

City Centre Area Redevelopment Plan (CCARP)

February 14, 2012



REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**

Agenda

1. What is the CCARP?
2. Reasons for a New Plan
3. City Centre Boundary
4. Goals of the CCARP
5. Process
6. Public Participation
7. The Plan
8. Implementation
9. Recommendation

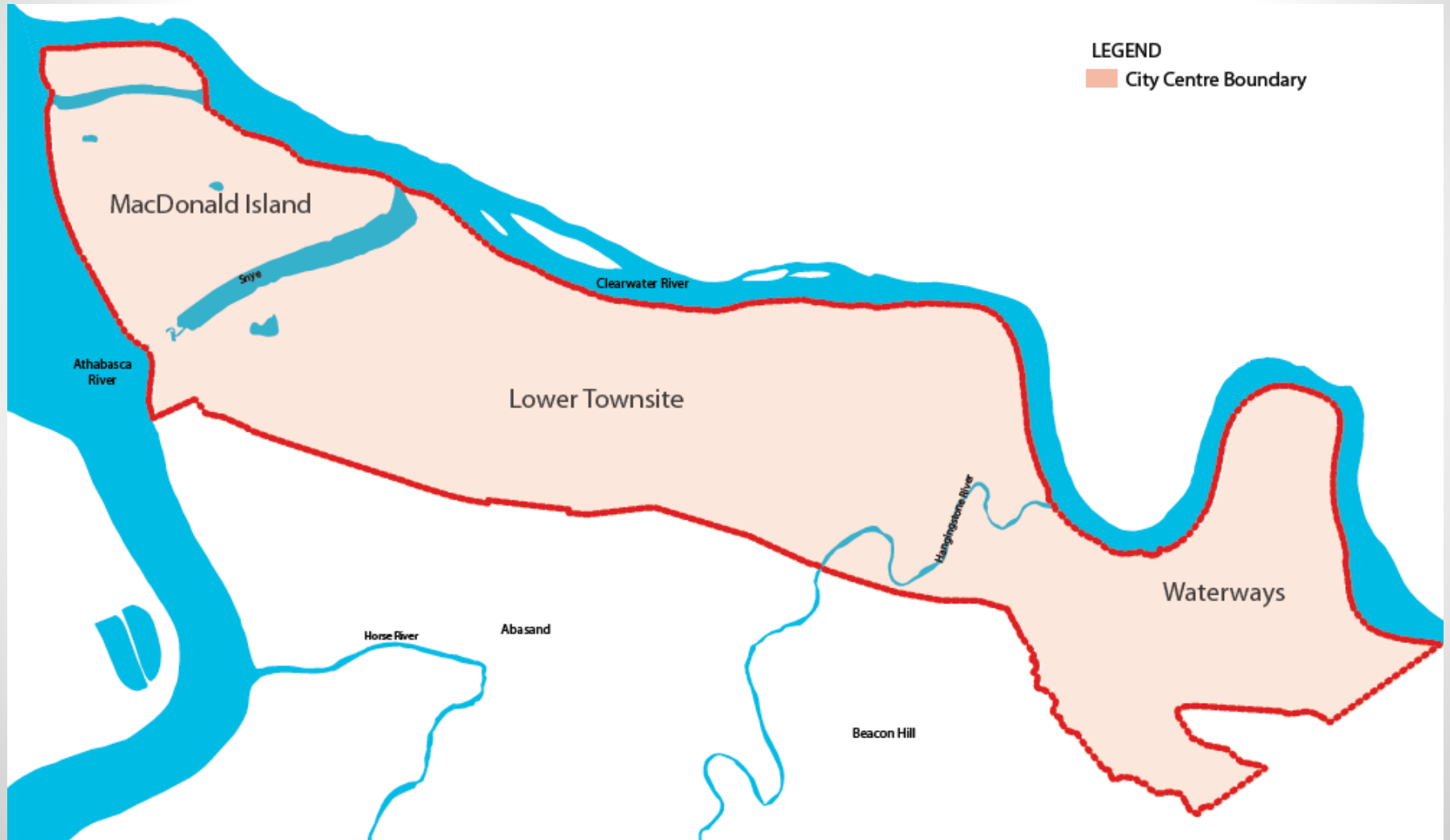
What is the CCARP?

- A plan to redevelop the City Centre as a model for sustainable urban living in the north
- A regulatory framework that guide sustainable growth in the City Centre for the next 20 years
- An implementation framework that will stimulate activity and development in the City Centre

Reasons for a New Plan

- Industries are experiencing sustained accelerated growth
- Pent up demand for office, retail and residential accommodation
- Demonstrate the Municipality's commitment to sustainability
- New regional plans and initiatives need to be integrated, such as the Municipal Development Plan and Municipal Strategic Plan 2012-2016
- New public input relating to City Centre needs to be incorporated
- Update the 2009 Lower Townsite ARP with a new boundary to include Waterways community

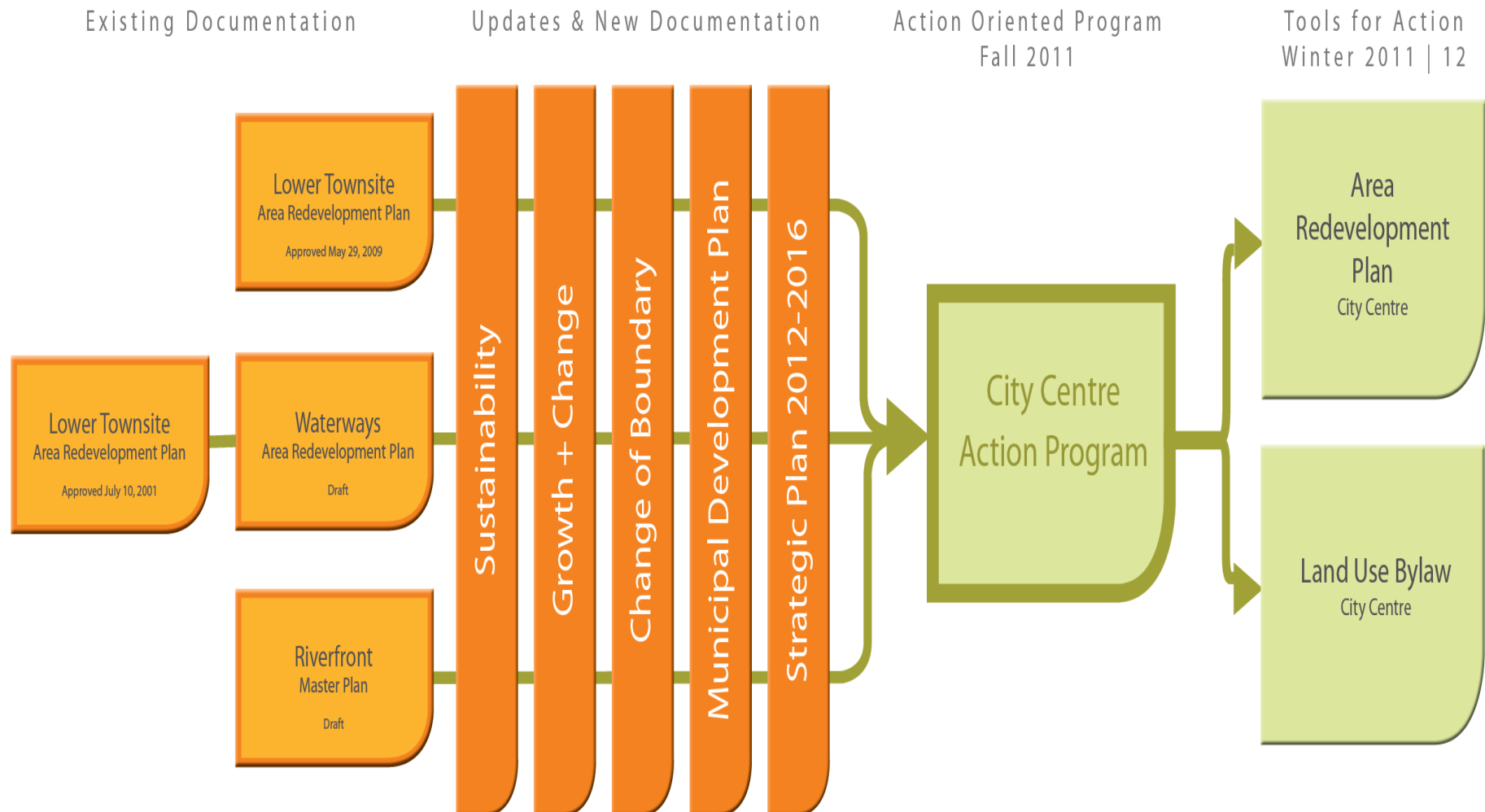
City Centre Boundary



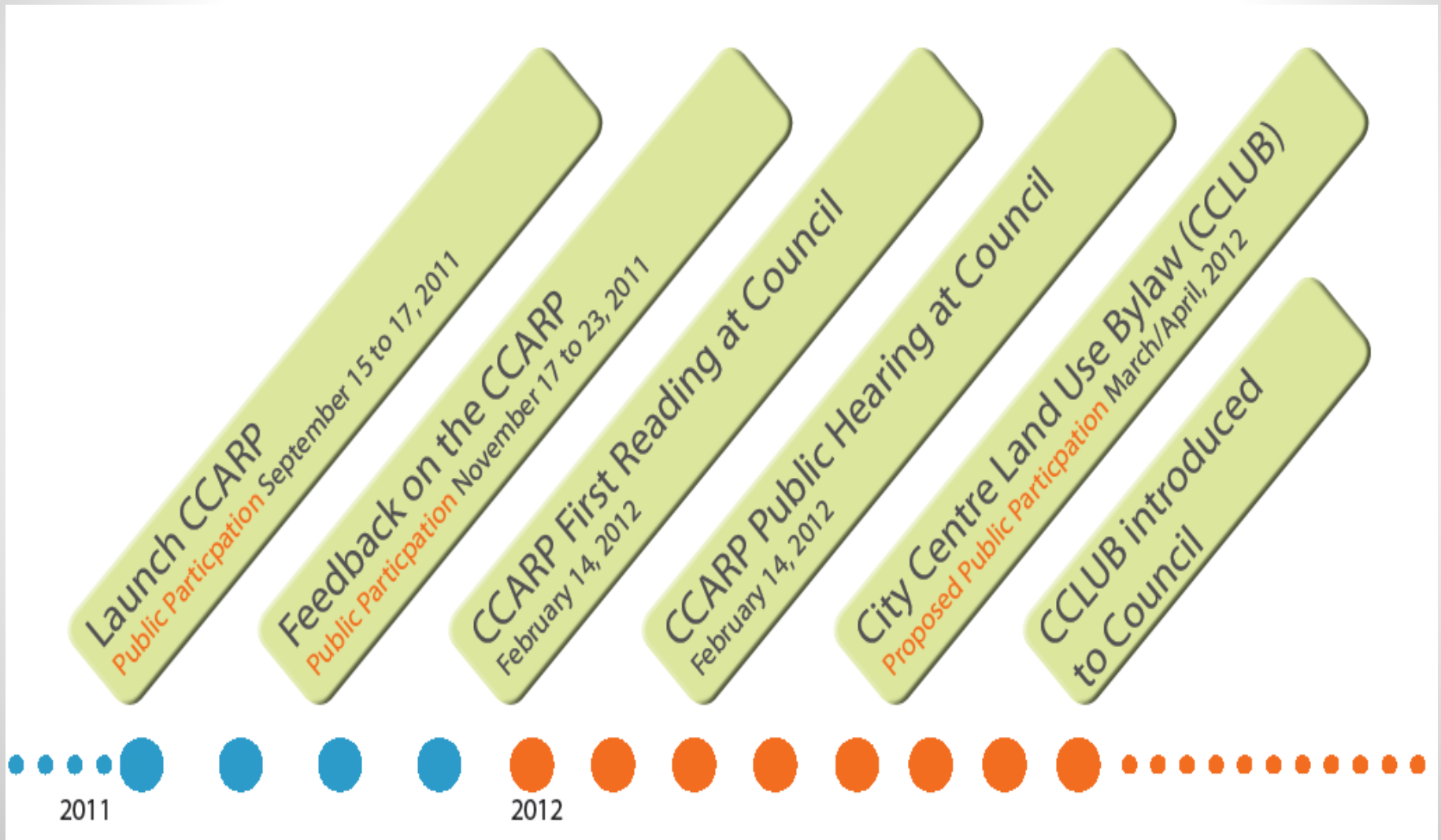
Goals of the CCARP

- Provide an environment that attracts investment
- Accommodate immediate growth demands
- Enable a rich quality of urban life and culture
- Implement sustainable development
- Strengthen connectivity and mobility
- Preserve, enhance and celebrate our natural environment
- Ensure safety and security
- Create a vibrant year-round place – 24/7

Overall Process



CCARP and CCLUB Process



Public Participation

Phase 1 Objectives September 15 – 17

- Validate previous engagement results from:
 - MDP
 - 2009 Lower Townsite ARP
 - Proposed Waterways ARP
 - Proposed Riverfront Master Plan
- Provide additional opportunity for discussion and input
- Generate excitement on what we want to see in the City Centre through the MDP speaker series

Phase 2 Objectives November 17-23

- Share the proposed CCARP with the public and key stakeholders
- Gather feedback
- Provide opportunity for discussion
- Incorporate suggestions and comments into the final draft

Public Participation

- Open Houses
- Joint stakeholder meeting
- Key stakeholder meetings
 - Urban Development Institute
 - Oil Sands Developers Group
 - School Boards
 - Keyano College
 - Chamber of Commerce
 - Mayor's Advisory Council on Youth (MACOY)
- Internal stakeholder meeting
- Online survey
- Social media (Facebook, Twitter)

What We Heard From The Public

“Great idea. When do we start?”

“Kudos on a good informative public information session for about the 50th time. Please move forward.”

“Good Plan overall. Future looks good!”

“Time to move it forward. We are waiting for the Land Use Bylaw to change. Enough public information and move forward to make the initial necessary changes.”



Overall feedback from the public

- Feedback is positive
 - Majority are satisfied with the Plan
- Interest in seeing tangible results
 - Supportive of proposed implementation process
- People want to be involved in the process
 - Through implementing initiatives including the LUB
- Need for regular updates
 - Information on changes and progress

Plan Structure



An aerial photograph of a city center, likely St. Paul, Minnesota, showing a mix of urban development and natural landscape. A river flows through the scene, bordered by green hills. The city center features a variety of buildings, including residential structures and commercial developments. The sky is blue with scattered white clouds.

Vision for City Centre

“We will build City Centre on the foundations of our cultural heritage and natural beauty as a model of an intelligent, sustainable and a vital 21st century community - an active, vibrant and quality urban place that provides opportunities for all the people in our community to work, live, learn and play”



Sustainable



People



Beautiful



Accessible

Objectives and Strategies



Secure



Inspirational

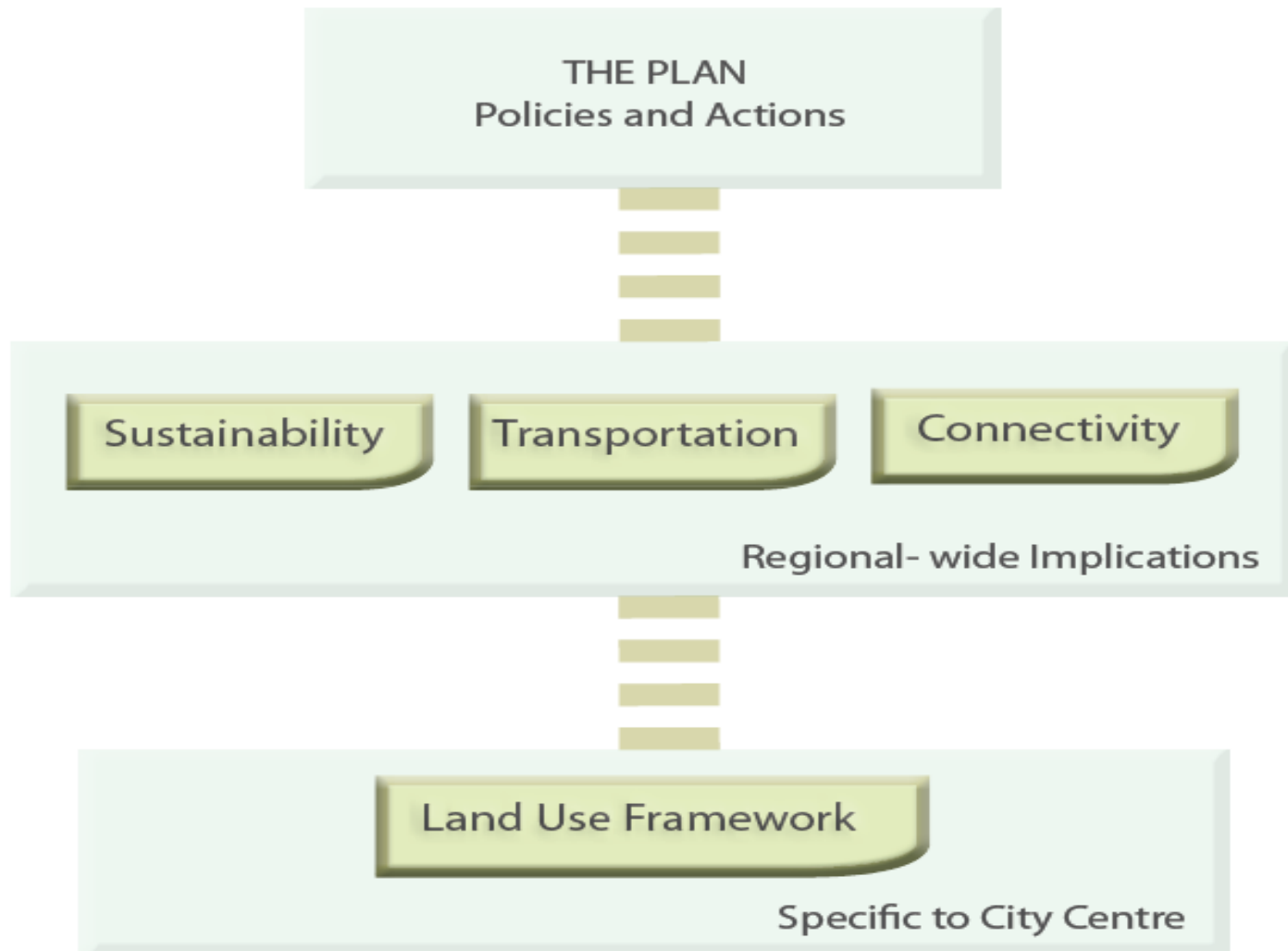


Competitive

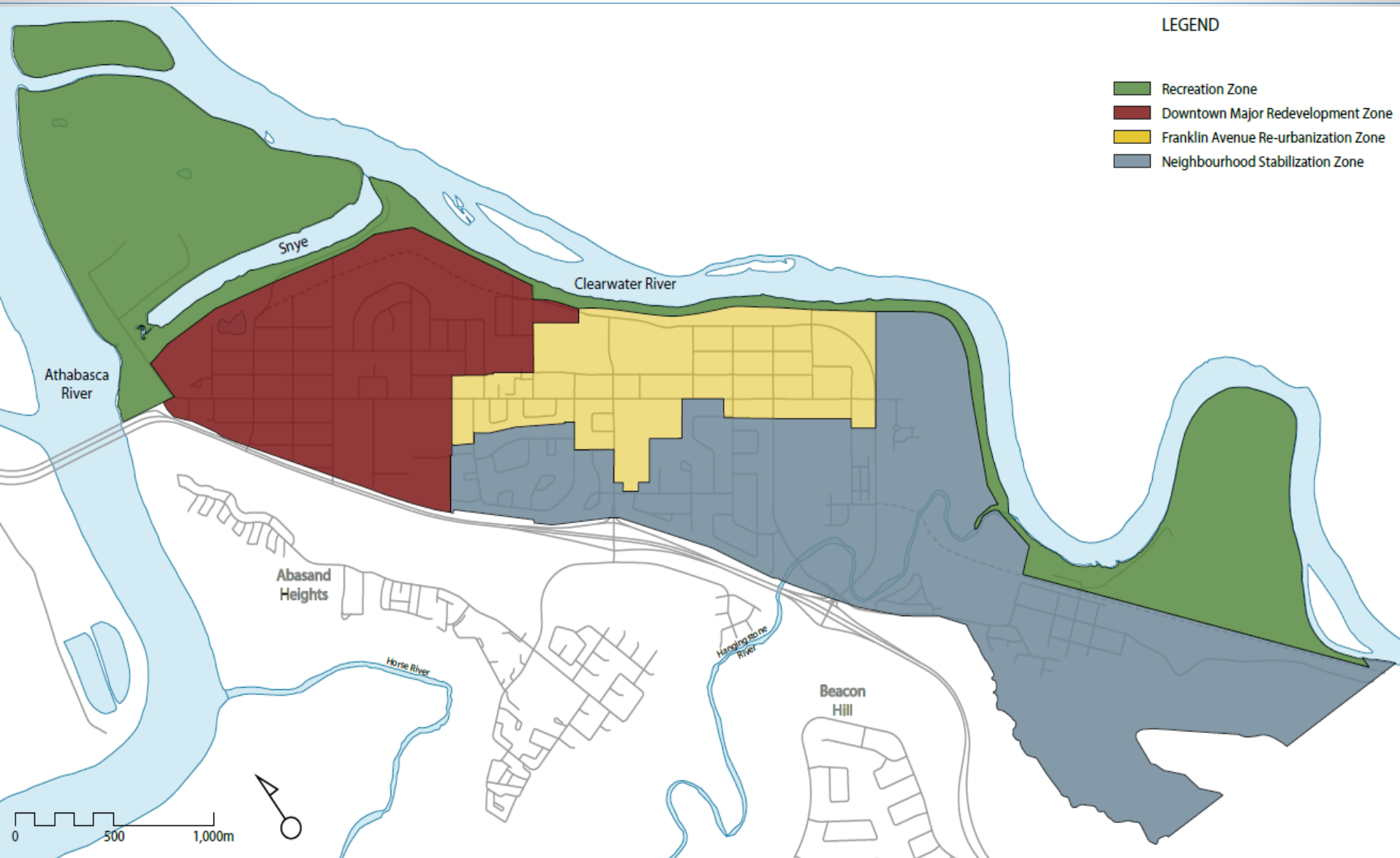


Connected

The Plan

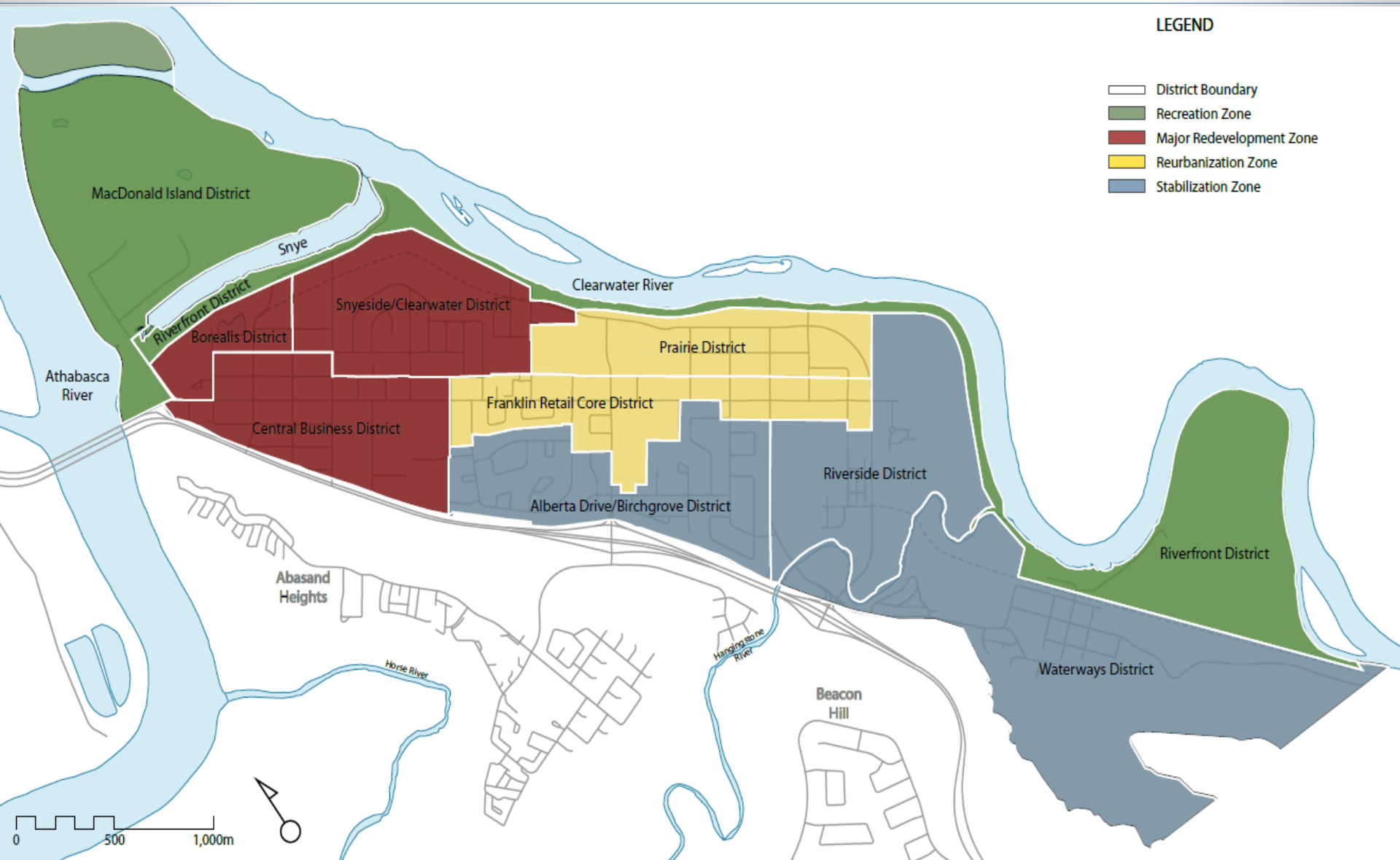


Land Use Framework – Four Zone Approach



Downtown Major Redevelopment Zone	Includes most significant and dramatic change in terms of character, function and appearance
Franklin Avenue Re-Urbanization Zone	Transforms “suburban type” shopping facilities into urban, pedestrian oriented mixed-use districts
Neighbourhood Stabilization Zone	Will not have significant change to the existing character and functions
Recreation Zone	Includes MacDonald Island, park, open space, and recreational system throughout the City Centre

Land Use Framework – Districts



Implementation Program

- Create a new regulatory mechanism for the City Centre
- Establish a process to encourage and facilitate development, including:
 - Implementation of a set of regulations and guidelines to ensure efficient processing of applications
 - Establishment of a Design Review Process including an Expert Panel
 - Establishment of a process for attracting and encouraging investment and development
- Create a Redevelopment Entity, empowered by Council, to facilitate City Centre Redevelopment

Recommendation

THAT the Bylaw No. 12/003, being the City Centre Area Redevelopment Plan, be given second and third reading

Thank you.

