



# CHARRETTE SUMMARY

**JOHNSTON ROAD**  
& Northport Commercial Area

OCTOBER 22-23, 2016



Prepared for the City of Port Alberni by:

**LANARC**

# JOHNSTON ROAD & Northport Commercial Area



## INTRODUCTION

### PROJECT PURPOSE

Over recent months, the City has heard from a variety of community members and groups about improvement ideas for Johnston Road and the Northport Commercial Area. The aim of this project, the Johnston Road Design Charrette, is to bring together diverse stakeholders and the City to generate a cohesive vision and coordinated approach for recommendations, improvements, and investments in this area.

*Johnston Road is the front door and first impression for the City of Port Alberni.*

### CHARRETTE OVERVIEW

- The charrette for Johnston Road and Northport Commercial Area was held over two days on Saturday-Sunday October 22-23 at the Barclay Hotel in Port Alberni.
- Invitations were sent out to over 200 community members including, but not limited to: local business owners, First Nations, City Council, City Staff, Ministry of Transportation and Infrastructure, School District 70, Alberni Valley Chamber of Commerce, Young Professionals of Alberni Valley, and other community organizations.
- **40** stakeholders participated over the 2-day process.
- The guiding framework for the charrette “Now? - Wow! - How?” is outlined in the following sentence and the graphic on the next page. The process started with understanding Johnston Road Today (Now?), then moved to establish a vision for Johnston Road in the future (Wow!), and finally looked into the details and priorities for how to achieve this vision (How?).



Charrette Team Members at the Barclay around the Green Working Group Table.



# CHARRETTE PROCESS FRAMEWORK

**NOW?**

If you could change one thing about Johnston Road area today, what would it be?

**WOW!**

What is the experience we want people to have of Johnston Road?  
What is the community vision that will guide change and investment in this area?  
What are some examples or communities that we can draw inspiration from?

**HOW?**

What are the key topic areas or categories for change?  
What are the potential projects?  
What are the priorities within these potential projects?



Blue Working Group in Discussion



Charrette Working Group in Action



# DAY 1:

- Day 1 began with a series of technical presentations by the consulting team to cover project background and to frame economic, planning and design context for the study area. There was also a presentation on principles for success and precedent examples of these principles for ideas and inspiration.
- **Session A "Now?":** All charrette participants, in plenary group  
Discussion Question: "If you could change one thing about Johnston Road Area today, what would it be?"
- **Session B "Wow!":** Three break-out groups of charrette participants, each with a facilitator.  
Guiding Question: "What is the experience we want people to have of Johnston Road?"
- **Session C "Wow!":** The third and last session of the day worked with the same three break-out groups as Session B.  
Guiding Question: "What ideas will help us achieve our vision?", and "What goes where?"

# DAY 2:

- Day 2 began with a presentation to welcome participants back and to energize the group with a 'Sunday Sunshine' case study example of community and economic success from a streetscape project similar to Johnston Road in Port Alberni.
- As a group, participants did a walk through tour and review of the ideas and outcomes generated on Day 1 to prepare for the Day 2 sessions.
- **Session D "How?":** The first new session of the day divided participants into two groups, each with facilitators. The session focus was to generate a refined concept and list of projects for 1. Upper and Mid Johnston Road, and 2. Lower Johnston Road (Northport). The themes that guided this session were: Circulation & Connections, Pedestrian Friendly, Pride of Place, and Thriving Local Economy.
- **Setting Priorities:** The project lists developed in Session D summarize the charrette concepts for the full study area (Upper, Middle and Lower Johnston), organized under three theme headings: Circulation & Connections, Pride of Place, and Thriving Local Economy. From the overall list of projects, each participant had the opportunity to cast (5) votes to illustrate their priorities (all votes could be cast for one item, or spread out among several).
- **Session E "How?":** The last session of the day focused the group in plenary on two things:  
1. Generating a sub-list of projects that were low-cost and implementable in the short-term;  
and 2. Generating some short-term actions and evaluation criteria for progressing the implementation of an entry sign.

# JOHNSTON ROAD & Northport Commercial Area



## STUDY AREA OVERVIEW

<b>Study Area</b>	<ul style="list-style-type: none"> <li>From the eastern City limits (John Street) down to Victoria Quay and the waterfront.</li> </ul>
<b>Ownership / Jurisdiction</b>	<ul style="list-style-type: none"> <li>Highway / Route 4 is under the jurisdiction of the Ministry of Transportation and Infrastructure (MOTI).</li> <li>In the City of Port Alberni, Highway 4 becomes Johnston Road.</li> </ul>
<b>Current Land Use</b>	<ul style="list-style-type: none"> <li>Johnston Road current land use is commercial at either end and predominantly residential in the mid-section (along with Williamson Park and Alberni Elementary on the north side).</li> </ul>
<b>Northport Commercial Area</b>	<ul style="list-style-type: none"> <li>The southwest end of Johnston Road by the waterfront is the Northport Commercial Area, the former Alberni Townsite's downtown.</li> <li>Northport is comprised predominantly of small-scale commercial retail units split between street-oriented and automobile-oriented buildings.</li> <li>The Northport area attracts tourism traffic, and also accommodates locally-oriented retail including hardware, grocery, furniture and car sales.</li> <li>Currently, Northport has some vacant buildings and lots.</li> </ul>
<b>Johnston Road East Commercial Area</b>	<ul style="list-style-type: none"> <li>The northeast end of Johnston Road by the City limits is the Johnston Road East Commercial Area.</li> <li>This area is comprised predominantly of large-format commercial retail with parking lot frontages and automobile-focused access.</li> <li>Most of the recent development on Johnston Road has been in the Johnston Road East Commercial Area.</li> </ul>

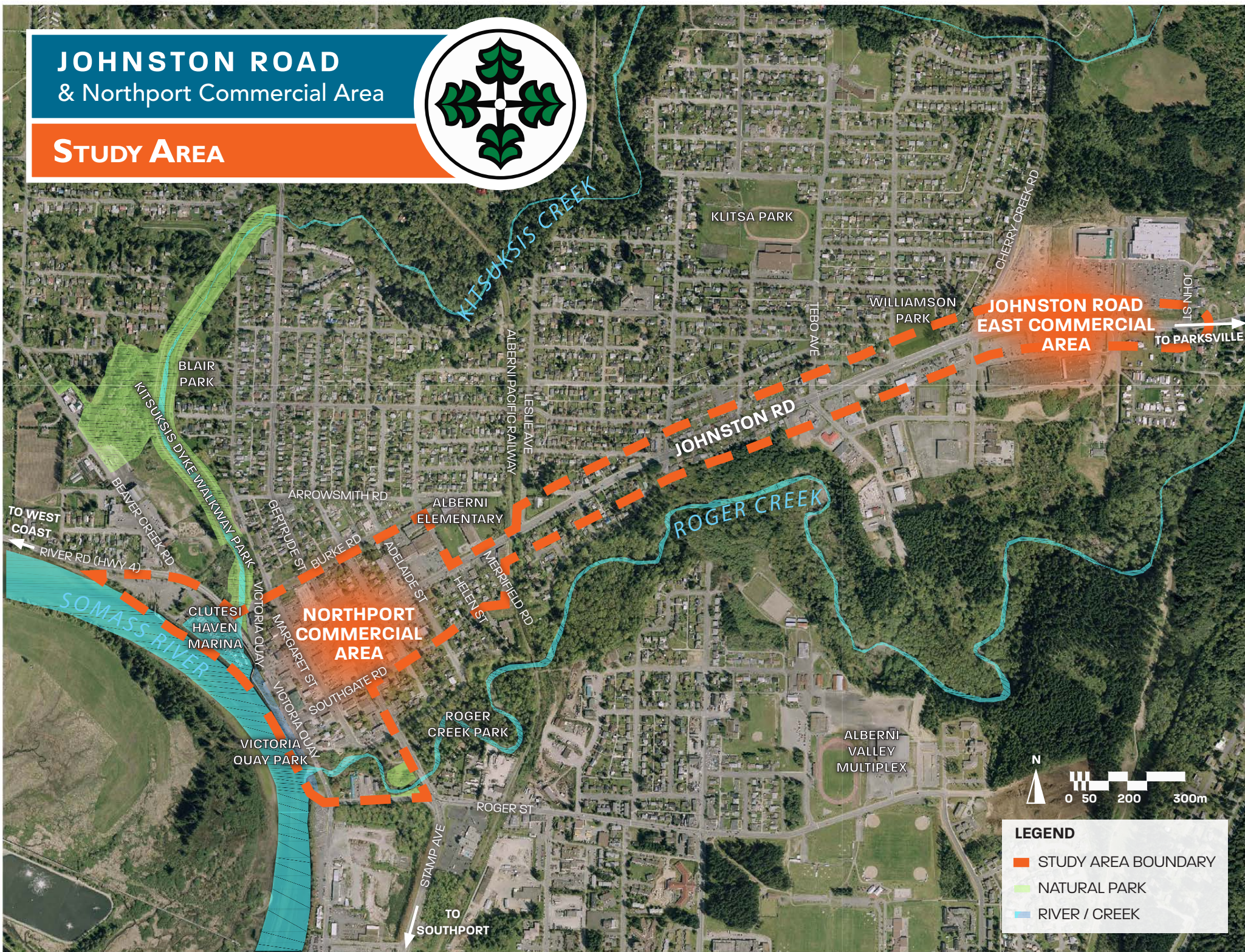


**Johnston Road Today**



# JOHNSTON ROAD & Northport Commercial Area

## STUDY AREA



**JOHNSTON ROAD  
EAST COMMERCIAL  
AREA**

**NORTHPORT  
COMMERCIAL  
AREA**



LEGEND	
	STUDY AREA BOUNDARY
	NATURAL PARK
	RIVER / CREEK



# SESSION SUMMARIES

## SESSION A



If you could change one thing about Johnston Road area today, what would it be?

- **Session A "Now?":** This first session worked with all participants in one plenary group. This session focused on understanding the existing conditions, issues and challenges for Johnston Road today. Each person provided a brief personal introduction and shared their response to the discussion question above.

## SESSION A - INPUT & RESPONSE SUMMARY

- Create a cohesive experience for Johnston Road from end to end
- Establish it as a place to stop for a duration (instead of a corridor to move through)
- Make it pedestrian friendly, where pedestrians and walkability are the focus
- Have a public meeting place suitable for all seasons in Northport/waterfront
- Create a waterfront gathering destination
- Create a place to spend time – with programming events like live music
- Build a destination for all ages at Williamson Park
- Establish it as a pristine atmosphere 365 days a year
- Remove overhead utility lines and poles
- Connect to the rest of the community through trails
- Introduce a centre median (e.g. Qualicum Beach Entry or Bowen Road Nanaimo)
- Increase street trees and presence of green
- Integrate/celebrate rain – sculptures where rainwater/stormwater are visible
- Create unique sculptures for all seasons
- Build an electronic sign at east entry to communicate what is happening in Port Alberni
- Create designated visitor parking / RV parking in Northport Area
- Improve parking and wayfinding signage
- Provide incentives for façade improvements for businesses with west coast or nautical theme
- Bylaw enforcement and development permit guidelines
- Create an atmosphere that appeals to the senses (smell of a bakery, sounds of music, etc.)
- Provide a physical connection across the river to the estuary upland
- Make it multi-modal (cars, bikes, walking, etc.)
- Improve parking management and traffic flow
- Bring People! Use the waterfront as a focus
- Create an art-focused destination (e.g. St. Jacobs Ontario)
- Provide annual planters / seating
- Add visual interest with paint and flowers



## SESSION B - SUMMARY



What is the experience we want people to have of Johnston Road?

- **Session B “Wow!”:** The second session divided participants into three break-out groups, each with a facilitator. This session gathered big picture ideas for the future vision of the Johnston Road area. Each group discussed the guiding question “What is the experience we want people to have of Johnston Road?”. Break-out groups presented a summary of their discussion results back to the plenary group to identify areas of alignment, and areas of divergence.

## SESSION B - INPUT & RESPONSE SUMMARY

- Strong first impression - “Have you seen Port Alberni lately? OMG!”
- Pride of place – clean, fresh, crisp, maintained
- Amazed & awe
- Family Friendly
- Outdoor lifestyle & community (place of outdoor adventure)
- Cohesive brand & flavour
- Authenticity – celebrate who we are
- Forward thinking – prosperity, community, culture
- Nice ambiance – interesting lighting, greenery
- Comfortable & picturesque – “Get out and take a picture!”
- Safe feeling and atmosphere
- Reason to stop
- “Wow” factor – exciting
- Welcoming and natural
- Memorable and Inspiring
- Attractive businesses – businesses and residents take pride in properties
- Clear and strong entry sequence
- Differentiated from other communities – unique
- High quality place to live
- Industrial heritage evolution to funky vibe
- Young people and energy
- Vibrant, diverse and unique
- Comfortable and interesting to walk around
- Continuous sidewalks, trees, etc.
- Showcase (front door to the city)
- Heritage and historic roots
- Bright and colourful
- Continuity / consistent sequence
- Landmarks
- Appealing to both residents and visitors
- Emphasize Johnston Road vista
- First Nations Culture
- Beautiful nature and wildlife access
- Strong waterfront identity
- Welcoming day or night and all seasons
- Interesting and comfortable for pedestrian shopping
- Slow vehicle speed
- Multiple points of interest in sequence
- Pique interest and curiosity of visitors early on the way in so that they can anticipate stopping
- Positive look and feel – visual interest to catch attention, and supporting elements beyond the surface

## SESSION C



What ideas will help us achieve our vision?  
What goes where?

- **Session C "Wow!":** The third and last session of the day worked with the same three break-out groups to generate and explore "What ideas will help us achieve our vision?", and "What goes where?". The three topic areas developed from the morning session guided this discussion: 1. Pride of Place, 2. Thriving Local Economy, and 3. Streetscape. Groups recorded ideas in sketches and writing and presented back to the plenary group

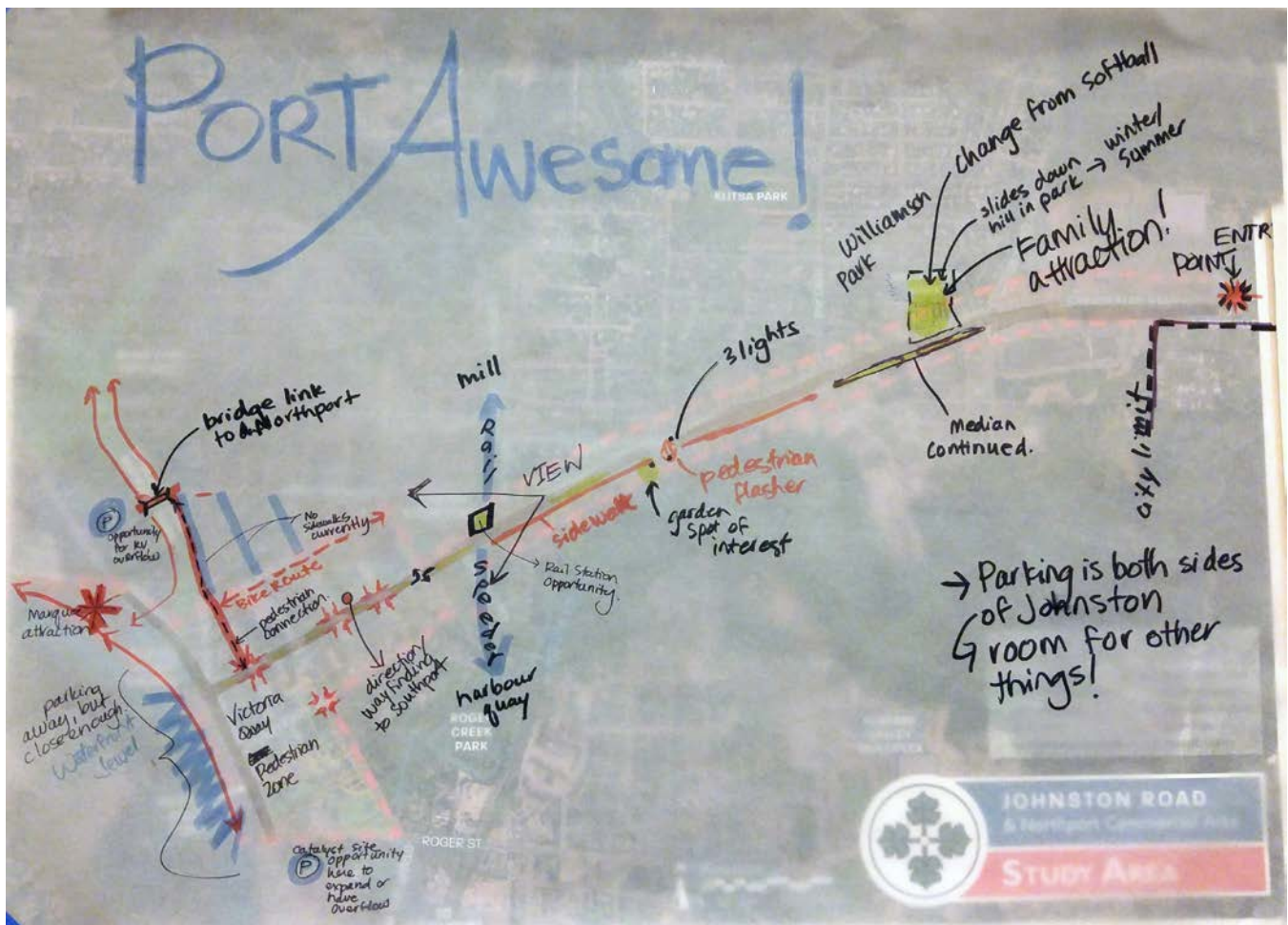
## SESSION C: SUMMARY OF IDEAS CONSISTENT WITH ALL CHARRETTE GROUPS

- Create a strong entry point at east end of City to welcome and be first indication of arrival
- Continue median from Cherry Creek Road south to Northport to slow traffic and create atmosphere of City, not highway
- Create a Family Attraction at Williamson Park – change from softball field to exciting destination that is unique. Components like: adventure park, huge outdoor slides all-seasons, BMX/pump track, train, etc.
- Complete section of sidewalk on south side between railroad and Tebo Ave.
- Emphasize Johnston Street Vista coming down the hill
- Create a place of interest at rail crossing with a new rail platform at Johnston to connect speeder car down to Harbour Quay, or up to the Mill
- Just below rail crossing, use this space as the second clear indication of arrival to tourists (planting on slope, signage, etc.)
- Introduce signalized intersection at Helen Street (bottom of hill) for safe left turns
- Create traffic calming in Northport commercial area through curb extensions at intersections (Margaret St, Elizabeth St, Adelaide St, and Helen Street) and mid-block.
- Enhance pedestrian experience in Northport through addition of street furnishings, plantings, etc.
- Encourage a greater concentration of compatible businesses in Northport for a full-service shopping experience.
- Update zoning to encourage boutiques, specialty businesses and businesses that appeal to both residents and tourists.
- Victoria Quay Transformation as waterfront destination – remove parking and expand park space, trees, covered gathering area for picnics, etc.
- Marquee Attraction – on the Clutesi Haven Marina uplands, adjust parking accordingly
- Extend waterfront promenade north, and manage some vegetation so waterfront is visible
- Bikes to be accommodated on parallel routes, instead of on Johnston Road (loop around Burke Road, Helen Street, Southgate Road and Margaret Street).
- Create a wayfinding program that includes capturing:
  - Existing assets (e.g. McLean Mill, Farms)
  - Changing events/program info (e.g. electronic sign)
  - Parks and trails maps and info
  - Northport/waterfront area have frequent maps/kiosks for where you are, and for community bulletin boards to post current events.



## GROUP 1 (BLUE GROUP): ("PORT AWESOME") SPECIFIC POINTS

- Waterfront Jewel – close blocks of Victoria Quay to create a pedestrian only zone and expanded park space. For access to the waterfront, establish parking lots south of Victoria Quay on edge of Catalyst Paper land, and on north side, by Kitsuksis Dyke.
- Establish a landmark look-out tower on waterfront edge that provides views of the estuary.
- As part of wayfinding program - At the waterfront create info panels for views of "What you're looking at", including natural features (mountains, river, sanctuary, etc.), community features, industry features.
- Provide designated pedestrian route connection from Kitsuksis Bridge crossing to Johnston Road (add sidewalks to side street connections where they do not exist)
- For Northport Businesses Form and Character – focus on west coast materials, timber, and stone (e.g. Sproat Lake landing, and Aaron's Financial Planning business recent upgrades). Encourage businesses to create outdoor seating areas.
- Use Johnston Road Hill from railroad tracks down into Northport to create rainwater feature in new median – salmon sculptures swimming upstream.
- At Ian Avenue, move the pedestrian crossing to the east side of Ian so that it is lit on both sides and replace the flasher to be a newer style that is more highly visible night or day.
- At the corner of Ian Avenue and Southgate, create a garden spot of interest at City property.



Group A - Concept Plan

## GROUP 2 (GREEN GROUP): SPECIFIC POINTS

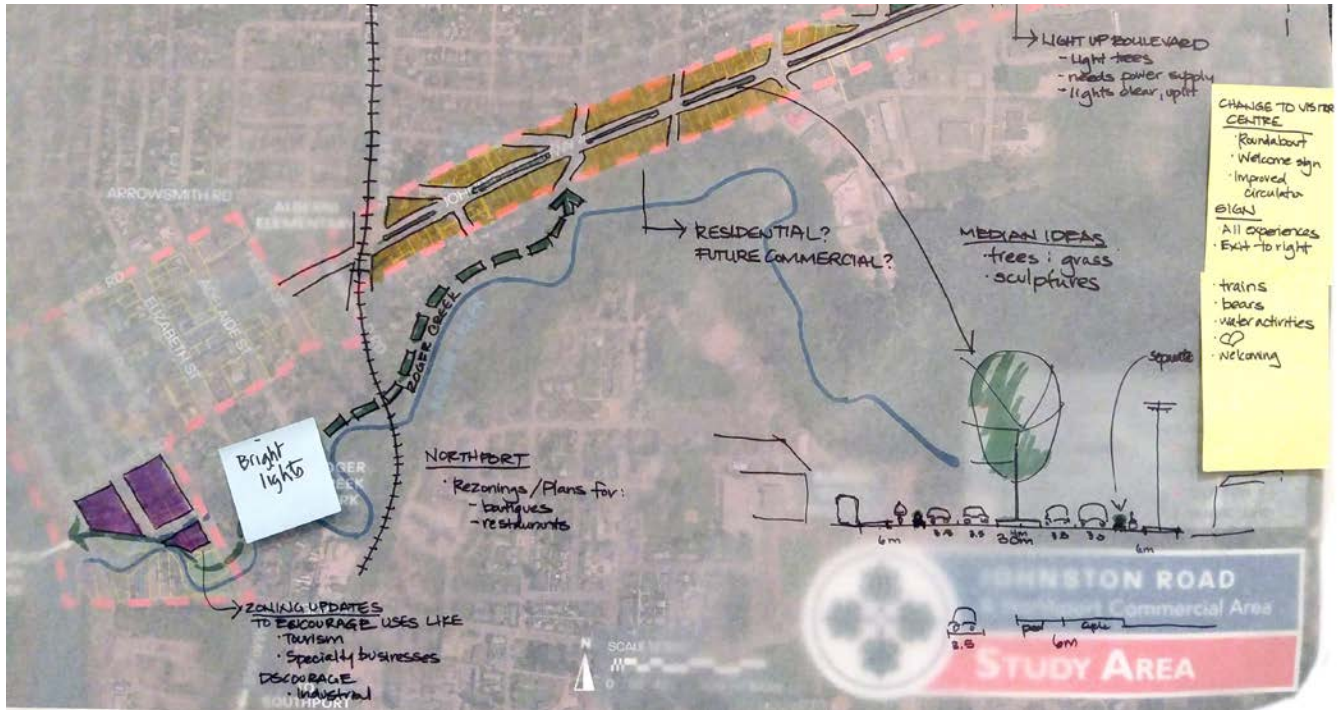
- Convert the intersection at the foot of Johnston Road with Victoria Quay to a 1-lane roundabout.
- Designate RV parking areas on Johnston Road between Adelaide Street and Helen Street, and at Catalyst land to the south.
- At Brownfield site on corner of Adelaide Street, establish pop-up visitor centre that has anchor architecture for the area.
- Use a canopy of overhead LED lights in Northport for unique atmosphere that could change colour to celebrate different events through the year.
- Establish Districts for character – 'Northport District' from railroad tracks down to Victoria Quay, and then 'River District' along Victoria Quay.
- For road section between Tebo Avenue and Railroad tracks, have separated bike lanes in both directions, and then cyclists divert to parallel routes within Northport.



## Group 2 - Northport Concept Plan



## Group 2 - Mid & Upper Johnston Road Concept Plan (page 7 and 9)



## GROUP 3 (RED GROUP): SPECIFIC POINTS

- Create programs for temporary side street closures for events like a sunset market "Market on Margaret". Create action to attract people.
- Re-structure side street excess width to make scale of streets smaller and include additional parking, designated RV parking, and special event space.
- Utilize brownfield site on Johnston Road (corner of Adelaide Street) for pop-up business opportunity (e.g. Christchurch Re:Start Mall that was established from shipping containers after the earthquake).



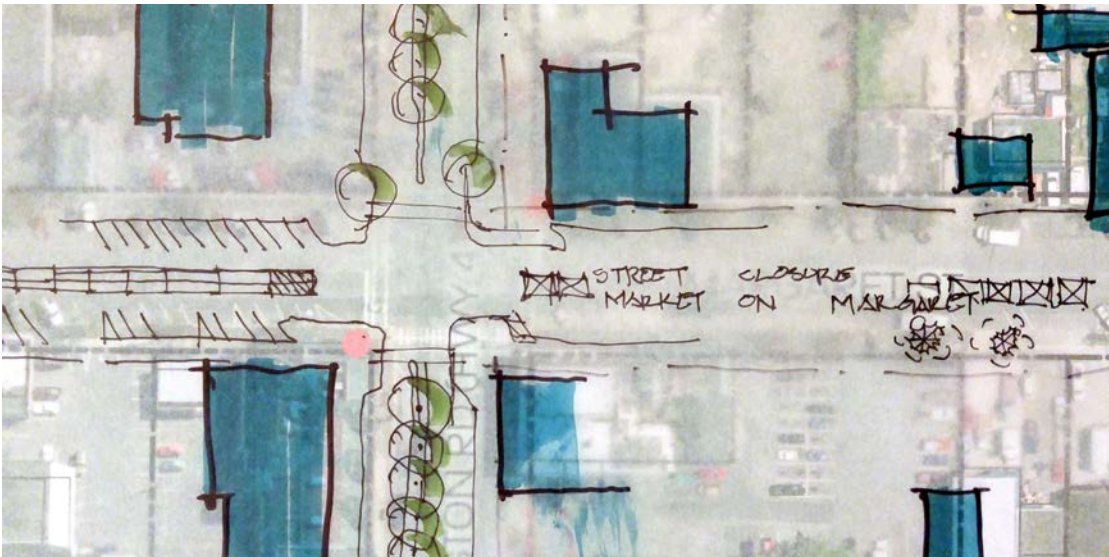
Group 3 - Precedent image from Christchurch shipping container Re:Start Mall



Group 3 (Red Group) - Concept Plan



Group 3 (Red Group) Plan Detail: proposed side street changes, parking, and special event closure



## SESSION D

NOW?

WOW!

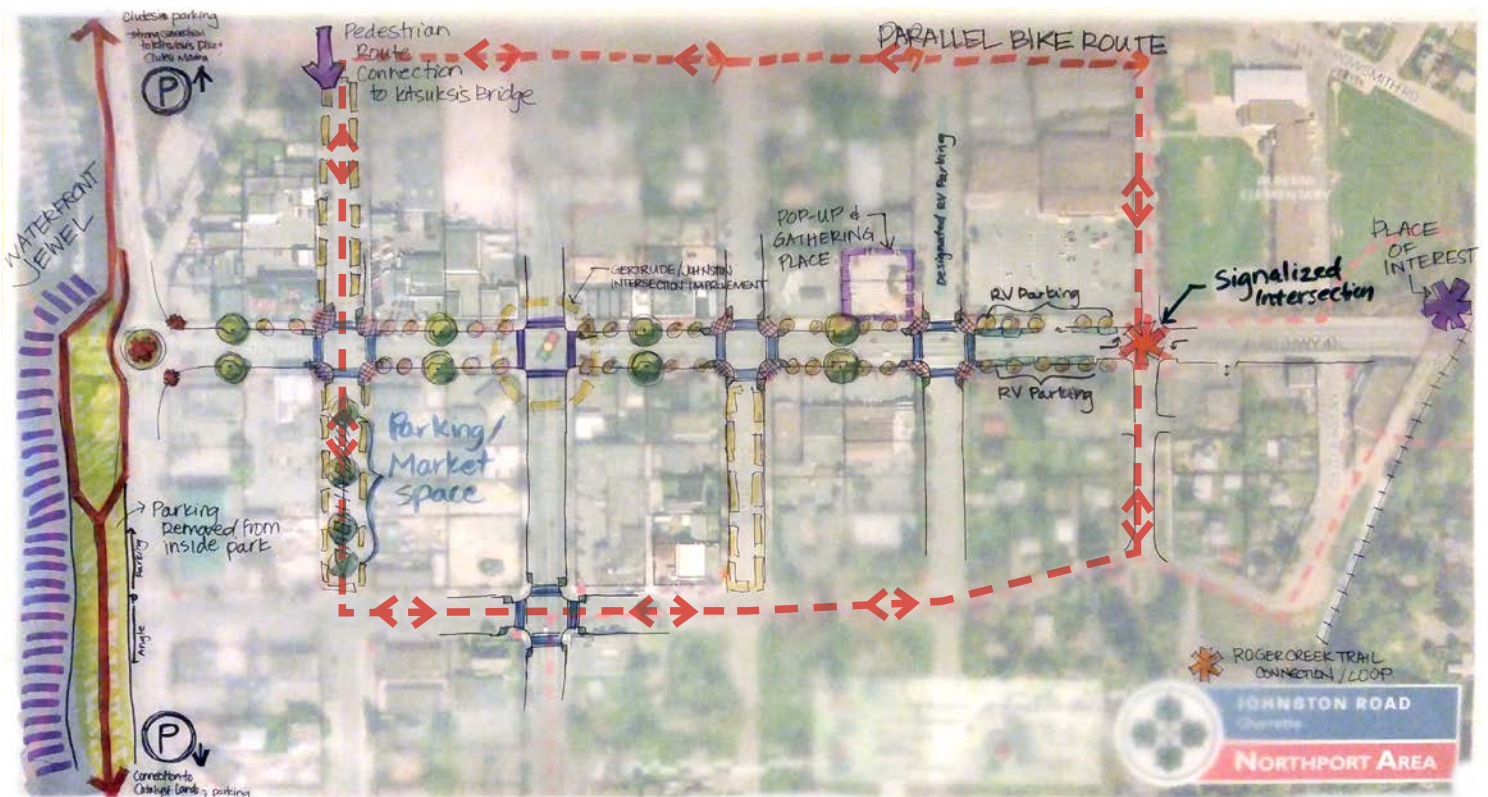
HOW?

What are the potential projects?  
What are the priorities within these projects?

- **Session D "How?":** The first new session of the day divided participants into two groups, each with facilitators. The session focus was to generate a refined concept and list of projects for 1. Upper and Mid Johnston Road, and 2. Lower Johnston Road (Northport). The themes that guided this session were: Circulation & Connections, Pedestrian Friendly, Pride of Place, and Thriving Local Economy. Half-way through the activity, the participants switched tables and built on the materials generated by the group before them (for Upper/Mid or Lower Johnston Road, respectively). At the end of the session, the groups presented the final concepts in plenary.

## SESSION D - GRAPHIC SUMMARY OF RECOMMENDATIONS

### "WELCOME TO THE VALLEY OF AWESOME ADVENTURE"

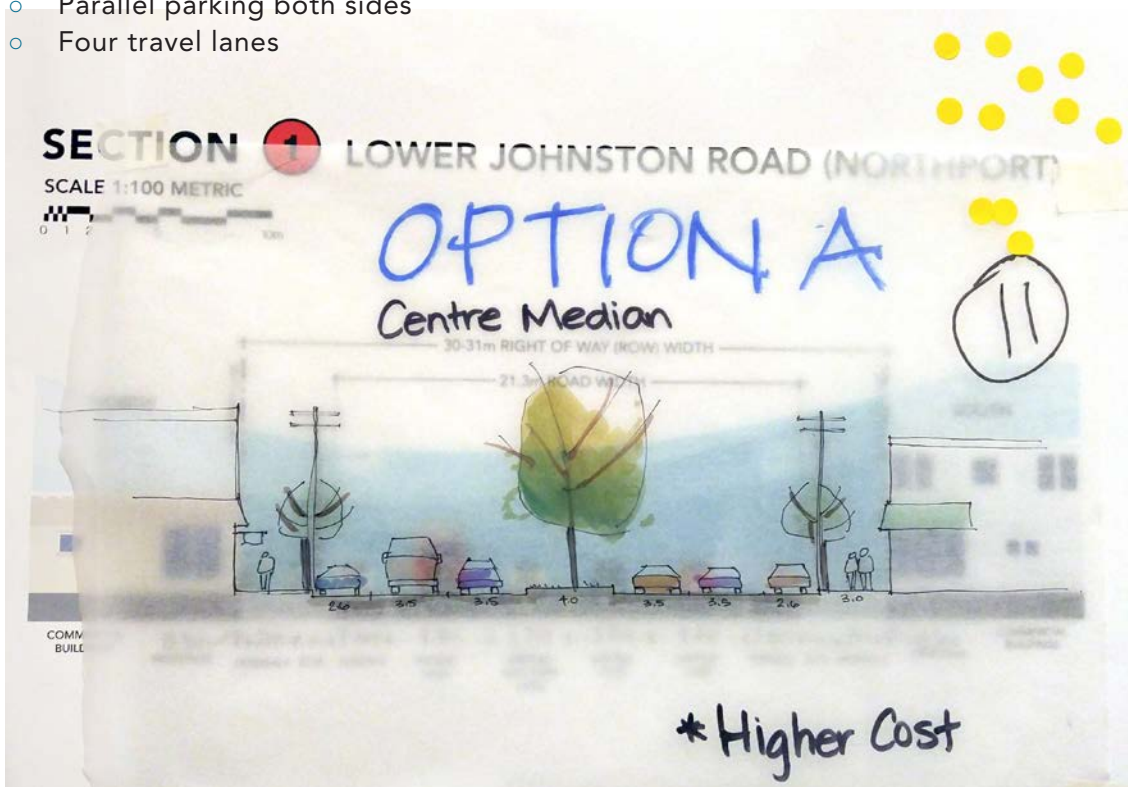


Summary Concept Plan - Northport and Waterfront



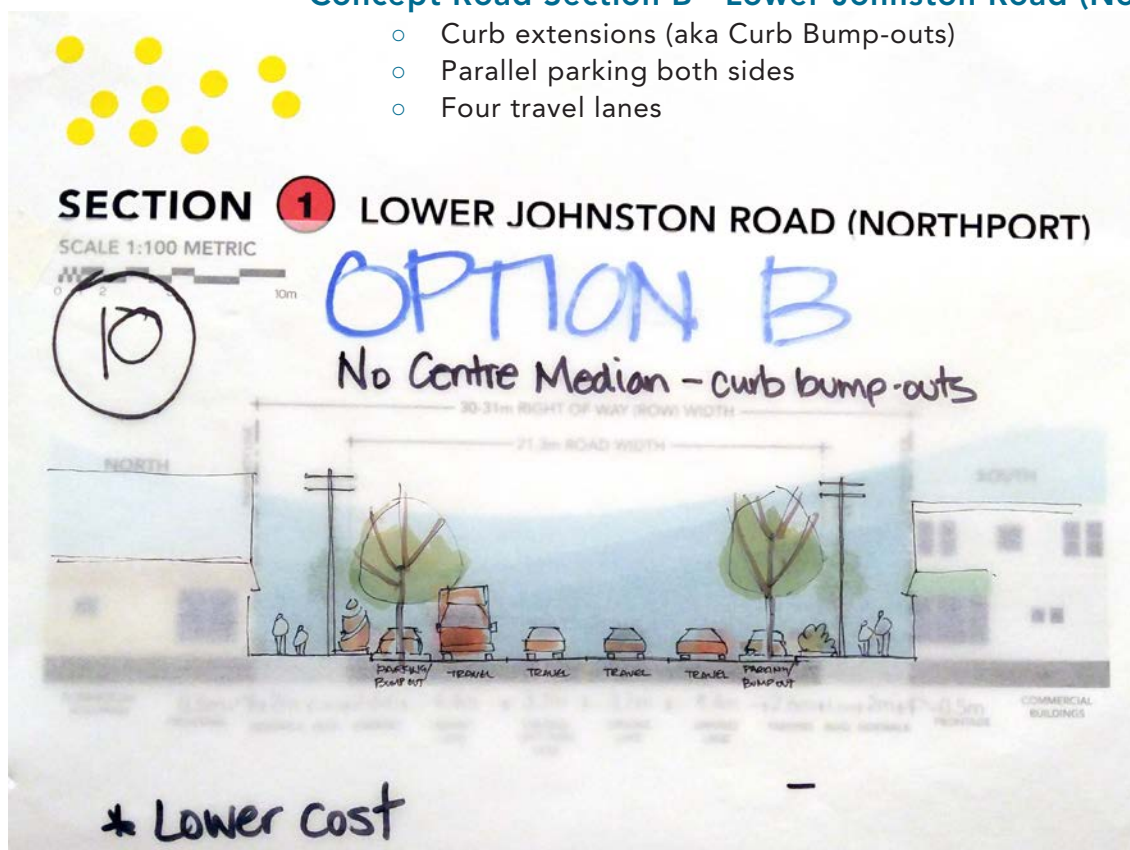
## Concept Road Section A - Lower Johnston Road (Northport)

- Centre Median
- Parallel parking both sides
- Four travel lanes



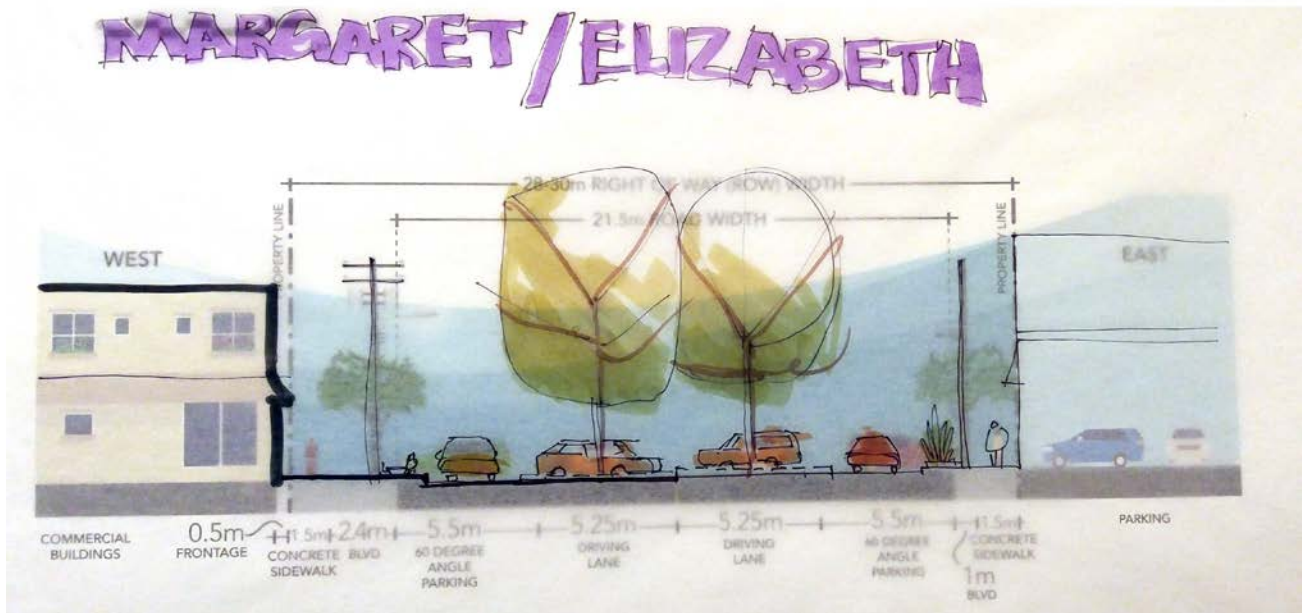
## Concept Road Section B - Lower Johnston Road (Northport)

- Curb extensions (aka Curb Bump-outs)
- Parallel parking both sides
- Four travel lanes



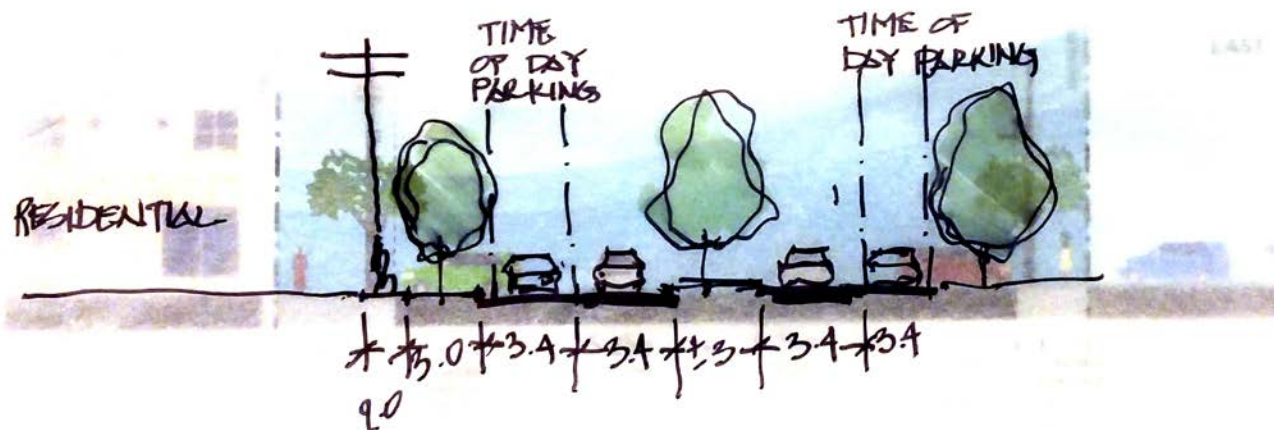
### Concept Road Section C - Northport Side Street

- Traffic calming, reduce road width
- Angle Parking and tree planting centre of road
- Travel lanes adjacent to curb



### Concept Road Section D - Johnston Road Hill

- In residential area
- Traffic calming centre median with tree canopy
- Time of day parking on road (not during peak morning or evening hours)
- "Processional"



## SETTING PRIORITIES SUMMARY



What are the priorities within the recommended projects?

- **Setting Priorities:** The project lists developed in Session D summarize the charrette concepts for the full study area (Upper, Middle and Lower Johnston), organized under three theme headings: Circulation & Connections, Pride of Place, and Thriving Local Economy. From the overall list of projects, each participant had the opportunity to cast (5) votes to illustrate their priorities (all votes could be cast for one item, or spread out among several).

The numbers shown at left of list items below represent the number of priority votes that each item received from charrette participants (items with no number received no priority votes).

### Circulation & Connections

- 9 - Johnston Road Traffic Calming in Northport – curb extensions, to shorten crossing distance
- 8 - New Streetscape From Cherry Creek to Railway Crossing including median, banners, painting lights black
- 6 - Side Street Improvements
  - Make Streets feel smaller!
  - Centre angle parking with Trees
  - Wider sidewalks
  - Potential event / market space
- 6 - Northport Trail Route Connections
  - Pedestrian and cyclist connection from Kitsuksis Park and Bridge to Northport (along side streets)
  - To Roger creek trail further north/east
  - To Roger Creek Park further south
  - Create a loop trail
- Gertrude / Johnston intersection improvements
- Parking Lot at Catalyst – for RV, overnight, etc.
- Helen Street Signalized Intersection
- Cyclists on Parallel route loop to Johnston Road in Northport Area
- Designate and Sign RV Parking Areas
- Long-term consideration for reduction to 2 lanes on Johnston Road
- Explore Idea of Roundabout at Victoria Quay Intersection
- Upgrade highway median at Visitor Centre
- Signage at Visitor Centre



## Pride of Place

- 11** - Increased Street Trees & Green – in curb extensions at intersections and mid-blocks
- 8** - Victoria Quay Park Transformation
  - Remove parking (maintain a few spots for accessibility)
  - Trees
  - Gazebo / covered gathering spot
- 8** - Williamson Park family activity area and improved destination
- 8** - Wayfinding Signage Program – that links all parts of city
- 8** - Upgrade Lamp Posts to Black, Decorate Power Poles, and add lighting for safety and aesthetics
- 4** - New entry sign at location of ACRD (Regional District) sign
- 4** - Create Districts for Waterfront Area, Northport Area, etc. with local buy-in (not corridor, or gateway, but destinations)
- 3** - Planning bylaw revisions and design guidelines to encourage desirable / attractive development on Johnston Road
- 2** - Sidewalk Amenities - Place to site, planters, furnishings
- 1** - Add power/lights to medians in east commercial area (consider alternative power sources)
- 1** - Develop Arts Program and Installations in Northport (bears, wildlife, outdoor adventure, history, culture, etc.)
  - Band Stand
  - Wayfinding sign at Railroad Crossing, entering down view/hill into Northport
  - Alberni Elementary Improvements
  - Weather Protection – awnings, etc.

## Thriving Local Economy

- 6** - Planning for Resilience – stormwater and infrastructure elements
- 2** - Attract Strong / Unique Anchor Tenant to Northport
- 2** - Create Pop-up Gathering Space on Brownfield Site in Northport
- 1** - Market on Margaret – seasonal programming

## SESSION E SUMMARY



- **Session E "How?":** The last session of the day focused the group in plenary on two things:
  1. Generating a sub-list of projects that were low-cost and implementable in the short-term; and
  2. Generating some short-term actions and evaluation criteria for progressing the implementation of an entry sign.

### What are some potential low-cost projects for change in the short-term?

#### Potential Short-term Projects:

- Lighting existing median at east Johnston Road
  - Investigate most cost effective and energy effective solution here (solar, or if highways allows hydro connection from one of the existing poles).
- Paint Lamp Standards
  - This was done recently in Uptown
- Clean up existing trees on Johnston (pruning etc.)
- Address right turn onto Gertrude on red light
  - Need to designate space for cars to be able to turn right on red
  - This could be painting no parallel parking zone for a setback from the intersection
- Beautify utility poles
- Investigate public art for cell phone tower
- Upgrades for planters
  - Add seasonal plantings / seasonal decor
  - Consider painting or different material for new planters
- Innovative ideas for additional parking
  - Specifically, ways to test this out with paint
  - Side street parking
  - Designated RV parking
- Explore short-term solutions for traffic calming
  - Before centre medians, intersection curb extensions, or mid-block curb-extensions may be possible, look to ways to calm traffic and bring in the scale of the wide road
  - Consider paint lines, temporary bollards, or planters
- Increase cleanliness and atmosphere of 'pristine'
  - Community clean-up walks
  - Recycling bins
  - More garbage receptacles
  - Clean-up empty lots
- Implement the Northport Trail Loop
  - Most segments of trails already exist
  - Need to be linked and to have trail markers and sign/map to show the loop
- Identify interim way to accommodate camping in the City
  - As an example, for occasional camping, other communities set-up pay-camping on sports or fair fields when not in use (already have washroom facilities)



- Introduce more lighting and lighting improvements throughout Johnston Road
  - Improve Christmas lighting approach for a better impact
  - Encourage LED lighting for any new initiatives
  - Offer to be a pilot project for LED lighting for ministry road lights (like is currently being piloted in Richmond)
- Test Market on Margaret (temporary road closure)

## What are some guiding points and actions for implementing a welcome sign?

### Actions for Entry Sign:

- Evaluate and remove existing signs that don't fit with the vision to move forward.
- Look to summit as location for the more general Welcome to the Alberni Valley sign.
- Address visual clutter (e.g. billboards).
- Confirm location for welcome sign to City (within City limits, or outside).
- Develop the "theme" for all signage - refer to branding recently developed by the Branding Committee.
- Review entry sign designs by considering the lists generated below for qualities/characteristics, themes, and materials.

### Sign Qualities & Characteristics

- About a feeling - a richness, quality, more than about literal symbols
- Authentic to community character
- Reflect what the City of Port Alberni is becoming
- Simplicity
- Not a "Gateway" or a "Corridor" to go through, but a Place, a Destination

### Themes for Consideration:

- First Nations culture
- Water (waterfront, salt water, fresh water, rivers, lakes, rainwater, fishing, etc.)
- Industrial heritage
- Local history
- Agriculture
- Beauty of Nature - mountains, forest, water, wildlife (bears, fish)
- "Spirit of Adventure" or Outdoor Adventure Lifestyle - fishing, kayaking, mountain biking, wildlife observation, trail riding, etc.
- Place Name:
  - Port Alberni has some negative connotations for some, but is the legal name of the City and has strong associations for search engine results etc.
  - Alberni Valley is used by some, but doesn't relate to water (port), or legal name for City/Regional District.

### Materials for Consideration:

- Natural Materials - timber, stone, etc.
- Metal
- Beautification around the sign (lighting, landscaping)
- Way to communicate changing messaging/updates (e.g. LED electronic sign)



THANK  
YOU!



To all of the  
participants





LANARC

# WELCOME!



Johnston Road Design Charrette  
Port Alberni | October 22-23, 2016

# Our Team

## **Consulting Team** | LANARC

**Doug Backhouse**, Facilitator, Landscape Architect

**Kate Evans**, Facilitator, Landscape Architect

**Jana Zelenski**, Facilitator, Landscape Architect

## **City of Port Alberni** |

**Scott Smith**, City Planner

**Pat Deakin**, Economic Development Manager





Why are we here today?





A wide-angle photograph of a street intersection. In the background, a single-story building with large windows and a brown wall stands on a slight incline. Beyond the building, there are trees and a range of mountains under a blue sky with scattered white clouds. Power lines and a street lamp are visible in the foreground. The text "BECAUSE YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION" is overlaid in white, bold, sans-serif capital letters across the lower half of the image.

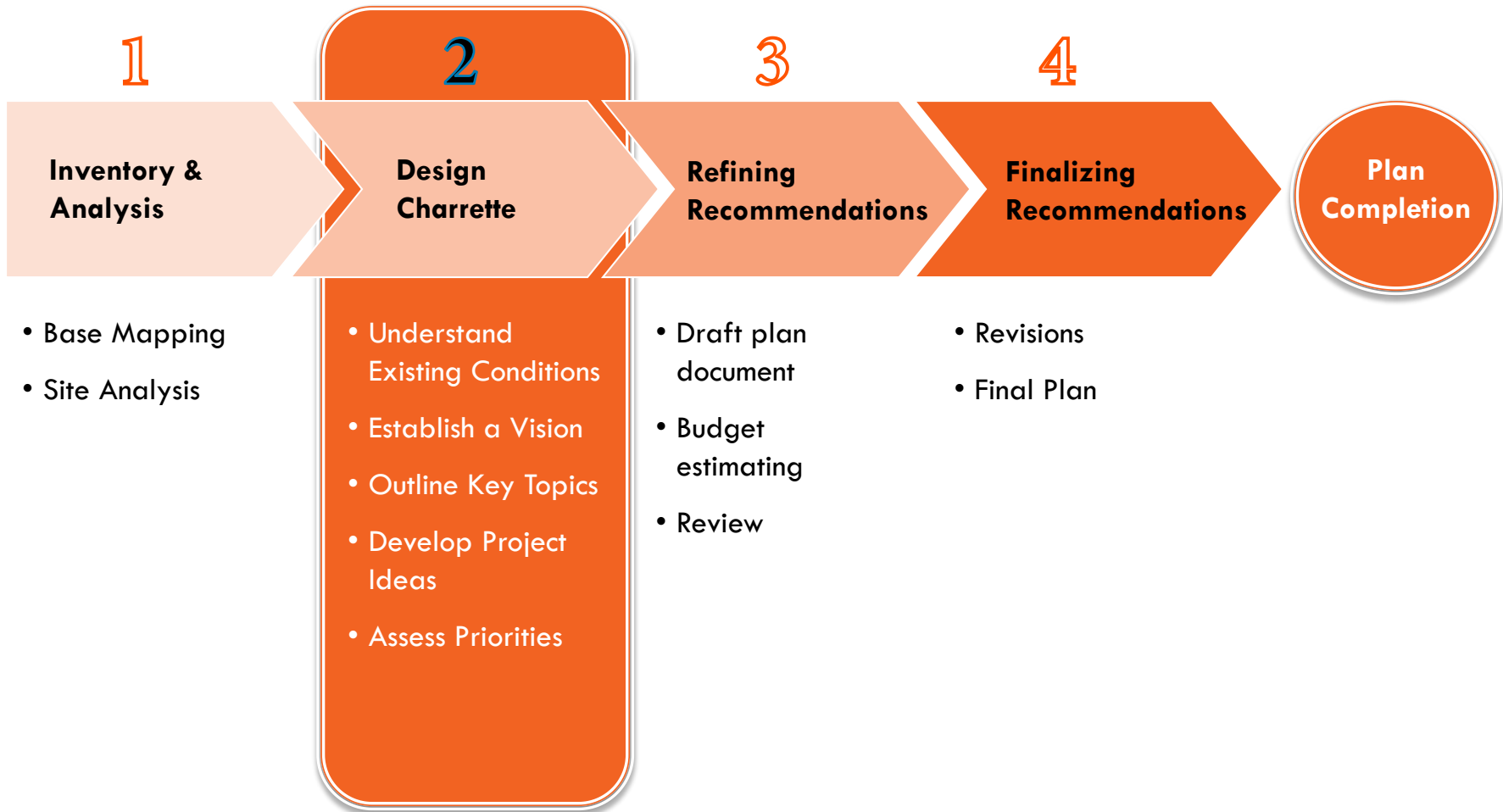
**“BECAUSE YOU NEVER GET A  
SECOND CHANCE TO MAKE A FIRST  
IMPRESSION”**



# Project Goals

- Create a cohesive vision
- Identify potential ideas and opportunities that:
  - Preserve community values
  - Build community pride
  - Promote economic development
  - Initiate a sustained momentum towards improvement
- Create a plan that helps identify phased, cost-efficient investments

# Process & Schedule





# Agenda Overview

## Day 1 (Morning)

(8:30am) --- *Doors Open, Coffee & Social* ---

**9:00am** Introduction & Background (presentation)

**9:45am** Session A – “NOW?” Johnston Road Today  
(Individual introductions and share)

(10:30am) --- *Break* ---

**10:45am** Session B – “WOW!” Future Vision  
(Small Group Discussion & Plenary Reporting)

(12:00pm) --- *Lunch Break & Social* ---

# Agenda Overview

## Day 1 (Afternoon)

**1:00pm**      Session C – “WOW!” Generating Ideas by Topic Area  
(Working Groups)

(~3:00pm)    --- *Short Break* ---

**3:15pm**      Session C – Continued

**4:15pm**      Session C – Pin-up & Review  
(Plenary)

**4:55pm**      Day 1 Wrap-up



# Agenda Overview

## Day 2 (Sunday)

(8:30am) --- *Doors Open, Coffee & Social* ---

**9:00am** Welcome & Review (presentation)

**9:30am** Session D – “HOW?” Topic Area Focus Groups  
(Working Groups & Plenary Reporting)

(12:30pm) --- *Lunch & Setting Priorities Exercise* ---

**1:15pm** Session E – “HOW?” Refining Priorities &  
Planning for Action (Working Groups)

**2:15pm** Plenary Review / Discussion

**2:55pm** Charrette Wrap-up

# What is a Charrette?

## A Charrette:

- Brings together stakeholders with varied interests
- Is intensive and time-limited
- Is highly interactive
- Is design-based
- Is about ideas

*Charrette outcomes are messy and draft.  
This is not the end, it's the beginning.*

# Roles & Responsibilities

## Participants:

- You are the charrette team!
- Share your ideas
- Participate in the discussions

## Facilitators:

- Support and encourage discussion
- Record ideas
- Keep us on track and on time



# Rules of Engagement

- Engage and participate (draw, write, scribble, build, talk)
- Respect other ideas
- Allow one person to talk at a time
- Share the floor
- Silent cell phones
- Allow the facilitators to do their jobs
- Work hard and have fun!

# Goals for Today

- Establish a **common foundation** and understanding of background and existing conditions
- Develop a **shared vision** for a thriving and economically successful future Johnston Road corridor
- Generate & discuss **ideas**

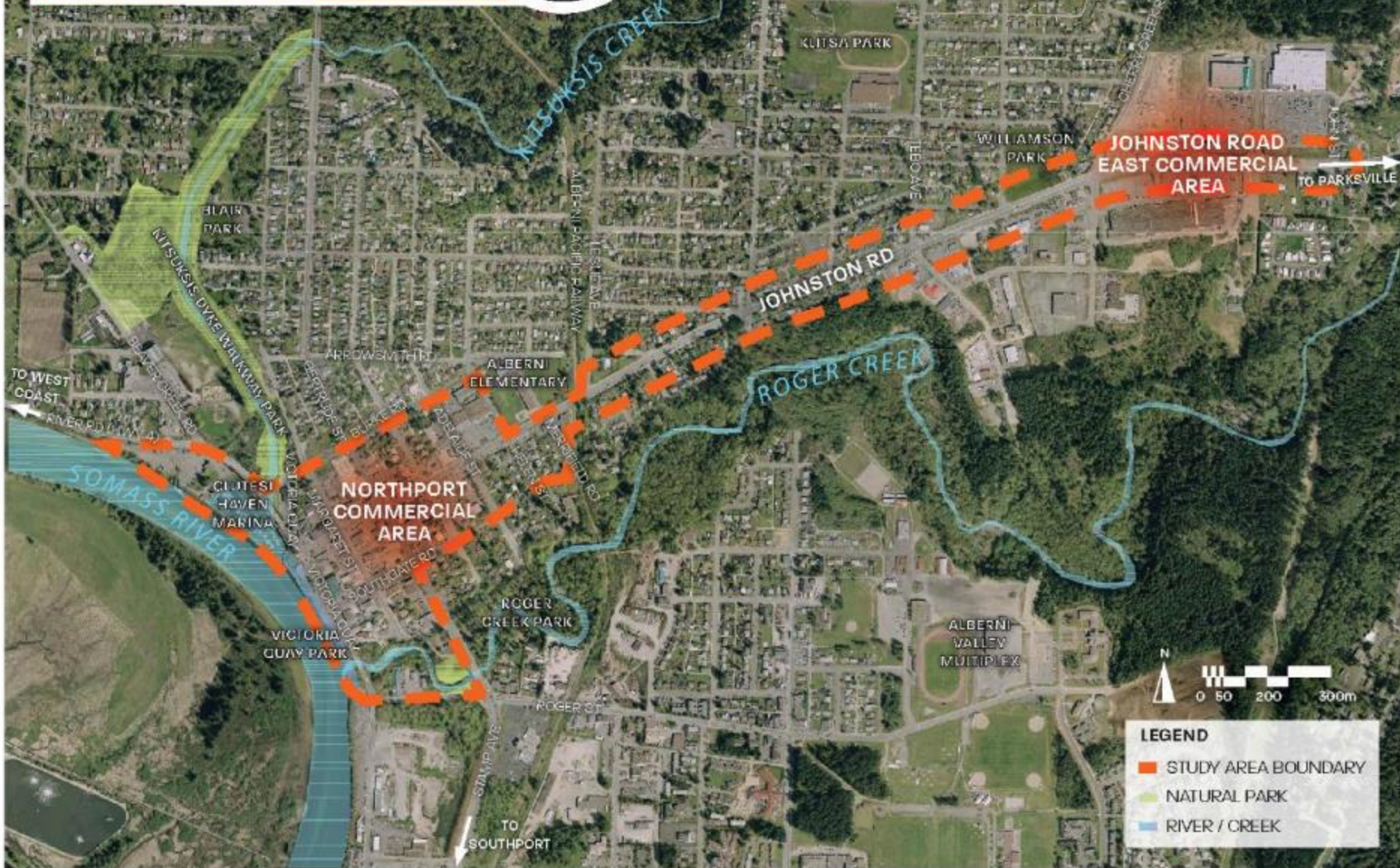


# Project Background

Setting the Foundation



## STUDY AREA







# Highway 4





***Drive Thru***



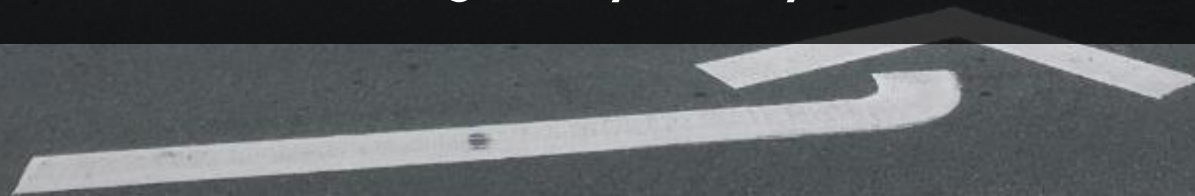
***turn right 2.1km, Pacific Rim Centre***

Drive Thru and go?





Highway Entry







## Johnston Road East Commercial Area



## Johnston Road East Commercial Area





Residential mid-section





Transition from residential mid-section  
to Northport Commercial Area





Northport Commercial Area





Parking Frontage



# Business Frontage & On-street Parking

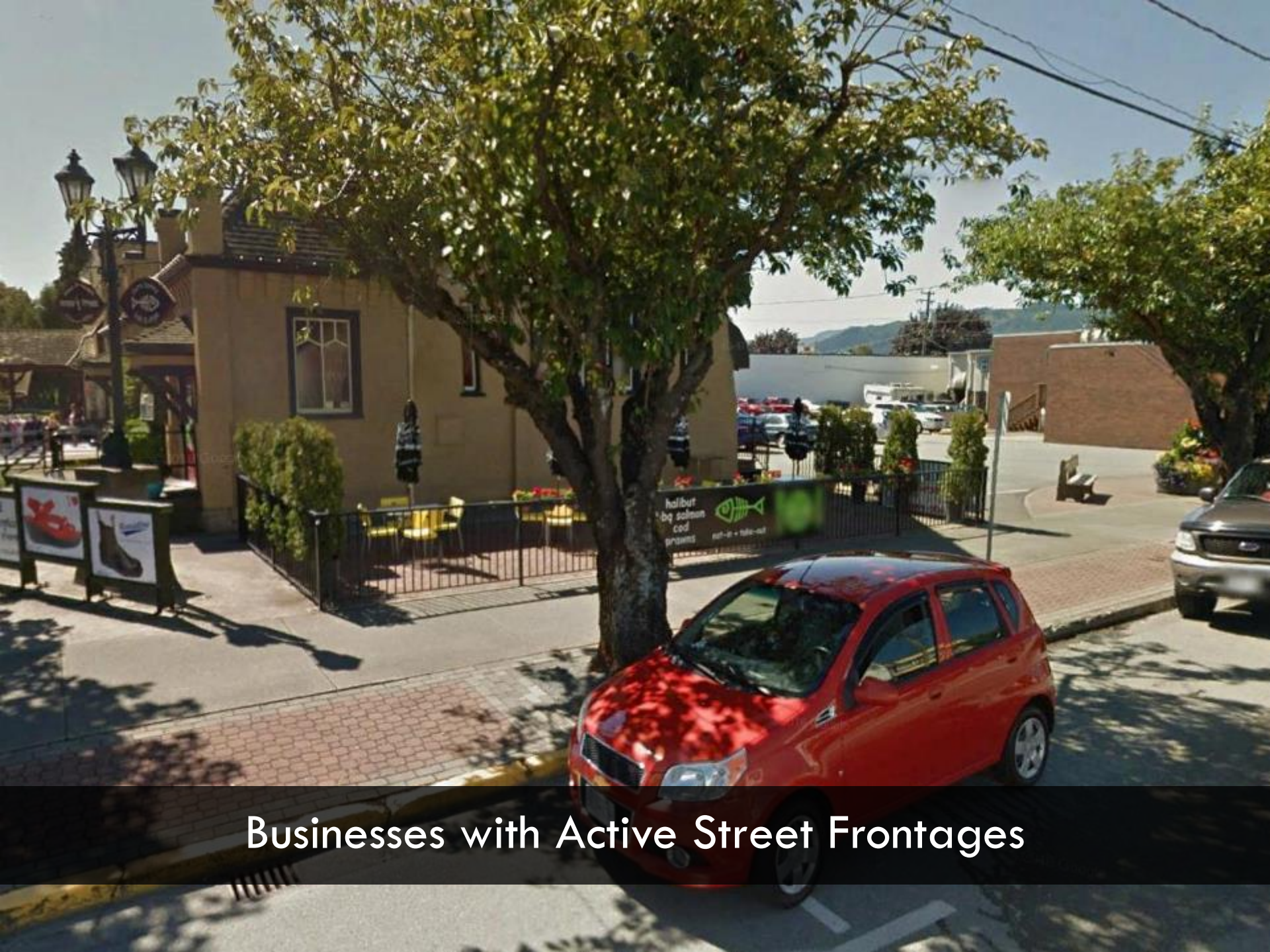






Mix of Building Form & Style





Businesses with Active Street Frontages





Community Character





On-street Parking





Established Businesses





Community Character





Waterfront Terminus



An aerial photograph of a suburban neighborhood, showing a grid of streets, residential houses, and green spaces. A prominent blue semi-transparent band stretches horizontally across the middle of the image, serving as a background for the title text. The text is in a white, sans-serif font. The background image shows a mix of green lawns, trees, and built-up areas, with a river or large water body visible in the lower-left corner.

# Project Planning Context

# Official Community Plan (OCP)

## OCP Goals

**1.1 Growth** – “support and promote growth patterns that are economically, socially, and environmentally sustainable.”

**1.2 Economic Development** – “encourage the development of built form ... that substantially enhances the pedestrian experience, stimulates social activity, and generates a distinctive shopping experience” & “promote tourism by capitalizing on existing amenities ... and community recreational infrastructure”

**Development Permit Areas** – provide specific requirements for new or redevelopment of commercial and multi-family



# Waterfront North Study – 2014

## Northport Commercial Area

### Challenges:

- One of 4 Commercial Centres
- Overhead Utilities
- Expansive parking lots front onto Johnston Street
- No trail connections to between Waterfront and Rogers Creek Park

### Opportunities

- Some buildings with strong architectural character
- On-street parking
- Close to recreation amenities
- Tourist Traffic on the way to West Coast

# Waterfront North Study – 2014

## Recommendation 1: *Plan a Traditional Main Street*

- Establish a visible and attractive theme
- Develop themed wayfinding that reflects waterfront character
- Collaborate with the province for upgrades
- Maintain on street parking
- Services for travelers





# Waterfront North Study – 2014

## Recommendation 2: Develop Waterfront Commercial

- Recruit waterfront oriented development
- Upgrade sidewalks, crosswalks, streetscape
- Landscaping, wayfinding and street trees at Victoria Quay



# Waterfront North Study – 2014

## **Recommendation 3: Establish ‘Back Behind the Blocks’ with a Range of Land Uses**

- Accommodate a range of land uses such as multi-family, accommodation, office, commercial – a neighbourhood
- Consider options for RV parking and day use





# Waterfront North Study – 2014

## Recommendation 4: Enhanced Trail Connections

- Develop a multi-use off-road trail that links: elementary school, Rogers Creek Park, and Victoria Quay
- Construct a separated Rogers Creek pedestrian crossing near the E&N railway crossing
- Evaluate and provide safe road crossing for trails
- Construct a multi-use trail bridge over Rogers Creek



# Waterfront North Study – 2014

## **Recommendation 5:** Establish Public Parking in Key Locations

- Use on-street parking and parking behind buildings to encourage a stronger streetscape, but ensure parking is sufficient
- Consider RV parking to make it convenient for visitors to stop in the area
- Consider parking as a temporary land use for undeveloped sites







What makes a memorable place?







# Places for Visitors





# Places for Locals







Unique | Community Character





Food





Pedestrian Friendly | Multi-modal





Green



# Places to Sit and Relax







# Public Art







# A Sense of Place & Time





Events + Activity



A harbor scene with numerous sailboats docked. In the background, a large, multi-story brick building with many windows is visible. The water is calm, and the sky is clear. The sailboats have various flags and masts. The text "Precedents" is overlaid on a semi-transparent blue band across the middle of the image.

# Precedents

ATIE FORD





# Bernard Avenue, Kelowna

Success factors: community vision, furnishings, public art, multi-modal transportation, active business frontage





# Campbell Street, Tofino

Success factors: integrated land use, thoughtful aesthetic, street furniture, parking, walkable, MOTI collaboration





# Island Highway, View Royal

Success factors: street scale adjusted to provide multi-modal solution, integrated public art, MOTI



# Commercial Street, Nanaimo

Success factors: active business frontage, street trees, furnishings, on-street parking, multiple crossings





# Qualicum Beach

Success factors: MoTI collaboration, advanced preparation, cooperation with adjacent landowners

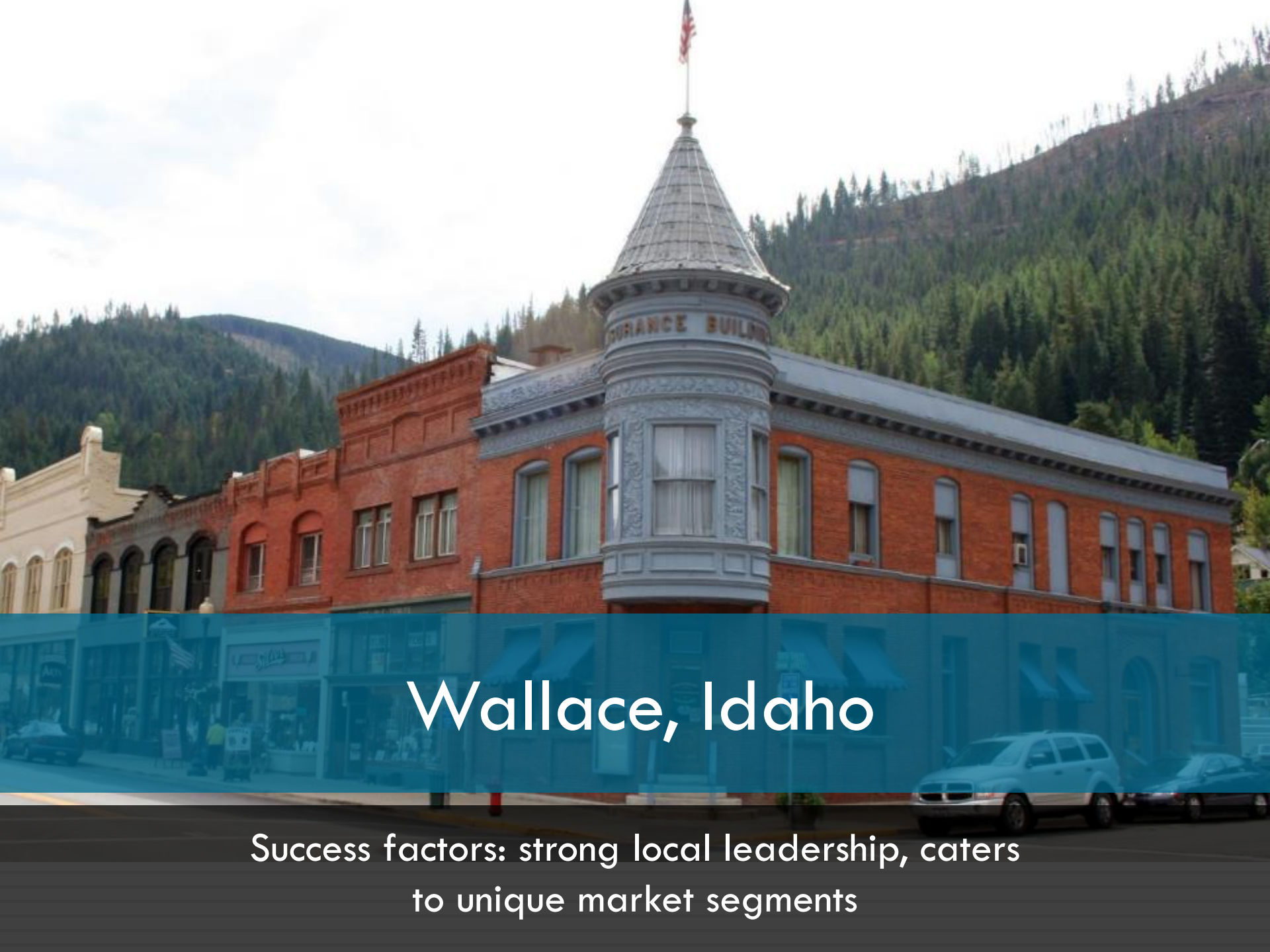




# Chemainus

Success factors: collaborative, local, practical,  
focus on economic development, FN integration





# Wallace, Idaho

Success factors: strong local leadership, caters  
to unique market segments



A group of people are gathered in a room, participating in a workshop activity. A man in a blue and white checkered shirt is placing a green sticky note on a wall. The wall is covered with several other green sticky notes. To the left, a man in a grey sweater and a tan cap stands with his arms crossed, looking towards the wall. Another man in a brown shirt is partially visible on the far left. In the foreground, the back of a person wearing a black beanie and a grey shirt is visible. On the right, a poster titled 'Workshop Agenda' for October 22, 2008, is displayed. The poster includes a timeline of activities from 10:00 to 3:00. The room has white walls and two modern, rectangular wall sconces.

# Group Activity

Comox Valley • Shape the Future

## Workshop Agenda October 22, 2008

- 10:00 - 10:45 Registration and Welcome
- 10:45 - 11:00 Welcome and Introduction
- 11:00 - 11:45 Visioning Exercise
- 11:45 - 12:00 Lunch
- 12:00 - 1:00 Visioning Exercise
- 1:00 - 1:30 Visioning Exercise
- 1:30 - 2:00 Visioning Exercise
- 2:00 - 2:30 Visioning Exercise
- 2:30 - 3:00 Visioning Exercise



# Session A: “Now?”

NOW?

WOW!

HOW?

*If you could change one thing today about the Johnston Road area, what would it be?*

**45min**  
(Plenary)

# Session B: “Wow!” Vision for the Future



**Time to roll up our sleeves and get to work!**



# Session B: “Wow!” Vision for the Future



***What is the experience  
we want people to  
have of the Johnston  
Road area?***

**45min**

(Plenary report back at 11:40am)

Lunch Break!



# Session C: Getting the Ideas on Paper

**Let's talk big  
moves...**





# Key Topic Areas

1. Pride of Place
2. Thriving Local Economy
3. Streetscape



# Session C: Getting the Ideas on Paper



## Key Questions:

- What improvements would help us achieve the vision?
- Where do they go on the plan?
- Where is the group finding consensus and where are there different ideas?

**At 4:00pm**

Pin-up & Discussion



# Key Topic Areas

1. Pride of Place
2. Thriving Local Economy
3. Streetscape



# The Evening Question:

Of everything you've heard today, what is one idea that you think is a priority for realizing the vision for Johnston Road?

See you tomorrow!



LANARC



LANARC



# WELCOME BACK!

Johnston Road Design Charrette

Port Alberni | October 23, 2016



# Our Team

## **Consulting Team** | LANARC

**Doug Backhouse**, Facilitator, Landscape Architect

**Kate Evans**, Facilitator, Landscape Architect

**Jana Zelenski**, Facilitator, Landscape Architect

## **City of Port Alberni** |

**Scott Smith**, City Planner

**Pat Deakin**, Economic Development Manager

# Day 2 Agenda (Sunday)

- (8:30am)     *--- Doors Open, Coffee & Social ---*
- 9:00am**     Welcome & Review / Re-group (presentation)
- 9:45am**     **Session D** – “How?” Topic Area Focus Groups  
(Working Groups)
- 11:45pm**     Pin-up & Review (Plenary)
- (12:30pm)     *--- Lunch & Setting Priorities Exercise ---*
- 1:15pm**     **Session E** – “How?” Refining Priorities &  
Planning for Action (Working Groups)
- 2:15pm**     Pin-up & Review (Plenary)
- 2:45pm**     Summary & Next-Steps (Presentation)
- 3:00pm**     Done!



# Goals for Today

1. Focused list of projects
2. Priorities identified
3. Early actions

An aerial photograph of a city street, likely in San Jose, California, showing a multi-lane road with traffic, buildings, and mountains in the background. A semi-transparent blue rectangular overlay covers the center of the image, featuring the text "Look Familiar?".

Look Familiar?





Subway

Chevron





The Old Lancaster Boulevard -- (A.k.a. Hwy 14)





The New Lancaster Boulevard -- (A.k.a. Hwy 14)

# Lancaster, CA – Hwy 14 Retrofit

## Retrofit Economics

### Project Budget:

- \$11.5 million;

### Project Benefits: (4 years)

- \$130 million in private investment
- \$273 million in economic output
- Tax revenues in the downtown nearly doubled between 2007 and 2012



# Lancaster, CA – Hwy 14 Retrofit

## Changes in the Community

### Business:

- 48 new businesses;
- 802 permanent jobs;
- 1,100 construction jobs

### Traffic:

- Collisions fell by 1/3
- Injuries among all users decreased by 67%





# Lancaster, CA – Hwy 14 Retrofit

## And...

- 800 new housing units have been built or restored
- BooLVD Halloween and Harvest Festival brings in 30,000 visitors;

## Can Port Alberni do it?

- Lancaster project proponents say *“there is nothing unique about Lancaster”*

(From an article by Robert Steuteville August 2016 -- <https://www.cnu.org/publicsquare/2016/08/24/new-streetscape-spurs-downtown-turnaround>)



# JOHNSTON ROAD & Northport Commercial Area

## STUDY AREA



0 50 200 300m

### LEGEND

- STUDY AREA BOUNDARY
- NATURAL PARK
- RIVER / CREEK



# Re-cap of Charrette Process

NOW?

*Existing Conditions*

*If you could change one thing today about Johnston Rd area, what would it be?*

WOW!

*What is the experience we want people to have?*

*What ideas or improvements will help us achieve this vision?*

*Where do they fit on the plan?*

HOW?

*What are the potential projects?*

*What are the priorities?*

*How do we move them forward?*

TODAY



# Session D

## Topic Area Focus Groups



# Session D: Topic Area Focus Groups

## Finding Focus

- Working collaboratively to refine and consolidate ideas generated on Day 1 into a list of projects
- Are there items missing to be added?
- Are there conflicting ideas to be resolved?
- Recorded on Flip Chart (and supporting drawings)

## Identifying Priorities

- 'Voting' exercise on list of projects

# Session D: Topic Area Focus Groups

## Key Tasks:

1. Focused list of projects
2. Priorities identified

## At the end of the day:

- The above two things will allow Council, Chamber and Staff



# Session D: Topic Area Focus Groups

## Organizing Ourselves Geographically:

1. Upper Johnston
2. Mid-Johnston
3. Lower Johnston / Northport

## And by 4 Themes:

1. Circulation & Connections
2. Pedestrian Friendly
3. Pride of Place
4. Thriving Local Economy

**~12:00pm**

Pin-up & Discussion

# Lunch & Setting Priorities Voting Exercise

## *Thinking about Priorities*

1. You have up to 5 votes (dot stickers) for each topic area
2. Place your votes (dots) beside the project(s) you feel are the highest priority

**1:15pm**

End of Lunch & Voting





## Session E

Refining Priorities & Planning for Action

# Session E: Priorities & Planning for Action

1. *What needs to happen to advance these projects?*
2. *Who needs to be involved?*
3. *Other questions?*

**2:15pm**

Pin-up & Plenary



# What Happens Next?

- Post Charrette Summary
- Invite on the Outcomes
- Refine, Add Detail, Consider High-level costs, Compile into Draft Plan
- Becomes a tool for identifying potential projects and priorities for consideration

# The Closing Question:

What can I do to raise awareness and support positive change?

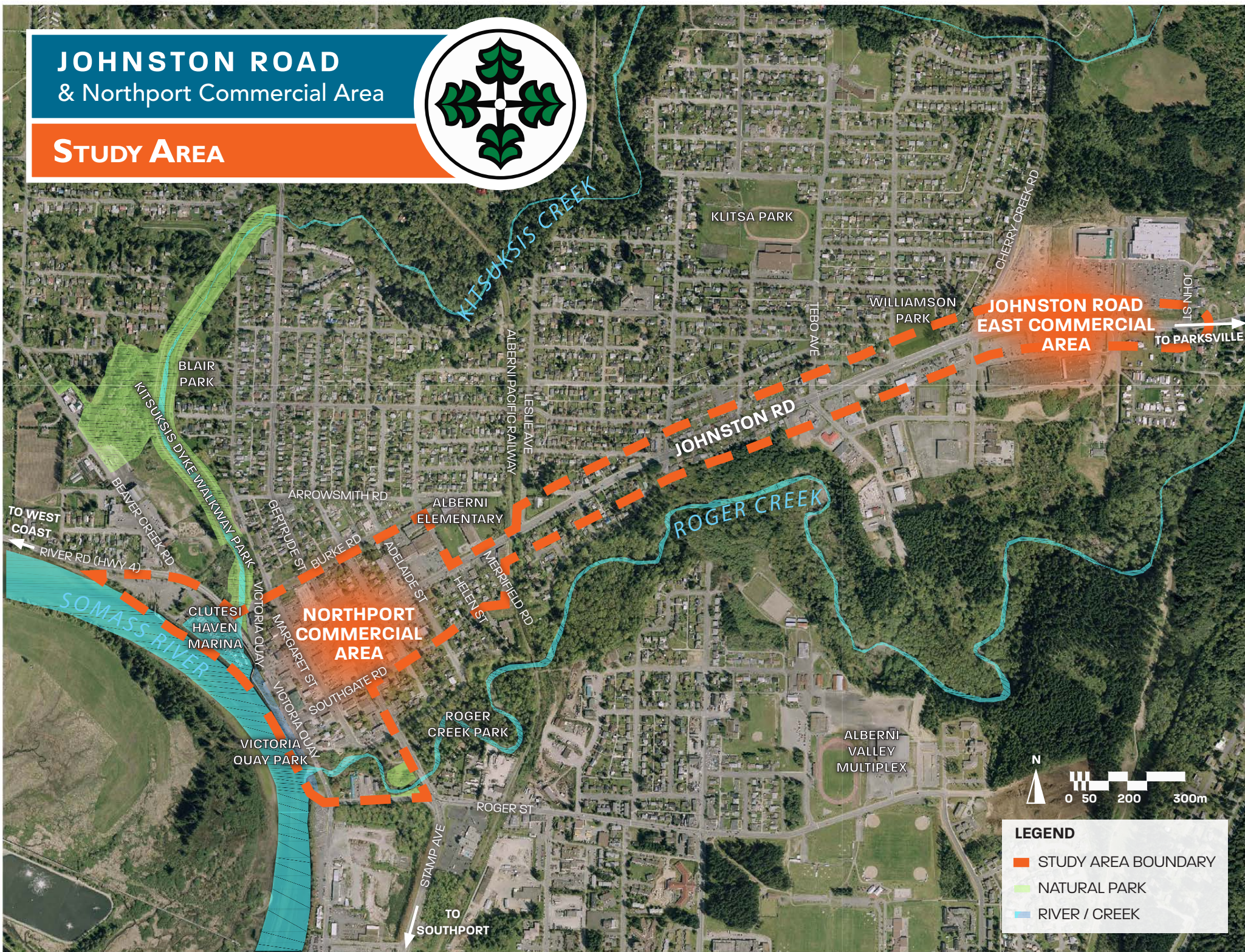


LANARC



# JOHNSTON ROAD & Northport Commercial Area

## STUDY AREA



**JOHNSTON ROAD  
EAST COMMERCIAL  
AREA**

**NORTHPORT  
COMMERCIAL  
AREA**



- LEGEND**
- STUDY AREA BOUNDARY
  - NATURAL PARK
  - RIVER / CREEK