

# DEVELOPMENT CONCEPTS

- 1 Existing site adjacent to the boat launch.
- 2 Streetscape opportunity looking north. Features include landscaped parking pockets (a) and small gathering spaces to host impromptu events (b). Site furnishings, signage (c) and lighting (d) are used sparingly in deference to the strong character of the area. Landscaping (e) is used to screen large parking areas, and sidewalks (f) are provided to define safe pedestrian areas among large, undifferentiated parking / loading areas.





*The urban design kit-of-parts is much like it sounds - a toolkit of urban design components and strategies which can be implemented in varying permutations to suit the site specific circumstances of locations throughout Yellowknife. The palette of components and strategies are intended to meet the cultural, social and functional needs of Yellowknifers moving forward with a cohesive and sustainable urban design strategy, and reflect the guiding principles gleaned through the charrette process coupled with best practices in placemaking.*

*The urban design kit-of-parts include streetscapes; street furnishings; lighting; landscape; environmental graphic design; architecture; and signage.*



## 8 / Urban Design Kit-of-Parts / Streetscapes

The fabric of streets and open spaces in a community is one of the key public realms in which the life of a place plays out. Careful planning and design of this public realm is critical, not simply to ensure a basic level of functionality, but to realize the full potential that is offered in making great places.

### Principles

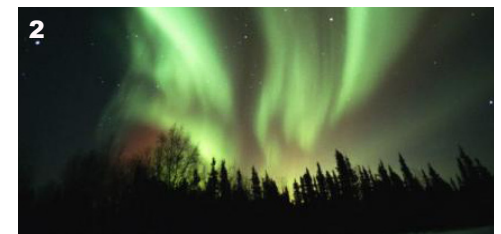
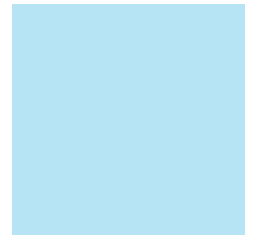
- Encourage street **activity** and **vitality** by maximizing sidewalk widths and providing spaces for multiple functions, both permanent and temporary, year-round. Where possible, widen sidewalks along south and west facing frontages to create windblocks and 'suncatches'.
- Ensure year-round pedestrian **comfort** and **safety** through the introduction of site furnishings and lighting (\*), and a consideration of CPTED (Crime Prevention through Environmental Design) principles.
- Ensure **accessibility** by making streets and sidewalks universally accessible, incorporating active transportation, and introducing traffic calming where appropriate.
- Embody a design vocabulary for hardscaping that speaks to the **identity** and **personality** of the place.
- Reinforce the **urban fabric** through the development of gateways, identity signage and wayfinding programs (\*).
- Incorporate public art as one venue to express the collective **memory** of history and stories (\*).
- Embrace **sustainability** through the use of a native landscape palette, introduction of 'green infrastructure' and the careful selection of materials (\*).

### Implementation

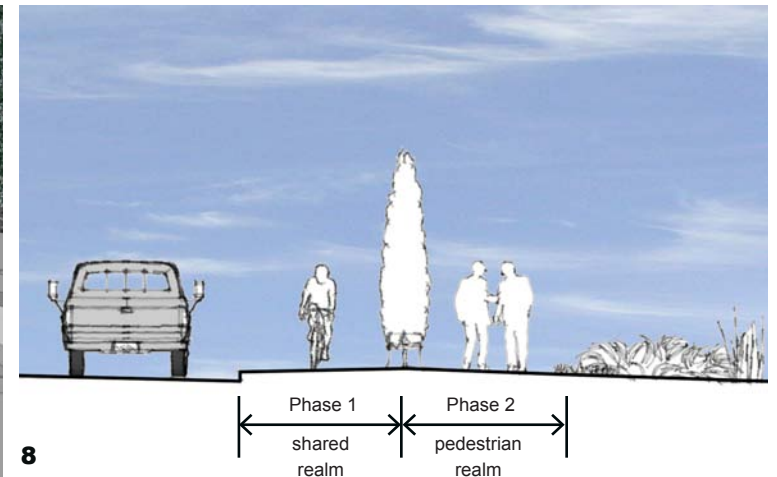
- Include streetscaping / hardscaping in City Engineering Standards, which should become the basis for all future roadway improvement projects within the City.
- Require streetscaping / hardscaping in all private development through provisions within the Zoning By-law.

*\* Addressed in greater detail in other Sections*

- 1** Streetscape precedent in which widened sidewalks provide a venue for street activity.
- 2** Aurora borealis, which is immediately associated with Yellowknife and the north.
- 3** The Greenstone Building is a good precedent for future streetscape development.
- 4** Traffic calming model which may be adaptable to the Yellowknife context.



- 1 On streets such as 50th, space is available for curb extensions, seating areas and landscaping. As a result, decorative paving treatments can typically be more modest.
- 2 On Franklin Avenue, more random patterns of coloured concrete (a sustainable design solution for a northern environment) can be creatively integrated into the streetscape over time.
- 3 Old Airport Road, with its existing asphalt pathways, is ideally suited to relatively inexpensive applications of coloured and stamped asphalt. In this example, a float plane motif is suggested.
- 4 Northern communities around the globe have successfully experimented with heated sidewalks. These technologies increase safety and allow decorative paving to be appreciated year round.
- 5 Inset light feature, which could successfully animate high traffic areas with regular snow clearing or heated sidewalks.
- 6 Streetscaping should include efforts to define and screen adjacent areas, including parking lots and other unattractive land uses.
- 7 Old Airport Road streetscape, which integrates active transportation in a functional and creative manner. In this example, cyclists and pedestrians are separated by a landscaped strip.
- 8 The Old Airport Road landscape can be incrementally introduced - the first phase can include a multi-use trail, and in a future phase separate areas can be created and designated.





- 1 The dutch woonerf is perhaps the best known precedent for creating streetscapes shared by people and cars.
- 2,3 Inspired by the woonerf but more suited to a northern climate, this example of a flexible streetscape is designed primarily for angled parking (2), but when needed, can be partially (3) or fully closed to traffic to host a sidewalk cafe, saturday market or similar event.
- 4 This example illustrates a potential downtown gateway at the intersection of 50th Street and 52nd Avenue. This intersection includes gateway features (a), banners (b) and fencing (c), to enhance the sense of arrival. Traffic calming measures may also include raised crosswalks (d), curb extensions with bollards (d) and median refuges (e) and (f).



## 8 / Urban Design Kit-of-Parts / Street Furnishings

Street furnishings are an important component of the kit-of-parts that makes up the urban design of streets and open spaces. Street furnishings contribute mainly to the comfort and convenience of users, but at the same time can support broader efforts ranging from community cleanliness to active transportation. As is the case in many communities, Yellowknife has over the last several years introduced a range of street furnishings under various streetscape and beautification initiatives. This legacy needs to be considered in the creation of a coherent urban design vocabulary.

### Principles

- Ensure year-round pedestrian **comfort** and convenience through the provision of adequate benches, garbage receptacles, and similar amenities.
- Take advantage of street furnishings as a ‘canvas’ to articulate community **identity** and **personality** through a coherent design language, and seek opportunities to develop street furnishings as public art (\*). Where possible, select / design street furnishings which extend and / or complement the existing street furnishings palette.
- Support **accessibility** by the introduction of bicycle racks and storage areas, and encourage transit use by providing comfortable transit shelters.
- Embrace **sustainability** through the careful selection of products and materials, including those locally sourced or fabricated; of low-embodied energy and / or recycled.

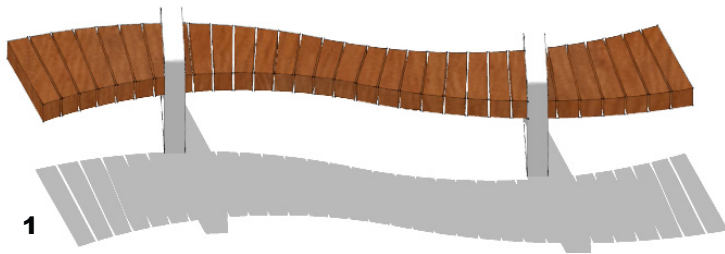
### Implementation

- Undertake a thorough inventory of existing street furnishings and replacement cycles to understand the implications of furnishing installation and replacement from the perspective of asset management.
- Develop a coherent and comprehensive street furnishing palette, and include in City Engineering Standards.
- Include the street furnishing palette as part of future streetscape enhancement initiatives, undertaken alone or in conjunction with roadway and infrastructure upgrades.
- Seek opportunities through public art processes to design and construct street furnishings (\*).
- Require street furnishings in all private development through provisions within the Zoning By-law.

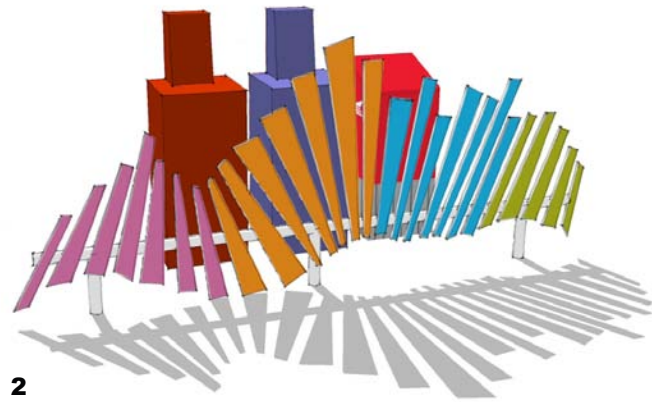
*\* Addressed in greater detail in other Sections*

- 1 Current bench type.
- 2 Current garbage receptacle type.
- 3 Street furnishings from past initiatives.
- 4 Local community art inspiration.

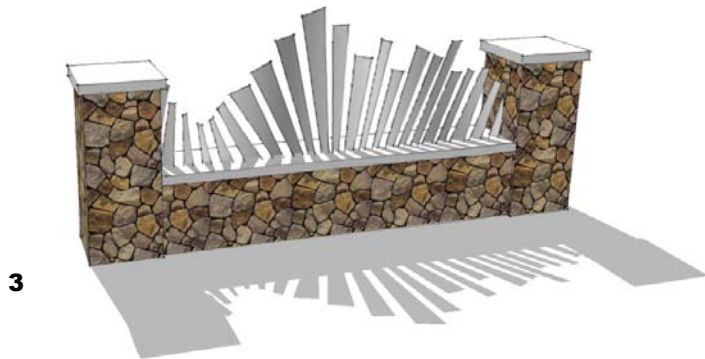




1



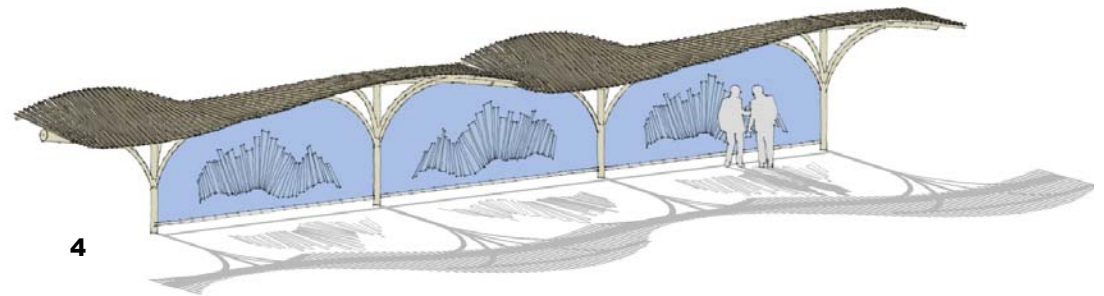
2



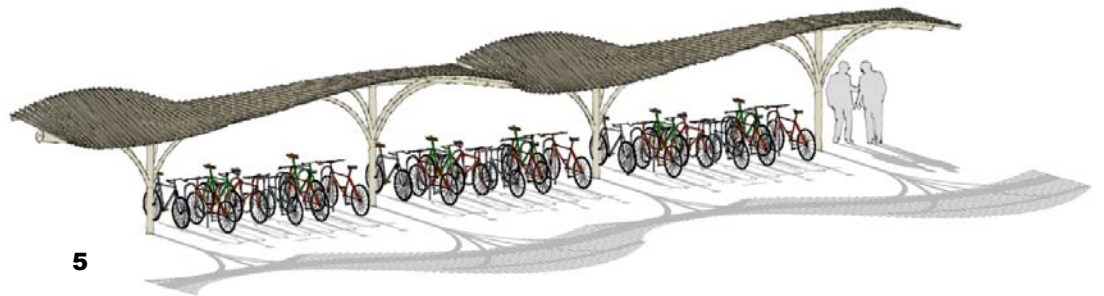
3

Street furnishings provide an excellent opportunity to explore an architectural palette of themes and essences which can strengthen Yellowknife's unique brand. The following examples illustrate how two interpretations of a possible 'aurora borealis' motif might be carried through a family of furnishings and structures.

- 1 Custom bench which incorporates a more 'fluid' interpretation of the motif. On colder days, the wood slats on this bench would provide a comfortable alternative to a more common metal bench.
- 2 Garbage receptacle / paper box screen with a more 'crystalline' interpretation of the motif. In this design, consideration has been given to the pattern of shadows that will play upon the sidewalk surface.
- 3 The crystalline motif executed in brushed aluminum, incorporated into a decorative stone fence.
- 4 Transit shelter which combines both motifs - the tempered glass panels provide protection from winter winds while the undulating roof provides shelter from sun and rain.
- 5 Transit shelter concept modified as covered bicycle storage.



4



5





## 8 / Urban Design Kit-of-Parts / Lighting

In the winter city context of Yellowknife, effective lighting is absolutely essential to ensure the accessibility and safety of streets and open spaces. There is also an opportunity to more fully animate the streetscape and enrich the pedestrian experience through the lighting of buildings and open spaces. To date, pedestrian-scaled lighting has been introduced in a number of urban design initiatives in Yellowknife.

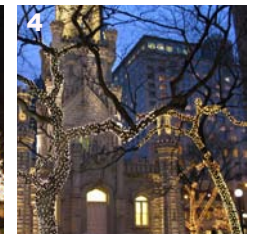
### Principles

- Ensure the **accessibility, safety** and **comfort** of pedestrians through the use of pedestrian-scaled lighting. For asset management purposes, continue using existing luminaire families and / or simplify future luminaire families.
- Contribute to the **vitality** of streetscapes through the use of unique lighting techniques which animate the pedestrian realm and highlight buildings and public art.
- Use lighting to reinforce the hierarchy of streets and open spaces within the legible **urban fabric**. Streets and open spaces should be lit to match their levels of use.
- Embrace **sustainability** through the use of energy-efficient (e.g. LED) lighting technology, and the use of cut-off fixtures to limit the amount of light trespass and light pollution.

### Implementation

- Develop and refine a coherent and comprehensive lighting palette, and Include in City Engineering Standards. Emphasis should be placed on the use of luminaires which are energy efficient and limit light pollution.
- Include both the standard lighting palette and unique lighting strategies in future streetscape enhancement initiatives.
- Include lighting considerations in City Facade Improvement and Signage Guidelines.
- Seek opportunities through public art processes to design and construct art features which integrate lighting.
- Require all private development to include lighting through provisions within the Zoning By-law.

- 1 Dramatic lighting of public space and architecture to match high levels of evening use.
- 2 Upper levels of buildings are downplayed with lighting focused on the street level.
- 3 Permanent and seasonal lighting adds scale and interest to the pedestrian realm.
- 4 Lighting of trees helps to define the pedestrian realm.
- 5 Lighting integrating with and highlighting architectural features.
- 6 Kinetic lighting which articulates and animates space.
- 7 Lighting which highlights public art.



- 1 Gooseneck fixture currently in use in Yellowknife, which should continue to be used.
- 2 Bollard lighting, recommended for streetscapes and pathways.
- 3 'Kali' luminaire suitable for pedestrian applications on Old Airport Road where a more contemporary aesthetic is desired.
- 4 Contemporary 'Hestia' roadway luminaire recommended for Old Airport Road.
- 5,6 50th Street lighting opportunities. Building and signage lighting is downplayed in favor of the pedestrian realm, which is animated by gooseneck (a), bollard (b) tree (c) and soffit (d) lighting. Increasing window glazing and illuminating window displays (e) also adds illumination and interest to the street.



## 8 / Urban Design Kit-of-Parts / Landscape

The soft landscape palette is an important component to the design of streets and open spaces, as well as the quasi-public landscape of shopping centres and parking lots. Trees, shrubs and perennials add visual interest, can add to environmental comfort, and help draw a strong connection with the surrounding landscape. Yellowknife is situated in the Canadian Shield and is part of a rich and diverse habitat upon which to draw from in developing a soft landscape palette. Furthermore, the retention and / or re-introduction of the this landscape into the fabric of the city has created some Yellowknife's most interesting and unique places.

### Principles

- Contribute to year-round pedestrian **comfort** through the use of coniferous tree planting to mitigate winter winds and deciduous trees to provide winter solar access and summer shading.
- Select and place trees and shrubs to preserve sightlines and contribute to overall public **safety**.
- Use landscaping to effectively mitigate land use incompatibilities, and improve the aesthetic and environmental quality of parking lots and similar landscapes that are typically devoid of character and scale.
- Retain and or re-introduce natural landscape features which speak to Yellowknife' natural **identity** and **personality**.
- Embrace **sustainability** through the use of native plants, and the introduction of rain gardens and similar 'green' infrastructure. While annuals and other exotic plants have a place in the urban landscape, their use should be limited due to their maintenance needs and energy and water requirements. Employ best practices in construction detailing to ensure the long term health of plant materials (particularly boulevard trees) within the urban landscape.

### Implementation

- Advance the development of standard plant lists and specifications, to be included / referenced in the City Zoning-By-law and Engineering Standards. Emphasis should be placed on the use of native trees, shrubs, perennials and ground-covers, as well as the use of locally sourced mulches and planting materials.

- 1 Undisturbed shield landscape near Stanton Hospital.
- 2 Natural landscape reintroduced on 49th Street.
- 3 Existing walkway integrated with rock outcrop, 54th Street.
- 4 Yellow Mountain Avens, a perennial native to the Yellowknife region.
- 5 Rainwater garden in parking lot, Portland OR.



## Implementation / continued

- Review current landscape details and specifications and update City Engineering Standards as appropriate.
- Include landscaping as part of future streetscape enhancement initiatives, and test the use of rainwater gardens and similar 'green' infrastructure.
- Review current Zoning By-Law requirements and update as needed to strengthen the development of attractive and sustainable landscapes, particularly for shopping centres and parking lots.

- 1 Example of more stringent landscape requirements, which applied to Stanton Plaza example illustrate the opportunity to add scale, definition and interest to a commercial landscape.
- 2 Careful tree planting, combined with sidewalk widening, can begin to create a streetscape in a strip mall setting.
- 3 Rainwater garden combined with curb bulging, Portland OR.

### Selected Native Plant Palette for Yellowknife

**Coniferous Trees** • Black Spruce, Jack Pine, Tamarack.

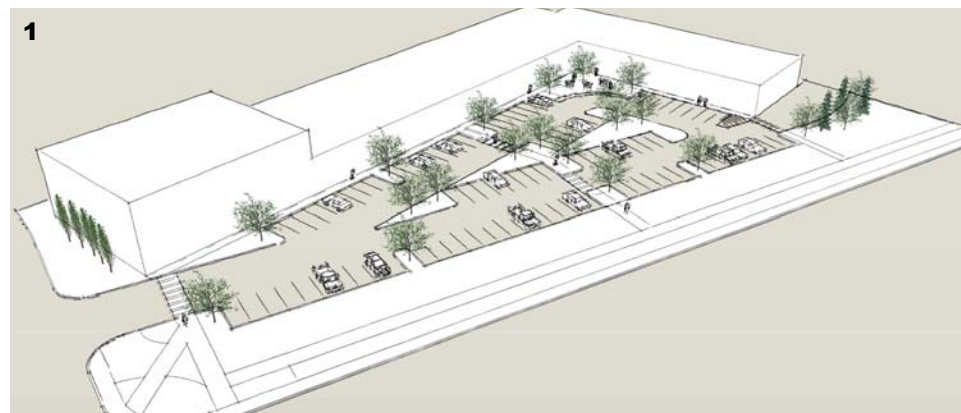
**Deciduous Trees** • Paper Birch.

**Coniferous Shrubs** • Creeping Juniper, Ground Juniper.

**Deciduous Shrubs** • Black Currant, Lowbush Cranberry, Red Osier Dogwood, Saskatoon, Cinquefoil, Silverberry, Bearberry, Prickly Wild Rose, Dwarf Birch, Green Alder, Soapberry, Willow.

**Perennials** • Sandwort, Yarrow, Northern Bedstraw, Prickly Saxifrage, Wild Strawberry, Arnica, Goldenrod, Yellow Mountain Avens, Fireweed, Indian Paintbrush, Arctic Lupine, Bluebell, Jacob's Ladder, Wild Mint, Wild Sweet Pea.

**Aquatics** • Water Arum, Yellow Pond Lily, Bog Rush, Great Common Bulrush, Water Sedge.



## 8 / Urban Design Kit-of-Parts / Environmental Graphic Design

Environmental Graphic Design applied to signage systems contributes not only to the identify of a place, but can also reinforce wayfinding and the legibility of the urban fabric. Over the last several years signs, banners, interpretive signs and wayfinding kiosks has been introduced in the community, and this legacy needs to be considered in the creation of a comprehensive signage program.

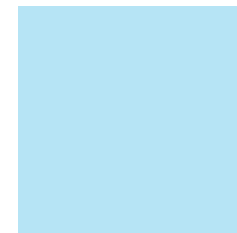
### Principles

- Use signs and sign systems as canvases for community expression and **identify** at both the community and neighbourhood / district level.
- Seek opportunities to incorporate public art processes into the design of signs and sign systems (\*).
- Design signs and signage systems to flexible and adaptable, accommodating both permanent and temporary (e.g. seasonal) messaging.
- Use signs and sign systems to assist in wayfinding, contributing to public **safety** and reinforcing the legibility of the **urban fabric**.
- Embrace **sustainability** through the use of materials that are durable, locally sourced or fabricated, of low-embodied energy and / or recycled.

### Implementation

- Undertake a thorough inventory of existing signs, kiosks and banners, and their respective replacement cycles, to understand the implications of sign installation and replacement from an asset management perspective.
- Develop and refine a comprehensive, community-wide signage program, which addresses communication requirements and graphic design standards. The signage should include gateway, identity / branding, and wayfinding signage. Where elements relate to other streetscape elements (e.g. lighting), provisions should be made within the City Engineering Standards. Explore the opportunity of standardized, pre-fabricated sign families.
- Introduce gateway, identity and wayfinding signage in future streetscape enhancement initiatives.
- Include signage considerations (particularly banners) in City Facade Improvement and Signage Guidelines (\*).

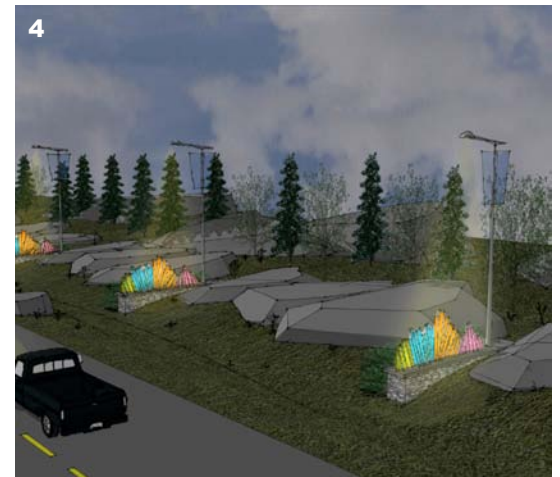
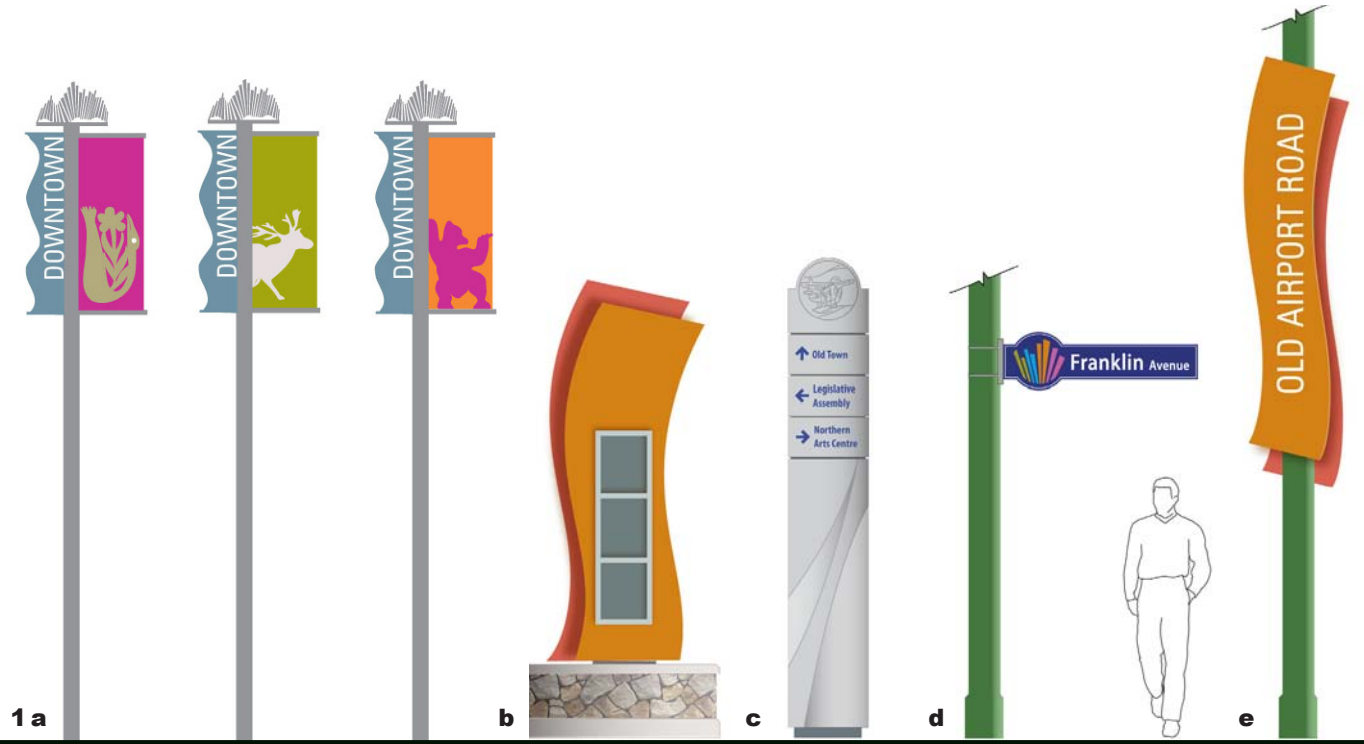
*\* Addressed in greater detail in other Sections*



- 1 Current identity banners.
- 2 Current information kiosks.
- 3 Current entry sign.



- 1 Potential sign families for Yellowknife: district identity signage (a); information kiosk (b); wayfinding signage (c); pedestrian-scaled sign blade (d); and automotive-scaled sign blade (e).
- 2 Standardized wayfinding / transit stop signage which incorporates up-to date schedule information, Winnipeg MB.
- 3 Potential gateway signage concept for Old Airport Road, Highway 3 and Highway 4.
- 4 Gateway signage concept, nighttime view.



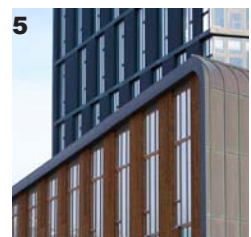
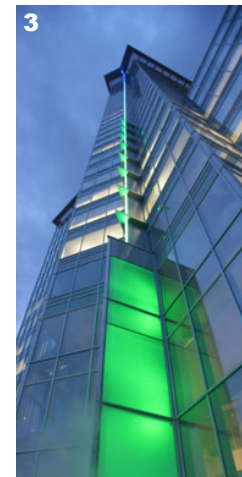
## 8 / Urban Design Kit-of-Parts / Architecture

Within the context of urban design, buildings and built form act in concert with streets and open spaces to define the streetscape. While the design and construction of buildings is almost entirely a private endeavor, the City of Yellowknife plays a valuable role in, and has powerful tools to, regulate development in order to protect the interests of the community and make great places.

### Principles

- Contribute to the **activity** and **vitality** of districts through good architecture that supports mixed-use development - creative yet careful integration of different uses within a cohesive architectural whole. Special consideration should be placed to the careful design of architecture that, through massing, is sensitive to its urban context.
- Contribute to the **activity** and **vitality** of streetscapes through the provision of street level uses and activities, and permeability between inside and outside spaces.
- Ensure year-round pedestrian **comfort** and **safety** through the stepping back of buildings to minimize downdrafts and maximize solar access, and the use of architectural elements to provide shade and shelter. Building setbacks should be in a manner that retains a comfortable street cross-section.
- Contribute to the **visual appeal** and **vitality** of streetscapes through well-designed buildings that respond through proportions, materials and detailing to the scale, character and animation of the street. Special emphasis should be placed on the selection of materials, colours and details which contribute positively to the winter city context of Yellowknife.
- Ensure buildings are universally **accessible**, and require buildings to include secure bicycle storage and related facilities (e.g. showers) to encourage active transportation.
- Seek opportunities to incorporate public art into buildings and associated structures (\*).
- Embrace **sustainability** through the incorporation of green roofs, greywater recycling and similar 'green' technology, as well as the use of materials that are durable, locally sourced or fabricated; of low-embodied energy and / or recycled.

- 1 High quality, mixed use development which combines retail and commercial uses within a pedestrian-oriented and scaled environment.
- 2 Unique mixed use development combining residential with 'big-box' development, Vancouver BC.
- 3 Public art integrated with architecture, Vancouver BC.
- 4 Shading device integrated with architecture, Greenstone building, Yellowknife.
- 5 Stepping back of building masses.



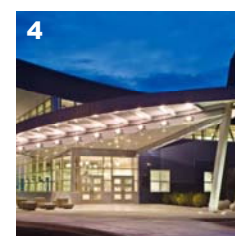
## Implementation

- Advance facade improvement programs, supported by strengthened architectural guidelines.
- Review current Zoning By-law requirements with regard to the integration of uses and the massing of buildings. In future zoning by-laws, explore form-based and similar strategies which shift emphasis from building uses to building typologies and forms.
- Require construction to be to LEED or similar standard of sustainable, energy efficient design.

\* Addressed in greater detail in other Sections

The (re) design of buildings and facades should be undertaken not only to improve their physical appearance, but to contribute to the visual appeal and vitality of the streetscapes of which they are a part. At the same time, there is an opportunity to improve the energy efficiency and environmental sustainability of buildings. Key principles to consider in the (re) design of buildings and facades include:

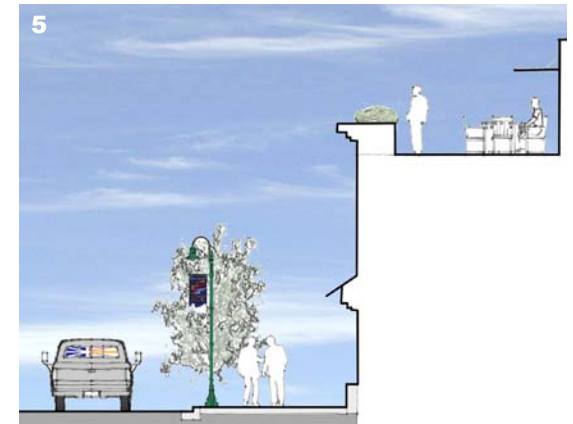
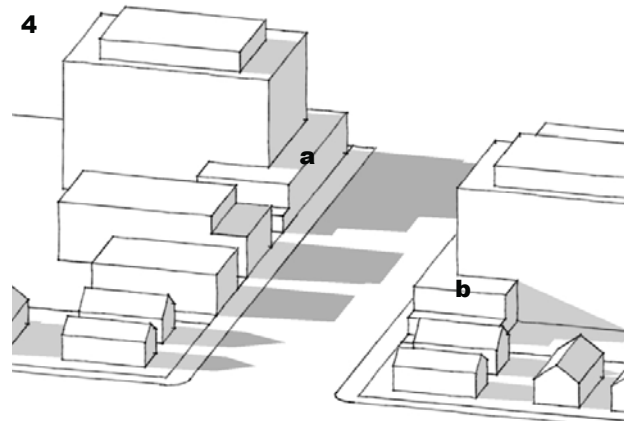
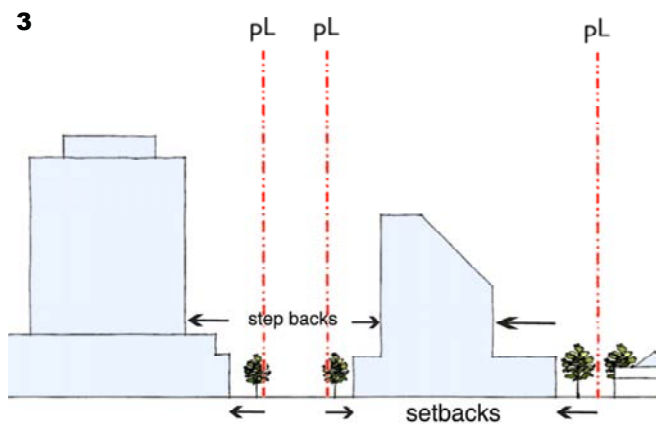
- **Create visual interest** within the public streetscape realm through the use of colour, materials, texture, rhythm and articulation. In this example (1), the use of bright colours coupled with the rhythm of the stepped rooflines creates visual interest and animates the streetscape.
- **Design for the human scale** through fine grained detail and articulation, attention to the transition between building base and overall building, variations in height and massing, and the incorporation of sheltering elements. While this example (2) also incorporates the use of rhythm, the main focus is on the relatively fine detail in the facade (e.g. small windows, precise architectural detailing), and the emphasis on the main floor street face, which emphasizes the pedestrian-oriented perspective.
- **Animate the street edge** through the activation of all building frontages (when on a corner lot), the full use of building set-backs for tables, planters, etc., and the creation of high permeability between inside and outside spaces. This example (3) animates the street edge by maximizing permeability and adding activity along the building frontage. This building further contributes to the public realm through the addition of awnings, which both help to define the pedestrian environment and provide protection from weather.
- **Facilitate wayfinding and access** through the careful use of signage and lighting design, the design of clearly articulated building entrances (4 and the incorporation of accessible pathways and ramps.
- Provide **direct building access** for persons with disabilities (5).







- 1,2** Application of facade enhancement principles to 50th Street (1) and Stanton Plaza (2). In both examples, the emphasis is on enhancing the pedestrian realm through the use of warm colours and materials, stronger articulation of entrance areas, and the integration of well designed, illuminated signage compatible with the building architecture.
- 3** Building setbacks and stepbacks illustrated. The City of Yellowknife presently allows for a maximum building 'podium' of four floors, above which the building steps back.
- 4** Stepbacks can also be powerful design tools to maximize solar access (a) and ensure compatibility with the scale of surrounding buildings. This is significant in the context of downtown Yellowknife given that new buildings will be challenged to minimize their impact upon what is in many areas still a pattern of single- and two-storey structures.
- 5** As an alternative to prescriptive requirements for stepbacks, it may be more appropriate to take a flexible approach so that the podium level can be designed to respond to or reinforce a particular street cross section, and at the same time maximize opportunities for rooftop gardens and patios.



## 8 / Urban Design Kit-of-Parts / Signage

Well designed signage not only is an effective business identification and marketing tool, but also contributes positively to the urban realm by both complementing its architectural context and animating the overall streetscape.

### Principles

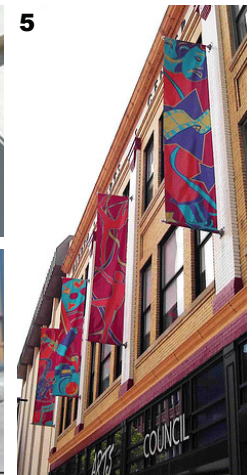
- Contribute to the **visual appeal** of streetscapes through the use of signage that integrates well with the character and scale of its architectural and / or site context. Special emphasis should be placed on the design of simple, clear and legible signage which does not introduce unnecessary visual clutter into the streetscape.
- Contribute to the year-round **vitality** of streetscapes through the consideration of signage design (e.g. interesting use of form and colour), type (e.g. projecting signs and sandwich boards) and illumination to animate the pedestrian realm. Special emphasis should be placed on the use of colours and materials that respond to the winter city context of Yellowknife.
- Encourage the design of unique and artistic signs that capture the **identity** and **personality** of the business / business owner, district and or larger community.
- Embrace **sustainability** through the use of signage materials that are durable, locally sourced or fabricated; of low-embodied energy and / or recycled.

### Implementation

- Revise Zoning By-law requirements and signage guidelines as required.

Good signage is generally compatible in form, scale and placement with its architectural context; easy to read for pedestrians and motorists as appropriate; sensitively illuminated with minimal light spillage; creative in its use of use of colour, typography, form and shape; fabricated with durable, weatherproof materials. The examples to the right exemplify these principles:

- 1 Signage that is well integrated with its architectural context, and appropriately illuminated with fixtures that minimize light spillage.
- 2 Pylon sign which has been carefully sized to suit its location in an automobile-oriented landscape.
- 3 Plaque sign which incorporates a unique, three-dimensional form to stand out and add interest to the pedestrian streetscape.
- 4 Projecting sign that utilizes three dimensional forms and attractive brackets to animate the streetscape.
- 5 Vertical banners that, when placed in series, break up a large facade and add colour and rhythm to the streetscape.
- 6 Temporary A-frame sandwich board which add visual interest and vitality to the streetscape.
- 7 Awning signs add scale and interest to the street, and provide shelter to patrons and passers by.





- 1 Building signage example, 50th Street. The sign design utilizes 3-dimensional cut letters which add relief while maintaining the continuity of the building facade. At night, the letters are back-lit to not overpower the streetscape (inset).
- 2 Building signage example, Stanton Plaza. This sign design also uses 3-dimensional cut letters, directly integrated with a new canopy. This configuration allows for all electrical servicing to be neatly hidden from view. At night, the letters are halo-lit (inset).
- 3 Pylon sign example, Stanton Plaza. The sign design uses many of the materials utilized in the building facade (2), and organizes tenant signs in a simple, clean arrangement. Furthermore, the sign is both integrated into site landscaping and integrates a raised planter bed to further increase its visual appearance. At night, the sign is front-lit (inset).





*Public art includes artworks created for, or located in, part of a public space and/or accessible to the public. Public art includes works of a permanent or temporary nature located in the public domain and created in any medium, including artworks created for specific locations; exhibits / performances / artwork installations located in a public space; the integration of art and architecture to enhance the design of urban or public spaces; collaborations of artists with architects, landscape architects, urban designers, planners and engineers to create unique environments or features, which integrate art into the urban fabric of the city; and artworks produced through the involvement of the community<sup>1</sup>.*

*The City of Yellowknife is considering adopting a formal Public Art Program. Currently there are a number of public art installations throughout the downtown core and in Old Town in the form of murals, sculptures and mixed-media works. A formal program with an endorsed policy will ensure consistent and ongoing artworks in the City.*

*(1) City of Winnipeg Public Art Program*



## Existing Conditions and Precedents

At present, there are 25 outdoor art works in greater Yellowknife (2009 Artswalk Map). The art works range from murals on building walls to sculptures to a major rock painting piece. There are interior works in a number of public buildings and the Prince of Wales Northern Heritage Centre contains a collection of Northern Art.

While the City of Yellowknife does not have a formal public art strategy, the Northwest Territories Arts Strategy (2004) forms an excellent foundation for the creation of a public art program for Yellowknife. The vision, guiding principles and action plan are all consistent with the development of a good public art policy.

### NWT ARTS STRATEGY - VISION

- School programs offer students opportunities to learn about and appreciate the arts, to develop their interests and to discover their talents;
- Emerging and established Artists have access to programs that can assist them to further explore and develop their skills, and to support a career;
- Established artists have access to business information and resources to learn about the business side of the arts;
- The work of Artists is promoted and marketed nationally and internationally;
- The public has access to venues and programs that showcase and highlight the many forms of creative talent in the NWT.

### NWT ARTS STRATEGY - GUIDING PRINCIPLES

<b>Objective</b>	Provide opportunities for public awareness and appreciation of the arts.
<b>Actions</b>	Encourage and support individuals and organizations to produce, exhibit, perform and disseminate art to the public.
<b>Outcomes</b>	Key community (sector) stakeholders are engaged in developing and sustaining arts venues and showcase opportunities.
<b>Responsibility</b>	ECE Resources, Wildlife and Economic Development (RWED) Partners, NWT Arts Council.



Existing public art, Yellowknife.

