



Port Hawkesbury: Concept Development Plan

# DESTINATION REEVES STREET

Prepared by:

 ekistics plan+design



- 1.Introduction & Background
- 2.Complete Streets
- 3.The 8-Step Reeves Street Plan
- 4.Implementation



*Destination*  
**REEVES STREET**

# Agenda

# The Project

- Improve the economic development potential of the corridor.... more businesses and new residents
- Enhance the aesthetics and character of the street
- Encourage façade improvements for existing businesses
- Improve the safety and functionality of the road network for cars, cyclists and pedestrians
- Improve the quality of future developments on Reeves Street
- Improve the tourism draw potential of Reeves Street and Port Hawkesbury

# The Project

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program for Reeves Street and some high level recommendations on the previously created brand strategy for the Town, including how it could roll out into a signage strategy for Reeves Street. In so doing, the plan combines the fields of transportation planning, urban design, and civic branding to create a coordinated destination strategy for Reeves Street.

This plan was developed with significant input from the local community, which involved interviews, a public visioning workshop, an online survey and several presentations of a framework plan for feedback to the steering committee. This local input coupled with public input from previous studies (including 2004 streetscape study and 2011 Vision 2030 Plan) has helped to frame a cohesive vision for the Street, the private that or



# The Project

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# Demographics

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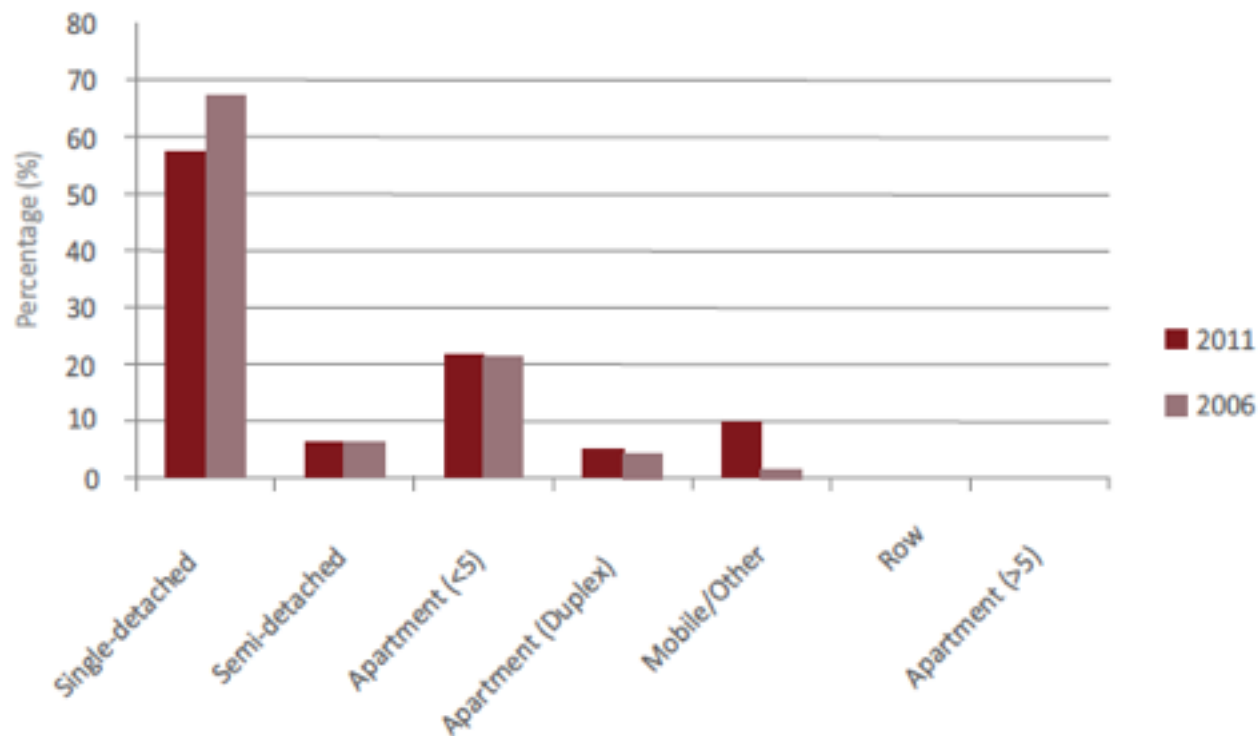


Figure 1.2  
Housing Trends from 2006 - 2011

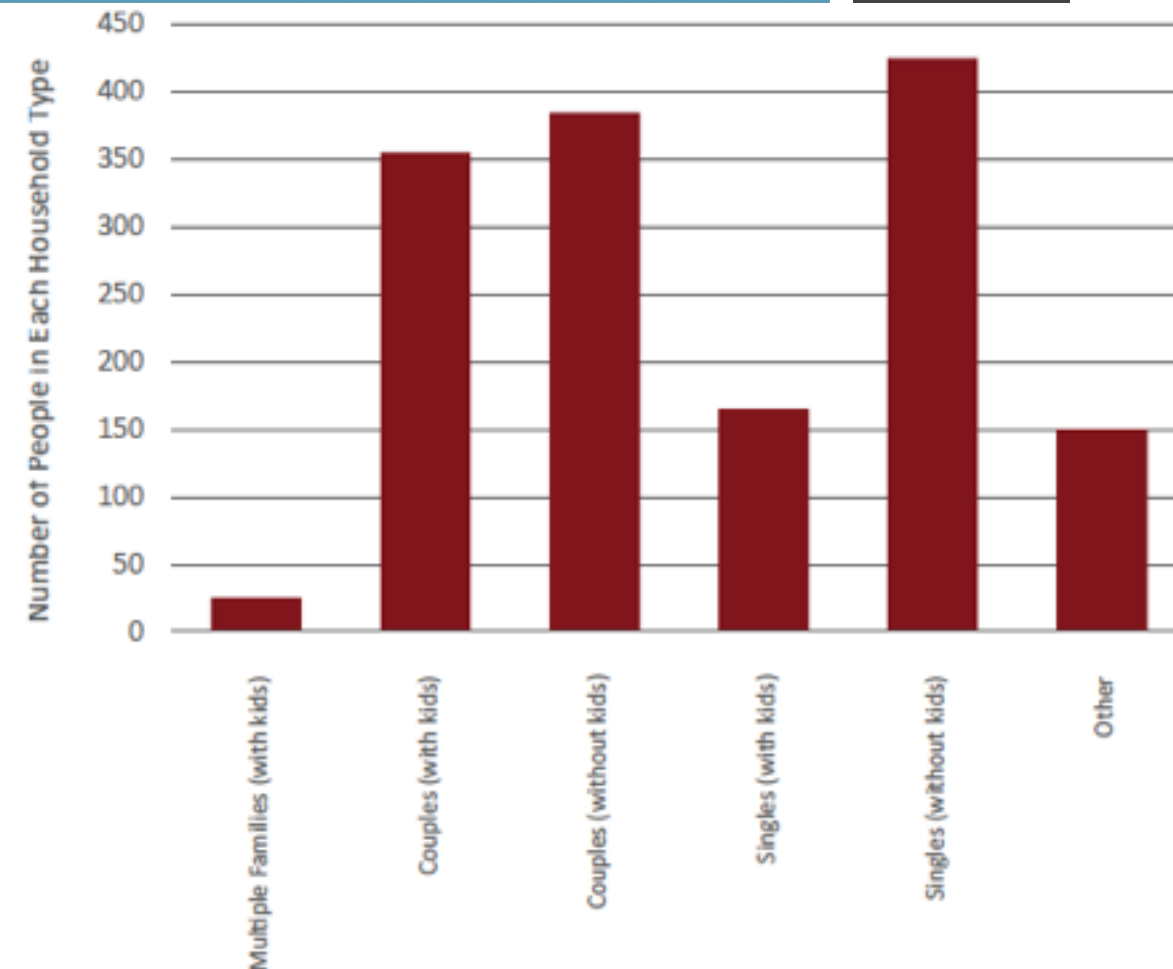


Figure 1.2  
Household Characteristics

- Trends away from single family ownership



# Demographics

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- Pop Decline from 4000 to ~3400

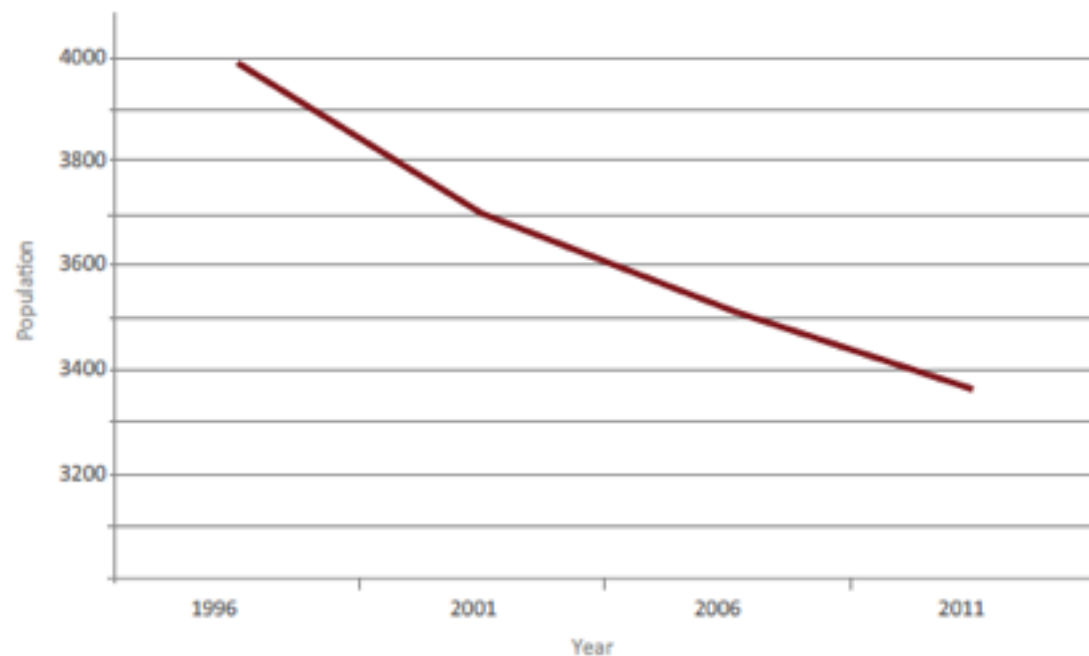


Figure 1.2  
Changes in Population

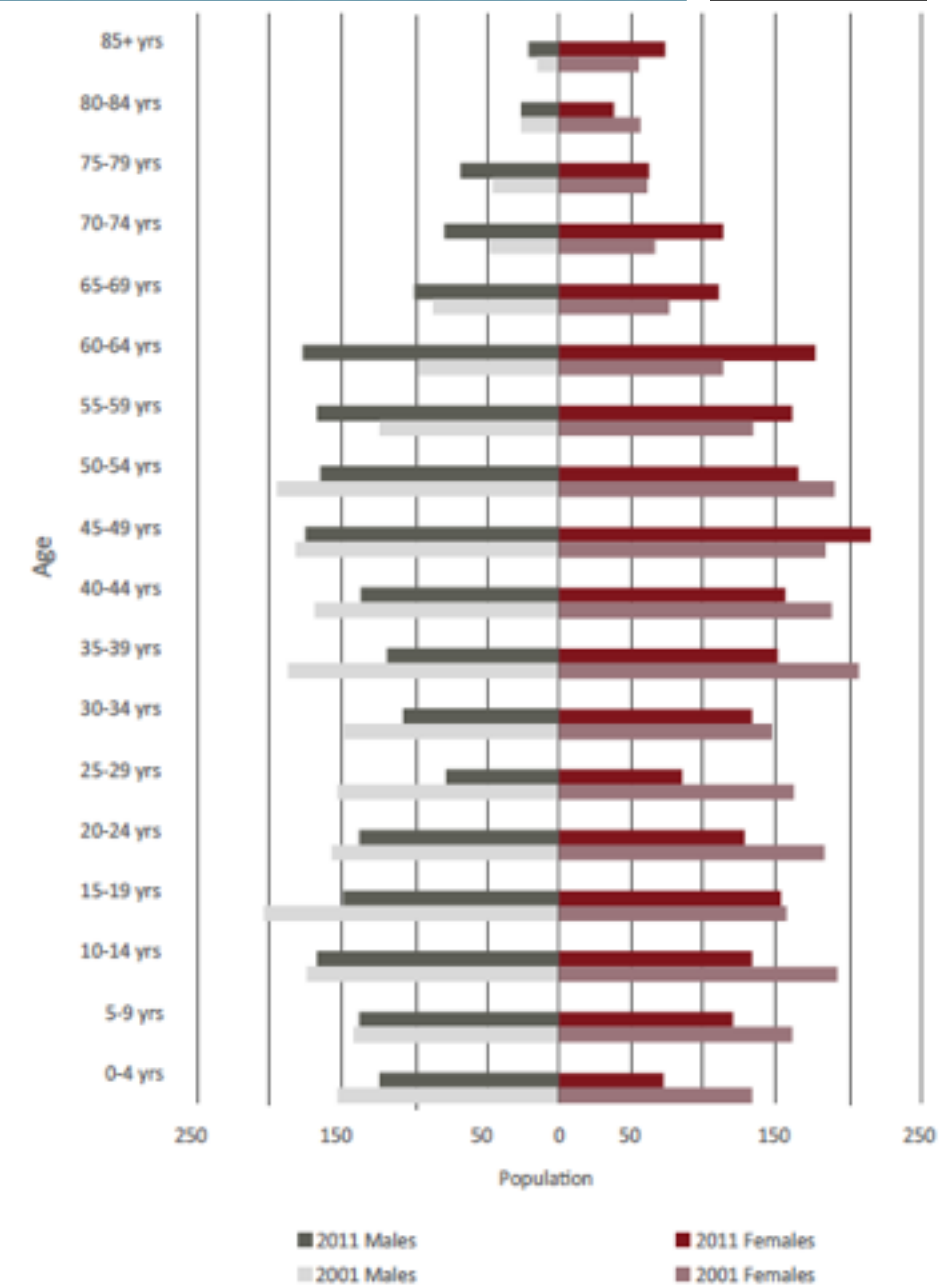


Figure 1.2  
Population by Age

## 2010 Visitor Exit Survey

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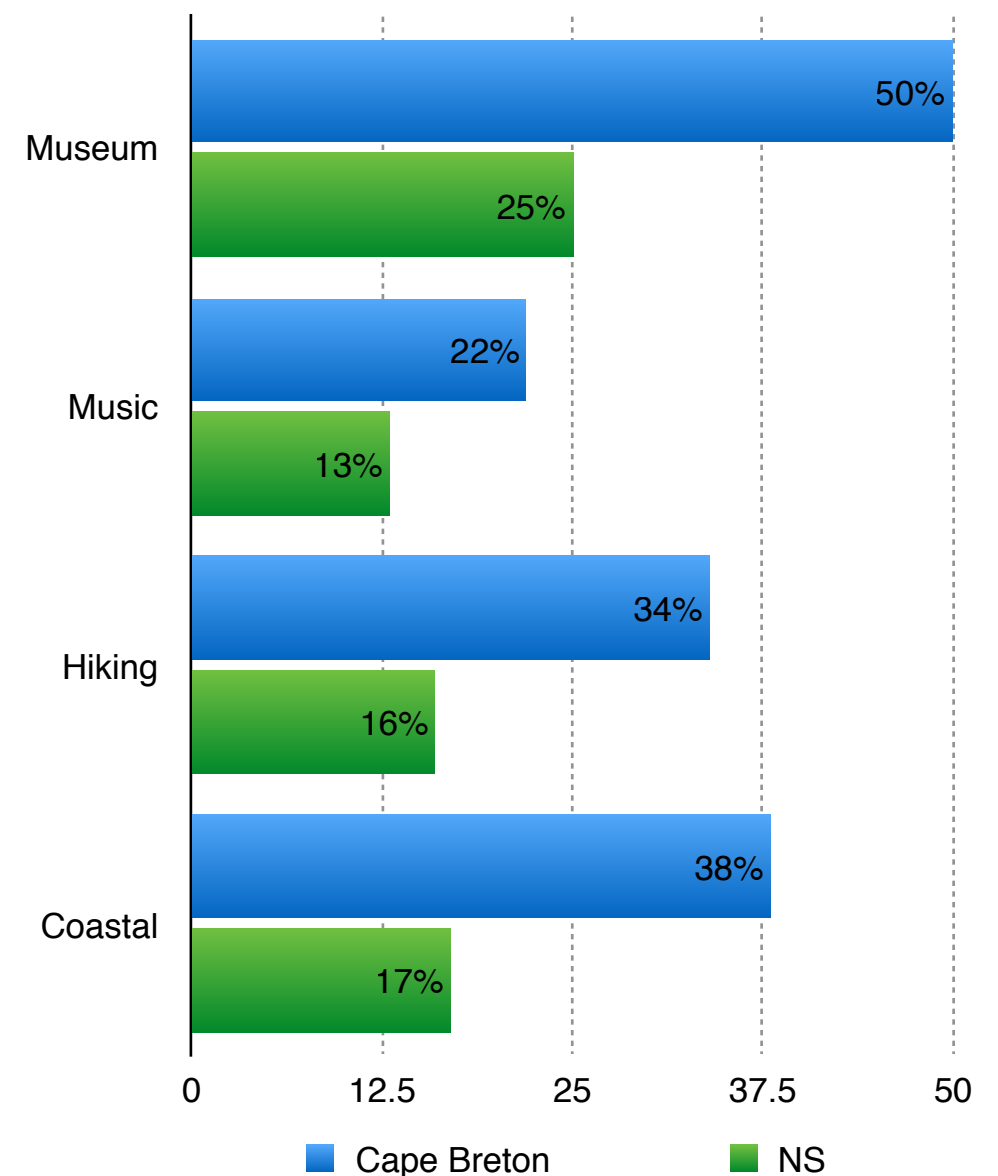
- 19% of the 1.95 million visitors to NS visited Cape Breton (370,000 visitors)
- Most tourists to CB come from Atlantic Canada (29%), Ontario (28%), Western Canada (13%), US (18%), Quebec (6%), Overseas (8%).
- 47% come as a couple, 13% alone, 27% families,
- The average length of stay was 8.2 nights.
- Those who included Cape Breton in their trip were more than twice as likely as all visitors to Nova Scotia to be first time visitors to the province (29% Cape Breton vs 13% NS)



# 2010 Visitor Exit Survey

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- 50% of visitors visited a museum or historic site (compared with 25% of all NS visitors), 22% saw a live music performance (compared with 13% for all NS visitors), 34% went hiking (compared with 16% for all NS visitors), 38% went coastal sight seeing (compared with 17% of all NS visitors).



# 2010 Visitor Exit Survey

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- Those who included Cape Breton in their trip were more than twice as likely as all visitors to Nova Scotia to be first time visitors to the province (29% Cape Breton vs 13% NS).
- Three-quarters of visitors to Cape Breton visited the province between June and September. 29% visited in the month of August.
- Three in ten visitors including Cape Breton in their trip were aged 55 to 64 years, followed by 45 to 54 (26%), 35 to 44 (15%), and 25 to 34 (14%). One in ten Cape Breton visitors were over the age of 65, and four percent were under the age of 25.
- Just over one-half of Cape Breton visitors have completed a university education, while two in ten have completed college.
- 93% of visitors prefer English with 6% preferring French.



# NSCC

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- NSCC Educates over 25,000 students per year
- Adds \$1.4 billion (3.7% GDP) to Provincial Economy
- 1600 FTE employees with payroll of \$62million
- Strait Area Campus
  - 700 students and 120 employees
  - Contribute over \$40 million to local economy, \$6 million salaries, \$10 million in day-to-day student spending
  - No residences, housing is an opportunity.

## Past Studies

12

- Destination Reeves Street builds on past studies



▲ Figure 1.2  
Reeves and Granville Streetscape Study (2004)



▲ Figure 1.2  
Community Economic Development Conceptual Planning for the Town of Port Hawkesbury (2011)



▲ Figure 1.2  
Reeves Street Safety Study (2014)



▲ Figure 1.2  
NSCC - Port Hawkesbury Connection Analysis (2014)



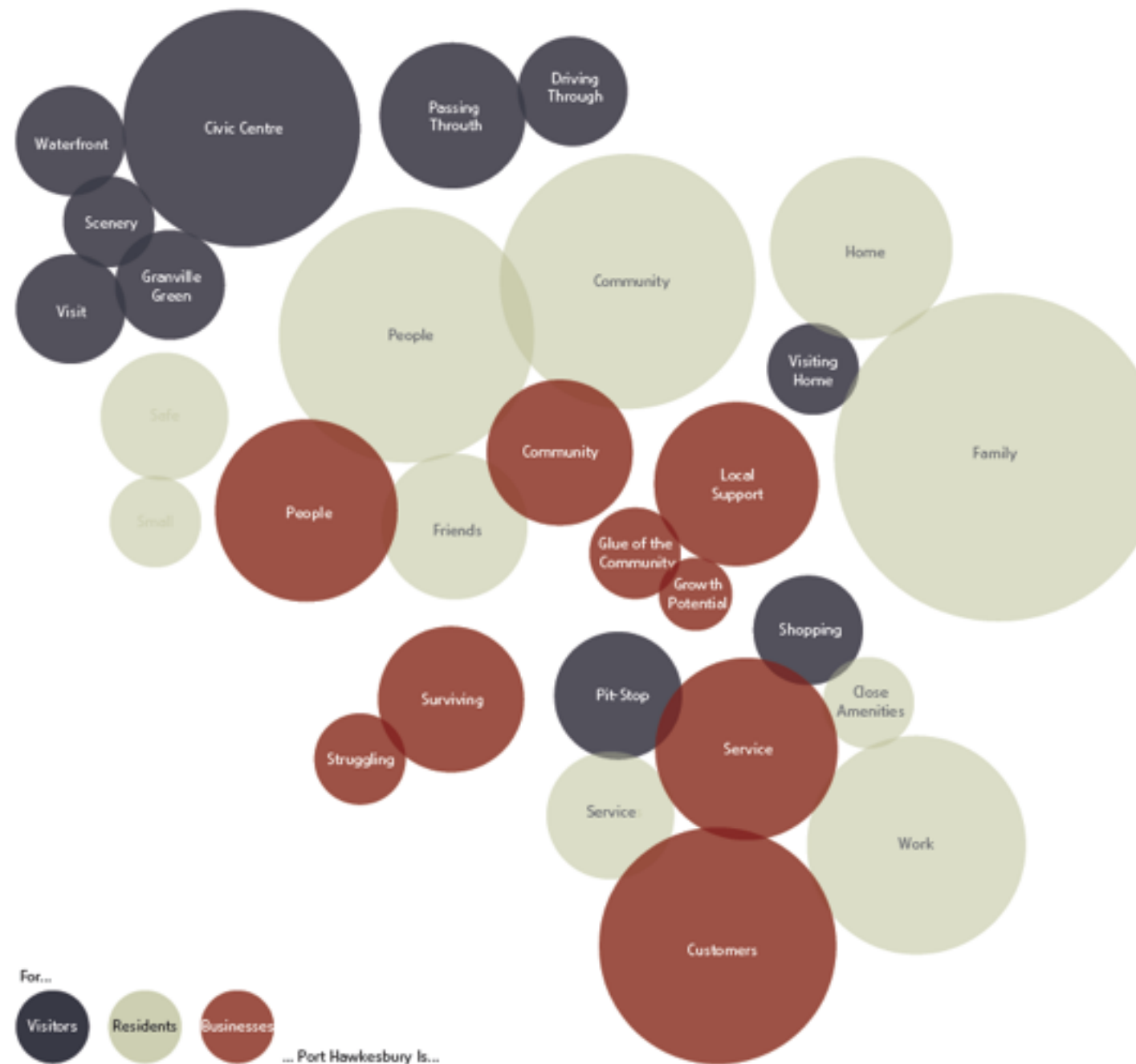
# Public Consultation

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1. Workshop (12)
2. Online Survey (347)
3. Interviews (15)

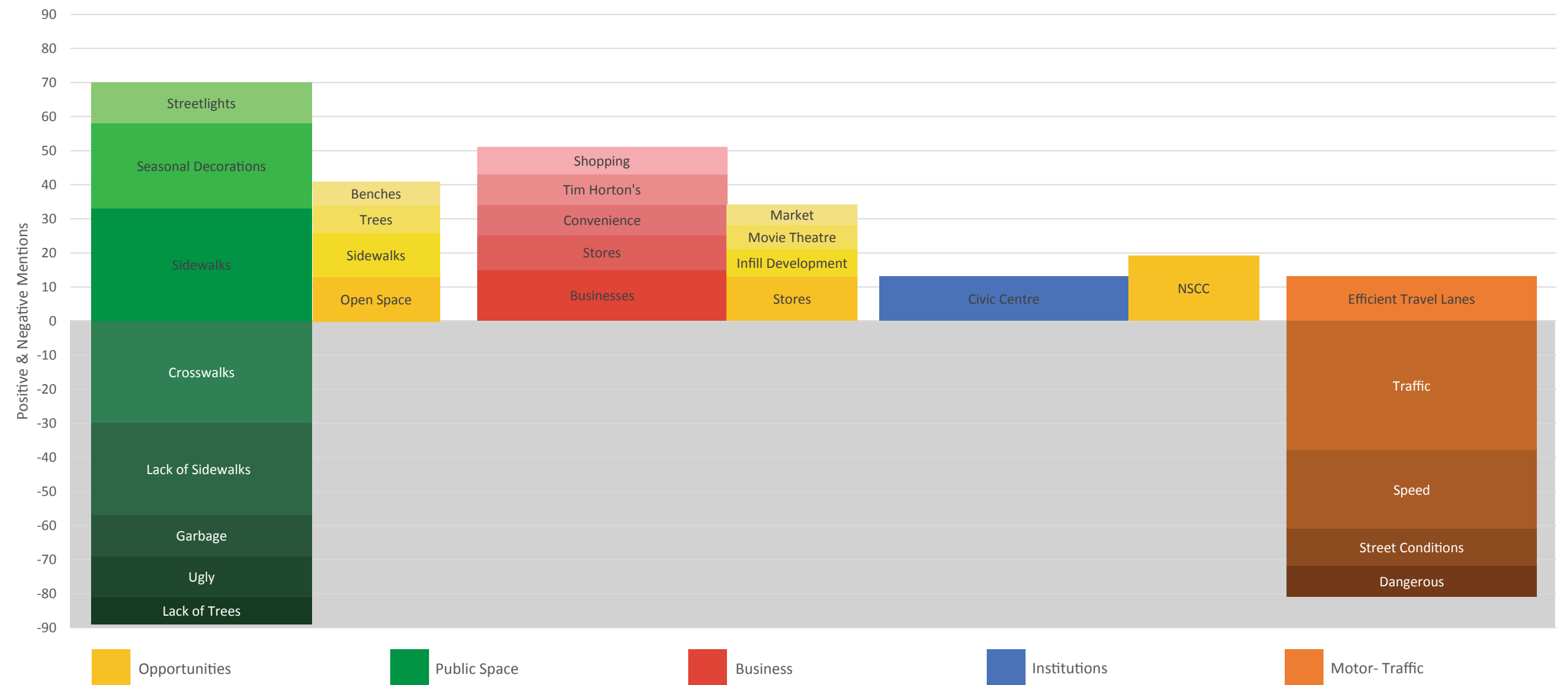
# Public Consultation

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# Public Consultation

15





2.0

# Complete Streets

- Complete Streets are more than just moving cars
- Improve streets for cars, cyclists and pedestrians
- Increase safety
- Create walkable communities
- Mix uses to reduce driving
- Being adopted all over Canada, none currently in Atlantic Canada (UNSM - Resolution Establishing a Complete Streets Policy for Nova Scotia Municipalities )



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**REEVES STREET**

# Complete Streets

## Elements

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### Sidewalks

Sidewalks are conduits for pedestrian movement and access, enhance connectivity, and promote walking. Sidewalks are unique in structure as they are not only corridors for movement but also public spaces for interaction and lingering. By connecting to building façades, sidewalks create the link between buildings and street life through physical proximity and the presence of spill-out activities. By encouraging walking and lingering, sidewalks are shown to improve general health and maximize social capital. As the expansion of roadways encouraged the use of automobiles, sidewalks became less prominent, especially in rural and newer subdivisions. Now through the implementation of Complete Streets, the expansion and attention to sidewalks can encourage pedestrians to walk and get out of the car.

To create a walkable street, pedestrians must be given a clearly delineated, consistent zone that is

safe from vehicles. Planters and street trees should be used to create a buffer between the sidewalk and road to enhance the pedestrian realm and the feeling of safety.

- A continuous sidewalk should be filled in on both sides along the entire length of Reeves Street
- Sidewalks should be wider in areas to encourage spill out activities from commercial entities or on sidewalks that see higher traffic use
- Sidewalks must be continuous across driveways and curb breaks

Like roads, sidewalks should be 'designed' to accommodate the pedestrian volumes



4' sidewalks	Absolute minimum sidewalk width for 1 person walking/wheelchairs
5' sidewalks	Preferred sidewalk width for 1 person. Tight for 2 persons
6' sidewalks	Preferred width for 2 persons walking
8' sidewalks	Preferred width for 3 people (2 people walking, 1 person passing)
12' sidewalks	Multi-use trail width for walking/cycling. Good width for high volume walkways





## Elements

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### Street Trees

Street trees are crucial to great streets offering a variety of benefits ranging from physical to financial. By better defining the street edge, street trees play a role in decreasing the frequency of crashes and injuries. Street trees have been shown to improve the economic success of businesses located off the street. Trees also address stormwater management needs and create a greener, more aesthetically appealing street.

Boulevards are often cited as great streets due to the occurrence of street trees. They separate large streets into parallel urban realms by enclosing the pedestrian in an environment that is at a human scale and intimate, improving the atmosphere and comfort of the street for the pedestrian.

- Trees should be native species that are tolerant to urban environmental factors such as salt and poor soil, among other stressors
- Appropriate installation methods should be practiced to ensure the health and longevity of trees
- To avoid soil compaction from foot traffic, trees should be planted with structural soils and drainage where the root ball is squeezed between the road and the sidewalk.
- Street tree species should vary so that a future pest doesn't wipe out the entire street (like the American Elm)

In addition to street trees, vegetation is important in the creation of a comfortable pedestrian environment. Plants should be selected to ensure ease of maintenance for the town so that the benefits of the plants can be reaped consistently. Plantings can be used to announce entrances, define pathways and create comfortable open public spaces. The recommended species for Port Hawkesbury street trees include the following wind tolerant zone 5 species:



Red Maple	Acer Rubrum
Sugar Maple	Acer Saccharum
Manitoba Maple	Acer negundo
White Ash	Fraxinus americana
Green Ash	Fraxinus pennsylvanica
Pin Oak	Quercus macrocarpa
Red Oak	Quercus rubra
Basswood	Tilia americana
Little leaf Linden	Tilia cordata
Waterer Laburnum	Laburnum Wateri
Silk Lilac	Syringa reticulata



# Elements

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## Crosswalks

Crosswalks are necessary to facilitate pedestrian connectivity in a safe manner. A lack of crosswalks creates an unsafe environment for both pedestrians and motorists, with an increased likelihood of pedestrians jay-walking to cross the road at unsafe locations and times. Additionally, a lack of crosswalks hinders pedestrian access and efficient mobility and deters them from walking along the road and further divides the street cross-section.

- Crosswalks should be delineated at frequent, well thought out intervals along the length of Reeves Street.
- Crosswalks should be textured or a contrasting material to delineate appropriate crossing locations for pedestrians and to slow-down motorists
- Crosswalks should be appropriately scaled for the street cross section. Areas with faster traffic should consist of crosswalks with flashing lights. Street sections that are calmer may only need to be delineated through paint and/or texture.
- mid-block cross walks should be avoided





## Elements

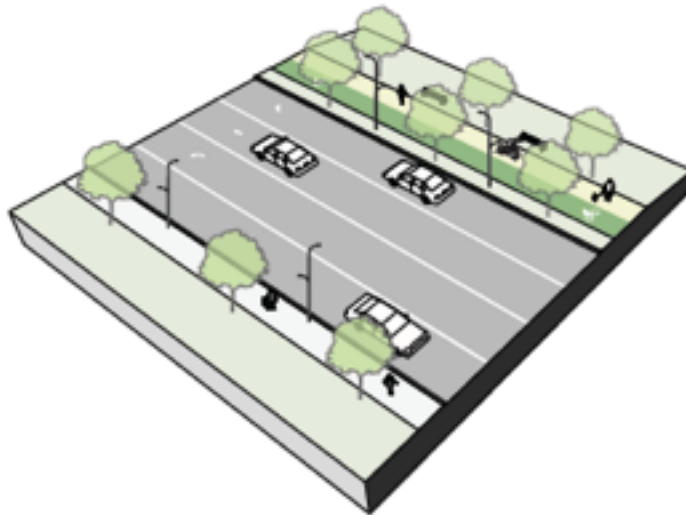
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### Cycling Infrastructure

Cycling infrastructure creates a safe environment for both experienced and beginner cyclists to reach their destination through a transportation mode that improves health and decreases pollution. However, unlike sidewalks, which are still prominent in today's society, separated cycling infrastructure can be non-existent, especially outside of city cores. Cyclists are often expected to ride parallel with motorized vehicles, decreasing safety, which negatively influences cycling ridership. When cycling infrastructure is implemented, cycling ridership often increases. Additionally, cycling has been shown to be economically beneficial for businesses located in proximity to bike paths, with foot traffic and sales increasing.

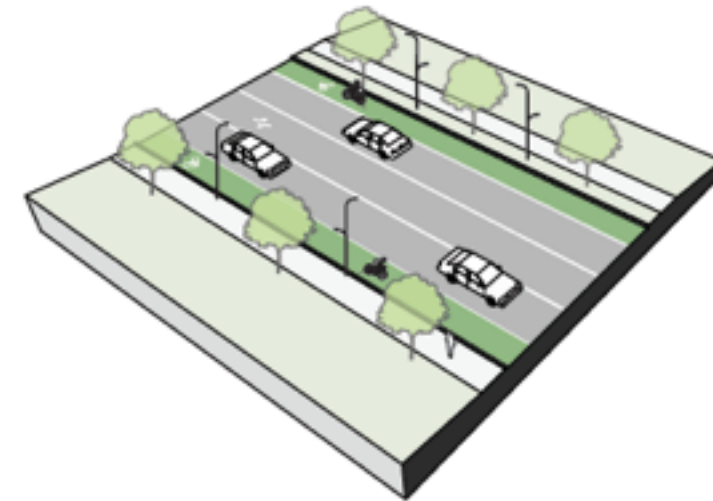
Cycling infrastructure often takes one of two forms depending on the surrounding context of the ROW. One option is a multi-use trail. A multi-use trail should:

- Be located to one side of the ROW
- Be located separate from the road
- Wide enough for two directions of traffic to pass safely
- Can consist of any mode of active transportation including walking, cycling, skateboarding and rollerblading



The alternative form appropriate for cycling infrastructure along Reeves Street is bike lanes. Bike lanes should:

- Consist of single lanes on both sides of the ROW, heading in the direction of traffic
- Occur alongside the road, separate from pedestrian traffic on a multi-use trail





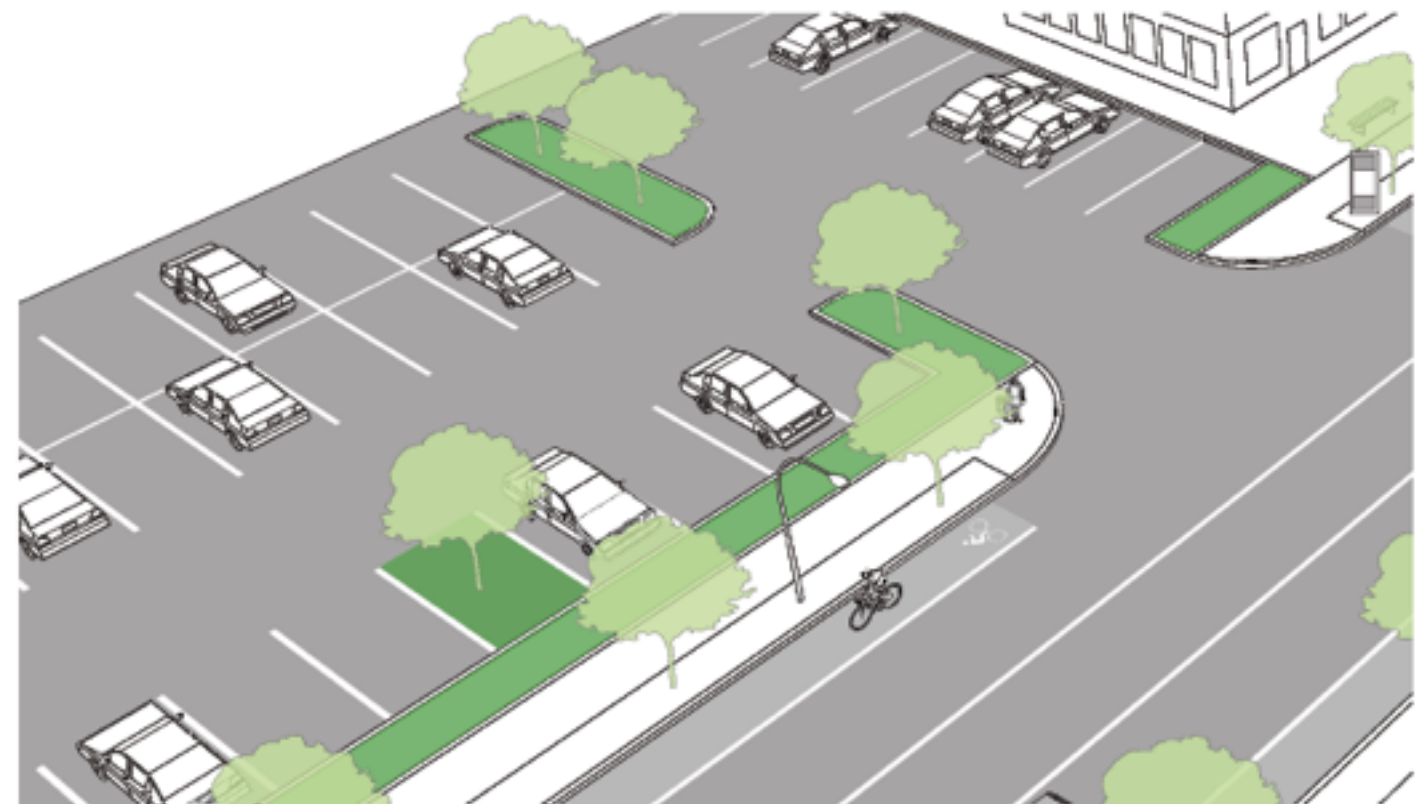
# Elements

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## Off-Street Parking

Accommodating the vehicle involves not only movement but also includes parking. Complete Streets generally try to move away from surface parking lots and accommodate vehicles through on-street parking as it serves a double purpose of parking and traffic calming and creating a continuous built realm. However, when moving away from surface parking lots are not a feasible immediate action, intermediate action should be considered to create visual shields from parking and to mimic the intimacy created in the pedestrian environment from infill projects. Parking fronting onto a main street creates an unfriendly urban environment, especially for pedestrians. Parking lots enforce a streetscape that is dominated by asphalt and vehicles.

- Minimizing curb cuts should be a priority to create a continuous urban environment, reclaiming a unified sidewalk for pedestrians. This can be done by pairing and consolidating driveways into one and accessing parking lots from side streets.
- Parking lots should be located off the street front, behind developments, when possible
- Use vegetation to create buffers hiding parking lots from the street and pedestrians. Trees and vegetation should be used to minimize the visibility of asphalt
- Clearly identify pedestrian zones within large parking lots to improve the safety and functionality
- Parking lots can be utilized for spill out activities in the interim of new development to visually close the gap between commercial components and the sidewalk/streetscape



## Elements

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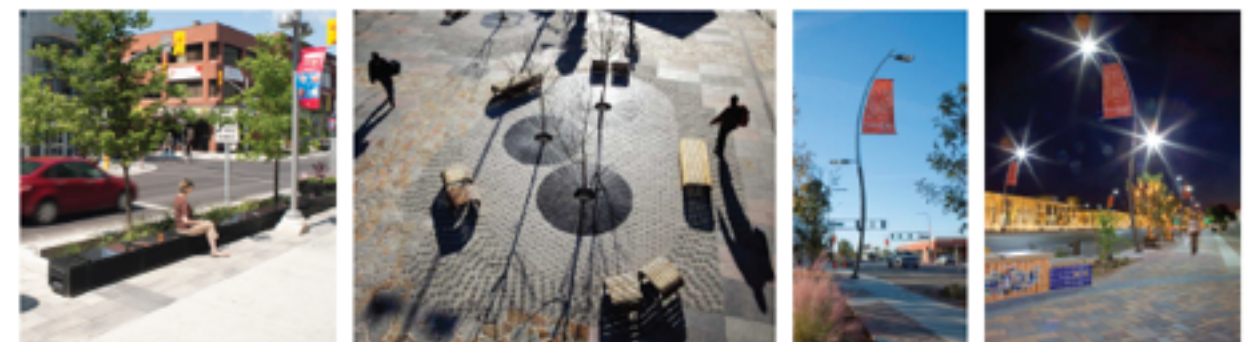
### Street Lighting and Furniture

Street lighting and furniture are key elements in the creation of a sense of place and enjoyable atmosphere. Lighting is extremely important on a main street. It can extend the use of a space into the evenings when pedestrians and cyclists feel safe in the area at night. Lighting should be used to enhance the aesthetics and functionality of the street and standards should be in place to ensure uniformity informing a unique character for Reeves Street. Lighting can be used to create a comfortable atmosphere that encourages lingering along the street.

- Select lighting scaled for pedestrians
- A uniform standard should be implemented throughout the district
- Lighting should be located along the street & adjacent to parks, public spaces, walkways, and commercial areas
- Banners should be added to the light standards to enhance the character and atmosphere of the area. Banners can highlight the district or be seasonal in content
- Lighting standards should be chosen for their low maintenance, resilience to climate, style and scale

Street furniture can be combined with lighting to enhance the atmosphere of the district. It should be of the same standard and style as lighting to enhance the unique character of the area. This would mean a uniform style for benches, waste bins, and bike racks throughout the area. Street furniture such as benches and trees create lingering zones, and encourage social interaction. Bike racks should be located along intervals to encourage active transportation as a feasible mode of transit.

- Select street furniture for its ease of maintenance and durability in the climate
- Should be placed out of the way of emergency and maintenance vehicles such as snow plows
- Bike racks should be installed at key nodes along Reeves Street to encourage the use of active transportation throughout the area.





# Elements

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## Signage and Wayfinding

Signage and wayfinding are crucial to a well-functioning street. Signage should be directed at pedestrians and cyclists as well as motorists; this involves signage at appropriate scales and locations. Street signage can serve a secondary purpose to wayfinding by adding to a unified streetscape and region through integration with selected lighting and street furniture styles.





# Elements

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## Façades

Similarly to street furniture, façades affect the atmosphere of a street. Façades that are derelict, or have no interaction with the street create unpleasant streetscapes. This deters people from populating the area, which reduces feelings of safety. Façades should encourage a connection between the sidewalk and the building through spill out activities, animated shop windows, and different façade treatments, activating the street. Additionally, it is beneficial when façades are pulled up to the streetscape, and gaps are not created in the urban fabric by parking, lanes or empty lots. This could consist of infill and pad development closer to the pedestrian realm. By infilling parking parcels and empty lots, a continuous street edge is created. A better defined street edge will be more engaging for pedestrians and serve as a traffic calming technique.



## ► Public Realm

- Conduit to Destination
- Street tree and public lighting
- Equal modal emphasis
- Connect NSCC
- invest in trails and trailheads
- improve signage and wayfinding

## ► Private Realm

- Encourage mixed use development
- Fill the 'missing teeth' on Reeves Street
- Infill strategy for existing commercial
- Street related buildings
- Invest in the façades of Reeves Street
- Use landscaping to screen large parking lots
- Cooperate on Reeves Street destination marketing



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# Design Principles



# Opportunities and Constraints

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- Commercial Highway
- Institutional
- Single Unit Residential
- Multiple Unit Residential
- Mobile Home Park
- Open Space

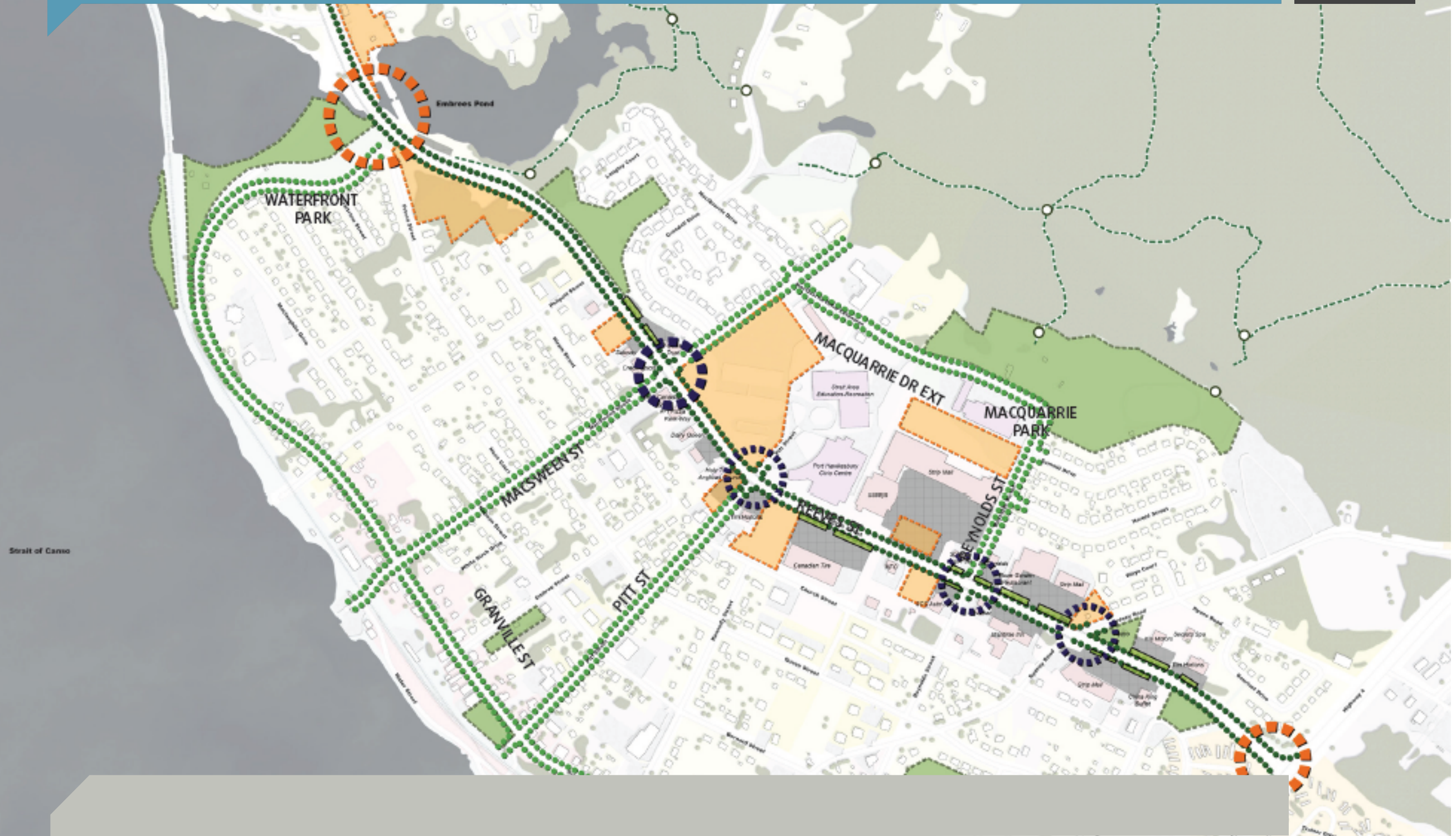


- Existing Open Space
- Potential Green Linkages
- Existing Trail
- Potential Trailhead



# Opportunities and Constraints

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3.0

# 8-Big Moves for Reeves Street

## 8-Big Move Objectives

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- Continue to increase destination potential or regional service catchment.
  - ▶ More stores, more services, improved safety, more things to do, more events, branding & marketing
- Improve the destination potential for NSCC Students
  - ▶ multi-use greenway, student housing, student services, recreational facilities, downtown Wi-Fi, partner with NSCC
- Improve the Tourism Destination potential
  - ▶ Extend trails, improve parks, better signage and interpretation, improved marketing, destination services
- Improve Resident destination offerings
  - ▶ multi-unit housing downtown, seniors, student

1. Reeves: NSCC Greenway: Connecting downtown with the NSCC campus through a multi-use trail. The idea is to make walking or cycling to the campus easy and fast.
2. Reeves Gateways: Improving the gateways to Reeves Street using signage and landscaping.
3. Reeves Street Fingers: Improving connections to other Port Hawkesbury 'destinations' like MacQuarrie Park and the waterfront.
4. Reeves Complete Street: Improving the safety and quality of the street through road dieting and complete streets design.
5. Reeves Street Infilling: Encouraging the infilling of undeveloped lots on Reeves Street. Creating site design standards for future infill sites to reduce the 'strip-commercial' feel of the street.



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# 8-Step Plan

6. Lot Development Standards: Improving the individual private land sites by encouraging a program of landscaping and removing un-needed asphalt parking areas, and improving site landscaping.
7. Reeves Façade Program: Improving the quality of existing buildings on the street, starting with a façade enhancement program.
8. Civic Branding: Improving the civic brand wayfinding signage and honing the 'welcome'.



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**REEVES STREET**

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# 8-Step Plan



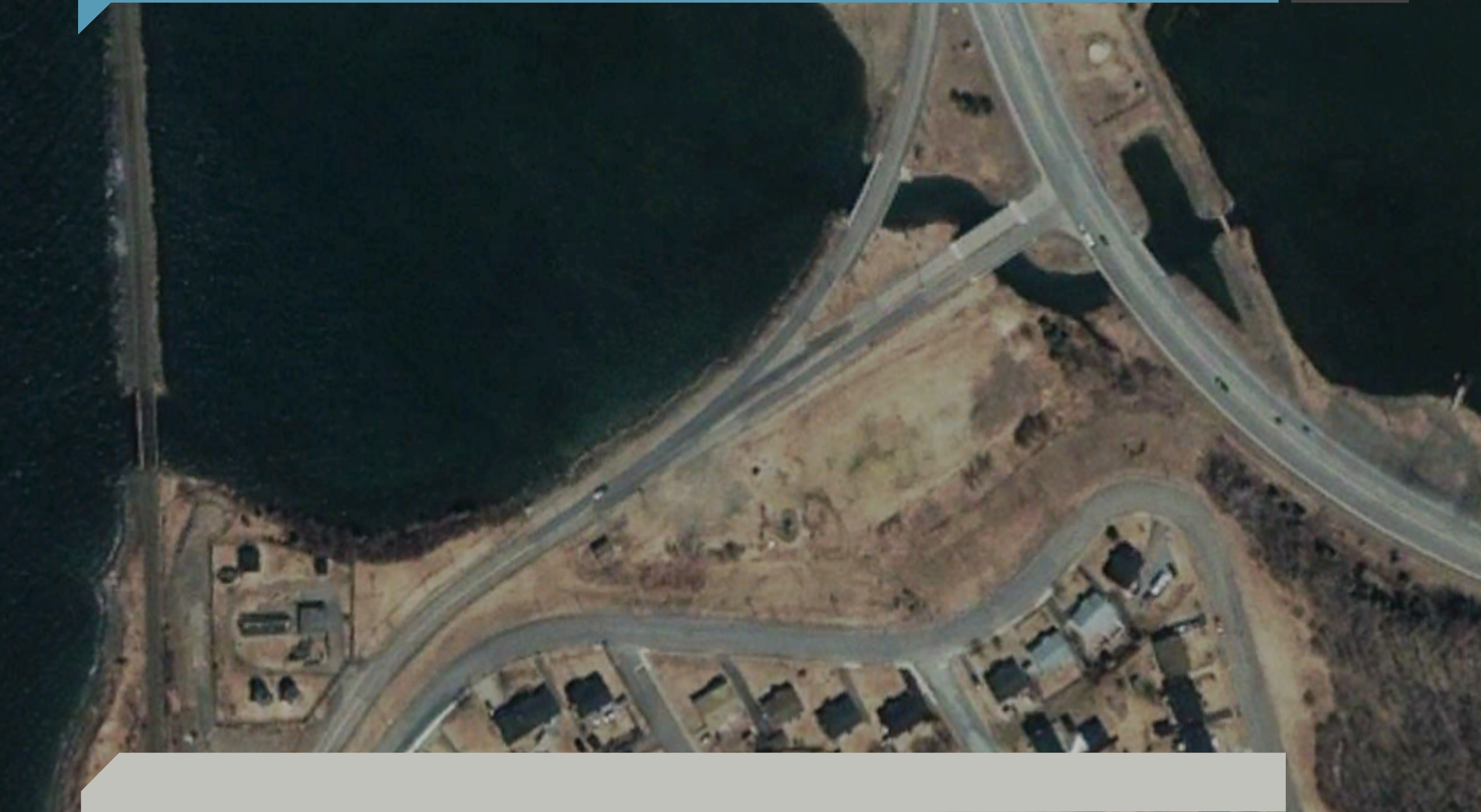
# 1. NSCC Greenway

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- NSCC generates about \$20 million in local spending per year, most of it within Port Hawkesbury. \$10m day-to-day spending by staff and students. \$6m in salaries.
- Connecting downtown to NSCC should be a high priority
  - 50% of students visit daily, 34% a few times a week.
  - 60% students and 34% faculty walk to downtown
  - When asked if it were easier to walk or bike between NSCC and downtown, would they make the trip more frequently; 55% of the students (50% of the faculty) said “strongly yes” and 30% of the students (43% of the faculty) said “yes”.
- Creating opportunities for student housing should be a high priority.
- Wi-Fi downtown should be a high priority
- Improved recreation should be a high priority.

# 1. NSCC Greenway

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# 1. NSCC Greenway

35





# 1. NSCC Greenway

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► **Figure 1.2**  
Section of Multi-Use Trail along Reeves Street

# 1. NSCC Greenway

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# 1. NSCC Greenway

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## 2. Reeves Gateways

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Figure 3.4  
Reeves - NSCC Greenway Development  
Conceptual Phasing

and a small landscaped plaza. Relocating Granville Street further south would free up significant additional land for a park on the Strait of Canso. There is some current limitations to the size of the Granville on the Green event on the waterfront. This proposed design intervention at Granville Street and Reeves Street could easily double the size of the event grounds for the Granville Green if they were relocated. The plan also shows the Granville slip lane turned into a pedestrian walkway.

At the intersection of Reeves Street and the new Granville Street alignment, the NSCC multi-use trail would connect across the intersection and along the waterfront effectively connecting the campus to the waterfront.

The park space near the old rail line could be a community garden, a waterfront space for students and residents and possibly a natural play playground. The possibility of connecting this trail under the rail tracks (under the rail bridge) to the more westerly interpretive park also exists. This park could be a significant tourist draw if it is developed correctly.



Figure 3.5 - 3.6  
(Top) Key Map of Port Hawkesbury Gateways  
(Bottom) Western Gateway into Port Hawkesbury

### 3.1 Reeves Gateways

The 2014 Reeves Street safety study proposed a roundabout at the westerly gateway to Reeves Street to resolve the safety issues at the intersections of Reeves Street and Embree Island Road, Granville Street and Macmaster Road. Of the 102 collisions from 2007-2012, 4 were at the Embree Island Road intersection, 1 was at the Macmaster Road intersection and 3 were at the Granville Road intersection. While this solution should effectively improve the safety of the intersections, it will come at significant cost. The roundabout option also removes 1 of the 2 bridges; these bridges are costly to maintain for the Town.

A second option, should the first prove to costly to undertake, is shown in figure ?? This plan shows Granville Street relocated to the south, eliminating the need for both bridges (for cars) and creating a safe intersection with a right turn lane from Reeves Street. The old Granville Street bridge would be designed as a gateway plaza with a pull-off, which would be a commercial destination for Reeves Street.





## 2. Gateways

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# *Destination* **REEVES STREET**

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## 3. Reeves Street Fingers

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### 3.3 Reeves Street Fingers

Reeves Street is already a destination for traffic looking for commercial services. Part of making Reeves Street a tourist destination is increasing its pedestrian connectivity and visibility to other destinations in the community. The three big destinations are NSCC (covered in the NSCC Greenway above), MacQuarrie Park and nature park, the waterfront. The Reeves Street fingers projects would create 'green fingers' extending from Reeves Street into the MacQuarrie Park and 'Blue Fingers' from Reeves Street down to the waterfront. Increasing the walkability to these destinations will enhance Reeves Streets destination appeal.

#### MacQuarrie Park Green Fingers

MacQuarrie Park is becoming a major open space destination for the community. The active recreation facilities include baseball field, a soccer field, a track,

tennis courts, playground and splash pads. In 2010, Ekistics completed a master plan for the park which will guide the evolution of the park over time. To the north of MacQuarrie Park, the Embree River corridor provides the backbone for a unique natural open space experience with a number of themed trails extending over 10km through the wilderness areas. These trails are being developed and improved every year. In 2014, Form:Media prepared a signage and wayfinding program for the trails. These are the type of experiences that family and nature seeking tourists will come and spend time at. In the 2010 Visitor Exit Survey, most nature tourists are seeking waterfront trails and so connecting the Port Hawkesbury Community Trail system through to the proposed Strait of Canso Trail (shown in figure ??) is an important part of marketing the Port Hawkesbury Trail.

Reeves Street needs to provide visible connections and wayfinding to these unique nature experiences. The NSCC Greenway is part of making this trail system more visible. However, MacQuarrie Street and MacSween Street offer



Figure 3.10  
Beech and Laburnum Urban Trails



Figure 3.7  
Blue & Green Fingers

visible connections to this important resource. These streets should have wider than normal sidewalks (6-8' wide), a double row of caliper sized street trees and special wayfinding signage that is visible and legible by cars on Reeves Street. The objective is to extend MacQuarrie Park all the way to Reeves Street increasing its legibility from the street and creating 'green fingers' into the park.

#### Waterfront Blue Fingers

Another significant destination for the community and tourists is the Port Hawkesbury Waterfront. The Reeves and Granville Streetscape Study (Ekistics, 2004) included plans for the waterfront expansion. What is vital as part of the Destination Reeves Street Study is that the walking connections from Reeves Street are visible and legible. Currently, the sidewalks on MacSween and Pitt Street are the best way to connect to the waterfront. These very narrow sidewalks (3-4') are in very poor condition. It should be a priority of the Town to upgrade these sidewalks to at least 6' width and significantly increase

the street tree plantings (using beech trees as explained below) to provide shade for walkers. Like MacQuarrie Park, there should be ample wayfinding and directional signage along these two blue routes.

#### Urban Trail Maps

The Port Hawkesbury Community Trail is a significant asset for the community. We would recommend that these trails be extended to include these additional urban trails as part of the overall network of trails through the community. The existing trails are themed after trees in the area (Maple Trail, Hemlock Trail, Spruce, Tamarack and Poplar Trail) and we would suggest that the new waterfront trail be called the Beech Trail (complete with Beech trees and a play-on for a waterfront beach) for MacSween and Laburnum Trail (using Waterer Laburnum Trees; again a play-on the waterfront). These additional urban trails (including the NSCC and Strait of Canso Trail) could almost double the length of the existing 10 km trail.

REEVES STREET DRAFT



## 4. Complete Street

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## 4. Complete Street

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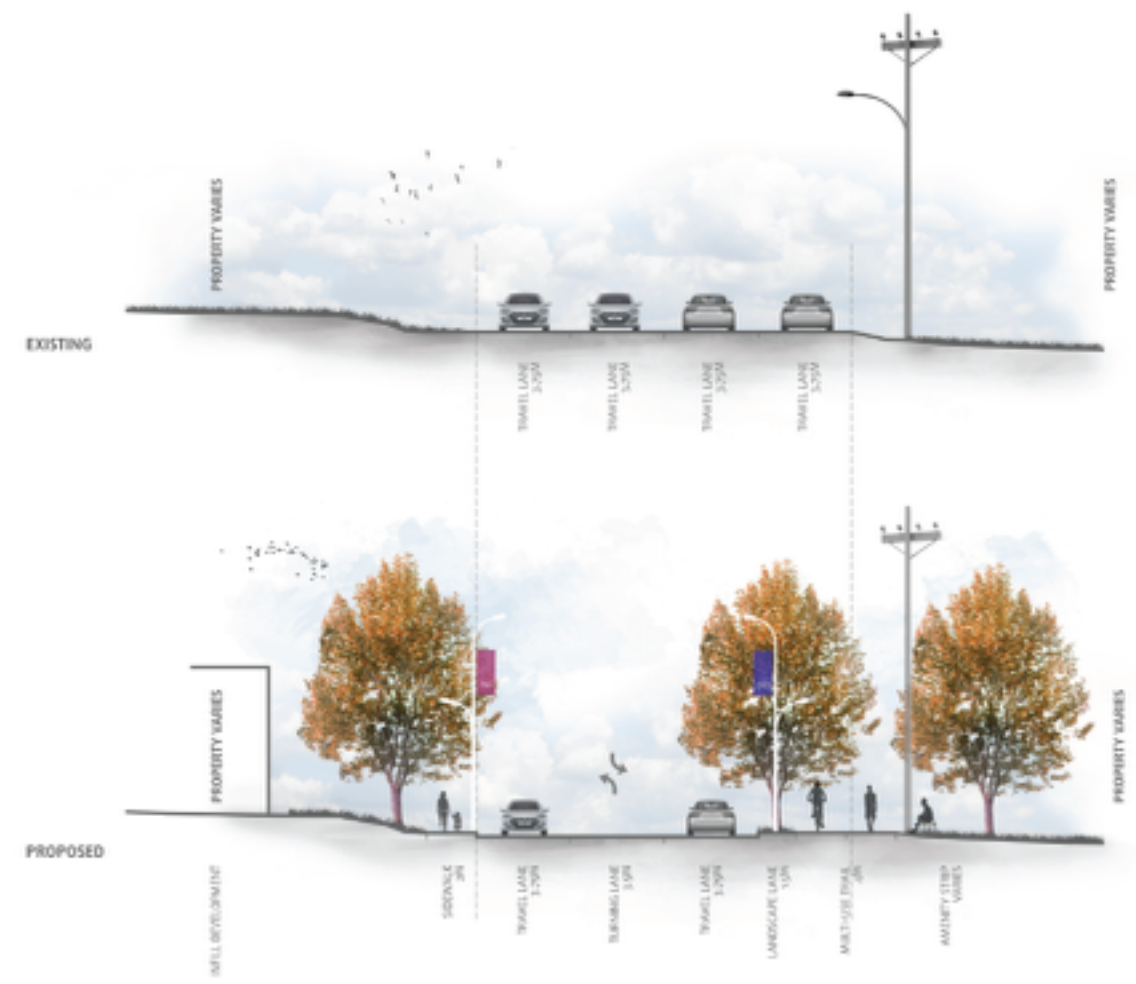
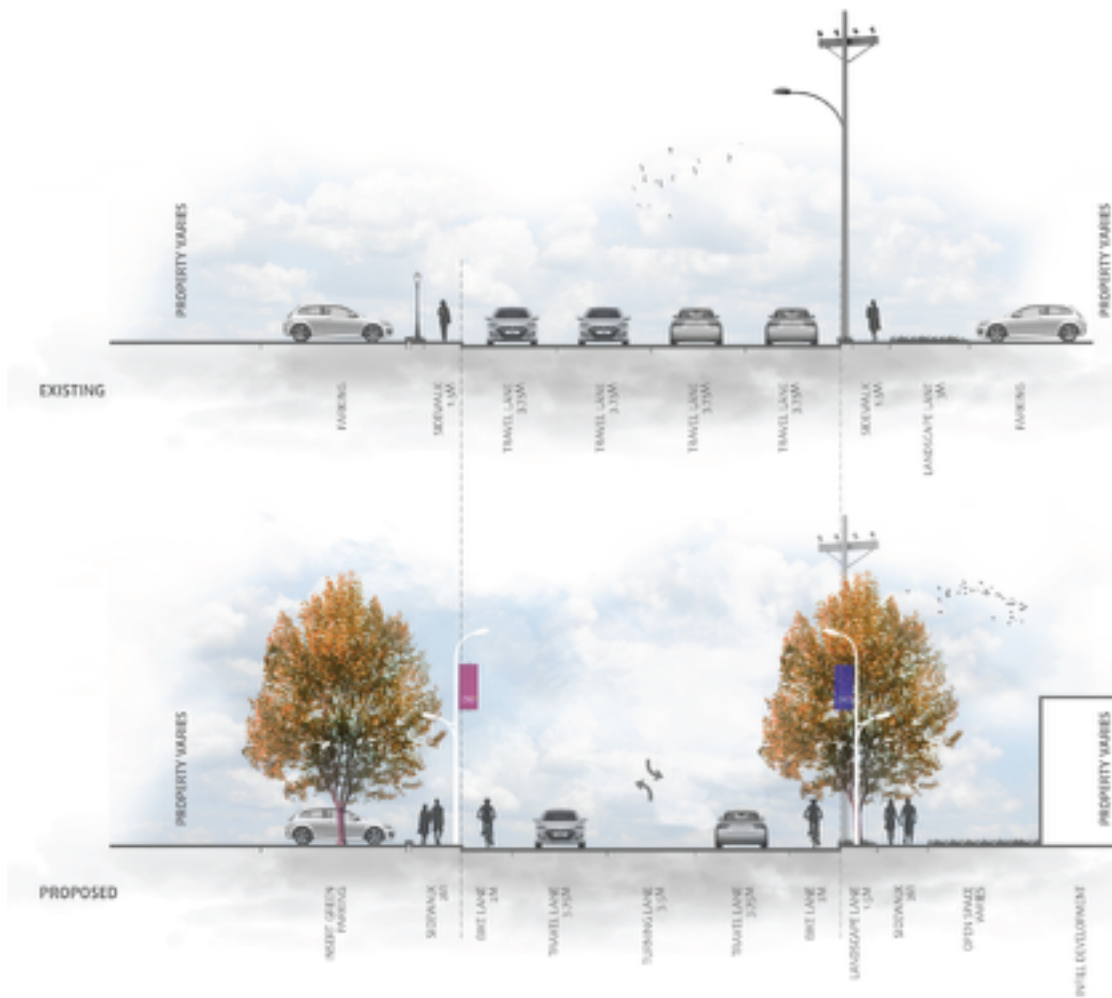




## 4. Complete Street

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### REEVES STREET DRAFT



## 4. Complete Street

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## 4. Complete Street

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## 4. Complete Street

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## 4. Complete Street

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## 4. Complete Street

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## 4. Complete Street

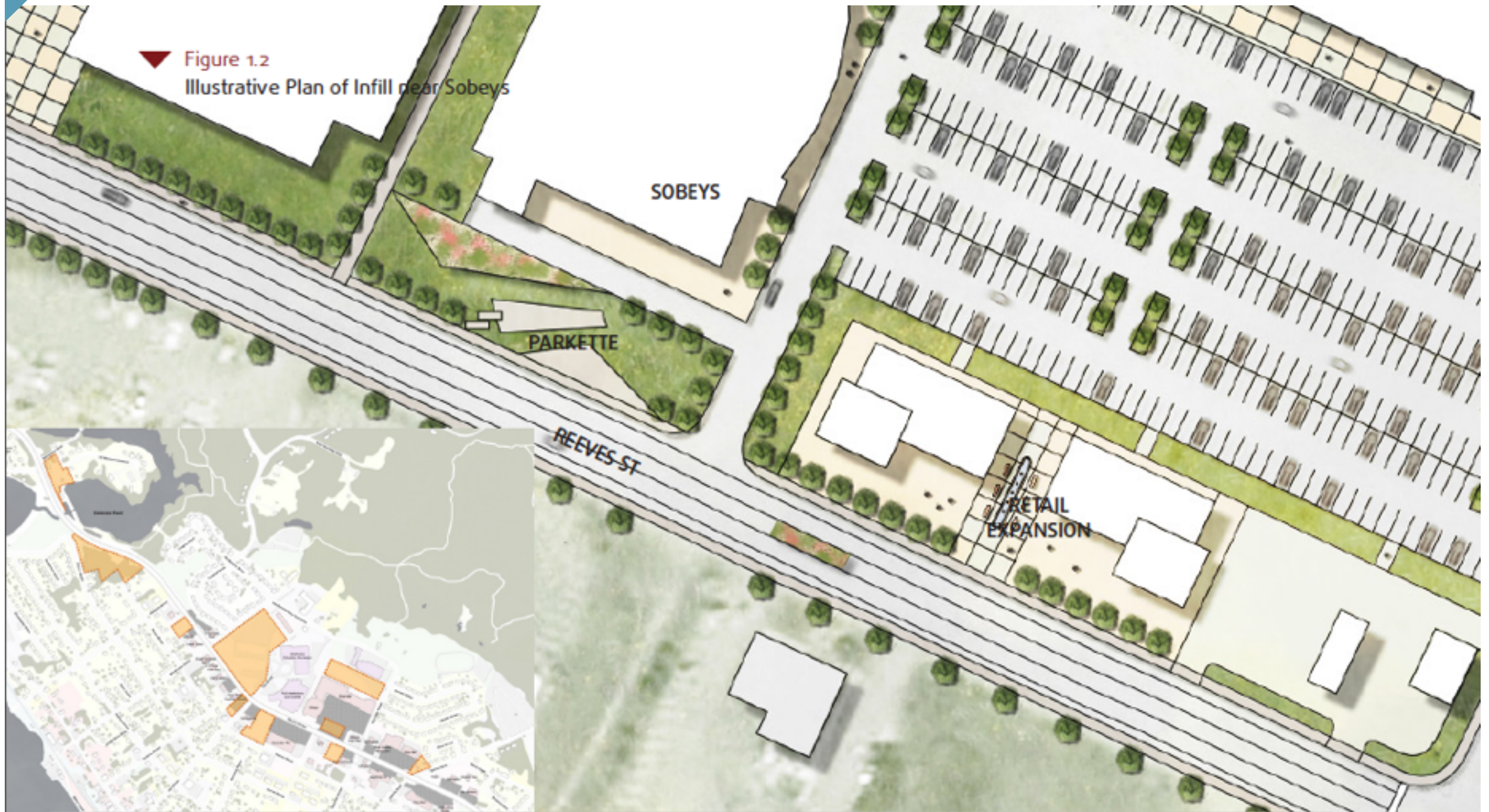
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## 5. Reeves Infilling

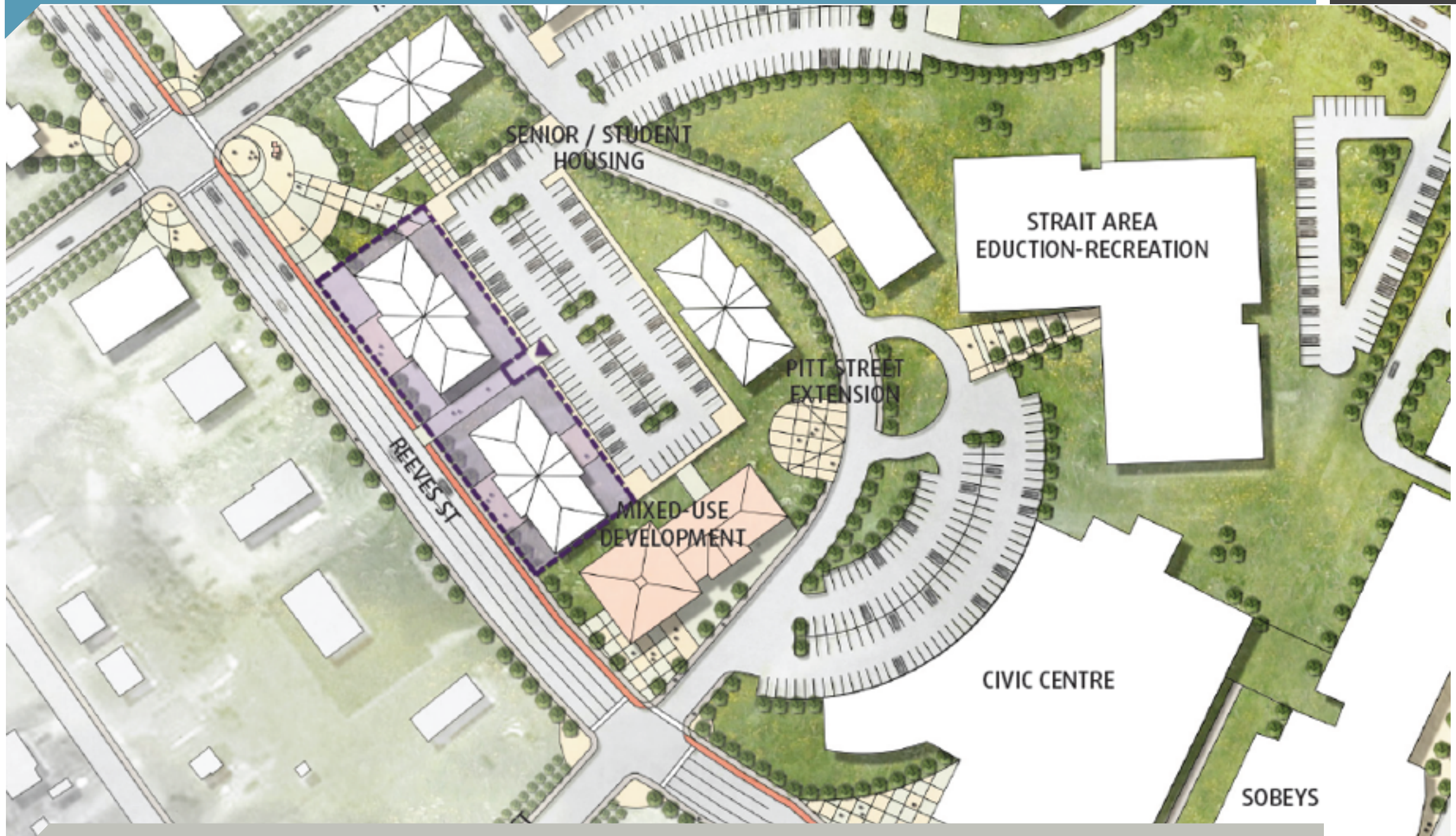
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## 5. Reeves Infilling

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## 5. Reeves Infilling

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REEVES STREET *DRAFT*





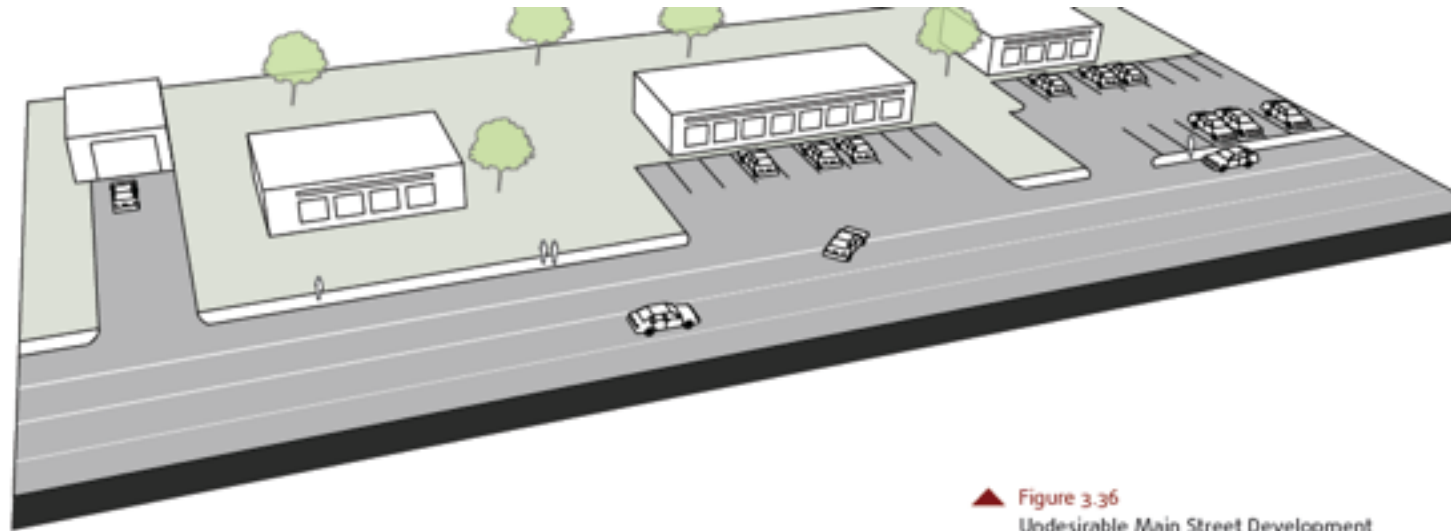
## 5. Reeves Infilling

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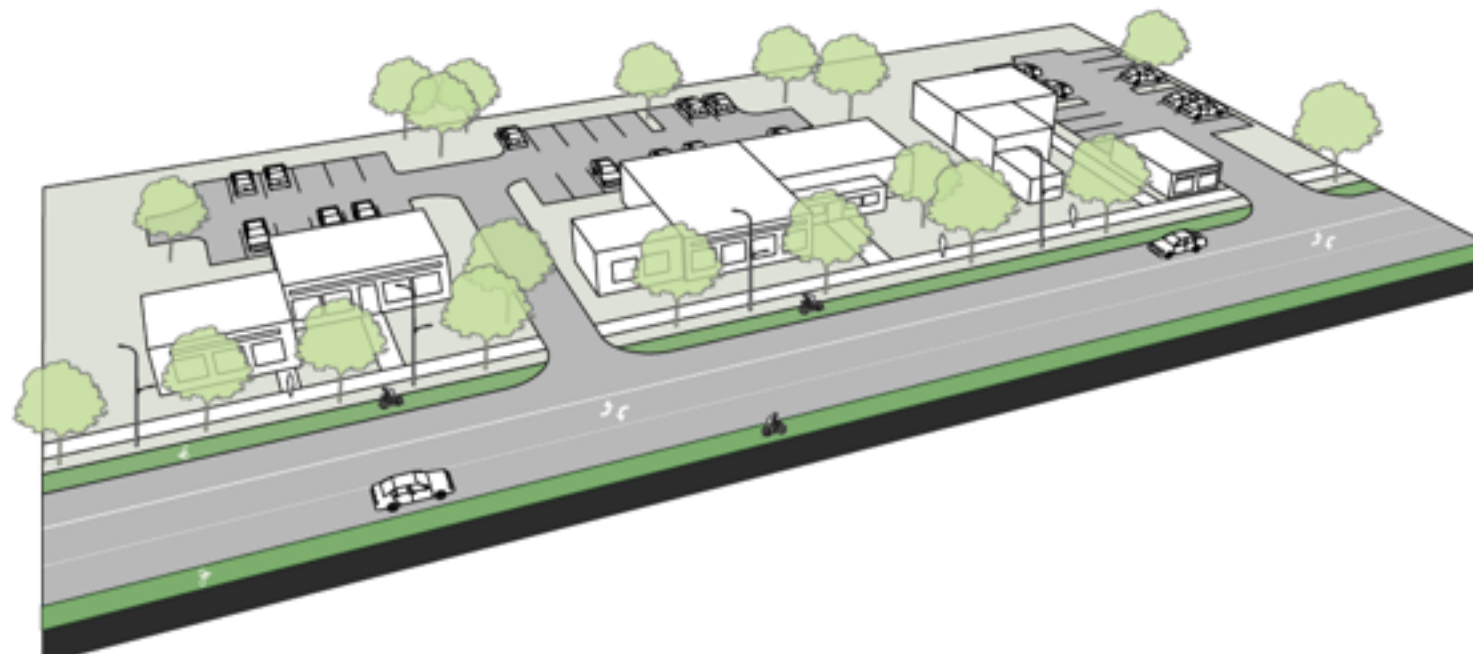


## 6. Lot Development Standards

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▲ Figure 3.36  
Undesirable Main Street Development





## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 7. Facade Program

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## 8. Branding & Signage

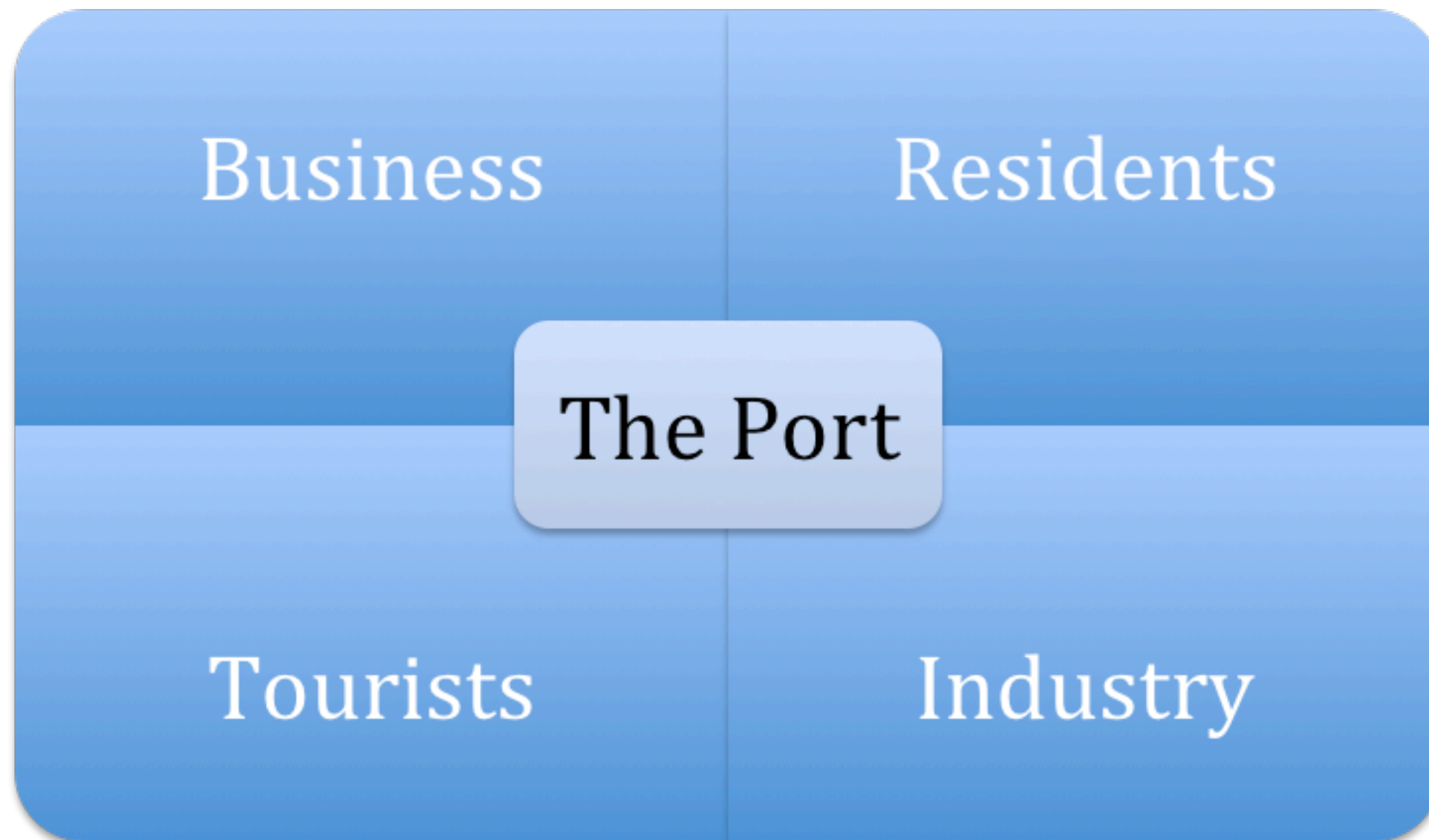
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- **Businesses**
  - ▶ Main Street of Cape Breton
  - ▶ Need to refine our welcome
  - ▶ Superport with finest harbour in the world
- **Residents**
  - ▶ Harbour that drove ingenuity of the Town
  - ▶ Local Service Centre
  - ▶ Great Jobs
- **Tourists**
  - ▶ the seacoast (83%), natural landscape and wildlife (82%), the culture and the people (70%)



# Confluence

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**Cape Breton's Port of Call**

# Existing

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## 8. Branding & Signage

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▲ Figure 3.48  
Existing Logo and tag line



## 8. Branding & Signage

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**PORTHAWKESBURY**  
cape bretons port of call



## 8. Branding & Signage

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**PORT HAWKESBURY**  
cape bretons port of call



## 8. Branding & Signage

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**PORTHAWKESBURY**  
cape bretons port of call



## 8. Branding & Signage

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## 8. Branding & Signage

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## 8. Branding & Signage

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Front Elevation:  
Map / Legend

Back Elevation:  
Directory / Map Detail

Right / Side Elevation:  
Community Events Bulletin

Left / Side Elevation:  
Community Events Bulletin



## 8. Branding & Signage

80





4.0

# Implementation

- ▶ Facade Program
- ▶ Signage
- ▶ Phasing Plan
- ▶ Administration



*Destination*  
**REEVES STREET**

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# Next Steps