

4.8 MAIN STREET REVITALIZATION

A key component of the Master Plan is the revitalization of Main Street, which extends from Plouffe Street to Fisher Street, and is the main commercial street within the downtown. Main Street from Cassells Street to Sherbrooke Street and Ferguson Street from Main Street to Oak Street will have an enhanced streetscape treatment to better integrate the downtown with the waterfront. Elements such as unit paving, new furnishings, lighting, signage, banners and planting will create an enhanced pedestrian experience and contribute to retail vibrancy. Granite slabs will speak to North Bay's northern context and lighting over Ferguson Street will create an inviting winter atmosphere.

This revitalization area has been divided into three Zones (Zone A, B and C), each of which reflects the surrounding context and character. The following pages show the plan for each Zone.

Section 4.9 discusses the economic impacts of this revitalization. North Bay can reasonably expect private investment to surpass the public investment necessary for Main Street's revitalization: The US based National Main Street Centre has found that private investment increased as a result of public expenditure on main streets by a 26-to-1 margin between 1980 and 2015. These cumulative upgrades to Main Street will attract more residents and visitors, adding to Downtown North Bay's vibrancy.



Main and Ferguson Streets should be designed to create an inviting atmosphere in winter



Utilize large granite boulders within the streetscape design



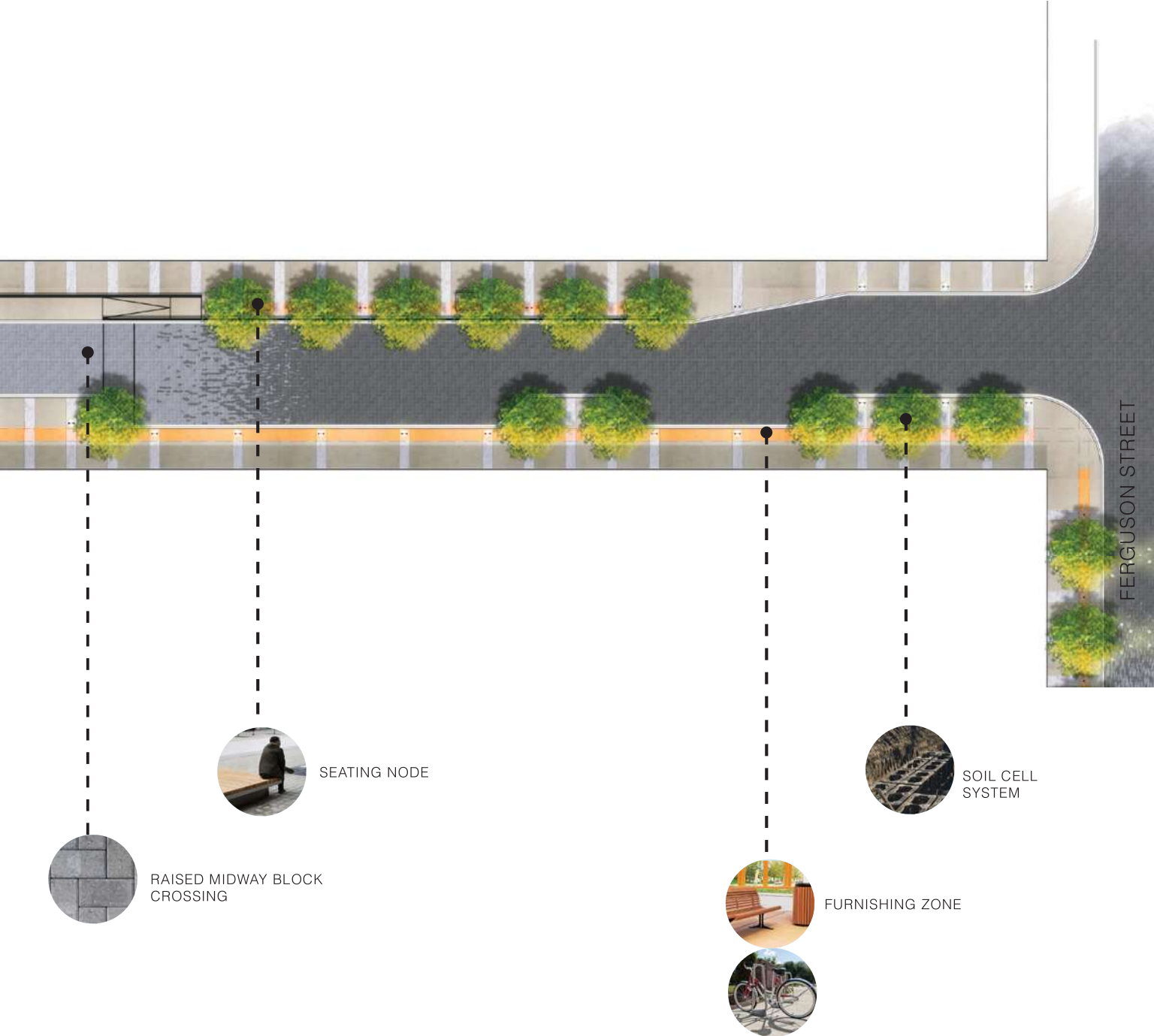
Lighting should create an effect like the Northern Lights



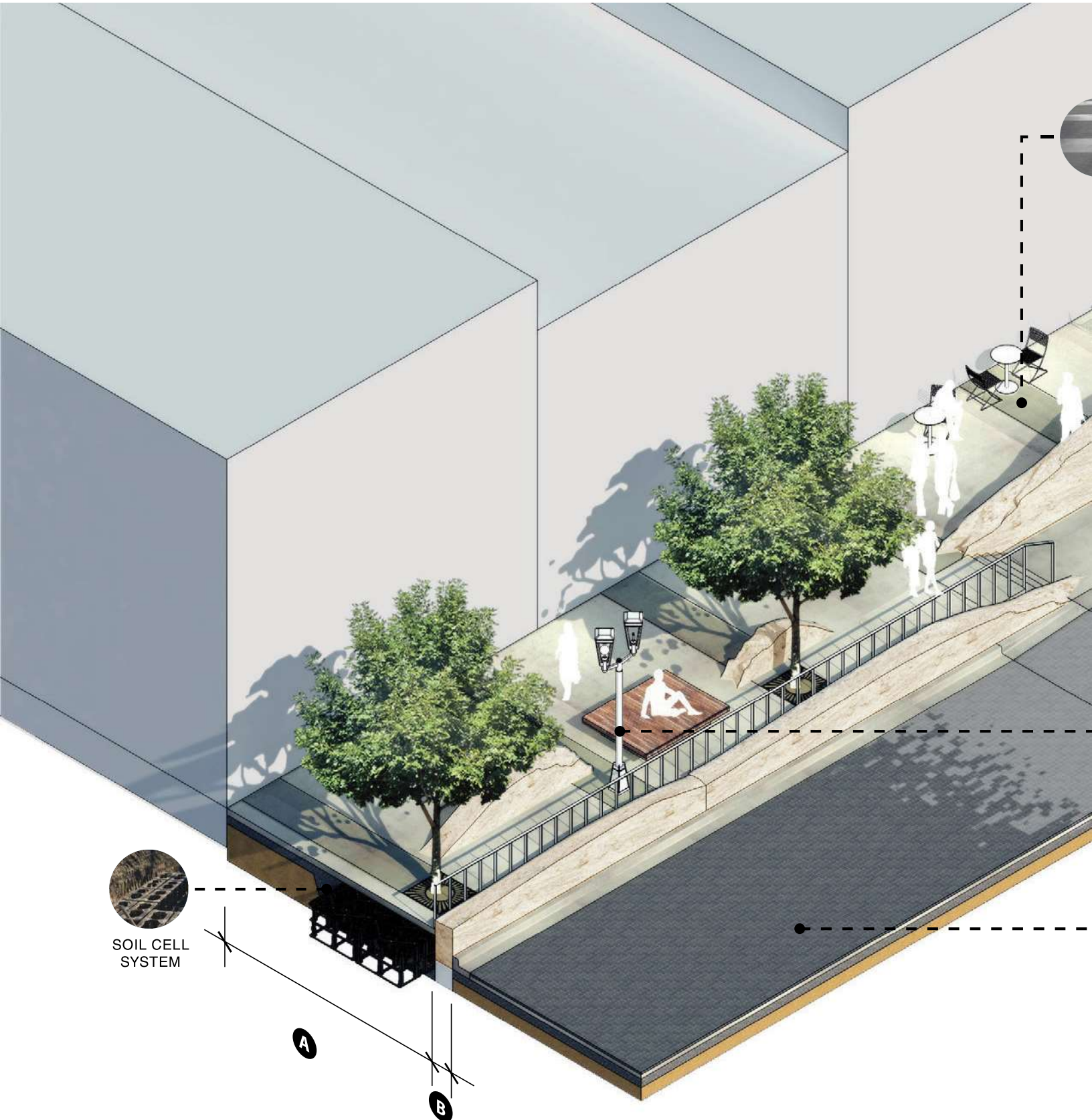
Example of festoon lighting over Ferguson Street

Zone A: Fraser Street to Ferguson Street





Zone A: Fraser Street to Ferguson Street



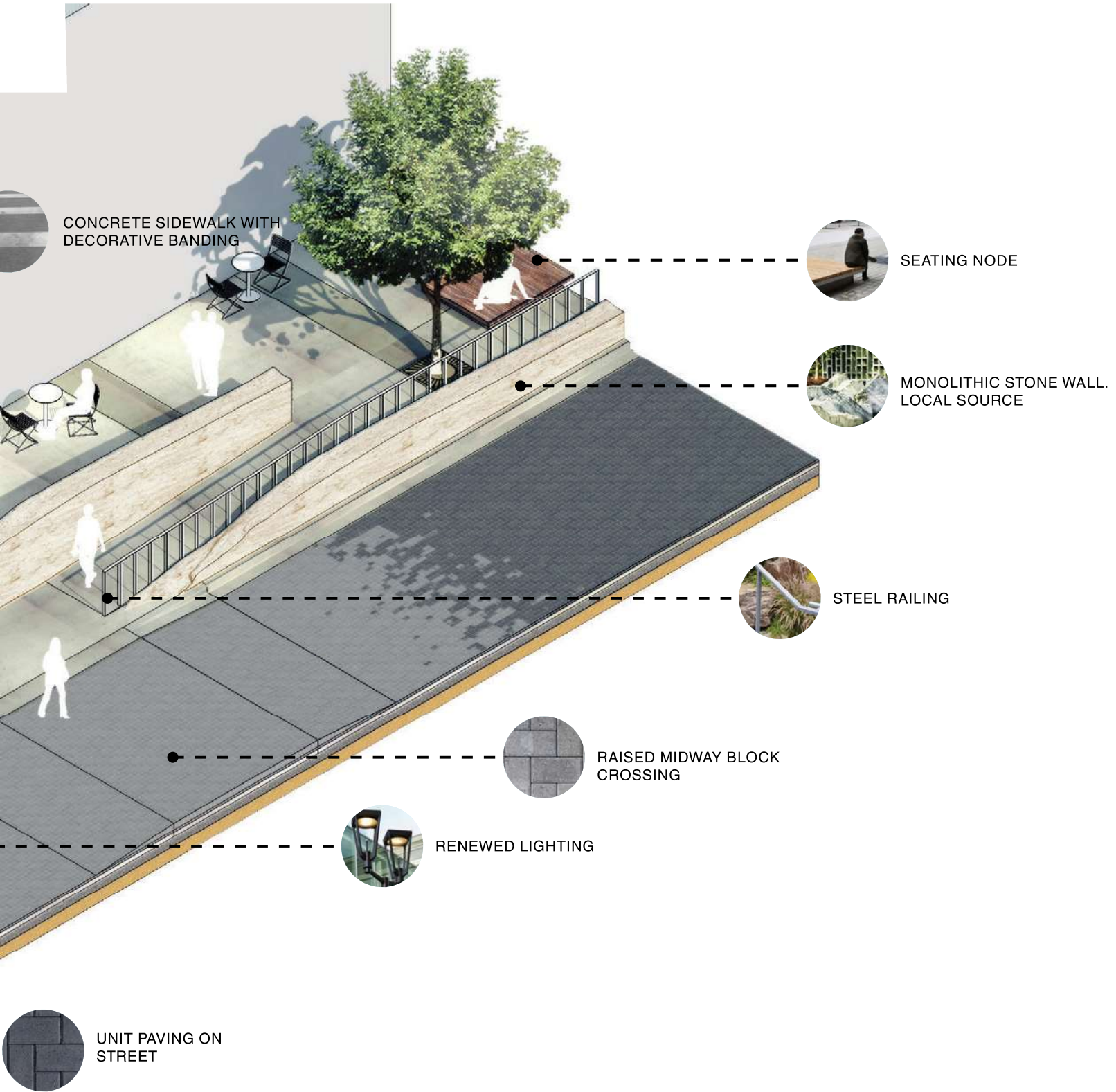
SOIL CELL SYSTEM

A

B

A +/- 5.5m R.O.W.

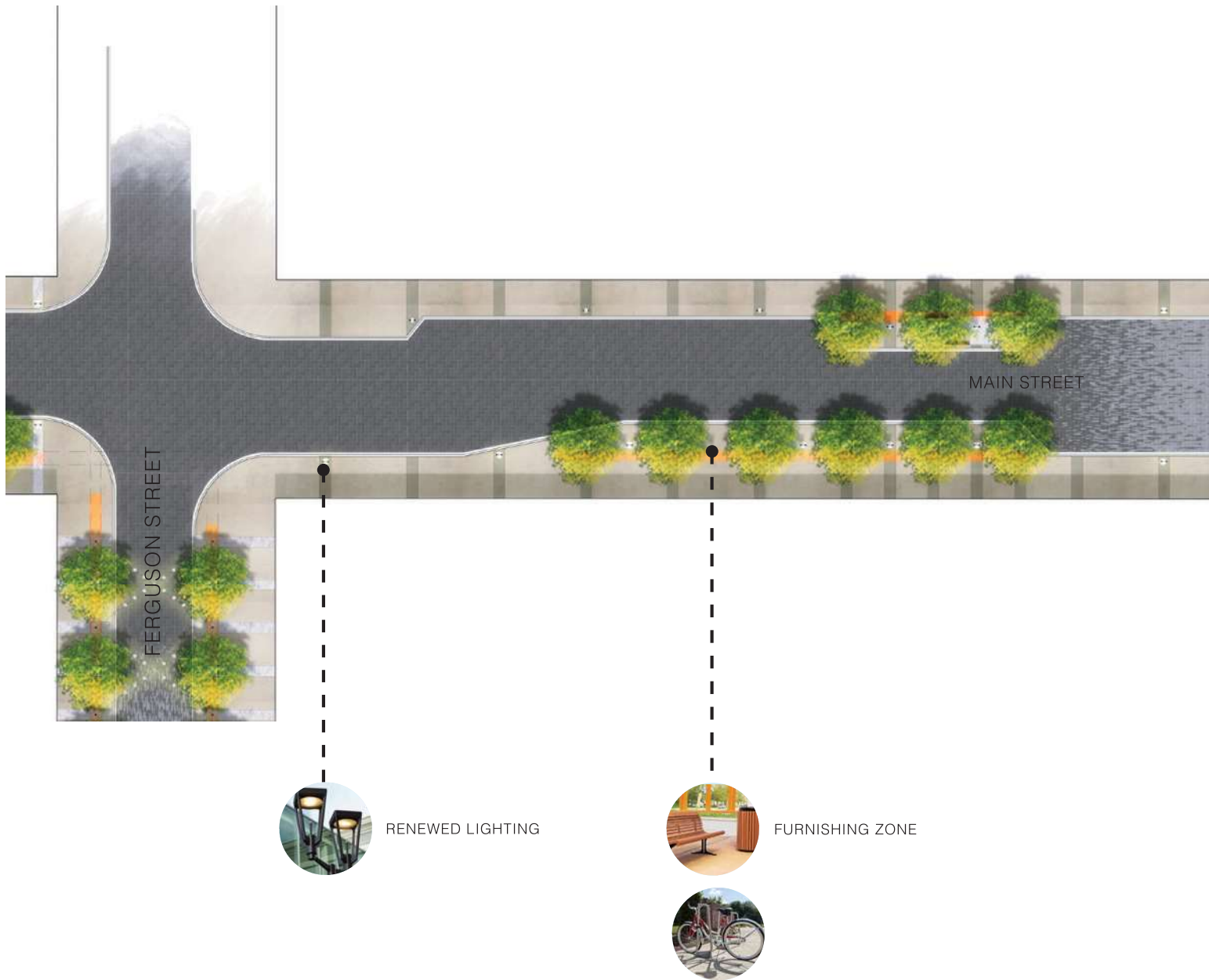
B 0.3m WALL

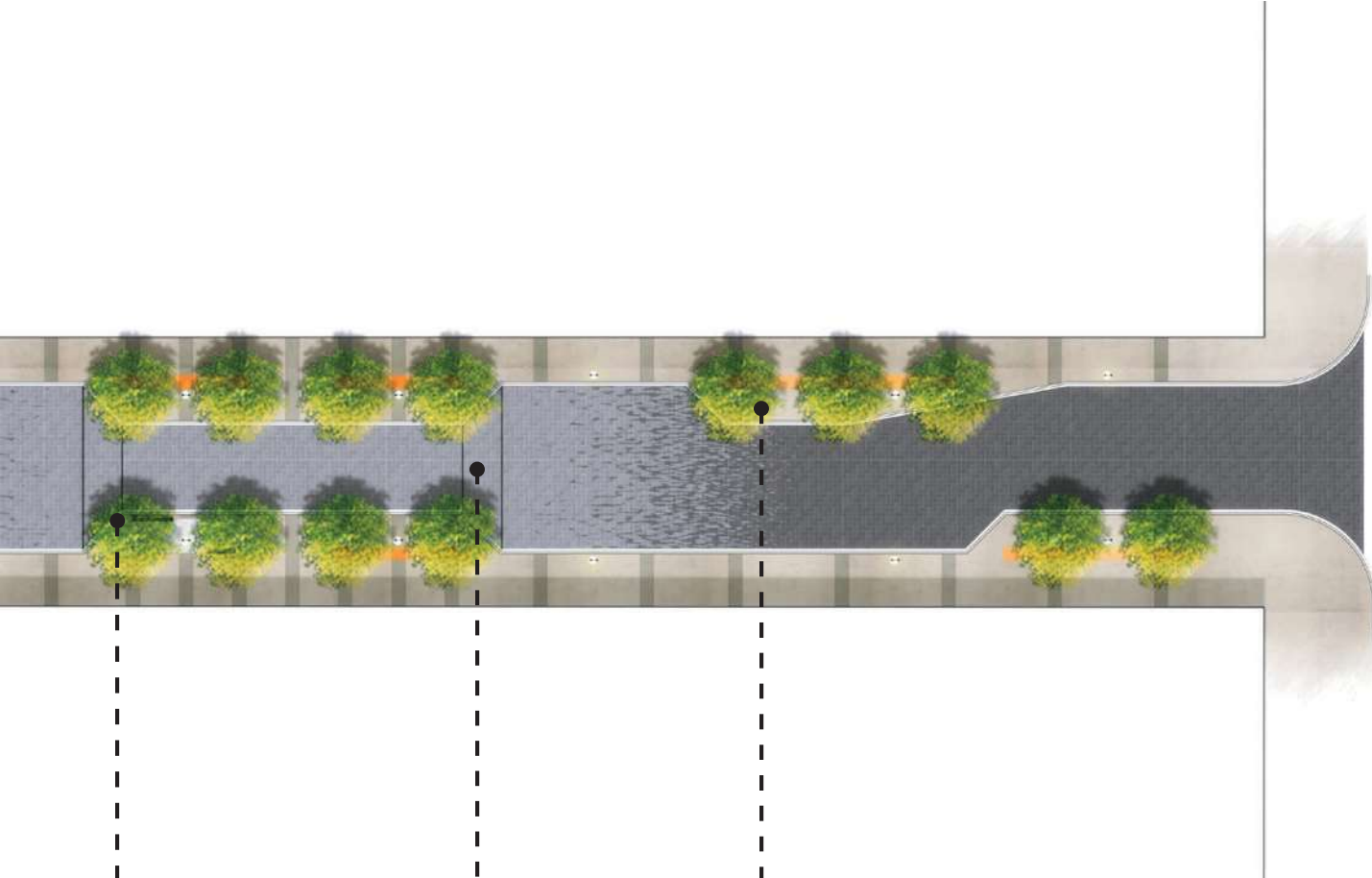


ZONE A: CORE



Zone B: Cassells to Fraser Street & Ferguson Street to Sherbrooke Street





WYLD STREET



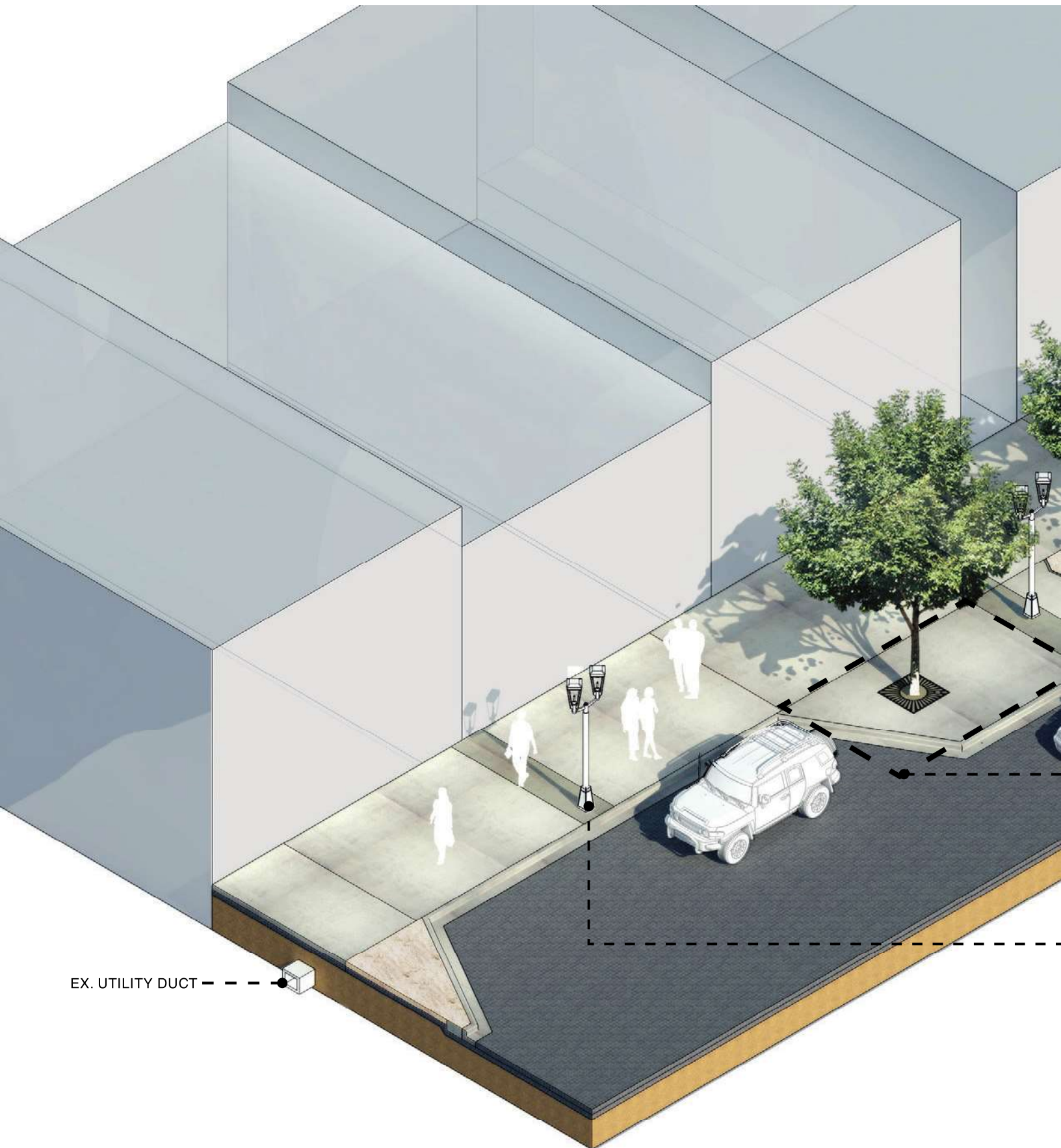
MONOLITHIC STONE ACCENTS AND OPPORTUNITIES FOR PUBLIC ART.



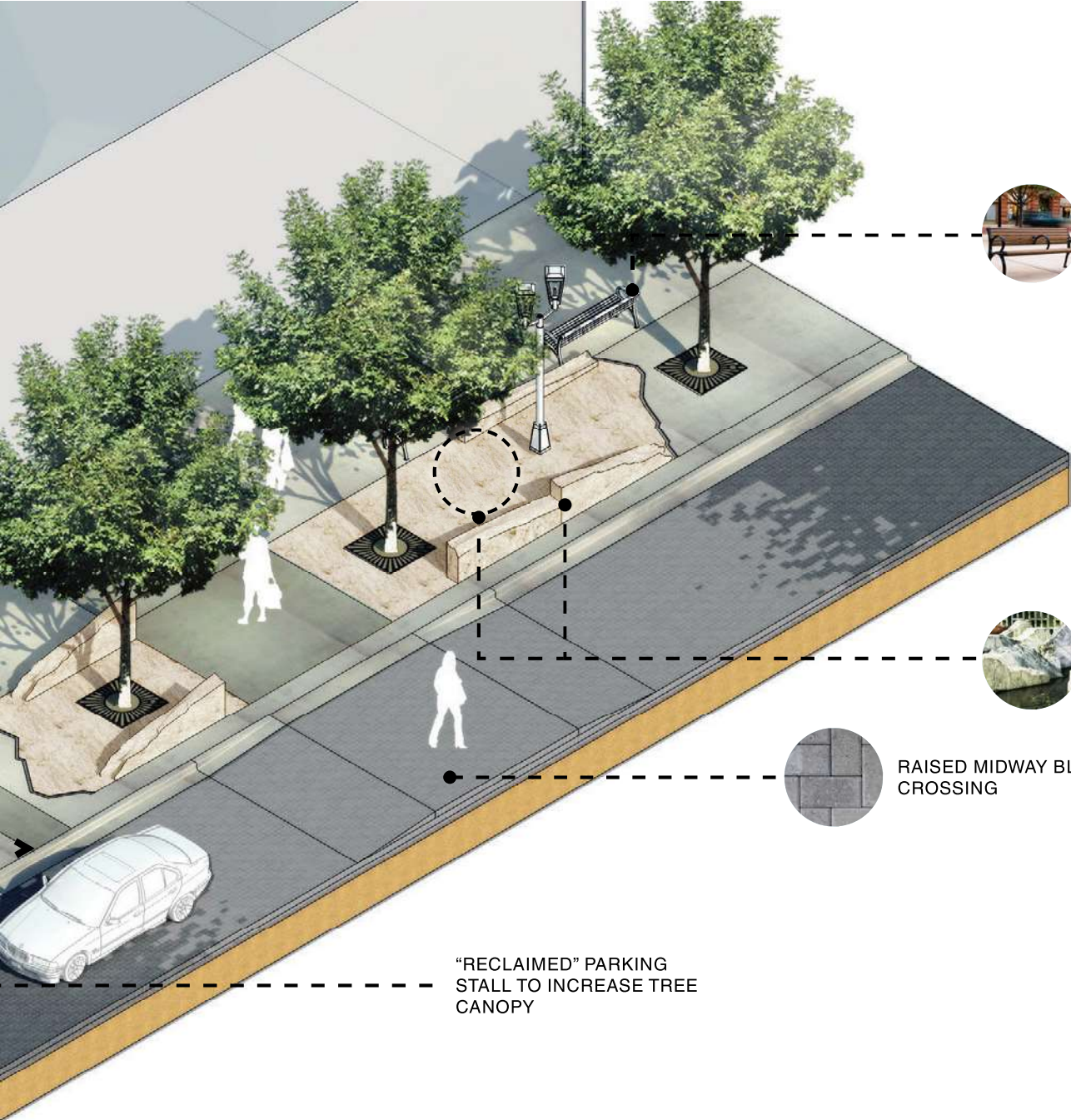
RAISED MIDWAY BLOCK CROSSING

"RECLAIMED" PARKING STALL TO INCREASE TREE CANOPY

Zone B: Cassells to Fraser Street & Ferguson Street to Sherbrooke Street



EX. UTILITY DUCT



BENCH SEATING



MONOLITHIC STONE ACCENTS. LOCAL SOURCE & OPPORTUNITIES FOR PUBLIC ART.



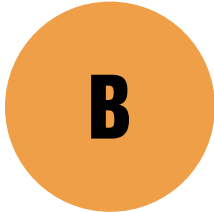
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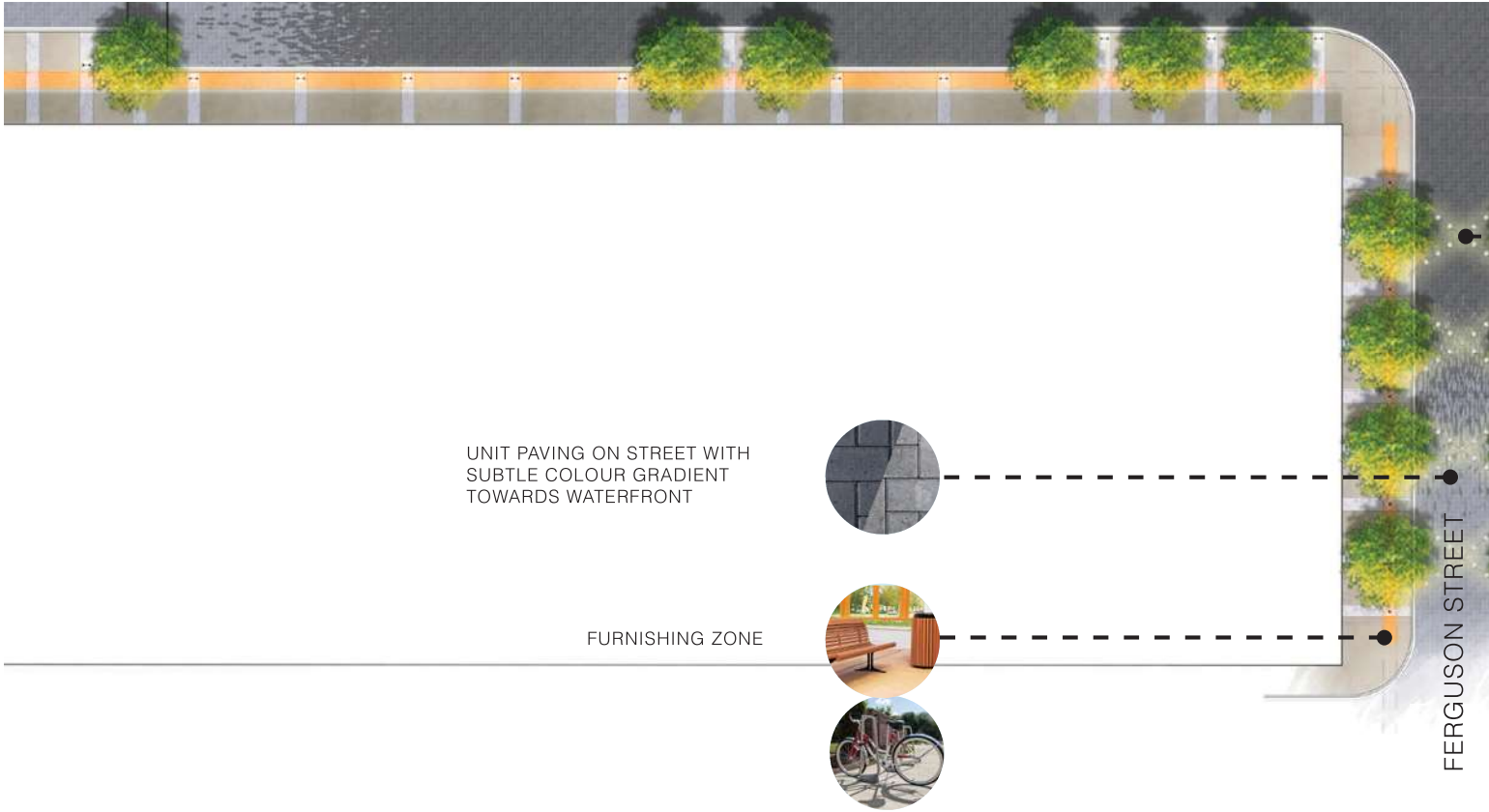


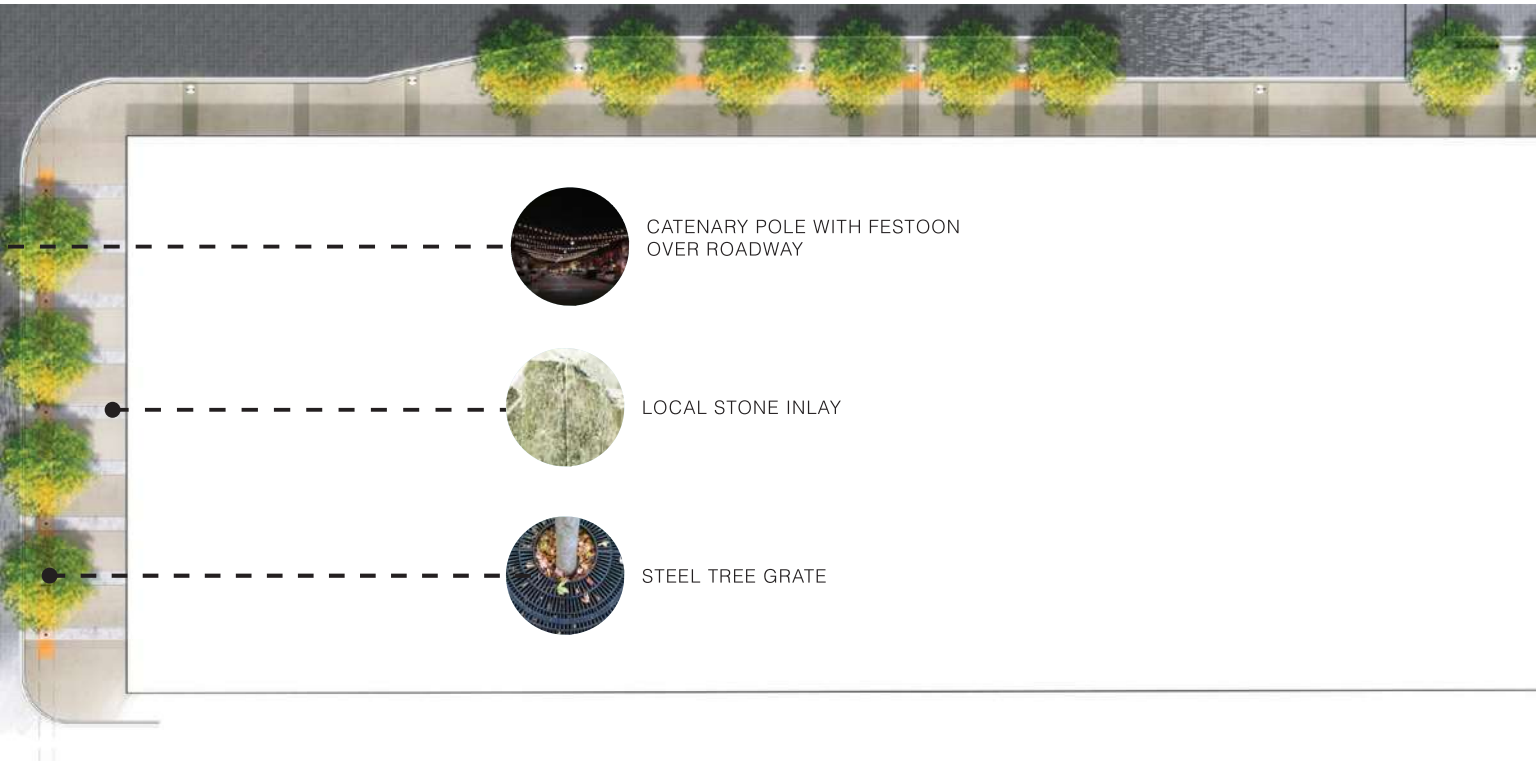
RENEWED LIGHTING

ZONE B: INNOVATION / RESIDENTIAL



Zone C: Ferguson Street from Main to Oak Streets





CATENARY POLE WITH FESTOON OVER ROADWAY

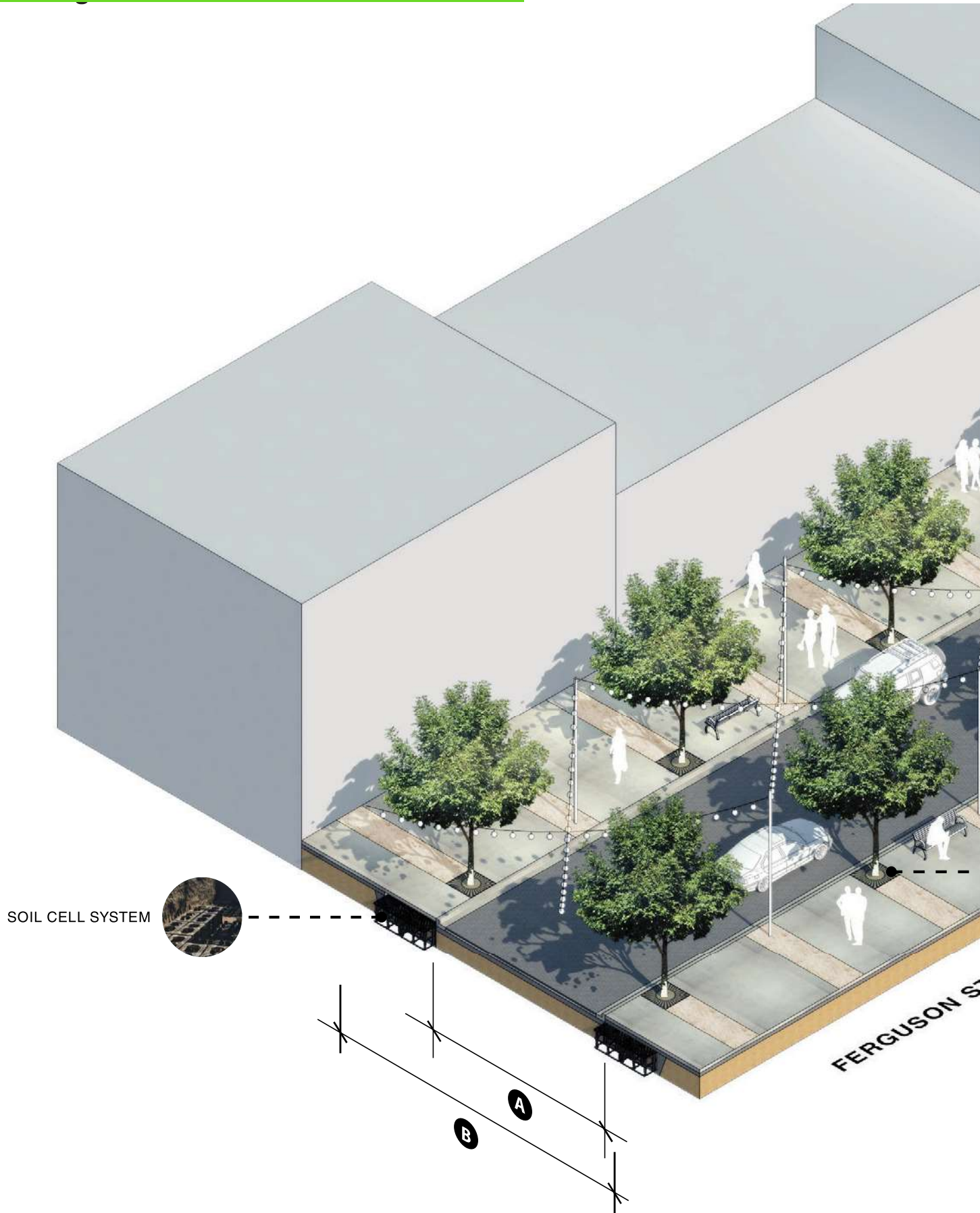


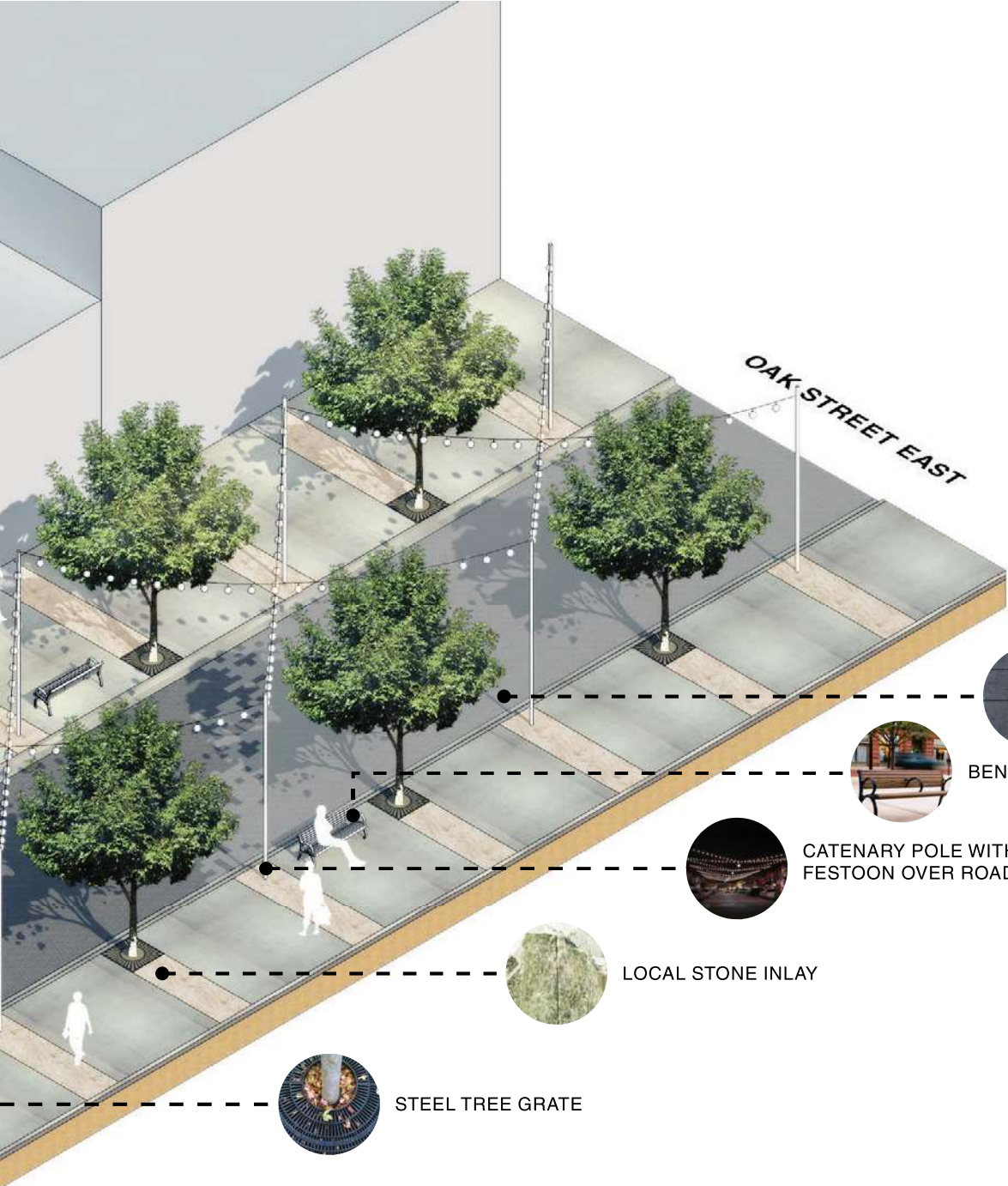
LOCAL STONE INLAY



STEEL TREE GRATE

Zone C: Ferguson Street from Main to Oak Streets





UNIT PAVING ON STREET WITH
SUBTLE COLOUR GRADIENT
TOWARDS WATERFRONT

BENCH SEATING

CATENARY POLE WITH
FESTOON OVER ROADWAY

LOCAL STONE INLAY

STEEL TREE GRATE

ZONE C: WATERFRONT LINK

