

A Concept Plan for Beautification Highway Corridors and Streetscapes

Town of Edson, Alberta

Prepared for: Town of Edson

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1.0 INTRODUCTION

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BACKGROUND

The Highway 16 corridor through Edson is the major east / west thoroughfare in the community. First impressions are made here, and as such it is important to establish a positive, memorable image to attract visitors, business and residents alike. In an effort to reinforce this positive image, the Town of Edson, the Edson and District Chamber of Commerce and the Communities in Bloom Committee are promoting an improved vision for the corridor which is focused on the cooperative partnership between private businesses and the Town and community at large.

CONTEXT

The Study Area extends along the two Highway 16 corridors from its east entrance to its west entry. The study also considered the downtown core and streetscape upgrading along 50th Street, between the highway corridors.

STUDY PROCESS

The Study included the following main phases:

1. Formation of a Steering Committee to guide the design process
2. Completion of an Opportunities and Constraint Analysis
3. Preparation of Preliminary Ideas and Improvement Components
4. Development of the Design Concept (extent, components, cost, partners)
5. Presentation of the design concept to Council and the Public for review and approval

Following approval of the design concept, the improvement plan can progress directly into the implementation of selected design components. Both business and municipal examples will be explored with the intent that at least one business partner and a civic example are completed as soon as possible. The details of the Partnership Agreement (responsibilities, cost sharing, etc.) will also need to be resolved in the implementation phase.

DESIGN CONCEPT

The following design concept for street improvements was developed in consultation with the Town, private businesses and the Steering Committee. The concept recognizes that certain design components by themselves could be effective in unifying the image of the street without major changes to the streetscape. The design approach focused on simple, yet effective treatments which could be incorporated into individual business improvement plans. Common design criteria included color, scale, form and detail. Each of these criteria's was then translated individually, or in combination, to form the various streetscape design components.

SUMMARY OF STUDY REVIEW MEETINGS

Meet with Chamber, January 13/05

Chamber AGM presentation, January 27/05

Corridor inventory and business owner contact, February /05

Develop preliminary concept, March /05

Review concept with Steering Committee, March 9/05

Present to Town Council, April 19/05

Present to Public at Open House, May 17/05

2.0 SITE ANALYSIS

SITE ANALYSIS



3.0 CONCEPT GOALS and OBJECTIVES

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Create a stronger sense of arrival

- Create a new sign or a frame structure around the existing sign
- Develop a stronger vertical element that commands attention and is visible from a distance
- Relocate other signage in the immediate area so that there is no competition for attention
- Make the main statement clear, concise, and bold – “Welcome to Edson”
- Provide an opportunity to pull off and study additional information
- Provide a map that highlights the major features of the Town and surrounding area
- Create the opportunity for businesses to advertise on a directory
- Provide directions to additional visitor information

Introduce a theme with colour and form that repeats throughout the corridor

- The first element you see, the entry sign, should be predominantly the theme colour and form
- Repeat that theme colour and form at a high frequency between the entry point and the town proper
- As one enters the built-up area, the elements continue to repeat, but at a lesser frequency
- Colour can be represented in light poles, banners, signs, planters, etc.
- Form can be represented in banners, signs, planters, and sculptural features

Provide a vertical element that can be repeated along the length of the corridor

- Vertical elements create the best visual impact at driving speeds
- Includes trees, poles, banners, flags, sign features, sculptural elements

Planting

- Introduce planting wherever possible. Consistent street tree planting is the ultimate goal
- Flowers are relatively inexpensive and provide for an impressive display of colour
- Consider the impact of planting in all seasons

Enhance positive views and vistas and screen the negative

- Take advantage of natural sight lines to locate a display of planting or theme elements
- Use fencing and screen planting to obstruct views that are less desirable, storage yards and large parking areas

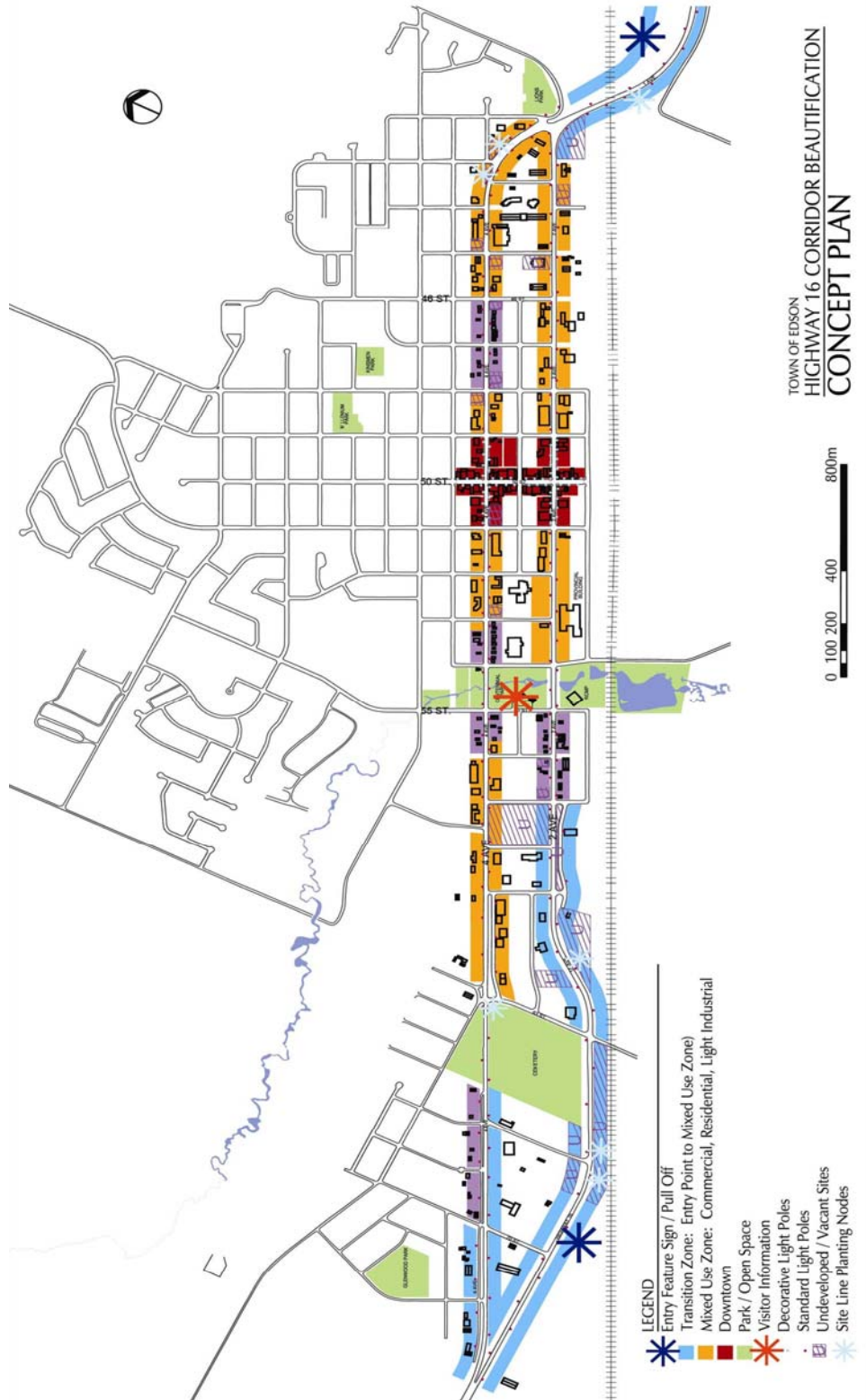
Modernize the look where possible

- Upgrade to a more modern, more efficient luminaries on existing downtown light fixtures
- Replace or retrofit furnishings to become part of the theme representation

Standardize signage and un-clutter the corridor

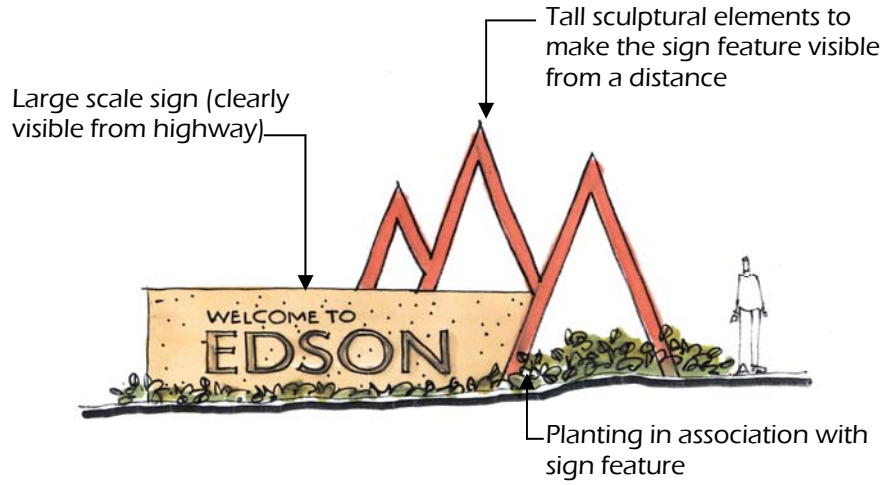
- Standardize the directional / informational signage so that it becomes more recognizable
- Upgrade the street I.D. signage to fit the theme colour and form
- Standardize colour and form of A-Frame and portable signs so they fit the character of the street

CONCEPT PLAN

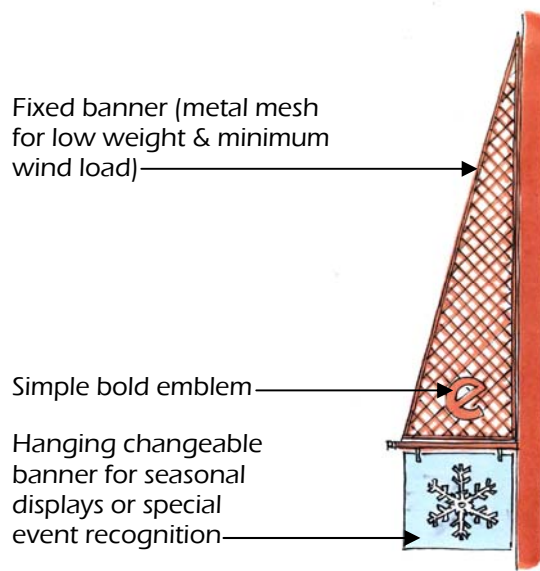


5.0 DESIGN COMPONENTS

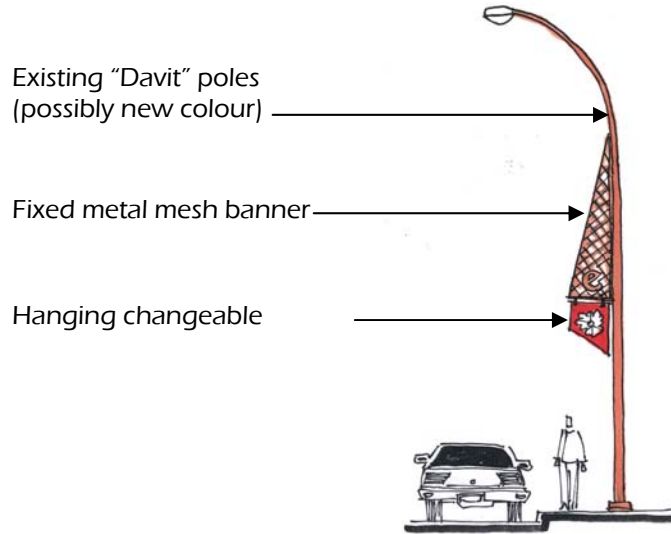
5.1 Entry Signs



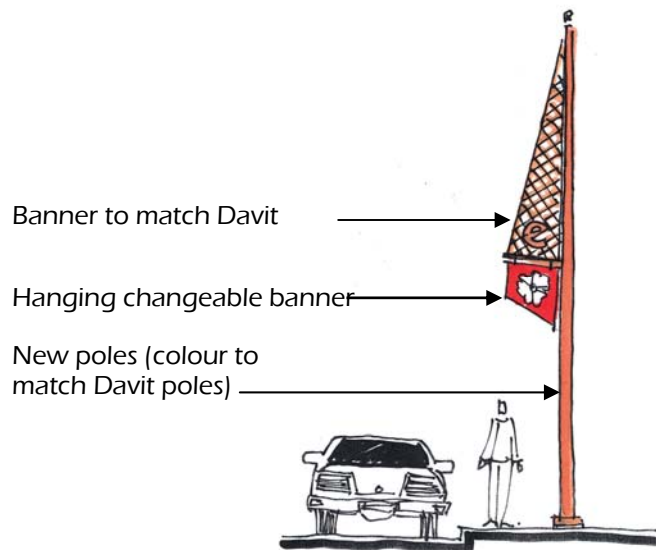
5.2 Banners



5.3 Lighting: Davit Poles

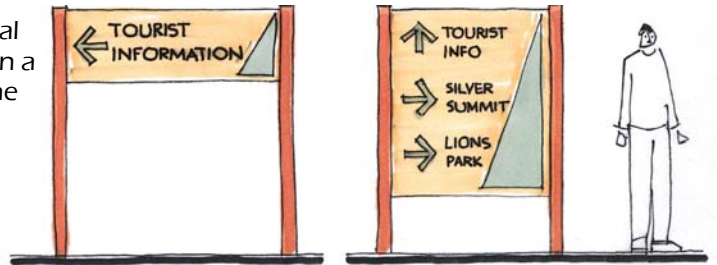


5.4 Banner Poles



5.5 Directional / I.D. Signage

Standardize directional and site I.D. signage in a format that reflects the theme



5.6 Portable Ad Signs and Billboards

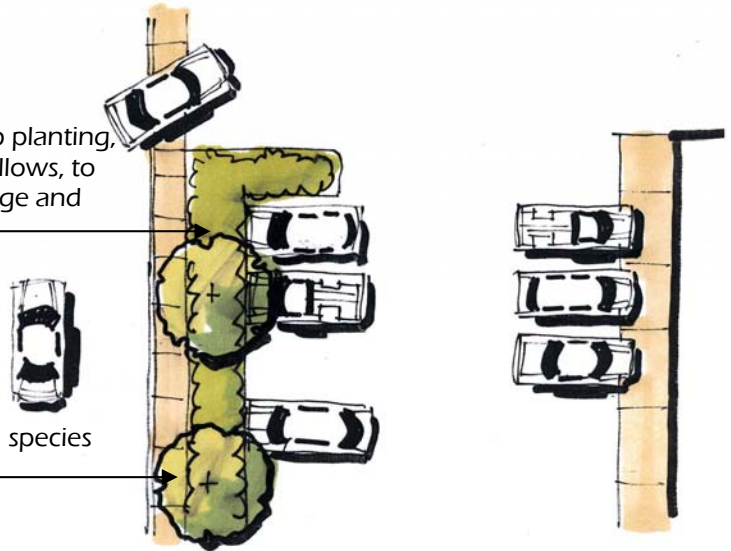
Explore the opportunity to have advertising structures fit with the streetscape theme



5.6 Street Planting

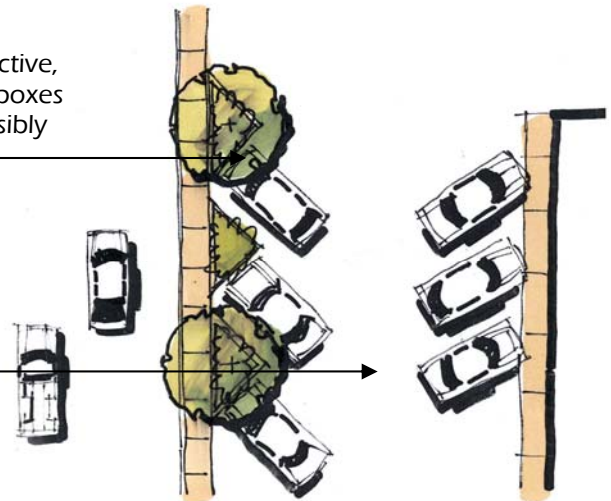
At grade shrub planting, where space allows, to soften road edge and screening

Street trees of consistent size, species and spacing



Where space is restrictive, provide low planter boxes with shrubs and possibly street trees

Planting does not have to substantially impact parking numbers



5.7 Screen Fencing

Chain link fence retrofitted with privacy slats



Solid screen fence



Storage yard



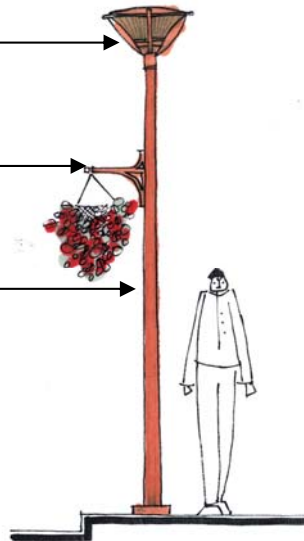
Planting Fencing

5.8 Lighting: Decorative Street Lights Downtown

New luminaire

Maintain existing flower basket brackets

Existing pole (possibly new colour)



5.9 Downtown I.D. Signage

Standardized business I.D. signs oriented to the pedestrian



5.10 Street Name Blade

Upgrade street name blades to reflect theme form and colour



6.0 IMPROVEMENT AREAS and FUNDING

ENTRY POINT SIGNAGE AND PULL-OFF	TRANSITION ZONE FROM ENTRY POINT TO MIXED USE	MIXED USE COMMERCIAL / RES / LT. IND	DOWNTOWN 50TH STREET
TOWN FUNDED UPGRADES			
NEW SIGN	PAINT EXISTING DAVIT POLES	PAINT EXISTING DAVIT POLES	PAINT EXISTING LIGHT POLES
SCULPTURAL FEATURE	ATTACH METAL BANNER TO POLES	ATTACH METAL BANNER TO POLES	LUMINAIRE REPLACEMENT
PULL-OFF FOR +3 VEHICLES	NEW BANNER POLES	DIRECTIONAL SIGNAGE PROGRAM	CORNER PLANTERS
MAP OF EDSON	DIRECTIONAL SIGNAGE PROGRAM	ACCENT SIGHT-LINE PLANTING	FLOWER BASKETS
BUSINESS DIRECTORY	ACCENT SIGHT-LINE PLANTING		DOWNTOWN U-R-HERE SIGNAGE
SERVICE GROUP IDENTIFICATION			
CONIFEROUS TREE PLANTING			
PROPERTY OWNER OR OWNER / TOWN - COST SHARED UPGRADES			
FUNDING FOR BUSINESS DIRECTORY	BOULEVARD SURFACE UPGRADES	BOULEVARD SURFACE UPGRADES	BUSINESS I.D. SIGNS
FUNDING FOR SERVICE GROUP I.D.	STREET TREES	STREET TREES	MURALS
SPONSORSHIP FOR FEATURE	PLANTER BOXES	PLANTER BOXES	HISTORICAL PLAQUES
	ANNUAL PLANTING	ANNUAL PLANTING	
	SCREEN FENCING	SCREEN FENCING	
	SCREEN PLANTING	SCREEN PLANTING	

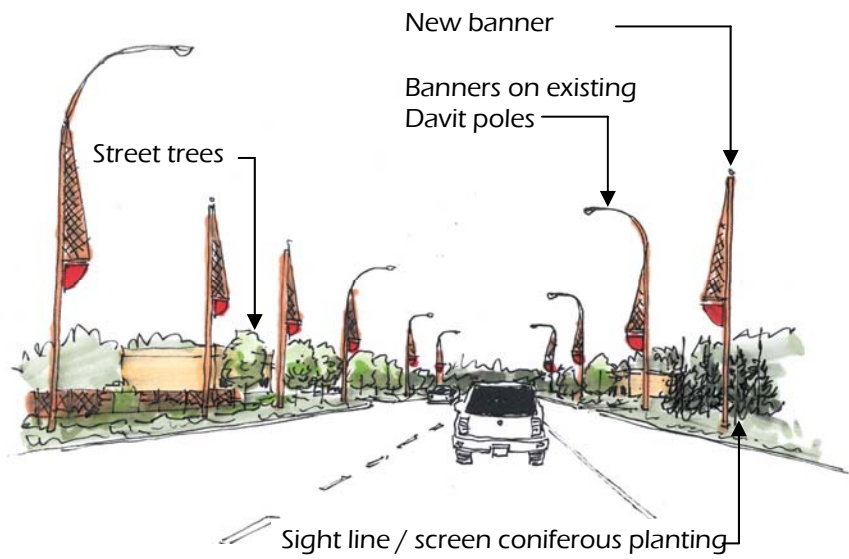
7.0 APPLICATION

7.1 Entry Streetscape

Before...



...After

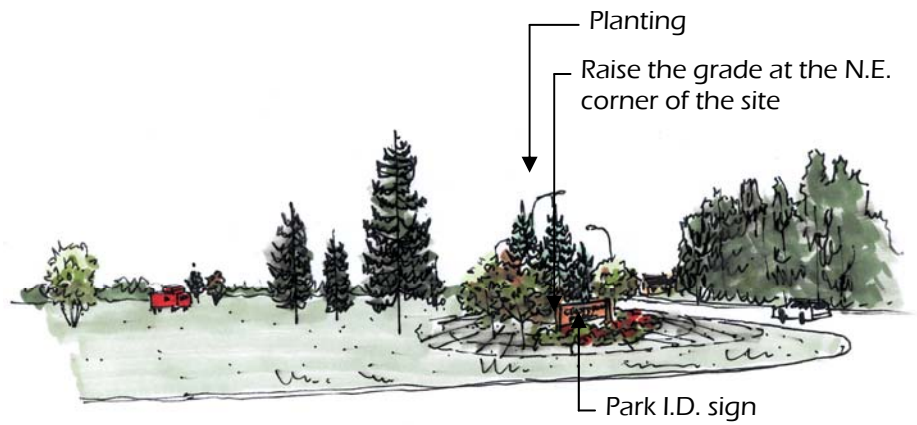


7.2 Visitor Information Site

Before...



After...



7.3 50th Street

Before

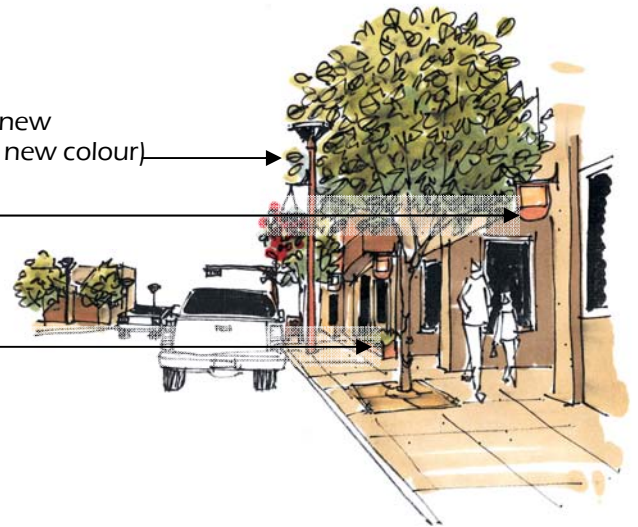


After...

Upgraded light poles (new luminaire and possibly new colour)

Business I.D. signs

Encourage on street flower boxes where space allows

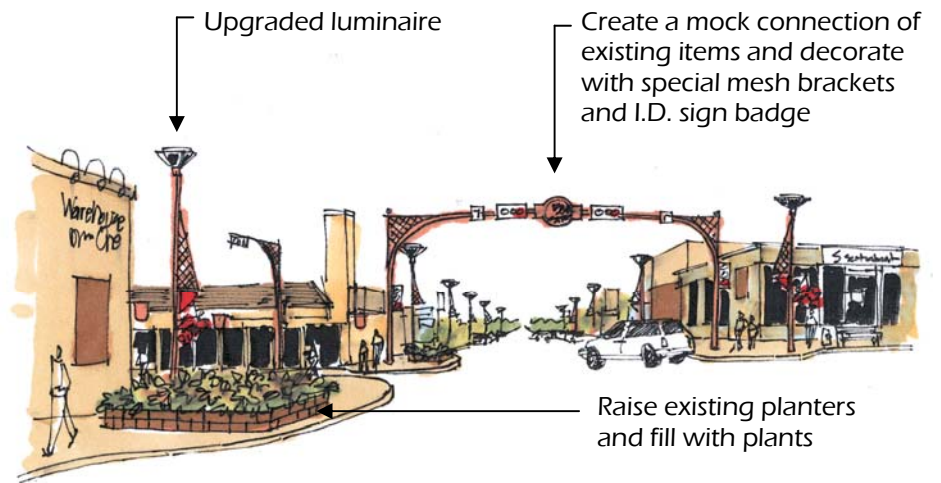


7.4 Introduction to 50th Street

Before...



After...



Connection

Mock

7.5 Screening and Uncluttering

Before...



After...

