

Bayfield Main Street Revitalization Plan

BM Ross and Associates Ltd.

Bayfield Main Street PAT

"Main Street is the glory of Canada. If a community has no heart, it has no soul; and its heart should beat faster at the core. For here is the glory of the past, the symbol of stability, the structures that our fathers and their fathers erected, the visual reminder of another time that gives every small town a sense of continuity." Pierre Berton, *Reviving Main Street*.

Heritage Conservation Districts

An Heritage Conservation District (HCD) is an important and powerful part of the heritage planning framework in Ontario and Bluewater.

An HCD serves to ensure that historically significant neighbourhoods and areas are protected and reflect Bluewater as a place and people through its cultural heritage values and characteristics.

The HCD is maintained so that every Bluewaterite, present and future, can appreciate and take pride in the Municipality's rich cultural heritage.

Bayfield Main Street: History

- Designated as a Heritage District in 1982
- Original Heritage Conservation District Plan passed by Bayfield Council 1983
- Updated Streetscape Plan passed by Bluewater Council 2003
- First Impressions 2008
- Heritage Districts Work Study 2009
- Revitalization of Main Street identified as the # 1 priority for Bayfield by the BR&E study 2009
- Further Updated Streetscape Plan passed by Bluewater Council 2011
- Drainage Issues identified as a major constraint to moving forward
- Current Plan includes all elements of a final Plan including Streetscape and Storm Water Management issues

Key Elements of 1983 Plan

- Set of Policies to ensure the long term viability, preservation and enhancement of the Heritage District
- Objectives:
 - Cohesive well designed historic streetscape
 - Introduce positive aesthetic features that will enhance the general atmosphere and visual appeal of the streetscape
 - Maintain small village atmosphere
 - Foster community recognition

Key Elements of 1983 Plan

Roads, Parking, Landscaping Guidelines (con't)

- Complex and rich association of open space, trees, footpaths, signs, street pattern & vistas
- Roads & Parking
 - Retain existing road layout
 - Limit asphalt to 2 lanes
 - Retain hard shoulders in gravel for parking
- Landscaping, Pedestrian Amenity & Utilities
 - Boulevard of maples down Main Street
 - Treescape & grass boulevards be conserved, enhanced & replenished
 - Program of ongoing maintenance for these features by the Municipality

Key Elements of 1983 Plan

Roads, Parking, Landscaping Guidelines (con't)

- Objectives
 - Upgrade & beautify through a long range landscape program
 - Maintain & renew trees
 - Retain mud pathways
 - Maintain Clan Gregor Square as public open space
 - Retain grass boulevards
 - Install services in a visually acceptable manner
 - Use street furniture & lighting design that reflect the character of the District
- Policies
 - Existing streetlights replaced with heritage design
 - Visible detractions such as overhead wires shall be relocated over time

Key Elements of the 2003 Plan

Wendy Shearer Landscape Architect

- Used the 1983 Report as a basis to provide an updated plan
- designation identified several key features that made the collection of buildings, open spaces and streetscape features one of the most unique heritage sites within the Province.
- One of the features of the district plan was the acknowledgement of the importance of the informal nature of the streetscape in contributing to a welcoming pedestrian environment complementing the scale and detailing in the historic buildings along Main Street.

Comprehensive report with detailed design to enhance the heritage aspects of the street , as well as making it functional for residents, visitors and businesses. Acknowledged the need for hard surface walkways.

First Impressions 2008

OMAFRA Program undertaken jointly with BACC

- Most outstanding feature : downtown business core area and marina
- 5 Positives :
- Heritage District
- Clan gregor square
- Available parking
- Restored / cherished built form Heritage (landowner investment)
- Inviting old town atmosphere, friendly people

Heritage Conservation District Study

Bayfield - 2009

- The following objectives of the district plan have been met:
 - to maintain, conserve and restore buildings within the district
 - to remain a competitive and viable part of the community
 - to maintain a small village atmosphere and foster recognition
 - 88% of people are very satisfied or satisfied with living or owning property in the district
 - The process for completing alterations is not difficult or lengthy
 - Most properties in the district had average or above sales history trajectories
 - Properties in the district showed resistance to real estate downturns
 - Overall, the Bayfield Heritage Conservation District has been a successful planning initiative.

BR&E 2010 Findings

\$25,000 comprehensive BACC study using OMAFRA format

- ***Strategy #1: Main Street Revitalization***

- 92% of respondents supported tax dollars going to the Main Street revitalization.
- 90% of respondents chose public washrooms, conveniently located, as a community asset.
- 78% of respondents chose Main Street as an important draw for visitors.
- 60% of respondents chose Main Street as an important draw for new residents.

- ***Strategy #2: Tourism Priorities***

- ***Strategy #3: Attracting New Residents by Emphasizing the Creative Economy***

Key Elements of the 2010 Plan

Wendy Shearer update of 2003 Plan

- Main Street is an integral part of one of the earliest Heritage Conservation Districts
- The report noted a number of changes since 2003 and this was reflected in the updated plan as well as community consultation.
- The streetscape has undergone deterioration since the 2003 report.
- The issue of safety and accessibility has become a key part of planning .
- Drainage is extremely poor with no comprehensive drainage strategy
- Loss of trees and boulevards is a reoccurring theme

The 2016 Plan

Matt Pearson, BM Ross and Associates

- Undertook detailed drainage design as well as integrated the 2010 streetscape plan .
- Incorporates barrier free access
- Return of the treescape and boulevards
- Attempted to capture the essence of the Heritage Landscape
- Extensive community consultation .

Heritage yes....but Good Business!

- Heritage is an asset that is critical to future economic viability
- The street has become shabby as trees are continually removed and boulevards lost
- Property owners and retailers have invested heavily on private property and need the public areas to improve as well
- A revitalized Main Street is key to continuing to attract new residents and knowledge based businesses (VHS)

Summary

- The Plan is consistent with and supportive of the original 1983 Heritage Conservation District Plan
- Builds on the landscape designs proposed in the 2003 and 2011 Plans
- Includes solutions for storm water management
- Addresses the fundamental issues to revitalize the streetscape
 - Trees
 - Grass boulevards
 - Asphalt and gravel mix
 - Meandering pathways

Council Actions

- Motion to accept the Plan as the Bayfield Main Street Revitalization Plan
- Continue to budget reserves until additional funding sources can be secured to complete the project
- Work with community volunteers to locate funding sources .