

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

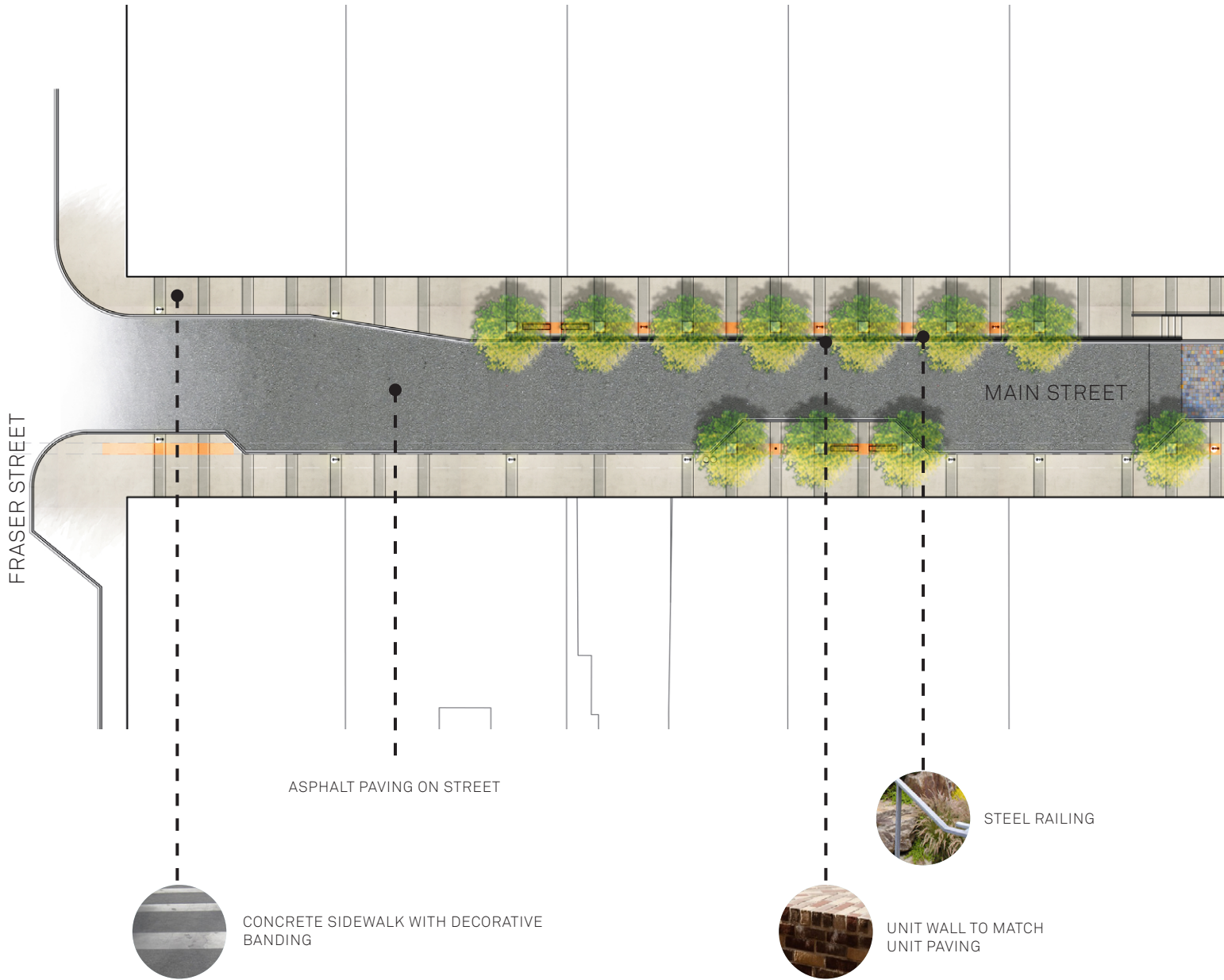


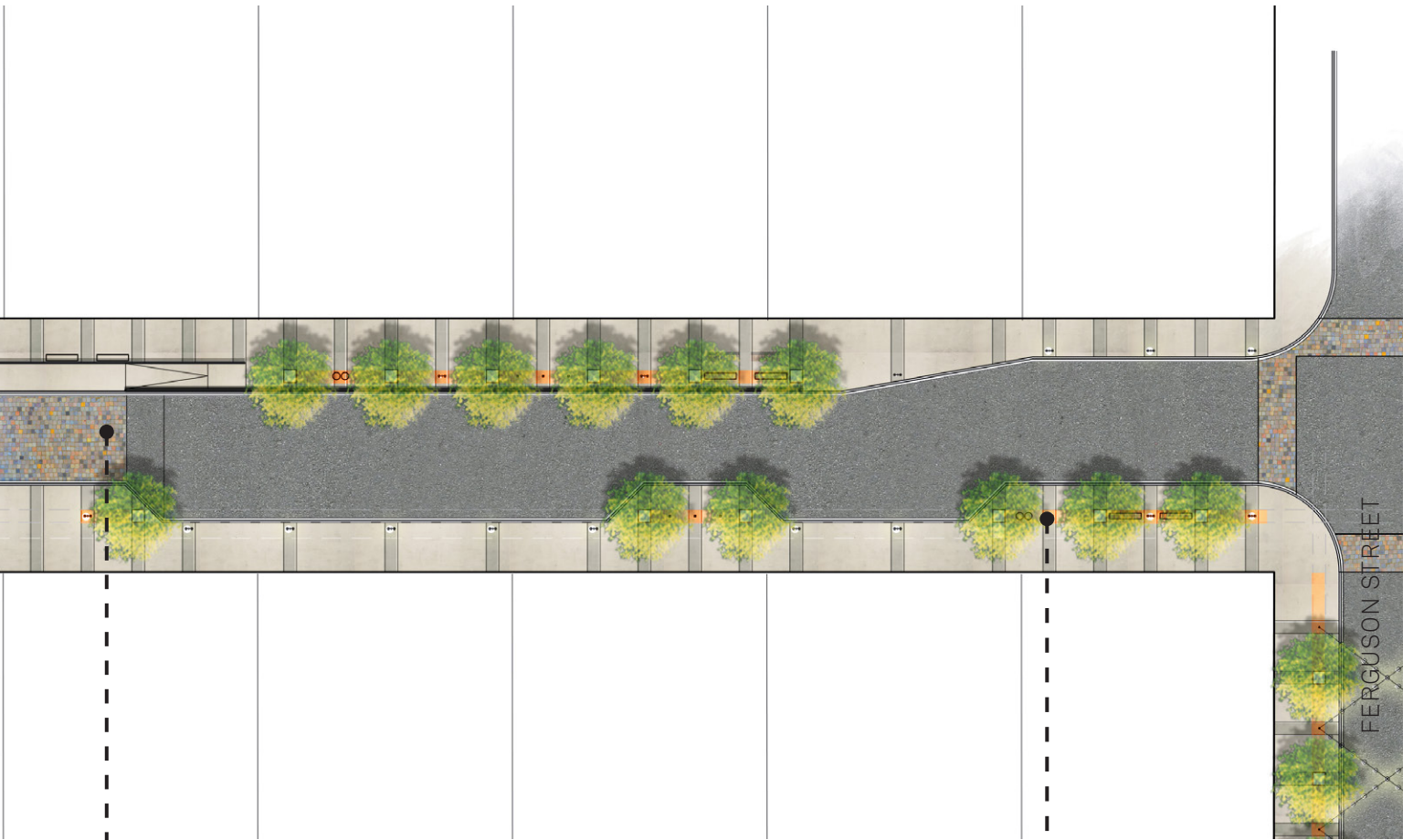
Lighting should create an effect like the Northern Lights



Example of festoon lighting over Ferguson Street

Zone A: Fraser Street to Ferguson Street





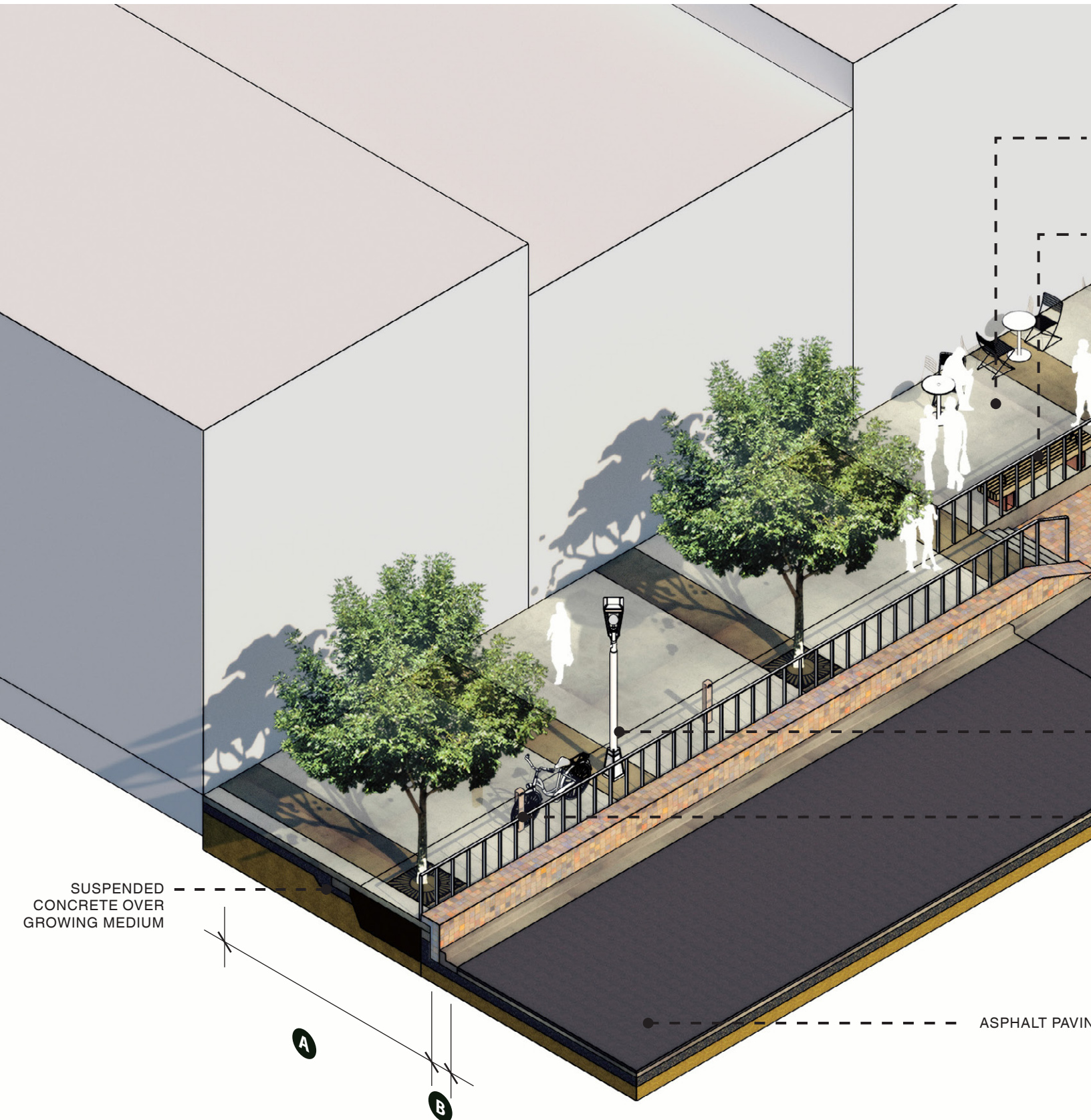
RAISED MIDWAY BLOCK CROSSING



FURNISHING ZONE

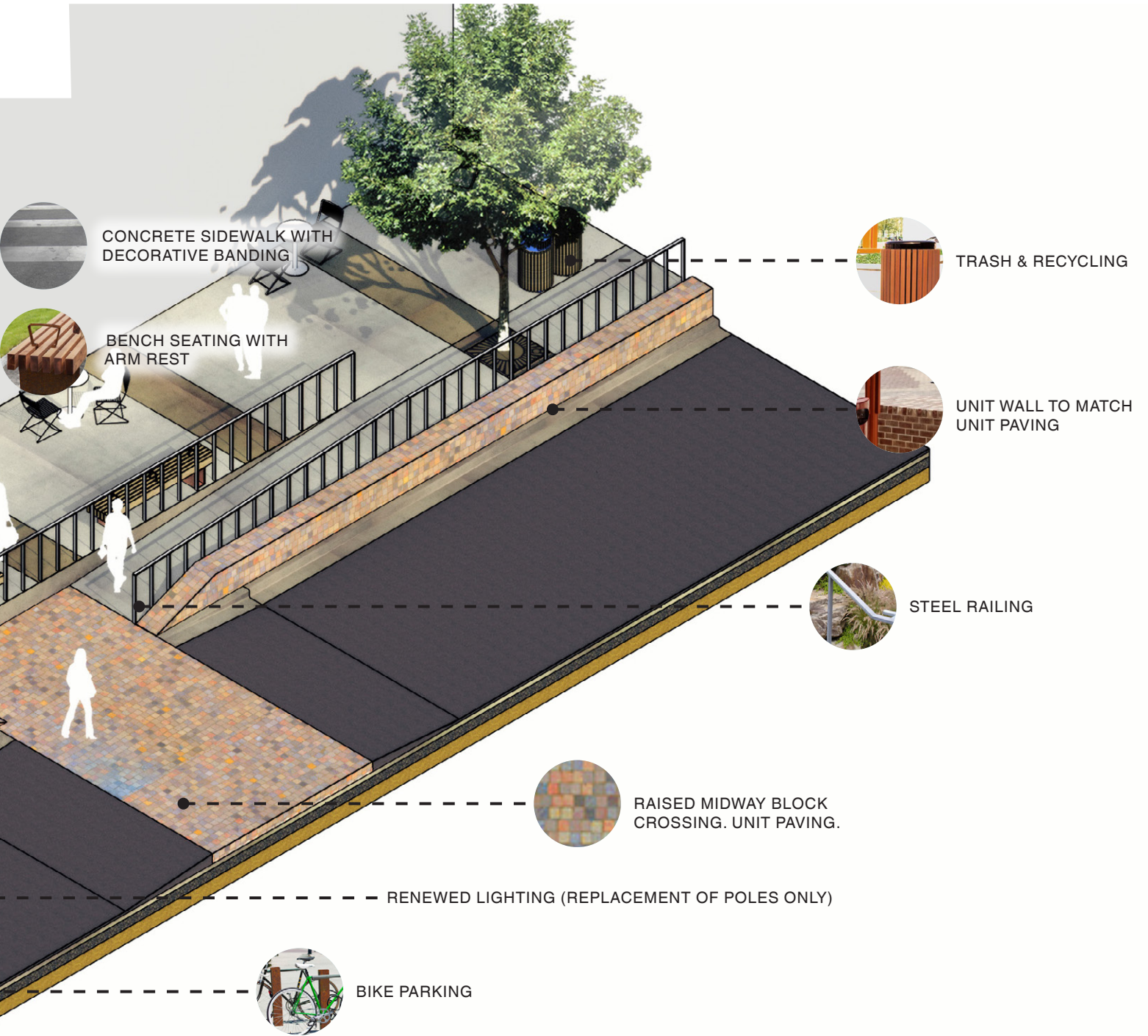


Zone A: Fraser Street to Ferguson Street



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

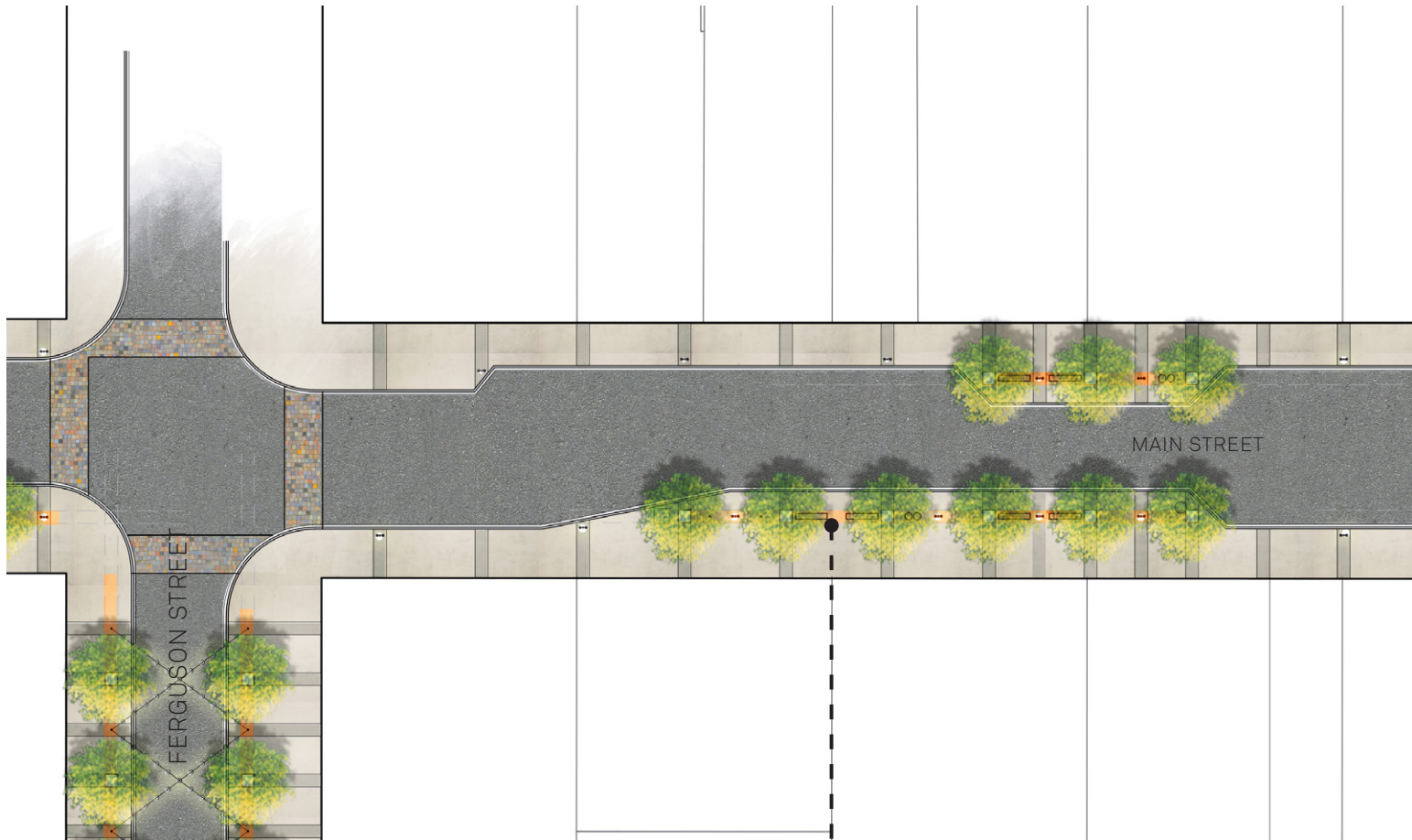
B 0.3m WALL



ZONE A: CORE

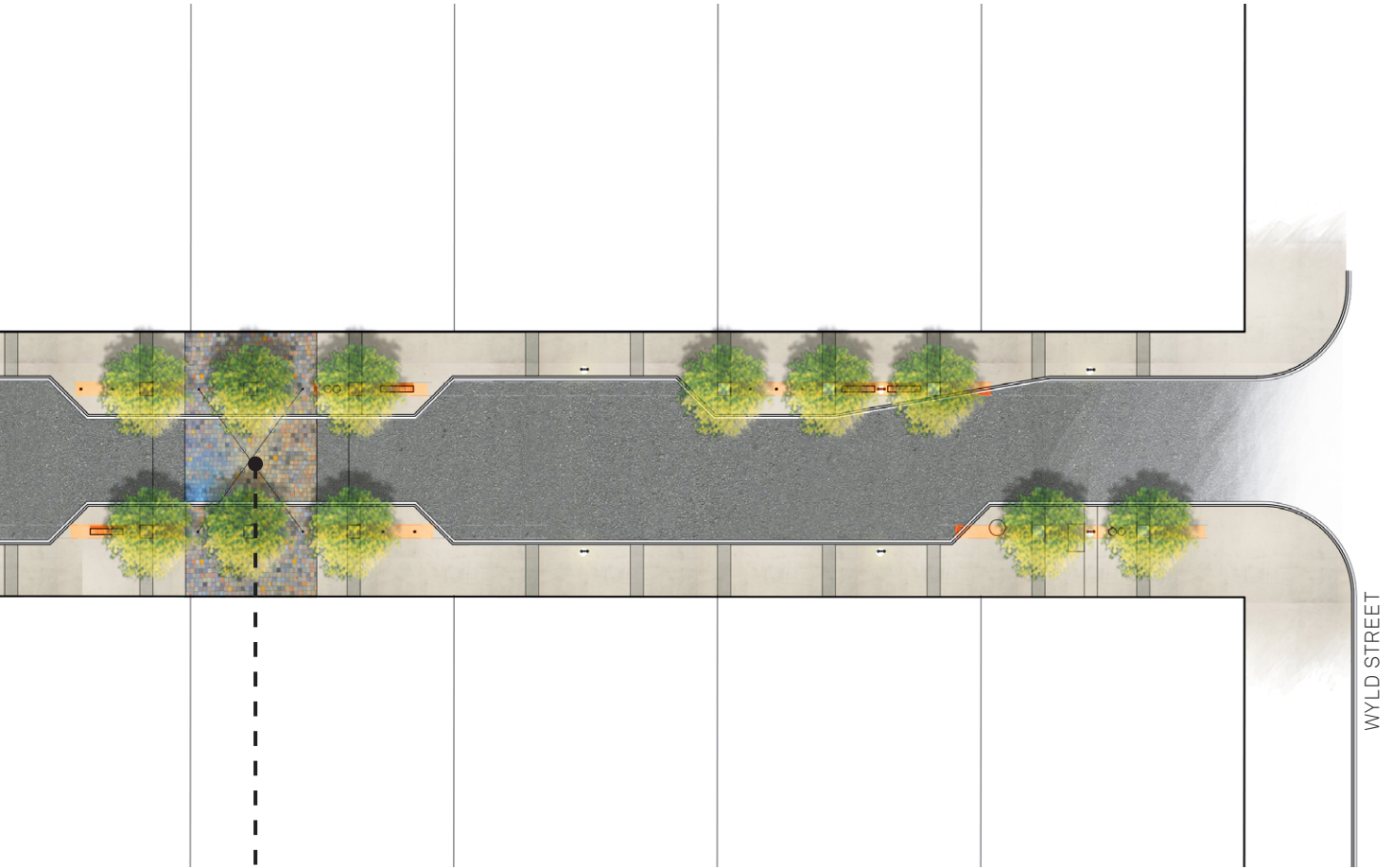


Zone B: Cassells to Fraser Street & Ferguson Street to Sherbrooke Street



FURNISHING ZONE



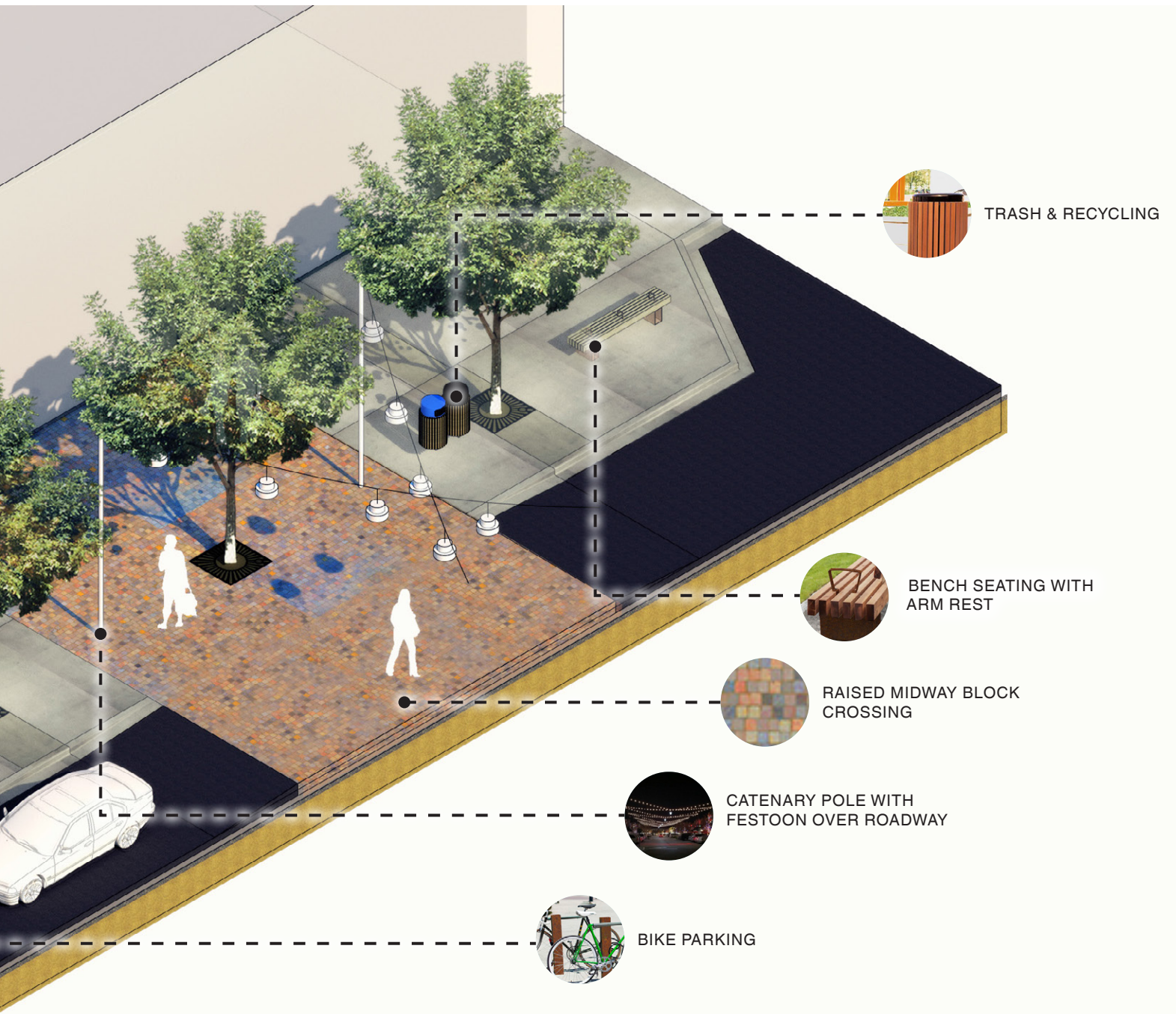


RAISED MIDWAY BLOCK CROSSING

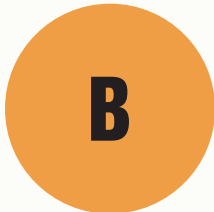
Zone B: Cassells to Fraser Street & Ferguson Street to Sherbrooke Street



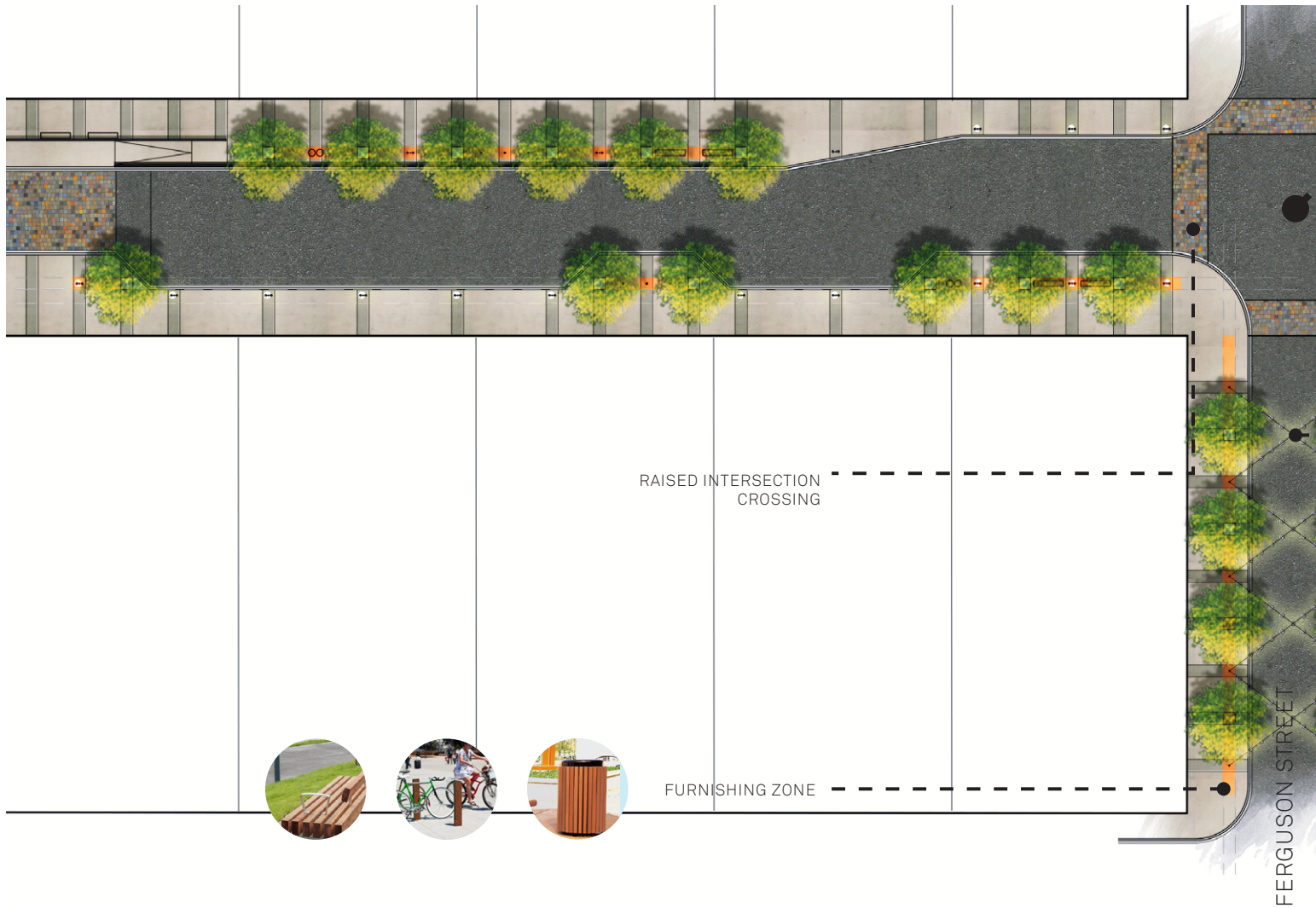
EX. UTILITY DUCT

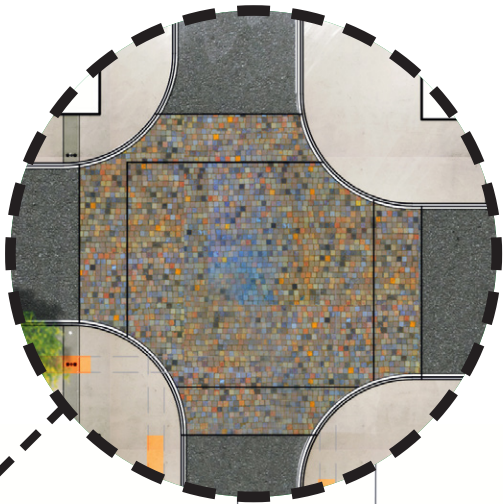


ZONE B: INNOVATION / RESIDENTIAL

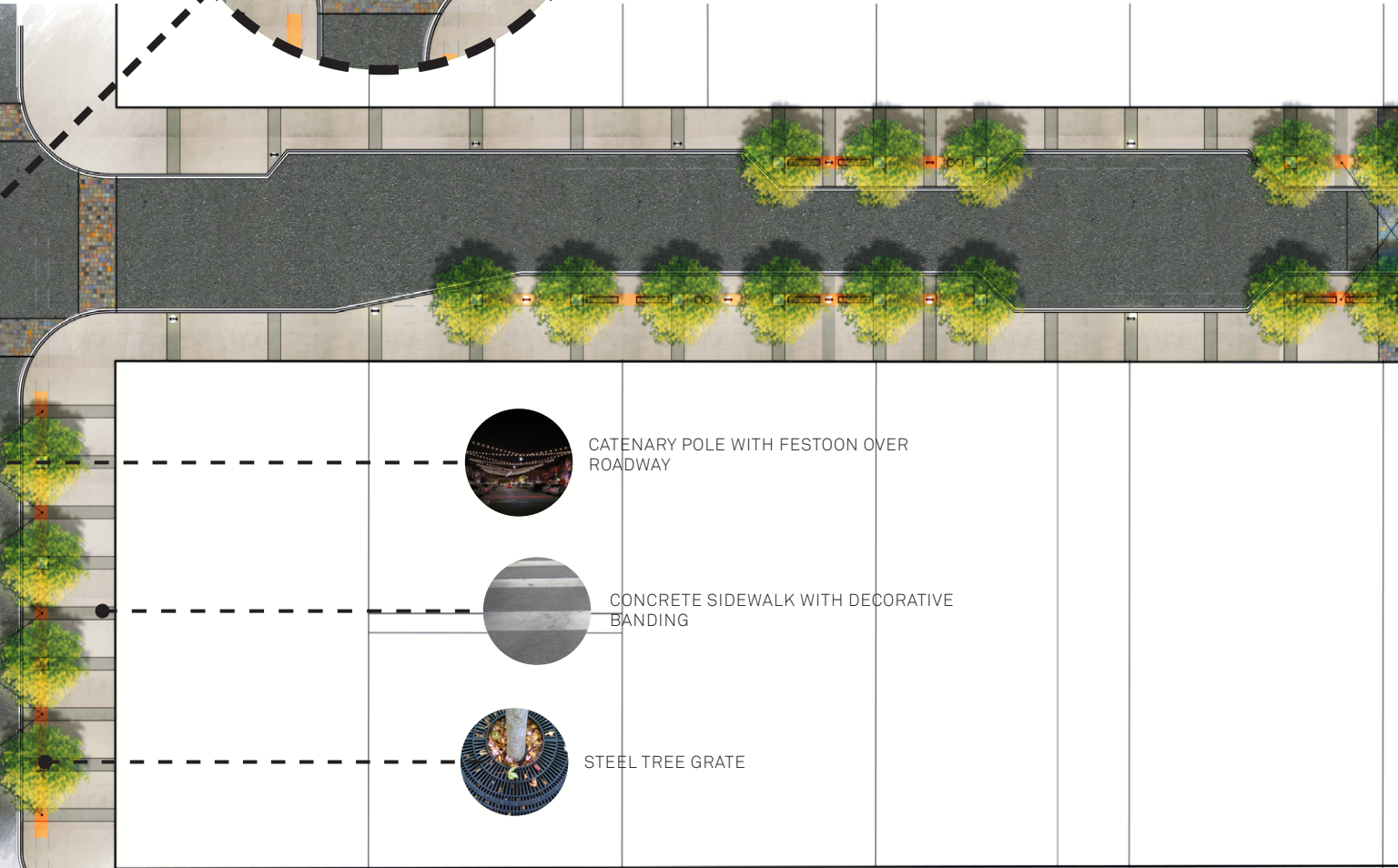


Zone C: Ferguson Street from Main to Oak Streets





ALTERNATE RAISED INTERSECTION CROSSING



CATENARY POLE WITH FESTOON OVER ROADWAY

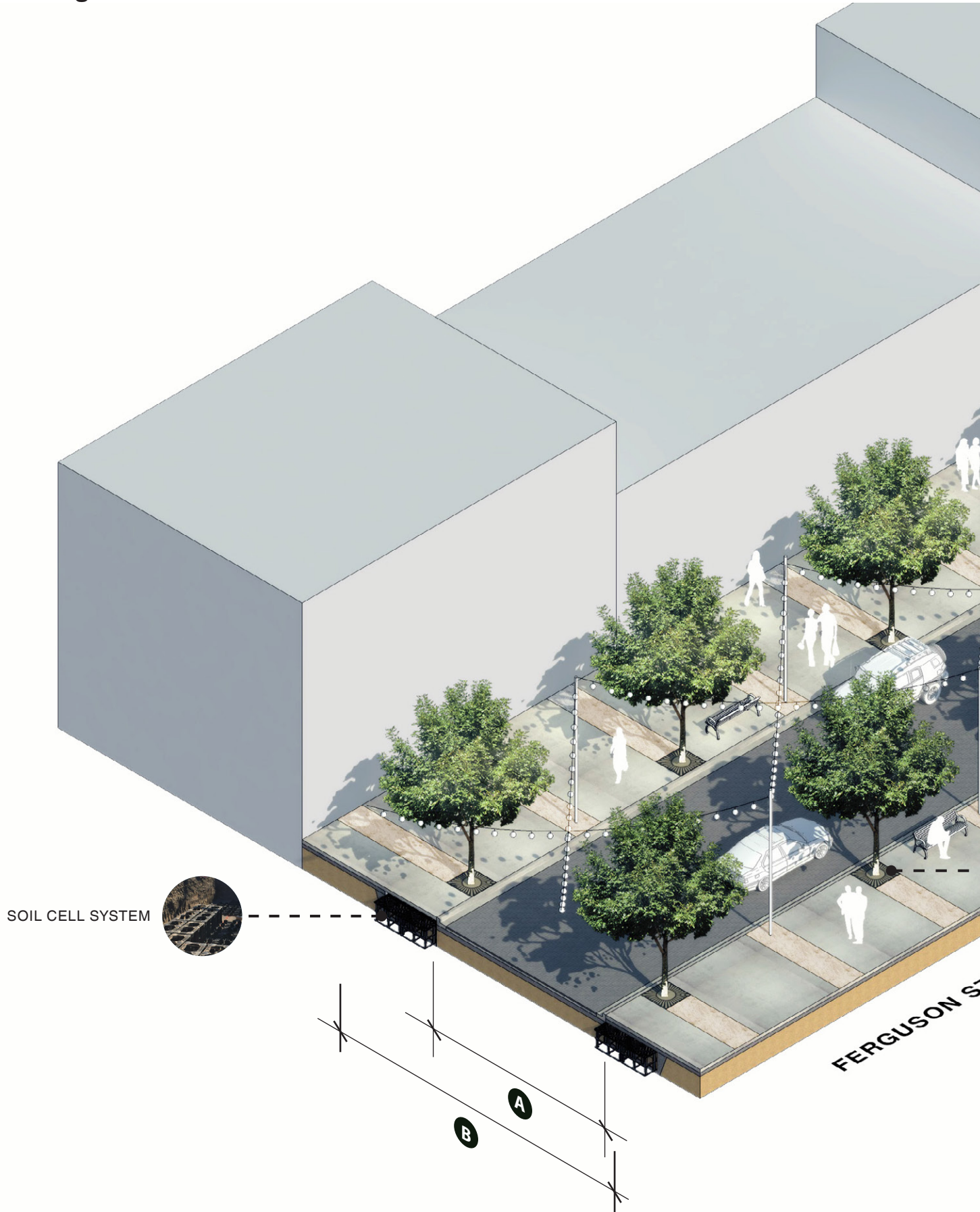


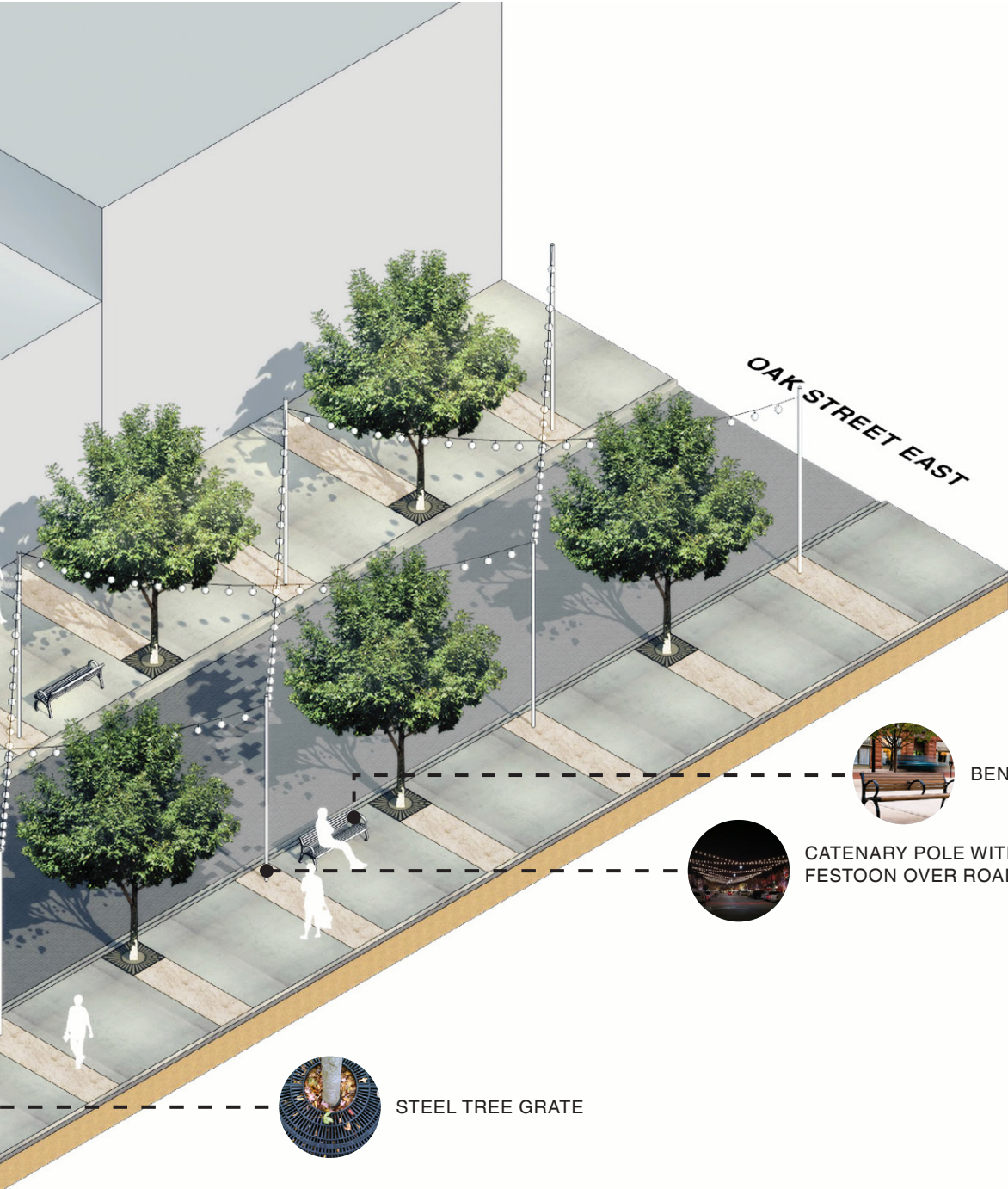
CONCRETE SIDEWALK WITH DECORATIVE BANDING



STEEL TREE GRATE

Zone C: Ferguson Street from Main to Oak Streets





BENCH SEATING



CATENARY POLE WITH FESTOON OVER ROADWAY



STEEL TREE GRATE

ZONE C: WATERFRONT LINK

