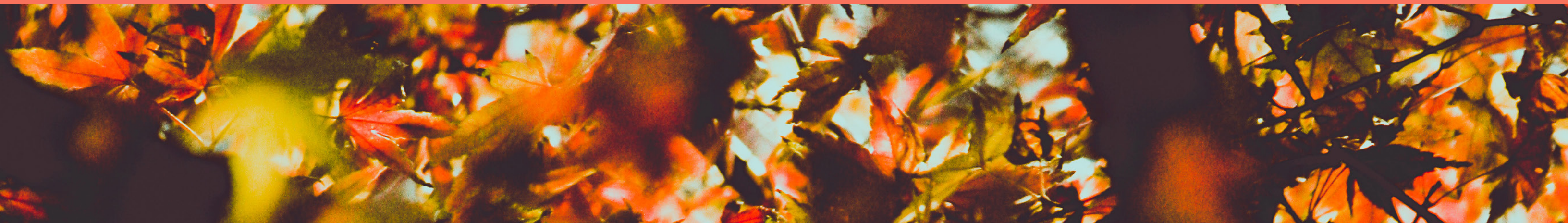


Melfort Business Revitalization Corporation  
**Urban Design & Public Engagement**

July 2016







MBRC | MAIN STREET MELFORT

**preface**





PREFACE

Cushing Terrell Architecture Inc. (Cushing Terrell) in collaboration with Preferred Choice Development Strategists (Preferred Choice) was commissioned by the Melfort Business Revitalization Corporation (MBRC) in November 2015 to undertake Urban Design & Public Engagement services for the City of Melfort and MBRC.

The City of Melfort was established as an accredited community under the Main Street Saskatchewan program in 2015. A requirement for accredited status in the Main Street Saskatchewan program was the development of a non-profit corporation. MBRC was therefore established as a non-profit corporation and functions as the lead for the revitalization of the downtown district in Melfort, also referred to as Main Street Melfort.

The study was carried out over the period of November 2015 to June 2016.

An essential component of this study was to engage the community and public to gather essential and valuable input on historic preservation, existing building enhancements, new building form, streetscape layout, as well as streetscape and landscape components.

Through workshops and interaction with the MBRC Committee, City Staff, Council and the community’s residents and businesses this document is intended to assist the MBRC and City of Melfort in identifying and prioritizing strategic improvements in the Main Street Melfort Study Area comprising the latter components while also assisting business and property owners on ways in which they can improve their respective buildings and storefronts.

The project team would like to thank the following individuals and businesses for their input throughout the process as well as the many residents who participated in the Open House Events:

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Brunswick Elementary School

Reynolds Elementary School

Maude Burke Elementary School

Melfort & Unit Collegiate Comprehensive High School

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Kendall Knutson, Affinity Credit Union

Scott & Amanda Romaniuk, OK Tire

Tim Brooks, Local Property Owner

Lloyd & Tara Muntain, TJ’s Pizza

Jeff & Ena McAuley, Home Hardware

Ruth Penner, Catz n’ Jammers

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# executive summary

## INTRODUCTION

### Design Guidelines for Main Street

Design Guidelines establish a shared idea of how alterations to properties and new development fit in with the existing and desired appearance and character of the community. Many features contribute to a Main Street’s identity; individual buildings, storefronts, signs, window displays and facades, building scale and placement and streetscape as a whole all establish the character of a street.

The purpose of the Main Street Melfort Urban Design & Public Engagement is to establish an implementable vision for Main Street Melfort and to provide renovation, infill and streetscape recommendations. The recommendations presented in this document have been created to identify heritage preservation priorities and revitalization opportunities in the Main Street Melfort study area.

The recommendations address the existing and future character of the built environment, streetscaping, landscaping, and open spaces as well as the scale and continuity of development, existing heritage elements and use of materials.

This document outlines community compatible urban design practices, and includes design guidelines that may be implemented through future revisions to the City of Melfort’s Zoning Bylaw. Where any conflicts exist between the guidelines presented herein and the current City Zoning, the Zoning shall take precedent until amended accordingly.

The imagery presented in the document provides examples of how the guidelines can be applied in certain circumstances, but are not intended to exclude other potential alternative approaches that meet the intent of the guidelines.



The document is intended to assist the City of Melfort, property owners, businesses, developers and the public with clear tools to guide the design of those buildings with historic status as well as other buildings in Main Street Melfort looking to reinvent, revitalize or redefine their presence in the community. This is essential to ensure that the overall character of Main Street Melfort is maintained and enhanced through future redevelopment.

## STREETSCAPE MASTERPLAN

The MBRC and planning team undertook significant public input over the duration of the study timeline to gauge the perspectives of business owners, property owners, residents (and shoppers) as well as youth in the community as to their preferences for how to best improve the streetscape in Main Street Melfort.

Numerous options and alternatives were posed ranging from removal of turn lanes, enhanced parallel parking, conversion to angled parking along Main Street, integration of central medians and introduction of curb extensions and mid-block crossings.

Encouraging pedestrian activity is a major objective for Main Street Melfort and renewal, revitalization and new development should strive to strengthen the appeal by accommodating pedestrian needs, while not forgoing the intrinsic need and necessity for the community to allow for vehicular accessibility and movement.

As a result of the public input, the identified direction moving forward for the City of Melfort was to pursue the option that retained parallel parking, while integrating a new landscaped central median with pedestrian mid-block crossings, that would also allow for the retention of the existing turn lanes, but with shorter stacking distance (i.e. number of vehicles in the turn lanes).

In so doing, a host of additional streetscape, urban design and landscape components and strategies could be introduced pragmatically over time in a phased approach to enable implementation and ensure funding capacity.

## DESIGN GUIDELINES - HISTORIC & COMMERCIAL BUILDINGS

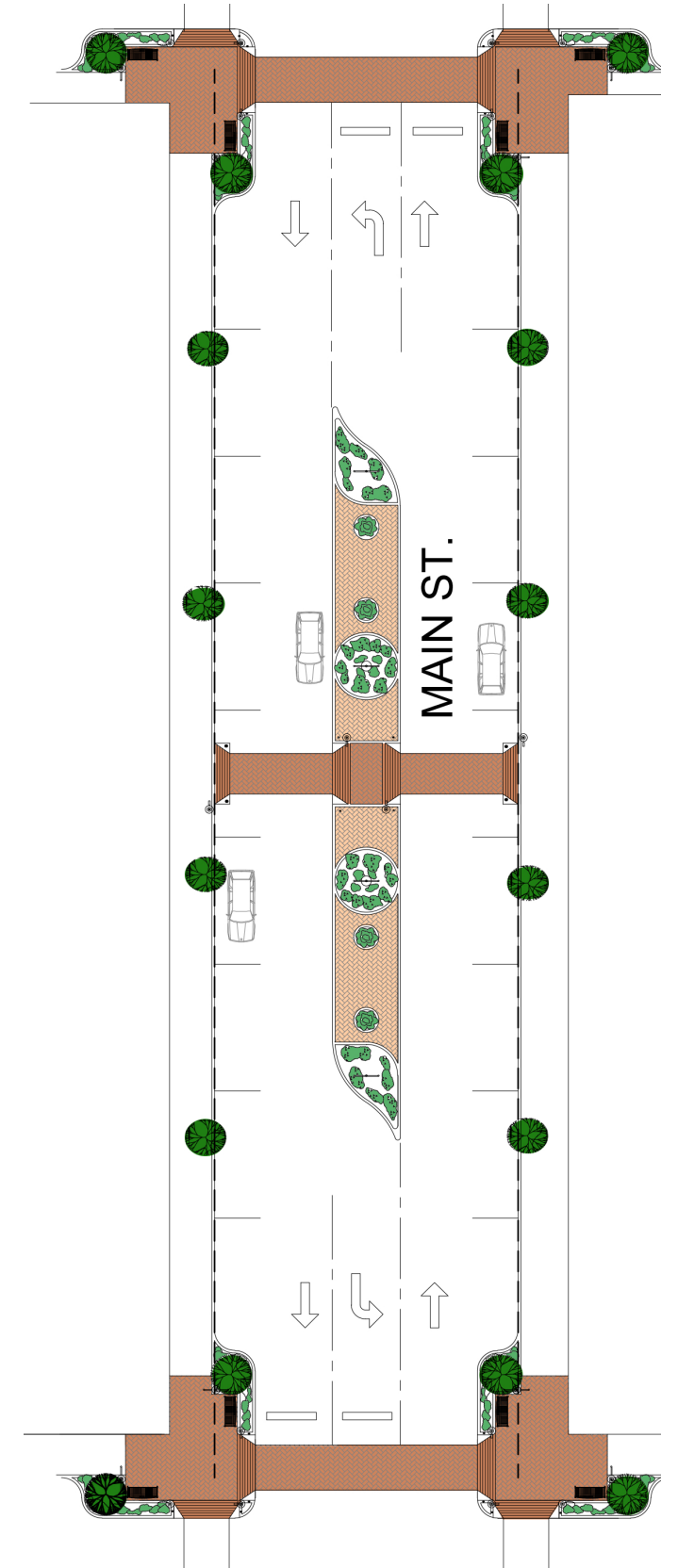
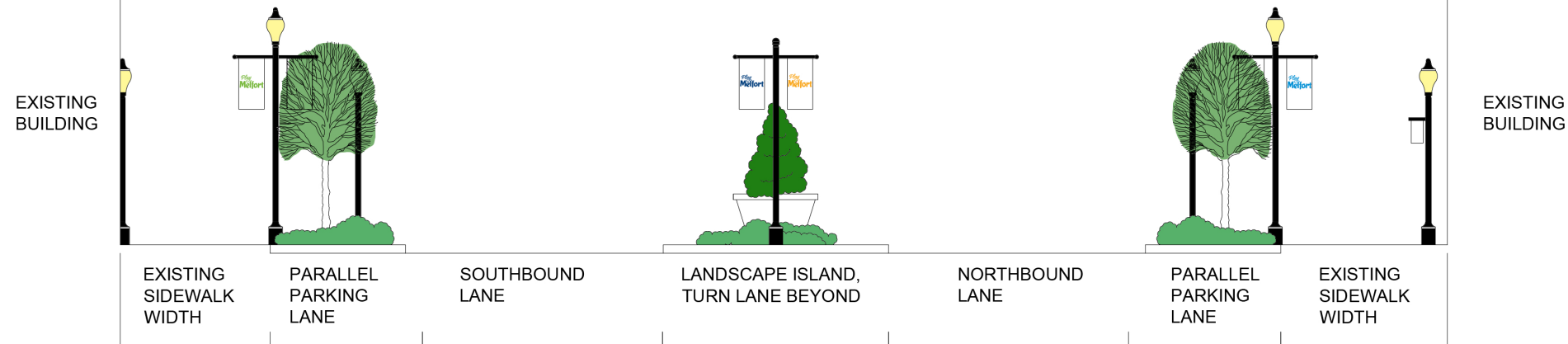
The language and character of the existing heritage buildings in the Main Street Melfort study area is deeply entrenched, though in many cases concealed by layers of ‘improvements’ over the years. Future rehabilitation, revitalization or development should look to the elements within the existing buildings to inform the design character or proportion of development.

The physical character of a historic Main Street district comes from its location, design, setting, materials, workmanship, feeling, and association. Changes to a building may result in a loss of historic integrity to a structure, and when allowed on numerous structures, contribute to the loss of integrity in the local area.

This has been the case for some buildings in Main Street Melfort. It is also important to note that while not all the buildings in the Main Street area are considered historic, all the buildings in the Main Street area nonetheless contribute to the character of Melfort’s unique and largely intact downtown.

This study used 3 examples of buildings in the Main Street Melfort Area upon which design guidelines and building improvements could be illustrated. These included **Plus Stuff Junction, Canadian Cancer Society Building and TJ’s Pizza.**







The following guidelines provide a synopsis of the complete guidelines presented in Sections 3.0 to 6.0 in this document.

**DESIGN GUIDELINES - HISTORICALLY DESIGNATED AND LISTED COMMERCIAL BUILDINGS**  
(Refer to Section 4.2 for additional details)

For restoration of historical buildings, the document *Standards and Guidelines for the Conservation of Historic Places in Canada* (Second Edition 2010), Chapter 4.3 Guidelines for Buildings and Chapter 4.5 Guidelines for Materials, should be used as a guiding reference document for specific heritage details and information about historic building components. This should further be dependent upon the identified buildings’ heritage status and based on research of documents, photographs and an inspection of site conditions.

- Materials**
- Retain masonry features, such as walls, cornices, window surrounds, steps, and columns.
  - Exterior should be stone, red brick, or masonry.
  - Rear of building or any exposed sides should be finished in similar materials as the principal street facade.
  - Inappropriate building materials added over time which detract from the character of the building should be removed.
  - For significantly older buildings, original building elements, materials, and features should be retained and repaired, as feasible, per the “*Guidelines for the Conservation of Historic Places in Canada*”.
  - Cleaning of buildings should be in a manner that does not damage the historic material of a building.

- Sand blasting and high pressure water blasting or excessive acid washes should be prohibited.
- Brick and masonry repair should be undertaken using proper heritage materials and methods.

- Colours**
- Colour of fascias, windows and door trim should be restored and contrast with the rest of the building.
  - Warm tones are preferred as background colours.
  - Colour Palettes should be based on a case-by-case basis but not have more than 3 colours.

- Storefront Windows & Facades**
- Windows and storefronts should be constructed of wood.
  - Wood should be repaired rather than replaced as much as possible.
  - Aluminum or vinyl replacement is not considered acceptable.
  - Sign band and any architectural elements such as pilasters or ornate work should be retained and restored.

- Cornices, Parapets & Roofs**
- Cornices and parapets should be repaired or replaced to their original configuration.
  - Aluminum, vinyl or modern pre-finished materials are not acceptable.
  - New roofing materials are acceptable if not visible. Visible roofs, such as copper or galvanized, should be replaced with like materials.

**Lighting**  
*Refer to Guidelines for specific components of commercial buildings*

**Signage**  
*Refer to Guidelines for specific components of commercial buildings*

- Flanking Walls**
- Repairs, maintenance and alterations affecting rear building facades should be complementary in heritage character and quality of detail to the primary facade.
  - If ghost signage exists on flanking walls, these should be treated and protected to emphasize the historic character of the flanking wall signage feature.

**GUIDELINES FOR NEW BUILDINGS AND INFILL WITHIN THE MAIN STREET MELFORT AREA**  
(Refer to Section 4.3 for imagery and additional details)

- Scale and Massing**
- Larger buildings should be divided into ‘modules’ or sections that reflect a more traditional scale along the streetscape by breaking up the roofline or facades.
  - A building more than 15 m (45 ft) in width should be divided into increments of no more than 8.3 m (25 ft) to 10 m (30 ft ).
  - Buildings should accentuate the corners of significant street intersections through the use of both prominent building massing, addressing the intersection as well as the streetfronts and building features to provide visual icons within the Main Street area.

- Height & Width**
- Main Street Melfort area should adhere to a 4 storey maximum streetwall, with stepping back commencing at a height of 3 storeys.



- Non-historic buildings should have “staggered” rooflines and could have parapet extensions as high as 1.3 m (4 ft) beyond the existing roofline.
- Height of a new building should be compatible with neighbouring buildings. A corner building may be taller than adjacent buildings to define a primary entrance point to the block.
- Streetwall of new buildings adjacent to a recognized heritage building should be no more than 1 storey greater than its heritage neighbour.

#### Setbacks & Stepbacks

- All new buildings and additions should be built to the front and side of the property line wherever possible to encourage a complete streetwall and maximum frontage.
- Larger setbacks may be permitted in order to provide added space for pedestrian access or an outdoor public space such as a small courtyard or patio space. This should be reviewed and permitted on a case-by-case basis.
- Any addition built above 3 storeys to a maximum of 4 storeys should step back a minimum of 3m from the storey beneath it in order to limit its visual and shadowing impact on the streetscape.

#### Materials

- Should be a combination of no more than 3 of the following materials:
  - *brick*
  - *stone block or stone veneer*
  - *concrete panels*
  - *wood*
  - *metal and metal panels*
- New buildings should have as their fundamental cladding brick, wood or stone.

- Metal cladding should not comprise the majority of a street facing facade and not extend below the bottom 1 m (3 ft) of a front facade.

#### Colours

- Colour schemes for the new buildings should be coordinated and compatible with other buildings along Main Street.
- Individual buildings should not be painted the same colour as an adjacent building to allow for variety and interest along the street.
- Use of multiple colours may be appropriate on a building elevation.
- No more than three different colours should be used.

## GUIDELINES FOR SPECIFIC COMPONENTS OF COMMERCIAL BUILDINGS

(Refer to Section 4.4 for imagery and additional details)

#### Storefront Windows & Facades

- Windows and facades pertaining to window sill heights should be subject to a review of the intended use for the space whereby retail and restaurants may have different requirements for window and doors (e.g. overhead or accordion doors for restaurant spaces versus 1 m (3 ft) sills for retail shops). Building facades should provide variety through projections and recessed planes on all street-facing sides to break up monotonous facades.
- Display windows of businesses that have nothing to display should be considered as an opportunity for artists, schools, non-profit agencies or others to display and promote events, etc.
- There should be appropriate architectural detailing and windows at eye level.

- Highly reflective or opaque glass is not appropriate at street level and should be discouraged.
- For new buildings, a minimum of 50% of the ground level facade and sides of buildings adjacent to public rights-of-ways should be transparent (windows and doors).

#### Flanking Walls

- Use of blank walls that are visually prominent is discouraged. Where such facades exist, the use of murals or landscaping to screen walls and provide visual interest will be encouraged.
- Where secondary entrances exist, adequate lighting and visibility should be maintained to ensure pedestrian safety.

#### Awnings and Canopies

- Use of retractable fabric or canvas awnings is encouraged on all historic buildings as deemed appropriate on a case-by-case basis.
- Awnings should not extend across multiple storefronts and/or multiple buildings and should fit the width and shape of any storefront or window openings that it covers.
- Boxed or curved fabric awnings may be used on non-historic or new commercial buildings if deemed appropriate for the building.
- Dome canopies/awnings are not considered appropriate and are discouraged in the defined Main Street Melfort area.
- Colours should complement the building's overall image.
- Up-lighting or back-lit awnings or canopies used as illuminated signs are discouraged in the defined Main Street Melfort area.
- Lettering is discouraged on the main canopy of an awning.
- Lettering should not extend more than 75% of the width of an awning's valance.
- Recommended canopy projection from a building face should be 1.3 m (4 ft), with a minimum vertical clearance of 2.6 m (8 ft) and an optimal recommended inclination of 30 to 45 degrees.



### Entrances & Doors

- Recessed entries are encouraged for new buildings.
- Encroachment of door swings into the public right-of-way is discouraged.
- When a recessed entry is not feasible, encroachment of the door swing into the public right-of-way should be minimized as much as possible.
- Aluminum or wood framed doors with clear glass is acceptable for new and non-heritage buildings.

### Cornices, Parapets & Roofs

- Parapets should screen any rooftop equipment from public view by placing units behind parapet walls or by providing screening with a material that coordinates with the building.
- A building's roof form should be proportional to building's facade.
- Roof materials and colours should blend with building materials and colours.

### Lighting

- Fixtures chosen should ensure that their design, location, intensity and emitted colour is appropriate for the historic character of Main Street and consider impact on public street lighting in the area.
- Fixtures may be chosen from available replica styles appropriate to the architecture of the heritage buildings on Main Street, or from contemporary design that are compatible with the historic context, such as gooseneck lighting or other appropriate and compatible fixtures.
- For non-historic or new buildings, consideration should be given to the use of low light, LED lighting that illuminates only the signage band (with no up-lighting).

### Signage

- Any heritage-designated signs should be repaired and protected.
- Develop a colour and font palette that is suited to the character of a respective structure.
- Sign colours should relate to and complement the materials and colour scheme of the building.
- Opaque or posterized window signage should not be permitted.
- Window signs should be limited to 25% of the window size and should not block the view of displays in windows.
- Window signs are intended for pedestrians and should be placed with a centre line approximately 1.7 m (5 ft) to 2 m (6 ft) above the sidewalk for good visibility, or can be located in the top or bottom 18 inches of the display window glass.
- Primary signage for heritage buildings should be located on the sign band or entablature in the fascia (the horizontal band that separates the storefront windows from the upper facade), if not impeded by an awning or canopy.
- Surface area of the signage band (fascia or entablature sign) should not exceed 15% of the storey's wall area.
- Only externally lit signs should be allowed.
- Not all building signs need to be illuminated, though building addresses should be lit.
- Blade Signs are encouraged in the Main Street Melfort study area and should be placed at a height of at between 2.7 m (8 ft) and 3 m (9 ft) from the sidewalk and extend no more than 1.3 m (4 ft) from the vertical surface of the building.
- Blade signs can take on the shape of the product or service provided to add creativity and interest to the streetscape.

- The following sign types should not be permitted in the Main Street Melfort study area, unless endorsed by MBRC and approved by Melfort City Council:
  - *Roof signs*
  - *Signage with removable lettering*
  - *Signs that do not advertise businesses within*
  - *Pylon signs*
  - *Signage in upper storey windows*
  - *Any type of third party signage*
  - *Inflatable signs*
  - *Handwritten signs*
  - *Digital, electronic, neon or otherwise internally illuminated signs, except for small "open for business" signs in retail windows.*
  - *Buildings as signs*
  - *Signs attached to street furnishings*
  - *Animated signs*
  - *Movable signs (excluding sandwich boards)*
- Sandwich boards should be permitted as long as a minimum clear sidewalk space of 1 m (3 ft) can be maintained between the sign, the pedestrian realm and the building facade.
- Sandwich board signs should be constructed of metal or wood.
- Neon signs may still have a place in Main Street Melfort, particularly for buildings located along Burrows Avenue which may have a better connection with a different period of Melfort's history, thereby creating further distinction for Main Street Melfort.
- Murals may be used to add interest to flanking walls, but should be carefully reviewed for compatibility with district character.
- Ghost signs if present should be preserved and accentuated rather than painting over.



## STREETSCAPE DESIGN OVERVIEW

Streetscapes can be defined as the space between the buildings on either side of a street that defines the street’s character and which are the principal link between public and private spaces. It is important that streetscapes reflect the character of the neighbourhood as a safe, comfortable environment for pedestrians. The elements of a streetscape include building facades, landscaping, sidewalks, street paving, street furniture, signs, awnings, and street lighting.

It is vital that Main Street be an active and vibrant pedestrian-friendly environment. These areas must also be easy to navigate, barrier-free, and include open spaces, walkways and well-marked crosswalks. The pedestrian areas should also be buffered from the street traffic through the use of on-street parking, street trees and the consistent use of street furniture/amenities.

### GUIDELINES FOR STREETSCAPE COMPONENTS

(Refer to Section 5.0 for imagery and additional details)

A continuous and consistent streetscape should be developed along Main Street through the selection of suitable streetscape elements, such as street trees (Dropmore Linden species), sidewalk materials, and lighting, and repeating these elements along the side streets including Burrows Ave, Macleod Ave and Crawford Ave. Design detailing and scale of streetscape amenities should be coordinated with the overall streetscape design and architectural character.

### Streetscape Layout in General

The following guidelines should frame the placement of most, if not all streetscape elements in the defined Main Street Melfort area:

- Given limited street space on Melfort’s existing sidewalks, streetscape elements may conflict with one another, limit visibility, block pedestrian travel, or create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may be placed on the street. For example, tree locations should consider the scheme for street lighting, mid-block crossings etc and vice versa.
- Layout of streetscape elements should emphasize cohesiveness or placement that looks at an entire block or corridor rather than individual placement of elements in an ad hoc fashion. The layout should consider the overall pattern of the defined Main Street Melfort area, provide a consistent aesthetic treatment, and be consistent with long term goals for the design and function of the street. Phasing of the many components will be required, therefore cohesiveness must be considered at the forefront.
- The placement of streetscape elements should allow the comfortable and efficient flow of pedestrians along the street and from parked cars and adjacent buildings to the sidewalk. At the same time, streetscapes should provide a diversity of amenities and spaces for public enjoyment and use.
- The street should adhere to an aesthetic standard throughout the defined Main Street Melfort area, and ideally throughout the whole of the Main Street Melfort area. Standardized lighting fixtures, street furniture, and paving materials are key to achieving this.

## LANDSCAPE DESIGN OVERVIEW

Landscape components provide the natural or synthetic integration of elements that promote comfort through the provision of usable spaces. While typically associated with “greenery”, landscaping is a much more holistic component that reflects colours, textures, and dimensionality in the provision of products. Landscape comprises hardscaping, softscaping and should serve as another emotional touch-point that connects the defined Main Street Melfort area.

### GUIDELINES FOR LANDSCAPE COMPONENTS

(Refer to Section 6.0 for imagery and additional details)

#### Parks & Open Space

Public parks are integral to the quality of life found in any urban landscape. Sunlight should be preserved where possible for public spaces, such as streetscapes, plazas and parks, while quality open space can be created through landscaping, public art, and historic preservation or interpretation.

Main Street Melfort’s parks and open spaces will comprise 3 key areas:

1. *Memorial Garden*
2. *Parklets*
3. *CN Lands*

#### Memorial Garden

Memorial Garden, is currently an underutilized amenity in the community. Based on feedback from the Public Open Houses, the business and resident community expressed a desire to see this community amenity space become more engaging and year round.



A re-imagined Memorial Garden as a place to ‘Play’ in Melfort all year round.





Accordingly the streetscape masterplan identifies a conceptually improved Memorial Garden which could be expanded west to create a closer pedestrian linkage with the Northern Lights Palace as well as to create more soft and hardscape for programming of events.

The objective of the improved Memorial Garden is to become more activated year round with a celebratory and flexible space for a wide variety of events and activities for all ages throughout the year. Key components as illustrated in the conceptual plan for Memorial Garden include the following key features:

- 360 degree celebratory space surrounding the cenotaph that gives this important community asset a more focal presence.
- Improved tree lined and lit paths along the west and north edges.
- Flexible plaza space capable of accommodating public markets and converting into an outdoor skating in the winter months.
- Simple steel columns with lighting to frame the space.
- Tensile fabric awning for shade in the summer months located above a flexible staging area for music, theatre or arts events in the summer and fire pits in the winter.
- New linear and simple paving paths connecting the east edge with potential mid-block crossings to Home Hardware and Historic Post Office and paths extending north-south on the west side of the project connecting Northern Lights Palace, Library and Post Office.
- Larger, usable grass area with potential for additional trees and installation of temporary public art components and events.
- Potential space to accommodate the introduction of a warming hut in the winter months to support winter activities.

**Parklets**

The concept of a parklet is rapidly becoming a must-have in the place-making world where parking spaces are converted into a public space in which people can gather, enhancing community cohesion, as well as making a safer and more enjoyable public realm.

For Main Street Melfort, the concept of parklets presents an opportunity for a pilot project to test usage and locations. The temporary nature of these spaces could allow for mobility and for city maintenance in winter months to be effective and unencumbered.

- Parklets normally occupy two parallel parking spaces and extend 1.8 m (6 ft) into the parking spaces (one parking space could be considered).
- A maximum of 1 parklet per block per direction to a maximum parking space usage of 4 spaces, dependent upon how many parking patios are utilized.
- Parklets must have a visible barrier with the road, wheel-stops at each end, soft stop posts for directing traffic, public seating areas, curb drainage, be flush with the curb, provide vertical elements such as a canopy or umbrellas, provide access to persons in wheelchairs and provide slip resistant surface materials.
- Parklets must be open to public access, and the design should be open and welcoming to passersby.
- A parklet could be considered as a year round and mobile component. As a potential pilot program, a parklet would need to accommodate winter street maintenance, and because parklets may sit on top of critical infrastructure and utilities, they need to be designed for easy removal.

- Utilize flooring that is high enough to be flush with the curb.
- Not be located in front of a fire hydrant, manhole cover or utility access, or within 3.3 m (10 ft) on either side of a fire hydrant.
- Parklets cannot be located next to or adjacent to driveways where sightlines could be restricted.
- Corner parklets are not desired. However, a curb extension/bump-out as proposed for Main Street Melfort’s overall streetscape that would protect the parklet near a corner location may allow a corner parklet to be considered on a case-by-case basis.
- Parklets should contain vertical elements (planters, umbrellas, canopies, etc.) for visibility to passing vehicles and to provide appropriate shading for occupants. These overheads elements should not span over the sidewalk, and must have a minimum clearance of 2.3 m (7 ft) above the surface of the parklet.
- Non-permanent seating should be secured or taken in after business hours.

**CN Lands**

The CN Lands at the intersection of Saskatchewan Ave and Main Street, under the streetscape masterplan is recommended to be closed at the south entry to the CN Lands at Main Street and tree-lined thus connecting up with the existing trail network on the south side of Saskatchewan Avenue and create a more pleasing gateway entry experience.







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## 1.0 introduction



## 1.0 REPORT STRUCTURE

The Melfort Business Revitalization Corporation (MBRC) commissioned Cushing Terrell and Preferred Choice, to prepare this Public Engagement & Urban Design document for Main Street Melfort.

The document considers a design vision for the defined Main Street Melfort area, including urban design guidelines and a streetscape masterplan. The Urban Design & Public Engagement document is comprised of the following components:

1. **Introduction:** Introduces the study, including document structure, study process, vision and goals in the context of the Provincial Main Street Program.
2. **Public Engagement:** Summarizes the extent and results of multiple public engagement interaction and the various tools used to interactively engage the community.
3. **Streetscape Masterplan:** Provides an overview of the study area and describes the recommended streetscape masterplan as it relates to pedestrian and vehicle mobility and access.
4. **Historic & Commercial Building Design Guidelines:** Provides guidelines for renovations and additions to heritage buildings as well as guidelines for new and infill buildings within the study area.
5. **Streetscape Design Guidelines:** Provides guidelines for a range of streetscape improvements including but not limited to street lighting, furnishings & fixtures, street paving, outdoor dining, parking, public art etc.
6. **Landscape Design Guidelines:** Provides guidelines for a range of landscaping improvements including but not limited to street trees, parks & open space, parklets as well as ideas for strategic areas like Memorial Garden and CN Lands.

## 1.2 VISION AND GOALS

The vision and goal of the Main Street Melfort Urban Design & Public Engagement document is to rediscover the values and reconnect with the feelings that made downtown the focal point of commerce, community and culture, and not necessarily to make it into something different. In providing for the application of reasonable and localized guidelines, this document strives to:

1. Make Main Street Melfort's buildings better versions of themselves, not simply to imitate any other community, although there will be similarities given the nature of historic applications throughout the Province and North America, and through a contemporary interpretation of these architectural forms and details.
2. Encourage renovations and improvements which create an attractive image for individual businesses, while respecting the original design parameters of facades and how they fit in Main Street Melfort.
3. Encourage affordable solutions, so that business and property owners benefit, rather than suffer, economically by the process.

## 1.3 URBAN DESIGN OVERVIEW

Urban design, simply put is the art of place making. For Melfort, implementing urban design strategies and policies is critical for preserving the character of Main Street Melfort, while creating processes and standards for historic, new and infill development.

The implementation of urban design policies will ultimately bridge the gap between architectural design, economics, planning, engineering and the natural environment. The benefits of effective policies include, but are not limited to the following:

- New construction can fill the gaps within Melfort's historic Main Street, thus energizing the area.
- Urban design policies guide and stimulate new development that is necessary for revitalization and evolution of Main Street Melfort's economy and socio-cultural uses.
- Urban design requires public improvements to complement private development and enhance the urban environment for the community's use and enjoyment.

### Design Guidelines for Main Street

Design Guidelines establish a shared idea of how alterations to properties, buildings and new development fit in with the existing and desired appearance and character of the community. Design can serve to improve the district's appearance and unify diverse elements and strengthen its image as a cohesive area, providing balance between variation and consistency.

Many features contribute to a Main Street's identity. Individual buildings, storefronts, signs, window displays, facades, building scale and placement, and streetscape all establish the character of a street and are the features that make each place unique.



# Main Street Melfort.....A history worth preserving





Main Streets like that in Melfort, were built in the early to mid 20th century, some of which still remain today. These predominantly 2-storey buildings have storefronts at the ground level and residential or office space in the upper storey. In many cases, such as Plus Stuff Junction (originally known as the Cliff Brothers Building), new cladding and multiple other alterations over time have obscured the original character of the facade, resulting in a loss of architectural scale and historic character.

In addition to the loss of the character of the original buildings, the placement of signs and out of scale and inconsistent lighting also impact the overall impression of the Main Street area.

This study will assist in the establishment of a comprehensive and implementable vision for Main Street Melfort and to develop comprehensive renovation, infill urban design and streetscape recommendations. The recommendations presented in this document have been created to identify heritage preservation priorities and revitalization opportunities in the defined Main Street Melfort area.

The recommendations address the existing and future character of the built environment, streetscaping, landscaping, and open spaces as well as the scale and continuity of development, existing heritage elements, the use of materials, and the introduction of new infill projects.

This document outlines best urban design practices, and includes design guidelines that may be implemented through future revisions to the City of Melfort’s Zoning Bylaw. Where any conflicts exist between the guidelines presented herein and the current City Zoning Bylaw, the Zoning Bylaw shall take precedent until amended accordingly.

As the guidelines in the document become common practice, they will nonetheless continue evolve. The imagery presented in the document provides examples of how the guidelines can be applied in certain circumstances, but are not intended to exclude other potential alternative approaches that meet the intent of the guidelines.

The document is intended to assist the City of Melfort, MBRC, property owners, businesses, developers and the public with clear tools to guide the design of those buildings with historic status as well as other buildings in Main Street Melfort looking to reinvent, revitalize or redefine their presence in the community. This is essential to ensure Main Street Melfort’s overall character is maintained and enhanced.

This study prioritizes the following specific categories for design improvements in the defined Main Street Melfort area.

COMMERCIAL BUILDING DESIGN GUIDELINES:

Strategy: To develop building design standards and requirements for historic, new, infill and redevelopment that strives to achieve a cohesive sense of character through subtle requirements as it relates to facades, windows, cornices, roofs, awning, flanking walls and more. Also develop historical design standards for the revitalization of historically significant structures.

Benefit: A cohesive approach to building design helps to create and maintain a sense of place which contributes to an increase in the community’s quality of life. Historic preservation will help to reinvigorate and redefine Main Street Melfort’s character and creates a tie with the past that establishes community and builds roots.

STREETSCAPE DESIGN GUIDELINES:

Strategy: To addresses the arrangement and functionality of big elements and supporting infrastructure in the defined Main Street Melfort area. This includes how mobility and accessibility is encouraged, how a building is placed on a site and the relationship to the street, public realm and neighbouring structures.

Benefit: The thoughtful arrangement of buildings, parking, street furniture, sidewalks and amenity spaces is a critical aspect of supporting Main Street’s character and function. Streetscapes that encourage walkability support investment, a good business environment and encourages economic activity. Public spaces are integral to the quality of life found in any urban landscape.

LANDSCAPE DESIGN GUIDELINES:

Strategy: To develop streetscape design guidelines and improvements that create welcoming spaces to increase the quality of life and safety in Main Street Melfort. Further develop open space requirements as a part of new development which creates an area which promotes the enjoyment of Main Street Melfort. The open space and natural environment can be generally defined as the spaces between buildings, which can be as important as the buildings themselves.

Benefit: Successful public spaces share certain qualities, which include the ability to attract and entertain visitors and to provide the landscaping attributes to promote access and connectivity as well as transitions between the residential, institution and commercial uses that are found along Melfort’s Main Street and in adjacent areas.



# Main Street Melfort.....Where are we today?





1.4 MAIN STREET PROGRAM OVERVIEW

The Main Street Program is a comprehensive, community-driven, and proven approach to revitalizing historic downtowns and commercial areas - the traditional centres of business and cultural life in communities. These areas feature businesses, buildings, people and events that underpin a community’s aspirations and values and make it a unique place to live, work and play. Conserving and capitalizing on the unique assets and strengths of communities promotes pride, improves quality of life and helps ensure these areas continue to serve as vibrant hubs of commercial and cultural activity.

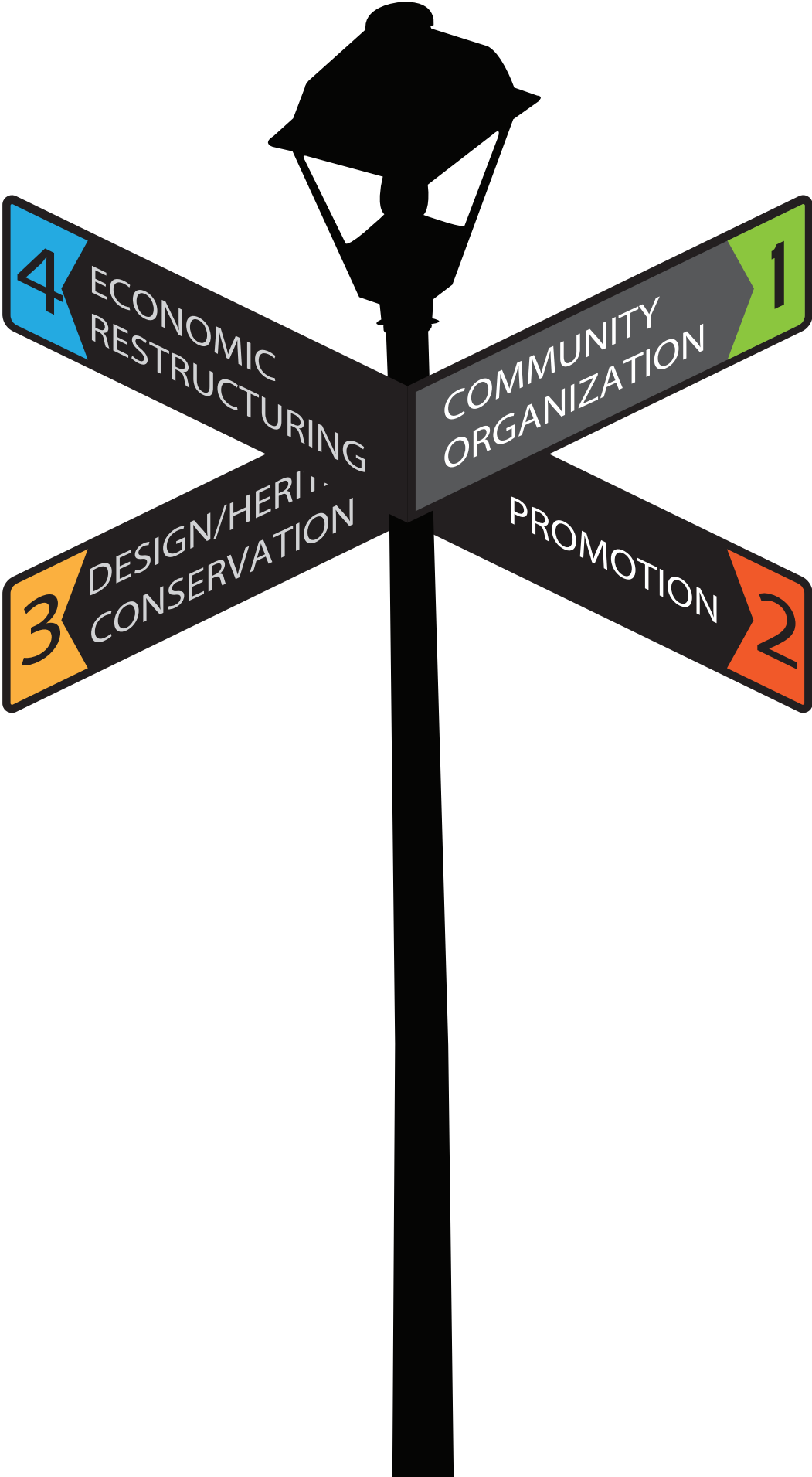
Main Street Saskatchewan is a community-driven revitalization program that uses the trademarked Main Street Four-Point Approach® comprising Community Organization, Promotion, Heritage Conservation/Design and Economic Restructuring to capitalize on the unique strengths of Saskatchewan’s historic downtowns.

1) **Community Organization** focuses on bringing community residents, merchants and other Main Street stakeholders together to work towards a common goal. This involves establishing a volunteer governing board and standing committees both supported by a paid program coordinator.

2) **Promotion** involves creating awareness of Main Street assets through a combination of special events, business enhancement promotions and marketing initiatives. The goal is to create and enhance the perception of the commercial district as a hub of commercial and cultural activity and as a viable place for consumer and business investment.

3) **Design/Heritage Conservation** involves creating an inviting, pedestrian-oriented downtown for people to shop, work and play. This is achieved through physical improvements and installations such as lighting, landscaping, sidewalks and displays that create a positive and attractive image of the commercial district. Central to this approach is rehabilitating historic buildings and encouraging new construction that is sensitive to the area’s heritage character.

4)**Economic Restructuring** means strengthening the existing economic base while developing ways to diversify and expand the local economy by introducing new compatible businesses and building uses. Key to the Main Street Approach is working with other economic development organizations to recruit new businesses to support, nurture and retain existing business owners and to develop initiatives and programs that respond to consumer needs.







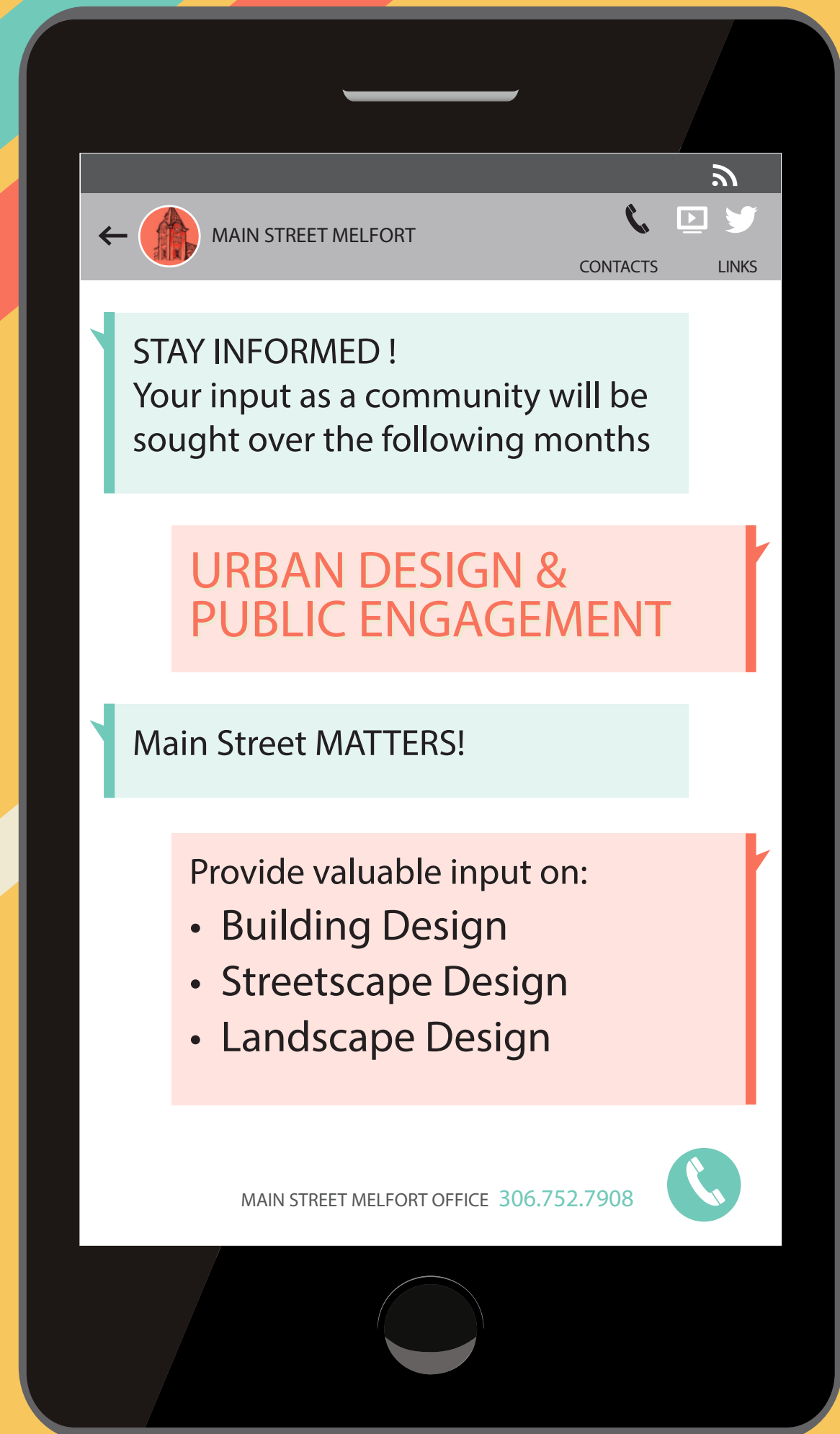
Visioning Design Charrette, February 2016



High School Preliminary Design Input, April 2016

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2.0 public engagement



MESSAGES  MAIN STREET MELFORT



2.1 PUBLIC ENGAGEMENT SUMMARY

In November 2015, the Melfort Business Revitalization Corporation (MBRC) engaged Cushing Terrell Architecture Inc. (Cushing Terrell Architecture) and Preferred Choice Development Strategists (Preferred Choice) for the Main Street Melfort Urban Design and Public Engagement project. MBRC in conjunction with the City of Melfort is participating as an accredited community in the Main Street Saskatchewan Program. The Main Street Saskatchewan program as mentioned is premised on the Four Point Approach for Community Organization, Promotion, Design / Heritage Conservation and Economic Restructuring.

As part of the Four Point Approach®, public engagement with the community was undertaken which formed the backbone of the directions provided in this document. Without the essential input of the residents (including students) as well as business owners, and property owners, the recommendations would not be grounded in reality nor supportable.

At the commencement of the project in November 2015, team members met with and had multiple one-on-one meetings with City Staff and Administration, Business Owners/Managers and Property Owners to get a sense of their passion and desire to see improvements in the defined Main Street Melfort area and what magnitude of improvements they would most like to see in Main Street Melfort.

In January 2016, team members traveled to Melfort for a series of follow up community input meetings.

On January 13, 2016, presentations and interactive games were held at 3 local elementary schools.

On January 13, 2016, the Main Street Melfort Design Charrette and Open House was held for the general public at the Melfort Legion Hall in downtown Melfort. During this open house, visitors were encouraged to view historical photos of Melfort’s Main Street, as well as representative imagery from a host of Main Streets throughout North America. The purpose was to stimulate thinking and ideas and have each visitor provide their ideas and vision for Main Street Melfort. Using a variety of interactive tools, the project team was able to filter the preferences and essential pillars around which a streetscape plan and urban design guidelines could be framed.

A questionnaire tool was also handed out to each guest and their responses were summarized. A copy of the questionnaire and its results are presented in the Appendix to this document.

On January 14, 2016, a Design Charrette was conducted with students at the Melfort & Unit Collegiate Comprehensive High School (MUCC), who also had their opportunity to provide the same level of input that occurred at the previous night’s Open House.

In May 2016, team members returned to Melfort for a series of follow up community feedback meetings.

On the morning of May 11, a presentation and feedback open house was conducted with students at the MUCC.

In the evening of May 11, 2016, the Main Street Melfort Open House was held for the general public at the Melfort Legion Hall, where a presentation of two (2) streetscape masterplan options along with building design guidelines was provided.

At the conclusion of this presentation an interactive audience response survey was provided to gather instant feedback on the directions in advance of receiving and tabulating questionnaires.

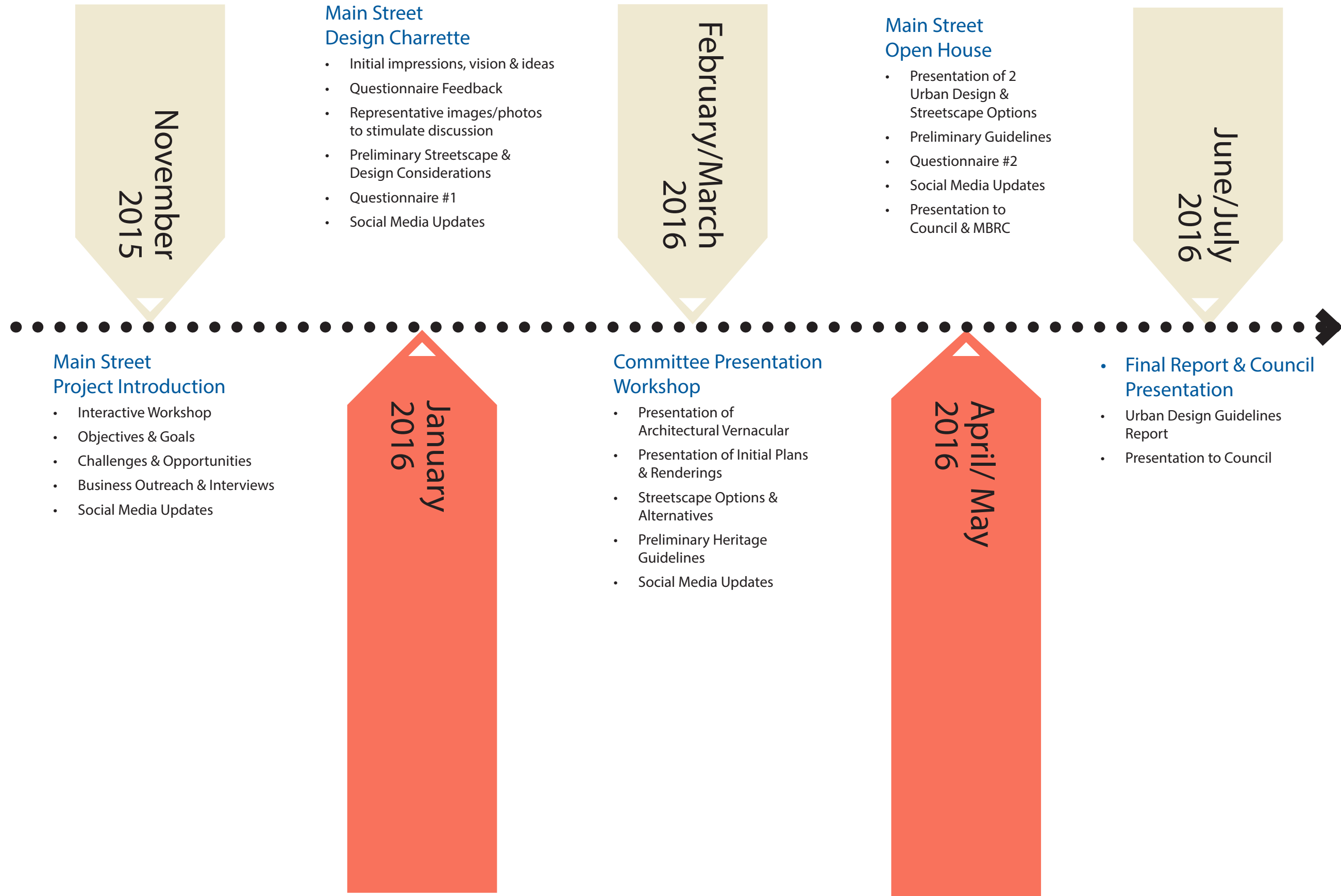
Additionally, visitors were provided with a questionnaire to ascertain their preferences for the streetscape and design options presented. From this feedback, directions and concerns were addressed in formulating the most amenable streetscape and urban design guidelines as presented in this document.

A copy of this questionnaire and the full responses is provided in the Appendix to this document.

Public Engagement has been and will continue to be a key driver to the ultimate success and implementation of the Urban Design Guidelines for Main Street Melfort.

The community and businesses are encouraged to provide their ongoing input and voice to keep this as an organic and living document, capable of adapting to change as conditions change and improve.







Open House Streetscape & Urban Design Options



Open House Representative Imagery Preferences



Presentation of Streetscape Options for Public Input

- Popular imagery with **ADULTS**
- Blade Signage
  - Street Lights & Banners
  - Trees
  - Patio Seating & Parklets



Open House Talk Bubbles



Open House Visioning Wall



## Popular imagery with **YOUTH**

Banner String Lighting / Globe Lighting  
Starbucks Broadway  
Archways  
Patio Seating & Parklets



## THE YOUTH AND YOUNG ADULTS OF THE COMMUNITY HAVE THEIR SAY

It was considered extremely important to the overall process to engage the youth of the community for the simple reason that they represent the future business leaders, owners and consumers. History has taught us that every voice counts, so the public engagement for the Main Street Melfort process was equally as important for this future demographic.

Through a process of inquisitive games, questionnaires and interactive insight and input, the youth of the community provided significant value, which went a long way to formulating streetscape and urban design strategies for Melfort's Main Street.

On January 13 & 14, 2016, Kieron Hunt - Director of Canadian Operations (Cushing Terrell Architecture) and D. James Leier - Development Strategist (Preferred Choice) traveled to Melfort for a series of community input meetings. On January 13, 2016, presentations and interactive games were held with two (2) Grade 6 classes at Reynolds Elementary School, a Grade 6 class at Maude Burke Elementary School, and a Grade 6 class at Brunswick Elementary School. On January 14, 2016, a Design Charrette was conducted with a class of Grade 11 students at the Melfort & Unit Collegiate Comprehensive High School.

On May 11, 2016 - A presentation and feedback open house was conducted with the same class of Grade 11 students at the Melfort & Unit Collegiate Comprehensive High School to illustrate the progress of the streetscape masterplans and to gather their input on the potential streetscape and design guideline options.

A special thank you goes out to all the students whose input helped in this process and in a role-reversal many of these same students encouraged and brought their parents to the Open Houses!





## Melfort Residents & Businesses want a:

Unified, comfortable, enjoyable, safe and attractive environment with year round atmosphere.

- Outdoor Cafe Style Seating
- Outdoor Gathering Spaces
- Angled Parking
- Empty City Lots
- Trees
- Lighting
- All Season
- Bump-Outs
- Brick
- Theme
- Activities

- Memorial Garden- Band Shell, Outdoor Theatre, Trees, Seating
- Trees on Main, Trees off Main Trees in front of shops, Trees in Memorial Garden, Trees by Bargain Shop, copy Legion Trees.
- "Make it all look like this" - refer to Memorial Garden Trees
- More sidewalk room
- Empty Lots - Downtown Farmer's Market
- Pocket Parks
- Hanging lights across Main Street
- More benches
- CN Lands
- Lights on Spa Building
- Main Street Entrance



Open House Imagery Triggers







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## 3.0 streetscape masterplan



### 3.1 STREETScape MASTERPLAN

The MBRC and planning team undertook significant public input over the duration of the study timeline to gauge the perspectives of business owners, property owners, residents (and shoppers) as well as youth in the community as to their preferences for how to best improve the streetscape in Main Street Melfort.

Numerous options and alternatives were posed ranging from removal of turn lanes, enhanced parallel parking, conversion to angled parking along Main Street, integration of central medians and introduction of curb extensions and mid-block crossings.

Encouraging pedestrian activity is a major objective for Main Street Melfort and renewal, revitalization and new development should strive to strengthen the appeal by accommodating pedestrian needs, while not forgoing the intrinsic need and necessity for the community to allow for vehicular accessibility and movement.

As a result of the public input, the identified direction moving forward for the City of Melfort was to pursue the option that retains parallel parking, while integrating a new landscaped central median with pedestrian mid-block crossings, that would also allow for the retention of the existing turn lanes, but with shorter stacking distance (i.e. number of vehicles in the turn lanes).

In so doing, a host of additional streetscape, urban design and landscape components and strategies could be introduced pragmatically over time in a phased approach to enable implementation and ensure funding capacity.

### 3.2 STREET LAYOUT & DESIGN

The design of the streets contributes to the perception of the Main Street Melfort area and the manner in which individuals interact with the built environment (historic and new). This section provides general guidance on the overall gateway feature, lane widths, on-street parking, medians, pedestrian crossings and intersections, though it is recommended that a civil engineering study be undertaken for full geometrics etc, if and as required.

#### Gateway Feature

The most visible entrance point to the Main Street Melfort area at Saskatchewan Avenue and Main Street should be visually defined by the use of special streetscape features, such as flags, banners, accent planting or differentiated traffic lighting to give a sense of arrival that also promotes the continuity of furnishings and streetscape improvements as one arrives and leaves Main Street Melfort.

This could occur in conjunction with or as part of a phased approach with landscaping improvements to the CN Lands which could consider closing off the entry at the south side of Saskatchewan Ave at Main Street and weaving a tree-lined path along the side side of Saskatchewan Ave.

#### Lane Widths

The width of a street should respond to the volume of traffic it carries. For the Main Street Melfort enhanced streetscape masterplan, the parallel parking lanes are approximate 3 m (9 ft) widths. With a central median width of just over 4.3 m (13 ft), the primary travel lanes along Main Street are at 4.7 m (14 ft), which would allow sufficient width for larger vehicles and space for coexistence of parked vehicles, cyclists and traveling vehicular traffic.

Side streets such as Burrows Ave, Macleod Ave and Crawford Ave and others remain unchanged in the streetscape and retain their existing lane widths.

#### On-Street Parking

On-street parking is important for not only Main Street's businesses and providing for some of the parking needs of adjacent uses, but also as a means of defining the character of the Main Street Melfort study area. On-street parking creates pedestrian activity and provides a buffer between pedestrians and moving traffic. The width of on-street parking lanes is estimated at 3 m (9 ft) to specifically accommodate the larger size of vehicles in the Melfort marketplace (typical standards are 2.3 m / 7 ft to 2.7 m / 8 ft widths).

#### Medians & Islands

Medians can provide both aesthetic benefits and operational utility within the street network. A median is the portion of the street separating opposing directions. Landscaped medians serve an aesthetic benefit, but also serves as a traffic calming tool while providing context and can assist in signaling focal points within and along Main Street.

Approved banners and landscaping in medians should be appropriately scaled as to ensure the safety of both pedestrians and motorists. Raised medians with curbs are the standard in urban areas and are recommended for Melfort's Main Street.

Medians should be built to the maximum width possible, which in the proposed Main Street Melfort streetscape masterplan is approximately 4.3 m (13 ft). Landscaped medians should be configured so that maintenance personnel do not have to work in traffic lanes, by providing a minimum 0.7 m (2 ft) walkable edge.





### Gateway Feature

The most visible entrance point to the Main Street Melfort area at Saskatchewan Avenue and Main Street should be visually defined by the use of special streetscape features, such as flags, banners, accent planting or differentiated traffic lighting to give a sense of arrival that also promotes the continuity of furnishings and streetscape improvements in Main Street Melfort.

To further enhance the gateway statement, the linear park along Saskatchewan Ave is recommended to be extended and further lined with trees to screen the active rail line, while creating a focal entry/end point for Main Street.





Design and landscaping of medians should emphasize continuity along Main Street. Landscaping, lighting and street furnishings should maintain a similar look and feel.

**Pedestrian Crossings**

Although pedestrian crossings are generally confined to improved and extended corners of blocks and at signalized intersections, mid-block crossings are considered and shown as options for Main Street Melfort as long as they are at grade level (i.e. not raised) and are clearly marked with signage and pavement detailing to highlight the nature of the pedestrian crossing. Mid-block crossings could be phased in over time or implemented as a test project to gauge ultimate compatibility, usage and community acceptance.

Clearly marked crosswalks are an essential tool for enabling pedestrians to move safely, conveniently and predictably across streets. Crosswalks can also provide a unique streetscape design treatment to emphasize pedestrians’ presence and priority.

The Main Street Melfort streetscape design should emphasize crosswalks as a fundamental part of the pedestrian realm, not as an intrusion into the street reserved for vehicles only. Part of this emphasis should be on the treatment of the crosswalk through stamped, patterned and/or coloured texture, rather than paving stone in-lays which would likely require more maintenance.

Mid-block crosswalks may provide a convenient crossing for pedestrians when other crossing opportunities are distant, or where activities create higher crossing demand, such as between Macleod Ave & Burrows Ave and Macleod Ave & Crawford Ave. Mid-block crossings should be constructed in combination with mid-block bump-outs.

Crosswalks should be at least as wide as the existing sidewalk, but may be wider at mid-block locations with high pedestrian demand. Crosswalks should be no less than 3.3 m (10 ft) in width. Crosswalks must be outfitted with curb ramps and tactile warning strips to ensure handicapped accessibility and safety.

**Intersections**

Intersections should be designed to serve pedestrians, bicyclists and motorists in a safe manner. Existing turn lanes are retained in the recommended streetscape masterplan to allow for movement of traffic during busier times and to ensure proper turning radii for larger vehicles. The other rationale for retaining existing turn lanes, albeit with shorter stacking distances is to avoid confusion with the relatively recent introduction of turn lanes along Main Street.

**Curb Extensions (also known as bump-outs)**

In light of retaining turn lanes, the Main Street streetscape is recommending the use of curb extensions, or bump-outs to improve the pedestrian realm by creating safer and shorter pedestrian crossings at signalized intersections, particularly at Main Street & Burrows Ave, Main Street & Macleod Ave and Main Street & Crawford Ave.

Curb extensions extend the sidewalk into the parking lane to narrow the perceived street width and provide additional pedestrian space at key locations. Curb extensions enhance pedestrian safety by increasing pedestrian visibility, shortening crossing distances and slowing turning vehicles.

Generally, these benefits are greater the further the bump-out extends into the roadway and the tighter the turn radius created by the bump-out, but in the case Melfort, curb extensions have been balanced against current street usage characteristics and the needs of larger vehicles to navigate turns or pass through Main Street.

The curb extensions should use paving stones, stamped pavement or an edging treatment to distinguish the space as a unique space distinct from the existing sidewalks.

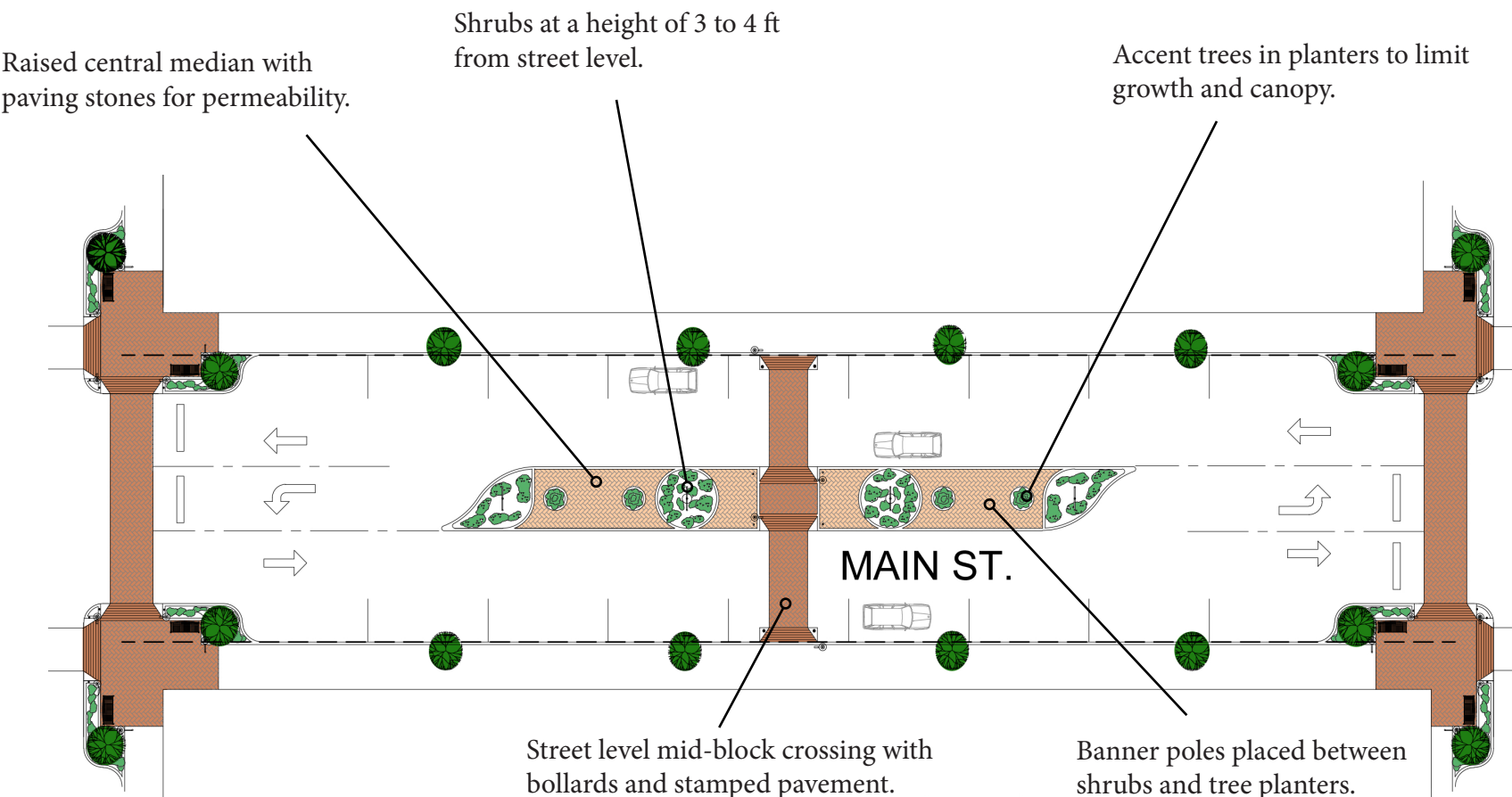
Bollards or other fixed objects are recommended to be placed at the back of the curb, where necessary, to protect pedestrians and prevent vehicles from driving onto the curb extension and sidewalk.

**Mid-Block Bump-Outs**

At mid-block crossings, mid-block bump-outs should be considered to provide additional sidewalk space for bollards, landscaping, and amenities, and improve safety at mid-block crossings by shortening crossing distances and enhancing pedestrian visibility. As with curb extensions, any mid-block bump-out should use special paving, stamped paving or an edging treatment to distinguish the space as separate from the through travel area.



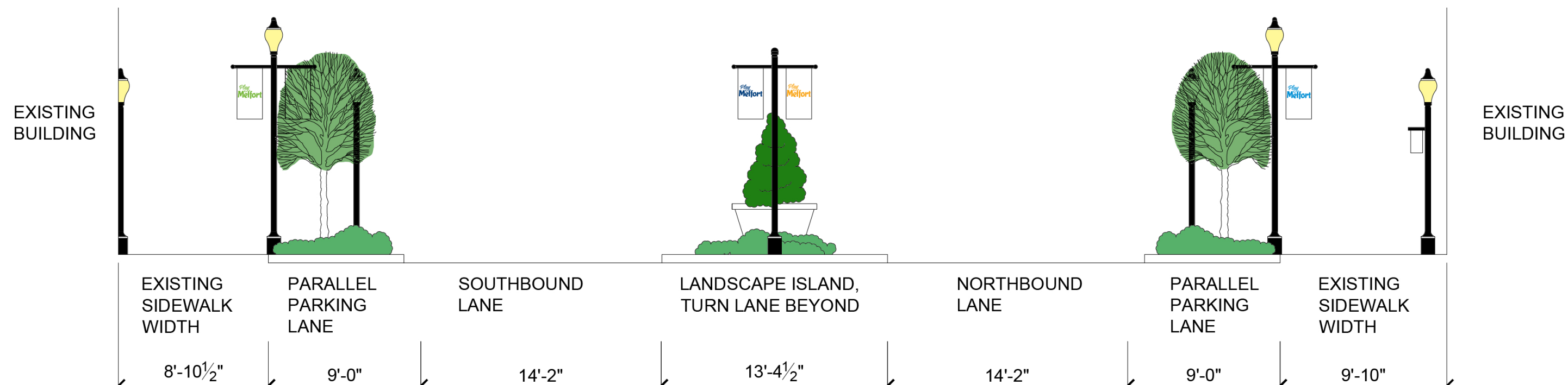
# Main Street Melfort.....An enhanced streetscape experience



Medians can provide an aesthetic benefit, and where no median is present as is the case in Melfort today, raised islands can be used as traffic calming features to briefly narrow the travel lane either in mid-block locations, or to create gateways to Main Street Melfort itself.

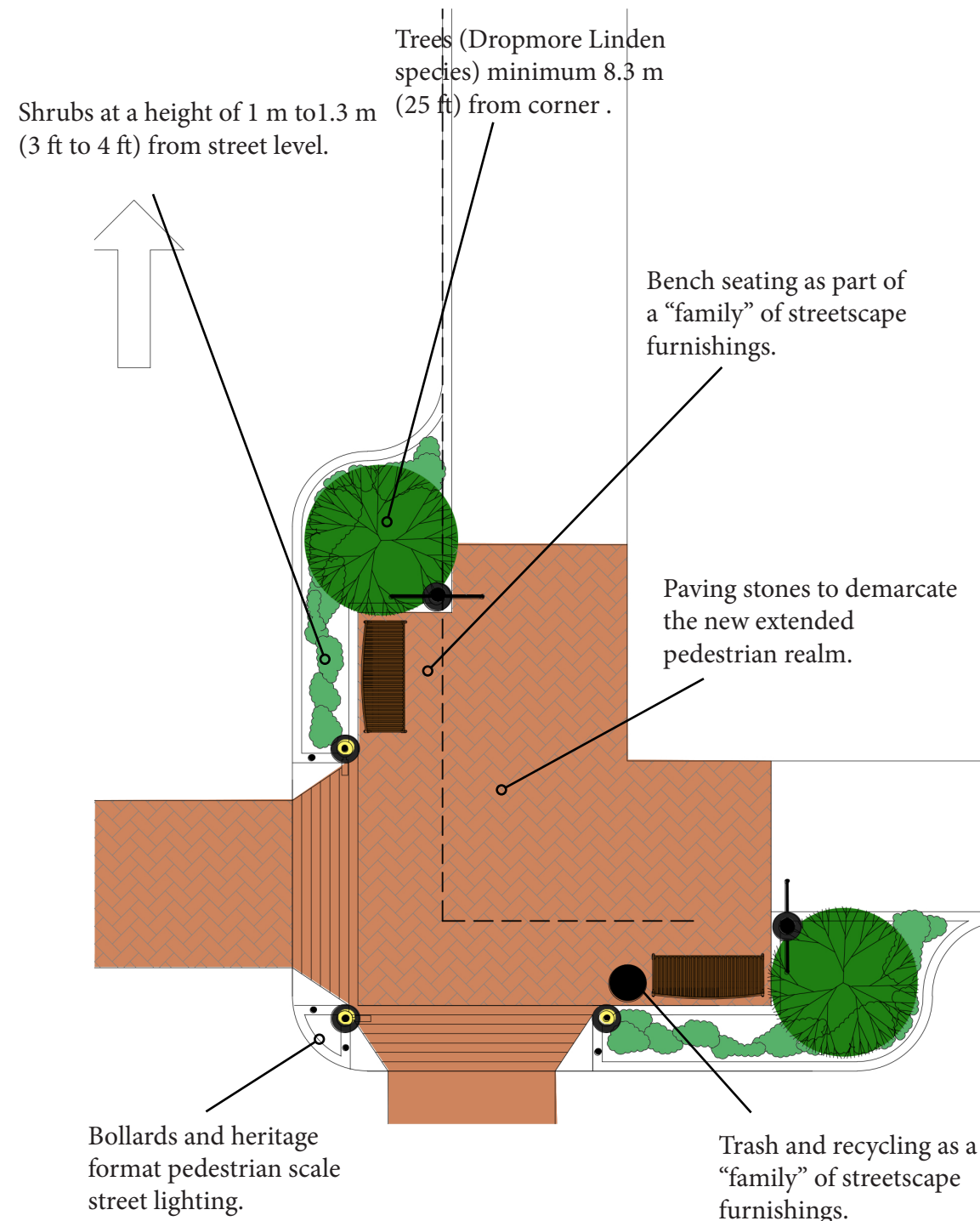
Trees and landscaping in the envisioned Main Street Melfort medians should comprise trees in planters (to minimize root growth to existing services below by tree roots and ensure no blind spots for pedestrians) and banner poles which can have the option for string lighting traversing Main Street or running down the middle of the median.

The streetscape sidewalk edge should have a continuous band of contrasting, yet consistent colour and texture alongside the curb with tree planting at a pedestrian scale and street lamps to be placed along this band as well as an historically contextual street name signage and lamp post design, including banners, and site furniture.





# Main Street Melfort.....Bump-outs to create a safer pedestrian realm

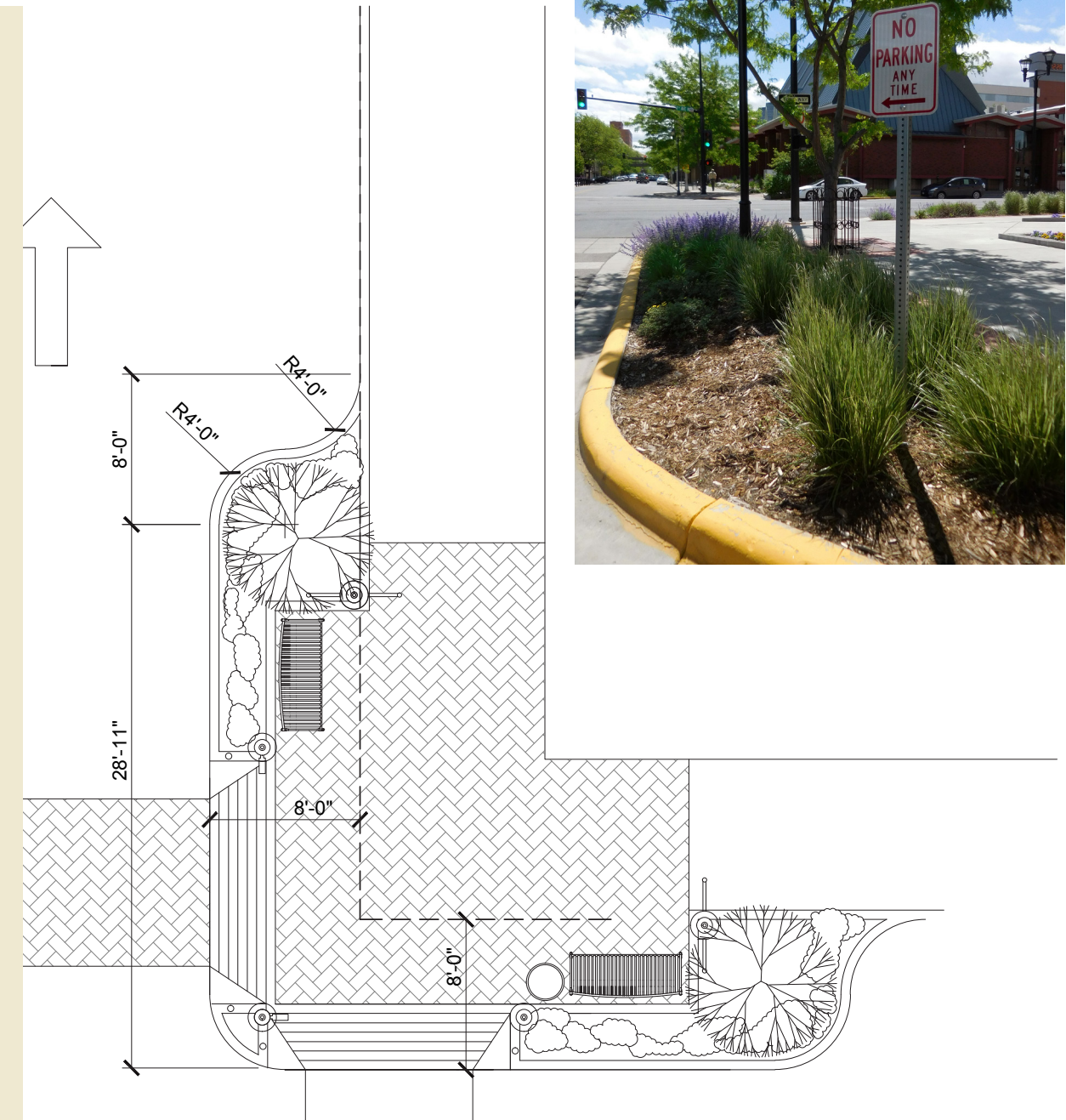


Curb extensions/bump-outs should be designed to maximize pedestrian space and minimize crossing distances as much as feasible, while allowing vehicle movements.

Curb extensions/bump-outs can have the following benefits:

- Increased pedestrian visibility at intersections through improved sight lines.
- Decreased pedestrian exposure to vehicles by shortening the crossing distance.
- Reduced vehicle turn speeds by physically and visually narrowing the street.
- Increased pedestrian waiting space.
- Additional space for street furnishings, plantings and other amenities.
- Reduced illegal parking at corners and crosswalks.

Design for pavement should comprise contrasting colour and texture at street and pedestrian crossings.







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# 4.0 historic & commercial building design guidelines



## 4.1 HISTORIC & COMMERCIAL BUILDINGS

The language and character of the existing heritage buildings in the Main Street Melfort area is well established, though tarnished over time in some cases. Future rehabilitation, revitalization or development should look to the elements within the existing buildings to inform the design character or proportion of development.

The physical character of a historic Main Street district comes from its location, design, setting, materials, workmanship and feeling. Changes to a building may result in a loss of historic integrity to a structure, and when allowed on numerous structures, contribute to the loss of integrity in the local area. This has been the case for some buildings in Main Street Melfort. It is also important to note that while not all the buildings in the Main Street area are considered historic, all the buildings in the Main Street area nonetheless contribute to the character of Melfort's unique and largely intact downtown.

This study used 3 examples of buildings in the Main Street Melfort Area upon which design guidelines and building improvements could be illustrated. These included **Plus Stuff Junction, Canadian Cancer Society Building and TJ's Pizza.**

Each building was chosen on the basis that they represented an ideal spectrum ranging from historically designated to historically contextual to modern and each of these buildings could therefore be somewhat representative of the improvements that could make Main Street Melfort more comfortable and inviting as a place.

## 4.2 GUIDELINES FOR DESIGN OF HISTORICALLY DESIGNATED AND LISTED COMMERCIAL BUILDINGS

For restoration of historical buildings, the document *Standards and Guidelines for the Conservation of Historic Places in Canada* (Second Edition 2010), Chapter 4.3 Guidelines for Buildings and Chapter 4.5 Guidelines for Materials, should be used as a guiding reference document for specific heritage details and information about historic building components dependent upon the identified building's heritage status.

### Materials

- Main Street's historic buildings in the study area tend to be either stone, red brick, or masonry with detailing in stone or wood.
- Brick and masonry repair should be undertaken using proper heritage materials and methods. Removal of old mortar should be performed with hand tools only.
- All exterior building finishes should be durable, easy to maintain and require little maintenance given the seasonality extremes in Melfort.
- The rear of the building or any exposed sides should be finished in similar materials as the principal street facade, though usually with fewer decorative elements.
- For older buildings, inappropriate building materials or inferior materials which have been added over time and which detract rather than add to the character of the building should be removed.
- For significantly older buildings, original building elements, materials, and features should be retained and repaired, as feasible, per the "*Guidelines for the Conservation of Historic Places in Canada*".

- Cleaning of buildings should be in a manner that does not damage the historic material of a building.
- Sand blasting and high pressure water blasting or excessive acid washes should be prohibited.
- Retain masonry features, such as walls, cornices, window surrounds, steps, and columns, which are important in defining the overall character of the building.
- When repairing or replacing a masonry feature, respect the size, texture, colour and pattern of masonry units, as well as mortar joint size and tooling. Match mortar composition in strength, colour, and texture.
- Choose materials that may be painted to allow for a change in colours.

### Colours

- Leave unpainted masonry unpainted.
- Colour of fascias, windows and door trim should be restored and contrast with the rest of the building.
- Colours in warm tones are preferred as background colours, while contrasting colours should be used to accentuate decorative facade features.
- Colour palettes should be evaluated on a case-by-case basis, but not more than 3 colours.

### Storefront Windows & Facades

It is the intent of the guidelines to allow businesses to bridge the gap between historic preservation, rehabilitation and progress with modern storefronts consistent with a respective business' interests. Maintenance, repair and restoration work shall be undertaken using proper heritage methods.









Windows & doors replaced  
consistent with original

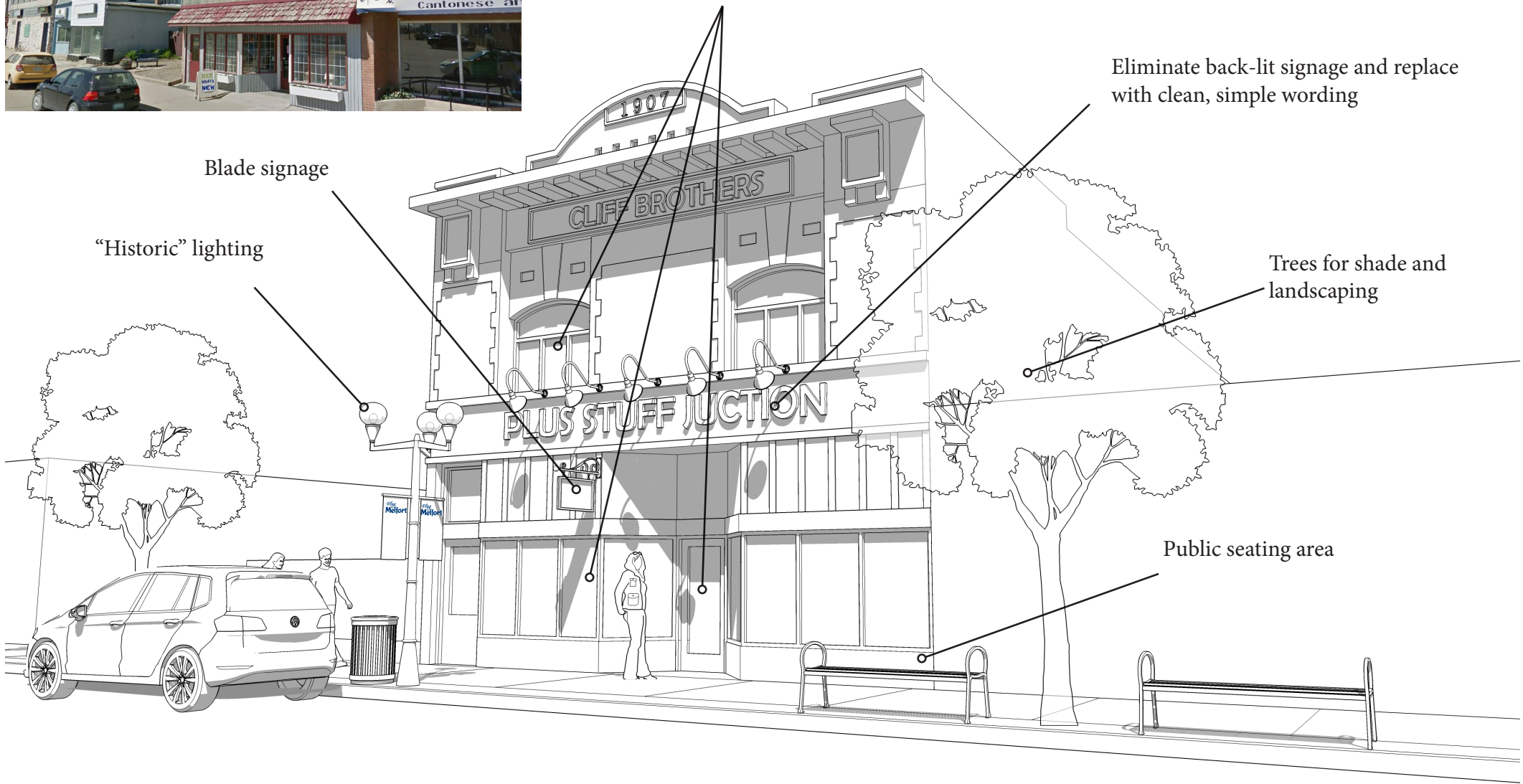
Eliminate back-lit signage and replace  
with clean, simple wording

Blade signage

“Historic” lighting

Trees for shade and  
landscaping

Public seating area





Infill buildings that respect the adjacent character of older buildings.



Use of colours in historic buildings and landscaping.



Flanking walls can be accentuated to highlight former “ghost signage”.



Rehabilitation of historic storefronts and doors.



Reintroduced retractable canvas awnings along a historic pedestrian realm.



Enhancement of upper facades and cornices.



Existing flanking wall “ghost signage” in Melfort.



- Modern aluminum or vinyl replacement is not considered acceptable.
- The sign band established by the ground floor cornice shall remain and any architectural elements such as pilasters or ornate work should be retained and restored.
- Original windows and storefronts should be repaired if possible. If it is necessary to replace a window, the replacement should be wood and replicate existing window configurations. Aluminum or vinyl window replacements are not considered acceptable on heritage designated buildings.
- Repairs and alterations to upper facades shall restore original features. Restoration should be based on research of documents, photographs and an inspection of site conditions.

**Cornices, Parapets & Roofs**

- Cornices and parapets are most often subject to deterioration due to weather exposure and can cause a hazard to the street and public realm below. These should be repaired or replaced to their original configuration.
- Aluminum, vinyl or modern pre-finished materials are not considered acceptable.
- Roofs and flashings should be repaired to avoid water damage. Original roofing materials may be metal or tar and gravel.
- New roofing materials are acceptable if not visible. Visible roofs, such as copper or galvanized, should be replaced with like materials.

**Lighting**

*Refer to Guidelines for specific components of commercial buildings.*

**Signage**

*Refer to Guidelines for specific components of commercial buildings.*

**Flanking Walls**

- If applicable, beautify the rear building facade by encouraging any storefront entrances, soft landscaping elements and/or patio/ seating space, if appropriate with the existing heritage character.
- Repairs, maintenance and alterations affecting the rear building facade should be complementary in heritage character and quality of detail to the primary facade.
- Where expansive blank walls exist, landscaping may be used to mitigate the visual impact of blank facades.
- If ghost signage exists on flanking walls, these should be treated and protected to emphasize the historic character of the flanking wall signage feature.

**4.3 GUIDELINES FOR NEW BUILDINGS AND INFILL WITHIN THE MAIN STREET MELFORT AREA**

**Scale and Massing**

The relationship of new building’s width to height should be compatible with neighbouring buildings along the same street. Building height, width, and relationship to adjacent structures should appear balanced.

- Buildings in the defined Main Street Melfort area should be similar in height, mass, scale and orientation to what was historically seen along Main Street and its side streets.
- Any new buildings should have the following characteristics:
  - *Provide a minimum setback to the public right-of-way.*
  - *Only one, two and three storey building heights should be acceptable.*

- *Corner buildings should be designed to “hold the corner” by utilizing more prominent features such as taller parapets and recessed entrances.*
- *Larger buildings should be divided into ‘modules’ or sections that reflect a more traditional scale along the streetscape by breaking up the roofline or facades.*
- Long building fronts should consider an offset, pattern or articulation.
- A building more than 15 m (45 ft) in width should be divided into increments of no more than 8.3 m (25 ft) to 10 m (30 ft) through articulation of the facade. This can be achieved through combinations of the following techniques:
  - *Divisions or breaks in materials*
  - *Window bays*
  - *Separate entrances and entry treatments*
  - *Variation in roof lines*
- New buildings should respect the lines of eaves, rooflines, cornices and parapets of existing structures to achieve a proper transition between old and new buildings.
- Buildings should accentuate the corners of significant street intersections through the use of both prominent building massing, addressing the intersection as well as the streetfronts and building features to provide visual icons within the Main Street area.

**Height & Width**

- Height of a new building should be compatible with neighbouring buildings. A corner building may be taller than adjacent buildings to define a primary entrance point to the block.
- Main Street Melfort area should adhere to a 4 storey maximum streetwall, with stepping back commencing at a height of 3 storeys.





Corner building to have non back-lit signage on both street edges

Introduce a more modern awning or canopy. Could be retractable



Increased sidewalk/pedestrian area allows for patio seating and planters

Opportunity for wayfinding and heritage marker points at eye level for pedestrians and to accentuate and “hold” the corner







Relocate air conditioner units to rooftop or rear of building

Remove paint to reveal original brick colours

“Historic” lighting and landscaping



Opportunity for alternate entry off secondary street to wrap the corner





Vibrancy in building colours and uniqueness in signage can add excitement and energy to the street edge.



Combination of materials where original brick can be brought back to life, while painted wood trims and doors can add colour to the pedestrian experience and create an inviting storefront.



In-lays in buildings or sidewalks highlight the history and can create a trail of exploration.



Building heights and setbacks create an inviting streetscape and pedestrian experience.



Rehabilitated buildings that break up long facades into multiple facades with inviting signage, historic lighting and transparent windows.



- Streetwall of new buildings adjacent to a recognized heritage building should be no more than 1 storey greater than its heritage neighbour.

#### Setbacks & Stepbacks

- New buildings, or changes to existing buildings should match the established setback of its adjacent buildings, providing that a continuous streetwall results.
- All new buildings and additions should be built to the front and side of the property line wherever possible to encourage a complete streetwall and maximum frontage.
- Larger setbacks may be permitted in order to provide added space for pedestrian access or an outdoor public space such as a small courtyard or patio space. This should be reviewed and permitted on a case-by-case basis.
- Any addition built above 3 storeys to a maximum of 4 storeys should step back a minimum of 3 m (9 ft) from the storey beneath it in order to limit its visual and shadowing impact on the streetscape.

#### Materials

- Many different materials on a single building lead to visual confusion and should be avoided.
- Materials may vary from building to building to reduce the scale and to provide variation and diversity in the streetscape.
- The first 2 to 3 storeys should be a combination of no more than 3 of the following materials:
  - *brick*
  - *stone block or stone veneer*
  - *concrete panels*
  - *wood*
  - *metal and metal panels*

- New buildings should have as their fundamental cladding brick, wood or stone.
- New building materials should be compatible with and complement adjacent buildings.
- New materials should be appropriate for the size and architectural style of the building.
- For older buildings, inappropriate building materials or inferior materials which have been added over time and which detract rather than add to the character of the building should be removed.
- Metal cladding should not comprise the majority of a street facing facade and not extend below the bottom 1 m (3 ft) of a front facade.

#### Colours

A properly painted building can accentuate a building's character. Painting may be one of the least expensive ways to maintain building elements and make a building an attractive addition to the Main Street area.

- Colour schemes for the new buildings should be coordinated and compatible with the schemes found in other historic and appropriate non-historic buildings along Main Street and adjacent buildings where applicable and appropriate.
- Individual buildings should not be painted the same colour as an adjacent building to allow for variety and interest along the street.
- The use of multiple colours may be appropriate on a building elevation. However, no more than three different colours should be used.

- The colour choice should be appropriate for the building material. Bright, vibrant colours can be very strong in attracting attention to a respective building and creating an active vibrant environment, if maintained.

## 4.4 GUIDELINES FOR SPECIFIC COMPONENTS OF COMMERCIAL BUILDINGS

#### Storefront Windows & Facades

The design of new buildings should take design clues from neighbouring buildings. There may be instances, however, when a building's facade design may or should not relate to neighbouring buildings. This may be the case if neighbouring buildings have been significantly or inappropriately altered over time.

As outlined for historic buildings, it is the intent of the guidelines to allow new buildings to bridge the gap between historic interests with modern storefronts consistent with a respective business' interests.

- Windows and facades pertaining to window sill heights should be subject to a review of the intended use for the space whereby retail and restaurants may have different requirements for window and doors (e.g. overhead or accordion doors for restaurant spaces versus 1 m (3 ft) sills for retail shops). Building facades should provide variety through projections and recessed planes on all street-facing sides to break up monotonous facades.
- A building should have an easily recognizable, inviting and accessible entrance on its primary facade. The use of lighting and landscaping is encouraged to highlight a building's entrance.



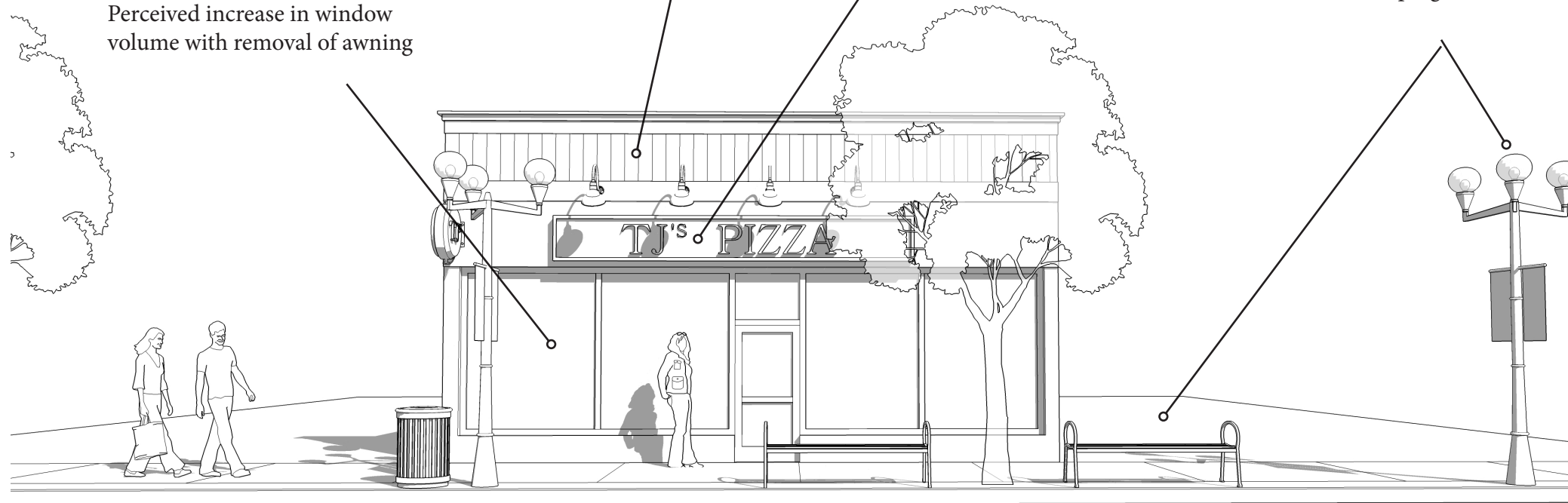


Increased parapet heights

Eliminate awning and replace with clean, simple wording

"Historic" Lighting and landscaping

Perceived increase in window volume with removal of awning

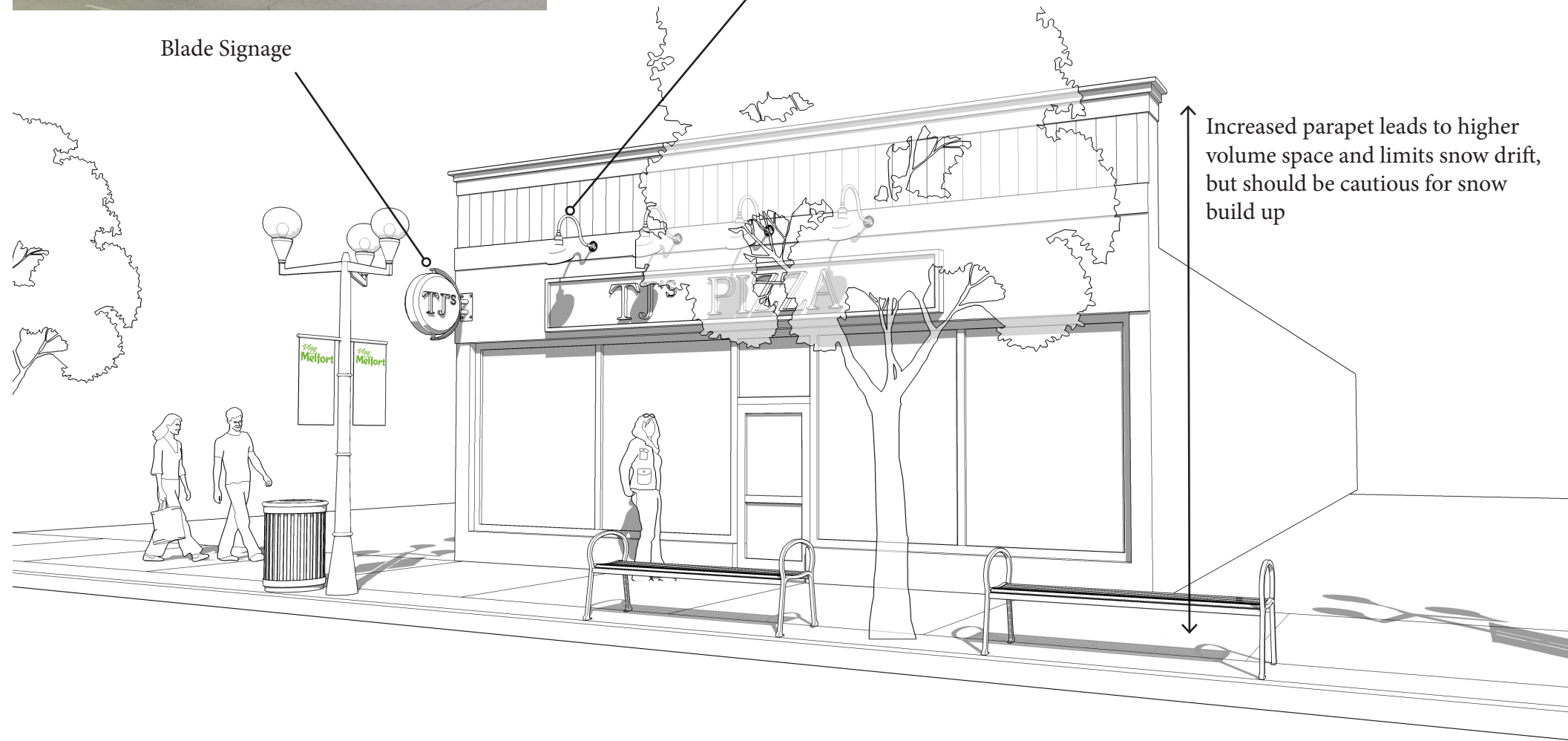






Enhance lighting over signage

Blade Signage





Corner building that blends modernity with historic elements and strong window transparency at ~75% of ground storey.



Box style awnings covering the width of a smaller storefront entry.



Window transparency and tasteful window signage above the sill that doesn't detract from passerby experience.



Modern twist on retractable awnings with signage only on the valance at ~75% of valance area.



Creative and compatible storefront facade using quality materials while integrating key components such as recessed entry with box awning, projecting (blade) signage, and window transparency.



Slightly varied rooflines for single store buildings with lighting that focuses on the awning, while blade signage enhances the signage from the pedestrian perspective.



- To minimize energy use but encourage evening storefront lighting, energy efficient lighting fixtures, including LED lighting, should be integrated in interior shop windows to be left on in evenings for pedestrians and to assist street lighting (though it is not intended to replace the appropriate lighting).
- Display windows of businesses that have nothing to display should be considered as an opportunity for artists, schools, non-profit agencies or others to display and promote events, etc.
- The number, size, style and type of windows should be appropriate for the architecture of the building. The rhythm, patterns, and ratio of walls to windows should be proportional and be compatible with adjacent buildings. Too many different window variations on a building can lead to visual confusion and should be avoided.
- Spacing, proportions, dimensions, quantity and general patterning of windows in new buildings should be sympathetic and similar to buildings of historical and architectural significance, and to adjacent existing buildings. Rows of windows should be used to define each floor level.
- There should be appropriate architectural detailing and windows at eye level. Display windows, where appropriate, are encouraged to provide interest along the streetscape.
- A building's facade at ground level is essential in establishing the vitality of the streetfront and consumer experience. Ground level design should be comfortable to the pedestrian.
- Highly reflective glass is not appropriate at street level and should be discouraged.
- For new buildings, a minimum of 50% of the ground level facade and sides of buildings adjacent to public rights-of-ways should be transparent (windows and doors).

### **Flanking Walls**

- Where rear building flanking walls are visible, through rear lane access and/or rear parking, guidelines should be designed to improve and beautify the rear building facade.
- Use of blank walls that are visually prominent is discouraged. Where such facades exist, the use of murals or landscaping to screen walls and provide visual interest will be encouraged.
- Where secondary entrances exist, adequate lighting and visibility should be maintained to ensure pedestrian safety.

### **Awnings and Canopies**

Buildings should incorporate features and design elements that promote a 'sense of arrival', such as awnings, canopies or other architectural features. These design elements provide necessary amenities for pedestrians, including entry awnings, covered setbacks, landmark elements, and transparent glazing providing a view from the street inside the storefront spaces.

In their simplest form, awnings and canopies protect pedestrians from the weather, shield window displays from sunlight, and help to conserve energy. They can also contribute to the overall image of the commercial areas by providing visual continuity for an entire block and covering any unattractively remodeled transom areas above storefronts. Historically, much of Melfort's Main Street was covered by retractable fabric awnings to offer some protection from the sun, snow and rain.

- The use of retractable fabric awnings is encouraged on all historic and new development as deemed appropriate on a case-by-case basis. The fabric itself should be a durable canvas made of colours that are traditional and designed in keeping with Main Street's heritage character.

- Awnings and canopies should be designed to match the main structural elements of the lower facade and overall design of the storefront.
- Awnings should not extend across multiple storefronts and/or multiple buildings and should fit the width and shape of any storefront or window openings that it covers.
- Boxed or curved fabric awnings may be used on non-historic or new commercial buildings if deemed appropriate for the building.
- Dome canopies/awnings are not considered appropriate and are discouraged in the defined Main Street Melfort area.
- Corporate awnings advertising particular products are not considered acceptable as signage for awnings.
- Awnings should complement the scale of the building and should not overwhelm or dominate its facade. The size, type and placement of awnings and canopies should not interfere with signs or distinctive architectural features.
- Coordinate awning colours with the overall building colour scheme. Buildings with complex colour schemes should use subtle hues for awnings that do not overwhelm other building details.
- Simple, unadorned buildings may use brighter colours to highlight the facade. Colours that detract from the building's overall image should be avoided.
- Up-lighting or back-lit awnings or canopies used as illuminated signs are discouraged and not appropriate in the defined Main Street Melfort area.
- Lettering is discouraged on the main canopy of an awning.
- Lettering should not extend more than 75% of the width of the awning's valance.



Storefront entrance and doors can be prominent features.



Variety of approved styles of awnings highlight windows and entrances.



Alternative forms of awnings for newer infill buildings can still fit in the context of others depending upon the type of business.

Buildings that hold the corner and include unique expressive projecting (blade) signage.



Flanking walls can be opportunities for wayfinding and tasteful public art.



- Minimum recommended canopy projection from a building face should be 1.3 m (4 ft), with a minimum vertical clearance of 2.6 m (8 ft) and an optimal recommended inclination of 30 to 45 degrees.

### Entrances & Doors

The way in which a building opens to the street and invites patrons is essential to its success as a commercial building. The majority of the buildings along Melfort's Main Street and side streets contain a ground floor retail or other commercial space that typically has display windows and an entrance door.

Over time, commercial buildings and their storefronts have been altered or remodeled to reflect current trends of the day or to eliminate maintenance problems. Sometimes these improvements were misguided and resulted in a disjointed, unappealing appearance.

Historically, a traditional storefront had a recessed entry at the front door. This configuration accomplished two important things; first it kept the display windows right next to the sidewalk, in full view of passersby, and secondly because the entry was recessed, this design emphasized the door. The intimacy of the enclosed and sheltered doorway served to invite the pedestrian/customer inside.

- A building should have an easily recognizable, inviting and accessible entrance on its facade, whereby ground level design should be comfortable for the pedestrian.
- Recessed entries are encouraged for new buildings to allow for weather protection and overall continuity within the wider historic context and variety in the sidewalk/building interface.

- Encroachment of door swings into the public right-of-way is discouraged.
- When a recessed entry is not feasible, the encroachment of the door swing into the public right-of-way should be minimized as much as possible.
- The storefront should be designed to fit within the opening originally intended for it and not extend beyond it.
- Aluminum or wood framed doors with clear glass are acceptable for new and non-heritage buildings

### Cornices, Parapets & Roofs

The cornice is the ornate architectural treatment where the roof and wall join. The material and design typically depends on the style and character of the building. Cornices and parapets can provide a distinctive upper edge to a building's facade, but their design must be carefully considered.

Parapet walls were once a common feature on Melfort's Main Street buildings. A parapet is the extension of the wall above the roof plane and can occur on one or multiple facades of a building.

- Cornices and Parapets should include materials characteristic of the area, including brick, stone, and wood and should include decorative finials, signs plates or date markings, such as the "Cliff Brothers" on the Plus Stuff Junction building.
- Parapets should screen any rooftop equipment from public view by placing units behind parapet walls or by providing screening with a material that coordinates with the building.
- A building's roof form should be proportional to the building and its facade. A corner building may use its roof form to define an entry point location to the block.

- Larger scaled buildings should have varied roof forms and roof lines in order to minimize large expanses and negative visual impacts.
- Roof materials and colours should blend with building materials and colours.
- Non-historic buildings along Main Street (e.g. between Burrows Ave and Macleod Ave) should have "staggered" rooflines and could have parapet extensions as high as 1.3 m (4 ft) beyond the existing roofline.

### Lighting

- Fixtures and night time light sources on buildings should ensure that their design, location, intensity and emitted colour is appropriate for the historic character of Main Street. They should also consider the impact on the public street lighting in the area.
- Fixtures may be chosen from available replica styles appropriate to the architecture of the heritage buildings on Main Street, or from contemporary design that are compatible with the historic context, such as gooseneck lighting or other appropriate and compatible fixtures.
- For non-historic or new buildings, consideration should be given to the use of low light, LED lighting that illuminates only the signage band (with no up-lighting). Building lighting is not a replacement for street lighting and should be of a style that is in keeping with the building character.

### Signage

- Signage should consider pedestrian activities, vehicular needs, building identification, enhancing the desired character, and reducing negative impacts.
- Any heritage-designated signs should be repaired and protected.



Individuality of blade signage can also match with the texture of the storefront facade.



Blade signage is one of the strongest and simplest ways to create creative expression and interest along the pedestrian realm.



Lighting for projecting blade signs can also be reflective of the overall historic lighting or streetscape lighting theme.



Heritage styles of street lighting if appropriately placed and styled can serve as both pedestrian and vehicular lighting.





- Develop a colour and font palette that is suited to the character of a respective structure.
- A sign should fit the architecture of the building and be cognizant of Main Street’s historic character. A sign should not be too large for a building nor overwhelm or obstruct its architecture.
- Signs should not obstruct architectural elements and details that define a building’s design.
- Signs should be placed so that they are sensitive to the signs of adjacent businesses.
- Sign colours should relate to and complement the materials and colour scheme of the building, including accent highlights and trim colours.
- Opaque or posterized window signage should not be permitted.
- Window signs should be limited to 25% of the window size and should not block the view of displays in windows.
- Window signs are intended for pedestrians and should be placed with a centre line approximately 1.7 m (5 ft) to 2 m (6 ft) above the sidewalk for good visibility, or can be located in the top or bottom 18 inches of the display window glass.
- Secondary signs, such as portable signs (sandwich boards) can add life to the street, but these sign must be located to not interfere with pedestrian travel areas.
- Primary signage for heritage buildings should be located on the sign band or entablature in the fascia (the horizontal band that separates the storefront windows from the upper facade), if not impeded by an awning or canopy.
- The surface area of the signage band (fascia or entablature sign) should not exceed 15% of the storey’s wall area.
- New buildings shall incorporate signage to be a subtle, yet integral feature of the building facade, rather than a dominating feature.

- Sign lettering, graphics and colours should be legible and where applicable promote the heritage character of the district, and should be visible from an appropriate distance based on the function and location of the sign.
- Only externally lit signs should be allowed. If the light source will be visible, the fixture design should be suited to the heritage character of the area and be integrated well into the overall design the sign.
- Not all building signs need to be illuminated though building addresses should be lit so they can be easily identified at night.
- The following are sign types that should not be permitted in the Main Street Melfort study area, unless endorsed by MBRC and approved by Melfort City Council:
  - *Roof signs*
  - *Signage with removable lettering*
  - *Signs that do not advertise businesses within*
  - *Pylon signs*
  - *Signage in upper storey windows*
  - *Any type of third party signage*
  - *Inflatable signs*
  - *Handwritten signs*
  - *Digital, electronic, neon or otherwise internally illuminated signs, except for small “open for business” signs in retail windows.*
  - *Buildings as signs*
  - *Signs attached to street furnishings*
  - *Animated signs*
  - *Movable signs (excluding sandwich boards)*

### Projecting Signs/Blade Signs

- Blade Signs are encouraged in the Main Street Melfort study area and should be hung from high quality brackets, which are black in colour and mounted so they hang perpendicular to the building.
- Blade signs should be placed at a height of at between 2.7 m (8 ft) and 3 m (9 ft) from the sidewalk and extend no more than 1.3 m (4 ft) from the vertical surface of the building.
- Blade signs can take on the shape of the product or service provided to add creativity and interest to the streetscape.

### Sandwich Boards

Sandwich board signs are typically used to communicate more information about a respective business to the passing pedestrian and can help to animate the street.

- Sandwich boards should be permitted as long as a minimum clear sidewalk space of 1 m (3 ft) can be maintained between the sign, the pedestrian realm and the building facade.
- Sandwich board signs should be constructed of metal or wood.
- The maximum size should not exceed 1 sq m (10 sq ft), with a maximum height of 1.3 m (4 ft).

### Other Signs

- Neon signs are often associated with early to mid twentieth century commercial businesses/buildings and may still have a place in Main Street Melfort, particularly for buildings located along Burrows Avenue which may have a better connection with a different period of Melfort’s history.
- Historic signs that contain neon should be retained and restored.
- Murals may be used to add interest to flanking walls, but should be carefully reviewed for compatibility with district character.
- Ghost signs if present should be preserved and accentuated rather than painting over.



Signage for businesses can be simple text on an entablature or fascia and can be down-lit with tasteful gooseneck lighting.



Blade signage needs to be hung against facades with brackets that match the signage and not looking temporary.



Wayfinding signage needs to be clear for directing vehicular traffic.



Pedestrian safety must be the priority and where mid-block crossings exist, clear signage with bright colours should be used.



Using heritage style street lamps that can also serve as wayfinding and heritage markers.



Sandwich boards can be used by the businesses or MBRC to promote business opportunities



Creative entablature and window signage with lighting.

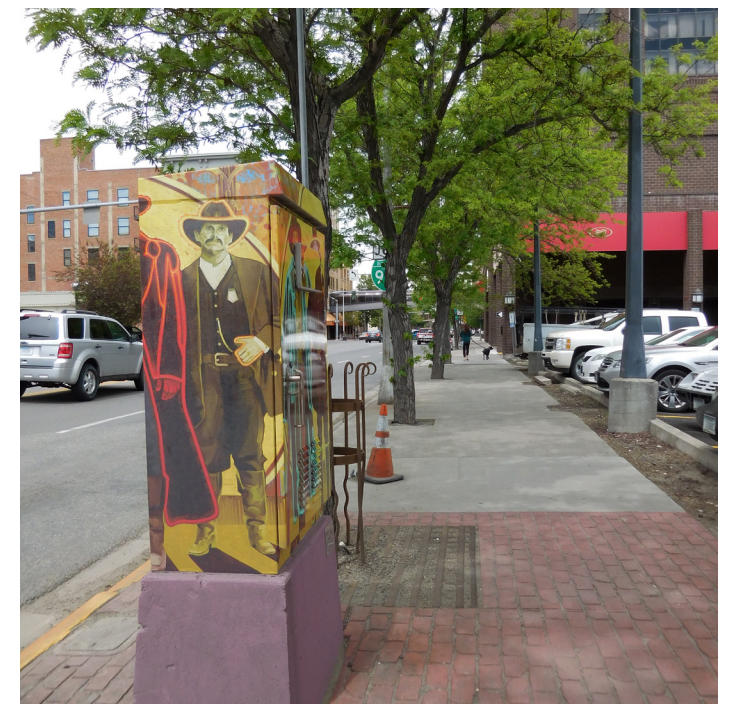
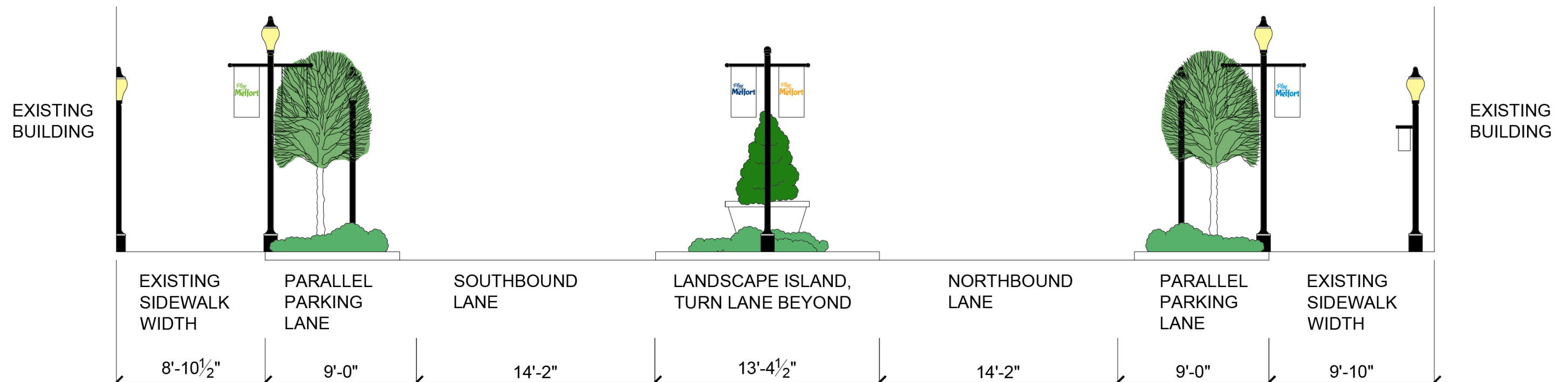


Blade Signage, seating and lighting in the context of a landscaped street



Creative restoration and display of neon signage





MBRC | MAIN STREET MELFORT

# 5.0 streetscape design guidelines



### 5.1 STREETScape DESIGN OVERVIEW

Streetscapes can be defined as the space between the buildings on either side of a street that defines the street’s character as presented previously in Section 3.0 Streetscape Masterplan. Streetscapes are the principal link between public and private spaces. It is important that streetscapes be designed to reflect the character of the neighbourhood and to offer a safe, comfortable environment for pedestrians. The elements of a streetscape that can be used to create such environments include building facades, landscaping, sidewalks, street paving, street furniture, signs, awnings, and street lighting.

It is vital that Main Street Melfort be an active and vibrant pedestrian-friendly environment. This means that there must be a clearly defined pedestrian realm that is visually and physically separate from the vehicular traffic areas. These areas must also be easy to navigate, barrier-free, and include open spaces, walkways and well-marked crosswalks. The pedestrian areas should also be buffered from the street traffic through the use of on-street parking, street trees and the consistent use of street furniture/amenities.

### 5.2 GUIDELINES FOR STREETScape COMPONENTS

A continuous and consistent streetscape should be developed along Main Street through the selection of suitable streetscape elements, such as street trees (Dropmore Linden species), sidewalk materials, and lighting, and repeating these elements along side streets including Burrows Ave, Macleod Ave and Crawford Ave. Design detailing and scale of streetscape amenities should be coordinated with the overall streetscape design and architectural character.

#### Streetscape Layout in General

The following guidelines should frame the placement of most, if not all streetscape elements in the defined Main Street Melfort area:

- Given limited street space on Melfort’s existing sidewalks, streetscape elements may conflict with one another, limit visibility, block pedestrian travel, or create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may be placed on the street. For example, tree locations should consider the scheme for street lighting, mid-block crossings etc and vice versa.
- Layout of streetscape elements should emphasize cohesiveness or placement that looks at an entire block or corridor rather than individual placement of elements in an ad hoc fashion. The layout should consider the overall pattern of the Main Street Melfort area, provide a consistent aesthetic treatment, and be consistent with long term goals for the design and function of the street. Phasing of the many components will be required, therefore cohesiveness must be considered at the forefront.
- The placement of streetscape elements should allow the comfortable and efficient flow of pedestrians along the street and from parked cars and adjacent buildings to the sidewalk. At the same time, streetscapes should provide a diversity of amenities and spaces for public enjoyment and use.
- The street should adhere to an aesthetic standard throughout the defined Main Street Melfort area, and ideally throughout the whole of the Main Street Melfort area. Standardized lighting fixtures, street furniture, and paving materials are key to achieving this.

#### Public Sidewalks

Pedestrians and pedestrian-friendly environments are essential components to a successful streetscape even in a smaller city like Melfort. As such, Main Street Melfort should be considered as a pedestrian priority area.

- Main Street streetscape theme should be extended along selected side streets such as Burrows Ave, Macleod Ave and Crawford Ave, and pedestrian laneways/walkways such as the laneway between Memorial Garden and Northern Lights Palace in order to link streets to parking areas and other mid-block pedestrian connections.
- Pedestrian crosswalk linkages should be created by extending paving materials and/or colours across key intersections.
- There should be a consistent application of accent paving and pedestrian lighting used to clearly define pedestrian areas (sidewalks and walkways) and clearly identify areas where pedestrians could encounter vehicles along the streets and particularly along Main Street itself.
- Use of the sidewalk as a way to “show-and-tell” the story of Melfort’s history (i.e. metal plaques may be embedded in the pavement or placed on the front of buildings).
- Climate and seasonality is an issue for Melfort and it is therefore important to provide pedestrians with protection from the wind, sun, snow and rain in order to make the streetscape a comfortable and enjoyable environment year round. This includes awnings, trees and sheltered areas.
- Colour of brick and paving stones or stamped concrete/pavement should coordinate with building architecture and envisioned streetscape improvements and furnishings.



Historic street markers and names.



Animated and active pedestrian realm.



Temporary landscaping for sidewalk.



Streetscape with trees, pedestrian scale street lighting, parallel parking and tree-lined sidewalks.



Stamped patterned pedestrian crosswalk.



Stamped patterned pedestrian crosswalk.



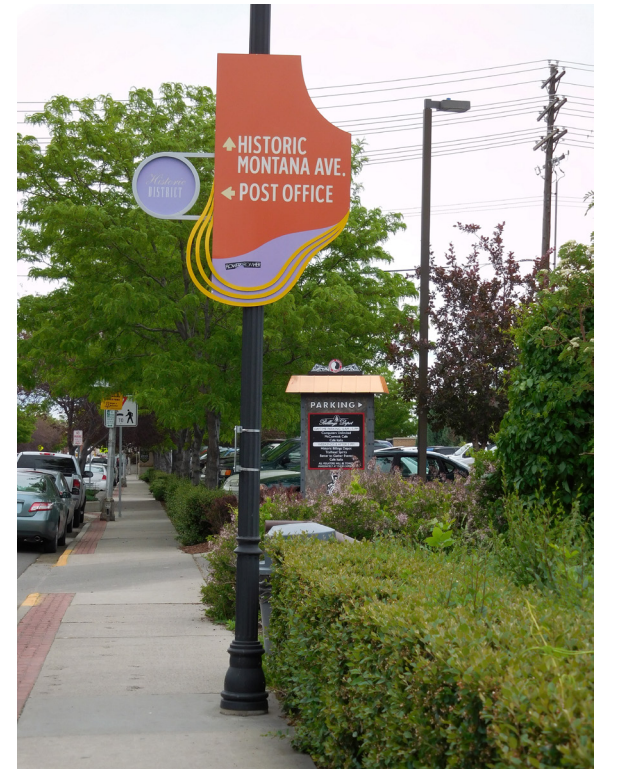
Trees wrapped with year round lighting.



Historic lighting and banners.



Directional wayfinding signage.





- Materials that have an uneven surface should be avoided in pedestrian areas not only for public safety but for maintenance purposes with respect to snow removal.

### Street Lighting

Street lighting is a key organizing streetscape element that defines the year round night time visual environment in the public right-of-way. Lighting should be designed not only for vehicular traffic on the streets, but also for the pedestrian realm and activity zones in areas like Memorial Garden and Northern Lights Palace. Street light poles and fixtures can also create a defining visual characteristic during daylight hours. The quality of visual information is critical for both traffic safety and pedestrian safety and security.

- Street light fixtures should be chosen to integrate into the overall streetscape design and architectural character. Saskatchewan Ave and Main Street should be a prominent intersection for the introduction of new historic street lighting and traffic lighting.
- Pedestrian scale street lights should be located along intensively used areas such as Main Street, but also carried along side streets with commercial and civic activities including Burrows Ave, Macleod Ave and Crawford Ave.
- Main Street Melfort should promote uniformity of light coverage, type and colour of lighting, location, fixture style, appropriate lighting levels and the optimal height.
- Appropriate illumination should be provided at points of decision, such as intersections and mid-block crossings.
- Location of street trees should be considered as they may affect the consistency of illumination along the streetscape.
- Selection of lighting fixtures and street trees should be considered in conjunction with one another.

- Pedestrian light fixtures should be 3.7 m (12 ft) to 5.5 m (18 ft) above the ground and placed 12 m (40 ft) to 18 m (60 ft) apart.
- Vehicular light fixtures should be 6.1 m (20 ft) to 10.7 m (35 ft) high, but should not be taller than the adjacent buildings, where possible.
- String lighting should be considered and is encouraged year round either across Main Street or along the lengths of the sidewalk from new light posts or along the central median banner poles.

### Street Signage

- A style for municipal street signage, which reflects the traditional image of Main Street Melfort should be established.
- A consistent and creative Main Street Melfort Wayfinding Program should be introduced with directional signage placed at strategic points within the defined Main Street Melfort area (e.g. Memorial Garden, corner of Burrows Ave and Main Street etc.).

### Courtyards and Plazas

- New buildings and developments that incorporate a plaza and/or open space for public use should use streetscape elements that conform to the guidelines contained herein.
- Emphasis should be placed on creating animated spaces that are usable year round.
- Plazas and open spaces are not recommended in areas that would erode the envisioned street character or undermine the potential improved streetwall condition. For this reason, Memorial Garden is desirable to be further activated, animated and designed to become a centre point for Main Street Melfort.

### Street Furniture and Fixtures

Street furniture and fixtures create and promote a comfortable, usable, and active public environment where people can rest and interact. They can be among the simplest and most cost effective gestures to create an important sense of place. The ability to entice people to relax and spend more time in an area is what makes for great and successful public spaces.

Street furnishings announce that pedestrians are welcome and the street edge is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail and interest. Pedestrian amenities should be considered a much needed public expenditure in Main Street Melfort just as other necessary elements of the street, such as traffic signals and signage. Improved street vitality has been shown to improve public safety and comfort, and health of local businesses.

Based on the vast amount of public input received in the preparation of this document), street trees (identified by the City as Dropmore Linden species) should be among the first priorities for the City and MBRC in improving and showing a commitment to Main Street. Street tree and lighting placement should define the major rhythm of design elements along the street; site furnishings should be placed in relation to trees and lighting after the best locations for these elements have been identified.

A critical aspect of street furniture and fixtures is to create a family of streetscape elements that stimulates familiarity and recognition in the area.



Bollards and concrete pedestals with wooden seating.



Public benches in bump-outs.



Concrete benches with wooden seating to prevent skateboard usage (rail slides) and to promote warmth for all seasons.



Sidewalk public benches at elevated tree planters.



Public benches in bump-outs.



Colourful benches in front of businesses.



Themed “family” of trash and recycling bins.



Themed “family” of safety bollards.



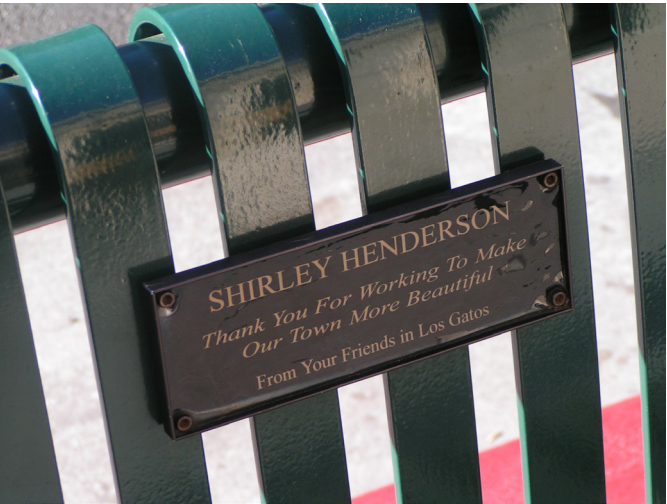
“Family” of street furnishings using “warm” materials for year round usage.



Warm and inviting benches combined with trees and shrubs.



Pride and sponsorship for street furniture.





**Benches & Seating**

- Adding seating to the public realm is an easy street improvement that can be made by individuals, community groups, business districts, business owners, merchants and others, often as part of an overall streetscape project, such as that envisioned for Main Street Melfort.
- Seating should be located under trees where possible to provide shade and comfort.
- Where seating is oriented parallel to the curb, it should face toward buildings when located in the public realm sidewalk area.
- On curb extensions/bump-outs, seating should be organized to create social spaces.
- Seating and other amenities should be made of durable, high-quality materials and should complement and visually reinforce the design of other streetscape elements.
- Temporary or movable seating may also be used, particularly in locations where space is available and there is active street management by adjacent businesses, or the MBRC. Temporary seating allows people to orient seats to meet specific social and micro-climate needs.

**Bicycle Racks**

- Bicycle racks should be located in curb extensions/bump-outs where possible.
- Bicycle racks should not be placed at handicapped accessible parking (blue curb zones) or mid-block crossings.
- Placement and spacing of bicycle racks should consider dimensions when being used.

- Creativity for bike racks is encouraged, although types and colours should complement and visually reinforce the design of other streetscape elements.

**Bollards**

A bollard is a short vertical post or similar structure that can define areas in the streetscape and provide an attractive design element. Bollards are often used to separate pedestrians or streetscape elements from vehicles. Attractively designed bollards add colour and interest to streetscapes, help define pedestrian spaces, and can provide a spot to lean on or rest.

- Bollards should be considered for installation on median islands, corner curb extensions (bump-outs), and mid-block curb extensions, where there is a risk of danger to pedestrians due to proximity of travel lanes.
- Bollards should be designed to reinforce the design of other streetscape elements.

**Trash & Recycling Bins**

Sidewalk trash and recycling receptacles are essential to the health and function of the City. Their presence along streets discourages littering, resulting in a more pleasant environment. While they may be utilitarian and functional objects, they need not be utilitarian in their design. Attention to the design, materials and placement of trash and recycling receptacles can enhance the public realm.

- Trash and recycling receptacles should be located as near to corners as is practical, in curb extensions or bump-out nodes.

- There should be a maximum of one trash receptacle every 60 m (200 ft) along commercial streets.
- A maximum of 4 trash and recycling receptacles should be provided at an intersection; ideally one per corner.
- When selecting trash and recycling receptacles, they should be considered as a design element, and should reflect aesthetic as well as functional concerns.
- Trash and recycling receptacles should be selected from the same or a similar design as other site furnishings (such as benches, bollards, bike racks, etc.) and should be finished or painted to complement other site furnishings, such as street lighting.

**Streets and Parking Lots**

The recommended Streetscape Masterplan for Main Street Melfort provides parallel on-street parking along the entire length of Main Street with corner curb extensions where the sidewalk protrudes into the parking lane in order to provide extra space for trees and pedestrian amenities.

- Where vacant lots currently exist behind properties fronting Main Street, or along side streets such as Burrows Ave, the City may consider utilizing these areas for additional surface parking or other additional uses.
- Parking areas would need to include low walls or landscaping elements to buffer parking areas from the street edge and to install adequate lighting to provide security in low light hours using fixtures consistent with those to be used in Main Street Melfort.



Bollards for safety at curb extensions.



Shaped banners on historic lamps.



Bicycle racks as part of a “family” of street furnishings.



Combining banners and wayfinding.



Historic banners and hanging planters.



Shaped banners on historic lamps with local area branding.



Bicycle racks can be creative to create a strong presence and usage.



Combining banners and wayfinding.



Bicycle racks placed at corner bump-outs.



Historic banners and hanging planters.





**Banners**

Banners add variety and festiveness to streets and have the potential to provide information on special events in the Main Street Melfort area. Banners are typically hung from utility poles or street lights.

- Banners should be allowed on City-owned utility poles.
- Rectangular banner shapes are preferred. However, other shapes may be considered, if secure mounting can be provided.
- No more than two banners should be installed per utility pole.
- Banners should have wind relief cuts or feature similar techniques to minimize flapping, waving, and other wind induced stresses.
- Lowest point of any banner or mounting hardware must not be less than 4 m (12 ft) above the ground level.
- Banners may advertise an event, but should not advertise any business or product.
- Banner should not obstruct in any way the public’s view of traffic signals, street signs, or any other City approved sign.

**Public Art**

Public art is an important component of many street improvement and has the ability to unify an area with a theme. At a pedestrian scale, it can provide visual interest for passersby.

- Engage local schools with opportunities to provide temporary public art installations at key locations along Main Street as a low-cost method of providing character and interest to Main Street Melfort.
- Significant public art pieces should be the subject of design competitions to support local artists (where desired) and to promote excellence and innovation.

- Public art should be place-specific and at key locations within Main Street Melfort where pedestrian and vehicular visibility is prominent. It may also be located in areas where few people pass to create unique and special places for people to enjoy with a focus on reflecting the heritage and character of Main Street Melfort and the City of Melfort.
- Engage local arts community and schools in upgrading existing utility boxes in the Main Street Melfort area and create a “Utility Box Art Program” to promote the history of Melfort or other events.

**Sidewalk Patio (Outdoor Cafe and Restaurant Seating)**

Outdoor dining facilities can add life and vibrancy to the streetscape and activate the public right of way. However, they can also obstruct the public right-of-way and become a safety hazard. Main Street Melfort’s existing sidewalk widths currently provide limited opportunities for outdoor dining options on sidewalks. With potential streetscape improvements to the sidewalk and public realm, consideration should be given to looking into possible sidewalk encroachment where possible.

- Sidewalk in front of respective businesses must be wide enough such that a minimum 1.8 m (6 ft) pedestrian clearance can be established.
- Tables and chairs can be placed only on the sidewalk in front of an applicant’s place of business.
- Outdoor dining facilities should be maintained at street level; any change in grade between the sidewalk and the outdoor dining facility should be minimized.

- Outdoor dining facilities must be clearly delineated by vertical elements, fences, hedges, planters or diverters to prevent the restaurants from spreading beyond their designated areas and to guide pedestrians away from the occupied area of the sidewalk, particularly if encroachment occurs.
- Materials used to delineate dining spaces as well as the outdoor dining furniture and accessories should not be affixed in place and should be brought inside when the restaurant is not operating or during inclement weather.
- Outdoor dining furnishings should reflect the character of the restaurant while respecting the spirit of the street design, but they do not have to match the public realm street furnishings and could express their own vibrancy and flair.
- Umbrellas should be free of advertisements and contained within the outdoor dining area.
- Market style umbrellas, designed specifically for patio or outdoor use are preferred and are to maintain a minimum height clearance of 2.4 m (8 ft).

**Temporary Parking Patio (Outdoor Cafe and Restaurant Seating)**

A Parking Patio is when a sidewalk café has been extended to include the conversion of adjacent parking spaces on public streets for a seasonal period during warmer months.

It is recommended that the City and MBRC encourage and create a framework for allowing temporary encroachments of patios into existing parking spaces at selective locations along Burrows Ave and Main Street.



Outdoor dining for restaurants and cafes can occur against the building edge where sidewalks space allows or as parking patios or may also create encroachments against the building as long as the pedestrian sidewalk is extended into parking spaces as a means for pedestrians to navigate.

Public art along the street edge should become a community initiative to add diversity, colour and individuality to the overall streetscape environment.





- Ideal months of allowable operation of a Parking Patio should be from April 1st to October 31st.
- Parking Patio should be permitted to occupy a maximum of 2 parallel parking spaces.
- A maximum of 1 Parking Patio per block per direction to a maximum parking space usage of 4 spaces.
- Fencing around the Parking Patio shall be used, being no greater than 1 m (3 ft) in height.
- Parking Patios must have a visible barrier with the road, wheel stops at each end, soft stop posts for directing traffic, public seating areas, curb drainage, be flush with the curb, provide vertical elements such as a canopy or umbrellas, and provide access to persons in wheelchairs and provide slip resistant surface materials.
- Utilize flooring that is high enough to be flush with the curb.
- Not be located in front of a fire hydrant, manhole cover or utility access, or within 3.3 m (10 ft) on either side of a fire hydrant.
- Businesses must utilize spaces directly in front of the applicant business. The area must not extend beyond the limits of the storefront without the written permission of neighbouring businesses.
- Parking Patios should contain vertical elements (planters, umbrellas, canopies, etc.) for visibility to passing vehicles and to provide appropriate shading for occupants.
- Non-permanent seating must be secured or taken in after business hours.







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## 6.0 landscape design guidelines



6.0 LANDSCAPE DESIGN OVERVIEW

Landscape components provide the natural or synthetic integration of elements that promote comfort through the provision of usable spaces. While typically associated with “greenery”, landscaping is a much more holistic component that reflects colours, textures, and dimensionality in the provision of products. Landscape comprises hardscaping, softscaping and should serve as another emotional touch-point that connects the entire Main Street Melfort area.

6.1 GUIDELINES FOR LANDSCAPE COMPONENTS

Parks & Open Space

Public parks are integral to the quality of life found in any urban landscape. Sunlight should be preserved where possible for public spaces, such as streetscapes, plazas and parks, while quality open space can be created through landscaping, public art, and historic preservation or interpretation.

Main Street Melfort’s parks and open spaces will comprise 3 key areas:

- 1. Memorial Garden
- 2. Parklets
- 3. CN Lands

Memorial Garden

Memorial Garden, is currently an underutilized amenity in the community. Based on feedback from the Public Open Houses, the business and resident community expressed a desire to see this community amenity space become more engaging and year round.

The Streetscape Masterplan identifies a conceptually improved Memorial Garden which could be expanded west to create a closer pedestrian linkage with the Northern Lights Palace as well as to create more soft and hardscape for flexibility in programming of events.

An improved Memorial Garden could become more activated year round with a celebratory and flexible space for a wide variety of events and activities for all ages throughout the year. Key components as illustrated in the conceptual plan for Memorial Garden include the following key features:

- 360 degree celebratory space surrounding the cenotaph monument that gives this important community asset a more focal presence, which can be used as part of Remembrance Day activities.
- Improved tree lined and lit paths along the west and north edges.
- Flexible plaza space capable of accommodating public markets, music, concerts and plays as well as capable of being converted into outdoor skating in the winter months.
- Simple steel columns with lighting to frame the space.
- A tensile fabric awning for shade in the summer months located above a flexible staging area for music, theatre or arts events in the summer and fire pits in the winter.
- New linear and simple paving paths connecting the east edge with potential mid-block crossings to Home Hardware and the Historic Post Office and paths extending north-south on the west side of the project connecting Northern Lights Palace, Library and Post Office.
- Larger usable grass area with potential for additional trees and installation of temporary public art components and events.
- Potential space to accommodate the introduction of a warming hut in the winter months to support winter activities.

Parklets

The concept of a parklet is rapidly becoming a must-have in the place-making world where parking spaces can be temporarily converted into a public space in which people can gather, enhancing community cohesion, as well as making a safer and more enjoyable public realm.

For Main Street Melfort, the concept of parklets presents an immediate opportunity for a pilot project to test the format usage and locations. The temporary nature of these spaces could allow for mobility of the space itself and for city maintenance in winter months to be effective and unencumbered.

- Parklets normally occupy two parallel parking spaces and extend 1.6 m (6 ft) into the parking spaces (one parking space could be considered).
- A maximum of 1 parklet per block per direction to a maximum parking space usage of 4 spaces, if not already allocated for Parking Patios.
- Parklets must have a visible barrier with the road, wheel-stops at each end, soft stop posts for directing traffic, public seating areas, curb drainage, be flush with the curb, provide vertical elements such as a canopy or umbrellas, provide access to persons in wheelchairs and provide slip resistant surface materials.
- Parklets must be open to public access, and the design should be open and welcoming to passersby.
- A parklet could be considered as a year round and mobile component. As a potential pilot program, a parklet would need to accommodate winter street maintenance, and because parklets may sit on top of critical infrastructure and utilities, they need to be designed for easy removal.



# Memorial Garden.....A warm, activated and animated space for all seasons.









Tree grates can be creative and thematic to the local area.



Street crossing and mid-blocks can be landscaped and must be clearly demarcated in pavement and signage.



Vacant lots or empty spaces between buildings should be animated and used for public activities and events.



Parklets can create diversity in the landscape and can be an expressive way of showing how modern amenities can be brought into the public realm to add new colour, texture and a safe, playful ambiance to the sidewalk pedestrian realm.





- Utilize flooring that is high enough to be flush with the curb.
- Not be located in front of a fire hydrant, manhole cover or utility access, or within 3.3 m (10 ft) on either side of a fire hydrant.
- Parklets cannot be located next to or adjacent to driveways where sightlines could be restricted.
- Corner parklets are not desired. However, a curb extension/bump-out as proposed for Main Street Melfort’s overall streetscape that would protect the parklet near a corner location may allow a corner parklet to be considered on a case-by-case basis, as long as it does not conflict with handicapped parking.
- Parklets should contain vertical elements (planters, umbrellas, canopies, etc.) for visibility to passing vehicles and to provide appropriate shading for occupants. These overheads elements should not span over the sidewalk, and must have a minimum clearance of 2.3 m (7 ft) above the surface of the parklet.
- Non-permanent seating should be secured or taken in after business hours.

### CN Lands

The CN Lands at the intersection of Saskatchewan Ave and Main Street, under the streetscape masterplan is recommended to be closed at the south entry to the CN Lands at Main Street and tree-lined thus connecting up with the existing trail network on the south side of Saskatchewan Avenue and create a more pleasing gateway entry.

### Plantings

Landscaping treatments should be used to enhance the pedestrian experience, complement architectural features and/or screen utility areas.

- Use of flower boxes, planters and hanging flower baskets is encouraged, but should be endorsed by MBRC and contingent upon climate issues (e.g. drought etc) and maintenance/ownership by the business community.
- Possibility to engage the business community to sponsor summer plantings at curb extensions, or possibly utilize curb extensions as part of the Communities in Bloom program.
- Plantings should be compatible with and relate to surrounding landscapes.
- Landscape plans should include diverse, yet locally contextual plant species, including evergreen, flowering and shade tree species combined with shrub, ground covers and annual and perennial plantings.
- Plant materials should be adaptable to existing climatic and lighting conditions, and be disease resistant.
- Native plant species are encouraged that can handle climate extremes (drought and cold weather tolerant).

### Street Trees

Street trees were identified by Melfort residents and businesses through the Public Engagement process as the most important element of the street environment and most desired.

Appropriate tree selection (identified by the City as Dropmore Linden species), location and design of the planting ensures climate compatibility, healthy growth and longevity, and enhances overall streetscape character.

- Street tree placement should respect building storefronts and signs. Trees at intersections should be planted at least 8.3 m (25 ft) away from a corner to allow for adequate line of sight in all directions.

- Generally, new street trees should be located a minimum of 8.3 m (25 ft) from each other, a minimum 0.6 m (2 ft) from the curb and should be no closer than 4 m (12 ft) from a street light and planted in tree basins (sidewalk cut-outs).
- In a well-used sidewalk and/or where the sidewalk width limits pedestrian movement, such as in Main Street Melfort, it may be necessary or desired to install tree grates to provide an adequate walking surface and design treatment. Tree grates could be artistically localized, but should have a consistent look and feel.

### Central Median

Landscaped medians reduce impervious space in the street and have the potential to allow stormwater infiltration or retention in exposed soil. Adding trees and landscaping to traffic medians can enhance the public realm and improve the aesthetic, traffic calming and ecological functions of the median.

- Median should include a combination of permeable paving stones and soil planters for shrubs and trees.
- Accent trees in planters are considered appropriate for the central median landscaping, as distinguished by a contrasting colour, texture, and a smaller size to maintain views to mid-block crossings where applicable.
- Shrubs located in the median should not exceed a height of 1 m (3ft) to 1.3 m (4 ft) above the street.



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## **Appendix A**

# **Public Open House #1 Questionnaire responses**



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## **Appendix B**

# **Public Open House #2 Questionnaire responses**