

SHERBROOKE

STREETSCAPE PLAN

UPLAND

ACKNOWLEDGEMENTS

UPLAND would like to thank the many community members and organizations who contributed to this process by providing feedback and attending public meetings to develop the vision of an improved Downtown Sherbrooke.

In particular, we would like to thank the Project Steering Committee for their dedication, passion and enthusiasm for this process.

All right reserved, 2019.

This report was prepared by
UPLAND Planning and Design



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INTRODUCTION



ABOUT THE PROJECT

The Municipality of the District of St. Mary's aim for this project is to create a gateway into the Sherbrooke tourism industry. The objective is to enhance the public realm along the Main Street / Highway 7 project area by providing a cohesive suite of street furniture and infrastructure for street activities and gathering places; better public/private connections and interface; improved pedestrian movement and experience; improved vehicular movements and parking options to allow for safer interactions between vehicles and pedestrians; increased landscaping elements; and a cohesive aesthetic vision for the project area.

Sherbrooke is a main entry point to the Wild Islands Coast, a new tourism destination development initiative. Sherbrooke is well positioned to take advantage of growing interest in outdoor and experiential tourism. According to the Tourism NS 2017 Visitor Exit Survey, 74% of pleasure visitors to NS participate in outdoor activities (pleasure visitors tend to stay longer and spend more). Some of the most popular activities for NS' pleasure visitors include coastal sightseeing (49%), hiking (33%), nature observing (25%), cycling/biking (5%), fishing (5%), sail/boat tour (6%), and museums/ historic sites (25%).

A beautified and more welcoming 'downtown' Sherbrooke will help better leverage this opportunity and improve local revenue-generation and business growth opportunities. It is expected that with the improvements of this Master Plan, along with the various other regional tourism projects, increased pedestrian activity (of both residents and visitors) will spur further economic activity - enabling more businesses and activities, as well as the opportunity for businesses to extend their hours of operation and offer special events and packages to drive traffic to the community.

There are many intersecting components that go into making good public spaces. First, they need to be **accessible**, easy to get to and through, by car but also by walking, cycling, with supportive mobility devices, or using other active modes of transportation. Second, they are **comfortable**, safe and clean, giving visitors a good first impression when they arrive and offering locals a sense of pride. Finally, special places are **active**, offering visitors various things to do. Offering a wide variety of activities encourages people to visit a place, stay longer, and more importantly, creates opportunities for increased business revenues, while increasing visitors' desire to return.

Recognizing this, the goal of this Plan is:

... to make Downtown Sherbrooke more **accessible, active and lively** by rethinking spaces and offering new activities that will improve the experience for locals and visitors alike that complement the historic Sherbrooke Village.

FOCUS AREAS

The Sherbrooke Streetscape Plan offers the Municipality of St. Mary's guidance on more than just beautification and site design. It also provides ideas aimed at attracting more activity (visitors, businesses and residents) to the downtown area through new marketing programs and promotional initiatives that are low-cost and low-risk, but can create an environment that attracts new opportunities to the area. The Sherbrooke Streetscape Plan offers recommendations in the following key areas:

Downtown Concepts:

Conceptual designs that aim to improve the physical and spatial aspects of the downtown Sherbrooke area, including pedestrian circulation, environments and streetscaping interventions.

Main Street Concepts:

Conceptual designs that offer solutions for pedestrians to walk or ride safely between the downtown and Old Road Hill.

Aesthetic Improvements:

Opportunities to introduce a graphic theme or identity to the downtown area that will give it a cohesive look and improved sense of arrival.

Marketing and Promotion:

Recommendations aimed at creating a buzz in the downtown through fun and creative events that will make it an exciting place to socialize, shop, linger and play.

PROCESS

In preparing the Sherbrooke Streetscape Plan, the Steering Committee and the consulting team involved citizens, businesses and other stakeholders in the development of the Plan through an open house, phone call interviews, and stakeholder meetings. The Streetscape Plan is organized into six sections.

This section (**Introduction**) sets the stage and describes the context for this project, including basic facts about the study area. A brief analysis of existing conditions in the downtown is also included in this section.

The **Approach** section describes how input from stakeholders and the public informed the focus areas for this project. These focus areas are used to directly justify the recommendations that will follow in the following sections.

The proposed streetscaping recommendations are broken down into the remaining sections, starting with recommendations on **General Aesthetics** in the downtown. This section is followed by **Downtown Design Concepts**, which provides conceptual site designs aimed at rethinking physical spaces in the public realm within the downtown area (between the Clover Leaf and Sherbrooke Village). Similarly, the **Trunk 7 Design Concepts** section provides recommendations on how to improve the rest of Main Street between the downtown and Old Road Hill. The **Marketing and Promotion** section identifies ideas about bringing activity into the downtown.

An **Implementation** section includes additional information, such as phasing plans, cost estimates and potential funding sources.

CONTEXT

Main Street is located in Sherbrooke, a rural community in Guysborough County, Nova Scotia, Canada. First settled in 1805, it is located between the 200km long St. Mary's River and Sherbrooke Lake. The community is home to Sherbrooke Village, Nova Scotia's largest Provincial Museum. With 25 heritage buildings, the open air museum offers a variety of hands-on experiences and programs, showcasing 19th century life when the community benefited from the gold rush. Today major employers are the fishing, lumber and tourism industries.

Sherbrooke has an approximate population of 400 and lies within the District of St. Mary's which in 2016, had a population of 2,233.

Sherbrooke is a main entry point to the Wild Islands Coast, a new tourism destination development initiative that promotes the vast and beautiful archipelago of wild islands off of the Eastern Shore. This is one of the last remaining intact and ecologically rich island groups of its size in North America.



Nova Scotia



Eastern Shore



St. Mary's



Sherbrooke

STUDY AREA

The project area is a 900 metre section of Main Street and Trunk 7. Main Street runs south-west/north-east and lies east of St. Mary's River then joins Trunk 7 which continues to run in the same direction. At the junction of Main Street, Trunk 7 turns west before crossing the river and out of the study area towards Sheet Harbour.

Main Street forms the major thoroughfare of Sherbrooke with both businesses and residential properties. Businesses include the Post Office, library, bank, cafe and supermarket. Sherbrooke Village museum is at the southern end of Main Street. Trunk 7 is less densely laid out with homes and businesses becoming more spread out. Businesses here include a gas station, car garage, restaurant, building supply store and a senior living complex.



APPROACH



SWOT ANALYSIS

Developing a list of strengths, weaknesses, opportunities and threats (SWOT) is a useful planning tool for developing overarching principles, goals, objectives and design solutions. Strengths and weaknesses are things over which the Municipality has some degree of control and thus can make changes to improve the situation. Opportunities and threats are largely external factors which the Municipality does not control, and given this lack of control, will need to develop strategies to take advantage of opportunities that present themselves or can create plans to counteract the threats.

The following SWOT analysis was developed from background research, a review of existing conditions and consultation input from consultations.



STRENGTHS

- » Downtown Sherbrooke is concentrated on one dense commercial street
- » Plenty of land and parking
- » Great small-town atmosphere
- » Strong sense of community
- » Scenic rural backdrop along St. Mary's River
- » Sherbrooke Village is a big tourist attraction
- » Pioneer Memorial Park is close to Main Street
- » The area is located along a major secondary highway, resulting in guaranteed exposure
- » Sherbrooke is widely perceived to be a key service centre and stopping point along the Eastern Shore and is the only one for quite some distance (Sheet Harbour is 80 km west, Antigonish is 60 km north, and Guysborough is 80 km east)



WEAKNESSES

- » Few definitive sidewalks / pedestrian experience is poor
- » Parking areas and street surfaces are unorganized and in poor condition
- » Road / sidewalk layout encourages informal streetside parking
- » Lack of turn around space encourages vehicles to turn in street or driveways
- » Lack of variety in shops and restaurants
- » Snow clearing is not geared toward pedestrians
- » Very few places to sit and gather
- » No people places or areas for events/festivals
- » Poor sense of arrival
- » Poor access control at most parking lots
- » Drainage issues cause large puddles
- » Limited tourism businesses and activities, such as accommodations, equipment rentals, and tour operators



OPPORTUNITIES

- » Growing interest in outdoor and experiential tourism sector, which St. Mary's is well positioned for (history at Sherbrooke Village/ fishing, hiking, biking in the area, a main entry point to the Wild Islands Coast)
- » Future resource operations may result in spin-off benefits for Sherbrooke
- » Streetscaping may attract more businesses and economic development opportunities, while spurring growth opportunities of existing businesses.



THREATS

- » Population decline and aging
- » Shifting economic trends in retail (online shopping)
- » In-land flooding is becoming more of a risk along the St. Mary's River
- » Without capital investment, the downward trend in Sherbrooke is likely to continue

FOCUS AREAS

The following themes help provide focus areas for the options and solutions that are described in the following sections. These themes support the project goal and can be used to evaluate options or make decisions on what features or programs to implement, or how to deal with unanticipated opportunities and issues that may arise.



AESTHETICS

First impressions are essential for visitors and customers. An attractive and safe downtown will improve its attraction and appeal, and encourage people to come back. Landscaping is a very effective way to make hardscaped areas more inviting. Trees and plants help soften the hard edges and bring vibrant colours into a monotone environment.



SENSE OF ARRIVAL

The journey to Sherbrooke is beautiful but long for visitors. When they finally arrive, visitors should feel a distinct sense of arrival that will help set the stage for their visit.



PEOPLE PLACES

Main Street is full of people and activity, but there are few formal gathering places that encourage outdoor lingering and social gatherings. Providing engaging and comfortable places for people will add to the vibrancy of the downtown.



FLOW

Main Street does not have a defined street edge, sidewalk or delineated parking areas. For visitors, this lack of definition and flow can be confusing and diminish the sense of safety, especially for pedestrians walking along the side of the street.



FUNCTION

Main Street is in need of functional improvements that address parking areas, lighting, drainage and ongoing maintenance.



COST

Streetscaping projects can help improve the local economy by attracting new businesses and developments. However, like most rural municipalities in Nova Scotia, the Municipality of St. Mary's has limited financial resources for capital intensive projects. With this in mind, design solutions must be cost effective and justified based on their return on investment.

IDENTITY



OVERVIEW

A consistent and attractive visual identity for downtown Sherbrooke will intuitively communicate the character of the area and give it an improved sense of place. A visual identity can be communicated to visitors by using consistent graphic elements on buildings, signs, banners, and street furniture along the streetscape. It can also be communicated through marketing materials like maps, brochures, and a website. A visual identity is created by using consistent colours, typefaces, sign designs and architectural styles on future infrastructure along the street.

For downtown Sherbrooke, the proposed visual identity is a contemporary take on the classical Victorian style that defined the Sherbrooke Village area. In the Village, significant effort is taken to use building styles and streetscape styles that authentically replicate a Victorian era town from the mid-1800s.

For downtown Sherbrooke, elements of this Victorian style are continued through Main Street but with a subtle contemporary feel.

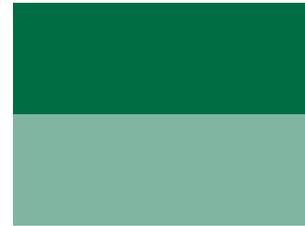
DOWNTOWN COLOURS

Three colours are used to provide the foundation for the downtown Sherbrooke identity - green, blue and black. These colours will be used on most public space amenities in the downtown, especially street signs. Other typical Victorian colours are recommended for privately owned buildings and retail signs along Main Street.

DOWNTOWN TYPEFACE

Gill Sans was designed by the English designer Eric Gill. The roots of this typeface back to Gill's teacher, Edward Johnston, who designed for the signage of the London Underground Railway in 1918. Gill Sans is influenced by **nineteenth-century lettering styles** and has a more **classical** proportion. Gill Sans is a humanist sans serif with some geometric characteristics in its structures. It also has a distinctly British feel.

Downtown Colours



PANTONE 7733 C
CMYK 78 3 84 39
RGB 0 112 65



PANTONE 2191 C
CMYK 75 11 0 0
RGB 0 163 255



PANTONE Black C
CMYK 63 62 59 94
RGB 45 41 38

Gill Sans Nova Book ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans Nova Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans Nova SemiBold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans Nova Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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DOWNTOWN SIGNS

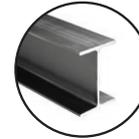
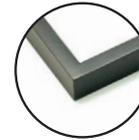
One of the most effective ways to communicate a visual identity is through signs in the public realm. Three types of signs are proposed for downtown Sherbrooke. Each sign uses the proposed colours and typeface. All signs are wooden signs and will be indirectly illuminated at night.

Entrance signs are particularly important, as they set the stage and inform visitors that they have officially arrived to a distinct place.

Information signs will include visitor information, such as maps and interpretive displays, and community bulletins. Three information signs are proposed - one in front of the Post Office, one at the new Pioneer Park Plaza, and another at the Waterfront Plaza area (see Downtown Design Concepts section for more information).

Finally, **directional signs** are used to guide visitors to their intended destinations, such as parking areas.

Entrance Sign



Information Sign



Directional Sign

OTHER COLOURS AND TYPEFACES

For private businesses and establishments along Main Street, the Municipality will have less control over aesthetics and identity. While it can encourage (or incentivize) the use of general aesthetic for facades and signage, it will be important to offer a wider palette of colour and typefaces that businesses can choose from. This will allow businesses to balance their logos and brand with the overall downtown aesthetic.

During the Victorian era, simplicity and use of high contrast colours were common, ranging between narrowed to dark green, dark brown and black; black letters on a white background; gold letters on a white background; gold letters on a black background.

For typefaces, most Victorian signs had large lettering to have an impact at certain distances. Letters were routed and painted to contrast from the background. Commonly, the style of the letters was a plain bold or classic

uppercase title arranged symmetrically.

Here is a list of typefaces that are proper to use:

- » Algerian
- » Ambrose
- » Belve
- » Bernhard Antique
- » Bookman
- » Caxton Roman
- » Century Schoolbook
- » Clarendon
- » Copperplate
- » Edwardian
- » Fortune
- » Gold Rush
- » Goudy Handtooled
- » Helvetica
- » Horndon
- » Mellissa
- » Quay
- » Tiffany
- » Times
- » University Roman
- » Victorian



RETAIL SIGNS

The Municipality can also work with local businesses to encourage a similar style for retail streetfront signs along Main Street. Working with skilled carpenters from Sherbrooke Village, the Municipality could offer to cost-share with businesses to replace their modern signs with wooden signs similar to the public space signs.

A sample of suggested retail signs is provided to the right which use typical Victorian colours and typefaces.



STREET FURNITURE

Street furniture, such as benches, waste bins, bicycle racks, and picnic tables can considerably enhance comfort and convenience for visitors to the downtown area. In addition, it can also help define and enhance the attractiveness of unique spaces along the streetscape. A set of new standardized street furniture is proposed which incorporate a consistent aesthetic and are made out of high quality materials.

BENCHES

Currently there is a noticeable lack of places to sit along Main Street. Street benches allow visitors to stop to rest, socialize, or comfortably admire a view or landmark. The Municipality could collaborate with skilled woodworkers from Sherbrooke Village to make some backed timber benches similar to the ones seen below. Alternatively, the Municipality could also purchase ornamental street benches from a street furniture manufacturer.

Benches should be placed throughout Main Street to offer places to sit, rest and socialize. It is important to place benches in proper areas, otherwise they will almost certainly be unused.

Whenever possible, benches should:

- » face toward human activity or scenic views, not away from them;
- » ideally face south to allow for maximum solar exposure during winter;
- » be placed at a minimum interval of 100 metres (on both sides of the street);
- » be placed next to trees or planting beds to provide shelter from prevailing winds and create a sense of enclosure; and
- » not block pedestrian thoroughfare along the sidewalk.

WASTE BINS

The regular placement of waste bins throughout the downtown area will help reduce litter and debris from finding its way on the street. The Municipality should choose one style of bin that is attractive, durable and easy-to-maintain, and install them at regular intervals throughout the downtown. Similar to benches, the Municipality can choose to create their own bins locally, or buy them out of a catalogue.

Waste bins should be efficient, durable, and secure. The top of the bins should be covered to prevent rain, snow, and garbage from collecting on top or inside the bin.



STREET LAMPS

Lighting in the downtown area are provided by overhead light standards fastened to utility poles that flood the street with light and are oriented for motorists. Pedestrian-oriented lamp posts that are shorter and provide a full spectrum light at lower wattages for a warmer and fuller light that is safer and more aesthetically pleasing. These types of street lamps are included in Sherbrooke Village and should be continued throughout the downtown area to provide continuity. The street lamps can include arms on them that accommodate hanging baskets or banners that advertise upcoming events or attractions. Lamp posts should be placed approximately every 30 metres.



BICYCLE RACKS

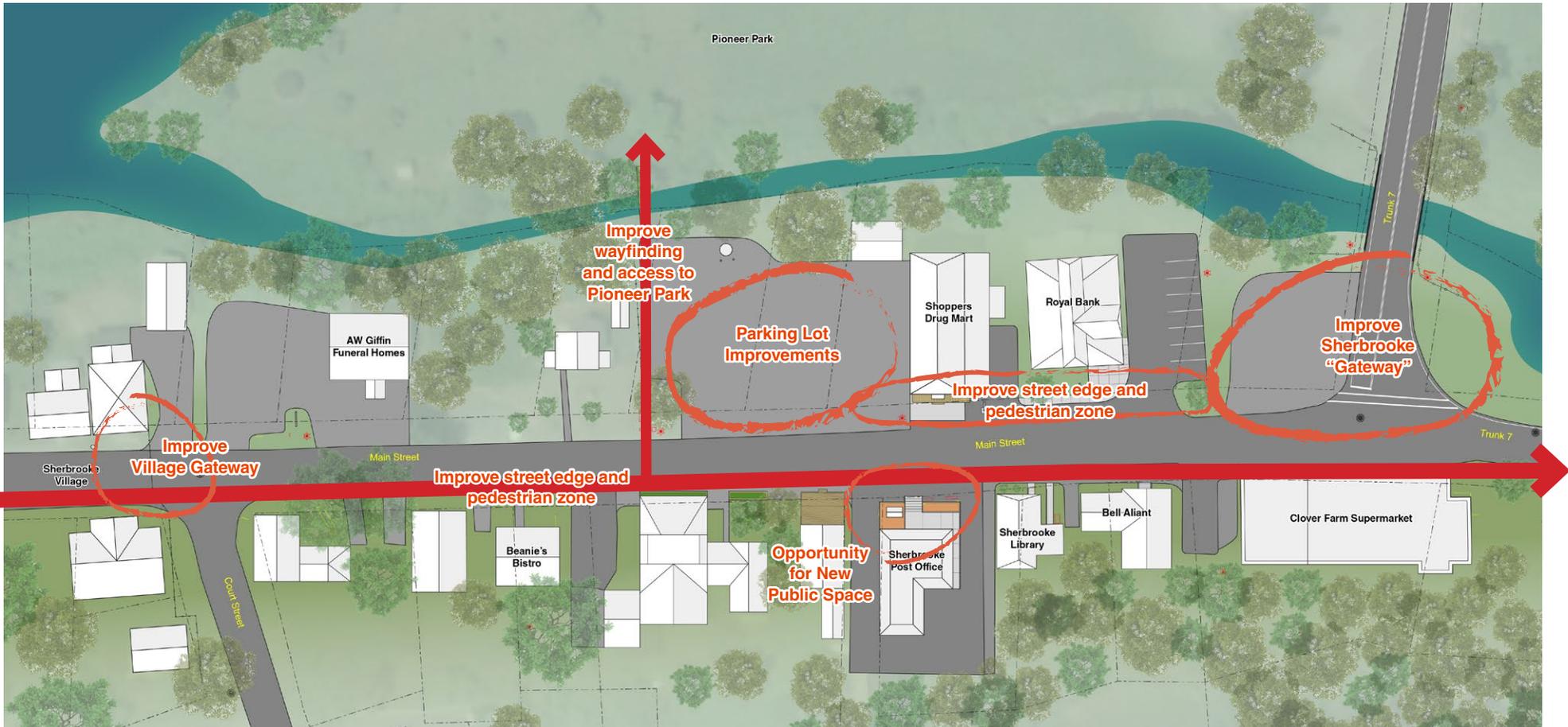
Bike racks are an amenity that helps to communicate the community is 'bike friendly' to visitors. As bicycle tourism increases in popularity on the Eastern Shore, the demand for bicycle parking will also increase. Ideally, bicycle racks should offer two points of contact, accommodate both cable-style locks and u-locks, provide adequate space to get bicycles in and out; and be located in an area of high visibility to make it easy for cyclists to find. Bicycle racks are suggested in the new Pioneer Park Plaza/Parking Lot area, which is centrally located and offers visitor services such as an area map.

Water bottle fill-up stations near bike racks or at public washrooms will further communicate bike-friendliness and environmental sustainability.



DOWNTOWN CONCEPT DESIGNS





DOWNTOWN EXISTING CONDITIONS

The downtown area of Sherbrooke features a mix of businesses and homes on both sides of the street. Most buildings front directly onto the street with little to no setback, which creates an inviting urban feel to Main Street. The key issues that are addressed in the Streetscaping Plan are:

Improve the Gateway Intersection
The sense of arrival for visitors at this intersection does not set a good first impression. The intersection and surrounding lots require improved definition and clarity.

Lot Improvements
Several lots, such as the old Municipal Office lot, the Post Office and the Library are great opportunities for public spaces which improve the overall form and function of the downtown.

Improve street edge/pedestrian zone
Main Street needs a better street edge for safer pedestrian circulation.

Improve Village Gateway
The transition from the downtown to the historic Village should be memorable.



OPTION 1: BEAUTIFICATION

-  Aesthetics
-  Sense of Arrival
-  People Places
-  Flow
-  Function
-  Cost

The first option is the most cost effective approach to improving Main Street, but lacks in improving flow and function. This option focuses on lot improvements and street beautification (new street lamps, benches, landscaping, etc). In this option, the street is not repaved and remains in its existing condition. Improvements to various lots along the street, however, will help to better define the street edge and offer more people places.

Gateway Parking Lot

A new landscaped parking lot is proposed at the intersection of Main Street and Trunk 7. The parking area is combined with the adjacent parking lot at the RBC to provide better flow and increased parking capacity (21 stalls total) for both the bank and the grocery store. The parking area has two access points, and is surrounded by curbed landscaped areas.



Pioneer Park Plaza / Parking Lot

The vacant lot where the former Municipal Office was located is currently a gravel parking area. A new plaza and asphalt parking lot is proposed on this site. The objective of this project is to provide a centrally located parking area that is efficient, attractive and safe, and that also provides access to Pioneer Park which

is currently underexposed. The parking area will accommodate 24 cars and will be surrounded by attractive landscaping.

A small hardscaped plaza near the street will include a new welcome kiosk for visitors that will include a map and other details of the downtown and historic Village.

A paved walkway that flanks the parking lot will connect Main Street to Pioneer Park. Attractive gateway signage will be placed along the street to improve exposure.

Improvements to the Pioneer Park Plaza would also help improve the Municipality's ability to host Saturday Markets during the summer.



Sherbrooke Post Office

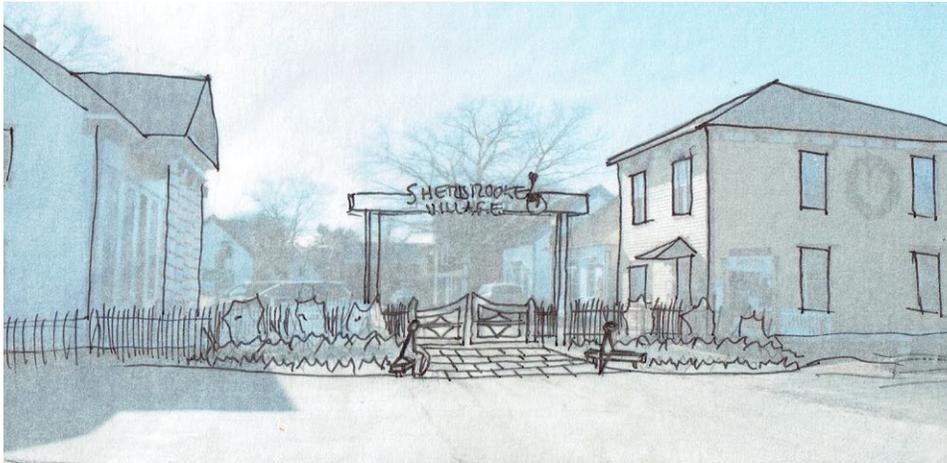
The Post Office and library are important institutions that attract a lot of visitors and activity. Together, these two buildings form the institutional hub for the municipality. The inside areas of these buildings are busy and vibrant, however, the outdoor areas are underutilized.

A new curbed hardscaped plaza is proposed in front of the post office, featuring improved landscaping in front of the stairs and ramps, a relocated bulletin board, and two outdoor tables that can be used for socializing or recreation.



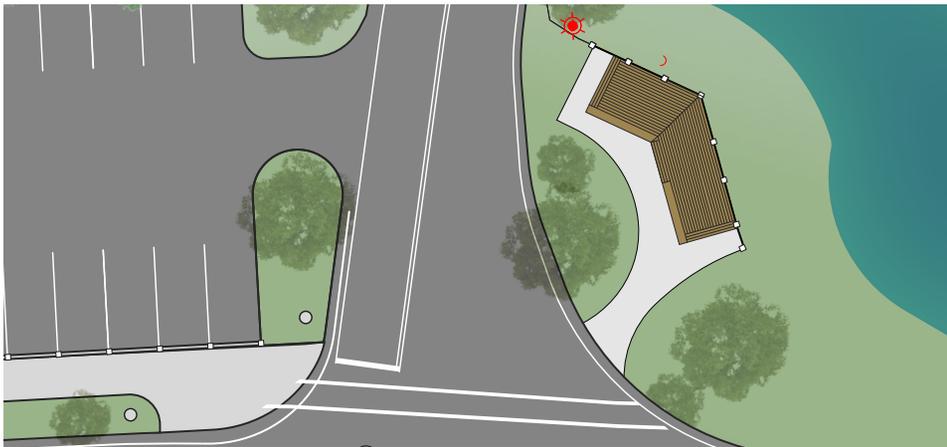
Sherbrooke Library

In front of the library, a small hardscaped area is proposed featuring two new benches that will face onto the street and a new bike rack.



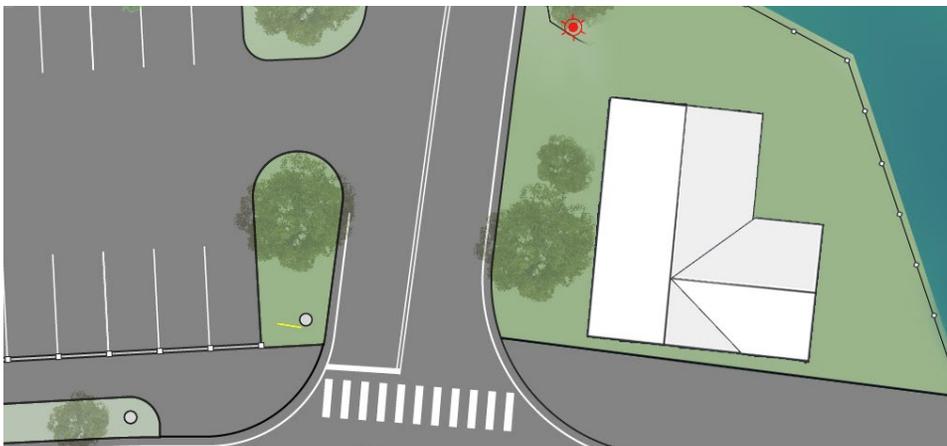
Village Gateway

An improved gateway to the historic Sherbrooke Village is needed to help demarcate the paid, outdoor museum area from the public downtown area. A permanent overhead gateway feature is proposed to accomplish this. The gateway will be a white, wooden feature in a similar style to the existing fence around the museum. Landscaping bed will surround the gateway to further enhance the entrance.



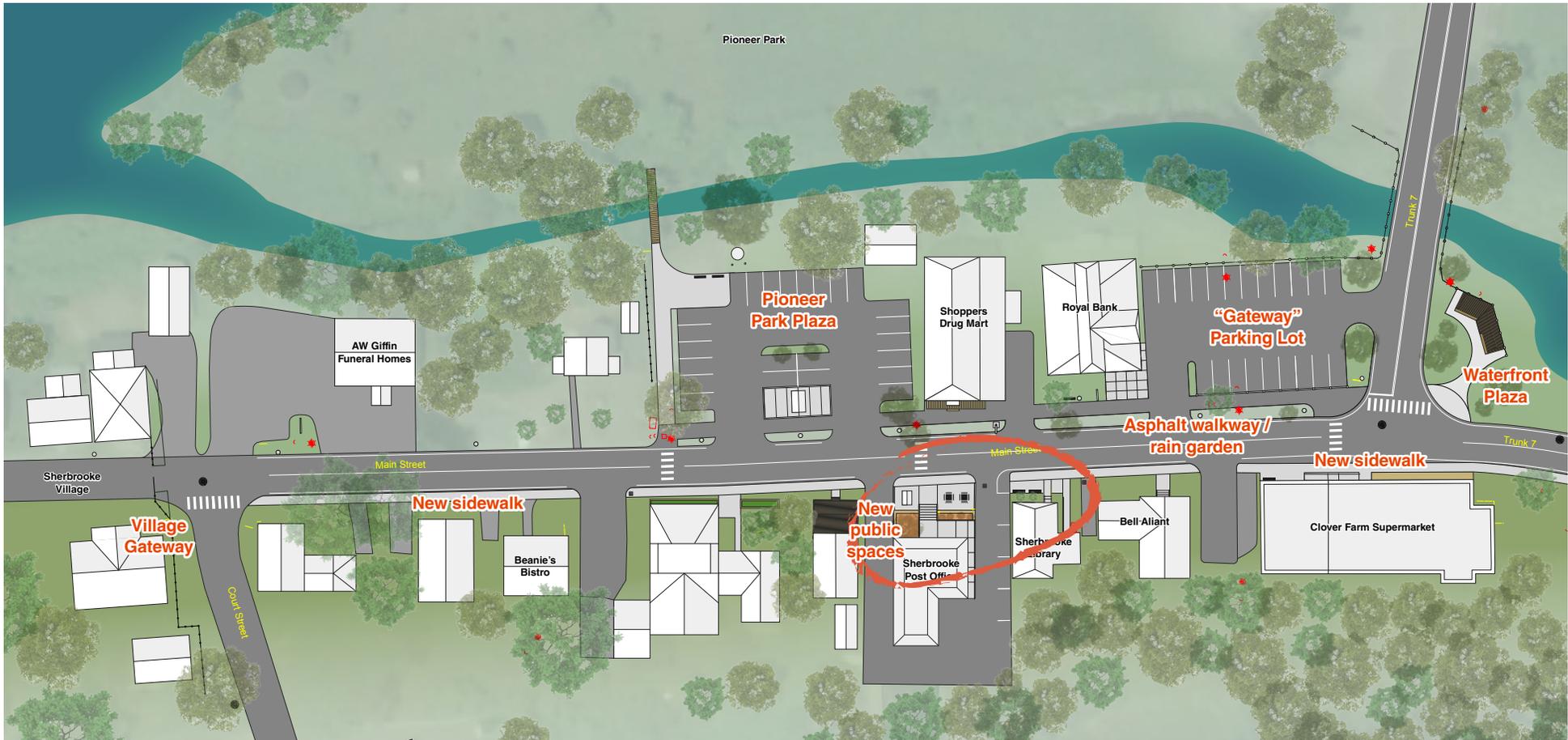
Waterfront Plaza

On the other side of the Gateway Parking Lot, a new waterfront plaza is proposed in the vacant lot. The plaza will feature landscaping and a simple hardscaped viewing area that offers nice views of the watercourse. This plaza will include benches and some interpretive panels, and will be an attractive park that improves the sense of arrival for visitors.



Alternative concept: Visitor Information Centre

Instead of an outdoor Waterfront Plaza on this piece of land, a small building could be designed and erected on the land that could act as a new Visitor Information Centre. The parcel is flanked by a watercourse, so careful site planning and shoreline protection measures will be required to ensure that the building isn't subject to flooding or erosion. The parcel is also relatively small, so on-site parking will be accommodated in the Gateway parking lot across the street.



OPTION 2: MODIFICATION

-  Aesthetics
-  Sense of Arrival
-  People Places
-  Flow
-  Function
-  Cost

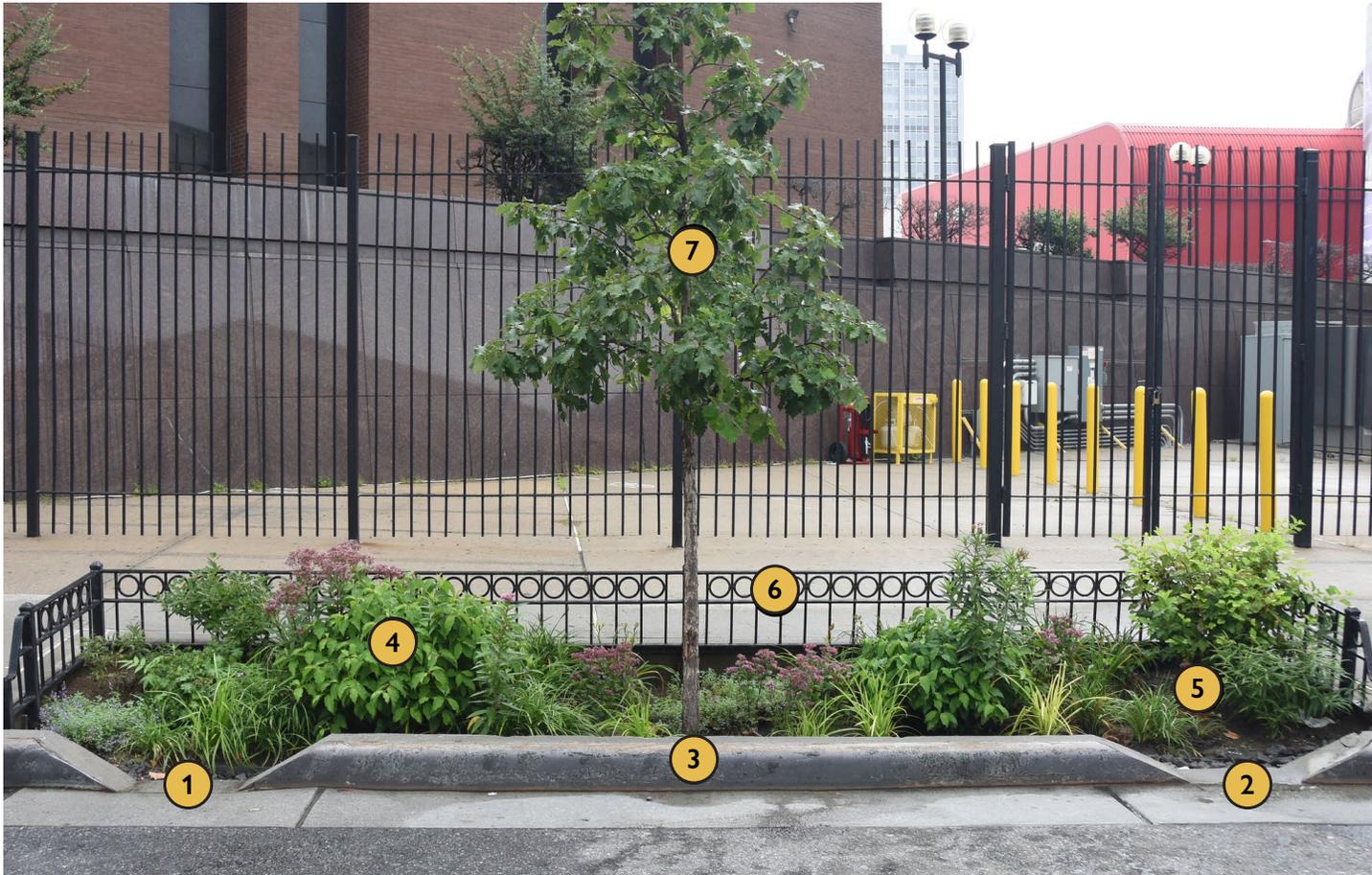
The second option focuses on similar spot improvements and beautification strategies as Option 1, but includes the repaving of Main Street, with sidewalks along one side of the street, and asphalt walkways/rain gardens along a section of the other side. This option is more costly, but will vastly improve the quality and flow of the pedestrian realm along the street.

Lot Improvements

This option also includes the same proposed lot improvements as Option 1, including the Gateway Parking Lot, Waterfront Plaza, Pioneer Park Plaza / Parking Lot, Sherbrooke Post Office / Library, Village Gateway, and general beautification along the street.

Concrete Sidewalk

A new sidewalk is proposed along the east side of Main Street, connecting the Clover Farm Supermarket and Sherbrooke Village. The sidewalk will be 1.5m wide with a rolled curb to allow for driveway access and improved snow clearance. The sidewalk will provide a safe and direct route for pedestrians to walk around both the downtown and the Village.



NYC Rain Garden Specifications:

- 1 Curb inlet:** An inlet allows water to flow into the rain garden as it flows down the curb.
- 2 Outlet:** Larger rain gardens may need an outlet. If the rain garden fills to capacity, water can exit through the outlet and continue into a catch basin or the next rain garden.
- 3 Stone Strip:** A stone strip allows people to step out of their cars without damaging the plants.
- 4 Plants:** All rain gardens require plants and grasses that can survive on the street.
- 5 Soil:** The soil is graded so that water ponds in the center of the rain garden.
- 6 Protective Rail:** Rain gardens may need tree guards around them that protect the plants and keep people from walking inside of them.
- 7 Tree:** Trees benefit streetscapes by lowering temperatures in hot summer months, improving air quality, and providing habitat for birds and butterflies.

Source:
New York City Environmental Protection
Rain Garden Program (2017)

Asphalt Walkway/Rain Garden

Along the west side of Main Street, a new walkway is proposed between the three-way intersection and the new proposed Pioneer Park Plaza/Parking Lot. This short 125 metre long section of Main Street features high pedestrian activity and would greatly benefit from a protected walkway. The proposed intervention is a combined rain garden/infiltration trench and asphalt walkway.

The rain gardens will flank Main Street and accomplish three key objectives. First, they will collect and store rainwater from Main Street, preventing water from pooling on the street. The rain gardens are surrounded by a concrete curb, with notches in the curb that are designed to allow rainwater to flow off of the street and into the garden. Second, the rain gardens are attractive features that will improve the

overall aesthetics of Main Street, while also allowing the opportunity to plant more trees and landscaping. Third, the rain gardens will act as a physical barrier between the road and a proposed two metre wide asphalt walkway, which will improve the sense of safety for pedestrians.

The curbs for the raingardens can potentially be cut from the large

granite slabs that are currently laying in the Pioneer Park parking lot. Granite is excellent curb material because it is considerably more durable and attractive than concrete.





OPTION 3: TRANSFORMATION

-  Aesthetics
-  Sense of Arrival
-  People Places
-  Flow
-  Function
-  Cost

The third option includes the repaving of Main Street, with sidewalks along both sides of the street, from one end to the other, including rain gardens along a section. This option is the most costly of the three, but best satisfies the other key focus areas of beautification, sense of arrival, people places, flow and function.

Concrete Sidewalks

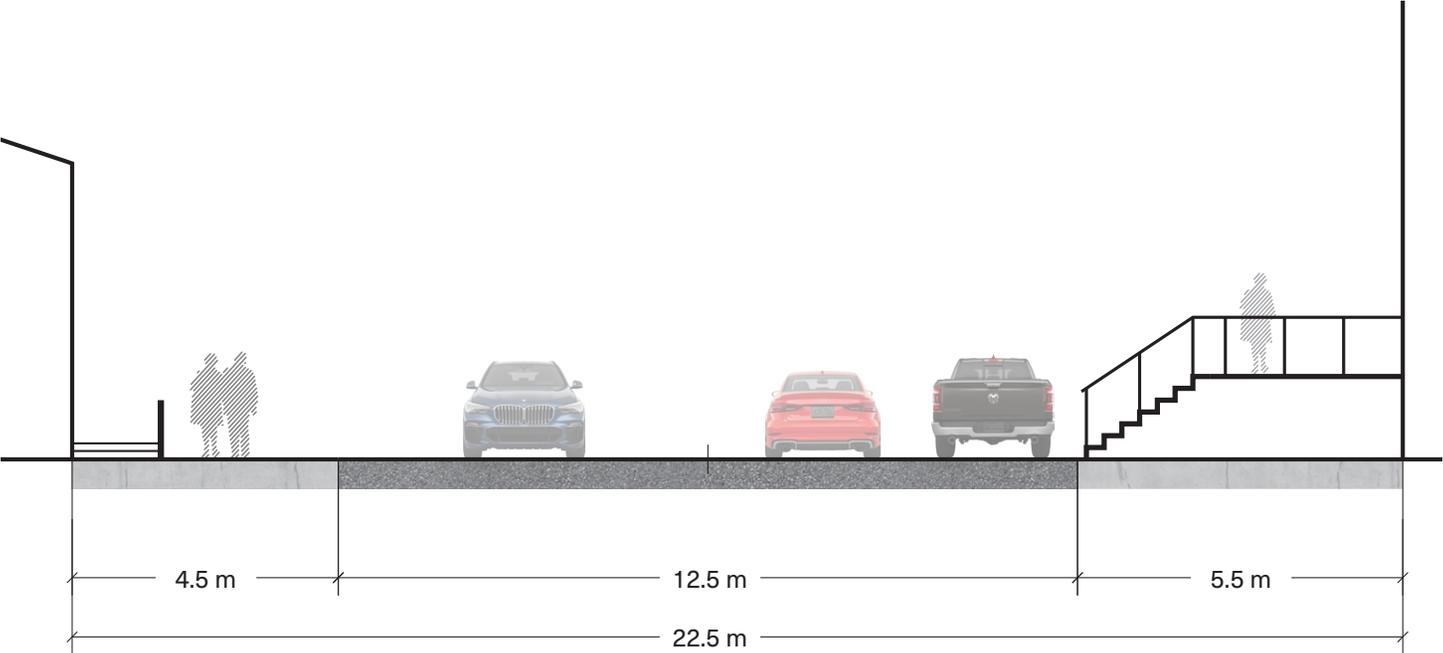
New concrete sidewalks are proposed along both sides of Main Street. Along the east side of the street a 1.5 metre wide sidewalk with a rolled curb connects the Clover Farm Supermarket and Sherbrooke Village. On the west side, a 1.5 metre wide sidewalk connects the Gateway parking lot and Sherbrooke Village. Between the Gateway Parking Lot and the Pioneer Park Plaza/Parking Lot, the sidewalk will

be protected by a similar rain garden feature proposed in Option 2.

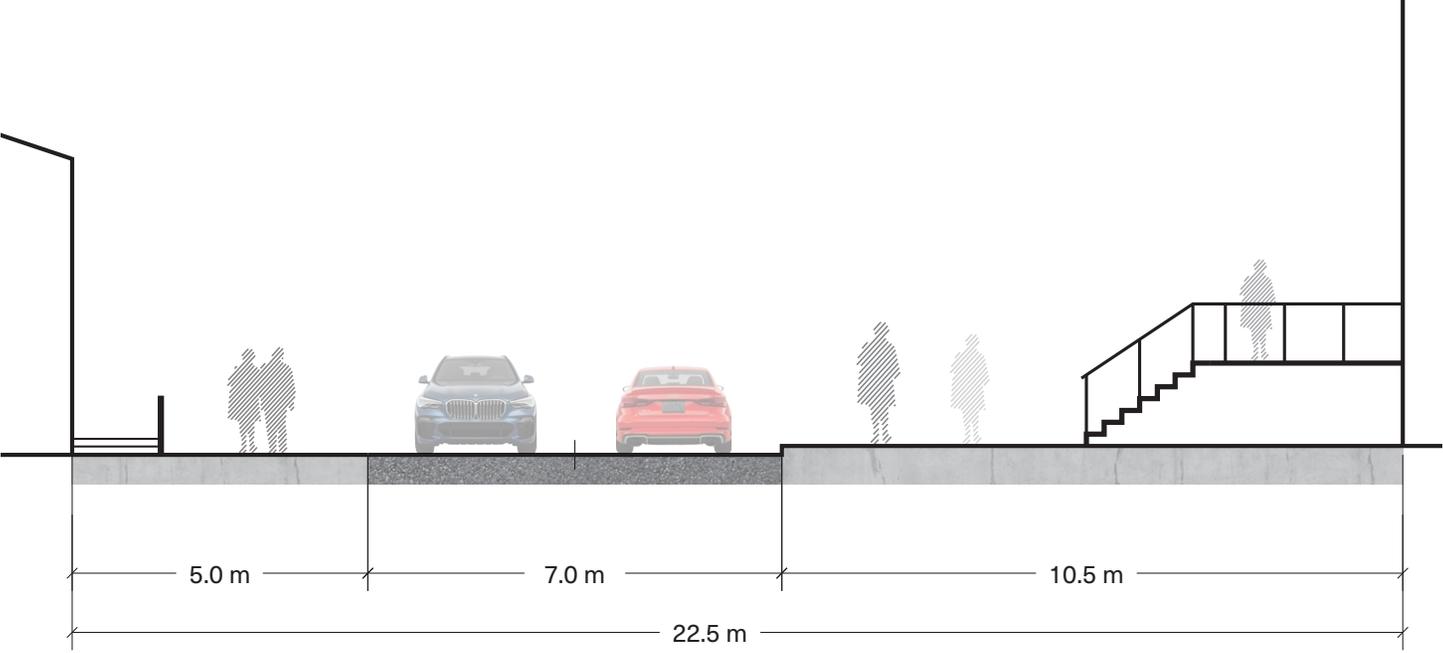
Lot Improvements

This option also includes the same proposed lot improvements as Option 1 and 2, including the Gateway Parking Lot, Waterfront Plaza, Pioneer Park Plaza / Parking Lot, Sherbrooke Post Office / Library, Village Gateway, and general beautification along the street.

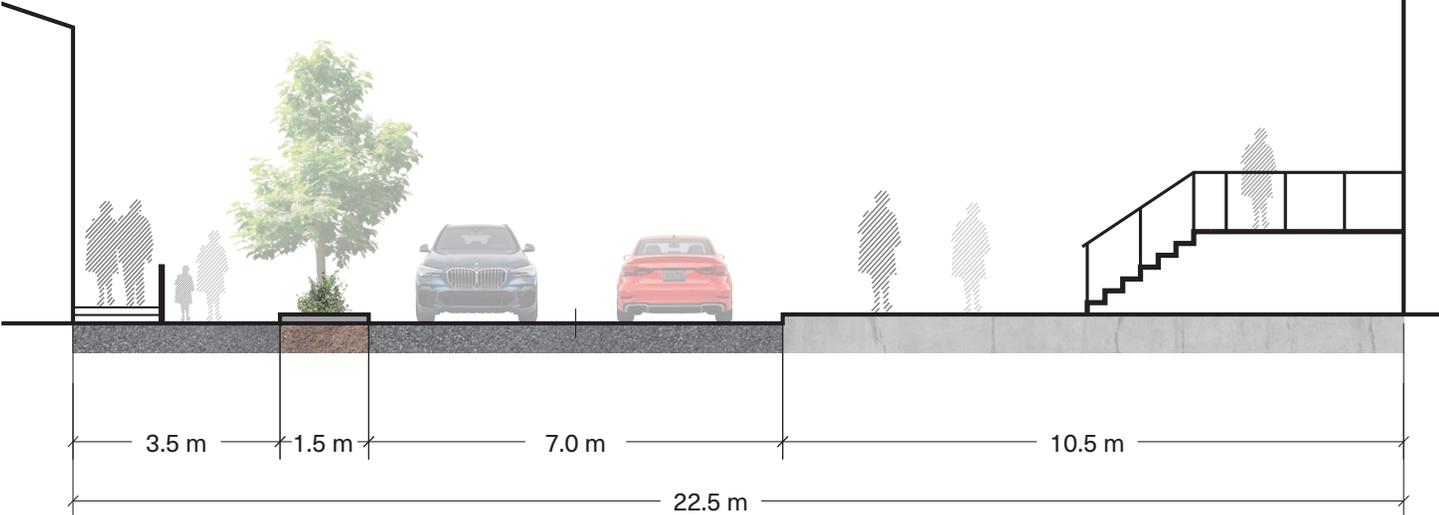
Existing Cross Section



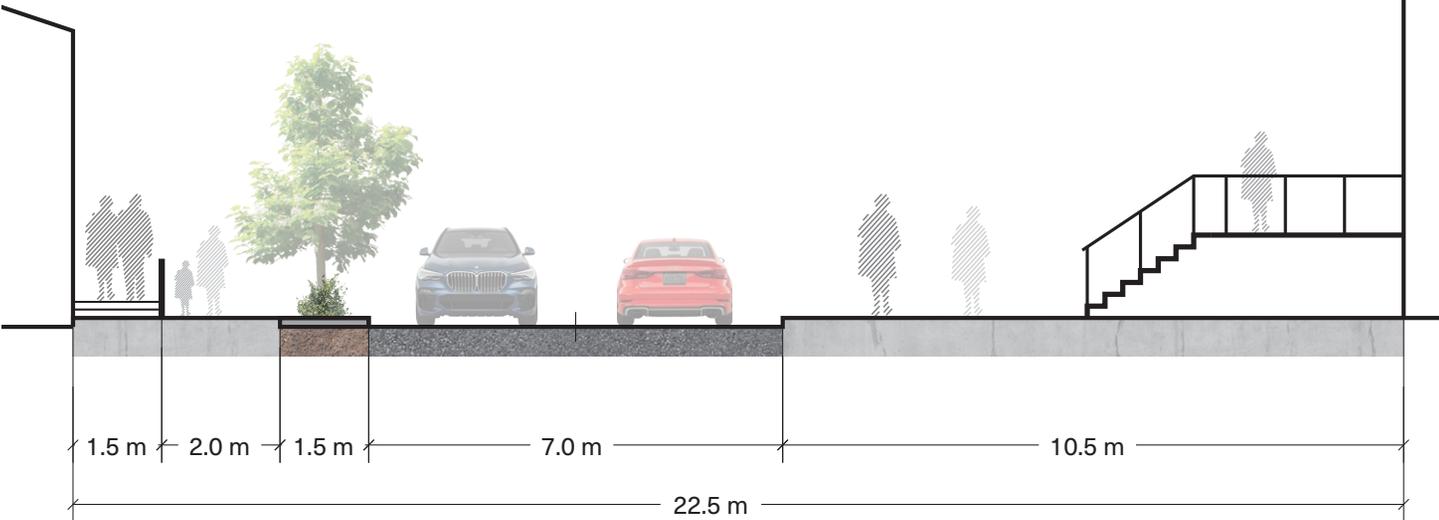
Proposed Cross Section Beautification



**Proposed Cross Section
Modification**

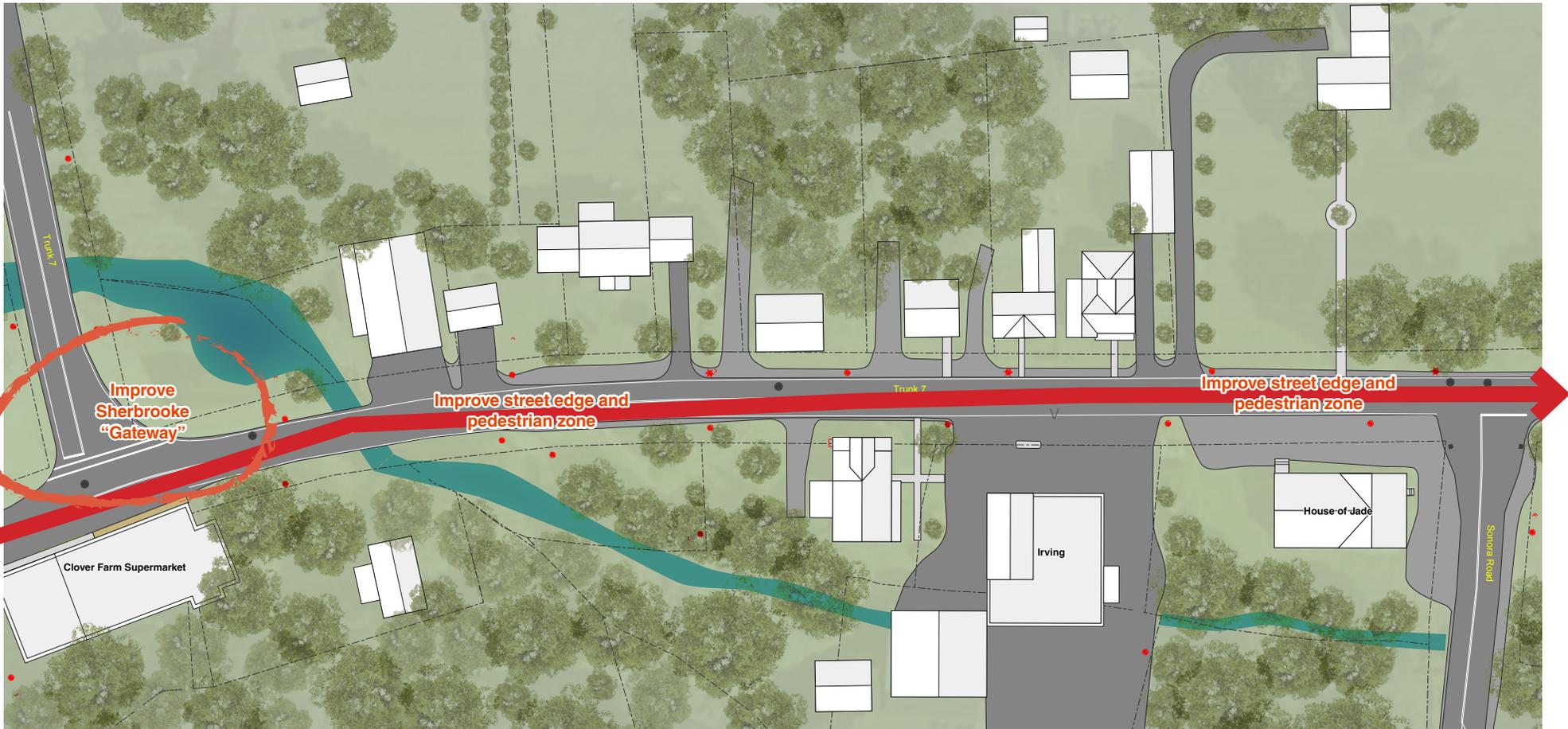


**Proposed Cross Section
Transformation**



TRUNK 7 CONCEPT DESIGN





TRUNK 7 (MAIN STREET TO SONORA RD): EXISTING CONDITIONS

Trunk 7, between the Downtown and Old Road Hill, features predominantly residential homes in a variety of housing types, with a handful of businesses on both sides of the street. Most buildings front closely onto the street, which creates a narrow roadway. The road section is 600 metres long. The key issues that are addressed in the Streetscaping Plan are:

Provide a space for non-motorized road users

The road is approximately 6.0 metres wide (3 metres per lane) with no shoulder. These conditions make it very difficult, if not impossible, to travel along the road in anything other than a motor vehicle.

Improve intersections

This section of the study area is bookended by two intersections that both require upgrades and improvements that will slow traffic down, accommodate non-motorized road users, and better welcome visitors to the Village of Sherbrooke.



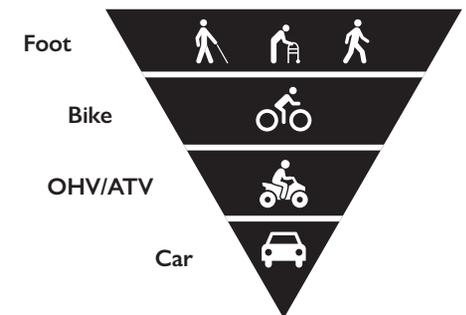
TRUNK 7 (MAIN STREET TO SONORA RD): PROPOSED

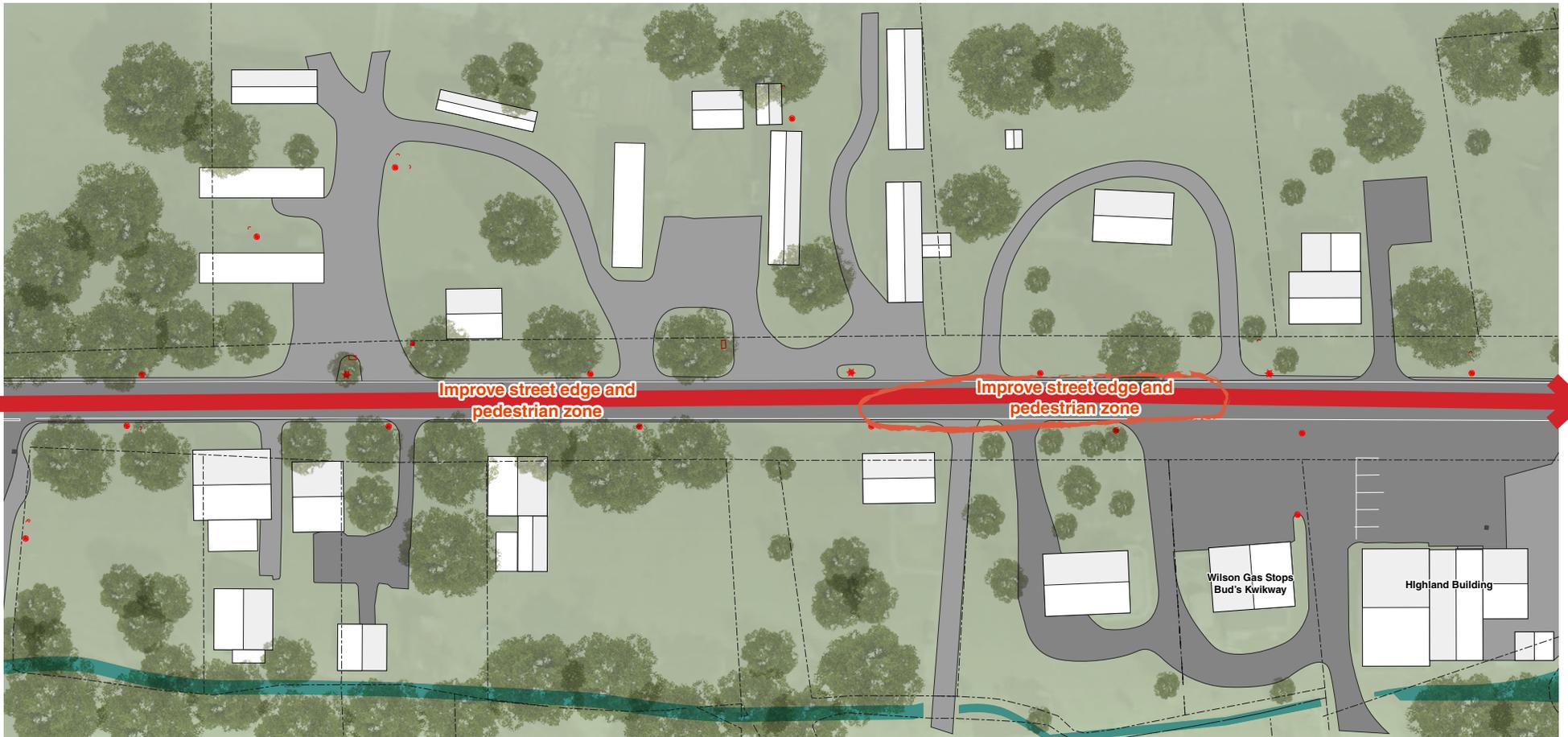
In order to accommodate pedestrians, cyclists or other non-motorized road users along Trunk 7, 1.5 metre wide paved shoulders on both side of the road are required. This would widen the existing edge-to-edge asphalt roadway from 6.0 metres wide to 9.0 metres wide. Although there is ample space within the 20.5 metre right-of-way for a wide road surface, the most

significant obstacle to this intervention is the presence of utility poles that line both sides of the road. In many cases, particularly on the west side of the road, these utility poles are located less than 1.5 metres away from the road, meaning they will need to be relocated. It is proposed that this upgrade occurs when the road is next recapitalized by the NSTIR.

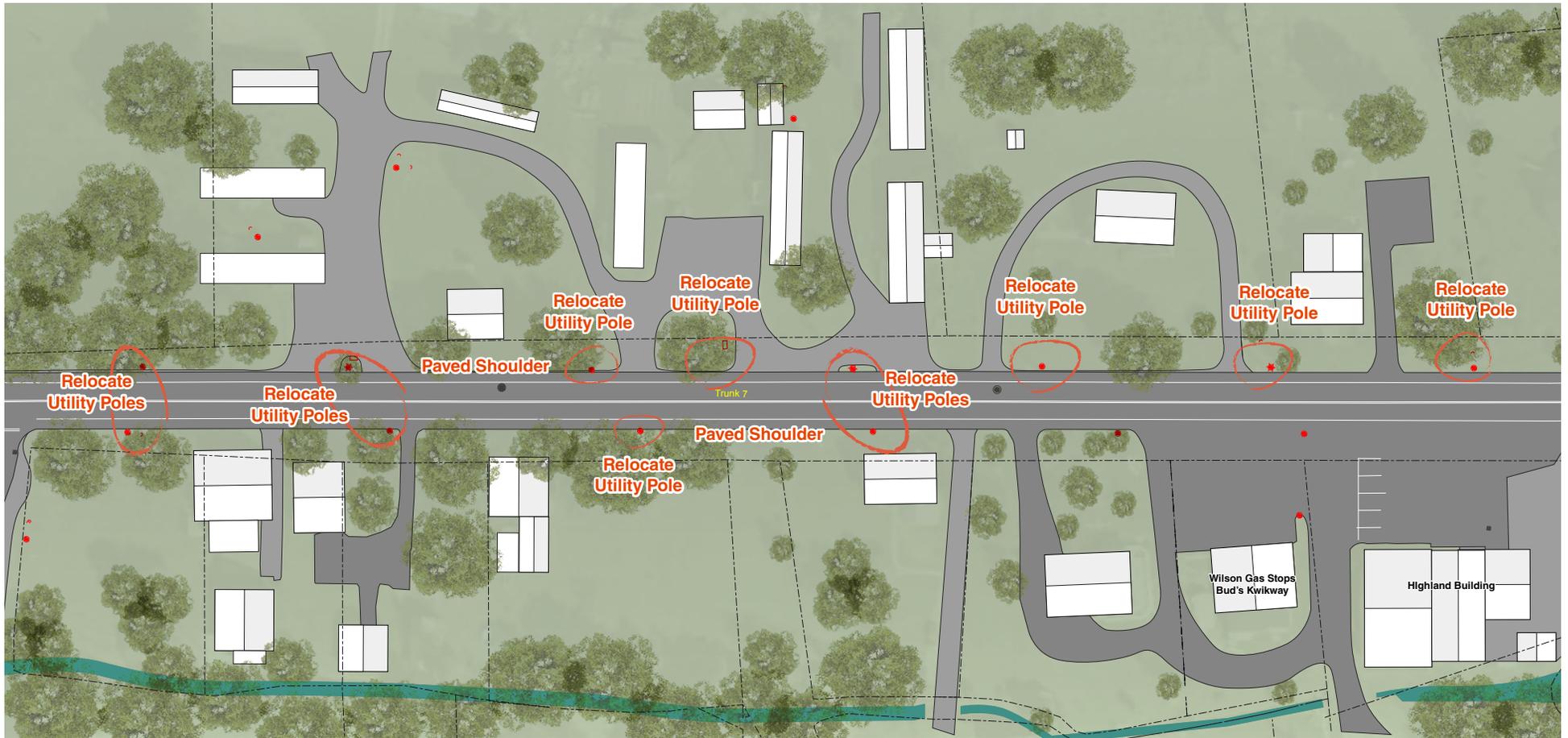
OHV Pilot Project

As part of a pilot project, ATV users are allowed to drive along the shoulder of Trunk 7. The proposed paved shoulder would also benefit ATV users, allowing them to share the road in a safer manner. It is important, however, that ATV users yield to cyclists and pedestrians, who are more vulnerable (see right for road safety hierarchy).

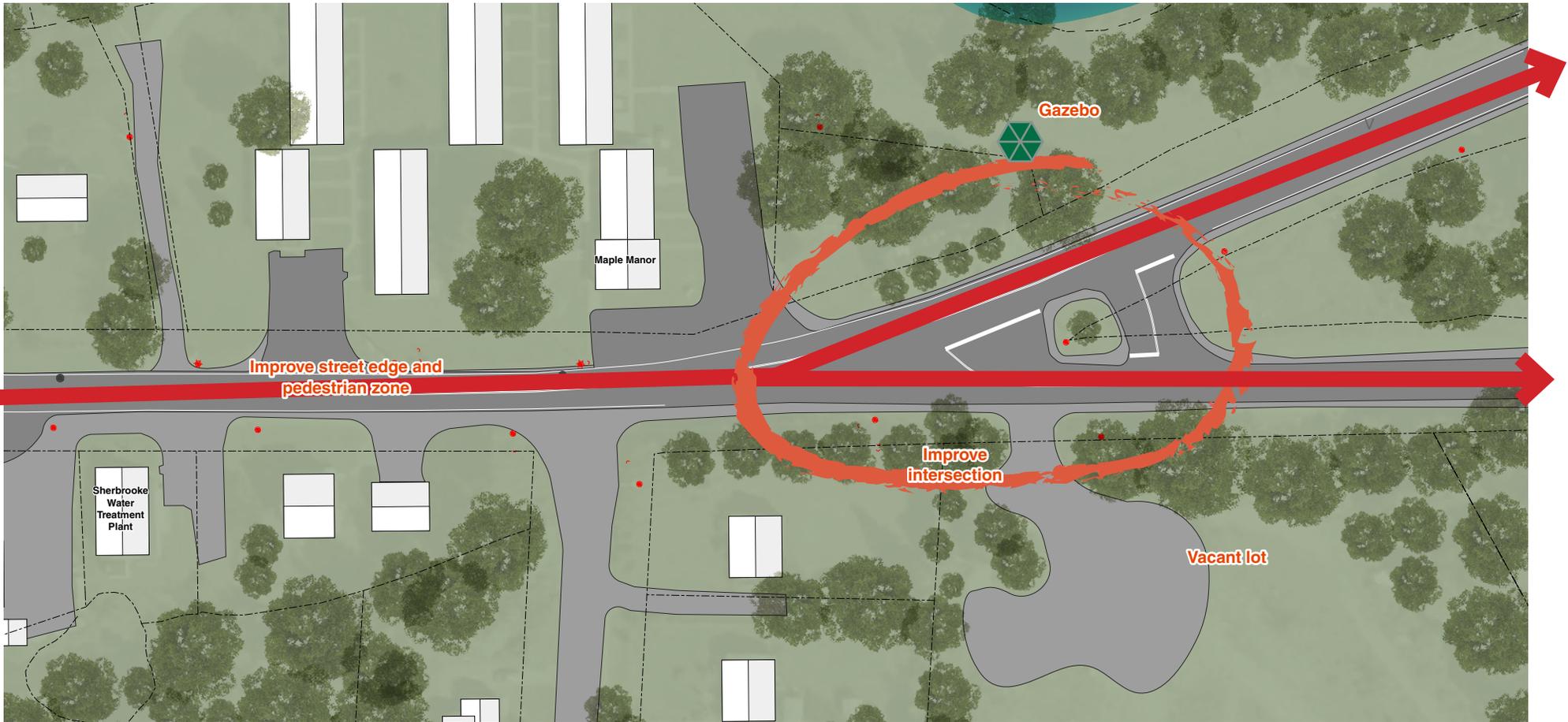




TRUNK 7 (MAIN STREET TO SONORA RD): EXISTING CONDITIONS



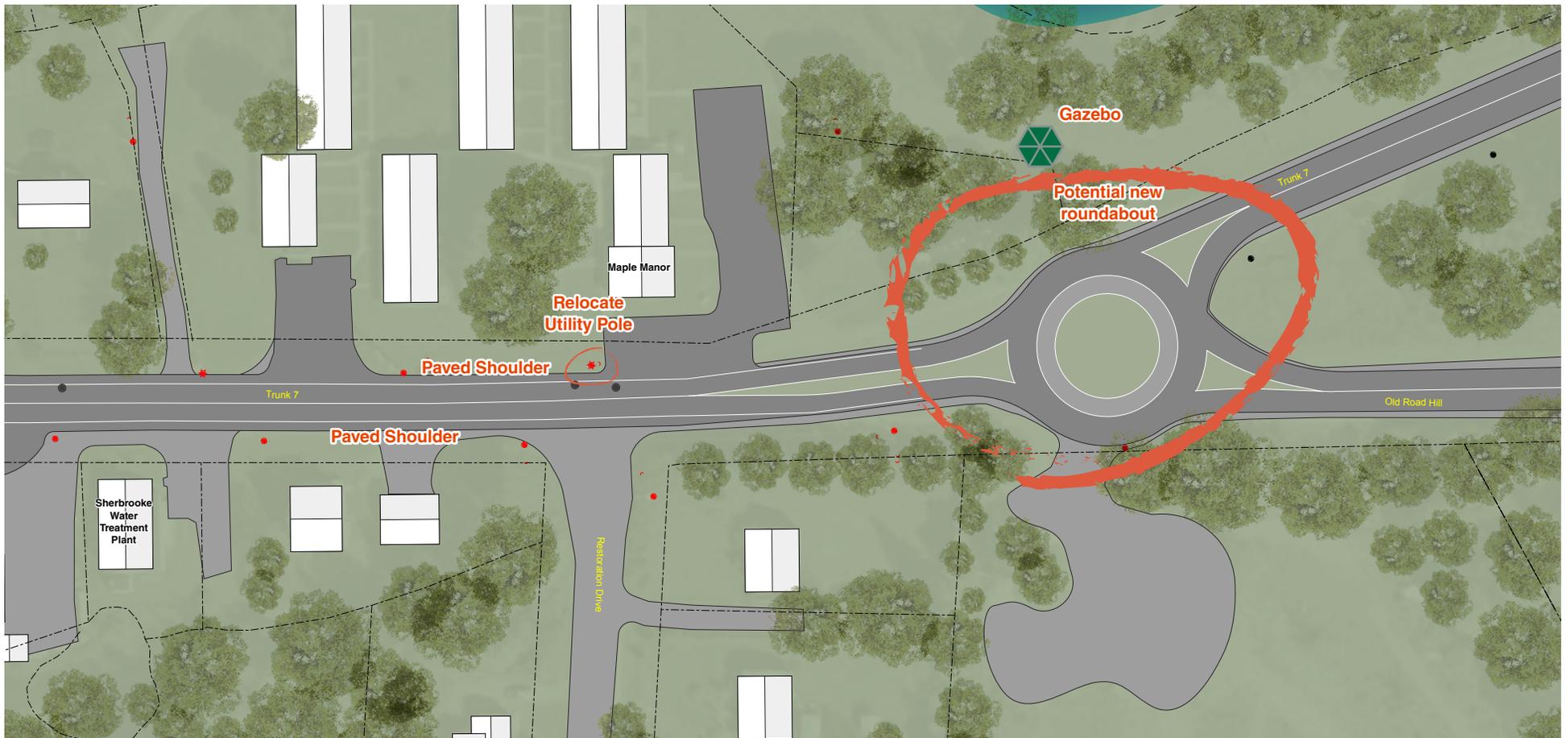
TRUNK 7 (MAIN STREET TO SONORA RD): PROPOSED



TRUNK 7 (MAIN STREET TO SONORA RD): EXISTING CONDITIONS

The existing acute three way intersection at Trunk 7 and Old Road Hill is a key gateway to the downtown area for visitors travelling from Guysborough or Antigonish. Currently, the acute angle of the intersection makes turning movements problematic. These movements will be compounded if the vacant lot adjacent

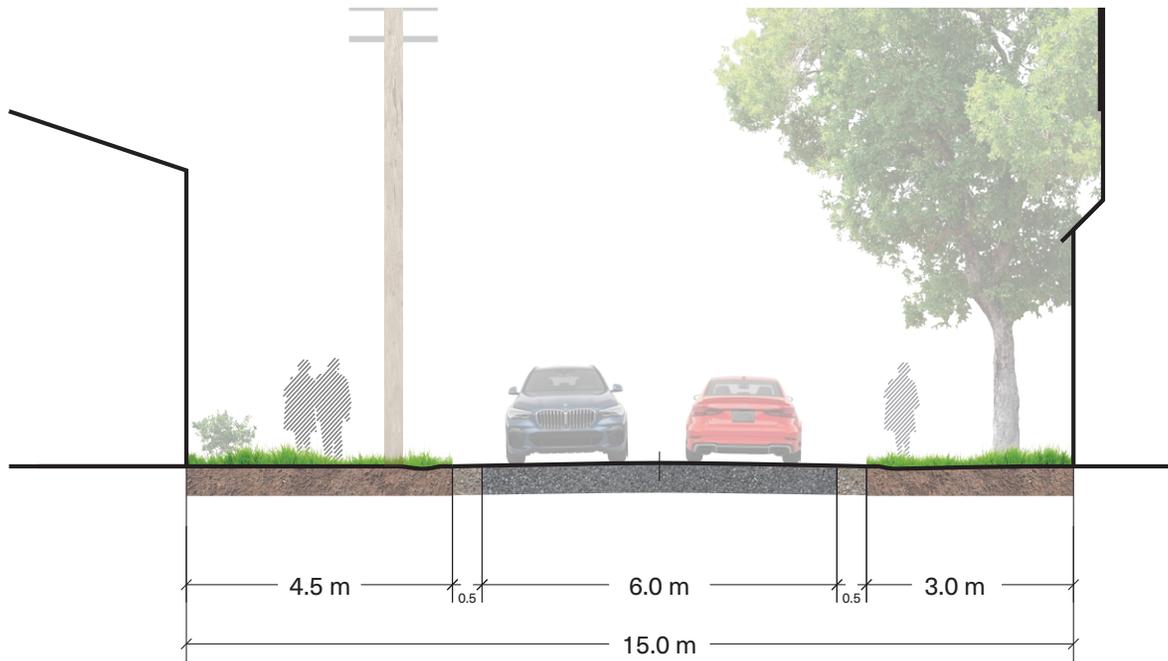
to the intersection is ever developed. Intersection improvements would help improve traffic flow, while also offering opportunities to create an improved sense of arrival for visitors.



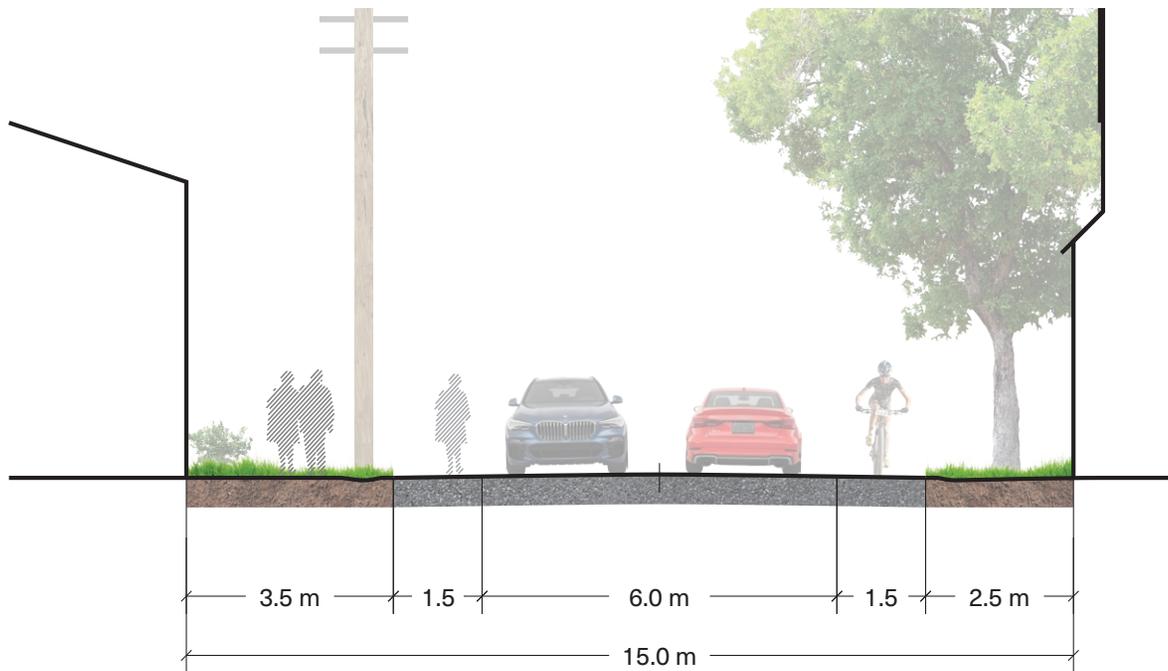
TRUNK 7 (MAIN STREET TO SONORA RD): PROPOSED

There is enough space within the right-of-way for a small, one-lane roundabout that would provide access to all three road segments in a more effective manner. The roundabout would improve traffic flow and general appearances of the area. The centre of the roundabout can be used to accommodate an entrance sign (see page 14) to improve the sense of arrival for visitors.

Existing Cross Section



Proposed Cross Section



PROMOTION



DOWNTOWN MOVIE NIGHTS + CONCERTS

A downtown movie night or concert can bring the community together to gather outdoors, socialize, and take in some culture. Currently, movie nights are held in the back of the United Church which can continue on a more regular basis. The Municipality can arrange the logistics of a screen and projection, and residents bring along their own chairs or blankets. Downtown Movie Nights are often run as a series, monthly or weekly through the summertime.

The benefits of outdoor movies and concerts to local businesses are felt in two ways. First, they often attract attention through word-of-mouth as well as media, fostering an identity of a vibrant and fun place to be. It also has direct benefits to restaurants and stores, as movie/concert goers purchase food or do a bit of impulsive shopping.

Recognizing these potential benefits, it is important that business growth opportunities are ready and able to service these regular events. For example, if its an evening event, its important that businesses stay open longer to further communicate a welcoming and open community. Also, businesses could sell special menu items or packaged items during the event, such as popcorn, snack, and a drink, or create dinner and accommodations packages to drive traffic to the community for the event.



PUBLIC ART

Not only does public art illuminate a street and inject beauty and playfulness, it can also hold meaning for a community, and provide a highly cost effective boost to a local economy. Over time, public art can truly define a town or a neighbourhood and foster creativity and talent. It can be murals, installations, or sculpture, and can be created collaboratively with community participation, or independently by a practicing artist.

Public art is a relatively modest investment. With a bit of promotion, it can create buzz, publicity and overall public recognition that can function as highly effective marketing. The Town of Truro is home to a collection of tree sculptures, placed all around the downtown. They provide points of interest and add to the overall identity of the area. With some partnerships with Sherbrooke Village and local inspiration, public art in downtown Sherbrooke can help attract more visitors and improve the sense of place.



DOWNTOWN MAP AND BROCHURE

As the Municipality implements the Streetscape Plan, it is important to continually remind visitors of the many opportunities and attractions that are available. A new brochure and downtown map aimed at promoting the scenic qualities and businesses of downtown Sherbrooke can help attract visitors and newcomers to enjoy these rich opportunities. The map will also help visitors plan trips and navigate through the area easily.



IMPLEMENTATION



PHASING

The phasing plan identifies the priority of initiatives based on the relationship between them. The phasing plan recommends beginning with (relatively) low cost/high yield initiatives that the Municipality has direct control over, such as the downtown aesthetics initiatives and Pioneer Park Plaza. Implementing these immediately will help generate a buzz in the downtown and create an appetite for further change.

More capital intensive projects such as streetscaping improvements and public space improvements will require more time, planning and detailed design consideration before construction can occur. Streetscaping projects will also require support and involvement from the Nova Scotia Department of Transportation and Infrastructure Renewal. However, should funding become available from an unexpected source or pressures increase, opportunities to implement these initiatives should be capitalized upon. This is of particular importance if road maintenance and improvement work may need to be undertaken. For example, road improvements required as a result of wear and tear or sudden events could provide opportunities to incorporate streetscape improvements proposed in this Plan.

For private space improvements, land acquisition and partnerships with private land owners will need to be sorted out. As such, these improvements should occur on an opportunity basis.

As the implementation of the physical elements of the Master Plan occur, the cultivation of business partnerships and downtown promotion will require ongoing efforts. As the downtown starts to develop, the Municipality can work to ensure that Marketing and Promotion initiatives are implemented.

AESTHETICS

Recommendation	Priority
Design and install downtown signs	High
Work with Main Street business to create new retail signs	High

DOWNTOWN DESIGN CONCEPTS

Recommendation	Priority
Design and build Pioneer Park Plaza	High
Work with landowners to design and build other lot improvements	Medium
Work with TIR to choose a streetscaping concept to advance	Opportunity
Design and build streetscaping improvements	Opportunity

TRUNK 7 DESIGN CONCEPTS

Recommendation	Priority
Work with TIR to design and build paved Trunk 7 paved shoulders	Opportunity

PROMOTION

Recommendation	Priority
Design and print a downtown brochure/map	Medium
Work with local artists or Sherbrooke Village to develop public art	Medium
Consider new events/activities to add to downtown (ie; move nights)	Medium
Ensure new events/activities are promoted through marketing channels.	Medium

COST ESTIMATES

The following pages outline the estimate opinion of probable costs for the recommendations in this Plan. This preliminary opinion of probable costs is based on the current conceptual design and is for initial budgetary discussions only. Additional design work will be required on individual site features to develop more specific opinions of probable cost. A Design Contingency is included for each estimate to allow for unanticipated issues that may arise in the detailed design phase.

In total, it is expected that the Streetscaping Plan will cost between approximately \$450,000 - 660,000 dollars to implement for the downtown section. The cost to pave the entirety of the remaining section of Trunk 7 (including paved shoulders) is approximately \$400,000. Funding for these improvements can come from a variety of sources, including federal and provincial funding sources, municipal budgets, private investment by property owners and other partner organizations such as not-for-profit and service groups. In addition, business development and marketing programs available through government agencies can also provide additional support to capacity building, customer service training and development of promotional materials.

The Sherbrooke Streetscape Plan is a high-level concept plan. As such, many details remain to be worked out, including detailed design for the various elements proposed, as well as further consideration of ideas presented in the Plan for developing a marketing and promotion initiatives and event planning.

Beautification Cost Estimates

Item Description	Unit of Measurement	Expected Quantity	Price per Unit	Estimated Price
Gravels				
Type 1 (Private)	cu. m	381	\$40.00	\$15,240.00
Type 2 (Private)	cu. m	634	\$40.00	\$25,360.00
Asphalt Pavement				
Private Paving	cu. m	228	\$300.00	\$68,400.00
Concrete Work				
Sidewalk	sq. m	465	\$75.00	\$34,880.00
Curbs	lin.m	300	\$110.00	\$33,000.00
Landscaping				
Furniture	each	26	\$1,770.00	\$46,020.00
Raingardens	sq. m	91	\$200.00	\$18,200.00
Planting beds	sq. m	102	\$75.00	\$7,650.00
Misc.				
Post Office Park			allow	\$10,000.00
Pioneer Park Entrance Sign			allow	\$10,000.00
Sherbrooke Village Gateway			allow	\$25,000.00
Street Signs	each	6	\$800.00	\$4,800.00
Electrical				
Move power poles	each	4	\$5,000.00	\$20,000.00
New street lights	each	10	\$6,000.00	\$60,000.00

Sub-total	\$378,550.00
Contingency 20%	\$75,710
Total	\$454,260

Disclaimer:

This opinion of probable costs is presented on the basis of experience, qualifications, and best judgement. It has been prepared in accordance with acceptable principles and practices. Market trend changes, non-competitive bidding situations, unforeseen labour and material adjustments, availability and the like are beyond control and is not warranted or guaranteed. Actual costs may vary from the opinion provided. All values are provided in 2019 Canadian dollars and allowances should be made for inflation. Not included in this budget are unanticipated environmental remediation costs or property acquisition costs.

Modification Cost Estimates

Item Description	Unit of Measurement	Expected Quantity	Price per Unit	Estimated Price
Erosion and Sedimentation Control	l.s.	1	\$2,000.00	\$2,000.00
Excavation				
Common	cu. m	952	\$15.00	\$14,280.00
Gravels				
Type 1 (Street)	cu. m	286	\$40.00	\$11,440.00
Type 2 (Street)	cu. m	476	\$40.00	\$19,040.00
Type 1 (Private)	cu. m	381	\$40.00	\$15,240.00
Type 2 (Private)	cu. m	634	\$40.00	\$25,360.00
Asphalt Pavement				
Street Paving	cu. m	171	\$300.00	\$51,300.00
Private Paving	cu. m	228	\$300.00	\$68,400.00
Concrete Work				
Sidewalk	sq. m	341	\$75.00	\$25,580.00
Curbs	lin.m	572	\$110.00	\$62,920.00
Landscaping				
Furniture	each	26	\$1,770.00	\$46,020.00
Raingardens	sq. m	129	\$200.00	\$25,800.00
Planting beds	sq. m	102	\$75.00	\$7,650.00
Misc.				
Post Office Park			allow	\$10,000.00
Pioneer Park Entrance Sign			allow	\$10,000.00
Sherbrooke Village Gateway			allow	\$25,000.00
Street Signs	each	6	\$800.00	\$4,800.00
Crosswalk paint, signs			allow	\$11,250.00
Electrical				
Move power poles	each	4	\$5,000.00	\$20,000.00
New street lights	each	10	\$6,000.00	\$60,000.00
			Sub-total	\$516,080.00
			Contingency 20%	\$103,216
			Total	\$619,296

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Transformation Cost Estimates

Item Description	Unit of Measurement	Expected Quantity	Price per Unit	Estimated Price
Erosion and Sedimentation Control	l.s.	1	\$2,000.00	\$2,000.00
Excavation				
Common	cu. m	952	\$15.00	\$14,280.00
Gravels				
Type 1 (Street)	cu. m	286	\$40.00	\$11,440.00
Type 2 (Street)	cu. m	476	\$40.00	\$19,040.00
Type 1 (Private)	cu. m	342	\$40.00	\$13,680.00
Type 2 (Private)	cu. m	570	\$40.00	\$22,800.00
Asphalt Pavement				
Street Paving	cu. m	171	\$300.00	\$51,300.00
Private Paving	cu. m	205	\$300.00	\$61,500.00
Concrete Work				
Sidewalk	sq. m	887	\$75.00	\$66,530.00
Curbs	lin.m	635	\$110.00	\$69,850.00
Landscaping				
Furniture	each	26	\$1,770.00	\$46,020.00
Raingardens	sq. m	132	\$200.00	\$26,400.00
Planting beds	sq. m	102	\$75.00	\$7,650.00
Misc.				
Post Office Park			allow	\$10,000.00
Pioneer Park Entrance Sign			allow	\$10,000.00
Sherbrooke Village Gateway			allow	\$25,000.00
Street Signs	each	6	\$800.00	\$4,800.00
Crosswalk paint, signs			allow	\$11,250.00
Electrical				
Move power poles	each	4	\$5,000.00	\$20,000.00
New street lights	each	10	\$6,000.00	\$60,000.00

Sub-total	\$553,540.00
Contingency 20%	\$110,708
Total	\$664,248

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Trunk 7 Improvements Cost Estimates

Item Description	Unit of Measurement	Expected Quantity	Price per Unit	Estimated Price
SURFACE WORKS				
Erosion and Sedimentation Control	l.s.	1	\$2,000.00	\$2,000.00
Excavation				
Common	cu. m	2667	\$15.00	\$40,010.00
Gravels				
Type 1	cu. m	800	\$40.00	\$32,000.00
Type 2	cu. m	1333	\$40.00	\$53,320.00
Asphalt Pavement				
Street Paving	cu. m	480	\$300.00	\$144,000.00
Street Pole Relocation	each	24	\$5,000.00	\$120,000.00
Street Signs	each		\$500.00	\$0.00

Surface Works Total	\$391,330.00
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**Costs for the roundabout are not included in the cost estimate.