



## Wood Buffalo Downtown Revitalization Advisory Committee

Conducted Electronically Via MS Teams

Wednesday, June 2, 2021  
5:00 PM

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### Agenda

#### Public Participation for June 2, 2021 Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the June 2, 2021 Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- The meeting will be conducted through MS Teams platform.
- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate via MS Teams or by submitting their delegation comments by email.
- To participate via MS Teams:
  - Anyone wishing to speak via MS Teams to an item on the June 2, 2021 Committee Meeting Agenda must pre-register by 12 noon, June 2, 2021.
  - To register to speak via MS Teams, please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) or call 780-743-7001.
  - 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 via MS Teams 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 complete the online form found at <https://www.rmwb.ca/writtendelegations> or email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca)
  - Please note that written 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 included in the Council Meeting Agenda Package as part of public record.

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**1. Call to Order**

**2. Adoption of Agenda**

**3. Minutes of Previous Meetings**

- 3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - May 5, 2021

**4. Presentations**

- 4.1. David Symes and Gordon Lau, Stantec, re: Downtown Area Redevelopment Plan Update
- 4.2. Josh Bernsen, Lees and Associates, Gregg Kahan Urban Systems, and James Roche, DTAH, re: Waterfront Park Revitalization Project Update
- 4.3. Caitlin Downie, Community and Protective Services, re: Franklin and Main Park Public Art Update

**5. New and Unfinished Business**

- 5.1. Fort McMurray Wood Buffalo Economic Development and Tourism 5-Year Strategic Plan Request for Engagement
- 5.2. Letter of Support - Franklin and Main Park Naming
- 5.3. Working Group Updates
- 5.4. Committee Summer Meeting Schedule

**Adjournment**

**Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conference and teleconference, in Fort McMurray, Alberta, on Wednesday, May 5, 2021, commencing at 5:00 PM.**

**Present:**

Roy Williams, Chair, Land Development Industry  
 Brianne English, Oil and Gas Industry  
 Owen Erskine, Recreation, Culture and Heritage  
 Carolyn Evancio, Seniors Resource Committee  
 Cheryl Golosky, Indigenous Representative  
 Todd Hillier, Safety and Security Sector  
 Henry Hunter, Education  
 Renee Moulard, Public-at-Large  
 Melanie Walsh, Community Development  
 Mike Allen, Councillor  
 Verna Murphy, Councillor

**Absent:**

Jean-Marc Guillamot, Business Community  
 Sheri Pidhirney, Business Community

**Administration:**

Matthew Hough, Deputy Chief Administrative Officer  
 Jade Brown, Chief Legislative Officer  
 Amanda Haitas, Acting Director, Planning and Development  
 Kelly Hansen, Director, Strategic Planning and Business Initiatives  
 Matthew Harrison, Director, Communications and Engagement  
 Monica Lance, Manager, Special Projects  
 Darlene Soucy, Clerk, Legislative Services

**1. Call to Order**

Chair Roy Williams called the meeting to order at 5:02 p.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Melanie Walsh, Community Development  
**SECONDER:** Owen Erskine, Recreation, Culture and Heritage  
**FOR:** Golosky, Walsh, Mouland, Williams, Hillier, Erskine, Hunter, English, Evancio  
**ABSENT:** Pidhirney, Guillamot

### 3. Minutes of Previous Meetings

#### 3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting – April 7, 2021

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on April 7, 2021 be approved as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Renee Mouland, Public-at-Large  
**SECONDER:** Henry Hunter, Education  
**FOR:** Golosky, Walsh, Mouland, Williams, Hillier, Erskine, Hunter, English, Evancio  
**ABSENT:** Pidhirney, Guillamot

### 4. New and Unfinished Business

#### 4.1. Franklin and Main Park Project Update

Bipul Bhowmik, Transportation Engineer, Engineering, provided an update on the Franklin and Main Park Project, noting that the tender for the project has been awarded to Wilco Contractors Northwest Inc. and that construction of the Park is expected to be completed by the end of the 2021 construction season.

Bober Raja, Supervisor, Financial Services, provided an update on the grant funding applications for the Franklin and Main Park Project, noting that, if approved, the Canada Infrastructure Program Grant could cover up to 80%, of eligible costs or approximately \$3.8 million and the Canada Healthy Communities Initiative Grant would be for up to \$250,000.

Christopher Booth, Manager, Community Development Planning, noted that the development permit for the Franklin and Main Park has been approved with no requirement for subdivision approval.

Monica Lance, Manager, Special Projects, provided an update on the naming of the Franklin and Main Park, noting that the Community Identification Committee has recommended that the Park be named “Kiyām Community Park”. It was noted that

Kiyām means ‘let it be’ in both Cree and Michif and is a common term in the Cree language often used to mean ‘when you’re truly at peace with yourself and your surroundings, and nothing anyone does or says can or will affect you, and no negativity or malice will touch you’. It was also noted that the name is pending Council approval in June, which is also National Indigenous History Month.

#### **4.2. Downtown Area Redevelopment Plan Update**

Amanda Haitas, Acting Director, Planning and Development, provided an update on the Downtown Area Redevelopment Plan (DARP), noting that it would be presented to Council in June or July and that at the next Committee meeting, there will be a presentation on the DARP, and feedback will be solicited from Committee Members.

It was also noted that the Downtown Revitalization Incentive Program Phase 2 was recently approved by Council and included, but is not limited to, funding for patio grants of up to 75% of the project cost to a maximum of \$15,000 per eligible building, and a 75% grant of up to \$30,000 per eligible building for murals.

##### Disconnect and Reconnect

Councillor Mike Allen disconnected from the meeting at 5:14 p.m. and reconnected at 5:19 p.m.

#### **4.3. Working Group Updates**

The Working Groups reviewed the status of their initiatives, priorities and recommended infrastructure and enhancement actions, which they will prioritize at their next Working Group meetings.

With consensus of the Committee, Councillor Verna Murphy will join Working Group 1 - Beautification and Placemaking and Councillor Mike Allen will join Working Group 2 - Neighbourhood Safety and Pedestrian Friendliness.

##### Disconnects and Reconnect

Councillor Mike Allen disconnected from the meeting at 5:35 p.m. and reconnected at 5:36 p.m.

Councillor Mike Allen disconnected from the meeting at 6:00 p.m.

#### **Adjournment**

The meeting adjourned at 6:09 p.m.

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Chair

# DOWNTOWN AREA REDEVELOPMENT PLAN

June 2, 2021



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city  
**ECONOMICS +**

Packet Pg. 6

# Redevelopment vs Revitalization

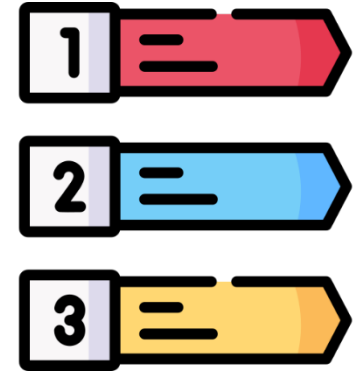
- Improvements
- Setting up for next stages
- Immediate changes
- Smaller/incremental actions



## 1. POLICIES



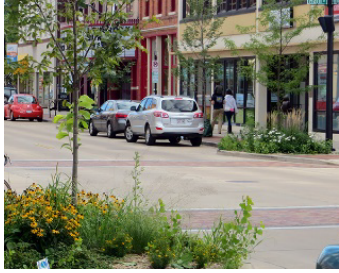
## 2. AREAS



## 3. ACTION PLAN

# Plan Approach





Placemaking



Landscape



Connections





Culture




Land Use and  
Growth

# Plan Components

**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

MANNING AVE

FRANKLIN AVE

MACDONALD AVE

BIGGS AVE

HARDIN ST



# Plan Area: Jubilee

## 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



# Plan Area: Franklin

## 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

RIEDEL ST

ALBERTA DR

HOSPITAL ST

MANNING AVE

FRANKLIN AVE

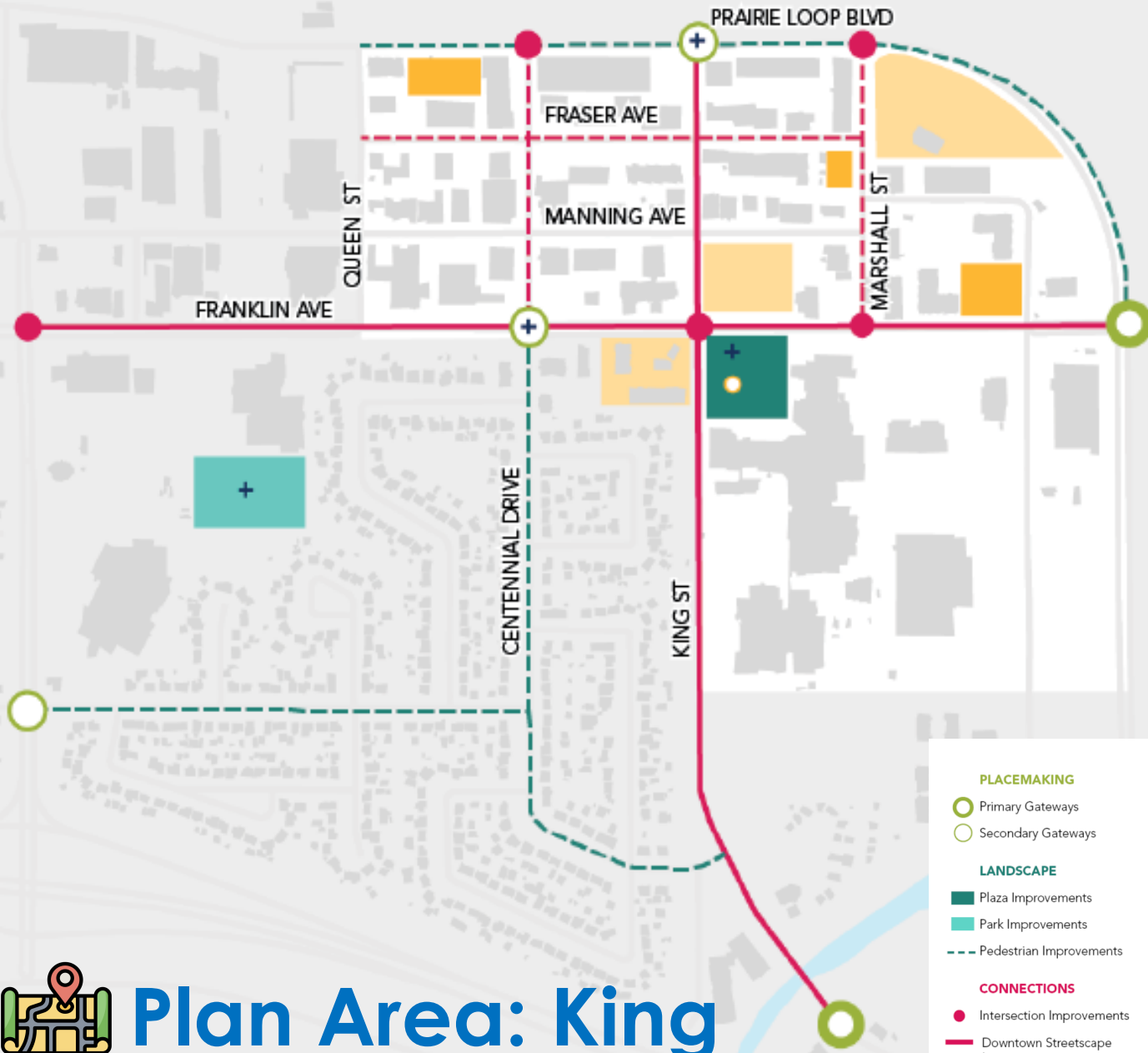


# Plan Area: Clearwater



# Plan Area: King

## 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

TYPE  
 Improvement   
  Incentive   
  Agreement   
  Policy

	General	Syne District Actions	Franklin District Actions	Clearwater District Actions	Keyano District Actions
SHORT-TERM (0-2 YEARS)	 DRIP Incentive	 Design Guidelines			
	 Waterfront Master Plan	 Municipal Downtown Street Furniture Selection	 Public/Private Expectation/Understanding	 Public/Private Expectation/Understanding	
	 Waterfront Improvement	 Downtown Beautification Fund			 Franklin and Prairie Loop Intersection Improvement
	 Municipal Temp/Seasonal Business Case	 Downtown Public Art Guidelines			
	 Temporary Use/Pilot Project Overview	 Site/Parcel Bylaw Enforcement review	 Franklin and Father Mercredi Intersection Improvement		
	 Temporary Land Use Bylaw/Policy	 Land Takeback Strategy/Review		 Franklin and Hospital Intersection Improvement	
	 Seasonal Land Use Bylaw/Policy	 Private land Agreement			
	 Temporary Use Incentives (owner/applicant)	 Focus District Overlay District	 Trail between Poplar and Biggs		
	 Municipal Space Land Use Bylaw/Policy	 Fort McMurray Retail Development Strategy Update		 Temp/Pilot/Food Truck Site requirements	 Temp/Pilot/Food Truck Site requirements
	 Downtown Branding	 Integrated Urban Planning & Economic Development Framework	 Temp/Pilot/Food Truck Site requirements		
MEDIUM-TERM (2-5 YEARS)	 Focus District Branding	 Public Works Maintenance Policy Review/Update			
	 Indigenous Culture Branding				
	 Home Business Incentives	 Macdonald Avenue Improvement	 Poplar Cres Park	 Hospital and Prairie Loop Intersection Improvement	 Franklin and King Intersected Improvement
	 Housing Incentives	 Morrison Gateway	 Pond Cres Park	 Hospital and Manning Intersection Improvement	 Franklin and Marshall Intersected Improvement
	 Wayfinding Design Guidelines	 Hardin Gateway	 Father Mercredi Street Improvement	 Hospital Street Improvement	 Live/Work land Use bylaw
LONG-TERM (5+ YEARS)	 Public alcohol consumption Bylaw/Policy	 Morrison Street Improvement	 Franklin and Father Mercredi Intersection Public Art	 Long Boat Landing Extension	 Live/Work Home Initiative
	 Tax Increment Grant	 Hardin Street Improvement	 Empty Lot Landscape	 Big Box Repurpose Strategy	
	 Fast-track permitting	 Main and Franklin Intersection Public Art	 Biggs Ave Improvement		
	 Infill and Brownfield Incentives	 Highway 63 Improvement	 Alberta/Biggs Park	 Franklin and Riedel Intersection Improvement	 Prairie Loop and King Intersection Improvement
				 Franklin and Queen Intersection Improvement	 Prairie Loop and Marshall Intersection Improvement
				 Gordon White Park Improvement	



# Action Plan

# Thank You

## Questions?



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# FORT McMURRAY WATERFRONT PARK REVITALIZATION PROJECT



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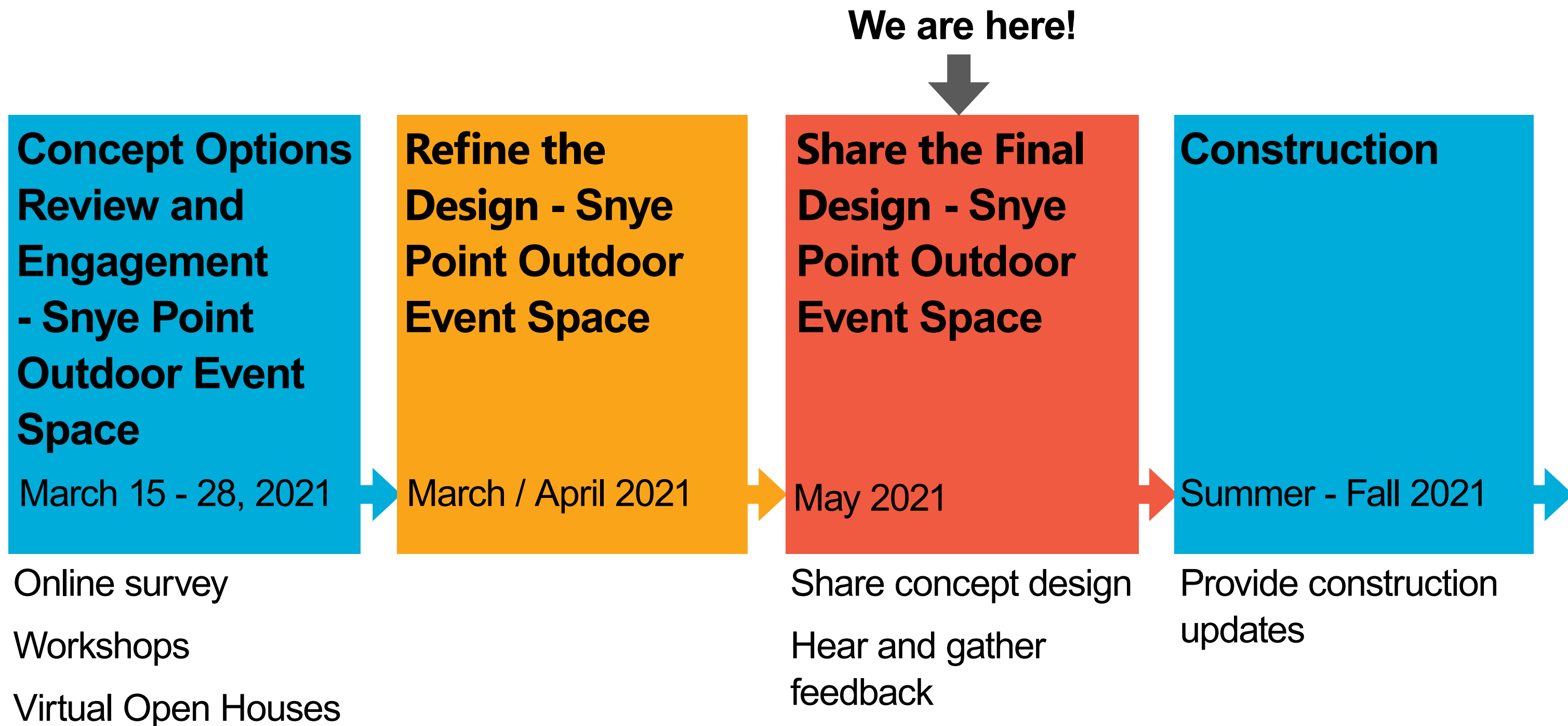
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DESIGN UPDATE 2021-06-02



# STATUS UPDATE

## PRIORITY AREA 1



# PRIORITY AREA 1

## KEY CONSIDERATIONS

# FINDING THE RIGHT BALANCE BETWEEN:

- **Budget:** work within the budget for Priority Area 1
- Building in **floodplain** – consider damage and key investment locations. Support flood protection.
- Support **truth and reconciliation**
- **Flexible:** successful during large events, every day use and support different programming
- **Four season** park
- **Natural park** reflective of surrounding landscape
- **Accessible** and welcoming to all
- **Walking, cycling** and opportunity for **cross country skiing** important
- Work collaboratively to build a **community driven design** that everyone will be proud of
- **Parking** is important as is vehicular **access to Snye Point**
- **Touch the water** – both motorized, non-motorized and aeronautical

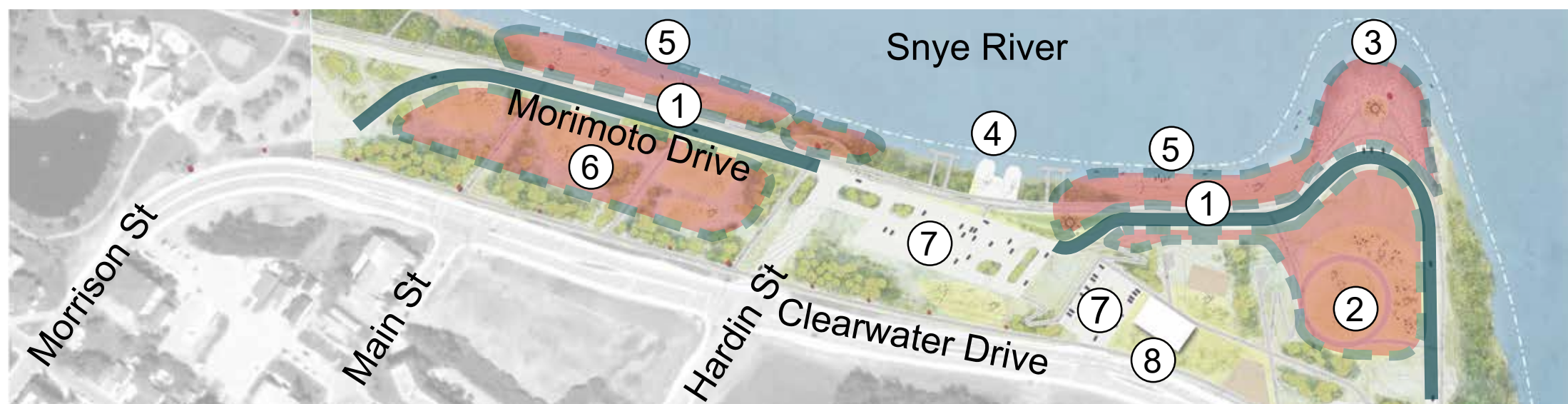


# PREVIOUS CONCEPT OPTIONS



# OPTION DIFFERENCES

## OPTION 1 - CLEARWATER COMMON



## OPTION 2 - Snye Landing



### LEGEND

- ① PEDESTRIAN TRAIL (NAME TBC)
- ② GREAT LAWN / CEREMONY AREA
- ③ Snye POINT / FIRE PIT
- ④ BOAT LAUNCH
- ⑤ BEACH
- ⑥ FLEXIBLE USE AREA
- ⑦ PARKING
- ⑧ SUREKHA'S



PEDESTRIAN AREA



VEHICULAR ACCESS



PERIODIC VEHICULAR ACCESS



0 20 60 100M



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# SUMMARY OF WHAT WE HEARD

## MARCH 2021



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# SUMMARY OF WHAT WE HARD

- Support **truth and reconciliation**
- **Walking, cycling** and opportunity for **cross country skiing** important
- **Accessible** and welcoming to all
- Support **large outdoor events**
- **Parking** is important as is vehicular **access to Snye Point**
- **Support to move Morimoto Drive** to the south
- **Touch the water** – both motorized, non-motorized and aeronautical

- **Participate Wood buffalo**
- **Online Engagement:**  
450 survey submissions
- **Virtual Indigenous Partners and Stakeholders Engagement**
- **Workshops:**  
15 workshops - 65 participants
- **Virtual Open Houses:**  
2 live events with 33 participants



# PREFERRED CONCEPT



# PRIORITY AREA 1



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# PRIORITY AREA 1 - WEST





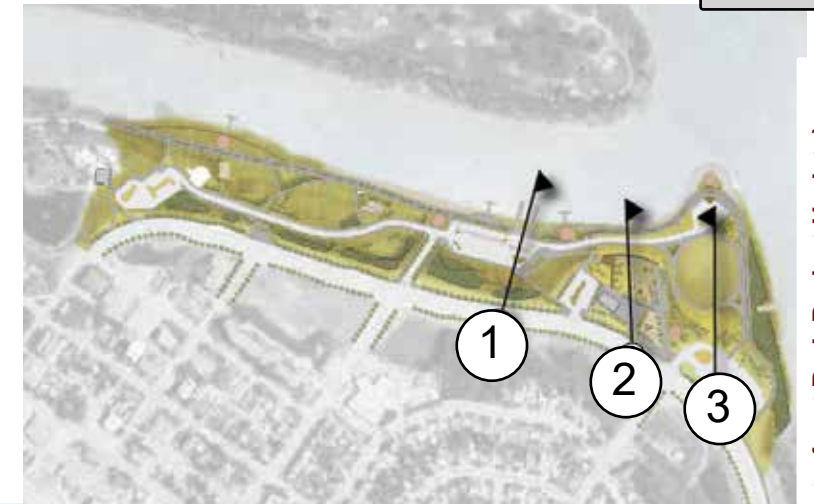
# PRIORITY AREA 1 - EAST





# PRIORITY AREA 1 - SECTIONS

4.2.a



SECTION 1 - Hardin Street Parking Lot



SECTION 2 - Art Plaza



SECTION 3 - Great Lawn



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# DESIGN DIAGRAMS



# INCORPORATE INDIGENOUS CULTURE



Incorporate First Nations and Métis art, history, culture, storytelling and significant plant material through:

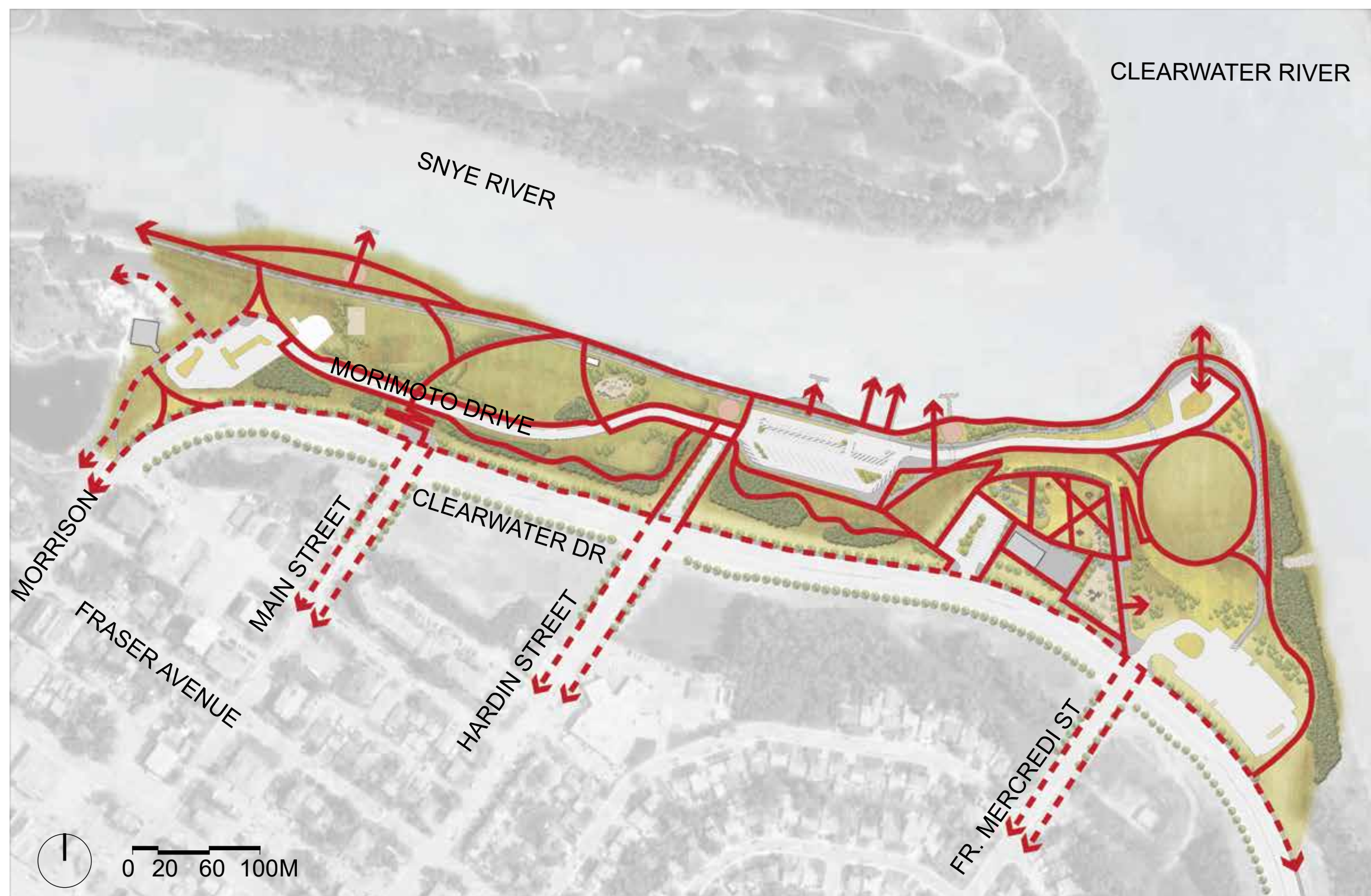
- Marker poles
- Trail - name TBC
- Signage + wayfinding (English, Cree, Dene, Michif)
- Significant plant material throughout + around Welcome Circles
- Art incorporated in Discovery Moments + Art Plaza

**Note: elements will be designed following collaborative discussions.**





# PEDESTRIAN CONNECTIONS



- Increase park porosity and accessibility
- Connections to Clearwater and downtown core
- Cross country skiing / snowshoeing opportunities





# VEHICULAR CONNECTIONS



- Vehicular movement within the park
- Connections to downtown core

Attachment: Waterfront Park Project Project Update (Josh Bernsen, Gregg Kahan and James Roche, re: Waterfront Park Project Update)







- 1 additional WC in park
- 1 new natural play feature
- 1 new 'minor' play feature
- Volleyball relocated by skate park

(Note: 5-minute walking circles)

### MP Program Suggestions:

- Civic plaza / playground
- Seasonal skate rink
- Enhanced parking
- Boat launch
- Restored natural areas
- Trans Canada Trail-head
- Event / heavy traffic area



# DISCOVERY MOMENTS



Attachment: Waterfront Park Project Project Update (Josh Bernsen, Gregg Kahan and James Roche, re: Waterfront Park Project Update)



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# EVENT SETUP AND CIRCULATION



1. Primary large event space with power and reinforced turf: Great Lawn
2. Event vehicular movement
3. Secure vehicular entry
4. Public drop-off plaza
5. Alternative event area / Art Plaza
6. Alternative event area / west flexible use areas





# VENDOR OPPORTUNITIES

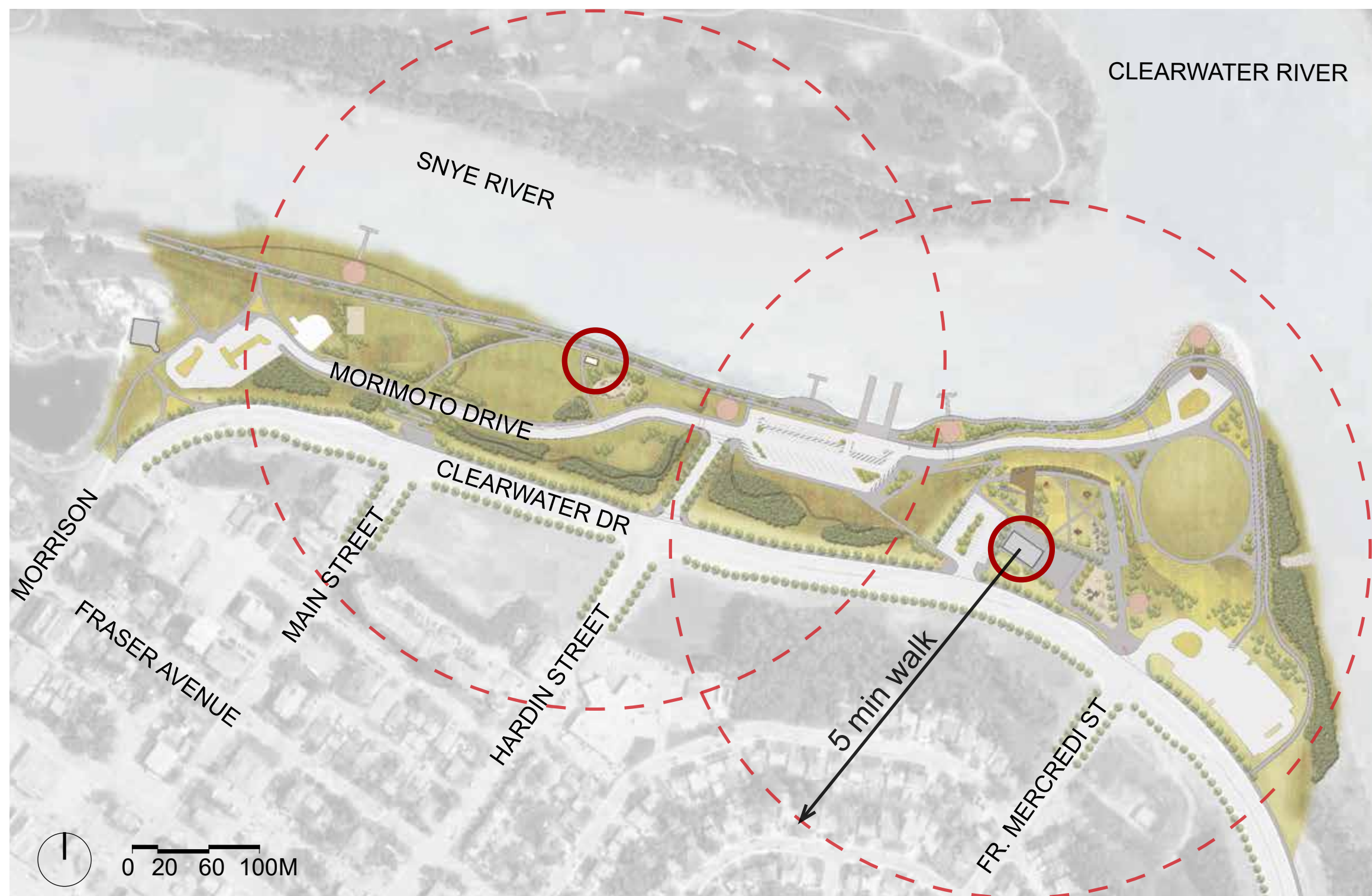


- Vendor opportunities south of cycle track
- Parallel parking along Morimoto Dr can include designated vendor opportunities
- During a large event, such as Ribfest, vendors can be located to the north and south of the large flexible pedestrian area





# WASHROOMS



- Existing public washroom at restaurant
- One proposed washroom: new natural play feature + water element
- Located away from SnYE Point due to potential ice damage

Note: 5 minute walking circles.



# PERSPECTIVE ILLUSTRATIONS





# CULTURAL FESTIVAL IN GREAT LAWN



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# SCULPTURAL EDGE IN ART PLAZA



Attachment: Waterfront Park Project Project Update (Josh Bernsen, Gregg Kahan and James Roche, re: Waterfront Park Project Update)



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# NATURAL PLAY IN FLEXIBLE USE AREA



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# WELCOME CIRCLE



Attachment: Waterfront Park Project Update (Josh Bernsen, Gregg Kahan and James Roche, re: Waterfront Park Project Update)



# WHAT MAKES THIS PARK UNIQUE?



# COMPLEX LAYERS - SIMPLE PALETTE



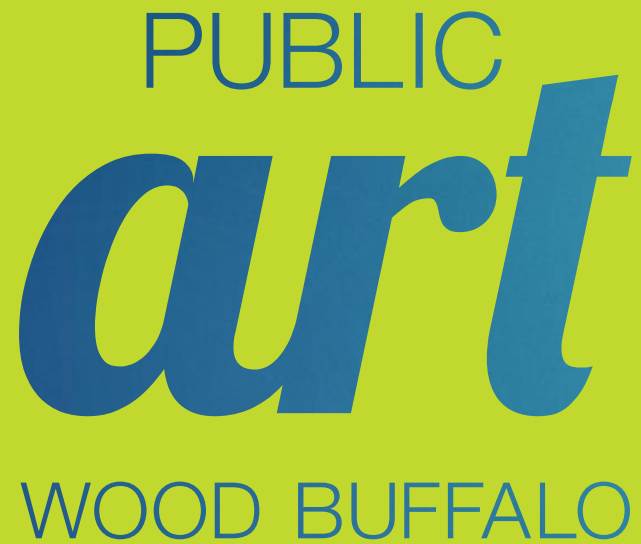
- Strong community driven design to create destination park
- Significant and meaningful inclusion of Indigenous Culture
- Integrated signage and wayfinding ((English, Cree, Dene, Michif))
- Natural park design
- Natural play opportunities
- Strong park 'bones' to support current uses and future evolving community needs
- Comfortably accommodate large events while being open to the public
- Balanced flood and capital investment programming locations
- Fully accessible + welcoming (physically and culturally)
- Incorporated guiding principles
- Resilient design



# QUESTIONS + COMMENTS







# Franklin & Main Park

# Community Mural

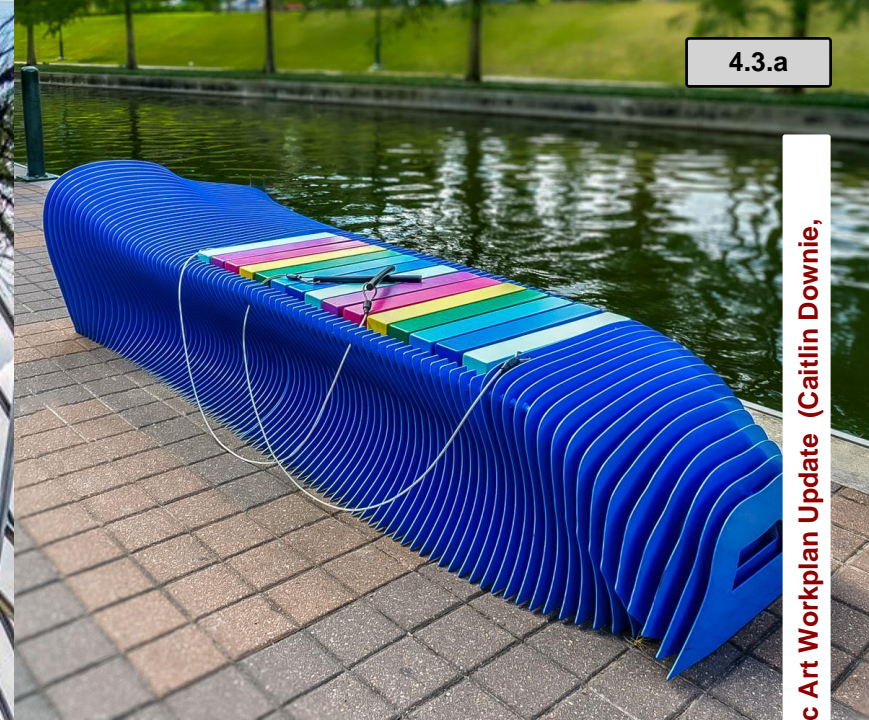


Attachment: Franklin and Main Park Public Art Workplan Update (Caitlin Downie,



# Functional Design Elements:

## Benches (Woodlands, TX)



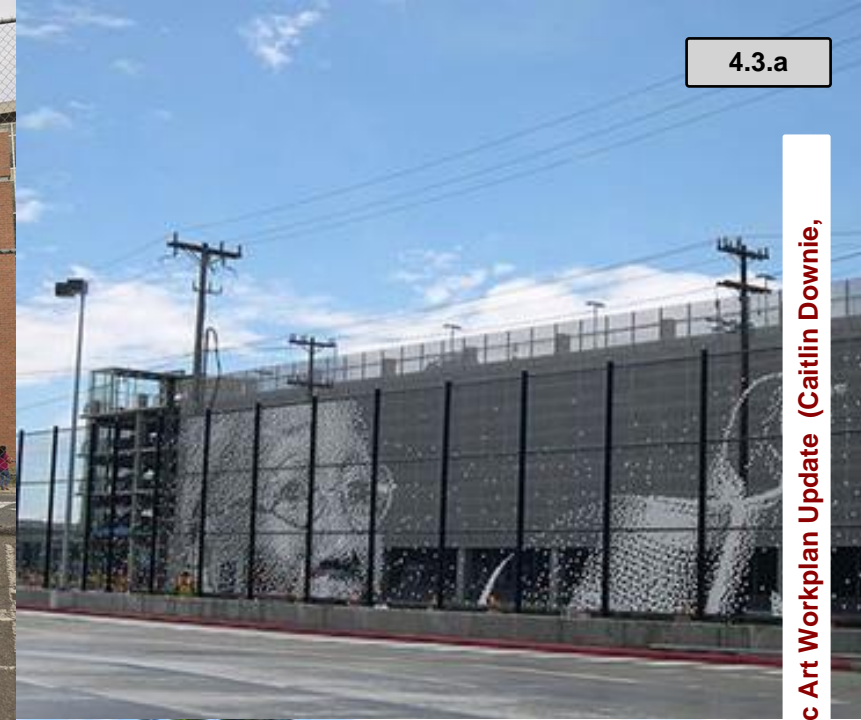
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Attachment: Franklin and Main Park Public Art Workplan Update (Caitlin Downie,



# Functional Design Elements:

# Enhanced Chain Link Fencing





# Project Considerations

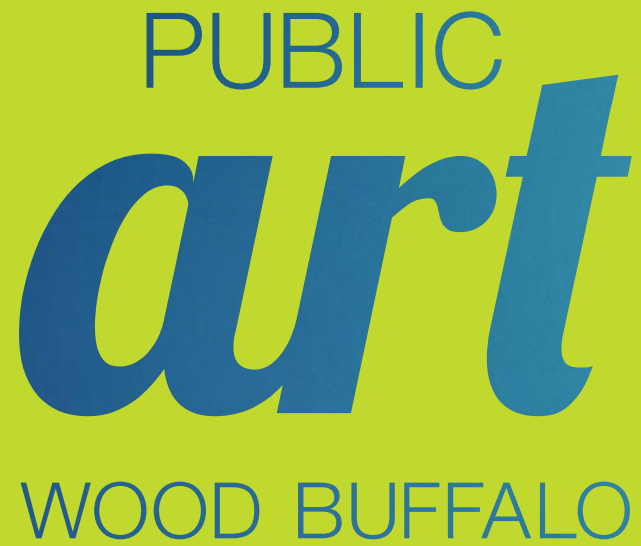
**Artist Information Series** All public art projects include information sessions at the initiation phase aimed at increasing capacity to apply and/or as professional development.

**Mural Project** Project is contingent on photographers access to rural communities and community participation. Estimated installation date is late September.

**Bench Program** Once artists are selected based on response to expression of interest, artists will provide timelines based on their varied use of materials.

**Enhanced Fencing** Once artists are selected based on response to expression of interest, artists will work on timelines based on materials and community engagement.

**Disclaimer** *All projects are intended to be installed in the months of September/October. Installation period can be impacted by ongoing Pandemic restrictions, access to materials, artist capacity, community engagement, weather and other parameters beyond control.*



THANK YOU