

Spruce Grove City Centre Area Redevelopment Plan

LAND USE & URBAN FORM Background Report #2



August 2018

Prepared for the City of Spruce Grove, Alberta

Prepared by Cushing Terrell Architecture Inc.
in collaboration with Key Planning Strategies



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“We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge.”

Mark Twain

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PREFACE

This Land Use & Urban Form Background Report represents Phase 2 of the overall ARP process for the Spruce Grove City Centre and is not intended to serve as the official ARP document. It does however contain among its content Major City Centre Planning Initiatives as well as Conceptual City Centre Master Plan for public realm, land use and urban design and implementation considerations.

The purpose of this document is to provide a framework and platform of directions and considerations upon which the Final ARP document will prepare specific policies structured in accordance to the Municipal Government Act (MGA) Section 635 as well as the Edmonton Metropolitan Regional Board (EMRB).

CITY CENTRE AREA REDEVELOPMENT PLAN GOALS:

CITY CENTRE ARP GOALS

The City Centre ARP is a roadmap for future growth. The City Centre ARP will include a plan that outlines the physical design, uses and programming for the City Centre area, as well as policies and implementation actions that will help the City, developers, businesses and residents grow the City Centre into a vibrant place. The planning process seeks to unlock through prescribed actionable implementation items, the potential for the community by taking the next steps to improving the economic, cultural and environmental benefits of the City Centre. The City Centre ARP and its recommendations is intended to result in a determination of what the City of Spruce Grove can do to achieve its vision for the City Centre by:



Make strategic decisions for public spaces and places to strengthen the City Centre and help facilitate future developments for the private sector.



Creating opportunities for development that can or will be acted upon by owners, developers and desired businesses/tenants.



Offering the right incentives to promote growth and attract the right developers, developments and business to enhance and support City Centre vision.

SPRUCE GROVE CITY CENTRE GUIDING PRINCIPLES

GUIDING PRINCIPLES

Guiding principles for Spruce Grove's City Centre are based on a wide array of input from community input, businesses, property owners, developers, City staff and other City Centre organizations, such as the City Centre Business Association (CCBA) and the Chamber of Commerce.

These principles provide the basic foundation for strategic decision-making for the City Centre ARP as premised around the City Centre ARP Goals.



CONNECTED City Centre

As the heart of the community, Spruce Grove's City Centre must strengthen connections with other important community destinations and the wider community itself.



CONVENIENT City Centre

To be competitive in the ever-changing marketplace, Spruce Grove's City Centre must have convenient access, circulation, parking and every-day services.



DESIRABLE City Centre

Spruce Grove's City Centre must be the heart and a focal point of pride for the community to attract a wide variety of visitors, businesses and residents.



LIVABLE City Centre

Spruce Grove's City Centre must become a vibrant, year-round destination for businesses, culture and activity throughout the day, including residential housing, arts and events.



WALKABLE City Centre

Spruce Grove's City Centre must leverage its compact scale and walkability where goods and services are within easy walking distance. Above all else, walking in the City Centre must be clean, comfortable, efficient, interesting and safe.

example of vacant lot temporary animation & utilization

A diversity of engagement including Business Owners, Property Owners, Developer Prospects and City Departments



ENGAGEMENT & COMMUNITY INPUT

Stakeholder Input Summary

Discussions were held with multiple business owners as well as property owners and developer prospects over the course of the ARP process to-date.

Specifically, the following local individual/businesses/organizations were involved in the process with whom in-person “cafe chat”, or one-on-one meetings were held on Oct 26 and 27 or who provided follow up input via e-mail or participation at the Design Charrette:

Tina Genge (Sam’s on McLeod)
Barry Radtke (Docherty’s Fish & Chips)
Robin Grayston (Romantic Notions)
Stephanie Mills (White Orchid)
Phillip Cho (Cossack Inn)
Sharon Yeast (Gifts & Gadgets)
Ron Stropel (Gifts & Gadgets)
Braven Blackwell (Triton Centre & Knighton Menswear)
Ron Haines (Evergreen Dental)

Robin Powers (Power’s Medical Aesthetics)
Frank DeAngelis (Main Street Law)
Laura Dear (Main Street Law)
Louisa Balomenos (Something Else Restaurant)
Ilia Balomenos (Something Else Restaurant)
Dan Morin (Sunrise Professional Building)
Louise Baxter (Bookwormz)
Mandy Kenworthy (Jack’s Drive In)
Cindy James (Allied Arts Council)
Fred Pedlar (Allied Arts Council)
Alan Bailey (Resident)
Natasha & Dan Rychlik (Residents)
Ed Huber (Resident)
Lorne Corbet (Resident)
Victor Moroz (Property Owner & CCBA Member)
Trevor Horne (MLA Spruce Grove/St. Albert)

In addition to local business and resident input (see Appendix for full meeting notes from all Cafe Chat Meetings), additional input was provided through various discussions and engagement with the following City and business organizations/committees:

Mayor Stuart Houston (City of Spruce Grove)
Councilor Erin Stevenson (City of Spruce Grove)
Councilor Dave Oldham (City of Spruce Grove)
Councilor Searle Turton (City of Spruce Grove)
Dave Walker (City of Spruce Grove)
Jamie-Lynn Pitts (City of Spruce Grove)
Mark Hussey (City of Spruce Grove)
Darren Flynn (City of Spruce Grove)
Debra Irving (City of Spruce Grove)
Brent Oliver (City of Spruce Grove)
Patrick Inglis (City of Spruce Grove)
Tammy Svenningsen (Spruce Grove Library)
Grant Crawford (Spruce Grove Library)
Bruce Mullet (EDAC)
Brenda Johnson (SGDCC)
Dave Grobman (SGDCC)
Rik Kaminski (SGDCC)
Chantale McKenzie (EDAC)
Cindy Barclay (EDAC public-at-large)
Robert Smith (EDAC - Cargill)
Charlene Bell (EDAC - CD Computers)

ENGAGEMENT & COMMUNITY INPUT



ENGAGEMENT & COMMUNITY INPUT

Dec 5 Design Charrette

On the morning and afternoon of December 5, 2017, two separate 3-hour Public Design Charrette sessions were held at the Holiday Inn Express at which the public was invited to participate in providing input and ideas pertaining to the future land use and urban form in the City Centre.

At this event stations/tables were set up comprising the following topics:

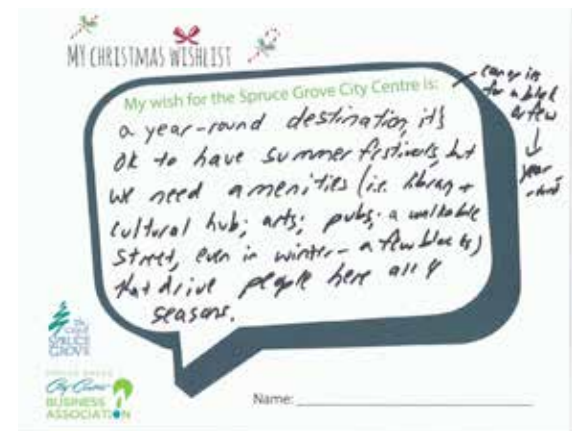
1. Transportation & Parking
2. Land Use & Urban Form
3. Connectivity & Streetscape

Guests were encouraged to sit and actively participate at each of the respective stations where each table had discussion facilitated by Cushing Terrell's team of Planners, Designers and Landscape Architects.

In addition to providing input and directions, guests were invited to fill in a "Talk Bubble" that asked the question - *My wish for the Spruce Grove City Centre is:*

The full feedback from the Talk Bubbles is provided in the Appendix to this Background Report, but some of the key observations from the Talk Bubbles as well as from guest input touched on the following:

- Introduce more brick into the buildings
- Strive to find its own identity
- Focus on the south to north transition
- Parking should not be 'cheaped' out
- Live Work spaces should be considered
- Walkable gathering spaces
- More inviting storefronts
- Better connections with trails
- Modern look & feel
- Lower parking requirements
- Link City Centre to Queen Street Place
- More mixed-residential above retail
- Need cultural amenities in City Centre



ENGAGEMENT & COMMUNITY INPUT



ENGAGEMENT & COMMUNITY INPUT

Dec 5th Council Workshop

On the evening of December 5, 2017, Cushing Terrell facilitated a workshop with Council and members of the Economic Development Advisory Committee to discuss and document the Issues and Solutions from the perspective of Council and EDAC.

The full summary of the Issues & Solutions is provided as an Appendix to this Background Report, but some of the key commonalities are summarized in the following.

Issues tended to be organized around topics pertaining to the nature of businesses, fragmented streetscape, lack of identity, parking as a deterrent for development and public space activation.

Solutions tended to be organized around topics pertaining to land assembly, narrowing and animating the streetscape, adding more cultural components, and managing density with parking needs.

Overall, the sentiments expressed in terms of issues and opportunities suggest that the City can and should play a catalytic role in the overall redevelopment and with specific projects within the City Centre. Equally important is the opportunity to set up principled guidelines for the City Centre.

ISSUES

- Businesses in residences
- A lot of individual things going on
- Street is too wide
- How do you find identity – What is it?
- Lose youth entity after 18-35 years; Nothing to keep them here
- McLeod too long for retail/commercial on full length
- Lack of businesses and unique shops
- No event space – indoor and outdoor
- Everything is randomly connected
- Parking requirements for development
- What is the threshold for businesses in the City Centre

SOLUTIONS

- Grouping and consolidating tracts of land
- Spinoff development from investment
- Catalyst – Public & Private Sector on large assemblies
- Move sidewalk out and increase parallel parking
- Role of City beyond infrastructure but in development
- Increase the cultural quotient
- Partnership ability of City and could be in conjunction with arts
- Leverage – City's ability to zone and take through process
- Get homeowner businesses involved in the discussion about redevelopment and reinvestment
- Outdoor patios
- Define area of City Centre to meet future possible parking space requirements
- Develop a strategy for infill
- Focus development in certain area to avoid pockets of in-cohesive development

ENGAGEMENT & COMMUNITY INPUT



ENGAGEMENT & COMMUNITY INPUT

Feb 19th Winter Fest Columbus Park Design Charrette

On Monday, February 19th the Cushing Terrell participated in the City's annual Winter Fest Family Day Celebrations by setting up tables inside the "warming tent". The purpose of this engagement was to invite the captive audience to give their thoughts on the City Centre and in particular the future potential for Columbus Park.

The irony of the event was that many of the people who attended this particular event which was staged in front of Columbus Park were in fact not aware of where or what Columbus Park was. This speaks to a larger issue of the identity for the space and itself represents a future potential opportunity to perhaps consider a renaming event or rebranding of this critical, central City Centre community space.

A summary of the input received on the "Share Your Vision" included the following, but could best be summarized by emphasizing a desire to have better seating options, enhanced lighting and an overall interactive environment:

- Architectural controls downtown
- Brick front buildings
- Trees in Park
- Park for Playing
- Better Lighting
- More cafes
- Rock Park
- Bike path to/from trails
- Playground with sound
- Comfortable seating
- Safety First with adding more lighting
- Picnic area
- Restrooms
- Shaded areas
- Spray park
- Skating rink in winter
- Nice grass and picnic spots
- Pergola with tables and chairs
- Badminton courts
- Put some trees around fountain
- Picnic benches
- Zen garden with lavender



CITY CENTRE ARP MASTER PLAN MAJOR INITIATIVES

City Centre Framework

A fundamental aspect of the City Centre ARP is that City Centre must not only sustain existing businesses, but capture demand for development that may be occurring elsewhere. This demand would represent a compatible and complementary addition to the current City Centre mix and can be retail, commercial, residential and/or a combination thereof.

Spruce Grove's City Centre has the bones in place to be a success, but it needs more muscle, flesh and a constant heart beat. Current market trends, combined with the as yet fully untapped potential of the City Centre favour future development opportunities in the form of strategic infill of vacant lands or the redevelopment of existing underutilized or under performing properties.

Major Initiatives

The City Centre ARP imagines the future potential for Spruce Grove. The following pages provide major moves that have the potential unlock the future potential for the City Centre in terms of social and economic value.

Each of the concept framework's major planning initiatives are presented in the context of the City Centre and have actionable strategies and policy considerations to make them a reality over timelines of 1-5 years, 5-10 years and 10-15+ years.

Although the list presents ten (10) over-arching "major initiatives", it should be noted that within each of these are multiple smaller actionable steps that could be undertaken to collectively make the larger implementation more meaningful and impactful.

- 1 INFRASTRUCTURE REHABILITATION
- 2 PARALLEL ON MCLEOD
- 3 CULTURAL CORE
- 4 INCENTIVIZED REDEVELOPMENT
- 5 MCLEOD FIRST
- 6 CITY CENTRE MIXED-USE
- 7 WAYFINDING & CONNECTIVITY
- 8 PEDESTRIAN PRIORITIZATION
- 9 FIRST AVENUE FUTURE
- 10 HOUSING CHOICES

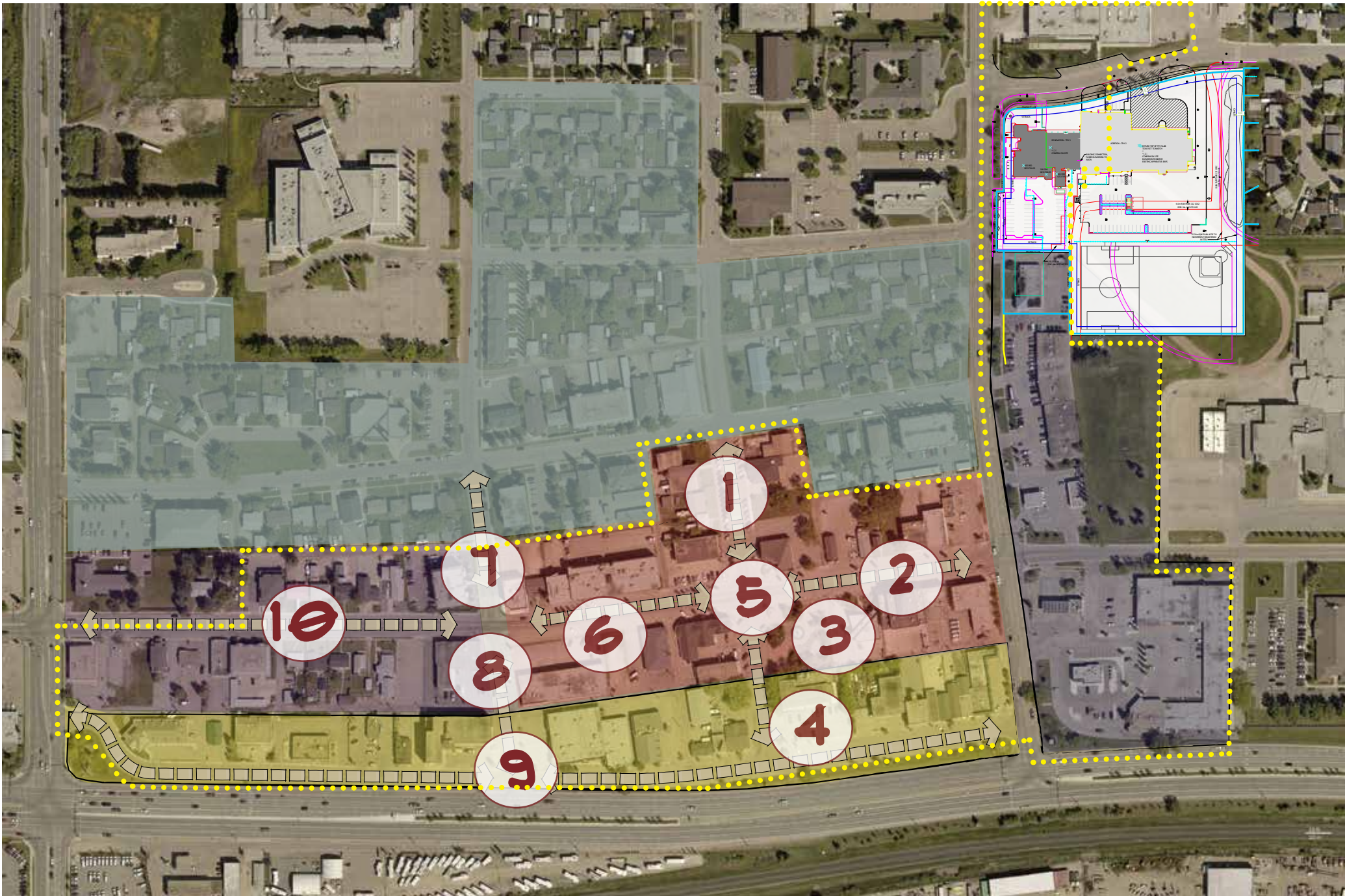


FIGURE 1: CITY CENTRE ARP MAJOR INITIATIVES

CITY CENTRE ARP MASTER PLAN MAJOR INITIATIVES

1) Infrastructure Rehabilitation - to fully realize the future potential of the City Centre in terms of redevelopment, reinvestment and reinvigoration is to rehabilitate the current aging infrastructure in the City Centre Study Area as well as in the surrounding Shadow Area immediately north of the Study Area.

2) Parallel on McLeod - identifies a conversion of current parking along McLeod from King to Calahoo to parallel. This would create a framework for narrowing the street by widening the sidewalks, introducing curb extensions or roundabouts, mid-block pedestrian crossings, eliminating the number of curb cuts, slowing traffic and accommodating future multi-modal transport including transit and bicycles.

A parking study was undertaken as part of the Infrastructure Assessment to assist with quantifying the net impact of parking changes along McLeod, realizing that other potential strategies may offset the changes elsewhere in the City Centre.

3) Cultural Core - places are shaped by the people who use them and remembered by the statements and amenities that greet them; the City Centre can and should have more cultural content in place anchored near or around a revisioned Columbus Park.

4) Incentivized Redevelopment - refers to those strategic lands, either single parcels or assemblies that may require or could benefit from a range of incentives to assist developers in making infill or redevelopments happen.

5) McLeod First - represents one of the most important opportunities at the centrality of the City Centre to utilize current vacant sites and City-owned land for public benefit, streetfront vibrancy and mid-block connectivity. Improvements to McLeod would have profound catalytic impact on the overall City Centre as this corridor is the core of the City Centre.

6) City Centre Mixed-Use - through the creation of amended C-1 zoning to promote best development practices by creating a framework for City Centre Mixed-Use that also contains its own signage guidelines as distinct from C-2 zoning.

7) Wayfinding & Connectivity - woefully deficient today; incorporate branded wayfinding and directories to key buildings, areas, public spaces, parking and civic amenities. Connectivity is also inadequate in the City Centre as it relates to areas in the periphery such as Queen Street Place or City Hall.

Weaving into the fabric of the City Centre place-making principles of activation and animation through the thoughtful placement and articulation of sidewalk patios and parklets that can be used and embraced by businesses, property owners and the community.

8) Pedestrian prioritization - making the City Centre more walkable and livable by prioritizing pedestrian mobility throughout, but particularly at the intersections along McLeod and First Ave, will give the City Centre a stronger identity and encourage investment by activating the street facade.

9) First Avenue Future - distinctly different from McLeod Ave and charting a new path that captures highway commercial aspects with guidelines more conducive to highway & auto visibility, but cognizant of the compatibility with McLeod Ave and pedestrian safety by closing off the vehicle access from Hwy 16A at Queen Street and restricting access from Hwy 16A at King Street to First Ave.

10) Housing Choices - a diversity of housing options comprising apartment rental and condominium ownership formats in low to mid-rise typologies well-suited for targeted user groups such as young families, millennial and gen-x to bring new vitality to City Centre area.

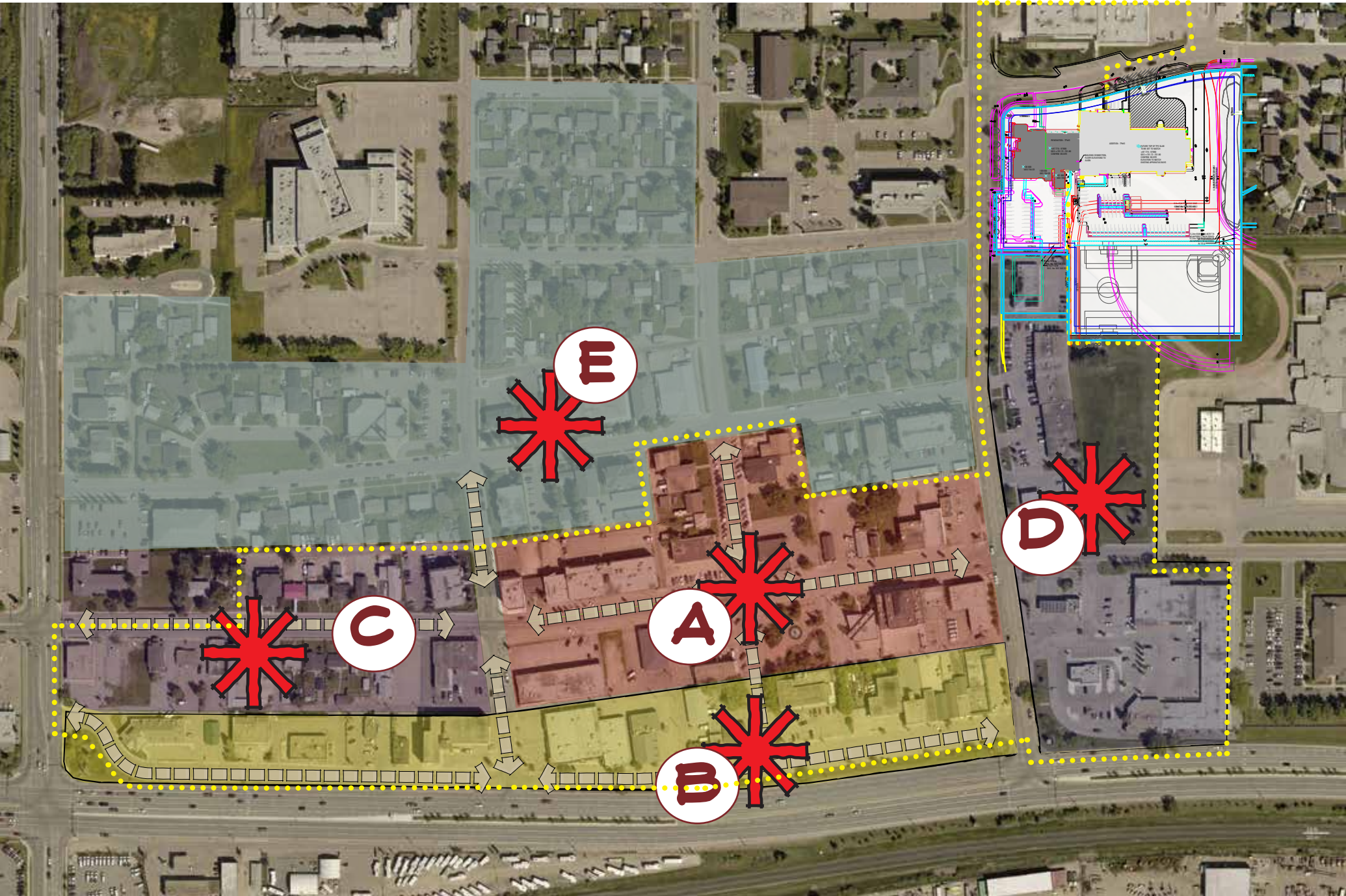


FIGURE 2: CITY CENTRE ARP PRECINCTS

CITY CENTRE PRECINCTS



McLeod & Main

A contemporary mixed-use retail & cultural heart beat that will define the City Centre

The future success of the City Centre will emanate from and around much of what takes place at the “four corners” of Main & McLeod.

A compact, high energy retail and food & beverage centric cluster of streetfront activity framed by residential uses above.

The entry point from King Street should provide a distinct sense of arrival and statement signifying the rhythm of modern mixed-use environment.

Streetfront retail along McLeod with high volume retail storefronts up to 4.5 m with a high degree of window transparency and lighting.

Sidewalk patio expansion/encroachment either in expanded, wider sidewalks and/or occupying street parking spaces.

Pursuant to the existing signage bylaw, projecting signage (also known as blade signage) is highly encouraged by all businesses fronting McLeod positioned at right angles to fascia or overhang signage.

Retail signage should contribute to the active retail character of the new street structure and be oriented to pedestrians and slower moving traffic.

Ground floor incubator, co-working, civic or cultural space fronting Columbus Park or Main Street is encouraged.

Parallel parking on both sides of McLeod with a central median running down the length of McLeod.

To enhance pedestrian usage on the sidewalks, particularly in inclement weather, and to provide for year-round use and mobility, weather protection at the first storey of buildings should be provided. Methods such as retractable awnings, covered arcades and building overhangs would be considered appropriate (as long as overhangs are structurally designed for snow conditions).

Contemporary modern street fixtures and furniture would be desirable to promote a modern, forward-thinking energetic atmosphere.

City may consider entering discussions to acquire or lease the Ahpin Dental building to convert to an Art Gallery or Tourism Office and thereby providing an opportunity to frame an exciting new public square with cultural uses.

Option of either a small roundabout traffic circle feature or 4-way stop with curb extensions and shorter crosswalks at McLeod & Main and McLeod & Queen to slow traffic flow and prioritize pedestrian flow.

Minimum 2 storey buildings with zero lot frontage, assuming that existing sidewalks are expanded from current 2m to minimum 4.5 m including frontage zone (0.5m), walking zone (2m), landscape/furnishings zone (2m) and curb zone (0.5m).

Residential condos 3 to 4 storeys maximum and stepped back 3m to 5m above retail fronting McLeod commencing at 3rd floor with rear access parking at new ratios for retail, condominium and rental uses.

Incentivized through 5 or 10 year Property Tax Exemption, reduced parking requirements, and expedited permitting process.

Consider amending the current C-1 Zoning as City Centre “Mixed-Use” and replacing the word “Commercial” to be more progressive and reflective of the vision.

CITY CENTRE PRECINCTS



CITY CENTRE PRECINCTS



First Avenue

An energetic commercial corridor

With a past that has some historic aspects, the future of First Avenue should take advantage of the high visibility frontage to Hwy 16 to promote the area as a more energetic commercial corridor that office, professional or medical services that would not be considered as ideal along the street level in the Main & McLeod area.

Streetfront retail, services and office uses would be seen as compatible along First Avenue, but because it is only a single-loaded (meaning retail only on one side of the street), the pedestrian flow along First Avenue will most likely be less pronounced than along McLeod and more suited to automobiles.

With limitations to extensive redevelopment between King and Main Street because of potential contaminations issues, the street should have some freedom of expression in terms of building animation and signage that is distinct from that envisioned for McLeod Ave.

Though more oriented towards vehicular traffic, safety considerations in the form of restricted entry westbound from Hwy 16A at King Street to First Avenue is recommended by allowing only right-in and right-out turning at King St and First Avenue.

To prevent future conflicts as the City Centre develops and traffic counts continue to increase at Hwy 16A and Queen Street, access to/from Hwy 16A at Queen Street would be eliminated to create more free flowing traffic along First Avenue.

Notwithstanding current environmental concerns for liability, there may be a strategic opportunity for City to potentially acquire Pit Stop site and convert to surface parking for City Centre business employees. Similarly, the acquisition could create an opportunity for a pocket park or community garden scenario that could complement and extend the utilization of Columbus Park as a community hub.

An alternative vision for Pit Stop could be for the City to enter into a lease agreement with the current owners and convert the existing space into a 5,000 sf arts incubator or artist-in-residence program and storage facility for Columbus Park events along with additional parking for both Columbus Park and the gallery space.

Consider creating a more specific signage bylaw for First Avenue frontages that is more oriented towards automobile traffic flow along Hwy16A, while possibly providing signage that may be more luminous

Maintaining the current angled parking on the north and parallel parking on the south side of King Street, but with improved sidewalks throughout.

A redeveloped and re-sited Cossack Inn may also provide great exposure to Hwy 16 A and further framing a new exciting community and cultural hub at Columbus Park.

To enable more highway commercial types of development consistent with more commercial and less residential along First Avenue, consider amending the zoning from C-1 to C-2.

Incentivized through 5 or 10 year Property Tax Exemption, reduced parking requirements and expedited permitting process.

CITY CENTRE PRECINCTS



McLeod West (Queen to Calahoo)

Building Form that transforms the streetscape

McLeod as a singular commercial corridor is too long to be considered a pedestrian corridor and with a concentrated focus on the Main & McLeod cluster, the stretch of McLeod from Queen St to Calahoo Rd gains prominence for its ability to frame the core City Centre with residential and even specialized live/work types of formats.

The current mix of old homes converted to businesses may provide some cues for the future in terms of live work options, but in a setting whereby more dense land uses are captured in assembling lands.

A vision towards urban brownstone walk-up type townhomes or rowhousing could provide a diversity of low-rise type housing that would complement and create a mix of heights along the street while respecting the nature of current buildings along the street.

The length of the road between Queen St and Calahoo will necessitate the introduction of a mid-block crossing to enable safer pedestrian transitions.

Further pedestrian flow should also be encouraged along Queen Street along the west side of the street by way of a new sidewalk that connects with Queen Street Place.

With improved redevelopment along McLeod and First Avenue, the priority for vehicle access should be in a shared alley that can then help to minimize the number of curb cuts currently along McLeod.

First Avenue between Queen and Calahoo is an auto-oriented stretch and should continue to provide professional, medical services, & complementary retail with distinct Highway exposure and presence.

As with the eastern side of First Avenue, signage should be more prominent to allow for enhanced visibility to/from Hwy 16A as the core visibility will be towards vehicular traffic less than passing pedestrian flow.

Residential condominiums and rental product to a maximum 4 storeys mixed with attached/stacked rowhouse live/work units to a maximum of 3 storeys with frontages along McLeod.

Provide an allowance for live/work land use within the C-1 zone, in order to entice small-scale artisans, craftsmen and other workers to located in the City Centre.

Incentivized through 5 to 10 year Property Tax Exemption, reduced parking requirements and expedited permitting process.

CITY CENTRE PRECINCTS



City Centre East

McLeod & King

Convergence of Community & Commerce

An environment comprising more traditional community and auto-oriented shopping nodes, the future lies in the potential for the City to create an anchor at the east end of the McLeod Ave that includes wider serving community services.

Future connectivity and mobility should be improved in the district through sidewalk additions and improvements along McLeod East with the possibility of a new mid-block crossing from Grove Plaza to Broxton Park.

Improved and more clearly defined intersection and crosswalk features at King St and McLeod Ave with new contemporary/modern light fixtures and pedestrian scale lighting along McLeod.

The closing of King St to First Avenue through the introduction of a central median also provides an opportunity for a safer pedestrian crossing at First Avenue to the Grove Plaza.

Consideration could be given to scaling back the area of the current BIA to end at the north side of the King Street Plaza including the Central Square Office Building, or to the current edge of C-2 Zoning.

Alternatively, this character district doesn't envision utilizing incentives for redevelopment since the projects have good cash flow and are expected to stay in their current form for the foreseeable future.

Consequently consideration may be given to amending the BIA boundary to end at King Street as the two (2) commercial nodes tend to feel more disconnected from the envisioned pedestrian realm of the City Centre core.

Notwithstanding the latter, the importance of this district to the overall City Centre remains paramount as it represents the so-called gateway and first impression to the City Centre experience at the east edge.

CITY CENTRE PRECINCTS



City Living

North of Church St to Mohr Ave

Residential density and civic functions

Although not within the defined City Centre BIA boundaries, nor the ARP boundaries, the lands immediately to the north of the Main & McLeod Character District represent a natural transition or “shadow area” between the current Civic Precinct and the future mixed-use City Centre core.

A variety of densities featuring residential condominiums and rental product of 3 to 5 storeys may be desirable comprising garden apartments with courtyards and rear alley access to parking as well as a mix of attached/stacked rowhouse ground-oriented units either along Jespersen or Church Street.

Additional consideration could be given to densification by way of the introduction of laneway housing.

Residential redevelopment would be undertaken by private sector land assembly in order to create sufficiently sized development parcels, but should also require differing densities and building orientations to ensure a vibrant and unique residential clustering.

Parking requirements for multi-family residential in the City Centre and “shadow areas” could be lowered to 1 space per dwelling unit regardless of the number of bedrooms.

Prohibit front drive-in access to residential by requiring access from a laneway to be accessed from Main Street or King Street

Commercial businesses and signage should be prohibited in this area as the focus should be on residential densification and intensification of the lands.

Incentivized through 5-year Property Tax Exemption and expedited permitting process.



CITY CENTRE ARP FUTURE REDEVELOPMENT STAGING SCENARIOS

Redevelopment Phasing & Staging

Over the course of the next 15 years (or more) implementation actions from the ARP are expected to shape development of the City Centre into the “uniquely Spruce Grove” vision.

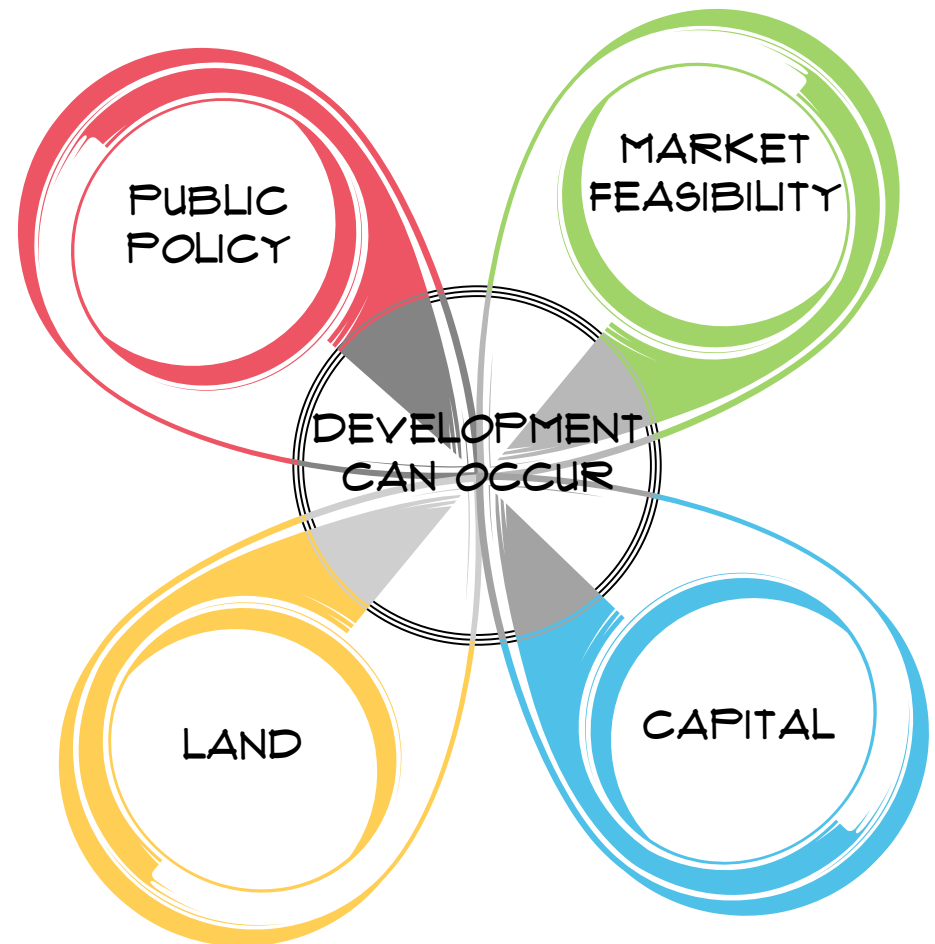
In the following diagrams, a staging or phasing strategy has been illustrated to prioritize and depict areas within the City Centre that could be redeveloped or in-filled. As with many development projects, the key to making projects happen where “development can occur” may require City interventions or individual land assemblies, which may or may not be mutually exclusive.

The staging plan presented shows which properties and buildings may represent suitable projects over the time horizons of 1-5 years, 5 - 10 years and 10 - 15+ years.

As is the case with any city centre or downtown or main street project, it is necessary to have many pieces fall into place in order to make redevelopment and infill achievable. Some decisions may seem challenging at first, but the economic benefit may outweigh the pitfalls.

Accordingly, facing diagram illustrates the key parameters where “development can occur”.

Public Policy including zoning, density and design requirements as outlined in the ARP process, must allow the developer to build a profitable project.



NECESSITIES OF DEVELOPMENT

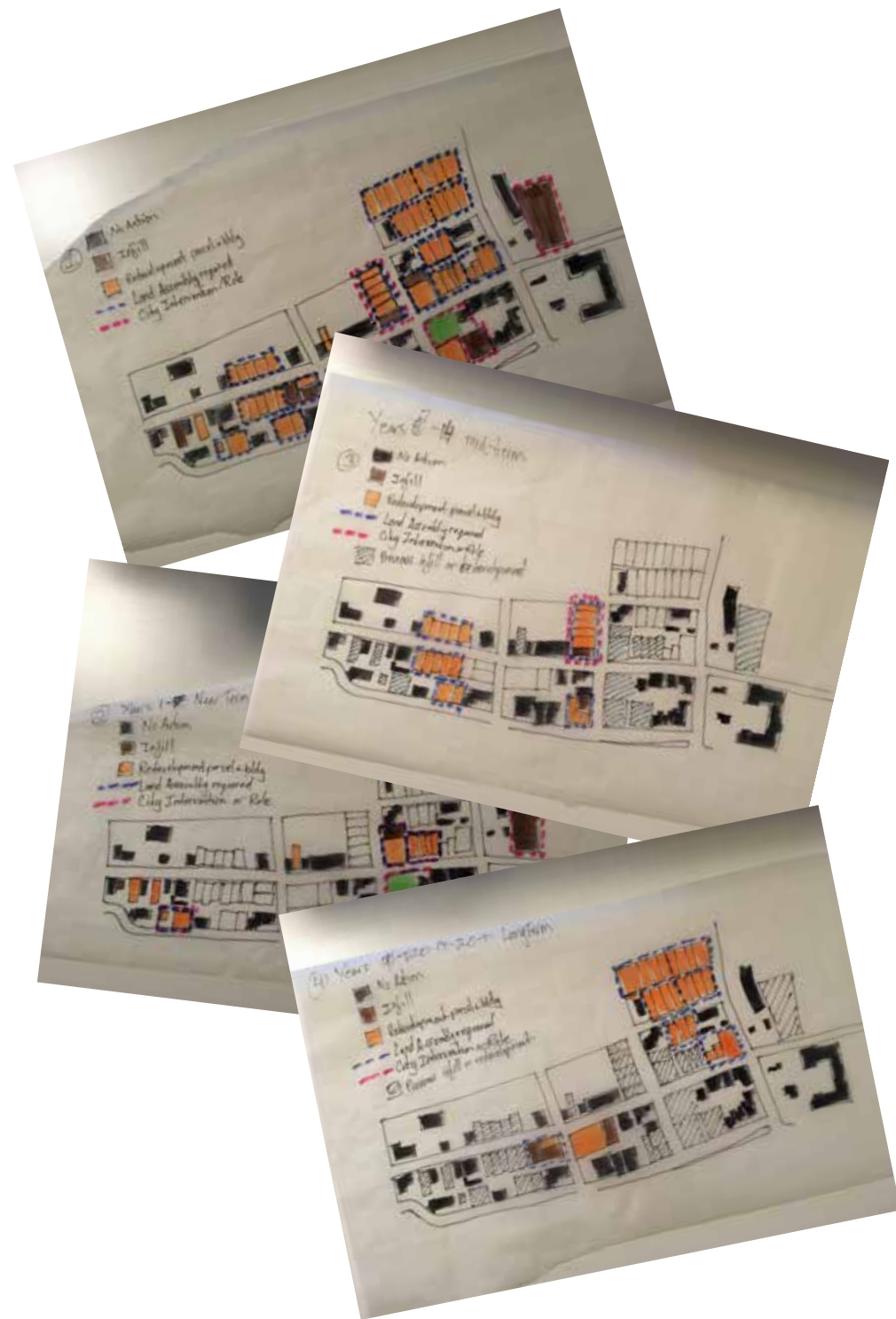
Market Feasibility must exist wherein the developer must see sufficient demand for space to support a profitable project.

Developers must be able to access the resources for development, including equity investment, bank loans or other sources of funds, which in some city centre revitalizations may include grants at the local, provincial or federal levels.

Finally, the developer must be able to control the site with reasonable acquisition costs and be able to offset those costs with a predictable process, whereby certainty provides clarity.

The resulting future for Spruce Grove's City Centre can be revealed by looking at the existing building morphology or in other words the way the current buildings occupy land in the City Centre. When comparing the existing morphology to that which could result from the intensification and densification staging as presented yields a morphology that is much more street oriented with fewer gaps or "missing teeth" and a streetscape that is more lined with shops, buildings and residences and thus a more compact, pedestrian friendly urban environment.

By including the potential streetscape enhancements, public realm improvements and building typologies recommended in this ARP the result can be a city centre that is "uniquely Spruce Grove".



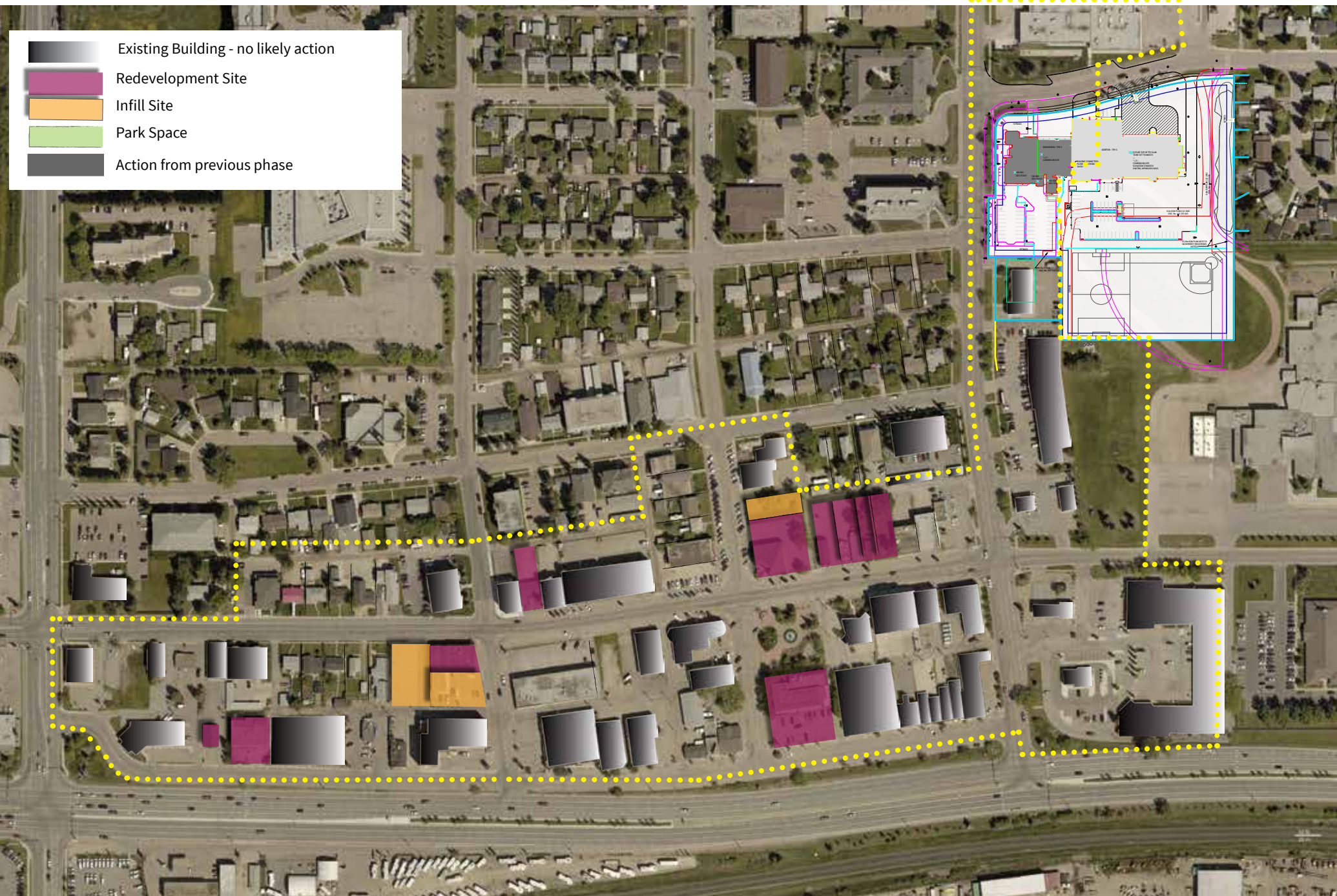


FIGURE 3: CITY CENTRE ARP POTENTIAL REDEVELOPMENT PHASING - YEARS 1 TO 5

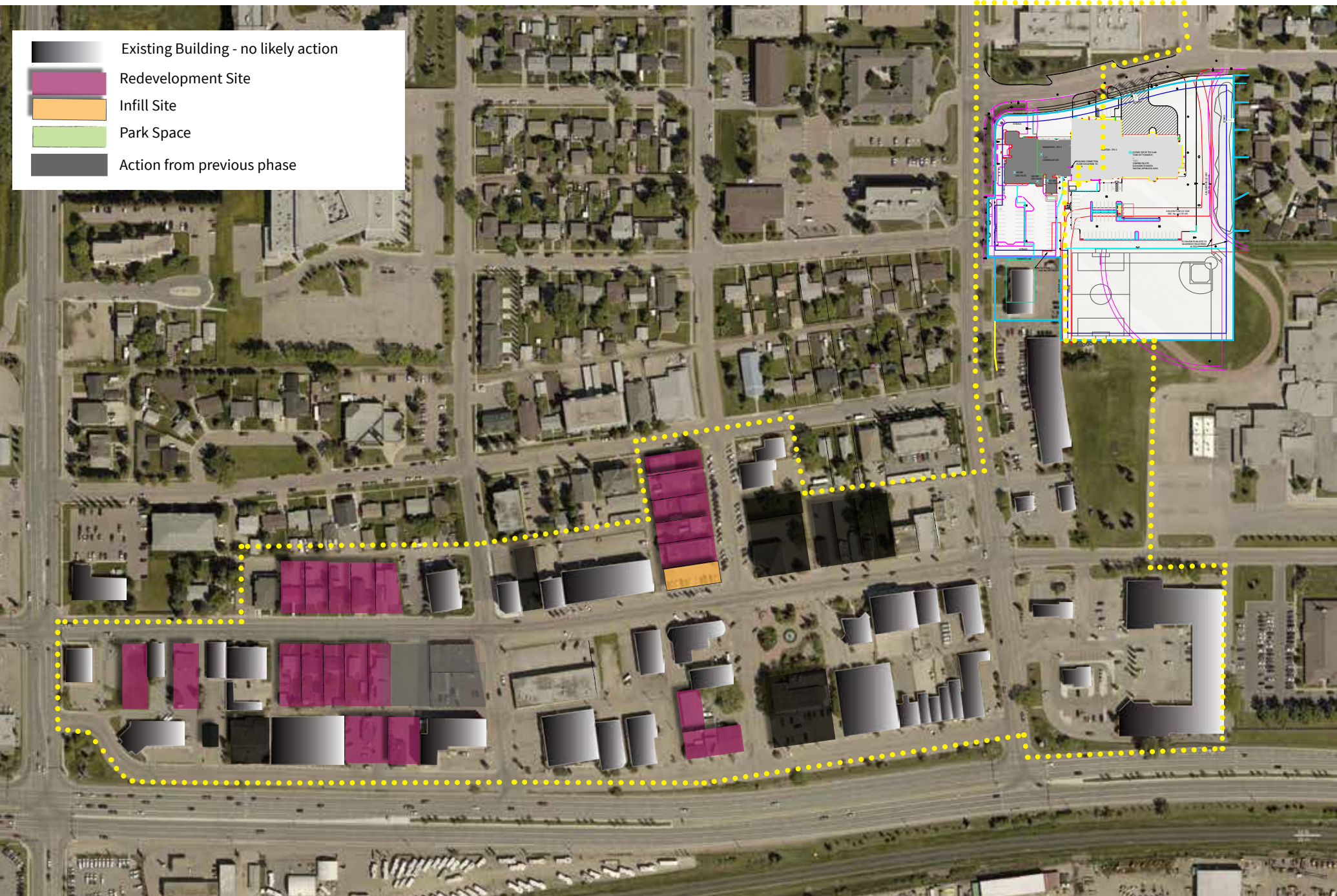


FIGURE 4: CITY CENTRE ARP REDEVELOPMENT PHASING - YEARS 5 - 10

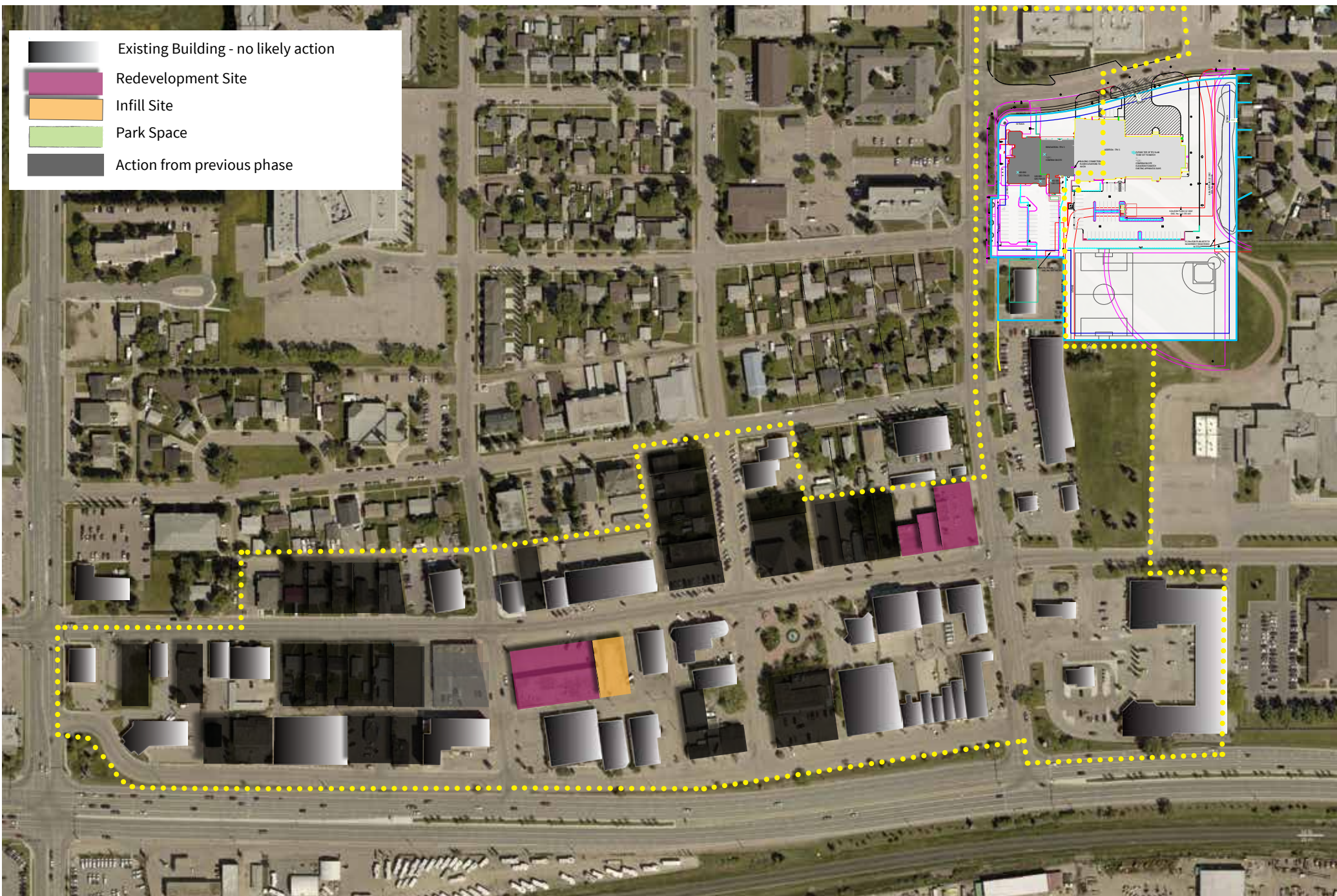


FIGURE 5: CITY CENTRE ARP POTENTIAL REDEVELOPMENT PHASING - YEARS 10 - 15+

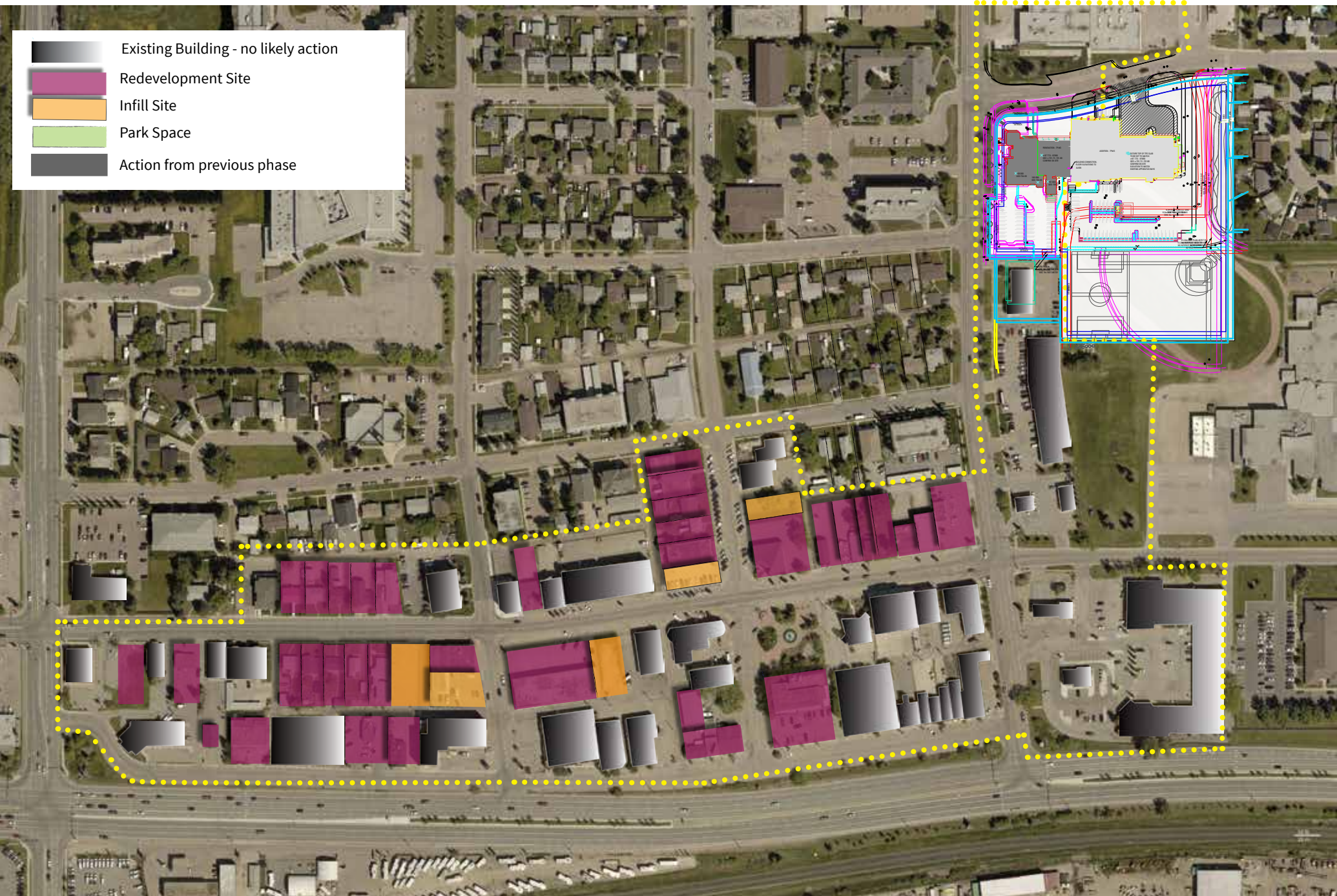


FIGURE 6: CITY CENTRE ARP REDEVELOPMENT - BUILDOUT

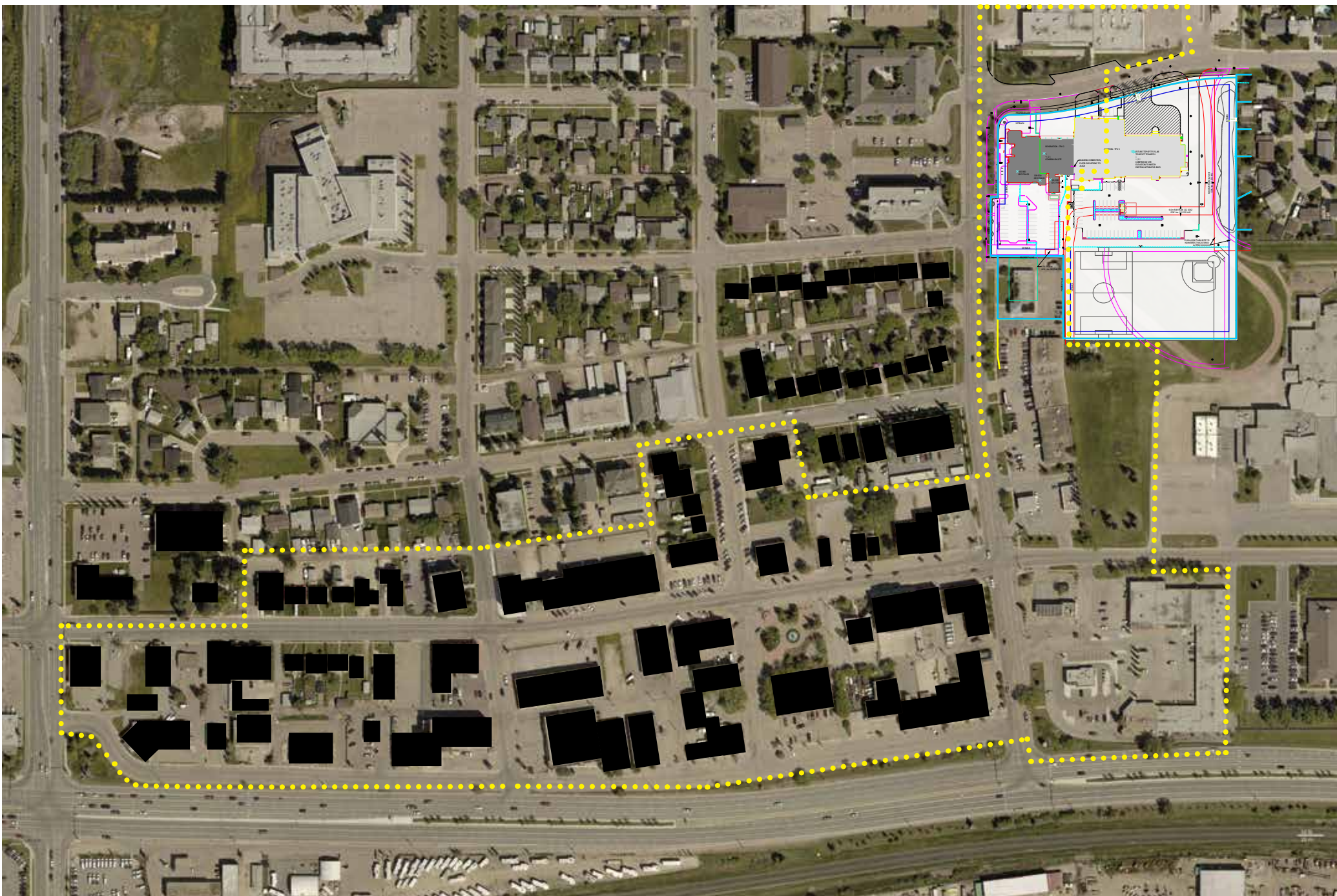


FIGURE 7: CITY CENTRE ARP BUILDING MORPHOLOGY - PRESENT DAY

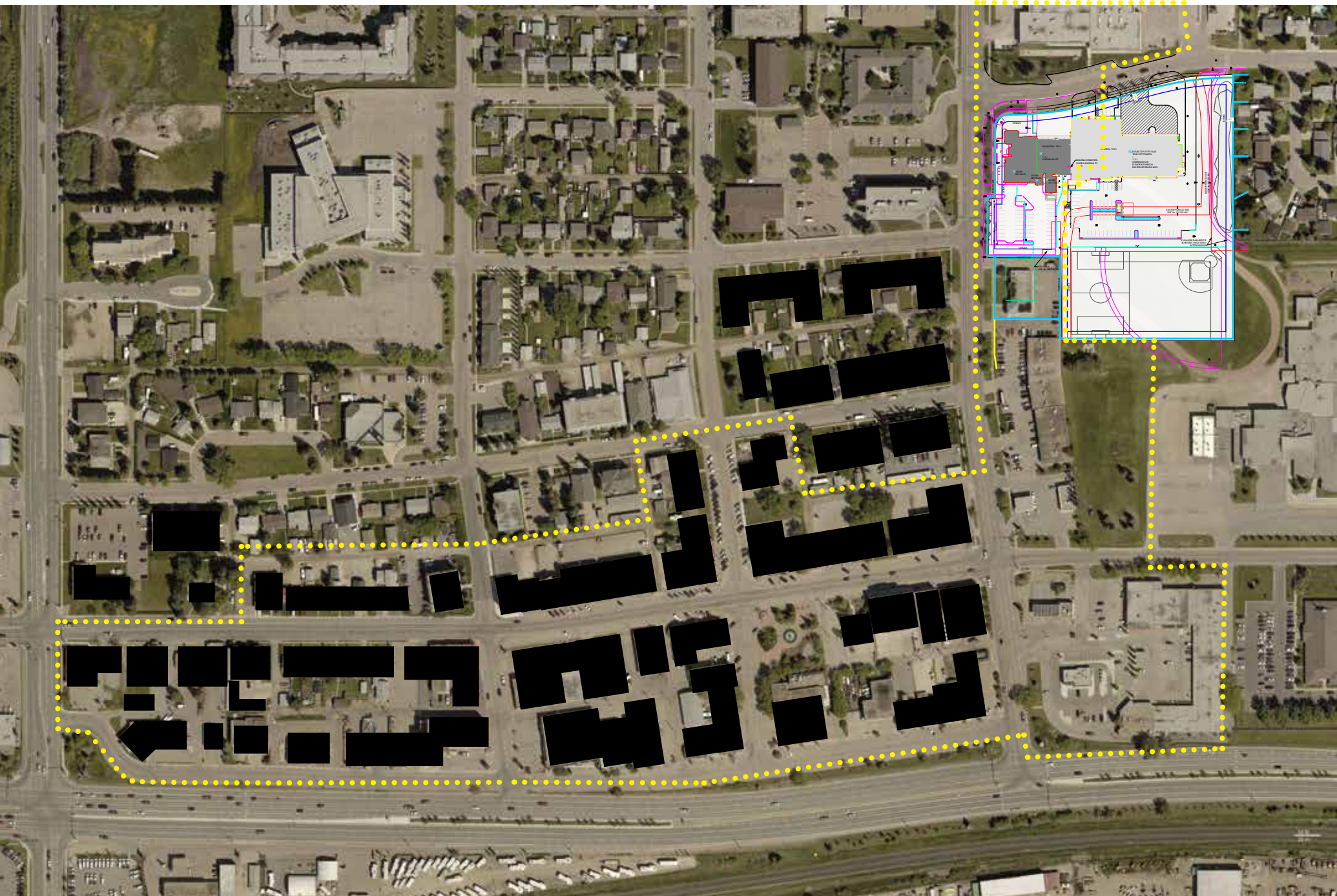


FIGURE 8: CITY CENTRE ARP BUILDING MORPHOLOGY - AT POTENTIAL BUILDOUT

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

Streetscape Masterplan

The Cushing Terrell planning team undertook significant public input over the duration of the study to-date as well as previous Visioning (2014 & 2016) to gauge the perspectives of business owners, property owners, residents (and shoppers) as well as youth in the community as to their preferences for how to best improve the streetscape in the Spruce Grove City Centre.

Numerous ideas and alternatives were considered ranging from one way streets along First Avenue, increased angle parking on First Ave, conversion to parallel parking along McLeod Ave, integration of central medians and introduction of curb extensions and mid-block crossings and consideration for roundabouts at key City Centre intersections.

Encouraging pedestrian activity is a major objective for the City Centre. Renewal, revitalization and new development should strive to strengthen the appeal by accommodating pedestrian needs, while not forgoing the intrinsic need and necessity for the community to allow for vehicular accessibility

and movement in, around and through the City Centre and as the City looks to introduce local transit service commencing in 2019.

As a result of the public and stakeholder input, the identified direction moving forward for the City of Spruce Grove has been to largely pursue an option that re-introduces parallel parking only along McLeod, while integrating a new landscaped central median with pedestrian mid-block crossings.

The purpose of bringing back parallel parking is to take advantage of the existing street width and resulting future enclosure ratio (building heights to street width) in conjunction with much needed infrastructure improvements to increase the public realm sidewalks and give the spaces more room to be activated.

In so doing, a host of additional streetscape, urban design and landscape components and strategies could be introduced pragmatically over time in a phased approach to enable implementation and ensure funding capacity.

By converting to parallel parking, transit service can also more easily be accommodated along McLeod without conflicts often found with transit and angled parking scenarios.

The design of the McLeod Ave with Parallel would also contribute to the perception of a shopping/strolling street more commonly found in modern urban environments, like that envisioned for Spruce Grove's City Centre.

Street Layout & Design

This section provides general guidance on the overall gateway feature, lane widths, on-street parking, medians, pedestrian crossings and intersections, though it is recommended that a full civil engineering study be undertaken for full geometrics etc, if and as required.

Intersection Treatments

The ARP for the City Centre provided two (2) alternatives for the intersection of McLeod Ave and Main St. Other intersections, namely McLeod Ave and Queen St were investigated for a roundabout, but the current intersection off-centre alignment would require too much land to accommodate a roundabout and therefore the decision was made at this intersection to proceed with the recommendation for an improved 4-way stop intersection with the addition of curb extensions and more clearly demarcated crosswalks.

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

Improved 4-way stop with curb extensions

At McLeod and Main St an improved intersection is considered as viable with the following Pros & Cons:

Pros

- Effectively reduces the length of the crosswalks, minimizing delay times for vehicles.
- Easier to close off the intersection and include other corner properties or Main St streets in events.
- Can be more easily tested as a pilot project with bollards without disrupting the existing street configuration.
- Could in time be easily adapted to have traffic or pedestrian initiated signals or a progressive “all-way” pedestrian crossing.

Cons

- More of a utilitarian feature than an iconic gateway.
- Conflicts can still exist between vehicles and pedestrians
- Cannot make u-turns.

Major Intersections

Intersections should be designed to serve pedestrians, bicyclists and motorists in a safe manner. Existing turn lanes are retained in the envisioned ARP streetscape at McLeod Ave and King St and McLeod Ave and Calahoo Rd because of the notable traffic volumes.

Although each of these intersections are not being altered in terms of their capacity or design, it is encouraged that each of these major intersections have a similar stamped pavement throughout the intersection to promote a “gateway” or sense of arrival in the City Centre. This would set the stage for the feeling within the City Centre itself and mark a transition to a pedestrian friendly environment.

The closure of King St to First Ave in the westbound direction through the addition of a median is intended to provide additional safety for vehicles and allow for a safer pedestrian crossing of King St.

Similarly, the closure of Queen St. at Hwy 16A/ First Avenue is intended to provide for safer pedestrian and vehicular flow along First Avenue, realizing that First Ave is more oriented towards auto traffic. It may be that the City could try the closure of Queen St. as a test project and evaluate the success and/or failure.

Lane Widths

The width of a street should respond to the volume of traffic it carries. For the City Centre ARP streetscape masterplan, parallel parking lanes along McLeod are approximately 3.0 m (9 ft) widths. With a central median width of just over 2 m (6.6 ft), the primary travel lanes along Main Street are at 3.5 m (11.5 ft), which would allow sufficient width for larger vehicles and space for coexistence of parked vehicles, cyclists and traveling vehicular traffic.

Side streets such as Main St, Queen St and First Ave would remain unchanged in the streetscape and retain their existing parking lane widths and configurations. First Avenue may be able to gain some additional parallel spaces if Queen St is closed at Hwy 16A.

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

On-Street Parking

On-street parking is important for not only Spruce Grove's businesses and providing for some of the parking needs of adjacent uses, but also as a means of defining the character of the City Centre. On-street parking creates pedestrian activity and provides a buffer between pedestrians and moving traffic. The width of parallel on-street parking lanes along McLeod Ave is estimated at 2.4 m (8 ft) to 2.7 m (9 ft) to specifically accommodate the larger size of vehicles in Alberta (typical standards are 2.1 m (7 ft) to 2.7 m (8 ft) widths).

Medians & Islands

Medians can provide both aesthetic benefits and operational utility within the street network. A median is the portion of the street separating opposing directions.

Landscaped medians serve an aesthetic benefit, but also serves as a traffic calming tool while providing context and can assist in signaling focal points within and along McLeod.

Additionally, if the width and design allows the median may also serve a role for snow removal/ snow storage at small amounts.

Approved banners and landscaping in medians should be appropriately scaled as to ensure the safety of both pedestrians and motorists. Raised medians with curbs are the standard in urban areas and are recommended for McLeod.

Medians should be built to the maximum width possible, which in the proposed City Centre streetscape (along McLeod) is approximately 2 m (6.6 ft) to 3 m (9.8 ft) depending upon sidewalk widths. Landscaped medians should be configured so that maintenance personnel do not work in traffic lanes, by providing a minimum 0.7 m (2 ft) walkable edge.

Design and landscaping of medians should emphasize continuity along McLeod. Landscaping, lighting and street furnishings should maintain a similar look and feel.



Medians can provide an aesthetic benefit and where no median is present today, raised islands can be used as traffic calming features

to narrow the travel lane either in mid-block locations, or to create a much more inviting atmosphere.

Trees and landscaping in the envisioned medians could comprise trees in planters (to minimize root growth to potential services below by tree roots, ensure no blind spots for pedestrians and make space for possible snow storage in winter months) and banner poles which could have the option for seasonal or annual string lighting traversing McLeod or running down the middle of the median.

The streetscape sidewalk edge should have a continuous band of contrasting, yet consistent colour and texture alongside the curb with tree planting at a pedestrian scale and street lamps to be placed along this band as well as a contextual appropriate street name signage and lamp post design, including banners, and site furniture.

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS



Pedestrian Crossings

Although pedestrian crossings are generally confined to improved and extended corners of blocks and at signalized and 4-way stop intersections, a raised mid-block crossings is considered and shown along McLeod between Queen St & Calahoo Rd that is clearly marked with signage and pavement detailing to highlight the nature of the pedestrian crossing. A mid-block crossing could be phased in over time or implemented as a test project to gauge ultimate compatibility, usage and community acceptance.

Clearly marked crosswalks are an essential tool for enabling pedestrians to move safely, conveniently and predictably across streets. Crosswalks can also provide a unique streetscape design treatment to emphasize pedestrians' presence and priority.

The Spruce Grove City Centre streetscape design should emphasize crosswalks as a fundamental part of the pedestrian realm, not as an intrusion into the street reserved for vehicles only.

Part of this emphasis should be on the treatment of the crosswalk through stamped, patterned and/or coloured texture, rather than paving stone in-lays which would likely require more maintenance.

Mid-block crosswalks may provide a convenient crossing for pedestrians when other crossing opportunities are distant, or where activities create higher crossing demand, such as between Queen St and Calahoo Rd on McLeod Ave.

This mid-block crossing may be constructed in combination with a mid-block bump-outs to further define the space and narrow the street crossing.



Curb extensions/bump-outs should be designed to maximize pedestrian space and minimize crossing distances as much as feasible, while allowing vehicle movements.

Curb extensions/bump-outs can have the following benefits:

- ***Increased pedestrian visibility at intersections through improved sight lines.***
- ***Decreased pedestrian exposure to vehicles by shortening the crossing distance.***
- ***Reduced vehicle turn speeds by physically and visually narrowing the street.***
- ***Increased pedestrian waiting space.***
- ***Additional space for street furnishings, plantings and other amenities.***
- ***Reduced illegal parking at corners and crosswalks.***
- ***Design for pavement should comprise contrasting colour and texture at street and pedestrian crossings.***

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

Crosswalks should be at least as wide as the existing sidewalk, but may be wider at mid-block locations with high pedestrian demand. Crosswalks must be outfitted with curb ramps and tactile warning strips to ensure handicapped accessibility and safety.

Curb Extensions (also known as bump-outs)

To enhance and promote a pedestrian-first public realm, the street environment needs to be narrowed in urban form, land use and streetscape treatments.

This ARP is recommending the use of curb extensions, also referred to as bump-outs to improve the pedestrian realm by creating safer and shorter pedestrian crossings at intersections, particularly along McLeod Ave and First Ave at Main St and Queen St.

Curb extensions extend the sidewalk into the parking lane to narrow the perceived street width and provide additional pedestrian space at key locations.

Curb extensions enhance pedestrian safety by increasing pedestrian visibility, shortening crossing distances and slowing turning vehicles.

Interim or pilot project curb extensions may be appropriate in locations where there is a safety need and a permanent solution is not feasible in the short term, and/or where there is a planned capital improvement recommended within 5 years.

At intersections with curb and gutter, an interim curb bulb can only be done with there are existing curb ramps.

Generally, these benefits are greater the further the bump-out extends into the roadway and the tighter the turn radius created by the bump-out, but in the case Spruce Grove, curb extensions have been balanced against current street usage characteristics and the needs of larger vehicles to navigate turns or pass through Main Street.

Curb extensions should not use paving stones but rather stamped pavement or an edging treatment to distinguish the space as a unique space distinct from the existing sidewalks.

In the Spruce Grove City Centre and recognizing the future arrival of local transit there may be a need to provided, dependent upon the transit stop locations) an extended curb to allow for the transit canopy and stop.

Temporary curb extension project, Seattle WA



As a side note, it may be worth considering, as Fort Saskatchewan recently introduced a heated transit shelter in the City Centre.

Bollards or other fixed objects are further recommended to be placed at the back of the curb, where necessary, to protect pedestrians and prevent vehicles from driving onto the curb extension and sidewalk.

The following pages provide illustrations of the future potential McLeod Ave streetscape improvement by illustrating the impact that wider sidewalks and curb extensions can have on the overall street cross-section.

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

Fort Saskatchewan heated transit shelter



McLeod Ave in particular is to be viewed as a modern street where the pedestrian and shopping vitality can be brought back to life while engaging in community, cultural and social tasks.

The image depicting the sidewalk zones reflects the following, where the curb extension diagram further shows how these zones interact at the corners to create more energetic and safer areas.

Zone 1: Dining/Storefront Frontage: This is the area adjacent to the property line where transitions between the public sidewalk and the spaces within the buildings occur.

For outdoor dining and window shopping at the pedestrian scale this zone could be between 1.0 m (3.2 ft) to 2.5 m (8.2 ft) and able to accommodate outdoor seating, window shopping as well as store and building entries. The dining area should be wide enough to allow flexible seating arrangements.

It should be able to integrate awnings or other structures to provide shelter from the weather and potentially allow for overhead heating systems. Critically, this zone should be level with the storefront entries.

Zone 2: Strolling/Throughway: This is the portion of the sidewalk for pedestrian travel and is usually around 2 m (6.5 ft) but is most often dependent upon the pedestrian volume it needs to accommodate.

Simplicity of design and lack of obstruction in this zone is critical to allow movement and static “non-movement” as well.

Zone 3: Street Infrastructure & Furniture: The area closer to the street edge is typically 1 m (3.3 ft) and accommodates street trees and planters, benches, vehicle and pedestrian lighting, wayfinding signage, transit stops, bollards, curbs and gutters.



Legend

- Existing Building
- Redevelopment Building
- City Centre ARP Boundary

- 1 Infrastructure Rehabilitation
- 2 Parallel on McLeod
- 3 Cultural Core
- 4 Incentivized Redevelopment
- 5 McLeod First
- 6 City Centre Mixed-Use
- 7 Way Finding & Connectivity
- 8 Pedestrian Prioritization
- 9 First Avenue Future
- 10 Housing Choices
- 11 Protective Services Bldg.

Spruce Grove City Centre ARP

Master Concept Plan



FIGURE 9: CITY CENTRE ARP - OVERALL CONCEPT MASTER PLAN





City Centre Core

City Centre Area Redevelopment Plan



**CUSHING
TERRELL**
ARCHITECTURE INC.



FIGURE 10: CITY CENTRE ARP - MCLEOD AVE & MAIN STREET "FOUR CORNERS"



**CUSHING
TERRELL**
ARCHITECTURE INC.

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

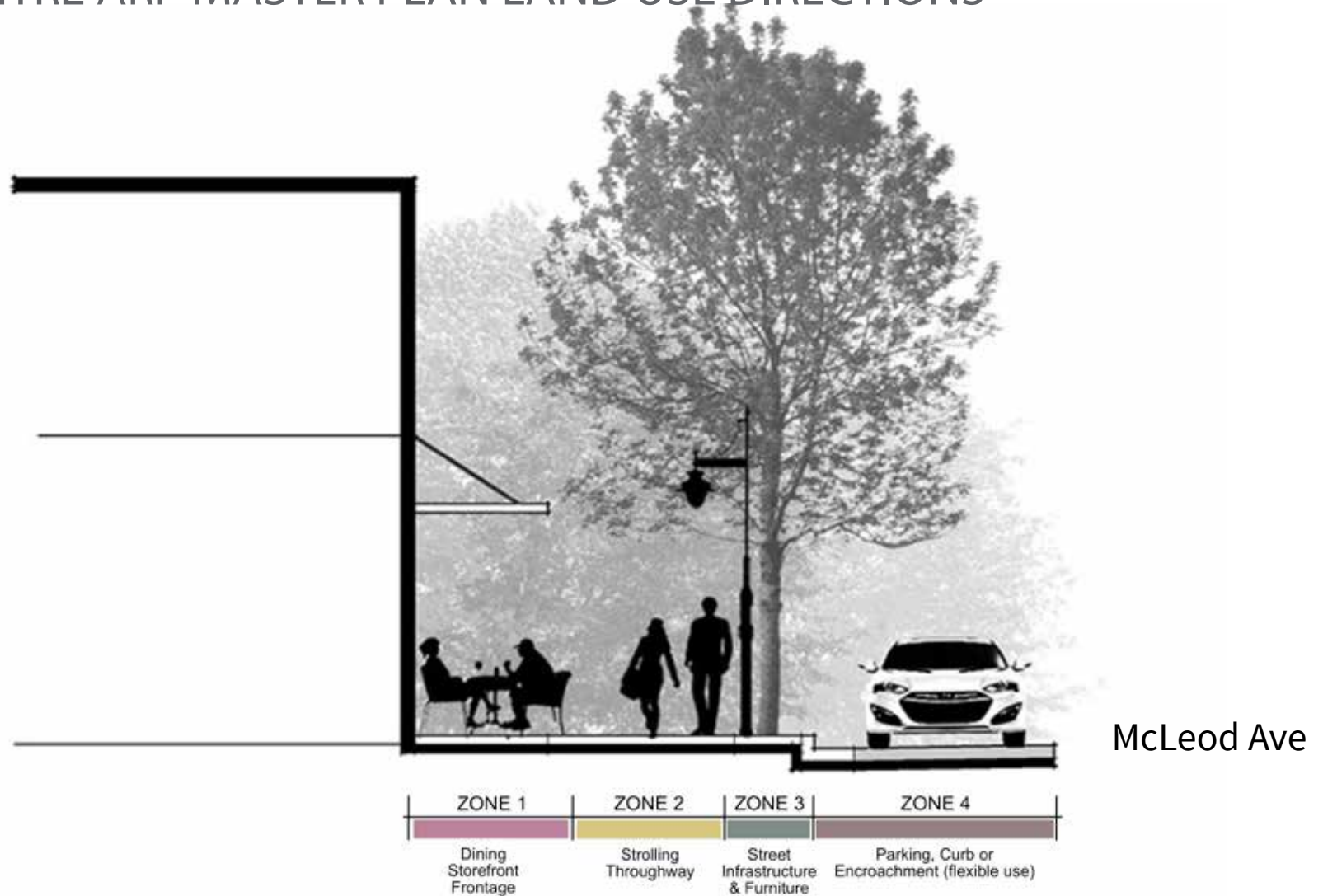


FIGURE 11: CITY CENTRE ARP FUTURE SIDEWALK CONDITIONS

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS



FIGURE 12: CITY CENTRE ARP FUTURE INTERSECTION CURB EXTENSION CONDITIONS

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS

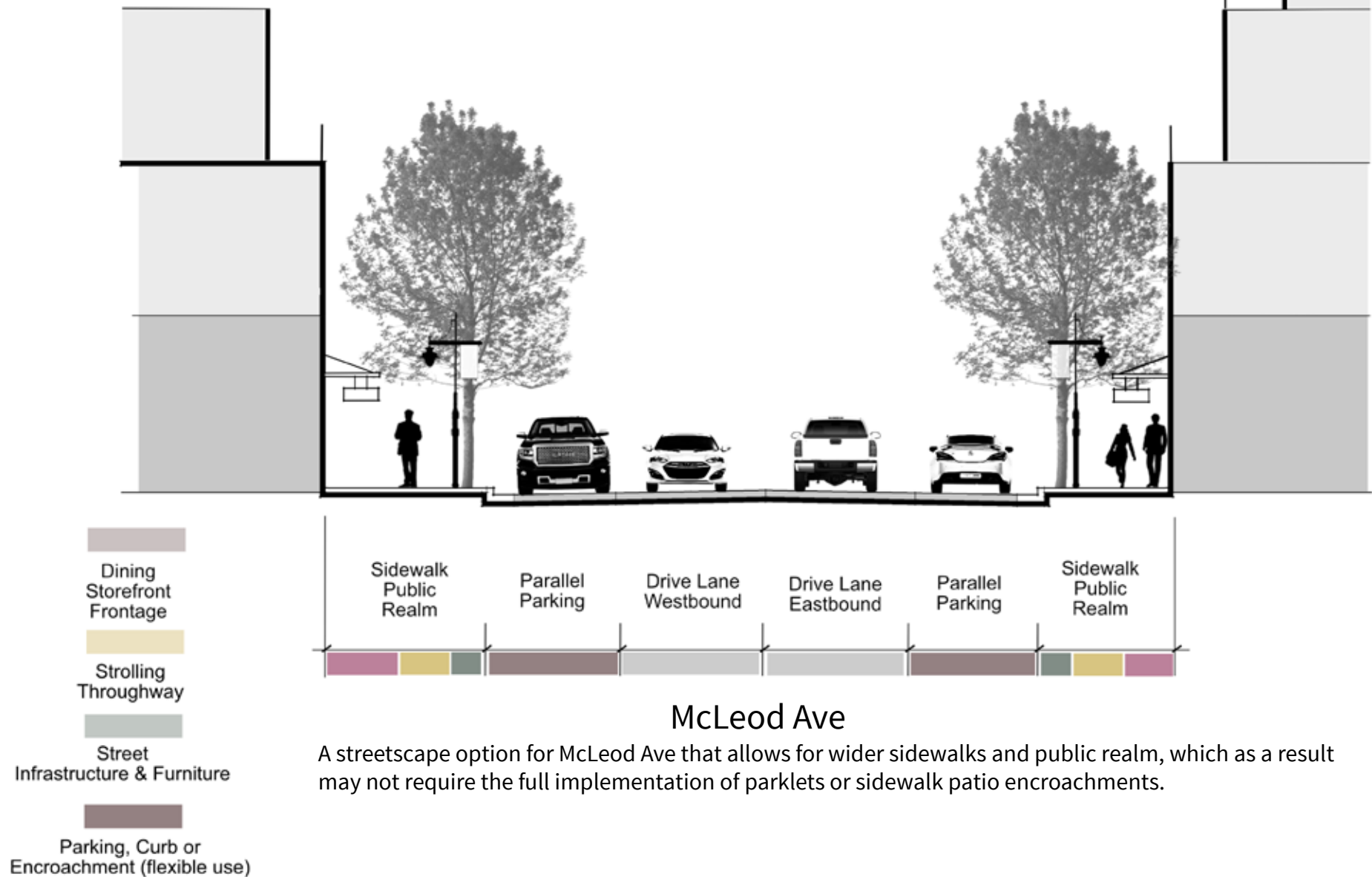
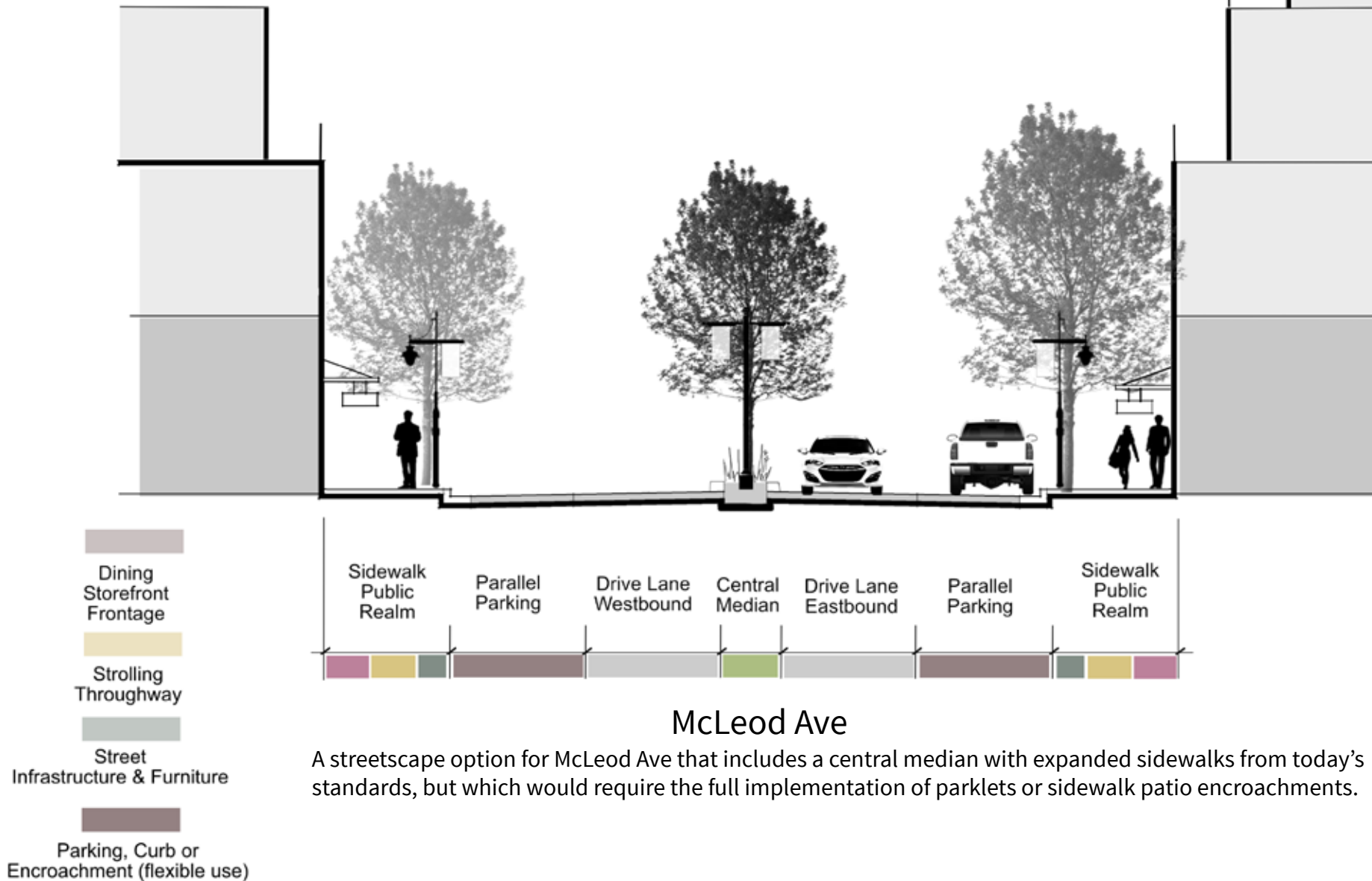


FIGURE 13: CITY CENTRE ARP MCLEOD AVE STREETSCAPE CROSS-SECTION 1

CITY CENTRE ARP MASTER PLAN LAND USE DIRECTIONS



A streetscape option for McLeod Ave that includes a central median with expanded sidewalks from today's standards, but which would require the full implementation of parklets or sidewalk patio encroachments.

FIGURE 14: CITY CENTRE ARP MCLEOD AVE STREETSCAPE CROSS-SECTION 2



The purpose of the signage and wayfinding will be to further promote accessibility and convenience for visitors and residents looking to find shops, services, amenities and parking.

The location and placement of wayfinding and directional signage is subject to change, but the locations identified on the plans have been selected on the basis of where current and future pedestrian and transit networks converge and enter the City Centre and can be designed for pedestrian and vehicular movements.



IMPLEMENTATION ACTIONS

IMPLEMENTATION ACTIONS

The City Centre ARP imagines a “uniquely Spruce Grove” solution for which the following pages provide preliminary directions and considerations that can unlock the future potential and value for Spruce Grove’s City Centre.

The preliminary directions and considerations, as well as the options presented therein reflect the primary Goals, though not isolated to each.

Each of the topics or areas of action presented in the following are further supported by a preliminary Action Item Matrix that highlights the roles & responsibilities, time lines, priority and high level cost implications (without dollar figures applied). The purpose of this table is to reconcile the ideas and enable discussion of the various options for establishing a final path forward to a “Uniquely Spruce Grove” solution.



STRATEGIC INTERVENTIONS

Make strategic decisions for spaces and places to strengthen the City Centre and help facilitate future developments for the private sector.



REDEVELOPMENT & INFILL OPPORTUNITIES

Create opportunities for development that can or will be acted upon by owners, developers and desired businesses.



INCENTIVIZED GROWTH & ATTRACTION

Offer the right incentives to promote growth and attract the right developers, developments and businesses to enhance and support the City Centre vision

The Craft Beer Model of Walkable Urban Places

“Great places are built in small increments.
Even a tiny development can build value and
contribute to the community”

Planetizen, Apr 17, 2017



STRATEGIC INTERVENTIONS

Make strategic decisions for public spaces and places to strengthen the City Centre and help facilitate future developments for the private sector.

The City has an opportunity to take a leadership role in facilitating redevelopment and infill within the City Centre area.

Developer interest in City Centre properties and lands is apparent and will continue to become more prominent. Under this scenario, the City must ensure that infill and redevelopment in the City Centre not only follows the vision, but also provides the desired provision of shops and services for the community.

As a community leader, the City can and should take roles that can catalyze and crystallize development opportunities both directly and indirectly through their actions.

- ***Convert McLeod Street to parallel parking between King Street and Calahoo Rd.***
Conversion to parallel will lose parking in front of businesses, but the overall street dynamic can be dramatically altered to become more urban and energetic, much like a street often referred to by the local residents (Whyte Avenue in Edmonton).

- ***Implement in conjunction with infrastructure improvements wider sidewalks along McLeod Ave between King St & Queen St.*** If, as recommended in the Infrastructure Assessment, the underlying street infrastructure and utilities need to be replaced, then the most opportune time to upgrade and widen the sidewalks in the City Centre is within the next 1 to 3 years and is necessary to enable infill and redevelopment as envisioned in the phasing and staging strategy
- ***Implement in conjunction with infrastructure improvements significant improvements to existing sidewalks along First Ave, Main St, Queen St, King St and McLeod Ave between Queen St & Calahoo Rd.*** As with widening sidewalks on McLeod, the existing condition of sidewalks throughout the City Centre are in dire need of improvements for safety alone, not to mention aesthetics.
- ***Implement landscape improvements on McLeod Ave including addition of trees and planters.*** Landscaping may be viewed as an aesthetic improvement, but being aesthetically pleasing is not just a nice-to-have and should not wait until everything else is done. Consumers, residents and developers aren't simply attracted to aesthetically pleasing things, they (we) judge things by their aesthetic value and not just a superficial quality.
- ***Introduce improved single lane four-way stop intersections McLeod Ave & Main St and McLeod Ave & Queen St.*** Consider the safety and ease of pedestrian flow created by a well demarcated and identified intersection that can be flexibly used as part of major street and City Centre events.
- ***Introduce a central landscaped median along the length of McLeod Ave between King St and Queen St.*** To help with the narrowing of McLeod and creating a more pedestrian scale environment with the ability to activate the street where vehicles aren't the dominant figure.



STRATEGIC INTERVENTIONS

- **Implement pedestrian street lighting along the length of McLeod Ave and First Ave as well as Main St. and Queen Street.** Modern contemporary street light fixtures with LED lighting should be prioritized. An alternative to the current vehicle-oriented street lighting is to reduce the height of the fixtures to 4 m (13 ft) placed every 12 m (40 ft) to 15 m (50 ft) and opposite each other. Light fixtures aligned in an opposite arrangement could allow for spanning the street with banners or holiday lights. Although a suggested distance between pedestrian-scale street lights might be as specified, allowances should be made to respond to existing or recommended circumstances, such as street cafés, compatibility or conflict with traffic signals, curb cuts, benches of future transit stops
- **Introduce a new pedestrian mid-block crossing on McLeod Ave between Queen St and Calahoo Rd.** For safety and making sure that pedestrians have crossings within reasonable lengths of the street, particularly when and as infill occurs.
- **Improve pedestrian crossings at critical City Centre intersections; McLeod Ave & King St, McLeod Ave & Main St, McLeod Ave & Queen St, First Ave & Main St and First Ave & Queen St.** At the strategic intersections noted prepare a plan to clearly demarcate the entire intersections with a different paving texture and colour (using options such as stamped asphalt, poured in place concrete or painted crosswalks). Alternatively clearly demarcate pedestrian crossings only with a different paving texture and colour. Consideration should also be given to applying this same treatment to the intersection of King St & First Avenue and McLeod Ave & Calahoo Rd to enhance the sense of arrival and change the appearance of the entry statement.
- **Introduce a policy for Crime Prevention Through Environmental Design (CPTED) that provides and emphasis on Alleyways.** Encourage and promote design enhancements, possibly in conjunction with burying of utilities in existing alleys. Such improvements could be better paving, and bright and more frequent LED lighting.
- **Streetscape enhancement to include new year-round furniture.** Introduce a modern contemporary family of furnishings to line the streets.
- **Undertake a major enhancement to Columbus Park.** Columbus Park has the opportunity to be completely redefined as much as redesigned as a community asset.
- **Undertake a community initiative/competition to redefine and rename Columbus Park in a manner consistent with a new contemporary modern City Centre.** Many residents lack an awareness of what Columbus Park is or even where it is, so give the community a chance to celebrate Spruce Grove in a way that can manifest in the renaming of Columbus Park.
- **Enable C-1 zoning to allow for the introduction of patio encroachments into sidewalks and/or on-street parking spaces .** Implement a policy that allows for sidewalk patios or if space allows for patio encroachments into public on-street parking spaces, with the set parameters that patio encroachments in the City Centre cannot take more than a pre-determined amount of on-street parking spaces in total.

STRATEGIC INTERVENTIONS

Spring Garden Rd “Stoplet” pilot project, Halifax NS.

Review the process for granting right-of-way agreements for cafe seating and food trucks for opportunities to expand these uses.

- **Enable C-1 zoning to allow for the introduction of moveable parklets.**
Implement a policy that allows for moveable parklets in which a maximum number of parking spaces can be used to accommodate flexible public seating areas.

The ability to move this around would enable a pilot project to be undertaken at strategic locations where multiple businesses can see and understand the impacts or benefits.

Parklets could be located along McLeod Ave, First Ave and Main St. In total, no more than 3 parklets should be permitted in total and not more than 1 per block area. In total parklets should not occupy more than a total of 6 on-street parking spaces. The City could take the initiative and work with interested businesses such as Something Else Restaurant or Knighton Menswear as a priority pilot project.





CITY CENTRE REDEVELOPMENT & INFILL OPPORTUNITIES

Create opportunities for development that can or will be acted upon by owners, developers and desired businesses.

City Centre redevelopment and/or infill opportunities comprise aspects of zoning, land use, parking requirements and other bylaws that collectively can be improved and directly or indirectly incentivize developer and business prospects.

- **Consider redrawing the specific City Centre BIA and Redevelopment Incentives Area Boundary.** Re-examine the current boundaries of the BIA to potentially exclude uses east of King St.
- **Consider renaming existing C-1 Zone.** Realizing the popularity and recognition for mixed-use projects and since the current Community Commercial zone for the City Centre largely allows for uses permitted in mixed-use, a renaming of the City Centre C-1 Zone to City Centre Mixed-Use would provide more clarity and simplicity for developers rather than thinking of the zone as strictly commercial.
- **Amend R-1 Zoning in Shadow Area.** change current R-1 zoning in Shadow Area north of ARP boundary to R-2 to encourage future density targets of up to 100 units per net hectare per the EMRB goals.
- **Modify the cash-in-lieu policy for parking requirements.** To more pro actively and more readily engage the development community to make development happen, reduce the current cash-in-lieu policy to \$15,000 (which is approximately half the cost of structured parking) for retail. Ultimately, developers and the market will dictate how many spaces a respective use or format will require in order to be marketable.
- **Consider amending parking requirements in City Centre C-1 zone for residential.** Reduce parking requirements in City Centre C-1 zoned areas to a minimum of 1 space per unit for any residential regardless of number of rooms.
- **Amend the current Signage Bylaw to allow for more specific criteria for the City Centre and subsequently allow for potential variations within the identified Precincts.** The pedestrian scale orientation desired for the City Centre area and in particular along McLeod Ave, Main St and Queen St requires a different scale of signage than does the retail along First Ave which is more auto-oriented.



Specific C-1 Zoning Amendment Considerations

- Change from City Centre Commercial to City Centre Mixed-Use
- Add Artist Studios to Permitted Uses.
- Add Funeral Homes and Marijuana Dispensaries, Payday Loans to Discretionary.
- Remove Site Area, Site Width and Site Depth minimum.
- Change Front Yard Setback to read 1.5 minimum, if sidewalk is 2 m or less in width.
- Remove Side Yard Setback minimum.
- Amend building heights to read “Four Storeys, not to exceed 16 m”. This will give opportunity for higher volume storefronts as well as rooftop gardens.
- Amend GLA maximum for a single retail use to be 743.2 m² (8,000 sf) to allow for the future potential of having a larger anchor tenant. In so doing require that a maximum street level frontage can not exceed 9.1 m (30 ft).
- Add that at least 100% of the ground fronting McLeod Ave of any building (excluding lobby, mechanical room or access to floors above) must be occupied by one or more of the following - Retail, Personal Service, Food Store or Eating & Drinking Establishment.
- Amend Facade Height maximum to 8 m (26 ft).

CITY CENTRE REDEVELOPMENT & INFILL OPPORTUNITIES



- Add that a Streetfront level storefront must be a minimum floor to ceiling height of 3.6 m (12 ft) to a maximum of 4.5 m (15 ft).
- Amend window transparency to “*Not less than 60% of the area of the ground floor facade of a building adjacent to a street shall be devoted to window displays or entrances to the building*”.
- Add that no window covering materials (paint, paper, tint, films, coating or metal panels will be acceptable that block more than 20% of the storefront window area.
- Add a provision for residential multi-family that allows for a front building setback of 3m (10 ft) and a rear lot setback of 6 m (20 ft).
- Put in a requirement for ground floor storefronts to require a canopy or awning as part of the buildings facade.
- Establish a specific City Centre clause in existing Signage Bylaw for the **Main & McLeod Precinct** to include a requirement for projection/blade signage for each ground floor storefront use in new buildings
- Establish a specific City Centre Clause for signage in the **First Avenue Precinct** to allow for larger fonts and fascia or freestanding signage, but does not require projecting or blade signage.

- **Create an internal strategy for dealing with vacant lots either by creating screening or requiring/allowing temporary events and programming such as food trucks (e.g. Whyte Ave, Edmonton).** Food Trucks clustered in a vacant lot promote an energetic vibe to the streetscape while animating otherwise empty lots. These nodes often become defacto social gathering hot spots. An ideal pilot program would be the vacant lot directly across from Something Else Restaurant fronting McLeod.
- **Encourage ground floor retail uses.** Explore opportunities to increase ground floor retail activity. This could include allowing pop-up retail (such as booths, carts, food trucks) and liner buildings (narrow shops in front of non-active uses) to create an active streetscape.
- **Encourage business incubators and startups.** Seek out opportunities for retirees to mentor the younger generation and pass on a wealth of experience. As part of potential new developments in and around the Civic or Arts District, create an area that permits incubator space for startups at potentially subsidized rates or City-owned properties.



- Add a provision for encroachments into for patio or parklet uses.
- Amend minimum parking requirements in City Centre at zero for retail and 1 space per unit for multi-family residential including mixed-use.

Specific C-2 Zoning Amendment Considerations

- Add Marijuana Dispensaries to the list of Discretionary Uses.

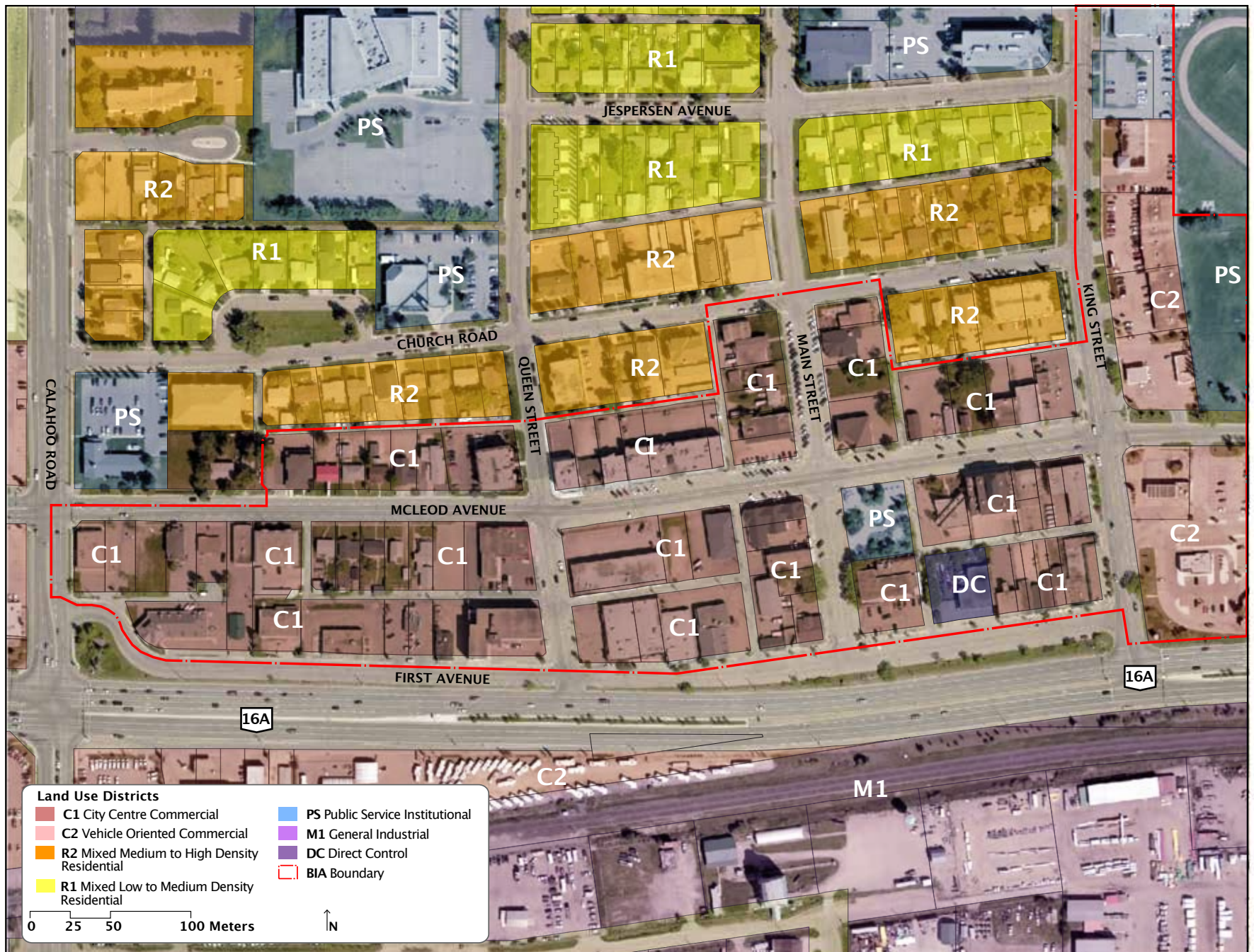


FIGURE 15: CITY CENTRE ARP EXISTING LAND USE CONDITIONS

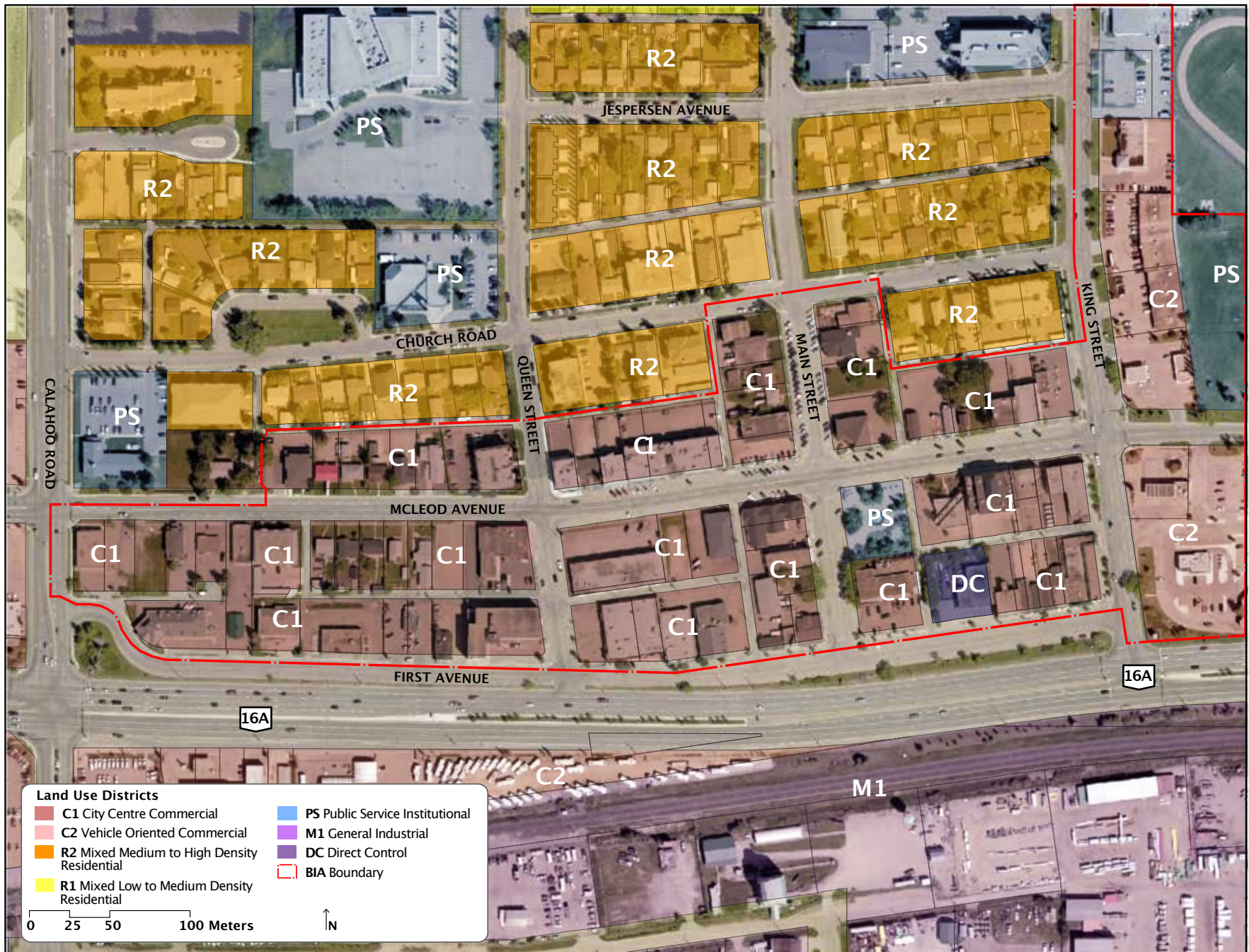


FIGURE 16: CITY CENTRE ARP FUTURE LAND USE

CITY CENTRE REDEVELOPMENT & INFILL OPPORTUNITIES



- **Specify locations for City Centre retail space.** Retail uses in the defined City Centre area are to be permitted along McLeod Ave, (between King St and Queen St), Main Street (between First Ave & Church St) and Queen St (between First Ave and Church Street) frontages as well as along First Avenue. With a vision to be a compact, vibrant City Centre, retail uses are to be limited along McLeod between Queen St and Calahoo except if they are part of a live/work redevelopment or provide professional/medical uses which do not adversely impact retail in City Centre core. Examples of complementary uses include, Medical Services, Health & Wellness or Personal Services.
- **Monitor and restrict specific retail store types.** The City should not allow retail that is incompatible with the vision for the City Centre and its residents. Store types that should be identified, beyond those that already exist specifically as not permitted or discretionary in the City Zoning Bylaw for C-1 and C-1 Zones include Pawn Shops, Thrift Stores, Consignment Shops, Medicinal Marijuana, Marijuana Dispensaries, Vape Shops, Cheque Cashing.

For some uses such as Thrift or Consignment stores the discretion lies not so much in prohibiting them, but rather monitoring and limiting their proliferation in the City Centre, as many city centre types of environments can benefit positively from second hand stores.

- **Specify locations for City Centre office space.** Do not allow office uses or not-for-profit uses to occupy street front spaces in the core retail areas comprising McLeod Ave, except where these businesses have



hours and days of operation that are compatible with existing businesses, or in other words are not closed on weekends or evenings.

Second level office space would be considered acceptable. Streetfront and multi-level office space would continue to be promoted along First Ave to take advantage of the highway visibility and not take away from the opportunity along McLeod to have mixed-use with residential above retail.

- **Specify locations for health services.** Health Services in the City should be limited to streetfront or upper floors in space along McLeod between Queen St & Calahoo Rd, as well as along First Ave between Queen St & Calahoo Rd. Second level office and health services would also be considered compatible along McLeod Ave and Main St.

CITY CENTRE REDEVELOPMENT & INFILL OPPORTUNITIES



CITY CENTRE BUILDING TYPOLOGIES

The following pages provide a series of cross-section street renderings that are designed to highlight the level of density and streetscape interface that is or should be required for commercial, residential or mixed-use buildings in the City Centre, as allocated within the corresponding Character Districts.

In addition to the building scale and form, the cross-sections also provide an illustration of how the parking may be accommodated on the site, depending upon whether the site has a full block assembly or if it is perhaps a smaller half-block assembly.

In either scenario presented the density and scale of the buildings in the City Centre is envisioned to not exceed 4 storeys so that the street enclosures (i.e. ratio of building to street width) is not overwhelming relative to the scale of the Spruce Grove City Centre.

CITY CENTRE REDEVELOPMENT/INFILL OPPORTUNITIES

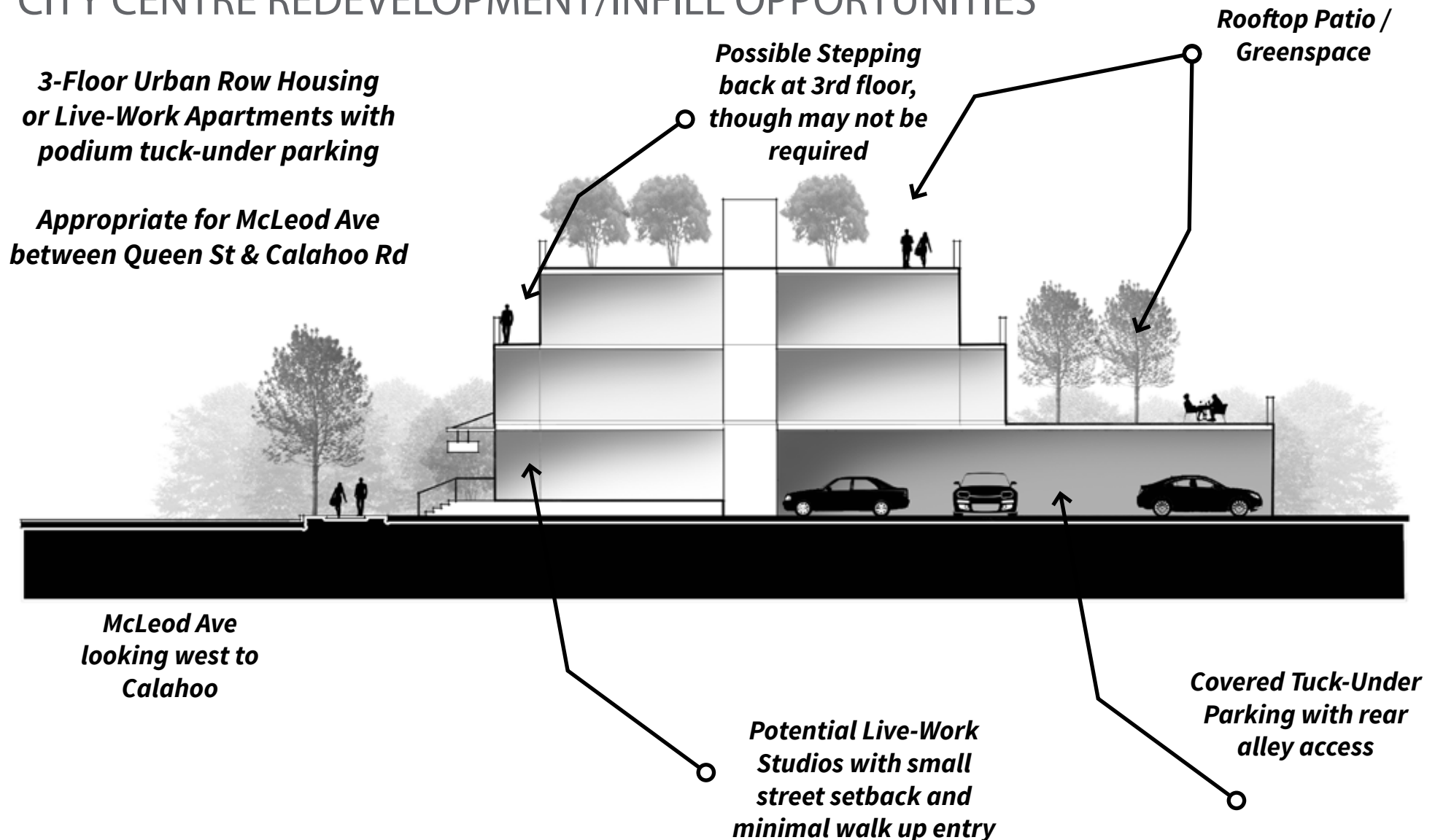


FIGURE 17: POTENTIAL MCLEOD AVE (WEST) LIVE-WORK BUILDING TYPOLOGY

CITY CENTRE REDEVELOPMENT/INFILL OPPORTUNITIES

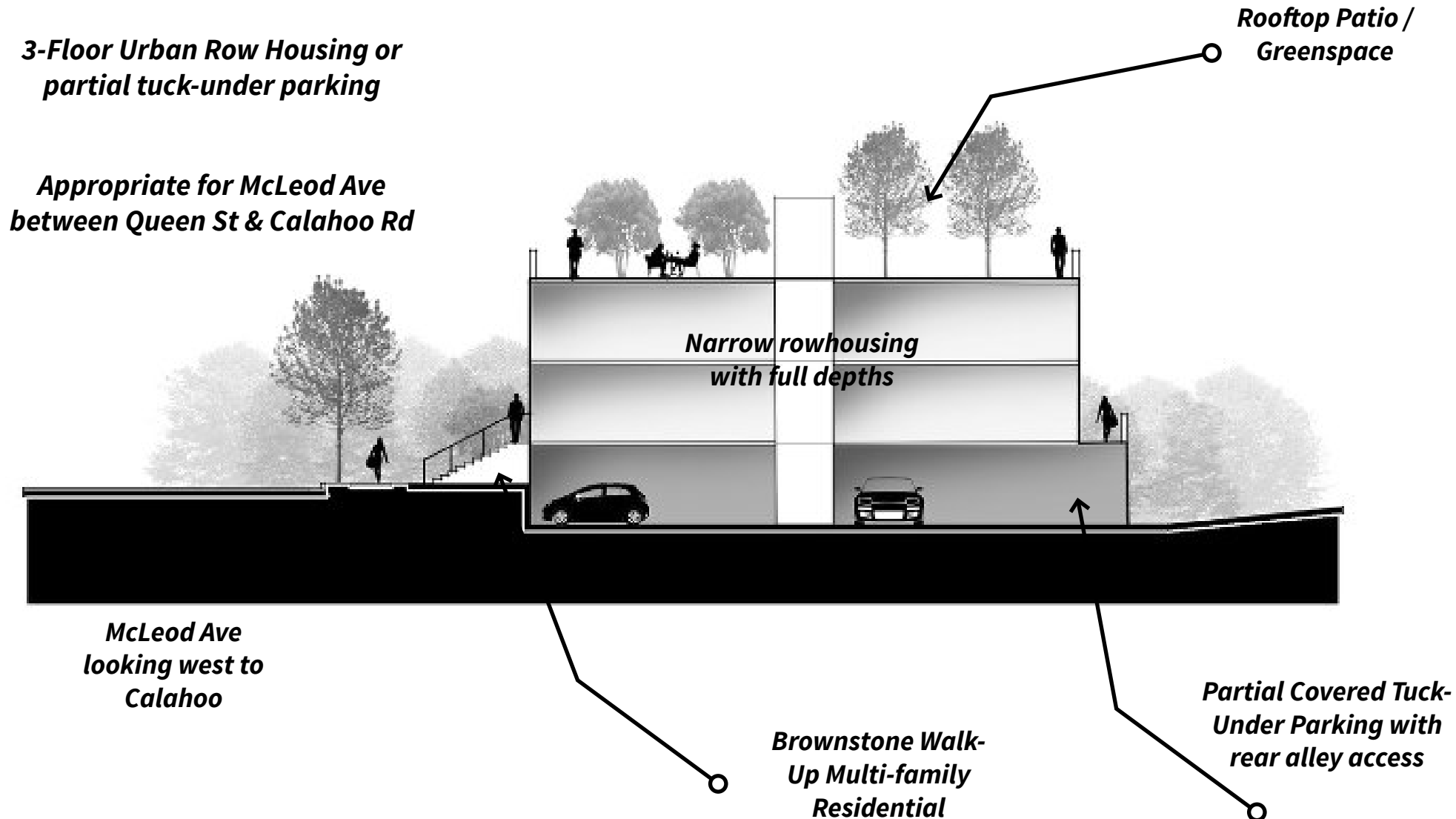


FIGURE 18: POTENTIAL MCLEOD AVE (WEST) ROWHOUSING BUILDING TYPOLOGY

CITY CENTRE REDEVELOPMENT/INFILL OPPORTUNITIES

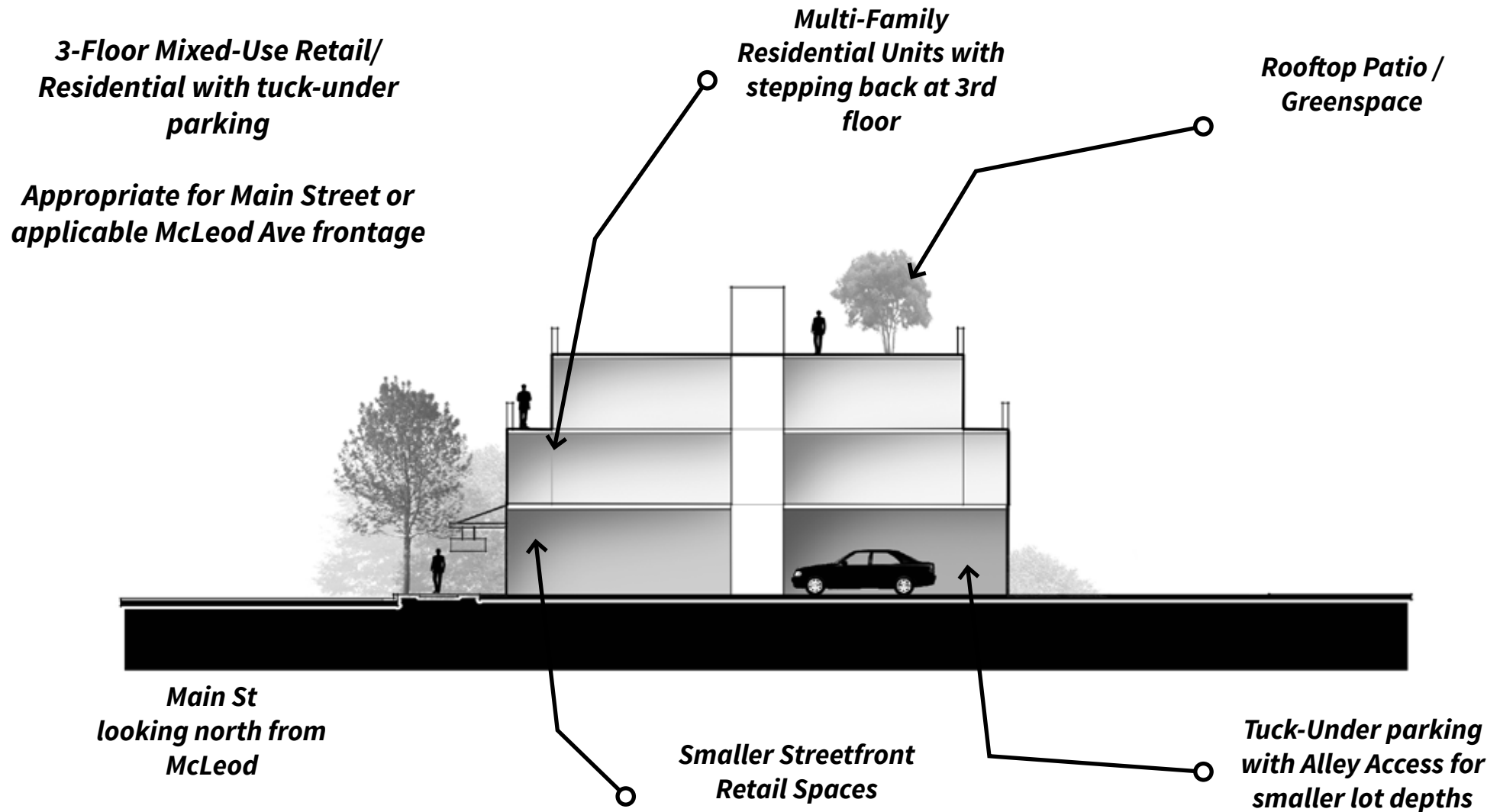


FIGURE 19: POTENTIAL MAIN ST (NORTH) BUILDING TYPOLOGY

CITY CENTRE REDEVELOPMENT/INFILL OPPORTUNITIES

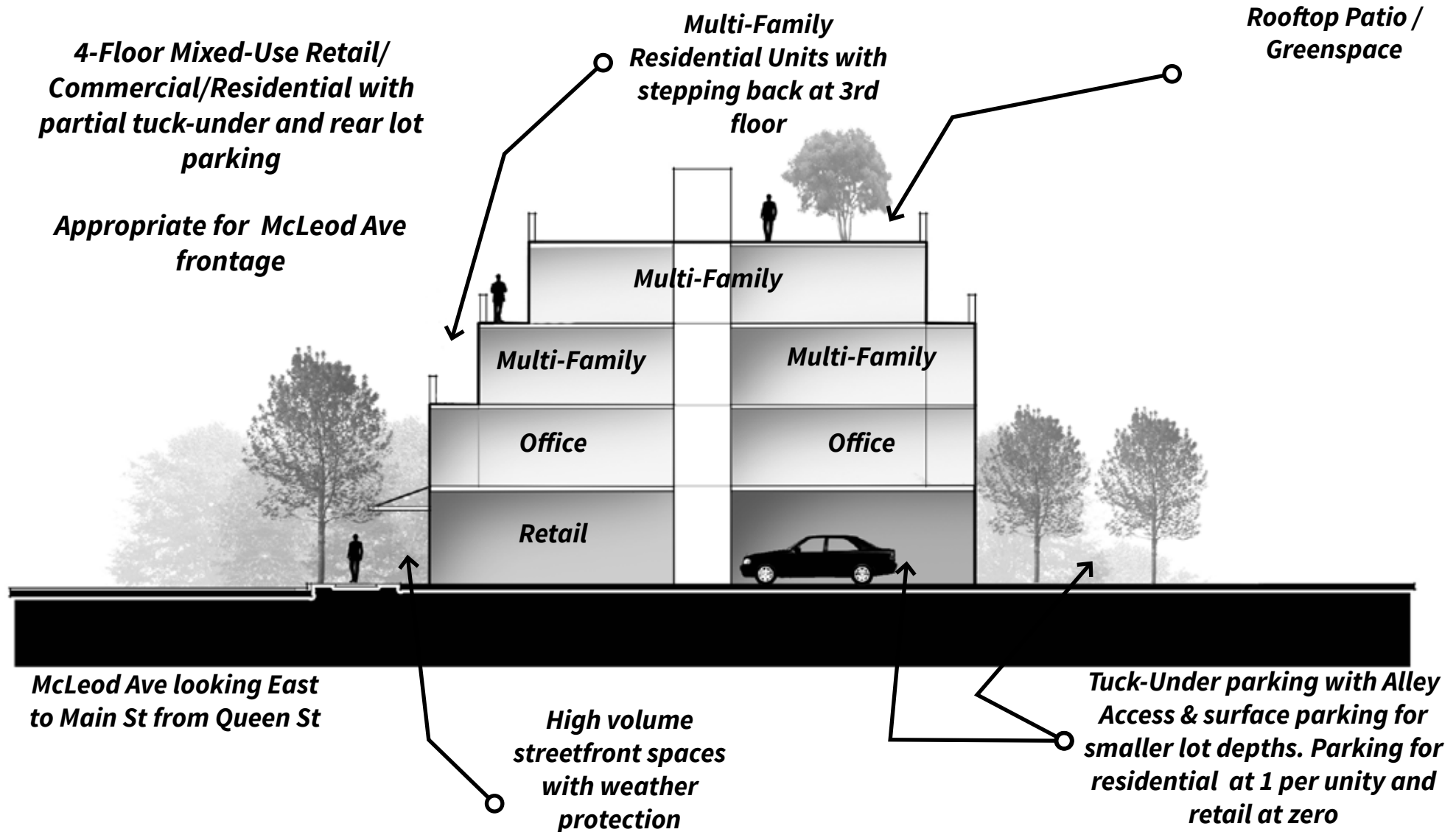


FIGURE 20: POTENTIAL MCLEOD AVE (EAST) MIXED-USE BUILDING TYPOLOGY

CITY CENTRE REDEVELOPMENT/INFILL OPPORTUNITIES

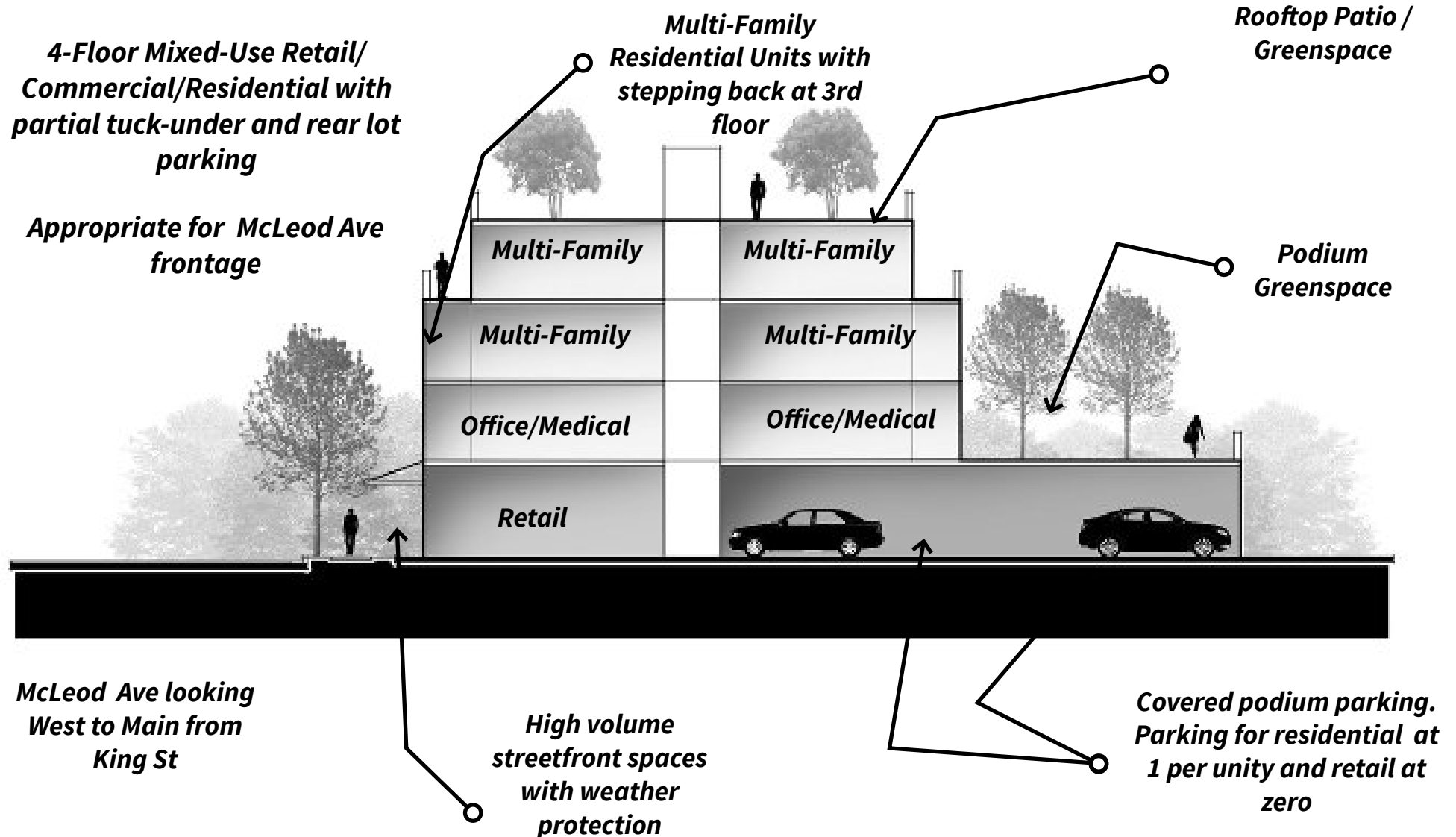


FIGURE 21: POTENTIAL MCLEOD AVE (CENTRAL) MIXED-USE BUILDING TYPOLOGY

CITY CENTRE REDEVELOPMENT/INFILL OPPORTUNITIES

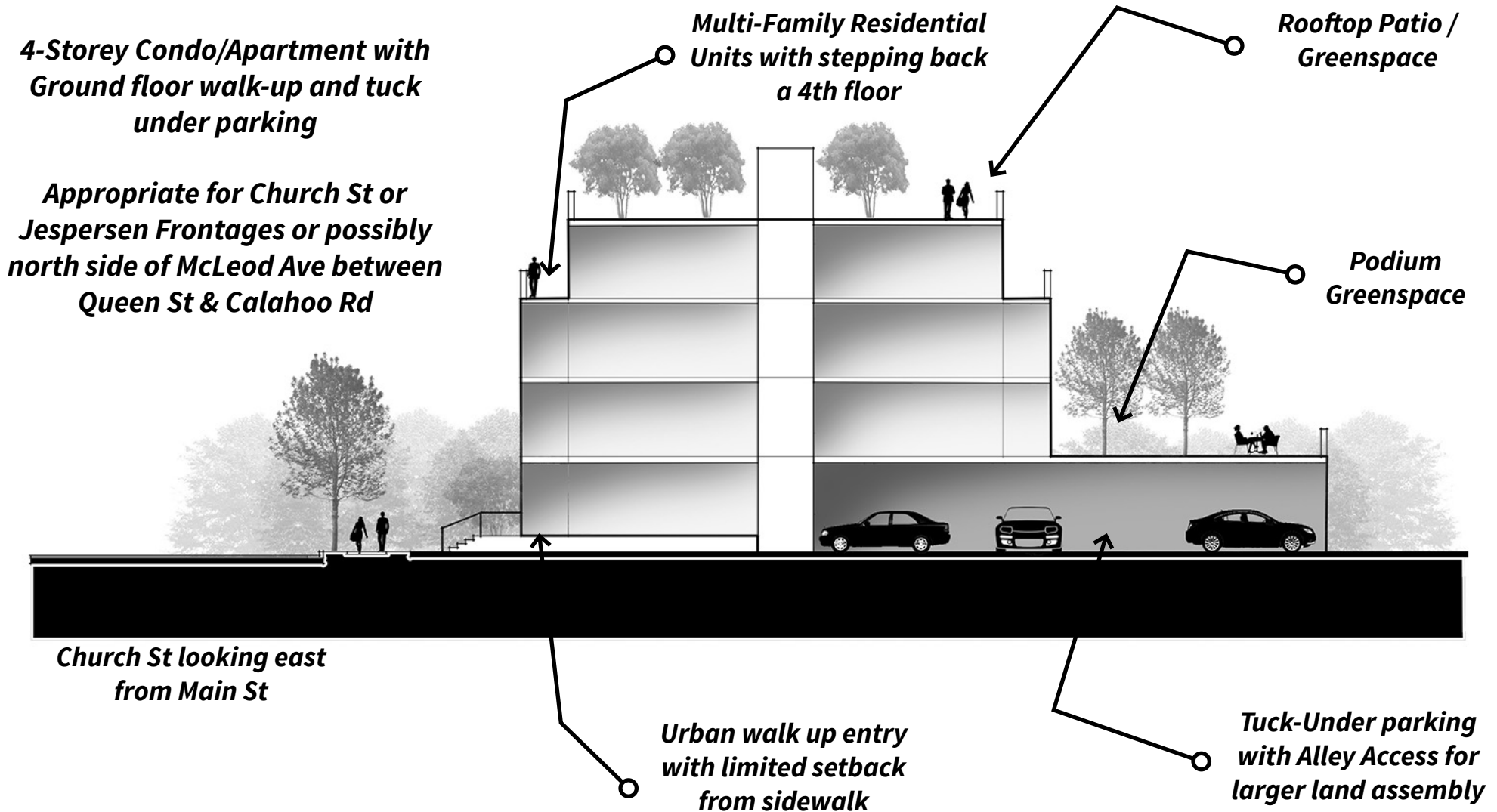


FIGURE 22: POTENTIAL CHURCH ST LOW-RISE BUILDING TYPOLOGY

INCENTIVIZED GROWTH



INCENTIVIZED GROWTH & ATTRACTION

Offer the right incentives to promote growth and attract the right developers, developments and businesses to enhance and support the City Centre vision

- **Introduce a Property Tax Exemption Program for City Centre redevelopment or infill development.** For specific development proposals in the defined City Centre area and its Character Districts and a pre-determined minimum construction value (e.g. \$500,000), implement a 5 to 10-year Tax Exemption for 100% of the assessed value of the land and improvements above pre-development values (i.e. property tax is frozen at pre-development levels for 5 to years). If a building on-site is to be demolished as part of a development permit, the Tax Exemption would apply to taxable land value only.
- **Introduce a Crime Prevention Through Environmental Design CPTED (Grant Program).** This program could apply to property and business owners within the defined City Centre area to undertake lighting, access and security improvements. Funding could subsidize a maximum of 50% of the costs incurred by a business to a maximum amount to be determined by the City (e.g. \$1,000).
- **Introduce a Sidewalk Patio Grant.** To spur the inclusion of sidewalk activity and dining, provide a matching grant for 50% of hard costs up to a maximum of \$5,000 if a commercial or retail building incorporates a sidewalk patio area (subject to City approved site location and sidewalk width, which could include the extension of sidewalk into public right-of-way).
- **Implement a City Centre first policy.** Prioritize or “fast track” development and building permit applications for appropriate and compatible residential, retail, office, mixed-use development in the City Centre in accordance with the vision for the City Centre as presented in the ARP.
- **Prepare an Incentives Marketing Document.** To fully engage and make businesses, property owners, developers and investors fully aware of the Spruce Grove City Centre opportunity, a cohesive and clearly articulated Incentives Market Package should be made available in print and digitally.
- **Screen and animate vacant spaces.** Work with the CCBA and property owners to encourage interim uses, such as public art displays, window painting of Spruce Grove-specific scenes to bring life and interest to vacant spaces not being used for any commercial purpose.
- **Develop a wayfinding strategy.** In collaboration with the CCBA the City should prepare a City Centre Wayfinding Strategy that permeates the City and City Centre brand, but also clearly identifies at multiple locations City Centre shops, businesses, amenities and services. A focal point for wayfinding and directional signage must be at the gateways to the City Centre as well as at Columbus Park or “Main & McLeod” by putting in place a modern, contemporary City Centre Directory. Wayfinding must also feature prominently the locations and distances to public off-street parking areas.
- **Create a City Centre Street banner contest.** In collaboration with the CCBA the City should engage the schools and community annually to have a Street Banner contest promoting local arts & culture.

CITY CENTRE DESIGN GUIDELINES

Urban Form Design Guidelines

The following provide some general guidelines and a checklist that should be considered for the City Centre ARP in order to refine the existing Bylaws or to encourage new thinking towards the buildings, spaces and public realms. If the guidelines pertain to a specific Character District, this will be identified as appropriate.

Scale and Massing

- The relationship of new building's width to height should be compatible with neighbouring buildings along the same street. Building height, width, and relationship to adjacent structures should appear balanced.

Any new buildings should have the following characteristics:

- Provide a minimum setback to the public right-of-way including zero lot lines, except where sidewalks are 2 m or less, in which case a minimum setback should be an additional 2 m.

- Only two, three and four storey building heights should be acceptable in the City Centre with the minimum being 2 storey.
- Corner buildings should be designed to "hold the corner" by utilizing more prominent features such as taller parapets and recessed entrances.
- Larger buildings should be divided into 'modules' or sections that reflect a more traditional scale along the streetscape by breaking up the roofline or facades.
- Long building fronts should consider an offset, pattern or articulation.
- A building more than 15 m (45 ft) in width should be divided into increments of no more than 8.3 m (25 ft) to 10 m (30 ft) through articulation of the facade. This can be achieved through combinations of the following techniques:

- Divisions or breaks in materials

Window bays

- Variation in roof lines is encouraged.

- New buildings should respect the lines of eaves, rooflines, cornices and parapets of existing structures to achieve a proper transition between old and new buildings.
- Buildings should accentuate the corners of significant street intersections through the use of both prominent building massing, addressing the intersection as well as the streetfronts and building features to provide visual icons within the City Centre area. This should be strongly emphasized at the intersections of McLeod Ave & Main St and McLeod Ave & Queen St.

Height & Width

- Height of a new building should be compatible with neighbouring buildings. A corner building may be taller than adjacent buildings to define a primary entrance point to the block.
- The City Centre area should adhere to a 4 storey maximum streetwall, with stepping back commencing at a height of 3 storeys.

CITY CENTRE DESIGN GUIDELINES

Setbacks & Stepbacks

- New buildings, or changes to existing buildings should match the established setback of its adjacent buildings, providing that a continuous streetwall results.
- All new buildings and additions should be built to the front and side of the property line wherever possible to encourage a complete streetwall and maximum frontage.
- Larger setbacks may be permitted in order to provide added space for pedestrian access or an outdoor public space such as a small courtyard or patio space. This should be reviewed and permitted on a case-by-case basis.
- Any addition built above 3 storeys to a maximum of 4 storeys should step back a minimum of 3 m (9 ft) from the storey beneath it in order to limit its visual and shadowing impact on the streetscape.

Materials

- Many different materials on a single building lead to visual confusion and should be avoided.

- Materials may vary from building to building to reduce the scale and to provide variation and diversity in the streetscape.
- The first 2 to 3 storeys should be a combination of no more than 3 of the following materials:
 - brick
 - stone block or stone veneer
 - concrete panels
 - wood
 - metal and metal panels
- New buildings should have as their fundamental cladding brick, wood or stone.
- New building materials should be compatible with and complement adjacent buildings.
- New materials should be appropriate for the size and architectural style of the building.
- For older buildings, inappropriate building materials or inferior materials which have been added over time and which detract rather than add to the character of the building should be removed.

- Metal cladding should not comprise the majority of a street facing facade and not extend below the bottom 1 m (3 ft) of a front facade.

Colours

- A properly painted building can accentuate a building's character. Painting may be one of the least expensive ways to maintain building elements and make a building an attractive addition to the City Centre area.
- Colour schemes for new buildings should be coordinated and compatible with adjacent buildings and uses, but have some ability to allow for an expression of the buildings use, particularly if the building is a single lot, 2 storey building with less than 3 streetfront retail businesses.
- Individual buildings should not be painted the same colour as an adjacent building to allow for variety and interest along the street.
- The use of multiple colours may be appropriate on a building elevation.

3-storey mixed-use building with roof terraces and strong pedestrian lighting and window transparency.



4-storey mixed-use building with streetfront retail that encloses a 2 lane arterial with on-street parallel parking and a building that uses an angular form to frame the intersection.



4-storey mixed-use building with curb-extensions, that “holds” the corner and provides weather protections as well as pronounced stepping back for the residential units above.



4-storey residential complex with rear courtyard framing an intersection with limited setback but strong corner treatment





Buildings that hold the corner and include unique expressive projecting (blade) signage.

Alternative forms of awnings for newer infill buildings can still fit in the context of others depending upon the type of business.



Corner building that blends modernity with historic elements and strong window transparency at ~75% of ground storey.



CITY CENTRE DESIGN GUIDELINES

However, no more than three different colours should be used.

- Colour choice should be appropriate for the building material. Bright, vibrant colours can be very strong in attracting attention to a respective building and creating an active vibrant environment, if maintained.

Storefront Windows & Facades

- The design of new buildings should take design clues from neighbouring buildings. There may be instances, however, when a building's facade design may or should not relate to neighbouring buildings. This may be the case if neighbouring buildings have been significantly or inappropriately altered over time.
- Windows and facades pertaining to window sill heights should be subject to a review of the intended use for the space whereby retail and restaurants may have different requirements for window and doors (e.g. overhead or accordion doors for restaurant spaces versus 1 m (3 ft) sills for retail shops).
- Building facades should provide variety through projections and recessed planes on all street-facing sides to break up monotonous facades.
- A building should have an easily recognizable, inviting and accessible entrance on its primary facade. The use of lighting and landscaping is encouraged to highlight a building's entrance.
- To minimize energy use but encourage evening storefront lighting, energy efficient lighting fixtures, including LED lighting, should be integrated in interior shop windows to be left on in evenings for pedestrians and to assist street lighting (though it is not intended to replace the appropriate lighting).
- Display windows of businesses that have nothing to display should be considered as an opportunity for artists, schools, non-profit agencies or others to display and promote events, etc.
- The rhythm, patterns, and ratio of walls to windows should be proportional and be compatible with adjacent buildings. Too many different window variations on a building can lead to visual confusion and should be avoided.
- There should be appropriate architectural detailing and windows at eye level. Display windows, where appropriate, are encouraged to provide interest along the streetscape.
- A building's facade at ground level is essential in establishing the vitality of the streetfront and consumer experience. Street level design should be comfortable to the pedestrian.
- Highly reflective glass is not appropriate at street level and should be discouraged. Similarly, no window covering materials (paper, paint, tint, films, coating, wood or metal panels) should be acceptable that block more than 20% of the storefront window.

CITY CENTRE DESIGN GUIDELINES

- For new buildings or where a storefront is being remodeled, a minimum of 60% of the ground level facade and sides of buildings adjacent to public rights-of-ways should be transparent (windows and doors) to allow visibility to the inside of the building.
- Merchandise displayed must not block more than 50% of the transparency of the business activity as viewed from the pedestrian perspective.

Flanking Walls

- Where rear building flanking walls are visible, through rear lane access and/or rear parking, guidelines should be designed to improve and beautify the rear building facade.
- Use of blank walls that are visually prominent is discouraged. Where such facades exist, the use of murals or landscaping to screen walls and provide visual interest will be encouraged.

Awnings and Canopies

- In their simplest form, awnings and canopies protect pedestrians from the weather, shield window displays from sunlight, and help to conserve energy. They can also contribute to the overall image of the commercial areas by providing visual continuity for an entire block and covering any unattractively remodeled transom areas above storefronts.
- Awnings should complement the scale of the building and should not overwhelm or dominate its facade. The size, type and placement of awnings and canopies should not interfere with signs or distinctive architectural features.
- Buildings should incorporate features and design elements that promote a 'sense of arrival', such as awnings, canopies or other architectural features. These design elements provide necessary amenities for pedestrians, including entry awnings, covered setbacks and transparent glazing providing a view from the street inside the storefront spaces.

- Awnings or canopies should be encouraged for all new buildings in the C-1 designated City Centre Area.
- Awnings or canopies should not be required in the amended C-2 Zone along First Avenue between Queen St and Calahoo Rd.
- The use of retractable fabric awnings would be considered acceptable for new development as deemed appropriate on a case-by-case basis and particularly for food establishments where patio or sidewalk dining occurs .
- Awnings and canopies should be designed to match the main structural elements of the lower facade and overall design of the storefront.
- Awnings should not extend across multiple storefronts and/or multiple buildings and should fit the width and shape of any storefront or window openings that it covers.
- Dome canopies/awnings are not considered appropriate and are discouraged in the defined City Centre area.

Vibrancy in building colours and uniqueness in signage can add excitement and energy to the street edge.

Signage for businesses can be simple text on an entablature or fascia and can be down-lit with tasteful lighting.



Wayfinding signage needs to be clear for directing vehicular traffic.



Blade signage is one of the strongest and simplest ways to create creative expression and interest along the pedestrian realm.



Blade signage needs to be hung against facades with brackets that match the signage and not looking temporary.



String lighting traversing or parallel to the street creates an overwhelming degree of interest and excitement.



CITY CENTRE DESIGN GUIDELINES

- Corporate awnings advertising particular products are not considered acceptable as signage for awnings.
- Coordinate awning colours with the overall building colour scheme. Buildings with complex colour schemes should use subtle hues for awnings that do not overwhelm other building details.
- Up-lighting or back-lit awnings or canopies used as illuminated signs are discouraged and not appropriate in the C-1 zoned City Centre area.
- Lettering is discouraged on the main canopy of an awning.
- Lettering should not extend more than 75% of the width of the awning's valance.
- Minimum recommended canopy projection from a building face should be 1.3 m (4 ft), with a minimum vertical clearance of 2.6 m (8 ft) and an optimal recommended inclination of 30 to 45 degrees.

Parapets & Roofs

- Parapets should screen any rooftop equipment from public view by placing units behind parapet walls or by providing screening with a material that coordinates with the building.
- A building's roof form should be proportional to the building and its facade. A corner building may use its roof form to define an entry point location to the block.
- Larger scaled buildings should have varied roof forms and roof lines in order to minimize large expanses and negative visual impacts.
- Roof materials and colours should blend with building materials and colours.

Lighting

- On all new buildings, consideration should be given to the use of low light, LED lighting that illuminates only the signage band (with no up-lighting). Building lighting is not a replacement for street lighting and should be of a style that is in keeping with the building character.

Signage

- Signage should consider pedestrian activities, vehicular needs, building identification, enhancing the desired character, and reducing negative impacts.
- Develop a colour and font palette that is suited to the character of a respective structure.
- A sign should not be too large for a building nor overwhelm or obstruct its architecture.
- Signs should not obstruct architectural elements and details that define a building's design.
- Signs should be placed so that they are sensitive to the signs of adjacent businesses.
- Sign colours should relate to and complement the materials and colour scheme of the building, including accent highlights and trim colours.
- Opaque or posterized window signage should not be permitted.

CITY CENTRE DESIGN GUIDELINES

- In the C-1 Zone window signs should be limited to 20% of the window area and should not block the view of displays in windows.
- In the C-2 Zone of the City Centre, window signs should be limited to not more than 40% of the window display to accommodate passing motorists.
- Particularly in the C-1 Zone, window signs are intended for pedestrians and should be placed with a centre line approximately 1.7 m (5 ft) to 2 m (6 ft) above the sidewalk for good visibility, or can be located in the top or bottom 18 inches of the display window glass.
- Secondary signs, such as portable signs (sandwich boards) can add life to the street, but these sign must be located to not interfere with pedestrian travel areas.
- The surface area of the signage band (fascia or entablature sign) should not exceed 20% of the storey's wall area.
- New buildings in the designated C-1 Zone shall incorporate signage to be a subtle,

yet integral feature of the building facade, rather than a dominating feature. In designated C-2 Zones in the City Centre, signage may be larger to accommodate vehicle visibility.

- Only externally lit signs should be allowed.
- Not all building signs need to be illuminated though building addresses should be lit so they can be easily identified at night.

Projecting Signs/Blade Signs (C-1 Zone ONLY)

- In the C-2 zone of the City Centre, strong consideration should be given to requiring projecting or blade signs for all new streetfront businesses.
- Projecting or blade signs should be hung from high quality brackets, which are black or silver in colour and mounted so they hang perpendicular to the building.
- Blade signs should be placed at a height of at between 2.7 m (8 ft) and 3 m (9 ft) from the sidewalk.
- Blade signs can take on the shape of the product or service provided to add

creativity and interest to the streetscape.

Sandwich Boards

- Sandwich board signs are typically used to communicate more information about a respective business to the passing pedestrian and can help to animate the street.
- Sandwich boards should be permitted as long as a minimum clear sidewalk space of 1 m (3 ft) can be maintained between the sign, the pedestrian realm and the building facade.
- The maximum size should not exceed 1 sq m (10 sq ft), with a maximum height of 1.3 m (4 ft).

Neon Signs

- Neon signs are often associated with early to mid twentieth century commercial businesses/buildings and may still have a place in Spruce Grove, with particular exemptions made for buildings located along First Avenue which may have a better connection with a different period of Spruce Grove's history.

CITY CENTRE DESIGN GUIDELINES

Streetscape Design Guidelines

Streetscapes can be defined as the space between the buildings on either side of a street that defines the street's character. Streetscapes are the principal link between public and private spaces. It is important that streetscapes be designed to reflect the character of the neighbourhood and to offer a safe, comfortable environment for pedestrians. The elements of a streetscape that can be used to create such environments include building facades, landscaping, sidewalks, street paving, street furniture, signs, awnings, and street lighting.

It is vital that Spruce Grove's City Centre become an active and vibrant pedestrian-friendly environment. This means that there must be a clearly defined pedestrian realm that is visually and physically separate from the vehicular traffic areas. These areas must also be easy to navigate, barrier-free, and include open spaces, walkways and well-marked crosswalks. The pedestrian areas should also be buffered from the street traffic through the use of on-street parking, street trees and the consistent use of street furniture/amenities.

A continuous and consistent streetscape should be developed along McLeod Ave through the selection of suitable streetscape elements, such as street trees, sidewalk materials, and lighting, and repeating these elements along side streets including Main St and Queen St. Design detailing and scale of streetscape amenities should be coordinated with the overall streetscape design and architectural character.

The following guidelines should frame the placement of most, if not all streetscape elements in the defined City Centre ARP.

Streetscape Layout in General

- Given limited pedestrian space on Spruce Grove's existing sidewalks, streetscape elements may conflict with one another, limit visibility, block pedestrian travel, or create a sense of clutter. All streetscape elements should be located with consideration for the requirements and constraints of other streetscape elements that may be placed on the street. For example, tree locations should consider the scheme for street lighting, mid-block crossings etc and vice versa.

- Layout of streetscape elements should emphasize cohesiveness or placement that looks at an entire block or corridor rather than individual placement of elements in an ad hoc fashion. The layout should consider the overall pattern of the City Centre area, provide a consistent aesthetic treatment, and be consistent with long term goals for the design and function of the street. Phasing will be required, therefore cohesiveness must be considered at the forefront.
- The placement of streetscape elements should allow the comfortable and efficient flow of pedestrians along the street and from parked cars and adjacent buildings to the sidewalk. At the same time, streetscapes should provide a diversity of amenities and spaces for public enjoyment and use.
- The street should adhere to an aesthetic standard throughout the defined City Centre area and its Character Districts. Standardized lighting fixtures, street furniture, and paving materials are key to achieving this.

CITY CENTRE DESIGN GUIDELINES

Public Sidewalks

- Pedestrians and pedestrian-friendly environments are essential components to a successful streetscape. As such, and as cliché as it may sound, McLeod Ave between King St and Queen Street in particular should be considered as a pedestrian priority area, while all adjacent and connecting sidewalks on Main St, Queen St, First Ave and along McLeod to Calahoo should still be improved dramatically to promote safer and more free flowing pedestrian movement year-round.
- The City Centre streetscape theme should be extended along selected laneways between First Ave and McLeod in order to link streets to parking areas and other mid-block pedestrian connections.
- Pedestrian crosswalk linkages should be created by extending paving materials and/or colours across key intersections.
- There should be a consistent application of accent paving and pedestrian lighting used to clearly define pedestrian areas (sidewalks and walkways) and clearly identify areas where pedestrians could encounter vehicles along the streets and particularly along McLeod itself.
- Climate and seasonality is an issue for Spruce Grove and it is therefore important to provide pedestrians with protection from the wind, sun, snow and rain in order to make the streetscape a comfortable and enjoyable environment year round. This includes awnings, trees and sheltered areas.
- Colour of brick or stamped concrete/pavement should coordinate with building architecture and envisioned streetscape improvements and furnishings. The City should avoid the use of paving stones in favour of better forms of sidewalk and intersection crosswalk paving techniques.
- Materials that have an uneven surface should be avoided in pedestrian areas not only for public safety but for maintenance purposes with respect to snow removal.

Street Lighting

- Street lighting is a key organizing streetscape element that defines the year round night time visual environment in the public right-of-way. Lighting should be designed not only for vehicular traffic on the streets, but also for the pedestrian realm and activity zones in areas like Columbus Park.
- Street light poles and fixtures can also create a defining visual characteristic during daylight hours. The quality of visual information is critical for both traffic safety and pedestrian safety and security.
- Street light fixtures that promote modern contemporary designs should be chosen over historically themed fixtures to integrate into the overall streetscape design and architectural character which should be more modern and energetic in a time when nearby communities are all replicating historically themed fixtures.

Colourful benches in front of businesses.



Concrete benches with wooden seating to prevent skateboard usage (rail slides) and to promote warmth for all seasons.



“Family” of street furnishings using “warm” materials for year round usage.



Warm and inviting benches combined with trees and shrubs.



Distinctive street markers and names. Animated and active pedestrian realm.

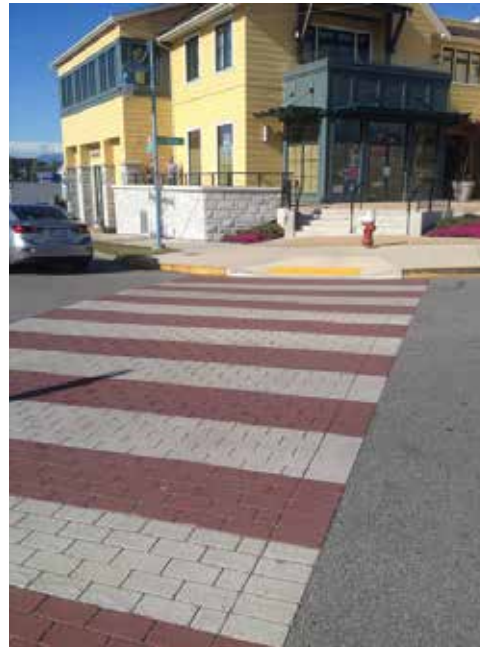
Streetscape with trees, pedestrian scale street lighting, parallel parking and tree-lined sidewalks.



Stamped patterned pedestrian crosswalk.

Stamped patterned pedestrian crosswalk.

Trees wrapped with year round lighting.



CITY CENTRE DESIGN GUIDELINES

- Pedestrian scale street lights should be located along intensively used areas such as McLeod Ave and First Ave, but also carried along side streets with commercial and civic activities including Main St and Queen St.
- The City of Spruce Grove should promote uniformity of light coverage, type and colour of lighting, location, fixture style, appropriate lighting levels and the optimal height.
- Selection of light fixtures should be conceived of as part of a coordinated line of amenities and should appear compatible with other street furniture.
- Appropriate illumination should be provided at points of decision, such as intersections and mid-block crossings, such as along McLeod between Queen St and Calahoo Rd.
- Location of street trees should be considered as they may affect the consistency of illumination along the streetscape.
- Pedestrian light fixtures should be 4.0 m (13 ft) above the ground and placed 12 m (40 ft) to 15 m (50 ft) apart.
- String lighting should be considered and is encouraged year round either across McLeod or along the lengths of the sidewalk from new light posts or along potential central median banner poles or wrapped around median trees.

Street Signage

- A unique modern style for street signage, which reflects the envisioned contemporary modern image of the City Centre should be established.
- A consistent and creative City Centre Wayfinding Program should be introduced with directional signage placed at strategic points within the defined City Centre area with the primary anchoring point for a City Centre directory at Columbus park.

Street Furniture and Fixtures

- Street furniture and fixtures create and promote a comfortable, usable, and active public environment where people can rest and interact. They can be among the simplest and most cost effective gestures to create an important sense of place. The ability to entice people to relax and spend more time in an area is what makes for great and successful public spaces.
- Street furnishings announce that pedestrians are welcome and the street edge is a comfortable place to be. These amenities provide a functional service to the pedestrian and provide visual detail and interest.
- Pedestrian amenities should be considered a much needed public expenditure in the City Centre just as other necessary elements of the street, such as traffic signals and signage. Improved street vitality has been shown to improve public safety and comfort, and health of local businesses.

CITY CENTRE DESIGN GUIDELINES

- Site furnishings should be placed in relation to trees and lighting after the best locations for these elements have been identified.
- A critical aspect of street furniture and fixtures is to create a family of streetscape elements that promotes modernity and year-round comfort.

Benches & Seating

- Adding seating to the public realm is an easy street improvement that can be made by individuals, community groups, business districts, business owners, merchants and others, often as part of an overall streetscape project.
- Picnic tables are frequently noted by residents as being desired in the City Centre and in particular at/around Columbus Park.
- Where seating is oriented parallel to the curb, it should face toward buildings when located in the public realm sidewalk area.
- On curb extensions/bump-outs, seating should be organized to create social spaces.
- Seating and other amenities should be

made of durable, high-quality materials and should complement and visually reinforce the design of other streetscape elements. In other words metal benches are not considered appropriate, whereas furniture with new composite materials that are more weather resistant, comfortable and convenient to maintain are highly encouraged.

- Temporary or movable seating may also be used, particularly in locations where space is available and there is active street management by adjacent businesses, or the CCBA. Temporary seating allows people to orient seats to meet specific social and micro-climate needs.

Bicycle Racks

- Bicycle racks should be located in curb extensions/bump-outs where possible.
- Bicycle racks should not be placed at handicapped accessible parking or mid-block crossings.
- Placement and spacing should consider dimensions when being used.

- Creativity for bike racks is encouraged, although types and colours should complement and visually reinforce the design of other streetscape elements.

Bollards

- A bollard is a short vertical post or similar structure that can define areas in the streetscape and provide an attractive design element. Bollards are often used to separate pedestrians or streetscape elements from vehicles. Attractively designed bollards add colour and interest to streetscapes, help define pedestrian spaces, and can provide a spot to lean on or rest.
- Bollards should be considered for installation on median islands, corner curb extensions (bump-outs), and mid-block curb extensions, where there is a risk of danger to pedestrians due to proximity of travel lanes.
- Bollards should be designed to reinforce the design of other streetscape elements.

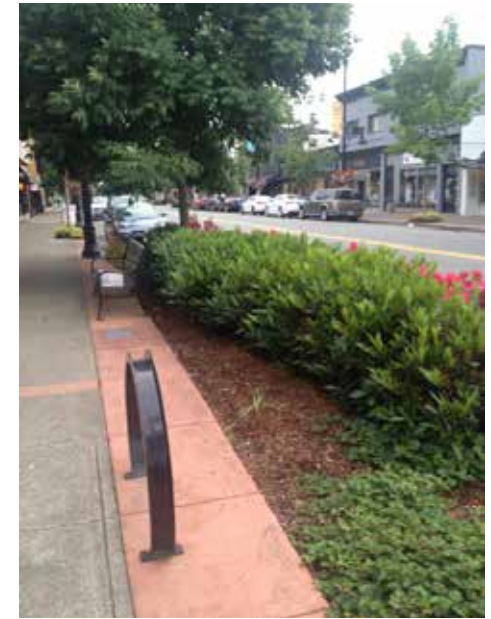


Bollards for safety at curb extensions.

Shaped banners on historic lamps with local area branding.



Bicycle racks can be creative to create a strong presence and usage and can be place at corner bump-outs



Combining banners and wayfinding.



Public art along the street edge should become a community initiative to add diversity, colour and individuality to the overall streetscape environment.



CITY CENTRE DESIGN GUIDELINES

Trash & Recycling Bins

- Sidewalk trash and recycling receptacles are essential to the health and function of the City. Their presence along streets discourages littering, resulting in a more pleasant environment. While they may be utilitarian and functional objects, they need not be utilitarian in their design. Attention to the design, materials and placement of trash and recycling receptacles can enhance the public realm.
- Trash and recycling receptacles should be located as near to corners as is practical, in curb extensions or bump-out nodes.
- There should be a maximum of one trash receptacle every 60 m (200 ft) along commercial streets.
- A maximum of 4 trash and recycling receptacles should be provided at an intersection; ideally one per corner.
- When selecting trash and recycling receptacles, they should be considered as a design element, and should reflect aesthetic as well as functional concerns.

- Trash and recycling receptacles should be selected from the same or a similar design as other site furnishings (such as benches, bollards, bike racks, etc.) and should be finished or painted to complement other site furnishings, such as street lighting.

Banners

- Banners add variety and festiveness to streets and have the potential to provide information on special events in the City Centre area. Banners are typically hung from utility poles or street lights.
- Banners should be allowed on City-owned utility poles.
- Rectangular banner shapes are preferred. However, other shapes may be considered, if secure mounting can be provided.
- No more than two banners should be installed per utility pole.
- Banners should have wind relief cuts or feature similar techniques to minimize flapping, waving, and other wind induced stresses.

- Lowest point of any banner or mounting hardware must not be less than 4 m (12 ft) above the ground level.
- Banners may advertise an event, but should not advertise any business or product.
- Banner should not obstruct in any way the public's view of traffic signals, street signs, or any other City approved sign.

Public Art

- Public art is an important component of many street improvement and has the ability to unify an area with a theme. At a pedestrian scale, it can provide visual interest for passersby.
- Engage local schools with opportunities to provide temporary public art installations at key locations along McLeod and First Ave as a low-cost method of providing character and interest to the City Centre.
- Significant public art pieces should be the subject of design competitions to support local artists (where desired) and to promote excellence and innovation.

CITY CENTRE DESIGN GUIDELINES

- Public art should be place-specific and at key locations within the City Centre where pedestrian and vehicular visibility is prominent. It may also be located in areas where few people pass to create unique and special places for people to enjoy with a focus on reflecting the new envisioned character of the City Centre.
- Engage local arts community and schools in upgrading existing utility boxes in the City Centre area and create a “Utility Box Art Program”.

Sidewalk Patio

(Outdoor Cafe and Restaurant Seating)

- Outdoor dining facilities can add life and vibrancy to the streetscape and activate the public right of way. However, they can also obstruct the public right-of-way and become a safety hazard. Spruce Grove City Centre’s existing sidewalk widths currently provide limited opportunities for outdoor dining options on sidewalks. With potential streetscape improvements to the sidewalk and public realm, consideration should be given to looking into possible sidewalk encroachment where possible.

- Sidewalk in front of respective businesses must be wide enough such that a minimum 1.8 m (6 ft) pedestrian clearance can be established.
- Tables and chairs can be placed only on the sidewalk in front of an applicant’s place of business.
- Outdoor dining facilities should be maintained at street level; any change in grade between the sidewalk and the outdoor dining facility should be minimized.
- Outdoor dining facilities must be clearly delineated by vertical elements, fences, hedges, planters or diverters to prevent the restaurants from spreading beyond their designated areas and to guide pedestrians away from the occupied area of the sidewalk, particularly if encroachment occurs.
- Materials used to delineate dining spaces as well as the outdoor dining furniture and accessories should not be affixed in place and should be brought inside when the restaurant is not operating or during inclement weather.

- Outdoor dining furnishings should reflect the character of the restaurant while respecting the spirit of the street design, but they do not have to match the public realm street furnishings and could express their own vibrancy and flair.
- Umbrellas should be free of advertisements and contained within the outdoor dining area.
- Market style umbrellas, designed specifically for patio or outdoor use are preferred and are to maintain a minimum height clearance of 2.4 m (8 ft).

Temporary Parking Patio

(Outdoor Cafe and Restaurant Seating)

- A Parking Patio is when a sidewalk café has been extended to include the conversion of adjacent parking spaces on public streets seasonally during warmer months.
- It is recommended that the City and CCBA encourage and create a framework for allowing temporary encroachments of patios into existing parking spaces at selective locations along McLeod Ave and Main Street.

Street crossing and mid-blocks can be landscaped and must be clearly demarcated in pavement and signage.



Vacant lots or empty spaces between buildings should be animated and used for public activities and events.



Parklets can create diversity in the landscape and can be an expressive way of showing how modern amenities can be brought into the public realm to add new colour, texture and a safe, playful ambiance to the sidewalk pedestrian realm.



Outdoor dining for restaurants and cafes can occur against the building edge where sidewalks space allows or as parking patios or may also create encroachments against the building as long as the pedestrian sidewalk is extended into parking spaces as a means for pedestrians to navigate.



CITY CENTRE DESIGN GUIDELINES

- Ideal months of allowable operation of a Parking Patio should be from April 1st to October 31st.
- Parking Patio should be permitted to occupy a maximum of 2 parallel or 3 angle parking spaces.
- A maximum of 1 Parking Patio per block per direction to a maximum parking space usage of 4 spaces.
- Fencing around the Parking Patio shall be used, being no greater than 1 m (3 ft) in height.
- Parking Patios must have a visible barrier with the road, wheel stops at each end, soft stop posts for directing traffic, public seating areas, curb drainage, be flush with the curb, provide vertical elements such as a canopy or umbrellas, and provide access to persons in wheelchairs and provide slip resistant surface materials.
- Utilize flooring that is high enough to be flush with the curb.
- Not be located in front of a fire hydrant, transit stop, manhole cover or utility access, or within 3.3 m (10 ft) on either side of a fire hydrant.
- Businesses must utilize spaces directly in front of the applicant business. The area must not extend beyond the limits of the storefront without the written permission of neighbouring businesses.
- Parking Patios should contain vertical elements (planters, umbrellas, canopies, etc.) for visibility to passing vehicles and to provide appropriate shading for occupants.
- Non-permanent seating must be secured or taken in after business hours.
- For the Spruce Grove City Centre, the concept of parklets presents an immediate opportunity for a pilot project to test the format usage and locations. The temporary nature of these spaces could allow for mobility of the space itself and for city maintenance in winter months to be effective and unencumbered.
- Parklets normally occupy two parallel parking spaces and extend 1.6 m (6 ft) into the parking spaces (one parking space could be considered).
- A maximum of 1 parklet per block per direction to a maximum parking space usage of 4 spaces, if not already allocated for Parking Patios.
- Parklets must have a visible barrier with the road, wheel-stops at each end, soft stop posts for directing traffic, public seating areas, curb drainage, be flush with the curb, provide vertical elements such as a canopy or umbrellas, provide access to persons in wheelchairs and provide slip resistant surface materials.

Parklets

- The concept of a parklet is rapidly becoming a must-have in the place-making world where parking spaces can be temporarily converted into a public space in which people can gather, enhancing community cohesion, as well as making a safer and more enjoyable public realm.

CITY CENTRE DESIGN GUIDELINES

- Parklets must have public access, and design should be open and welcoming to users.
- A parklet could be considered as a year round and mobile component. As a potential pilot program, a parklet would need to accommodate winter street maintenance, and because parklets may sit on top of critical infrastructure and utilities, they need to be designed for easy removal.
- Utilize flooring that is high enough to be flush with the curb.
- Not be located in front of a fire hydrant, transit stop, manhole cover or utility access, or within 3.3 m (10 ft) on either side of a fire hydrant.
- Parklets cannot be located next to or adjacent to driveways where sightlines could be restricted.
- Corner parklets are not desired. However, a curb extension/bump-out as proposed for the City Centre's overall streetscape along McLeod may allow a corner parklet to be considered on a case-by-case basis, where it does not conflict with handicapped parking.
- Parklets should contain vertical elements (planters, umbrellas, canopies, etc.) for visibility to passing vehicles and to provide appropriate shading for occupants. These overheads elements should not span over the sidewalk, and must have a minimum clearance of 2.3 m (7 ft) above the surface of the parklet.
- Non-permanent seating should be secured or taken in after business hours.

Plantings

- Landscaping treatments should be used to enhance the pedestrian experience, complement architectural features and/or screen utility areas.
- Use of flower boxes, planters and hanging flower baskets is encouraged, but should be endorsed by CCBA and contingent upon climate issues (e.g. drought etc) and maintenance/ownership by the business community.
- Possibility to engage the business community to sponsor summer plantings at curb extensions, or possibly utilize curb extensions.

- Plantings should be compatible with and relate to surrounding landscapes.
- Landscape plans should include diverse, yet locally contextual plant species, including evergreen, flowering and shade tree species combined with shrub, ground covers and annual and perennial plantings.
- Plant materials should be adaptable to existing climatic and lighting conditions, and be disease resistant.
- Native plant species are encouraged that can handle climate extremes (drought and cold weather tolerant).

Street Trees

- Street trees were identified by Spruce Grove residents and businesses through the most recent as well as previous Public Engagement and Visioning as an important element of the street environment and highly desired.
- Appropriate tree selection, location and design of the planting ensures climate compatibility, healthy growth and longevity, and enhances overall streetscape character.

CITY CENTRE DESIGN GUIDELINES

- Street tree placement should respect building storefronts and signs. Trees at intersections should be planted at least 8.3 m (25 ft) away from a corner to allow for adequate line of sight in all directions.
 - Generally, new street trees should be located a minimum of 8.3 m (25 ft) from each other, a minimum 0.6 m (2 ft) from the curb and should be no closer than 4 m (12 ft) from a street light and planted in tree basins (sidewalk cut-outs).
 - In a well-used sidewalk and/or where the sidewalk width limits pedestrian movement, such as in the current Spruce Grove City Centre, it may be necessary or desired to install tree grates to provide an adequate walking surface and design treatment.
- realm and improve the aesthetic, traffic calming and ecological functions of the median.
- Along McLeod Ave, a median should include a combination of permeable paving stones and soil planters for shrubs and trees.
 - Accent trees in planters are considered appropriate for the central median landscaping, as distinguished by a contrasting colour, texture, and a smaller size to maintain views to mid-block crossings where applicable.
 - Shrubs located in the median should not exceed a height of 1 m (3ft) to 1.3 m (4 ft) above the street.

Central Median

- Landscaped medians reduce impervious space in the street and have the potential to allow stormwater infiltration or retention in exposed soil. Adding trees and landscaping to traffic medians can enhance the public

