



- “Establish an incentive program[s] for heritage preservation and storefront improvements.”
  - “Undertake new Streetscaping projects to improve the downtown’s pedestrian environment.”
  - “An immediate priority is to prepare design drawings for the Civic Centre Esplanade to coordinate it with reconstruction of roadways...”
2. Section 2 Downtown Prince Albert
- The redevelopment focus should... emphasize the rehabilitation and renovation of existing spaces, and these should build on downtown’s existing strengths and assets:
    - i. Unique, natural environment on the N. Sask. River.
    - ii. A rich history and supply of historic buildings that provide opportunities for authentic theming.
    - iii. Distinct Indigenous culture and revitalization partnerships.
3. Section 3 Scenarios for the future... Where do we want to be in the future?
- There are five guiding principles that stand out in support of the Central Avenue Streetscape Plan:
    - i. Preserve and celebrate historic built environments
    - ii. Build upon downtown’s existing assets
    - iii. Develop attractive pedestrian links
    - iv. Exploit downtown’s proximity to the riverbank
    - v. Build a positive identity
4. Section 4 General Design Guidelines
- This section goes into further detail on the things that need to be prioritized or focused on with the redesign of the downtown. Some of the items listed here have been achieved, like investing in the historic significance of the river and River St., which the City has begun to do by installing the interpretive signage, multi-lingual street signs and with PAGC’s installation of the MMIW monument.
  - Section 4.1.4 identifies that Central Avenue should have a “Civic Centre District” and 4.2.2 on provides,
    - i. “Goal: to develop and reinforce the role of City Hall, the Arts Centre and the U of S campus (formerly the Forestry Centre) as the downtown civic centre.
  - There are also a number of additional references found throughout section 4 (and the entire document) regarding:
    - i. focusing on the pedestrian experience and environment,
    - ii. lighting and landscape/hardscape features that can be used in any season,
    - iii. on the historic buildings downtown,
    - iv. on the City’s Indigenous heritage and the importance of the meeting place, and
    - v. on place making.
5. Section 4 Implementation
- In this section the point is made that an investment in the downtown must be the precursor to targeting or attracting new economic activity. By investing in the downtown, it shows prospective businesses and the community that this space has

value and that it can be the pride of the City. It also notes that the redevelopment project represents an investment and we need to invest wisely, not cut corners or drop elements of the plan for the sake of cost savings.

### **Central Avenue Streetscape Plan**

In 2019, the City adopted the Central Avenue Streetscape Development Master Plan. This is a high level plan that focuses on the physical redevelopment of Central Avenue. This streetscape plan is supported by the Downtown Strategic Plan and it satisfies many of the recommendations made.

The following is a high level summary of the information contained within the Central Avenue Streetscape Plan that is a reflection of the goals and principles provided by the Downtown Strategic Plan (as well in the Multicultural Action Plan, the Official Community Plan and others):

1. Executive Summary
  - "The streetscape master plan document aims to embrace Prince Albert's history as the Gateway to the north and major centre for commerce and trade while acknowledging Indigenous history and culture..."
  - "The new vision for Central Avenue is that of a four-season destination; a space for commerce, teaching, music, storey-telling, ceremony, community gathering, relaxation and contemplation."
  - "The integration of Memorial Plaza at City Hall, University Plaza, and the development of an empty lot on the corner of Central and 11<sup>th</sup> Street East into a dedicated park space will provide a great community gathering space to help reactivate downtown Prince Albert and bring a sense of pride to the community." (Civic Centre as described in the Downtown Strategic Plan)
2. Section 2 Project Context (Feature Areas)
  - Section 2 indicates a number of "feature areas" or places where the City can focus more on the aesthetic aspect of place making, which is public art and gathering spaces. These feature areas are located strategically along Central between 15<sup>th</sup> Street and River Street.
3. Section 3 Public Engagement
  - This section provides the background on the forms of public engagement used and what the results of these efforts were. The City collectively selected a single lane, angle parking design that sees a reduction in traffic prominence and speed and an increase pedestrian priority through the enhancement and widening of the public realm (sidewalk and gathering spaces).
4. Section 4 Streetscape Vision
  - Section 4 goes into significant detail on how to achieve this new vision for downtown (types of surface treatments, signage theme, landscaping, public art, crosswalks, etc.). Key terms identified (and followed) are: mobility (accessibility for all), safety, economy, landscape, seasonality (four-season), and (ease of) maintenance. All of

these terms translate into different features or elements of the design, which hold close the value of heritage and culture.

#### 5. Section 5 Phasing

- This section details the anticipated work schedule, which is estimated to take three construction seasons to complete (consecutive construction seasons is ideal), and is to start at River Street.
- Similar to the Downtown Strategic Plan, this plan also highlights the fact that this investment must come before we see a notable change in the downtown dynamics and that we must invest wisely, not cutting elements that are crucial to achieving the complete vision.

### **PROPOSED APPROACH AND RATIONALE:**

#### **Project Funding and Timing**

Administration has been including this project in the proposed annual budget since the Central Avenue Streetscaping Plan was completed (2019). Unfortunately, due to competing budget requests, this is something that has been repeatedly postponed. While there are many who are wondering (especially the downtown business community) when this work will start, there is quite a bit of work to do before we put shovels in the ground.

With this in mind, the Department of Public Works has submitted an application for federal funding for this project. While we don't yet know if the application was approved, it is best to function as though it will be and prepare a communication and implementation strategy so that we are ready. Additionally, before the physical work begins, the City will need to (likely by RFP or tender) secure a detailed design plan – we have a vision for where we want to go, now we need a construction plan to match.

#### **Communication and Implementation Strategy**

Implementing projects like this is an incredibly complex task, there are countless elements that require management – one of which (and one of the most important for success) is public expectations. Therefore, Administration intends to remain in regular communication with the downtown community and the general public, before, during and after the project wraps up.

There are a number of things Administrating is considering that may help people navigate their way through this project, different methods of communication, possible incentives or financial supports, etc. So, the high level questions we need to address together are: who needs to be a part of the process to prepare and implement the strategy, who do we need to communicate with in order to determine the types of supports that are required, and how will we share important information?

1. In order to prep the City and the downtown community for the work that will take place, the following parties have met and are expected to be responsible for preparing and coordinating the communication and implementation strategy, City Administration, Prince Albert Downtown Business Improvement District (PADBID) and Prince Albert Regional

Economic Development Alliance (PAREDA), is there anyone else that you feel should be involved in its coordination and implementation? (keep in mind that this is not the question of who do we need to support, it is who needs to play a role in ensuring that people get the info and support they need)

2. In order to know what kind of information and support is required to see the community through this project, the following groups have been targeted for consultation: land owners, business owners and residents. Is there another group that we need to reach out to?
3. In order to ensure that important information is shared successfully, what are some methods of engagement or notice that you feel are necessary?

### **Next Steps**

Going forward from this meeting, Administration, the PADBID, PAREDA and any other required partners will continue to meet and prepare the strategy. Once something is near completion, it will go before the Executive Committee for discussion and potentially to City Council with a request for support (possibly financial).

In speaking with Carolyn Carlton of the PADBID, we have learnt that businesses are thinking up to a year ahead. We also know that affected residents and business owners could be in year(s) long leases and moving out while work takes place may not be an option. Therefore, the goal is to roll this strategy out with as much lee time as possible.

### **CONSULTATIONS:**

Planning and Development Services has consulted with the PADBID, PAREDA, the Communications Division and the Department of Public Works.

### **COMMUNICATION AND/OR ANNOUNCEMENT PLAN:**

When appropriate, Administration will bring the proposed strategy to the Executive Committee for discussion. From there, the intention will be to begin the public consultation phase of the strategy, resulting in a report to City Council.

### **OTHER CONSIDERATIONS/IMPLICATIONS:**

At this point there are no options to the recommendation to consider, or any privacy, policy or financial implications to consider.

### **STRATEGIC PLAN:**

The entire premise behind creating a communication and implementation strategy is the need to be accountable and transparent, ensuring that decisions are made based on clear and proactive criteria and that we provide relevant information to all who need it in a timely manner.

**OFFICIAL COMMUNITY PLAN:**

See attached for Section 6.9 Downtown Revitalization

**PUBLIC NOTICE:**

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

**PRESENTATION:** PowerPoint Presentation, Planning Manager

**ATTACHMENTS:**

1. Central Avenue Streetscape Plan
2. Downtown Strategic Plan
3. OCP Section 6.9
4. PowerPoint Presentation

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