DOWNTOWN DEVELOPMENT & TRAILS MASTERPLAN

*Prepared for the **Town of Pasadena** on January 2022*
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TRACT

PASADENA

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A place called Pasadena

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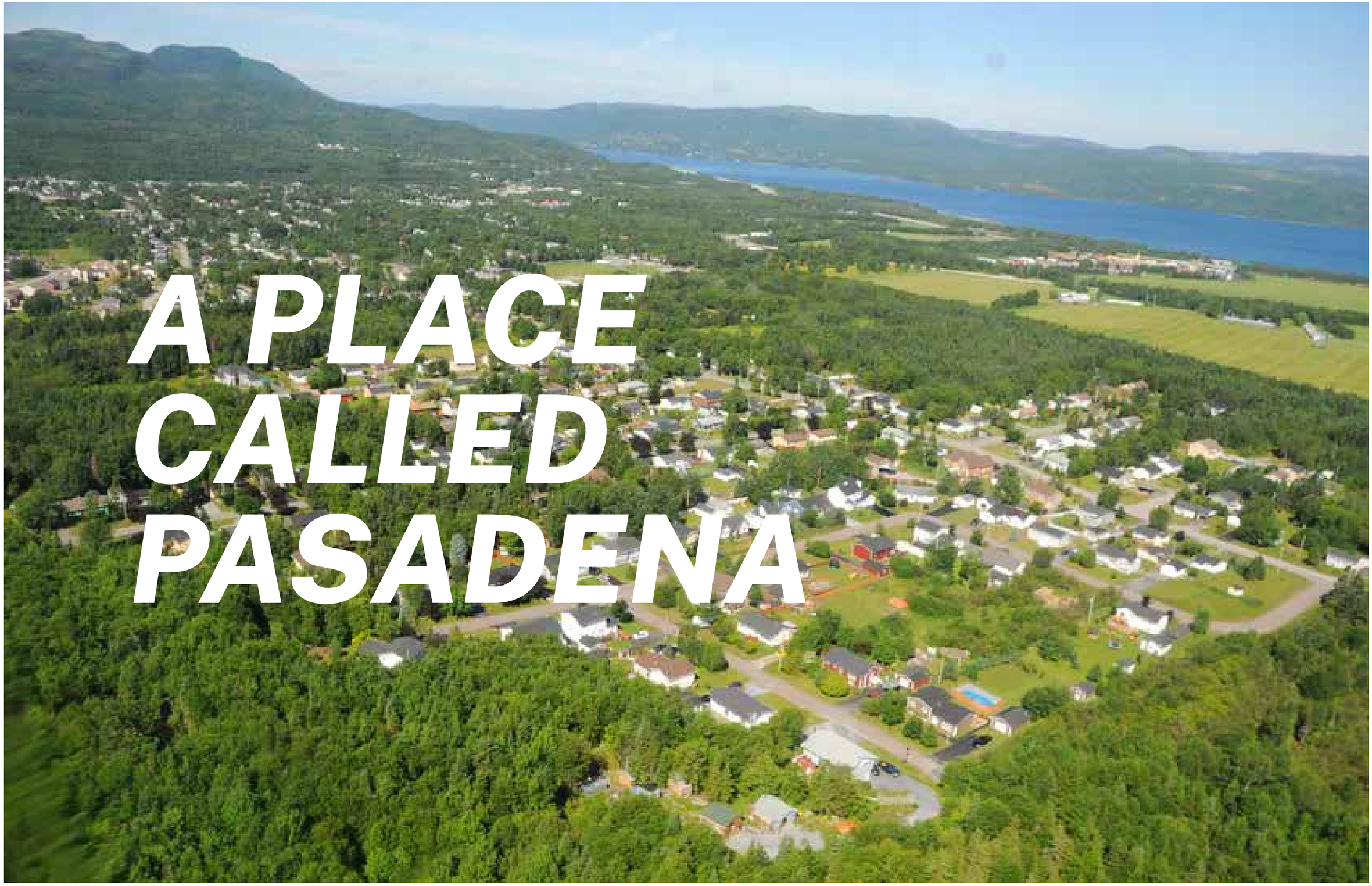
INTRODUCTION

PASADENA


A PLACE
CALLED
PASADENA

Study Objectives

The Town of Pasadena has recognized a need to take proactive steps to elevate the level of commercial and industrial activity within the community over the next ten-year period with the intent of enhancing the economic viability and sustainability of the Town. Through prior planning efforts, the Town has identified two initiatives which will be key to achieving their objective: creation of a defined downtown commercial core and development of an interconnected trail system.

***Trails Development** will focus on taking advantage of Pasadena's setting in the beautiful Humber Valley and its reputation as an outdoor community due to its extensive natural environmental character and its diverse inventory of outdoor and recreational opportunities. The interconnected trail system will be a significant **demand generator** for the Town and entire region. With an enhanced and fully integrated trail network, visitors will be attracted to Pasadena to experience in-town urban walks, a nature hike or bike, an ATV or snowmobile ride, or cross-country ski, all while learning the stories of the people of Pasadena and its agricultural heritage. Enhancement and promotion of the winter trails with better connections to Pasadena Place, and a wayfinding and interpretation system strengthens the regional winter tourism product. The interconnected trail system will expand the variety of experiences available in the Town to visitors. Visitors are engaged for a longer period of time when they are offered a variety of experiences, translating into more time spent in the Town of Pasadena and the Humber Valley Region.*

***Downtown Development** will focus on the Main Street commercial corridor from Church Street to 9th and 10th Avenues to serve the role of the downtown commercial core for the community. Suggested improvements include a streetscape redesign with an emphasis on better signage and the existing pedestrian walking trail and heritage interpretation storyboards, further landscape and tree planting improvements, installation of shade and rest areas, lighting, consideration of a bicycle lane, minimizing individual commercial access locations to improve the safety and walkability of the downtown, and generally greening this major commercial corridor of the community. The development concept will include an effort to create more street front oriented and sidewalk level commercial space for specialty retail, personal service commercial, office, restaurant, arts, cultural, theatre and tourism businesses. Retention of major anchor tenants and other businesses currently located within the downtown will be critical to short term stability within the Main Street area, as will encouraging new public administration and institutional uses to locate within and/or near the commercial centre.*

The Downtown Development and Trails Master Plan is the first step in making these initiatives a reality. As part of the process, Tract implemented a variety of engagement tools to garner input from local residents, community groups and other stakeholders. The result from these engagements can be found in the Appendix Document.

Key outcomes from the engagements have been used to inform the design decisions for the master plan and include:

Business Engagement:

- *An understanding of the best opportunities for business and real estate development within the downtown revitalization area, including opportunities for underutilized sites and structures, and the most effective measures to spur downtown economic activity;*
- *An understanding of the best opportunities to showcase local heritage assets, both tangible and intangible, and knowledge of threats to conservation of the built heritage in the area.*

Community Engagement:

- *Informed the community about the project underway, how they can become involved, how they may benefit from the final outcomes, and to promote interest in the downtown commercial area;*
- *Uncovered additional downtown issues to be addressed or possible solutions to issues that have been identified; uncovered residents' concerns that may be addressed in physical design; assessed the urgency associated with the concerns identified;*
- *Obtained suggestions for improvements, and assessed the priorities of the community for potential revitalization projects; and*
- *Gauged support for municipal investment in improvement programs that could be recommended in the final plan.*

Location

The Town of Pasadena is situated on the west coast of Newfoundland, approximately mid-way between the Town of Deer Lake to the north and the City of Corner Brook to the south. The literal translation of "Pasadena" is from a Spanish word meaning "crown of the valley" which very accurately describes its idyllic location in the beautiful lower Humber Valley.

The population of Pasadena in the 2016 census was 3,620, an increase of 8.1% from 2011. Some of the key demographic characteristics of the Town compared to the province generally include:

***The Town is older** - The median age is 48 versus 46 for the province. In 2016 there were 1,415 residents aged 55 and over (39.1% of the community's total population).*

***The Town has less births -** The total birth rate for 2018 for Pasadena was 7.1 versus 7.7 for the province.*

***Town residents are more prosperous** - The 2017 gross income for every man, woman, and child (gross personal income per capita) in Pasadena was $39,600 versus $37,100 for the province. Average couple family income in Pasadena was $113,400 in 2017 versus $108,400 for the province.*

***More residents own their homes** - In 2016 Census, 83.9% of homes in Pasadena were owned versus rented compared to 76.8% for the province and 67.8% for Canada.*

***Residents are healthier** - A major indicator of well-being is how a person rates their own health status. In 2015-2016, 74.5% of individuals age 12 and over in Pasadena rated their health status as excellent or very good versus 62.0% for the province.*

***Residents are better educated** - The 2016 Census reported that in Pasadena about 85.0% of people aged 15 and over had at least a High School diploma in 2016 compared to 76.6% in the province as a whole and about 18.9% of those people had a Bachelor's Degree or higher compared to 14.8% in the province as a whole.*

Pasadena is a great town in which to live. Residents enjoy a close community with good services and recreational facilities. This is reflected in the assessment included in the Provincial Community Accounts program which rates Pasadena with the 7th highest Well-Being Score of all communities in the Province.

History

Pasadena was created by the amalgamation of three communities; Midland, South Brook and Pasadena. This combination of the three communities is also reflected in the new logo design, illustrated by the three triangles merging. Themes for the downtown development and trail masterplan are derived from Pasadena's history.

South Brook Settlement

- *The community began circa 1921 as a typical woods depot serving the pulp wood harvesting industry.*
- *It was named South Brook after the brook that flows beside it.*
- *Buck-saw cutting and hauling of pulp wood took place during the fall and winter.*
- *Driving wood occurred during the spring and sacking of the lake during the summer.*
- *A barn and pasture was provided for the draft horses that were used to haul wood from the cutting areas to the brook side.*
- *Enterprises included a store of goods and a black smith shop.*
- *The Newfoundland railway maintained a station at Southbrook.*
- *South Brook was divided into two parts; the area approximately north of the present TCH and the area south toward the lake.*
- *The south portionwas owned by the I.P.&P. and later Bowater Pulp & Paper Company.*

Pasadena

- *The beginning and destiny was in the hands of one man; Leonard Earl who was a farmer from St. John's.*
- *Mr. Earle's farm on Connaught's Hill in St. John's suffered a disastrous fire in 1923.*
- *Ten years later he purchased 2000 acres for one dollar per acre.*
- *From Mr. Earle's estate was carved the community of Pasadena and in addition to his own farm a number of other farm lots developed.*
- *The Earle farm was a significant venture in Newfoundland terms. It was a mixed farm operation providing mainly vegetables and eggs to the local trade, especially to the Newfoundland railway. The production area lay east of First Avenue to Blue Gulch Brook and from the Bowater transmission line to the railway.*

- *Mr. Earle developed a smaller farm adjacent to his new dwelling south of Church Street (the then provincial highway) with the following boundaries: in the north by the highway; in the west by 9th & 10th Avenues; in the south by Midland boundary and in the east by Blue Gulch Brook.*
- *On that farm, Mr. Earle pioneered commercial strawberry growing that became well known throughout the province. He developed his own unique species of strawberries from his own experimentation.*
- *When the Trans Canada Highway was constructed through the town in 1956 the highway bisected that new farm, taking quite a swath from its very rich soil and leaving a southern section in the hands of the Department of Highways.*

Midland

- *In 1934 Newfoundland's independence, as a dominion of the British Empire, voluntarily came to an end and the governing of Britain's oldest colony was relieved by a commission of government appointed by the United Kingdom Colonial Office. The commission consisted of three British commissioners and three Newfoundlanders.*
- *So the story goes: Mr Leonard Earle, having met John Dawson, a government employee, while riding on the train from St. John's convinced him to establish one of those government sponsored communities south of the Earle estate and part of the South Brook Valley. So, in the spring of 1936, Midland was born.*
- *Government buildings constructed included a bunk house, a store, a school of two classrooms, a manager's house and a teacher's residence. Then, during that year some 25 family farm units were established which contained a simple cottage and constructed of locally-produced lumber, costing between $700 and $800.*
- *The first attempt at farming was not very successful. Nevertheless, through hard work, some good luck and good soil on the community field bisected by Blue Gulch Brook, bumper crops of cabbage, rutabagas, potatoes and carrots were realized.*
- *Two events all but completed the demise of agriculture in Midland: competition from the mainland after Confederation and an act of the Hon. William Keough, Minister of Agriculture, in the Smallwood administration, that allowed the removal of the proviso from original land grants.*
- *Many young people discovered they could not afford to purchase a building lot in Comer Brook and get a house significantly in developed to get a mortgage. However, by purchasing a cheaper lot in Pasadena-Midland-South Brook a house could be built. Then, after a few years they could leverage the equity in the Pasadena home to move to Comer Brook.*
- *The Town of Pasadena has, up to this point, become a bedroom town for Comer Brook and the dependence on services in that city has become somewhat of a culture.*

INTERPRETIVE THEMES

Thematic interpretation explores significances

Since the desired outcome of interpretation is to provide opportunities to explore the meanings of natural and cultural resources, the development of interpretive themes must flow directly from the significances of those resources. Interpretive themes operate at two levels: primary interpretive themes and sub-themes. Primary interpretive themes are the overarching, biggest stories about places and resources, based on their described significances.

They are the largest, most overarching stories of a place or group of resources. Sub-themes are the smaller-scale stories within primary themes. Their narrower scope encourages the exploration of specific ideas in greater depth. Sub-themes are the specific themes used to develop individual interpretive services.

Characteristics common to all primary themes and sub-themes include:

- *Each is based on the significances of resources.*
- *Each is the essence of a story used to help visitors explore the multiple significances of resources.*
- *Each connects resources to larger ideas, meanings, beliefs, and values.*
- *Each is best stated as a single sentence that includes tangible and intangible elements.*
- *Each incorporates universal concepts: big ideas that mean something to everyone, though not the same thing to everyone. The use of universal concepts enables a wide and diverse range of people to find personal paths of connection to the stories of the place and its resources.*
- *Each provides opportunities for people to explore the meanings of the place and its resources, without telling people what resources should mean to them.*

Inspired by the location, micro-climate and history of Pasadena, NL, two interpretive themes accompanied by tag lines, were developed and presented to the Town of Pasadena. ***The land of strawberries and honey "The grass is really greener here"*** *and* ***pioneering path "blazing trails".*** *Pasadena decided to move forward with the second theme of "blazing trails", as their main theme, to help inform their community branding.*

There was a desire to incorporate the other theme into the project, as it was felt that it was also important in the storytelling of Pasadena's rich history. Therefore, both themes, with sub-themes are realized in the Downtown Development and Trail Masterplan. More detailed information presented throughout the document addresses these themes and sub-themes, which are articulated and incorporated them into different design elements and interpretive opportunities.

PASADENA

“BLAZING TRAILS”

Reasoning for theme

- *Historically, South Brook (now Pasadena) was a logging camp*
- *Extensive existing ski trails, chalet, ATV, ski-doo, “watersports”, and walking trails*
- *Some trails and roads were formerly logging paths*
- *Locals enjoy the trails year-round*
- *Viable for both Winter & Summer season*
- *Adventure focused theme*
- *Logging history informs aesthetic (and railway, quarry)*
- *Festivals can celebrate historical industries*
- *Appeals to old & young demographics*
- *Backcountry in the backyard*

“THE GRASS IS REALLY GREENER HERE”

Reasoning for theme

- *Historically, fishermen relocated to Midland to take up farming.*
- *The “Midland Strawberry” also a locally created strawberry variety*
- *Town was established on farmland*
- *Pasadena is full of incredibly lush landscapes, such as, West Haven, Blue Gulch, etc*
- *Flat, fertile land with a temperate climate*
- *Town as macrocosm of a Farmer’s Market*
- *Vineyard would boost the theme, become central attraction*
- *Leans more towards young families*
- *Harvest festival archetype*
- *Plays on the “Fruit Basket” idea and relation to Pasadena California, from which Pasadena Newfoundland’s name originated*

THE PIONEERING PATH

PIONEER VILLAGE

THE PATH OF THE BEE

STRAWBERRY PLAZA

THE PIONEERING PATH

PASADENA

Interpretive Theme

*The new Pasadena brand is fresh and confident. The key brand statement is "**blazing trails**" — which communicates to 'lead the way' while also paying homage to Pasadena's logging history.*

The linear lattice style of the logo, as presented in the Brand Book - to be read in conjunction with this document, represents the extensive trail system throughout Pasadena. The trails are a foundational component of the community and are enjoyed by locals and visitors year-round.

/trālblāzər/

1. a pioneer; an innovator.
"he/she was a trailblazer for many ideas that are now standard fare"
2. a person who makes a new track through wild country.
"A Trailblazer is a pioneer, somebody who's willing to take risks and go in a path that isn't already there. They blaze a trail and leave a path for others."

Existing Trails

Currently there are four main lengths of signed walking trails in town totaling 7.5 km's, largely disconnected from one another. These have been cleared to various widths ranging from five to ten feet, but are not developed with a formal, graded wearing surface other than existing ground. Cattle trails, existing gravel roads and snowmobile trails are also variously used by pedestrians and hikers as informal walking trails.

There are no restrictions on motorized use on these trails, even though ATV's also have access to roadways for much of the year. Pedestrians may encounter snowmobiles, ATV's and dirt-bikes on various widths and in various trail conditions. A key goal of this study is to identify new walking trail developments that can 'plug' the gaps in the existing system and ultimately link the town's public recreation assets, service centers and neighbourhoods. The final development plan presents a primary trail loop developed to a granular standard, designed largely for pedestrians only. Secondary routes developed to a hiking trail standard are also indicated. How recreational vehicle users integrating with this trail system has also been considered, including provision of new routes identified for their exclusive use. Signage requirements, user regulations and open space developments are also presented and costed.

Multi-Vehicle Routes & Staging Area Plan

LEGEND

Primary Multi-vehicle Routes

Existing Multi-vehicle Route (ATV's and Snowmobile)

Existing ATV Route

Existing NLSF Groomed Trail

Existing NL T'Railway

Existing Pedestrian Underpass

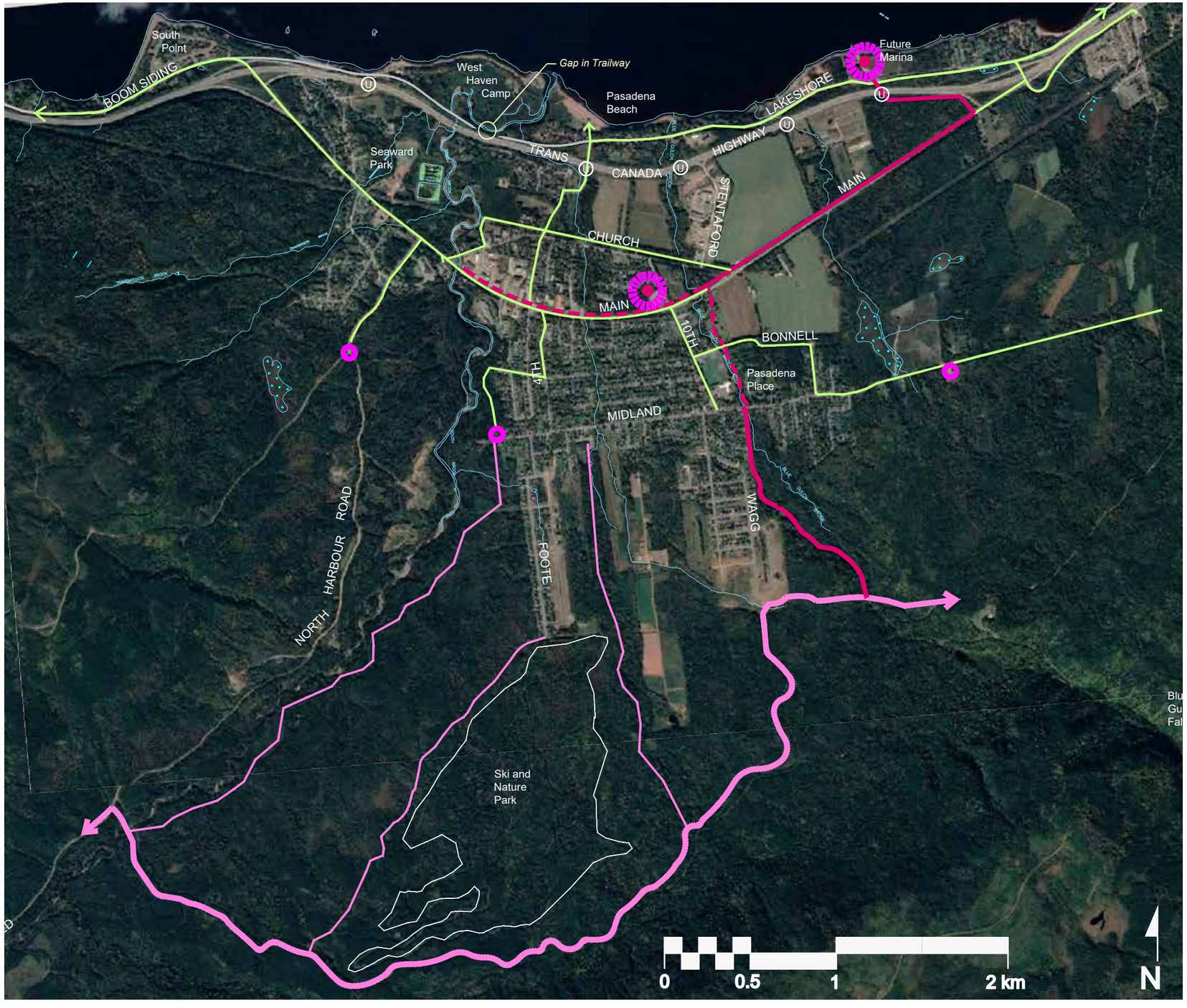
Proposed Dedicated Multi-vehicle Route

Primary Staging Area (proposed)

Secondary Multi-vehicle Routes

Existing Multi-vehicle Route

Secondary Staging Area (Existing)



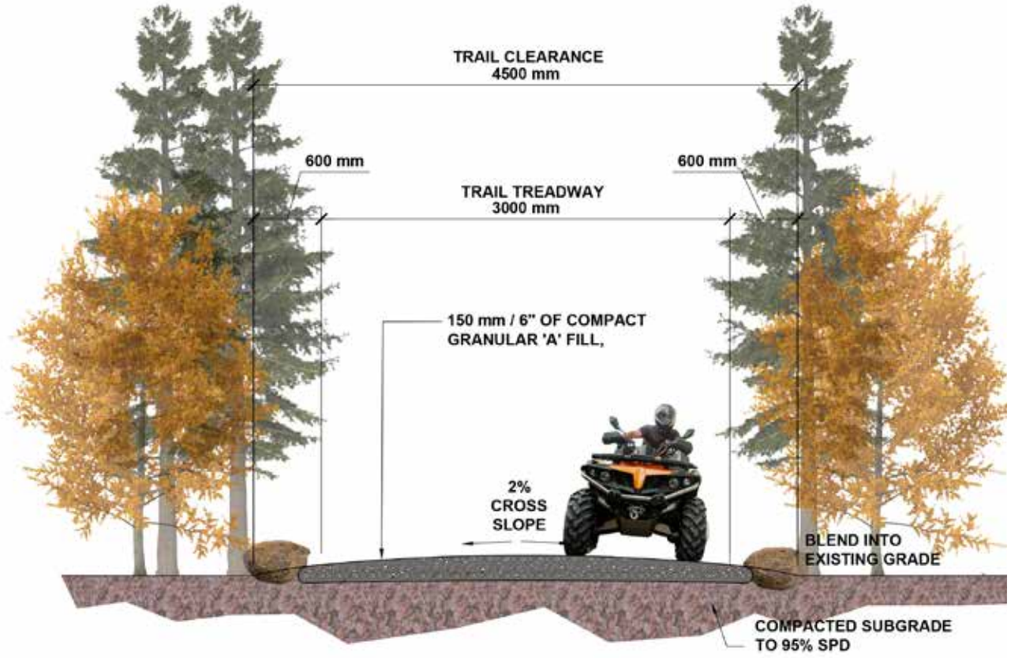
Multi-Vehicle Routes & Staging Area Plan

Currently ATV users from out-of-town may access the town's street system directly from the Trailway, entering where it aligns with Boom Siding and Lakeshore boulevard. They may then take a number of approved routes along 1st, Main, Church, 4th, Antle, Bonnel and North Harbour Road, affording easy East-West access as well as North-South links to the back country roads, including the Snowmobile Federation Groomed trail. All-in-all ATV's have relatively unrestricted access within the town and region. One notable gap in access is along a central portion of the Trailway that is broken by entering the TCH embankment, as labelled on the adjacent plan. Conversations with the Department of Transportation and Infrastructure have indicated that, due to various concerns related to snow-loading, pedestrian conflict and extreme steepness of the embankment, the department would not permit development of any connecting links here, pedestrian or vehicular.

Snowmobile access from out-of-town (from Deer Lake especially) is considerably more restricted. An existing Primary route has been pieced together through a TCH underpass, around a wooded property and onto Main Street, where the verges of the road can be followed down as far as the Black Gulch Brook. Beyond this point however there is currently no real way for snowmobile's to proceed west along Main Street and access services, proceed south to one of their key destinations, the Groomed Trail. To facilitate this dedicated lanes are proposed from Main Street south to Midland, through town-owned land north of Bonnell, then southward along an existing Town-owned footpath on the east side of the Blue Gulch Brook (it is proposed that a new dedicated footpath be made along the West side of the brook as a replacement path for walkers.). South of Midland, as discussed previously, it becomes difficult to maintain a separated path for vehicular users due to Private Property constraints. Given this and the relatively wide right-of-way on the road to Blue Gulch Falls, it is proposed the path be shared with Walkers from this point on to the Groomed Trail. Some further selective vegetation removal between Midland and Wagg should ensure ample space for both walkers and recreational vehicles.

A new dedicated snowmobile lane is also proposed as part of the Main Street Redevelopment Area between 9th Avenue and the South River Bridge. In conjunction with the trails following Blue Gulch Brook, this lane will correct a key service gap by allowing snowmobile's in the back-country access to fuel, service and rest stops in Pasadena. The lane will run along the North side of Main as described in downtown section of this report, with a turnaround incorporated before the South River Bridge.

The location of new staging areas is also indicated on the adjacent plan. These are larger parking areas adjacent to the trails where recreational vehicles can be off-loaded via truck or trailer and snowmobile journeys started. While it is true that a number of informal, secondary staging Areas can be found at various spots in town already, these are largely cut-off from convenient access to services; nor do they provide access to snowmobile travel across Deer Lake. Locating staging areas at the location of the future marina as well as one on Main Street itself would correct these deficiencies.



Walking Trails & Open Space Development Plan

LEGEND

Primary Walking Routes

- *Existing*
- *Proposed (public land or land in process of being acquired by Town)*
- *Proposed along existing sidewalk or road shoulder, signed only*
- *Proposed (land ownership private or TBD, for long-term development)*

Secondary Walking Routes

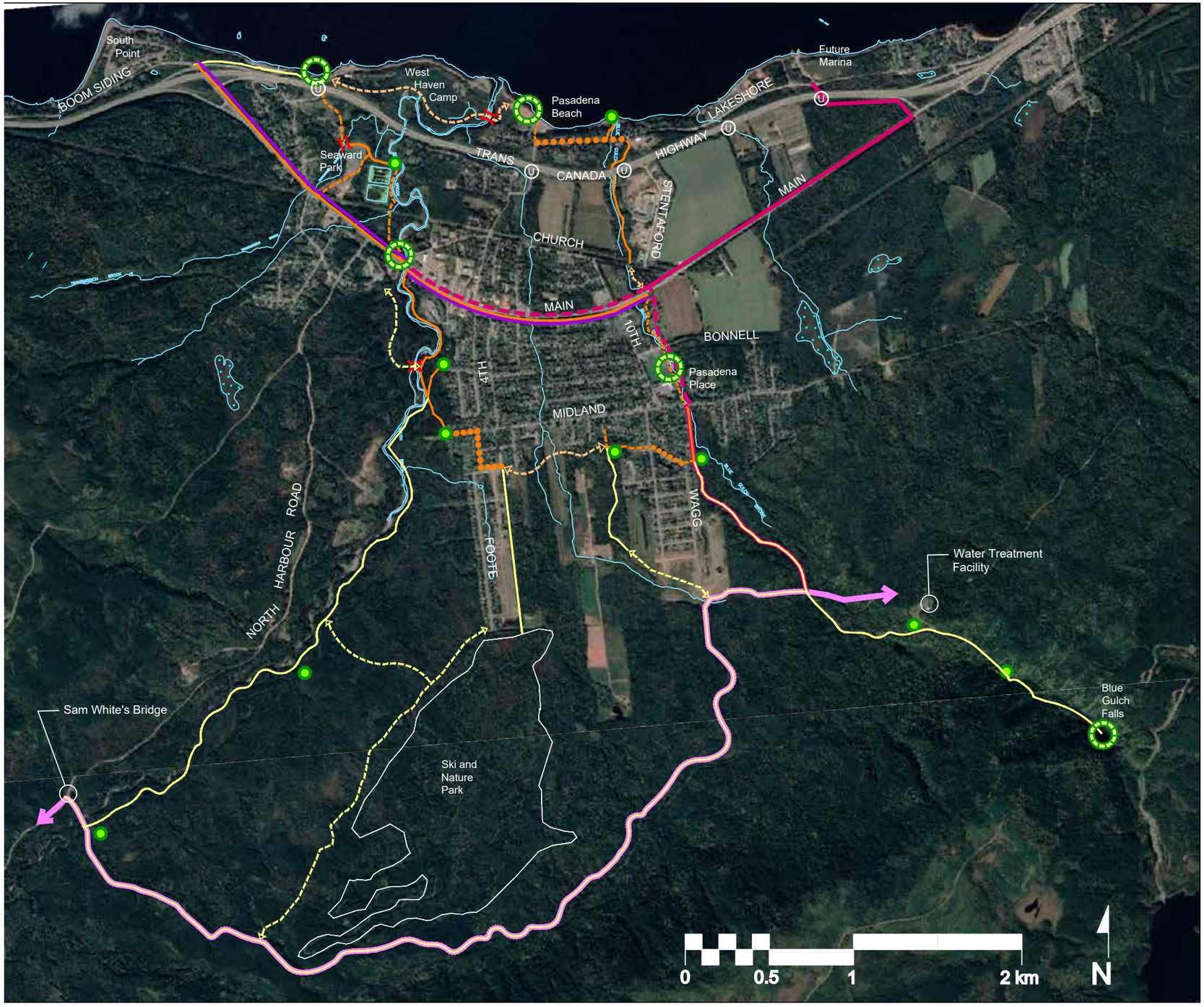
- *Existing*
- *Proposed (land ownership private or TBD, for long-term development)*

Supporting Developments

- *Proposed River Crossing (pedestrian)*
- *Open Space Development or Lookout Proposed*
- *Rest Stop*

Other

- *Proposed Dedicated Bike Path*
- *Existing Primary Multi-vehicle Route*
- *Proposed Primary Multi-vehicle Route*
- *Existing NLSF Groomed Trail*
- *Existing Pedestrian Underpass*

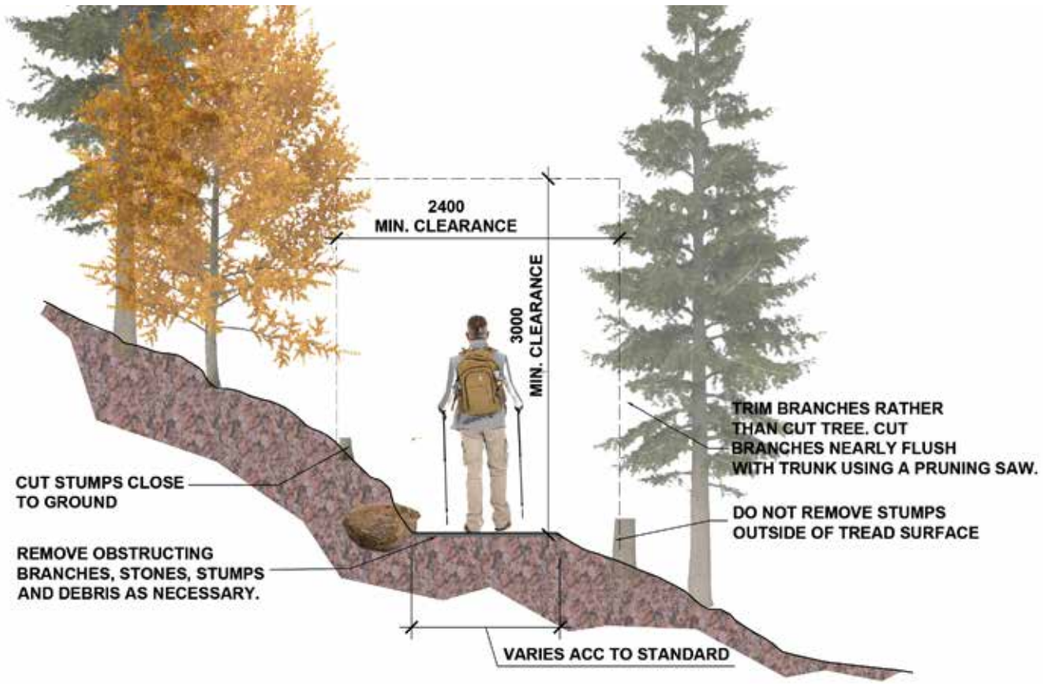


Walking Trails & Open Space Development Plan

The proposed walking trail system is shown on the adjacent plan. Largely, walkers and hikers are given their own trails separate from motorized use. We believe this is feasible given the relatively unrestricted access ATV's have to the road system, the powerline and other cattle trails. There are, in short, enough routes around Town to allow walkers their own dedicated trails without interfering with an ATV users' ability to get from place-to-place.

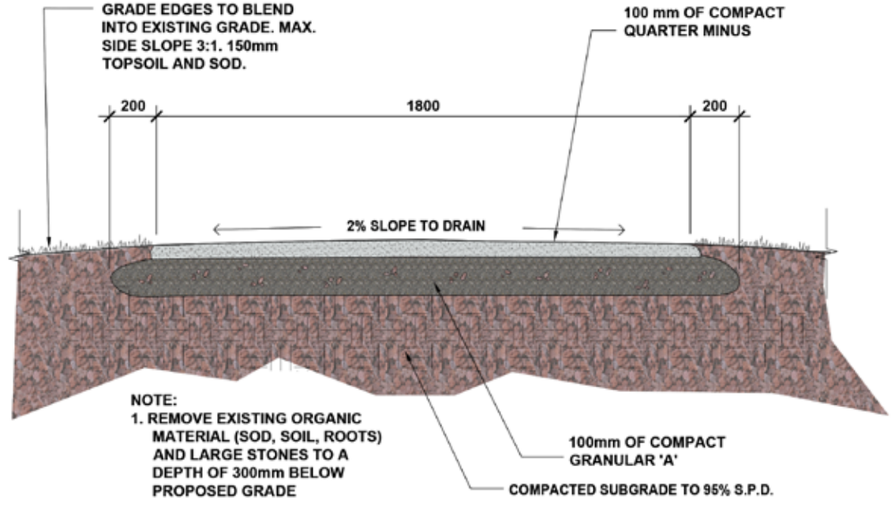
Overall the system proposed is designed to create a large, looped route that connects all the town's natural and cultural assets – from the Beachfront lands to the back-country, through the river valleys and urban service areas in the core. Larger open space developments are proposed where a natural viewpoint, gathering spot or service location offers itself, while spur routes provided along the way allow walkers to take smaller walking loops if they desire a shorter journey. Supported by rest and information stops, visitors and residents alike are invited to discover the town's considerable natural assets at their own pace. Primary routes are indicated for a 1.8 m wide, granular surfaced development standard and are anticipated to have heavier use. Secondary routes are anticipated to have lesser volumes of use and may be built to a standard closer to a hiking trail (approximately 1.5 m, with existing native material as surfacing). Sections for the primary and secondary use standards are shown on the next page.

It should be noted that certain portions of both primary and secondary routes will require purchase and/or agreement with landowners for development. Of particular importance in this category is the route indicated along the banks of South River as it runs through the West Haven United Church grounds, currently indicated with a notional line on the Walking Trails & Open Space Development Plan. In addition to being a scenic, unspoilt natural asset in and of itself, this leg of the route acts a critical connector from Pasadena Beach to Seaward Park, the beach at South Point, and the South River trail generally. While it is true that the Trailway also provides a theoretical east-west link between these areas, the gap in connection at the TCH and the lack of permission for development, previously discussed, renders that option untenable. A route roughly following the North side of the river, through or adjacent to West Haven, and crossing the river at a point to be determined remains the most feasible 'missing link' for this part of the system and needs further investigation. If land cannot be purchased outright then the town may consider a lease and maintenance agreement with the landowner for its use. A similarly important east-west link is shown between French Street playground to existing town-owned parkland to the East, just above Glendale Ave. Though privately-held at the current time, these lands will likely face residential development pressure in the future and the town should prioritize a pedestrian link, preferably along a linear park, when granting development permits for the area.



Trail Clearing Diagram

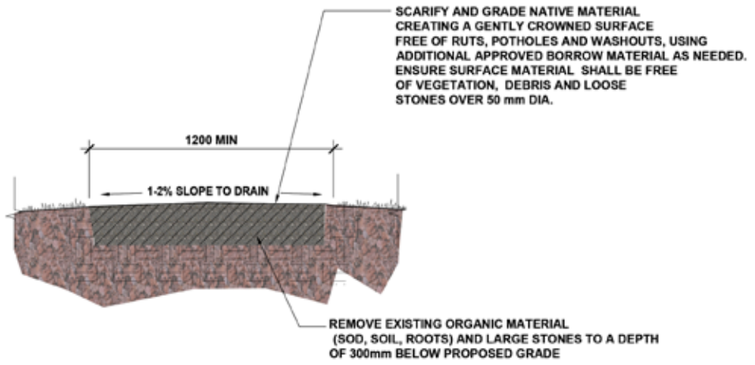
It should also be noted that there are two segments of the proposed trail system where walkers will have to share the route with motorized (ATV and snowmobile) users. The first is along a portion of the Groomed Snowmobile trail, between Sam White's Bridge and the Road to the Water Treatment Facility. We believe this route is wide enough (mostly over 4 meters, greater than 6 in some places) to accommodate walkers, ATV and snowmobile traffic. With spur links and adequate signage provided, it should be more than navigable for the more adventurous hikers who will likely be drawn to it. Due to private property constraints at Midland Road, a second portion of trail heading to Blue Gulch Falls will also have to be shared. As with the Groomed trail, though, this route is more than wide enough to accommodate different traffic flows, especially if supported with adequate signage. Beyond the intersection with the Groomed Trail it may be closed off to unrestricted ATV/Snowmobile traffic, leaving the road to the Falls open only to hikers and approved maintenance vehicles that need to access the Water Treatment Facility.



Trail Section 1.8 m

Highlights

- ***KEY NEW MULTIVEHICLE LINKS PROPOSED ARE UP BLUE GULCH BETWEEN MIDLAND AND MAIN, AND ALONG MAIN.***
- ***A PRIMARY LOOP TO A DEVELOPED GRANULAR STANDARD IS PROPOSED FOR WALKERS, A SECONDARY ONE WITH CLEARING ONLY FOR HIKERS.***
- ***CERTAIN SEGMENTS OF TRAIL WILL HAVE TO BE SHARED WITH MOTORIZED VEHICLES AT A WIDER GRANULAR STANDARD.***
- ***COMPLETING A LARGER TOWN-WIDE PRIMARY LOOP WILL REQUIRE FURTHER PURCHASE OF LAND OR USE AGREEMENTS AT KEY POINTS, PARTICULARLY WEST HAVEN UNITED CHURCH.***



Trail Section 1.2 m

Signage Plan

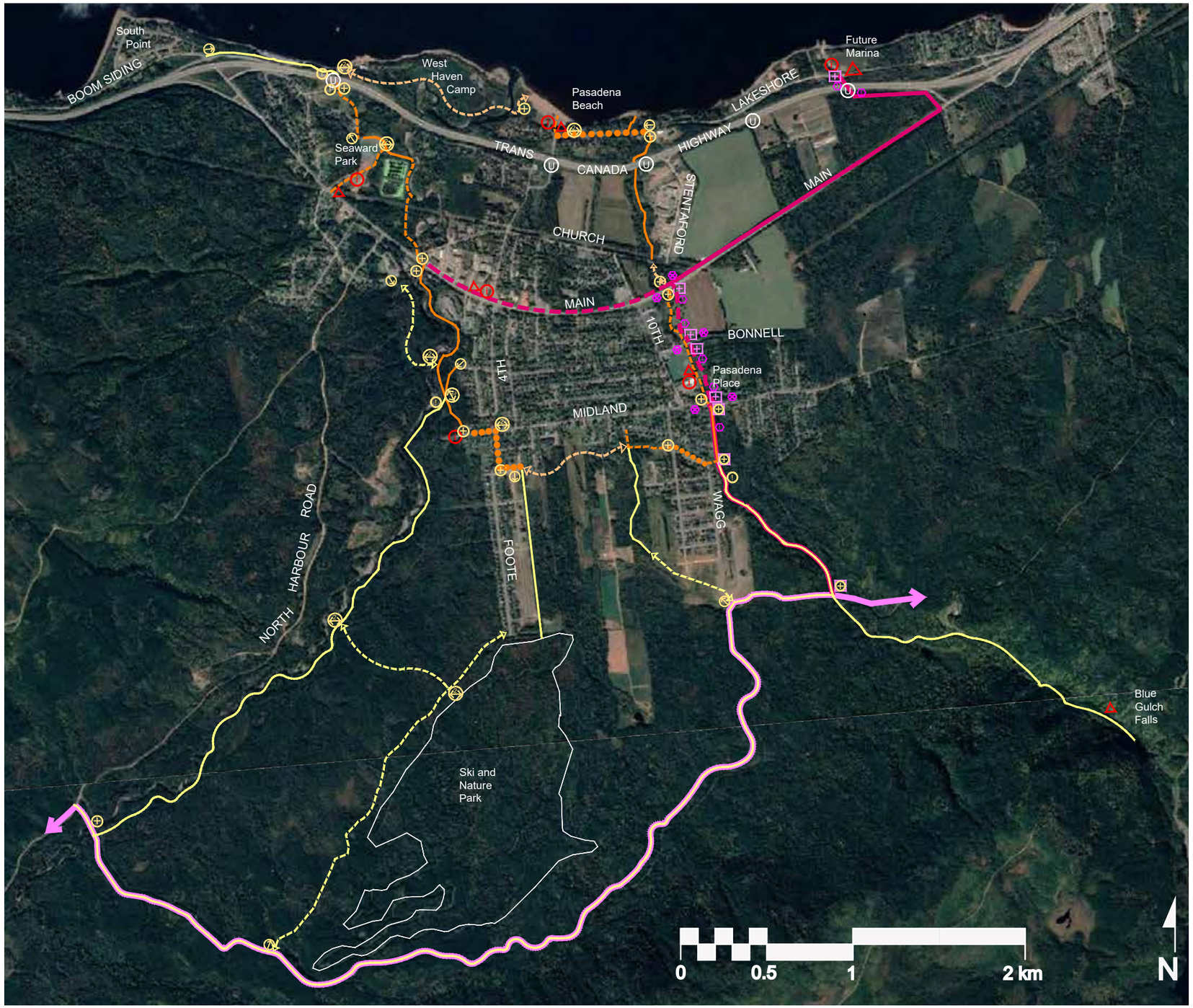
LEGEND

Signage

- *On-site Promotional Sign*
- *Information Sign w/Map*
- *Trailhead Sign, Walking*
- *Directional Sign (1 direction)*
- *Directional Sign (2 directions)*
- *Warning sign (Walkers)*
- *Trailhead sign, Rec Vehicles*
- *Crossing ahead sign (for Rec Vehicles)*
- *Crossing ahead sign (for other traffic)*
- *Shared Use Trail Sign*

Walking and Vehicle Routes

- *Existing Primary Walking Route*
- *Proposed Primary Walking Route*
- Proposed Primary Walking Route along *sidewalk or Road shoulder, signed only*
- *Proposed Primary Walking Route (long-term development)*
- *Existing Secondary Walking Route*
- *Proposed Secondary Walking Route (long-term development)*
- *Existing Primary Multi-vehicle Route*
- *Proposed Primary Multi-vehicle Route*
- *Existing NLSF Groomed Trail*



Signage Family

The sign types shown below are proposed at the locations indicated on signage plan. Information, trailhead, directional, and shared use types guide users along the trails and let them know what to expect in terms of destinations, amenities and trail surfacing. Major public destinations such as Pasadena Beach and Pasadena Place are identified with on-site promotion signs. Since many of these will feature public parking that out-of-town visitors are likely to use, Information signs are also included at these destinations. Information signs include a map of the entire trail network and other amenities in the town. A number of safety signs are also shown which will be critical along shared routes and at intersections with streets.

ON-SITE PROMOTIONAL GATEWAY ***INFORMATION*** ***TRAILHEAD:*** *Walking* ***TRAILHEAD:*** *Rec. Vehicle*

Main St.
3 km
Pasadena Beach
1.5 km
CAUTION!
Crossing Ahead
CAUTION!
Crossing Ahead
Share the Trail
ATTENTION!
ATVs and Skidoos
STOP
ATTENTION!
Difficult Terrain Hikers Only
DIRECTIONAL
CROSSING AHEAD: Rec. Vehicle
CROSSING AHEAD: Other Traffic
SHARED USE: Trailhead
ATVS + SKIDOOS: Trailhead
HIKERS ONLY: Trailhead

Highway Welcome Sign

The dynamic town welcome sign concept builds upon the logo's strong forms. The scale must be appropriate for roadside viewing, and with replace the existing wood and stone signs. The approximate size will be 3.6 m x 2.4 m, to fit within the highway corridor sign regulation for the Province of Newfoundland and Labrador.

The main body of the sign will be constructed with painted aluminum panels with a steel frame structure on a concrete base. The logo and lettering will be a raised three dimensional translucent material. Plexi-glass, or similar, inserts will give the upper green mountain outline the appearance of floating. At night the plexi-glass insert, lettering and logo will glow green, and will be powered by solar panels, in keeping with the "blazing trails" theme, by using energy efficient technology. The planting surrounding the signs will be chosen to help propagate the bee population.

OPEN SPACE DEVELOPMENT

PASADENA

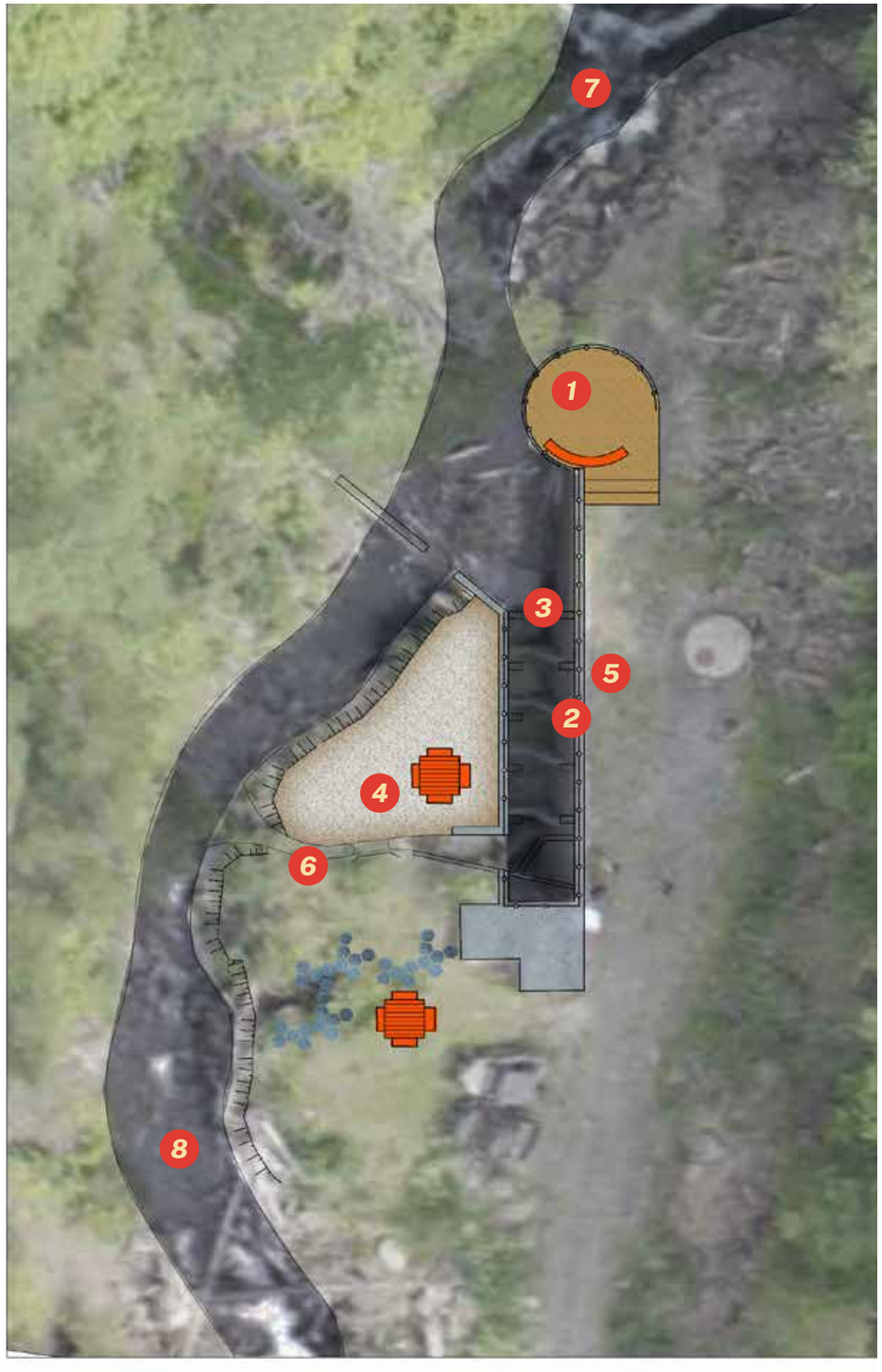
Blue Gulch Falls

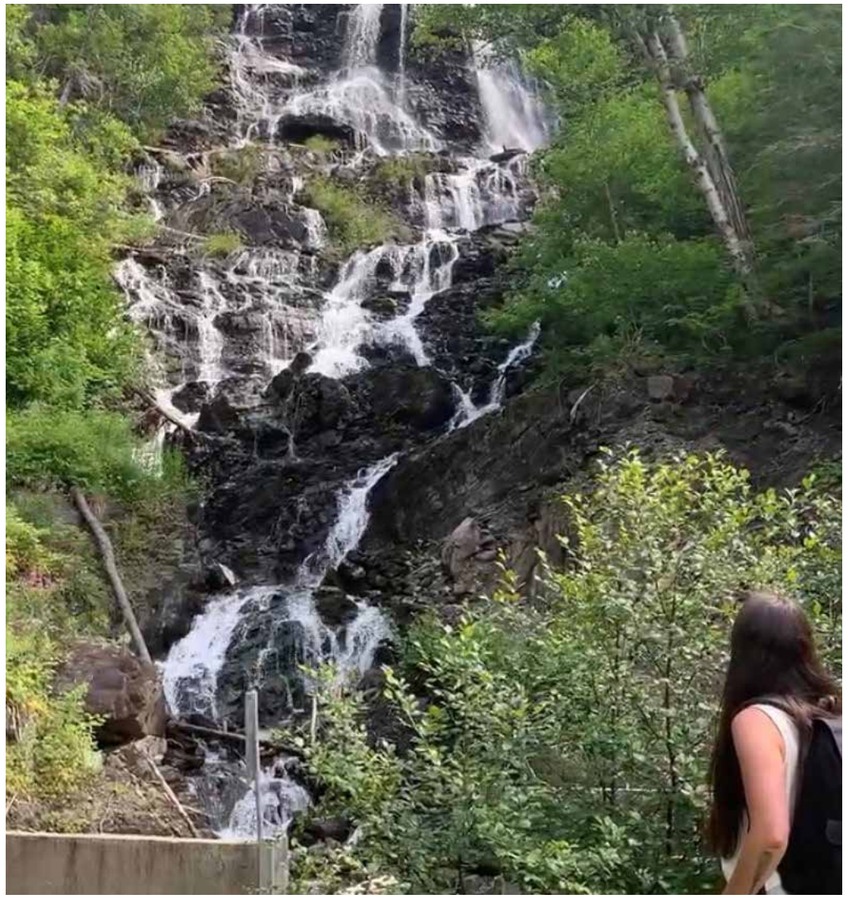
LEGEND

1. *Timber observation deck*
2. *A-frame railing*
3. *Existing fish ladder*
4. *Picnic table*
5. *Existing vegetation selectively removed*
6. *Culvert as needed*
7. *Blue Gulch Falls*
8. *Blue Gulch Brook*

Concept Design

This is a significant destination that is known primarily through word-of-mouth. It is recommended that a viewing platform at the base of the falls would allow a unique way for visitors to engage with the scenery. Pending assessment, such a platform could be built off the fish ladder structure to cantilever slightly over the water. The open spaces further back from the water can be enhanced by picnic furniture. Signage to this site will be critical.

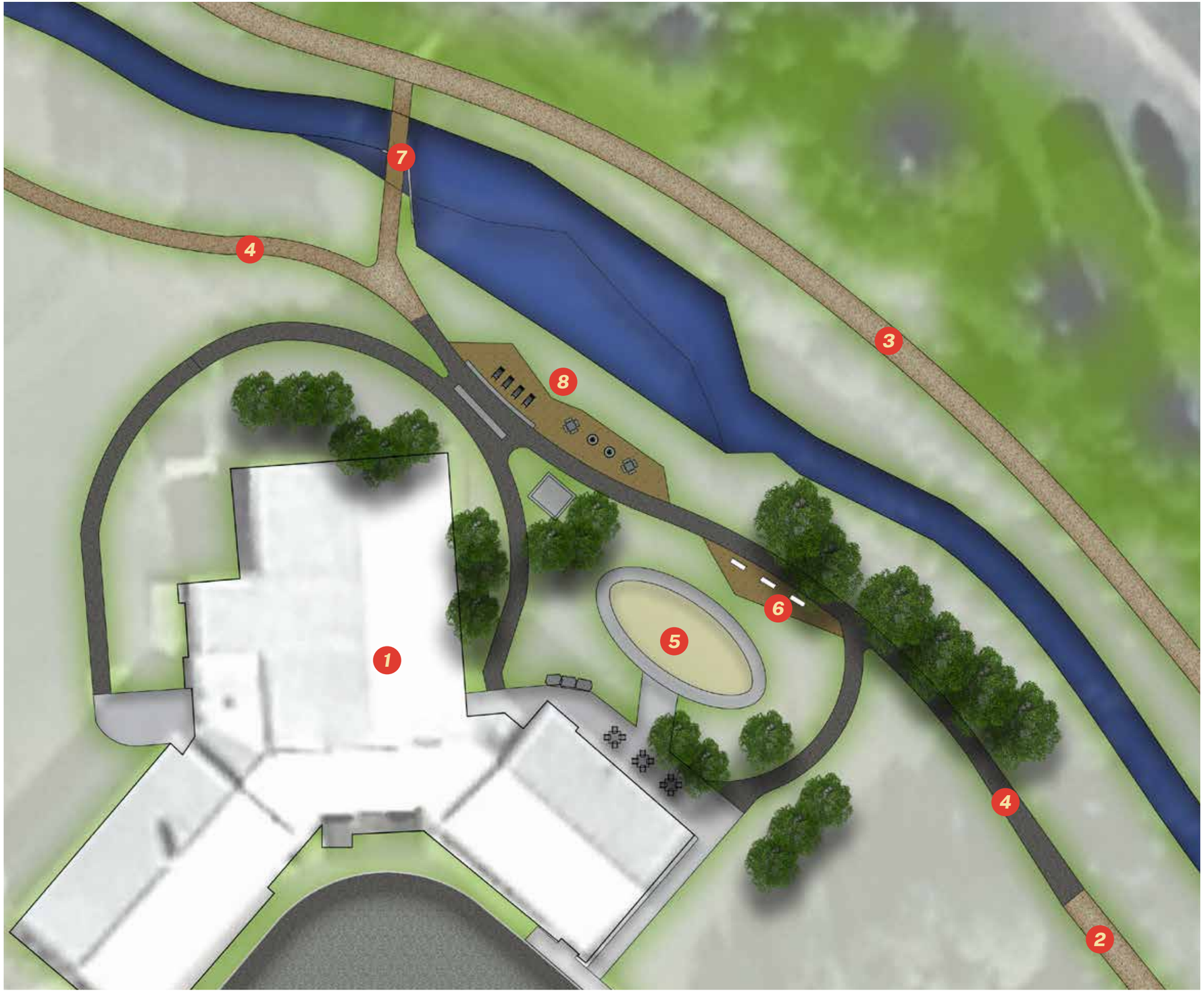




Pasadena Place Water Park

LEGEND

1. *Pasadena Place*
2. *Existing trail*
3. *Proposed trail - multi-vehicle*
4. *Proposed trail - walking*
5. *Splash pad*
6. *Seating area*
7. *New bridge*
8. *Pool area with lounge seating, wood decking and barbecue pits*



Pasadena Place Water Park

Concept Design

Pasadena Place is the communities' recreation building. The new park space between the building and the creek has been designed to focus on water play and swimming. There are existing concrete walls and damming infrastructure that have been used in the past to support the creation of a natural swimming hole in the summer. The bridge, which was removed, connects the trail to the park. In the design the bridge will be replaced with an A-frame bridge structure, inspired be the Towns new branding (see image below). The concrete walls and damming infrastructure will by repaired as necessary to re-create the swimming hole in summer, with decks, lounge seating, and barbecue fire pits. The new splash pad will be nature themed and will include a large, fun and dramatic water bucket play event.

The two images on the far right show the proposed concept design for the nature themed splash pad. The image directly adjacent shows a steel A-frame bridge concept.

Trestle Bridge Park

LEGEND

1. *Trestle bridge lighting*
2. *Interpretive panels*
3. *Traffic control gate*
4. *Pavers*
5. *Public art*
6. *Picnic tables*
7. *Benches*
8. *Gravel path*
9. *Asphalt path*
10. *Existing buildings/ pump house*

Trestle Bridge Park

Concept Design

This area is already at the confluence of a number of pedestrian routes: Church Street, Main Street and, once developed as per the plan, the South River trail. The trestle bridge adds a feature of significant visual and interpretive interest and adds to the case for expanding this area as a park. The key deficiency to be corrected, as shown in the plan, is a lack of seating. Picnic tables, lighting and further interpretive elements are also suggested, such as interpretive public art relating to bees. Images are examples of Public Art.

High Trestle Trail Bridge

The bridge includes six overlooks with interpretive panels to highlight the area's cultural and natural history. The 41 steel "frames" over the bridge represent support cribs within a historic coal mine.

After dark, the bridge comes alive as blue lights illuminate a section of the steel cribbings, which mark the location of the main river channel below. From April through October, the bridge is lit from sunset until midnight. From November through March, the lights turn off at 9 p.m.

Pasadena Beach

LEGEND

1. *Amphitheater-style rock seating*
2. *Existing boulders rearranged*
3. *Benches*
4. *Trellis*
5. *Woods deck*
6. *Existing wood deck*
7. *Existing beach parking*
8. *Asphalt path*

Concept Design

As with the Trestle Bridge park, the lack of places to sit in this important destination space is a drawback. New seating spaces and a pathway located in a relatively narrow zone between the parking lot and beach would complement the existing beach whilst not being obtrusive. Vegetative screening and planting beds will provide a sense of enclosure and separation from the Parking lot. Should a trail link through the West Haven lands be developed in future, this park would be a natural endpoint.

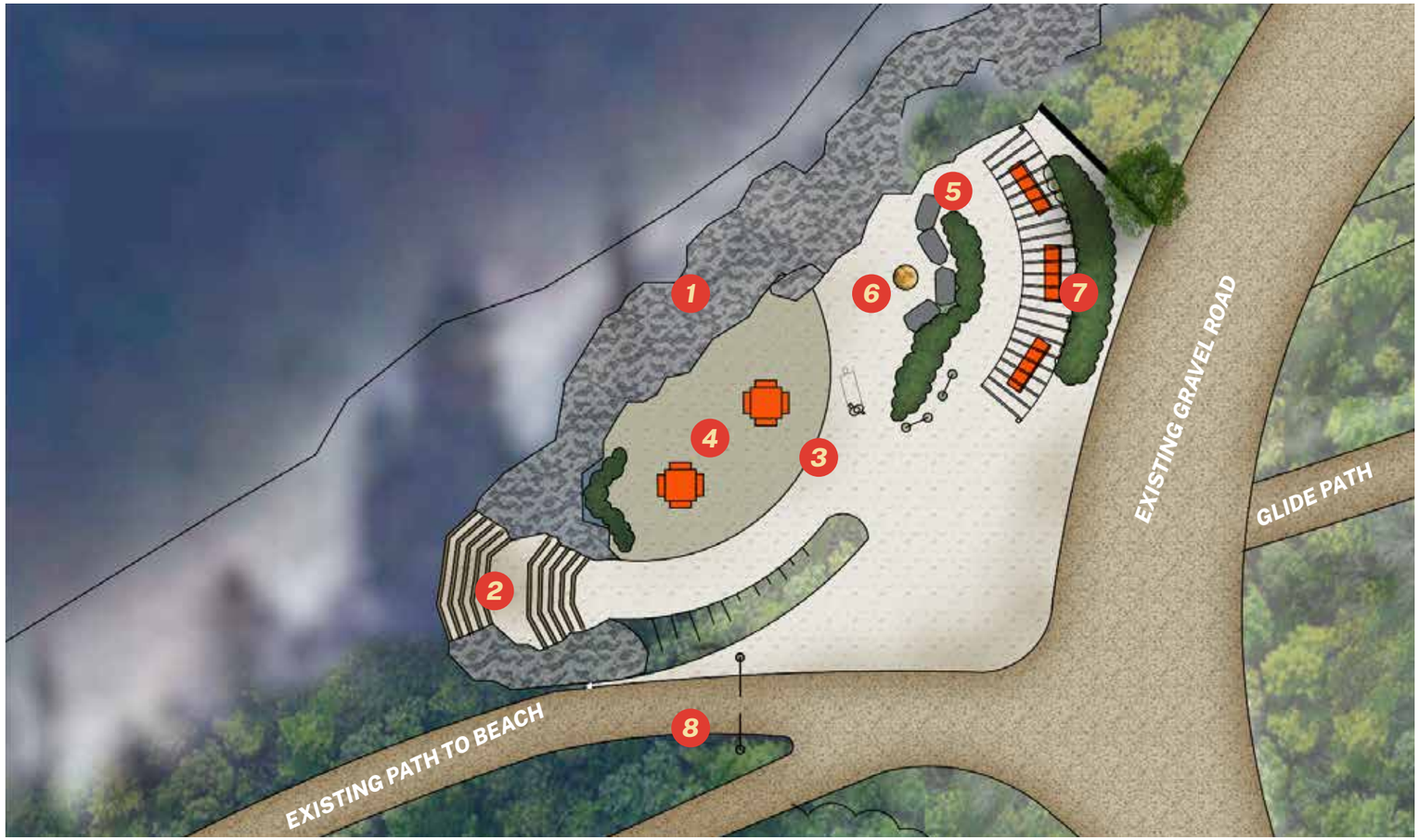
Glide Path Park

LEGEND

1. *Existing armour stone*
2. *Timber steps w/ granular*
3. *Granular surface*
4. *Picnic tables*
5. *Seating boulders*
6. *Fire pit*
7. *Trellis w/ benches*
8. *Traffic control gate*

Concept Design

Walkers evidently take the Lakeshore Drive underpass to get to this area, which has an attractive view of the lake. It makes sense to upgrade it from the minimal furnishings it currently has (one bench, a garbage can) into a more developed destination with a fire pit, seating, walkways. Terracing the space to work with the grades will increase visual interest and allow it to blend into the beach smoothly. Should the link through West Haven campground be developed, its function as a meeting place and rest stop will become even more apparent.



DOWNTOWN DEVELOPMENT

PASADENA

Existing Site

Pasadena's downtown area is along Main Street, with its' boundaries defined by Church Street and 9/10th Avenue intersections. This road has a wide right of way of 60 m, and the area is comprised of small businesses, open space, forest, residential, and trail with amenities.

On the south side of the road is a curb, grass area, followed by a continuous 1.2-1.5 meter asphalt trail, referred to as the Millennium Trail. Along this trail are Confederation kiosks, benches, garbage cans and pedestrian lighting. The majority of roadway lights are located on the south side of the road, with some located on the north at intersections. The road and lanes are much wider than regulations dictate, and they vary between one and two lanes for left-hand land turning. The north side of the road has a gravel shoulder and is currently where the majority of the amenities of downtown are located.

As part of this project Tract conducted a trail, building and site assessment within the downtown area. The detailed assessment can be found in the Appendix Document. On January 27-28, 2021, the existing trail conditions for the main street were assessed. This assessment considered a range of criteria, including condition of the grass adjacent to the trail; number of entry points and whether or not they were visible, appealing, well positioned, and well maintained; number of signs and if they were visible, appealing, consistent, well positioned, well maintained, and informative; number of lights and if they were visible, bright enough, well positioned, appealing, well maintained; number of benches, their colour, style, quantity, condition, and location; garbage cans and the quantity, colour, type, and condition.

The trail was generally well maintained and was a popular walking trail even during the winter. Some of the areas of improvement discovered during the assessment included not enough entry points for visitors to access and exit the trail, the treeline was too close to a couple of the kiosks making it difficult to view each side, out of date information on the kiosk, previous wasp nests locations were found under the roof of a couple of the kiosks, signs fo rusting ans erosion at light bases, not enough lights to fully light up the trail with a couple not working at time of assessment, some asphalt cracking along portions of trail, no signs indicating entry points, length, etc., one bench missing back plank and not enough benches for length of the trail, and not enough garbage cans during the time of assessment.

During the assessment, the buildings and sites along Main Street were also assessed. In general, areas of improvement that were observed included lack of signage visibility for a majority of businesses, access points for some buildings were inconsistent and difficult to traverse, which could lead to inefficient parking and unsafe walking conditions, greenspaces lacked consistent planting, greenery, benching, etc., several vacant buildings and parcels land, not enough and inconsistent lighting, and inconsistent building setback.

The current downtown has a lot of potential to add function and beauty within its large R.O.W. space. The schematic design is the introduction to the downtown development plan, on the following pages is a map indicating the proposed Three Big Moves; Pioneer Village, The Path of the Bee, and Strawberry Plaza.

The three projects proposed in the downtown development plan are zoned as Downtown Commercial, See the Appendix Document for further analysis, and will follow the principles defined in the ***Town of Pasadena Development Regulations 2019-2029.***

"Future development in the Main Street area is intended to create a more street front-oriented downtown commercial core. To create this downtown atmosphere with a friendlier shopping experience, customer parking should be placed at the rear of the buildings and commercial buildings should be placed closer to the street. As well, allowing greater building coverage on the lot allows for a business to be located in closer proximity, again fostering walkability and enhancing a downtown streetscape."

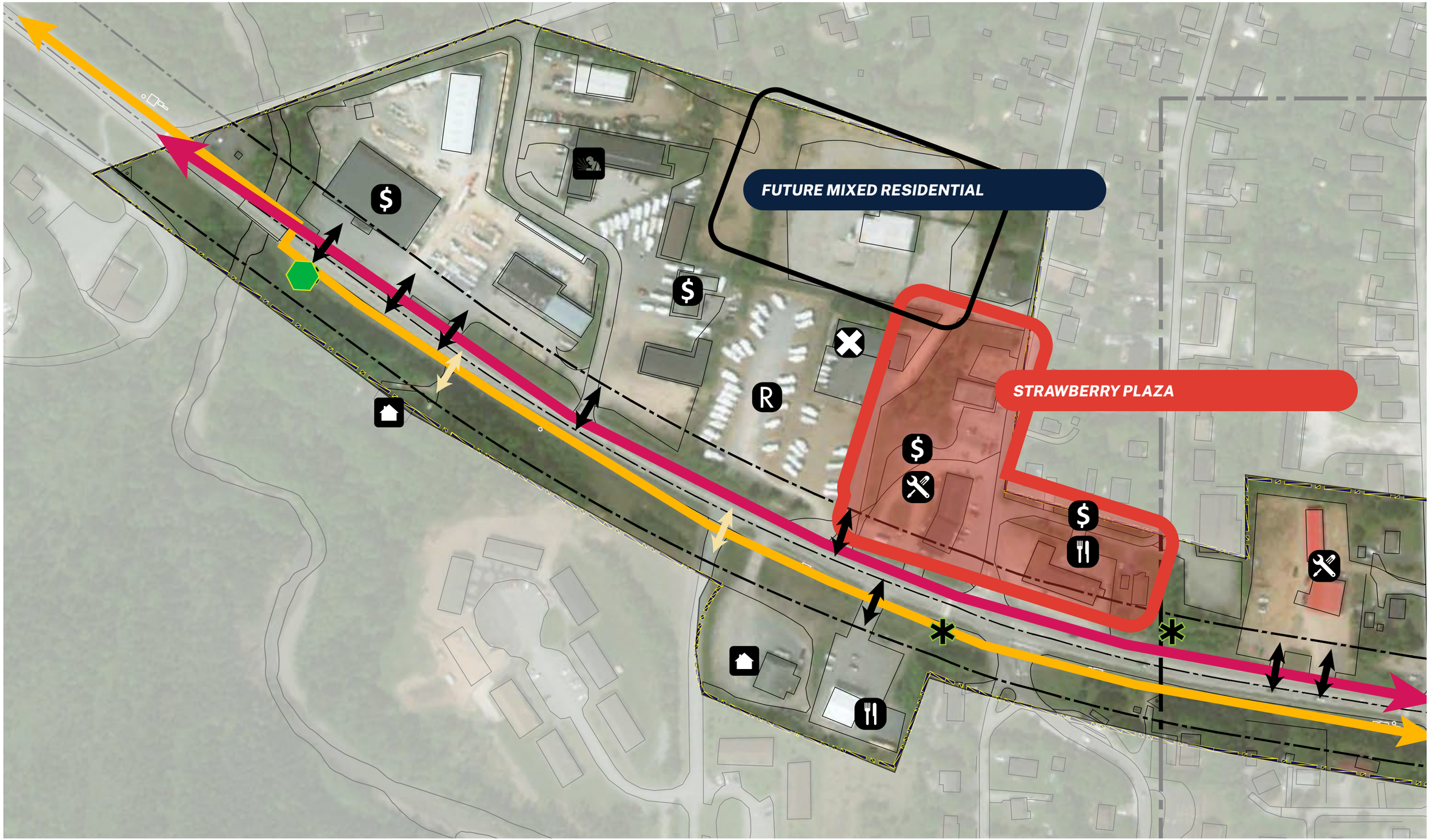
The Three Big Moves

PIONEER VILLAGE

THE PATH OF THE BEE

STRAWBERRY PLAZA

Overall Schematic Plan



The Three Big Moves

PIONEER VILLAGE

THE PATH OF THE BEE

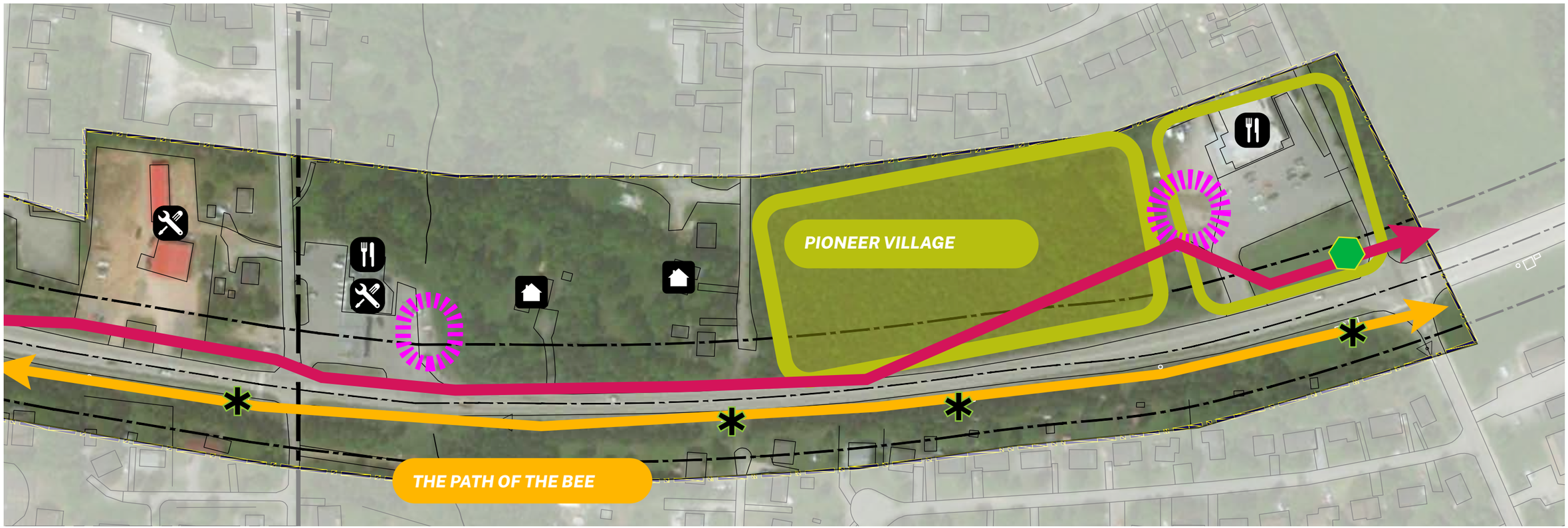
STRAWBERRY PLAZA

Existing Buildings/Services

- *Residential*
- *Restaurant / food*
- *Service*
- *Industrial*
- *RV sales*
- *Grocery*
- *Abandoned*
- *Sales*

Proposed

- *60 m Right of Way (R.O.W)*
- *Commercial entrance*
- *Residential entrance*
- *ATV/ Snowmobile route*
- *Multi-use trail (non-motorized)*
- *Staging area/ATV/Snowmobile marking*
- *Public art/ Interpretation opportunity*
- *Downtown welcoming gateway*



PIONEER VILLAGE

PASADENA

Interpretive Theme

Stemming from the new theme of "Blazing Trails", Pioneer Village is the first site and gateway to downtown Pasadena. Your adventure awaits!

This area is focused on a back country adventure and would be unique to North America, as it would be the first resort type of development that focuses specifically on back country ATV's and snowmobiles users and their desired amenities, while still appealing to other visitor and community user groups. This is one of two (2) proposed primary staging areas in Pasadena's extensive trail system masterplan. The design is inspired by other pioneering mountain resort style communities such as Banff, AB, and Jackson Hole, USA. The proposed Architecture is reflective of back country A-frame cabins with the use of modern and sustainable building material, which also integrate green building practices, such as solar panels and passive building design.

Your adventure awaits!

Existing Site

The adjacent image is a bird's eye view of the site. The existing site is currently comprised of two areas: a developed area and an undeveloped naturalized forest. The existing land use for the site is zoned downtown commercial for both areas. The images on the adjacent page show additional views of the existing site conditions.

Concept Design

The Pioneer Plaza is a conceptual idea that would require partnerships between existing businesses, Town of Pasadena, and developer/s. This is just one potential use for the zoned Commercial Development, but there are several alternative options for development, such as mixed-use residential that could be explored. The Pioneer Plaza project will be divided into three phases. The first phase would be an undertaking of the Town, while phases two and three will be developed in partnership with a developer or secondary party.

Three phases of development are proposed at this location. Each phase includes the following:

Phase 1

- *Reorganize the parking lot for more efficient parking.*
- *Bio-swale and parking lot beautification.*
- *One of two (2) proposed primary staging areas for Pasadena's extensive trail system.*
- *Downtown Gateway Entry Feature*

Phase 2

- *Beginnings of the adventure resort with easy access to food, fuel and supplies*
- *First ever resort area designed specifically for ATV/Ski-doo users*
- *Off-the-grid solar powered A-frame rentals*
- *Feature hot-tub and outdoor BBQ*
- *Maintain the forest feel*

Phase 3

- *Further development of the adventure resort*
- *Luxury private and multi-unit rentals*
- *New commercial building to accommodate additional users of the space ex. Restaurant, ATV/Snowmobile parts shop*

Pioneer Village Phasing

Legend

- 1 *Phase 1*
- A *Existing building exterior upgrades*
- B *Parking lot beautification*
- C *Downtown gateway art*
- D *Staging area*
- E *ATV/Snowmobile route*
- 2 *Phase 2*
- F *Adventure a-frames pods*
- G *Outdoor barbecues and hot tubs*
- 3 *Phase 3*
- H *New commercial building*
- I *Resort multi-unit rentals*
- J *Luxury private rentals*
- *Existing trees to remain*

Phase 1

1 *Phase 1*

A *Existing building exterior upgrades*

B *Parking lot beautification*

C *Downtown gateway art*

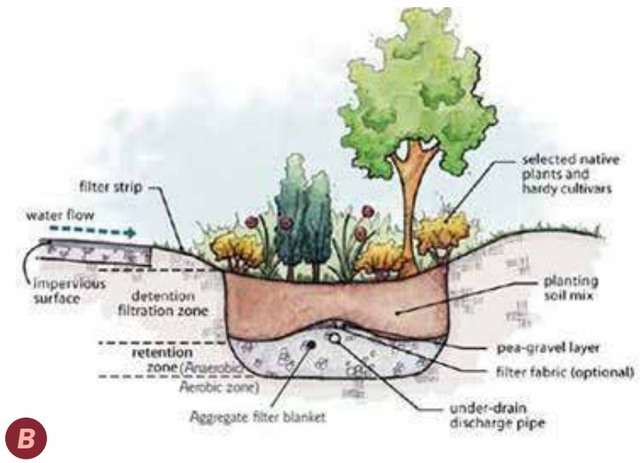
D *Staging area*

E *ATV/Snowmobile route*

Existing trees to remain

The adjacent images show examples of bioswale and parking lot beautification. The sketch illustrates how a bioswale collects parking lot water run-off, an example of "blazing trails" design.

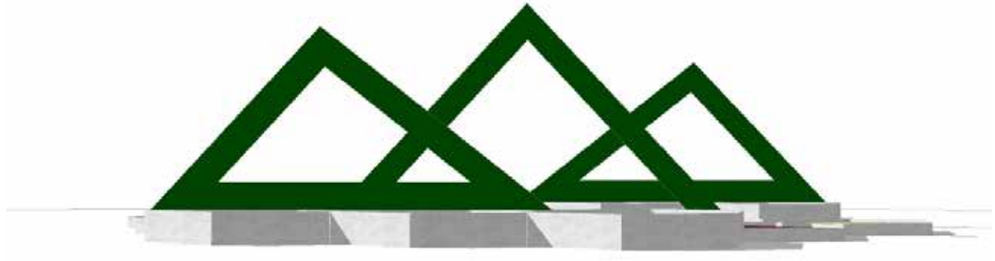
B



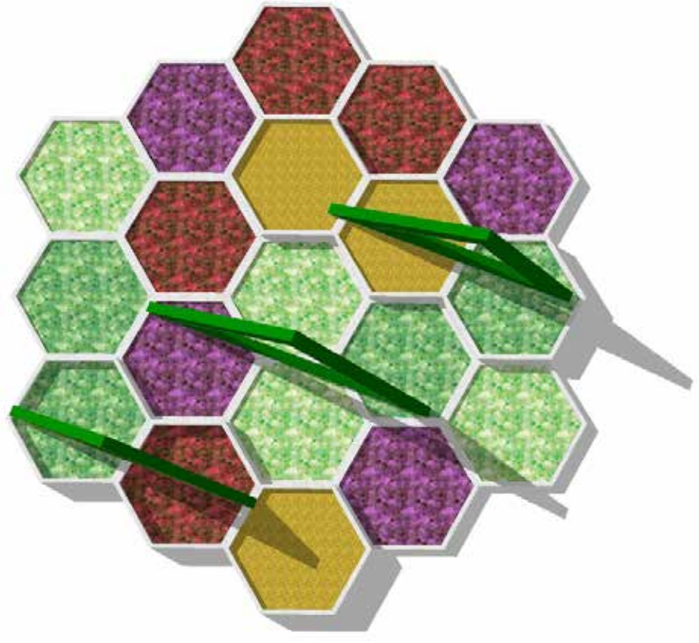
Downtown Gateway Sign

Dynamic and interactive artistic representation of the Town of Pasadena logo.

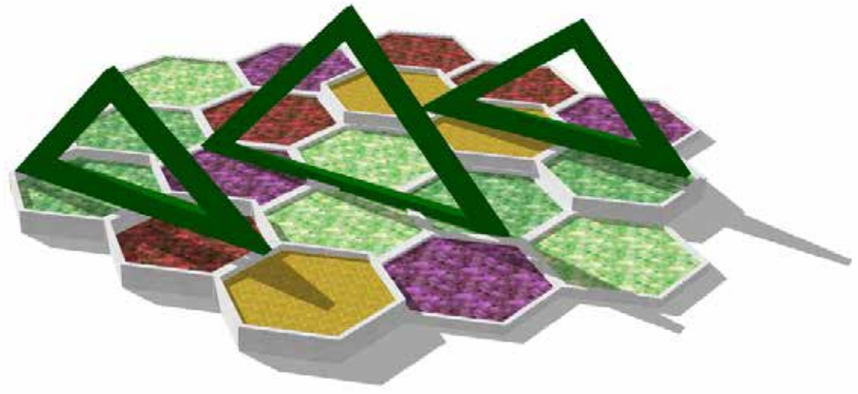
East Entrance to Downtown
Strategically placed and angled perfectly so that drivers passing by will see the logo as they approach the intersection of Main Street and 10th Avenue. The triangle pieces will glow green at night, and will be powered by solar panels. The planting surrounding the signs will be chosen to help propagate the bee population, and will be grown is honeycomb concrete planters.



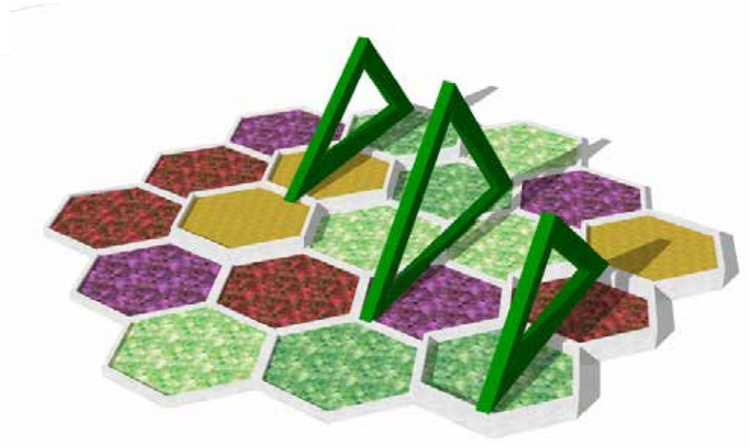
Sign Evelvation



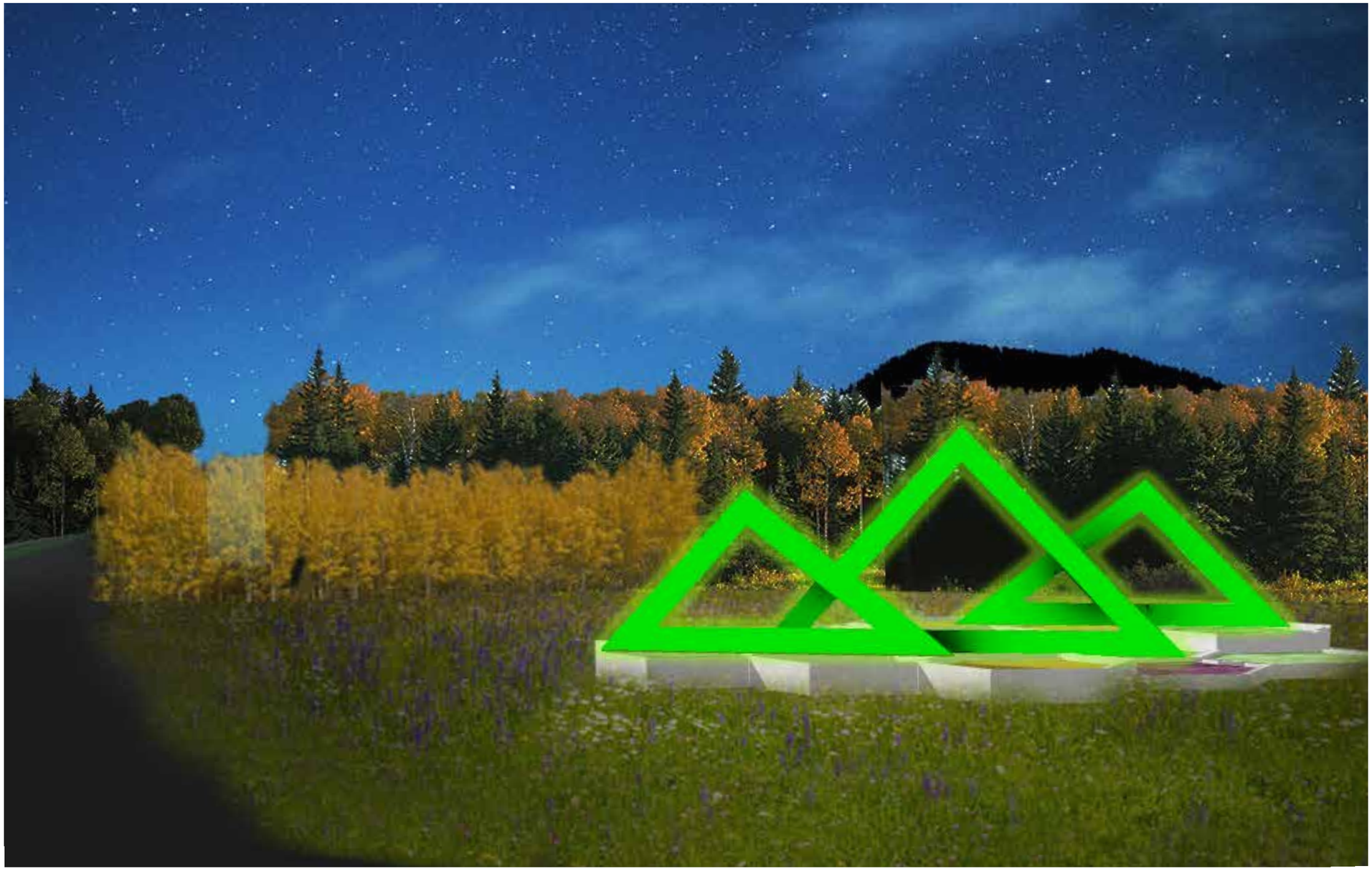
Sign Plan



Sign Perpective

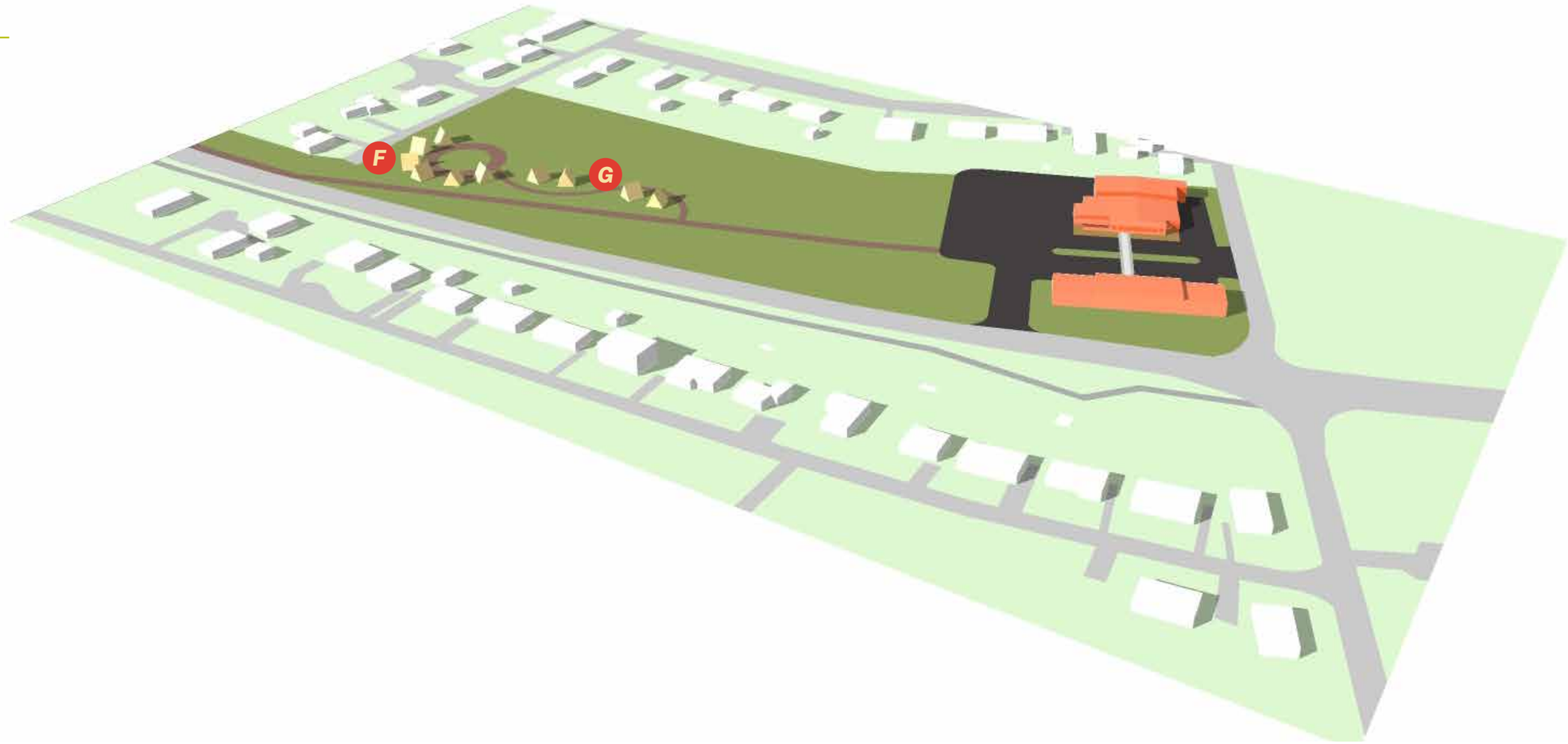


Sign Perpective



The adjacent is a night time view of the gateway and is from the perspective of a vehicle driving on Main Street heading westbound at the exact moment when the sign triangles aligns to reveal the Town of Pasadena logo.

Phase 2



2 *Phase 2*

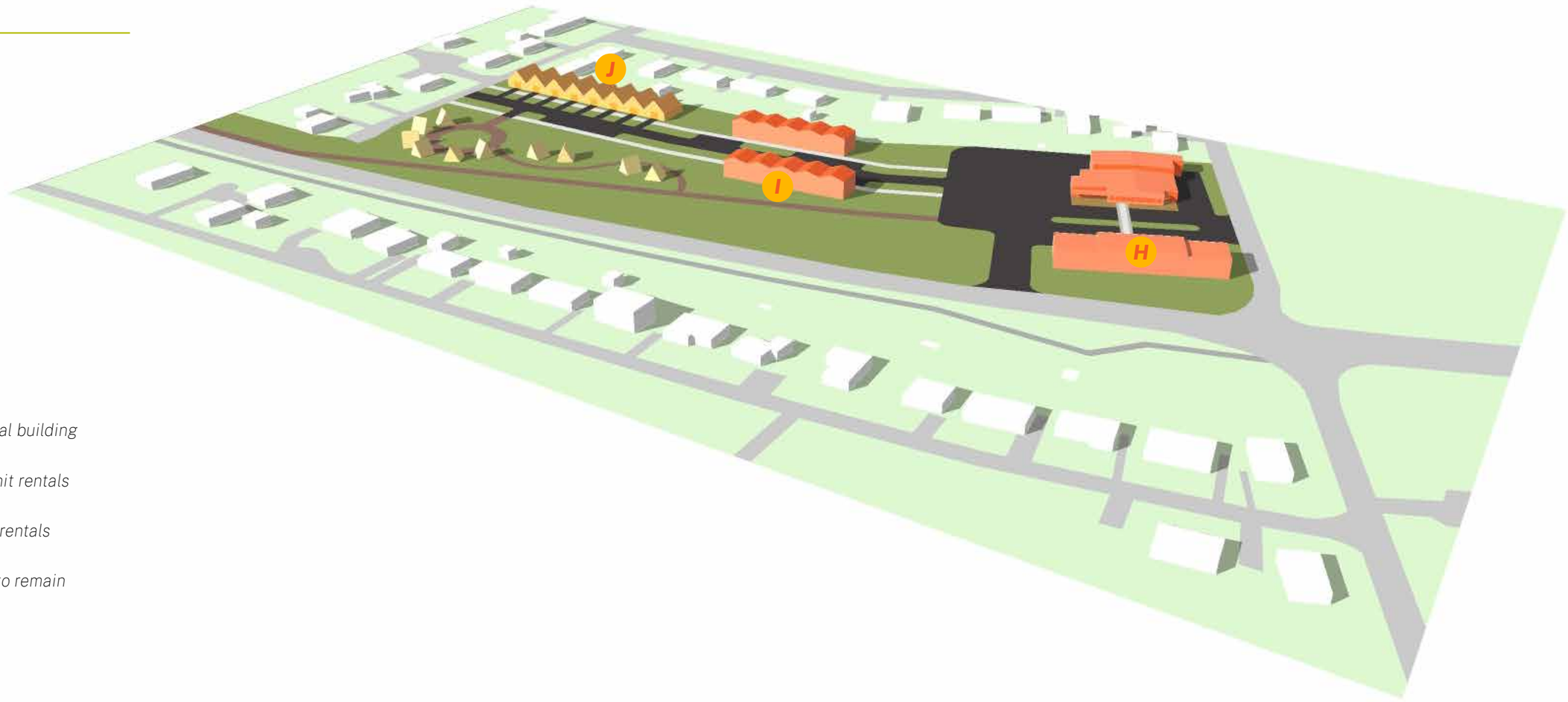
F *Adventure A-frames pods*

G *Outdoor barbecue and hot tubs*

Existing trees to remain

The adjacent images are examples of off-the-grid, back country adventure pods. They range from one to two bedroom units with extra amenities such as hot tub and fire pits.

Phase 3



3 *Phase 3*

H *New commercial building*

I *Resort multi-unit rentals*

J *Luxury private rentals*

Existing trees to remain

The adjacent images are examples of Luxury A-frame cabins and could accommodate up to six people if desired. The image on the far right is an example from Banff, AB of a modern, yet rustic multi-unit rental, perfect for large group travel to the back country.

THE PATH OF THE BEE

PASADENA

Interpretive Theme

Stemming from the secondary theme for the Town of Pasadena, ***The land of strawberries and honey "The grass is really greener here"****, the path of the bee is a concept design for upgrades to the existing Millennium Trail.*

Why Urban Beehives?

Engagement and Wellness

Increase satisfaction and engagement by promoting human health and wellness, and by engaging with people through a unique experience with nature.

Sustainability

Become ***TRAIL BLAZERS*** *by raising awareness about environmental issues with a bee project that can also help score points for certain sustainability certifications.*

Marketing and Visibility

Leverage a custom harvest to spread a bit of positivity amongst your network and community, while enhancing the visibility of your innovative initiative.

Precedent Project

The Urban Beehive Project - Charlottetown PEI

Designed by Nine Yard Architecture. The Urban Beehive Project was created with a vision to establish a community project that highlights the importance of pollinators and their role in a sustainable environment. We knew that this story could be told in a very impactful way through architecture and design.

The project features demonstration bee hives that encourage a hands-on-approach to bee education, allowing the public to see how honey is being produced and to learn about pollination and the industry of beekeeping. The hives are housed in Charlottetown's largest Urban Garden – the PEI Farm Centre – which hosts a range of agriculture and community related activities. This is an ideal setting for a landscape that offers plenty of bee friendly pasture as well as beautiful vistas for visitors who are passing by on the adjacent trail.

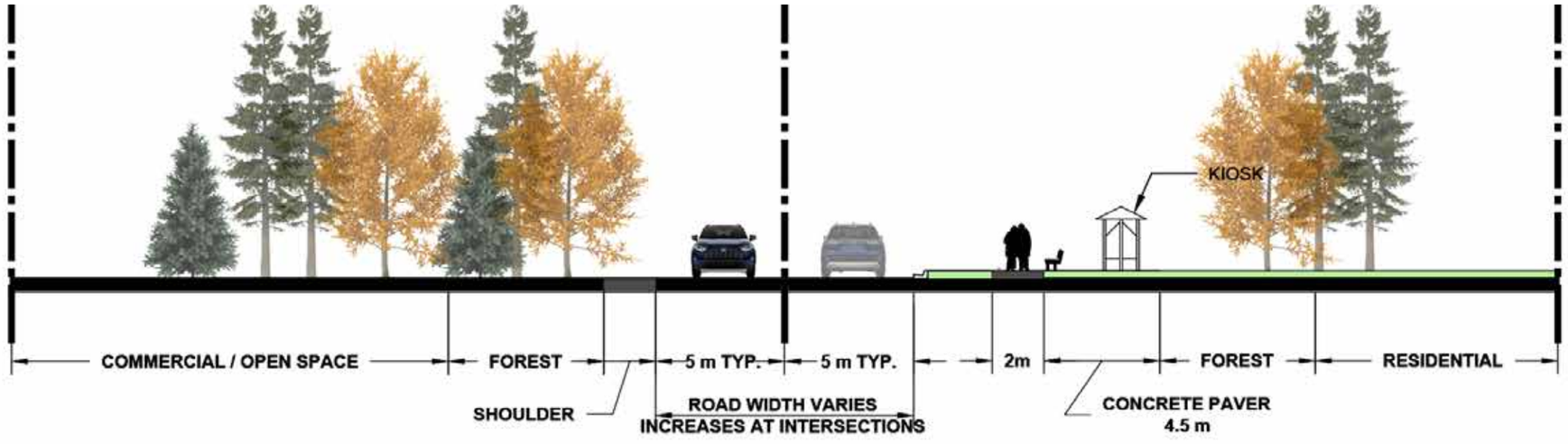
The hives are placed in individual sculptural structures which act both functionally – to provide a learning platform for the public – and aesthetically – to act as engaging public art that draws people to the site and creates a destination for bee education. The public can look inside the two windows (one child height and one adult size window) to see the bees working inside the plexi-glass hive. They can also watch the bees exit and enter the hive at the bee landing pad as they bring the pollen into the working hive. The hives are constructed with wood, a locally available, sustainable material and are secured in place by helical anchors that make minimal impact on the land.

Plan Bee – Phase II of the project, features a three tiered 30' x 15' amphitheater made up of 3' hexagon blocks. The playful shape of the hexagon allows for a variegated edge on the amphitheater that integrates into the landscape and permits bee friendly flowers to weave into the structure. On the upper levels this saw-tooth effect provides terraces for the seating of small groups on all sides of the hex. Attached to the back of the amphitheater is a series of vertical hexagons that rise up 9' above the platform. The vertical pieces were designed to act as human-size hexagonal combs allowing children to burrow inside a hex shaped cell – just like a bee. The large combs also act as a framework for graphic interpretation signage that educates the public on the many complexities of pollinators when the beekeeper is not present on site. The structure is surrounded by playful grass berms so children can climb up into the combs at different levels.

The completion of Phase II has created a dynamic and multi-functional apiary destination in Charlottetown. The project has become a play structure, a sculpture, a garden as well as a tool for hands on learning. It has become an example of how design can play an important role in a community, our development and our environment.

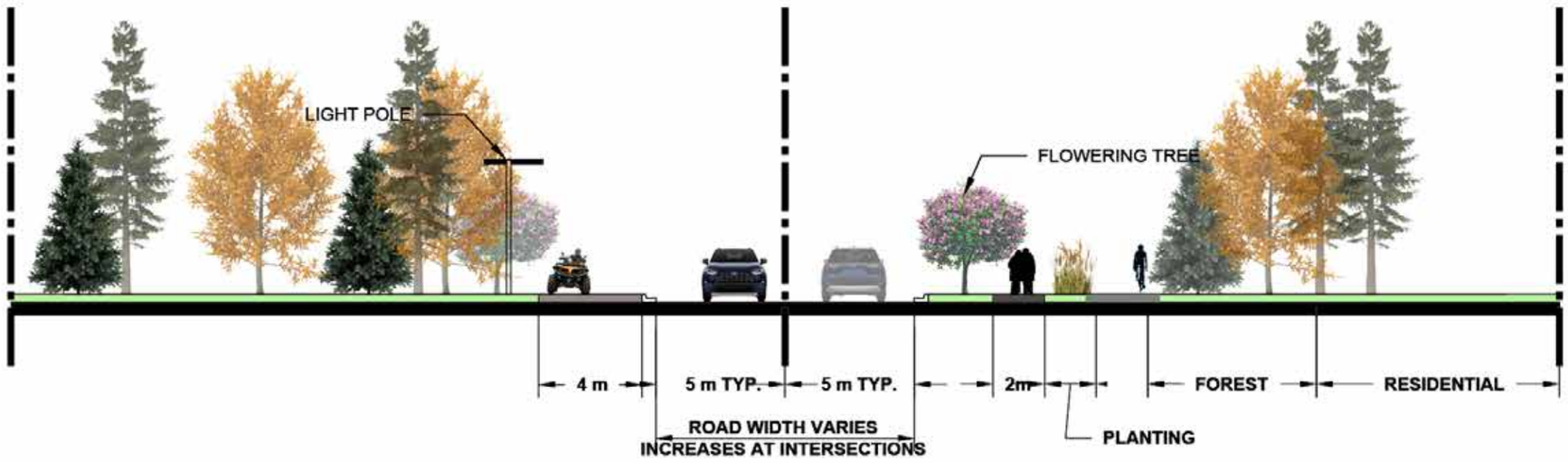
Existing Site

The adjacent images show the existing road and trail. The wide R.O.W. provides a lot of potential to create a unique linear park through the downtown. Millennium Trail is well used, but kiosks are not and may pose a hazard as wasps create nest in them.



Concept Design

The adjacent images show the proposed type of street furniture and lighting. Rustic, yet strong, timber and metal will be used to embrace the pioneering theme.



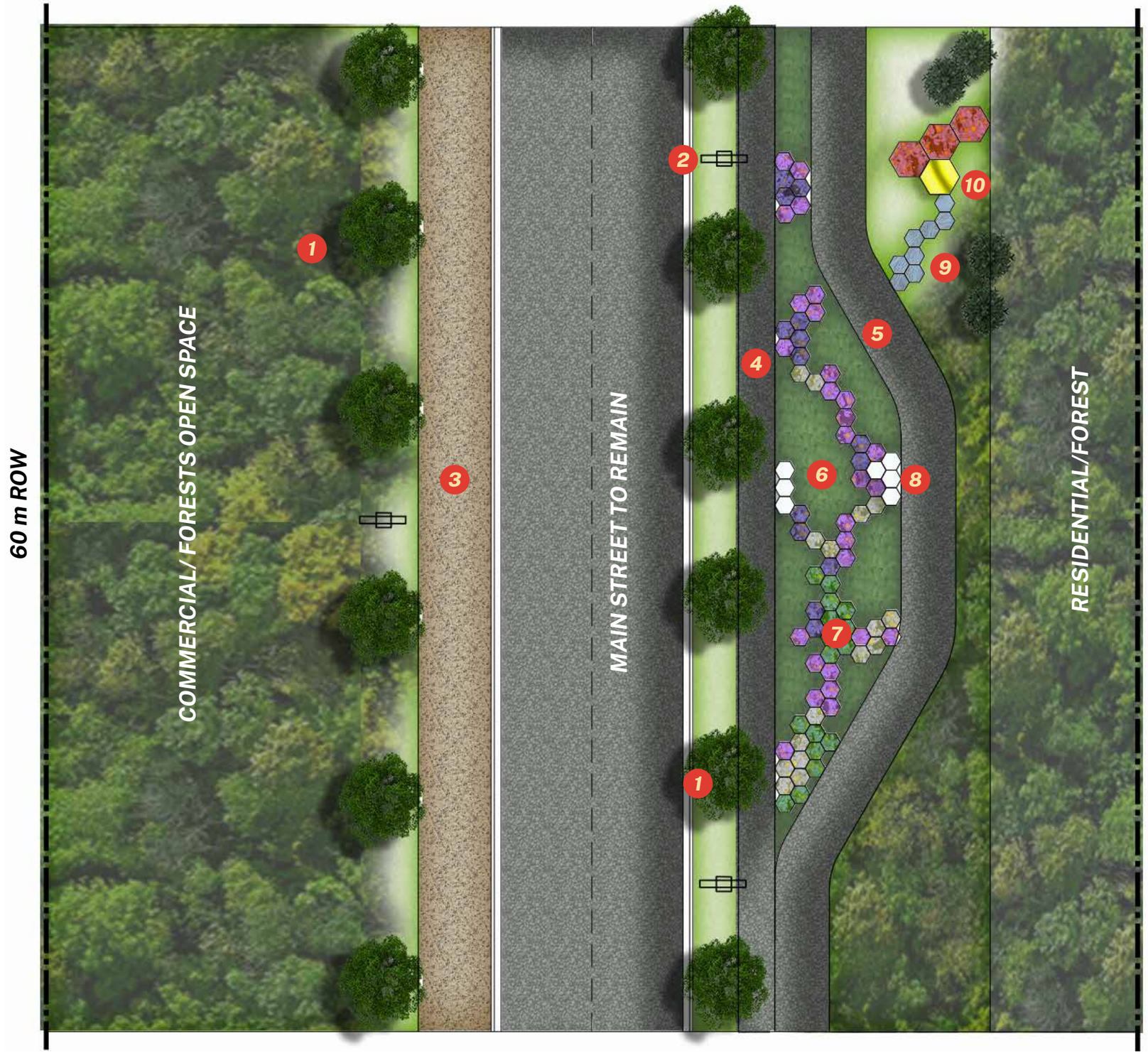
The adjacent shows the proposed typical cross section for Main Street path of the bee. The beautiful natural forest area will be maintained as much as possible. Road lanes remain the same, with plenty of room to add ATV/ Snowmobile route on the north side of the street. The existing asphalt walking trail will remain, but the kiosk will be removed and relocated to Strawberry Plaza. The addition of a 3 m wide bike trail, and urban beehive will add function and beauty.

Typical Trail Plan

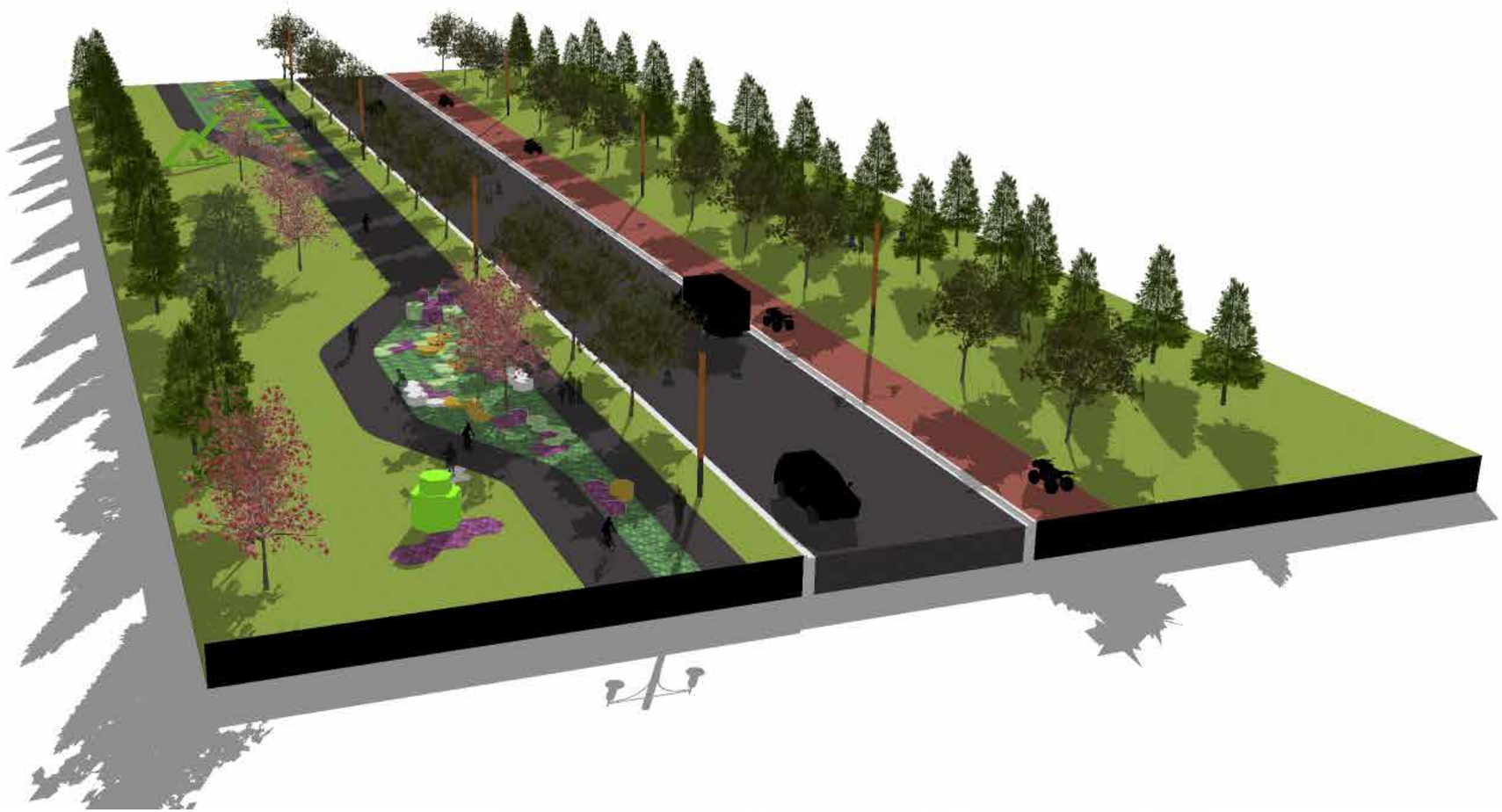
Legend

1. *Flowering street trees*
2. *Double lights*
3. *4m wide granular ATV/Snowmobile route*
4. *Existing 2m wide asphalt walking path to remain*
5. *Proposed 2m wide undulating asphalt bike path*
6. *Edible planting (Strawberries & Blueberries)*
7. *Bee planting*
8. *Benches*
9. *Concrete pavers*
10. *Urban beehive*

The adjacent image shows the typical road and trail plan. The kiosks will be replaced with urban beehives and/ or public art. Planting areas, taking the form of honeycombs, are created between the existing trail and the new bike paths using plants bees love and edible plant, such as Midland Strawberries and blueberries, for people too. Street trees will be salt tolerant flowering trees.



The adjacent image shows the asphalt bike path gently meandering and undulating to follow the natural landscape. This creates a fun and diverse path for a wide variety and age of bike skills users. The path could act as a linear pump-track for users looking to develop skills to progress to back country trail riding, or a wheelchair users looking to have a bit of fun.



The adjacent image is a bird's eye perspective showing the typical linear park as it relates to the street and proposed ATV trail. All elements such as lighting, seating, planting, and urban beehive can be seen in the image.

Planting

All planting proposed for this project will be focused on propagating the bee population, and will also be beautiful, fragrant, and appropriate for climate and adjacent existing to roadways. The graphic image is a representation of how species of plants will be grouped in honeycomb shaped planters, which will be used throughout the Town of Pasadena.

Trees for bees is Canada

Eastern Redbud
Red Maple
Honey Locust
Balsam Poplar
Native Cherry
Service Berry
Wild Plum
American Basswood
Crabapple
Pussy Willow
Hawthorn

The plants bees love

Bee Balm
Honeysuckle
Sunflower
Cosmos
Coneflower
Bees love strawberries just as much as your family does.
Dahlia
Butterfly Bush
Crocus
Pot Marigold
Geraniums
Summer White Clematis
Magnificent Magnolia
Snapdragon
The playful snapdragon adds bright pops of color to a border. These sturdy blooms are fun for children to pinch to make the "mouth" open and close.
Roses
St. John's Wort
Goldenrod
Goldenrod, or Solidago, is a perennial that grows back each year. Its bright yellow flowers add color to a late summer garden. It is often thought to provoke allergies, but goldenrod pollen is innocent. Goldenrod is attractive to bees and butterflies.
Phlox
Poppies
Lavender
Hyacinth
Snowdrop
Catmint
Blueberries
Strawberries

Edible plant for bees and butterflies

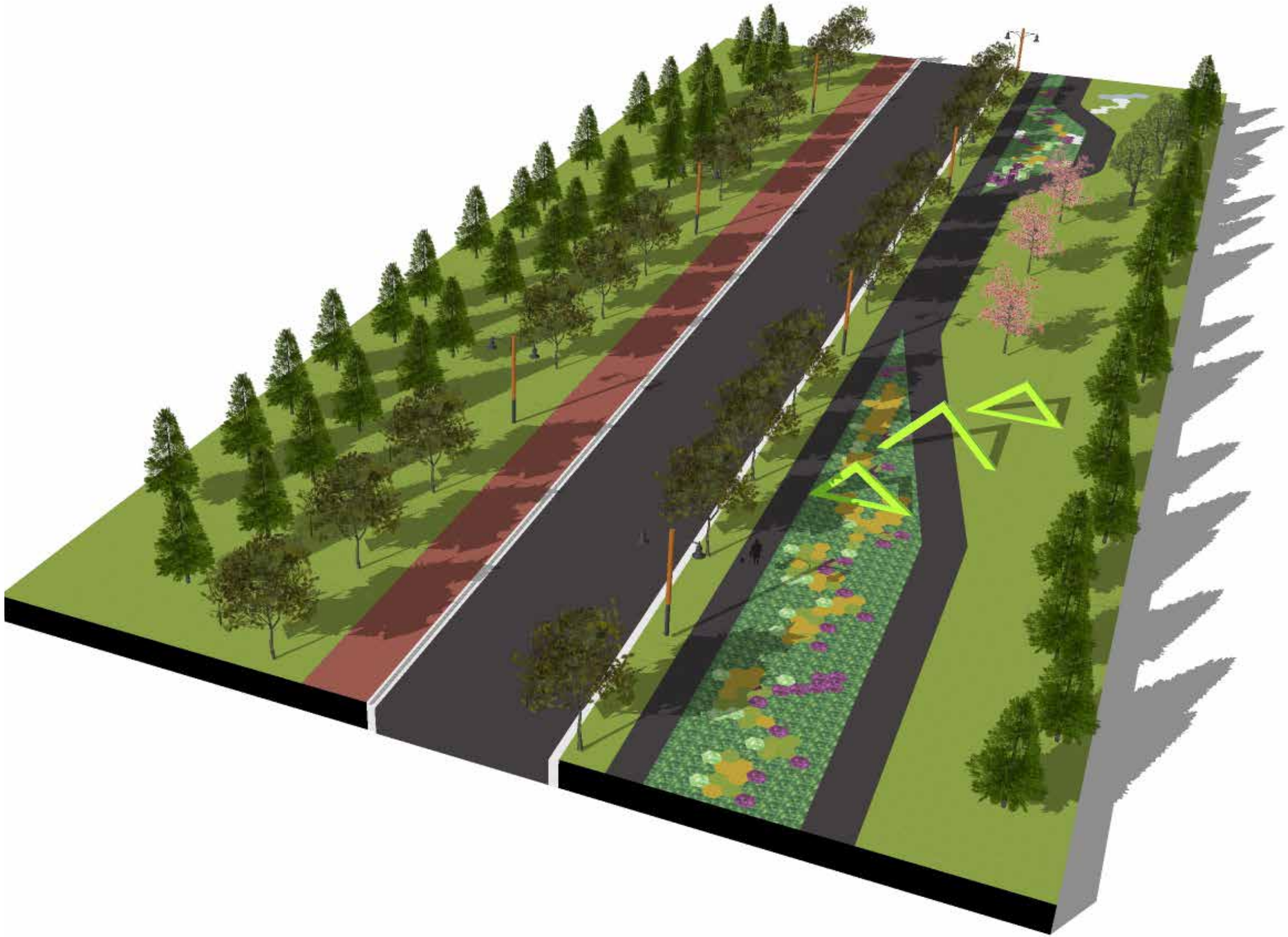
Blueberries
Strawberries
Dill
Fennel
Parsley
Oregano
Chives
Rosemary
Lavender
Sage
Thyme
Lemon Balm

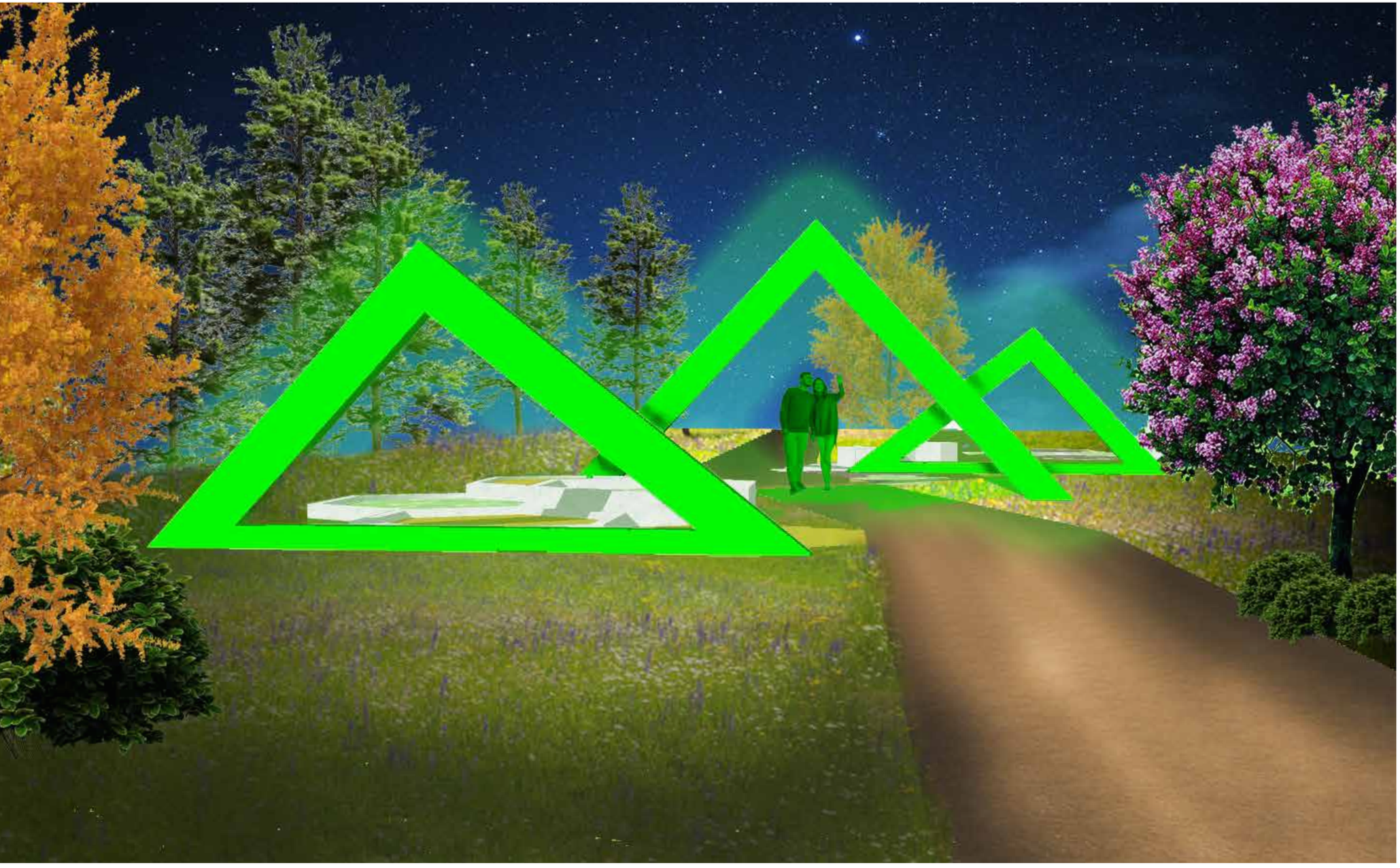
Downtown Gateway Sign

Dynamic and interactive artistic representation of the Town of Pasadena logo.

West Entrance to Downtown

Strategically placed and angled perfectly so that drivers passing by will see the logo as they approach the intersection of Main Street and the bridge crossing over South Brook. This gateway is located on the trail side and allows user of the trail to interact, under, in and around it. The triangle pieces will glow green at night, activated by movement, and will be powered by solar panels. The planting surrounding the signs will be chosen to help propagate the bee population, and will be grown in honeycomb concrete planters.





The adjacent is a night time view of the gateway and is from the perspective of a trail user at the exact moment when the sign triangles aligns to reveal the Town of Pasadena logo.

STRAWBERRY PLAZA

PASADENA

Interpretive Theme

*Stemming from both themes, **"blazing trails"** and the **"land of strawberries and honey",** the path of the bee leads to Strawberry Plaza. Strawberry Plaza, is the piece-de-resistance, for the downtown development plan, and will be a gathering place for the community and visitors.*

"Around the world, the creative and cultural economy is an important and growing part of the global economy. The term refers to the socioeconomic potential of activities that trade with creativity, knowledge and information. At the heart of the creative economy are the cultural and creative industries lying at the crossroads of art, culture, business and technology. "
-Bonavista Creative.

The concept design for Strawberry Plaza expresses an amalgamation of all of the themes for the Town of Pasadena to create a beautiful and mulit-function space that will act as the Town Centre. The site offers plenty of space, providing opportunity for future growth. Strawberry Plaza is designed for all seasons, since much of the development ideas are focused on back country adventure and trail use for all seasons.

The path of the bee leads to Strawberry Plaza

Existing Site

The adjacent image is a bird's eye view of the site. The existing site is currently comprised of the buildings with businesses, and large un-landscape parking areas, in need of beautification. The existing land use for the site is zoned downtown commercial. The site is an excellent location for a town centre, and has good connections to Main Street, the beach and other features in Pasadena. The images on the adjacent page show additional views of the existing site conditions.

Concept Design

Strawberry Plaza is a conceptual idea that will require external partnerships with Town of Pasadena. Strawberry Plaza project will be divided into three phases. All three phases will be developed in partnership with existing business owners, a developer or secondary party.

Three phases of development are proposed at this location. Each phase includes the following:

Phase 1

- *Main Street face-lift existing building exterior upgrades (3 buildings),*
- *Sidewalks, lights, planting, and entry features*
- *Road geometry realignment 1st. Ave.*
- *Adjust parking areas*
- *Optional item, add sidewalk to residential side*

Goal

- *Provide an inviting streetscape with small plaza spaces and beautification*
- *Create a pedestrian friendly environment*
- *Create a functional street for multiple user groups (Vehicle, ATV's, Snowmobiles, bikes, pedestrians)*

Phase 2

- *Existing building exterior upgrades (Building 4 for market storage)*
- *Strawberry Plaza, market/foodtrucks, kiosks, skating plaza*
- *Stage*
- *Hardscape parking area, to be used for additional events space*
- *Create additional parking*

Goal

- *Provide an inviting streetscape with small plaza spaces and beautification*
- *Permit installation of market kiosk to enable new business growth*
- *Provide opportunity to existing home businesses to relocate to dedicated business spaces.*

Phase 3

- *New building for small businesses, arts, crafts, restaurant, brew pub, etc.*
- *Play area*

Goal

- *Allow new businesses to operate in a permanent location*
- *Complete the vision of Strawberry Plaza as Pasadena's Town Centre and Commercial District*

Strawberry Plaza Phasing

Legend

1 *Phase 1*

A *Existing building exterior upgrades (3 buildings)*

B *1st. Ave. sidewalks, lights, planting, and entry features*

C *Road geometry realignment 1st. Ave.*

D *Adjust parking areas*

E *Add sidewalk on residential side*

2 *Phase 2*

F *Existing building exterior upgrades (1 building for market storage)*

G *Strawberry Plaza, market/foodtrucks, kiosks, skating plaza, entry sign*

H *Stage*

I *Hard-scape parking area, to be used for additional events space*

J *Additional parking*

3 *Phase 3*

K *New building for small businesses, arts, crafts, restaurant, brew pub, etc.*

L *Play area*

The image on the previous pages shows a phasing plan with labels. The adjacent images shows the overall plan of all three phases when complete.

Phase 1

Legend

Site Circulation

- *Pedestrian walkways and multi-use spaces*
- *Future pedestrian*
- *Vehicle circulation*
- *Dedicated parking*
- *Parking to be used for public space during events*
- *Building upgrades*
- *Future building*
- *ATV/Snowmobile route*
- *The path of the bee*
- *Site beautification/ green space*
- *New traffic light*

The adjacent plan shows pedestrian and vehicle circulation. Red indicates pedestrian areas. Grey with black arrows indicate how vehicle can move through the space for parking and business access, without interfering with the main plaza/multi-use space in the middle.

The adjacent images show a bird's eye view of the first phase of Strawberry Plaza. In this phase the areas in pink and pale yellow will remain as on open gravel parking area.

Building Facades

The adjacent image of Building 1 shows the existing building that fronts Main Street. It has existing businesses, and already has the look of a pioneer building, with its' log cabin exterior. Proposed building "face-lifts" will need to be completed in partnership with building owner/s and the Town.

The adjacent images shows the proposed building face-lift for Building 1. New paint, posts, railings, and signage will be used to define businesses and create a pedestrian friendly walking space along the front. Planting and seating will also be incorporated. Solar panels and other green technology could be incorporated.

The adjacent image shows Building 2 the existing building located on 1st. Avenue. It has an existing business, and a brick exterior. Proposed building face-lifts will need to be completed in partnership with building owner/s and the Town.

The adjacent images shows the proposed building face-lift for Building 2. New paint, posts, and signage will be used to to create a pedestrian friendly walking space along the front. Planting and seating will also be incorporated. Solar panels and other green technology could be incorporated. This concept is inspired by the pioneering theme and resort town developments in North America.

The adjacent image shows Building 3 the existing building that fronts Main Street. It has existing businesses, and is constructed with a number of different materials. Proposed building face-lifts will need to be completed in partnership with building owner/s and the Town.

The adjacent image shows the proposed building face-lift for Building 3. New paint, posts, railings, wrap around upper deck and signage will be used to define businesses and create a pedestrian friendly walking space along the front. Planting and seating will also be incorporated. Solar panels and other green technology could be incorporated. All existing businesses to remain, and opportunities provided for new businesses in vacant spaces.

The adjacent image shows an alternative view of Building 3.

The adjacent image shows an alternate view of Building 3. The concept is inspired by the pioneering theme and resort town developments in North America. Materials such as timber, and painted wood cladding will be used. Colour themes for all proposed building "face-lifts" come from colours found in a strawberry and its leaves.

Phase 2

Legend

Summer Market

- *Market/events area*
- *Pedestrian walkways*
- *Vehicle circulation*
- *Dedicated parking*
- *Roadways*
- *Existing buildings*
- *ATV/Snowmobile route*
- *Site beautification/ green space*

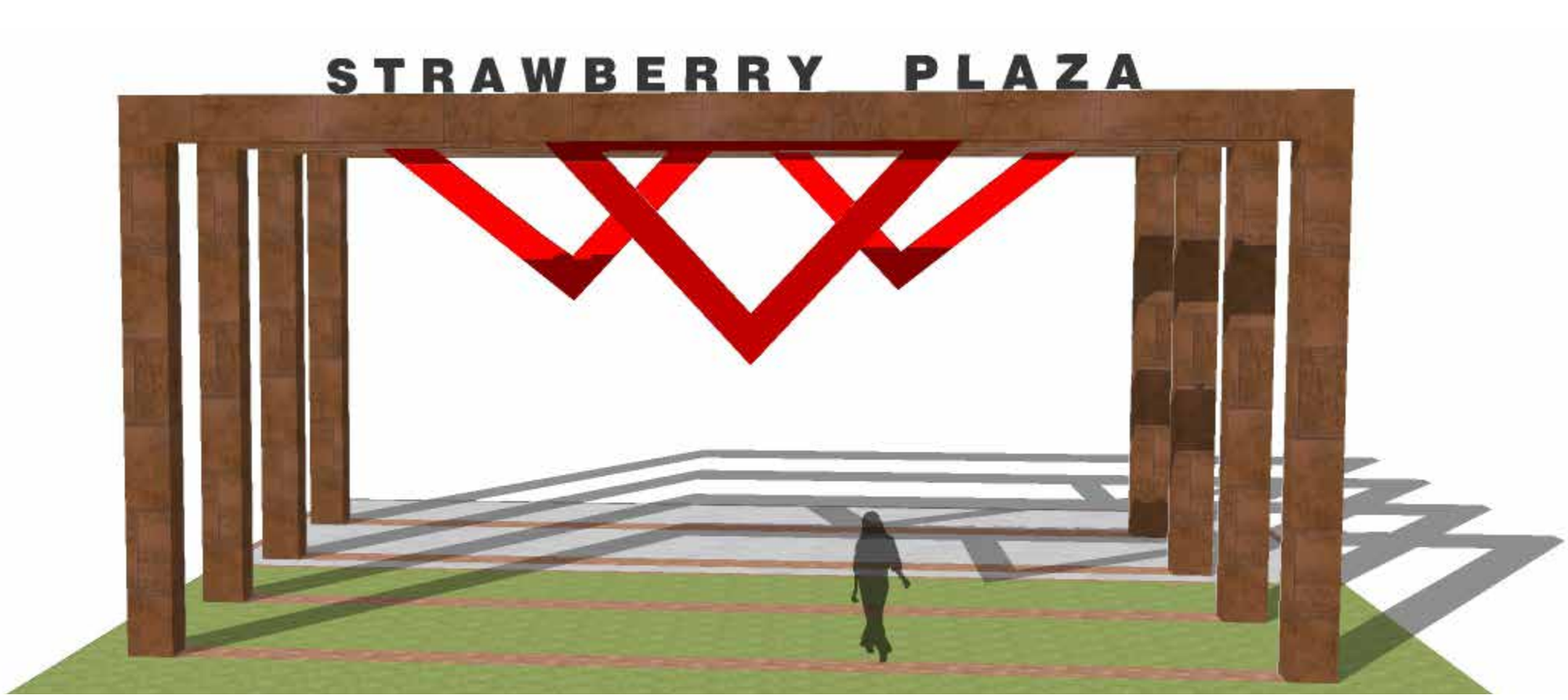
The adjacent plan shows pedestrian and vehicle circulation during a market/event. The pink indicates areas for kiosk or other activities. The pale yellow shows pedestrian circulation. During events the parking area in the Plaza, which it used day to day for business, will be converted to market/events spaces. Parking a vehicle circulation during events is indicated by black arrows. There will still be sufficient parking for businesses while events are being held, parking will be located north of Building 2, and overflow near Building 4.

The adjacent image shows the plaza when no market/event is being held. The light grey parking area can be used for business in Building 3. The Main Plaza area with the stage will always be reserved as a vehicle free area, allowing pedestrians to use the space year round.

The adjacent image shows the plaza during a market/event, kiosks, food trucks and other activities will be located on the southwest and in the parking area. The Main Plaza area and stage will remain as a pedestrian only zone. Kiosks will be stored by the Town in Building 4, when not in use.

Entry Feature

The adjacent image shows the entry feature for Strawberry Plaza. The structure will be made of steel posts and beams. The red triangles hanging from the beams are a fun play on the new logo and branding, The inverted town logo is representative of strawberries. The solar powered “fruit” triangles will glow red at night.



Strawberry Plaza Stage

The adjacent images show the proposed design for the stage. The design incorporates the strong angles of the town logo, in both the roof and the raised logo panel on the back of the stage. The raised logo will glow green at night. The stage will incorporate electricity and speakers and will be powered by solar panels. The stage will be constructed with self weathering steel, with concrete base and will have a wood deck surface.

The adjacent images show a multi-functional small stage that can be used for bands, movie nights, poetry readings etc. The stage will have a retractable screen built-in for movie nights and projections. Users can gather in the main plaza area for viewing, and chairs can be brought from home or the Town can provide seating that will be stored in Building 4.

Phase 2 Winter

Legend

Winter

- *Outdoor skating area*
- *Pedestrian walkways*
- *Vehicle circulation*
- *Dedicated parking*
- *Roadways*
- *Existing building*
- *ATV/Snowmobile route*
- *Site beautification/ green space*

The adjacent plan shows how Strawberry Plaza will be used in the winter. The concrete surface, shown in light blue, will be flooded to create an outdoor skating area. Roll-over curbs will be incorporated into the design around the boundary of the skating area, for easy flooding in the winter, creating a natural ice surface. The design allows continued access to all businesses, and allows for pedestrian and vehicle circulation.

Outdoor Skating

The adjacent image shows the plaza at dusk being used for skating. The plaza will incorporate lighting to allow for nighttime skating and events. The stage will have solar powered green backlit effects.

Phase 3

Legend

Strawberry Plaza

- *Play area*
- *Market building*
- *Market/events area*
- *Pedestrian walkways*
- *Vehicle circulation*
- *Dedicated parking*
- *Roadways*
- *Existing building*
- *ATV/Snowmobile route*
- *Site beautification/ green space*

The adjacent plan shows the full build-out and final phase for construction. In this phase a play area and permanent market building will be added to the design. Building servicing infrastructure will be included in Phase 2, to service the proposed market building in Phase 3.

Play Area

The adjacent image shows a concept design precedent image of the play area. Inspired by bees, the play area will take on the form of honeycombs, providing additional space for play and fun for all ages.

Market Building

The adjacent images show the proposed market building. The red portion of the market building will have a main commercial space, with smaller rooms to allow business to have pop-up shops or permanent locations for operations and sales. Examples of similar spaces are the Plantation in St. John's, Brigus Mercantile Co. Brigus, NL. The design allows for two other prominent business, examples include; brewpub and restaurant, mercantile, or ice cream shop.

In keeping with the other existing building façade upgrades, the new building will be designed in a similar architectural style using sustainable and green building technologies. Sustainable design seeks to reduce negative impacts on the environment, and improve the health and comfort of building occupants, thereby improving building performance. The basic objectives of sustainability are to reduce consumption of non-renewable resources, minimize waste, and create healthy, productive environments.

Sustainable design principles include the ability to:

• optimize site potential;
•minimize non-renewable energy consumption;
•use environmentally preferable products;
•protect and conserve water;
•enhance indoor environmental quality; and
•optimize operational and maintenance practices.

The adjacent image shows a view from 1st. Ave. looking into Strawberry Plaza. The post and beam structure will incorporate lighting. The pedestrian walkway and streetscape will feature bee friendly salt tolerant planting.

CAPITAL COST AND PHASING

PASADENA

Capital Cost

The downtown development and trails masterplan has been designed in phasing so that it allows the Town to take on big or small projects. The complete build-out of the development plan is projected to take 10+ years.

A Class D Cost estimate, and a range of probable costs are presented in the Appendix Document. The appendix includes a full cost breakdown of each phase in the downtown area, and each trail segment and reference plan.

Class "D": A class "D" estimate is prepared when a project is at the "Conceptual Design" stage. Conceptual design is defined as the beginning of a project when preliminary spatial needs have been identified, and a spacial program is being developed. At this stage of a project, conceptual drawings of physical space layouts and elevations are being developed by the lead designer, and the remainder of the design team are developing and evaluating different ideas regarding the types of systems to be used in the project. Project development at this stage is approximately 30% complete. The estimate includes construction estimate, contractor mobilization (5%), general conditions (8%), construction contingency (30%), and design and engineering fee (12%).

TRACT