



# VICTORIAVILLE CENTRE

Public Open House #2 - May 3, 2023  
Engagement Summary Report  
May 2023



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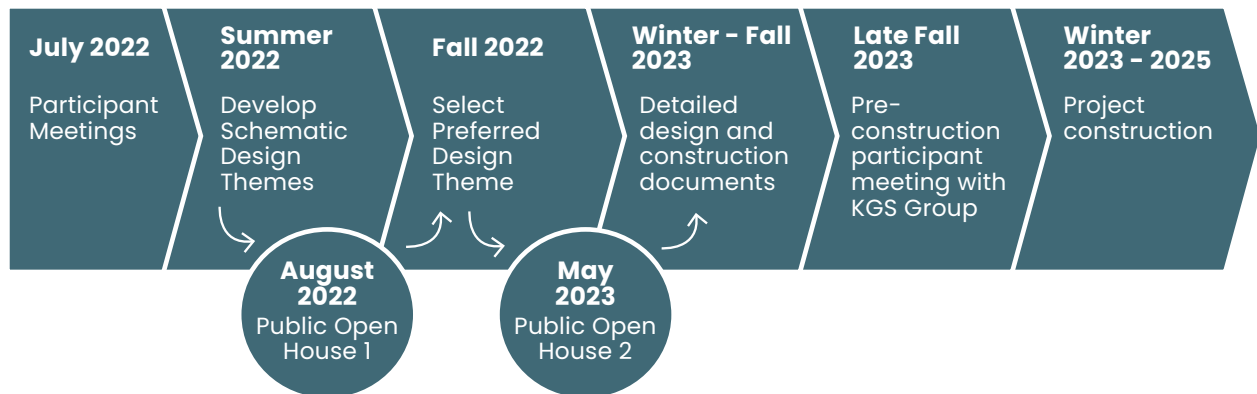
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# EXECUTIVE SUMMARY

This report provides a summary of the public open house event that took place on May 3, 2023 at Victoriaville Centre. The Reimagine Victoriaville project is an exciting opportunity for the City of Thunder Bay to initiate revitalization in the area with the removal of Victoriaville Centre and the development of new streets and public spaces. The public open house offered an opportunity for the public to learn about the project, the process to remove Victoriaville Centre, the results of Public Open House #1, the refined design for the new street and public spaces, and the architectural design of the Civic Centre, Court Services, and McKellar Hub. Public feedback was gathered regarding the concept designs for the future of Victoria and Syndicate Avenues, and the surrounding public buildings.

## Phase 2 Timeline



The public, stakeholder, and rightsholder engagement process for Phase 2 consisted of the following:

- Participant meetings with targeted rightsholder and stakeholder groups in July 2022 to gather initial needs and concerns.
- Two public open house events in August 2022 to re-launch the project with the public-at-large and gather input on desired activities and two concept design themes.

## Executive Summary Cont'd

- Additional participant meetings in Winter 2023 with key stakeholders and Indigenous Nations, organizations, and groups to present updated concept design ideas for feedback.
- A final public open house event in May 2023 to present the preferred design concept and architectural concepts.

A robust advertising campaign was developed to promote public open house #2, including promotion on the City website, City social media, newspaper advertisement in the Chronical Journal, posters, a postcard maildrop to 7500 nearby residents and businesses, and an email invitation to targeted stakeholders, rightsholders, and past open house participants.

The open house event took place in the centre court of Victoriaville Centre on Wednesday, May 3, 2023 from 3:00 - 7:00pm. This event targeted nearby residents and business owners with approximately 140 people attending, and 68 comment forms completed at the in-person event. This event brought in nearby business and property owners, people who work nearby, and local residents. Overall, the event was well received by the participants and many were excited to visualize the building upgrades and new outdoor spaces.

The event featured a display of 12 presentation boards with members of the KGS Group (KGS), Scatliff + Miller + Murray (SMM), and i4architecture (i4a) consultant team stationed to present information, and answer questions. Presentation boards provided information about:

- Project overview, why we are here today, and how to participate
- Project process and timeline
- What we heard at previous participant meetings and Open House #1 (August 2022)
- Preferred design alternatives for street design, public space, and building renovations represented in plans, renderings, and text
- Next steps

To provide more opportunities to learn and engage with the project, the project website on [thunderbay.ca/getinvolved](https://thunderbay.ca/getinvolved) was updated on May 11, 2023 with an online component of the public open house. This included an online survey that was live until May 25, 2023. One person completed the online version of the survey. In total, including the in-person and online events, 69 survey/comment form responses were received.

Through the comment forms and online survey, we learned about the public's feedback on the street design for Victoria Avenue, the public spaces for Syndicate Avenue, and the building entrance and façade improvements. Overall, participants were very receptive to the project, and comments were generally positive.

## Executive Summary Cont'd

Respondents expressed support for the following design elements:

- Open flow of vehicular and bike traffic on Victoria Avenue, with tabled pedestrian crossing to give pedestrians being priority;
- Inclusion of wide sidewalks and space for patios on the sidewalk;
- Open, inviting, and welcoming design of the plaza and gardens;
- Green space and trees in the plaza and the shade provided by the tree canopy; and
- Modern, fresh, and clean aesthetic of the buildings entrances designs that fit in with the aesthetic of the current buildings.

Respondents believe this will be a great space for families to gather, for events and festivals, and for pop-up performances. They indicated that they are most excited about attending markets and cultural events in this space in the future, and sit and enjoy patio space of nearby businesses.

Overall, the participants were very receptive to the project, and comments were generally positive. There was some concern expressed for cleanliness and maintenance of the public spaces and ongoing concerns about safety in and around the area, to ensure it becomes a place of pride for downtown Fort William. Some nearby business owners expressed a need for additional street parking to create better access to their place of business and service. There was also interested to include a sheltered or covered area to protect visitors from the elements.

# PUBLIC OPEN HOUSE # 2

Wednesday, May 3<sup>rd</sup>, 2023

## 1 EVENT SUMMARY

### 1.1 Open House Goals

The goals of public open house #2 was to present the preferred design solution, share information about the preliminary construction schedule, and indicate how participant input and feedback from the August 2022 Open House events and participant meetings was incorporated into the preferred design.

### 1.2 Open House Objectives

- Present the project vision and preferred design solution.
- Present how technical factors were considered and addressed in the preferred design solution.
- Share how feedback and input received during Public Open House #1 informed the design.
- Outline project next steps and preliminary construction timeline.
- Gather information that is critical to any impacts on schedule, construction impacts, and future programming.

### 1.3 Project Team Attendance

#### City of Thunder Bay

Peder Olsen (*Realty Services*), Joel DePeuter (*Realty Services*)

#### Colliers Project Leader

Kimberly Smith (*Project Manager*)

#### KGS Group

Craig Rowbotham (*Municipal Engineer*), Alison Barrett (*Municipal Engineer*)

#### Scatliff + Miller + Murray

Cheryl Dixon (*Landscape Architect & Public Engagement*), Meaghan Pauls (*Landscape Architect & Public Engagement*)

#### i4architecture

Jeff Johnson (*Design Studio Technologist*)

### 1.4 Event Promotion

The public open house events were promoted via:

- City of Thunder Bay’s **engagement web page** ([thunderbay.ca/getinvolved](http://thunderbay.ca/getinvolved))
- **Postcard mail drop** to 7,500 residents and businesses within 1.5km of Victoriaville Centre
- **Email invitation** to all identified stakeholders and rightsholders, including participants previously engaged at previous events
- **Poster campaign** in the area surrounding Victoriaville Centre
- **Newspaper advertisement** in the Chronicle Journal (Saturday, April 29, 2023)
- City of Thunder Bay **social media**

A newspaper promotional graphic with a green background. On the left is the 'REIMAGINE VICTORIAVILLE Est. 1979' logo. The main text reads: 'Phase 2 is underway to redevelop Victoriaville Centre into a new street and public spaces! Please join us at a Public Open House to learn about the future of Victoriaville Centre and share your feedback on the preferred design.' On the right, under 'EVENT DETAILS', it lists: 'Wednesday, May 3rd, 2023', '3:00 p.m. – 7:00 p.m. come-and-go', and 'Victoriaville Mall, 111 Syndicate Ave S. Find us at centre court!'.

Newspaper Promo Graphic

A poster promotional graphic with a dark green background. It features the 'REIMAGINE VICTORIAVILLE Est. 1979' logo and the City of Thunder Bay logo. The text says: 'Join us for a PUBLIC OPEN HOUSE Phase 2 is now underway to redevelop Victoriaville Centre into a new street and public spaces!'. Below this is a photograph of a proposed concept design for the Civic Centre entry plaza and central lawn, with a caption: 'Proposed concept design for the Civic Centre entry plaza and central lawn.' Further down, it states: 'The City of Thunder Bay wants to share the refined vision for the street and public spaces. Visit the open house to review:' followed by a bulleted list: 'Preferred design for Victoria and Syndicate Avenues', 'How feedback from the public, stakeholders, and rightsholders informed the design', and 'Next steps and anticipated construction schedule'. At the bottom, under 'EVENT DETAILS', it lists: 'Wednesday May 3rd, 2023', 'Victoriaville Mall 111 Syndicate Ave S. Find us at centre court!', and '3:00 p.m. – 7:00 p.m. Come-and-go'. The bottom-most line reads: 'Join us to learn about the future of Victoriaville Centre!'.

Poster Promo Graphic

A postcard promotional graphic with a dark green background. It features the 'REIMAGINE VICTORIAVILLE Est. 1979' logo and the City of Thunder Bay logo. The text says: 'Phase 2 is underway to redevelop Victoriaville Centre into a new street and public spaces! Learn the details and see the preferred design at a public open house. For more information about Reimagine Victoriaville, please visit: [getinvolvedthunderbay.ca](http://getinvolvedthunderbay.ca)'. At the bottom, it says: 'Please join us on Wednesday May 3, 2023 at a public open house.' with a 'turn over' arrow.

Postcard Promo Graphic

A social media promotional graphic with a dark green background. It features the 'REIMAGINE VICTORIAVILLE Est. 1979' logo. The text says: 'Victoriaville Centre will be redeveloped into a new street and public spaces.' At the bottom, it says: 'Please join us on Wednesday May 3, 2023 at a public open house!'.

Social Media Promo Graphic

## 1.5 Presentation Boards

Project information was displayed on twelve 24" x 36" presentation boards, and displayed on easels in centre court.



# Welcome to the Reimagine Victoriaville Public Open House!



## Project Overview

The City of Thunder Bay is currently in Phase 2 of Reimagine Victoriaville! Our project team has been formed to explore the removal of Victoriaville Centre and the design of the new place, which includes:

- ✓ building renovations to weatherproof existing buildings
- ✓ the deconstruction of Victoriaville Centre,
- ✓ the redevelopment of Victoria Avenue into a modern transportation corridor that integrates pedestrians, cyclists, and drivers, and
- ✓ the development of vibrant public spaces designed for all users.

## Why are we here today?

- To share information about the dismantling of Victoriaville Centre and the redevelopment of Victoria and Syndicate Avenues.
- To share how feedback gathered from the Public Open House events in August 2022 informed the design.
- To hear your feedback on the preferred design concept.



## How to participate:



Talk to project team members.



View the presentation boards to learn about the project.



Complete the comment form.



Visit the project website.

Thank you for learning about this project and sharing your input with the project team and the City of Thunder Bay!

<https://getinvolvedthunderbay.ca/reimagine-victoriaville-phase-2>



# 1.5 Presentation Boards



## 1.5 Presentation Boards

### 4 | Site Design: Urban Heritage



#### Design Overview

The proposed concept design brings vehicular traffic back to Victoria Avenue while creating a new pedestrian corridor along Syndicate Avenue between Justice Avenue and Donald Street East. The focus of the design is to create an enjoyable outdoor community space for Downtown Fort William.

#### Vehicle & Bike Traffic

- 1 Vehicle and bike traffic along Victoria Avenue will each have dedicated lanes, both yielding to the pedestrian crossing.
- 2 Signage, accessible ground paving, and a raised crossing will alert all users to slow down and share this space with pedestrians, cyclists, and vehicles.

### 5 | Site Design: VICTORIA AVE



#### Design Overview

By reintroducing the street along Victoria Avenue, Fort William has the opportunity to reimagine the area's history.

The street is designed with the experience of the pedestrian in mind. Bringing more visitors to the area to support the commercial district will also improve the sense of pride in the area.

- 1 Large, movable planters are aligned with the new street trees. For larger street events, the planters can be repurposed to close off Victoria Avenue to vehicles, creating a larger pedestrian-friendly hub for activities.
- 2 Wide sidewalks on the north side of Victoria Avenue allow new and existing businesses to add patios or sidewalk displays, maintaining plenty of room for pedestrians to walk.
- 3 Provisional space allocated for public art / water feature in consultation with Indigenous groups and artists.

# 1.5 Presentation Boards

## 6 | Site Design: VICTORIA AVE





**1** The design materials selected for the site furnishings were inspired by Victoriaville's industrial and commercial history. Heavy timbers and locally quarried stone and steel used in the design are very resistant to wear and seasonal changes.







**View A:** View facing east from west side of Victoria Ave

**View B:** View facing east from centre of raised crossing

**View C:** View facing east from east side of Victoria Ave

## 7 | Site Design: SOUTH PLAZA

### Design Overview

South of Victoria Avenue, Syndicate Avenue is separated into a series of spaces that each allow for **unique events and activities**, with the Civic Centre as the backdrop for this **community hub**.

- Four large planters anchor the corners of the central lawn, with a canopy of lights overhead. The placement of the timber seats creates **easy areas for seating**, while keeping views open throughout the space for **safety at all hours**. Provisional space allocated for public art / water feature in consultation with indigenous groups/artists.
- A small group of trees mark the renovated Civic Centre entry. These trees provide **shade for the new entry** during the day and are **underlit for evening visibility and ambience**. Large granite blocks are placed among the trees, creating another opportunity for seating.
- Towards the parkade entrance, a larger hardscape area is maintained as a flexible space to host **community programming and pop-ups**. Opportunity to collaborate with indigenous artists and communities.

**View of Central Lawn and Civic Centre Plaza**

## 1.5 Presentation Boards

# 8 | Site Design: NORTH GARDEN



- 1** The south-facing orientation of the parkette allows for **sunshine** in the shoulder seasons and **comfortable shade** from Chapple Building in the late afternoon. **Large trees** are planned for the North Garden.
- 2** Small planters with a combination of coniferous shrubs and annual flower beds ensure a **pop of colour** year-round, with opportunities for **local community groups** to take ownership of the space.

**3** View through North Garden towards Victoria Ave

### Design Overview

The design for the garden north of Victoria Avenue will keep the site **open and inviting**, while providing users with additional **seating options** and **patio space**.

# 9 | Architectural Design: CIVIC CENTRE



### Design Overview

The Civic Centre building will sit prominently exposed at the intersection of Victoria and Syndicate Avenues.

The **main Civic Centre entrance** is the key feature representing the identity of this new community hub.

### Material Palette

- ALUMINUM COMPOSITE PANELS + STEEL CANOPY PTD.
- BRICK WITH CONTRASTING GROUT
- BLACK STEEL CANOPY
- NATURAL + FAUX WOOD METAL AND TILE



**4** View to Civic Centre Entrance from flexible performance/play space

## 1.5 Presentation Boards

# 10 | Architectural Design: COURT SERVICES



### Design Overview

At the corner of Victoria Ave and Syndicate Ave, the entrance to this judicial services building is clean and simple.

Classic design elements and finishes bring together the overall theme of the Civic Centre Building.

### Material Palette



FAUX WOOD, METAL + TILE



STAINED OR PAINTED BLACK BRICK



NATURAL BRICK



STEEL CANOPY



05 View to Court Services Entrance from raised crossing on Victoria Ave

# 11 | Architectural Design: MCKELLAR HUB



### Design Overview

The McKellar Hub will provide another public entrance to the Civic Centre Building off the re-imagined Victoria Avenue.

The perforated aluminum facade will contribute to the inviting atmosphere by illuminating Victoria Ave in the evenings.

### Material Palette



PERFORATED ALUMINUM



PAINTED STEEL CANOPY



FAUX WOOD TILE



06 View to McKellar Hub entrance facing south on Victoria Ave

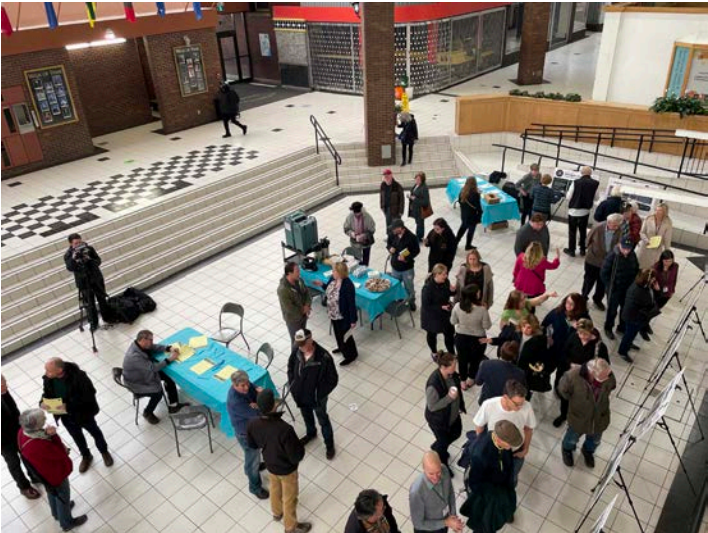
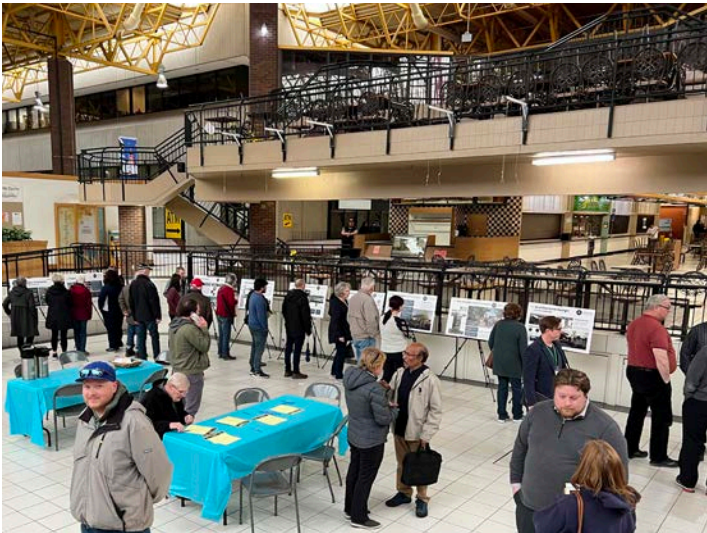
# 1.5 Presentation Boards

## 12 | Next Steps



<b>2023</b> <i>Fall</i> <b>CONTRACT 1</b> Building renovations	<b>2024</b> <i>Summer</i> <b>CONTRACT 2</b> Deconstruction of Victoriaville Centre	<b>2025</b> <i>Summer-Fall</i> <b>CONTRACT 3</b> Construction of Victoria Avenue and public plazas	<b>How will you be impacted?</b>
<div data-bbox="300 636 516 766"> </div> <ul style="list-style-type: none"> <li>• Modify adjacent buildings so they can be exposed to the elements.</li> <li>• This will allow them to function independently of the existing mall and associated infrastructure.</li> </ul>	<div data-bbox="565 636 781 766"> </div> <div data-bbox="565 800 769 905"> </div> <p>Dismantle Victoriaville mall.</p>	<div data-bbox="829 636 1045 766"> </div> <ul style="list-style-type: none"> <li>• Develop the roadway and open spaces.</li> <li>• Create pedestrian and active transportation routes.</li> <li>• Upgrade buried infrastructure (as required).</li> </ul>	<div data-bbox="1101 562 1138 621"> </div> <ul style="list-style-type: none"> <li>• Pedestrian impacts will be minimized with alternate access identified during short-term closures</li> </ul> <div data-bbox="1101 659 1138 718"> </div> <ul style="list-style-type: none"> <li>• Vehicular traffic impacts will be minor and limited to short-term lane closures as needed</li> </ul> <div data-bbox="1073 787 1349 968" style="background-color: #4CAF50; color: white; padding: 10px;"> <p><b>Contact</b></p> <p><b>Alison Barrett,</b>                      Municipal Engineer                      abarrett@ksgsgroup.com</p> <p>Suite 301A - 1001 William St                      Thunder Bay, Ontario                      (807) 623-2195</p> </div>

1.6 Open House Event Photos



## 2 PUBLIC OPEN HOUSE #2 EVENT RESULTS

### 2.1 Open House Participation

Approximately 140 people attended the open house on Wednesday, May 3<sup>rd</sup>, 2023 from 3:00 – 7:00 pm at centre court of Victoriaville Centre. 122 participants signed in and 93 participants shared their contact information with the project team to receive future project communications. Participants took their time to read and view the presentation boards to learn about the project and review the refined design. 68 comment forms were completed at the event.

On May 11, 2023, the project website on [thunderbay.ca/getinvolved](https://thunderbay.ca/getinvolved) was updated with an online component of the public open house including the presentation boards and online survey that closed on Thursday, May 25, 2023. Between April 26 and May 25, 2023, 494 people visited the project website, and 146 people downloaded documents from the website to review. One person completed the online survey.

The following is a summary of participant responses and feedback. All raw data can be found in Appendix A.

### 2.2 Comment Form – Summary of Participant Responses

#### Comment Form Question 1

*How did you hear about this Public Open House event? (select all that apply)*

RANK	FORMAT
1	Postcard invitation in my mailbox (32 votes)
2	Other (13 votes, see responses below)
3	Email invitation (12 votes)
4	Social Media (9 votes)
5	City of Thunder Bay website (7 votes) / The Chronicle Journal Ad (7 votes)
6	Poster (1 vote)

*Other:*

- Saw it on local newscast @6pm Wednesday May 3<sup>rd</sup>
- Word of Mouth
- Invitation sent to Public Art Committee
- TB News
- Walking by
- Radio
- TV News
- Facebook
- Friend
- TBay News Watch
- Radio CBQ



## Comment Form Question 2

What is your interest in this project? (select all that apply)

RANK	INTEREST
1	I am interested in the revitalization of Downtown Fort William (60 votes)
2	I live nearby (44 votes)
3	I am interested in new public spaces (33 votes)
4	I am interested in improvements to the pedestrian & cycling facilities (32 votes)
5	I visit the area (29 votes)
6	I travel through the area (21 votes)
7	I am interested in road improvements (18 votes)
8	I work in the area (10 votes)
9	Other (8 votes)
10	I am a business owner in the area (4 votes)

## Comment Form Question 3

Did you participate in any previous events in 2022 for the Reimagine Victoriaville project? (select all that apply)

Open House event(s)	Online Survey	Rights-Holder/ Stakeholder Meeting
32 (60%)	16 (30%)	5 (10%)

## Comment Form Question 4

*What do you like best about the proposed street design for Victoria Avenue?*

Overview of participant responses:

- Most respondents support the opening of Victoria Avenue to **all modes of transportation** and feel the design allows for an **ease of flow**.
- Many respondents support the **strong pedestrian connection** and focus, and believe the raised intersection is a positive contribution. Some even wanted to see the design be more pedestrian and bike friendly.
- Many respondents also believe this will **allow for good flow of vehicular traffic** through the area.
- Many respondents identified they liked the **wide sidewalks** and wanted to see room for **patio space along Victoria Avenue** for future and current businesses.
- **Concerns about crime** in the area were expressed by some respondents.
- There were a couple of respondents who were disappointed by the design, identifying there was **too much emphasis on tree planting**.
- Several respondents noted that the design **improved the aesthetics of the area**, including the public space and architectural designs.
- One respondent noted that the design needs to be **more accessible** as the population demographics of Fort William trend older than the average age in Thunder Bay.
- Several respondents noted they would like to see **more street parking** on Victoria Avenue to serve the nearby businesses.

## Comment Form Question 5

*What do you like best about the proposed public spaces (plaza and gardens)?*

Overview of participant responses:

- Many respondents noted they appreciated the **open, welcoming, and inviting design** of the proposed public spaces.
- Some respondents liked the **inclusion of greenspace** in downtown public spaces, which can also work well for events.
- Respondents were **eager to see future events, activities, pop-ups, and festivals** in these public spaces.
- Many respondents noted they liked the **inclusion of trees and garden spaces**, creating a shady tree canopy and comfortable place to sit. Some did note they would like to see **even more trees and natural components** in the public space.
- One respondent noted they would like to see a **fountain or public artwork** included in the project.
- Some participants noted they would like to see lots of **open seating options**.
- Some respondents commented on the **ongoing need for operations and maintenance** to ensure this space stays **clean and well cared for**.
- One concerned respondent did not think previous concerns were addressed and thought the **design focused too much on beautifying the space**.
- A few respondents noted this looks like **a great gathering space** for families and others.

## Comment Form Question 6

*What do you like best about the proposed building entrance and façade improvements?*

Overview of participant responses:

- Overwhelming, respondents had **positive feedback** about the building entrance and facade improvements, noting the design looks **attractive and modern**.
- Some noted that the designs are **well integrated with adjacent structures**.
- Respondents commented that the architectural designs are **public friendly, hospitable, and community conscious**.
- Some noted that the architectural designs **pay tribute to the history of the area**.
- Respondents noted they liked the **functional and attractive material selection**, including the use of wood, creating **a warm and welcoming environment**. However, two respondents disagreed and noted it was **too industrial looking**.
- Some respondents commented that the building improvements will be **attractive to new businesses downtown**.
- One respondent noted they liked the **lighting and wayfinding improvements** with the building renovations.
- One respondent noted that they believed the building improvements should be **more welcoming and accessible**.

## Comment Form Question 7

What types of programs or activities are you most excited about attending in the redeveloped spaces?

RANK	ACTIVITIES
1	Markets (53 votes)
2	Cultural Events / Patio Space (41 votes each)
3	Festivals (37 votes)
4	Places to sit and gather (31 votes)
5	Other (15 votes, see responses below)

Other:

- Street performances / Busking
- Walking through and interacting / visiting
- Places and spaces for eateries (It's all about the food) !!!!
- Artist markets
- Restaurants / cafes
- Downtown area needs stores / fast food venues / even food trucks in summer months to attract people
- Trees and gardens
- Christmas
- Thriving and new businesses
- Accessibility to my business
- Shopping
- Socialize with family and friends

## Comment Form Question 8

If public art were included in this project, who do you think should be engaged to discuss potential opportunities or themes?

Overview of participant responses:

- Many respondents commented that the City should consult with **Indigenous people**, including Indigenous **artists, Métis, First Nation Elders and youth, and Fort William First Nation**.
- Specifically, one respondent noted that the **Ahnisnabae Art Gallery** should be engaged as part of the public art program.
- Many respondents noted that **local artists** should be included in the discussion about public art, including **local musicians, visual artists, writers, and poets**.
- Other respondents noted that **local business owners and the Fort William BIA** should be engaged regarding public art.
- One respondent noted that **up-and-coming artists from the local colleges and universities** should be a part of the discussion.

## Comment Form Question 9

*Please provide any additional comments or considerations for this project.*

Overview of participant responses:

- Consider **access to electricity** for outdoor events and activities.
- It is important to **invest in the design** for this future space, and include elements from the original plans, such as the **water feature, stage, and gardens.**
- Consider **covered or sheltered areas** to protect people from the elements and weather.
- Concerns about the ongoing **cleanliness** of the new development and downtown area, in particular, consider **public washrooms, safe needle drops, and many garbage cans.**
- **Extend the revitalization and redevelopment of Victoria Avenue** beyond Victoriaville Centre with **new sidewalks and tree plantings** all the way to Simpson Street.
- Include healing **Indigenous plants.**
- Concerns about **safety** in the area and want to see greater support of the BIA as well as supports for the homeless population. Some also noted that the **nearby parkade is considered a dangerous place** by many.
- **Concerns about illegal activities** happening in the area and the effect on safety.
- Consider **on-street parking on north side of Victoria Avenue** for access to businesses on north side of the street.
- Consider a future location for the **Thunder Bay Walk of Fame.**

Lastly, we asked survey respondents to share with us their experience of the public open house event. The majority of respondents (69%) indicated that they had an opportunity to talk to and ask questions of the project team. Most respondents (75%) also indicated that they understood the project process. Both are signs that the event was an effective communication tool and help gain more project understanding from the general public. It is also noted that most participants arrived between 3:00 - 4:00 pm and centre court was filled with many interested participants, and not all may have had a chance to talk to the project team.

In the survey, participants indicated the extent to which they agreed or disagreed with the following statements:

**Statement A**

*I had an opportunity to talk to and/or ask questions of the project team.*

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
26 (38%)	21 (31%)	7 (10%)	1 (1%)	3 (4%)

**Statement B**

*I understand the project process to remove Victoriaville Centre and redevelop Victoria and Syndicate Avenues as new streets and public spaces.*

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
24 (35%)	27 (40%)	6 (9%)	1 (1%)	4 (6%)

**Question**

*Please provide any other comments you have regarding Public Open House #2.*

- Overall, most respondents were pleased with the open house event, thought it was well thought out, organized, and were grateful to have the opportunity to share their feedback and input.
- Respondents expressed an eagerness to see construction begin, view this project as high priority, and want to see the downtown transformed.
- One respondent felt their concerns expressed at public open house #1 were not addressed in the refined design and another respondent was disappointed by the project.
- One respondent requested more information about how safety and security will be addressed in the future.

# **APPENDIX A:**

## **Comment Form Raw Data**

*In-person comment form & online survey*



# A1 COMMENT FORM LONG FORM RESPONSES

**COMMENT FORM QUESTION 1:  
How did you hear about this Public Open House event? (select all that apply)**

RANK	FORMAT
1	Postcard invitation in my mailbox (32 votes)
2	Other (13 votes, see responses below)
3	Email invitation (12 votes)
4	Social Media (9 votes)
5	City of Thunder Bay website (7 votes) / The Chronicle Journal Ad (7 votes)
6	Poster (1 vote)

Other:

- Saw it on local newscast @6pm Wednesday May 3rd
- Word of Mouth
- Invitation sent to Public Art Committee
- TB News
- Walking by
- Radio
- TV News
- Facebook
- Friend
- TBay News Watch
- Radio CBQ

**COMMENT FORM QUESTION 2:**

**What is your interest in this project? (select all that apply)**

RANK	INTEREST
1	I am interested in the revitalization of Downtown Fort William (60 votes)
2	I live nearby (44 votes)
3	I am interested in new public spaces (33 votes)
4	I am interested in improvements to the pedestrian & cycling facilities (32 votes)
5	I visit the area (29 votes)
6	I travel through the area (21 votes)
7	I am interested in road improvements (18 votes)
8	I work in the area (10 votes)
9	Other (8 votes, see responses below)
10	I am a business owner in the area (4 votes)

*Other:*

- A reason for T.Bay residents other than downtown F.W> to visit & have a valid reason to travel...Retail, etc.
- I worked in the area 5 years ago.
- Work in P.A.
- Parking
- At present I'm uncomfortable walking in the area
- Member of nearby church. Volunteer in the area
- Thrive is my gym.
- City Council meetings

**COMMENT FORM QUESTION 3:**

**Did you participate in any previous events in 2022 for the Reimagine Victoriaville project? (select all that apply)**

Open House event(s)	Online Survey	Rights-Holder/ Stakeholder Meeting
32 (60%)	16 (30%)	5 (10%)

#### **COMMENT FORM QUESTION 4:**

#### **What do you like best about the proposed street design for Victoria Avenue?**

- The change in the Area for the Better
- I'm hesitant as I'm not sure the street will be "open" enough to counteract the issues that currently exist with having this area be the "Administrative centre."
- Nice and clean, modern.
- It will increase downtown traffic, vendor + community opportunities to connect.
- Safe & Friendly outdoor pedestrian areas/crossings. Ease of traffic flow on Victoria Avenue.
- Clean
- Looks great.
- Nice wide sidewalks for the pedestrians that are visiting the businesses.
- Openness, aesthetics creating a social atmosphere, hopefully a place where I'm not afraid to walk.
- Tree canopy on the street. Wider sidewalks for patios.
- Patio Space
- Room for patio areas for restaurants
- Open concept
- Allows vehicles, bikes, and pedestrians easy access to and through the area.
- Coffee shops and bathroom facilities
- I'm glad the streets will be opened up again.
- Not bad just please end the crime make Thunder Bay beautiful like so long ago.
- I like that active transportation and pedestrian paths are incorporated in the design.
- Illustrations are informative & interesting.
- Too much emphasis on design, trees etc. not on what brings people other than locals.
- Very tasteful & Pedestrian/cyclist friendly.
- Patio areas, plants and trees. Bicycle access.
- Compared to Aug Open House, this was a little disappointing – not quite what I expected.
- It will hopefully clean up the crime.
- Fresh and new.
- It's a street.
- Through traffic, lots of greenery and keeping the historical look.
- Nothing
- Looks progressive.
- Civic Centre Hub design.
- Large sidewalks, area for patios
- Green spaces, Victoria Ave straight through, potential for special events.
- Good pedestrian flow & safe vehicular flow.
- Drive through
- The focus on pedestrians as a user group. Beautification and Façade improvements. Active Transportation infrastructure.
- The ability to drive through.
- Opening up the full street to traffic.
- Good green spaces, not destroying drive through, food vendors.

- That it's opened, park setting, raised roadway.
- Good flow for traffic
- Open
- I like the idea of making it a safe neighbourhood. I hope living in this area will be encouraged. e.g. Condos etc.
- NB Spaces for all persons – surely including safe, clean, tended washrooms.
- I will be happy to see Victoria Ave opened up.
- I like the open design, inviting participation in the area.
- Room for bikes.
- I think that the plans look great.
- We need more accessibility. We have a large aged population in downtown FW. Average age is 42 years old. Parking once Victoriaville comes down
- More bike & pedestrian friendly.
- Open to traffic with pedestrians protected – encouraged
- The raised crossing, which should help calm traffic. A balance between efficient traffic flow and calming is crucial.
- Open areas to sit – bike lanes – traffic flow.
- Would like to see more green space lawns rather than planters & potted trees.
- Unknown
- Will bring back some positive energy and good life to Downtown Fort William/ Victoriaville. It blasts open the horrible blocked downtown city street if Fort William. Blocked the Feng Shui in Fort William!
- Improved flow, reduction in crime hopefully

#### **COMMENT FORM QUESTION 5:**

#### **What do you like best about the proposed public spaces (plaza and gardens)?**

- The change itself
- The open seating areas
- Its imperative that City of Thunder Bay drops the idea of making the south side of the City the "Administrative Centre" because that means that no one will be here, to be the "eyes on the street" after 5pm when all those offices close and the workers return to their homes elsewhere.
- More functional
- Greenspace that can also serve for events.
- A great place to meet, work and shop.
- Pleasant & welcoming outdoor spaces. Multi-purpose options for activities/events.
- Open and inviting.
- All
- Lots of green space which is nice to see downtown.
- Space for potential eating spaces, sunny & shady areas with trees and gardens.
- The openness and tree canopy. Hoping for a fountain or artwork to be included.
- Plaza
- I hope there are bars & cafés in the business areas nearby so one can sit and eat/drink in these places (Plaza and gardens)
- Very nice. Hope it will stay clean. Without litter and mess.
- Opportunities for "pop-ups"
- Plaza & trees

- Sounds like a great idea, please end the crime make Thunder Bay beautiful like so long ago.
- That the landscaping will add to the visual appeal, attractiveness of the area if maintained.
- None – nobody would acknowledge my concerns – everything was focused on “beauty”
- More plants & trees, places to sit & relax, access businesses improved upon.
- Park areas, events that can be held.
- The space seems good although maybe smaller than I expected – but will anyone be doing something with the space?
- Nice to walk to.
- Great
- They look nice.
- Places to meet, places to shop.
- Nothing.
- A vast improvement.
- Open public spaces (green)
- Open, green & clean design
- Great spaces for families to gather in summer.
- Well treed – good planters
- Improvement.
- Increase pedestrian use of the area, consider opportunities for gathering and active transportation.
- They are very aesthetic and inviting.
- Adding trees/natural components.
- New & fresh design, lots of green. Please have lots of seating!
- Should work well for casual daily visits as well as for special festivals/events.
- Great atmosphere
- Trees and planters
- Encourages people to gather – beautiful setting – safety being considered (open, lighting)
- I like the idea of being able to cycle over and having a coffee etc. meeting friends.
- Looks like a welcoming space.
- Mix of street being opened & green space is good, plus pop-up performance spaces.
- Green space.
- Are the gardens including bee friendly perennials. One way parking on Brodie St. would help.
- More green.
- Trees should last but gardens doubtful to survive.
- Flexibility. The ability to repurpose the spaces quickly & easily is essential.
- Openness & sitting areas.
- I like the overall concept. Good for D/T Fort William
- Unknown.
- Lots of open design, vegetation/green (except during 7-8 months of cold weather), benches for resting, socializing, etc.
- Beautification of space, more usable for public instead of being an eyesore that attracts unwanted behaviour

### **COMMENT FORM QUESTION 6:**

#### **What do you like best about the proposed building entrance and façade improvements?**

- There needs to be indigenous Art opposed to some other graphics.
- Everything
- Looks attractive.
- Again, modern
- Public friendly & community conscious.
- Seems logical & reasonable.
- Pays tribute to the history of the area.
- Looks good.
- Updating and refreshing the building facades will improve moral around the area & people.
- It's modern and hopefully attractive for businesses.
- I like the proposed lighting effect on the McKellar Hub entrance.
- Are they necessary-
- New & improved. Very nice. Makes it hospitable.
- Must more welcoming and accessible& choice of materials
- Easy to get into.
- Great idea, hope it is not just talk. Time to make the crime a thing of the past please everybody. My city is not a garbage can.
- I like that the façade seems to integrate well with the existing adjacent structures.
- I'm impressed that a lot of original buildings will remain. A vacant Victoriaville is sad sight, and its time for a change. At my age – Hope to live to see it. Congratulations
- None
- Wood or faux-wood being used very warm environmentally conscious inviting to pedestrians.
- Buildings are fine.
- Very trendy worried about the cost.
- They look fine.
- It's a little too industrial for me.
- Nothing
- See question 4 (Civic Centre Hub design)
- Cool & renewed look
- Visuals
- Clean, well lit, good wayfinding.
- Not confined.
- Modern and much nicer than what currently exists.
- The are modern.
- Appears modern, unsure of durability?
- New & fresh design, indoor and out.
- Material palettes seem functional and attractive.
- Fresh & Modern
- All good.
- All Improvement are grate, many thanks!
- Looks inviting, clean design.

- It's open and clear.
- It's a new project anything that exists currently, and change will be an improvement.
- Access.
- Natural look.
- Everything is conceptual, look forward to seeing the completed project.
- Unknown.
- More inviting, attractive, state-of-the-art, modern, etc. Sooooo much better than the current dark, depressing look there currently!

**COMMENT FORM QUESTION 7:**

**What types of programs or activities are you most excited about attending in the redeveloped spaces?**

RANK	ACTIVITIES
1	Markets (53 votes)
2	Cultural Events / Patio Space (41 votes each)
3	Festivals (37 votes)
4	Places to sit and gather (31 votes)
5	Other (15 votes, see responses below)

*Other:*

- *Street performances / Busking*
- *Walking through and interacting / visiting*
- *Places and spaces for eateries (It's all about the food) !!!!*
- *Artist markets*
- *Restaurants / cafes*
- *Downtown area needs stores / fast food venues / even food trucks in summer months to attract people*
- *Trees and gardens*
- *Christmas*
- *Thriving and new businesses*
- *Accessibility to my business*
- *Shopping*
- *Socialize with family and friends*

**COMMENT FORM QUESTION 8:**

**If public art were included in this project, who do you think should be engaged to discuss potential opportunities or themes?**

- Consult the Métis as well as the FN's and others.
- First nations artists
- The Youth, the future
- Experts in durable displays.
- Local visual Artists – musicians – Businesses

- Local Artists – visual, music, dance, theatre, writers/poets
- First Nations Youth
- Local Artists
- As a member of PAC (Public Art Committee) I think having the committee involved as soon as possible will increase chances of are being found/installed.
- Not the ugly ratheads sitting on city benches, Absolute priority is PUBLIC WASHROOMS FIRST!!
- Artists, the public
- N/A
- L.U.(Lakehead University) fine arts faculty
- The museum perhaps.
- Thunder Bay Art Gallery
- Don't pour any more money in P.A. entertainment district.
- No one
- Flowers poetry of people, kind work on walls, no more hate anywhere.
- The business community, taxpayers, among others in the arts community.
- Indigenous/local watercolours etc., oils
- Some of our local or up-and-coming artists as well as art students from schools & colleges & universities.
- The diverse community in Thunder Bay, inclusive, should reflect our community.
- People who live nearby and BIA
- People who live here.
- Local art
- Keep Public art to a minimum. Let the neighbourhood determine it's own direction.
- I think that there should be an indigenous focus and an international focus. Winter is very long and it is necessary to have winter events.
- Indigenous groups
- Local heritage, bring the history out to see.
- Local businesses & Local Indigenous Elders.
- Staff – art gallery, indigenous artists.
- Local business association, local indigenous groups in area.
- Aboriginals.
- Public Art Committee, the public user group, the broader TBay community.
- Ahnisnabae Art Gallery
- Smaller spin off from new art gallery, tie into Port Arthur/Thunder Bay.
- Local artists.
- I prefer a natural space – trees, flow beds.
- Artists, cultural groups.
- I think everyone should have a say – especially Thunder Bay Art Gallery, local artists etc.
- The city group already in place – who make art choices.
- Include diverse groups i.e., Indigenous.
- Local artists/Fort William First Nation, First Nation Artists.
- The Fort William residents who live, work & play here should be engaged for their ideas.
- Art Gallery?
- Local artists, or NW Ontario Artists. Keep the work & art local!



- People who can help celebrate history.
- Local Indigenous community, TAG, Local architects & designers, Local Artists
- First Nations Artist/Community
- Local School art Teachers/local Artists: aboriginal and non-aboriginal.
- Interactive art pieces – look to Toronto public art for ideas they always have engaging and exciting pieces. I think the public should be able to have a say

### **COMMENT FORM QUESTION 9:**

#### **Please provide any additional comments or considerations for this project.**

- There needs to be a spirit garden with healing indigenous plants.
- I am worried that there will not be enough here in the evenings to counteract the quiet darkness that invites the wrong kind of activities.
- Snow removal looks problematic on the proposed Victoria St. design.
- Will there be outdoor electrical outlets?
- Consider including electrical infrastructure to support events requiring outdoor electrical outlets.
- Don't cheap out on this. The designs from the August 2022 consultations were amazing, pay the money and show the public you truly care about Downtown FW
- Happy to see areas that support and revitalize the spaces. Covered areas (gazebos) might be nice in the future.
- 1. It's all about the food! 2. No aggregate in the designs that would get cluttered with cigarette butts. 3. More flowers (particularly hanging baskets. 4. Enhanced lighting for Safety. 5. Public washrooms. 6. Covered or sheltered seating. 7. What about winter? Security efforts so people feel comfortable walking in this area.
- I hope there is some plan to clean up the rest of Vic. Ave. going east – and ... get some plan to encourage new/old businesses to locate on Vic Ave.
- Please keep areas clean & tidy. No trash around.
- Concerned about the safety of all individuals. Attracting businesses to the area would help to keep the area vibrant and not simply a place to "hang out".
- More police on the beat
- Just lots of garbage cans no garbage on my grounds of Thunder Bay.
- Shelter from the weather. As myself I stop in Victoriaville to dry off a bit before heading home.
- From the August open house. First conception to the scale down version today, kind of Disappointing. It seems that we are just opening the Victoria street and fixing some building fronts with some trees.
- Open and clean up Victoria Ave up to Simpson (New Sidewalks, trees, shrubs)
- Safety will be a concern. Empower the BIA to grow the neighbourhood post construction.
- Skating Rink, outdoor heating, Public Safety is imperative. Supports in place to address homelessness & drug use.
- None of the Buildings fit in with the existing old buildings & neighborhood.
- There were features that were removed from the designs last summer and I would like to see them back. i.e. water feature, stage, gardens.
- I am concerned that this project will become just a better home for street people, drug dealers, etc. This cannot be allowed to happen or this beautiful project will become an expensive failure.
- Ensure smaller type business hub opportunities (i.e. clothing alterations) even pop up generator space (like Goods & Co.)
- Plans look great. It will be accessible, promote physical activity and bring vibrancy to the neighbourhood. Consider crime prevention through environmental design for plazas and gardens.

- I would like parking, on the North Side of Victoria Avenue in front of Victoriaville Physiotherapy centre.
- Get rid of the parkade; public safety. How will you attract new businesses?
- Make lots of indoor & outdoor seating. Eco friendly green areas.
- Great plan – concerns: safety & cleanliness. I volunteer at Cathedral Garden committee – we have a lot of work picking up needles, garbage and human waste – this is what I see will happen here if this issue is not addressed. Also, have witnessed drug dealing quite openly. Just not safe no matter how nice this area will be. If it’s not safe and clean why come?
- would love to see the development of apartments/condos in the area. Many of us who live in the area (eg. Near Vickers Park) would like to downsize someday, but would like to remain in the southside – in an urban setting.
- This is a long time coming, and I’m so glad to see some positive progress.
- I look forward to having a shopping area that is safe.
- Need Garbage Receptacles & someone to Empty them!
- Security in this area is a concern – Public washrooms needed, needle drops, enough garbage cans.
- The walk of Fame should be added to an area in the greenspaces walkway for people to admire like the Hollywood walk of Fame.
- Need to do something to south entrance/improve parkade exterior.
- What is there for children to do here? Activities? This proposal/proposals need to be more diverse/inclusive of the variety of cultures in TBay.
- This area of Thunder Bay should focus on the original people in the past: early settlers, First Nations, explorers, water/road to Old Fort, Nature (waterways, shoreline too)
- We desperately need this city to be cleaned up – physically and it’s reputation. We do not do enough to sell our city and its beauty. Look at Grand Marais and cities similar... we should be doing more to encourage people to set up shop. Get rid of derelict buildings as they are eye-sores and places for unsavoury activity. Bylaws need to be enforced... no more unkempt yards/grounds/paper on the windows/spray painted obscenities... make spaces that people want to go to – patios are a great way to do this again – Toronto abounds with outdoor spaces.

**COMMENT FORM QUESTION (Tell us how we did today?)**

**Statement A**

**I had an opportunity to talk to and/or ask questions of the project team.**

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
26 (38%)	21 (31%)	7 (10%)	1 (1%)	3 (4%)

**Statement B**

**I understand the project process to remove Victoriaville Centre and redevelop Victoria and Syndicate Avenues as new streets and public spaces.**

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
24 (35%)	27 (40%)	6 (9%)	1 (1%)	4 (6%)

### **COMMENT FORM QUESTION (Tell us how we did today?)**

#### **Please provide any other comments you have regarding Public Open House #2:**

- Keep up the Public meetings.
- I'm guardedly optimistic.
- Concurrent efforts to deal with homelessness need to begin if the driver of this project (perception; investment) are to be realized.
- Well planned & thought out with friendly informative displays & hosting, thank you.
- Thank you!
- Well done consultation. Can tell budget constraints were put above the Integrity of the Design, Frustrating
- Get this project going! So the south side of City has something more exciting to look forward to.
- Very happy to see the engagement even at the tail end of the event.
- People are pooping in Styrofoam containers on the street presently. Make this a priority!!!
- Needs rain or sun shelter.
- Is city council applying for funding from Provincial or Ottawa ... may of us taxpayers would have liked to have driven to this open house on smooth roads.
- The seating arrangement with wooden bench type. Seating is exactly the same as in Calgary. Do we not have our own ideas in Thunder Bay? Also, the park area is exactly the same what's that all about?
- I hope that the budget includes maintenance of the green spaces – Trees, planters, shrubbery, litter. This has not been the case with our beautiful Marina Park. Planting is only the first step...
- Speak to Mr. Habib he had a fantastic Vision – he will be in touch with the city.
- Thanks for the opportunity to see what's planned. Looks good!
- I want everybody to help. 623-2245 Please help me 509 Simpson St tenants, landlord always harass me call police everyday Yvonne.
- I think its good to have the public input, & impressed will all the planning in design already done into the project. Carry on!
- I feel I wasted my time – was passed on/brushed off. Actually the individual exhibits did not represent any of my concerns from 2022!
- I appreciate and enjoyed the opportunity to participate. Exciting for the southcore.
- I wish we would have maintained Victoriaville to be able to provide events & such. Lets hope someone does something with the new spaces.
- Hopefully by opening Vic. St. it will stop the criminal elements and maybe some shop or other investor will start something.
- Clean up the area from People loitering.
- Well done!
- Very good – Let's make it happen!
- Sadly disappointed.
- Parking on North Side of Victoria Avenue.
- Well organized – lots of staff to answer questions.
- We need good info on security & safety for the area and ways to ensure a clean space.
- Sooner the better.
- No set Dates...Plans to change people's perceptions of the area.
- Going to take a lot to change people's perceptions of the area.

- Thanks for the opportunity to participate. Well done – looks amazing – can't wait for it to be realized!
- Well done! Keep informing us – BRAVO!
- There needs to be a plan in place to deal with the indigent that currently use the area as they will also be using the space.
- Looking good!
- Good Luck, can't wait!
- Please do not put parking meters in this beautiful new space!!!
- Just wish the removal & redevelopment could start (Yesterday – May 4, 2023) not in 2024. P.S> we do not know if there is such a word as: indiginize (indigenise?) that sounds weird, the term was heard on TV City Council presentation.