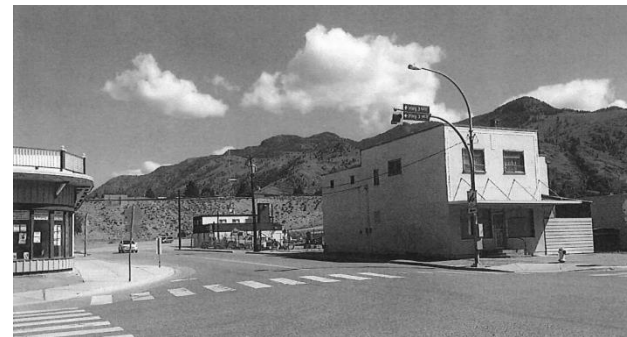




PLAN TO IMPROVE THE VISUAL APPEAL OF DOWNTOWN KEREMEOS



Submitted to:
Village of Keremeos
September 2016

Downtown Keremeos Visual Appeal Improvement - Preliminary Plan

1.0 Introduction

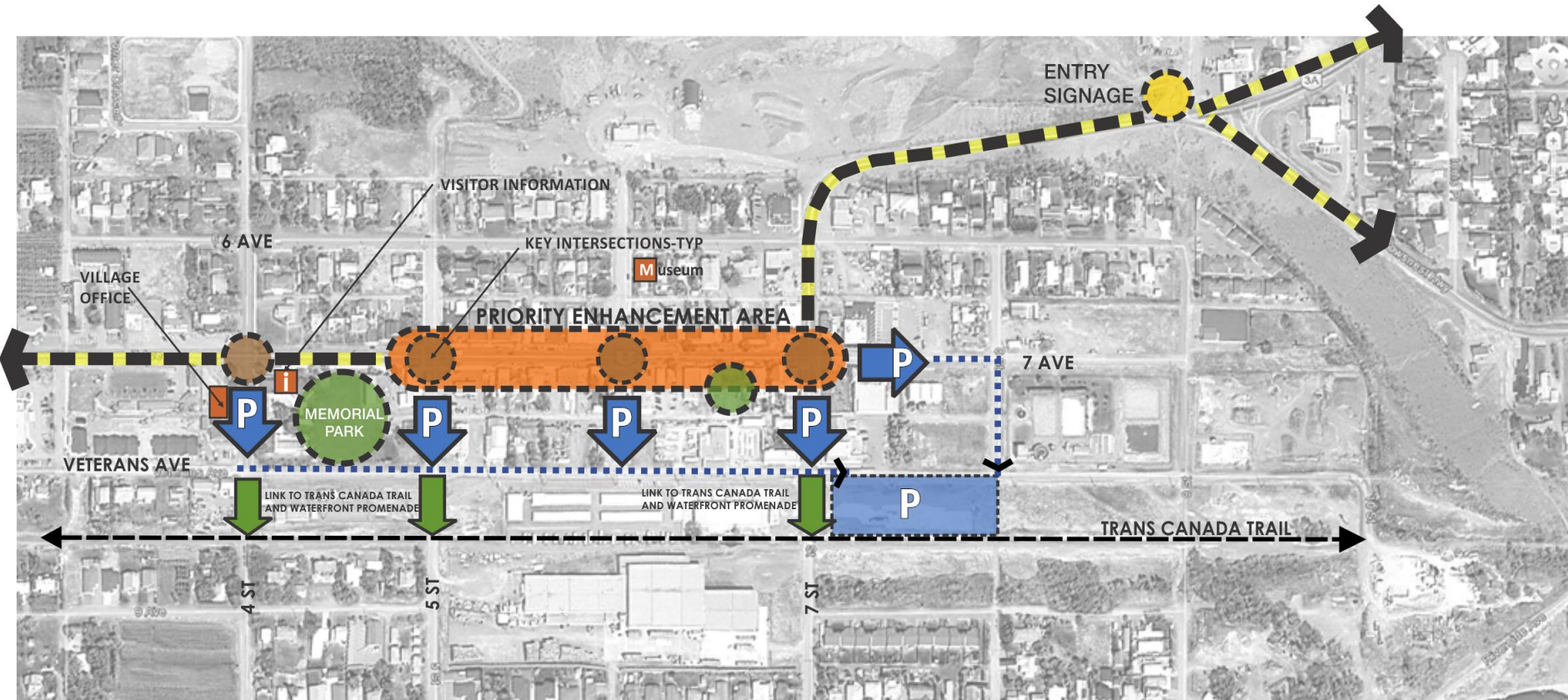
The Village of Keremeos is located in the South Similkameen Region of BC, approximately 50 kilometers from Penticton (via Highways 3A and 97 N) and 350 kilometers from Vancouver (via Highways 3 and the TransCanada #1). The main Provincial Route Numbered highway (Highway 3/3A) forms the main street of the community and the downtown core. This main street, known locally as 7th Avenue, contains the bulk of the local retail and service businesses. It is truly the heart of the community and also serves as the civic precinct with the Municipal Offices, Memorial Park and community hall complementing the heritage commercial use area. As much as the highway traffic benefits the life of the commercial operations, the traffic especially during the busy summer period offers some challenges to an otherwise quaint street in a small community.

In recent years, the Village Council, along with members of the Chamber of Commerce, determined that some enhancement efforts would be useful to further improve the local economy and help boost community pride. This effort may be very timely considering the growth in new housing and the ability to leverage this growth and potential access to senior government financial assistance. The Provincial Government's *Rural Dividend Fund* has recently provided such opportunity, which in turn led to this Preliminary Plan to improve the visual appeal of Downtown Keremeos.

During the summer of 2016, the Village commissioned CTQ Consultants Ltd. (CTQ), (Engineering, Planning and Urban Design) to undertake a preliminary investigation and brief plan to get the ball rolling. The intent of the exercise is to promote beautification of the downtown in the hope that it will spur on economic revitalization in terms of tourism, small business success, local expenditure and investment in both public and private realms. Revitalization and enhancement efforts in many small BC communities such as Keremeos have proven to dramatically increase sense of pride, a factor which is also critical in bolstering the local economy. CTQ was retained due their extensive work with downtown/commercial areas throughout BC. They were asked to provide an objective but quick overview for Keremeos, with the hope that this exercise would lead to more definitive planning, design and implementation.

The following sections of the report are a result of a visit to Keremeos, meetings and discussions with Municipal Staff and the Mayor and an analysis of the findings. Current and historical documents, plans, policies and guidelines were taken into consideration. It is the hope of the Village and the consultants that such background material will warrant more attention in a future phase of the planning and design or implementation.

Context – Study Area



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2.0 Our Findings

The findings presented below are based on the Public Meeting held in Keremeos in early August, and the consultants' observations gained during a walkabout and input from Village officials.

2.1 Public Input

The following list of issues and ideas were offered by members of the business community and local stakeholders during an evening public meeting hosted by the Village and consultants on August 2, 2016. The comments were grouped into nine basic categories which were then extrapolated to assist the consultants with the priorities that deserve attention. This information provided an excellent backdrop to explore the situation further and to confirm the consultants' own observation.

2.2 CTQ Observations

Two senior consultants from CTQ attended the on-site tour and took away the following preliminary observations. Although Keremeos is a small village and may not have the resources as other larger centres to conduct regular upgrades to both the public and private realm, the community has several attributes that can be used to further its enhancement efforts. The following are some of those main attributes that were noticed:

Attributes (In no particular order)

- Wide sidewalks with segments having attention to aesthetic detail (pavers, etc.) and allowing street life such as outdoor seating.
- Street trees.
- Planter boxes, hanging baskets (very well maintained by Garden Club).
- Façade improvements underway.
- Memorial park sign (use of local basalt rock).
- Banner program along Main Street.
- Overhead utility wires/poles have been relocated to back alleys/off street.
- Downtown precinct is a small well contained area.
- Stock of old/heritage buildings.
- Use of blade signs on commercial buildings.
- Significant traffic volume along route numbered highway during summer period.
- Basis for marketing is good (includes heritage, agriculture, wineries, etc.).
- Local attractions in the vicinity of the community.

Notes from Public Meeting

August 22.16

- Truck parking on Main
- Profiling and directing traffic to downtown
- Parking lots
- Parking on Main Street by large trucks
- Truck Routing?
- Types of trees? Spec right tree
- Traffic lights 9th Ave/Hwy 3 (Near Esso)
- Where is infra needs
- Immediately address empty stores e.g. Art etc.
- Spend \$ well
- “Snow Bird” location
- Need a focal point – What is Keremeos - Sculpture
- Paint on buildings
- Solar lights (2 blocks)
- Water use – Re: Trees
- Solar panels
- 7th and 7th - Road (passage)
- Lighting of the park
- More festive theme
- Shaded areas needed for seating
- “Art walls”
- Ensure mature trees
- Installation of “message” boards
- Vertical “Art” Re: Message pole
- Ideas for Green space – Park? – Artists- water fountain - benches
- Historical plaques – program (lots of possibilities)
- 6th Avenue revite/ special street
- Opportunities for employ gen
- Arts alley – Art walk/ studios etc.
- Artisan markets
- Street festival
- Similkameen sizzle fest etc. – more festivals
- Need for traffic calming on Hwy 3
- Speed limit on hwy- 40kms
- How do we stop tourists in Keremeos?
- Direction to RV parking * Public parking area
- Need for shaded parking area
- Change location of speed (50k) sign on hwy 3

Notes Summarized by Category

Parking Issues

- Truck parking on Main
- Parking lots
- Parking on Main Street by large trucks
- Direction to RV parking * Public parking area
- Need for shaded parking area
-

Traffic Issues

- Profiling and directing traffic to downtown
- Truck Routing?
- Traffic lights 9th Ave/Hwy 3 (Near Esso)
- 7th and 7th - Road (passage)
- Need for traffic calming on Hwy 3
- Speed limit on hwy- 40kms
- Change location of speed (50k) sign on hwy 3

Facades/Buildings

- Immediately address empty stores e.g. Art etc.
- Paint on buildings
- Historical plaques – program (lots of possibilities)

Promotions and Marketing

- More festive theme
- Artisan markets
- Street festival
- Similkameen sizzle fest etc. – more festivals
- How do we stop tourists in Keremeos?
- 6th Avenue revite/ special street

Landscape

- Types of trees? Spec right tree
- Water use – Re: Trees
- Ensure mature trees
- Ideas for Green space – Park? – Artists- water fountain - benches
- Shaded areas needed for seating

Lighting

- Solar lights (2 blocks)
- Solar panels
- Lighting of the park

Public Art

- Need a focal point – What is Keremeos - Sculpture
- “Art walls”
- Vertical “Art” Re: Message pole
- Arts alley – Art walk/ studios etc.

Wayfinding

- Installation of “message” boards

Other

- Where is infra needs
- Spend \$ well
- “Snow Bird” location
- Opportunities for employ gen

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Concerns (In no particular order)

The following were some of the consultants' initial impressions of areas that deserve attention when moving forward with trying to improve the appeal of downtown Keremeos:

- Lack of sense of entry into the downtown core, includes signage.
- Lack of landscaping/trees along entry road allows bare walls to dominate views and initial impression of the downtown/community.
- Many buildings are starting to look tired and dated due to wood clapboard materials and possibly lack of color; the heritage/western architectural theme has been difficult to maintain with more contemporary building forms.
- Traffic and parking of large vehicles along main street has influenced ability to enjoy the pedestrian experience along the sidewalks; this has included blocking of views, noise, odor and safety of pedestrian movement, along with (limited) car parking often being consumed by large RVs and trucks, especially on the main street (7th Avenue); the speed of the traffic was also noted as making people feel uneasy about pedestrian movement.
- Pedestrian crossings on Main Street are poor or non-existent where necessary; concerns for safety of the regular movement across a busy road/highway is typically a major impediment to an otherwise enjoyable downtown.
- A public lot/parkette in the centre of the village, along Main Street is considered a 'non-space'; it contains a small green space and a parking area accessible off the alley with a row of trees partially screening the parking. Its strategic location is begging for a better use or programming.
- Lack of public art.
- No visible attractions that might cause a passing tourist to take notice and stop in the downtown.
- Poor design continuity with regard to a number of different elements that typically create an image for a downtown: trees, commercial signs, benches, kit of parts, sidewalk materials and an overall theme that has suffered in its execution over the years.
- A guideline package that might be more user friendly and hence implementable.
- Vacant stores and lots; some of this situation may be attributed to recent economic challenges for the community or the individual business operators and land owners.
- Some unsightly premises or fixtures such as large dumpsters in plain view.
- Lack of a heart or identifiable core to the downtown.

These concerns or challenges are not rare for small towns and villages in BC. Recognizing them and committing to work towards improvements in a coordinated way, usually kick starts the revitalization and a positive attitude amongst the property owners/businesses, residents and Council. Such an attitude can be a very powerful force in a small community. There are endless stories of such successes across BC and the country.

3.0 Goals and Objectives

This section offers 10 Goals along with a series of objectives or projects that can help establish a framework for future improvements to Downtown Keremeos. The Goals are a means to focus attention on the general areas of enhancement and that can be added to over time and as funds become available. They also help define a comprehensive plan that will incorporate the variety of elements that create a successful downtown. For example, just because you have a quality restaurant or tourist shops, visitors may not stop to enjoy these places if parking in the area is challenged, lighting is poor, or the attraction cannot be easily found.

The objectives under each Goal are noted as projects which can ultimately have timelines, budgets and more definitive plans attached should the Village of Keremeos decide to move forward with any of these. Each project could also be broken down by geographic area or by phase (e.g.: plan, design, detailed design, construction, etc.). What is very important to note, is that whatever component is carried out, must be done well to encourage future phases to move forward. Spreading money and effort too thinly is often cause for failure.

GOALS AND OBJECTIVES

Goal 1 – TRANSPORTATION/PARKING/PEDESTRIANIZATION

Addressing the need to calm traffic and generally make main street more pedestrian friendly:

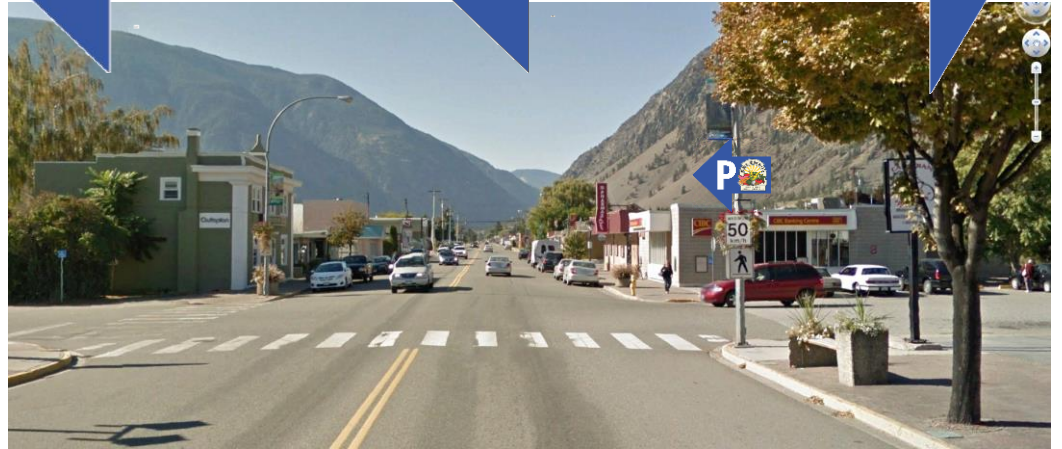
- Objective #1 – Management of Parking on Main street/Highway corridor.
- Objective #2 – Pedestrianization including curb flares (landscaped) to assist with crosswalks and traffic calming.
- Objective #3 – Speed Limit reduction or other traffic calming measures (MOTI communication).
- Objective #4 – Crossing at 4th and 7th Avenue (Highway) near Memorial Park/Village Office, also serves as a secondary gateway and enhanced sense of arrival.

GOAL 2 – GATEWAYS AND WAYFINDING

Create a sense of arrival and announcement:

- Objective #5 – Landscaping of entryways into the downtown, creating sense of arrival, visual appeal and potential screening of bare walls.
- Objective #6 – Gateway Signs to be upgraded for greater visual appeal, use of authentic materials (basalt) and in keeping with a unified design theme for all community signage.
- Objective #7 – Wayfinding Program to announce the downtown; directional signs and information signs in keeping with a unified theme of form and materials.

Parking



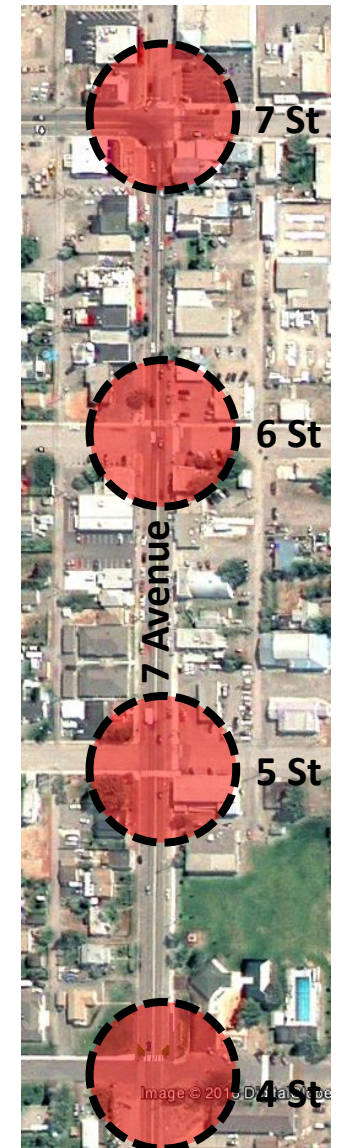
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Pedestrianization

Crosswalks and Curbflares at key points of crossing and intersections



Pedestrianization

Crosswalks and Curbflares at key points of crossing and intersections



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Traffic



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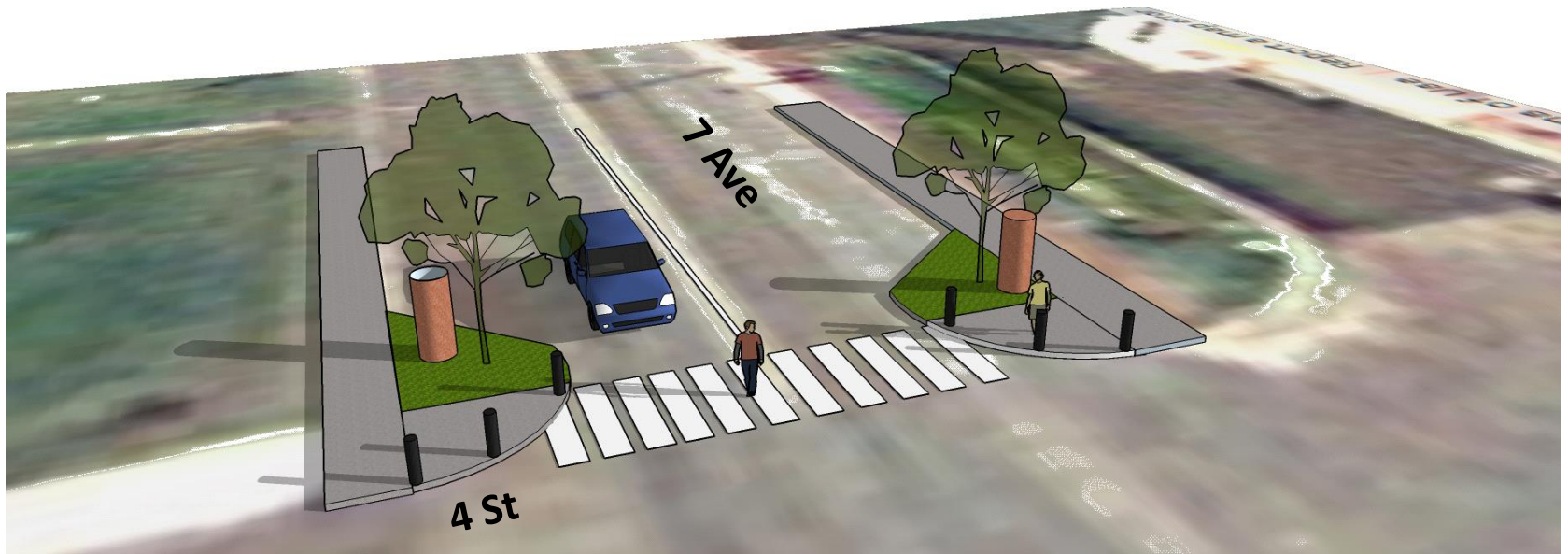
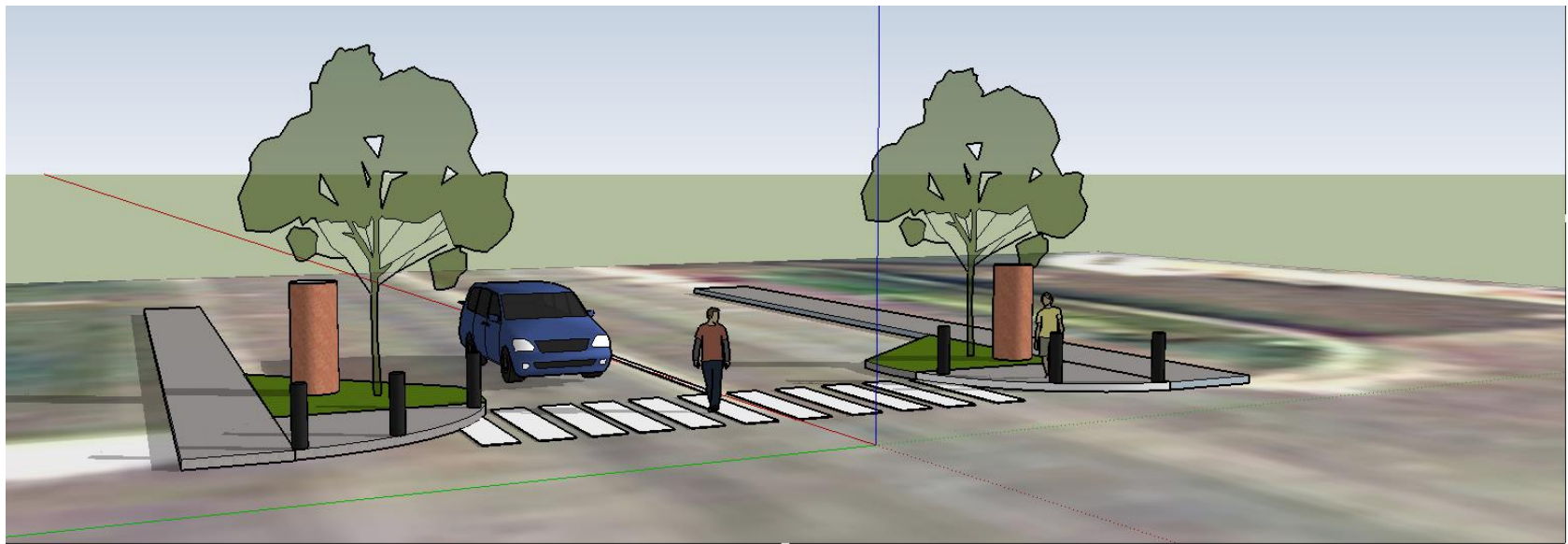
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Addressing Sense of Arrival

- Curb Flare-Bulb Out
- lighting and banners
- Town Centre Entry Signage





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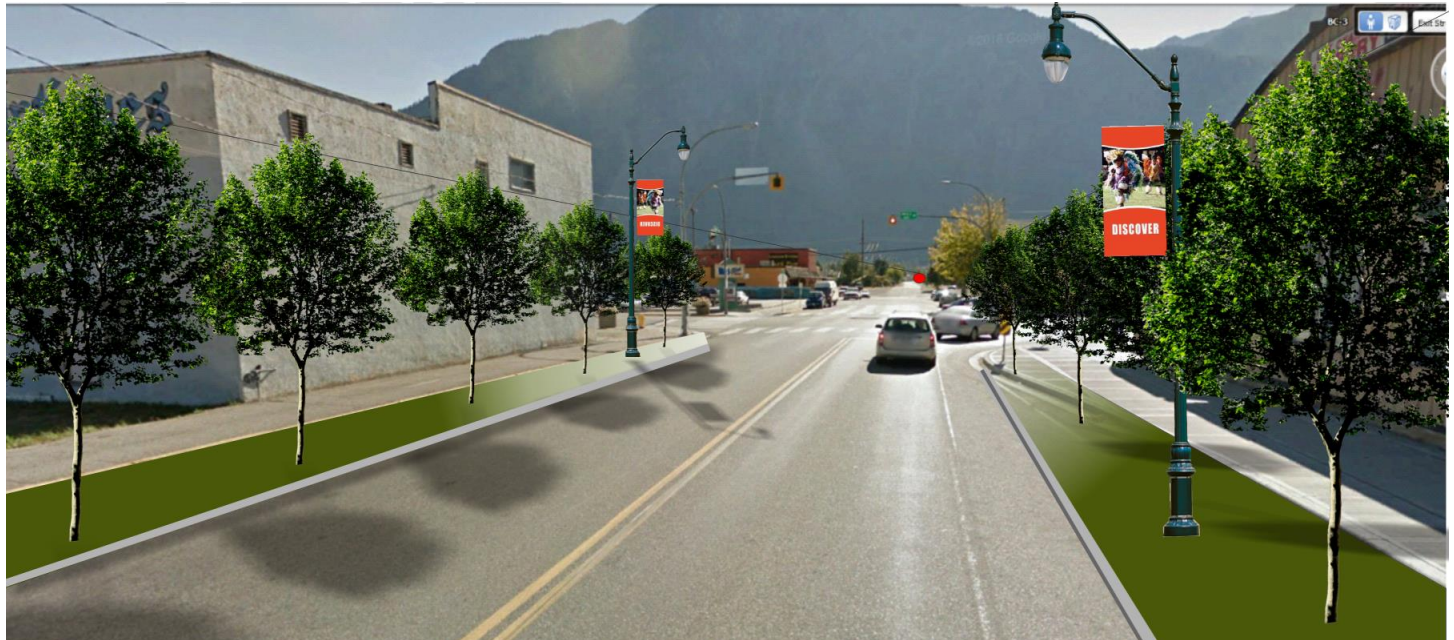
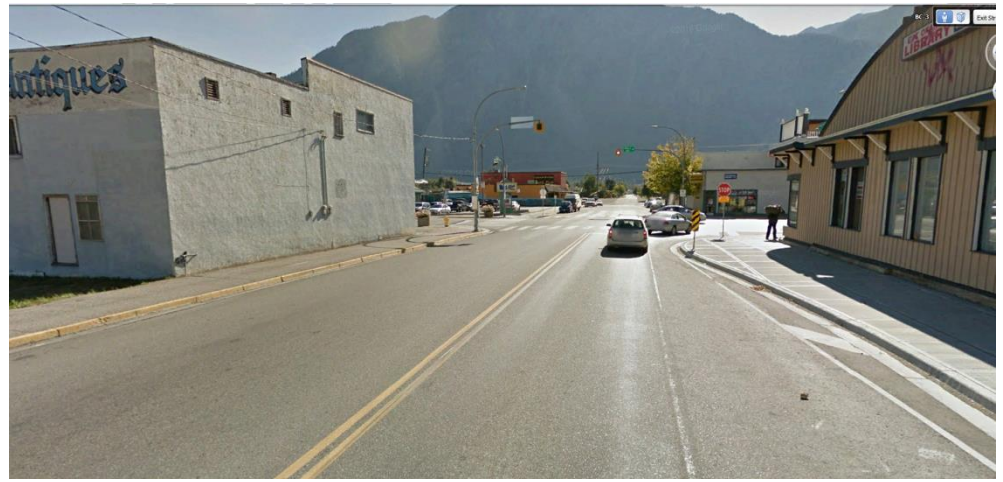
Addressing Sense of Arrival

- Boulevard Enhancement/Planting
- Lighting and banners



Addressing Sense of Arrival

- Boulevard Planting
- Lighting and banners



Create Awareness of Downtown at Highway 3 (E and W) and 3A

- Gateway Development
- Entryways
- Signs (directional and monument)

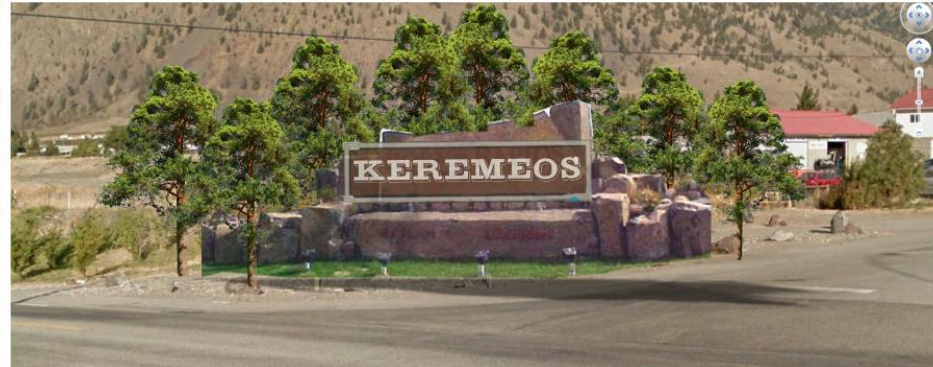


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Create Awareness of Downtown at Highway 3 (E and W) and 3A



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- Objective #8 – Message Pole (Column) strategically located to serve as a main point of communicating, events, festivities, major sales announcements and other information that will benefit the downtown merchants, artists and craftsmen. The feature can also serve as public art or a meeting place to be integrated with other elements of the downtown or kit of parts.

GOAL 3 – BUILDINGS

Address the private realm especially the design and aesthetics of the structures in the downtown core:

- Objective #9 – Facades Program: Enhanced implementation through refinements to the program, uptake and quality control; must be integrated with Design Guidelines Package.
- Objective #10 – Commercial Signs: Introduction of a commercial signs guidelines including building upon the quality blade signs, window signs and façade signs. Guidelines should also address sidewalk (sandwich board) signs. Updating DPA guidelines to assist with “mild” enforcement.
- Objective #11 – Design Guidelines: Revise and upgrade Design Guidelines to address Downtown/Commercial Area form and character of buildings and properties; protection of heritage sites and buildings should be investigated relative to direction from OCP and other municipal policy direction.
- Objective #12 – Vacant Stores and Properties – Introduce program to ‘dress’ vacant stores and properties while underused and to avoid continued decline in state of repair. Temporary window displays, mock scenes or full window graphics can be used for the vacant stores. Empty lots or fenced sites can be wrapped with logos, scenes or messaging. Many municipalities are now using this approach with Oil and Gas companies when their service stations are under remediation for years prior to redevelopment or repurposing. (Work with Chamber of Commerce)

GOAL 4 – LIGHTING

Improve the downtown lighting within the private and public realms to enliven the core, add visual appeal and introduce more safety and security during evenings and winter nights

- Objective #13 – Main Street Lights: Remove and replace regular highway light standards with appropriate design that will be in keeping with pedestrian scale and overall theme of downtown. Many communities throughout BC have accomplished this in recent years (Work with Fortis and MOTI).
- Objective #14 – Architectural Lights: Incorporate additional design suggestions for exterior building lights into the Village’s Design Guidelines. These can include sconces, window and entrance lighting, backlit signs and overhead with various architectural character and design.
- Objective #15 – Street Tree Lights: Maintain and expand street tree lighting program including fixtures/power supply, LED lights, special light ups and seasonal lighting along Main street and eventually side streets. As entryways and gateways are finalized, tree lights may be incorporated into low level landscaping or tall trees.
- Objective #16 – Solar Lights: Investigate solar application for special areas or all of downtown. These may be especially applicable to bollards and low level lighting within curb flares.

Circulation (Identification & Wayfinding)

Linkage with the Similkameen River and Trans Canada Trail
Through Downtown



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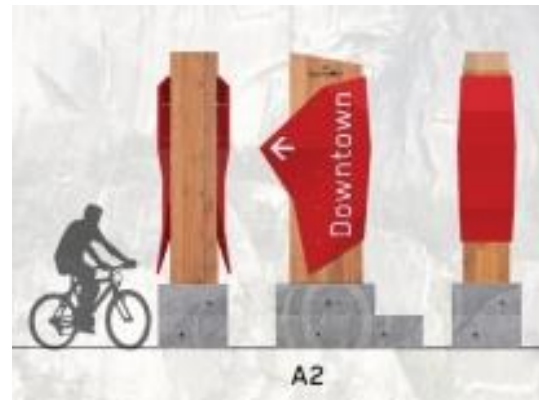
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Circulation (Identification & Wayfinding)

Linkage with the Similkameen River and Trans Canada Trail
Through Downtown



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Architectural Design Enhancement & Definition

Theme and Quality Architecture



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Architectural Design Enhancement & Definition

Theme and Quality Architecture



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Design Guidelines

Graphics and text...Easy to understand and implement



- Use of authentic stone/rock and wood accents to help establish a distinct look in the form and character of the commercial area;
- Appropriate amount of stone/rock applied to exterior walls, landscape areas, benches, etc; too much use of one material will compromise the effect
- Mixture of materials to allow stucco, glass and metal, along with the Stone/Wood theme;
- Careful selection and mixture of stone and wood:
 - natural stone
 - cultured stone, includes stone veneer
 - ledgerstone/fieldstone
 - brick
 - wood siding like board and batten sealed with earth tone stains
 - Authentic round or square cut log, post and beam framing features
 - Accent walls made of fieldstone or other stone
 - Slate, ceramic or tar and gravel roof treatment.
- Limited use of vinyl siding or use of metal exterior finishes
- No wood slab or rough hewn wood



Materials



6

Architectural Details



- Applications of the authentic material
- Use of landscape materials/rock and boulders
- Special trim and architectural elements using wood timbers
- Blending window, exterior materials and trim details can result in quality appeal



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Design Guidelines

- Use of Color

Vivid, bold and memorable



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Promotions & Marketing

Using Vacant Storefronts



Vacant Storefronts Display Student Art

SOUTH EUCLID, Ohio—21 June 2021

NCC students are bringing back life to vacant storefronts in South Euclid by displaying their artwork as part of the Storefront Art Initiative, a collaboration between Notre Dame College and the city. The initiative beautifies the city's commercial districts, offers students the opportunity to publicize their artwork, and makes vacant storefronts look more attractive to prospective tenants. The first pieces have been installed in the 1920's South Green building, located next to the South Euclid-Hillcrest United Methodist Church.

Originally, we wanted to hang art work in city hall. This is a much more trafficked location and more people are going to see it," Michael Love, South Euclid's economic development coordinator, said. The idea is that the artwork will grab the attention of potential tenants and encourage them to lease the building. "We hope it works and other storefront owners will want to do it also," Love said.



Student artwork beautifies the vacant storefront at 1324 South Green Road.



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Development Control/Guidelines

Screening Vacant Lots



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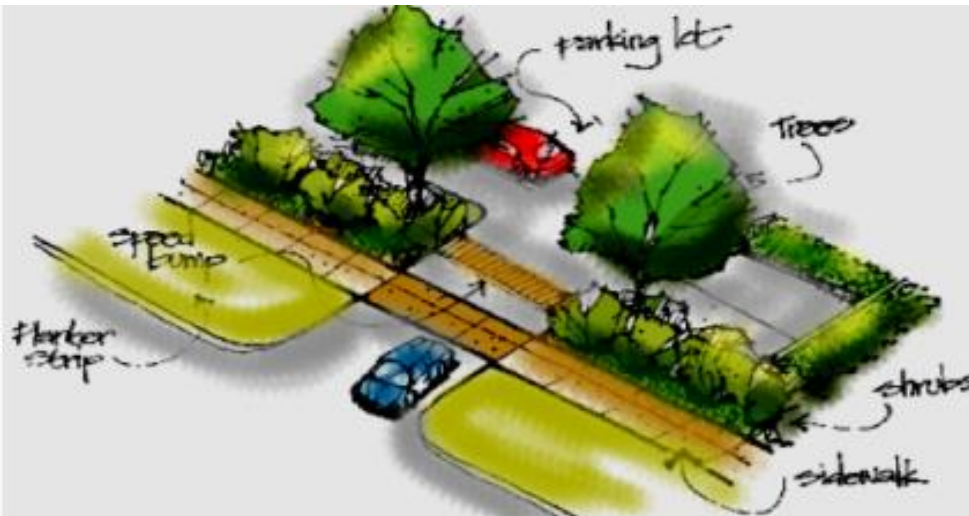
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Development Control/Guidelines/Design

Screening and Landscaping



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Enliven & Illuminate

- Major Light Sculpture(s)
- Street Lights
- Building Lights (public and private buildings)
- Tree Lights/Sparkle Lights
- Explore Solar lighting



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GOAL 5 – DESIGN CONTINUITY

Establish a sense of continuity in design to provide Downtown Keremeos the ability to profile itself to be special, unique and unified as a destination:

- Objective #17 – Reassess and Confirm Theme: An architectural theme does not work unless there is full buy in by the municipality, property owners, merchants and the design/architectural/builders community. It is also the theme that will set the tone for a successful façade program. Is the Heritage theme (Late 1800s /early 1900s) established in the early 1990s still appropriate or should the direction of the architecture form and character be revisited? Once confirmed, the theme should carry through to all other design elements and be incorporated into the DP Guidelines.
- Objective #18 – Kit of Parts: Choose a family of components in keeping with the overall theme or design language, including garbage receptacles, bike racks, lights, etc. Benches will be an important decision as the Village did implement a street bench program along the main street. Although some are showing signs of wear, a means of assessing their long-term viability versus introducing new products should be undertaken. (Note: Trees and other features often considered with a “Kit of Parts” are noted in Goal #6).
- Objective #19 – Sidewalk Materials: Any upgrades or new sidewalks in the core area (main street or side streets) should include unified material treatment be it a continuation of pavers, stamped concrete or other material. Details of materials in design and application should be subject to more detailed planning and design where the overall sidewalk system is reviewed. This is also important if there is a plan to work on underground infrastructure or paving program where (an) entire street (s) will be torn up.

GOAL 6 – BEAUTIFICATION OF PUBLIC SPACES

Beautification of public spaces through planting of landscape material, trees, flower baskets and other natural amenities:

- Objective #20 – Street Trees: Continue street tree planting and refinement of stock. Dollar for dollar, street trees not only add the most aesthetic value to a downtown core, but they have also been proven to translate into more expenditures by customers shopping in a downtown area. This objective relates to design, placement and management of trees, including selection of the most appropriate species, and the replacement of older and damaged trees, as required. Planning and design will further define the way to get the most value out of street trees.
- Objective #21 – Landscaping: Quality landscape design in strategic locations will complement many other elements including entryways/boulevards, gateways, parks, curb flares and crosswalk areas. Design must also incorporate an understanding of maintenance on a year round basis.
- Objective #22 – Pocket Plaza: there are many opportunities to design and repurpose the vacant lot in the downtown core. This should allow for programming of the space, security and aesthetics that will complement the streetscape. The design should respect the intended uses, from passive park/greenspace, a home for a major public art, events and displays, to false façade that can be programmed as necessary.
- Objective #23 – Baskets, Planters, Special Flower Planting: Continue to work with the Garden Club and other organizations to expand the excellent street planter program. Flowers and other potted plants are an excellent means of mitigating the harshness of the highway and further enhancing the pedestrian experience. Many communities in BC have used the Communities in Bloom program.

Continuity in Design

Street Furniture
Lighting



Street Trees

Location	Tree Type	Diameter (cm)	Height (m)	Condition %	Recommended Action
Credit union	Honey locust	10	3	60	Water/fertilize
Valu-Plus	Flowering plum	6	2	70	
630	Norway maple	41	9	70	Corrective pruning needed
622	Linden	20	4	50	Excessive sunscald Not viable remove
614	N Maple	38	9	70	Lifting sidewalk Corrective pruning in 2 yrs
604	N Maple	34	8	80	
605	N Maple	35	9	40	Not viable, dying due to verticillium wilt (disease)
Liquor Store	Linden	5	2	85	Mulch the root zone
615	N Maple	34	8	85	
623	Mt Ash	18	4	65	Extensive stem damage, not viable, remove
626	N Maple	44	9	80	
527	Mt Ash	17	4	50	Extensive stem damage, not viable, remove
526	Linden	17	4	85	Protect the lower stem from being damaged from bikes leaning on the tree.



Creating the “Heart”

- Key Streets Identified and Enhanced with Special Treatment
- Square
- Public Plaza



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Enhancement/Beautification of Public Spaces & Streets

- Landscaping /flowers/etc.
- Parking lots
- Memorial Park



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- Objective #24 – Memorial Park: continue to upgrade and program Memorial Park as the key focus of sport, recreational and cultural events for downtown and the civic precinct of Keremeos.

GOAL 7 – CELEBRATION OF HISTORY, CULTURE AND CONTEXT

The Downtown core will continue to be the focus to profile the celebration for the area's history, culture and context. Some the key means include the following:

- Objective #25 – Banner Program: Use a quality banner program that communicates the Similkameen history, culture and context. Strategic placement, seasonal designs, visibility and quality graphics using local artistic talents are key ingredients to a successful banner program.
- Objective #26 – Public Art: Investigate public art/sculpture opportunities to add another dynamic to Downtown Keremeos. Once again, celebrating authentic themes, local geography, materials and artists are critical to a successful public art program. However, quality and strategic placement is also paramount. Some communities use rotating art that may be on loan for a period of months or more. Permanent installments and/or permanent locations can be used for small or large art pieces.
- Objective #27 – Plaques: Historical plaques that commemorate a building, event or person/people to be placed around the downtown supporting cultural tourism and sense of place; material can be bronze/metal, etched stone or ceramic attached or embedded.
- Objective #28 – Signs: Public signs at parks, at entryways and special places such as the museum or other civic or historic places. Keeping the theme created by the Memorial Park sign on basalt would be excellent. Variations on this theme is possible but keeping some common language of material or design could be a very powerful addition to Keremeos.

GOAL 8 – PROMOTIONS AND MARKETING

“Put the spot light on the downtown” with future marketing and promotions about Keremeos and area:

- Objective #29 – General Marketing and Promotion: Using the branding of agriculture, fruit and wineries can be incorporated in simple but strong messaging. The “fruitstand capital” idea is authentic, colorful and positive image for an otherwise arid/dessert like location; the Grist Mill logo ties into this very well.
- Objective #30 – Events to Profile Awareness and Dynamics of Keremeos: Annual and seasonal events and festivities that can attract regionally or from greater distances and markets. If the event cannot be held on the street, in the hall or in Memorial Park, the benefits should accrue to the downtown in some form. Ideas may include opening ceremonies, sales events, buskers during the event, related smaller events (as Kaslo does during the Jazz festival), workshops and promoting of all services, food and beverage establishments.

Celebrate History, Culture & Context of Keremeos (Authentic Representation)

Lower Similkameen Indian Band
Pioneers
Grist Mill



Photo credit: Thomas Woytkowiak



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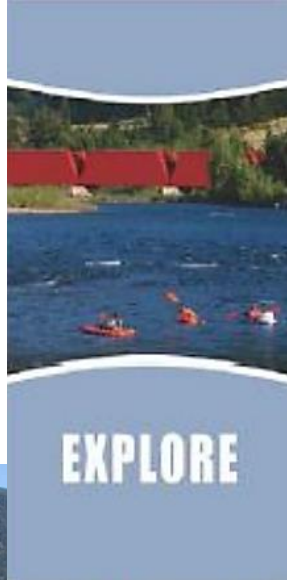
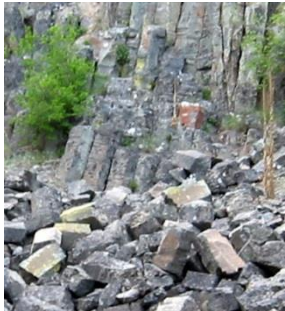


Celebrate History, Culture & Context of Keremeos (Authentic Representation)

Landscape/Geology



Keremeos Columns
Provincial Park



Similkameen River



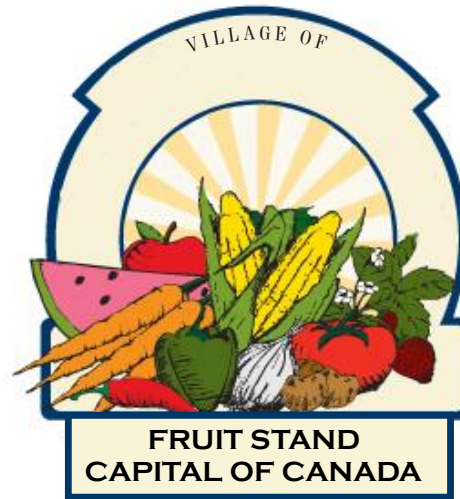
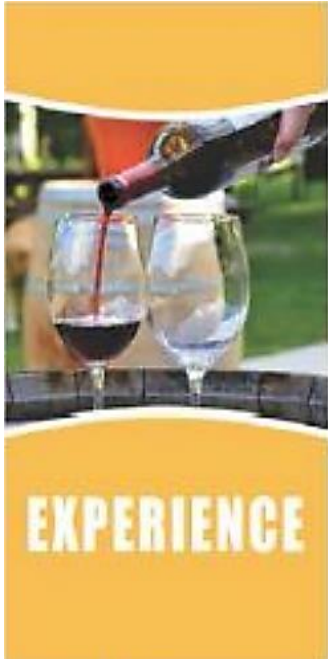
VILLAGE OF KEREMEOS
DOWNTOWN ENHANCEMENT

CTQ
CONSULTANTS LTD.



Celebrate History, Culture & Context of Keremeos (Authentic Representation)

Fruit stands
Wineries



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CONSULTANTS LTD.



Celebrate History, Culture & Context of Keremeos (Authentic Representation)

Interpretive Plaques on buildings



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Development Control/Guidelines/Design

Commercial Signs Guidelines



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Promotions & Marketing

Recruitment of new businesses to add after hours life to downtown
Using Vacant Storefronts
New buildings and development
Clean and Green (Maintenance)
Outdoor Activities, Events, Sidewalk Sales, etc.



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GOAL 9 – OTHER/FUTURE PLANNING

Consideration of other supporting initiatives that may be beyond the current downtown core but instrumental in the future success of Downtown Keremeos:

- Objective #31 – Consideration of upgrades on side streets to benefit the downtown.
- Objective #32 – Parking lots beyond the downtown, especially for RVs, Event parking and large trucks; although this is in keeping with Goal 1, this objective speaks to the making these facilities integral to the downtown beautification plan, including pedestrian connections, site landscaping, lighting, etc.
- Objective #33 – Linkages to Area Attractions: Identifying the other area attractions in the vicinity of the downtown and promoting linkages through use of signs, trails, sidewalks, etc. Examples include: Riverwalk, Museum and other local attractions such historical sites and fruitstands.

4.0 Quick Wins

Out of the 33 Objectives/projects noted above, the consultants would like to suggest that there are at least 7 projects that the Village might be able to get underway to help boost enthusiasm in the Community and the Downtown in particular. Obviously the amount of effort depends on resources available at the time. These projects are based on some justification noted from our initial analysis and from background provided by the municipal officials. Even if the Village does not have the resources to complete these projects in a short time frame, getting them started makes sense. For example, the crossing at Memorial Park may require more communication with MOTI, detailed design, more traffic engineering, etc., prior to implementation. Regardless of which “Quick Wins” Council would like to start with, we believe it is imperative that they be done well to set the tone for the remainder of the downtown enhancement.

4.1 Crosswalk at 4th and 7th (Near Memorial Park) OBJECTIVE #4

- Dialogue with MOTI has already been started.
- Opportunity to have significant impact with this initiative.
- Represents safety, mobility, visual appeal, gateway statement, traffic calming.
- May be cost shared with Province and ICBC.
- Opportunity to establish design quality and pallet of materials for remainder of downtown.

4.2 Downtown Lighting (Between 7th and 5th) OBJECTIVE #13

- Dialogue with Fortis has begun.
- Potential for financial support from Fortis.
- Pedestrian scale lights would be one of the first major elements to help showcase this road as “main street” instead of a highway.

- Could be beginning of other ground oriented improvements.
- Sets tone for more similar lighting improvements along entry streets coming into the downtown and side streets in the future.

4.3 Facade Program Implementation OBJECTIVE #9

- Program has recently been reviewed and updated.
- Facades are in dire need of upgrades.
- Need to tie this program to (new) Design Guidelines.
- More communication about its availability will spark more interest.
- Small investment.

4.4 Pocket Park Upgrade OBJECTIVE #22

- Very visible feature.
- On a busy commercial block of the downtown.
- Design will determine cost.
- Engage downtown business community and public for planning and design.
- Excitement for first event or programmed activity (May even include permanent chess or checkers Plaza).

4.5 Gateway Signs OBJECTIVE # 6, 26, 28

- Important initial statement about Keremeos.
- Use of local materials (basalt pillars).
- Sets tone for remainder of gateways and entryways.
- Does not affect surrounding business during construction.
- Should not be a costly item.
- Use of local craftsmen/contractors.

4.6 Vacant Stores/Properties/Unsightly Fixtures OBJECTIVE #12

- Engage Chamber of Commerce to establish program jointly.
- Fun project.
- Need one or two successful sites to kick start for remainder of downtown.
- Removal and replacement of dumpsters.

- Wrap fences not costly and allows for considerable aesthetic improvements.
- Wrap fixtures/utility boxes in keeping agriculture theme.

4.7 Message Pole/Column OBJECTIVE #8

- Can be used as a central communication venue for the whole downtown enhancement program.
- Engages downtown merchants and public.
- Strategic location can kick start other improvements in a priority area or block.
- Not costly.
- Use of local craftsmen/industry and artists to design and/or construct and erect.
- Fun project.

5.0 Going Forward

It is understood that this brief overview of the downtown opportunities forms a good framework to move forward, but more planning is required to pull together a comprehensive Enhancement Plan. We offer the following for your consideration to move forward.

- Preparation of a full Enhancement Plan that provides the following:
 - More definitive concepts area by area
 - Kit of Parts
 - Confirmation of a theme or design language
 - Preliminary design for some initial components
 - Priority areas/Action Plan/timelines
 - Identification of/Communication with Partners
 - Cost Estimates
 - Cost Recovery opportunities
 - Consultation with affected property owners
- Detailed discussion on Key Projects/Refinements to move forward.
- Communication with the Chamber of Commerce/business community.
- Determine Government Grants/Assistance for any necessary studies, planning, design/engineering and construction/implementation.
- Pursue grants and funds/in-kind assistance for future projects.
- Assess private sector/developer initiatives that may allow for early phasing of upgrades in public realm.
- Assess need for any infrastructure work that may dovetail with streetscape improvements.