



## CITY COUNCIL AGENDA REPORT

**Subject: Downtown Vision**

### **Recommendation(s):**

1. That the Vision Statement and Objectives for the Downtown be approved and be included in the Terms of Reference to update the Downtown Area Redevelopment Plan.
2. That the Terms of Reference for the Downtown Area Redevelopment Plan be brought forward to Council by June 29, 2009.

### **Report Summary:**

Residents provided significant input on their aspirations for the Downtown by participating in the Mayor's Task Force on the Downtown. Council used this input, along with input from numerous prior studies, to develop a vision statement and objectives for the future of St. Albert's Downtown.

### **Legislative History:**

At its meeting on May 13, 2009, Council met in camera to discuss a vision and objectives for the downtown.

At its meeting on March 16, 2009, Council passed the following motion:

#### **(C157-2009)**

That the report, "Mayor's Task Force on St. Albert's Downtown Revitalization, Final Report, February 10, 2009" be received; and

That Administration facilitate a planning session with Council to develop a vision for the downtown and report back to Council by June 1, 2009.

At its meeting on February 24, 2009, Council moved in camera to discuss the Mayor's Task Force on Downtown Initiatives.

### **Report:**

Council reviewed the input provided by residents along with input from numerous prior studies, and developed a vision statement and objectives for Downtown St. Albert. They are as follows:

#### **Vision Statement**

Downtown St. Albert is an exciting, vibrant place where residents, visitors and businesses come together. It's a place to shop, celebrate history and the arts, and enjoy outstanding events and entertainment.

#### **Objectives**

1. Establish a geographic boundary for downtown that provides focus yet maximum potential for amenities, liveability and business.
2. Increase the desirability of our downtown as the place to live for people of all ages.

3. Create a mix of businesses that ensures growth and sustainability within our downtown.
4. Create a central gathering place that supports the downtown's year round attractions and events.
5. Offer convenient transportation connections to downtown that are safe, walkable and accessible to all.
6. Establish an architectural theme in the downtown that captures the eclectic nature of St. Albert.
7. Strengthen the look and feel of the downtown through beautification, signage and infrastructure enhancements.
8. Improve the Sturgeon River as an attraction for year round activities.

Residents and Council also provided many ideas to enhance the downtown. These ideas are provided in Attachment 1 and should be included, as ideas, in the Terms of Reference to revise the Downtown Area Structure Plan (DARP).

**Next Steps**

The next steps are as follows:

1. Plan and initiate the implementation of quick wins and initiatives beyond the scope of the DARP review (start June 2, 2009)
2. Council approves the Terms of Reference for the DARP (June 29, 2009)
3. Issue Request for Proposals (July 15, 2009)
4. Select the consultant and initiate the review (September 1, 2009)
5. Council approves the DARP (June 1, 2010)

**Attachments:**

1. Vision for Downtown St. Albert

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| Report Date                      | June 1, 2009                               |
| Author                           | Jennifer Jennax                            |
| Originating Department           | Corporate Strategy and Business Management |
| General Manager Review           | Bob Treidler                               |
| Chief Legislative Officer Review | Chris Belke                                |
| City Manager Review              | Bill Holtby                                |