

## **Downtown Local Area Plan Final Draft Executive Summary**

### Background

The draft Plan is a result of combined efforts of citizens, downtown business owners, other stakeholders, City Administration and Council, and can be seen as a roadmap to guide investment and policy in the downtown for the next 30 years.

### Community Engagement Summary

The community was engaged throughout 2016 through the following venues:

- meetings with downtown stakeholder groups
- meetings with City Council and administration
- mail-outs to downtown businesses
- “Storefront” week and open house on Main Street
- Creation of a steering committee
- Presentation at the Mae Wilson Theatre
- Presentation and open house in Council chambers
- City website and local media coverage
- In total approximately 300 points of contact with the public were made.

### The Plan

Within the plan are extensive recommendations and tools for implementation including policies, projects, design guidelines and incentives which contribute towards achieving the goals and objectives that were identified. It will be up to the community, downtown business leaders, City Council, City Administration and citizens alike to bring the plan into action over the long-term.

The main components of the plan are:

- Heritage Conservation
- Infill Strategy
- Public Realm Plan
- Special Places and Urban Parks

The Plan divides up the downtown core into “character areas” and provides recommendations for projects and policies in each of these areas. Recommendations for streetscape improvements, public art, and wayfinding are included. Locations and designs for new public squares and promenades are proposed. Potential projects for Crescent Park are included. Design guidelines for new buildings and storefront design are recommended.

### Next Steps

The draft Plan and survey is available to the public for comment until August 31, 2017. Community-wide input is critical in creating a vision that can be embraced by all. After all comments are considered, a presentation will be made to City Council for endorsement of the Plan.

While the Plan is non-statutory (does not create obligation for City Council or property owners), over time elements of the Plan will be utilized to inform and change City policy and procedures. For example, implementing new design guidelines and changes to development standards will be made through Zoning Bylaw amendments. Other items such as streetscape improvements, or public squares will require further design work and budgeting to realize the vision. This will take time and depend on the will of citizens and Council.

This Plan is a result of the dedicated efforts of citizens across a broad cross-section of the community and represents a common vision and basis for action. With continued support, effort, and resources dedicated towards implementation, the result should be a downtown of which Moose Javians can continue to be proud, and which contributes to the sustainability, conservation and vibrancy of our community as a whole.