



Wood Buffalo Downtown Revitalization Advisory Committee

Special Meeting

Conducted Electronically via MS Teams

Thursday, November 26, 2020
5:00 PM

Agenda

Public Participation for November 26, 2020 Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the November 26, 2020 Special Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of teleconference or by submitting their delegation comments by email.
- To participate by teleconference:
 - Anyone wishing to speak by teleconference to an item on the November 26, 2020 Special Committee Meeting Agenda must pre-register by 12 noon, November 26, 2020.
 - To register to speak via teleconference, please email boardsandcommittees@rmwb.ca or call 780-743-7001 with your name, the phone number that you will be dialing in from and an email address that you can be reached at prior to and during the meeting.
 - You must provide the name of the agenda item that you wish to speak to.
 - All registrants will be emailed the details on how to participate prior to the start of the meeting.
 - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make written submissions as a delegation before or during the live meeting:
 - Please email boardsandcommittees@rmwb.ca You must include your name for the record.
 - You must provide the name of the agenda item that you wish to speak to in the subject line.
 - Please note that email comments for an agenda item must be received prior to the start of that item during the meeting. Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.
 - All written submissions are **public** and will be shared with the Committee verbally on the record during the course of the meeting.
 - Each submission will be shared verbally with the Committee for a maximum of **5 minutes**.

The personal information on this form is collected under the authority of Section 33 (a) & (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used as contact information. If you have any questions about the collection or use of this information contact the Chief Legislative Officer, Legislative Services, 7th Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

1. Call to Order

2. In-Camera Session

- 2.1. Advice from Officials - Franklin and Main Park Project
(in camera pursuant to Section 24(1) of the *Freedom of Information and Protection of Privacy Act*)

3. Minutes of Previous Meetings

- 3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting -
November 4, 2020

4. New and Unfinished Business

- 4.1. Council Presentation Update and Next Steps
4.2. Downtown Area Redevelopment Plan

Adjournment

Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conferencing and teleconferencing, in Fort McMurray, Alberta, on Wednesday, November 4, 2020, commencing at 5:00 PM.

Present:

Brianne English, Oil and Gas Industry
 Carolyn Evancio, Seniors Resource Committee
 Jean-Marc Guillamot, Business Community
 Melanie Walsh, Community Development
 Renee Moulard, Public-at-Large
 Roy Williams, Land Development Industry
 Todd Hillier, Safety and Security Sector
 Owen Erskine, Recreation, Culture and Heritage
 Verna Murphy, Councillor

Absent:

Cheryl Golosky, Indigenous Representative
 Sheri Pidhirney, Business Community
 Henry Hunter, Education
 Mike Allen, Councillor

Administration:

Matthew Hough, Deputy Chief Administrative Officer
 Jade Brown, Chief Legislative Officer
 Amanda Haitas, Senior Manager, Planning and Development
 Monica Lance, Manager, Special Projects
 Darlene Soucy, Clerk, Legislative Services

1. Call to Order

Chair Roy Williams called the meeting to order at 5:07 p.m.

2. Adoption of Agenda

MOTION:

THAT the Agenda be adopted as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: Renee Moulard, Public-at-Large
SECONDER: Jean-Marc Guillamot, Business Community
FOR: English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
ABSENT: Golosky, Pidhirney, Hunter

3. Minutes of Previous Meetings

3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - October 7, 2020

MOTION:

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on October 7, 2020 be approved as presented.

RESULT: CARRIED [UNANIMOUS]
MOVER: Todd Hillier, Safety and Security Sector
SECONDER: Carolyn Evancio, Seniors Resource Committee
FOR: English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
ABSENT: Golosky, Pidhirney, Hunter

4. Presentations

4.1. Christopher Booth, Planning and Development re: Proposed Land Use Bylaw

Christopher Booth, Manager, Community Development Planning, and Isela Contreras-Dogbe, Supervisor, Development Control and Permitting, Planning and Development, provided an overview of the proposed Land Use Bylaw (LUB), which guides what can be built and how land is used in the Municipality. It was noted that the LUB regulates the use and locations of commercial, industrial and residential areas within the region, the design and location of a building on a property, parking, home-based businesses, and secondary suites. It was further noted that the Downtown Area Redevelopment Plan, when adopted, would guide development within the downtown area.

4.2. **Andrea Haley, Wood Buffalo Economic Development Corporation re: Place Brand**

Andrea Haley, Director, Brand and Corporate Services, Wood Buffalo Economic Development Corporation, provided a presentation on place brand marketing for the Regional Municipality of Wood Buffalo and indicated that the marketing plan would be rolled out to the public in November 2020.

5. **New and Unfinished Business**

5.1. **Recommendations for Committee Appointments**

Chair Roy Williams indicated that the Committee may choose to write a letter to Council recommending the reappointment for another term of the Committee Members whose terms expire on December 31, 2020.

MOTION:

THAT Chair Roy Williams be authorized to send a letter to the Regional Municipality of Wood Buffalo Council recommending the reappointment of Brianne English, Carolyn Evancio and Jean-Marc Guillamot to the Wood Buffalo Downtown Revitalization Advisory Committee.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Owen Erskine, Recreation, Culture and Heritage
SECONDER:	Todd Hillier, Safety and Security Sector
FOR:	English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
ABSENT:	Golosky, Pidhirney, Hunter

5.2. **Date of Next Meeting**

Monica Lance, Manager, Special Projects, noted that the Committee should consider having a special meeting on Thursday, November 26, 2020 to review the Franklin and Main Park project concept plans which are at the 30% completion stage, and to cancel the December 2, 2020 meeting to accommodate Council's Budget Meetings, which are scheduled for December 1 to 4, 2020.

MOTION:

THAT a Special Wood Buffalo Downtown Revitalization Advisory Committee Meeting be scheduled to take place commencing at 5:00 p.m. on Thursday, November 26, 2020; and

THAT the Wood Buffalo Downtown Revitalization Advisory Committee Meeting scheduled for December 2, 2020 be cancelled.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Brianne English, Oil and Gas Industry
SECONDER:	Melanie Walsh, Community Development
FOR:	English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
ABSENT:	Golosky, Pidhirney, Hunter

5.3. Franklin and Main Park Project Update

Monica Lance, Manager, Special Projects, noted that the recent public engagements for the Franklin and Main Park project received excellent feedback and suggested the Committee Members could identify and engage with any stakeholders in the region to provide feedback on the Park. It was noted that there will be a presentation to the Public Art Committee at their November 5, 2020 meeting regarding the project and that Vice-Chair Jean-Marc Guillamot would be attending.

Melanie Walsh, Committee Member, indicated that both her and Monica Lance are having meetings with the McMurray Métis Local 1935 to solicit their feedback on the Park project.

Exit and Return

Jean-Marc Guillamot exited the meeting at 6:17 p.m. and returned at 6:19 p.m.

5.4. Annual Report to Council

Chair Roy Williams provided an overview of the draft Annual Report presentation to Council, which provides information on the Committee's priorities, 2020 progress highlights and the 2021 recommendations to Council. With consensus of the Committee, the Annual Report will be presented by Chair Roy Williams and Vice-Chair Jean-Marc Guillamot at the November 10, 2020 Council meeting.

5.5. Partnership Funding Source Discussion for Projects

Chair Roy Williams reminded the Committee to continue to research community funding partnerships that businesses and not-for-profits could develop to take advantage of the Downtown Revitalization Incentive Grant Program and to bring the ideas back to a future meeting.

Exits and Return

Jean-Marc Guillamot exited the meeting at 6:55 p.m. and returned at 6:57 p.m.

Renee Moulard exited the meeting at 6:56 p.m.

5.6. Formation of Working Groups

Monica Lance, Manager, Special Projects, provided an overview of the working groups that the Committee Members had considered at the last meeting and provided an opportunity for the Members to review and consider their preferred group.

MOTION:

THAT the Wood Buffalo Downtown Revitalization Advisory Committee form the following working groups:

Beautification and Placemaking Working Group, with the following Committee Members assigned: Brianne English, Owen Erskine, Cheryl Golosky, Sheri Pidhirney, Melanie Walsh, Roy Williams and Councillor Mike Allen, whose terms shall be from November 4, 2020 to October 18, 2021 and who will report back to the Committee at least quarterly; and

Neighbourhood Safety and Pedestrian Friendly Working Group, with the following Committee Members assigned: Carolyn Evancio, Jean-Marc Guillamot, Todd Hillier, Henry Hunter, Renee Moulard and Councillor Verna Murphy, whose terms shall be from November 4, 2020 to October 18, 2021 and who will report back to the Committee at least quarterly.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Todd Hillier, Safety and Security Sector
SECONDER:	Jean-Marc Guillamot, Business Community
FOR:	English, Evancio, Guillamot, Walsh, Moulard, Williams, Hillier, Erskine
ABSENT:	Golosky, Pidhirney, Hunter

5.7. Downtown Revitalization Incentive Program Feedback

Amanda Haitas, Senior Manager, Planning and Development, reported that to date, the Downtown Revitalization Incentives Program has awarded 11 grants to downtown business and commercial property owners totaling over \$500,000, which translates into over \$1 million invested in revitalizing the downtown as this is a matching grant program. It was noted that the deadline for applying is December 31, 2020 and that applicants can request an extension up to August 31, 2021 for construction completion. It was indicated that Planning and Development intends to do a survey on the pilot program and continue to update this program as well as introduce other grant programs in 2021.

Adjournment

The meeting adjourned at 7:18 p.m.

Chair

DOWNTOWN AREA REDEVELOPMENT PLAN

Draft | November 2020



REGIONAL MUNICIPALITY
OF WOOD BUFFALO



city
ECONOMICS +

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ARP Overview

What is an ARP?

- Sets context for downtown
- Provides a framework for revitalization
- Identifies vision, intent, and planning policies (i.e., framework and controls for new development)

Purpose of the Downtown ARP

- Creates an implementable vision
- Provides a framework for revitalization
- Replaces the City Centre Area Redevelopment Plan (2012)
- Recognizes and responds to community engagement results

Supporting Downtown Revitalization

- Realistic strategy and goals for revitalization
- Action plan with specific actions, initiatives, and outcomes
- Align and seek synergies between various strategies and municipal work programs (e.g., capital infrastructure upgrades)

The Vision Statement

Our Core, Our Services, Our Destination

“The downtown is an all-seasons, accessible destination that showcases our people, our businesses, our services and our amenities. Our downtown attracts residents and visitors by providing vibrant spaces, inviting storefronts and unique experiences in a safe and memorable environment.”

The Vision: Guiding Principles



**Focus on
people**



**Foster a
sense of place**



**Support a
variety of uses**



**Understand and
improve the
economic reality**



**Build upon
the existing**



**Implementable
and accountable**



**Evolve the
downtown
incrementally**

Key Factors



**Residential
communities**



Waterfront



**Existing
conditions**



**Community
engagement**



**Site
considerations**

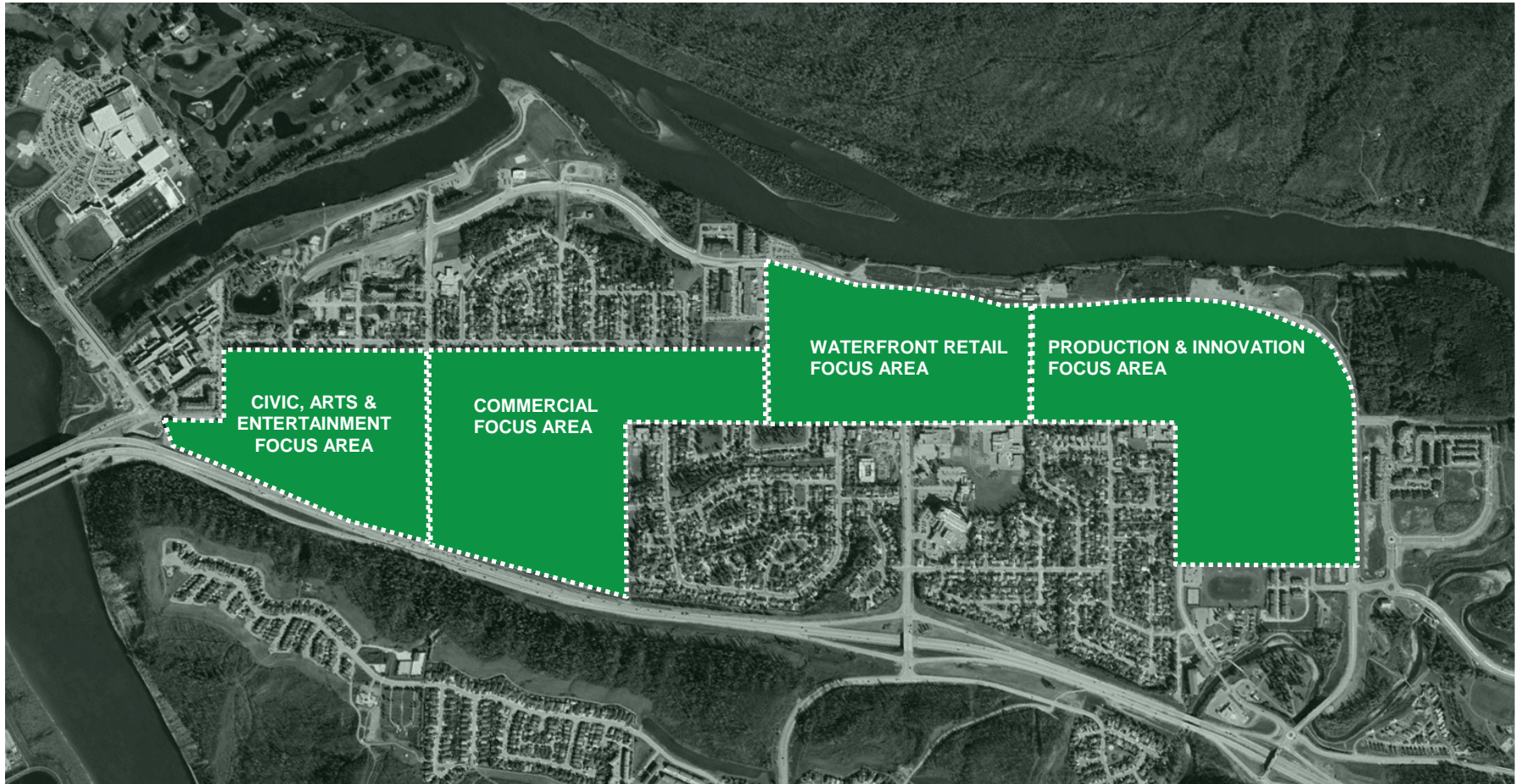


**Economic
conditions**



**Incremental
approach**

Focus Areas





Civic, Arts & Entertainment

The Civic, Arts & Entertainment area builds on its existing assets and focuses on bringing the region together. It has direct links to the waterfront and provides public parks, plaza and community events. The area aims to create a year-round space welcoming to visitors and locals alike.

Improvement Opportunities

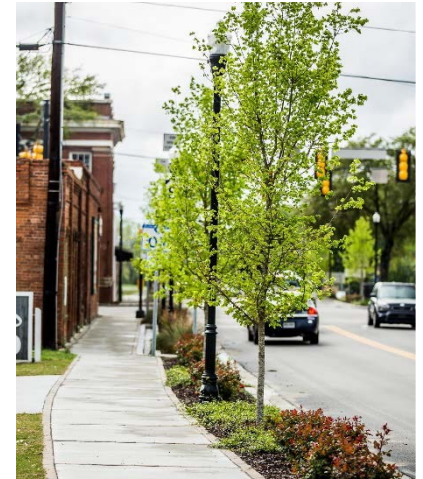
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DOWNTOWN ENTRY



PEDESTRIAN IMPROVEMENTS



PARK



PLAZA

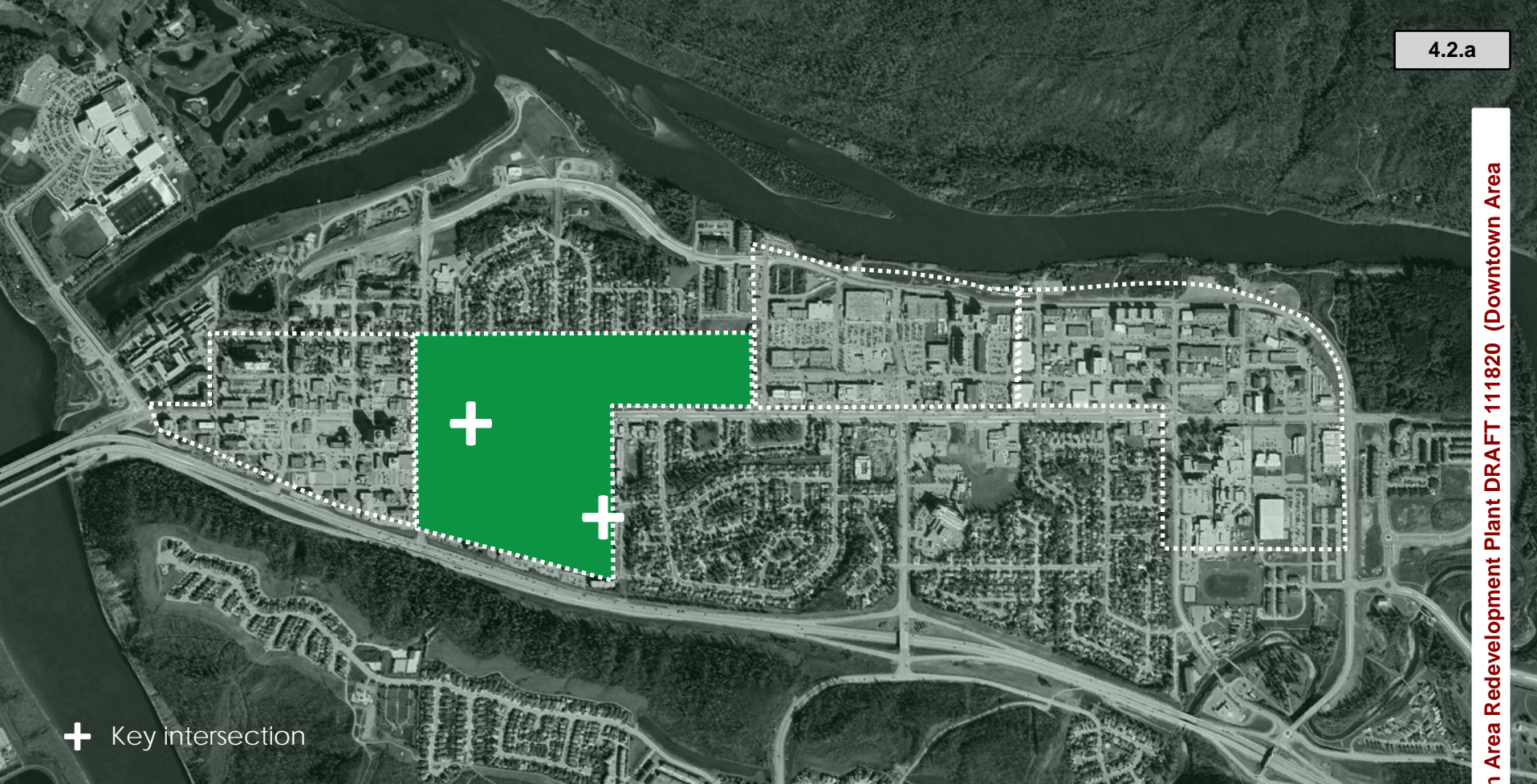


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Improvement Opportunities

4.2.a





+ Key intersection

Commercial Area

The Commercial Area is a focal point for the downtown. The district is envisioned as a “one-stop” area for restaurants, retail and services.

This area aims to implement temporary opportunities in the short term that can be turned into permanent public realm improvements.

Improvement Opportunities

4.2.a



DOWNTOWN
ENTRY



PEDESTRIAN
IMPROVEMENTS



PARK



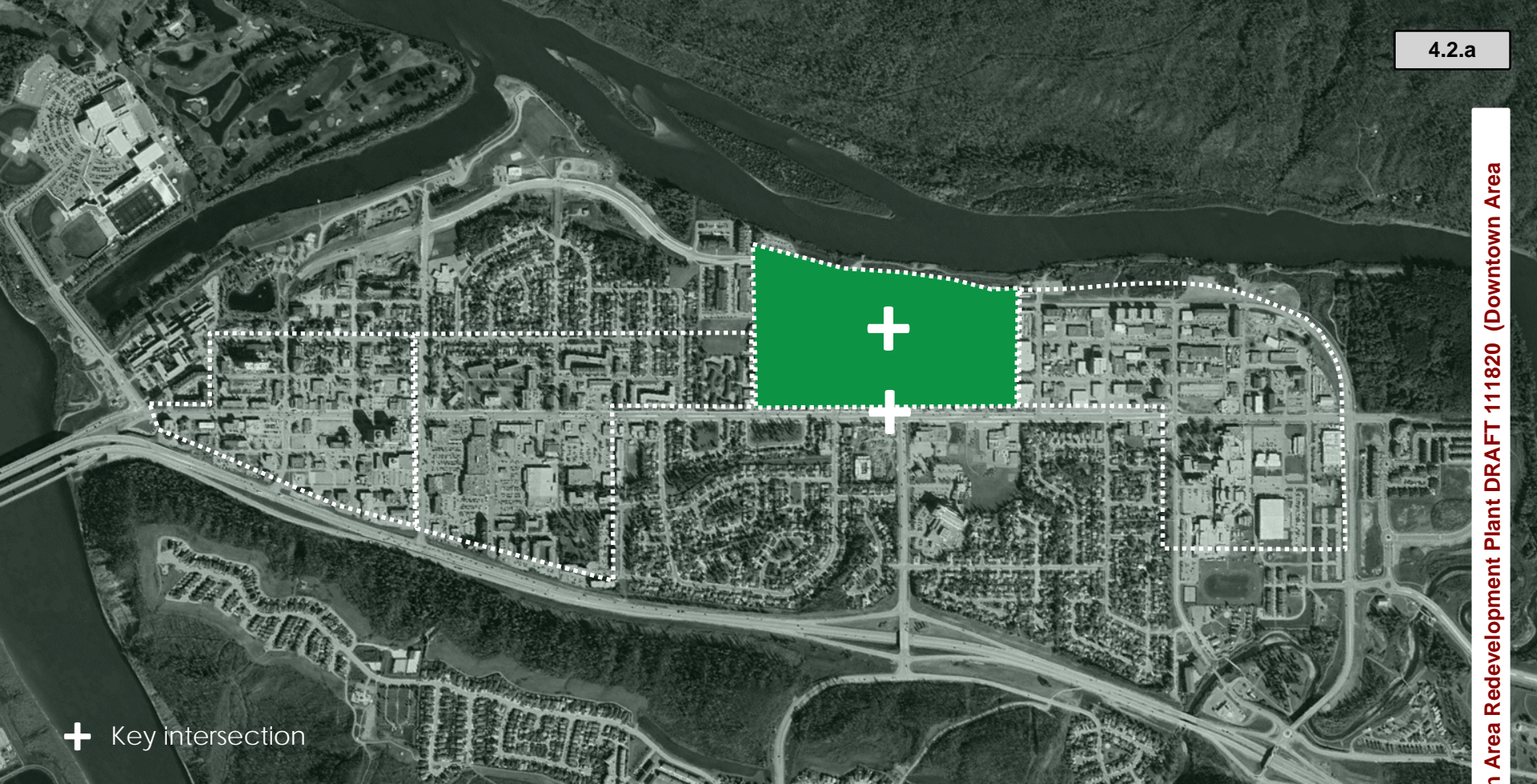
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Improvement Opportunities

4.2.a





+ Key intersection

Waterfront Retail

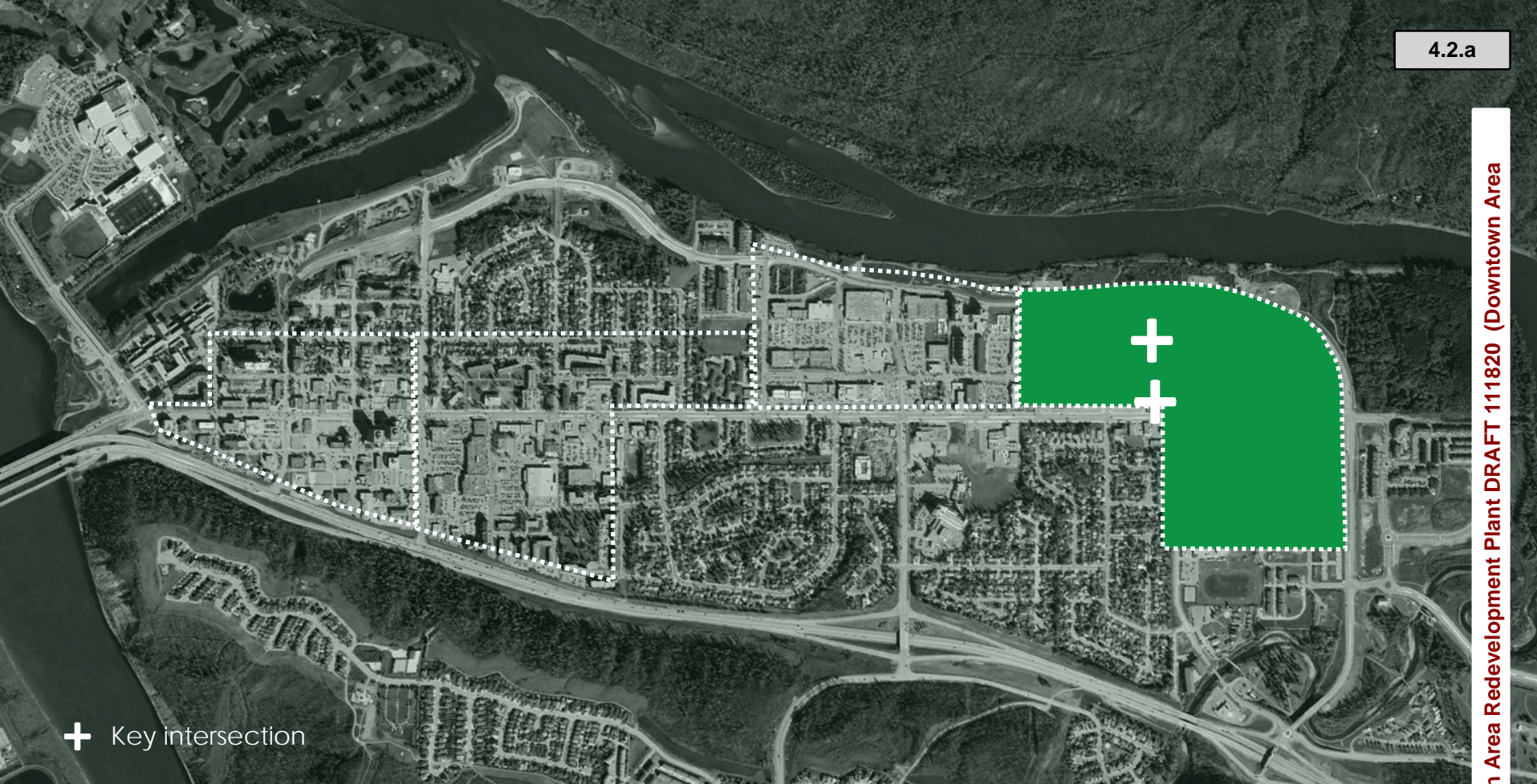
The Waterfront Retail area aims to reintegrate the waterfront into the adjacent developments. The area is envisioned as a mixed-use district that supports retail and local organizations.

Improvement Opportunities

-  PEDESTRIAN IMPROVEMENTS
-  PARK
-  PLAZA



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Production and Innovation

This Production and Innovation area is a live-work mixed use district that builds on the unique entrepreneurial and community spirit that characterizes the region.

The area aims to support local manufacturing and collaborative workspaces.

Improvement Opportunities

4.2.a



PEDESTRIAN IMPROVEMENTS



PARK



PLAZA



Attachment: Downtown Area Redevelopment Plan DRAFT 111820 (Downtown Area



Next Steps

4.2.a

- **Engagement – Feedback due by Dec. 13**
 - Resident and stakeholder input will help refine priorities in the ARP document
- **Completion of ARP Document and Action Plan:**
 - Supporting planning policy
 - Implementation requirements, including how the community and landowners/businesses/investors can support
 - Proposed phasing of potential improvements
- **Final ARP presented to Council in Q1 2021**
- **Updates available at rmwb.ca/ARP upon campaign launch (Nov. 23)**