

Market Square

Public Information & Kick Off

February 16, 2016

EVENT SUMMARY

1. PURPOSE OF THE EVENT

The Market Square Public Engagement and Communication Plan identified the following event objectives:

- To introduce the project, manage expectations and define the overall objective of public participation.
- To create public awareness of the project.
- To determine who is interested in this project.
- To identify priority program elements to include in Market Square.
- To gather a list of stakeholders to participate in future events.
- To encourage involvement in this project and identify potential future partners / site stewards.
- To build the foundation of trust, openness, and respect regarding the project.

2. EVENT PROMOTION

The target audience for the event was identified as the community at large. The following methods were used to promote the event:

2.1. Email Invitation

An email invitation was sent to the Town of Fort Frances and the Steering Committee and they were encouraged to forward it to their network.

2.2. Newspaper AD:

PUBLIC INFORMATION & KICK OFF EVENT



FORTFRANCES
BOUNDLESS

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MARKET SQUARE

235 Scott Street (the former site of the Rainy Lake Hotel)

■ Do you live, work or play nearby?

■ How do you imagine this new & exciting civic event space for the community?

■ What would you like to see in Market Square?

Join us at our Kick-Off Event as we launch our public engagement process for the site development of Market Square.

Tuesday, February 16, 2016
Memorial Sports Centre, Auditorium
740 Scott Street
4:00 - 7:00pm - Come & Go

Questions? Contact Travis Rob at trob@fort-frances.com

THE TOWN OF FORT FRANCES WANTS TO HEAR FROM YOU!

2.3. Media Release

2.4. Poster Campaign:



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 How do you imagine this new & exciting civic event space for the community?

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 What would you like to see in Market Square?



THE TOWN OF FORT FRANCES WANTS TO HEAR FROM YOU!

Come and see what this project is all about and get involved in the process.

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2.5. Town Website, Facebook, Twitter



3. EVENT OVERVIEW:

3.1. SMM Project Team: David Bodnarchuk, Bob Somers, Cheryl Dixon
Town of Fort Frances: Travis Rob

3.2. Event Details:

Tuesday, February 16, 2016
Memorial Sports Centre, Auditorium
740 Scott Street
4:00 p.m. to 7:00 p.m.

3.3. Event Format:

Come & Go format included:

- Welcome Table
- Map Station Exercise - collect attendee information including where attendees live, work/volunteer, and identify the recreation facilities they use
- Presentation Boards
- Program Station Exercise - gather preferences for possible site programs
- Amenities Station Exercise - gather preferences for possible site features
- Exit Survey

3.4. Attendance:

60 people signed-in at the Welcome Table

3.5.Event Materials:


Presentation Boards:

1

MARKET SQUARE

WELCOME

Welcome to the KICK-OFF EVENT for the site development of MARKET SQUARE at 235 Scott Street (the former site of the Rainy Lake Hotel).



We want your input on this project!

- Do you live, work or play nearby?
- How do you imagine this new & exciting civic event space for the community?
- What would you like to see in Market Square?

Please participate today by:

1. Viewing the story boards to update you on this project
2. Reviewing the vision and guiding principles for the site
3. Reviewing preliminary ideas for site programming and amenities and provide input on your preferences
4. Providing feedback on a survey about this event
5. Asking questions and talking with the Landscape Architects & Town of Fort Frances staff



3

MARKET SQUARE

PROJECT BACKGROUND

The Town of Fort Frances is Canada's oldest community west of the Great Lakes that is rich in history, settlement, natural resources and tourism. Fort Frances is embracing change. The demolition of the Rainy Lake Hotel has created an opportunity to transform this key downtown location into a destination. The new Market Square will be the centrepiece of that revitalization and a keystone in the community network of parks, trails and public spaces.

The primary intent of this project is to provide:

- A vibrant civic space that is inclusive for all residents of Fort Frances
- A supportive and functional space for the businesses of Scott Street
- An attractive space that is easy to maintain
- A space that is safe
- A destination that attracts visitors and encourages them to stay

The Town of Fort Frances recognized the need for an outdoor space to:

- Bring people together
- Provide an amenity for the community
- Be a multi-functional and festive event space
- Foster active living
- Celebrate the local history and culture
- Reflect the natural setting of the region
- Promote four-season use

The Site





4 MARKET SQUARE

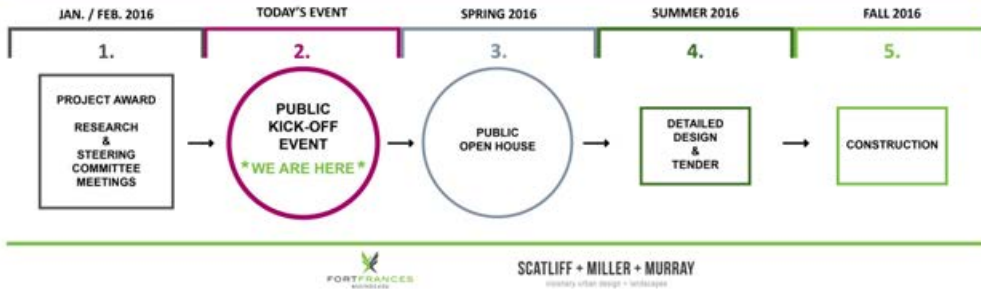
PROJECT PROCESS & TIMELINE

Vision Statement

The Rainy Lake Market Square will be a vibrant and inclusive event space that transforms the downtown core into a destination for locals and visitors alike. It will be a dynamic space with a festive atmosphere that celebrates the region's diversity and its authentic and unique culture, now and for future generations.



Timeline



5 MARKET SQUARE

PROGRAMS

INSTRUCTIONS: Each person has 2 green dots and 1 star. In the boxes below, place your green dots on the programs that you feel are priorities. Place your 1 star on the program that is MOST important to you.

Special Events <i>For large and small gatherings</i>	
Multi-functional & Temporary Activities <i>(e.g. sporting events, yoga, demonstrations, festivals)</i>	
Live Concerts & Performances: Stage <i>(noon, evening, weekend)</i>	
Outdoor Movies	
Dining Events / Food Kiosks	
Live or Broadcast Music	
Tourism & Community Promotion <i>Printer kiosks, event promotion, town map of sites</i>	
Farmers Market <i>Open air stalls</i>	
Local Merchant Sales	
Heritage Education <i>Interpretive panels, plaques etc.</i>	
Temporary Sporting Events <i>Team/leisure play, sporting events</i>	
Winter Festival Grounds / Displays <i>Ice sculpture gallery</i>	
Pleasure Skating <i>Ice rink</i>	
Fishing & Hunting Events / Exhibits	
Other	

Data collected as part of this workshop exercise is intended to provide information regarding preferences to the consultant team and may be considered in the final design solution.



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6 MARKET SQUARE

AMENITIES

INSTRUCTIONS: Each person has 2 yellow dots and 1 star. In the boxes below, place your yellow dots on the amenities that you feel are priorities. Place your 1 star on the amenity that is MOST important to you.

Food Trucks	
Shade / Rain Canopy	
Local Landscape / Garden <small>Trees, flowers, rocks, water, hills</small>	
Public Art Area	
Seating Areas	
LED Billboard Screen	
Picnic Area	
Play Area	
Water Feature / Fountain	
Sculptural Lighting <small>Decorative lighting displays</small>	
Storage	
Washrooms	
Shade Trees	
Parking	
Sound Feature	
Splash Pad	
Outdoor Lounge / Patio Furnishings	
Other	

Data collected as part of this public survey is intended to provide information regarding preferences to the consultant team and may be considered in the final design solution.



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7 MARKET SQUARE

NEXT STEPS

Next Steps:

A Public Open House will be held in the Spring 2016 - we will contact the people who have signed up.

THANK YOU FOR COMING TODAY!

Please fill out an exit survey before you leave



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4. KICK-OFF EVENT RESULTS:

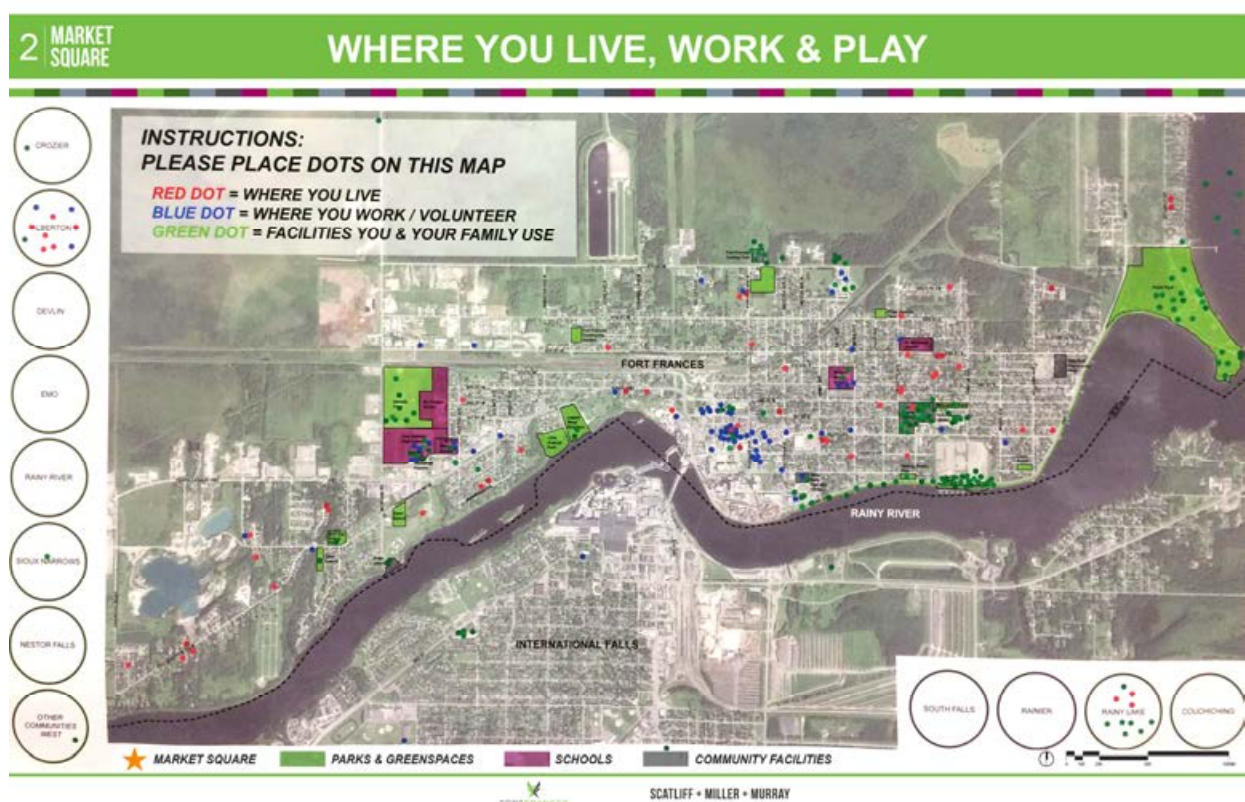
4.1. General Feedback:

The event was well attended with 60 people signing in at the Welcome Table. Many attendees commented to the facilitators that they were pleased to see the event taking place. Attendees were more than willing to participate in the mapping and preference exercises and satisfied to be able to provide input on the future program elements and amenities to be included in Market Square. The event had nearly 100% participation in all three exercises.

4.2. Map Station - Exercise Results

Participants were asked to place dots on an air photo of Fort Frances (and the surrounding area) to indicate where they live, where they work / volunteer, and which recreation facilities they use. This exercise is important to help create an attendee profile to determine who came out to the event and who did not, and to gather data to understand what facilities are currently being used.

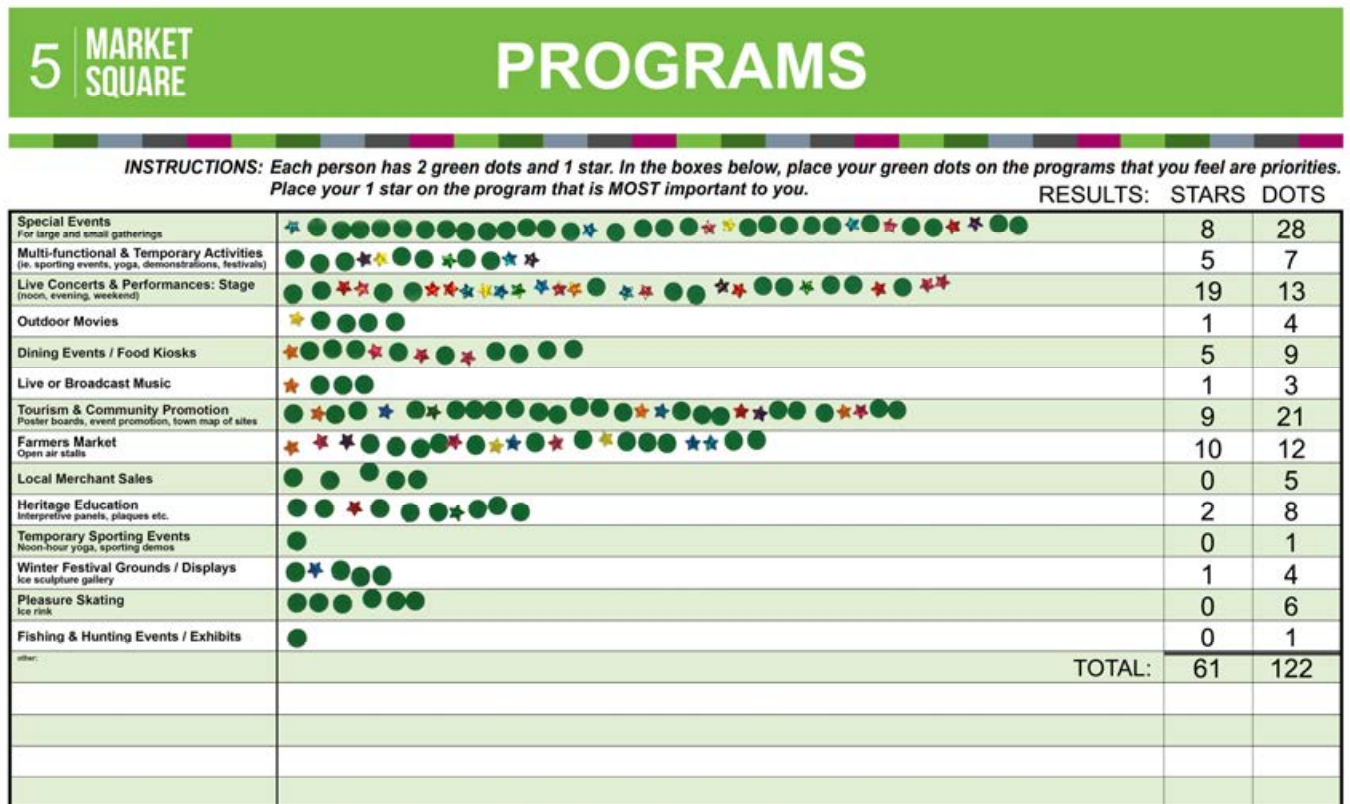
- 59 Participants indicated where they live with 10% being within 500m from the Market Square site. This distance is approximately a 5-10 minute walk.
- 9 participants live outside Fort Frances in neighbouring towns.
- No one that lives in International Falls attended the event.
- 81 locations were identified on the map where participants work and volunteer. 49% of these locations were within 500m of the Market Square site. This ratio indicates that there was a good representation from employees / owners of the neighbouring businesses to have input on a site that is in such close proximity to their place of work.
- 166 locations were identified on the map of recreation facilities being used. Less than 5% of these are within 500m of the Market Square site.



4.3. Site Programs - Exercise Results:

Participants were asked to indicate on a chart the programs they felt were priorities for the Market Square site. They had 1 star to choose the program that is most important and 2 dots for their second and third choices.

- 61 Stars and 122 dots were placed on the chart.
- Live Concerts & Performances (Stage) was the most popular with 19 stars, which is 31% of the participants selecting it as their first choice. Farmers Market was the second most popular with 10 stars (16%).
- Special Events earned the most green dots (second & third choice) with 28 dots (23%) followed by Tourism & Community Promotion with 21 (17%) dots.
- Special Events received the most overall choices with 20% of the combined stars and dots placed on it. Live Concerts earned 17% of participants' choices followed by Tourism & Community Promotion with 16% of choices.

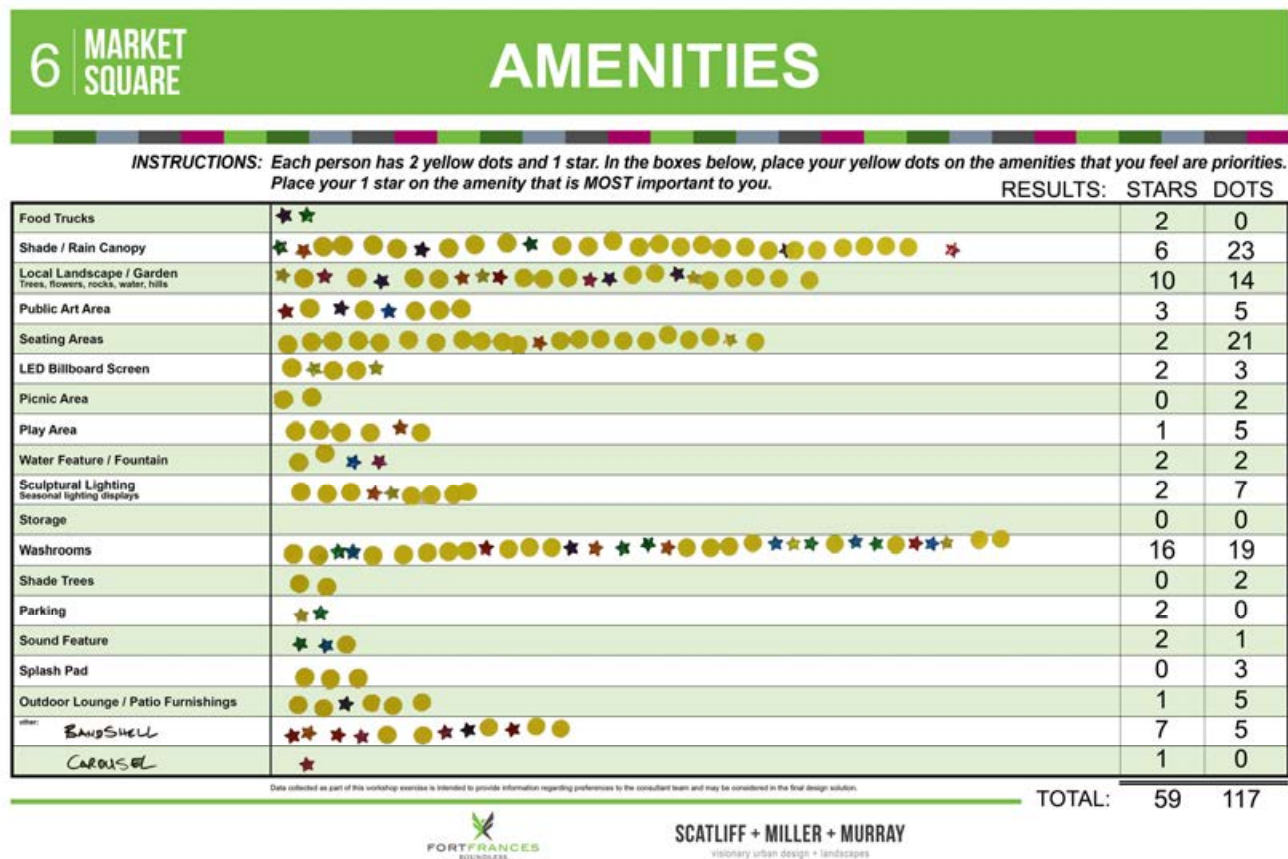


4.4.Site Amenities - Exercise Results:

Participants were asked to indicate on a chart which amenities that they felt were priorities for the Market Square site. They had 1 star to choose the amenity that is most important and 2 dots for their second and third choices.

- 59 Stars and 117 dots were placed on the chart.
- Washrooms were the most popular with 16 stars, which is 27% of the participants selecting it as their first choice. Local Landscape / Garden was the second most popular with 10 stars (17%).
- A Shade / Rain Canopy earned the most yellow dots (second & third choice) with 23 (20%) followed by Seating Areas with 21 dots (18%).
- Washrooms received the most overall choices with 20% of the combined stars and dots placed on it. Shade / Rain Canopy earned 16% of participants' choices followed by Local Landscape with 14% of choices.

The Consultant Team observed that many participants were concerned with the lack of public washrooms located in downtown. As this has the potential to come with significant cost and maintenance implications, the Consultant Team and Town of Fort Frances agreed that this issue must be looked at further. The Consultant Team communicated to many of the participants that any contemplated permanent washroom facility would not accommodate special events and large crowds. Special events will require portable washroom facilities to be brought on site.



EXIT SURVEY DATA

4.5.Intent of the Exit Survey

The purpose of the Exit Survey was to gain feedback on the event and public engagement process for this study. 54 Exit Survey Forms were completed representing the vast majority of participants.

4.6.Overview of Exit Survey Comments:

- 33% of comments related to tourism (promotion, destination, attraction).
- 17% of comments were Fort related (historical significance to the town, building of a Fort, Fort themed elements)
- 15% of comments were related to a market & vendors (local, venue, food, tables)
- 13% of comments identified the importance of facilities for children and play elements
- 11% of comments focused on the Market Square being welcoming and a spot to rest
- 11% of comments were related to parking (issues, not take up space on the site proper)
- 11% of comments focused on washrooms

Note: Many participants made more than one comment.

4.7.Summary of Responses

Question #1: I had an opportunity to talk to and/or ask questions of the Town of Fort Frances Staff and Scatliff + Miller + Murray Landscape Architects:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
30	20	3	0	1

Question #2: I understand the scope and timeline of this project:

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
28	21	3	1	1

Question #3: How did you hear about this event? Check all that apply

Newspaper Ad	News Release	Facebook	Town of Fort Frances website	Email invitation	Poster	Twitter	Word of Mouth	Other
29	15	3	4	7	8	0	18	9

Other responses included: Museum Advisory Committee, committee meeting, resource person for committee, radio, in area for other purpose, EDAC Council, Advisory committee