REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

About the Project

Over time, Churchill Square has evolved to become an important public space for the city. Recently, the City has considered improvements to several aspects of Churchill Square including the proposed redevelopment of the old Dominion grocery store, changes to the parking system, and a need to upgrade and improve lighting. These initiatives allow us to look at other improvement opportunities that may exist.

From March to June of 2020, the City engaged residents and stakeholder groups to hear their ideas for re-imagining Churchill Square's public spaces. This document represents a summary of what we heard.



MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

How We Engaged

The following list represents engagement activities that occurred from March to June of 2020.

Engagement Activity	Date	How Many People Engaged?
Meeting with the City's Advisory Committees	March 10th	20+
Meetings with Representatives of the Churchill Square Business Association	April 21st/May 14th	4
Online Survey	May to June	646
engagestjohns.ca	May to June	1,898
Meeting with KMK Capital (developers of former Dominion)	May 20th	2
Community Virtual Open House	June 25th, 1pm	45
Community Virtual Open House	June 25th, 7pm	44
Submissions via email or Access St. John's (311)	May to June	24

MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from Meeting with the City's Advisory Committees

The City's Advisory Committees provide valuable advice and guidance on matters that affect the city and its residents. On March 10th, a focus group was attended by representatives of the following committees to provide feedback on Churchill Square's public spaces:

- Affordable Housing Working Group
- Inclusion Advisory Committee
- Youth Advisory Committee
- Seniors Advisory Committee
- Bike St. John's Advisory Committee
- Built Heritage Experts Panel

Key Themes from the Meeting

The space needs to be pedestrian oriented; it currently feels too focussed on cars	**Churchill Square's public spaces must consider all four seasons and include consideration of snow storage**	**Could the flow of traffic be changed to remove the central drive aisle and create more pedestrian space?**	**Improvements are needed to provide better accessibility to all buildings**
More outdoor amenities such as benches, picnic tables, and bike racks are needed	**Lighting is generally poor in Churchill Square**	**Connect the Square to the soccer field and park across the street**	**There is a unique heritage architecture in Churchill Square that must be incorporated**
Can the parking lot be reconfigured to find more social spaces or space for community events?	**Bus stops are currently too far away from the Terrace on the Square and other buildings**	**Cycling infrastructure should be incorporated; bike racks, bike lanes, connection to planned routes of the Bike Master Plan**	**Wider sidewalks are needed throughout the Square**

MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from Meeting with the Churchill Square Business Association

The Churchill Square Business Association is an organized committee that represents the shared voice of 60+ real estate and business owners as well as 420 employees who work in Churchill Square. Two meetings were held with representatives of the Business Association on April 21st and May 14th to collect feedback on Churchill Square's public spaces.

Key Themes from the Meetings

Ample parking is critical to the success of the businesses in Churchill Square

Upgrades to Churchill Square's public space is badly needed; trees are in poor condition, concrete is cracking, etc.

New development must fit within a growth strategy developed in the interest of everyone in the Square

Snow storage in Churchill Square is an important consideration

We must have balanced, well placed accessible parking stalls

Parking allocations must be maintained moving forward

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from engagestjohns.ca

1,898 Visited a project page at least one time

648 Viewed or downloaded a document or visited multiple project pages

90 Contributed feedback by either placing a pin on the map or sharing an idea

68 pins were placed using the Mapping Tool representing ideas, opportunities & challenges

Key themes from the Mapping Tool feedback:

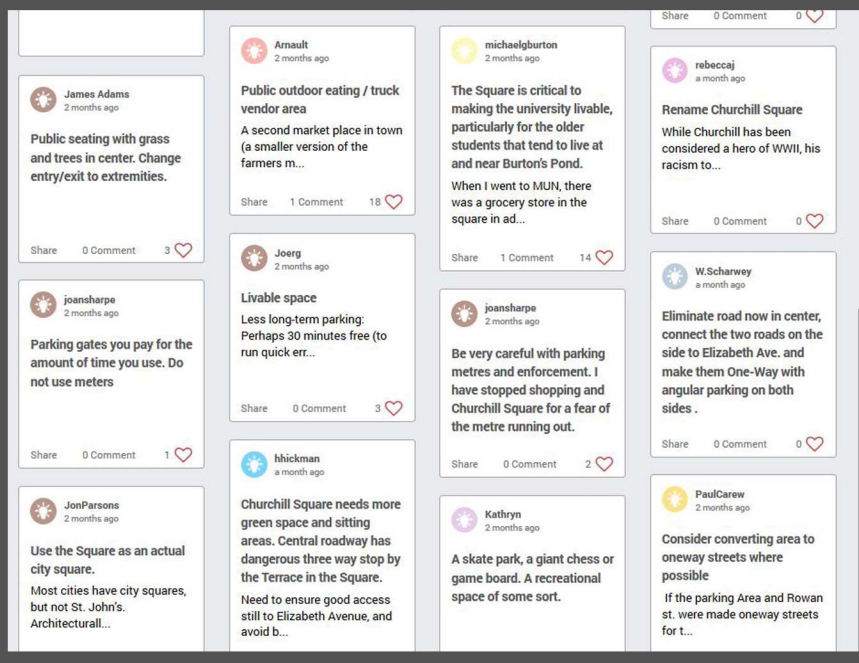
- More trees/green space
- Less trash
- Better snowclearing
- Improve pedestrian connections
- Better accessibility
- Reduce visual impact of parking lot
- More pedestrian & patio spaces
- Dedicated space for mobile vendors
- Prioritize pedestrian safety
- More public art



36 ideas were shared by members of the community

Key ideas that were shared:

- More trees/green space
- More places to sit
- Improved pedestrian safety
- Rename Churchill Square
- Design the space to function as a community square
- Consider reconfiguring traffic flow
- More space for vendors
- Remove the centre drive aisle
- Reduce the amount of parking
- Add bicycle racks
- The Square today feels dismal & neglected



MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from the Virtual Open Houses

Due to COVID-19 restrictions, traditional in-person public consultation methods were not possible. Instead, two virtual open houses were held online using the Zoom platform on June 25th. The open houses provided the opportunity for residents to provide feedback on Churchill Square's public spaces and to hear what others had to say.



MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Key Themes from the Virtual Open Houses



The space needs to be comfortable for cyclists and include infrastructure such as bike lanes & bike racks



More benches and places to sit, relax, linger, and have social interaction



The current configuration seems to prioritize vehicles over pedestrians; this should be reversed



More trees and green space are needed throughout



Move bus stops closer to the Terrace on the Square for better transit service



Support the small businesses, especially mobile vendors, by providing public space for their customers



Addition of a grocery store would provide a much needed amenity for the area



Signage clutter along Elizabeth Avenue takes away from the Square's curb appeal



Better lighting is needed, but must consider neighbours by reducing glare and bright spots



Churchill Square needs to provide outdoor spaces that can be used in all four seasons



Parking and access to the Square is extremely important to support the business community



Can the centre driving lane be removed and reconfigured to provide a pedestrian promenade?



Pedestrian safety challenges exist at the intersection and sidewalk in front of Terrace on the Square



Consider alternate uses for the parking lot during off-peak hours such as evenings and weekends



Underutilized spaces adjacent to By Sharpe Design and CIBC bank should be better incorporated



Improve walkability through better, wider sidewalks and strong connections to adjacent areas

MILLS & WRIGHT
LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from the Online Survey

What is your interest in this project?

268 Live in the Churchill Square neighbourhood

304 Live outside the Churchill Square neighbourhood

54 Own or work for a business in Churchill Square

79 Other

What mode of transportation do you use the most often to get to Churchill Square?

60% Drive

35% Walk

2% Cycle

2% Public Transit

>1% Other

What are the most frequest reasons for visiting Churchill Square?

Shopping

Services (lawyer, bank, doctor, salon, etc.)

Visiting the outdoor market

Eating at restaurants and pubs

What are the least frequest reasons for visiting Churchill Square?

Enjoying the outdoor space

Using the parking lot to get to nearby destinations

Visiting someone who lives on Churchill Square

Do you agree or disagree with the following statements about Churchill Square

	Agree	Neither Agree nor Disagree	Disagree	Not Sure
There is adequate lighting	36%	21%	32%	11%
Churchill Square is accessible/barrier-free	38%	18%	26%	18%
I feel safe in Churchill Square	75%	13%	11%	1%
Traffic flow in Churchill Square is adequate	44%	18%	35%	3%
Churchill Square is walkable	62%	8%	29%	1%
There is adequate landscaping	12%	9%	78%	1%
There are adequate places to sit outside	5%	5%	87%	3%

MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from the Online Survey









Outdoor Patios

93%	2%	5%	158
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

Landscaping

91%	4%	5%	99
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

Sitting Areas

91%	4%	5%	64
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

Public Art

82%	7%	11%	13
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

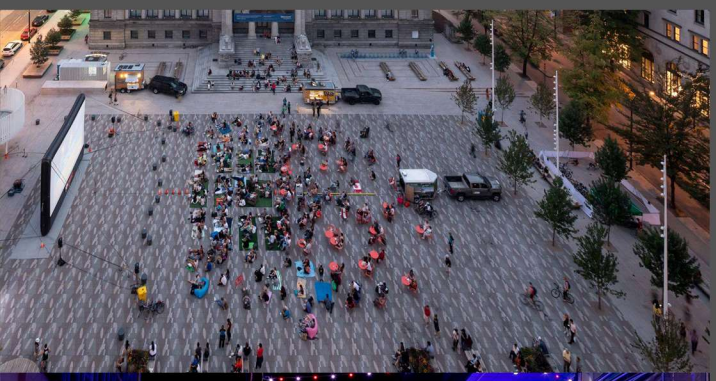
Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Feedback from the Online Survey









Multipurpose Public Space

75%	8%	17%	121
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

Shared Streets

74%	7%	19%	78
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

Signage

74%	11%	15%	8
Thought this could work	Did not think this could work	Were not sure	Said this was their top priority

Improved Lighting

52%	76
Preferred the traditional style of lighting	Said this was their top priority

MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's

REIMAGINE CHURCHILL SQUARE

What We Heard

Through Public Engagement • August 2020

Other Comments from the Online Survey

> "I'd love to see more seating like benches, covered patios, and picnic tables."

> "The Square definitely needs more green space and landscaped features."

> "Right now the Square doesn't feel safe for pedestrians. I'd like to see more emphasis put on people than cars."

> "It would be nice to have a designated area for a Market and Food Trucks."

> "Could we use some of the parking spaces for other amenities?"

> "Reconfiguring the parking lot might help both pedestrians and drivers."

> "Accessibility is challenging in Churchill Square."

> "When the parking is not full, like on evenings and weekends, this would be a great multipurpose space for movies and concerts."

> "Parking is very important to the businesses, the customers, and distant residents. We cannot lose any parking."

Thank you to everyone who participated in the public engagement. The feedback received will be used to inform the design of Churchill Square's public spaces. To learn more and stay up to date on this project, including future engagement opportunities, please visit **engagestjohns.ca.**

MILLS & WRIGHT LANDSCAPE ARCHITECTURE

ST. JOHN'S

Engage! St. John's