

Bell Boulevard and North Front Street Corridor Plan

Public Engagement Summary
August 2022

FOTENN

In collaboration with
TYLin

1 Public Engagement Introduction

Background and Purpose

Fotenn Planning and Design (Planning, Urban Design), in collaboration with TYLin (Transportation, Water, Servicing), have been retained by the City of Belleville to undertake a Corridor Study for the Bell Boulevard between Wallbridge-Loyalist Road and North Front Street and the portion of North Front Street between Bell Boulevard and the rail line.

The purpose of this Study is to provide a detailed analysis that reviews and integrates planning, urban design, engineering due diligence and ecological due diligence. The purpose is to understand the specific needs and opportunities in the study area and establish a framework that gives the City direction regarding its current and future development as a mixed-use corridor. The direction will contribute to the overall planning vision for the city.

This 'What We've Heard' report has been prepared for the engagement conducted thus far and will be updated with additional input summaries following subsequent events. It will be included as an appendix to the final Corridor Plan. Key engagement events for the Corridor Study are as follows:

- *PIC 1: Visioning*
- *Online Survey 1: Visioning*
- *PIC 2: Land Use and Development Options*
- *Online Survey 2: Development Options*
- *Statutory Meeting*
- *Council Presentation*

These findings will be used to develop a series of frameworks that help encapsulate the high-level build-out of the area, and provide an overarching reference to guide future development, infrastructure projects, public investments, etc.

2 Public Information Centre 1 Summary

The following summary highlights the key themes that emerged from Public Information Centre 1 and subsequent stakeholder interviews, online surveys, and feedback. Please refer to Section 3 for a more detailed summary and compilation of the comments and feedback received.

Participants shared that their favourite things along the corridor(s) are...

- / The variety of businesses
- / Food services and shopping opportunities
- / Some of the recent active transportation upgrades
- / Proximity to residential neighbourhoods

Participants shared that they would like to see the following changed about the corridor...

- / Improved traffic flow
- / Improvements and additions to the active transportation network
- / More commercial businesses/uses
- / Beautification efforts
- / Appropriate signage and signage improvements
- / Road safety and traffic improvements
- / More entertainment opportunities
- / More trees and greenery
- / A sensitive approach to development

Land Use

On **Bell Boulevard**, participants would like to see the following businesses, industries or uses attracted...

- / Commercial businesses, especially Costco and other large retailers
- / Entertainment uses, such as restaurants and breweries and child-friendly activities
- / Zoning that allows for residential uses with some mix of uses
- / More parks and open spaces
- / Services for existing residents
- / Where commercial or industrial uses are proposed, consideration should be given to the impact on traffic and circulation.

Key landmarks include: Reid's Dairy, Quinte Mall, Shorelines Casino, Canadian Tire, Panera Bread and Riverside Park just east of the study area

On **North Front Street**, participants would like to see the following businesses, industries or uses attracted...

- / Commercial uses, including restaurants and retail
- / Mixed uses, including commercial at grade and residential on top
- / Entertainment uses, including child-friendly activities
- / Some participants shared that the area is already at capacity for development and cannot accommodate more

Key landmarks include: Grant Funeral Home, McDonald's, North Way, Linguines, Arbys, and others.

Public Realm

On **Bell Boulevard**, participants would like to see the following public outdoor amenities...

- / Green and open spaces
- / Pedestrian routes which connect to other areas of the city
- / Social amenities, including child-friendly uses and libraries
- / Some participants shared that there are enough outdoor amenities or not enough space for amenities on Bell Boulevard

On **North Front Street**, participants would like to see the following public outdoor amenities...

- / Green and open space, including parks, beautification efforts and public outdoor amenities like seating
- / Social amenities, including washrooms, water parks, and community markets, among others
- / Enhancements that bolster existing amenities, such as Riverside Park
- / Some participants shared there are enough amenities or insufficient space for amenities on North Front Street

Mobility

On **Bell Boulevard**, participants have the following concerns regarding active transportation...

- / There is a need for cycling infrastructure which is safe, marked, separated and connected to other areas of Belleville
- / There is a need for pedestrian infrastructure, including safe crosswalks and sidewalks separated from traffic
- / The area could benefit from pedestrian connections between commercial uses to reduce the need to drive to other large retailers or walk to Bell Boulevard to access other commercial uses
- / Cycling along the corridor could be dangerous, given the flow of traffic and the in-and out- nature of the corridor

On **Bell Boulevard**, safety hot-spots identified include...

- / North Front Street
- / Sidney Street
- / Quinte Mall
- / The eastern portion of Bell Boulevard

On **North Front Street**, participants have the following concerns regarding active transportation...

- / There is a need for more pedestrian infrastructure
- / There is a need for safe and separated cycling infrastructure
- / There is a need for cycling connections to North Park Street
- / Vehicular mobility is a concern, with a need to address congestion and turning lanes

On **North Front Street**, safety hotspots identified include...

- / Donald Street
- / Highway 401 on/off ramp
- / College Street
- / Bell Boulevard
- / North Park Street

Vision and Guiding Principles

Based on the comments and feedback from the visioning exercise in PIC 1 and the public survey, several visioning statements have been expressed and include (but not limited to) the following:

In 2035, the Bell Boulevard and North Front Street will be....

- / *A primary hub*
- / *A shining beacon of pedestrian and vehicular traffic coexisting while welcoming travelers and giving them a world class experience*
- / *A beautiful place to explore the city with your loved one or family*
- / *The two main streets of Belleville and the new "downtown"*
- / *The place to be in Belleville*
- / *Green, bicycle and pedestrian friendly, with a mix of retail, revitalized commercial space, and apartments that enable a better integration of life and business*
- / *Easy to navigate, safe, and attractive to both residents and tourists*
- / *Vibrant and beautiful*
- / *A bustling hub for tourists and locals. A go to spot*
- / *Efficient, safe and welcoming*
- / *A destination filled with a wide variety of diverse, innovative and independent businesses with a welcoming, small town community feel.*
- / *A welcoming, multi-modal corridor, that communicates that Belleville is a great place to live.*
- / *A place to play and stay*

3 Public Information Centre 1

The following summary highlights the emerging themes from Public Information Centre 1 and subsequent stakeholder interviews, online surveys, and feedback. This section provides an overview of the various components of the PIC and a more detailed summary and compilation of the comments and feedback received.

1 Public Information Centre No. 1

The City and the Consultant Team hosted a PIC on April 5, 2022 Online via ZOOM. This PIC was attended by over 26 people.

The objective of the PIC was to introduce the project, present the background review and analysis, and work with attendees to refine and augment the opportunities and constraints analysis to reflect their issues/concerns. A series of questions were presented for consideration to better understand how participants experience Bell Boulevard and North Front Street, as well as, any specific areas they thought should be changed, additional connections/links, and strategies to ensure fit in the neighbourhood. Together, the City, Consultant Team and attendees reviewed maps of the study area to identify areas of interest.

Poll

Participants in PIC #1 and the public survey were asked to complete a poll to gain an understanding of their connection to the study area. Participants could choose numerous answers. The results are as follows:

- 54% I live in the surrounding area
- 23% I work in the study area
- 19% I visit the study area
- 46% I have a general interest in the study area
- 27% I have development interests in the study area

The presentation can be found on the project website at belleville.ca/corridorstudy or the appendices to this report.

2 Q&A Period

A Q&A period was held during PIC1. The questions within the Q&A portion fell in the categories of Road Network, Active Transportation, Public Transportation, Character of the Study Area, Servicing, Climate Change, Study Area & Timing and Signage. A summary of responses for each category is below.

Road Network

[What is the timeline for the City to widen Bell Boulevard going east from Loyalist?](#)

The City is looking at the Loyalist Secondary Plan Update and the Bell Boulevard and North Front Street Corridor Study to contribute and offer recommendations towards the City's 10-year Capital Plan. The studies will look into directing development to where the widening has already occurred and will consider the timeline to be fiscally responsible in determining what recommendations for infrastructure to come out of this Study and the Loyalist Secondary Plan.

The timeline of widening this segment ties well into this Study and the Loyalist Secondary Plan Study that will parallel and work closely with the Corridor Study in a way to establish an open space and street network that will connect Bell Boulevard to the lands and future development to the south. All of this must be considered before the timing and type of improvements that need to happen in this specific segment are identified.

[Will the City consider accessing the southern part of Bell Boulevard developments, south of our 30-meter strip \(hydro-corridor\), by making it a public road?](#)

This is related to how the Loyalist Secondary Plan will intersect with the study area to identify where a future street and block network will connect with Bell Boulevard from the south. The existing context includes an environmental area, water constraints, and a hydro-corridor that must be assessed to ensure that road connections, when they occur, are tied back to Bell Boulevard at the appropriate alignment.

[Are there any plans to update the section of Bell Boulevard from Sidney Street to Wallbridge-Loyalist Parkway?](#)

Part of the Study is to have a holistic understanding of how development from the Loyalist Secondary Plan Review will integrate into Bell Boulevard and how an extension of the multi-use path can be extended.

Active Transportation

[Will you be discussing some solutions to the cycling and walking issues that you have highlighted, and which all cyclists know and experience?](#)

One of the main issues that had been raised is the discontinuity with circulation in this study area, such as the cycling path on Bell Boulevard does not continue west and easterly on Cannifton Road. Additionally, a number of pedestrian connectivity issues exist on North Front Street.

The cycling network is currently disconnected. There are future improvements planned in the existing Transportation Master Plan's cycling recommendations. Despite some of the future improvements, there are some disconnections remaining. Development concepts will be prepared to better understand how to connect the existing trail network and the Transportation Master Plan's strategy to adjacent neighbourhoods. One of the areas for opportunity is the hydro-corridor and the opportunities for a multi-use path to provide east-west connectivity. Another key opportunity is understanding whether there are opportunities to integrate cycling and pedestrian infrastructure and connections with the North Front Street Corridor between the hydro-corridor at College Street at the south.

Public Transportation

As the western end of Bell Boulevard continues to develop, employers require reliable public transit service for their employees. Is there a plan to address this need?

TYLin (transportation and servicing consultants) is looking into this as part of the Study. TYLin is working with Belleville Transit to get a sense of where the ridership is coming from and where the demand is. While there is not an immediate plan at the moment, it is in the process and through collaboration with the Loyalist Secondary Plan, where, especially on the western portion of Bell Boulevard, that the consultant team will be looking at how there can be integration between Bell Boulevard and Loyalist Secondary Plan. Additionally, the Study will consider transit opportunities to the east end of Bell Boulevard in the study area and North Front Street, and how the whole system can be integrated from a transit perspective.

Character of the Study Area

Is the intent to continue the view that people have of North Front Street and Bell Boulevard which is primarily commercial, with some small industrial, or is the intent of this Study to what we should change?

The Official Plan prioritizes mixed-uses in areas identified as additional intensification areas such as North Front Street. Mixed use development along the Bell Boulevard Corridor is not permitted until servicing feasibility for mixed use development is determined. The intent of this Study is to see how these corridors could evolve. From the land use perspective, the consulting team will assess opportunities for mixed-use development along these corridors. The consultant team will test how the integration of mixed-use development can be accommodated while ensuring an appropriate mix of uses. This also takes into consideration any impacts to traffic, servicing and how development can be accommodated. There are opportunities to introduce a mix so the area doesn't end up with one specific use, such as commercial, and instead to look at what can be enhanced to offer diversity to the area.

Bell Boulevard and North Front Street tends to be much more modern than the downtown which is more focused on the heritage elements. How do we make this transition from something more modern to an area more focused on heritage?

The recommendations, without replicating the heritage feel of the downtown, can set the stage in the transition and tie some of the design elements in a unified manner, while allowing each district to be its own.

Servicing

[As development continues along the corridor – and the water draw inevitably rises, what plans are there to address this low water pressure?](#)

In Belleville, the lands south of Highway 401 are all serviced from the main pressure zone with the water pumped up from the treatment plant down by the Bay of Quinte. There are booster pumps that service the higher elevation lands on the north side of the 401. These pressure zones have a service range of about 30 metres in elevation. While this 30-metre range in pressure can be serviced, most tall buildings, especially if they are greater than ten stories, will require some sort of internal pumping to offset the initial height of those floors.

With the lands along Bell Boulevard, being at the high end of the elevation range, tend to see lower base pressures. Closer to the Bay, the base pressures will be higher, further north, they are lower. The 40 PSI is towards the low end of the standard level of service, and this is a function of elevation of the lands.

The primary objective of this Study is to ensure that through the planning process that any new development doesn't worsen conditions for existing residents or business. The Study will make sure that there is enough servicing capacity and that the level of service is maintained.

With potential redevelopment occurring along Bell Boulevard, it may present opportunities to make some modifications to the existing systems that could enhance the existing servicing in the area. Various options will be reviewed through the Study, to give a better idea of the planning implications and built form densities that make sense from a transportation and land use planning perspective.

As the Loyalist Secondary Plan Area develops, there will be an extension of the watermain network from the east to the west on Bell Boulevard. There will be additional large-diameter water mains built which will enhance the servicing in the west end of the City.

Climate Change

[To what extent are you taking account of reducing the carbon footprint of the City's intersection management system and facilities for pedestrians and cyclists?](#)

There may be an opportunity to improve the north-south conditions on North Front Street by connecting to one of the east-west corridors. This may help with the flow of traffic, while enhancing opportunities for walking and active transportation. A shift to more active modes of transportation will help reduce the carbon footprint and yield other social and economic benefits.

Study Area and Timing

Why stop at the railway lands? The Study should stop at Dundas Street to open the gateway to Downtown. There are three traffic lights south of the railway that act as a disincentive to potential downtown visitors.

The lands within the study area are designated as commercial uses in the City's Official Plan. As part of this Study, the consultant team wanted to look at redevelopment opportunities in these commercial areas to determine where mixed-use uses could be developed in the future. The downtown area wasn't part of the scope of this particular Study. The City Centre area was also subject to an intensification Study previously. A key component that prompted this Study is how the area could evolve into true mixed use area, which transitions to the downtown area south of the railway line.

What is the rationale for not continuing the Bell Boulevard portion of the Study easterly?

The land use designation changes from commercial to open space to the east of the study area. The Study is scoped to assess how commercial areas could accommodate mixed-use redevelopment opportunities.

Signage

If North Front Street is the gateway to Downtown, will these plans include gateway signage?

As part of the recommendations that will be coming out of the Study, there will be some consideration to suggest how gateways and signage could be enhanced in key locations in the study area, such as North Front Street and Bell Boulevard.

Additional Question & Answers

What was the timing of traffic study? As restrictions have eased on businesses (retail/services) traffic patterns are increasing. Is there a plan to understand this as the area continues to return to more normal (pre-pandemic state) and will it be taken into consideration?

All traffic counts included in this Study were collected in December 2021. TYLin is cognizant of the impacts of changing COVID restrictions on traffic volumes and general mobility trends. To examine these impacts in Belleville, they explored development of a factor based on Google's COVID-19 Community Mobility Reports for Hastings County (including Belleville) to quantify how travel trends have changed between December 2021 (when the counts were collected) and a baseline of data collected in January and February 2020 (pre-pandemic). This analysis and factor ultimately indicated that mobility in Belleville has fully rebounded to pre-pandemic levels, indicating that this traffic analysis does not undercount volumes due to pandemic-related effects.

Many accidents have occurred by people trying to take the Highway 2 North or South offramp going westbound. Why is the on ramp also the offramp? Can this be changed?

The City has no jurisdiction or responsibility for the design and implementation of the 401 interchanges.

3 Working Session

Are there any plans to “beautify” the stretch of Bell Boulevard between North Front Street and Sidney Street.

The Study will look into alternatives to enhance the pedestrian experience of all streets including but not limited to the planting of street trees, landscaping buffers from surface parking lots, continuous pedestrian ways to include street crossings, etc.

Is it possible to remove a sidewalk along North Front Street and replace with an all-purpose trail?

The intent of the Study is to explore opportunities to ensure the future streetscape accommodates for all modes of transportation in a safe and comfortable manner.

A 45-minute discussion period was held following the Q&A session, where maps of the study area were shown and questions related to Land Use, Built Form and the Public Realm were asked. The following is a summary of the responses:

Bell Boulevard

Land Use & Built Form

Respondents stated that Bell Boulevard is known for its Big Box stores and small industrial businesses. They value its small-scale nature with easy accessibility. Commonly identified landmarks include Quinte Mall, Reid’s Dairy and Shorelines Casino Belleville.

Respondents commented that they would like to see differentiated businesses that offer unique food options and local business vendors. Additionally, respondents have indicated potential high-density residential development, such as the area south of Quine Mall. The area south of Bell Boulevard was also suggested for non-commercial employment uses such as warehousing/logistics facilities that are land-intensive with its proximity to Hwy 401.

Public Realm

The new section from Wallbridge Loyalist Road to Sidney Street was identified as an example of a favourite local area for its beautiful scenery.

Respondents identified accessibility and connectivity issues for pedestrians and cyclists as a key element they would like addressed. In particular, due to the perceived danger of walking north of Bell Boulevard, sidewalks which pass over the Highway 401 bridges or a dedicated footbridge for bicycles is desired. Several respondents identified the desire for an all-purpose east-west “linear park” across the city between Wallbridge Loyalist Road and Cannifton Road, and connectivity to the south to the Loyalist and Tracy Park areas. Other respondents indicated a desire for transit service and use of “shared” parking to reduce the size of parking areas. Designing for better connectivity between parcels to avoid forced movement out onto Bell Boulevard and through parking areas is also desired.

Traffic lights at highway 401 on-ramp, offramp at Highway 62 and 37 are perceived as dangerous.

With regards to public amenities, while some respondents indicated that Bell Boulevard and North Front Street do not need additional parks or green spaces as it is primarily intended for easy access to commercial retail and restaurants, other respondents indicated a lack of existing green spaces along the corridor.

North Front Street

Land Use & Built Form

In response to a question regarding what types of businesses residents would like to see more, respondents indicated the North Front Street presently comprises of generally modern commercial establishments whereas the downtown section features a heritage-oriented character. A direction towards higher-density residential, or mixed uses is desired for this corridor. A respondent also noted the limited number of landmarks in the city, so the corridor could benefit from public art to contribute to place-making in this area.

Public Realm

In response to a question regarding what changes residents would like to see in the study area, several respondents made suggestions to address congestion issues and improve travel experience for drivers (eg: left-turning lane at North Front Street, traffic calming to reduce speeding vehicles, centre turning lane). Several residents indicated a desire to see improved safety particularly surrounding the Highway 2 North/South offramp as well as reduced visibility at North Front Street hill when turning left from Donald Street.

Residents wanted to see that planning for an integrated travel experience from Highway 401 to Dundas Street is included as part of the Study goals.

Other comments included opportunities to reduce visual clutter and improve the overall quality of the streetscape through removal of overhead wires and commercial signage, and introducing a central boulevard strip. Additionally, better connectivity between parcels which avoids movement onto North Front Street and through parking areas were identified as a priority.

In response to the issue of public outdoor amenities, several residents raised the desire for a landscaped all-purpose trail or bike lane to allow people to comfortably stroll or travel using active transportation methods. Most residents were supportive of measures to improve the pedestrian and cyclist experience such as connections to North Park Street. A resident noted that many use the existing Starbucks and FreshCo. plaza as a connection and would like to see mid-block automobile connections to mitigate this issue.

One resident indicated that the Bell Boulevard / North Front Street area does not need “placemaking” through parks or green spaces as these corridors are mainly for easy access to commercial retail and restaurants.

Visioning Exercise

Following the discussion, participants were asked what they envision for Bell Boulevard and North Front Street. Residents responded that they want to see an inviting and beautiful gateway into their Town with greenery that reflects their identity. A greater organization in their Town is desired to reduce stress while traveling, pointing to European cities’ where automobiles are discouraged, and active and public transportation is encouraged. Residents have indicated the desire for a multi-modal corridor which communicates that Belleville is a great place to live.

General Comments

Following the Visioning Exercise, some participants conveyed general comments as they relate to the Bell Boulevard and North Front Street Study. While there were some who believed pedestrian consideration within the study area is unnecessary and believe improvements are better focused in other areas of the Town, most respondents had some ideas for improving the traffic and pedestrian experience (eg: roundabouts to replace traffic lights, incorporation of public and local art). Cycling connectivity to alternative trails was identified as a priority.

4 Survey Questions

Introductory Questions

An online survey was posted on the City’s website and shared through social media channels. The online survey mirrored the questions that were asked during the working session and provided an additional opportunity for the public to provide further comments and feedback on the work completed to date and their priorities for the study area.

Which of the following best describes your association to the planning area?

The majority of survey respondents were residents in the planning area. Note that while 34 participants responded, some fell into more than one category (e.g. resident and land owner).

Which of the following best describes your connection to the planning area?

There was a mix of respondents’ connection to the planning area, with most living in the surrounding area, visiting the planning area and having a general interest in the planning area. Few respondents work in the planning area or have a development interest in the planning area. Note that while 34 participants responded, some fell into more than one category (e.g. living in the surrounding area and having a general interest in the planning area).

Q: Participant’s favourite things on Bell Boulevard and North Front Street are....

- / Access to a variety of businesses
- / Food services and shopping opportunities
- / Active transportation upgrades
- / Proximity to residential neighbourhoods
- / Parks and open spaces

Q: Participants would like to see the following changed in the planning area...

- / Improved traffic flow, especially along North Front Street
- / Improvements and additions to the active transportation network
- / More commercial businesses (while balancing traffic requirements)
- / Beautification efforts such as greenery
- / Appropriate signage

34+
survey responses

Q: Participants would like to see the following businesses, industries or uses attracted to Bell Boulevard...

- / Commercial businesses, especially Costco and other large retailers
- / Entertainment uses, such as restaurants and breweries and child-friendly activities like mini-putt and laser tag
- / Zoning that allows for residential uses, with some mix of uses
- / Parks and open spaces efforts such as greenery
- / Services for residents, such as a medical services complex

Key landmarks include

Reid's Dairy, Quinte Mall, Shorelines Casino, Canadian Tire, Panera Bread and Riverside Park

Q: Participants shared the following regarding public outdoor amenities on Bell Boulevard...

- / There is a need for more Green and Open Spaces such as parks, plazas, trees and trails
- / There is a need for more Pedestrian Routes which could build on open spaces and connect to the rest of the city
- / There is a need for more Amenities, including child-friendly uses, libraries, and others
- / Some participants shared that there are Enough Outdoor Amenities on Bell Boulevard

Q: Participants had the following concerns regarding active transportation along Bell Boulevard...

- / There is a need for Cycling Infrastructure, which are safe, marked, separated and connected to other areas of Belleville.
- / There is a need for Pedestrian Infrastructure, including safe crosswalks and sidewalks separated from traffic
- / Pedestrian Connections between commercial uses

Q: Participants identified the following safety hotspots along Bell Boulevard

- / North Front Street intersection
- / Sidney Street intersection
- / Quinte Mall
- / Eastern portion of Bell Boulevard

North Front Street

Q: Participants identified the following safety hotspots along North Front Street

- / Donald Street intersection
- / Highway 401 on/off ramp
- / College Street intersection
- / Bell Boulevard Intersection
- / North Park Street Intersection

Q: Participants would like to see the following businesses, industries and uses attracted to North Front Street...

- / Commercial uses, including restaurants and retail
- / Mixed Uses, including commercial at grade with residential on top
- / Entertainment uses, including activities for children
- / Some participants shared that the area is at capacity for development

Key landmarks include Grant Funeral Home, McDonald's, North Way, Linguines, Arby's and others.

Q: Participants shared the following concerns regarding active transportation...

- / A need for more Pedestrian Infrastructure
- / A need for safe and separated Cycling Infrastructure
- / Concerns regarding Vehicular Mobility were shared, including congestion and the need for turning lanes.
- / Some participants shared they had no concerns or suggestions

Q: Participants shared the following about public outdoor amenities...

- / There is a need for more Green and Open Space, including parks, beautification and outdoor amenities
- / There is a need for more Amenities, including washrooms, waterparks, and community markets, among other
- / Additions should Bolster Existing Amenities, such as Riverside Park
- / There are Enough or Insufficient Space for outdoor amenities

Visioning Exercise

Respondents were asked what they envisioned the Bell Boulevard and North Front Street area to look like in the year 2035. A summary of responses is as follows:

In the year 2035, participants envision the study area to...

- / Be more pedestrian and cyclist-friendly
- / Have revitalized commercial spaces and residential uses
- / Be a primary hub where residents can live, work and shop
- / Be a welcoming local destination that is vibrant and beautiful
- / Improved roadway with traffic signaling, sidewalks, street-lighting

4.4.3 Final Thoughts

Respondents were provided an opportunity to provide thoughts on various city-building elements. A summary of responses for each topic is as follows:

Roadway, Safety and Traffic Improvements

- / Address bottleneck issues at Sidney Street
- / Consider dedicated turning lanes
- / Prioritize public transportation
- / Explore additional east-west street connections between North Park Street and North Front Street
- / Address vehicular and pedestrian safety for lanes exiting businesses

Active Transportation

- / Desire to see dedicated cycle path / sidewalks
- / Slowed traffic speeds or increased fines for speeding
- / Prioritize active transportation methods into study area

Commercial Uses

- / Commitment from business and industry is necessary for sustainable growth
- / Opportunity for Belleville to be a hub by offering large-scale retail shop
- / Desire for additional ethnic restaurant options

Entertainment

- / Provide more amenities for families and visitors
- / Create an attractive area as a gateway to Prince Edward County
- / Desire for Belleville to be a hot-spot for dining and shopping

New Development

- / Suggestions for a facade revitalization program
- / Encourage downtown core redevelopment
- / Discourage change on North Front Street and Bell Boulevard between Sidney and North Front Street
- / Concern over proposed new seniors housing facility

Beautification

- / The 401 exit is a high-profile location as the entry point to Belleville and needs more landscaping
- / Interest in a centre median on North Front Street with a combination of a turning land and landscaping
- / A desire to move away from an industrial and concrete gateway into Belleville

Signage

- / Future signage should consider uplighting trees and gardens
- / Consider digital signage in partnership with Bay of Quinte to promote local events

Miscellaneous

- / Plans should go beyond 2035
- / Planning needs should consider economic outlook and affordability of taxpayers
- / Need for more areas to relax around existing destinations (eg: shopping centres)
- / Need to consider micro-climactic conditions of study area

5 Stakeholder Interviews

Stakeholder interviews were conducted from May 23 to June 6, 2022. Interviews were held with eight stakeholders which included residents, landowners, developers, and a focus group with three city staff. A summary of their comments is provided as follows:

10+
**stakeholder interviews/
focus groups**

Land Use

On Bell Boulevard...

- / If large industrial / commercial uses are introduced, concern for traffic issues through Wallbridge Loyalist Road
- / Important to consider location of parking for new developments to minimize traffic issues
- / Ensure sidewalk / road widening initiatives don't impact loading or functional uses of existing establishments

On North Front Street...

- / Industrial uses should not be introduced to avoid aggravating traffic volumes

Public Realm

On Bell Boulevard...

- / There are opportunities for expansion past casino past Sidney Street
- / Growth can be accommodated with newer infrastructure

On North Front Street...

- / Consider road widening
- / Concerns with expanding roadways as commercial uses already back onto residential uses
- / Direct access to businesses is important - consider consolidated access
- / There is older infrastructure which needs replacing

Mobility

North Front Street...

- / Donald Street is dangerous and needs dedicated turn lanes
- / King George Square / Evans Street intersection should be signalized
- / Consider traffic lights at Valleyview Crescent and College Street
- / Prioritize cycling and pedestrian accessibility through dedicated lanes and safety improvements

Additional Feedback

Entertainment

- / Needs more shopping and restaurants for families and young adults
- / Beautification needed to attract other businesses
- / Arcades, mini-golf, outdoor adventure courses, climbing gyms will attract younger people

Active Transportation

- / North Front Street right-of-way is narrow and cycle lanes may not be safe
- / Hydro corridor a good location for bike lanes
- / Access between North Front Street and North Park Street is a challenge for cyclists
- / Need for additional cycling infrastructure
- / Improve walkability for children and families

Streetscape

- / Locate parking areas to the rear
- / Consider transit laybys /shelters to make area feel welcome
- / Screen utility poles / boxes
- / Desire for wider sidewalks

Road Network

- / City should prioritize building the future Hamilton Road Extension
- / Vehicular access to the south will be a concern for new development

4 Contact Us

Please visit the project's website at **belleville.ca/corridorstudy** for the latest project updates and materials or contact us at:

planning@belleville.ca
(613) 967-3288

