TOWN OF FORT FRANCES

Rainy Lake Market Square Advisory Committee (RLMSAC)

AGENDA - June 29, 2016 at 12:00 PM

MEETING - Civic Centre - Committee Room

			Page
1.	**Call to Order**		
2.	**Disclosure of pecuniary interest and the general nature thereof**		
3.	**Approval of Previous Committee Minutes**		
	3.1	Approval of the May 9, 2016 meeting minutes	2 - 3
4.	**New Business**		
	4.1	Review of the Public Open House and design reveal held June 2, 2016	4 - 11
	4.2	Project Design Update	12 - 16
5.	**Outstanding Items**		
6.	**Information**		
	6.1	Review of Godrich, ON Courthouse Square - J. McTaggart	17 - 20
	6.2	Project Review and Update for new committee members	21 - 24
7.	**Adjourn / Next Meeting Date**		

TOWN OF FORT FRANCES

MINUTES May 9, 2016

The meeting of the Rainy Lake Market Square Advisory Committee of the Town of Fort Frances was held in the Civic Centre - Council Chambers on May 9, 2016 from 12:00 p.m. to 1:58 p.m.

PRESENT: Scott Krinke-Turvey, Ken Perry, Mark Caron, Dan Cousineau, Charleen Mallory, June Caul, Pat Cornell, Tannis Drysdale, Jenny Greenhalgh, Roy Avis

ALSO PRESENT:

Travis Rob, Mark McCaig, Nathalie Donaldson, Richard Boileau, David Bodnarchuk

1. Call to Order - 12:12pm

2. Disclosure of pecuniary interest and the general nature thereof
- None

3. Approval of Previous Committee Minutes
Approval of the minutes of the May 4, 2016 meeting

3.1 Approval of the minutes of the May 4, 2016 meeting
- Approved as Circulated

4. New Business
- None

5. Outstanding Items

5.1 Review and comment on the preliminary design provided by SMM at the April 28, 2016 meeting - David Bodnarchuk, Architect to be in attendance to speak to this item
- A lengthy discussion was held with Mr. Bodnarchuk regarding the design and comments provided by the committee at the last meeting. The comments were discussed individually and addressed by SMM. Where alterations to the design were proposed, the changes were noted and were to be reviewed by SMM back in their office.

The Committee requested a recorded vote with results as follows
Yea: Caul, Avis, Mallory, Cousineau, Caron, Cornell, Drysdale
Nay: Perry, Krinke-Turvey, Greenhalgh
Absent: McTaggart, Gillon, Moes

Cousineau - Mallory THAT the rainy Lake Market Square Advisory Committee recommends that the design for the Market Square as presented by Scatliff Miller Murray (SMM) and described by Mr. David Bodnarchuk on May 9, 2016 be formally adopted by Mayor and Council of the Town of Fort Frances.

CARRIED

6. Information
- None

7. Adjourn / Next Meeting Date - 1:58pm

Advisory Committee Chair

_____

T. Rob, Chief Building Official

Market Square
Open House
June 2, 2016

EVENT SUMMARY

1. PURPOSE OF THE EVENT

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

- To review the timeline & next steps
- To review the information gathered at Kick-Off Event and present decisions made to date
- To gather feedback on the conceptual design for the site
- To identify a group(s) or individuals as potential future partners / park stewards

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 OPEN HOUSE

FORTFRANCES BOUNDLESS

SCATLIFF + MILLER + MURRAY

MARKET SQUARE

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

Join us on 'Market Thursday' to preview the concept design of the Market Square.

- Picture the design on site & envision the features
- Imagine an exciting new public event space
- Visit with the Project Team & Share your feedback

COME SEE US ON 'MARKET THURSDAY'!

June 2nd, 2016
Market Square*
235 Scott Street
12:00 - 4:00pm - Come & Go
*Rain Out Location is the Town of Fort Frances Civic Centre Council Chamber - 320 Portage Avenue
Questions? Contact Travis Rob at trob@fort-frances.com

2.3. Media Release

2.4. Poster Campaign:

FORTFRANCES
BOUNDLESS

SCATLIFF + MILLER + MURRAY
visionary urban design + landscapes

PUBLIC OPEN HOUSE

JOIN US ON SITE to preview the concept design of the

MARKET SQUARE

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

Come visit us on 'Market Thursday' where you can:

- Picture the design on site
- Imagine an exciting new public space
- Envision site features and future events
- Visit with the Project Team
- Share your feedback

COME SEE US ON 'MARKET THURSDAY'!

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***Rain Out Location is the Town of Fort Frances Civic Centre Council Chamber**
320 Portage Avenue

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

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:

Thursday, June 2, 2016
Market Square Site
235 Scott Street
12:00 p.m. to 4:00 p.m.

3.3. Event Format:

Come & Go format included:

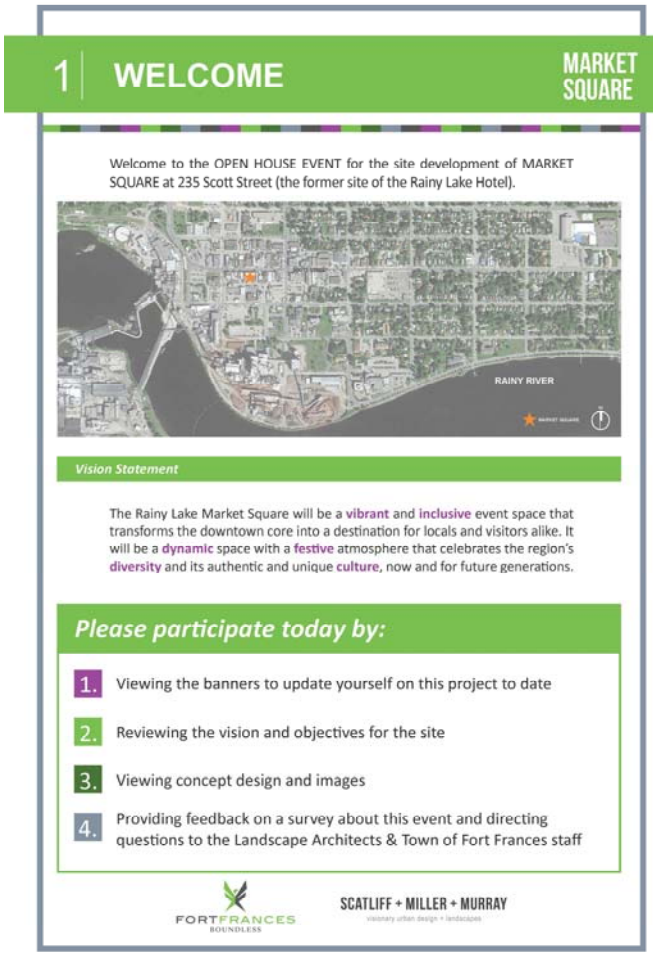
- Welcome Table
- Presentation Banners
- Exit Survey

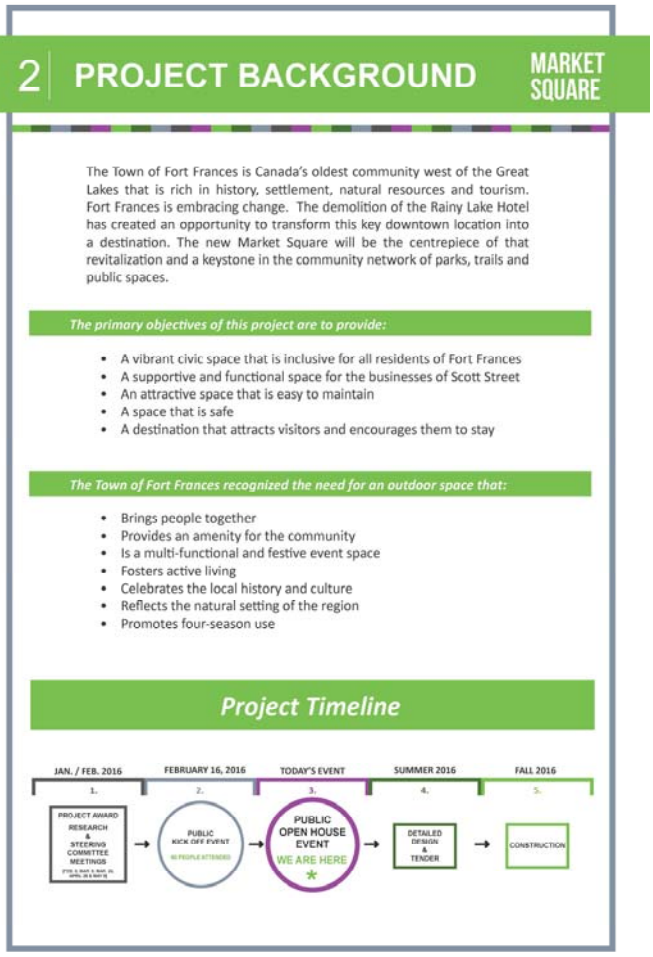
3.4. Attendance:

160+ people were counted at the Welcome Table.

3.5. Event Materials:

Presentation Banners:





3 PROJECT PROCESS

MARKET SQUARE

Kick Off Event Highlights

February 16, 2016 4:00-7:00 pm at Memorial Sports Centre - 60 people attended

The purpose of the event was to enhance public awareness of the project and to gather public feedback on potential site components.

Public consultation was a key part of the Kick Off event. It allowed Scatliff + Miller + Murray (SMM) to better understand how people engage with the space with respect to where they live, work and play.

Participants were encouraged to share information and opinions by adding stickers to their preferred options for possible site programs and amenities. SMM was able to understand how participants prioritized their preferences.

What we heard:

- In the **Programs** category, top priorities were: **Special Events** (20%), **Live Concerts and Performances** (17%), **Tourism and Community Promotion** (16%)
- In the **Amenities** category, top priorities were: **Public Washrooms** (20%), **Shade/Rain Canopy** (16%), **Local Landscape** (14%)
- Participants shared **additional comments**, with top priorities related to: **Tourism Opportunities** (33%), **Embracing the Town's History** (17%), **Markets and Vendors** (15%)

Market Square should focus on:

- Tourism & Community Promotion – Kiosks with poster boards, event promotion, town map of destinations and features
- Heritage Education – Interpretive panels and plaques
- Showcasing the Local Landscape, inspired by trees, flowers, rocks, water, hills
- Being inclusive for all ages

4 PROJECT PROCESS

MARKET SQUARE

5 PROGRAMS

Market Square should host:

- Special Events for Large and Small Gatherings (in all seasons)
- Multi-functional & Temporary Community Activities
- Live Concerts & Performances
- Farmers Markets & Local Merchant Sales
- Outdoor Movies
- Dining Events / Food Kiosks / Food Trucks

6 AMENITIES

Site Features:

- Stage
- Kiosks – ability to set up tents
- Public Art & Sculptural Lighting
- Seating Areas – benches & café seating
- Shade Trees
- Parking
- Water Feature / Fountain
- Storage
- Washrooms – to accommodate site visitors (see below)

Key Considerations:

Public Washrooms - Many Kick Off participants were concerned with the lack of public washrooms located in downtown. The Town of Fort Frances is exploring greater access to the Town Museum washrooms (which are adjacent to the Market Square site). Special events with large crowds will require portable washroom facilities to be brought on site.

A Fort - At the Kick Off Event, 17% of the exit survey comments were related to historically significant aspects of the Town of Fort Frances including the idea of building a fort or fort-themed elements. Together, the Steering Committee, SMM and the Town of Fort Frances gave a great deal of consideration to the concept.

The consensus was that this topic should be explored further but not as part of the Market Square project. Since the three Fort Heritage sites (see images right) are located elsewhere within Town limits, it was determined the Market Square site was not the most appropriate location for such a significant landmark.

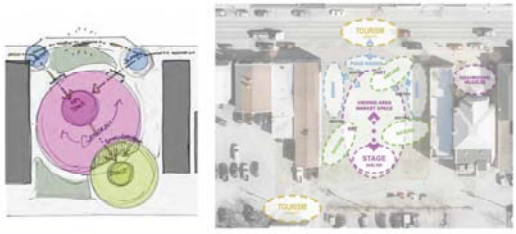
5 DESIGN DEVELOPMENT

MARKET SQUARE

Marketing / Spirit of Place

Inspiration Board: Precedents, Materials, Ideas

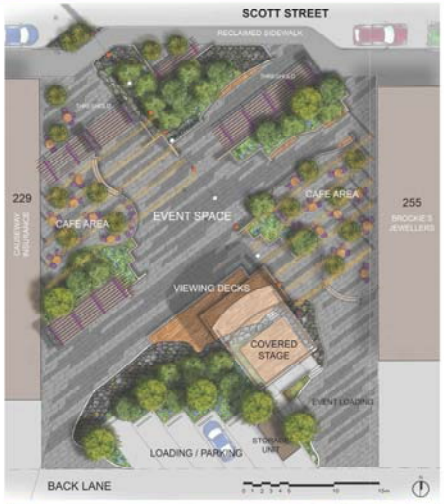
Spatial Analysis & Circulation



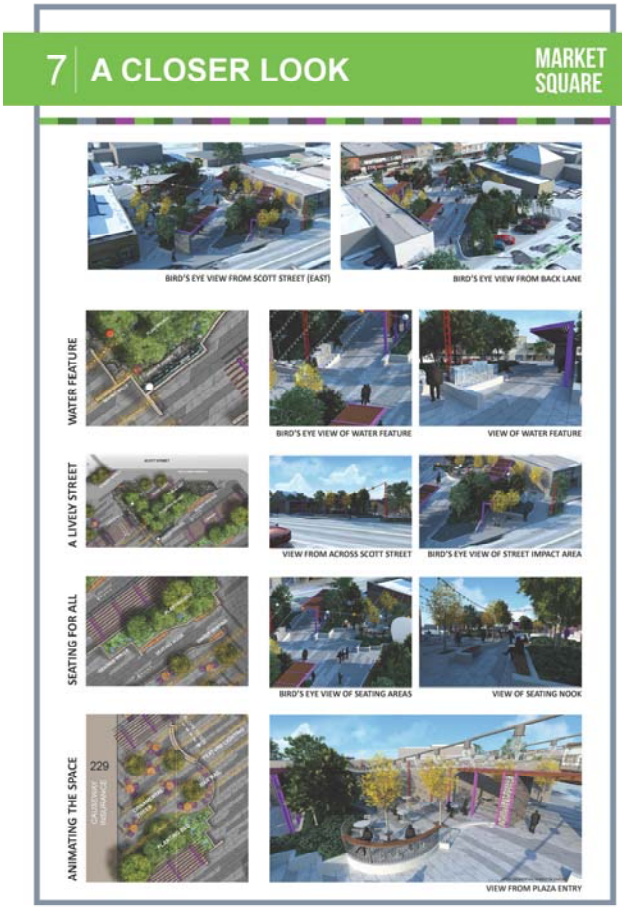
6 CONCEPT DESIGN

MARKET SQUARE

Site Plan



VIEW FROM PLAZA ENTRY AT SPECIAL EVENT



4. OPEN HOUSE EVENT RESULTS:

4.1. General Feedback:

While hosting an event outdoors may have its challenges, the morning rain clouds cleared, allowing for a well-attended event with over 160 people visiting the tents and viewing the presentation banners. Coordinating the event with Market Thursdays also helped with the attendance. Holding the event at the Market Square site allowed for participants to have the opportunity to envision the design in the context of Scott Street. Participants asked many questions and there was plenty of dialogue with the SMM staff explaining the process and design in detail. Overall, many participants seemed pleased with the concept design and the work done to date. A list was collected of people (2) to be involved with future site programming.

4.2. Intent of the Exit Survey

The purpose of the Exit Survey was to gain feedback on the proposed design and the public engagement event. It was also an opportunity to gather any future programing ideas that may not have been collected at the Kick-Off event. 40 Exit Survey Forms were completed representing the 25% of participants.

4.3. Exit Survey Responses

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

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
19	13	4	1	1

Question #2: How did you hear about this events? (Check all that apply)

Newspaper Ad	News Release	Facebook	Town of Fort Frances website	Email invitation	Poster	Twitter	Word of Mouth	Other
21	5	4	2	2	4	0	12	9

'Other' responses included: committee member, visitor a few weeks back, board member, museum, people, committee, town council

4.4. Overview of Exit Survey Comments

Question #3: What do you like best about the proposed design of Market Square?

- 84% of comments were entirely positive about the design with almost 2/3 of the remarks indicating that that design was inviting, beautiful, good, or a visual improvement.
- The majority of other positive comments focused on liking the trees / natural elements and were pleased that the space was well utilized.
- Others liked openness, the seating and dining areas and the stage.
- 16% of comments were negative with most including some positive feedback. The most common concern related to the proposed design or a park in general not attracting tourist / visitors.

Note: Some participants made more than one comment.

- **Question #4: What kind of events would you like to see at Market Square?**

100 ideas were collected via the 40 completed surveys

- 32% of ideas revolved around performances, concerts, music and entertainment
- 21% of ideas were focused on markets, vendors and selling booths
- 15% of ideas were a combination of dining events, beer gardens, eating festivals, outdoor movies, children's events and winter activities.

- Other unique events suggested were craft events, community and first nations art projects, little library, pow wows, tai chi, exercise groups, dances, native trading farmers, large town map to help tourists and staging area for parades

- **Question #5: Please provide any other comments you may have regarding this Open House Event.**

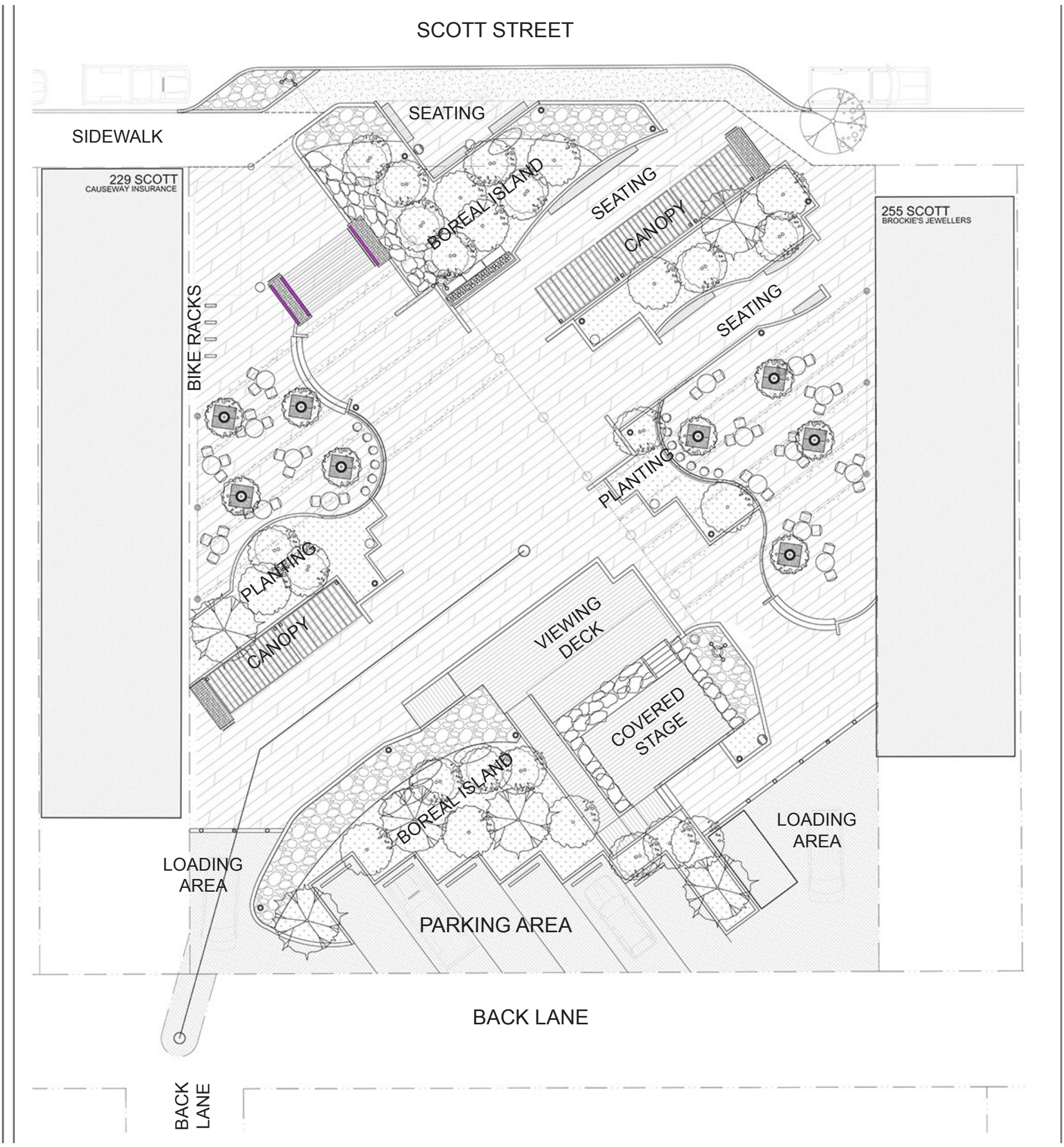
  - Just under half of the comments related to the Open House Event and the presentation of materials. All comments were positive with the exception of two which indicated that the presentation images were too small and that the decision making process was flawed.
  - Just over half of the comments were design based and were almost equally represented under three themes:
    - Positive comments about the design
    - Design suggestions (larger water feature, universal accessibility, parking, BBQ)
    - Negative comments (not a draw for tourists, fort, no washrooms on site, not for four season use, not a covered space).

4.4.1. Event Photos

RAINY LAKE MARKET SQUARE
DESIGN UPDATES - JUNE 28, 2016

HIGHLIGHTED CHANGES

- **Street Life:** Added more seating opportunities along street. Ensured an open area large enough to fit a food truck
- **Stage:** Developing stage design. Added access ramp. Consolidated desking. Increased circulation. Developing screen wall at stage back
- **Smaller Canopies:** Investigating solid cover, reduced number
- **Public Art:** Developing opportunities for public sculpture and local artists
- **Loading Zone:** Added second loading area on west side. Added formal parking stall.
- **Site Furnishings:** Selecting furnitire styles. Locating signage.



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SEAL

CLIENT: TOWN OF FORT FRANCES

SCATLIFF + MILLER + MURRAY
visionary urban design + landscapes

PROJECT: RAINY LAKE MARKET SQUARE
TITLE: DWG TITLE 01
DWG TITLE 02

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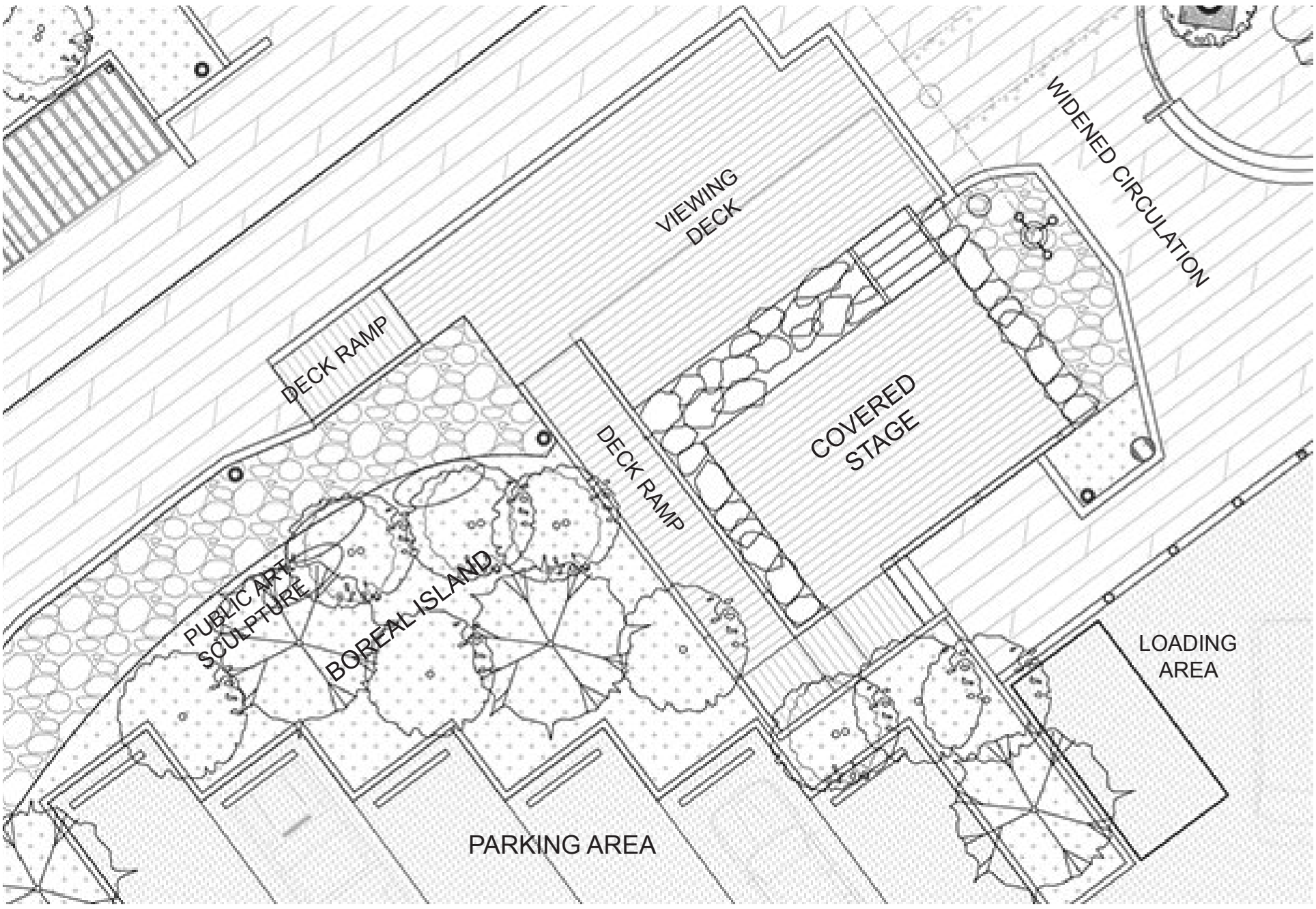
THE STAGE

CENTREPIECE OF THE MARKET SQUARE AND THE HUB OF ACTIVITY

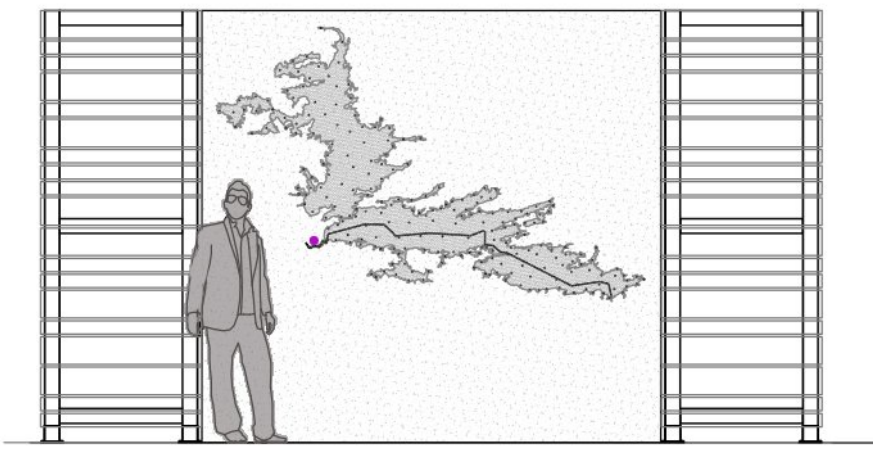


EXPANDED PLAN - STAGE AREA

HIGHLIGHTED CHANGES

- Added ramp access to front of stage
- Unified viewing deck into single deck
- Increased parking count
- Widened Circulation
- Public art component
- Stage design progress
- Screen wall to limit views behind stage and provide a backdrop

PUBLIC ART



SCREEN WALL

Steel Centre Panel with Rainy Lake Map and Wood Side Panels.
Portable screen for projections

STAGE STRUCTURE CONCEPT

Steel Structure with “wave-like canopies” Can be fitted with lighting and acoustics.

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							SCATLIFF + MILLER + MURRAY visionary urban design + landscapes	DESIGN XXX / DRAWN XXX / DATE - Y / M / D Y/M/D/ / SCALE 1:XXX
								CHECKED XXX / APPROVED XXX / PROJECT NO. 00-0000-000 / DRAWING NO. LXX

THE STREET
WHERE THE MARKET SQUARE WELCOMES US

EXPANDED PLAN - STREET SIDE
HIGHLIGHTED CHANGES

- Substitute open joist canopy for solid canopy
- Reduce number of solid canopies
- Added more formal seating at street side
- Widened circulation
- Clear area for food carts and food truck
- Public Art design progress
- Optimal signage locations
- Possible donor recognition area

PUBLIC ART
Bronze sculptures with a Boreal Forest theme. Whitetailed deer are a common sight in the area and speak to local nature. This becomes the “Kodak Moment” for visitors.

STREET LIFE
Cleared area on the street for seating and higher profile food carts. At this stage we begin to better define public art components to stay consistent with theme and budget.

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PROJECT: RAINY LAKE MARKET SQUARE

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DWG TITLE 02

SCATLIFF + MILLER + MURRAY
visionary urban design + landscapes

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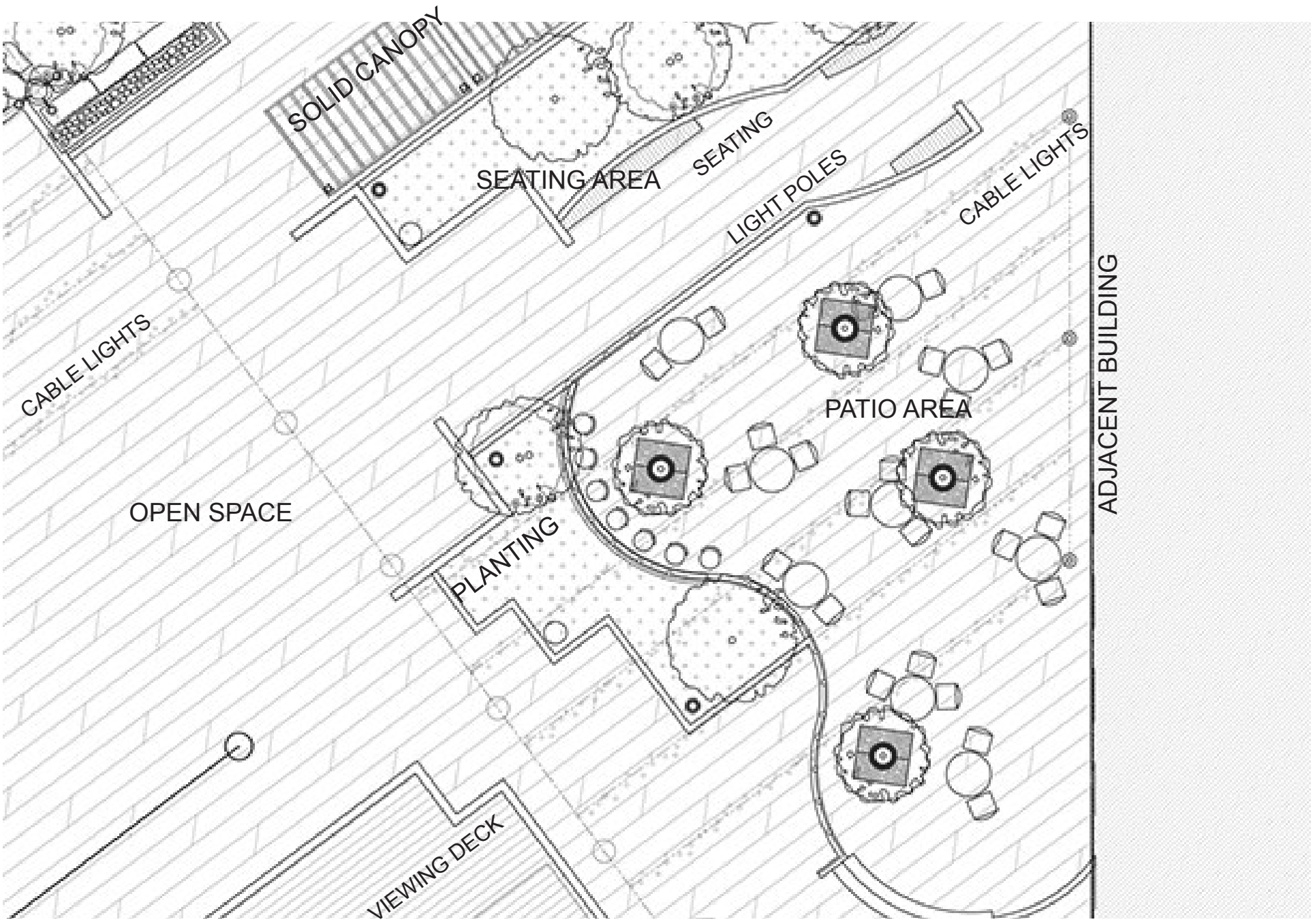
THE TERRACES

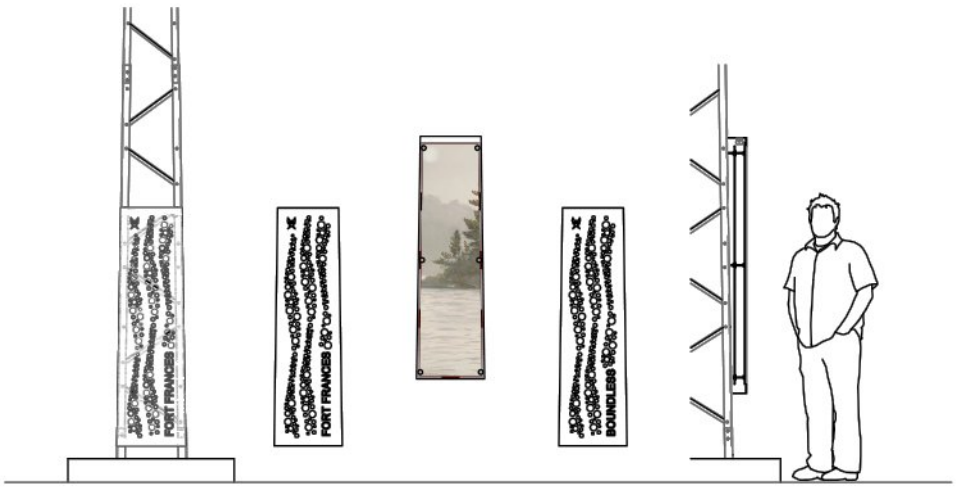
RAISING THE EXPERIENCE OF THE MARKET SQUARE



EXPANDED PLAN - THE TERRACES

HIGHLIGHTED CHANGES

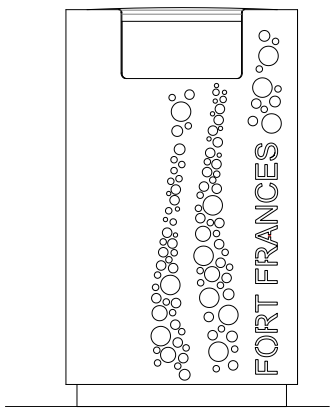
- Reduced number of trees for better visibility and circulation. Added possibility of expanded market tent space
- Defined site furniture
- Added lighting
- Providing opportunities for public art with focus on local artists.



PUBLIC ART

Metal panels on the light towers are laser cut with Town logos and patterns. Some panels are reserved for local artists and can be protected. These panels can be curated and changed seasonally or with events.

CUSTOMIZABLE BINS WITH TOWN LOGOS



BIKE RACKS

DURABLE, FOLDING BISTRO FURNITURE

SITE FURNISHINGS

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THE FOREST
CONNECTING PEOPLE TO NATURE

EXPANDED PLAN - PLANTED AREAS
HIGHLIGHTED CHANGES

- Reserved areas for annual planting to add seasonal colour and highlight
- Select native and adaptive species to create a balanced, “Local” planting scheme
- Added lighting in planting areas.
- Natural stone such as local granite will feature prominantly

NATIVE SHRUB SPECIES

NATIVE TREE SPECIES

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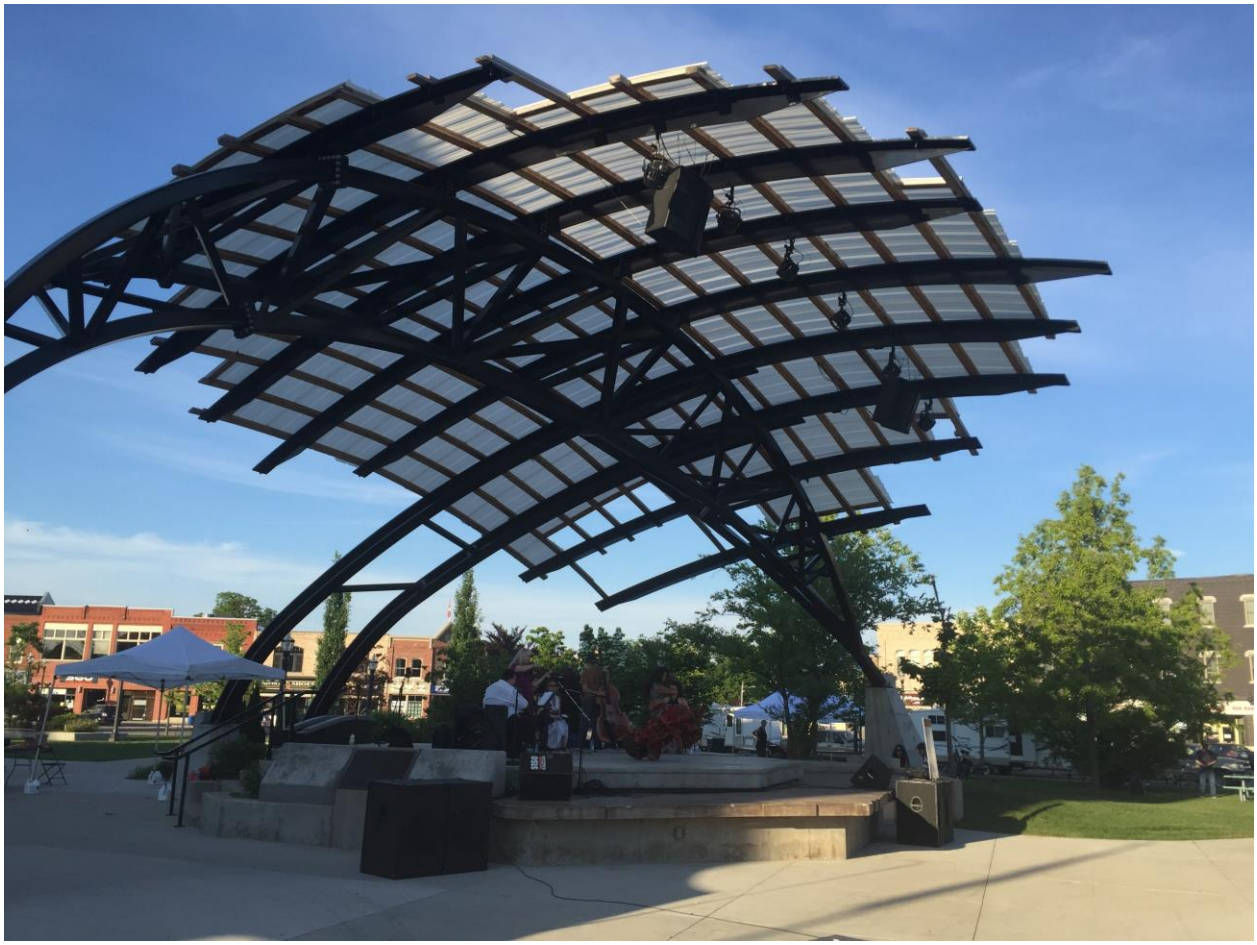

Chinese Food

Option 1 Concept

Mainstreet Market Square • Fort Frances • Ontario

HILDERMAN THOMAS FRANK GRANT

Option 2 Concept

Mainstreet Market Square • Fort Frances • Ontario

MAINSTREET MARKET SQUARE

Fort Frances, Ontario

March 2014

NORTH

Scale 1/8" = 1'-0"

0 2 5 10 20 30 feet

HTFC
PLANNING & DESIGN
500-115 Bannatyne Avenue East Winnipeg, MB R3B 0R3
PHONE 204 944 9907 WEB htfc.mb.ca

SCOTT S
229
CAUSEWAY INSURANCE
255
BROCKIE'S JEWELLERS
CIRCULATION
CIRCULATION
CIRCULATION
CIRCULATION
ADDITIONAL MARKET SPACE ON DECK / STAGE
LOADING AREA
MARKET PARKING

MARKET DAY