



Village center of Fitch Bay:
Image workshop

 RUES
PRINCIPALES
identité • proximité • prospérité

August 16 2019



Welcome!

Fitch Bay image workshop

General goal

Reflect together on the elements that make up the image of the municipality and on which we should rely to revitalize our environment.



This evening program

- Presentation of Rues principales and it's mandate
- Short presentation on community's image
- Presentation and discussion on the archival images and actual photos
- Walkability mapping exercice



RUES PRINCIPALES

- Non profit organisation working on the revitalization of the hearts of the communities
- Worked with more than 300 municipalities since 1985
- Universal approach : from the village to the city neighborhood
- A global vision in wich the local assests and heritage are put to the forefront



Bureau de Québec



Bureau de Montréal

A structural approach that builds on the strengths of the environment

- The identity of the environment
- Lifestyle, commercial activities
- Physical characteristics
- Buildings, landscapes
- Arts and culture



Lac-Mégantic: Soirée de consultation

To create a common vision and means by which to achieve realistic goals

Partnership and consultation



St-Nicolas: Les prés à vélo

The four point approach

Trouver Chercher à l'extérieur Service Accessibilité Internet
 Offre Boutiques Centre Variété Local
 Choix Stationnement Prix J'achète
 Produits Cher Disponibilité Centre-ville
 Magasin Accessibilité Qualité Qu'il

Commercial development



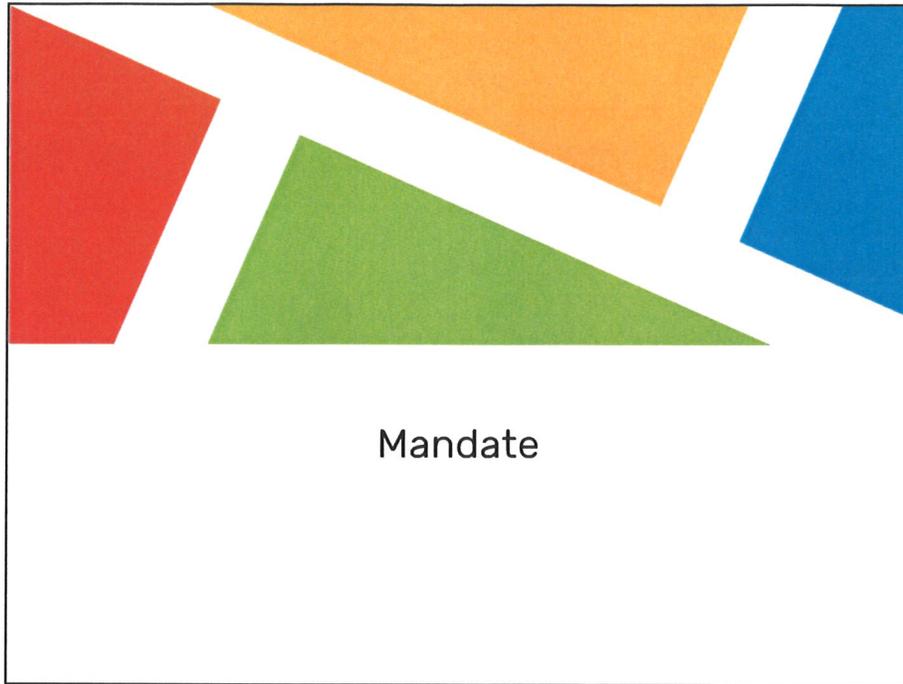
Planning and design

Mobilization and organization of the community



Marketing of the territory





The mandate

Development of a revitalization plan
for the village center of Fitch Bay

Municipality portrait:

- social
- economic
- physical
- marketing and touristic points of view

} Development
Vison

Global goal:

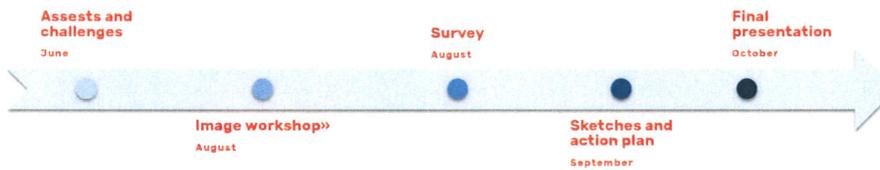
- Profile of the actual situation
- Identify the assets to build on
- Define development orientations
- Develop an action plan to dynamize the village center



The mandate

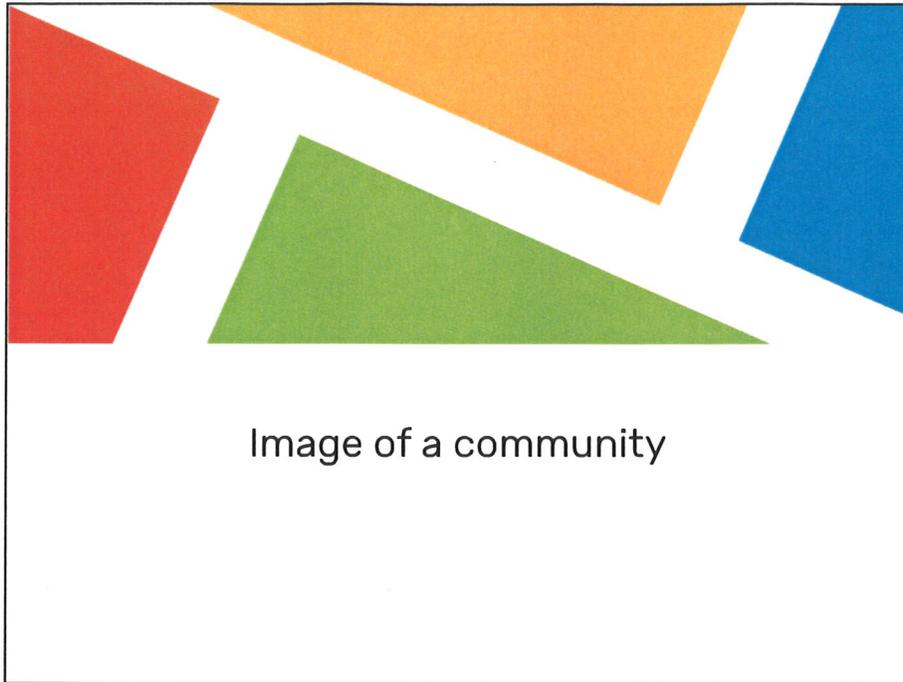
Mandate Schedule

- Strengths and issues workshop : June 18
- Image workshop : August 16
- Survey : Officially lunched! – Deadline September 8
- Committee workshop on action plan and sketches - September
- Public presentation - October



The village center





 General goal

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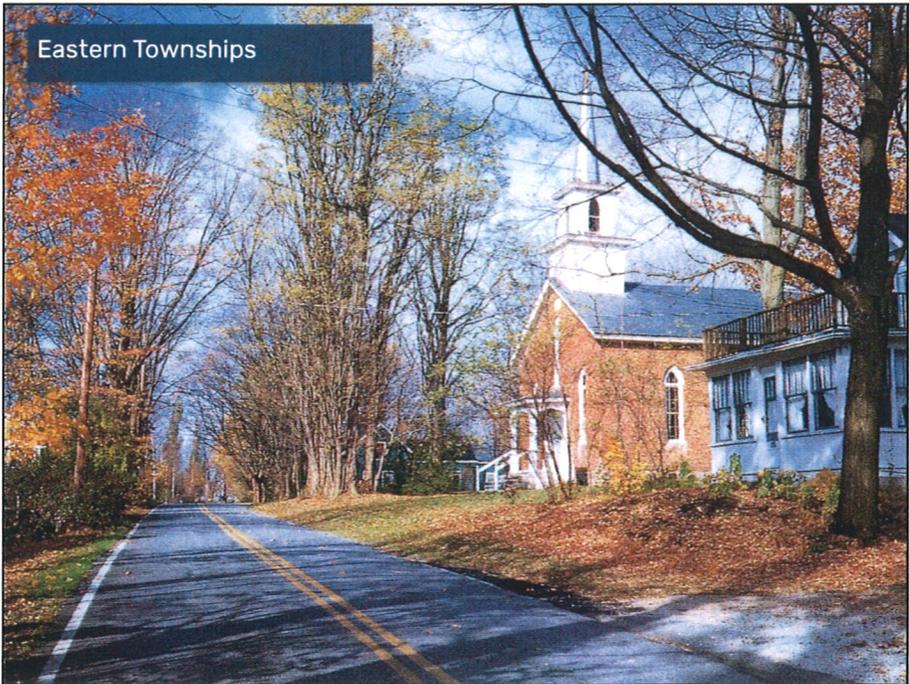
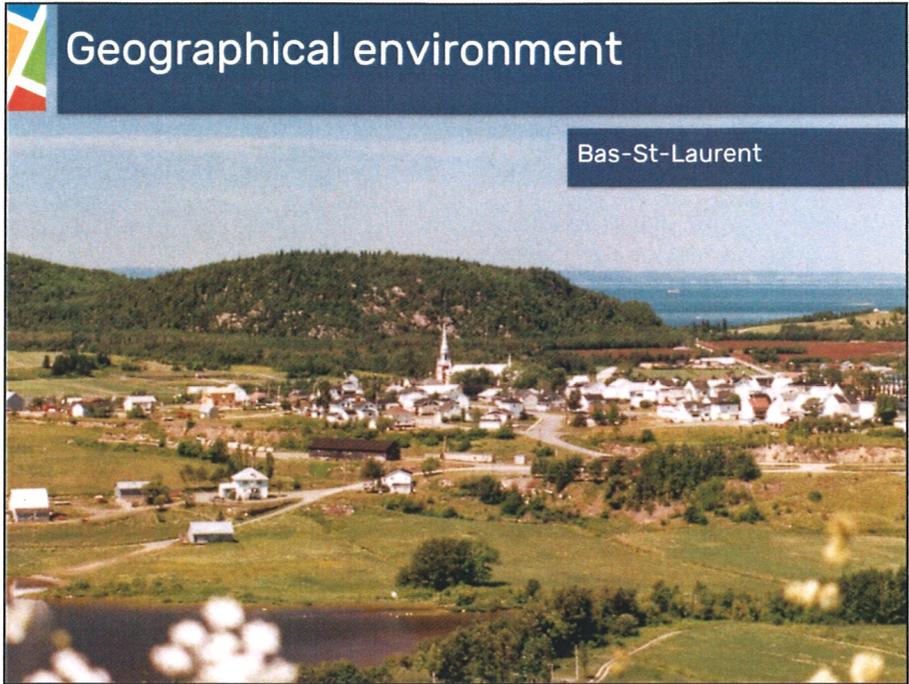
What do we want

- Identify the characteristic features of Fitch Bay's physical environment.
- Find a consensus on: the desired image to implement, on the principles of intervention and on the physical planning priorities in order to respect this built image and the elements that you wish to preserve, improve and enhance.
- Formulate planning criteria that derive from these principles.

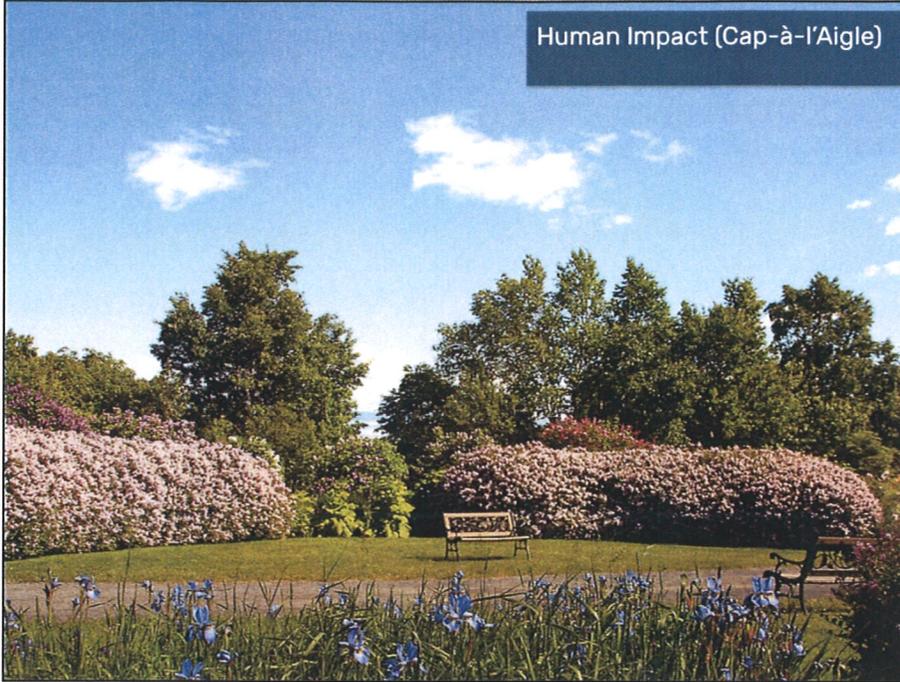


Image elements

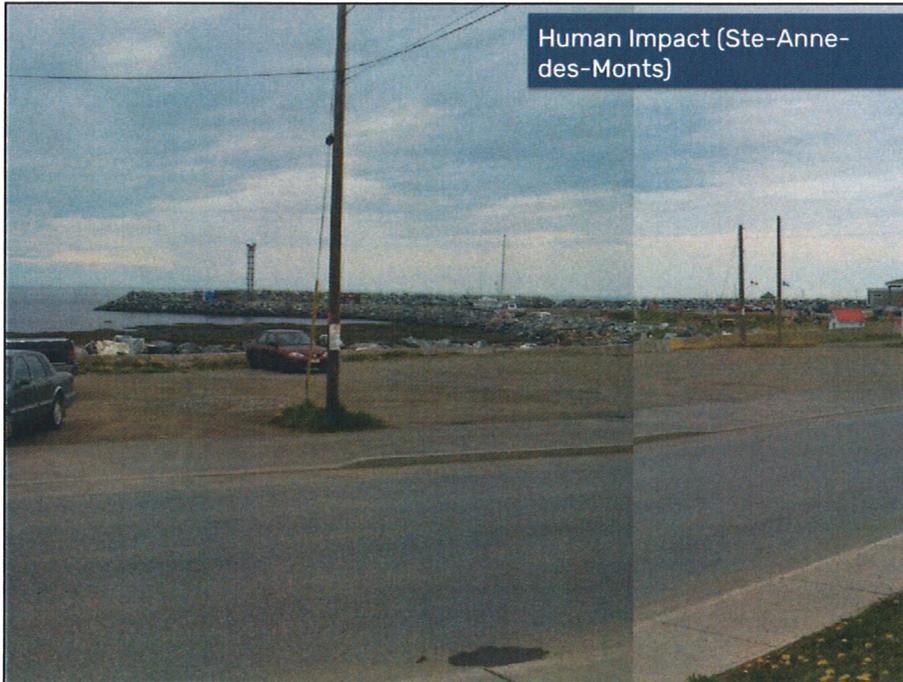
- **The geographical environment** (topography, water network, landscape)
- **The built and designed environment** (old street network, actual street grid, sidewalks, parks, monuments, buildings and their location, windows, vegetation, urban furniture, signage private and public, lighting, colors, parking, service equipment : power supply, public telephone, etc.)
- **The human environment** (activities, various functions, services and products offered, animation, advertising and promotion, hospitality)



Human Impact (Cap-à-l'Aigle)



Human Impact (Ste-Anne-des-Monts)

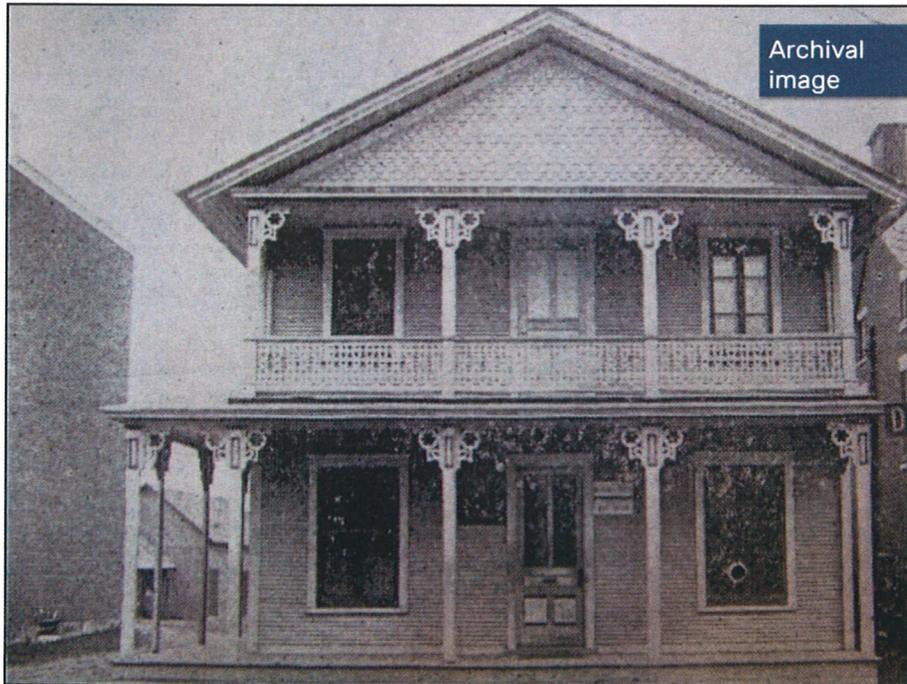




The buildings

- Witness of an era
- Authenticity and integrity: hidden elements, apparent elements to recognize and recover
- Evolution of construction methods and the use of materials: structure, roof, walls, openings







The attitude to keep in mind

Respect sensitivity and minimum intervention

- Old buildings are non-renewable resources → *So we have to protect them*
- Old buildings are part of our heritage and benchmarks to understand our history → *So we have to keep them*
- Old buildings are fragile and can be easily altered or transformed → *We must know how to respect their authenticity and highlight them*

Commercial and public signage



Community events



Saint-Tite

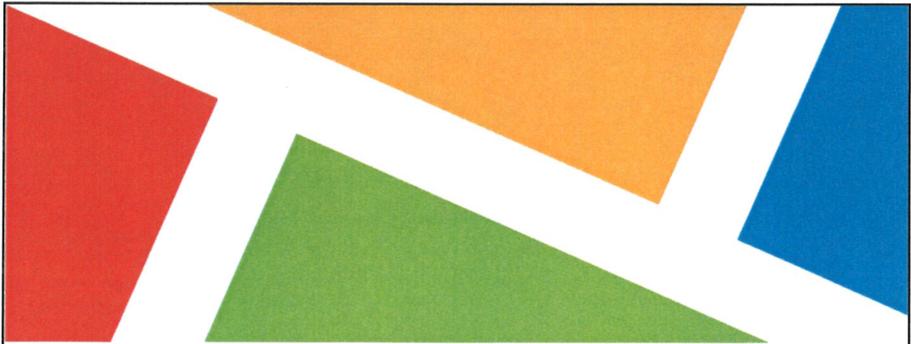


Sainte-Anne-des-Monts



Baie-Saint-Paul

Coaticook



Müller paintings of a Switzerland community
1953-1971

