

DOWNTOWN AREA REDEVELOPMENT PLAN

June 2, 2021



REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**



city
**ECONOMICS +
DESIGN**

Redevelopment vs Revitalization

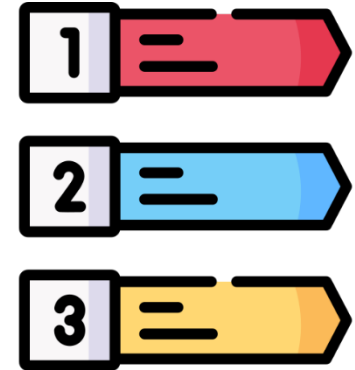
- Improvements
- Setting up for next stages
- Immediate changes
- Smaller/incremental actions



1. POLICIES



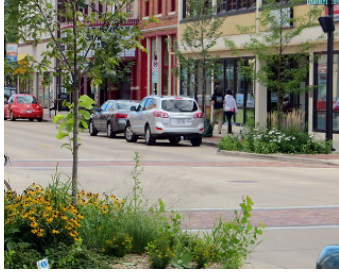
2. AREAS



3. ACTION PLAN

Plan Approach

DOWNTOWN AREA REDEVELOPMENT PLAN



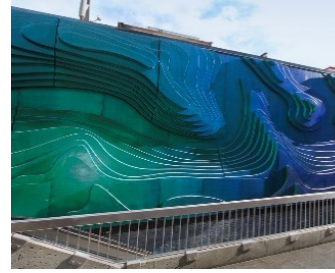
Placemaking



Landscape



Connections



Culture



Land Use and
Growth



Plan Components

DOWNTOWN AREA REDEVELOPMENT PLAN

PLACEMAKING

- Primary Gateways
- Secondary Gateways

LANDSCAPE

- Plaza Improvements
- Park Improvements
- Pedestrian Improvements

CONNECTIONS

- Intersection Improvements
- Downtown Streetscape Improvements
- District Streetscape Improvements

CULTURE

- Public art and events

LAND USE AND GROWTH

- Residential/Mixed Use Development Opportunities
- Commercial Development Opportunities
- Pilot Projects & Pop-ups

SNYE
NEIGHBOURHOOD

RICHARD ST

MORRISON ST

MAIN ST

HARDIN ST

MANNING AVE

FRANKLIN AVE

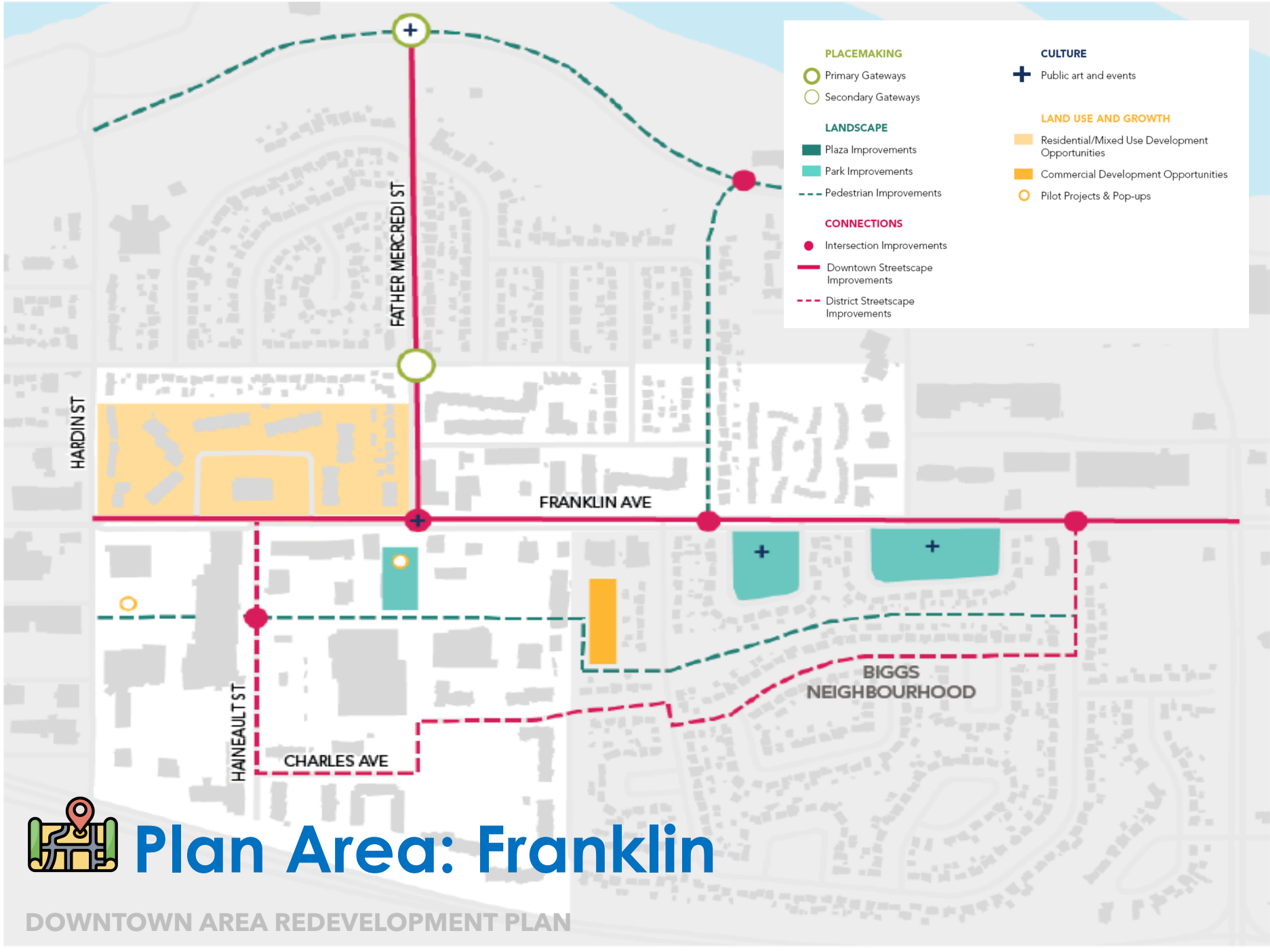
MACDONALD AVE

BIGGS AVE



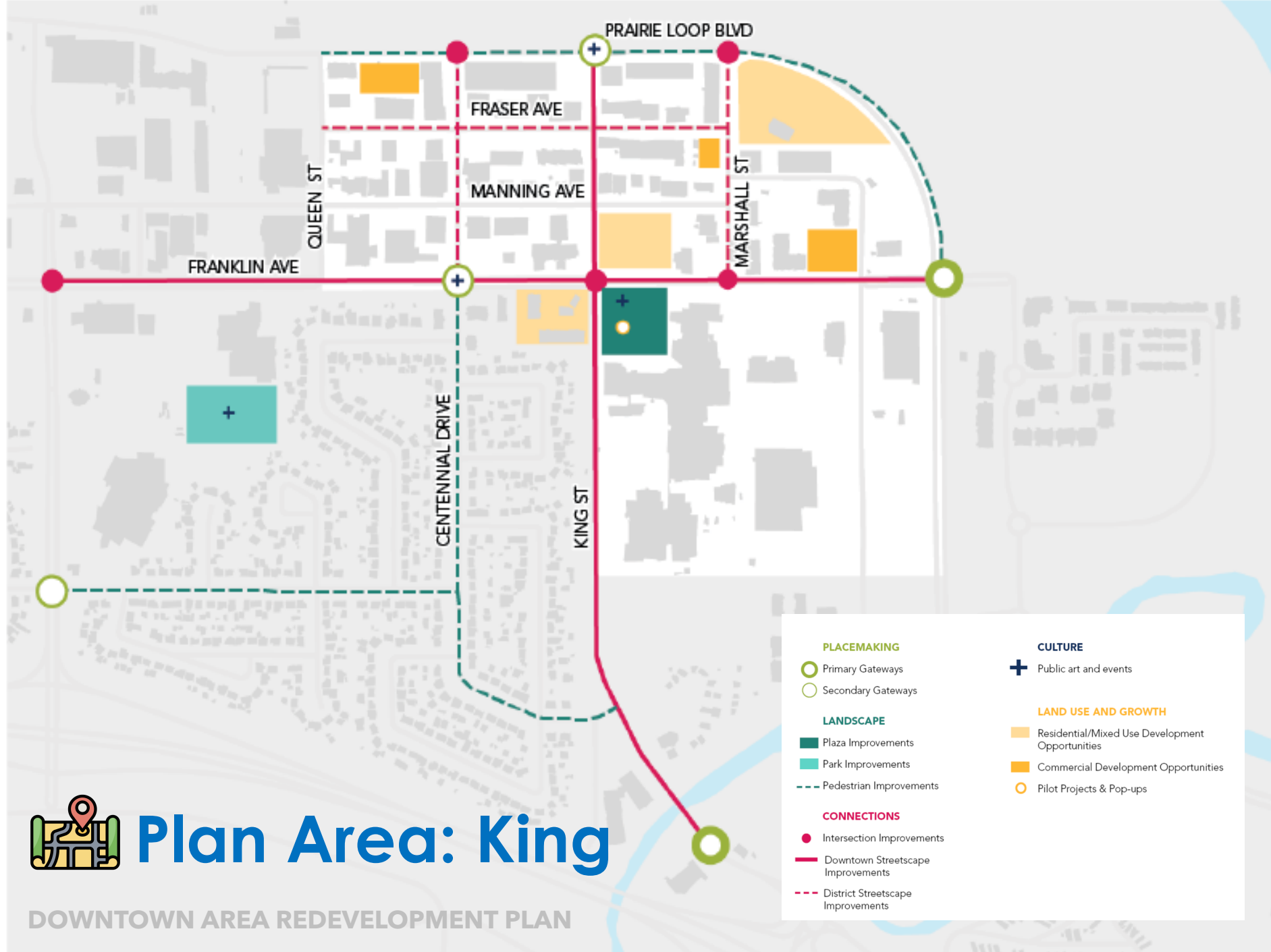
Plan Area: Jubilee

DOWNTOWN AREA REDEVELOPMENT PLAN



Plan Area: Franklin

DOWNTOWN AREA REDEVELOPMENT PLAN



PRAIRIE LOOP BLVD

FRASER AVE

MANNING AVE

FRANKLIN AVE

QUEEN ST

MARSHALL ST

CENTENNIAL DRIVE

KING ST



Plan Area: King

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LAND USE AND GROWTH

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- Pilot Projects & Pop-ups

TYPE

Im Improvement Ic Incentive A Agreement P Policy

SHORT-TERM (0-2 YEARS)

| General | |
|---|--|
| Ic DRIP Incentive | P Design Guidelines |
| P Waterfront Master Plan | Im Municipal Downtown Street Furniture Selection |
| Im Waterfront Improvement | Ic Downtown Beautification Fund |
| P Municipal Temp/Seasonal Business Case | P Downtown Public Art Guidelines |
| P Temporary Use/Pilot Project Overview | P Site/Parcel Bylaw Enforcement review |
| P Temporary Land Use Bylaw/Policy | P Land Takeback Strategy/Review |
| P Seasonal Land Use Bylaw/Policy | A Private land Agreement |
| Ic Temporary Use Incentives (owner/applicant) | P Focus District Overlay District |
| P Municipal Space Land Use Bylaw/Policy | P Fort McMurray Retail Development Strategy Update |
| P Downtown Branding | P Integrated Urban Planning & Economic Development Framework |
| P Focus District Branding | P Public Works Maintenance Policy Review/Update |
| P Indigenous Culture Branding | |

| Syne District Actions | |
|-----------------------|--|
| Im | Franklin and Main Park |
| Im | Main and Franklin Intersection Improvement |
| Im | Empty Lot Landscape |
| Im | Franklin and MacDonald Gateway |
| Im | Biggs Avenue Improvement |
| Im | Franklin and Main Park Public Art |
| P | Temp/Pilot/Food Truck Site requirements |

| | |
|----|---|
| A | Public/Private Expectation/Understanding |
| Im | Franklin and Father Mercredi Intersection Improvement |
| Im | Trail between Poplar and Biggs |
| P | Temp/Pilot/Food Truck Site requirements |

| | |
|----|--|
| A | Public/Private Expectation/Understanding |
| Im | Franklin and Hospital Intersection Improvement |
| P | Temp/Pilot/Food Truck Site requirements |

| | |
|----|--|
| Im | Franklin and Prairie Loop Intersection Improvement |
| P | Temp/Pilot/Food Truck Site requirements |

MEDIUM-TERM (2-5 YEARS)

| | |
|----|---|
| Ic | Home Business Incentives |
| Ic | Housing Incentives |
| P | Wayfinding Design Guidelines |
| P | Public alcohol consumption Bylaw/Policy |
| Ic | Tax Increment Grant |
| Ic | Fast-track permitting |

| | |
|----|---|
| Im | Macdonald Avenue Improvement |
| Im | Morrison Gateway |
| Im | Hardin Gateway |
| Im | Morrison Street Improvement |
| Im | Hardin Street Improvement |
| Im | Main and Franklin Intersection Public Art |

| | |
|----|--|
| Im | Poplar Cres Park |
| Im | Pond Cres Park |
| Im | Father Mercredi Street Improvement |
| Im | Franklin and Father Mercredi Intersection Public Art |
| Im | Empty Lot Landscape |
| Im | Biggs Ave Improvement |

| | |
|----|--|
| Im | Hospital and Prairie Loop Intersection Improvement |
| Im | Hospital and Manning Intersection Improvement |
| Im | Hospital Street Improvement |
| Im | Long Boat Landing Extension |
| P | Big Box Repurpose Strategy |

| | |
|----|--|
| Im | Franklin and King Intersection Improvement |
| Im | Franklin and Marshall Intersection Improvement |
| P | Live/Work land Use bylaw |
| P | Live/Work Home Initiatives |

LONG-TERM (5+ YEARS)

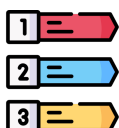
| | |
|----|----------------------------------|
| Ic | Infill and Brownfield Incentives |
|----|----------------------------------|

| | |
|----|------------------------|
| Im | Highway 63 Improvement |
|----|------------------------|

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|----|--------------------|
| Im | Alberta/Biggs Park |
|----|--------------------|

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|----|--|
| Im | Franklin and Riedel Intersection Improvement |
| Im | Franklin and Queen Intersection Improvement |
| Im | Gordon White Park Improvement |

| | |
|----|--|
| Im | Prairie Loop and King Intersection Improvement |
| Im | Prairie Loop and Marshall Intersection Improvement |



Action Plan

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Thank You

Questions?



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