

**BYLAW 3213-22
OF THE
CITY OF CAMROSE
PROVINCE OF ALBERTA**

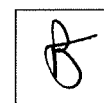
**A BYLAW TO AMEND THE CITY OF CAMROSE
DOWNTOWN AREA REDEVELOPMENT PLAN BYLAW 3018-18**

WHEREAS pursuant to the *Municipal Government Act*, being Chapter M-26 of the Revised Statutes of Alberta, 2000, as amended, the Municipal Council of the City of Camrose may pass Bylaws to amend an Area Redevelopment Plan within the City of Camrose;

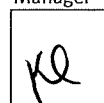
NOW THEREFORE the Council of the City of Camrose, duly assembled, enacts as follows:

1. The following section of Bylaw 3018-18 is removed:
 - a) Section 27 – Land Use Precinct Form-Based Elements Policy 8:
 - i. All corner buildings shall be double-fronting and built to properly line in order to activate the streetscape on both sides.
2. The following sections of Bylaw 3018-18 are amended to read as follows:
 - a) Section 23.1 Placemaking Policy 2:
 - i. Enhancing the Public Realm — The interface between buildings and the sidewalks is critical to the quality of the public realm. Streetscapes should be designed to provide a safe, accessible, and attractive environment for all users.
 - b) Section 24.4 Trees and Landscaping Policy 5:
 - i. Commercial corner lot development proposals that are not required to be double-fronting and/or not built to property line shall be required to provide a landscape plan prepared by a Landscape Architect demonstrating how the space between property line and the building will be developed and used and function – taking into consideration design best practices for the setback area. Alternatively, the City may initiate a Land Use Bylaw update to provide additional landscaping requirements. No Development Permit will receive conditional approval unless one of the previous two conditions have been met.
 - c) 27.3 C: Commercial District/ Civic Centre:
 - i. 27.3.2 Site Design Policy 2: Front setbacks should be limited to accommodate the private and public realm enhancements.
 - d) 27.4 D: Historic Main Street:

Mayor



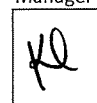
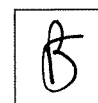
Deputy
City
Manager



- i. 27.4.2 Site Design Policy 3: Buildings are strongly encouraged to be built, to the greatest extent feasible, to the front property line to promote an active pedestrian interface and enhance the pedestrian experience. Front setbacks are allowed for outdoor amenity space (e.g. patios, temporary displays, and signage) or to accommodate accessibility features (e.g. ramps).
 - e) 27.7 G: Innovative Employment Area:
 - i. 27.7.1 Site Design Policy 3: New development should front commercial businesses toward 51 Avenue and 50 Avenue to further encourage an active and safe pedestrian environment along each respective corridor.
3. Bylaw 3018-18 be further amended to include the additions to the following sections:
- a) 27.1. A: Station Main:
 - i. 27.1.2. Site Design Policy 7: All corner lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
 - b) 27.2 B: Adams Residential Village:
 - i. 27.2.2 Site Design Policy 6: All corner commercial zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
 - c) 27.3 C: Commercial District/ Civic Centre:
 - i. 27.3.2 Site Design Policy 6: All corner lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
 - d) 27.4 D: Historic Main Street:
 - i. 27.4.2 Site Design Policy 11: All corner lots with the exception of Lot 6&7, Block 41, Plan RN28D and Lot 15, Block 37, Plan 0024541 shall be double-fronting and built to property line in order to activate the streetscape on both sides. The aforementioned excluded lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
 - e) 27.5 E: Commercial Transition Area:
 - i. 27.5.2 Site Design Policy 5: All corner commercial zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
 - f) 27.6 F: Sparling Mixed Use Historic Village:

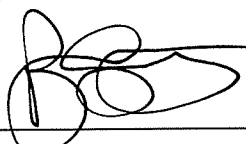
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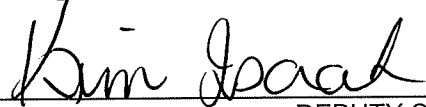


- i. 27.6.2 Site Design Policy 7: All corner commercially zoned or used lots shall be double-fronting and built to property line in order to activate the streetscape on both sides.
 - g) 27.7 G: Innovative Employment Area:
 - i. 27.7.2 Site Design Policy 6: All corner commercially zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
 - h) 27.8 H: Jamieson Residential Village:
 - i. 27.8.2 Site Design Policy 4: All corner commercially zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.
4. This Bylaw shall come into force upon the date of passing thereof.

READ a FIRST time in COUNCIL this 21st day of MARCH, A.D. 2022.




MAYOR




DEPUTY CITY MANAGER

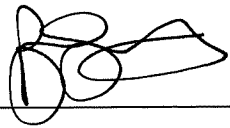
Mayor

Deputy
City
Manager

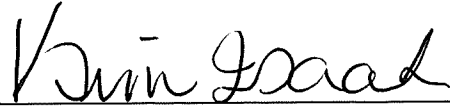




READ a **SECOND** time in **COUNCIL** this 2nd day of MAY, A.D. 2022.



MAYOR



DEPUTY CITY MANAGER

READ a **THIRD** time and **FINALLY PASSED** in **COUNCIL** this 2nd day of MAY, A.D. 2022.




MAYOR



DEPUTY CITY MANAGER

Mayor

Deputy
City
Manager





**BYLAW 3018-18
OF THE
CITY OF CAMROSE
PROVINCE OF ALBERTA**

**A BYLAW OF THE CITY OF CAMROSE IN THE PROVINCE OF ALBERTA TO ADOPT A
DOWNTOWN AREA REDEVELOPMENT PLAN**

WHEREAS the Municipal Government Act provides that a municipality may adopt an Area Redevelopment Plan;

NOW THEREFORE, the Council of the City of Camrose, in the Province of Alberta, duly assembled, enacts as follows:

1. This Bylaw may be cited as the City of Camrose Downtown Area Redevelopment Plan.
2. The attached Schedule "A" forms part of this Bylaw.
3. If any portion of this Bylaw is declared invalid by a court of competent jurisdiction, the invalid portion must be severed and the remainder of the Bylaw is deemed valid.
4. That this Bylaw shall come into force upon the date of the final passing thereof.

READ a FIRST time in COUNCIL this 19TH day of NOVEMBER, A.D. 2018.


MAYOR


DEPUTY CITY MANAGER

Mayor



Deputy
City
Manager



READ a SECOND time in COUNCIL this 19TH day of FEBRUARY, A.D. 2019.


MAYOR


DEPUTY CITY MANAGER

READ a THIRD time and FINALLY PASSED in COUNCIL this 15TH day of APRIL, A.D. 2019.


MAYOR


DEPUTY CITY MANAGER

Mayor

Deputy
City
Manager







Prepared by:

City of Camrose



In combination with:



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ACKNOWLEDGEMENTS

The following people are recognized for their efforts and insights in contributing to the preparation of the
Downtown Area Redevelopment Plan

Aaron Leckie, Director of Planning & Development

Francisca Karl, Long- Range Planner

Armin Preiksaitis, Principal, ParioPlan Inc.

Marcelo Figueira, Senior Urban Planner & Designer / Manager, ParioPlan Inc.

Members of the steering committees, plan area landowners, and members of the public who attended meetings and provided
comments on the Downtown Area Redevelopment Plan.

The City of Camrose, its staff, and those involved in all aspects of the design, drafting, and approval of the Downtown Area Redevelopment Plan acknowledge that we are all treaty people and that the Downtown Area Redevelopment Plan has been prepared on Treaty 6 territory, on land that is part of an historic agreement involving mutuality and respect. We also acknowledge that the Camrose is a traditional meeting ground and home to many indigenous people including Metis.

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PART 1 – OVERVIEW

1. INTRODUCTION

The Downtown Area Redevelopment Plan (DARP) describes a unified vision and includes a comprehensive implementation strategy to ensure the continued development and redevelopment of Downtown Camrose over the next 25 years. Downtown Camrose has evolved, grown, and diversified since the establishment of the Hamlet of Sparling in 1904. Downtown Camrose has faced and overcome challenges in the past but is facing new growth and development pressures, stresses to current infrastructure, changing demographics, and shopping trends. With the adoption of the DARP, Camrose has the opportunity to foster the development of a rejuvenated and active Downtown that attracts residents and investors, capitalizing on the growth of Downtown Camrose to transform Downtown Camrose into both a people and business place. The DARP will be a frequently referenced document by the community and will serve as a policy guide in planning, development, finance, and engineering decision-making.

2. PURPOSE

The 2018 Downtown Area Redevelopment Plan replaces the Downtown Action Plan (2007) and establishes a framework for Downtown Camrose to evolve as a complete community over the next 25 years. Complete communities provide a mix of uses, housing options, public spaces, and amenities which together create a vibrant environment to live, conduct business, interact with other people, or entertain. Council, City staff, Downtown Camrose Development Inc., and the Camrose community at-large are committed to shaping Downtown into a premier destination for entertainment, shopping, dining, culture, etc. through effective placemaking and intriguing land use.

3. INTERPRETATION

Compliance with policies in this Plan shall be interpreted and applied as follows:

- “shall” and “must” – means mandatory compliance.
- “should” – means compliance in principle but is subject to the discretion of the Approving Authority where compliance is impracticable or undesirable because of valid planning principles or circumstances unique to a specific application. Discretion will not be exercised by the Approving Authority strictly for financial reasons.
- “may” – means discretionary compliance or a choice in applying policy.
- “and” – means all the connected items shall apply in combination
- “or” – indicates that the connected items may apply singly or in combination.

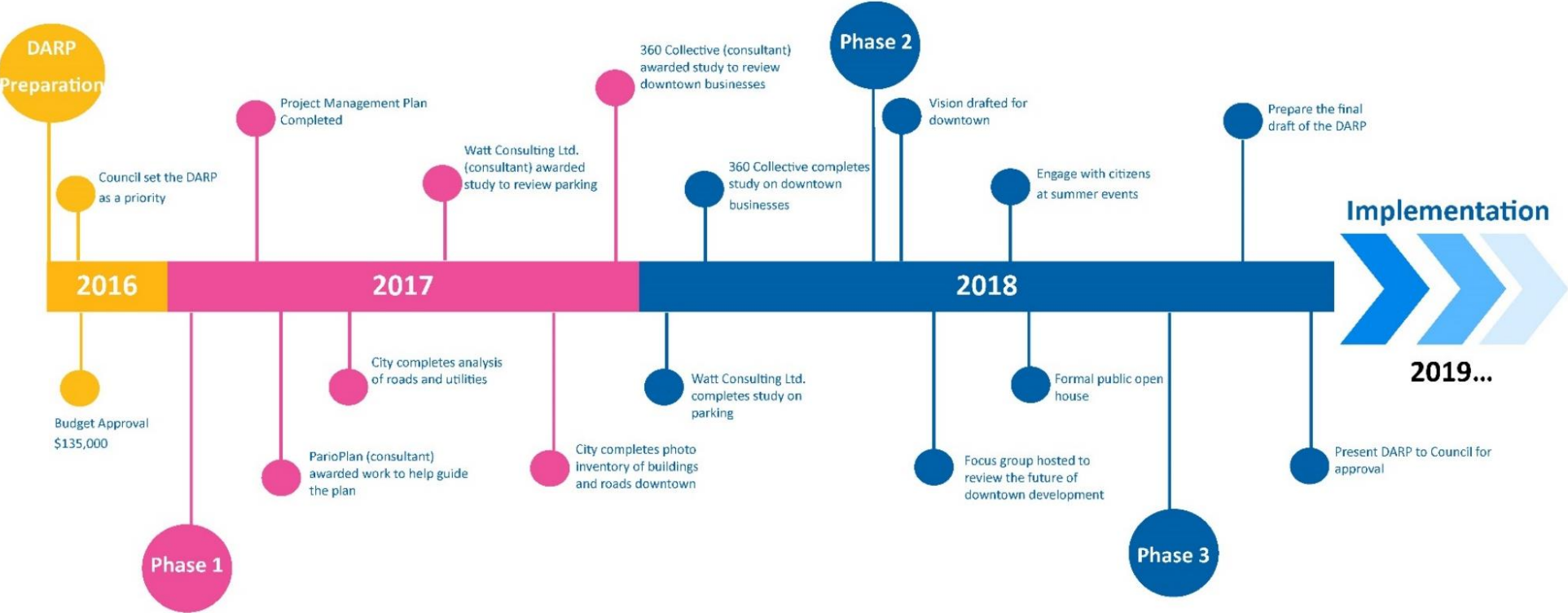
To ensure a complete understanding of the DARP, it is recommended that the reader review the entire document and not read specific sections or policies in isolation. If any section, objective, policy, illustration, sentence, clause or phrase of the DARP is for any reason held to be invalid by the decision of any court of competent jurisdiction, the invalid portion shall be severed and the decision that it is invalid shall not affect the validity of the remainder. Additional maps can be found in the Appendix section. They are provided for reference only and do not form part of Bylaw 3018/18.

The DARP includes City initiated and funded projects to lead to successful implementation. These projects will be evaluated on a case-by-case basis within the timeframes described in *Part 6 – Implementation*. In following Section 637 of the Act, the City is not required to undertake any project referenced in the DARP.

Planning Process: Downtown Area Redevelopment Plan
Timeline

In 2016, the DARP was set as a priority for Council. Since Council identified the DARP project as a priority, Administration has been working to complete the project within the anticipated 2-year timeframe. The timeline below displays the process and steps that achieved the completion of the DARP. Council consideration commenced in November, 2018 and carried through to April, 2019.

Figure 1: Planning Process



PART 2 – PLANNING CONTEXT

4. URBAN CONTEXT

The City of Camrose is a mid-sized city with a population of 18,742 (2016) surrounded by fertile agriculture land (refer to *Map 1 – Downtown and the City of Camrose*). Camrose is located 45 minutes southeast of Edmonton in east central Alberta. For many in Alberta, Camrose is well known for its unique historical Downtown as well as the county music festival - Big Valley Jamboree, which has taken place every summer during the August long weekend since 1993.

Built in 1910–1911 and located in Downtown Camrose the Bailey Theatre is one of the oldest theaters in Alberta. Located south of Downtown Camrose, the Jeanne & Peter Lougheed Performing Arts Centre is a state of the art facility. Camrose is a regional shopping and entertainment destination for the surrounding communities.

In terms of commercial services, Camrose continues to grow along Highway 13 (48th Avenue), which runs east-west through the center of the city. The west end commercial area consists of large format commercial retailers. The east end business district is comprised of smaller commercial services and employment areas.

Downtown Camrose is unique in the sense that there is a varying degree of frontage sizes. Residential uses surround the periphery of Downtown while narrow frontage commercial retail and service uses are located on Main Street. 51 Avenue, 49 Street, and 51 Street contain a diverse range of parcel sizes and accommodate a range of commercial services.

Downtown Camrose is known as a great shopping destination. Main Street is vibrant and full of small boutique style stores and interesting historical store fronts and facades. Downtown also boasts a block of professional services located along 49 and 48 Streets in historical homes that have been converted into office spaces.

The City experiences a stable growth rate when compared to similar sized municipalities in Alberta. The main industries in Camrose are agriculture, regional services, health, government services, and education. The local economy is less reliant on oil and gas than other mid-sized cities in Alberta. Camrose is somewhat sheltered from the economic cycles associated with the oil and gas sector. Camrose has a steady growth rate and experiences different pressures in terms of development and redevelopment in the city.

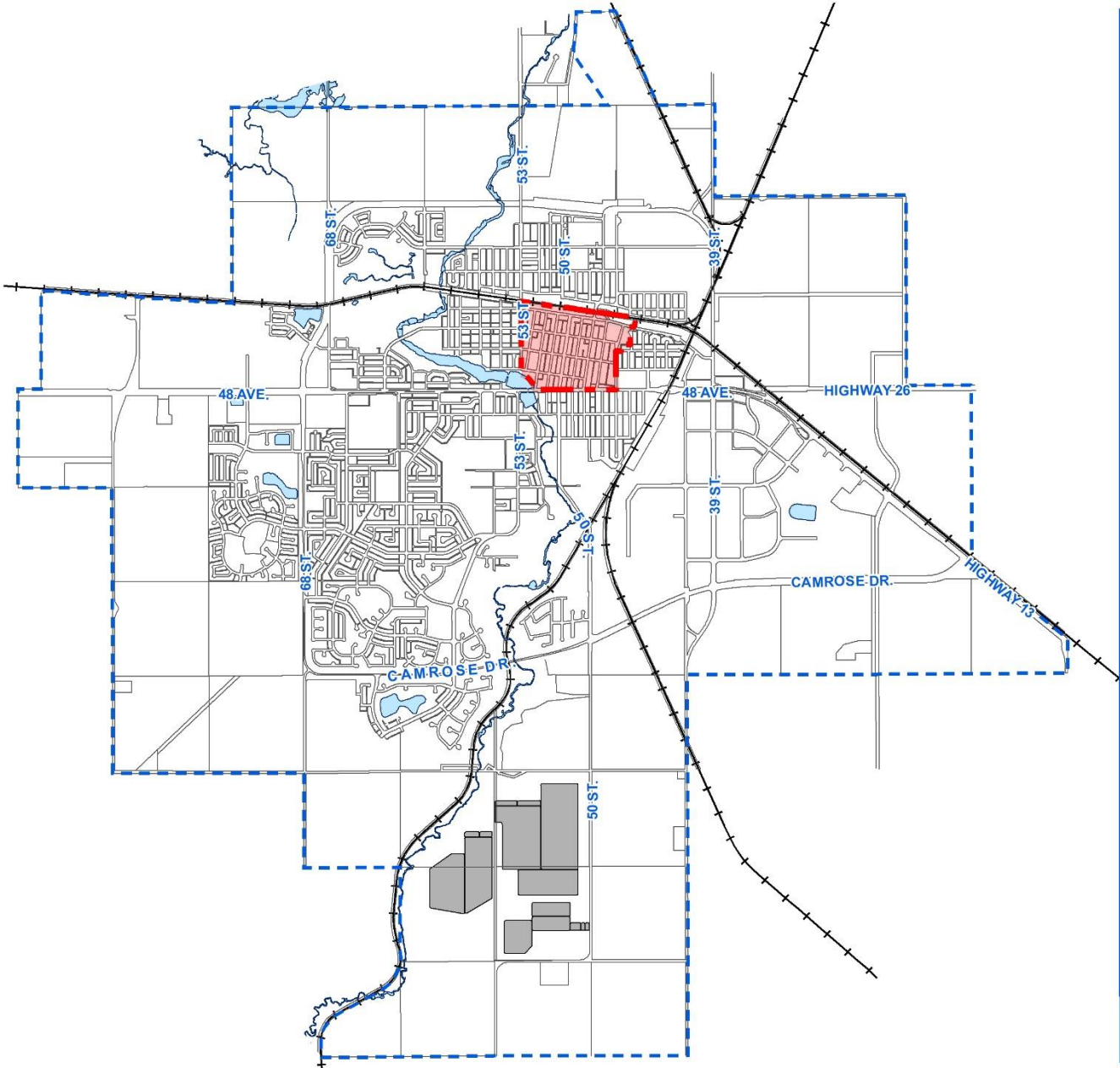
The City has prepared the DARP to create policies that ensure the goals and vision of Camrosians are properly reflected within all areas of Downtown Camrose over the next 25 years.



Map 1 - Downtown and the City of Camrose

Population (2016) = 18,742

- Legend**
-  Area of Study
 -  City Boundary



5. PLAN AREA

The DARP area is delineated in *Map 2 – Plan Area*. The DARP has a number of distinct edges including:

- The Canadian Pacific Railway to the north;
- 48 Avenue, a major arterial to the south;
- 53 Street, to the west;
- Mirror Lake to the southwest up to and including the established floodway; and
- A less defined boundary of 46 Street to the east which encompasses some properties to the east and north of 46 Street.

Where the DARP includes a roadway as the plan boundary the plan shall include up to the centerline of the roadway.

6. ENABLING LEGISLATION

The DARP was prepared to be consistent with:

- the enabling regulations of the Municipal Government Act (2018);
- through the lens of guiding redevelopment efforts to encourage private investment; and
- to signalize through strategic public investment, the shared vision for the future of Downtown Camrose.

In doing so, the DARP establishes precinct areas with unique design guidelines, encourages sustainable development practices within Downtown Camrose, and recommends specific policies and regulatory actions to achieve revitalization objectives. Each policy advanced in the DARP aligns with the overall vision and policies for Camrose set out in the City's Municipal Development Plan (MDP). Policy will be supported by implementation tools available to the City

such as budget allocation, amendments to the Land Use Bylaw, and a range of development incentives.

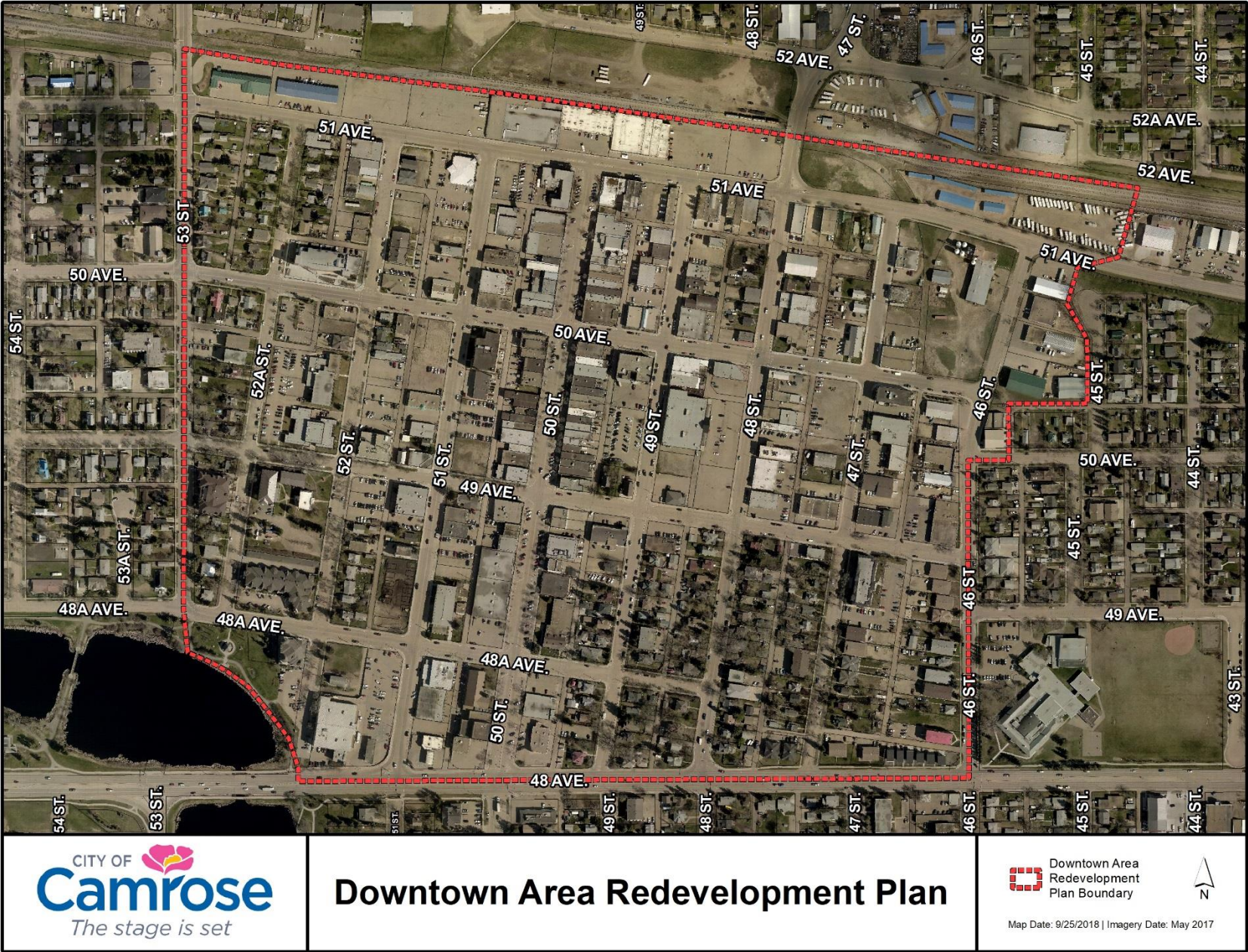
7. INTERNAL/EXTERNAL ADVISORY COMMITTEE

To guide the DARP process multiple advisory committees were created. The Internal Advisory Committee consisted of eleven (11) City staff members. The role of the Internal Advisory Committee was to review drafts and input provided by the community, provide insight to additional studies required and review of the materials provided through additional studies. As well this team provided technical support regards to mapping, incentives ideas, infrastructure phasing, and land use concepts.

The External Advisory Committee comprise of a core group of seventeen (17) community stakeholders from a variety of backgrounds. Additional community stakeholders attended meetings on an as needed basis. The role of the External Advisory Committee was to provide advice and guidance on emerging general principles and issues as a result of community engagement events. This group was responsible for providing general comments, guidance, and input into the planning process. A large component of the regular meetings was to generate ideas and project themes Downtown.



Map 2 – Plan Area



8. COMMUNITY AND STAKEHOLDER CONSULTATIONS

8.1. Retail and Commercial Market Study Public Engagement

The City of Camrose Retail and Commercial Study is included in its entirety as a separate technical appendix.

Three Sixty Collective was retained by the City to analyze retail and commercial market conditions and opportunities. The work of Three Sixty Collective culminated in the presentation and acceptance of the Downtown and City of Camrose Retail and Commercial Market Study. This included a City-wide retail and commercial study and demand analysis with a specific emphasis on Downtown Camrose. The study process included detailed public engagement opportunities. Three Sixty Collective attended two External Advisory Committee meetings in order to gather input about the study and then to present the results of the study. Citizens, businesses, and visitors to Camrose provided feedback through the variety of methods summarized below.

- 1,217 completed City-wide online survey
- 44 Interviews with stakeholders
- 34 Participants in a workshop

8.2. Transportation and Parking Study Public Engagement

The City of Camrose Downtown Transportation and Parking Plan is included in its entirety as a separate technical appendix.

WATT Consulting Group was retained by the City to develop the Camrose Downtown Transportation and Parking Plan. Public engagement for this study was not a large component of the scope of work due to the technical nature of the study. WATT Consulting

Group did attend an External Advisory Committee meeting and a survey was circulated to those in attendance to request feedback on the positive and negative aspects of the parking and transportation system in Downtown Camrose.

8.3. Public Engagement Plan

The City of Camrose Public Engagement Plan is included in its entirety as a separate technical appendix.

The City is committed to actively engaging citizens. A Public Engagement Plan was created for the DARP project. The Public Engagement Plan identified the types of public engagement that would occur and how citizens would be engaged. The purpose of the Engagement Plan was to provide a roadmap of the consultation process, a large component of which is gathering information from stakeholders. The Engagement Plan was an evolving document throughout the duration of the DARP project as some engagement techniques were found to be more successful than others.

The Public Engagement Plan used the “inform, consult, and collaborate” categories based on the *IAP2’s Spectrum of Public Participation*.

- *Inform*: to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions;
- *Consult*: to obtain public feedback on analysis, alternatives, and/or decisions; and
- *Collaborate*: to partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Focus Group Session

A focus group was held on March 15, 2018. The purpose of the focus group was threefold: to introduce participants to the DARP project and planning process; to have participants identify specific issues and opportunities that need to be addressed; and to determine priorities for the DARP.

A total of 22 people participated in the focus group session. Participants included a good cross section of the community, with representation from property owners, businesses, non-profit groups, members of Council, Administration and other stakeholders.

The DARP project team provided a brief presentation to participants providing background information, methodology and precinct area information. Participants were distributed among three (3) tables. A facilitator guided discussion at each of the tables as participants rotated through. The topics were public realm, housing, and mixed use. Participants were asked to discuss issues and opportunities, vision and strategic priorities, and improvements and direction.

Pop-Up Events

The pop-up planning events were informal sessions where the DARP project team attended eight (8) events over five (5) months from May to August, 2018. The purpose of these pop-up planning events was to go where people gathered and provide more convenient opportunities for participation in the planning process of the DARP. Community members and visitors to Camrose were able to review display boards, interact with the project team, and provide direct feedback to the project team. In total, the pop-up planning events engaged 497 people.



8.4. Blog Post

The City created a blog page for the DARP. This blog provided current information on public engagement opportunities, other relevant city documents and projects, timelines, and updates on the project. Updates to this page were posted throughout the duration of the DARP project.

- 15 blog posts
- 21 people subscribed to updates to the blog

8.5. Public Open House

An open house was held by the City on October 11, 2018 at the Camrose Public Library. Participants were invited to review project presentation boards that identified the vision and guiding principles for Downtown Camrose, development concepts, and implementation

framework. Participants were asked to provide feedback to project members on the draft sections of the DARP.

Those who attended had no major concerns about the plan and were excited to be part of the public input process. For most participants, this was not the first time they were engaged through the DARP which demonstrates successful public engagement.

- 49 attended the open house

9. RELEVANT PLANS, POLICIES AND BYLAWS

This section provides a summary of relevant statutory and non-statutory documents that provide the direction of the DARP.

9.1. City of Camrose Municipal Development Plan

The City of Camrose Municipal Development Plan (MDP) was adopted in 2011 and most recently amended in 2016. The City's MDP provides goals, objectives and high-level policies to guide and coordinate future urban growth decisions. The MDP sets land use concepts and policies to achieve appropriate development of public and private land within the City. Notable relevant policies to the DARP include:

Section 2.2 City-Wide Policies

Policy 1: Encourage a mix of housing types to meet the needs of a diverse population. A mix of housing types allows for greater character and diversity in neighborhoods and creates the potential for a greater range of mobility choices. Contextually appropriate redevelopment within existing residential neighbourhoods will be encouraged provided it is sensitive to existing heritage contexts.

Policy 2: Continue to support the growth of Camrose as an important regional centre. Growth within the existing City Centre and Highway Commercial areas should continue to provide a diverse range of local and regional retail goods and services. The historic Downtown will continue to play an important role in providing the small town character that is highly valued by those living and visiting Camrose.

Section 3.3 Commercial and Mixed-Use Area

Policy 1: Commercial development shall generally be located in Commercial & Mixed use and Downtown areas as shown the Land Use Map.

Policy 3: Multi-family development should be allowed if the building form and ground floor uses are compatible with surrounding commercial uses and traffic.

Section 3.4 Downtown Area

Policy 2: Redevelopment within residential neighbourhoods should incorporate sustainable development initiatives which may include green building and design best practices, storm water management best practices, and water and energy saving initiatives.

Policy 3: Pedestrian-orientated commercial and retail developments within the Downtown are encouraged.

Policy 4: Non-residential uses should be located on the first floor of a development in Main Street Areas. A broad range of land uses including dwelling units, offices and retail uses will be encouraged on upper floors.

Policy 5: Automobile-orientated commercial and drive-thru businesses are not generally appropriate within the Downtown Area particularly where there is an existing pedestrian or Main Street focus.

Policy 6: The City will encourage institutional development in the Downtown Area.

Policy 7: Development within the Downtown should incorporate sustainable development initiatives which may include green building and design best practices, stormwater management best practices, and water and energy saving initiatives.

Policy 8: Development within Downtown should incorporate universal and barrier-free design features that enhance accessibility for low mobility and disabled residents.

Section 3.7 Major Institutions Area

Policy 4: The City will encourage institutional development in the Downtown Area.

9.2. City of Camrose Transportation Master Plan

The City's draft 2019 Transportation Master Plan (TMP) has not yet been adopted. The TMP was used to inform many of the streetscape improvement and traffic flow alignments contained in the DARP.

9.3. City of Camrose Land Use Bylaw 2929-17

In 2013, the Planning & Development Department initiated a Land Use Bylaw re-write. The rewrite was completed in 2016. The purpose of the Land Use Bylaw rewrite was to create more applicable land use sections by combining similar sections and rewording some existing

land use terms. Some of the existing regulations were amended concurrently with the adoption of the DARP.

10. HISTORICAL DEVELOPMENT

The land in and surrounding current day Downtown Camrose were first home to the Cree and is part of Treaty 6 land. PE-O-Kis, a Cree man, was one of the first permanent settlers in the Camrose area and known for his many stories.

The town site was surveyed with an early visit from the engineers for the Canadian Pacific Railway. In 1891, the Canadian Pacific Railway was completed creating rail travel between Wetaskiwin and Sparling (now Camrose).

The first homestead on the town site of Camrose was built in 1893 and owned by Ole Bakken. The homestead was relocated to the Camrose Centennial Museum where it still exists today. Downtown was the first settlement area and played a significant role in the formulation of the community over time.

In 1905, the settlement was incorporated as the Village of Sparling named after Reverend Dr. Sparling, a physician from Winnipeg who built one of the first homes. As Sparling became more well-known it was often confused with Sperling in Manitoba and Stirling in southern Alberta. In 1906, the village became a town and the Council renamed Sparling to Camrose. Camrose was considered a regional centre and outpaced the growth of the other small town sites in the area.

Camrose was served by three (3) rail companies (Canadian Northern Railway, Grand Trunk Pacific Railway, and Canadian Pacific Railway), being one of only four (4) jurisdictions in Alberta to have at least three (3) rail lines.

In the early 20th century Camrose rapidly expanded beyond the surveyed eight (8) blocks. The town's municipal jurisdiction grew two and a half miles north and south and three miles east and west. Train travel stimulated growth in Camrose mainly due to special tariffs on goods bound to Camrose. This stimulated growth in Camrose by way of wholesale warehouses on the north east side.

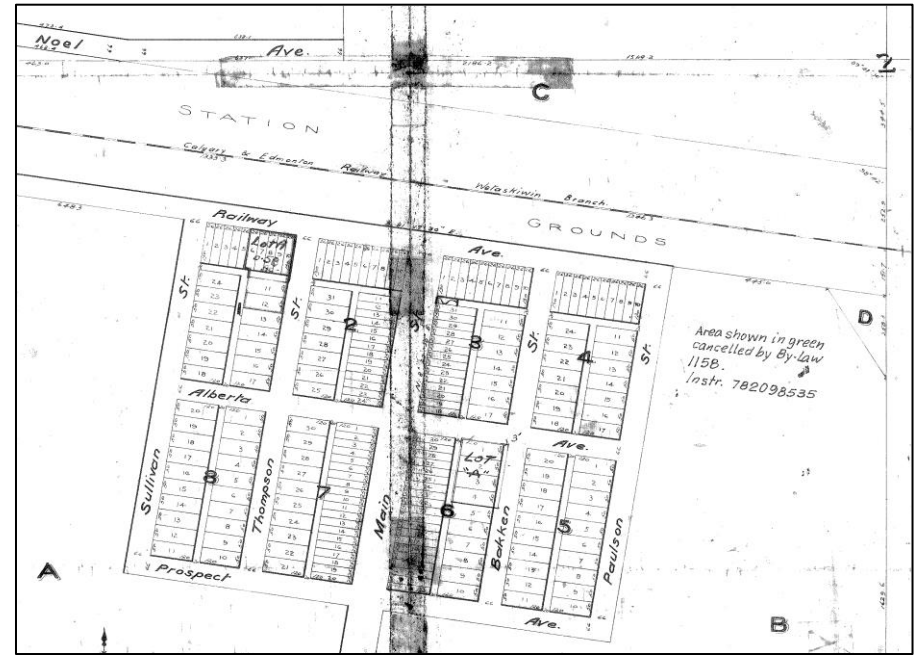
Downtown followed a typical grid pattern with Main Street being 100 feet wide and extending a mile in length. The Downtown area was well equipped to meet anyone's needs as the area began to attract a diverse range of businesses and services. As the CP railway extended further east, Main Street and Downtown as a whole became a hub for essential services.



Source: Camrose Museum Photo Library

In 1955, Camrose became a City. The Downtown area has been an integral part of Camrose for decades and continues to be the heart of the community today.

Figure 2: 1904 Village of Sparling Subdivision



11. POPULATION GROWTH AND CHARACTERISTICS

The City is a growing municipality with a population of 18,742 (2016) up from 17,057 (2011). Between 2011 and 2016 the population of Camrose grew by 8.6%. In 2016 there was a total of 8,442 households in Camrose. This represents a total of 2.2 persons per household. The large percentage of single occupancy homes by residents over the age of 65 explains the low household population.

The age of residents in Camrose is distributed evenly across the five age brackets. 23% of Camrose residents are 65 years of age or older. 29% of Camrose residents are between the ages of 25-49.

Table 1 – City of Camrose and Alberta Growth Rate Percentage (2001-2016)

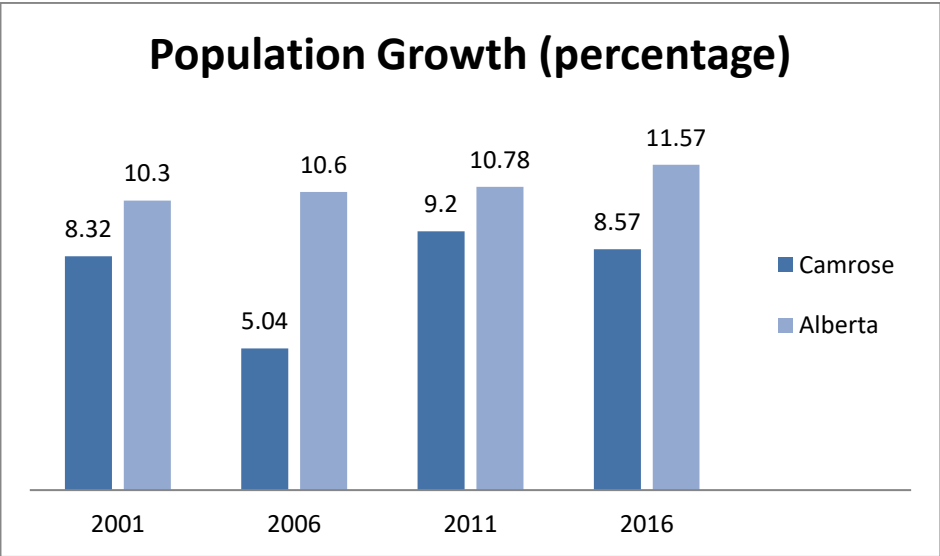
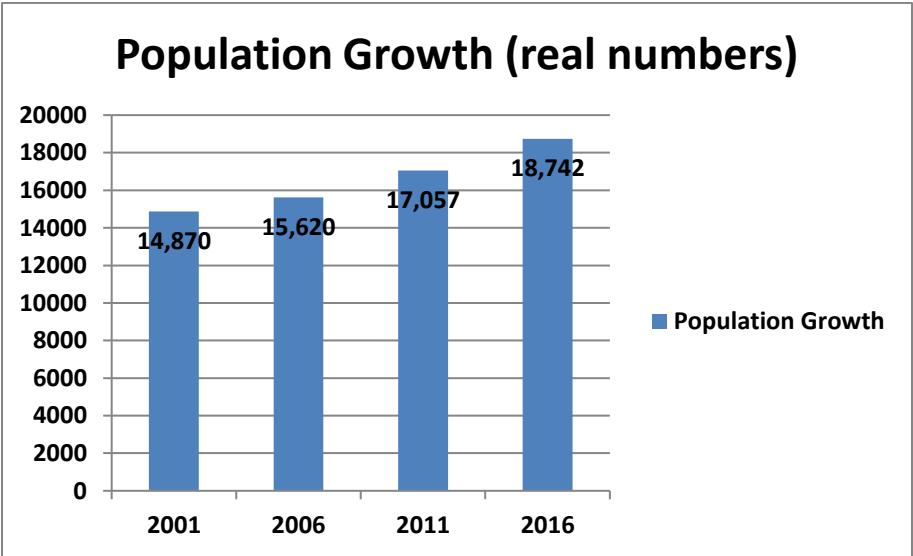
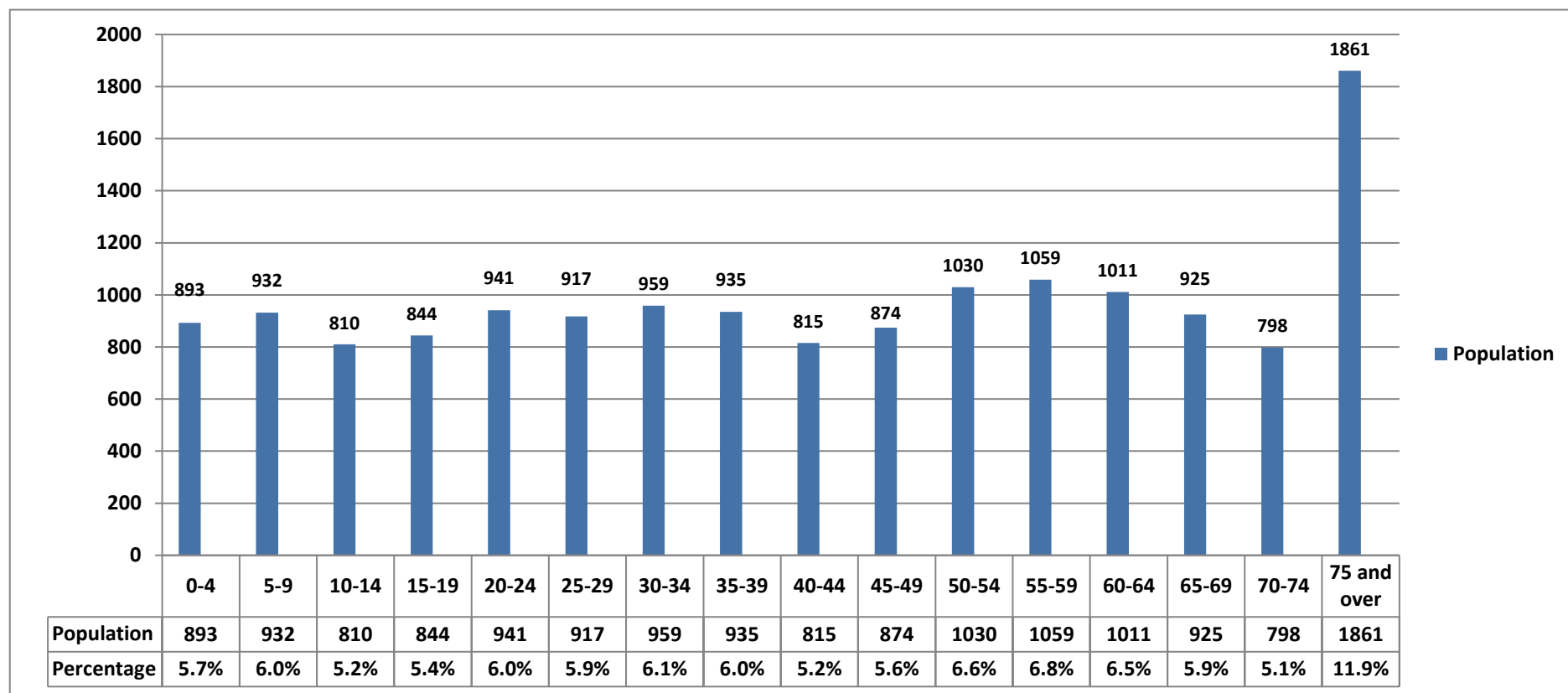


Table 2 – City of Camrose Population Growth (2001-2016)



Source: Statistics Canada – Census Profile (2001, 2006, 2011, 2016)

Table 3 – 2016 Census Age Demographics

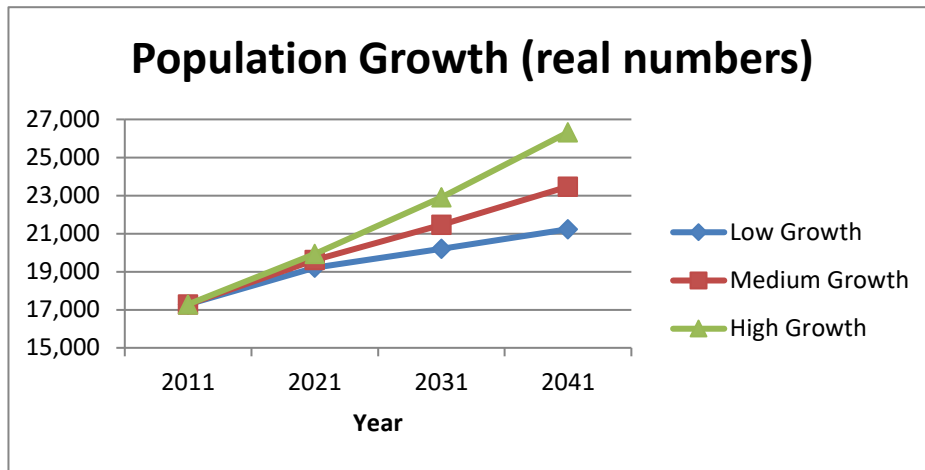


Source: City of Camrose Census 2016

The Province of Alberta recently projected the provincial population growth rate to be 1.4% annually due to regional migration, natural increase and international migration. The City falls into the Census Division 10 with a 0.71% estimated annual growth increase.

The City accounts for approximately 20% of the total Census Division 10 population. The medium growth rate for the City is 1.1% annually (Downtown and City of Camrose Retail and Commercial Market Study).

Table 4 - Population Growth Chart



Source: Statistics Canada – Census Profile (2011, 2016, 2017)
Source: City of Camrose Retail and Commercial Market Study

12. EXISTING LAND USE AND BUILT FORM

The most significant concentration of retail, entertainment, and business activity is on 50th Street (Main Street). Main Street has many small boutique style stores, restaurants, and other commercial businesses including offices. Main Street runs north to south with commercial uses spanning all three (3) blocks.

The historical one and two storey “boomtown” structures are mostly constructed of wood though some brick buildings do exist. Main Street was designed as a traditional shopping street. Many buildings are narrow, developed to property line, have large showcase windows, and prominent entrances. Much of the signage, lighting, and colour schemes follow traditional prairie commercial development characteristics. Main Street is the central destination of Downtown shopping and entertainment activity.

Radiating out from Main Street are other service and shopping areas of activity, residential streets, retrofitted historical homes, and industrial developments. Railways have always played a critical role in the development of Camrose. Refer to *Map 3 – Existing Land Use*.



Source: City of Camrose Planning and Development Photo Library

Map 3 - Existing Land Use



The area west of Main Street contains much of the civic, professional office, and service uses. In contrast to Main Street, this area has seen continual development and redevelopment and has a variety of mixed uses without any overarching design characteristics.



Source: City of Camrose Planning and Development Photo Library

Banks, City Hall, The Professional Centre, Agriculture Financial Services Corporation, the Co-op grocery store, the Canadian Lutheran Bible Institute, faith based institutions, the courthouse, and some infill residential developments are all located in this mixed-use commercial and civic area.

At the west boundary of the plan area, Downtown transitions to residential development. Business activity and traffic are limited in this area. A mix of historic single-family, detached, semi-detached, and both small and large-scale multi-unit developments are the main development pattern. Some dwellings have a reduced street presence because many of the lots double-front to streets.



Source: City of Camrose Planning and Development Photo Library

To the north of Main Street running the length of 51st Avenue (Railway Avenue) within the plan area is larger format retail developments and expansive surface parking lots that have replaced the Camrose Canadian Pacific Railway Station, staging grounds, and all the traditional wood-cribbed grain elevators located in this area. The notable development in this area is a cluster of auto-oriented furniture and home furnishing stores.



Source: City of Camrose Planning and Development Photo Library

To the east of Main Street are supportive commercial services. The Camrose Public Library is located in this transition area. This area shares some of the characteristics of the area west of Main Street but is less intensively designed.



Source: City of Camrose Planning and Development Photo Library

Southeast of Main Street fronting onto 49 Street (Bakken Street) and 48 Street (Paulson Street) are some of the oldest residential homes in Camrose. This area primarily developed between 1910 and 1925. Craftsman designed homes, front verandahs, natural materials, shiplap siding, and gable roofs give this area a very unique feel. Many of these historic homes have been converted into commercial businesses and boutique stores though most if not all the historic design has been maintained and enhanced by owners.



Source: City of Camrose Planning and Development Photo Library

In the northeast portion of the plan area there is a distinct transition from commercial uses to light industrial and employment uses. Historically, this area contained a rail spur ran between 46 Street (Niblock Street) and 47 Street (Jamison Street) with light industrial uses surrounding. Though the rail spur has since been removed the building orientation and industrial uses remain.



Source: City of Camrose Planning and Development Photo Library

The southeast portion of the plan area includes a range of housing types from historical homes to higher density apartments. The lots are somewhat deeper than traditional 50' x 125' lots which has promoted redevelopment. The proximity to two schools has made this an attractive residential area for young families.



Source: City of Camrose Planning and Development Photo Library



Source: City of Camrose Planning and Development Photo Library

Though 48 Avenue (Christina Avenue) is a major through traffic road, many of the adjacent developments flank rather than front to 48 Avenue and therefore have been able to maintain the character of adjacent neighbourhood uses. Block by block there are high density residential, historical residential, historical commercial, and highway commercial uses all in a very narrow area.

Downtown Camrose has a significant historical past which can be seen along portions of 52A Street, 49 Street and 48 Street. Portions of 49 Street and 48 Street have historical homes that have since been converted to small commercial businesses. This area has a unique architectural character that is sensitive to redevelopment as these are historical structures. A portion of homes along 52A Street possess a unique social and architectural character of older single detached residential homes. Other iconic historical structures in the Downtown consist of the Feed Mill building located on the corner of 47 Street and 50 Avenue, the Bailey Theatre, and the Alice Hotel, both located on Main Street. The Bailey Theatre is a venue destination for the performing arts, weddings and other events.

There are several properties in the Downtown of historical significance on the City of Camrose Historical Inventory list, on the Provincial Property list, or have a registered City of Camrose Historical Municipal Bylaw.

The properties recommended to be included on inventory list have been done so by a previous consultant who worked closely with a heritage task force to compile a list of historical homes throughout Camrose. The properties indicated as Inventory Property are

described by the Heritage Inventory list with a statement of significance and a context statement.

These properties are different than those on the Municipal list. Property owners with properties listed as Municipal Bylaw have approached the City to have recognition of a home with heritage significance so they can apply to the province to become a part of the Provincial inventory list. Properties on the Municipal list do not receive any sort of incentive or special zoning under the Municipal Land Use Bylaw.

Properties on the Provincial list may have their title registered as historical and may receive funding from the province. These properties also do not have special zoning under the Municipal Land Use Bylaw.

13. PROPERTIES OF HISTORICAL SIGNIFICANCE

There are several properties located within the plan area that have some sort of historical reference, as shown in *Map 4 – Properties of Historical Significance*. There are only two (2) properties within the plan area that are provincially designated and may be receiving incentives from the Province.

14. VACANT AND UNDERUTILIZED PARCELS

The plan area has several vacant and underutilized land parcels, as shown on *Map 5 – Vacant and Underutilized Parcels*.

For the purposes of Map 5, vacant properties were identified as parcels of land without any permanent existing structures.

Underutilized parcels of land were identified as parcels of land where the current use on site does not require the entire land parcel and further development opportunities of the “underutilized” portion of the parcel exists. Properties indicated to have an Environmental Concern are parcels of land that may, or may not, be vacant and have some level of contamination from a prior use that will require remediation.

15. LAND OWNERSHIP

The majority of the land located within the plan area is privately owned, as shown in *Map 6 - Property Ownership Patterns Downtown Camrose*. There are four (4) major land holders in the plan area, one of which is the City of Camrose. Many of the businesses on Main Street are locally owned and operated.

The City owns several parcels of land within the Downtown area, including:

- City Hall & the Library
- Three (3) established public parking lots
- Four (4) informal public, leased parking lots
- Lions Centennial Pocket Park
- Kamifurano Friendship Gardens / Mirror Lake

There is also several provincially owned land in the Downtown area:

- Alberta Provincial Courthouse
- Agriculture Financial Services Corporation
- Provincial Government building and parking lot on and behind Main Street

Camrose also has a number of faith-based institutions located in the Downtown plan area as shown in Map 6.

Map 4 - Properties of Historical Significance



Map 5 - Vacant and Underutilized Land Parcels



Map 6 - Property Ownership Patterns Downtown Camrose



Map 7 - Existing Parks and Open Spaces



16. PARKS AND OPEN SPACES

As shown in *Map 7 – Existing Parks and Open Spaces*, Mirror Lake and Kamiferano Park are directly adjacent to the southwestern boundary of Downtown Camrose. Recently, the City has made use of a small vacant parcel on Main Street, turning it into a pocket park – The Lions Centennial Park established 2017.

17. MARKET CHARACTERISTICS

In 2017 a Downtown and City of Camrose Retail and Commercial Market Study (“The Study”) was conducted to better understand the current retail and commercial market gaps in Camrose and how to attract and retain investment in Downtown Camrose. A main objective of the DARP is to attract and retain retail and commercial businesses into the Downtown core therefore, this study was important to help guide and shape the policies of the DARP. All of the recommendations from The Study were taken into consideration and influenced the policy and implementation sections of the DARP.



18. TRANSPORTATION AND PARKING

In 2017 a Camrose Downtown Parking and Transportation Plan was conducted to better understand the current parking and transportation situation within Downtown Camrose as shown in *Map 8 - Existing Transportation Network and Off-Street Non-Accessory Parking*. This study was undertaken to support the goals of the DARP.

Short term recommendations include:

- Adopt the proposed road classifications.
- Assess the reallocation of roadway width to pedestrian or bicycle uses.
- Assess the operation of the midblock flashing beacons.
- Provide additional permanent bicycle parking.
- Modify signage regarding bicycle riding to clarify the restriction only applies to sidewalks.
- Decrease the parking stall rate to 1 stall per 80m² of public floor area for properties within the Downtown.
- Explore education opportunities to encourage the reduction of on-street long term parking.
- Continue to support shared parking within the Downtown.

Long term recommendations include:

- Assess a special Downtown bicycle parking supply for private developments in the Land Use Bylaw.
- Assess the conversion of 2-way stops to 4-way stops on 48 Street.
- Assess the transit system and look for way to improve and expand.
- Assess the truck routes in the Downtown and look at the removal of 51 Street (north of 48A Avenue), 49 Street, and 49 Avenue from the network.
- Consider marking on-street parking stalls to increase effective supply.

Map 8 - Existing Transportation Network and Off-Street Non-Accessory Parking



19. MUNICIPAL INFRASTRUCTURE

A comprehensive review of the City engineering and maintenance records was undertaken for the municipal infrastructure within the public right-of-way. This infrastructure includes underground utilities that provide water distribution, wastewater collection, and stormwater management. The study also took into account surface infrastructure such as roads, sidewalks and streetlights.

The goal of this review was to provide a background for planners and engineers to help determine:

- the state of the current infrastructure;
- how well the infrastructure meets current standards; and
- how much effort it would take to upgrade infrastructure to meet the goals envisioned over the 25 years of the DARP.

What follows is a technical breakdown of how these aims were met through objectives, principles, and methodology. The infrastructure assessment provided the general framework for estimating the cost of rehabilitation and/or replacement during redevelopment.

Objectives

- Provide status of existing public infrastructure in the right-of-way.
- Provide conceptual staging for infrastructure rehabilitation.

Principles

The urban infrastructure has been broken down into the following categories based on the construction practices that will be used to rehabilitate and or upgrade the right-of-way.

- Deep services: sanitary, water and storm.
- Shallow services: gas, power, and communications.
- Surface infrastructure: road, sidewalk, curb and gutter, and alignment.
- Landscaping, appurtenances and cross sections.

For the purposes of the infrastructure study it was determined that the condition of the deep services would be the decisive factor in the infrastructure assessment.

Failing deep services generally require intrusive and expensive work to correct. If rehabilitation work is required to be undertaken on the deep services, it will supersede the condition of any of the infrastructure above it. Conversely, correcting deficient surface or shallow infrastructure generally does not reciprocate the requirement to repair the deep services. Using the deep services as the determining factor is also supported by the fact that the engineering studies show most of the sanitary services are at their “end of life” condition making rehabilitation imminent.

Methodology for Task 1 - Infrastructure Heat Map

To visually convey the infrastructure condition the available data was combined using a GIS tool known as “heat mapping”, included as Appendix 1 to this Plan. The heat map correlates a colour scale to a score sheet. In the case of the City, the higher the score the “better” the condition of the infrastructure as represented by the colour coding in Appendix 1.

To create the score sheet, the best available information was collected from as-built drawings as well as the correlating master plan studies recently completed. The information used is:

1. The age of the infrastructure (when was it installed).
2. The type of material that was used to construct the infrastructure.
3. The capacity of the infrastructure as it relates to current demands and future demands as calculated in the master plan studies.

The criteria and ranking system are displayed in the legend of each of the infrastructure service drawings.

Methodology for Task 2 - Rehabilitation Phasing

It is important to understand that any catastrophic failures of the existing infrastructure may override the phasing sequence. That being said, the conditions of the infrastructure allow for significant flexibility in the phasing sequence. While acknowledging that there is a multitude of competing interests, those considerations are left out, and the process is simplified by relying only on engineering and constructability factors. Essentially the proposed phasing sequence involves completing construction from the bottom up. Again, other

phasing orders would be equally valid. The minimum length of a phase should be from intersection to intersection.

1. Install the deep “trunks” starting at the lowest point and moving “uphill”. Once the deepest trunk lines are in place there are virtually no restrictions on what order the remainder of the infrastructure is completed which allows greater adaptability in phasing for the remainder of the project.
2. To maintain consistency, the conditions of infrastructure or the constructability of the next area would be the determining criteria.
3. The process above was used to generate the accompanying phasing drawing in Appendix 1.
4. All deep infrastructure should be upgraded at the same time.
5. All individual property services should be replaced to property line and/or the back of easement, where applicable, at time of construction.

PART 3 – A VISION FOR DOWNTOWN

20. THE VITAL ROLE OF DOWNTOWN

Downtown Camrose has played a key role as the commercial, residential, social hub of Camrose for the last century. However, in recent years the City has seen the relevance of Downtown shift as large commercial style box stores locate on the west end of the City. Despite this shift, Downtown Camrose is still a self-sustaining, vibrant and unique shopping destination for visitors and residents. It is through the DARP the City hopes to re-ignite and draw interest back to the Downtown while maintaining and enhancing the already self-sustaining Downtown retail and commercial areas.



21. VISION

In 2045, Downtown Camrose is a prosperous and connected gathering place anchoring the Camrose region. Downtown Camrose is a place for family, social, and business life to thrive. Parks, public spaces and infrastructure have been designed and thoughtfully integrated throughout Downtown Camrose to bring people together and strengthen links to the community. All revitalization recognizes and celebrates the unique heritage of Downtown Camrose and the strength of local, independent retailers.

22. GUIDING PRINCIPLES

Providing enhanced infrastructure

Provision of infrastructure is essential to revitalize Downtown and includes municipal and franchise utilities, public transit, parking management, traffic calming measures, tree-lined roadways, and general maintenance and upkeep. A slow-paced transportation network must meet four conditions – it must be useful, safe, comfortable, and interesting.



Connecting to the city

Main gateway corridors into Downtown form important first impressions, display the values of the community, and are vital in the attraction and retention of businesses. Downtown has a unified system of gateways that create a sense of arrival for residents and visitors entering Downtown. Linkages to adjacent neighbourhoods provide an integrated and seamless connection with mutually supportive public realm and building design.



Creating spaces for arts and public places to thrive

Downtown will establish a network of social public places that provide a range of activities that citizens and visitors can together, build a cohesive and strong community, and sense of identity. The arts and culture vibe are anchored by events and entertainment venues that signify the physical and cultural heart of the area.



Respecting heritage and building on existing assets

A healthy Downtown celebrates and preserves historic and architecturally significant buildings to recreate, through permanent memories, the sense of meaning in the urban landscape. Performing arts centers, museums, historic sites and buildings are essential to promoting Downtown as a thriving neighbourhood. Revitalization should encourage existing one-of-a-kind cultural facilities and determine how other facilities can be strengthened.



Encouraging diversity of uses

A diverse Downtown contains an appropriate mix of residential and non-residential uses including housing, retail, office, hotels, culture, entertainment, recreation and special event programming making certain that visitors can find enough to do, and resident's daily needs can be comfortably met.



Fostering intensity

Density is necessary to obtain the critical mass of people required to create vitality, use local services, and economically compete with other land uses. Housing options must target a range of incomes, household sizes, and ages, by providing both market and affordable rates and moderate and high-density design.



Promoting business development and business retention

Recruitment efforts should focus on businesses that could be Downtown, which includes both “export” employment and regional service employment. Significant efforts should be put forward to focus on business retention in the Downtown to ensure the environment Downtown is suitable for existing businesses to grow.



Involving the community

Effective implementation strategies ensure that citizens and stakeholders have continuous opportunities for input and involvement, so the community will trust in the process in which they are being asked to invest. Stakeholders are the public image of Downtown and convey the human face of the revitalization efforts.



Making development decisions fair, predictable, and cost effective

Ensuring that property owners, developers, and the whole community are provided with certainty that a plan is in place to guide development that leads to mutually beneficial outcomes for all.



PART 4 - URBAN DESIGN FRAMEWORK

An Urban Design Framework is an integral part of the planning system. It is an important tool to assist developing action plans and initiatives within a strategic context. These action plans and initiatives are, in turn, translated into actual projects and initiatives. The DARP Urban Design Framework encompasses three pivotal elements:

Urban Design – approaches and principles to create high-quality built environments.

Public Realm – features of the built environment which influence how the public realm advances social objectives such as creating a strong sense of community identity and encouraging interaction amongst community members.

Mobility – systems designed to enable safe and efficient access for people using a variety of transportation modes (i.e. walking, cycling, driving and transit) and for users of varying levels of physical and cognitive abilities.

A Conceptual Urban Design Framework Plan was prepared to visually convey the improvements set forth in this Part which will transform Downtown Camrose into an integrated, safe and diverse urban core. Refer to *Map 9 – Conceptual Urban Design Framework*.

Map 9 – Conceptual Urban Design Framework



23. URBAN DESIGN

Urban design deals with the layout and visual quality of the built environment and enhances the safety of the urban environment through the establishment of highly visible and lively spaces. It addresses how buildings and the spaces between them are integrated and designed together over time to create an attractive and safe city. Character and interest are generated through such elements as placemaking, sustainability and the contribution of individual buildings through quality architecture towards creating attractive outdoor spaces.

23.1. Placemaking

Placemaking is more than the simple provision of quality design; it is the process of creating quality places that people want to live, work, and interact. The intent is to convey a walkable development pattern, smaller block lengths, general building massing, walkways providing continuous connectivity, and gathering spaces. These are considered the key placemaking features essential to a thriving Downtown.

Policies:

1. *Connecting activities and functions* - Land uses shall be provided in short building blocks and linked through a network of streets, laneways, pathways, and green spaces.
2. *Enhancing the public realm* - The interface between buildings and the sidewalks is critical to the quality of the public realm. Streetscapes should be designed to provide a safe, accessible, and attractive environment for all users.

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3. *Improving Walkability* – Sidewalks and pedestrian walkways shall be designed to create links between community destinations.



23.2. Designing for a Winter Climate

The City is a winter city and experiences winter conditions for the majority of the year. The following climate sensitive guidelines should be considered in order to create a more positive climate experience for those in Camrose.

Policies:

1. Ensure site planning and building design considers the dominant season, as well as changing weather and daylight patterns to create comfortable public and private spaces, year round.
2. At the neighbourhood level, the application of winter climate design techniques should:
 - a. ensure street furniture is provided in sheltered areas away from wind tunnels and open roadways.
 - b. shelter open spaces and pedestrian areas from winter winds (awnings, canopies, landscaping).
 - c. apply decorative, seasonal, pedestrian-scaled lighting (temporary or permanent) to enhance the ambiance of Downtown during the winter months.
3. At the lot level, site planning and building design should:
 - a. maximize sun exposure by applying massing and building heights responsive to the immediate context.
 - b. incorporate materials and colors, temporary or permanent, which enhance the experience of public and private spaces and add to the visual aesthetic to make a place more inviting.
 - c. integrate plantings that create rich winter landscapes that are resilient to the low temperatures through winter months to block winds on pathways and sidewalks and reduce snow build up.
 - d. facilitate snow removal and accommodate snow storage in small areas, preferably with solar access, and appropriate stormwater management for spring runoff.



Source: City of Edmonton Winter City Design Guidelines



23.3. Sustainability

Sustainability is an important objective and is prioritized in many City policy documents. Each site should be designed to contribute to a sustainable future. The City recognizes the implications to the natural system due to current consumption behaviours. A sustainable community is one that sustains its quality of life and accommodates growth and change by balancing long term economic, environmental and social needs. The DARP recognizes the following principles in building a community with a sustainable quality of life:

- Economic diversity, economic security, and fiscal responsibility.
- Environmental protection and stewardship.
- Equity in land use decisions and a fair distribution of community services.
- Efficient use of land, infrastructure and other resources in managing growth and change; and
- Decision making based on public consultation.

Policies:

1. Generally, the design and implementation of developments should apply techniques to reduce consumption of water, energy, and materials consistent with best practices in sustainable design.
2. Developments should pursue the following sustainability strategies:
 - a. Implement stormwater management facilities in accordance with the City's policies.
 - b. Avoid light trespass from the building and site onto neighbouring properties, with the exception of adjacent public areas requiring lighting for reasons of security.

- c. Apply high-efficiency irrigation technology, captured rain water, and/or drought tolerant landscaping to reduce potable water consumption for irrigation.
- d. Reduce energy consumption over the comparable National Energy Code of Canada for Buildings (2017).

3. The City should consider incorporating Low Impact Development techniques into streetscape improvements such as rain gardens/bioswales and tree soil cells.



23.4. Architectural Design

Striving for excellence is what should drive architecture and urban design in Downtown. The energy of this exciting walkable environment needs to translate into an energetic original design culture.

23.4.1. Architectural Elements and Materials

Policies:

1. Designers are encouraged to embrace a new Nordic Architecture that is contemporary, warm and humanistic.
2. Architectural details such as recesses, overhangs, signage, lighting, planters, banners, awnings and canopies should be utilized to create visual interest on building facades and provide pedestrian protection from elements. These elements shall be allowed to encroach into the public right-of-way.
3. The use of vinyl siding, stucco and corrugated metal for exterior cladding shall only be permitted when used in conjunction with traditional materials and other architectural features.



23.5. Heritage Preservation

Understanding the context and history of an area is key to effective placemaking. Preservation and integration of historic buildings and features provide a tangible link to a community's past, as well as enhance the community's visual character.

The City Center Camrose group (now Downtown Camrose Ltd.) was a participant in the Alberta Main Street Program, an initiative that served to revitalize local downtowns through sensitive rehabilitation of historic commercial buildings, organization, marketing, and economic development. Through the program, significant historical buildings in Downtown Camrose were renovated and renewed and improvements to the Main Street public environment were completed.

Policies:

1. The City shall ensure that development on sites adjacent to heritage properties is carried out in a manner that is compatible in terms of height, mass, setbacks and responds to the overall architectural context of surrounding developments.
2. The City shall ensure historical buildings are preserved and rehabilitated to reflect historical character.
3. The City shall ensure new developments build on the historic character of the area and the importance of preserving buildings with historic significance to complement the historic surroundings.
4. The City may consider major development proposals that depart from the existing historic character where the development might add new elements of local distinctiveness to the surrounding area. Such elements may be reflected either in the building form or its architectural features.



23.6. Crime Prevention Through Environmental Design (CPTED)

Crime Prevention Through Environmental Design (CPTED) is a tool that enhances community safety by influencing the physical design of spaces. CPTED principles are based on the notion that proper urban design and effective use of the built environment can mitigate criminal and unwelcome behavior. The three main principles of CPTED are natural surveillance, natural access control, and natural territorial reinforcement. It is recommended that the principles of CPTED be applied to projects falling within the DARF.

Development should incorporate CPTED principles to ensure natural surveillance (eyes on the street). The building and site design should promote a safe, secure, and compatible use of the land and surrounding buildings. Buildings should be located closer to the front property line, avoid blank walls, and building windows should face the street.

Policies:

1. CPTED guidelines should be used in the design of public open spaces and pedestrian routes to help ensure public safety and accessibility.
2. The City should ensure that the design of buildings, open space, pathways, and parking areas address safety and crime prevention through urban form, design, and landscape architecture. These spaces should provide:
 - a. proper lighting of parks, pedestrian areas, and parking areas that are visible from all public areas.
 - b. landscaping which promotes safety and does not create hidden areas.

- c. buildings and private usable open space which promote eyes on public areas.
 - d. building forms with unobstructed entrance ways and minimum blank walls to reduce crime opportunities.
3. A CPTED Assessment may be requested to ensure that the development provides a safe urban environment.

24. Public Realm Plan

The public realm refers to public outdoor spaces like streets, sidewalks, parks, and open spaces where people gather and interact.

Policies:

1. The City shall support a high-quality public realm to foster a sense of place and instill a sense of pride to reflect the welcoming and friendly atmosphere of Camrose.
2. The City shall invest in creating vibrant, safe and inviting public spaces to enhance community quality of life and draw residents and visitors to local businesses. These spaces are meant to be enjoyed by all types of users.
3. The City should consider Tactical Urbanism projects as a way to test public realm investment.



24.1. Gateways, Wayfinding, & Signage

There are seven (7) major gateways leading to Downtown Camrose (Refer to *Map 10 – Downtown Gateway Areas*). Gateways should convey that one is entering into an area of special character. Due to its aesthetics, functions or mobility characteristics, the area will interact with users in different ways. These gateways shall be improved and maintained to present an aesthetically appealing and functional Downtown that integrates seamlessly with the City's development standards. The gateways shall comply with the intent of the City's Wayfinding Master Plan. bAs Downtown Camrose is set back from 48 Avenue, well designed and maintained gateways will draw people to Downtown.

53 Street and 51 Avenue

This intersection is one of the main connector points from the north side of the City to Downtown. 53 Street provides access to those coming into Camrose from Highway 833 connecting to 48 Avenue.

53 Street and 50 Avenue

This intersection connects the west central residential area to the Downtown as well as provides a secondary connection from 48 Avenue via Grand Drive.

51 Street and 48 Avenue

This intersection provides a primary access to Downtown from the west and southwest.

50 Street and 48 Avenue

This is the primary south access for destinations on Main Street.

48 Street and 48 Avenue

This intersection provides the primary access to Downtown from east and southeast.

46 Street and 48 Avenue

This intersection connects those from 48 Avenue to the east residential areas, light industrial uses to the north, and schools adjacent to the plan area.

48 Street and 51 Avenue

This intersection connects the north and northeast areas to Downtown.

In reviewing the existing signage conditions in Camrose, the City's Wayfinding Master Plan indicates that in 2015, the City's gateway signs were inconsistent, lack continuity and did not convey the new city brand.

Map 10 – Downtown Gateway Areas



24.1.1. Downtown Gateway Areas

Policies:

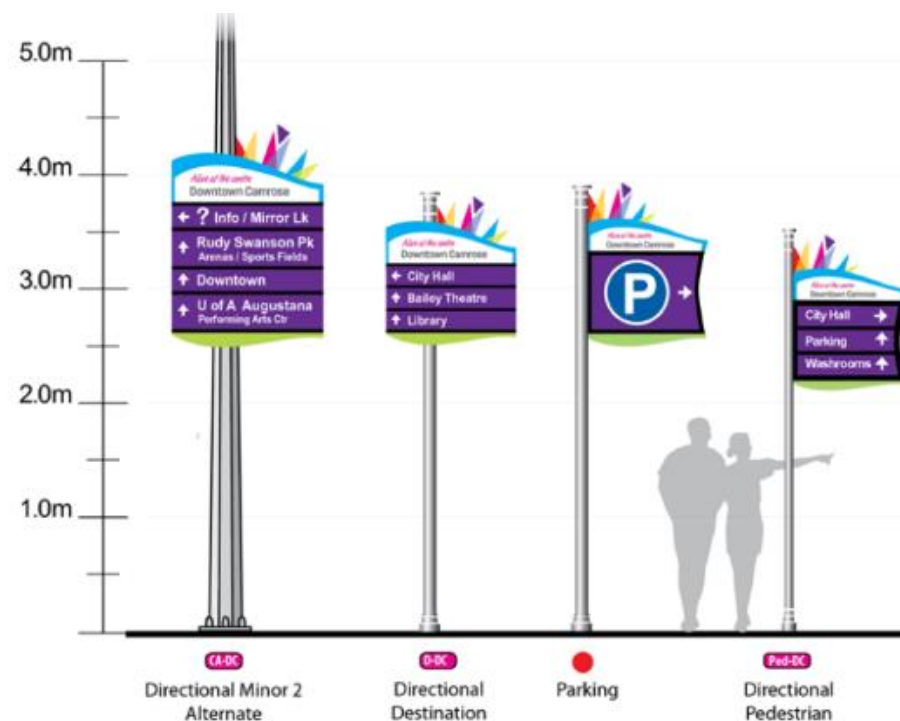
1. Gateways shall be architecturally consistent with one another to reinforce all Downtown gateways.
2. Ensure parcels surrounding gateways are designed to provide a visual reference for pedestrians, cyclists and motorists into Downtown.
3. Setbacks shall be strongly considered to allow for sightlines into Downtown.
4. Reinforce gateways with landscaping, street furniture, and traffic calming to emphasize the pedestrian orientation of these node areas.

24.1.2. Wayfinding Signage

The main goal of the City of Camrose Wayfinding Master Plan (WMP) is to build a cohesive signage and wayfinding brand. The WMP specifically outlines what future gateway signs and wayfinding signage shall look like upon replacement. The WMP also highlights Downtown Camrose as one of the key attractions to the City. The new wayfinding signage for Downtown Camrose has been slightly modified (design and shape) compared to the wayfinding signage in other parts of the city to reflect the Downtown brand and colours.

The WMP also provides ways to improve Downtown vehicular and pedestrian wayfinding.

Figure 3: Wayfinding Signage for Downtown Camrose



Source: City of Camrose's Wayfinding Master Plan

Policies:

1. The City should build on the WMP to develop a comprehensive Downtown wayfinding strategy that incorporate distinctive signage, banners, and other wayfinding elements into the streetscape design to enhance the character of the Downtown and allow pedestrians to orient themselves.
2. Key locations for wayfinding infrastructure should be determined in consultation with the local business community and residents and address issues such as view obstruction due to overgrown trees, and existing signs which given their prominent sizes and proximity, conflict with each other.

24.2. Sidewalks

Sidewalks consist of three (3) zones:

- the pedestrian zone, where pedestrians travel;
- the frontage zone, which gives people access to buildings lining the street; and
- the furniture zone, which provides a buffer between the street and the pedestrian zone.

Pedestrian Zone

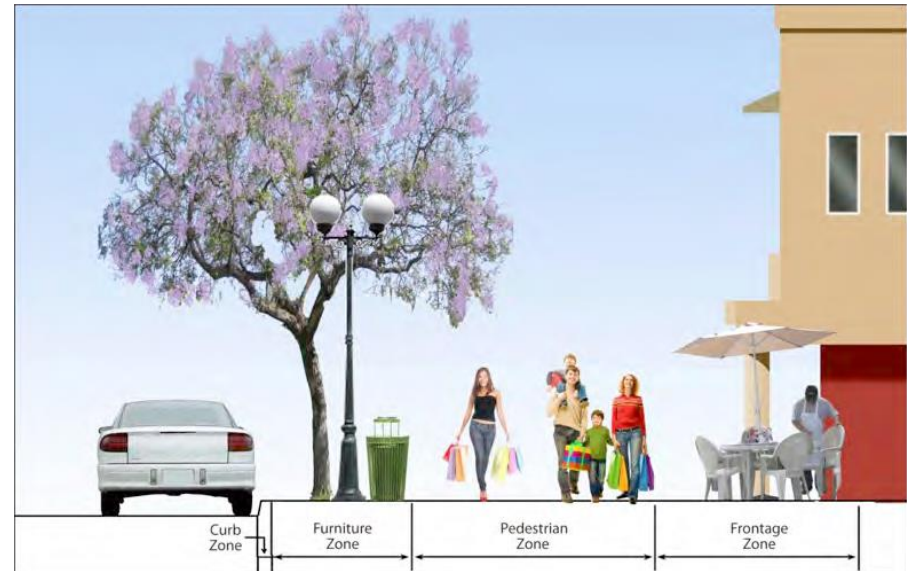
The pedestrian zone is intended for unobstructed pedestrian travel, and the walking surface should be constructed of walkable, accessible material.

Frontage Zone

The frontage zone separates the pedestrian zone from opening doors and other building elements that may extend into the public realm. This area may include elements like seating, landscaping, displays and signage as long as these areas do not impede pedestrian movement. Where feasible, the frontage zone accommodates seating and tables for commercial uses.

Furniture Zone

The furniture zone accommodates landscaping, street furniture, bicycle racks, signage such as sandwich boards, street lights and other sign poles. It also provides space for snow storage and, where parking is permitted, for vehicle doors to be opened. Elements within this zone should allow for pedestrian movement and snow clearance, and not contribute to visual clutter.



Source: Model Design Manual for Living Streets. Los Angeles County (2011)

Policies:

1. Sidewalks shall be provided on both sides of all roadways Downtown.
2. The design of sidewalks shall ensure an unobstructed pedestrian zone in unobstructed width.
3. Sidewalks should be separated from roadways by a furniture zone which will include trees and landscaping.
4. Sidewalks shall be built with hard, durable, level, and slip-resistant materials that can be easily cleared of snow and ice.
5. Sidewalks shall be adequately illuminated with appropriately scaled lighting to increase pedestrian comfort and safety.

24.3. Street Furniture

Street furniture is classified as trash receptacles, benches, bike racks, public washrooms, wayfinding signage, tree planters, pedestrian scaled lighting, decorated utility boxes/poles and paving elements. High quality street furniture improves the public realm and encourages walkability. Street furniture contributes to the creation of a unique streetscape that is both functional and provides a decorative element to the street and places for people.

Policies:

1. The City should ensure that street furniture is concentrated in areas with high pedestrian activity.
2. The City shall place street furniture in the Furniture Zone of sidewalks to ensure they are accessible to all users.
3. The City should consider developing a Downtown community bench memorial program where businesses or individuals sponsor new benches.
4. Street furniture shall follow universal design policies.
5. Street furniture shall be made of durable and easy to maintain material.
6. The City should locate bicycle racks that are both functional and esthetically pleasing throughout Downtown, close to businesses and offices.



24.4. Trees and Landscaping

Trees soften landscapes, provide shade and beauty, and protection from environmental elements. Deciduous trees allow light to reach the sidewalk in the cooler winter months when sunshine is welcomed.

Policies:

1. In order to create a generous street tree canopy, deciduous trees should be planted six (6) to nine (9) metres apart on both sides of the roadway along all Downtown streets.
2. The City should consider opportunities to incorporate more sustainable municipal practices with respect to tree planting and tree watering such as soil cells or other means to water trees while providing some form of limited stormwater management to the area.
3. The City should consider the installation of electrical outlets at the base of trees to accommodate tree lights.
4. Landscaping such as hardy shrubs, grasses, and flowers shall be incorporated into public landscaped areas.
5. Commercial corner lot development proposals that are not required to be double-fronting and/or not built to property line shall be required to provide a landscape plan prepared by a Landscape Architect demonstrating how the space between property line and the building will be developed and used and function – taking into consideration design best practices for the setback area. Alternatively, the City may initiate a Land Use Bylaw update to provide additional landscaping requirements. No Development Permit will receive conditional approval unless one of the previous two conditions have been met.

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24.5. Parks, Plazas and Open Spaces

Parks, plazas and open spaces are important components of a thriving Downtown. These spaces exist in a variety of different forms and character and achieve different goals. Collectively, these spaces provide community identity, encourage social interaction and enhance the overall community livability. Integration of these spaces is strongly encouraged in the Downtown area.





Policies:

1. The City should establish a new community park space with integrated green space that provides connectivity to The Lions Centennial Park and Mirror Lake walking trails.
2. The City should encourage developments to provide private publicly accessible open spaces/courtyards.
3. The City should create a network of parks, plazas and open spaces that are strategically located to benefit residents, visitors and businesses within the Downtown.
4. The City shall ensure that new parks, plazas and open spaces are located along active streets in order to contribute to street vitality and to improve their visibility.

5. The City should ensure that seating, play areas and other public amenities are located and designed to provide protection from the elements including wind, rain and snow.
6. The City should ensure public and private developments design spaces to provide unique public amenities to enhance the identity and character of parks, plazas and open spaces (Water feature, lighting, landscaping etc.).
7. The City should ensure that parks, plazas and open spaces are designed to accommodate a range of both passive and active uses and functions that are appropriate for the location, type and scale of space.
8. The City should consider strategically located Tactical Urbanism projects to create temporary public spaces along key commercial corridors.

24.6. Public Art

Art provides substantial economic benefits as well as: attracting business and tourism, increasing property values and cultivating Downtown revitalization. The addition of art to public spaces, be it a sculpture, painting or museum, heightens a space's symbolic value, sense of place, and allure.

Policies

1. The City should integrate art into the design of public space to enhance the City's attractiveness to residents, tourists and investors; increase public awareness and appreciation of the arts; and stimulate the growth of arts and arts-related business.

2. The City should allocate a portion of the construction budget of qualifying publicly accessible City projects for the procurement of permanent art for public display.



24.7. Business Signage

Policies

1. Signage shall be pedestrian-oriented and in keeping with the scale and style of the building.
2. Signage design should be coordinated with the design of buildings and sites in terms of locations, scale, materials, finishes and colours to develop a cohesive urban design for the Downtown.
3. Lighting of all signs should be encouraged, and indirect front-lit signs are encouraged wherever possible.
4. Buildings on corner lots should have signs that address both streets.

Figure 4: Signage Typologies - Examples of appropriate projecting signs



Figure 5: Signage Typologies - Examples of appropriate awnings



25. MOBILITY

25.1. Pedestrian Environment

Streets are more than just the roadways on which vehicles drive and park. Streets include surfaces like sidewalks where people stroll, chat, enjoy their surroundings, and rest. All these functions should be accommodated through multiple forms of movement and change in pace of travel.

25.1.1. Pedestrian Crossings

Policies:

1. As infrastructure replacement and redevelopment occurs, clearly identifiable crosswalks shall be included at every intersection on all sides to ensure a natural and convenient extension of the overall pedestrian network.
2. Crosswalks should be designed, where feasible, with special paving materials or colours to highlight their function.
3. All curbs at crosswalks and intersections within Downtown shall provide accessibility features such as wheelchair ramps.
4. The length of pedestrian street crossings shall be minimized by using safety features, such as, but not limited to, curb bulb extension. When determining the locations for curb extensions, consideration should be made to such factors as pedestrian safety, drainage and delivery truck turning requirements.



25.1.2. Pedestrian Priority Area

Pedestrian priority areas are low-pace environments designed at a scale that prioritizes human accessibility, land uses and functions. Streets are designed as public spaces with people in mind.

Policies:

1. Create a unique area identity and enhance the pedestrian experience through consistent application of quality paving materials, enhanced landscaping, pedestrian-scale lighting, street furniture, signage, and wayfinding.
2. Minimize curb separation between sidewalks and traffic areas while clearly differentiating these areas through choices of surface materials.
3. Ensure the pedestrian priority area includes a diversity of amenities including, but not limited to, seating areas, street furniture, and market or vendor spaces.
4. Give priority to keeping pedestrian connections clear of snow and ice.

25.2. Cycling Network

A cycling network provides alternative means of transportation in Downtown Camrose. A minimum grid, suitable locations of bike racks, and roadway improvements including protected lanes contribute to a network built on comfort and ease of access.

Policies:

1. The City shall implement a minimum grid pilot project of connected and protected bicycle lanes to better facilitate cyclist safe movement to and within Downtown as described in *Map 9 – Conceptual Urban Design Framework*.
2. The City should incorporate bicycle parking in parks and open spaces, and near public buildings.
3. The City should include provision for bicycle parking posts or racks on all Downtown streets.



25.3. Street Network

The Street Network is designed to support human activity, access to services, and the movement of goods. The network is composed of streets that, depending on their classification, are designed to accommodate and prioritize different movements and needs and respond to surrounding land uses and activities. This section provides general policies related to all streets, as well as policies specific to the street types identified for the DARP. Transportation networks should always be considered in conjunction with current and future land uses as well as built form and function of buildings. Through this, optimal alignments can be selected that meet long-term transportation and planning goals.

Whereas the City of Camrose draft Transportation Master Plan (TMP) provides a roadway classification tailored to accommodate and prioritize different movements and needs throughout the City, it also allows for greater consideration of local transportation needs and context as the transportation system evolves over time. This approach is warranted for Downtown roadways in order to respond to the unique characteristics of the area. Refer to *Map 11 – Proposed Transportation Network* for details.

Policy:

1. The City should aim to limit the width of thru lanes and angled parking to the minimum recommended standard per the Transportation Association of Canada guidelines so that the maximum amount of public space can be dedicated towards pedestrian scale uses including wider sidewalks, plantings, expanded signage areas, enhanced landscaping, public art installations, and/or cycling infrastructure.

Map 11 – Proposed Transportation Network



25.3.1. Local Streets

In Downtown, Local Streets are designed to provide direct access to adjacent residential and local businesses, provide two-way traffic and sidewalks on both sides of the street.

Policies:

1. The design of streets as they are improved or built should be determined by the guidelines outlined in Figures 6. Where street design differs from these guidelines, it should be demonstrated that the design meets the intentions of the DARF.
2. Streets shall be designed to prioritize pedestrian and cyclist safety.
3. Vehicle travel lanes shall be relatively narrow and encourage traffic to move at a slower pace.
4. Ensure access to private parking lots is available where access cannot be provided through back lanes.
5. Ensure high quality streetscaping is attained.

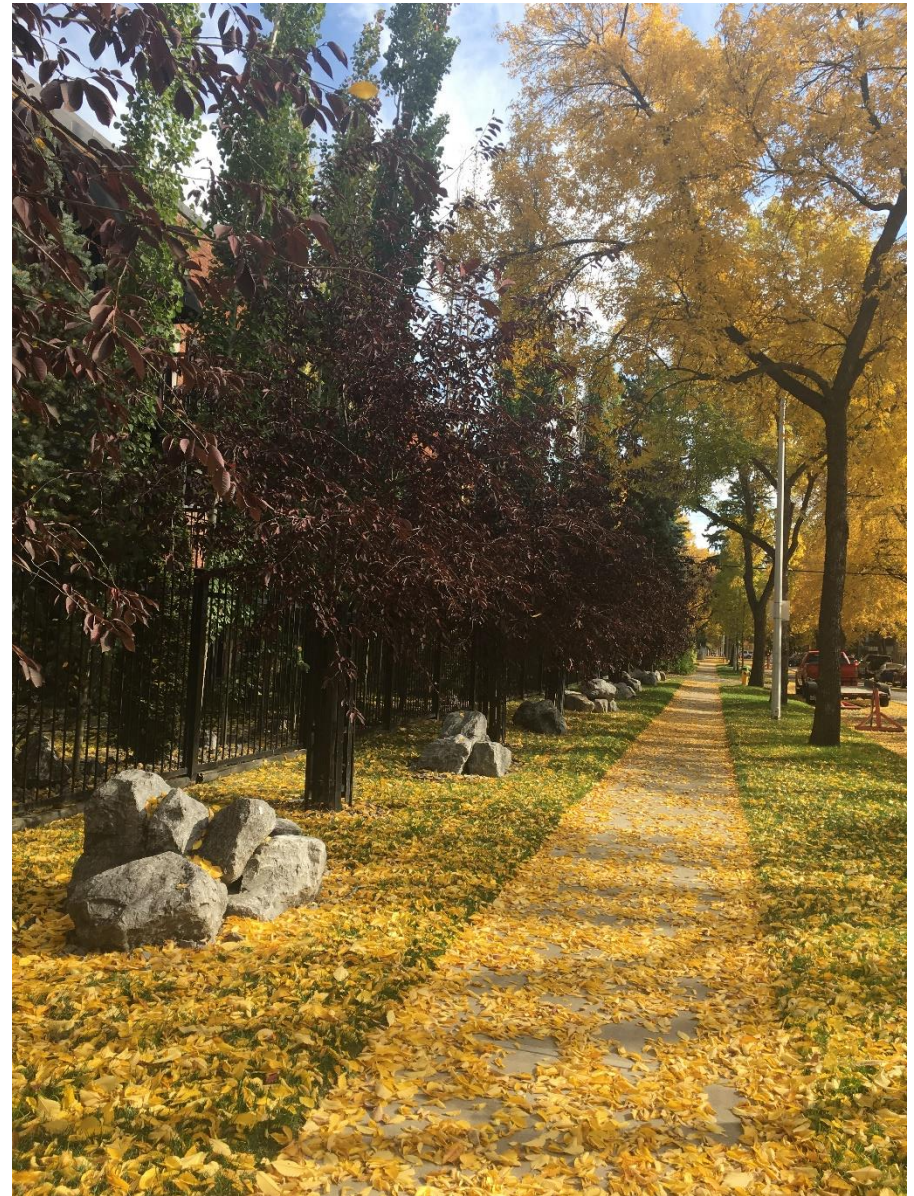
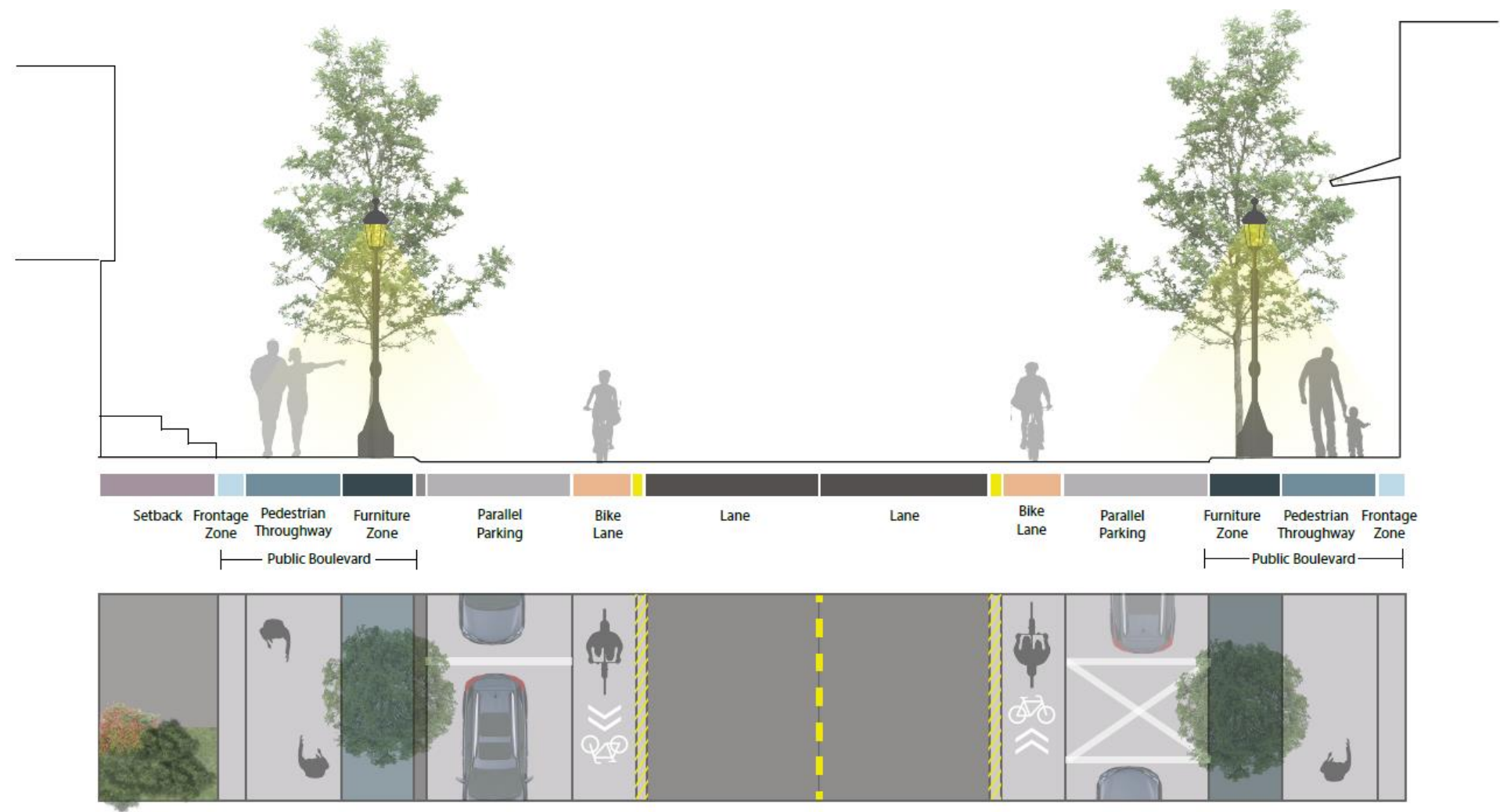


Figure 6: Local Street Residential/ Commercial



25.3.2. Livable Streets

Livable Streets attempt to facilitate a wider range of users and attempt to provide high levels of connectivity to individual communities within Camrose. Livable Streets place a higher level of emphasis on urban design that can attract people to an area as well as ensure a higher level of safety for all users. Livable Streets are broken down into Neighbourhood Collectors and Urban Boulevards categories.

Neighbourhood Collectors are designed to provide a high level of connectivity within the group of Livable Streets.

Urban Boulevards aim to create a street environment that is both a safe transportation facility and a destination for and between local community services and commercial activities.

These streets also provide access to a range of land uses such as recreational facilities and parks. Setbacks are generally lower and street-front activity is encouraged. Urban Boulevards act as major collectors in multimodal corridors with either existing relatively intense urban form or future policy encouraging redevelopment.

Policies:

1. Within Downtown, 50 Street (Main Street) and 50 Avenue are cornerstone to Downtown lifestyle, thus they shall be designed and operated as urban Boulevard Streets.
2. Main Street shall remain a pedestrian-scaled street where people can move with ease and comfort.
3. The City shall provide places to rest and stop (i.e.: benches, trash receptacles, street trees) on all roadways.

4. Parking lot entrances shall be located a minimum of 10 metres away from intersections and other parking lot entrances on the same side of the street on all roadways.
5. The design of streets as they are improved or built should be determined by the guidelines outlined in Figures 7-9. Where street design differs from these guidelines, it should be demonstrated that the design meets the intentions of the DARP.

Figure 7: Neighbourhood Collector

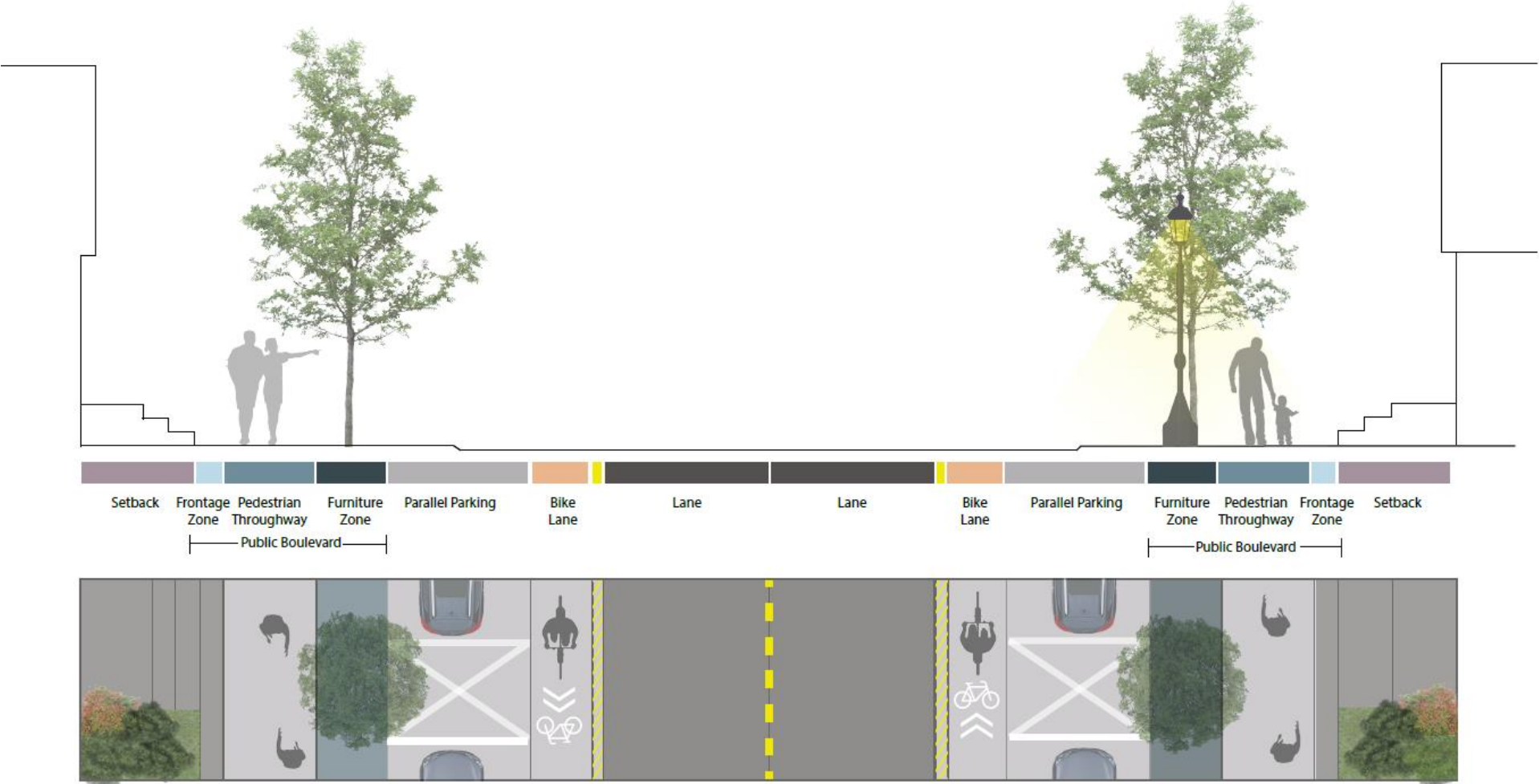


Figure 8: Urban Boulevard (A)

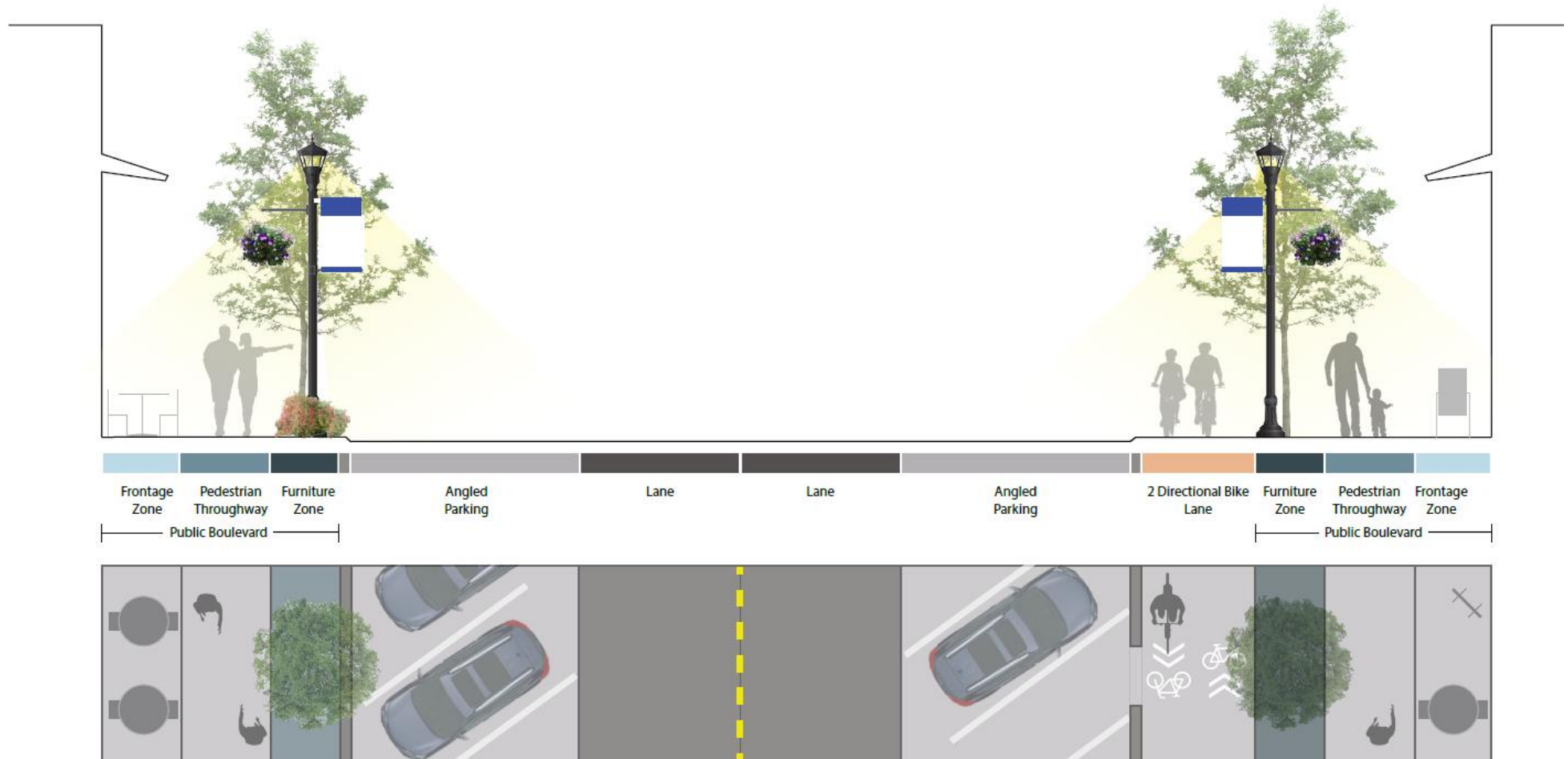
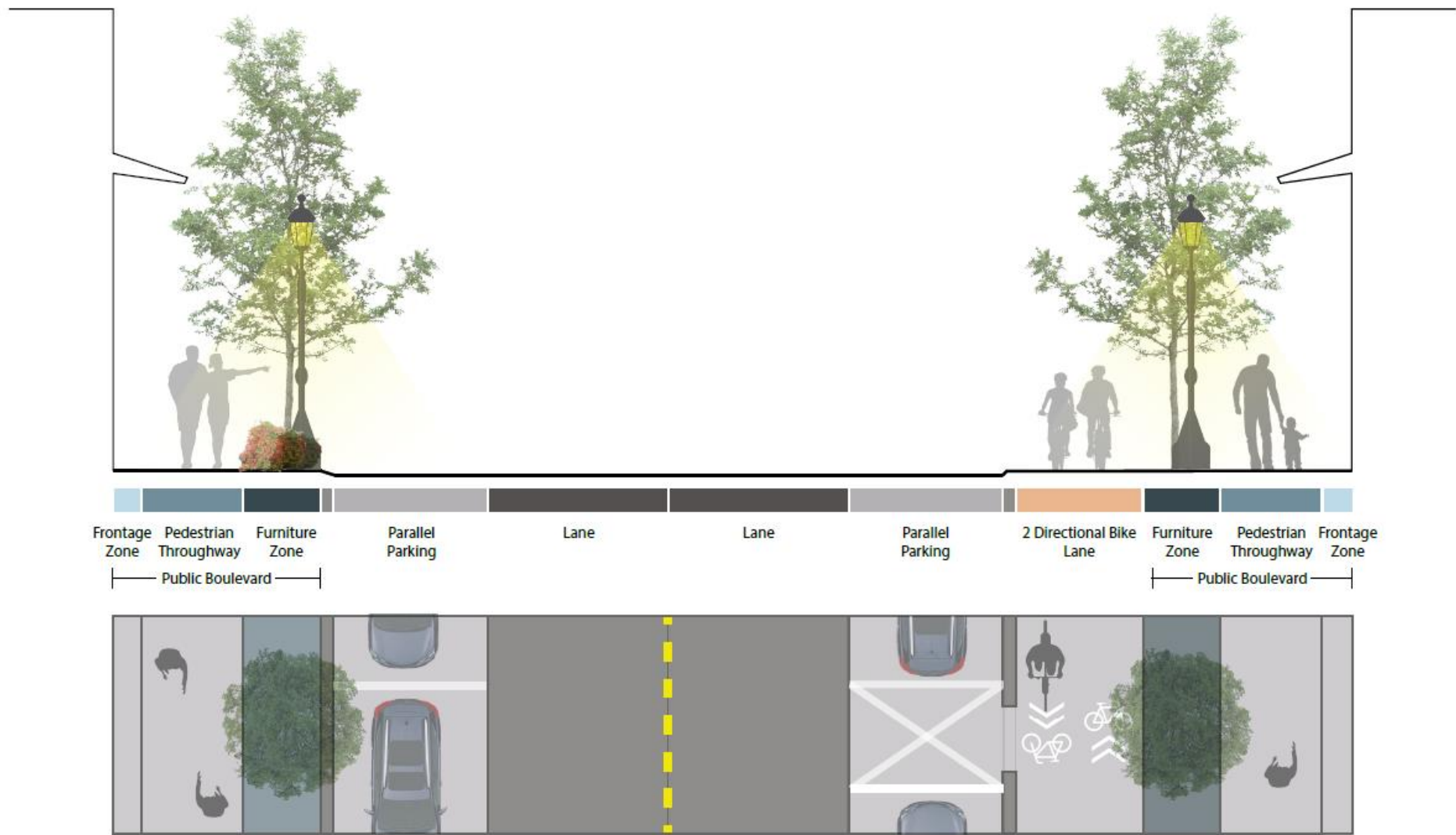


Figure 9: Urban Boulevard (B)



25.3.3. Goods and Services

The City also has a network of good movement routes including dangerous goods movement routes. The dangerous goods movement route primarily involves Camrose Drive (Highway 13A) on the south side of the City, as well as 68 Street and 39 Street. This allows the City to keep the movement of dangerous goods largely to the south of the City, minimizing the risk of moving such goods through more urban areas.

The Camrose Downtown Transportation and Parking Plan reviewed the existing truck routes and loading areas and concluded that as Downtown develops with more of an emphasis on walking and cycling facilities, accommodation of trucks will become more and more difficult.

Policies:

1. The City should look at the removal of 51 Street (north of 48A Avenue), 49 Street, and 49 Avenue from the dangerous goods movement network.

25.3.4. Parking

The Transportation and Parking Study determined that Downtown has an adequate supply of on-street parking. Refer to *Map 12 – Existing On-Street Parking*.

Policies:

1. Permanent parking lots should have proper drainage, be paved, landscaped, and lit for security and comfort. Care should be taken to avoid having lighting spill out onto adjacent streets.
2. Any development greater than 30% cumulative addition to the existing building that results in a change to the parking requirements is required to bring off street parking into compliance with the standards of the Land Use Bylaw.
3. The City shall retain the on-street, curb-side vehicular parking spaces in the Downtown to ensure an adequate supply of parking for those visiting the area.
4. Enforcement of parking limits would discourage long term on-street parking but may also negatively impact customers. The City should explore education and encouragement options to target long term on-street parking.

Map 12 – Existing On-Street Parking



PART 5 – DEVELOPMENT CONCEPT

26. PLANNING PRECINCTS

The Plan area is divided into nine (9) planning precincts, which have been identified according to their existing characteristics and intended functions. Refer to *Map 12 – Downtown Precincts*. A true Downtown neighbourhood is an environment that provides access to multiple community services, entertainment, commercial, employment opportunities, in a compact, well-designed area. Therefore, while there might be several precincts within Downtown characterized by distinct land uses, built form, services and streets, successful precedents indicate that housing (both market rate and affordable) is up to two-thirds of a thriving Downtown environment, meaning, residential intensification creates community, and mixed use creates the destination.

The following is a general description of the vision for each character area:

A: Station Main

This is an opportunity to celebrate the Canadian Pacific Railway by reinstating its heritage character through open space, active land uses, and street programming. Currently this area is a barrier that dissects Downtown from the neighbourhoods to the north. The terminus of 50 Street at 51 Avenue is a natural focal point to jumpstart a community hub. This is an opportunity to create a truly pedestrian priority area - a shared space where motorists and pedestrians move by the same rules.



B: Adams Residential Village

This predominantly residential area is a transition zone to the neighbourhoods west of Downtown. This area is anticipated to remain stable but diverse housing options are encouraged such as duplexes, fourplexes, bungalow courts and row houses which were an integral part of every neighbourhood built in the early 20th century. There are opportunities for improvements to the urban design and pedestrian environment to encourage more use of the open spaces and amenities.

This area is named after Francois Adam. Francois Adam moved to Camrose to use his civil engineering background to survey the streets of Camrose. It is Adam who is one of the original founders of Camrose and is well known for making main street Camrose 100 feet wide; Adam expected Camrose to grow into an urban centre for the surrounding region.



C: Commercial District/ Civic Centre

This area is envisioned to be an area that serves the residents of Camrose. Taking advantage of the proximity between City Hall, the Court House, Agriculture Financial Services Corporation (AFSC), and other community services (e.g.: financial institutions), this area will serve as a center for civic needs for all residents. It is expected that a number of institutions and enterprises will relocate to this premier Downtown economic destination, creating a reason for people to be in Downtown.



D: Historic Main Street

Main Street is the core of Downtown, characterized by the unique urban venues and retailers in close proximity. This area provides an opportunity to build upon the unique character by extending its vibrant atmosphere to “Station Main”.

The portion of 50 Street, south of 49 Avenue presents a more contemporary character with many faith-based institutional uses within short distance. This allows for intensification and re-adaptive / mix use of existing buildings.



E: Commercial Transition Area

This predominantly mixed area is a transitional zone from Main Street to the Innovative Employment Area. As the surrounding precincts evolve the commercial transition area will become more defined in its uses and business attraction and retention. This area is a major connector to the neighbourhoods and employment areas to the north.



F: Sparling Mixed Use Historic Village

The unique historically significant structures in this precinct are an asset to Camrose giving it a charming historical urban village feeling which should be retained. Although it is predominantly single family residential, opportunities exist to integrate this area with the surrounding urban fabric through adaptive reuse of existing buildings, and an appropriate mix of uses to support redevelopment of adjacent areas in a complementary fashion.

This area was developed during the period when the official name of Camrose was Sparling.



G: Innovative Employment Area

This precinct is the innovative employment core of Camrose with business attraction and retention geared at green industries, small businesses and business incubators. It is intended to provide transition from lighter industrial uses to more commercial business uses.

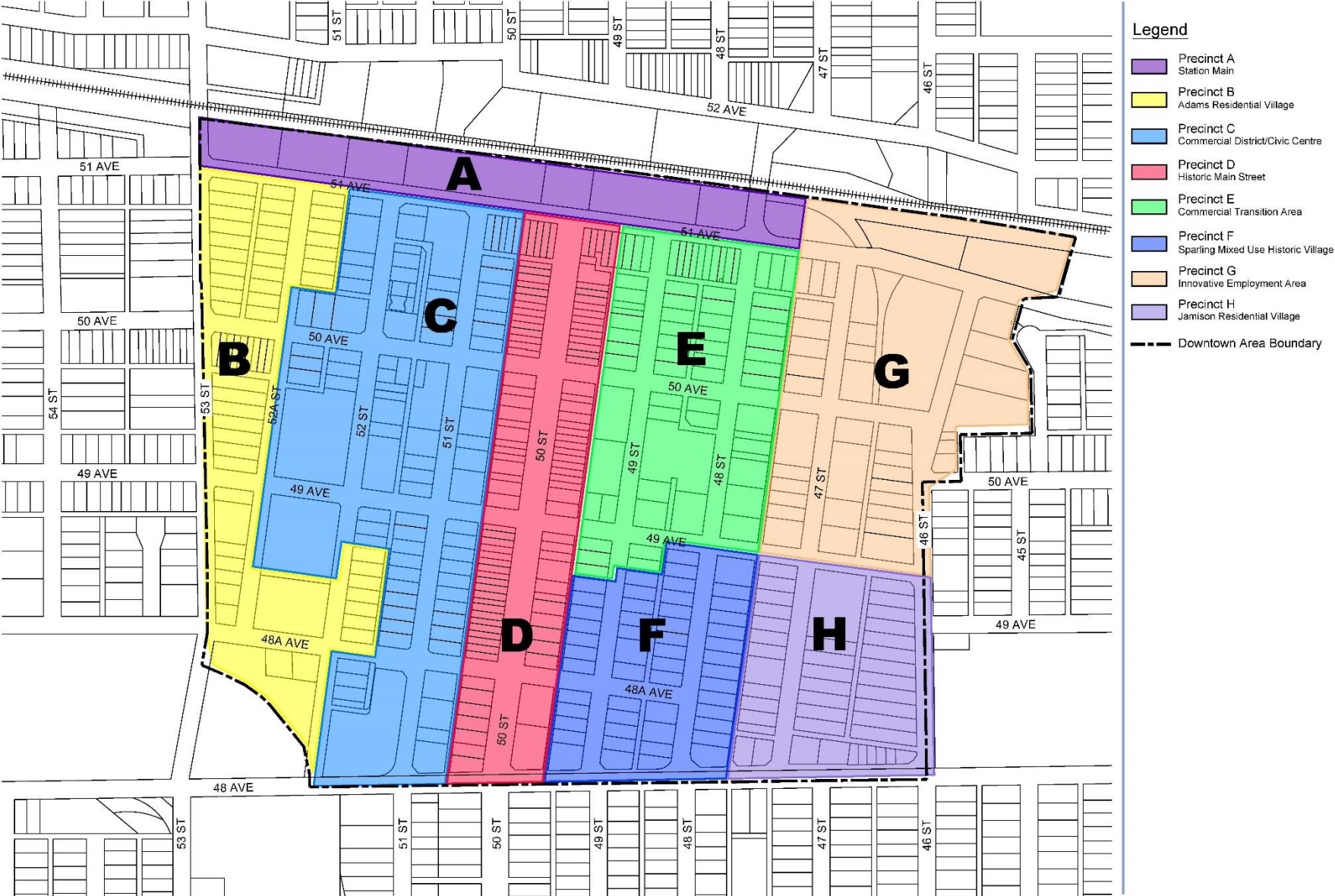


H: Jamieson Residential Village

This predominantly residential precinct is close to École Charlie Killam School and has good access to employment areas making it ideal for families. It is intended to remain a residential area with opportunities for infill development at strategic locations. This area is experiencing medium and higher density infill.



Map 13 – Downtown Precincts



27. LAND USES AND PRECINCT FORM-BASED ELEMENTS

Overview

The land use patterns described for each precinct area have been developed to ensure a wide range of uses, development, and redevelopment can be accommodated. The land use patterns for the precinct areas have been designed to maintain and enhance the historical character. Land use patterns are designed to achieve the guiding principles of the DARP.

This section contains general policies that apply to all precincts. For policies that are specific to and responsive to the character of each precinct, refer to the specific precinct policies.

Goals:

- Preserve, maintain and enhance the historical precinct areas.
- Provide a range of housing choices within the plan area.
- Encourage infill and intensification of development and redevelopment of sites specifically in precinct areas that lack a distinct identity.
- Encourage better connectivity between precinct areas and surrounding neighbourhoods outside of the plan area.
- Encourage architecturally unique development and redevelopment opportunities of vacant and underutilized land.
- Avoid land use conflicts by providing logical transitions between existing and proposed land uses.

Policies:

1. The land use and urban design of future development proposals must conform to the intent of the precinct in which the proposal is located.

2. Auto-oriented uses such as automobile service centres, drive-through businesses, and service stations shall only be permitted in the Station Main and Innovative Employment Precincts; they are prohibited in all other precincts.
3. At-grade parking lots (those independent of any other use) shall be strongly discouraged within the blocks adjacent to the Historic Main Street Precinct.
4. Any features facilitating accessibility to buildings (e.g., ramps, handrails, stairs) should be contained within the property line.
5. Non-accessory parking shall not be allowed in the Main Street Precinct. Access to parking and accessory parking shall only be located off the lane.
6. The City shall support, through amendments to the Land Use Bylaw, the repurposing of existing faith-based institutions and vacant commercial buildings with empty storefronts as mixed-use developments for a wide range of land uses including retail, social services, office, government, restaurant, entertainment uses, and housing where proposed forms would result in a net increase of the existing density on the block face.
7. The City shall promote the highest and best use of vacant and underutilized lands.
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27.1. A: Station Main

This precinct includes a car wash, a strip mall, and two large furniture stores along with several vacant parcels of land currently used for parking.



Source: City of Camrose Planning and Development Photo Library



Intent: To celebrate the railway heritage of Camrose and create a strong gateway presence into Downtown from 53 Street.

Outcomes:

- Create a pedestrian priority area at the terminus of 50 Street at 51 Avenue as a community hub suitable to hosting festivals and other public events.
- Encourage development on vacant and underutilized land.
- Aesthetically improve 53 Street gateway into Downtown.
- Enhance the pedestrian experience along 51 Avenue.
- Reduce the amount of parking lots along 51 Avenue.

27.1.1. Block Pattern

Policies:

1. 51 Avenue is the central focus for Station Main and shall remain a linear boulevard from 48 Street to 53 Street. Complimentary mixed-use development shall front 51 Avenue.
2. The City shall implement a multi-function pedestrian priority area at the terminus of 50 Street at 51 Avenue, potentially expanding it south onto Main Street. This public space is envisioned as active hard landscaped shared space where motorists and pedestrians move by the same rules. This shared space will provide a strong central gathering place for Downtown and may encourage redevelopment of surrounding properties to frame and enliven this space.
3. Station Main shall promote a balance of green space and development on the north side of 51 Avenue which will be developed as the community grows and sculpts the area to meet their needs. The combination of green space and development will stitch the precinct together in the east-west direction and provide visual connectivity to the residential

communities to the north of the Canadian Pacific Railway with the Downtown.

4. The City shall allow for a range of commercial retail and commercial office uses of a medium scale.
5. Non-residential, stand-alone development should be allowed, provided the predominant land use employs a large number of employees and/or generates a high number of visitors. Notwithstanding, mixed-use residential development may be allowed where development adheres to the *Guidelines for New Development in Proximity to Railway Operations Prepared For The Federation Of Canadian Municipalities And The Railway Association Of Canada*.

27.1.2. Site Design

Policies:

1. To enhance the interface between commercial retail units and 51 Avenue and provide a continuous street frontage. Driveway aisles should be aligned with the existing street rights-of-way terminating at 51 Avenue, other than 50 Street (i.e.: 49, 51, 52, 52A Streets). Where feasible, driveway aisles should be consolidated between adjacent developments.
2. Buildings should be oriented so the primary entry faces 51 Avenue. Articulation, materiality and architecture features shall be required on the facades of buildings facing the Canadian Pacific Railway to avoid blank walls.
3. Buildings should be placed relatively close to the front property line. An additional setback may be allowed where appropriate to provide for an entry plaza, landscaped area or other outdoor feature, provided that the site is designed to frame a pedestrian orientated street front. Parking shall not be allowed at the front of the building.
4. Parking, loading and storage are encouraged to be located on the side or rear of the lot, accessed by a laneway or driveway aisle, in order to enhance the pedestrian environment along 51 Avenue. In both scenarios, the parking and loading areas shall be appropriately screened from view.
5. Within surface on-site parking areas:
 - a. Pedestrian connections shall be established through the utilization of clearly demarcated walkways, lighting, and signage systems to reduce vehicle conflict with pedestrians and create a pedestrian-friendly design.
 - b. Pedestrian walkways bisecting surface parking lots shall be a minimum of 2.0 m in clear width, with bollards or other physical barriers to protect pedestrians from parked vehicles overhanging into the walkway beyond the 2.0 m width.
 - c. Pedestrian walkways are to be developed to destinations both on and off-site. These walkways should be provided to connect destinations along major desire lines and should connect with public sidewalks at the site perimeter, enhancing safety and visibility.
6. Surface parking lots are to be adequately screened with landscaping or other design elements at the street edge to minimize their visual impact and to improve the pedestrian environment.
7. All corner lots should be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.1.3. Built Form

Policies:

1. Buildings should be designed to provide a height transition to surrounding higher or lower scale developments and public spaces to preserve view corridors to communities north of Downtown.
2. Large non-residential frontages shall vary the building mass, selection and application of materials, texture, and composition in order to be perceived by pedestrians at walking speeds.
3. Private realms are encouraged to be integrated into the front setback.
4. Buildings shall incorporate warm materials and colours, and the careful integration of lighting, to encourage pedestrian activity within a four-season context.

Signage

1. Billboard-style signage shall not be allowed along 51 Avenue.
2. Only one freestanding sign per site shall be permitted on sites facing 51 Avenue.

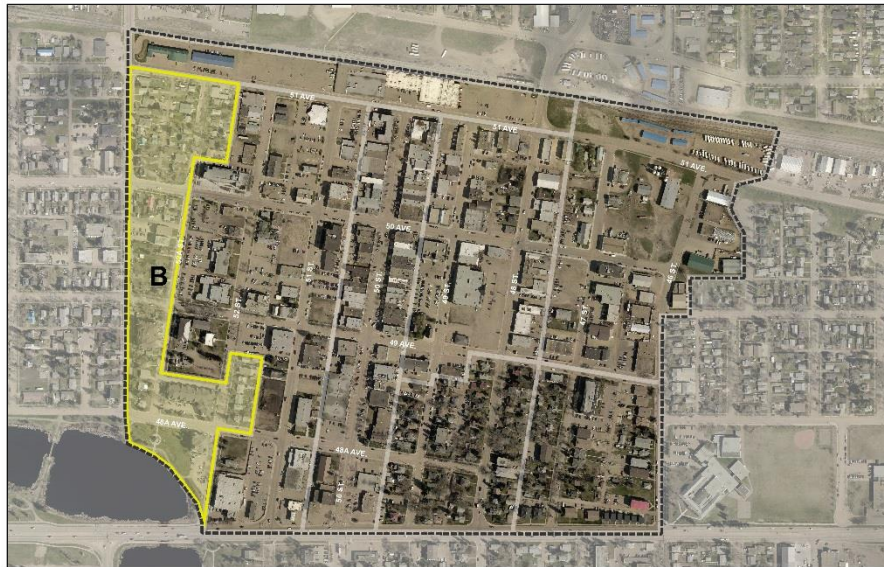


27.2. B: Adams Residential Village

This precinct area includes a wide mix of residential and some commercial uses.



Source: City of Camrose Planning and Development Photo Library



Intent: To maintain the existing character of this area by encouraging housing options such as duplexes, fourplexes, bungalow courts, row houses and low rise apartments/condominiums.

Outcomes:

- Enhance the pedestrian environment to encourage more use of open spaces and amenities and connectivity to other precinct areas in the Downtown.
- Encourage redevelopment to be sensitive to the neighbourhoods west of Downtown.
- Encourage a wide variety of housing choices.
- Allow for small scale commercial opportunities in specific locations

27.2.1. Block Pattern

Policies:

1. The City shall enhance the pedestrian environment to promote walkability and facilitate access to other precincts of Downtown by implementing mobility improvements as outlined in the Urban Design Framework.
2. The City should develop gateway features at 51 Avenue and 53 Street, and at 50 Avenue and 53 Street.
3. Small scale commercial opportunities should be allowed on the east side of 53 Street and west side of 52A Street and on corner lots at the intersections with 50 Avenue and 51 Avenue.
4. Long blocks without some break in the block pattern shall be discouraged.

27.2.2. Site Design

Policies:

1. The City shall ensure development accommodates view corridors of Mirror Lake by tapering building heights and building setbacks.
2. New developments should be sensitive to adjacent properties in regard to building massing and setbacks, making it easy to integrate them into existing neighborhood.
3. The siting of infill development should be sensitive to natural amenities such as sunlight, views, and topography.
4. Vehicular access to dwellings shall be provided from the abutting laneways. Where laneways do not exist, front driveways should be designed to minimize disruption of the sidewalks.
5. Encourage private, semi-private, and public open spaces as components of residential developments that provide outdoor amenity spaces in consolidated on-site areas.
6. All corner commercial zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.2.3. Built Form

Policies:

1. The City shall encourage a range of housing options and allow for increased densities up to four storeys.
2. Traditional craftsmanship or prairie design are strongly encouraged in this area.
3. On corner lots, buildings shall be articulated with architectural detail (including window treatment, façade articulation and material selection) to address both the fronting and flanking streets equally.
4. New development should be compatible with existing built form within the block and incorporate design elements found throughout the neighbourhood, except where the incorporation of contemporary design features will lead to more attractive context.

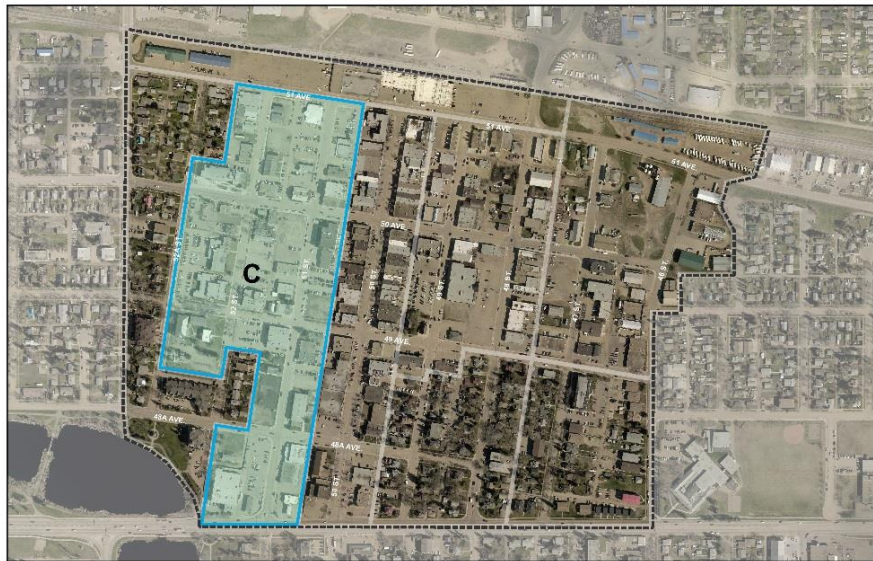


27.3. C: Commercial District / Civic Centre

This area is predominantly comprised of commercial and civic uses such as City Hall, the Court House, Agriculture Financial Services Corporation, financial institutions and the Canadian Lutheran Bible Institute.



Source: City of Camrose Planning and Development Photo Library



Intent: To create an area that is attractive, walkable and provides for the civic needs of residents.

Outcomes:

- Encourage institutional, civic and professional offices to locate in this area.
- Encourage walkability.
- Ensure a cohesive identity is formed.
- Develop a large consolidated public space.

27.3.1. Block Pattern

Policies:

1. The City shall encourage new institutional development to locate within the blocks bound by 50 Avenue, 49 Avenue, 52A Street and 51 Street to jumpstart a priority civic core.
2. New development shall preserve key vistas to and from City Hall and the Court House and reinforce their significance as Downtown civic core through nighttime lighting.
3. The City shall invest in opportunities to create a public plaza through redevelopment of city-owned underutilized lands or new land acquisition, which will improve the livability and vibrancy of Downtown.
4. The City shall enhance the pedestrian environment to promote walkability and facilitate access to other precincts of Downtown by implementing mobility improvements as outlined in the Urban Design Framework.

5. The City may consider development proposals that require consolidation of lots where more efficient use of infrastructure capacity and amenities can support intensification.

27.3.2. Site Design

Policies:

1. Most blocks in this precinct contain laneways; therefore, limited direct access for private vehicles from the front or side property lines may be allowed but vehicular access from the rear lane is preferred.
2. Front setbacks should be limited to accommodate public realm enhancements.
3. Side setbacks shall not be required; however, where appropriate, they should be provided to accommodate on-site circulation and habitable rooms facing the side property lines.
4. Appropriate rear setback is encouraged to accommodate loading and waste storage.
5. On-site parking should not be allowed in front of the building.
6. All corner lots should be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.3.3. Built Form

Policies:

1. Quality architecture that shifts the focus from aesthetics to building interface with the public realm is preferred.
2. The City should encourage new buildings to be designed around a contemporary aesthetic, allowing for ongoing market demands and diversity be applied to various forms of building.
3. A range of building heights should be considered within the precinct where a development proposal envisions a vertical mixed-use building with ground floor non-residential development, including retail and service uses, with residential, commercial and / or office uses above the ground floor.
4. The City should support development proposals looking to explore opportunities for catalyst projects (e.g.: arts center/library) along 51 Street.



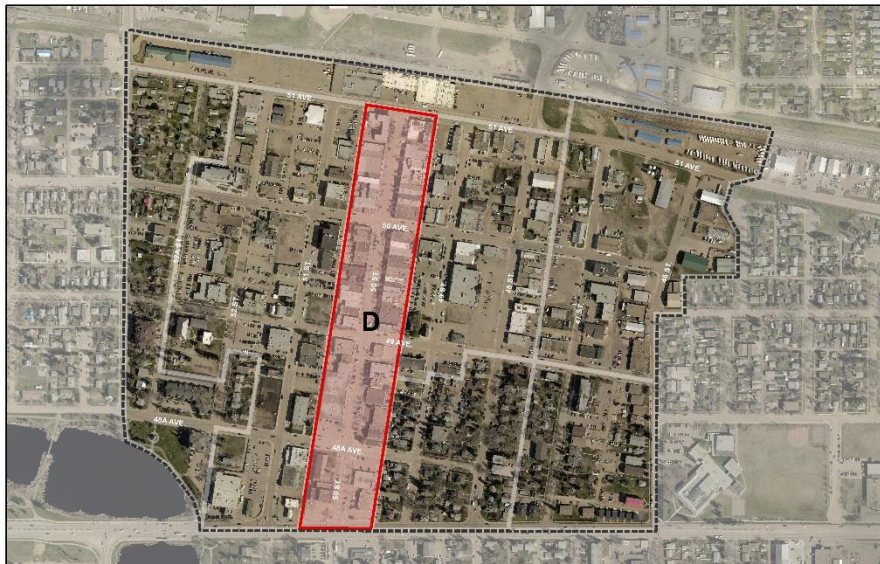
Source: City of Surrey

27.4. D: Historic Main Street

Historic Main Street is the core of Downtown, with a wide variety of historical buildings and commercial uses with some residential uses located above the first floor. It reflects the initial development pattern in Camrose and is characterized by relatively small-scale built form and land uses that attract many patrons.



Source: City of Camrose Planning and Development Photo Library



Intent:

To retain the small scale, street-oriented character of the precinct that will contribute to the establishment of the area as a high quality, pedestrian-friendly environment.

Outcomes:

- Promote the preservation and re-adaptive use of the existing building inventory.
- Aesthetically improve 48 Avenue / Main Street gateway into the Downtown.
- Enhance the pedestrian experience by connecting Main Street to the Station Main Precinct pedestrian priority area, which will serve to draw more visitors to the areas and will contribute to increased foot traffic that will benefit new and existing businesses.

27.4.1. Block Pattern

Policies:

1. Future development in the Historic Main Street Precinct may include uses such as cafes, restaurants, and specialty stores that can contribute to the expansion of this area as a high quality, pedestrian-friendly environment.
2. New and infill development should incorporate a mix of uses into individual buildings or within the site.
3. The City shall ensure compatible infill occurs that takes into consideration materials, historical details, scale, height and massing.

4. Active small scale-street oriented retail uses should be encouraged on the ground floor of new developments to animate the street.
5. New large-scale format (i.e.: more than 1860 m² ~ 20,000 ft² in floor area) and stand-alone, single-use retail buildings are discouraged.
6. Commercial establishments with a restaurant or food service focus are encouraged to provide patio or outdoor seating.
7. The City should maintain on-street angled parking that considers the public realm and pedestrian connectivity.
8. The City shall ensure development conforms to the architectural design of the block.

27.4.2. Site Design

Policies:

1. New development should be designed to have both active commercial or residential frontages to access multiple floors.
2. Spill-out activities between ground floor retail and hospitality services abutting pedestrian laneways is encouraged.
3. Buildings are strongly encouraged to be built, to the greatest extent feasible, to the front property line to promote an active pedestrian interface and enhance the pedestrian experience. Front setbacks are allowed for outdoor amenity space (e.g. patios, temporary displays, and signage) or to accommodate accessibility features (e.g. ramps).
4. The front building wall of new infill buildings should occupy the majority of the lot frontage to minimize an unwarranted gap

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between buildings; this encourages a continuous street façade.

5. Side setbacks shall not be required; however, side setbacks may be required on the upper storeys of a building to accommodate office space or residential uses above the ground storey.
6. Rear setbacks shall not be required; however appropriate setback is encouraged to accommodate loading and waste storage.
7. On-site parking shall not be required, however, if provided, shall only be located at the rear of the building and accessed off the lane.
8. Loading and waste storage areas shall be located at the rear of buildings and should be screened from view from adjacent properties and pedestrian areas.
9. The City shall require commercial development to incorporate decorative sidewalks in the frontage zone consistent with the corridor design in the pedestrian zone, or appropriate street furniture.
10. The City shall enhance the pedestrian environment along 50 Street to promote walkability and facilitate access to other precincts of Downtown by implementing mobility improvements as outlined in the Urban Design Framework.
11. All corner lots with the exception of Lot 6&7, Block 41, Plan RN28D and Lot 15, Block 37, Plan 0024541 shall be double-fronting and built to property line in order to activate the streetscape on both sides. The aforementioned excluded lots should be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.4.3. Built Form

Policies:

Height

1. Building heights shall not exceed 2 1/2 storeys (8.9 m) within 100 m of 4857 50th Street and shall not exceed 3 storeys (11.5 m) outside of this 100 m zone. Stepbacks are encouraged.

Frontage

1. Primary building entrances should face the adjacent street and should be clearly articulated with elements such as architectural detailing, paving materials, lighting, signage and canopies to be welcoming and to provide protection from the elements.
2. Buildings with lengthy frontage (i.e. longer than 15 m) should be avoided to maintain a pedestrian scale environment. However, if allowed, they should be vertically articulated to offer visual interest and reduce the aesthetic impact on the adjacent street.
3. Buildings facades at ground level should have a high percentage of glazing (i.e. 60% to 70%) at grade to promote safety and create amenity and visual interest for pedestrians. The use of mirrored glass is discouraged.
4. Windows should emphasize vertical proportions and de-emphasize building mass.
5. Any façade improvements for buildings on Main Street should take inspiration from adjoining building facades. Special

emphasis should be placed on continuity of architectural features within existing adjacent buildings.

6. Development shall ensure windows, front doors, signage and fascias align with adjacent buildings to create continuity along the streetscape.

Signage

1. All signage on Main Street shall be of a pedestrian scale and traditionally styled. Refer to the examples of appropriate façade signage in Section 23.7 – Signage.
2. Projecting, blade or hanging signs are strongly encouraged and should be oriented to pedestrians passing on the sidewalk.
3. Façade signage is preferred over ground-mounted signs.
4. Animated signs and free-standing portable signs are not permitted.
5. Signs along Main Street shall be consistent with the human scale of Downtown buildings and blocks. Small scale signs are appropriate to smaller scale buildings and pedestrian traffic. Well-designed storefronts include pedestrian oriented signage and window displays. Signs should be designed to a scale and text legibility appropriate for individuals walking along sidewalks.
6. Freestanding signs shall be discouraged but may be considered when integrated with decorative landscaping surrounding the freestanding sign.



27.5. E: Commercial Transition Area

This area is not well defined by its uses or design and will predominantly rely on adjacent precincts for a long term identity.



Source: City of Camrose Planning and Development Photo Library



Intent: To provide opportunities for the area to develop an identity that is well defined that encourages business attraction and retention.

Outcomes:

- Establish active transition corridors along 49 Avenue, 50 Avenue, and 51 Avenue that incorporate green space and pedestrian-oriented streetscaping connecting the Main Street to the commercial and industrial areas to the east.
- Enable adaptive use of land that will be flexible once adjacent precinct areas become more established.
- Provide spaces for businesses and retail uses not in direct competition with uses along the Historic Main Street Precinct.
- Provide spaces for residents in higher density fashion with integrated commercial spaces.

27.5.1. Block Pattern

Policies:

1. The City shall support a concentration of active frontage commercial uses along 51 Avenue and 50 Avenue, maintaining the pedestrian environment and transitioning uses towards the commercial and industrial uses present eastbound in the adjacent precinct.
2. Medium to high density residential development shall be allowed; however, mixed-use residential is preferred provided that the non-residential land use is located on the ground floor.
3. Stand-alone non-residential development may be allowed, provided that the land use utilizes a sizeable floor area, employs a large number of employees or, generates a high number of visitors.

4. The City shall encourage and support initiatives that provide satellite spaces for the University of Alberta Augustana Campus through cooperation with the existing library facility and additional study and meeting spaces.
5. Allow for a range of commercial retail and commercial office uses to accommodate a variety of uses of a medium scale.
6. The City may consider development proposals that requires consolidation of lots where more efficient use of infrastructure capacity and amenities can support intensification.

27.5.2. Site Design

Policies:

1. The City shall pursue land acquisition or redevelopment of city-owned lands to incorporate green spaces closer to 49 Avenue and the adjacent precincts.
2. Businesses and entrances should be oriented towards the street along every block, maintaining an active and safe environment for pedestrians and business tenants.
3. Parking, loading, and storage are encouraged to be located underground, on the side or rear of the lot, or as a combination thereof, accessed by a back-lane or driveway aisle, in order to enhance the pedestrian environment along 49 Avenue, 50 Avenue, and 51 Avenue.
4. Surface parking lots are to be adequately screened with landscaping or other design elements at the street edge to minimize their visual impact and to improve the pedestrian environment.
5. All corner commercial zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.5.3. Built Form

Policies:

1. The City shall encourage a flexible building design that can be adapted to multiple future uses once the area establishes its long-term identity.
2. The articulation and materiality on the ground floor should reflect, where feasible, the heritage features present in the Historic Main Street Precinct; however, the overall development should incorporate a contemporary style with warm materials and colours that transition the aesthetic towards the commercial and industrial uses.
3. Large non-residential frontages shall vary the building mass, selection and application materials, texture, and composition in order to be perceived by pedestrians at walking speeds.
4. The use of blank walls that are visually prominent shall be minimized. Where such facades exist at the adoption of the DARP, the City shall encourage and support property owners to mitigate their negative impacts on the public realm through the use of murals or landscaping to screen walls and provide visual interest.
5. Visually appealing signs are strongly encouraged to be incorporated into the overall design of the building facades.
6. Freestanding signs shall be discouraged, but may be considered when integrated with decorative landscaping surrounding the freestanding sign.



27.6. F: Sparling Mixed Use Historic Village

This area is very well defined in terms of character and historical presence.



Source: City of Camrose Planning and Development Photo Library



Intent: To retain the current urban village feel.

Outcomes:

- Maintain and celebrate the history of Camrose through heritage preservation.
- Encourage retention of the existing heritage inventory and other unique historically significant structures while allowing for the re-adaptive use of their structures.

27.6.1. Block Pattern

Policies:

1. The City should reintroduce historic streetscape features (i.e.: paving materials, lighting and street furniture) to reinforce a historic theme.
2. The City shall develop gateway features at 48 Avenue and 48 Street.
3. The City shall enhance the local neighbourhood character of 49 Street by implementing streetscape improvements as outlined in the Urban Design Framework.
4. The City shall ensure development incorporates the contextual design of the precinct with respect to its historical character in order to maintain the existing livability and vibrancy of a small urban village.
5. The City shall promote a low scale development pattern that contributes to affordability, diversity, livability and vibrancy of Downtown.
6. Compatible, sensitive infill development is encouraged to ensure the continued renewal and vitality of the community.

27.6.2. Site Design

Policies:

1. The building and siting of infill development should be sensitive to natural amenities such as sunlight, views, and topography.
2. As all blocks in this precinct contain laneways, front driveways shall not be allowed.
3. Setbacks to reflect neighboring building form are encouraged, but variation in the front setbacks of buildings enhance desired individuation of development may be considered to promote a quality public/private realm interface.
4. Building facades should have front entrances oriented towards the street and windows that overlook streets in order to provide a safe and pedestrian friendly area.
5. All corner commercially zoned or used lots shall be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.6.3. Built Form

Policies:

1. Development shall ensure setbacks, lot coverage, and massing are compatible with the low scale development pattern in the precinct.
2. Adaptive reuse of building shells shall be allowed where contemporary design practices can contribute to enhance energy performance or reduce water consumption.

3. Wherever feasible, redevelopment projects shall have regard to the scale and materiality of building in the block to ensure the heritage character of the area is maintained.
4. Non-residential development shall be sensitively integrated into the existing neighbourhood by respecting the importance of an active street frontage and by providing parking areas accessible from the rear of the lot.
5. Front entrances of buildings should be spatially and architecturally prominent and welcoming.
6. Public realm additions and improvements, such as front porches, that are sensitive to the historical character shall be encouraged.

Signage:

1. Signage is encouraged to be in the form of permanent free-standing signs.
2. Large fascia and commercial like signage shall not be allowed. Signage should be compatible with the heritage of the area and should take into consideration materials, massing and color of existing structure.
3. Where signage is not consistent with materials, massing and color of existing structure, the size of the sign should be reduced in size as to not impact the historical significance of the structure.





27.7. G: Innovative Employment Area

This area is a mix of light industrial uses, commercial uses, and vacant and underutilized land development opportunities.



Source: City of Camrose Planning and Development Photo Library

Intent: To provide an area for innovative employment geared toward green industries, small businesses and business incubators. To continue the transition from light industries to commercial uses.

Outcomes:

- Sustain an active employment core that generates diverse employment opportunities.
- Repurpose underutilized buildings and land to create hubs for new and existing businesses.
- Enhance and maintain a healthy public realm through thoughtful street design that effectively connects businesses and industrial uses.

27.7.1. Block Pattern

Policies:

1. The City should support and allow for a range of commercial retail and office, light industrial, and business incubation uses throughout the precinct.
2. The City shall enhance the pedestrian interface along 51 Avenue and 50 Avenue by positioning industrial uses away from active intersections, and closer to internal portions of each block, as well as towards 46 Street, transitioning away from the Downtown core.
3. New development should front commercial businesses toward 51 Avenue and 50 Avenue to further encourage an active and safe pedestrian environment along each respective corridor.

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4. Residential uses shall only be allowed through the use of live/work developments, which should be located closer toward the residential precinct areas.
5. The City shall encourage repurposing existing buildings into low-rent, business incubation spaces that will encourage new businesses.
6. The City shall ensure underground municipal servicing is replaced before intensive development occurs.

27.7.2. Site Design

Policies:

1. The City should encourage new development to activate major corners at the intersections along 47 Street by having corner lots front their businesses on both sides of the street and enabling high activity corners.
2. Businesses and entrances should be oriented towards the street along every block, maintaining an active and safe environment for pedestrians and business tenants.
3. Parking, loading, and storage are encouraged to be located on the side or rear of the lot, accessed from a laneway or driveway aisle, in order to enhance the pedestrian environment along 51 Avenue, 50 Avenue, and 49 Avenue.
4. Display areas may be allowed to locate in the front setbacks if they can contribute to the quality of the adjacent streetscape.
5. Surface parking lots shall be adequately screened with landscaping or other design elements at the street edge to minimize their visual impact and to improve the pedestrian environment.

6. All corner commercially zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides. B-3213-22

27.7.3. Built Form

Policies:

1. New development is encouraged to pursue a flexible building design in order to accommodate innovative business opportunities.
2. The City should encourage new buildings be designed around a contemporary aesthetic, allowing for development to clearly depart from the heritage aesthetic present in the Historic Main Street Precinct. However, development adjacent to Provincial Historic Sites should follow a similar fundamental design.
3. For industrial sites with inactive frontages, effective coverage and transitioning of building structure materials is encouraged to maintain a pleasing pedestrian-oriented street design.
4. Building heights should effectively transition to adjacent residential areas on the east and south edges of the precinct.
5. Large non-residential frontages shall vary the building mass, selection and application materials, texture, warm materials and colours, and composition in order to be perceived by pedestrians at walking speeds.



27.8. H: Jamieson Residential Village

This area is predominantly residential and continues to attract medium and high-density redevelopment.



Source: City of Camrose Planning and Development Photo Library

Intent: To encourage intensification through residential infill opportunities at strategic locations.

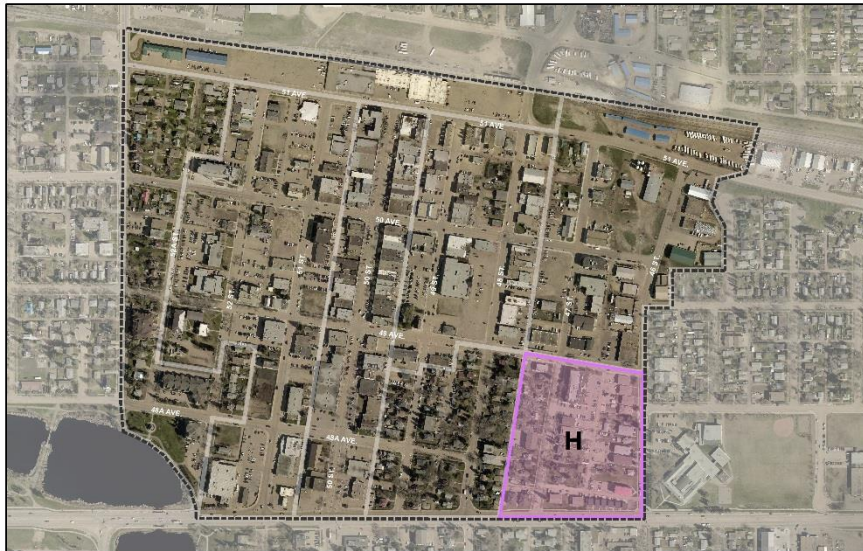
Outcomes:

- Create an appropriate transition between the 48 Avenue and Downtown residential areas.
- Develop the precinct as a higher density residential area to support adjacent Downtown commercial development.
- Maintain an active residential pedestrian environment to encourage walkability.

27.8.1. Block Pattern

Policies:

1. The City shall enhance the pedestrian environment along 46 Street, 47 Street, and 49 Avenue to promote walkability and facilitate access to other precincts of Downtown by implementing mobility improvements as outlined in the Urban Design Framework.
2. The City shall enhance the pedestrian connectivity to École Charlie Killam School by implementing streetscape improvements to 46 Street and 49 Avenue as outlined in the Urban Design Framework.
3. The City shall develop gateway features at 46 Street and 48 Avenue.
4. Long blocks of housing without private/public realm spaces or some break in the block pattern that creates sterility and long block faces shall be discouraged.



27.8.2. Site Design

context shall be preferably located fronting onto 48 Avenue and 49 Avenue.

Policies:

1. As all blocks in this precinct contain laneways, limited direct access for private vehicles from the front or side property lines may be allowed but vehicular access from the rear lane is preferred.
2. The siting of infill development should be sensitive to natural amenities such as sunlight and view corridors to École Charlie Killam School.
3. New developments should be sensitive to adjacent properties in regard to building massing and setbacks, making it easy to integrate them into existing neighborhood.
4. All corner commercially zoned or used lots should be double-fronting and built to property line in order to activate the streetscape on both sides.

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27.8.3. Built Form

Policies:

1. New development should be compatible with existing built form within the block while introducing contemporary design features that will lead to more attractive context.
2. The City shall allow for a range of housing types including semi-detached dwellings, duplexes, triplexes, fourplexes, townhouses and apartments/condominiums.
3. Building heights within this precinct shall not exceed four storeys; however, building heights that depart from the existing



28. ECONOMIC VITALITY

Achieving a more diverse economy will help offset market fluctuations, provide a solid employment and tax base for Downtown, and ensure future economic sustainability. Looking to the future it will be important for the City to diversify into areas that build upon local strengths and linkages, and that are economically viable as well as environmentally and socially sustainable. In that regard, three studies were conducted to inform the DARP – a Transportation and Parking Study; an Infrastructure Analysis; and a Retail and Commercial Market Study. The conclusions and recommendation of these studies will be critical to support the implementation of the DARP. Together with an inclusive Public Engagement Plan developed for the DARP process, they provide a solid understanding of local opportunities and constraints and accurate market data.

28.1. Place Branding

Place branding serves the purpose to differentiate a place for economic competitiveness. It is a coordination mechanism that may include story-telling and reputation building. Place branding is about how a street, precinct, or neighbourhood is perceived and performs in terms of identity, visibility, and reputation. It is a strategic competitiveness measure because high value activities and assets (talent, capital, firms, visitors, events) are increasingly mobile and exercise locational choices and preferences.

Policies:

The City should:

1. Encourage a broad range of business and employment opportunities to locate in Downtown and strive to make the area the “location of choice” for new businesses in Camrose.
2. Encourage partnership between the Downtown Camrose, Tourism Camrose, the Chamber of Commerce, and other groups to focus efforts on attracting new development to Downtown.
3. Create a special initiative between the City, Downtown Camrose, Tourism Camrose, the Chamber of Commerce, and other groups that focuses on the branding and image of the Downtown as a place to live, work, and do business.
4. Continuously market Downtown, as well as specific new Downtown events.
5. Consider creating a local media highlighting individuals and businesses in in Downtown Camrose, putting a human face on the revitalization effort.

28.2. Economic Development

Camrose recognizes that Downtown is the heart of the community, and that a community is only as strong as its core. A balanced public/private commitment is necessary to create a deliberate path to revitalizing and strengthening the Downtown economy – it is about design and economics. Most successful downtowns are those where collaborations define a course of action for reaching their vision, define clear and realistic implementation plan, and aggressively carry out those efforts.

Policies:

The City should:

1. Develop a municipal grant program that provides financial assistance to property or business owners who wish to undertake improvements to their building's façade.
2. Consider a financial incentive or possible tax relief for projects that provide new residential development.
3. Consider the implementation of a redevelopment levy that would be collected from new developments towards the purchase of additional park space in the Downtown.
4. Determine the retail concentrations that a Downtown market could support, including urban entertainment, specialty retail, and local-serving retail. These different retail options should be concentrated into walkable districts, creating destinations that give the area critical mass, identity, and a reason to live there.
5. Determine which one-of-a-kind cultural facilities should be Downtown and how existing facilities can be strengthened.
6. Pursue diversification of its economic base, by planning and coordinating land availability services and utility infrastructure for new businesses and expansion of established businesses in Downtown based on market needs.
7. Focus on essential issues such as water, sanitary, stormwater, transit to the Downtown, management of on-street parking, tighter turning radiuses at intersections for a better pedestrian experience, free wifi, and enhanced security and cleanliness.



PART 6 – IMPLEMENTATION

The Downtown Area Redevelopment Plan outlines policies and implementation phases over the next 25 years. Amendments to the policy areas may be necessary to address specific matters that may emerge over time. This living document should be re-evaluated every five (5) years to ensure that it continues to reflect the community's objectives and vision for future development in Downtown Camrose.

29. IMPORTANCE OF AN EFFECTIVE IMPLEMENTATION STRATEGY

The implementation strategy provides a roadmap for action. To succeed, the DARP must be able to show visible results through an effective implementation strategy. Short term, medium term and long term implementation goals should add up to meaningful change.

An effective implementation strategy is an important component of this Plan as it will ensure the policies of the Plan are carried out accordingly. Community members have provided detailed feedback on what they would like to see Downtown Camrose evolve into over the next 25 years. Public funds are required to attract, retain and attain the vision and guiding principles set out by the community. Public investment Downtown is necessary to attract more private investment in the Downtown area.

The investment of public funds will provide the community of Camrose as a whole the following benefits:

- Increased business attraction and retention;
- Increased public and private green spaces and gathering spaces;

- A cohesive Downtown; and
- A Downtown for families, social, and business life to thrive.

It is recommended that a brief annual report card be provided to Council in the first three (3) months of the year on how various benchmarks are being achieved. This can be reported in conjunction with annual development statistics, business license activity, and changes to the vacant and underutilized lands map. A systematic review and update of the implementation strategy should be undertaken every three (3) years.

30. AMENDING THE DARP

To retain the Downtown Area Redevelopment Plan as a real management tool its effectiveness needs to be monitored over time. If amendments are required, they should be carried out through an orderly amendment process. A comprehensive review should be conducted every five (5) years.

Development proposals triggering amendments must be consistent with the vision and planning principles of the DARP indicating:

1. the need of the proposed amendment;
2. the impact of the proposed change on the achievement of the vision, planning principles, and policies of the DARP; and
3. technical information on how it conforms with the DARP, and in what areas the application does not conform and why.

31. FRAMEWORK

1. Establish priorities broken down into projects, programs, studies and regulations:
 - a. Projects will typically require capital program commitments with budget allocations for such components as planning, design, acquisition and construction.
 - b. Programs generally involve multiple actions and do not necessarily entail capital spending at the outset. Programs involve initiatives that are more long-term or may be ongoing efforts to implement a strategic objective, e.g.: a Downtown public art program or a tourism strategy.
 - c. Studies involve research, analysis, conceptual design work and other activities required as initial actions before proceeding on a program or project. They may include negotiations, basic research, design plans, streetscape improvements, street redesigns, bike lanes grid, or other similar activities.
 - d. Regulations deal with land use, development review and other City policies or procedures that may require modification, implementation or monitoring, e.g.: Land Use Bylaw amendments.
2. Prepare a 5-, 10-, and 15-year budget estimate to be updated every year containing priorities, timeframes, and funding sources.
3. Prepare and submit annual budget requests to Council supported by a progress report.

32. BUDGET

Redevelopment initiatives and programs should be undertaken strategically to support the vision, goals and policies of the DARP. Most of the projects identified in the implementation section of the plan will be financed through the City's Capital Budget, Operating Budget or other available funding sources. City Council should consider business cases for investment in Downtown, understanding the long-term commitment required to achieve the goals and objectives of the plan.

In addition to City funding, many other financing mechanisms are available for plan implementation, some examples include:

- Provincial government program funding (e.g. Community Revitalization Levy);
- Federal government program funding;
- Local improvement;
- Public/Private partnerships;
- Private sector sponsorship;
- Area Redevelopment Plan Development Levies; or
- Municipal Sustainability Initiative (MSI) funding.

32.1. Community Revitalization Levy

A Community Revitalization Levy, similar to tax increment financing, helps cities to stimulate growth and activity in areas with large vacant and underutilized land.

Section 381 Division 4.1: Community Revitalization Levy (CRL) of the MGA allows for the following:

381.2(1) Each council may pass a community revitalization levy bylaw.

(2) A community revitalization levy bylaw authorizes the council to impose a levy in respect of the incremental assessed value of property in a community revitalization levy area to raise revenues to be used toward the payment of infrastructure and other costs associated with the redevelopment of property in the community revitalization levy area.

It is acknowledged that the Government of Alberta is not currently considering or allowing the development of new CRLs.

32.2. Redevelopment Levy

A redevelopment levy must be associated with a specific redevelopment area. Notwithstanding this, once created, such a levy can be used to pay for parks, public recreational facilities and schools to support the redevelopment area.

Section 647 Division 6: Development Levies and Conditions of the MGA allows for the following:

647(1) If a person applies for a development permit in respect of development in a redevelopment area and the area redevelopment plan contains proposals for residential, commercial or industrial development, a redevelopment levy may be imposed on the applicant in accordance with the bylaw adopting the area redevelopment plan.

(2) A redevelopment levy imposed and collected must be used to provide, in respect of the redevelopment area,

(a) land for a park or land for school buildings designed for the instruction or accommodation of students, or

(b) land for new or expanded recreation facilities,

or both.

32.3. Off-Site Levy

Development and redevelopment can trigger infrastructure improvements that may result in cost implications to the City – an off-site levy is imposed for the purpose of getting reimbursement for these costs.

Section 648 Division 6: Development Levies and Conditions of the MGA allows for the following:

648(1) For the purposed referred to in subsections (2) a Council may by bylaw

(a) provide for the imposition and payment of a levy, to be known as an “off-site levy”, in respect of land that is to be developed or subdivided, and

(b) authorize an agreement to be entered into in respect of the payment of the levy.

(2) An off-site levy may be used only to pay for all or part of the capital cost of any or all of the following:

(a) new or expanded facilities for the storage, transmission, treatment or supplying of water;

(b) new or expanded facilities for the treatment, movement or disposal of sanitary sewage;

(c) new or expanded storm sewer drainage facilities;

(c.1) new or expanded roads required for or impacted by a subdivision or development;

(d) land required for or in connection with any facilities described in clauses (a) to (c.2).

32.4. Condition of Issuing Development Permit

Section 650 Division 6: Development Levies and Conditions of the MGA allows for the following:

650(1) Council may in a land use bylaw require that, as a condition of a development permit's being issued, the

applicant enter into an agreement with the municipality to do any or all of the following:

(a) to construct or pay for the construction of a road required to give access to the development;

(b) to construct or pay for the construction of

(i) a pedestrian walkway system to serve the development, or

(ii) pedestrian walkways to connect the pedestrian walkway system serving the development with a pedestrian walkway system that serves or is proposed to serve an adjacent development,

or both

32.5. Monitoring and Updating the Plan

Administration shall monitor, evaluate and provide updates to Council annually. This will play a critical role in determining the progress of implementation. Overall, to keep the Plan and the implementation program relevant, it is recommended that the Plan be reviewed by City Council every five (5) years, and the implementation initiatives list annually by Administration.

Timeframe Benchmarks: Initiatives in the implementation plan are provided with short term (1-5 years), medium term (6-10 years), and long term (11-15 years) benchmarks. Beyond 15 years the vision of the DARP will guide implementation.

32.6. Measures for Success

Key performance measures that can be undertaken to measure the success of the plan.



















Business Activity	<ul style="list-style-type: none">• Number of new businesses• Changes in business sectors i.e. relative increase or decrease of businesses in different sectors
Residential Development	<ul style="list-style-type: none">• Number of new dwelling units• Diversity of households and housing forms
Improvement Projects	<ul style="list-style-type: none">• Close circuit video Downtown infrastructure (% of completeness)• Other projects, programs and studies completed that satisfy Plan direction
Commercial Office Space	<ul style="list-style-type: none">• Value of property renovation• Vacancy rates• Number of new buildings• Relative rate of Downtown to city-wide growth in office space
Retail and Services	<ul style="list-style-type: none">• Value of property renovation• New retail• Total number of square feet• Vacancy rate• Lease rates
Demographics – resident and employee populations	<ul style="list-style-type: none">• Growth rate compared to city as a whole
Transportation	<ul style="list-style-type: none">• Number of trips entering the Downtown• Parking supply– short and long term
Land	<ul style="list-style-type: none">• Vacant and underutilized land map























33. IMPLEMENTATION PLAN

Implementation Plan Legend (timeframe do not indicate project completion rather articulates timeline for business case approvals from Council or Administration):

- Short term (1-5 years)
- Medium term (6-10 years)
- Long term (11—15 years)

Framework	Initiative	Timeline	Precinct Area	Responsibility / Lead	Funding Source
<i>Downtown Area Redevelopment Plan</i>					
Regulation	Formal adoption of the DARP document	●	All	City Council, City Administration	DARP project budget
Study	Develop a Comprehensive Urban Design Framework including a comprehensive streetscape plan	● ●	All	City Council, City Administration	DARP project budget
Project	Develop and maintain Downtown gateways	● ● ●	All	City Council, City Administration, Downtown Camrose	Capital budget, land/business owners
Study	Revise and align the City of Camrose Wayfinding Master Plan to reflect the goals of the Downtown Area Redevelopment Plan	●	All	City Council, City Administration	Operating budget
Study	Build on the Wayfinding Master Plan to develop a comprehensive Downtown Wayfinding Strategy	●	All	City Council, City Administration	Operating Budget
Project	Land acquisition for new community park spaces	● ●	A,C,E	City Council, City Administration	Capital budget, land owner

Framework	Initiative	Timeline	Precinct Area	Responsibility / Lead	Funding Source
Project	Sidewalk improvement rehabilitation program	 	All	City Council, City Administration	Capital budget, Operating budget land/ business owners
Project	Develop new Downtown washrooms	 	D	City Council, City Administration	Capital budget
Project	Implement a minimum protected bicycle grid	 	All	Land/owners, business owners	Land/ business owners
Study	Develop and implement a placemaking and theming program		All	City Council, City Administration	Operating budget
Program	Review all placemaking through the lens of economic development in terms of supporting visitor attraction and business retention	 	All	City Council, City Administration	Operating budget, Downtown Camrose
Program	Allocate a portion of construction budget of qualifying publicly accessible City projects for public art	 	All	City Council, City Administration	Capital budget
Study	Develop a strategy to allocate funding for public art		All	City Council, City Administration	Operating budget
Study	Revisit incentives (façade improvements, accessibility enhancements, development fund charges etc.)		All	City Council, City Administration	Operating budget, land/business owners
Program	Discussions with land owners of vacant and underutilized land opportunities		All	City Council, City Administration	Land owners
Regulation	Update Land Use Bylaw to make it consistent with the Precincts policies		All	City Council, City Administration	Land/business owners, developers
Regulation	Update Land Use Bylaw to include Crime Prevention through Environmental Design Assessment		All	City Council, City Administration	Operating budget
Program	Develop a strategy to allocate funding for public art		All	City Council, City Administration	Land/business owners, developers
Regulation	Properties to be approved under the heritage Municipal Bylaw shall redistrict to one of the special historic zones prior to approval		All	Land/owners, business owners, Administration, City Council	Land/ business owners

Framework	Initiative	Timeline	Precinct Area	Responsibility / Lead	Funding Source
Regulation	Require private developments to install public art or to make cash contribution to public art	 	All	City Council, City Administration	Business owners, Downtown Camrose
Program	Use City-owned lands to strategically facilitate infill and redevelopment	 	All	City Council, City Administration	Operating budget
Study	Ensure proper timing of streetscape improvements and infrastructure repairs.	  	All	City Council, City Administration	Capital budget, land/business owners, Downtown Camrose
Study	Determine which one-of-a-kind cultural facilities should be Downtown	 	All	City Council, City Administration	Capital/ Operating budget
<i>Transportation and Parking Study</i>					
Regulation	Adopt and implement the DARP road classification, amending the TMP where required		All	City Council, City Administration	Operating budget
Study	Assess the relocation of roadway width to pedestrian or bicycle uses	 	All	City Council, City Administration	Operating budget
Program	Assess the operation of the midblock flashing beacons	 	D	City Council, City Administration	Operating budget
Project	Provide additional, permanent on-street bicycle parking		All	City Council, City Administration	Capital budget
Study	Reassess the ratio of parking stalls to bike stalls required for development		All	City Council, City Administration	Operating budget
Program	Modify signage regarding bicycle riding to clarify the restriction only applies to sidewalks		D	City Council, City Administration	Capital budget
Study	Assess the transit system and look for ways to improve and expand	 	All	City Council, City Administration	Capital/operating budget
Study	Assess the conversion of 2-way stops to 4-way stops on 48th Street		E	City Council, City Administration	Capital/operating budget
Study	Assess the truck routes in the Downtown	 	All	City Council, City Administration	Capital/operating budget

Framework	Initiative	Timeline	Precinct Area	Responsibility / Lead	Funding Source
Regulation	Adjust the Land Use Bylaw parking requirements to 1 stall per 80m ² of public floor area for areas within the Downtown	●	All	City Council, City Administration	Operating budget
Program	Explore education and encouragement options to target long term on-street parking	● ●	All	City Council, City Administration	Operating budget
Program	Continue to support shared parking within the Downtown	●	All	City Council, City Administration	Operating budget, land/business owners
Project	Consider marking on-street parking stalls to increase effective supply	●	All	City Council, City Administration	Capital budget

Infrastructure Analysis

Project	Develop an Infrastructure Rehabilitation Strategy	●	All	City Council, City Administration	Operating budget
Project	Phase One Infrastructure Rehabilitation (purple)	● ● ●	B,C,D,E	City Council, City Administration, MSI	Capital budget, land owners
Project	Phase Two Infrastructure Rehabilitation (yellow)	● ●	D,C,E	City Council, City Administration, MSI	Capital budget, land owners
Project	Phase Three Infrastructure Rehabilitation (green)	● ● ●	A,B,C,D,E,G ,F	City Council, City Administration, MSI	Capital budget, land owners
Project	Phase Four Infrastructure Rehabilitation (light blue)	● ●	B,C,E,G,H	City Council, City Administration, MSI	Capital budget, land owners

Retail and Commercial Market Study

Study	Reconsider financial incentive tools (waiving fees, tax increment financing, grants for façade improvements etc.)	●	All	City Council, City Administration	Capital budget
Program	Strengthen ability to attract desired investment through Economic Development initiatives	● ●	All	City Council, City Administration	Operating budget

Framework	Initiative	Timeline	Precinct Area	Responsibility / Lead	Funding Source
Program	Redevelop Camrose branding to attract expatriates and or Edmonton residents to move to Camrose	●	All	City Council, City Administration	Operating budget
Study	Create business case for City of Camrose to attract commercial business to Downtown Camrose	●	All	City Council, City Administration, Consultant	Operating budget
Program	Align placemaking and tourism with Camrose brand to build capacity and effectiveness of Tourism Camrose	●	All	City Administration	Operating budget, Grants
Program	Establish a Council Downtown Subcommittee for retention and expansion work	●	All	City Council, Tourism Camrose, Chamber of Commerce, Downton Camrose, Province of Alberta	Operating budget
Program	Social Media: Come back to Camrose Campaign	● ●	All	City Administration	Operating budget
Study	Investigate options for introducing free Wi-fi in Downtown and other commercial district, data mining services and enhanced marketing potential	● ●	All	City Administration, Business Owners	Private business owners
Study/ Project	Free Wi-fi Downtown	●	All	City Council, City Administration	Capital budget, Operating budget
Program	Economic development website	●	All	City Administration	Operating budget, Grants
Study	Survey for finding out the Camrose Brand	●	All	City Council, City Administration	Operating budget

GLOSSARY

For land use terms, please review the City of Camrose Land Use Bylaw.

Active Frontage	Means street frontages defined by buildings not only facing and opening towards the street but accommodating active land uses such as ground floor retail and food and beverage establishments that attract people to such street and generate pedestrian activity. There is an active visual engagement between those in the street and those on the ground floors of buildings.
Compatible	Means the condition where the design of one building co-exists amicably with the design of its neighbours.
Council or The Council	Means the Council of the City of Camrose
Facade	Means the exterior portion of a building that faces onto the street or public open space.
Gateway	Means A prominent and valued area that integrates existing natural and urban built-form and introduces common language components to enhance, symbolize, celebrate and announce entry into cities and each of their distinct neighbourhood districts.
Historical	Means a building or area that possess a unique social and architectural character that requires special redevelopment regulations in order to maintain and preserve the uniqueness of the building/area
Historical Significance	Means a site or a building designated to be of historical significance by the Government of Canada, the Government of Alberta, or the City of Camrose.
Human scale	Means design of building, street and landscape elements, which is intended to engage close-up human interest and interaction, which is intended to make people feel comfortable in their surroundings.
“Infill” or “Infill Development”	Means development or redevelopment occurring on a vacant site following completion of the initial development of the area.
Low Impact Development	Means a land use planning and design approach to manage storm water runoff by emphasizing conservation and use of on-site natural and designed features to protect water quality.
Massing	The overall shape and configuration of a building.

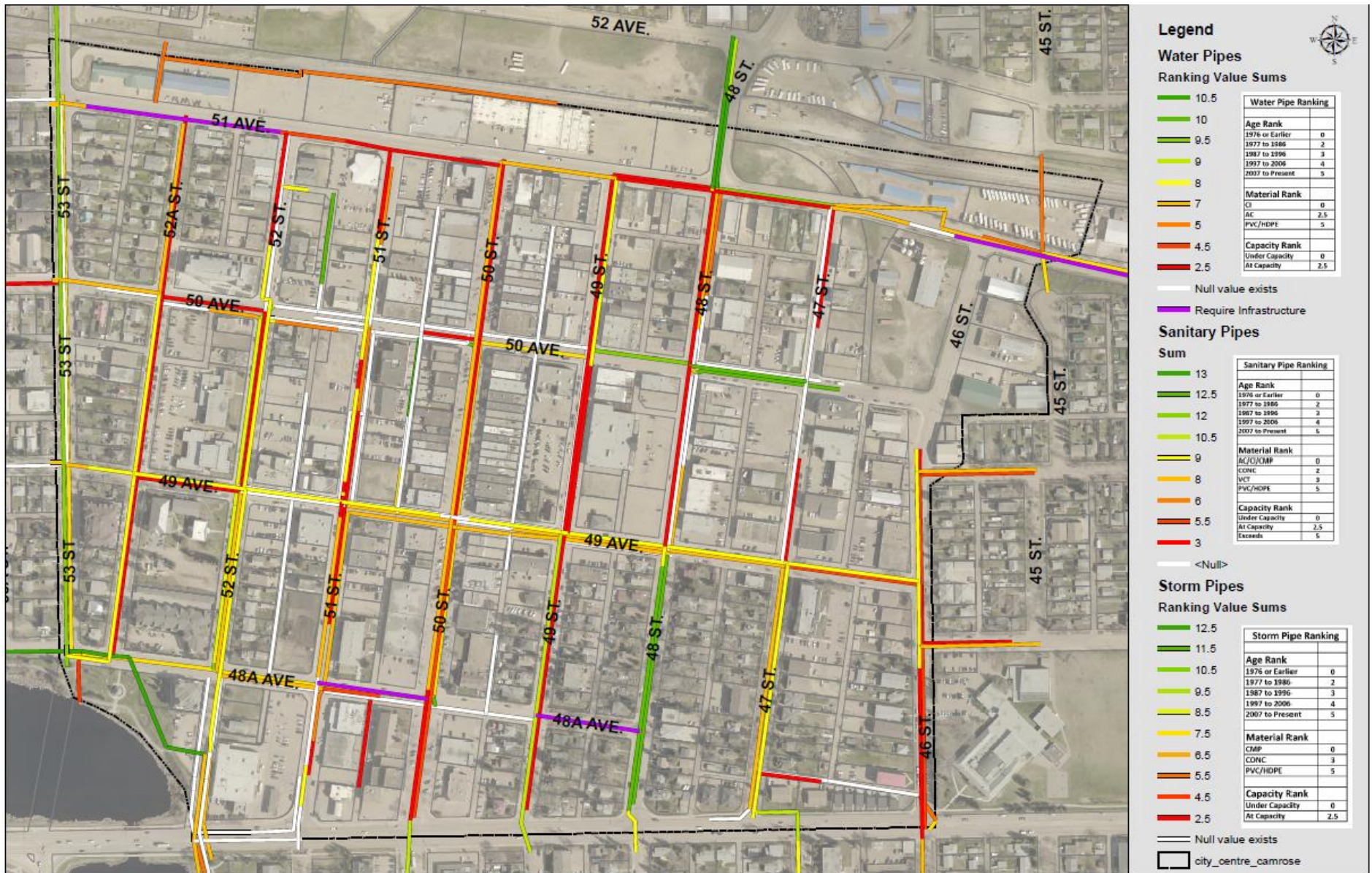
Nordic (aka Scandinavian) architecture	Means architecture that is widely recognized for its clean lines and austere color palette. This architectural style responds to unique locations and weather conditions, focusing on the user's comfort based on its surroundings. Long winters accompanied by few daylight hours mean users spend most of their time indoors. Lack of daylight and overcast skies create the need for light-enhancing elements such as skylights and glassed roofs and walls which drive as much daylight as possible into the project. Its light neutral palette also responds to the need of capturing light. Light colors reflect light and illuminate spaces, working closely with glassed openings to illuminate the project's interiors.
Public Art	Means site-specific artwork created to enhance and animate publicly accessible space through artistic interpretations that range from individual sculpture to integrated architectural and landscape features and treatments.
Public Open Space	Means a landscaped park or playground area vested as a Public Reserve.
Public Realm	Means the space around, between and within buildings that are publicly accessible, including streets, squares, parks and open spaces.
Right-of-Way	Means that part of the street or block, which is publicly owned and lies between the property lines on either side.
Tactical Urbanism	Means a city, organizational, and/or citizen-led approach to neighborhood building using short-term, low-cost, and scalable interventions to catalyze long-term change.

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APPENDICES

Appendix 1 - City of Camrose Infrastructure Analysis





Legend

Sanitary Pipes

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Sanitary Pipe Ranking

Age Rank

1976 or Earlier	0
1977 to 1986	2
1987 to 1996	3
1997 to 2006	4
2007 to Present	5

Material Rank

AC/CI/CMP	0
CONC	2
VCT	3
PVC/HDPE	5

Capacity Rank

Under Capacity	0
At Capacity	2.5
Exceeds	5

