a sense that the space is dedicated to pedestrians and encourages drivers to use additional caution.

Providing painted separate biking lanes on both sides of the street and raised medians between lanes creates narrower driving lanes which contributes to slower traffic speeds.



**View of Hwy 19A looking West through Campbellton*



**Example of a street utilizing traffic calming measures*

PARKING ALONG THE RIVER



The Hwy 19A bike lanes and sidewalk should carry on along Hwy 28 towards the Quinsam bridge and Elk Falls Provincial Park. This would allow safe and varied movement along the river and would connect people to many recreation activities within just a few kilometres of central Campbellton. Consideration must be given to the fact that any development of sidewalks or highway would be within the riparian protection set-back. However,

since the area is already being used for parking and river access purposes, it might be beneficial to contain and direct public use of this vulnerable bank. During peak use of the river, parking is clustered around the logging bridge, just North West of the Haig-Brown property. The highway's edge should have a raised sidewalk, and marked spaces for parallel parking. On both sides of the bridge there is room to add a small section of denser parking. Angle parking would offer additional room and in this location the view is unobstructed for safe reversing. A small pocket parking lot would open 5 or 6 spots directly beside the bridge and stairs could direct people to the river without further erosion.



**Current parking situation by the Quinsam River logging bridge*