

NEW MIXED USE  
RESIDENTIAL  
INFILL BUILDINGS

TOWN &  
CLOCK  
COMMUNITY  
INFO.

PIONEER SQUARE!  
CURBLESS  
UNIFORM PAVING  
MULTI USE  
SURFACE.  
ADAPTABLE TO  
STREET & PARKING  
USE

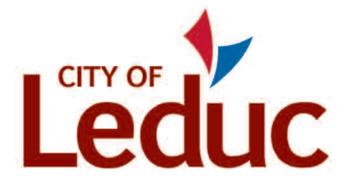
OVERHEAD  
GATEWAY/ELEMENT

RENOVATED STREET  
& SIDEWALKS WITH  
OUTDOOR SEATING  
BULBS!



# DOWNTOWN MASTER PLAN

2012





## ACKNOWLEDGEMENTS

*We would like to thank all those people for their generous individual contributions and support during the City of Leduc Downtown Master Plan process.*



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### Planning with our Community

In Spring 2010, City of Leduc Council directed the City's administration to embark on a Downtown revitalization plan project. A Downtown Plan Steering Committee of 15 members representing Downtown businesses, organizations, and residents guided the project. Under the direction of the Downtown Plan Steering Committee, MVH Urban Planning & Design and the City's administration have translated the community's vision for Downtown Leduc into this comprehensive Downtown Master Plan (DMP).

To inform the DMP's overall vision and goals, two in-depth Downtown stakeholder events and a final public open house were held during the DMP's drafting process. With over 100 community participants attending the final June 2011 Municipal Development Plan / Downtown Master Plan Open House, we have witnessed a high level of community ownership and support for this plan. The DMP has been a joint project between the City of Leduc and the Downtown Progress Association, a synergistic partnership which has generated tremendous value and will be the cornerstone for successfully implementing the DMP over the years to come.

### Downtown Master Plan Steering Committee members:

Alderman Terry Lazowski (Committee Chair), Alderman Dominic Mishio, Beverly Beckett, Charlie Jamieson, Carley Graham, Cory Labrecque, Cristal Bole, Darrell Melvie, Ed Moussa, Janet Myers, Jennifer Cardiff, Ken Common, Ken Woitt, Linda McDonald, Mark Morrison, Ryan Assaly, Sharon Erdmann, Stefanie Schulz, Jennifer Grant (advisor to the committee)

### City of Leduc Downtown Progress Association

A special thank-you to Beverly Beckett, DPA Chairperson and all of the DPA members who contributed their valuable time and energy helping to create and implement the Downtown Master Plan.

### City of Leduc Mayor and Council

Mayor Greg Krischke  
Aldermen Glen Finstad, Terry Lazowski, Dominic Mishio, David MacKenzie, Dana Smith, Bob Young

### City of Leduc Staff

Paul Benedetto, City Manager; Ken Woitt, Director, Planning and Development; and all other City staff who contributed to the Downtown Master Plan project.

### City of Leduc DMP Project Manager

Cory Labrecque, Long Range Planner II

A big thank-you to all the community members who took part in our workshops, open houses, or sent their comments to us during the Downtown Master Plan Process. We look forward to your active participation in implementing this Plan.

All Historic Photos are held at The Provincial Archives of Alberta and have been used with express permission.

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### In association with:

Don Wuori, (Wuori Design Consultants), Al Endall, (Endall Elliot Associates), Cal Srigley, (Srigley Design Consultants), Dolores Altin, (Take Out Design+), Jay Wollenberg, (Coriolis Consulting Corp.) and Catherine Oberg, (Bunt Associates).



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# **1.0 SUMMARY & ACTION PLAN**





## 1.0 SUMMARY AND ACTION PLAN

### 1.2 Plan Summary

Leduc's Downtown Plan is all about making small changes that collectively will create major improvements over the short, medium, and long term. Small steps will lead to bigger transformation. Focusing first steps in the historic Downtown Core with connections to Telford Park and Alexandra Park will create a more attractive and pedestrian-friendly Downtown. Further, concentration on what Downtown does best – specialty retail and professional offices as well as improving the building facades and sidewalks with special features and meeting places will build on the foundations that are already there. Building on existing special events, bringing transit into the core area, and considering cultural, civic, and post secondary education facilities in the core will add further vitality. Reinforcing the west gateway along Main Street (50 Avenue) and the north gateway via 50 Street with streetscape improvements will make the Downtown more attractive to tourists. Increasing residential density within a 5 minute walk of the Downtown will create more local support for the businesses. The main opportunities for strengthening Downtown's prospects are:

- **Increased share of new multi-family development:** Steps could include ensuring that zoning and parking regulations are supportive, making city-owned surplus lands available for residential or mixed use development, and property tax abatement;
- **Marketing initiatives and community events:** Increase resident visits to Downtown, such as signage, special events, seasonal displays/celebrations;
- **Physical improvements:** (to the extent they are affordable) that make Downtown more attractive to shoppers, such as sidewalks, lighting, landscaping, small open spaces; and
- **Targeted recruiting of new businesses:** Identify new businesses that would make the central area more appealing as a residential location, such as a small food store, restaurants, and cafes.



Fig. 3: Overall view of the future potential of Downtown from 50 St. looking east towards Telford Lake

**1.3 Eight Key Success Factors**

- 1. Focus on the Downtown Core Area First:** The area from 50 Street to 47 Street and 51 Avenue to 49 Avenue is the historic Downtown Core Area. This is the area that has the most unique character and uses. This area should be first priority for improvements.
- 2. Start with a Practical and Achievable Action Plan with Pilot Projects:** This plan outlines specific short to medium term practical steps to build momentum and achieve early successes.
- 3. Reinforce the Existing Character and Uses:** This Plan intends to protect and enhance the existing character areas of the Downtown, unique specialty retail, expand professional office and associated services.
- 4. Create a "Pedestrian First" Downtown:** A series of short term pedestrian, bicycle, transit, and vehicular improvements are recommended to improve pedestrian/bicycle safety, access, emphasis, and activity in the Downtown.
- 5. Connect with Important Adjoining Activities and Destinations:** As part of the pedestrian-first initiative, the Downtown should improve connections to Alexandra Park, Telford Park and other City facilities and shopping opportunities with the improvement of 49 Street, a new alternative multiway/Trans Canada Trail through the Downtown on 49 Avenue, and convenient transit connections.
- 6. Lead Improvements:** The City of Leduc and the Downtown Progress Association (DPA) should aggressively lead improvements by improving policies, creating incentives, and taking specific actions in land acquisition and programming in liaison with the Downtown businesses and residents.
- 7. Encourage Residential Redevelopment in and Around Downtown:** Further residential redevelopment in medium and high density housing should be emphasized and is important in increasing activity in the Downtown as a place to live, work, and play.
- 8. Target and Direct Right Growth:** Encourage quality development and protect the important features, character, uses, and buildings in the Downtown to create a unique and outstanding place. Build on both the historic and contemporary areas of the Downtown – respecting and improving both.

## 1.0 SUMMARY AND ACTION PLAN

### 1.4 Recommended Phase 1 Action List

**Phase 1: Organization, Communication, and Pilot Projects** (see Implementation section for more details)

#### 12 ACTION PRIORITIES

- **Enhanced Downtown Promotion:** ongoing Downtown promotion and marketing; regular year-round events programming; workshops for increasing Downtown business competitiveness; funding partnerships; and Downtown business recruitment/retention.
- **Downtown Street Tree Master Plan:** Begin a "Beautiful Streets" tree planting and replacement program in the Downtown Area focusing on Main Street (50 Avenue), 51 Avenue, 49 Avenue, and 49 Street.
- **Façade 'Face Lift' Program:** Initiate a 'Façade Face-Lift' pilot project by sponsoring a *Design Ideas Day* with an associated grant program for qualified owners in the Downtown Core Area (see Façade Restoration Guidelines).
- **Outdoor Patios:** Promote the Outdoor Patios on Main Street pilot program by developing/adopting new policy, followed by an incentive program.
- **Gateway Entrances:** Hold a local design competition for the West Gateway landmark sculpture and the special overhead gateways recommended at 49 Street and 47 Street along Main Street to signify the historic Downtown Area.
- **49 Street Promenade Phase 1:** Complete the detailed design and implementation of the southern portion of the 49 Street Promenade to Alexandra Park.
- **Pioneer Square:** Create new "plug & play" outdoor pedestrian area for events & performances on 49 Street (north of Main Street). Converts back to public parking during regular hours.
- **47 Street Improvements:** Complete alteration of 47 Street recommended realignment and additional parking along 47 Street.
- **Policy Amendments:** Introduce policies to focus office and specialty retail in the Downtown Core area and support for higher density residential development in the Downtown.
- **Parking Strategy Study:** Complete the parking strategy study building on the preliminary parking inventory work.
- **Way-Finding Strategy:** Complete a Way Finding Master Plan for the Downtown to include street renaming based on historic significance (rename 50 Avenue to Main Street).
- **Heritage Inventory:** Complete a heritage inventory and statement of significance to determine importance of buildings in the Downtown.

**Note:** All project implementation will be determined by City Council on a project by project basis.

## **2.0 URBAN DESIGN PLAN**



## 2.1 Study Area and Scope

The City of Leduc Downtown Master Plan study area is illustrated below. The area is defined by Highway 2 on the west edge and Telford Lake on the east. The northern border extends as far north as 54 Avenue, and as far south as Alexandra Park.

The focus of this Downtown Master Plan is to provide a comprehensive set of recommendations, urban design guidelines, municipal policies, and implementation strategies to guide the long-term redevelopment and revitalization of Downtown Leduc for the next 25 years.



Fig. 4: Downtown Master Plan Study Area

## 2.2 Plan Goals

1. **Create a smart and sustainable framework:** Ground the Downtown Master Plan in principles of sustainability that are practical and achievable in the short, medium and long term;
2. **Build on the previous initiatives:** Expand on the work completed in terms of previous Downtown revitalization and enhancement;
3. **Include the community:** Engage the community and build consensus for the Plan;
4. **Create a clear vision:** Define what Downtown is and could be in terms of its local importance and its role within the greater Leduc community and Region;
5. **Create the economic basis for future planning:** Create a sound market and land economics basis for the Plan;
6. **Inform other initiatives:** The Downtown Master Plan will inform future planning policies, bylaws, and other related City initiatives;
7. **Develop supported and informed directions:** Create a clear and self-evident set of "Directions" that set a clear framework for development and programs implementation in the Downtown area;
8. **Conserve the sense of place:** Develop a plan that respects the special Downtown Leduc character and enhance those unique characteristics;
9. **Think broader and more inclusive:** Approach the Downtown as part of the greater community surrounding Downtown and connect to those areas including Telford Park, Alexandra Park, and the areas west of Highway 2;
10. **Ensure that the recommendations are economically feasible:** Review directions and recommendations so that these are realistic and create an inviting context for improvement and growth; and
11. **Create a practical and achievable implementation strategy:** Deliver a set of actions that combine City resources with community commitment and partnerships in a fair and equitable manner.

## 2.0 URBAN DESIGN PLAN

### 2.3 URBAN DESIGN PLAN

This Urban Design Plan is divided into five parts:

- The first two parts, the 4C Strategy and the Urban Design Principles, help set priorities and guide development decisions;
- The third part explains the Urban Design Concept that includes the major physical framework for the Plan including gateways, districts, nodes, corridors, and landmarks;
- The fourth part is the Urban Design Plan and Design Features detail the various areas in terms of design and showcase various feature areas within the Downtown; and
- The fifth section outlines the Mobility Plan- how people and bicycles can move around easier and safer with a greater transit emphasis while still respecting vehicle and service requirements.

### 2.4 4C Strategy

Significant interest in the Downtown is an indication that a well-directed plan that coordinates public and private infrastructure, public realm, and additional community services is needed. 4C means **concentrating** the most appropriate land uses in the Downtown, **connecting** the Downtown to the rest of the community, **complementing** the existing character of the Downtown, and **cooperating** with local and regional stakeholders.

**Cooperation & the Edmonton International Airport:** Cooperation is key for implementing the Downtown Master Plan, especially because the neighbourhood is significantly affected by its close proximity to the Edmonton International Airport. As a visionary document, this plan contemplates potential expanded uses for the Downtown, based on best practices from around the world, within our own unique local context. The Downtown Master Plan provides a platform to explore land use opportunities for higher density residential infill and expanded civic uses, with further collaboration from the Edmonton International Airport, the Province of Alberta, and other relevant stakeholders. Until such time that the AVPA regulation is updated or special exemptions are allowed, the City of Leduc will continue to adhere to existing the AVPA regulation by only supporting redevelopment which complies with the current regulation.

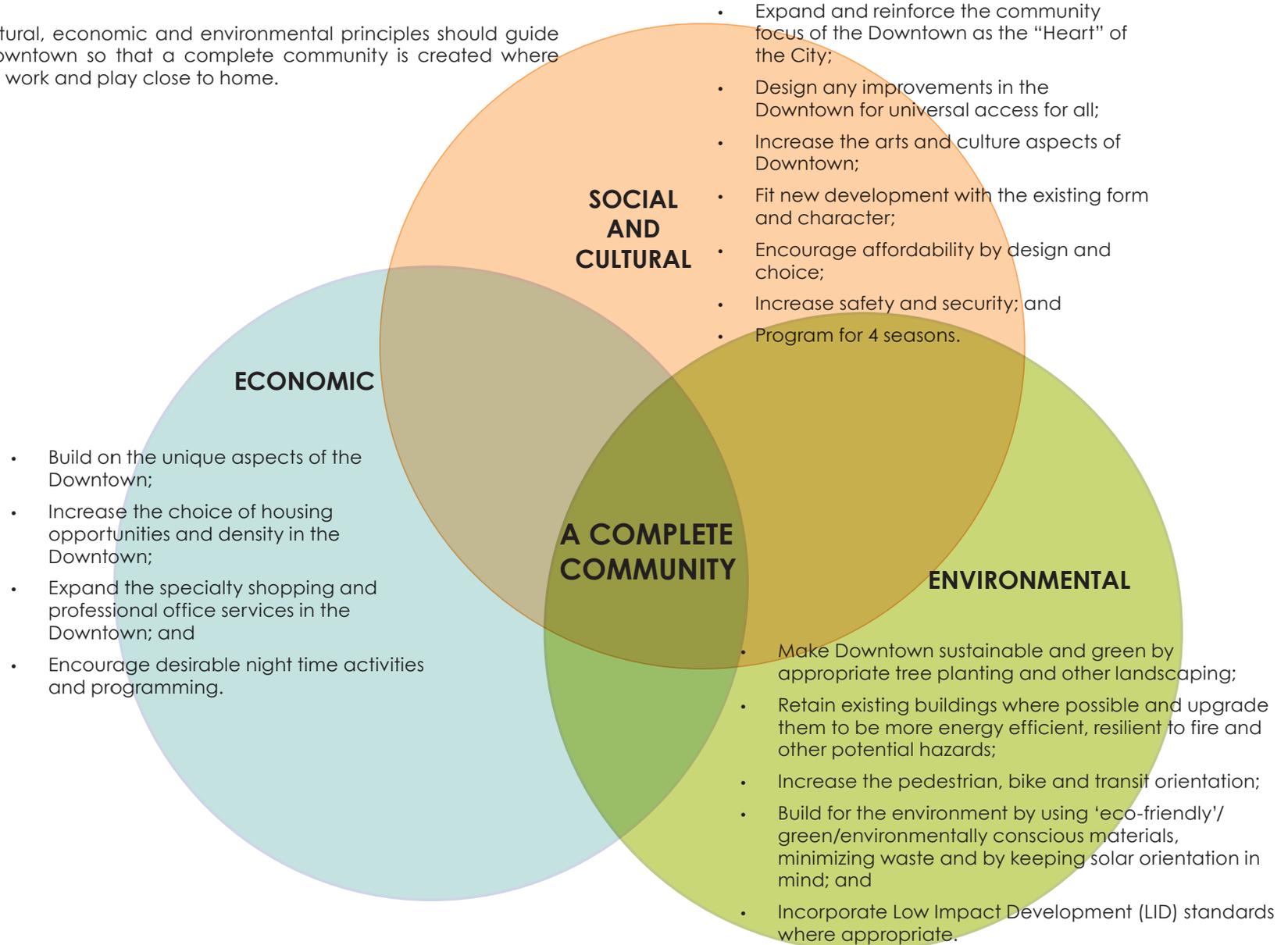
## The “4 C” Approach

The Downtown Leduc “4 C” approach sets a foundation for the Urban Design Plan that follows:

1. **Concentrate** office uses, specialty uses, and arts & culture in the Downtown area:
  - Make the Downtown the focus for specialty retail, unique restaurants, and outdoor events in Leduc;
  - Encourage offices to continue to locate in the Downtown core area; and
  - Expand the arts and culture component in the Downtown.
2. **Connect** the Downtown area to the rest of the surrounding community by a comprehensive transit, pedestrian, and bicycle network:
  - Improve the pedestrian environment in and to the Downtown;
  - Expand the multiway (bicycle facilities and bicycle trails) to and in the Downtown; and
  - Introduce a Transit Centre in the Downtown on 49 Street that improves frequency, frequency of use, and facilities.
3. **Complement** the existing character with appropriate intensification that fits and respects the Downtown Core Area unique scale:
  - Encourage residential and commercial mixed use redevelopment where it is appropriate;
  - Expand higher density redevelopment opportunities in the Downtown area; and
  - Ensure that new development fits with the historic buildings in scale, massing, and materials.
4. **Cooperate** to realize the full potential of the Downtown:
  - Develop further cooperation with the Edmonton International Airport, Province of Alberta, and CP Rail while pursuing development goals and opportunities;
  - Create community partnerships with businesses to improve the condition of buildings and expand public gathering space opportunities; and
  - Expand potential for provincial and federal funding for the Trans-Canada Trail and the Heritage program in the Downtown.

**2.5 Guiding Sustainable and Smart Growth Principles**

These social/cultural, economic and environmental principles should guide decisions for Downtown so that a complete community is created where people can live, work and play close to home.



## 2.0 URBAN DESIGN PLAN

### 2.6 Concept Plan:

This Concept Plan outlines the important physical components and Character Areas that will shape Leduc's Downtown landscape. The following summarizes each of the key components and are illustrated in the accompanying illustration on the following page.

#### Gateways:

There are four primary gateways or key entrance areas to the Downtown area, as follows:

1. West Gateway: the area from Highway II along Main Street (50 Avenue);
2. 50th & 50th Gateway: the intersection at 50th Street & Main Street;
3. North Gateway: the area beginning around 54th Avenue along 50th Street to Main Street;
4. East Gateway: the intersection of 46th, 47th St. & Main Street (Confusion Corner);

These gateways define the key entrances and exits from the Downtown area. They symbolize entering the core area of the City and should have special definition that is recognizable.

#### Entrance Features:

Three major gateway entrance feature installations are recommended in this plan:

A highly visible and lighted public art sculpture should be placed in the center of 50th Avenue near Highway II. This will act as a key place-making feature, and will attract positive attention from the highway to the City of Leduc and its Downtown.

It is also recommended that two special overhead signs be placed at corners of 49 Street and 47 Street along Main Street (50 Avenue) (see Urban Design Plan illustration) to frame and signify the historic Downtown Core area and pedestrian-oriented precinct.

In addition, minor features, such as signature signs on both or one side of the street, highlighted by special lighting and/or planting is recommended. These could be part of an extension from the sidewalk into the roadway, similar to a parking or crosswalk bulge. Alternatively, signs could be in the sidewalk area but this approach limits the definition and emphasis as a true

gateway where you pass through from one place into another. Specific signage designs and locations should be determined in a detailed way-finding strategy.

#### Heritage, Character and Landmarks:

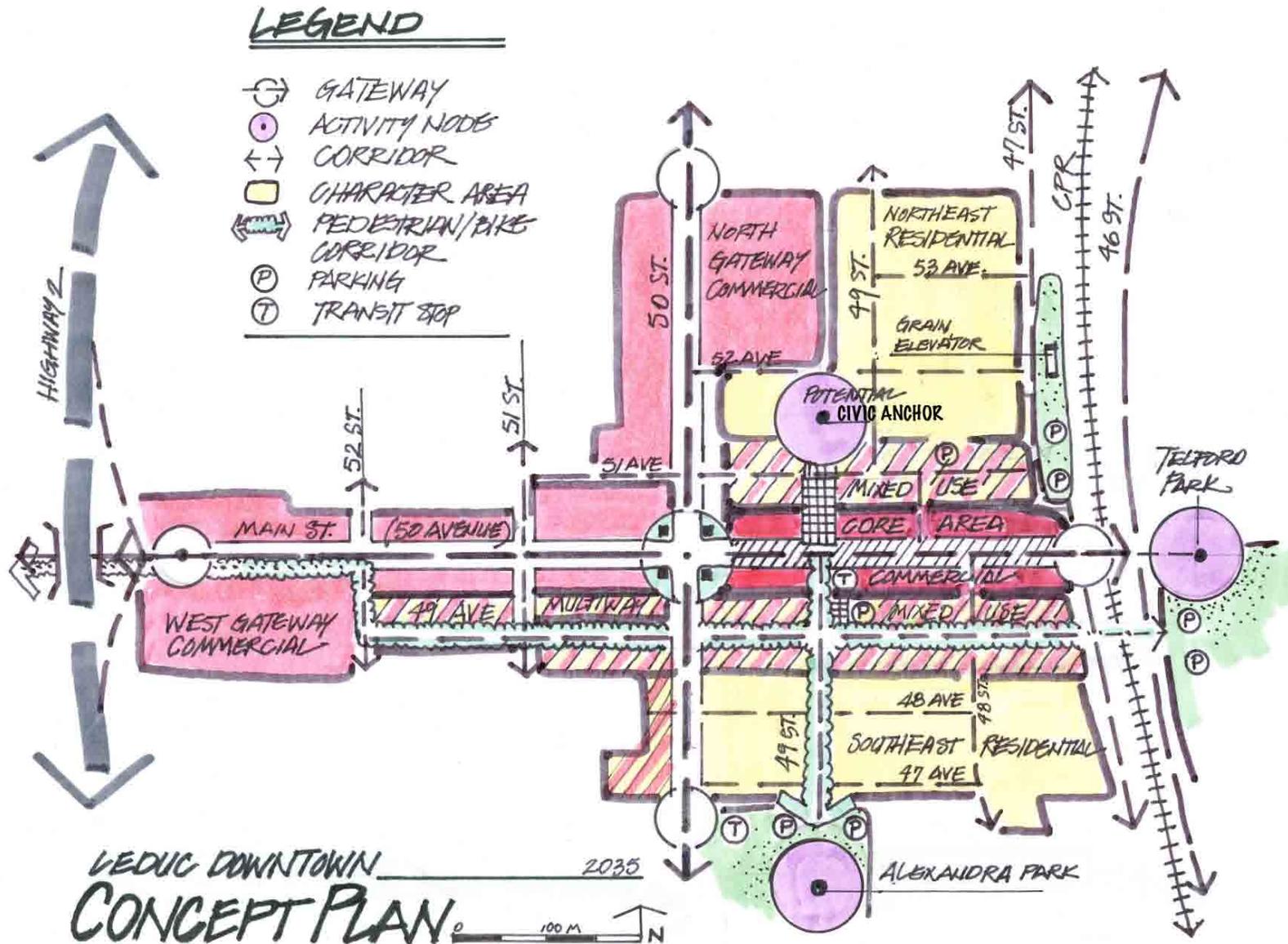
The central Downtown Core area has the most historical significance, as the majority of commercial sites possessing heritage and architectural value are located within this older precinct. The buildings in the Downtown Core are laid out in a traditional small-lot, small-block, street-fronting pattern, making them easily accessible and enjoyable to the pedestrian. Other important landmarks include Alexandra Park, Civic Centre, Telford Park, Main Street (50 Avenue) and 50 Street intersection. These landmarks possess a combination of cultural and heritage significance in the Downtown, and are important to the community as a whole. In addition, a future potential Civic Anchor facility (subject to further studies and stakeholder consultation), may include a park, arts & cultural center, library, post-secondary school and/or other civic-related amenities and could add further cultural value and physical presence to the Downtown. The 49 Street Transit Stop and Parkette and Pioneer Square are other proposed activity nodes – along the proposed 49th Street Pedestrian Promenade and Civic Corridor.

#### Corridors and Connections:

There are four major street corridors in the Downtown area that should be further improved over the short to medium term. These corridors include: Main Street (50 Avenue), 49 Avenue, 51 Avenue, and 50 Street. Each of these streets plays an important role in connecting the major landmarks in the Downtown. One of the challenges is that 50 Avenue (west of 50 Street) and 50 Street perform as "arterial" routes and focus on the efficient movement of vehicles through and around the Downtown area.

In this light, 49 Avenue is recommended as an alternative multiway especially for bicycles connecting to Telford Park across the CP railway tracks. Completing sidewalks, adding tree planting and improving lighting could be improve these streets over time enhancing the sidewalks into "walking boulevards" using the side setbacks and street right-of-way without significantly compromising the vehicular flow. Through thoughtful design and roadway upgrades, the Downtown's four major street corridors can be improved for walking and bicycling.

Fig. 5: Leduc Downtown Concept Plan



## 2.0 URBAN DESIGN PLAN

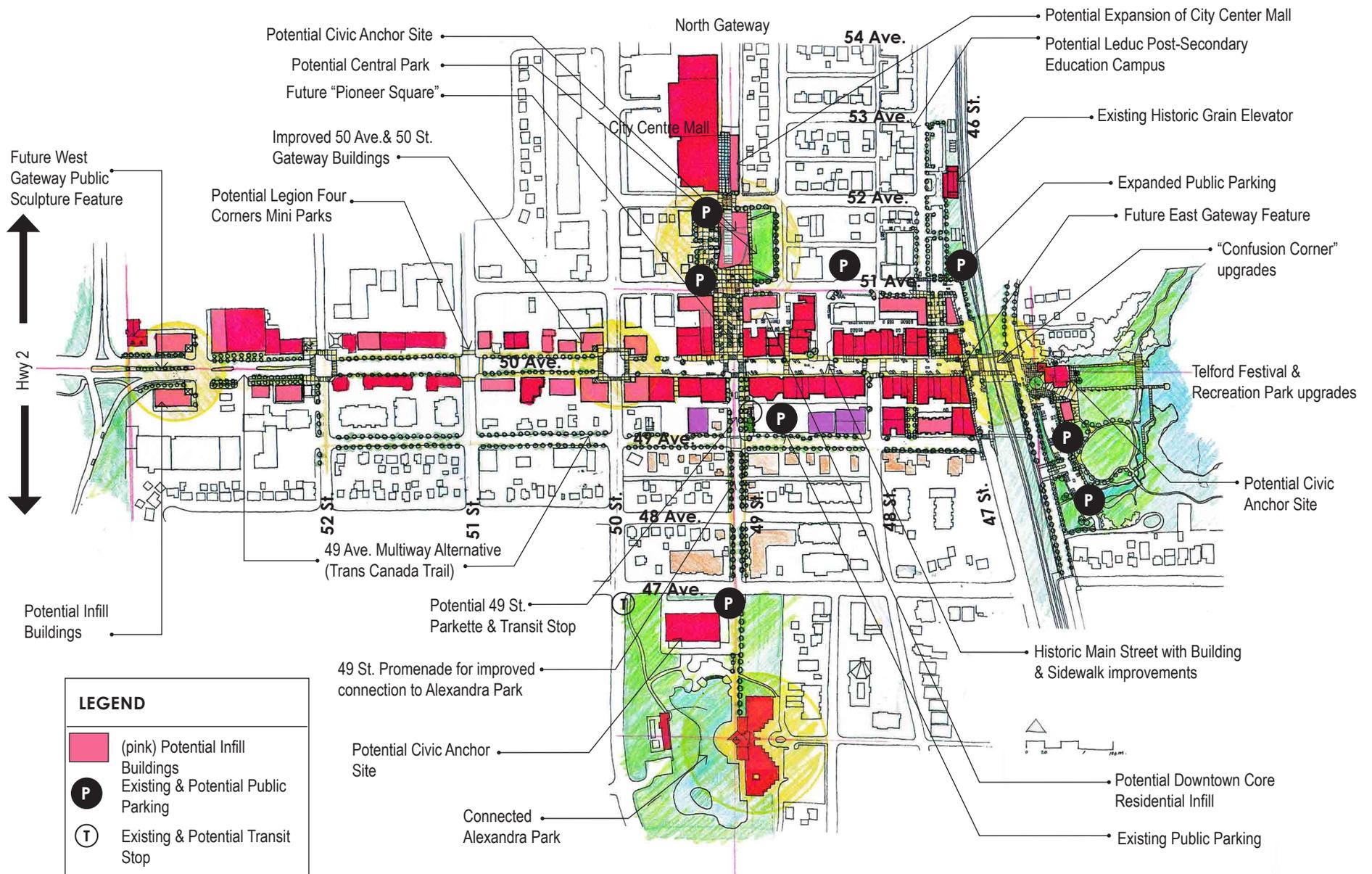


Fig. 6: Leduc Downtown Urban Design Plan

2.7 Urban Design Plan and Features

This Urban Design Plan section provides a detailed explanation of the potential of each of the precincts in the Downtown. Much of the emphasis is on the Downtown Core and its connections to adjoining areas as this area is the historic heart of the Leduc, and has the most potential for improvement in the short term. Other Downtown precincts also have further potential but generally in the medium to long term. Features of the areas are highlighted below and in the following pages.

- 1 49 Street Promenade
- 2 Downtown Core - Historic Precinct
- 3 Pioneer Square
- 4 West Gateway Feature
- 5 50/50 Corners - Central Orientation
- 6 Telford Park
- 7 Grain Elevator - Northeast Neighbourhood
- 8 North Gateway
- 9 Southeast Neighbourhood
- 10 Trans Canada Trail (49 Ave. alignment)

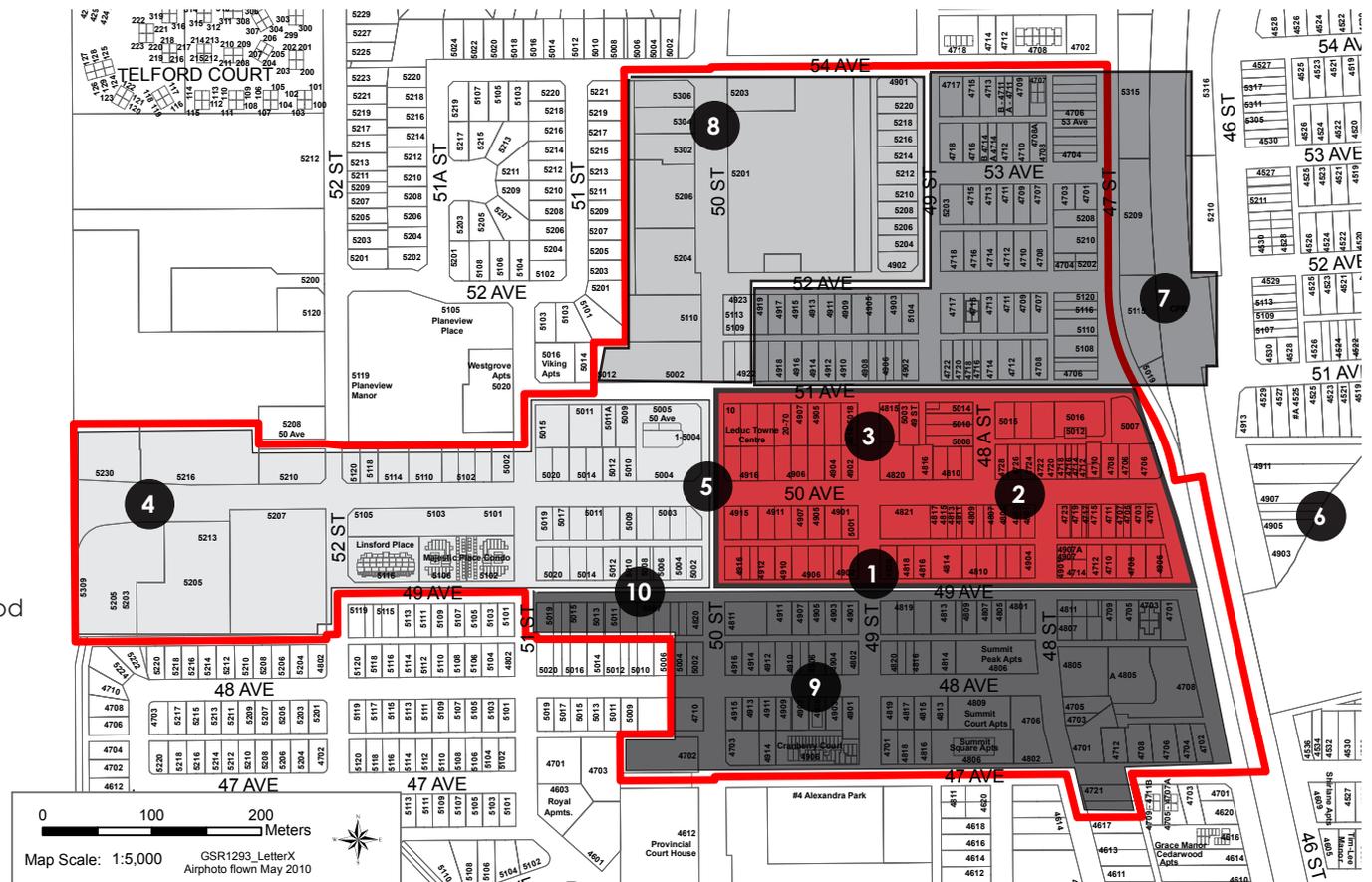


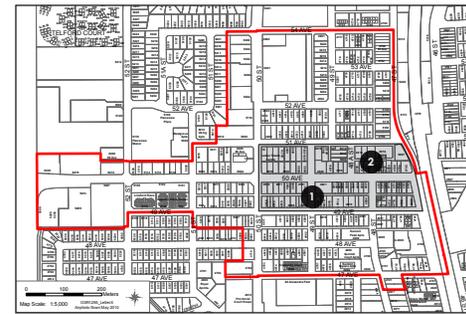
Fig. 7: Features Plan

## 2.0 URBAN DESIGN PLAN

### 1 & 2 Downtown Core (49 St. Promenade & Heritage Precinct)

The Downtown Core area extends from 50 Street on the west to 47 Street on the east along Main Street (50 Avenue), and from 51 Avenue on the north to 49 Avenue on the south. It is the historical heart of Leduc, and is the most walkable and attractive from a pedestrian point of view. This area is characterized by variety of specialty shops, small hotels, pubs, and on the outside edges a mix of professional offices and services. There are a number of opportunities to improve the pedestrian connections, meeting places, provide opportunities for outdoor cafes/restaurants and introduce transit, as well as provide incentives for façade improvements. Specific project recommendations include:

- Completing the 49 Street promenade from Alexandra Park to Main Street (50 Avenue) including a transit stop and “Parkette” at the city parking lot just south of Main Street. This could be zoned as a special corridor lined with civic uses, retail, and office uses along its length. The streetscape would benefit from power lines being buried beneath the ground.



Key Plan

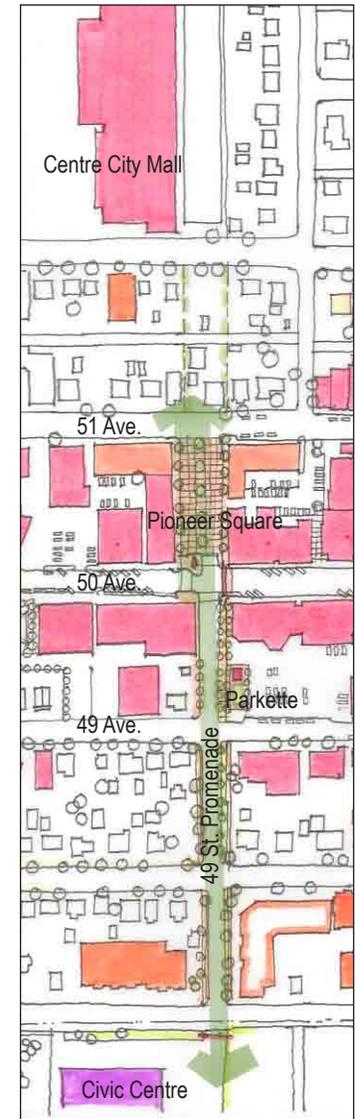


Fig. 10: Plan showing Street Promenade



Fig. 8 & 9: 'Before & After' Illustrations of potential “parkette” along 49 St. Promenade which could potentially connect Centre City Mall and Main Street to the Civic Centre area through the Downtown Core



Existing Condition

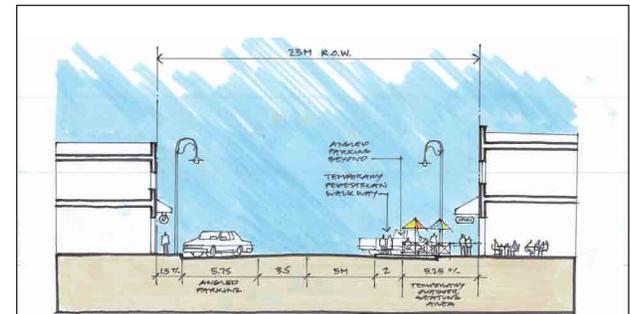
- Introducing the “Parking Patio” program pilot project to create outdoor seating areas along Main Street where small sections of angled parking could be utilized for temporary patios (seasonal only).
- Creating special “stamped concrete” paving at pedestrian cross-walks on Main Street to slow traffic and symbolize that this is a priority pedestrian area.
- Filling in sidewalk “gaps” to ensure a continuous sidewalk network provides uninterrupted pedestrian connections throughout the Downtown Core.



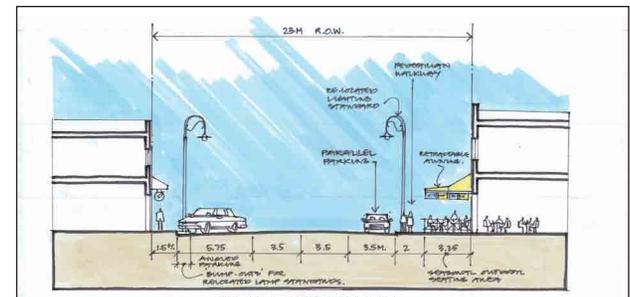
Fig. 11 & 12: Before (above) and After (below) illustration of ‘Parking Patios’ concept along Historic Main St. (50 Ave.)



EXISTING CONDITION



TEMPORARY CONDITION



POTENTIALLY PERMANENT CONDITION

Fig. 13: Three cross sections through 50 Ave. show the potential evolution from existing, to temporary to potentially permanent parking patios in the long term

## 2.0 URBAN DESIGN PLAN

- Encouraging infill residential development on vacant lots behind Main Street, noting possible city leasing of these areas for additional public parking in the short term. Service access to the rear of the commercial buildings would be retained and residential parking could be provided within the building at grade;
- Improving the narrow alleyway connections with lighting and special paving between the parking lots behind the commercial buildings and Main Street;
- Retaining and expanding the existing specialty retail, restaurants, and other unique establishments in the Downtown Core area on Main Street as well as professional offices that border these uses on 49 and 51 Avenues;
- Introducing incentives to improve storefronts (including canopies, signs and awnings) and reestablishing the original façades of buildings that possess heritage value;
- Encouraging redevelopment of the existing Bank of Montreal building at 47th and Main Street into a high quality two-storey "gateway building".

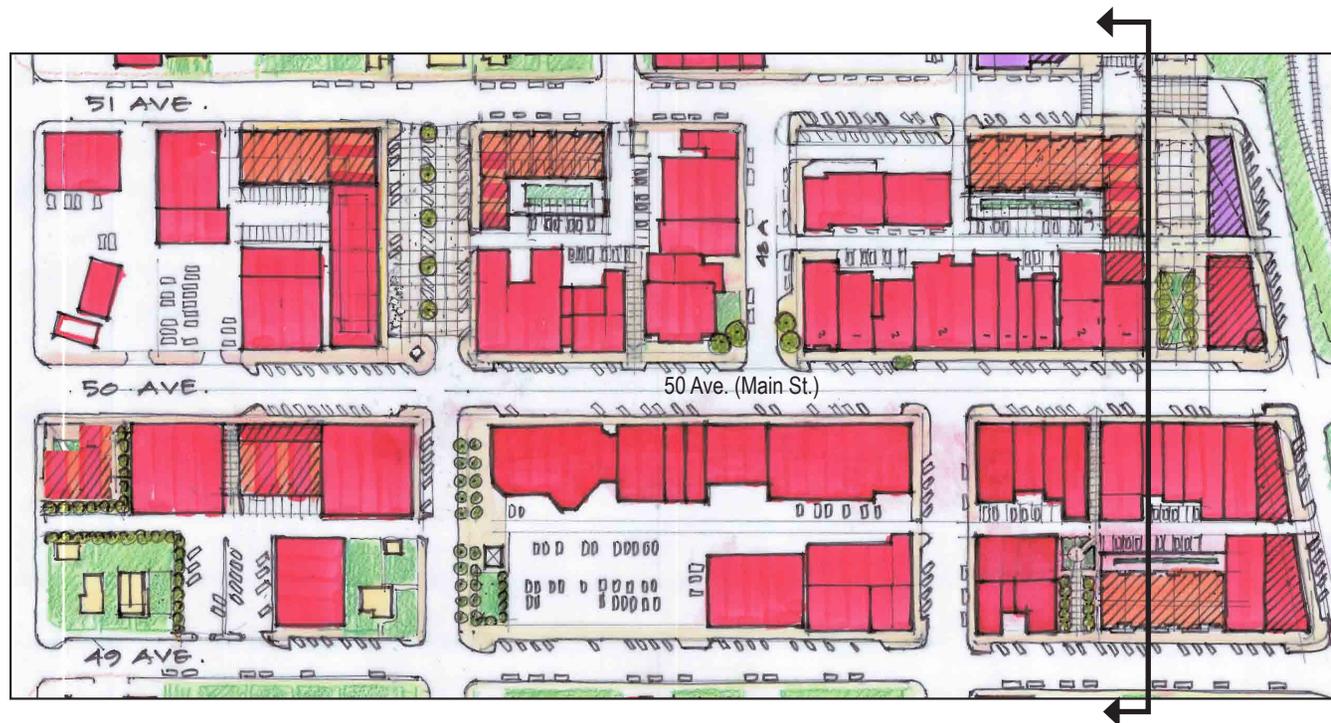


Fig. 14: Infill housing is shown by orange cross-hatched areas on the plan. Additional access points through facades along Main St. and lane-way re-design will be important for an integrated urban fabric. (Cross-section featured on following page)

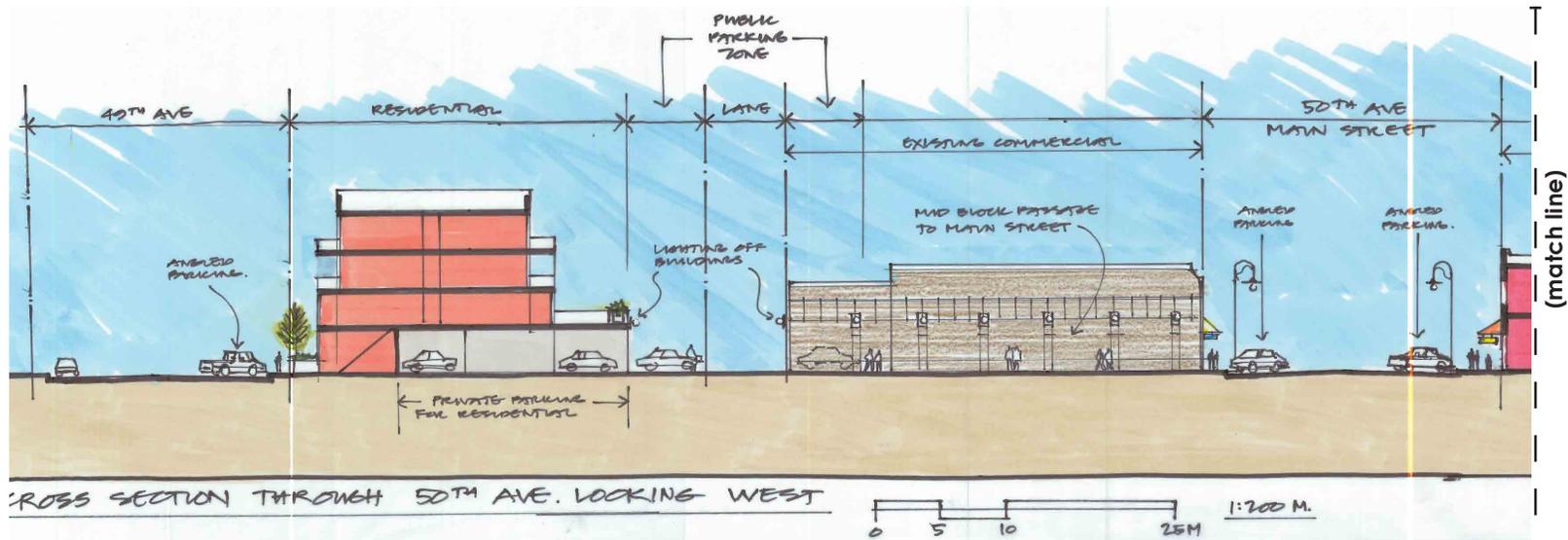
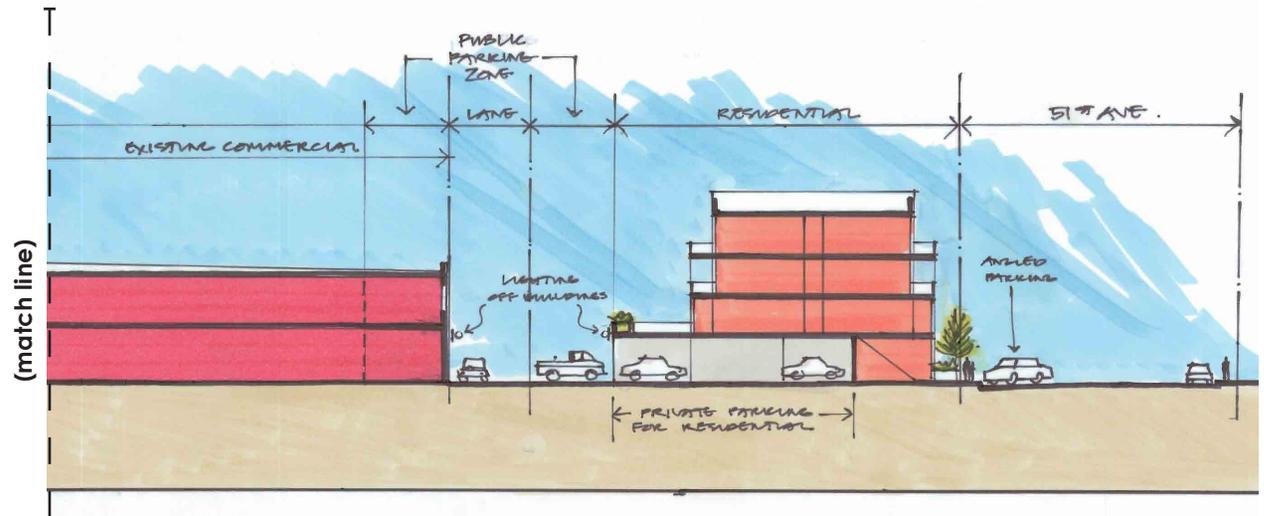


Fig. 15: Cross Section Through 50 Ave. (looking west) shows residential infill on vacant lots behind Main St. (Between 49 Ave. and 51 Ave.)



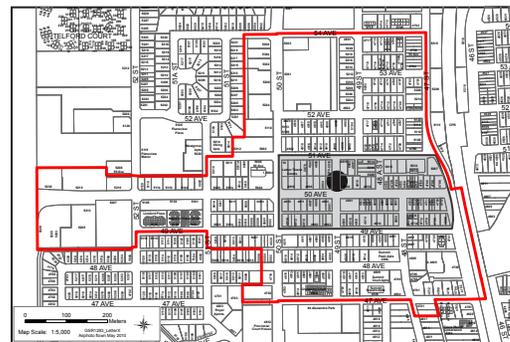
## 2.0 URBAN DESIGN PLAN

### 3 Pioneer Square

It is recommended that 49th Street, north of Main Street be developed into a usable public flex-space, with a historically significant name such as "Pioneer Square". This public flex-space could easily convert back and forth from a public parking area to an open-air plaza for pedestrian activities and outdoor events. The square would become an exciting meeting place for social and cultural activities and other special events. Outdoor vendors and performers could enjoy full use of the interior of the square, while adjacent business owners may utilize the space with their own outdoor patios and cafes. Designs for the square should consider an open-concept area with specialized paving, no curbs and/or softened curbs, special landscaping, moveable bollards and/or fencing, performing stage area, as well as power outlets, wi-fi service, and water hook-ups for vendor "plug and play" activities. High quality lighting, signage, public art, and a central feature such as a water fountain or statue, should also be design considerations for the square.

#### Potential Civic Anchors:

It is important to provide a Downtown focus for public facilities and services including art galleries, cultural center, post-secondary schools, library and other civic-related uses. These facilities will attract residents, businesses, and other associated services to the same area as a "one stop shop" destination for these services. There will be multiple reasons to come Downtown as a destination to stay for an extended time rather than stop briefly. The result will be a more active and vibrant Downtown throughout the day and evening. When these facilities are concentrated in the same area – for example by creating a "Civic Promenade" along 49 Street that includes various government service organizations that links the Downtown to the Alexandra Park civic facilities, the Downtown will become even more of a vibrant centre for the City. For example, a cultural center, art gallery, or library could be located north of Pioneer Square, within Telford Park, or within Alexandra Park. Subject to further facilities studies and discussions with stakeholder groups, keeping these types of civic anchors in the Downtown area could help create the critical and concentrated mass of civic uses needed for increased Downtown activity and vibrancy.



Key Plan

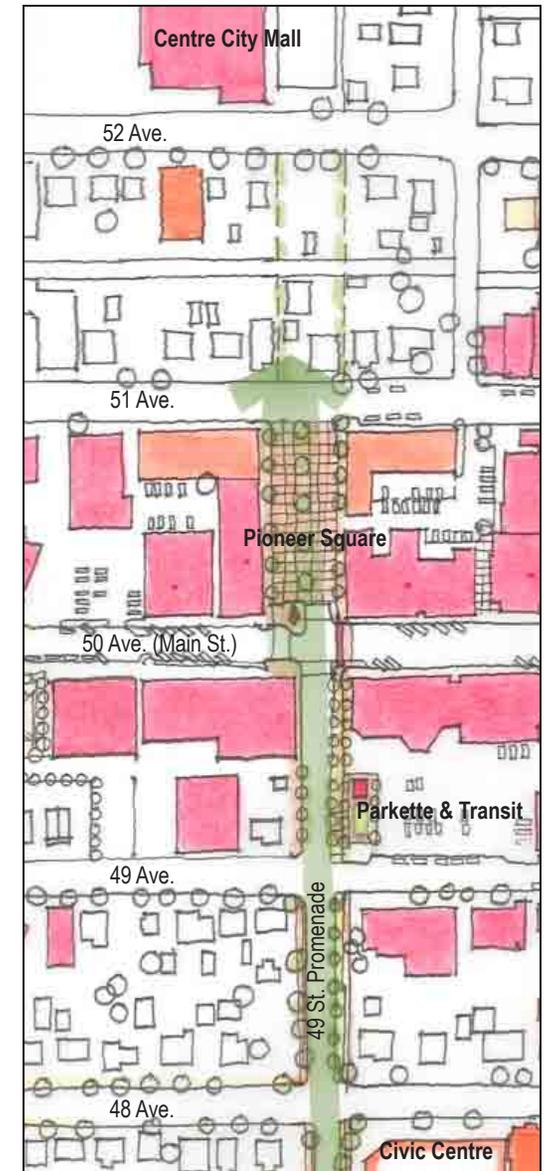


Fig. 16: Pioneer square is a destination point located along the 49 St. Promenade

**PIONEER SQUARE** (Downtown Plaza, Event Space, Central Green Space)

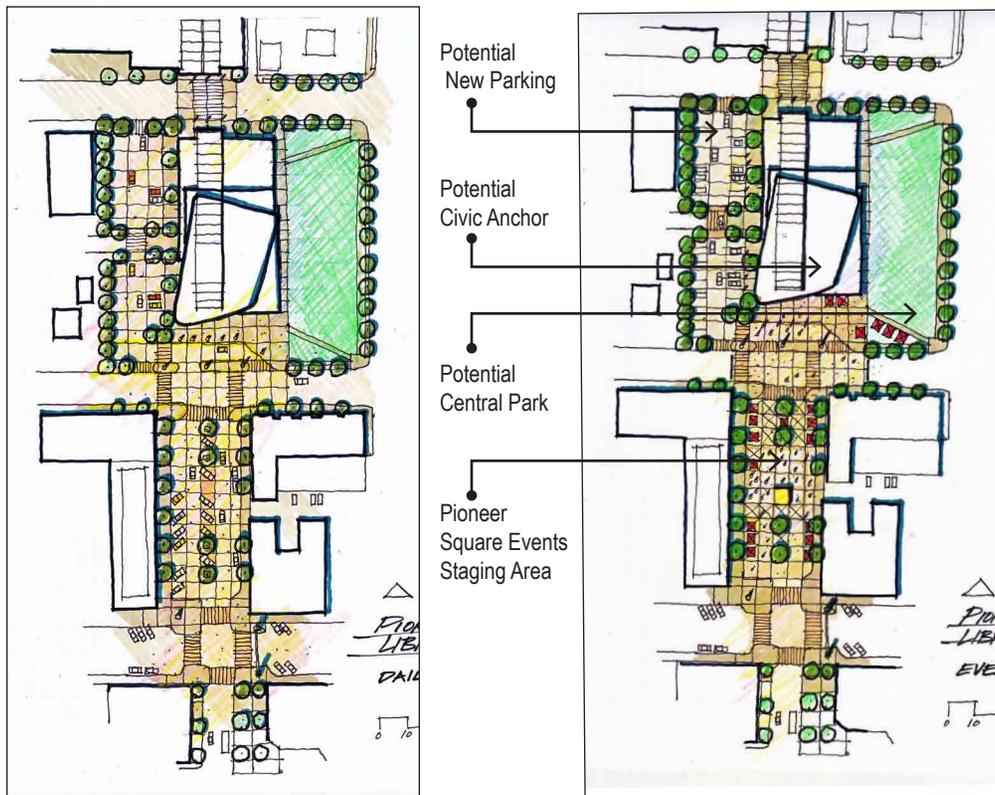


Fig. 17: Pioneer square has flexibility for daily use (left) and for special event use (right), with proposed additional parking provided by the potential Civic Anchor and Central Park.

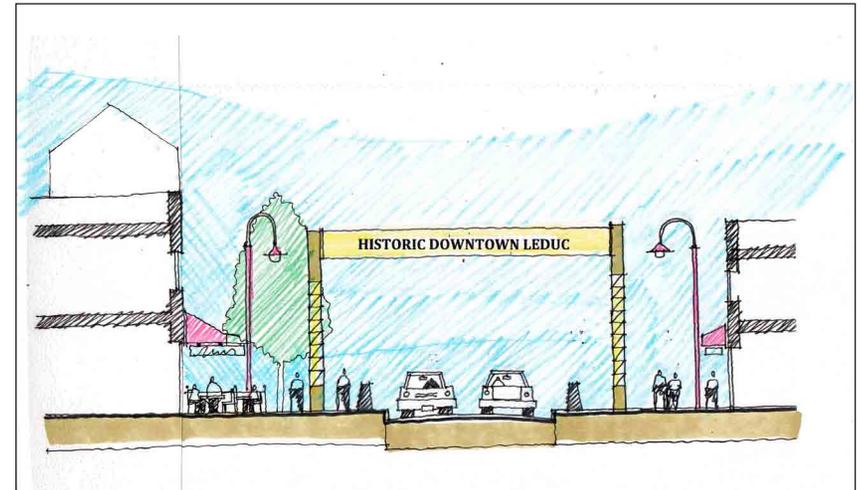


Fig. 18: Main St. Gateway marks the entrance to the Historic Downtown from the west at 49 St. & 50 Ave.

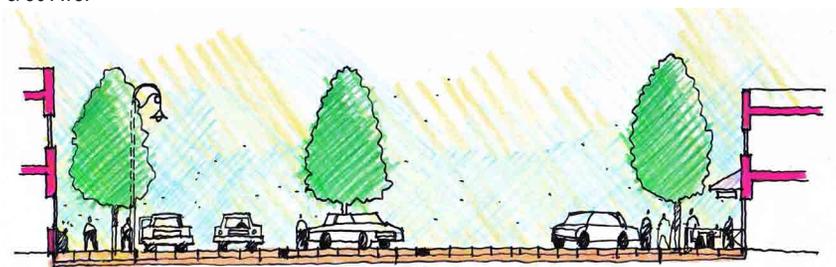


Fig. 19: Cross Section through Pioneer Square functions as a green street on a daily basis with slower traffic and parking.

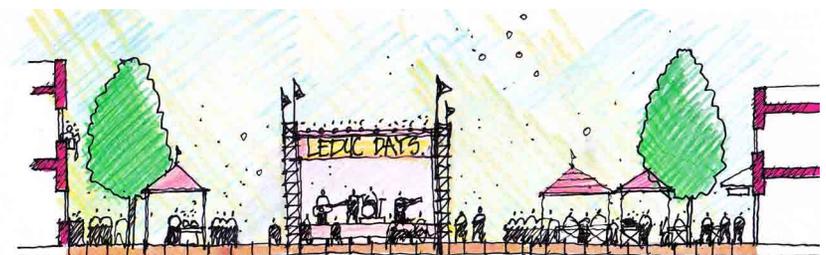


Fig. 20: During Downtown festivals and market days, Pioneer Square has flexibility to transform into an event space, with street ends blocked to vehicular traffic.

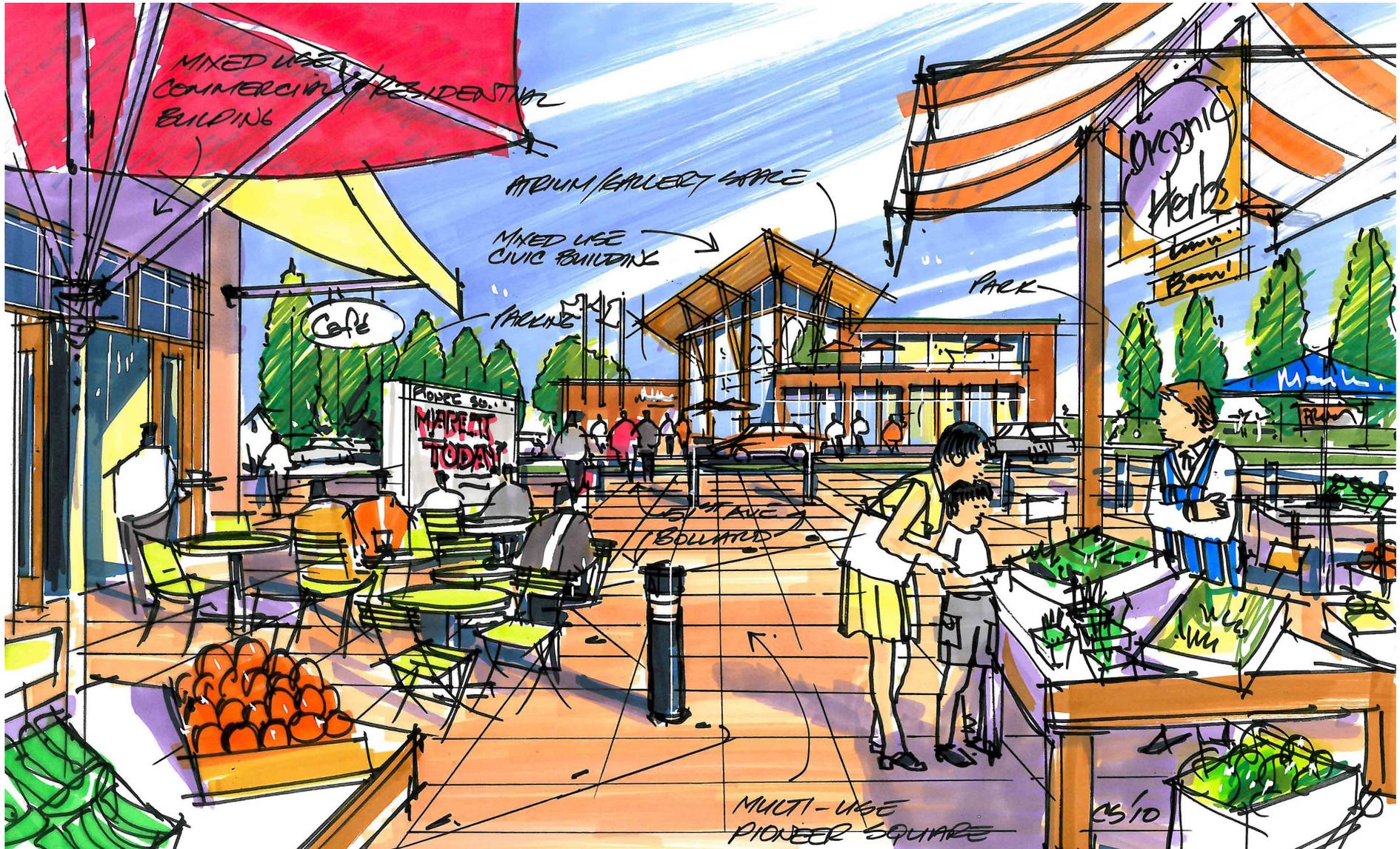


Fig. 21: The development of Pioneer Square in the heart of the Downtown becomes an active gathering space and destination point along the 49 St. Promenade, animated by outdoor seating, market merchants, Civic anchor and central park.

#### 4 West Gateway

The area is between Highway 2 and 50 Street along Main Street (50 Avenue). The West Gateway area is characterized by auto-oriented commercial uses such as hotels, free-standing restaurants, gas stations, and other related commercial uses. Parking is in the front or sides of the buildings, diminishing the walking environment and visual quality along Main Street (50 Avenue). This area is the entrance to the Downtown from Highway 2 and the Leduc neighbourhoods located west of Highway 2. It also connects to the Fred Johns Park adjoining the Leduc Reservoir on the west side of Highway 2. Herb Reynar Park and Willow Park are located north of this area and provide park space for the adjoining residential neighbourhoods. This Character area may be enhanced by:

- Creating an entry feature in the centre median along with feature lighting and improved large narrow tree planting both on the centre median and along the street edges;
- Improving the multiway under Highway 2 and the associated connections along Main Street (50 Avenue);
- Improving and updating signage (see Way-finding Signage recommendation in Implementation Section);
- Showcasing the airplane in front of the Legion building on the corner of 52 Street in a small pocket park;
- Improving existing and installing new pedestrian crossings on Main Street (50 Avenue);
- Over the medium to long term, creating four corner mini-parks with special flags or other vertical elements to denote the "4 corners" entering the Downtown Core area; and
- Providing longer term opportunities for infill along Main Street (50 Avenue) with potential additional commercial buildings built close to the street property line (subject to meeting parking requirements). The infill will create a more continuous street wall of buildings to better frame the street and create a more pedestrian-friendly environment.



Fig. 22: Cross Section through 50 Ave. showing West Gateway

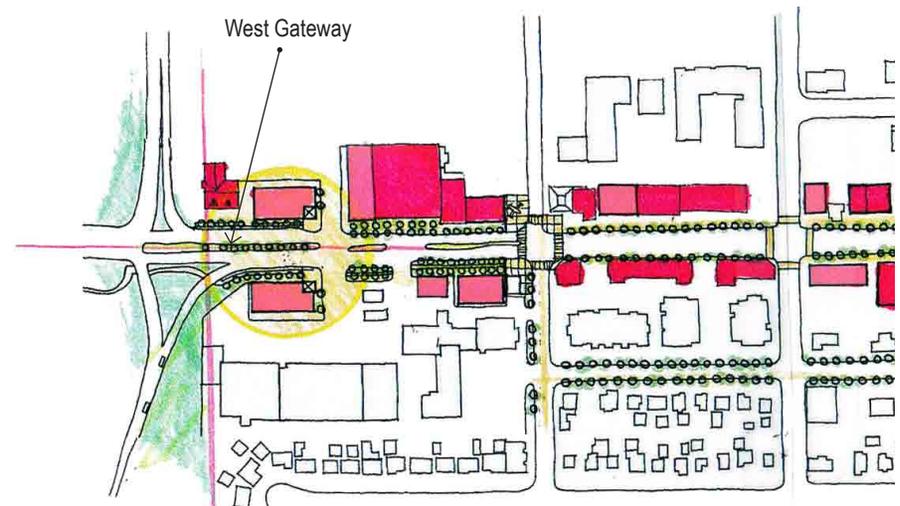


Fig 23: Potential infill buildings (shown in pink ) along 50 Ave. between Hwy 2 and 50 St.



Fig.24: West Gateway at Hwy 2 looking East along 50 Ave toward Downtown

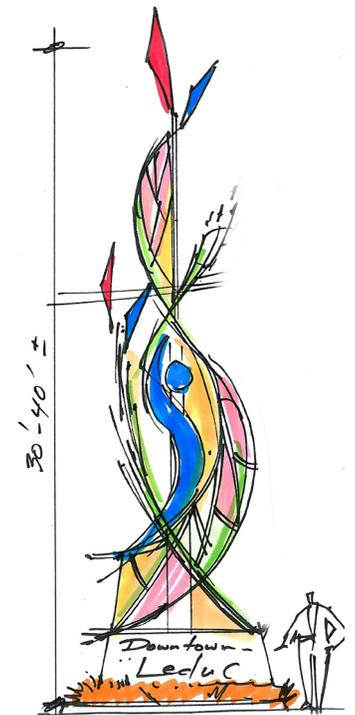


Fig. 25: Contemporary Entry marker at West Gateway

**5 50/50 Corner**

The 50/50 corner (50 Avenue and 50 Street) is at the heart and center of Downtown Leduc. It is a very important central gateway into the historic Downtown from the west, north and south. The future corner buildings and intersection all deserve special attention in design and architecture to create a strong physical presence that draws attention to the fact that one is in Leduc's premier central neighborhood.

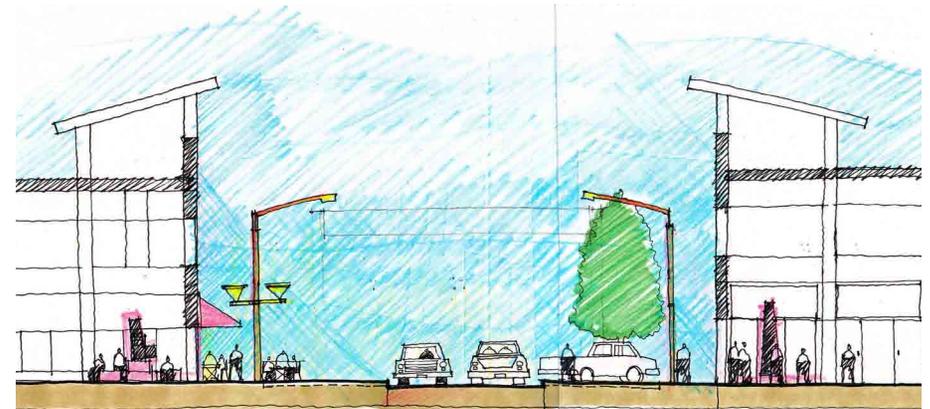


Fig. 27: Cross Section through 50 Ave. and 50 St. looking east towards the Historic Downtown area



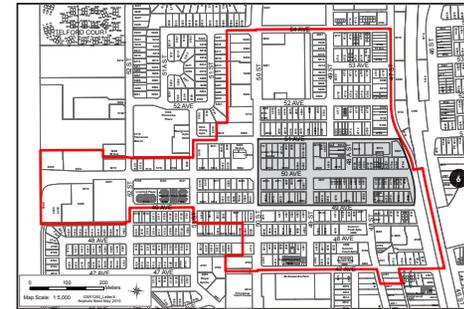
Fig. 26: Four Corner 'mini parks' and architecture help to identify the centre of the Downtown (50 Ave at 50 St.) with special treatments and distinctive elements.



## 2.0 URBAN DESIGN PLAN

### 6 Telford Park

The West End of Telford Park can be developed into “Telford Waterfront Festival Park”. The enhanced west end of the park could be a staging area for special festivals, outdoor concerts and movies, a viewing tower as well as reorganizing the parking to maximize the gathering area and introduce potential commercial uses (a restaurant and information centre) that complement the recreation uses. Telford Park could also be an alternative location for the Civic Anchor, although the preferred location is in the Downtown Core area framing the proposed Pioneer Square at Main Street and 49 Street.



Key Plan



Fig. 28: Telford Park Entrance Option #1, retaining the existing and adding a commercial building.

- Potential New Civic Anchor and other facilities under one roof
- Enhanced Telford House
- Viewing Tower
- Additional Commercial Building
- Re-configured Parking and Park



Fig. 29: Telford Park Entrance Option #2 for a potential civic anchor and other facilities to be located in one location.

### 7 Northeast Neighbourhood (Grain Elevator area):

This area is located east of the North Gateway area on 50 Street, west of 47 Street, South of 54 Avenue, and north of the Downtown Core area. The area is characterized as a mixed single-family neighbourhood with some medium density apartments and duplexes. It has potential to infill medium density development to support the Downtown services. Improvements could include:

- Attracting a potential post-secondary institution (e.g., Trade School – “Leduc Centre of Excellence”) that could also provide space for conferences and other events (subject to Airport approval);
- Encouraging medium density residential infill redevelopment in the area, especially along 47 Street;

- Installing an attractive overhead sign to frame Main Street at 47th Street;
- Improving the streetscapes with tree planting and sidewalk improvements where necessary, especially along 51st Avenue;
- Creating a “Heritage Walk” with way-finding that connects pedestrians from the Downtown Core to the Historic Grain Elevator
- Providing additional public parking close to Main Street;
- Considering an outdoor market area north of Main Street on 47th Street;
- Supporting the office transition area on the south edge of the Downtown Core area;



Fig. 30: Example of appropriate multi-storey style apartments



Fig. 31: Potential Infill Plan for Northeast neighbourhoods with multi-family housing

## 2.0 URBAN DESIGN PLAN

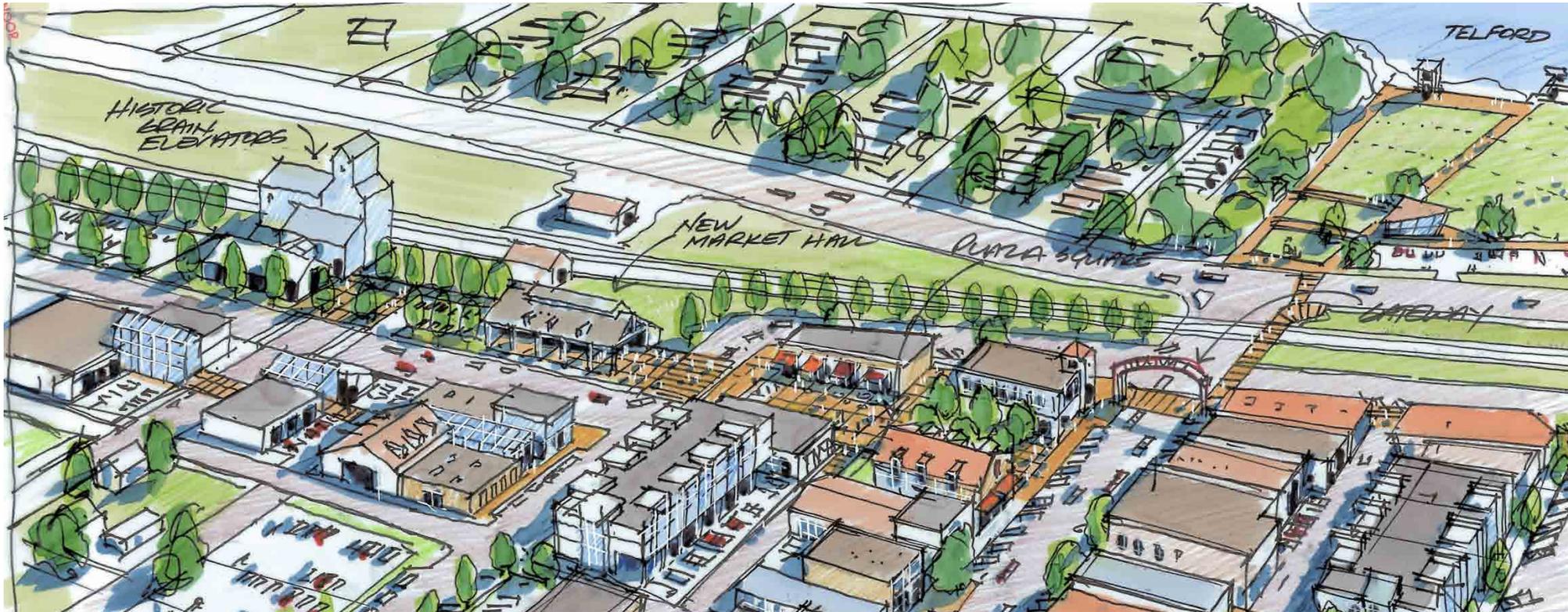
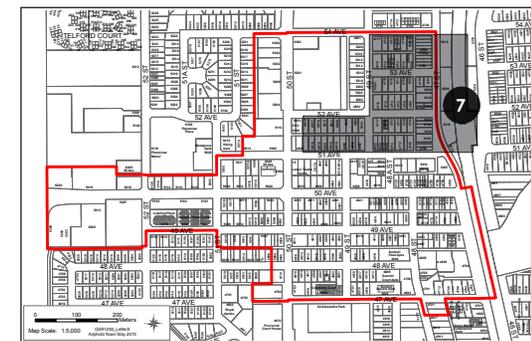


Fig. 32: The Northeast Neighbourhood can become an industrial art/trade school - a destination that brings youth and vibrancy into the Downtown.



## 8 North Gateway

The North Gateway borders 50 Street from 54 Avenue to Main Street (50 Avenue). This area is also characterized by auto-oriented commercial uses with parking lots in front of buildings. Improvements of sidewalks and additional trees will help enhance the pedestrian environment as happens further north on 50 Street. The redevelopment of this Character Area is focused on street enhancements that could include:

- Improving the sidewalks with grass boulevards and trees where appropriate;
- Implementing Downtown Master Plan design guidelines for the North Gateway area;
- Coordinating and improving signage along 50 Street;
- Providing opportunities for redevelopment of adjoining commercial sites into mixed use higher density developments in the longer term; and
- Considering the long term addition to the east side of the Centre City Mall as an extension of the 49th St. Promenade.



Key Plan



Fig. 33: Improved pedestrian environment along 50th St. includes a multiway path on the west side.

## 2.0 URBAN DESIGN PLAN

### 9 Southeast Neighbourhood (Alexandra Park):

This area is located east of 50 Street, west of 47 Street, south of 50 Avenue and is bordered by Alexandra Park on the south. The area is mix of single dwelling units up to medium and high density apartments. This Character Area has potential for further residential infill in the form of medium to high density development to support the local services in Downtown. This area could include the following improvements:

- Encouraging residential infill redevelopment, generally from 4 to 10 stories, with graduated building heights that respect the small-town feel of Main Street;
- Developing 49 Street as the major pedestrian and civic corridor through the neighbourhood;
- Developing the 49 Avenue multiway on the north edge of the area;
- Investigating a second pedestrian/bicycle crossing at 49 Avenue in association with the multiway; and
- Supporting the office transition area on the south edge of the Downtown Core area;



Fig. 34: Illustration showing potential infill housing within single family neighbourhoods

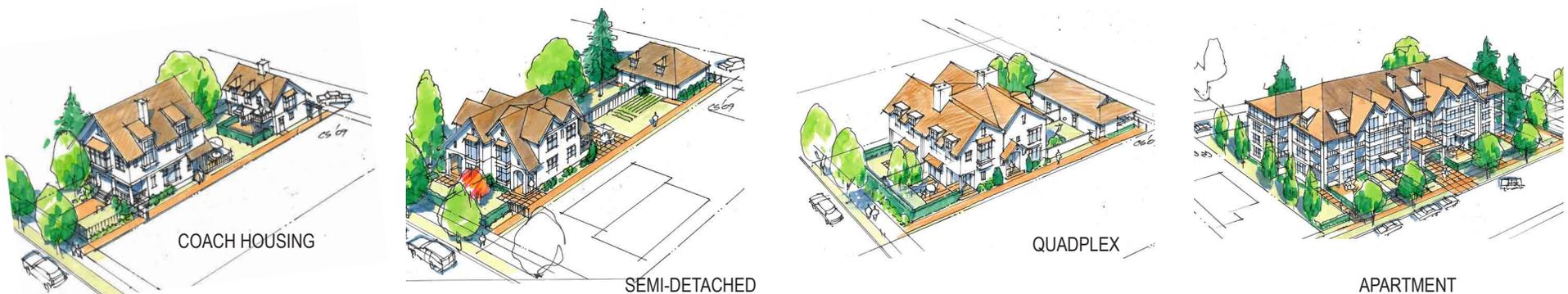


Fig. 35: Examples of potential residential infill housing types.

## 10 Trans Canada Trail Improvements

While it would be ideal to upgrade the 50 Avenue multiway to meet the criteria of the City's Primary multiway standard, existing limited rights-of-ways and competing requirements for pedestrians and vehicles within those rights-of-ways make it impossible to meet the standards without significant land acquisitions. Therefore, the Downtown Master Plan proposes the development of an alternative multiway along 49 Avenue that meets the criteria of a *Type B* secondary multiway as outlined in the City's Open Space Master Plan.

A *Type B* secondary multiway includes a designated bike lane on existing roadways with special paint markings and lane designation and signage. The multiway would be a signed (painted) on-road bike route where vehicles and bicycles share the travel lane.

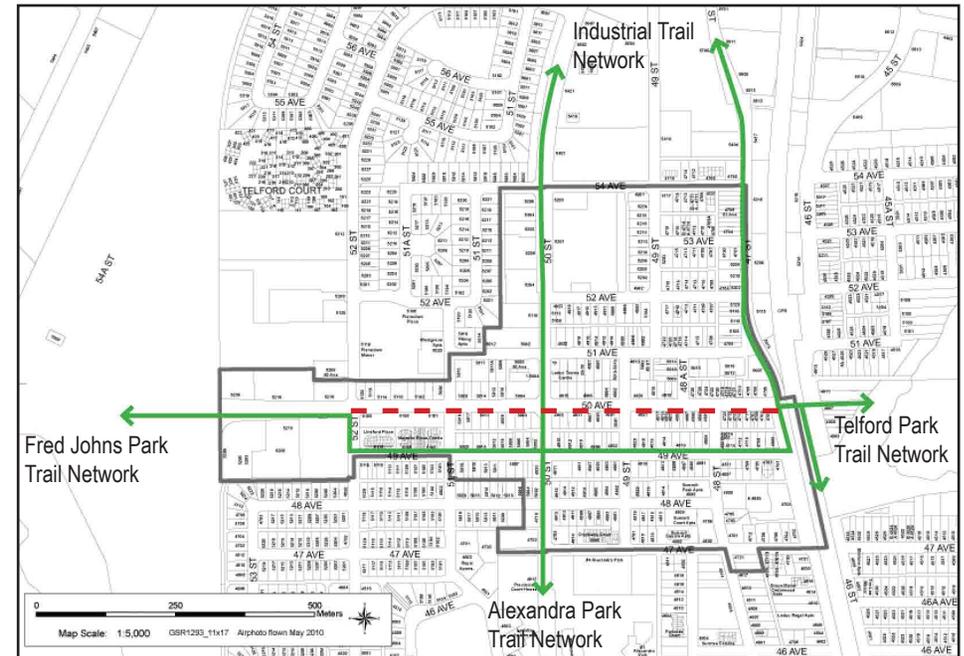


Fig. 36: Trans Canada Trail multiway path currently proposed for 50 Ave. should be moved to 49 Ave.

## 2.0 URBAN DESIGN PLAN

### 2.8 Transportation and Mobility

The following sub-sections have been developed to enhance the existing character of Downtown Leduc, specifically along 50 Avenue east of 50 Street, while improving pedestrian and cyclist mobility through and to the Downtown core. They are based on maintaining 50 Avenue west of 50 Street, as well as 50 Street north and south of 50 Avenue as primary vehicle routes and maintaining 50 Avenue between 47 Street and 50 Street as a mixed use pedestrian/vehicle corridor.

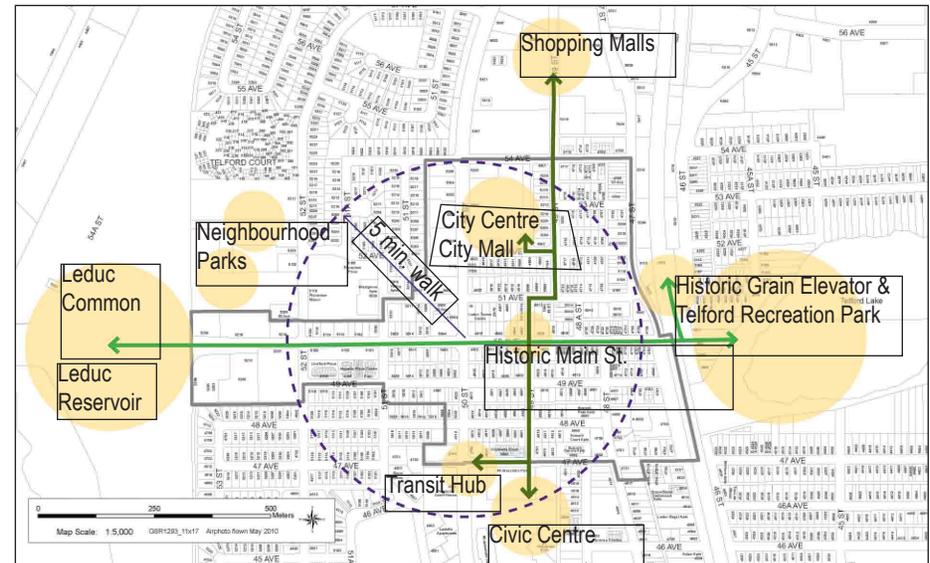


Fig. 37: The 49th St. Promenade supports the proposed multiway network

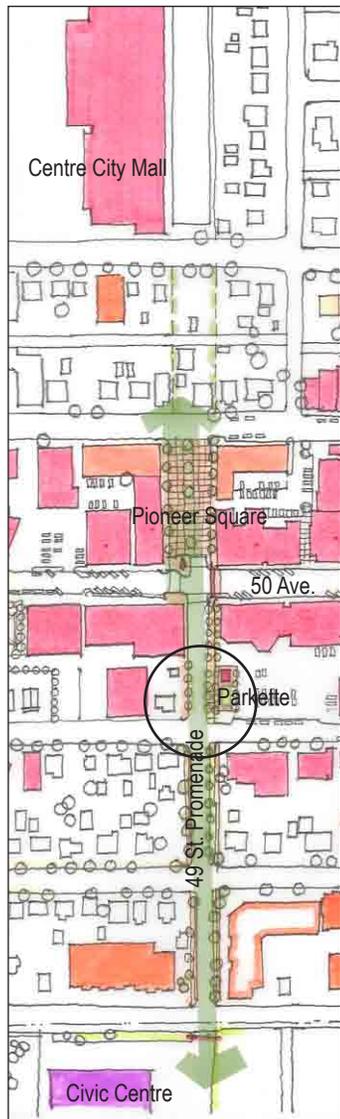


Fig. 38: Plan showing Street Promenade

### 2.8.1 The 49 Street Promenade

The 49 Street promenade is proposed to include a pedestrian greenway between the Civic Centre in Alexandra Park and City Centre City Mall, with the potential to extend beyond these limits in the longer term. A pocket park is proposed in the southeast corner of the City-owned parking lot to provide a green space that complements the existing gazebo on the site. The major pedestrian pathway upgrades should be focused along the east side of 49 Street to align with existing sidewalk enhancements, and better connect Alexandra Park to the Downtown Core.



Fig. 39: Cross Section across 49th St. Promenade at the Parkette on 49th Ave. (looking south)

## 2.0 URBAN DESIGN PLAN

### 2.8.2 Improve Pedestrian Crossing Opportunities over the CPR Tracks

While a number of alternative crossing options were reviewed, the following two options were forwarded to CP Rail for comments (to date the study team has not received a response on these options from CPR).

- **Option 1: Construct a sidewalk on the south side of 50 Avenue across the CPR tracks.** Rather than extending a crosswalk on the south side of 50 Avenue across 46 Street, it is proposed that the existing multiway trail located on the west side of 46 Street be extended north from its existing terminus at 47 Avenue to 50 Avenue. A pedestrian crosswalk could then be developed across 46 Street at the Telford Lake access.
- **Option 2: Construct a new separate pedestrian crossing, with signals and gate arms, at approximately 49 Avenue.** This crossing would also tie into an extension of the existing multiway trail on the west side of 46 Street with a crosswalk at the Telford Lake access. While a new crossing would be preferred, this option may require the removal of the existing 46 Avenue crossing.



Fig. 40: Currently the CPR pedestrian crossing is difficult and uninviting.

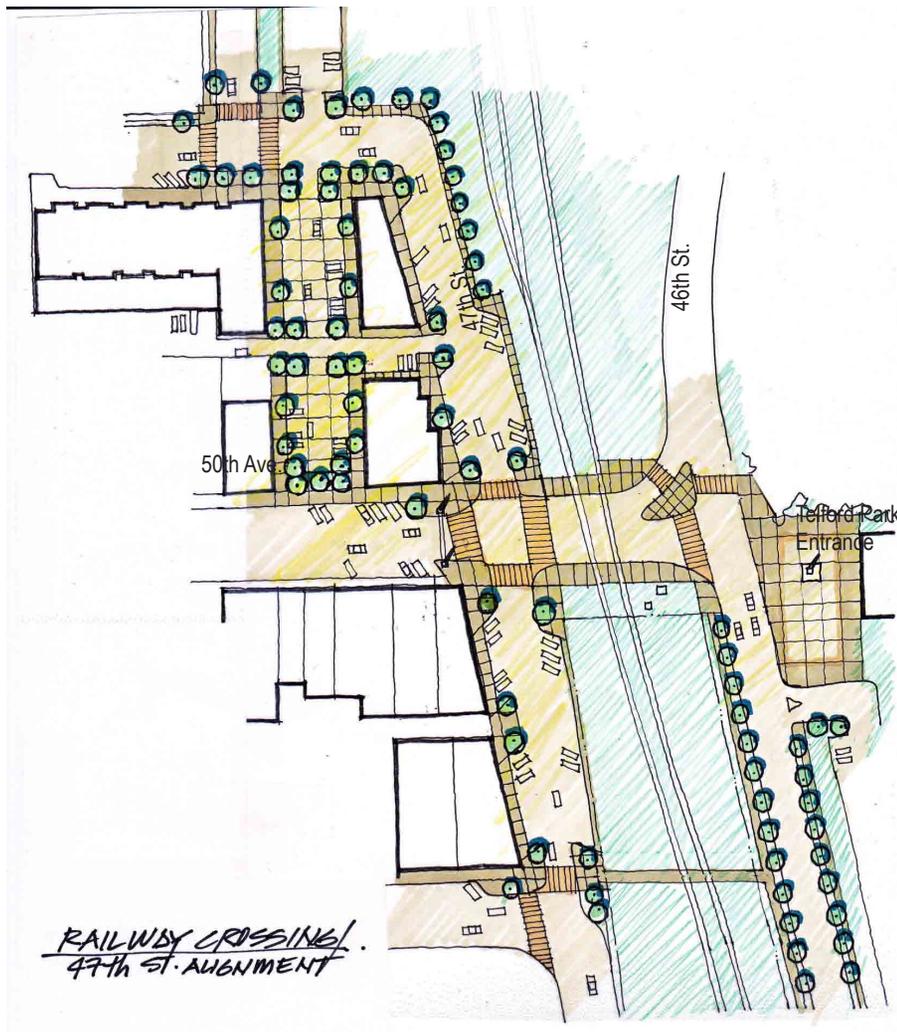


Fig.41: Suggested improvement strategies to enable safer and more convenient pedestrian/cyclist crossings to Telford Park. Designs are conceptual and subject to further Engineering studies.

### 2.8.3 Confusion Corner (50 Avenue and 46/47 Streets)

The intersection of 50 Avenue and 47/46 Streets is currently developed as a five-legged intersection with the CPR tracks running through it. The intersection has been nicknamed "Confusion Corner" as a result of its complex operation. In-depth Engineering studies are required before a comprehensive design can be implemented to improve Confusion Corner. The Downtown Master Plan makes the following recommendations to ensure a stronger connection to Telford Park from Main Street and 49th Ave:

- Improve the safety for pedestrians and bicycles accessing Telford Park from the Downtown and vice versa;
- Add a pedestrian crossing from the south side of Main Street to the sidewalk on 46th Street;
- Add a pedestrian/cycling crossing to directly connect 49th Avenue to 46th Street;
- Install specialized pavement at crossings to send a visible message to drivers that the crossing is pedestrian and bicyclist territory;
- Work toward reducing the number of movements and signals required for safe and convenient pedestrian and bicyclist crossing;
- Consider timing lights so that they are pedestrian controlled, especially during off-peak hours and weekends; and
- Change 47 Street south of 50 Avenue to a one-way southbound, to reduce the number of traffic movements at the intersection, maintaining two-way access along 47 Street.

North of 50 Avenue, there is potential for realignment of 47 Street to the historic grid, removing the S-curve that is currently in place. This would result in two 90° intersections along 47 Street at 51 Avenue. While two-way access along 47 Street would be maintained, the modification has the potential to reduce the number of vehicles using 47 Street. In turn, this would likely result in traffic volume increases along 46 Street north of 50 Avenue and on 50 Avenue west of 47 Street.

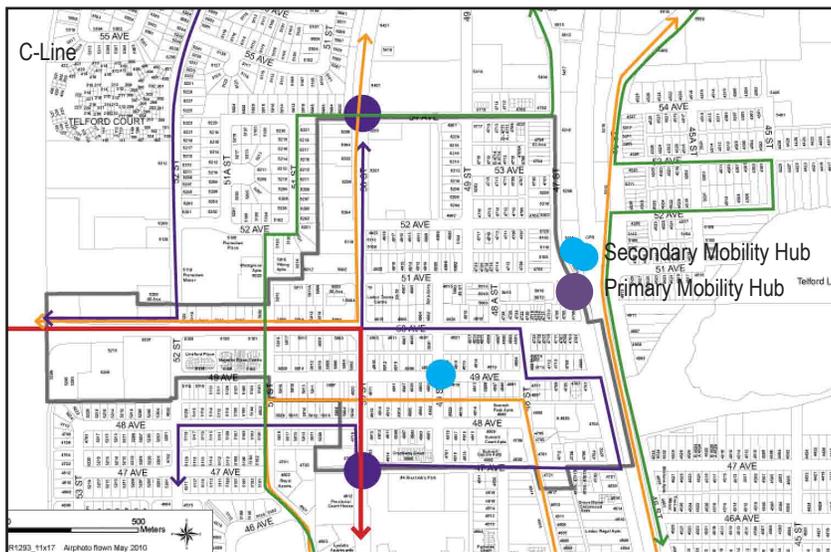
## 2.0 URBAN DESIGN PLAN

### 2.8.4 No Net Loss of Parking Strategy

This plan recommends a “No Net Loss” strategy for public parking within the Downtown. Where available on-street or off-street public parking is anticipated to be impacted by other elements of the Downtown Master Plan, additional opportunities for parking shall be identified, so that the volume of available parking is replaced over time and keeps pace with demand.

Soem strategies to increase the parking within the Downtown could include the following:

- Implement angle parking on the east and west sides of 47 Street between 49 Avenue and 50 Avenue in conjunction with modifications to 50 Avenue/47 Street intersection;
- Implement angle parking on one side of 47 Street between 50 Avenue and 51 Avenue in conjunction with modifications to the 50 Avenue/47 Street intersection;
- Formalize the parking area along the east side of 47 Street north of 51 Avenue, adjacent to the CPR tracks and grain elevator; and
- Enter into lease agreements with owners of vacant lands within the Downtown, or purchase land to develop surface parking lots.



36 Fig. 42: Recommended Transit Routes through Downtown

### 2.8.5 Transit Routes

An intermunicipal transit route between the City of Edmonton's Century Park LRT station, Edmonton International Airport, City of Leduc and Leduc County began operation in 2010. Within Downtown Leduc the C-Line runs along 50 Street south of 50 Avenue, and 50 Avenue west of 50 Street, with a stop at the corner of 47 Avenue and 50 Street. It is recommended that as the City explores opportunities for an expanded internal transit system, multiple Downtown transit connections (or “Mobility Hubs”) be developed to support convenient access in, out, and around the Downtown.

### 2.8.6 Mobility Hubs

The Downtown Master Plan has identified two potential Primary Mobility Hubs and two potential Secondary Mobility Hubs as focal points for transportation within the Downtown.

Primary Mobility Hubs are anticipated to be transit focused and have been identified at the following potential locations:

- 50 Street at 47 Avenue
- 50 Street at 54 Avenue

Secondary Mobility Hubs have been identified at potential locations within or adjacent to the Downtown core, as follows:

- East side of 49 Street north of 49 Avenue (existing Gazebo location); and,
- East side of 47 Street north of 51 Avenue.

# 3.0 DOWNTOWN POLICIES

## 3.0 DOWNTOWN POLICIES

### 3.1 Recommended Policies

The following policy sub-sections are intended to provide municipal direction for redevelopment of the Downtown area in the context of related policies within the City of Leduc's Municipal Development Plan.

#### 3.1.1 Sense of Place & Safety

Public and private open spaces, as well as the buildings that shape them, define the character and identity of Downtown Leduc. The design framework for the Downtown is important in establishing reference points that build on the strengths and "sense of place" of each Downtown character area.

##### Objective:

*Improve Downtown's overall safety and attractiveness by enhancing the built environment, encouraging more activities during longer periods of time, and promoting standards and practices that prevent and reduce the risk of crime, fire, accidents, and injuries.*



Fig. 43: Creating a 'sense of place' through an active public realm

### Policies

In the Downtown, the City shall:

1. Recognize and support Downtown as a shared cultural resource that requires ongoing municipal leadership to preserve and enhance the Downtown as a vibrant, safe, and pedestrian-oriented mixed-use neighborhood
2. Lead, coordinate, and support redevelopment and revitalization opportunities that align with the Downtown Master Plan and the Municipal Development Plan
3. Ensure that all public enhancements and Downtown marketing activities are consistent in design and branding, and accurately reflect Leduc's unique heritage, culture, geography, and identity
4. Promote a neighbourhood culture of "safety first" to encourage the Downtown business community and residents to reduce and prevent crime, fire, accidents and injuries
5. Encourage high-quality pedestrian-focused buildings and landscaping that align with the Design Guidelines within this plan and conform to CPTED (Crime Prevention through Environmental Design) standards
6. Support a wider variety of year-round cultural and recreational activities in the Downtown at greater periods of time throughout the day, week, season, and year
7. Encourage mixed-use development opportunities to bring a variety of commercial, office, and residential, and civic activities
8. Ensure future redevelopment maintains height gradients which preserve Downtown's small-town feel, and allows natural sunlight penetration onto Main Street
9. Ensure that building forms generally retain and enhance views onto the public realm and are built close to the sidewalk
10. Facilitate strong communication and collaboration with Leduc Protective Services in planning & implementing Downtown redevelopment projects
11. Ensure that public and private redevelopment projects adhere to fire and safety codes and regulations
12. Encourage property owners to upgrade their existing properties to reduce and prevent crime, fire, and other safety risks
13. Support street closures during festivals to promote pedestrian and bicyclist safety
14. Encourage the installation of stands for safely storing and locking bicycles in key locations including bus stops, parks, civic buildings, and shopping areas

### 3.1.2 Character Areas and Heritage Conservation

The soul of a neighborhood is found in the historical references that hark back to its roots and beginnings. Leduc's Downtown Core Area has a number of commercial buildings possessing heritage value, and the area's small-lot, small-block grid pattern has been maintained. Preserving and defining the Downtown's historical Core with sensitive restoration methods and creating a historic "trail" (with interpretive signage) in the Downtown Core Area will help create a basis for continuity in the area. Other areas outside the Downtown Core could take on a more contemporary building character, while still respecting and complimenting the Downtown's historical qualities and pedestrian orientation.

#### Objective:

*Encourage the conservation and sensitive restoration of important heritage buildings, culture, and landscapes as community resources to be revitalized and adaptively reused.*

#### Policies

In the Downtown, the City shall:

1. Encourage Land Use Bylaw conformity and redevelopment practices in accordance with the Downtown Master Plan and its Design Guidelines
2. Encourage the conservation of historically significant sites, buildings, and landmarks through sensitive restoration projects that align with the *Standards and Guidelines for the Conservation of Historic Places in Canada* to protect the integrity of Downtown's traditional architectural form and style
3. Coordinate both redevelopment and heritage initiatives with federal and provincial partnership programs, such as the Municipal Heritage Partnership Program and Alberta Main Street Program
4. Encourage redevelopment designs that respect the neighbourhood's historical character and traditional street patterns
5. Incorporate the use of historical references, including naming and design references of public spaces, civic buildings, public art, street signage, transit stops and other public amenities



Fig. 44: Encourage mixed uses and conserve heritage assets

### 3.0 DOWNTOWN POLICIES



Fig. 45: Active streetscapes create safer streets



Fig. 46: Example of existing building in the Downtown Core that may benefit from conservation and sensitive restoration methods

### 3.1.3 Downtown Neighborhood Housing

The Downtown is targeted for residential growth to bring more vitality, safety, and prosperity to the area (especially in the Northeast and Southeast character areas). Variety, diversity, flexibility, and affordability of new housing will be encouraged as part of the Downtown Master Plan, subject to compliance with the AVPA regulation and airport operations.

*Objective: Encourage a wide variety of housing forms and tenures that maximize quality, flexibility, and affordability for Leduc residents.*



Fig. 47: Support a variety of infill housing types

### Policies

In the Downtown, the City shall:

1. Encourage more people to live in the Downtown for a more complete and vibrant area which sustains neighbourhood commercial activities and cultural events
2. Encourage and direct infill residential development in accordance with the residential areas identified in this plan
3. Collaborate with the Edmonton International Airport and other relevant stakeholders to establish Downtown as a "special area" for further infill residential development
4. Encourage a wide variety of housing types that accommodate people in all life-cycle stages, including singles, young families, empty nesters, and seniors
5. Promote infill residential development that conforms with the Design Guidelines of this plan
6. Promote the inclusion of a variety of innovative and affordable housing types, including housing cooperatives, smaller units, flex-space units, and units that are attainable for those in the core housing need
7. Encourage a provision of a minimum of 5% of housing units be built so they are easily accessible to persons with physical disabilities

## 3.0 DOWNTOWN POLICIES

### 3.1.4 Civic Amenities and Social Vibrancy

The redevelopment of the Downtown offers opportunities to better integrate the existing parks and open space system into the Downtown area over time. Additional pedestrian-oriented civic amenities and facilities will also enhance the Downtown and promote social vibrancy. As more activities draw more people and more diversity, a stronger and more vibrant Downtown emerges to become an exciting place to live, work, shop, and play.

*Objective:*

*Create a Downtown neighborhood that is active and lively, by creating stronger parks & trails systems, gathering places, civic anchors, and other related amenities.*



Fig. 48 Support pedestrian-oriented design

#### Policies

In the Downtown, the City shall:

1. Develop new and/or improved public spaces, including squares, parks, trails, open spaces, and other civic amenities that promote pedestrian activity, social gatherings, cultural expression, and neighbourhood beautification
2. Encourage and seek partnerships for continuous year-round programming of public spaces, including festivals, live performances, public art, recreation, and outdoor market activities
3. Encourage and seek partnerships for the development of key public and private civic anchors, including a post secondary campus, cultural center, library, art galleries and other related facilities
4. Collaborate with the Edmonton International Airport and other relevant stakeholders to establish Downtown as a "special area" for expanded civic and commercial activities
5. Enhance and develop the Downtown's Gateway areas with elements such as overhead signage, sculptures, lighting and landscaping treatments to welcome visitors and instill a strong sense of place

6. Maximize views and pedestrian connections from the Downtown to key public amenities, including Telford Park, Telford Lake, and Alexandra Park
7. Enhance and integrate activities of Telford Park and Alexandra Park to compliment Downtown activities
8. Consider incorporating appropriately-scaled commercial and civic uses in and around Telford Park and Alexandra Park which compliment the area and support pedestrian-oriented activities
9. Work in collaboration with school authorities to investigate the potential for increased enrollment in nearby schools as residential redevelopment occurs over time
10. Encourage the cleanup and enhancement of existing railway properties in association with the general beautification of the Downtown

### 3.1.5 Transportation and Pedestrian Connectivity

Successful Main Street areas are unique because they offer a much different experience than big-box commercial areas – namely, they offer pedestrian-oriented streets that are interesting and bustling with people. Leduc’s Downtown can become an even more convenient and vibrant place to traverse by foot, bicycle, and bus. Additional public parking and bike stands in strategic places near Main Street will help to facilitate a “park-and-stroll” Downtown experience. The future Downtown will provide enough interesting things to do and ways to get there that travelling a few blocks is no longer difficult - it will be easy and enjoyable.



Fig. 49: On-street parking provides easy access to nearby commercial and residential uses and helps to activate a street presence even during non-business hours.

### Policies

In the Downtown, the City shall:

1. Prioritize sustainable modes of transportation over private automobiles, including pedestrianism, bicycling, and public transit
2. Promote universal access to civic amenities, businesses, parking areas and public sidewalks for all persons of all abilities
3. Improve key pedestrian and bicycle corridors through the installation of wider sidewalks, street/alley access points, trails, trees, lights, signs, special crosswalk improvements and other design elements in accordance with this plan
4. Support the improvement of areas of high importance including gateways and corridors, in accordance with this plan
5. Ensure that any planned street or sidewalk upgrades maximize pedestrian and bicycle connectivity in and around the Downtown
6. Ensure that traffic lights are designed and timed to promote ease of access at intersections and crosswalks
7. Improve pedestrian and bicycle connectivity from Main Street to Telford Lake and Alexandra Park, and investigate additional pedestrian and bicycle accesses and crossings
8. Integrate future public transit systems with bus connections in key locations
9. Investigate developing alternate routes for the multiway system to be located off of Main Street, so as to encourage the safe separation of bicycles and pedestrians
10. Coordinate with CP Rail to improve pedestrian access, safety, aesthetics and other rail-related issues
11. Avoid allowing heavy truck traffic and related routes in the Downtown as much as possible
12. Investigate the implementation of a way-finding signage system that leads Downtown visitors to parking, civic amenities, Downtown businesses and local attractions
13. Ensure an adequate supply of strategically located on-street and off-street parking in the Downtown is provided, while maintaining pedestrian-oriented connectivity and high-quality aesthetics
14. Locate new public parking areas near, but off of, Main Street to ensure that a unified and harmonious wall of street-fronting buildings on Main Street is maintained
15. Ensure that on-site parking and servicing areas are located at the rear or side of new developments, especially in highly visible areas
16. Ensure that landscaped buffers are used to delineate and beautify views onto parking areas from streets and adjacent uses, and conform to CPTED standards



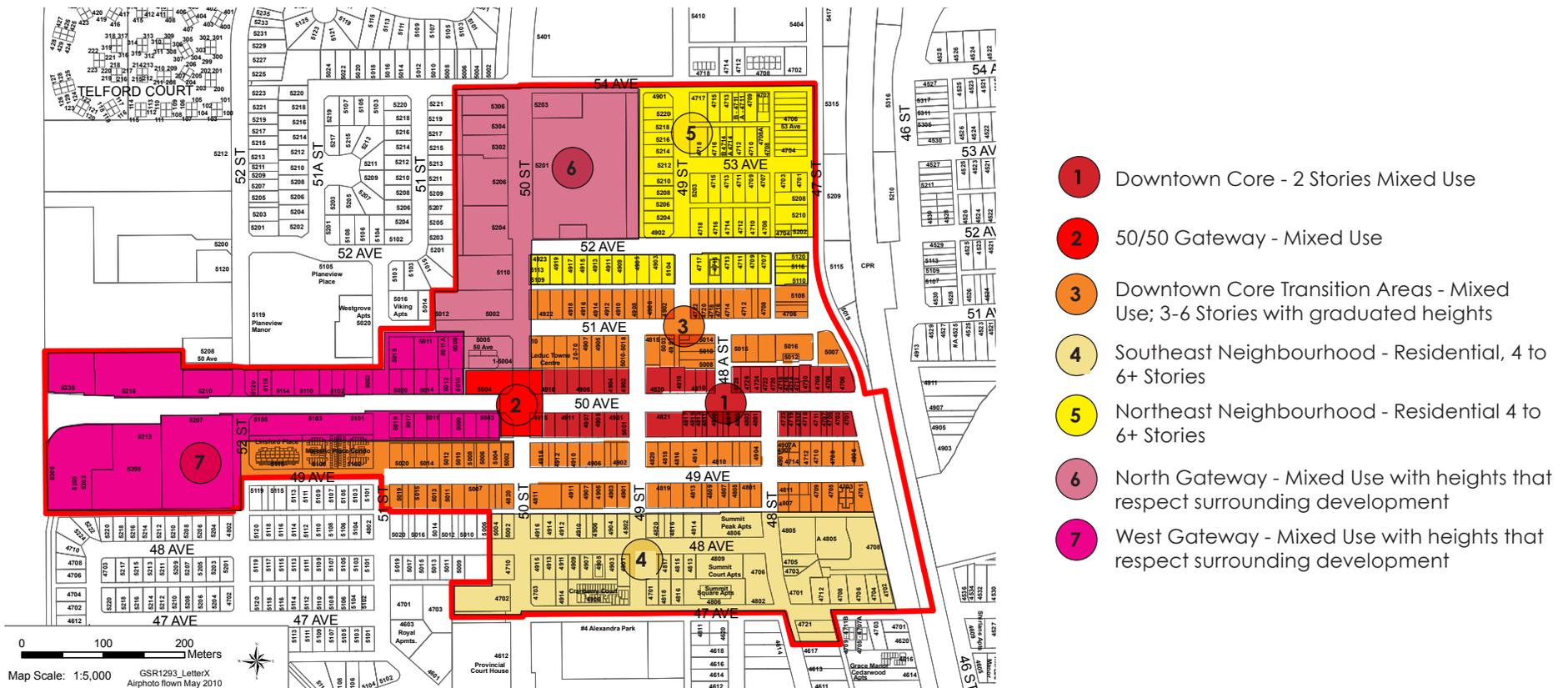
# 4.0 DESIGN GUIDELINES



### 4.0 Design Guidelines

In order to achieve the preceding Downtown Master Plan Policies, the Design Guidelines that follow will help further shape the Downtown in terms of high quality design, while complimenting existing character elements already in place. The Development Officer shall have regard for the following objectives and design guidelines to ensure that development is compact, of a high quality, and integrates well with the surrounding area. Notwithstanding any of these objectives or guidelines, the Land Use Bylaw should be used with these Design Guidelines and take precedence in the case of conflicting information.

Fig: 50: Land Use Precincts Plan



## 4.0 DESIGN GUIDELINES

### 3.1.9 Railway Activity, Linkage, and Good Neighbour Program

Railway uses have been a tradition in the Downtown area. Special attention should be given to safety, nuisances and associated residential/business complaints that could increase with redevelopment.

*Objective: To improve safety and minimize potential conflicts between existing railway uses and improvements in the Downtown area. 5.2*

### 4.1 Overall Sustainability Guidelines

#### Objectives

- Consider the Guiding Sustainable Principles in the planning and design of the Downtown area (see Guiding Sustainable Principles in section 4.2).
- Contribute to a socially sustainable community by providing housing for a range of household types, ages, and physical abilities.
- Design the Downtown to facilitate walking, bicycling, transit use and universal access for all ages and abilities.

These features should be considered during design and encouraged in implementation:

#### Sustainability Elements:

- The Downtown area should be a walkable mixed use development area with opportunities to live, work, play, and learn close to home or work;
- A mix of higher density housing types should be provided including street oriented housing;
- Universally accessible design should be considered in the architecture of buildings and the design of open spaces, parks, and amenities.
- Alternative energy sources such as solar heat, solar electricity, and geothermal energy should be supported and encouraged where appropriate and feasible;
- The incorporation of features such as daylighting, recycling, reuse of water, low-water landscaping, low water fixtures, and energy-efficient

lighting and materials, should be considered in building and site planning in the Downtown area to reduce the consumption of energy and materials;

- On-site infiltration of stormwater should be considered in the site planning where site area makes it appropriate and feasible; and
- To encourage alternatives to the automobile, Downtown should be walkable, bicycle-friendly (provide bicycle racks), well-connected to transit and local services, and promote car-sharing activities to reduce further automobile use.

#### Site Environmental Strategies:

- Minimize construction disturbance by protecting areas (tree retention areas) with fencing; and
- Specify light coloured, high reflective roof materials to minimize "heat island" effect.

#### Stormwater:

- Use permeable pavers in parking areas where appropriate and feasible;
- Use grassed swales where appropriate; and
- Require stormwater management on-site in larger redevelopment situations, where appropriate (such as park development).

#### Water:

- Choose drought resistant native plantings for landscaping to reduce water use;
- Mulch planting beds to a depth of 50 mm to reduce water loss;
- Use recycled water/rainwater for irrigation (e.g., rain barrel program);
- Limit the area of grass within a landscaped area to a maximum of 50%; and
- Incorporate water use reduction features in buildings and on-site (e.g., include grey water recycling system and install low-flow fixtures, etc.).

**Energy:**

- Improve energy efficiency through design and building orientation (e.g., Energy Efficient LEED standards and south building orientation);
- Encourage energy efficient fixtures in buildings;
- Plant deciduous trees to shade buildings during summer months and allow sunlight penetration during winter months;
- Utilize programmable thermostats in individual living or commercial units;
- Install Energy Star or equivalent washing machines, refrigerators, and dryers;
- Use energy efficient lighting for internal and external lighting; and
- Use renewable energy features such as solar and geothermal energy.

**Construction Material and Waste Reduction:**

- Re-use existing building materials where possible;
- Use construction materials with recycled content where possible; and
- Ensure construction waste is recycled where feasible.

**Healthy Buildings, Healthy Landscapes and Practices:**

- Improve air quality by using materials that produce fewer off-gases for such elements as flooring and paint;
- Design windows so they can be opened for fresh air circulation;
- Require one secure bicycle parking space for each apartment unit;
- Install clarifiers or water/oil separators on drains;
- Provide landscaping that acts as suitable habitat for urban wildlife, especially birds;
- Provide flexibility in design and universal accessibility of units so that occupancy can change over time (e.g., live/work units, physically challenged);
- Provide a "residents handbook" to each new resident to outline environmentally sensitive practices; and
- Promote community gardens in or near residential developments, where feasible.

**4.2. General Commercial Guidelines for 50 Avenue and 50 Street Commercial Corridors**

*(Downtown Core Area, 50/50 Gateway, North and West Gateways)*

**Objectives**

- *Ensure that buildings and streetscapes are of a high quality design*
- *Ensure that new buildings are 2 stories along Main Street to develop a consistent and mixed use character.*
- *Locate new development close to the street property line to create a continuous street wall and more pedestrian-friendly streetscape.*
- *Maximize solar penetration and avoid adverse microclimatic effects related to wind and shadowing on and off-site.*
- *Enliven the street by providing attractive streetscape treatments, active storefronts, and multiple doorways and windows.*
- *Ensure that infill development architecture complements Main Street architecture and uses, and also respects other nearby developments.*

**Guidelines****4.2.1. Building height and massing**

- The overall historic pattern of the street and massing should be retained for continuity and unity in the Downtown core area. The street wall (build-to lines) should be maintained on Main Street.
- New buildings in the West Gateway, North Gateway, and Downtown Core areas should be built close to the street property line with parking on the side or preferably to the rear of the building;
- New development will be 2 stories along 50 Avenue.
- Buildings should be sited in such a way that maximizes solar penetration and avoids adverse micro-climatic effects related to wind and shadowing.

## 4.0 DESIGN GUIDELINES

- 2 Storey Main Street Historic Pedestrian Scale: Main Street should have a minimum and maximum height of 2 stories to retain the historic form and massing along the street and conserve the pedestrian scale along the street. The 2 storey minimum/maximum also ensures additional uses on the second floor to increase activity in the Downtown area. Retail and restaurant uses should be reserved for the ground floor to create an active sidewalk environment. Any community service organizations, offices, and residential uses should be directed to second floors to help ensure a vibrant and continuous retail storefront.
- Implement Saddle Height Concept for balance of Downtown: Buildings will step up from the historic 2 stories along Main Street to 3-6 stories along the outside blocks, to 4-6+ stories in the adjacent neighbourhoods (see accompanying illustration). This approach conserves an attractive pedestrian scale and maximizes sunlight to Main Street while providing necessary compact housing and apartment opportunities close by.



Fig: 51: Saddle Concept showing appropriate transitioning of building heights to preserve the “small town” charm and natural lighting of Main Street. Red indicates mixed uses, with the most active retail uses on the bottom floor, and residential or office uses above.



## 4.0 DESIGN GUIDELINES

### 4.2.3 Building relationship to the street, mixed use, and parking

- To provide active and inviting streetscapes, buildings should feature doorways, porches, and windows at the ground level, as well as weather protection features such as awnings, canopies, and arcades.
- Awnings and/or canopies, should provide continuous weather protection along the street front.
- Larger buildings with long street fronts should especially be designed with detail and articulation that contributes to an attractive streetscape.
- Blank walls should be avoided by wrapping active retail or residential around above-grade parking structures to maintain an active and attractive streetscape.
- Commercial developments should be designed to provide an inviting and interesting street presence/entrance to the Downtown with attractive building facades that enhance the streetscape.
- Individual commercial units shall not exceed 450 square meters (4,844 square feet) on street level, with residential private space for each unit above the commercial uses if it is a mixed use building.
- Horizontal stretches of uninterrupted façade should be limited to 8-10 meters in length.
- The commercial uses may be in the form of live/work spaces with the residential component visually integrated with the commercial uses.
- Parking shall be provided on the street and via access lanes to the rear (service and delivery too) or side of the building so that the building can be set close to the street and emphasize pedestrian orientation.
- In cases where parking lots are located on the side of buildings, landscaped strips including benches, planting and low fencing is required to buffer the parked cars and create an attractive street front.
- Parking lots (referred here as parking courts) are required to have significant landscape plans to provide a safe and attractive pedestrian/automobile environment.
- In the case of a mixed use building, separate parking for residences will be provided and residences will be accessed via a separate entrance from the commercial uses, excepting the live/work situations which may combine the entries.
- Universal access for all ages and abilities shall be provided for in building and site design.



Fig. 53: Inviting streetscapes that welcome pedestrians & provide activity are good for business



Fig. 54: New mixed use commercial construction that respects heritage context and materials

#### 4.2.4 Landscaping

- Landscaping shall be in accordance with appropriate professional standards.
- All trees should be a minimum 6.0 cm caliper and one tree should be required for every six parking stalls.
- Landscaping shall screen parking areas from adjacent streets and "soften" the overall appearance of the development.
- Landscape plans shall emphasize shade tree species in order to moderate the summer climate.
- Entrances shall be distinctive but not overstated using ground mounted signs, apron walls and rail fences complemented by generous landscaping to create emphasis.
- Lighting shall be focused for safety and visibility, using non-glare technology to minimize their impact on nearby residential properties.
- Pedestrian areas shall feature distinct surface treatments (e.g. stamped concrete, brick or stone) within parking and maneuvering areas.
- At least one bicycle rack should be installed for each unit in the front yard area for commercial and larger scale residential complexes.

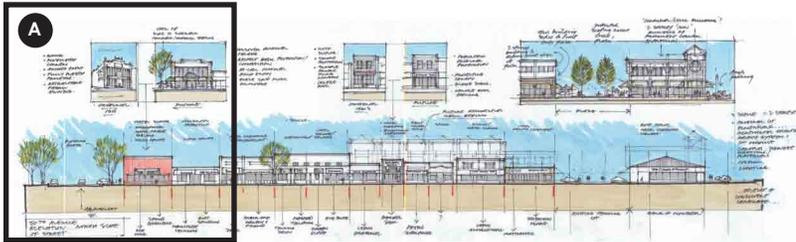
#### 4.2.5 Crime prevention through environmental design (CPTED)

- The City may require development projects to be reviewed by a qualified CPTED consultant.
- "Target hardening" measures to prevent break-ins should be considered in all development applications.
- Unsightly bollards and window bars should be avoided.
- Adequate lighting should be provided in pedestrian and parking areas.
- Areas for concealment (alcoves, insets and other building features) should be avoided.
- Provide clear views through public sites.
- Create mixed uses where appropriate to increase pedestrian activity and natural local surveillance.
- Any development should respect emergency service access requirements including fire, police, and ambulance.



Fig. 55: Example of successful landscape treatment along side entrances of residential buildings with access between the lane to the front street.

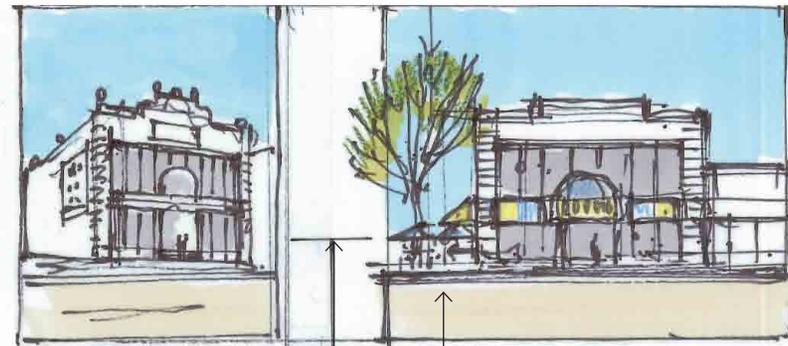




Key Plan

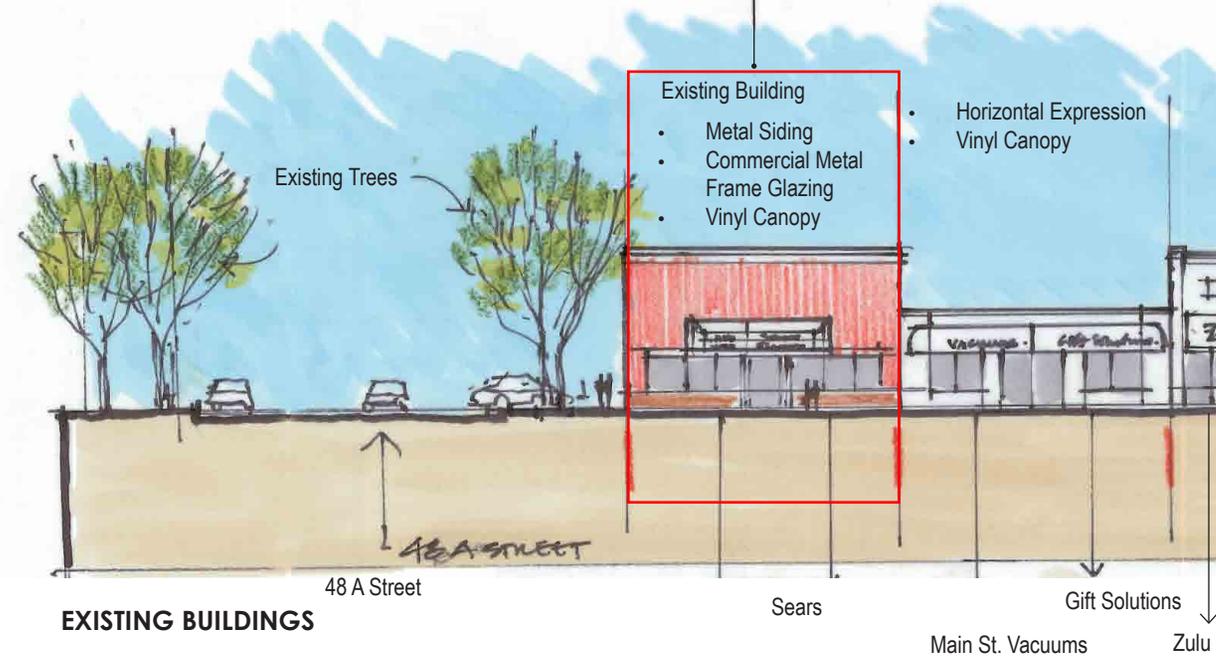
A - 50 AVE. ELEVATION - NORTH SIDE OF STREET

- Original Building 1915
- Brick
  - Rusticated Corners
  - Arched Entry
  - Fully Glazed Frontage
  - Retractable Fabric Awning



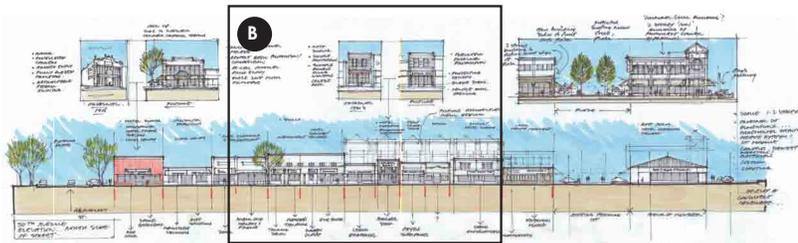
Future Potential Building

- Respect Basic Proportion/Composition
- Recall Original Arch Entry
- Glaze 2nd Fl. Frontage
- Create Entries To Sidewalk Terrace/Outdoor Seating



- Existing Building
- Metal Siding
  - Commercial Metal Frame Glazing
  - Vinyl Canopy
- Horizontal Expression  
Vinyl Canopy

## 4.0 DESIGN GUIDELINES

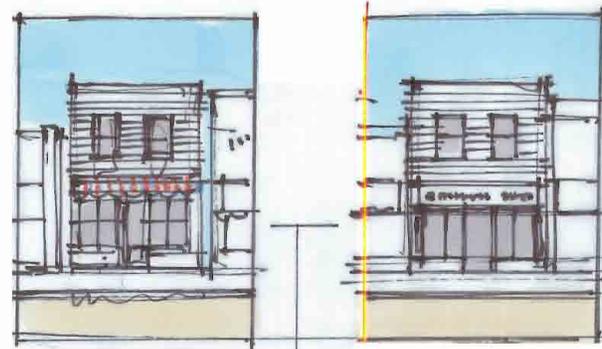


Key Plan

### B - 50 AVE. ELEVATION - NORTH SIDE OF STREET

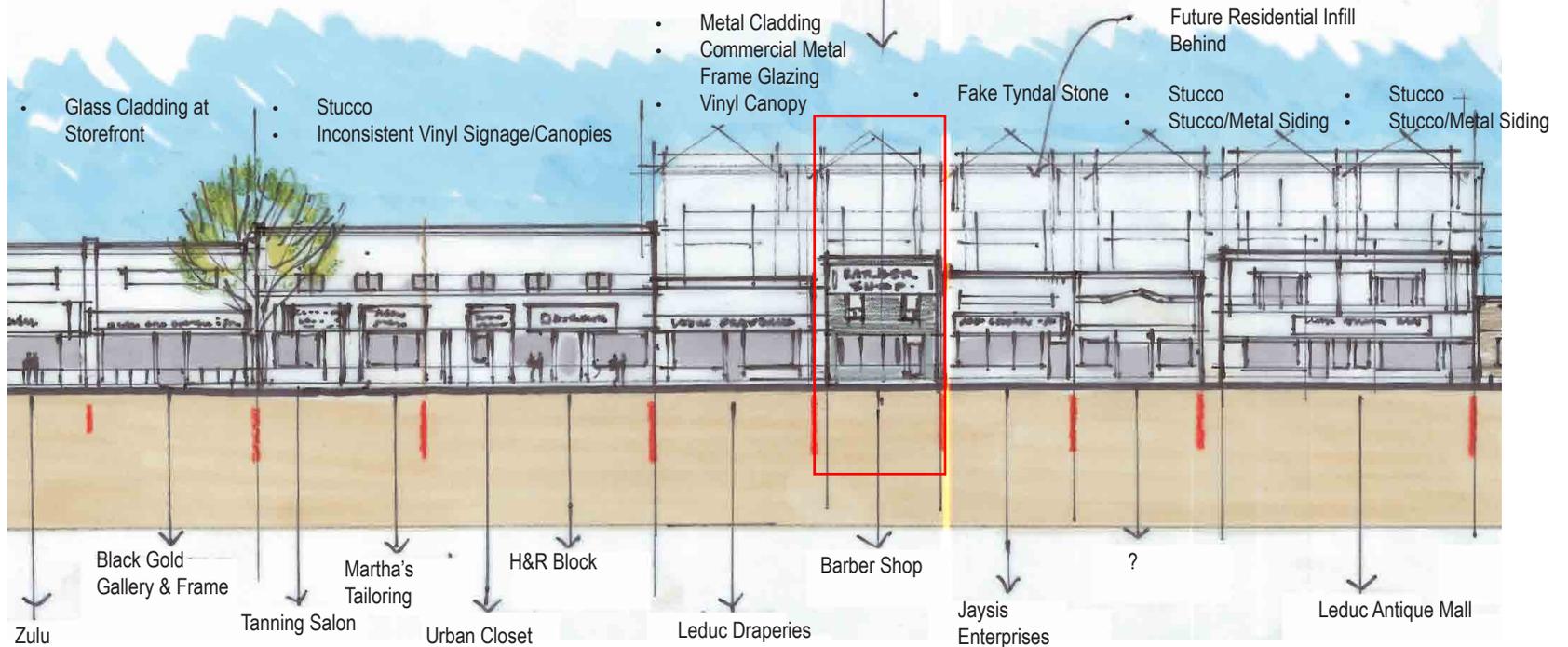
Original Building 1930's

- Wood Siding
- Simple Proportions
- Simple Double-Hung Windows
- Centre Door



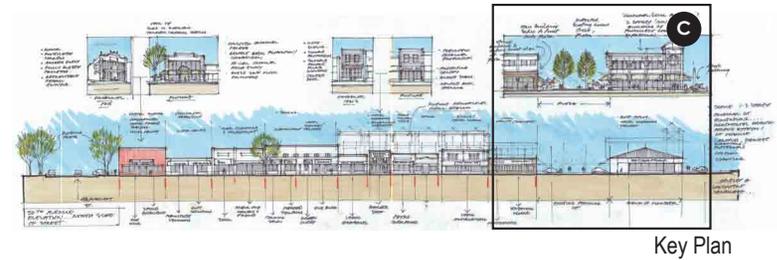
Future Potential Building

- Maintain Original Proportion
- Projecting Canopy
- Blade Signs
- Centre Door Opening



EXISTING BUILDINGS

C - 50 AVE. ELEVATION - NORTH SIDE OF STREET

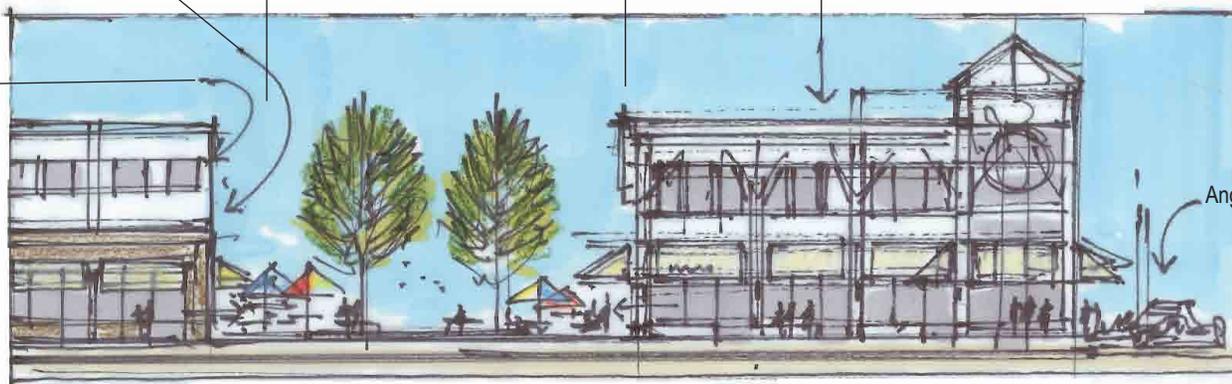


FUTURE POTENTIAL BUILDINGS

Open building sides to front onto plaza

Protected seating areas with trees in public plaza

Two storey building to define west edge of plaza



Potential 2 storey 'iconic' building with prominent corner expression. (Potential Cultural/Civic or Gateway Building)

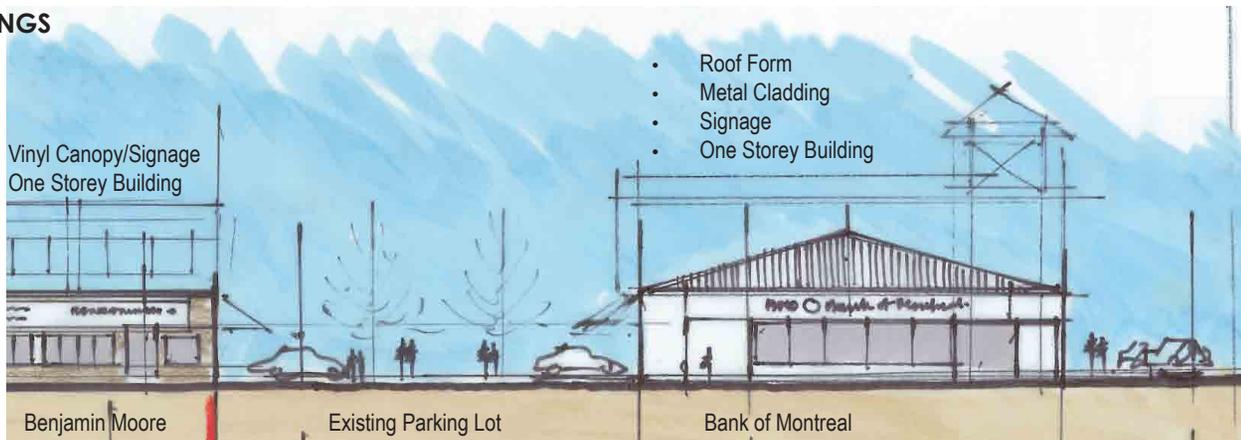
Angled parking

- Scale 2 Stories
- Original Lot Dimensions
- Incremental Growth
- Develop a Consistent Language
- Facade Rhythm/Lot Module
- Canopies, Signage, Blade Signs
- Materials
- Colour
- Lighting

EXISTING BUILDINGS

- Vinyl Canopy/Signage
- One Storey Building

- Roof Form
- Metal Cladding
- Signage
- One Storey Building



Benjamin Moore

Existing Parking Lot

Bank of Montreal

## 4.0 DESIGN GUIDELINES

### 4.3.1 Building Form and Massing

Retail commercial storefronts should exhibit the following features with each front façade module:

- Display windows, the width of the building module, with headers at the level of the entry door headers, and sills at 25cm to 40 cm above sidewalk grade.
- Entry doors centred in the module in which entry occurs.
- A module that has an entry door not centred within itself will be allowed when mirrored to the adjacent module.
- Commercial uses that cannot accommodate large display windows may replace such windows with an opaque panel so long as the panel visually maintains the proportions of the window it replaces.
- First storey commercial window openings must span the entire vertical distance from the sill to the header. The height to width ratio of the resulting openings should range from 0.5 to 3.0 and shall be consistent across the entire window width.

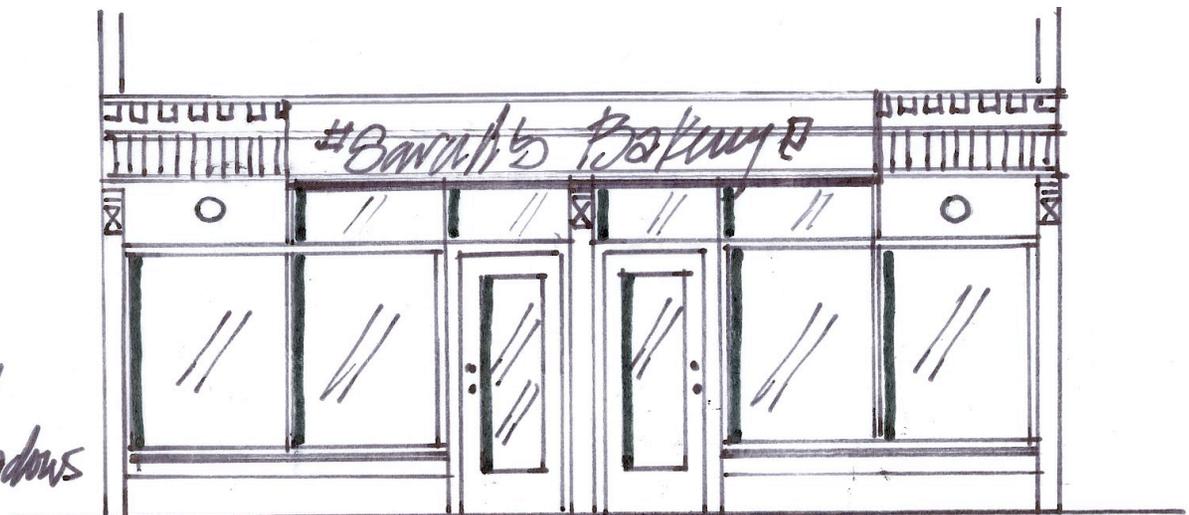
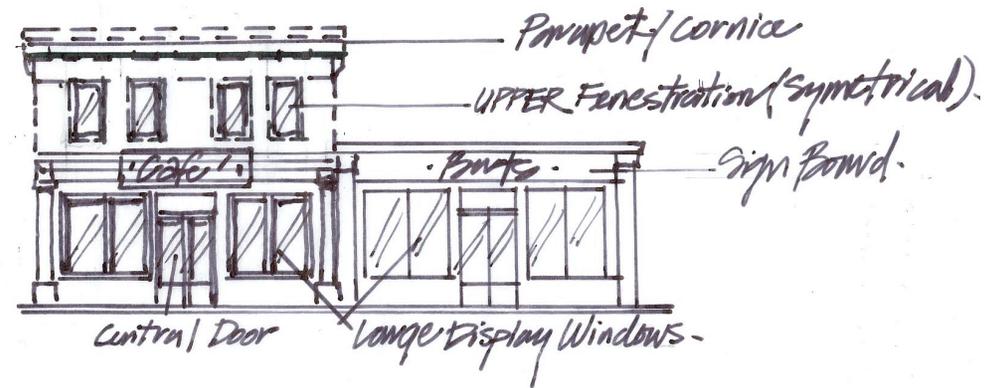


Fig. 57: Facade Features

ACCEPTABLE: Entry Doors not centered but mirrored on adjacent property.

4.3.2 Pedestrian Weather Protection

All first storey front facades located within 1 meter of the front property line should include some form of rain protection for the sidewalk area for the sidewalk area immediately adjacent to the front of the building.

- This weather protection may take the form of an awning or canopy that is compatible with the design of the façade.
- To the greatest extent possible, it shall be impervious to water, be at least 2.75 meters above the sidewalk.
- The weather protection shall extend from the façade to a line at least 2.5 m from front property line, or to a line 15 cm behind the existing curb, whichever is the lesser distance from the property line. This weather protection should be secured to the building front.

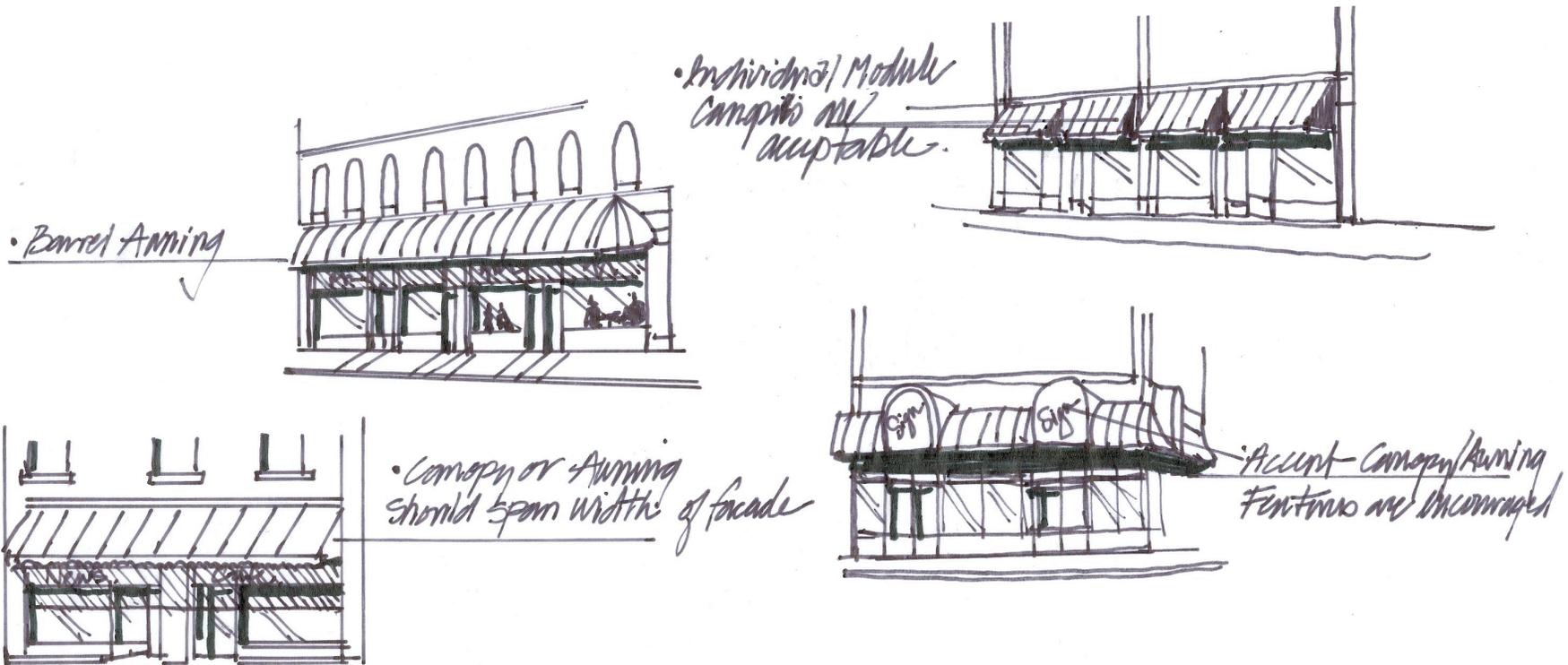
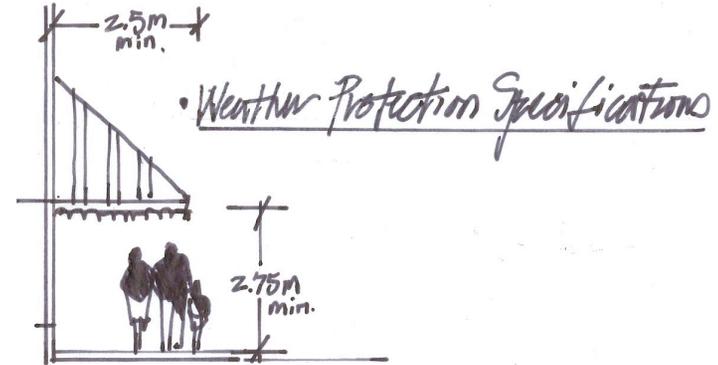
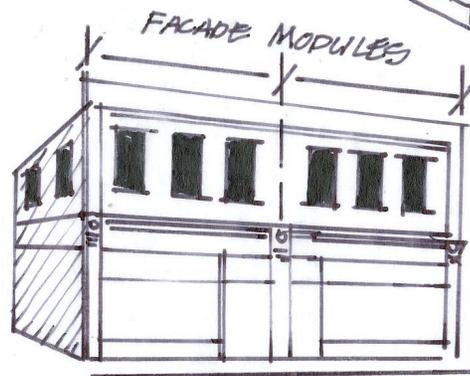
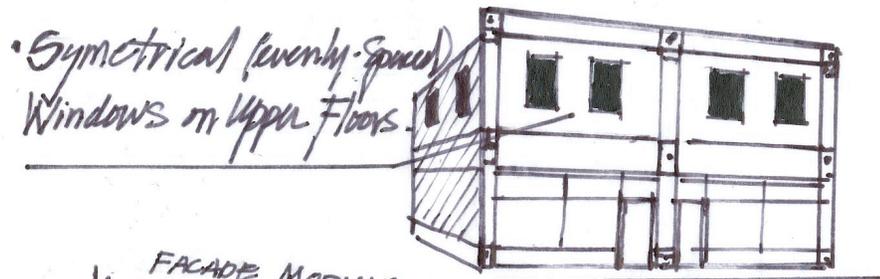


Fig. 58: Weather protection

4.3.3 Upper Storey Elements

Front and flanking facades in this Downtown Core area should have commercial character, and therefore, upper storey architectural elements should include some or all of the following:

- All upper storey facades shall be divided horizontally into the same module established on the first storey façade. On the upper storey's, however, the method of division need not be as direct as the columns or pilasters used on the first storey.
- The division into modules may be accomplished simply by the fenestration pattern. For buildings on corner sites, the module, once established, should be repeated along the entire flanking façade.
- The fenestration pattern on the upper storey must be symmetrical (evenly placed) within each module.
- The fenestration patterns should be consistent to the adjacent buildings and provide a consistent pattern along the street.



*• Façade Module is maintained by fenestration pattern*

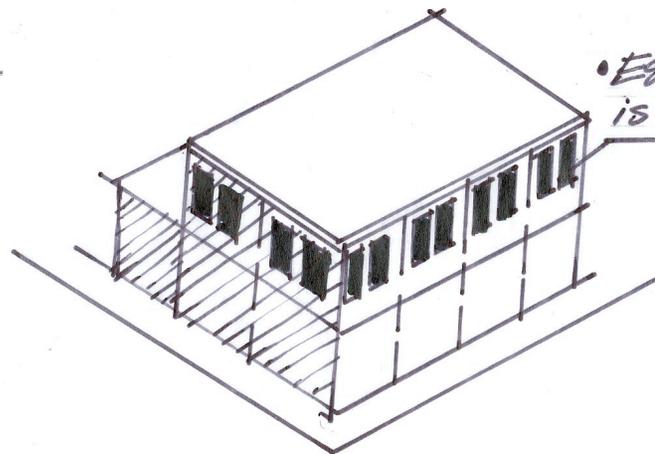


Fig. 59: Fenestration & Architectural elements for upper stories

#### 4.3.4 Roofs, Cornices and Parapets

- Roofs in the Downtown Core area should be flat or architectural neutral.
- The top of every façade shall be delineated by a cornice, a parapet, or both.

Once established, the cornice or parapet must be consistent along the entire width of the front, and for corner buildings the flanking façade. Cornices can be very simple. Dimensional lumber can be used to build relief on the cornice. The parapet can also have simple central features following with historic traditions in the Downtown Core area.

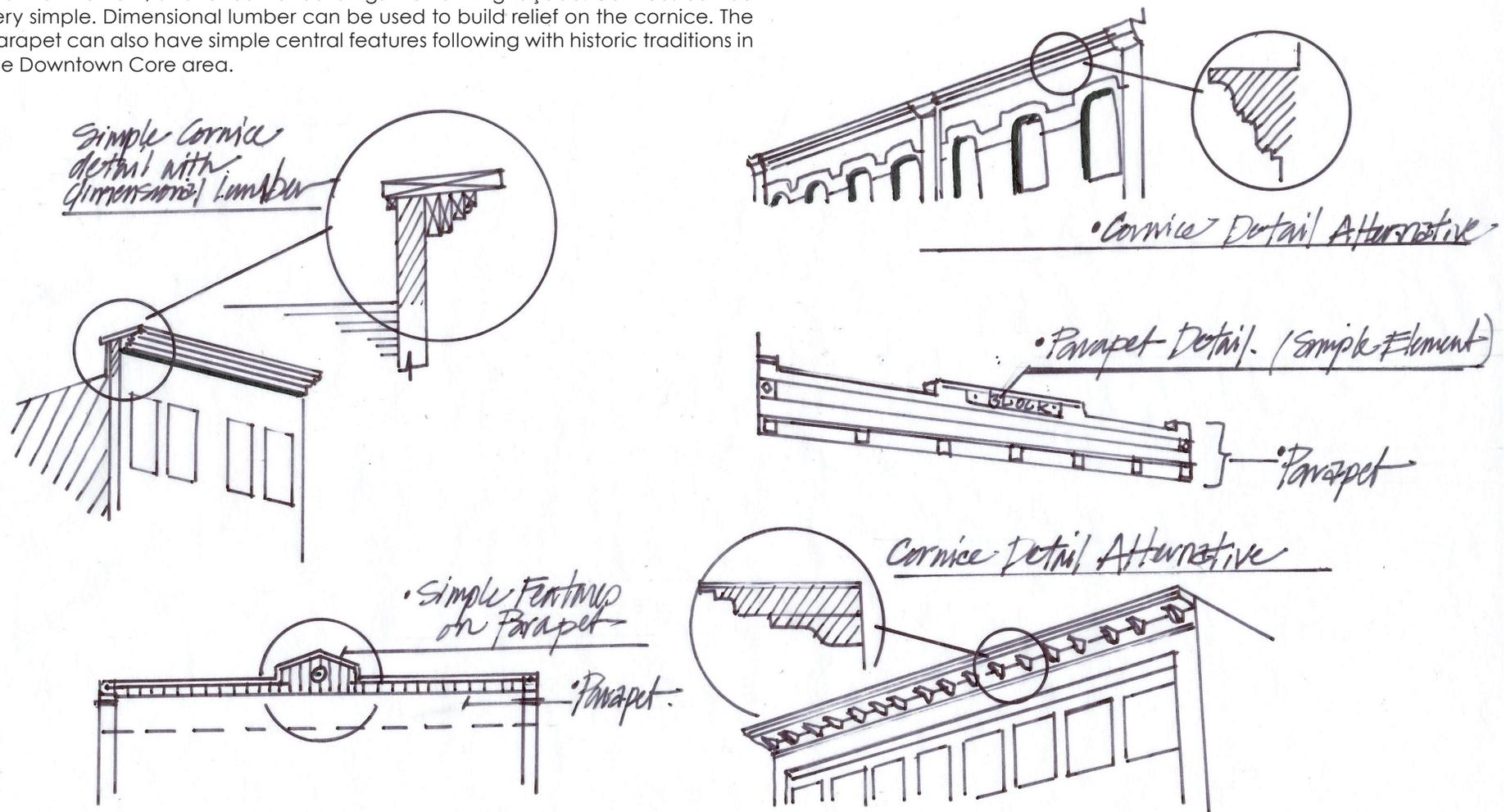


Fig. 60: Cornice details

## 4.0 DESIGN GUIDELINES

### 4.3.5 Façade Materials

- The predominant materials (aside from the window glass) should be “natural modular building materials” – cut or rusticated stone, standard modular brick, fine grained ceramic tile (maximum dimension 10 centimeters, or horizontal wood siding).
- Metal, plastic and concrete (stucco) are not generally acceptable as the predominant surface materials. However, any of these materials may be used in lieu of the above acceptable materials so long as, in its final installation, it is indistinguishable from stone, brick, tile or wood in terms of colour, texture, and reflectance.
- Metals and plastics are acceptable as trim materials for window and door frames, cornices, and awnings or canopies.

### 4.3.6 Façade Colours

- Basic façade colours (those colours used for the majority of the façade surface) should be limited white and earth-tones (yellows, browns, reds, and greens). Variations of basic colours within the single façade should be limited to two different hues or two different colour values of the same hue.
- Façade trim work – window and door frames, cornices, pilasters, awnings, canopies and other elements – may be any hue, but should not include luminescent, fluorescent or metallic bases.



Fig. 61: Façade details such as awnings and signage create interest



Fig. 62: Façade heritage colours and details uniquely identify the Historic Downtown

4.3.7 Signs, Types, Illumination, Location, and Size

Signs should adhere to any structural safety requirements of Leduc's Sign Bylaw, and further should reflect signage that was typical in the early 1900s and comply to the following:

- Three types of signs are acceptable: fascia signs, projecting signs, and window signs.
- Signs may be illuminated either directly by a remote light source shining on the sign, or directly but only if constructed of neon tubing. Plastic signs illuminated by light shining through the sign surface are not permitted.
- When not located on an awning or canopy, the fascia signs must be located entirely within the area between the first storey window headers and the upper storey window sills of the premises that they identify.

- Projecting signs must be located between the first storey window headers or a line 2.75 meters above the sidewalk level, whichever is higher, and either the cornice/parapet or the upper storey window sills. Projecting signs may not extend beyond a line 2.5 meters away from the façade, or 15 centimeters behind the existing curb, whichever is the lesser distance from the building façade. The sign should be located directly over the entrance to the premises that it identifies. The size of the projecting sign may not exceed the lesser of 3 m<sup>2</sup> or 0.3 m<sup>2</sup> for each 1 meter of frontage of the premises that it identifies.
- Window signs must be located on the windows to the premises that they identify. Window signs must be minimized in order to preserve transparency and visibility.

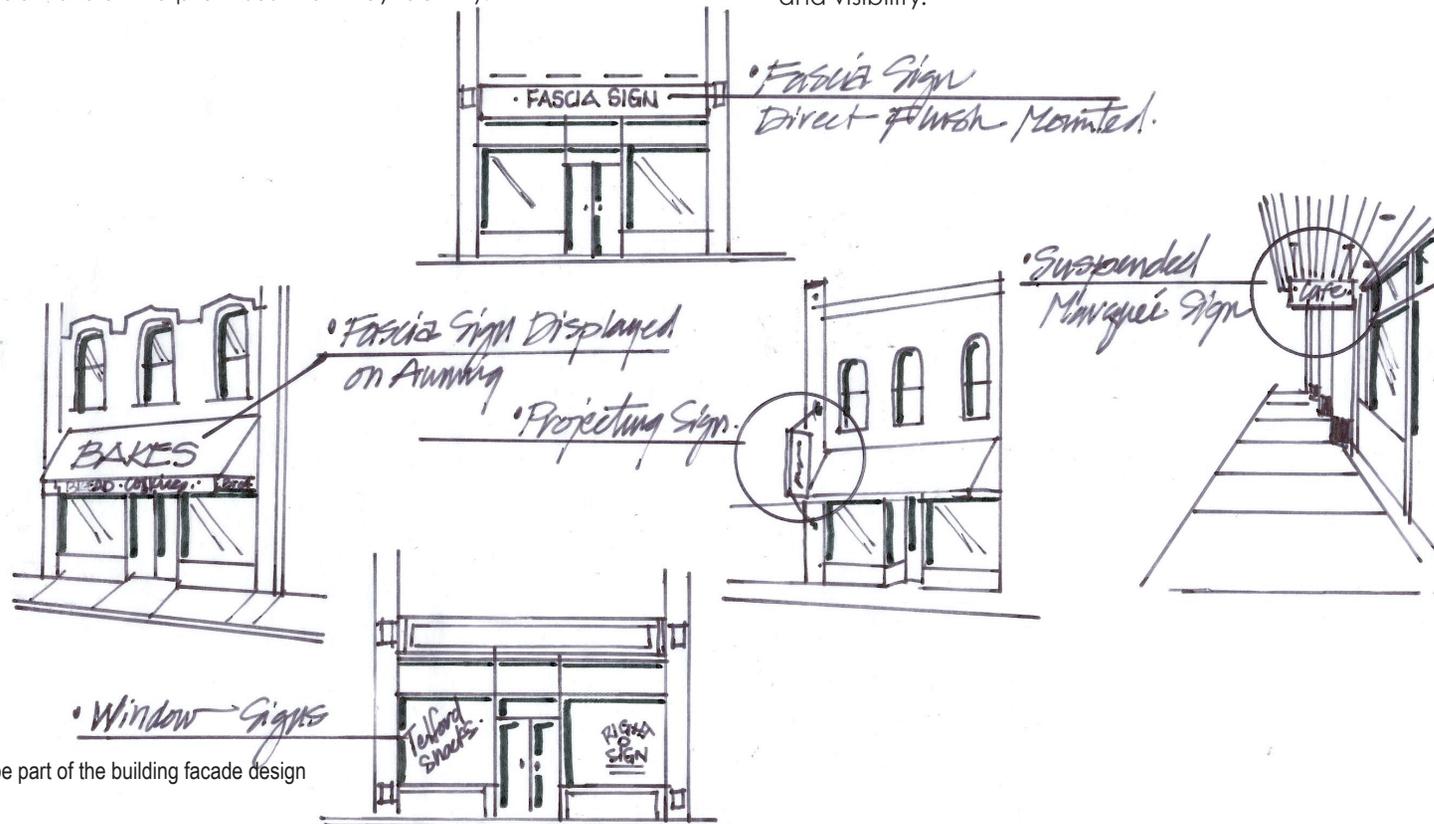


Fig. 63: Signage should be part of the building facade design

## 4.0 DESIGN GUIDELINES

### 4.3.8 Lighting

- The first storey front facades, and immediately adjacent sidewalks or courtyards, should be indirectly lighted to a level considered suitable for pedestrian walkways and associated safety/security during nighttime.

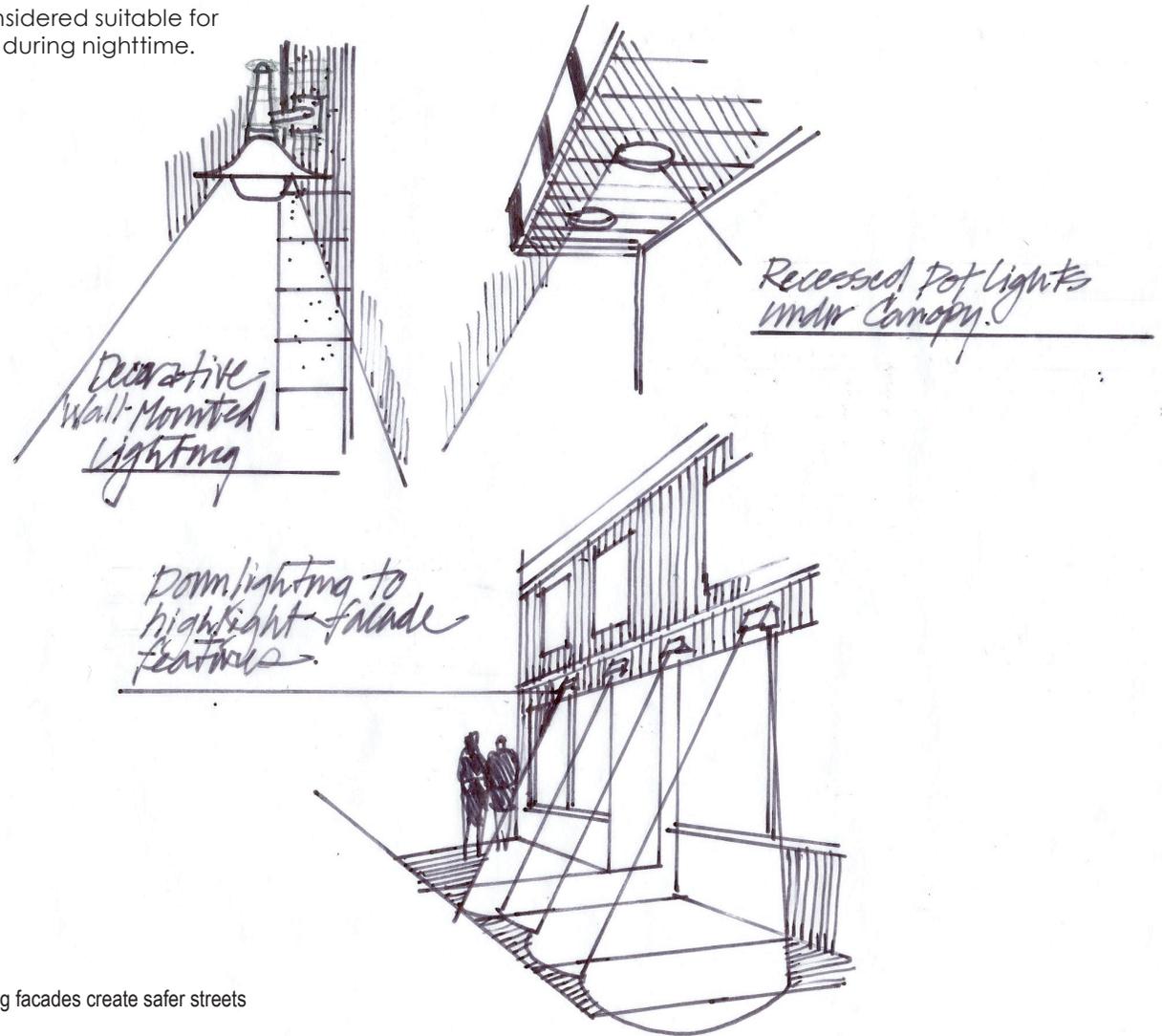


Fig. 64: Pedestrian scale lighting on building facades create safer streets

**4.4 Historic Downtown West Entry**

*(Corners of 50 Avenue at 50 Street intersection)*

**Objectives**

- To provide a strong identity and arrival feature anchoring the west end of the Historic Downtown Core area.
- To animate and stimulate pedestrian activity along the street fronts of commercial buildings located at these corners.
- To orient travellers to the Downtown commercial core area and signify a change in street pattern entering the Historic Downtown.

**Guidelines**

**1. 50/50 Corner**

• **Architectural Character:**

The four corner architecture at 50th Street and 50th Avenue will be similar to the Bank of Montreal potential replacement building at the corner of 50 Avenue and 47 Street (historical features with contemporary interpretation). As illustrated in the plan (below) and on the cross section shown on the following page, the buildings shall be two stories with a feature (tower element) to accentuate and frame the gateway entrance on each corner – signifying the arrival in Leduc’s Downtown – both east/west and north south as you come up or down 50 Street.

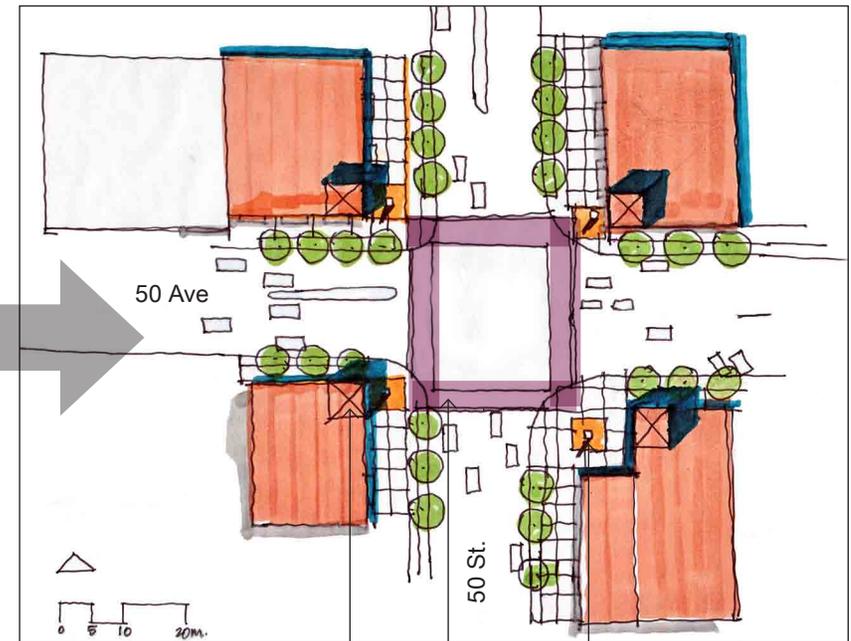


Fig. 65: Four Corner ‘mini parks’ and architecture help to identify the centre of the Downtown (50 Ave at 50 St.) with special treatments and distinctive elements.

Architectural ‘tower’ features

‘Mini Park’ features

Special paving in crosswalks

## 4.0 DESIGN GUIDELINES

- **Front Yard Setback:**

The setbacks on Main Street (50 Avenue) will be up to 2.0 meters – depending on existing conditions of the right-of-way. The setback will vary depending on the current street right-of-way with a minimum requirement of a 3.5m sidewalk including a planting strip along the street and small display space in front of the building. A suggested breakdown of the street section is 1.0m for the boulevard planting strip along the roadway, a 2m sidewalk, and .5m display strip. The intent is to create a continuous building street wall but at the same time create an attractive pedestrian street environment.

- **Proposed Uses:**

The proposed uses on the corner are retail and office. The high volume of traffic at the intersection would not create an environment conducive to residential uses (noise etc.), but would provide excellent visibility for a central location for office and retail.

- **Parking:**

Parking would be located to the rear of the buildings along the lanes for convenient access and be in conformance with the Land Use Bylaw requirements.

- **Corner Parkettes:**

The mini parks or “parkettes” on each of the four corners as illustrated in plan and section, provide a place for public art, colourful foundation planting, entrances at the corner, and further reinforce the significance of each corner working together to create a significant gateway. The design of these four corner parkettes will be important in adding colour and detail at each corner. As an alternative to public art, a flag pole with Leduc's colours could be added to each corner in the centre of each corner parkette. The parkettes would be designed primarily for visual interest. Special spot or accent lighting should be used to highlight the central public art or flag poles.

- **Special Paving in Crosswalks:**

Special paving should also be considered in the crosswalks, stamped brick or textured concrete can be used to emphasize the entry to the Downtown. In addition, the city of Leduc symbol could be stamped in the centre of the intersection.

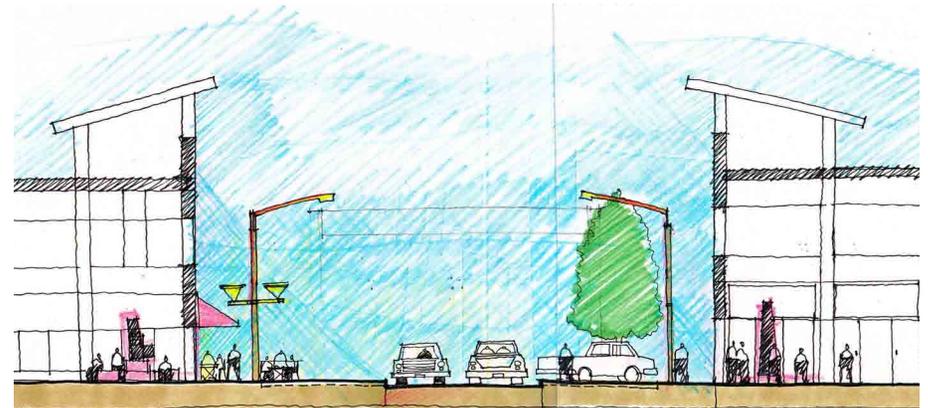


Fig. 66: Cross Section through 50 Ave. and 50 St. looking east towards the Historic Downtown area



Fig. 67: An example of a corner parkette

## 4.5 North and South Gateway Guidelines

### 1. Building Location, height, architectural treatment and exterior finishes

- Buildings will be located 2m (6.5 ft.) setback from the property line to create a consistent building street wall, while allowing for a generous sidewalk, landscaped boulevard and display/patio area in front of the building.
- Buildings should have retail uses as well as office and residential uses close to the Downtown.
- Retail should be focused on the ground floor areas with office and residential uses above.
- Awnings and/or canopies will be encouraged to provide texture, colour, and human scale.
- Gateway buildings at the West Gateway at QE 2 Highway will have a top building feature (Tower feature with roof) on both sides of 50 Avenue (as described in the 50 Street and 50 Avenue corner guidelines) to emphasize the entrance to the City of Leduc.
- Building facades should have at least 45% transparency with no reflective glazing permitted at grade.
- The main entranceway to the building should be clearly articulated and framed to distinguish it from other entrances.
- The bottom and top of the building should be defined by cornice lines to articulate the building in a legible manner.
- The architecture can follow a contemporary theme but with high quality materials and finishes that distinguish it as a building on a major Downtown street in Leduc.
- The architecture should be compatible with adjacent buildings in the transition of form and massing.

### 2. Signage

- Signage should not obstruct the clear view of the businesses behind.
- One major sign per business should be permitted on the building façade.
- Window signs should be limited to one that is specifically designed for window display.
- Temporary signage will strictly be limited to one additional sign (with a

specific time limitation).

- Signage along the boulevard (edge of road) should be coordinated so not to obstruct driver and pedestrian safety.

### Landscape Strip and Boulevard Treatment

- A one meter landscape strip should be installed along the edge of the roadway with grass and trees planted at 7m on centre (specified by parks and approved by engineering).

### Parking Placement

- Parking is required to be located at the rear or side of the building.
- No new on-site parking will be permitted in the front area.
- All parking areas are required to have a 1.5 m (5 ft.) planting strip along the property boundaries with trees planted at 7m (28 ft.) on centre as well as understory shrub planting to screen the parking where possible from adjoining neighbours.



Fig. 68: Example of 'best practices' applied to mixed use buildings for commercial and office developments outside of the historic Main Street corridor

## 4.0 DESIGN GUIDELINES

### 4.6 Downtown Mixed Use Transition Area

#### Objectives

- Expand the mixed use residential and office areas adjoining the north and south side of Main Street (49 Avenue) and 51 Avenue.
- Expand office uses in the area, but maintain the residential scale and form.
- Respect the historic residential character, especially on 49 Avenue.
- Integrate the proposed multiway on 49 Avenue.
- Limit height range from 3 to 6 stories in this area.
- Design buildings with retail uses on the first floor and residential and/or office uses above.
- Respect the existing streetscape and locate any off-street parking to the rear of the building.

#### 1. Site Planning:

- Orient office uses toward the street with distinct front entrances off of traditional front walkway connections.
- Visitor parking should be accessed off of the lane where feasible, otherwise to the side of the building.
- The existing street trees shall be retained and expanded where possible.
- Traditional front residential lawns should be maintained to reinforce the residential character of the street.
- Signage should be subdued with only one or two small signs to indicate the office uses.
- Lighting should be of a residential scale and safety focused for visibility with non-glare direct lighting.
- Low fences, to a maximum 1.0 m (3 ft.) or low shrub borders to a maximum 1.0 m (3 ft.) will be permitted in the front yard to frame the property.



Fig. 69: Example of 'best practices' applied to mixed use buildings for commercial and office developments outside of the historic Main Street corridor

## 2. Building Form and Exterior Finishes

- High quality exterior finishes should be used to ensure the integrity of the building envelope and to present an attractive mixed use appearance.
- Building colours should be compatible with the subdued historic earth-toned of the area with permitted more vivid colour accents only.
- Additions to existing structures for office purposes should be compatible with the form and scale of the existing building.

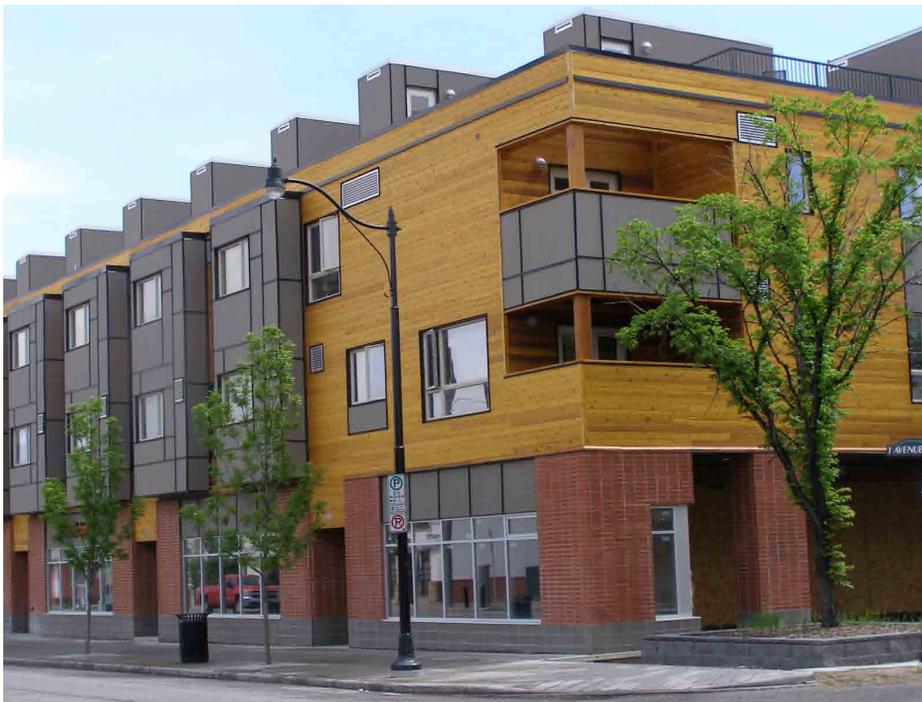


Fig. 70: Contemporary materials and architectural expression for a mixed use building with commercial on the ground floor. (Calgary, AB)



Fig. 71: New buildings with historic interpretation of materials and form for mixed use buildings in a historic context . (High River, AB)

## 4.0 DESIGN GUIDELINES

### 4.7 Multiple Family Residential Neighbourhood Guidelines (Southeast and Northeast Character Areas)

#### Objectives

- Maximize building articulation in form and character toward the street.
- Development standards shall correspond with the specific multiple family zone.
- Front setbacks should reflect pedestrian-oriented street presence.
- Clearly identified front entries and yards relate to the street and specific private open space for townhouses.
- Integrate new developments with surrounding land uses but buffering to lower density uses.
- Minimize conflicts with existing single family land uses in transitional areas.
- Building design and site planning shall complement adjacent multifamily residential developments.
- Universal access for all ages and abilities shall be considered & provided for in building and site designs.
- Apply CPTED (Crime Prevention Through Environmental Design) principles.
- The multiple family units shall have a strong street presence through extended porches, recessed entries, and ground-oriented units.



Fig. 72 & 73: Break up building mass of multi family buildings and orient towards street fronts

### 1. General Parking

- Parking shall be accessed to the front in medium density developments with higher density developments placing surface parking to the sides or rear (or underground) with the parking requirements following in accordance with the Land Use Bylaw – no direct access to arterial roads will be permitted. Consolidated vehicular access in the form of lanes are required.
- Parking pockets on one or both sides of the street provide additional parking with visitor parking evenly distributed throughout the development.

### 2. General Exterior Finishes & Building Envelope

- High quality exterior finishes should be used to ensure the integrity of the building envelope and to present an attractive appearance.
- Although stucco is not encouraged, where it is used, the applications shall be inspected and certified by a qualified independent consultant.
- Roof materials shall be “architectural grade” including ridge caps and shadow lines.



Fig. 74: Multi-family housing entries should be visible and easily identified

### 3. General Landscaping

- Multiple-Family landscape plans shall be prepared by a registered Landscape Architect if possible.
- Landscaping shall be in accordance with provincial standards.
- All trees shall be a minimum 6 cm caliper and a landscape strip of 3 meters ( 10 ft.) is required adjoining a public road.
- Articulate entrances with appropriate low fencing and high quality features to provide distinction between private and public space.
- No walls are permitted adjoining streets; rail fencing, not exceeding 1.0 meters (3 feet) are encouraged in combination with hedging and foundation planting adjoining the street to reinforce the rural theme.
- Provide rich and context sensitive landscaping to enable views to the street and a pedestrian oriented edge with variety of materials and dimension to define public and private space.
- Clearly defined pedestrian connections are required in all residential areas.
- Provide special mini-parks and green space within the developments as common public areas to socialize and gather.
- Screen parking areas which are visible from a street, lane or adjacent residential uses.
- Retain mature trees and vegetation wherever possible.
- Parking and garbage areas should be appropriately screened, preferably by evergreen vegetation.
- Incorporate a variety of hard and soft elements.
- Encourage private outdoor living space.
- Encourage courtyard and trellis work.
- All wood applications shall be pressure treated.
- Where applicable, fencing shall be wrought iron, aluminum, or approved alternate, and retaining walls kept to a minimum height.

## 4.0 DESIGN GUIDELINES

### 4.8 Apartment Developments

#### 1. Site Planning

- Orient building entrances to the fronting streets.
- Provide drop-off areas at grade level near the main building entrance where possible.
- Provide resident parking underground.
- Underground parking access should be from lanes where possible.
- In multiple building developments, site buildings should partially envelope courtyards and other landscaped spaces.
- At least one bicycle rack should be installed in the front yard setback of each new development, with a 1:1 ratio of bike stalls to units.

#### 2. Building Form

- Avoid blank or undifferentiated facades.
- Reduce the apparent mass of buildings through sensitive roof design, façade articulation and shadowing.
- “Step” building heights to relate to adjacent buildings.
- Scale building height and massing in proportion to open spaces.
- Minimize above grade projection of parkade structures.



Fig. 75 & 76: Apartments should be oriented towards street fronts and make use of passive solar heating

## 4.9 Townhouse Developments

### 1. Site Planning

- Units shall be oriented towards public roads where possible.
- Vehicular access shall be provided from internal roads or lanes where possible.
- Resident parking shall be provided in enclosed and secured garages attached to individual units or in a secure underground parkade.
- Visitor parking spaces shall be provided at-grade.
- Private patios and yards shall be provided for each unit.

### 2. Building Form

- Avoid overly long row house buildings (should contain no more than six units).
- Avoid presenting garage entrances to public roads where possible.
- Scale building height and massing in proportion to open spaces.



Fig. 77: Ground oriented townhouses with visible entries add street interest

## 4.0 DESIGN GUIDELINES

### 4.10 Parks, Open Space, and Amenity Areas

(All Downtown Areas)

#### Objectives

- Provide a safe and pleasing pedestrian environment that encourages walking and biking.
- Create strong pedestrian/bicycle linkages in the Downtown (49 Street and 49 Avenue) and to other community amenities.
- Provide a variety of open spaces (e.g., 49 Street Parkette, Pioneer Square, Downtown Central Park, Telford Park) and amenity areas.
- Ensure that many of the open spaces are accessible to people who do not live or work on the site.
- Ensure high quality activity programming and design is incorporated into the areas (e.g., Pioneer Square and Main Street).
- Minimize the ground surface area necessary for vehicular circulation, access, and parking to increase the area devoted to open space and recreation amenities.

#### Guidelines

##### 1. Pedestrian Circulation

- Safe and attractive pedestrian linkages should be provided between various land uses within the Downtown area and surrounding neighbourhoods.
- Pedestrian linkages should include pedestrian mews (with vehicular access limited to emergency and service vehicles), and easily accessible sidewalks as part of the road rights-of-ways.
- Crime Prevention Through Environmental Design (see also Urban Design Policy section for further details) should be considered in the design of open spaces, parks and amenity areas. The primary pedestrian spaces should be well lit and visible and should be linked in a comprehensive network where possible.



Fig.78: Mini parks and greenways are essential pedestrian connections

## 2. Open Space, Parks and Amenity Areas

- Development and enhancements should include a variety of open spaces, amenity areas, and parks such as plazas, courtyards, pedestrian mews, greens/commons, and community gardens designed for the four seasons.
- Secure interior courtyards should serve as focal points for residents of a series of buildings.
- Open spaces should feature a high level of activity programming where appropriate as well as high quality landscape architecture to make them functional, safe, and enjoyable. These spaces should include a rich palette of planting for different seasons, abundant street furniture, and local public art.
- Site entrances and edges should receive special design attention to help ensure that the developments present a safe, attractive, and distinctive face to the street.
- Internal streets/lanes in specific developments should have tree lined boulevards and should be lit at night with pedestrian level lighting.
- Open spaces, amenity areas, and parks should be designed to discourage negative and criminal activities.



Fig. 79 & 80: Open spaces should be attractive and comfortable for pedestrians

## 4.0 DESIGN GUIDELINES

### 4.11 Streets, Gateways, Parking, and Transit

(All Downtown Areas)

#### Objectives

- Provide a high degree of connectivity within the site and between it, transit facilities and the Downtown Core area.
- Provide a safe and pleasing pedestrian environment that encourages walking and biking.
- Design developments for effective access and egress of automobiles, service and emergency vehicles.
- Provide adequate parking for new residential and commercial uses that also encourages transit use and walking.

#### Guidelines

##### 1. Streets and Parking

- Traffic-calming measures and pedestrian mews (access limited to service and emergency vehicles only) should be provided in the design of the Downtown area to create a safe and attractive pedestrian environment.
- Streets should be designed to accommodate bicycles and bicycle parking should be abundant and obvious.
- A variety of parking options – surface behind buildings and street parking, should be provided to maximize choice and convenience in the Downtown area.
- Short term street parking should continue to be provided (with storefront parking reserved for short term customers).
- Where possible, parking should be shared by users with staggered peak hours of demand.
- Service and emergency response vehicles should have clear and effective access to the Downtown area.
- Parking, loading, and passenger drop-off areas should be easily accessible and designed to minimize pedestrian-vehicle conflicts (preferably to the side or rear of the buildings).
- Potential traffic impacts on adjacent roadways resulting from development should be designed for in advance and minimized where possible.

##### 2. Integration with Transit Routes and the 49 Street Promenade

- Clearly defined and attractive pedestrian connections should be provided between the various parts of the Downtown area (see Urban Design Concept Plan and Mobility Plan) and adjacent neighbourhoods to provide safe and attractive access to transit.
- The 49 Street “Parkette” should be developed into a Public Transit hub in the Downtown Core area and coordinated with regional bus service.



Fig. 81: Pedestrian scale streets with parking pockets narrow the appearance of the street and create shorter, more visible street crosswalk areas at intersections.

### 3. Gateways

To define these Gateways, the preferred design would be a significant sign on the side boulevard – “Welcome to Downtown Leduc” with background foundation planting (shrubs and accent perennial flowers), except the special treatment on the central boulevard of the West Gateway. There are four primary gateways or entrances to the Downtown area. The four main gateways are as follows:

- West Gateway; 50 Street and 50 Avenue intersection; North Gateway; and East Gateway (see Concept Plan illustration for detailed locations).
- In addition, special overhead gateways are recommended at 49 Street and 47 Street along Main Street to define the historic Downtown Core area.
- These areas will have special paving and sidewalk treatments to announce arrival at the Downtown area. A special “rumble strip” across the pavement in the roadway could also announce a decrease in speed (30km) through the Downtown area.

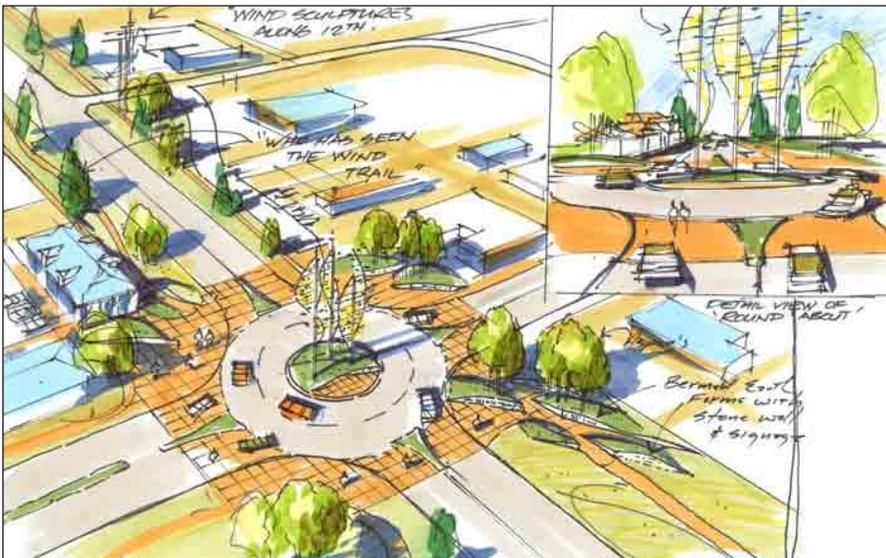


Fig. 82: Gateways provide a welcome invitation and sense of arrival for visitors



Fig. 83: Gateways typically include vertical elements for orientation



# 5.0 IMPLEMENTATION



### 5.1 Overall Structure

The overall structure and organization for implementation will be important for jump-starting new Downtown enhancement and development process. It is recommended that the City of Leduc form a Downtown Implementation Team (DIT) considering this significant undertaking to coordinate the Plan's implementation. The Downtown Implementation Team should consist, at minimum of City staff, the Downtown Progress Association (DPA), and other Downtown stakeholders.

The business and development community will be a very important component of this enhancement and development strategy, especially when significant resources, expertise and commitment will be required for the larger projects in the Downtown.

### 5.2 Community Leadership: LIT & DPA

The Downtown Implementation Team (LIT) shall:

- Refine the Action Plan recommendations in Section 1, as well as this Implementation section;
- Actively support the "Downtown Beautiful Streets and Storefronts Initiative" (including the Façade Face Lift, Parking Porches, and Downtown Tree Planting Programs) by developing the associated details required for each program, communicating the opportunity to the Downtown community; and support the implementation of the programs through special events and providing technical support at special events like "Downtown Improvement Days";
- Investigate various funding and incentive options outlined further in section 5.3 that further encourage business owners, developers, and residents to enhance or redevelop their properties in the Downtown area; and
- Coordinate submissions to the "Communities in Bloom" annual awards program and other organizations that recognize outstanding community beautification programs across Canada.

### 5.3 Funding Pilot Projects, Infrastructure and Public Amenities

Special projects like the 49 Street Promenade, the Parking Patios program, the Façade Face Lift Program, Pioneer Square improvements, the new Civic Anchor, improvements to Telford Park, realignment of 47th Street, tree planting, and parking improvements, will be costs that will have to be planned for in association with new development and existing development. Existing water, drainage, and sewer system will need further study to define what specific upgrades of infrastructure will be required as redevelopment takes place in the short, medium, and long term.

#### Short Term Funding

In the short term, to jump start the Parking Patios program and the Façade Face Lift program, the City could consider the following:

- A matching grant program to help fund improvements;
- Technical support could also be provided by the City to ensure the Patios and Face Lifts conform to quality design intentions and specific requirements of each property;
- The Downtown Tree Planting program could be initiated by the City and supported on an annual basis with annual tree planting targets; and
- A matching grant program for Parking Patios and the "Facade Face-lift" programs could be considered (see Implementation Chart for details).

#### Medium to Long Term Redevelopment Funding

In the medium and long term, as redevelopment takes place, revenue sources could be considered to aid in redevelopment. It is anticipated that the infrastructure improvements will be paid for through a number of means such as Development Levies, General Tax Revenue, Tax Abatement, and other potential measures that could be considered:

**Development Levies:** Development Levies are a means to assist local governments in paying the capital costs of installing certain municipal services, the installation of which is directly or indirectly affected by the development of lands and/or the alteration/extension of buildings; - note: a credit is only used if they fund a development levy project; off-site costs directly related to the development should be borne by the developer.

## 5.0 IMPLEMENTATION

**Development Levy Credit:** A Development Levy credit to the developer can reduce costs in situations where the required improvements are already provided on site or are provided in a form that reduces off-site requirements. It should be noted that a credit is only used if a developer funds a project. Any off-site costs directly related to the development should be borne by the developer.

**General Tax Revenue:** Tax Revenue generally pays for service improvements such as fire and police associated with the additional service coverage in the area.

**Tax Abatement:** A Tax Exemption Bylaw could be used as an incentive for redevelopment. This Bylaw “freezes” the assessment value (and therefore the amount of taxes) of a property, allowing for an incremental increase to the full assessment value over a 5 to 10 year period. The challenge of equity arises if other similar residents outside the area pay more and therefore creates unfair advantage.

**Cash in Lieu of Parking and Parking Structure Development:** The developer, instead of providing parking or park space on site, provides cash, especially where reduced parking is required for seniors or structured parking is provided to replace existing parking loss. The money is collected and pooled for upgrading, acquiring, or developing other land or in this case a *Downtown Parking Structure Fund*.

**Amenity Bylaw:** A community amenity bylaw could be considered that lists specific requirements as part of redevelopment that the City may require including: non-market housing, street greening/greenways, cultural and/or art facilities, and other community amenities are part of a “shared” provision of community services as the City of Leduc grows. The City of Vancouver uses a special Community Amenity Contribution (CAC) to fund future community amenity requirements associated with residential and other growth. A specific contribution is based on a per square meter allocation depending on use. A specific value (e.g., City of White Rock \$20.00 per square meter) of total gross floor area has to be determined and eligible amenity costs should include hard costs and soft costs as well as land costs (by a third party appraiser) where land containing the amenity is to be transferred to the City or other agency.

The following amenities eligible for consideration in an application for the Downtown area could include:

- Structured or underground publicly accessible parking;
- Outdoor Public Art;
- The provision or improvement of publicly accessible open space and/or pedestrian routes, either through dedications, easements or covenants;
- Off street landscaping, including improvements to lanes or mews that are publicly accessible and improve pedestrian and bicycle access to the Downtown area (Green Links Program);
- Road or lane dedications;
- Community meeting or convention space;
- Public observation deck;
- Transportation or transit support (free shuttle/car share program); and
- Special needs and/or affordable housing.

### 5.4 Plan Priorities and Implementation

The recommended plan priorities are based on perceived ease, support, cost, and biggest impact for the investment. Downtown promotional coordination is a top priority to ensure other projects are successful. Each of these public and private projects requires further analysis before implementation is considered. (See accompanying “Implementation Chart” for details).

Note: All project implementation will be determined by Council on a project by project basis.

#### Phase 1 Initial Improvements and Infill Redevelopment

##### Downtown Promotion & Organization (Lead: The City of Leduc and Downtown Progress Association)

A vibrant and competitive Downtown requires leadership, organization, and ongoing promotional activities. The City, DPA, and other businesses and organizations should act in coordination for ongoing Downtown promotion, marketing, and branding that tie the Downtown together as a premier destination for residents and tourists alike.

Regular year-round events programming, such as organizing regular performances and market activities at Pioneer Square will ensure that the “building blocks” of Downtown have maximum usage. Activities and entertainment attract people, which in turn attracts even more visitors who will want to be “where the action is”.

Creating a buzz around Downtown is just the beginning, as small businesses will benefit from workshops for increasing their capacity and competitiveness, in turn providing better services to residents. Another example includes coordinating store hours with regular Downtown activities and peak hours, which often fall outside of 9am-5pm. A Downtown Promotion Strategy could be lead by a Downtown Coordinator. This role could be full or part-time, and may fall under the responsibility of the Downtown Progress Association.

#### **Organization and Communication:**

##### **(Lead: The Downtown Progress Association and the City of Leduc)**

- Form a Downtown Implementation Team (City, DPA, and Business members).
- Organize and coordinate Downtown promotion and programming activities.
- Consider further acquisition of key parcels in the Downtown to improve parking, shape civic development directions and help stimulate positive redevelopment (e.g. parking lot lease on the north and south side of 50 Avenue near 47 Street; civic facilities and other parking opportunities).

#### **Downtown Winter Program:**

##### **(Lead: The Downtown Progress Association and the City of Leduc)**

To stimulate a winter program that encourages and expands current activities, the following elements should be considered and implemented:

- Organize Bi-Weekly Events: Coordinate and schedule a series of bi-weekly events that bring residents Downtown on a regular basis held on a standard day or evening of the week. These events should be

scheduled alongside other community events so that community organizations take an active volunteer role and have a stake in the success of the events on a regular basis.

- Create Activities for Kids: The children bring the parents. Food and warm drinks (non-alcoholic) should be part of the events that are plentiful, special, and economic.
- Annual Winter Festivals and Sports Competitions: Special competitions could include ice-sculptures and skating races on Telford Lake or snow shoe races and sled races on Main Street that become an annual challenge event for various age groups. These events could also include sprint cross-country ski races. Leduc should be the centre for specific outside winter competitions. (Ottawa, Winnipeg and Quebec City are masters of winter carnivals). Main Street between 49 Street and 47 Street could be closed temporarily for these special events.
- Extend Retail Store Hours: In association with these activities, retail stores should extend their hours and provide prizes if possible. Providing shelter, washrooms, and/or special outdoor heaters can improve comfort in cold winter weather.
- Winter Corporate Sponsors: Local businesses can support prizes and provide food to support community activities, or they could simply provide a tent with heaters.

#### **Infrastructure, Parking and Transportation:**

##### **(Lead: City of Leduc)**

- Complete an infrastructure assessment study to determine what upgrades are required to facilitate development based on short, medium and long development capacity.
- Complete a parking strategy by building on parking inventory work and include parking acquisition/lease strategies, a parking management program, time limits, as well as public amenities/transit coordination.
- Complete a wayfinding strategy that includes a comprehensive signage and information program for the Downtown.
- Ensure that universal access to all is included in any Downtown improvement by providing barrier free access in all new public facilities.

## 5.0 IMPLEMENTATION

### **Beautiful Streets, Parking Patios, Façade Face-lifts, and Core Pilot Projects: (Lead: The Downtown Progress Association and the City of Leduc)**

- Work with the DPA, and other downtown businesses to initiate a Downtown Improvement Program "Downtown Beautiful Streets and Storefronts" initiative (to include the Parking Patio and Façade Facelift, and Downtown Tree Planting Programs) in the Core.
- Complete a heritage inventory of significant buildings in the Downtown and search sponsors (Provincial and Federal funding) to support heritage conservation and restoration projects including landscapes and other cultural elements.
- Develop a "Historic Trail" loop in the Downtown with interpretive signage and make appropriate guide materials available on the City's website, at City Hall, and/or through guided tours by the Heritage Society.
- Access funding sources such as Trees Canada funding and other potential funding (Rotary Clubs) to focus on greening the streets in the Core in coordination with businesses and development interests.

### **Policy and Design Guidelines: (Lead: City of Leduc)**

- Rezone the Downtown area to facilitate mixed-use development and higher densities in accordance with the provisions provided in this Plan. At the same time, consider a Heritage Overlay District (if warranted, depending on the results of the Heritage Inventory) that will provide a framework for funding Downtown improvements with the financial and technical support of the Provincial and Federal Governments.
- Create Revitalization Tax Exemption Boundaries (or other Façade improvement incentives) to match the Downtown boundaries.
- Refine the multiways and develop 49 Avenue as an alternative route program for the Downtown and connect a new pedestrian crossing across the CPR tracks to Telford Park.
- Review and amend the City's Municipal Development Plan in coordination with the Downtown Master Plan.
- Review and amend the City's Land Use Bylaw to conform to the vision, policies and recommendations of the Downtown Master Plan.

### **Phase 2: Further Improvements and Infill Redevelopment**

- Continue development of the 49 Street Civic Corridor north of 50 Avenue (Main Street) with a Downtown Central Park to include a potential Civic Anchor (or alternative location for the Civic Anchor in Telford Park or Alexandra Park).
- Begin development of post-secondary institution site - Leduc Centre for Excellence.
- Promote infill development or redevelopment on 50 Avenue (Main Street) west of 50 Street, subject to parking requirements.
- Promote infill redevelopment of medium and high residential density in and adjacent to the Downtown Core area.
- Provide support services and amenity improvements in tandem with redevelopment.

### **Phase 3: Final Improvements and Infill Redevelopment**

- Direct medium and high density residential infill in areas north and south of 50 Avenue (Main Street).
- Continue development of post-secondary institution site - the Leduc Centre for Excellence.
- Infill development or redevelopment on 50 Avenue (Main Street) west of 50 Street subject to parking requirements.
- Provide support services and amenities in concert with the other improvements.

5.5 Business Retention and Expansion Strategies

Downtown Progress Association (DPA) activities for attracting new retail or service businesses Downtown:

- Create and maintain an inventory of spaces for lease (showing location, size, description, contact information) in Downtown. Post this inventory on the Leduc DPA website and also make this inventory available to all commercial realtors active in the area.
- Maintain a list of the kinds of businesses that the DPA wants to encourage and keep this list on the web site (“Business Opportunities in Downtown Leduc”).
- Make sure that building owners with vacant space are doing a good job of marketing the space. Help business owners make sure they have reasonable expectations for rent and discuss with them the possibility of incentives to attract new tenants (typical inducements include some period of reduced rent at the start of a new lease or allowances for tenant improvements).
- Encourage individual DPA members to make contact with business operators they know and that would be good candidates for Downtown.
- Make a point of welcoming and highlighting new businesses that do come to Downtown, so that other prospects see that there are publicity advantages to locating in Downtown.

City activities:

- Ensure that civic and provincial office uses remain in or locate to the Downtown.
- Make sure that planning policies and zoning regulations are structured to maintain Downtown as the main business centre in the community. Office use outside of Downtown should be limited to neighbourhood commercial uses (e.g. medical/dental, small office uses such as realty or insurance).
- The City could consider property tax incentives for new businesses locating in Downtown; but this is a complex topic with a mix of advantages and disadvantages that will require careful evaluation.

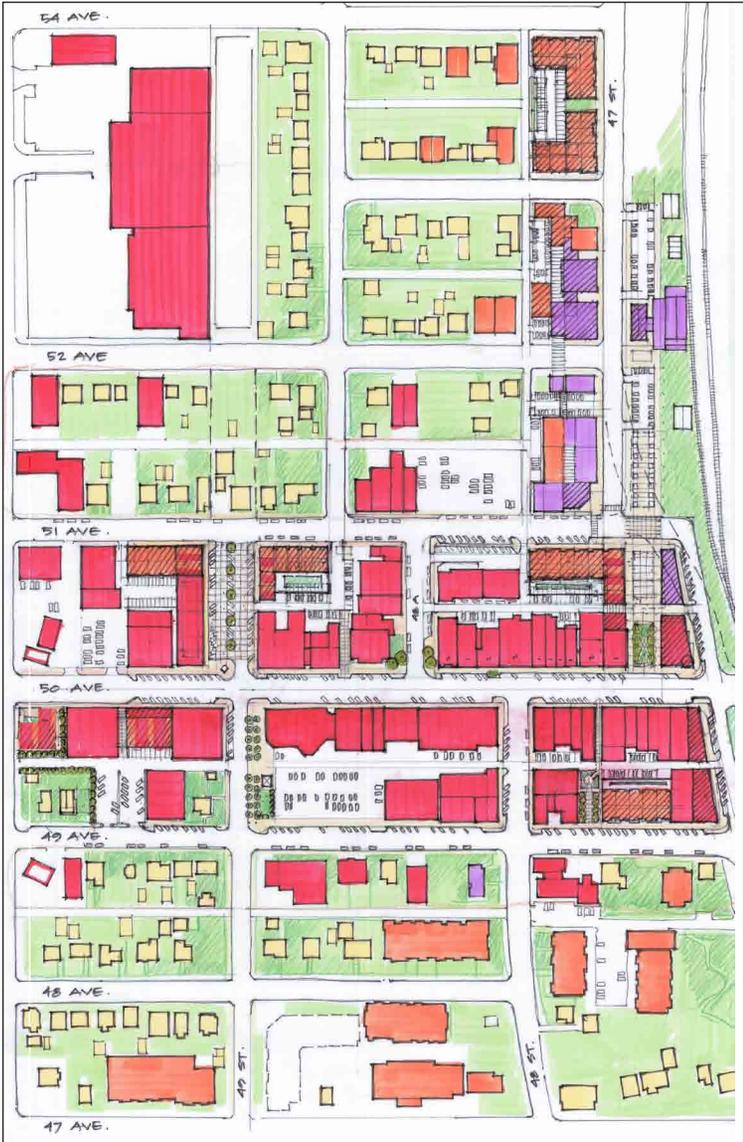


Fig. 84: Downtown Infill Plan

## 5.0 IMPLEMENTATION

### 5.6 Implementation Chart

The following chart outlines the potential projects associated with implementation of the Downtown Master Plan. The proposed priority and timing of projects are based on a combination of perceived support, economics, and impact for funding allocations. Actual project implementation will be determined by City Council on a case-by-case basis over time. The estimated budget for each item is a preliminary estimate and will require further detailed analysis and costing as individual business cases are developed.

Project	Description	Priority	Responsibility	Estimated Cost	Implementation Notes
<b>SHORT TERM PROJECTS</b>					
1. Enhanced Downtown Promotion	Downtown promotional needs include: ongoing promotion, marketing, and branding; regular year-round events programming; workshops for increasing Downtown business capacity/competitiveness; coordinating downtown business activities/hours with peak hours & events; funding partnerships/grant seeking; and Downtown business recruitment/retention.	Short Term (1-3 Yrs)	Coordination between the City and Downtown Progress Association (DPA).	\$35,000 to \$75,000 per year.	Strategy could include a Downtown Coordinator position, or other promotional/organizational strategies tailored to the Downtown's needs. Funding could be split between DPA and City. Potential for annual Downtown/DPA membership fees and Provincial grant programs.
2. Outdoor Patios Program	Extend the existing street curbs to allow for temporary outdoor seasonal patios. Program will increase activity & provide space for outdoor patios for low capital costs.	Short Term (1-3 Yrs)	Planning & Engineering departments.	\$10,000 - \$15,000 for a multi-year patio construction incentive program.	Coordinate seasonal improvements through Licence of Occupation and related policy for outdoor seasonal patios. Start with pilot project on Main Street.
3. Historical Building and Landscape Inventory	Complete an inventory of buildings and landscapes of historical significance.	Short Term (1-3 Yrs)	Planning department to coordinate study.	\$20,000 - \$30,000 towards a formal heritage inventory.	Potential provincial for funding through Municipal Heritage Partnership program & Alberta Main Street program.
4. Wayfinding Signage/ Branding Strategy	Develop new wayfinding and signage strategy in conjunction with identity/branding program for promotion, placemaking, and directions to key public amenities, parking areas, events, & businesses.	Short Term (1-3 Yrs)	Consultant with special DPA sub-committee, coordinated by Planning & Community Services.	\$35,000 - \$50,000 for a Downtown wayfinding sign strategy with design/identity/branding.	Opportunity to rename 50 Ave., Main St. and 49 Ave. as Telford St. and convey information and directions (businesses can sponsor and be recognized).
5. Façade 'Face-Lift' Program	Downtown business façade improvements through a City-coordinated initiative that uses the Downtown design guidelines and partners with business owners.	Short Term (1-3 Yrs)	Planning and Engineering departments.	\$100,000 - \$150,000 toward a multi-year facade upgrade incentive program and for professional architectural services. Potential for funding through Alberta Main Street program.	Follow façade guidelines. Potential to partner with NAIT's Architectural Technology program for design with approved applicants.

Project	Description	Priority	Responsibility	Estimated Cost	Implementation Notes
<b>SHORT TERM PROJECTS</b>					
6. Pioneer Square	Create a flexible outdoor pedestrian-oriented public square on 49 Street, north of 50th Ave. Potential for outdoor market activities, extended cafe patios; a focal point for regular live entertainment, art exhibitions, and other civic events. (Converts back to regular public parking).	Short Term (1-5 yrs)	City Planning and Engineering to partner with adjoining property owners and DPA.	\$500,000 - \$1,000,000 allocation, depending on designs, and scale/scope of improvements.	Potential Provincial funding.
7. Downtown Gateway Features	Install a highly visible lighted public sculpture on 50th Ave by HWY II. Create 2 additional overhead gateway features at 49th and 47th Streets (on 50 Ave) to frame Main Street for a stronger sense of place & visible entrance.	Short Term (1-5 yrs)	Planning, Engineering, & Community Services departments.	\$700,000 - \$800,000 for all 3 gateway features. Project could be extended over multiple years.	Potential for artist/designer competition. Ensure designs match way-finding strategy.
8. Downtown Street Trees	A Street Tree Master Plan to infill Downtown streets deficient in trees in order to add appeal to streetscapes. Plan to ensure safety, pedestrian access, & maximum tree vitality.	Short Term (1-5 yrs)	Community Services, Public Works & Planning departments.	\$150,000 - \$250,000 for approx. 125 to 250 trees. Project could be completed over multiple years.	Assuming 25-50 trees per year at an average of \$1,000/tree installed with tree grates. Potential for funding through Urban Forestry program.
9. Sidewalk Improvement Program	Improvements to Main Street intersections to calm traffic, reinforce pedestrian environment & safety, & enhance shopping environment. May include specialized paving at crosswalks/intersections, public art, bike stands, way-finding signs, etc.	Short Term (1-5 yrs)	Engineering & Planning to complete detailed design for sidewalks and intersections.	\$150,000 - \$250,000 per intersection (subject to detailed costing) Potential for cost sharing through MSI grant program.	Coordinate with tree planting program and way-finding/branding strategy. Need for more detailed designs before implementing.
10. Key Corridor Upgrades	Increasing pedestrian and bicycle priority and safety in the Downtown through the improvements to the following :				
	A.) Complete 49 st. promenade to Alexandra Park (from Main Street) with sidewalk upgrades and new corner park.	Short Term (1-5 yrs)	Planning, Engineering, & Community Services departments.	\$150,000 - \$200,000 for sidewalk upgrades and new corner park.	Coordinate with Downtown tree planting program. Seek Evergreen and Tree Canada grants for tree planting.
	B.) 49 Ave. (Multiway/Trans Canada Trail adaptation) Bicycle access to Downtown by diverting 50 Ave. multiway to 49 Ave.	Short Term (1-5 yrs)	Planning, Engineering, & Community Services departments.	\$150,000 - \$250,000 for multiway improvements, new rail pedestrian crossing & signage improvements.	Utilize funding from Trans Canada Trail improvement grant.

## 5.0 IMPLEMENTATION

Project	Description	Priority	Responsibility	Estimated Cost	Implementation Notes
<b>SHORT TERM PROJECTS</b>					
11. Downtown Corridor Upgrades (con't)	C.) 47 st. & Confusion Corner improvements. Potential for 47 st. realignment, increasing parking capacity, and improve pedestrian connections to Telford Lake.	Short Term (1-5 yrs)	Planning, Engineering, & Community Services departments.	\$500,000 - \$1,000,000. Costs to be determined based on future Engineering studies, and scope & scale of improvements.	Potential for new outdoor market area on City-owned property.
<b>MEDIUM TERM PROJECTS</b>					
1. Telford Park upgrades	Upgrade the west end of Telford Park to increase public uses, accessibility and connectivity to the Downtown.	Medium Term (5-10+ yrs)	Community Services & Planning in coordination with other departments.	\$1,000,000 - \$2,000,000 depending on scope & scale of project.	Enhancement of public gathering (large festivals) commercial and civic node development options with potential Telford House relocation (potential Provincial grants).
2. Parking Expansion	City to acquire or lease land for additional parking to attain a 'no net loss of public parking' in the Downtown with improvements and development.	Medium Term (5-10+ yrs)	Planning with Facility & Property Services to review acquisition and lease opportunities.	Variable costs depending on scope and scale of lease and/or land purchase.	Retains convenient public parking in the Downtown.
3. Downtown College Campus	Recruit a college campus in the Downtown to increase creativity, vibrancy and activity as well as attract associated businesses and a wider customer base.	Medium Term (5-10+ yrs)	Corporate Services, Planning, with Facility & Property Services departments.	Variable costs. Potential land acquisition to support Campus (Provincial education funding may be available).	Planning for College Campus location in the Downtown. May require airport AVPA regulation exemption.
4. Downtown Civic Anchor and Central Park	Proposed alternative sites include: a) north of Pioneer Square, b) Telford Park or c) Alexandra Park.	Medium Term (5-10+ yrs)	Facility & Property Services, Community Services & Planning in coordination with other departments and organizations.	Variable costs depending on project. \$25,000 initial allocation for site feasibility study.	Need for further studies and discussions with potential partners. May require airport AVPA regulation exemption.



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