Spruce Grove City Centre
Area Redevelopment Plan
Concept
October 15th, 2018
Presentation to Committee of the Whole
Presentation Outline

Introduction
ARP Process & Engagement
Vision & “Brand”
Background Reports
ARP Concept
Final Thoughts
Next Steps
Q&A
Collaborative Process

A collaborative process between City & CCBA, and has involved extensive public consultation.

City Centre Business Association
Comprised of local City Centre business and property owners who have been the driving force behind the CCARP process and in redefining the value and importance of the City Centre & BIA.

The CCBA has taken a leadership role through its work in bringing activity and events back to the City Centre, such as the Public Markets, Winter Fest, and other events.

Steering Committee
Comprised of business owners and City Staff, the Steering Committee has guided the process.
Engagement & Community Input

City Centre Revitalization Stakeholder Meetings X3
City Centre Town Hall Workshops X2
City Centre Visioning Workshops Community & High Schools X3
City Centre Community one-on-one Cafe Chats
City Centre Winterfest Columbus Park Design Charrette

2014
City Centre Revitalization Discussion Paper June 2014
City Centre Survey Results Summary
City Centre Visioning Document
City Centre Land Use & Urban Form Community Design Charrette
City Centre Community Open Houses x2
Vision & “Brand”

A modern contemporary urban City Centre.

Modern and urban in its design and feel, with a comfort level that exudes elements of pedestrian-friendly place-making with active community spaces.

Consistent with Cultural Master Plan, City Centre will be a beacon for cultural activities and events.

Design guidelines and streetscape directions indicative of a shift from a small town to a “metropolitan area”. 
Why an ARP for the City Centre

1. Take on an area where there is a need for **revitalization**.

2. Provide a **framework** for identifying redevelopment parcels and sites.

3. Create a **concept** that brings "body heat" back more frequently and in greater volumes.

4. Present a path & **vision** for future as a metropolitan area.

5. Create planning **tools** necessary for redevelopment and investment.
What is the ARP Boundary

**ARP Boundary**

City Centre Core Area
ARP Concept Vision Statement

A welcoming, family-friendly City Centre brimming with year-round activity, festivals, events, shopping, dining and inviting green, open and public spaces with revitalized buildings and enhanced storefronts in a walkable environment.

City Centre will be a place where people of all ages come to shop, dine, work, live, socialize and participate in a variety of community, arts and cultural experiences.
ARP Concept Principles

1. Build effective **partnerships** with businesses, property owners and municipal government;

2. Attract, retain and promote quality businesses and retail operators to **support the local economy** and improve the overall retail mix;

3. Promote **civic & community engagement** with a constant calendar of outdoor activities and events.

4. Remove barriers to **private investment**;

5. Promote appropriate **mixed-use and higher density** residential multi-family infill development;
6. Invest in the *existing building* stock;

7. Enable the *functional design of spaces* including but not limited to civic spaces, streets, sidewalks, lighting, green spaces, and amenity areas;

8. Create *consistent signage and design guidelines* for public and private realm improvements;

9. Establish a *compact, vibrant and pedestrian-oriented* City Centre with a mix of uses; and

10. Create framework for investment that results in *economic uplift* for City, residents and businesses.
ARP Concept Goals & Objectives

**GOAL:** CONNECTED City Centre  
**OBJECTIVE:** To strengthen physical and social connections with important community destinations and the wider community itself.

**GOAL:** CONVENIENT City Centre  
**OBJECTIVE:** To be competitive in ever-changing marketplace, ensuring efficient mobility and parking, as well as convenient access to every-day services.

**GOAL:** DESIRABLE City Centre  
**OBJECTIVE:** To be heart and focal point of pride for community and attract a variety of visitors, businesses and residents.

**GOAL:** LIVABLE City Centre  
**OBJECTIVE:** To be a vibrant, year-round destination for businesses, arts & culture and activity, including a diverse mix of housing formats and events.

**GOAL:** WALKABLE City Centre  
**OBJECTIVE:** To be a place where goods & services are within walking distance and where pedestrian environment is comfortable, clean, efficient and safe.
How did we get here?
Background Reports

#1 Infrastructure Assessment (Cushing Terrell & TeckEra)

#1a Separate Parking Study (Balon Engineering)

#2 Land Use & Urban Form (Cushing Terrell & Key Planning)

#3 Columbus Park Revisioning (Cushing Terrell & Key Planning)

#4 Economic Benefits & Costs (Cushing Terrell & Key Planning)
Infrastructure Assessment

Key Findings:

1. **Sanitary** - Recommended that all VCT pipe be replaced.

2. **Water** - Upgrades to water distribution system are required to meet future capacities.

3. **Water** - All AC pipe material to be removed and replaced.

4. **Stormwater** – Adequate, but two additional catch basins are recommended.

5. **Broadband** – Opportunity to install fibre optic in conjunction with infrastructure rehabilitation.
Infrastructure Assessment

Cost Estimate

<table>
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<th>Total</th>
<th>Sanitary Sewer Improvements</th>
<th>Water Supply Improvements</th>
<th>Storm Collection Improvements</th>
<th>$1,566,600.00</th>
<th>$3,850,375.00</th>
<th>$30,000.00</th>
<th>$5,446,975.00</th>
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</table>

Without Infrastructure rehabilitation in City Centre, new redevelopment can’t occur and density targets won’t be met.

Utility improvements are typically paid from the Utilities Fund and would be required even in the absence of the City Centre revitalization initiative.
Parking Study

Key Findings:

1. **Occupancy**: Average occupancy throughout the entire study area was 51.6%

2. **Duration**: Longest durations on Main and Queen St between McLeod and First Ave. Coupled with high occupancies on these blocks a timed restriction may be warranted.

3. **Turnover**: Average turnover rate is low throughout most of study area average turnover rate of 2.6 vehicles per space.

4. **Partnerships**: Pursue partnerships to utilize vacant lots or underutilized lots (e.g. churches) during business hours to provide off-street parking spaces.
Columbus Park Revisioning

• **Transformation** of an underutilized, dated green/hard space to a modern public plaza with capacity to host cultural and other community events.

• Preferred design concept conforms to a very simple rule – **open/flexible space**.

• Goal to provide a relatively flat, green space for use in **four seasons** for events or **passive daily use**.

• Estimated construction cost of **$1.6 million**.
Land Use & Urban Form

Public Realm

- Major Intersections – King & First/Hwy 16A
- Queen & First/Hwy 16A
- McLeod Ave & Main
- McLeod Ave & King
- McLeod Ave & Queen

- Lane Widths
- On-Street Parking
- Medians & Islands
- Pedestrian Crossings
- Curb Extensions
Land Use & Urban Form
Land Use & Urban Form

Urban Form Guidelines

• Height
• Frontage
• Stepbacks & Projections
• Signage
• Wayfinding
• Materials & Colours
• On-Site Parking & Servicing
Land Use

- Increasing density in Core and Shadow Areas
- Creating a Precinct Strategy

A. McLeod & Main Precinct
B. First Avenue Precinct
C. McLeod West Live-Work Precinct
D. City Centre East Precinct
E. Urban Living Precinct
Area Redevelopment Plan Concept
McLeod & Main

a) To retain and enhance area as commercial centre of Spruce Grove.

b) To promote area as a social and cultural gathering hub.

c) To maintain existing inventory of and to provide opportunities for new smaller scale, locally-owned businesses and services.

d) To ensure development contributes to a high-quality, modern urban public realm and pedestrian environment.
e) To provide opportunities for mixed-use commercial and/or commercial/residential development, while ensuring retail and commercial uses are maintained and prominent at street level.

f) To accommodate complementary public amenities, cultural facilities, services and potential civic buildings in a location central to the City.

g) To ensure appropriate transition in built form.
First Avenue

a) To maintain and enhance opportunities for commercial and retail development.

b) To provide opportunities for mixed-use office/retail commercial development, with a strong street level presence.

c) To promote high visibility frontage to Hwy 16A motorists by establishing vertical storefront expressions and strong signage.

d) To ensure development contributes to a high-quality public realm and pedestrian environment.
McLeod West Live-Work

a) To promote area as a complementary node for incubating new small-scale and locally owned businesses and services (artisans, craftsmen, personal services) in smaller formats set in a live-work environment.

b) To ensure development contributes to a high-quality public realm and pedestrian environment, with enhanced landscaping and sidewalk width.

c) To ensure new development scale and density provides a positive transition to residential areas to the north.

d) To ensure strong, safe east-west pedestrian connectivity with core City Centre at McLeod & Main Precinct.
City Centre East

a) To maintain and enhance opportunities for commercial retail development comprising conveniences, specialty shops, personal and professional services.

b) To maintain existing inventory and provide opportunities for locally-owned businesses and services.

c) To provide framework for longer-term mixed-use commercial development, with a street level presence.

d) To ensure development contributes to a high-quality public realm and pedestrian environment.

e) To provide safer connection and link between retail shops & services and the City Centre core.
Urban Living

a) To transition over time to higher density residential comprising variety of densities and multi-family formats.

b) To promote residential development of 3 to 6 storeys and a mix of garden apartments with courtyards and rear alley access to parking, as well as a mix of attached/stacked rowhouse and ground-oriented units.

c) To ensure development contributes to a high-quality, modern urban public realm and pedestrian environment.

d) To accommodate complementary public amenities, cultural facilities, services and potential civic buildings in a location central to the City.

e) To ensure appropriate transition in development and built form to mixed-uses in City Centre core along McLeod Ave.
Area Redevelopment Plan Concept

1. Infrastructure Rehabilitation
2. Parallel on McLeod
3. Cultural Core
4. Incentivized Redevelopment
5. McLeod First
6. City Centre Mixed-Use
7. Wayfinding & Connectivity
8. Pedestrian Prioritization
9. First Avenue Future
10. Housing Choices
Area Redevelopment Plan Concept

Key Messages for Enabling Redevelopment:

- Public investment
- Private investment
- Radical incrementalism
- Pilot Projects
- Grants
- Relaxed parking requirements
- Mix of residential density
- Keep development costs down
- Patience – plant seeds and when right, seeds will grow!
Economic Costs & Benefits

Core City Centre + Shadow Area Costs

Total $13.28 m expended over 5-6 years:
- $5.45 m for required utility rehabilitation**
- $6.23 m for Streetscape improvements
- $1.60 m for Revisioned Columbus Plaza

• **Utility rehabilitation will need to happen regardless and paid for by the Utilities Fund.
Economic Costs & Benefits

Economic benefits reflect growth in assessment values and tax revenues received by the City resulting from redevelopment as well as improvements to existing properties.

**Core City Centre + Shadow Area Property Tax**

**By Year 10** - Additional $810,983 per year in City property tax revenues (excluding the provincial education levy).

**By Year 15** - Additional $1.23 m per year in City property tax revenues (excluding the provincial education levy).
Economic Costs & Benefits

Core City Centre Area

- Redevelopment could result in 1,000 total residents (at 100 upnha). Currently 250 residents.
- Additional economic benefit derived from increase of over 500 new retail, service and office employees.

Shadow Area

- Estimated buildout total of between 3,000 and 4,000 residents (current population estimated at 1,800).
- Achievable at a density range of 60 upnha (low) to 83 upnha (medium) or 111 upnha (high or “aspirational“).
Economic Costs & Benefits

Summary

• Payback period on non-utility improvements ($7.83 m) would be between 12 to 15 years.

• An investment by City, which recovers costs and becomes a long-term contributor to financial sustainability.
Final Thoughts

✓ ARP **addresses disincentives** in land use standards that affect viability of proposed projects.

✓ Rehabilitation of utility infrastructure **removes a major constraint** to accommodating new development.

✓ Densification in proximity to City Centre creates conditions that **support redevelopment** and EMRB density aspirations.

✓ Vibrant streetscape and revisioned Columbus Plaza **support City’s Cultural Masterplan**.

✓ A high quality city core better **reflects ambitions** and status of a rapidly growing mid-sized urban centre.
Final Thoughts

✔ Phasing is the key to achieving implementation.
✔ Strategic property & land purchases can be catalysts.
✔ Housing diversity is essential to fiscal & social sustainability.
✔ Retailers and businesses will follow people back to the City in smaller formats with less parking.
✔ Should be a major contributor to the City’s financial bottom line.
✔ Parking is not a problem, but it is part of the solution.
✔ Increasing residential densities in, and in proximity of, City Centre is key to long term viability.
Next Steps

Moving the ARP forward

☒ Work to fine tune policies & implementation
☒ Finalize ARP for Bylaw
☒ First Reading of Bylaw
☒ Public Hearing notification to property owners in ARP and School Boards
☒ Public Hearing
☒ Second Reading of Bylaw
☒ Notification for EMRB review
☒ Third Reading for Bylaw Adoption
Thank You!