5.2 Area 2 - Downtown

The Downtown is Windsor's shopping and tourist destination. Home to the Windsor Casino it is the primary destination for tourism and is the location of City Hall, the Daimler Chrysler Building and other notable civic and institutional buildings. Areas of design interest include Ouellette Avenue and the Civic Esplanade.

DESIGN CONCEPT SUMMARY

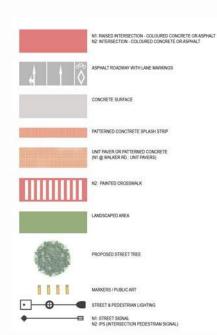
- Reinforce existing streetscape elements developed along the Casino and Daimler Chrysler Pavilion.
- Unify the street light fixtures by keeping a consistent white colour throughout the streetscape improvement area.
- Develop a north/ south promenade that protects the visual access from Detroit River to the Daimler Chrysler Building and along the Civic Esplanade to City Hall.
- Introduce two new viewing platform and access stairs at Goyeau Street and McDougall Avenue to improve access to the River from the Downtown.
- Improve road crossings to improve pedestrian safety
- And encourage the installation of public art at key nodes to create a unique and authentic downtown.

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5.3 Area 3 - Walker Road

Walker Road has been recognized as a unique heritage district with collections of historic industrial buildings that has been or is primarily used as distilleries. The most notably Hiram Walker & Sons Brewing Company building, the producers of Canada Club Whiskey, was designed in a 19th century Italian style that is home to original Group of Seven art. This area provides an opportunity for theming by bringing traditional materials and textures into crossings, feature walls and infrastructure with public art elements.

5.3.1 DESIGN CONCEPT SUMMARY

- Develop streetscape elements that maintain the consistency and rhythm of Riverside Drive while integrating turn of the century industrial artefacts and distillery theming in public art and infrastructure elements.
- Light fixtures should be white in colour consistent with Downtown and other Special Streetscape Improvement Areas along Riverside Drive.
- Although Walker Road and Riverside Drive is a major traffic intersection, there is a need to improve pedestrian / cycling capacity by providing safe crossing and improved sidewalks and cycling lanes, as addressed by the preferred improvement program in the ESR.

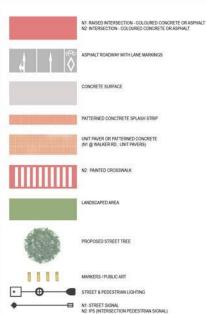
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5.4 Area 4 - Lakeview Park Marina

Lakeview Park Marina area is across from Peche Island, at the mouth of Lake St.Clair River. Surrounded by an established residential neighbourhood and adjacent to a private marina, the area has a limited existing pedestrian trail system and views to the Detroit River. The Lakeview Park Marina itself provides the public with marine recreation facility with mooring for 300 seasonal and 25 transient vessels. The Pelee Channel lighthouse, which served as a navigation aid to the Lake Erie shippers since 1902, was reconstructed and integrated as a feature in the marina.

5.4.1 DESIGN CONCEPT SUMMARY

- Introduce a new sidewalk on the north side of Riverside Drive to create pedestrian connections to Brumpton Park, and provides a new connection to the existing Ganatchio multi-use trail.
- Improvements to Little River Bridge that introduces new cantilevered bike lanes and pedestrian sidewalks for improved access and movement.
- Develop streetscape elements that maintain the consistency and rhythm of Riverside Drive while integrating nautical elements and theming.
- Light fixtures should be white in colour consistent with Downtown and other Special Streetscape Improvement Areas along Riverside Drive.
- Preserve and enhance existing north/south views to Peche Island and east/west views through the Marina and along the Riverfront.

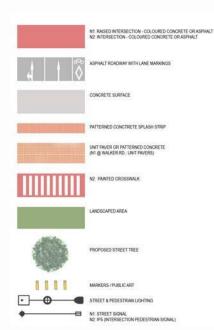
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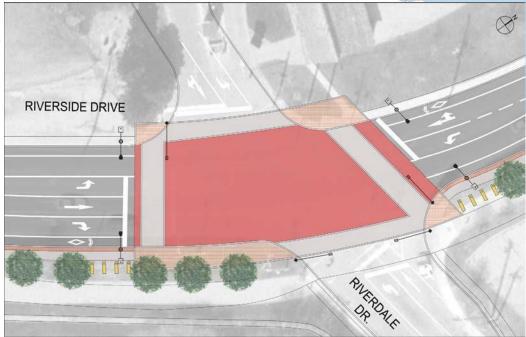
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5.5 Area 5 - East End

Along the border between Windsor and its neighbouring municipality Tecumseh this area acts as the eastern gateway to Riverside Drive and Downtown. Surrounded by established residential neighbourhoods it is the bridging point between the two municipal riverfront trail systems.

5.5.1 DESIGN CONCEPT SUMMARY

- Create a distinct gateway feature and introducing new vertical gateway elements along Riverside Drive.
- Develop streetscape elements that maintain the consistency and rhythm of Riverside Drive.
- Light fixtures should be white in colour consistent with downtown and other Special Streetscape Improvement Areas along Riverside Drive.

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