

# VISION STATEMENT

Biggar Revitalization...an evocative plan to reveal, invigorate, and celebrate the business core. The transformation will weave Biggar's rich heritage, strong sense of community, and bold aspirations into inviting and cohesive spaces and opportunities.

New York is Big, But this is Biggar.

## PRIMARY GOALS & HIGHLIGHTS

Biggar boasts a unique sense of community and history, and an impressive array of business to serve residents and visitors. But, like many towns that have a long history of development, it faces some challenges, including aging infrastructure and a diversity of styles, built forms, and land uses that do not communicate the strength and welcoming nature of the community.

The primary goal of this project is to create a streetscape improvement strategy for Main Street, with a focus on the downtown core. The redevelopment strategy will increase commerce, create a vibrant and lively atmosphere, and reflect and celebrate the unique heritage and culture of the community.

The Main Street redevelopment strategy will be achieved by implementing three key objectives:

- Develop a branding / theming strategy that
  - celebrates the unique railroad history of the Town of Biggar, and
  - creates a unified theme throughout the streetscape to bring life to the Town's slogan
- Create and implement the Main Street streetscape improvement strategy. This strategy identifies three main zones along Main Street, each with unique identity and design focus
- Explore a partnership with CN Rail to develop the underutilized rail yards at the south terminus of Main Street into a high quality park, to celebrate the historical development of Biggar and provide much-needed green space and community event space near the downtown core.

## STUDY PURPOSE

Biggar enjoys a strong and welcoming community with a rich railroad history, a history of producing accomplished individuals and celebrities, and a unique town slogan that is widely known across Canada and beyond reinforcing Biggar as fun loving, family friendly and proud... "New York is Big, But this is Biggar."

The purpose of the study is to create a design strategy for improvements to the Town of Biggar's Main Street with a focus on the Business Core and the potential for the inclusion of an additional downtown park. The goal of these improvements is to create an animated and vibrant downtown core that encourages commerce, is "walkable", is sensitive to the Town's environment and celebrates Biggar's unique heritage. It reflects the aspirations of the community and reinforces that Biggar is vibrant, friendly, and family-oriented, and is a dynamic, progressive place to live and do business.

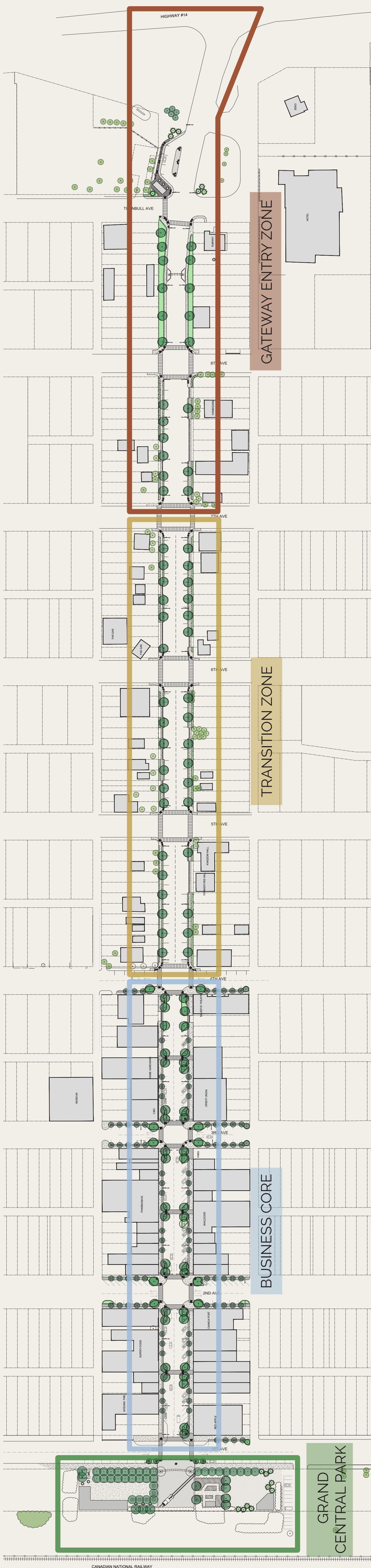
## FUNDING & PARTNERSHIP

The catalyst for this study began with interest from a family with a deep history and connection to the Town, and a sincere commitment to its vitality. The Brownlee Family Foundation's generosity, in partnership with the Town, other levels of Government, and through a fundraising campaign, will allow the vision to be realized. The Brownlee Family Foundation will match all funds raised by the community and through the fundraising campaign. The Town is also committed to funding a portion of this through its existing public funding sources and potentially through other levels of government. This study will strategically guide improvements and work to capitalize on this rare philanthropic gift.

## ACKNOWLEDGEMENTS

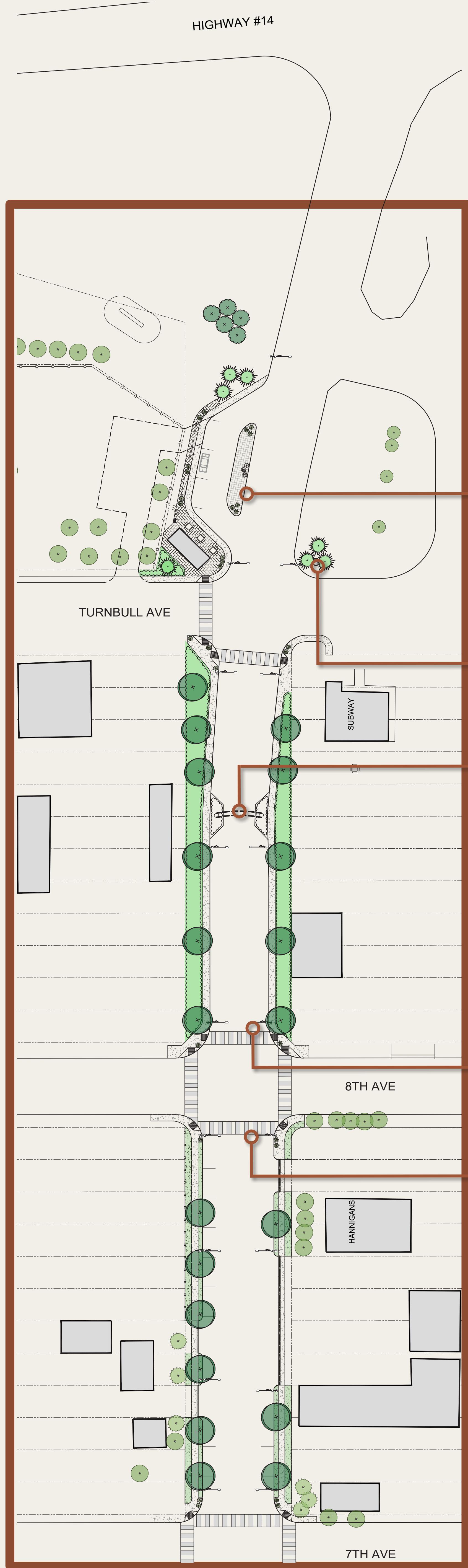
This project is possible only through consultation with dedicated Steering Committee Members and Community Stakeholders who provided guidance and feedback throughout the process.

Special thanks to Ina Lou and Wayne Brownlee (The Brownlee Family Foundation), Don Gorsalitz (DCG Philanthropic), and D'Shae Bussiere (Town of Biggar Community Development Officer).



# TOWN OF BIGGAR REVITALIZATION

# GATEWAY ENTRY



The Gateway Entry Zone is the "front door" entry to Main Street. This vehicle-dominant zone provides a visitor turnoff rest area visible from the Highway, which will include a large Town Map of attractions and announcements. A public washroom will be provided, the existing caboose (not shown) will be relocated to the park, and signage could include interpretive information describing the relationship between Biggar, the railroad and the Town's slogan.

Features of the Gateway Entry Zone include:

- Vertical/overhead gateway mid-block between Turnbull Ave. and 8th Ave.
- Visitor turnoff between Highway #14 and Turnbull Avenue includes wayfinding and interpretive.
- Pathway leading to entry attractions for railroad themed interpretation and photo-opportunities.

The Gateway Entry includes a Visitor Information/Picnic Area and is the first explicit invitation for visitors to stop, stretch their legs and explore Biggar. The area includes a large Town Map of attractions, public washroom, and notices for events.

Coniferous tree Gateway plantings

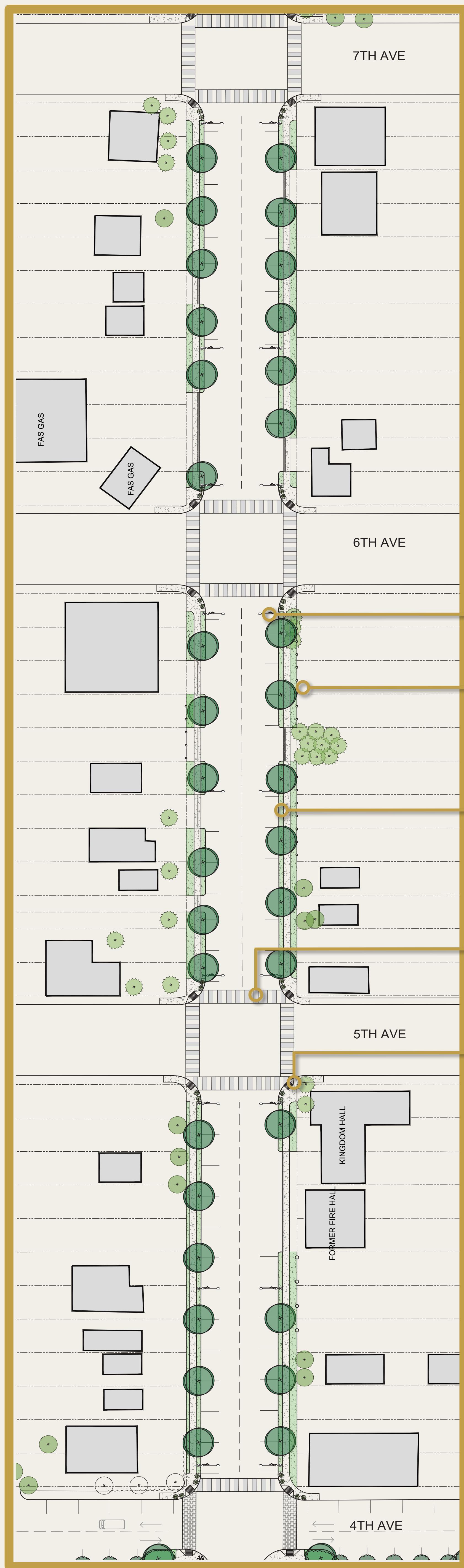
A Gateway structure serves to welcome and encourage visitors to proceed further into the downtown core. It announces the Biggar brand/slogan and clearly signals that there is something more happening beyond the structure.

Light standard

Upgraded Crosswalks



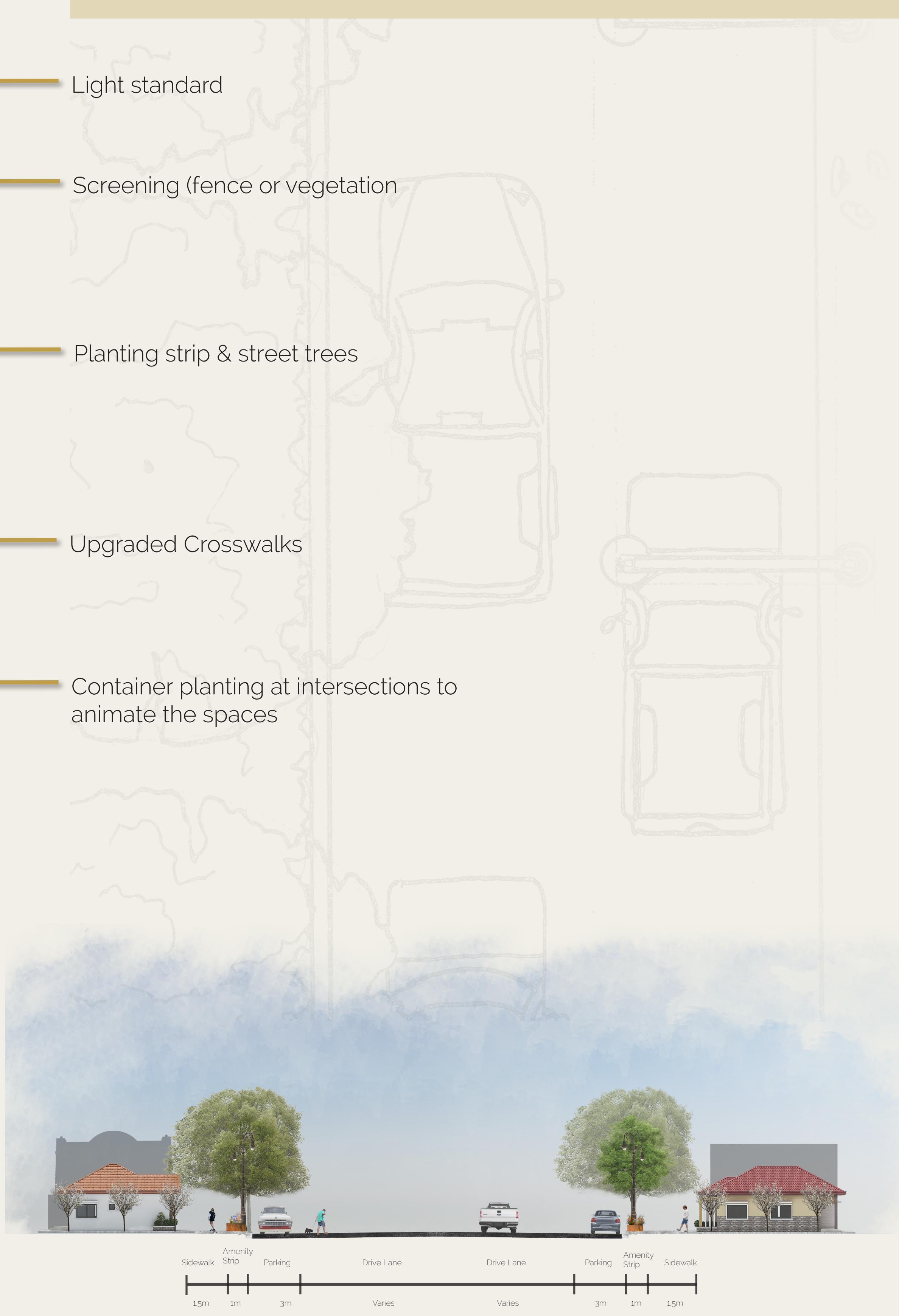
# TRANSITION ZONE



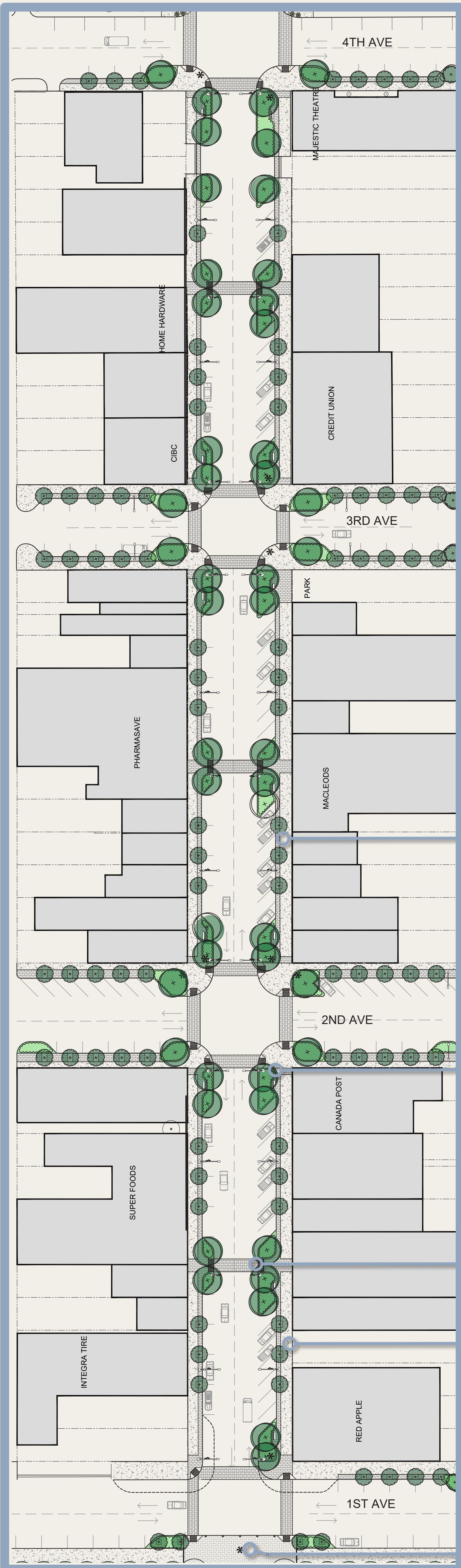
The Transition Zone is a segment of streetscape between the vehicle dominant spaces in the Gateway Entry Zone and the pedestrian dominant spaces in the Business Core. The configurations help to reduce vehicle speeds, while colour and texture cues, including plantings and banner poles, encourage observation and excitement for pedestrians and vehicle users.

Features of the Transition Zone include:

- Addition of high-headed trees along the sidewalks.
- Addition of curb and tree planting strip.
- Streetlight upgrades will be regularly spaced between street trees or in centre median framing the view to the Business Core & the Grand Central Park
- Pedestrian ramps and cross walks at intersections.
- Replace or add sidewalks based on assessments.
- Screening to reduce views into unmaintained properties.



# BUSINESS CORE



The Business Core of the Town of Biggar is the heart of the project and the focal point of some of the more dramatic streetscape improvements. With widened pedestrian walkways, intersection improvements, and a strong planting program, pedestrian safety and experiences are enhanced while preserving parking and vehicular access.

Other streetscape features:

- Streetlight upgrade with Town banners and planters.
- Increased quantity of site furnishings such as trash receptacles, benches, and bike racks.
- Addition of wayfinding and interpretive signage.
- Themed tree grates/guards.
- Protruding overhead building signs above the sidewalks.
- Varied paving textures on sidewalks, including tactile/material changes for pedestrian ramps.
- Parallel parking and angle parking on Main street and flanking streets.
- Wider existing flanking streets receive additional tree planting and streetlights.
- Themed art along parking lanes and crosswalks.
- Potential Walk-of-Fame development.
- Potentially wireless speakers at light standards for events or seasonal music.

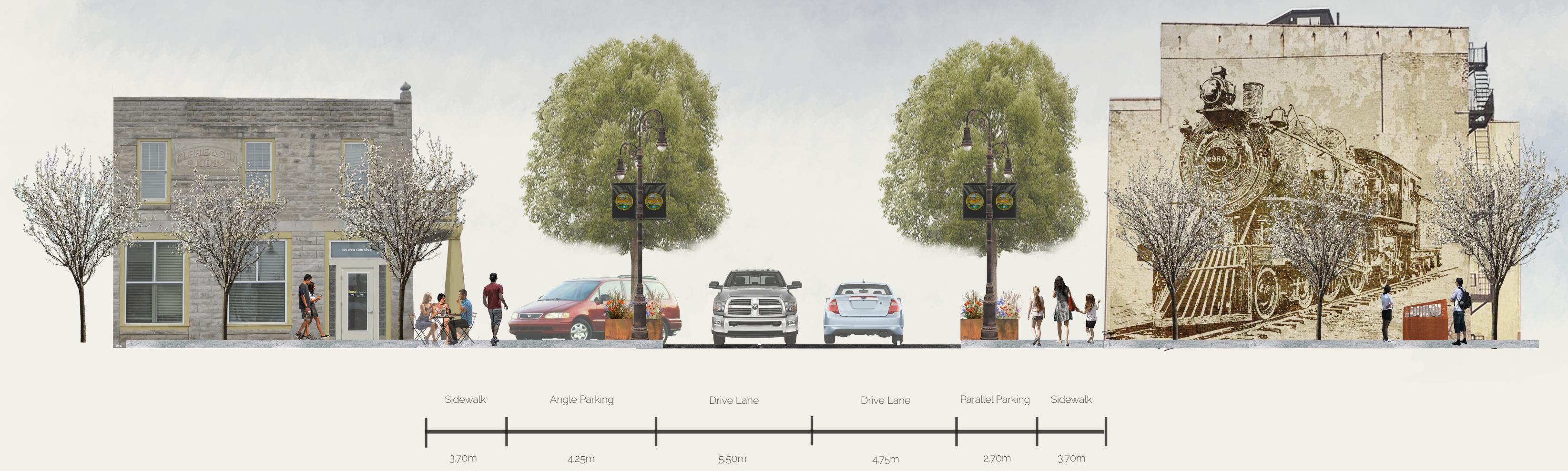
The central feature of the Business Core is the amenity strip planted with high-headed ornamental trees. This amenity strip softens the street by reducing the wide expanse of asphalt, allowing for pedestrian friendly scaling of the space by providing a pedestrian scale planting design. The planted strip also adds life, colour, and texture to the street.

Large planting beds at extended corner bulbs provide plantings to animate the spaces. Large pedestrian bulbs at intersections prioritize pedestrian safety and comfort, and allow for heritage/street art placement, wayfinding, and interpretive signage.

At -grade pedestrian crossing

The streetscape includes 3.7 metre wide pedestrian corridors on each side of the street comprised of a 2.7 metre wide sidewalk and a 1.0 metre amenity strip. The pedestrian corridors provide ample space for businesses to set up patio tables and chairs outside.

Potential public art can be located throughout the streetscape



# GRAND CENTRAL PARK

The CN grounds are an ideal location for a new multi-use park to anchor the south part of Biggar's downtown. The original footprint of the former rail garden may be retained and reinforced. Featuring a plaza that commemorates the rail history with art placements at the east and west flanks of the entrance, the plaza may be used as a flexible multi-use space. The caboose will be relocated from the gateway zone to the park and may include additional interpretation of Biggar's rail history.

The park's west flank allows for open space to be potentially used as a farmers market and other multi-use programming. A formalized garden featuring native wildflowers, grasses, and hedges adds colour and texture while reminiscing the original formal forms of the original rail garden. Further east, a performance stage area and flexible festival space are proposed.

