



Welcome to the Reimagine Victoriaville Public Open House!

Project Overview

The City of Thunder Bay is launching 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:

- ✓ the removal 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 gather input and feedback to help inform the design programs.
- To hear your feedback on the concept design options A & B.



How do I participate?

View the presentation boards to learn about the project.

Provide your feedback by completing the online survey on the [project website here](#).

Thanks for learning about this project and sharing your input with the project team and the City of Thunder Bay.

Project Process

What happened during Phase 1?



Summer 2020
Option to remove all of Victoriaville Centre was selected.

- a. Revitalizing as a retail destination
- b. Re-purposing for community activities
- c. Removing a portion or all of the building

Phase 1

This project builds upon Phase 1 of Reimagine Victoriaville by Urban Systems.



Downtown Fort William is lacking a unique identity, vibrancy, belonging, and sense of pride.

The community would benefit from programming initiatives and social opportunities

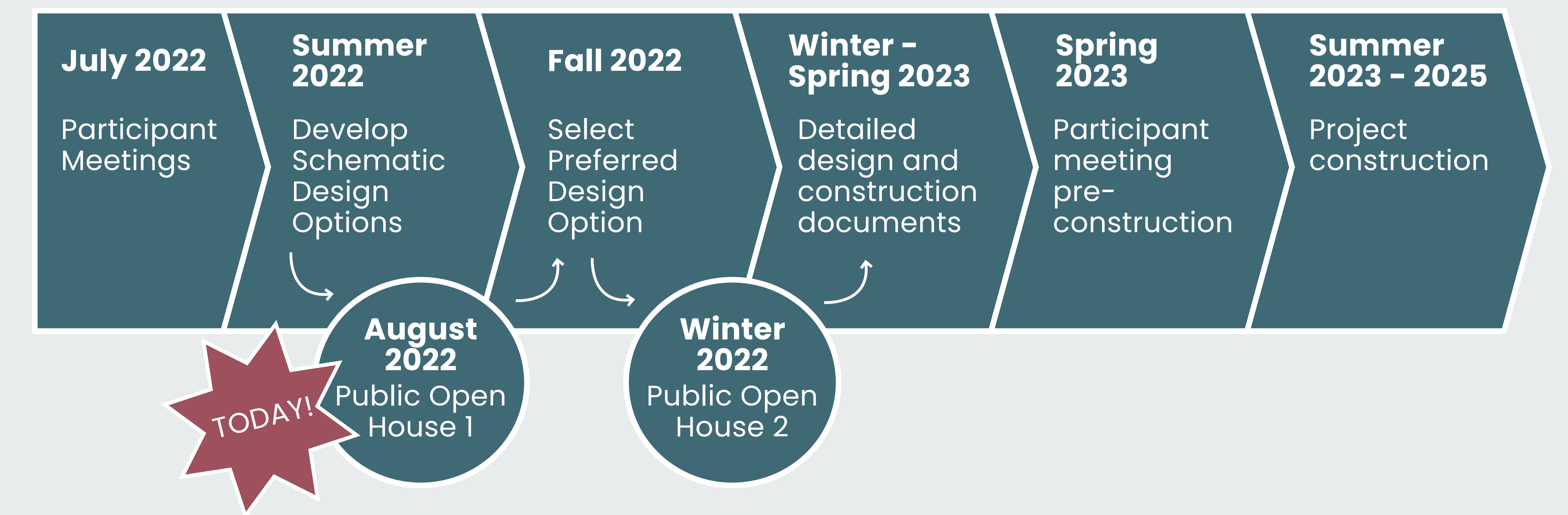
Creating a destination would encourage people to visit the area after hours and on weekends

There is support for the removal of Victoriaville Centre and restoring Victoria Ave

There are issues with perceptions of safety and addressing social challenges

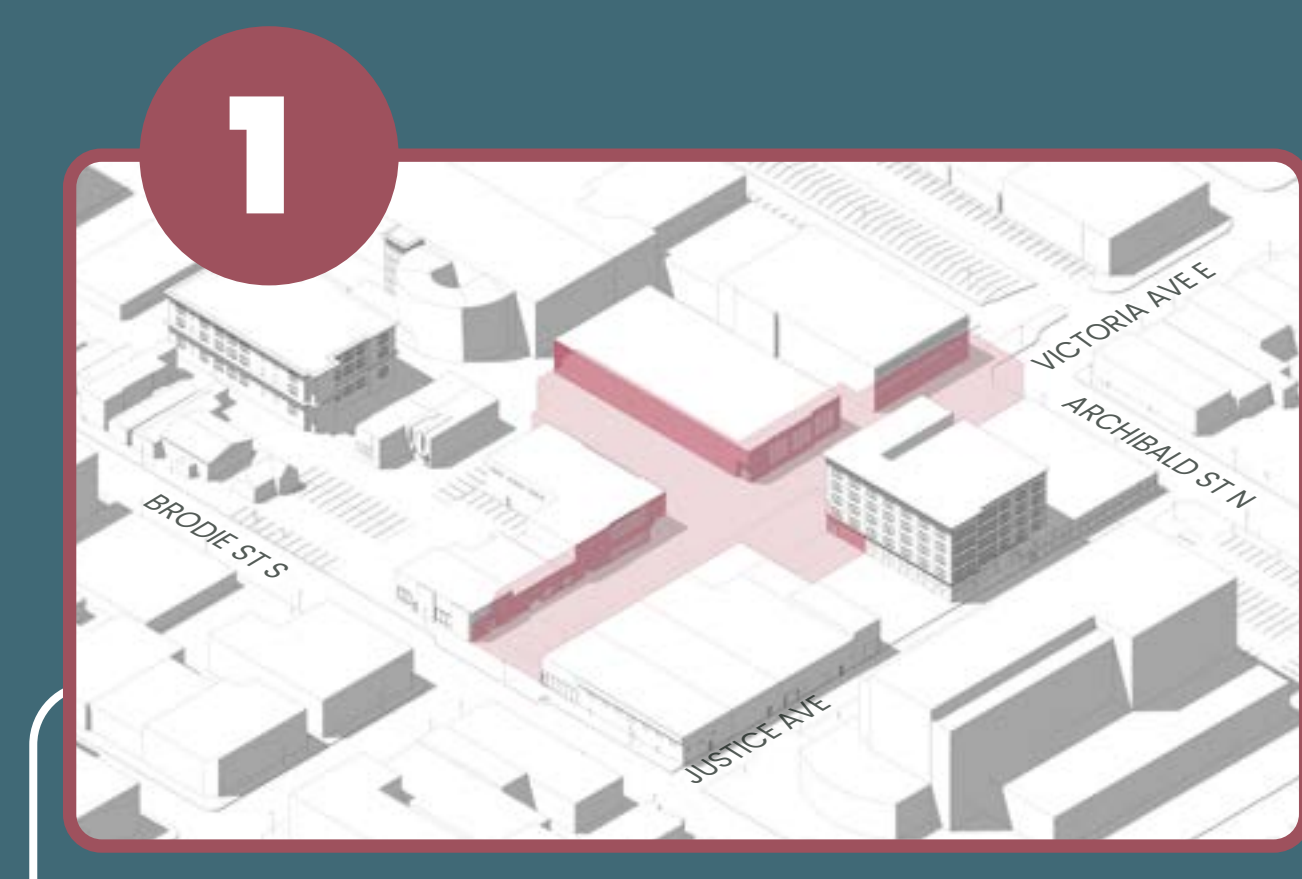
There are general frustrations with Victoriaville and lack of decision making

What is planned for Phase 2?

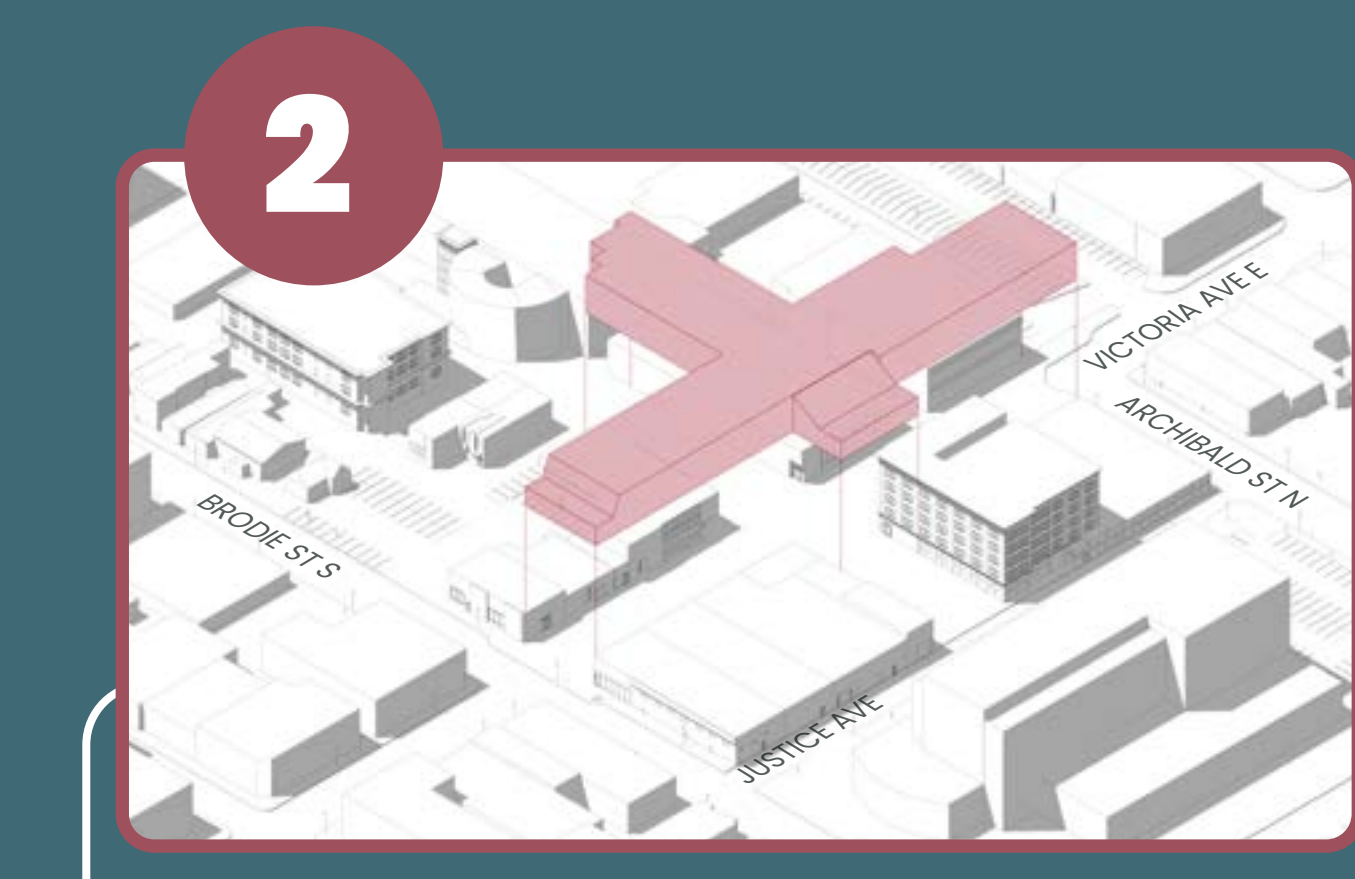


Phase 2

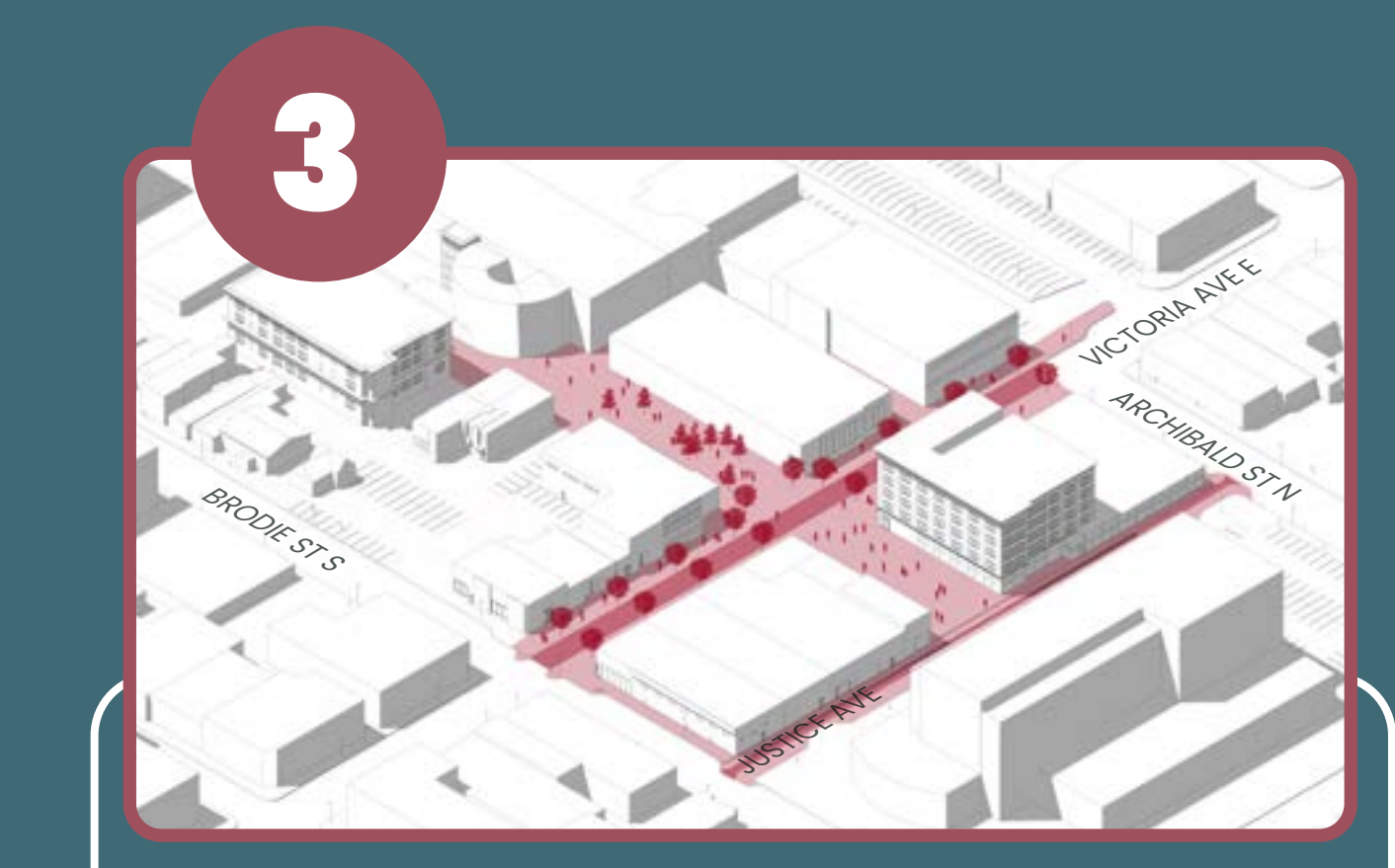
There are three (3) components to this phase of the project:



1
Modify adjacent buildings so they can be exposed to the elements and will function independently of the existing mall and associated infrastructure.



2
Dismantle Victoriaville mall.

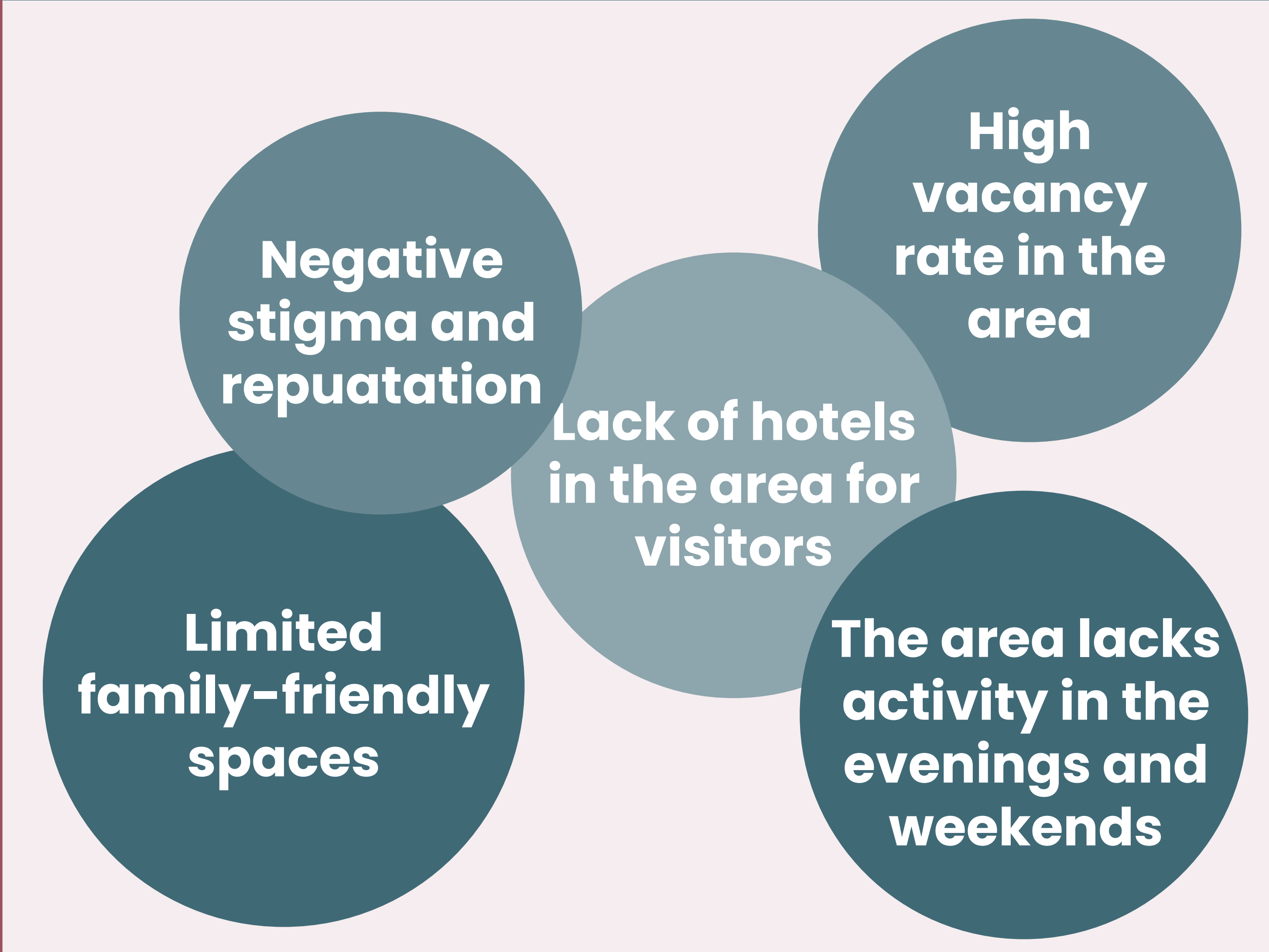


3
Develop the roadway and open spaces, create pedestrian and active transportation routes, and upgrade buried infrastructure (as required).

Q. REMOVING VICTORIAVILLE: What are the potential impacts that you, or others you know, may experience because of the removal of Victoriaville Centre?

What We Heard

The City of Thunder Bay met with stakeholders and rights-holders between June 28th and July 7th, 2022. Based on all of the feedback we heard, we organized participant comments into the following categories.

Strengths	Opportunities
 <p>Beautiful heritage architecture</p> <p>This area has a vibrant past</p> <p>Located in the heart of downtown Fort William</p> <p>Walkable neighbourhood</p> <p>Great gathering place</p> <p>Lots of young professionals in the area</p>	 <p>Event and festival spaces</p> <p>Spaces for patios</p> <p>Some remember what this street was like before Victoriaville was built</p> <p>Catalyst for the revitalization of downtown as a whole</p> <p>Revive the grandeur of the former street</p>
Weaknesses	Challenges
 <p>Negative stigma and reputation</p> <p>High vacancy rate in the area</p> <p>Lack of hotels in the area for visitors</p> <p>Limited family-friendly spaces</p> <p>The area lacks activity in the evenings and weekends</p>	 <p>Avoid the displacement of people who currently use the space</p> <p>Pending redevelopment of Victoriaville has affected the status of new developments in the area</p> <p>Ensure the community reclaims and feels a sense of ownership over the new space</p>

Guiding Principles

Based on comments and feedback gathered at the stakeholder and rights-holder meetings, we developed a set of Guiding Principles to provide direction for the redevelopment of Victoriaville.

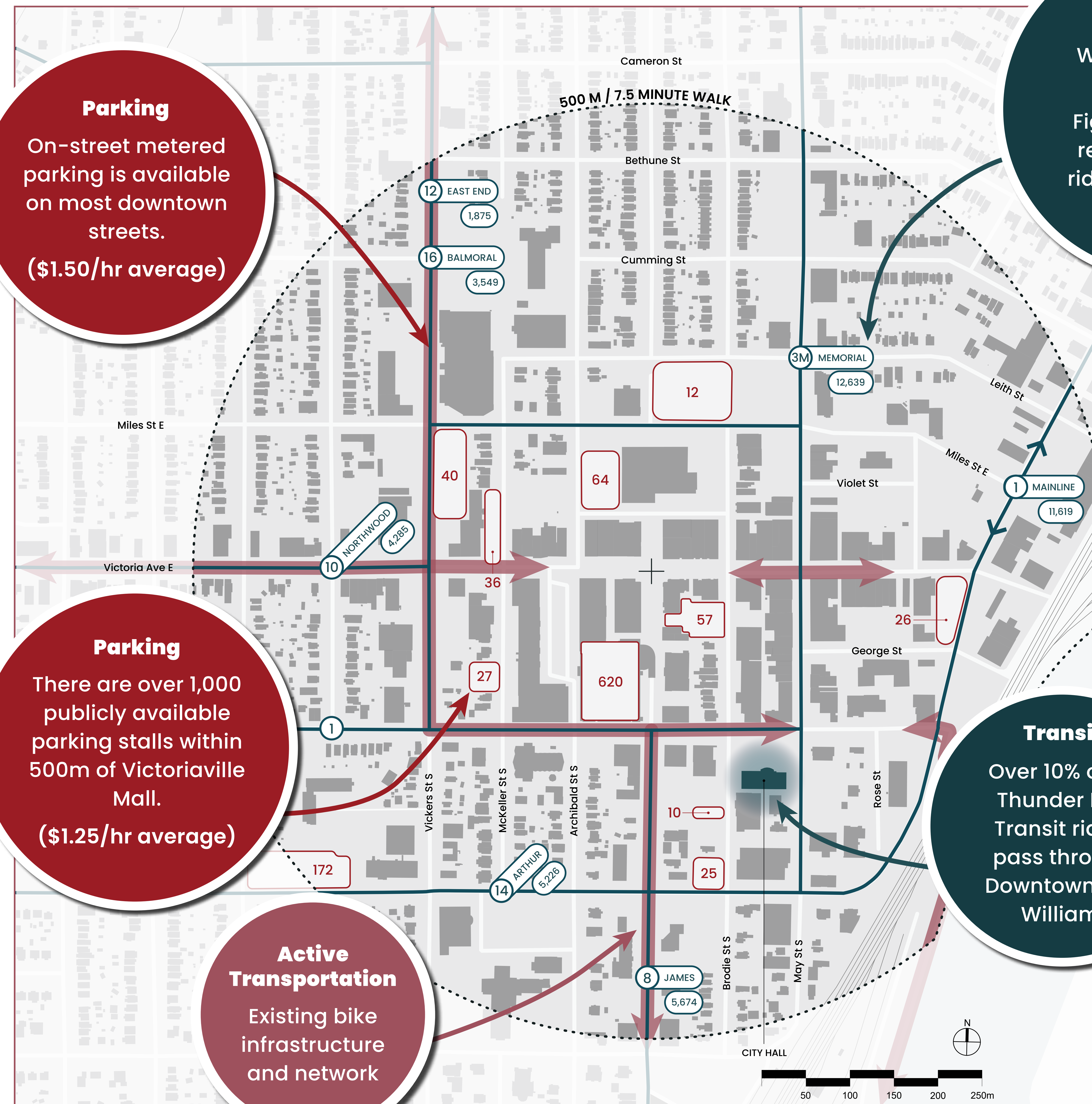
- **Promote a welcoming, accessible and safe space for all**
- **Design with a neighbourhood focus**
- **Protect & strengthen the heritage of the area**
- **Promote neighbourhood connectivity**
- **Attract investment**
- **Promote activity seven days a week in all seasons**
- **Improve the public's perception of the area**



Don't forget to complete the online survey to share your feedback. Visit the [project website here](#) to go to the survey.

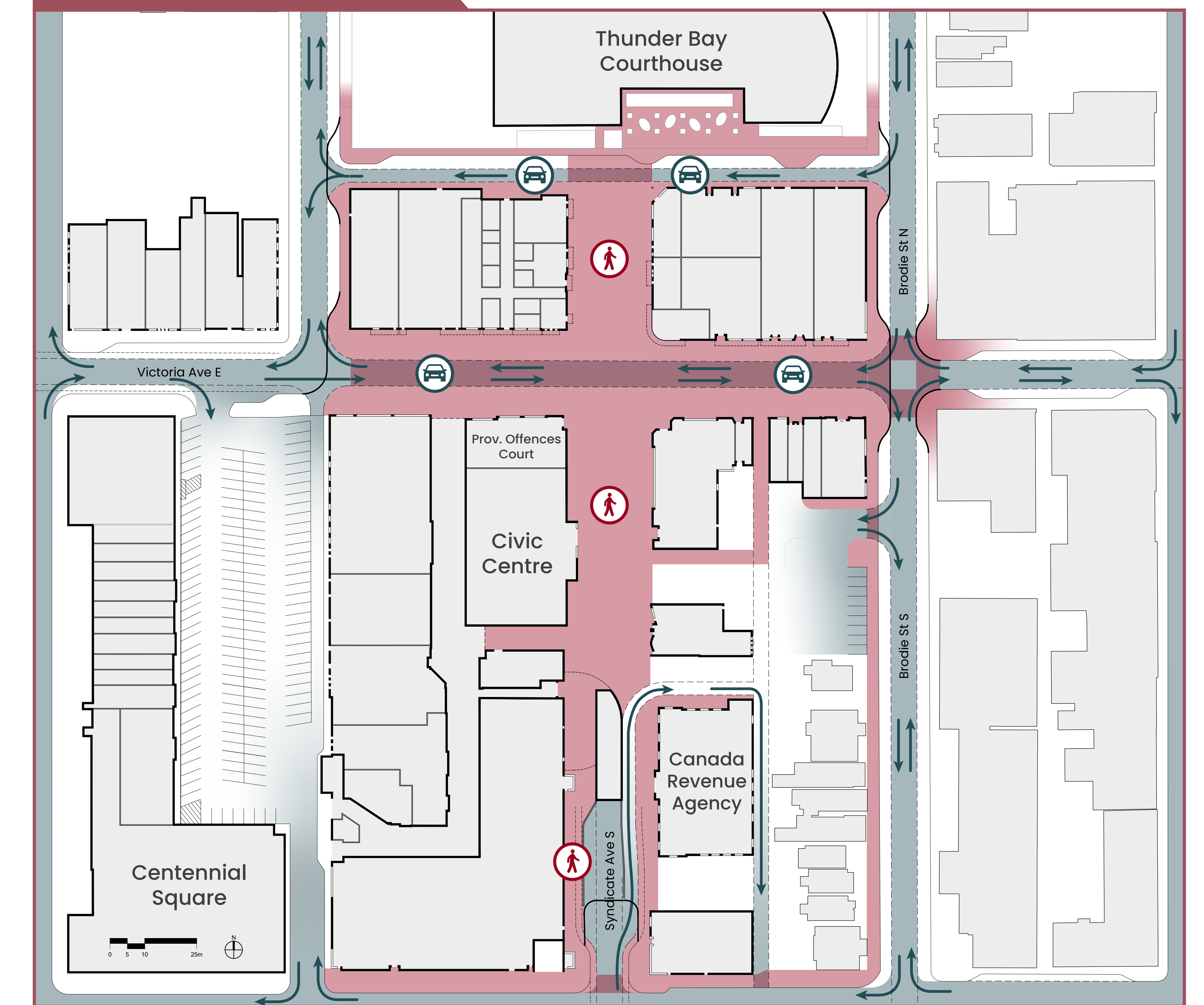
Understanding the Neighbourhood

The project team did an inventory and analysis of the area surrounding Victoriaville to understand neighbourhood demographics, current transportation trends, and existing circulation patterns.

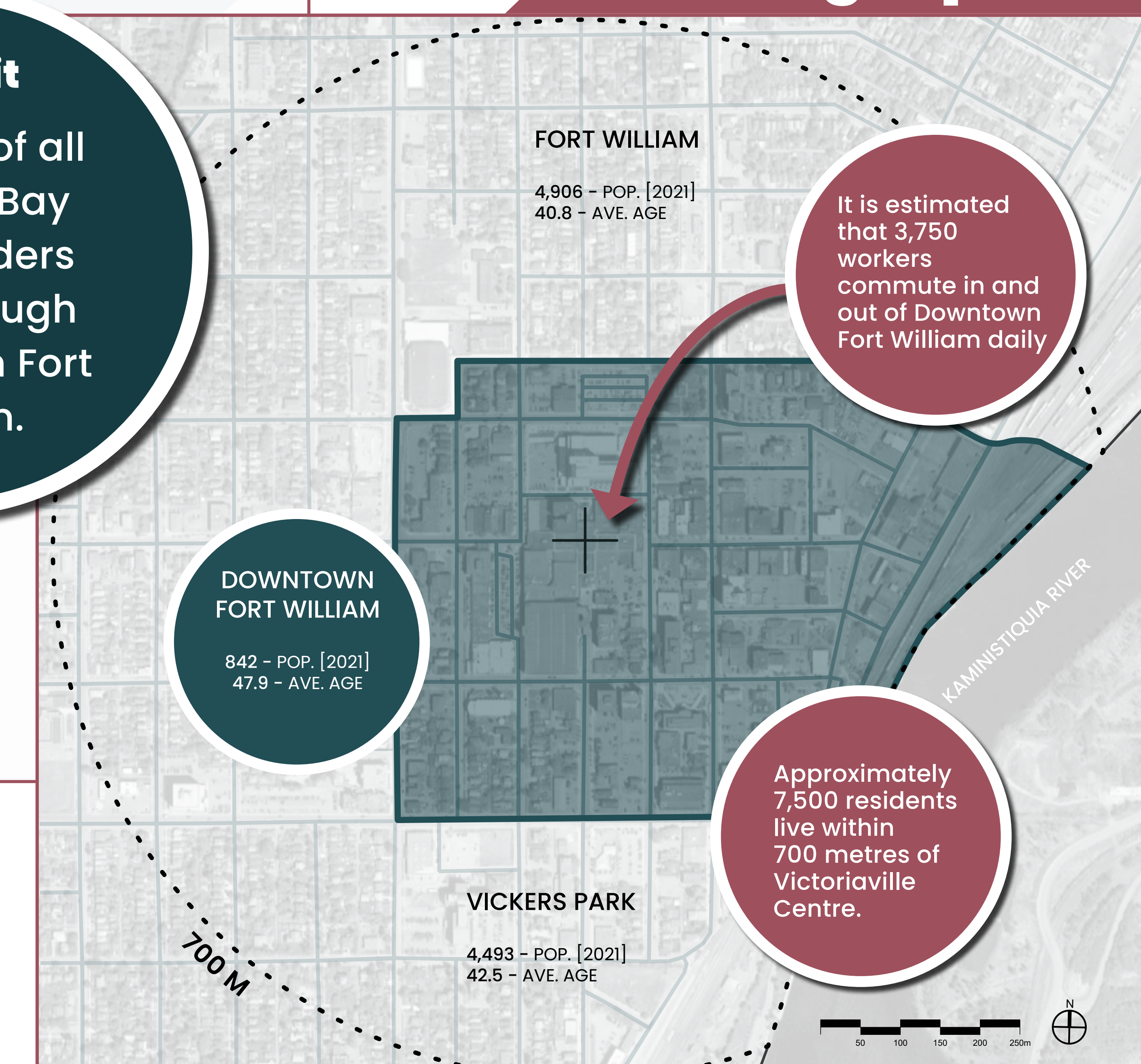


Functional Criteria

Circulation



Demographics



- The future development of Victoriaville will prioritize pedestrians and will create space for vehicles by bringing back two-way traffic on Victoria Avenue
- All existing and remaining buildings will be upgraded and weatherproofed to reintroduce them to the 'elements'
- Existing municipal infrastructure will be upgraded to set the ground work for future development

Q. LET'S TALK ABOUT TRANSPORTATION. Currently, when you travel to the area around Victoriaville Centre, what mode of transportation do you typically take?

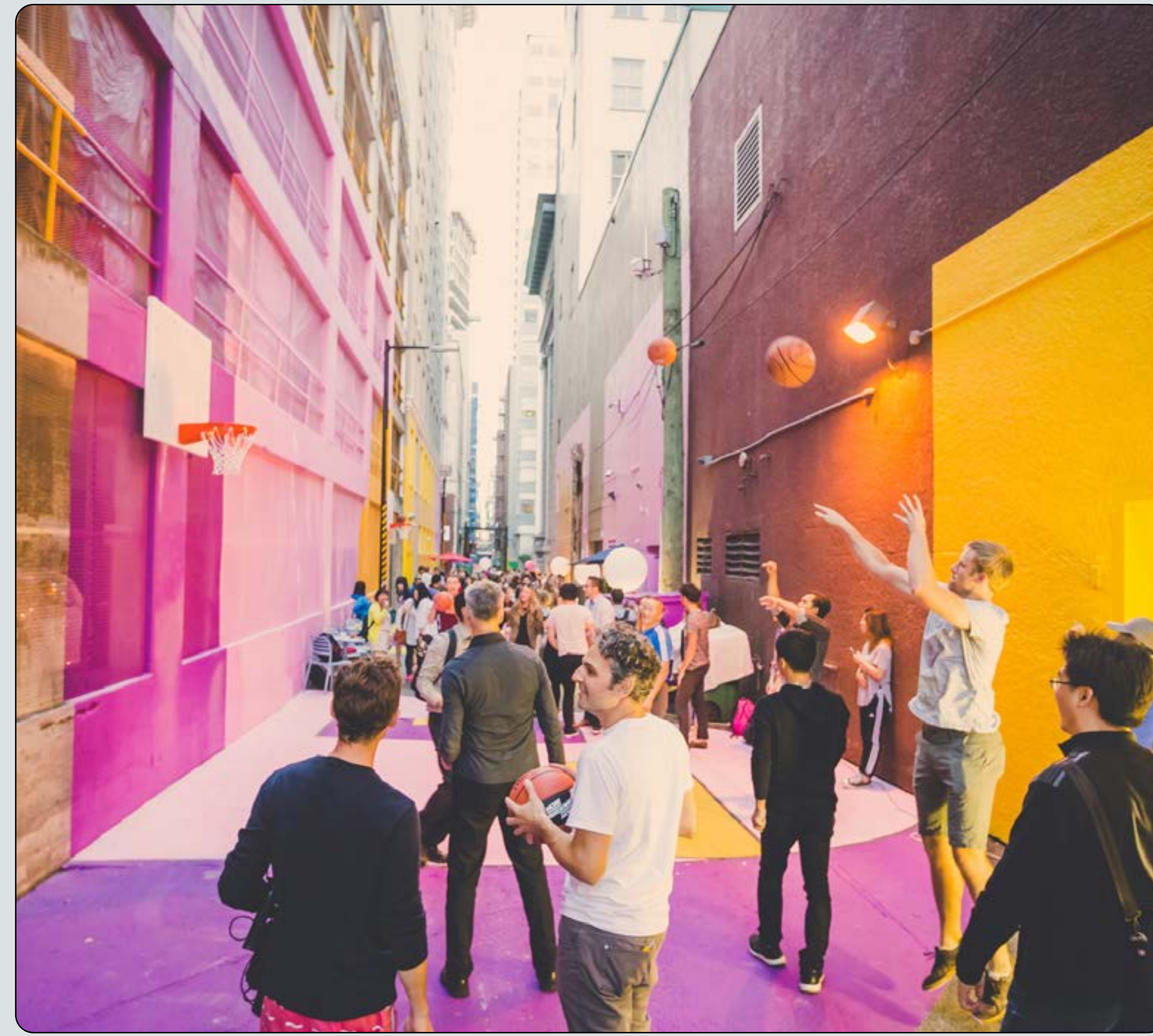
A Vision for Victoriaville

The City of Thunder Bay wants to create a new hub in downtown Fort William that will put PEOPLE FIRST.

Don't forget to complete the online survey to share your feedback. Visit the [project website here](#) to go to the survey.

WHAT ACTIVITIES AND PROGRAMS WILL ACTIVATE THE PUBLIC SPACE AND BRING PEOPLE TO THE AREA?

1. Active Recreation



2. Event Space



3. Community Space



Lawn Games
(ie. Bocce Ball)

Court Sports
(ie. Basketball)

Biking

Skating

Curling

Other

Concerts

Festivals

Markets

Cultural events

Other

Patio space

Areas to sit and gather

Table games

Public art

Other



WHAT ACTIVITIES AND PROGRAMS WILL ACTIVATE THE PUBLIC SPACE AND BRING PEOPLE TO THE AREA? VISIT THE PROJECT WEBSITE TO COMPLETE THE ONLINE SURVEY. USE THE SURVEY TO SELECT YOUR PREFERRED PROGRAMMATIC THEME AND TELL US WHAT ACTIVITIES ARE OF MOST INTEREST TO YOU.



WE WANT TO HEAR ABOUT YOUR VISION FOR VICTORIAVILLE!
Are there any other activities that are not listed above that you believe would bring people to the area?

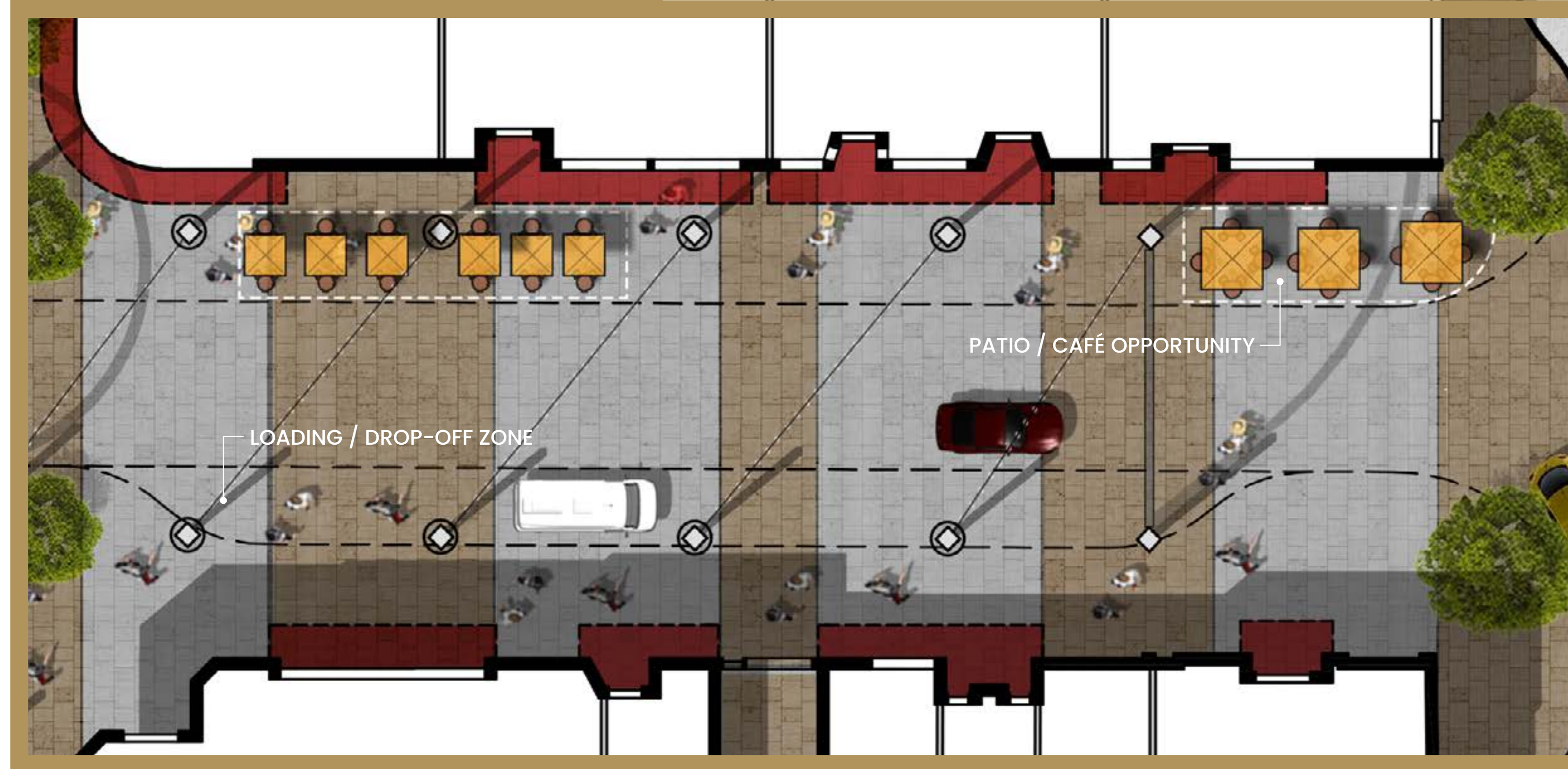
URBAN HERITAGE

Design Option A

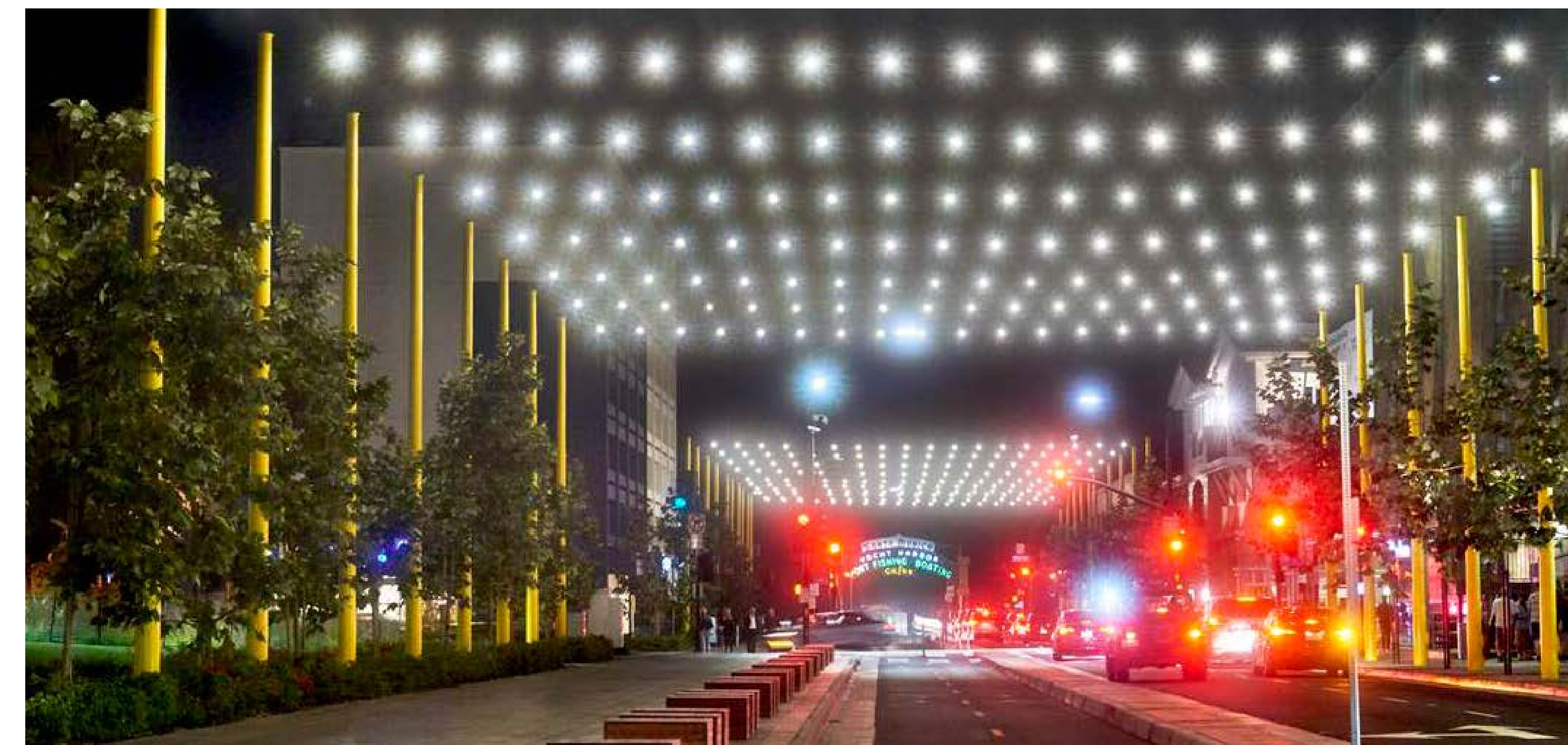
A celebration of the vibrant, commercial history of Fort William welcoming individuals to enjoy a range of experiences beneath the lights of downtown.



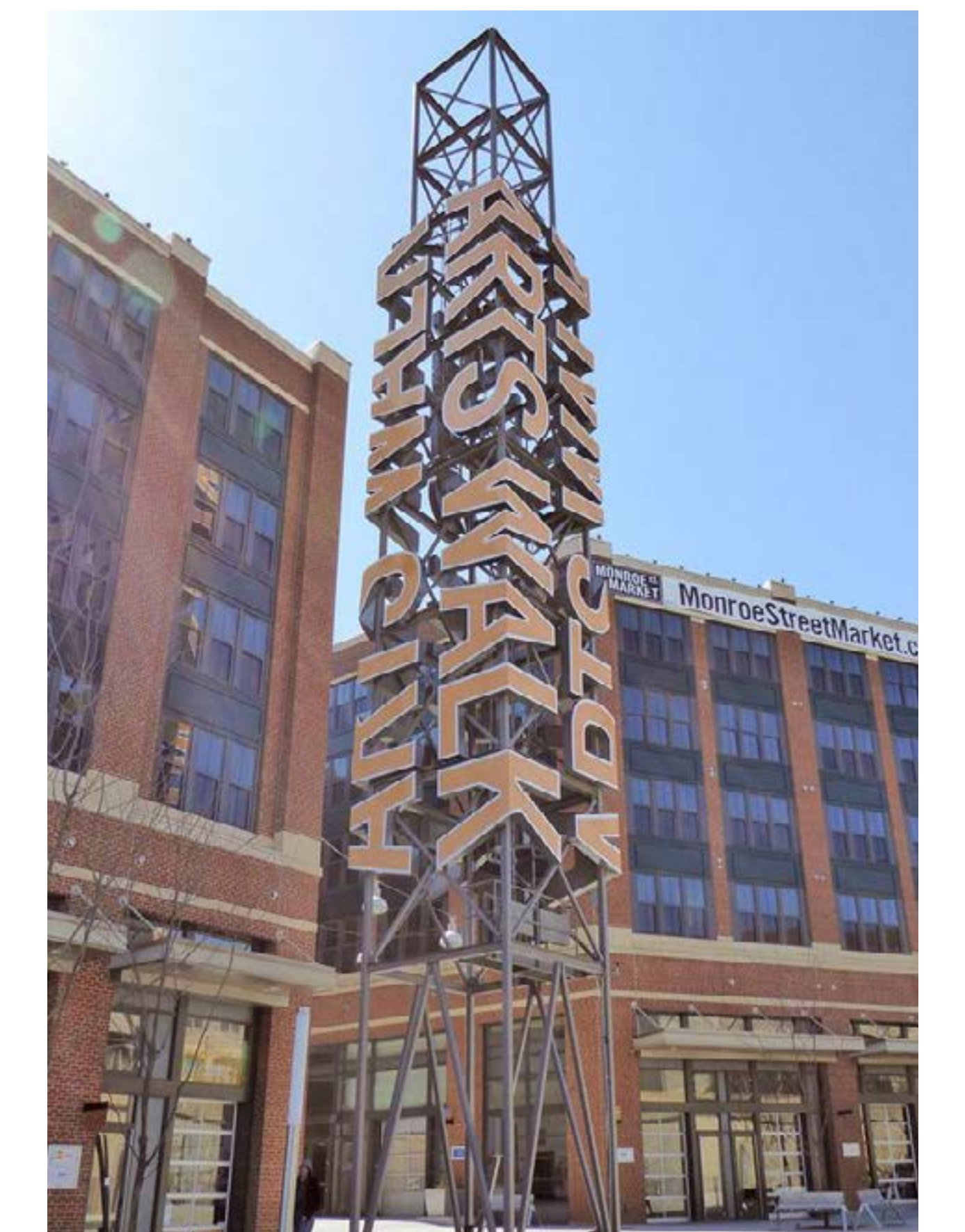
STREETScape



- 7.0M two-lane road (re-aligned) along Victoria Avenue with loading zones on south side
- Existing columns to be repurposed to become unique wayfinding elements and structure for feature lighting
- 2.0M sidewalks with opportunities for patio and café seating to support nearby businesses

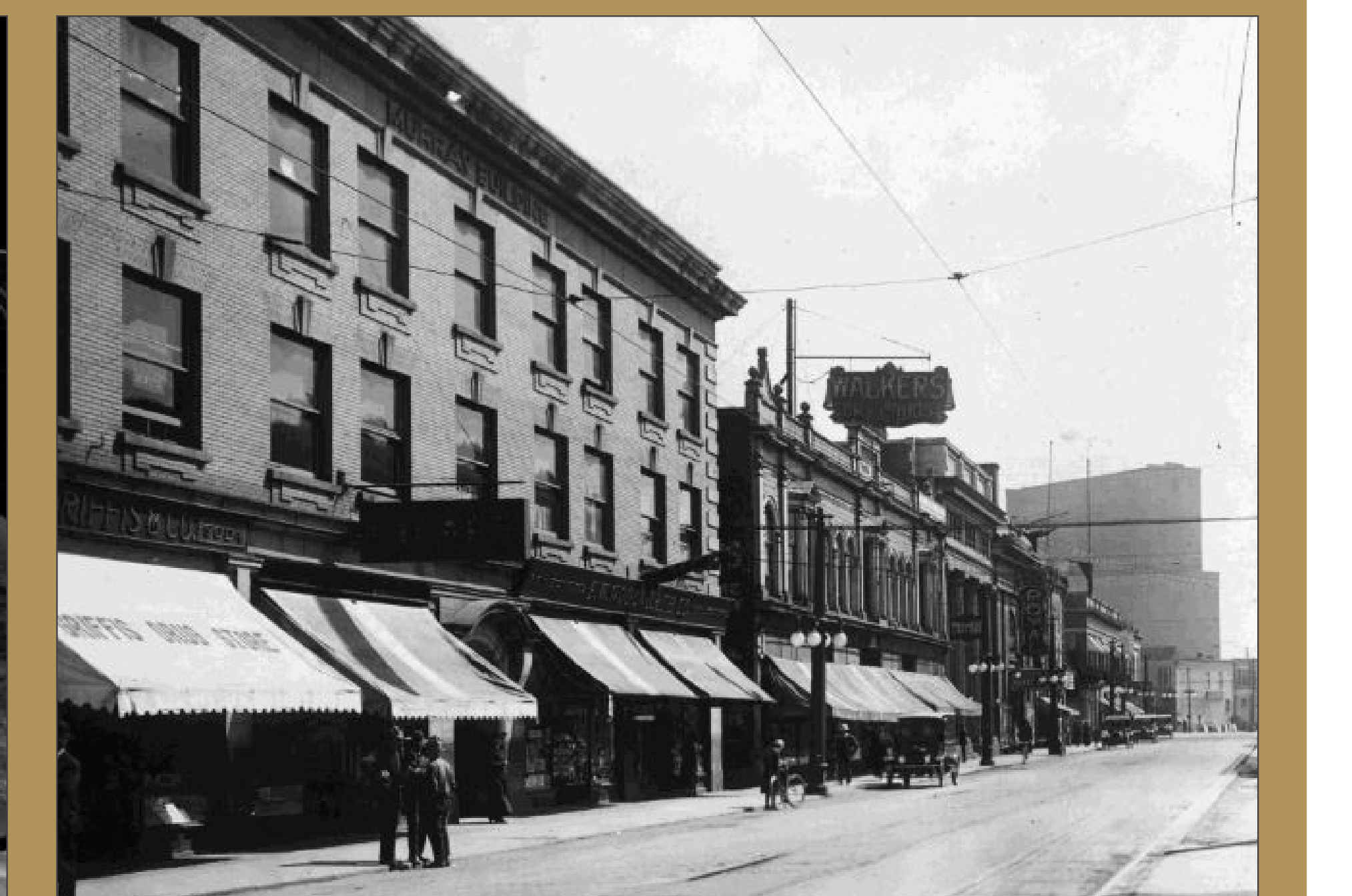
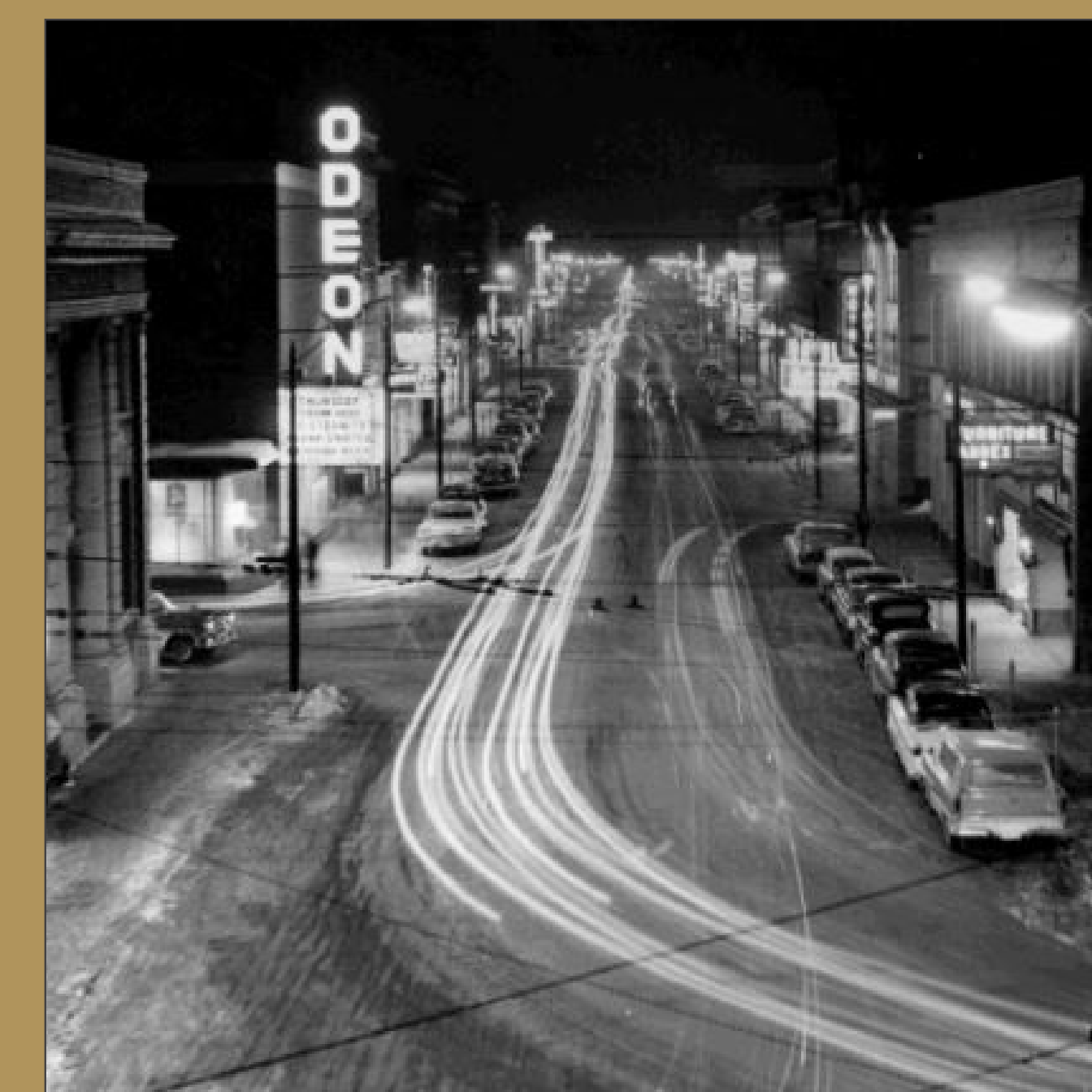


Overhead string lights referencing the historic street car infrastructure



Gateways / public art opportunities

Historic Character



WE WANT TO HEAR ABOUT YOUR VISION FOR VICTORIAVILLE!
What excites you the most about Design Option A: Urban Heritage?

URBAN HERITAGE

Design Option A

NORTHERN SQUARE

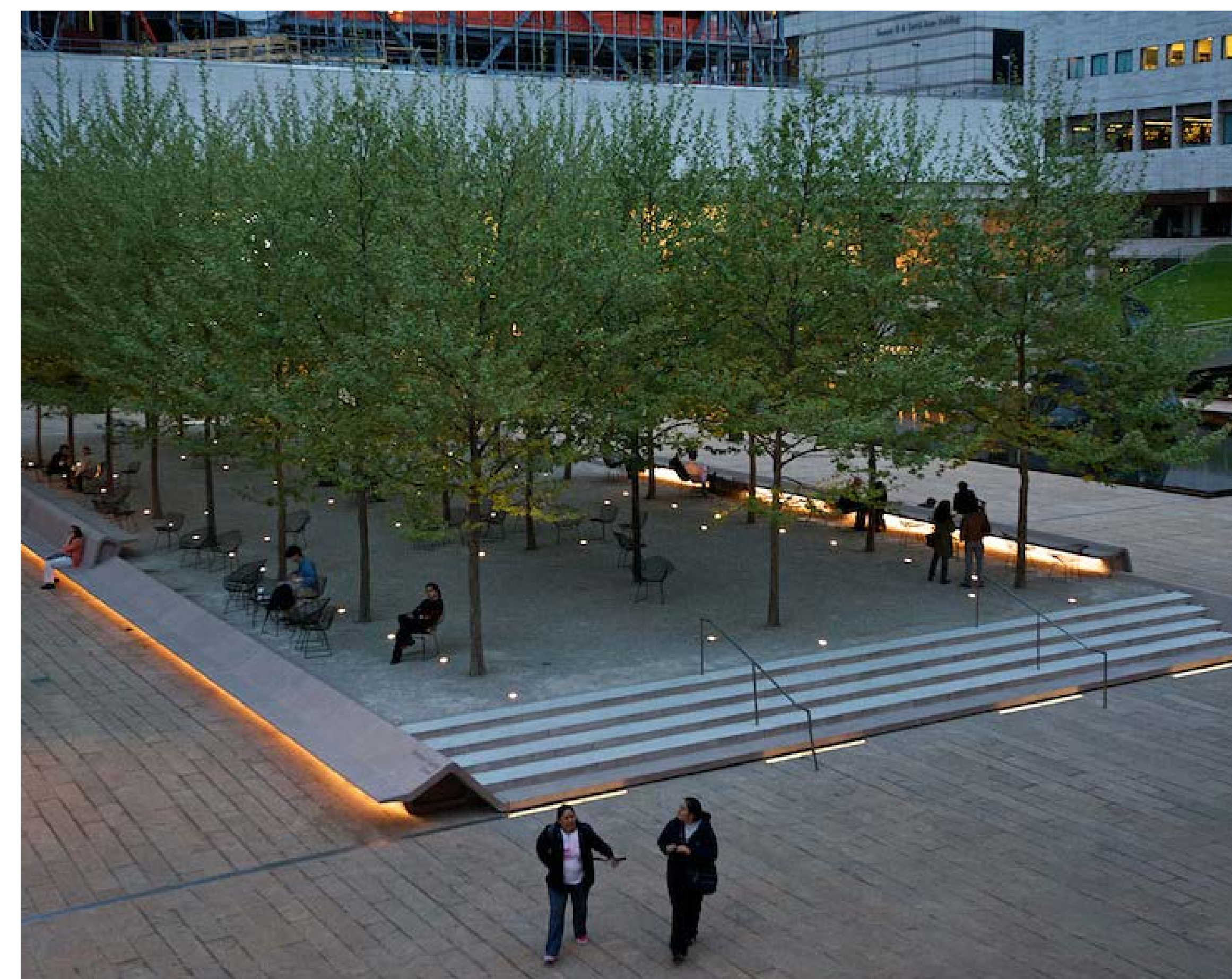


Plaza space with in-ground trees allowing for universal access and large benches for individuals / groups to gather

- Flexible plaza space for individuals and groups
- Deciduous shade trees create comfortable seating areas in the summer months
- Durable materials meant for year-round use and easy maintenance



Playful, durable street furniture



Flexible seating, lighting and deciduous tree canopy for shade



Activation space along pedestrian corridors for café / restaurant patios

CENTRAL LAWNS + STAGE



Communal seating platform with integrated lighting

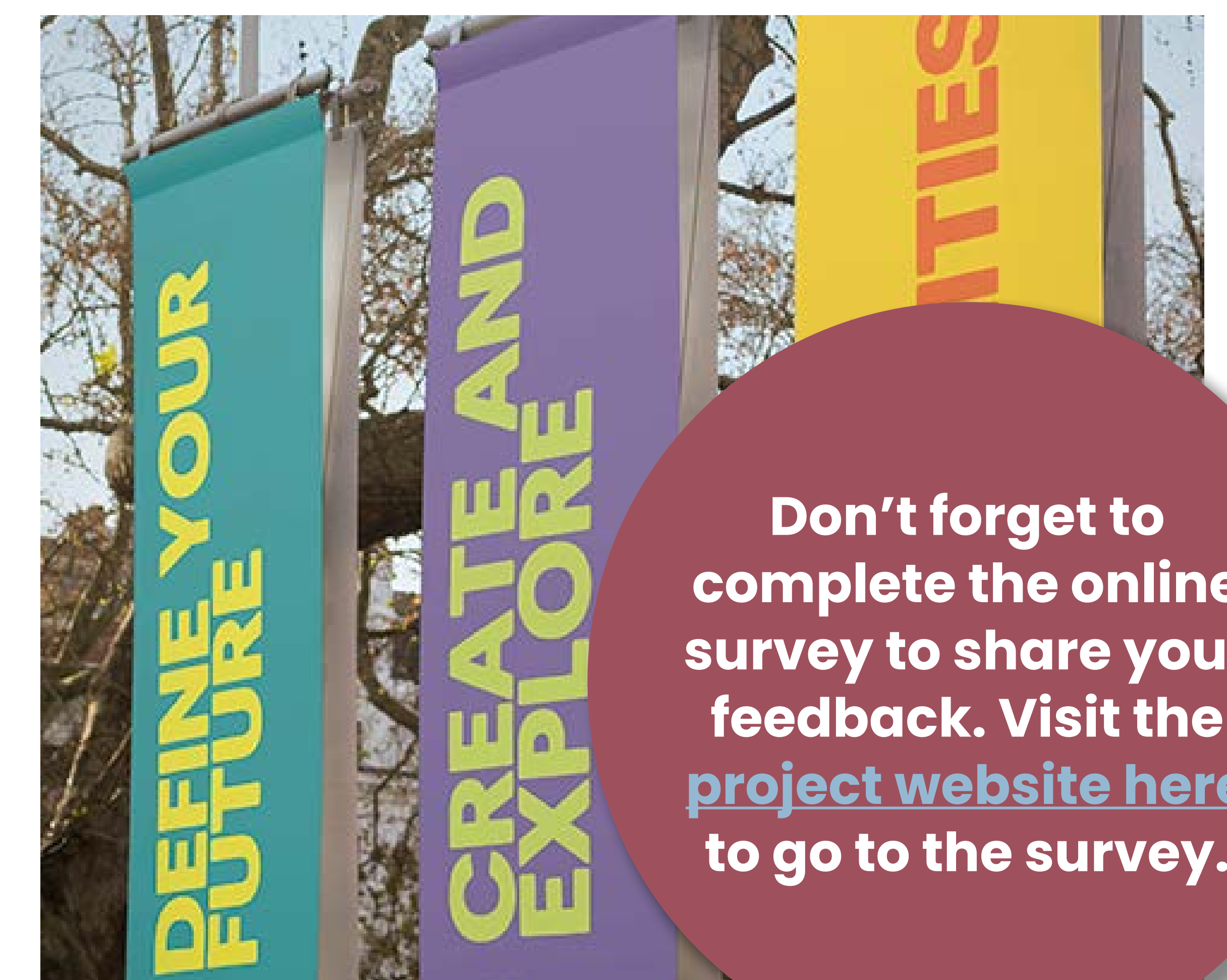
- Performance space / stage with lighting and power source
- Opportunities for public art installations
- Central fountain that remains active throughout all seasons (i.e. misting in summer, icicles in winter)



Performance spaces that remain activated throughout the day



Seasonal installations above roadway



Wayfinding street banners

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BOREAL FOREST

Design Option B

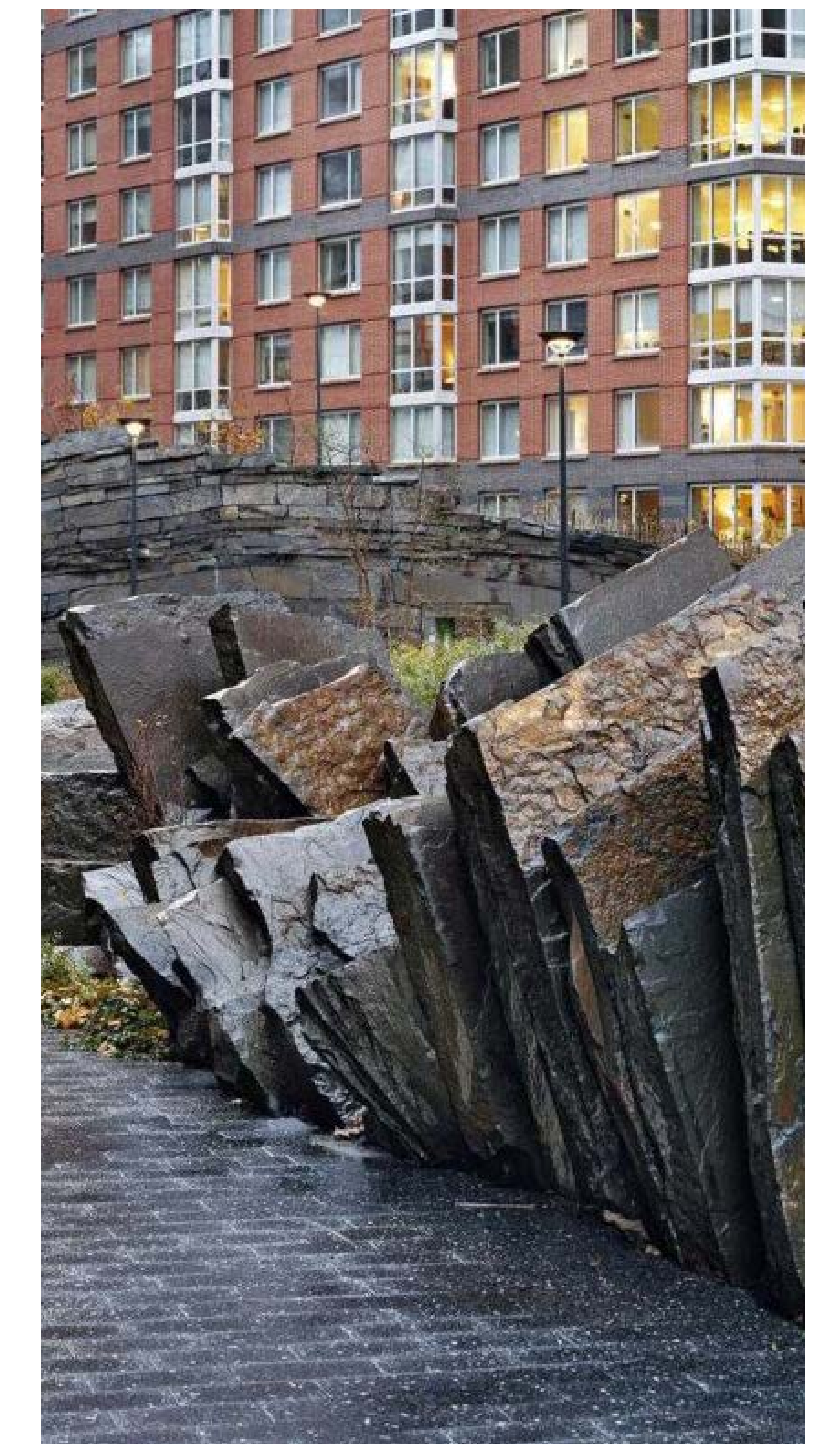
A relaxed community gathering space informed by the landscape of the Canadian shield, inviting groups and individuals to gather, meet and stay to celebrate the seasons.



STREETSCAPE



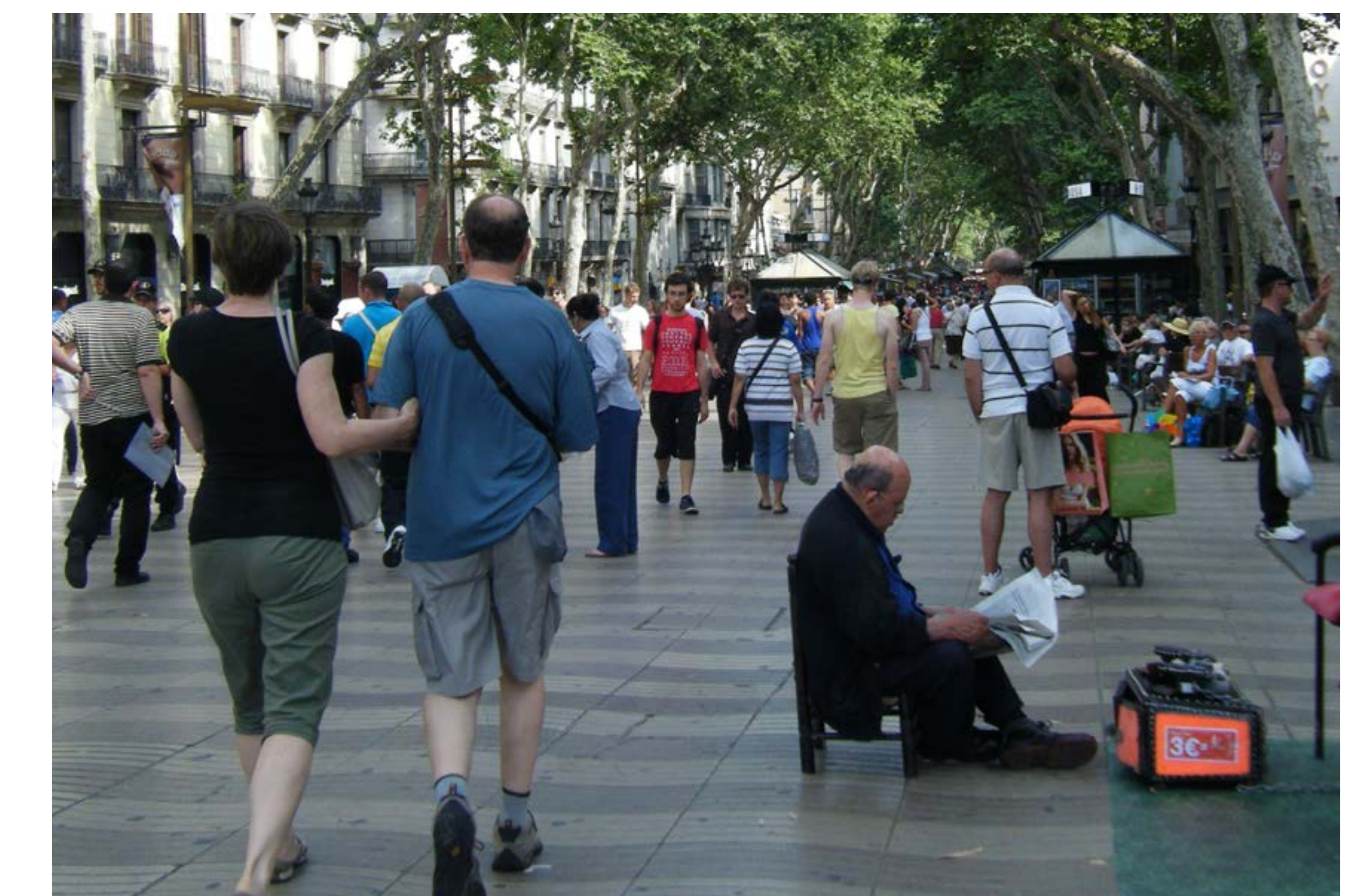
- Pedestrian-oriented, accessible, and barrier-free tabled roadway ("Woonerf") with patio spaces, trees and plantings along the new Victoria Avenue
- Traffic calming design with chicane lanes through the main pedestrian corridor
- 2.0M sidewalks with additional activation space for businesses



Unique feature exposed rock face



Large planted areas with tree wells to define street edge



Opportunities for temporary road closures / weekend festivals



Shared street design that is pedestrian-oriented



Traffic-calmed roadway



WE WANT TO HEAR ABOUT YOUR VISION FOR VICTORIAVILLE!
What excites you the most about Design Option B: Boreal Forest?

BOREAL FOREST

Design Option B

NORTH GATHERING CIRCLE



Winter rink opportunity in Gathering Circle

- Plaza area with informal seating, organic-shaped landforms + Canadian Shield inspired materials
- Seasonal recreational opportunities
- Realignment of Justice Avenue including a 1.8M unobstructed sidewalk along building frontages



Large rock outcroppings for seating and playing



Pedestrian-oriented laneway along Justice Avenue featuring traffic calming bulbouts

SOUTH PLAZA



Movable and fixed seating options underneath the tree canopy

- Gathering spaces outside civic offices with flexible seating and unique boreal plantings
- Spacious paved surfaces for gatherings / events
- Opportunities for secure bike storage

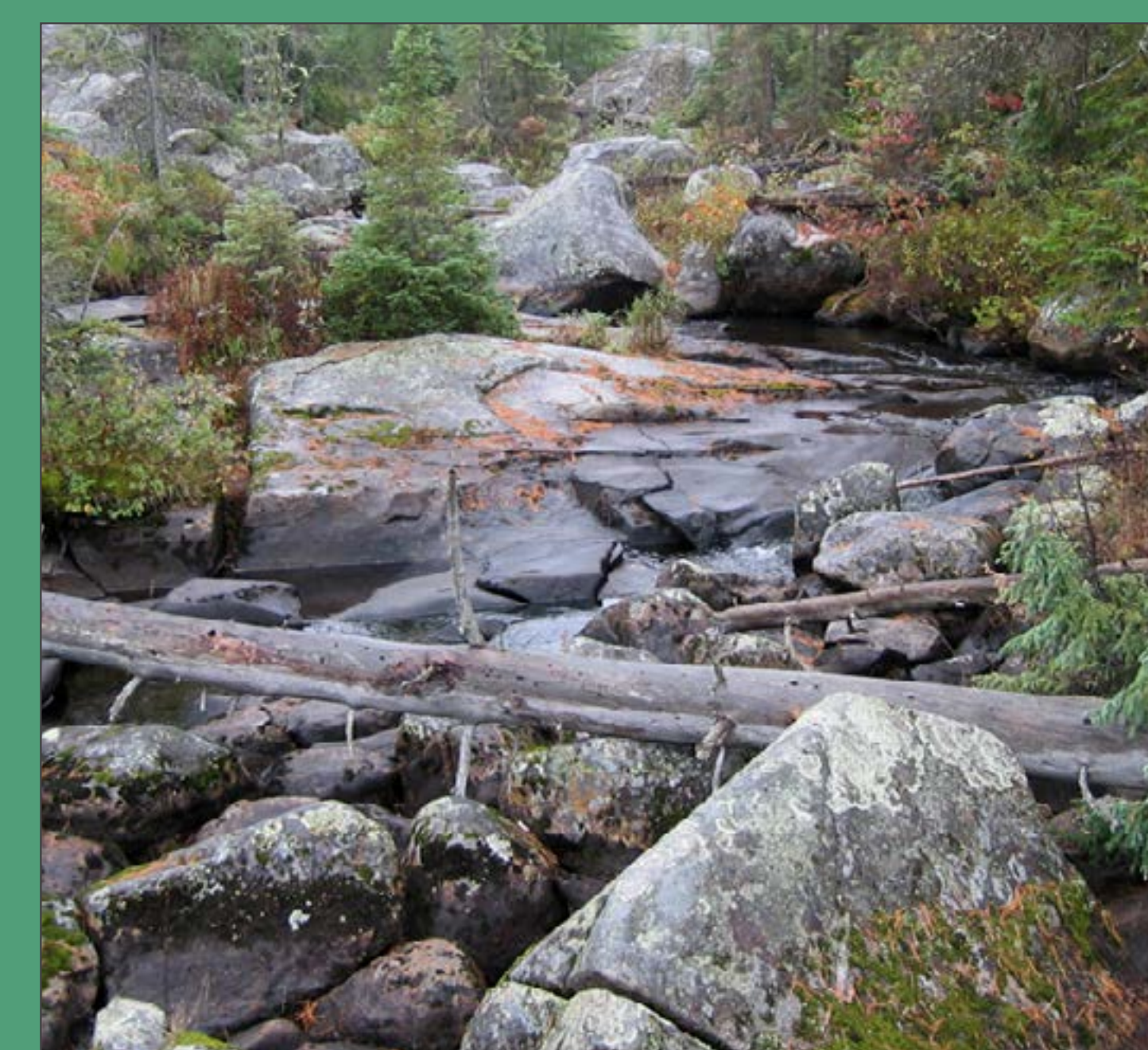


Flexible outdoor spaces to accommodate festivals / events



Water feature with flexible seating and open canopy tree cover

Canadian Shield Character



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