

**Wood Buffalo Downtown Revitalization Advisory Committee  
2021 Priorities and Recommended Infrastructure and Enhancement Actions**

**Capital Infrastructure Project:** Franklin and Main Park Project (detailed design and construction).

**Top Committee Priorities**

- |                   |                            |
|-------------------|----------------------------|
| 1. Beautification | 3. Neighborhood Safety     |
| 2. Placemaking    | 4. Pedestrian Friendliness |

**Proposed Short-Term Priority Actions**

**1. Beautification**

- Identify key areas and ideas for enhanced low maintenance and high impact beautification and implement a range of year-round beautification techniques.
- Review opportunities to partner internally and with the community to identify and implement new low maintenance and high impact beautification ideas.
- Maintain and upkeep existing areas of beautification.
- Monitor the results of the current downtown revitalization incentives program and identify opportunities for improvement; specifically, the beautification and mural grants.
- Focus on graffiti abatement through the installation of public art.

**2. Placemaking**

- Focus on establishing a visually and physically coherent and consistent welcoming downtown.
- Identify and recommend ways to update existing placemaking and create a coherent and consistent themed placemaking plan in different areas within downtown.
- Support creation of a wayfinding plan (consider connections to the region, pedestrian friendliness and the waterfront).

**3. Neighborhood Safety**

- Identify key locations to modify, enhance or add lighting.
- Follow Crime Prevention Through Environmental Design (CPTED) standards and practices as part of designing downtown. Increase lighting in key areas and consider sightlines as part of various project designs.
- Consider COVID-19 precautions as part of project planning (i.e. community engagement)

**4. Pedestrian Friendliness**

- Identify areas of focus for future sidewalk upgrades that support pedestrian friendly improvements between Downtown and the Waterfront. Consider connections to bike lanes and paths.
- Ensure that 2020-2022 waterfront planning and the updated Downtown Area Redevelopment Plan, transportation and other Municipal documents under review include recommendations that support pedestrian connections between the waterfront (i.e. Main Corridors including Morrison Street, Main Street, Hardin Street, Hospital and King Streets).
- Support barrier free access within core area(s) of downtown.

5. **General**

- Make medium (3 year) and long term (5 year) recommendations that will support ongoing direction related to phasing, timing of revitalization and enhancement projects.