



# Crossfield Downtown & Entrance Area Action Plan

## Town of Crossfield Bylaw No. 2017-11

Being a Bylaw to Adopt an area redevelopment plan for the Town of Crossfield, in the Province of Alberta pursuant to Sections 634 and 635 of the Municipal Government Act, Statutes of Alberta, 1994, Chapter

M26.1, and amendments thereto, the Town of Crossfield Council may, by bylaw, adopt a plan for the municipality to be known as the Town of Crossfield Downtown & Entrance Redevelopment Action Plan;

### WHEREAS

pursuant to Section 635 of the same Act, an area redevelopment plan shall describe the land uses proposed for the municipality; the manner of and the proposals for future development in the municipality; the objectives of the plan and how they are proposed to be achieved; the proposed land uses for the redevelopment area; if a redevelopment levy is to be imposed, the reasons for imposing it, and any proposals for the acquisition of land for any municipal use, school facilities, parks and recreation facilities or any other purposes the council considers necessary;

### AND WHEREAS

pursuant to Section 634 of the same Act, an area redevelopment plan may designate an area of the municipality as a redevelopment area for the purposes of preserving or improving land and buildings in the area; rehabilitating buildings in the area; removing buildings from the area; constructing or replacing buildings in the area; establishing, improving or relocating roads, public utilities or other services in the area; facilitating any other development in the area;

### AND WHEREAS

the Municipal Council for the Town of Crossfield in the Province of Alberta (hereinafter called the Council”) in a duly assembled meeting did pass a resolution authorising the preparation of an area redevelopment plan;

### AND WHEREAS

the Council has caused to be prepared by its Administration a draft Downtown and Entrance Area Redevelopment Plan for Council approval;

NOW THEREFORE the Council, duly assembled, hereby enacts as follows:

1. This Bylaw may be cited as the “The Town of Crossfield Downtown & Entrance Redevelopment Action Plan”;
2. The Town of Crossfield Downtown & Entrance Redevelopment Action Plan, being Schedule “A”, as attached to and forming a part of this Bylaw is hereby adopted.
3. This Bylaw comes into full force and effect upon the date of third and final reading.

Read a first time August 15, 2017

Read second time September 5, 2017

Read a third time September 5, 2017

# 1. ARP PURPOSE, VISION, & GOALS

## ARP Purpose

The Crossfield Downtown & Entrance Redevelopment Action Plan aims to realize exceptional opportunity within Crossfield's Downtown and Entrance areas by making it a flourishing place where people choose to live, work and visit. The ARP reflects a collaborative vision amongst citizens, businesses and leaders in the community for a distinctive identity and sense of place and a robust framework for investment and decision making.

This Plan is a statutory *Area Redevelopment Plan*, and is a long-range policy document intended to guide decisions regarding land use, development, service provision, and public improvements within the plan area. The policies in the ARP are relevant for:

- Development Applicants- The ARP is intended to help proponents understand what the Town will be requiring and evaluating applications against. It provides guidance on what is allowable in each of the downtown areas, and gives certainty for the intended pattern of development in Crossfield's downtown and core areas.
- Residents of Crossfield- The ARP provides residents with a vision and roadmap for specific changes and upgrades to the downtown area.
- Town Administration and Council- The plan is a **statutory document** that is adopted by Council as a bylaw, and as such has two primary purposes:
  - guides Town staff through daily and site-specific decision making on applications and more detailed plans for lands within the plan area, and
  - provides long term goals for the Town's overall development by directing a portion of the Town's investments and growth patterns.

The timeframe for how the plan vision is realized is influenced by two independent factors: capital budget allocations (Town) and interest/development from the private sector. The Town has control over capital budget allocations in the public realm. As such, the Plan provides some indication of short term (1-5 year) actions for the Town to take.

The ARP sets forth objectives and policies concerning:

- Economic Development
- Environmental Stewardship & Sustainability
- Land Use and Development
- Architectural and Design Guidelines
- Public Improvement Program

## Creating an Updated Downtown and Entranceway Action Plan & Bylaw

In April 2017, the Town of Crossfield council directed administration to review the 2010 Crossfield Downtown and Entrance Area Redevelopment Plan and bring an updated and streamlined bylaw and action plan back to council for adoption.

Administration sought input and direction from three stakeholder groups and the feedback collected has informed the creation of an updated action plan.

### Steering Committee

A group of downtown and entrance area businesses, landowners and developers was formed into a steering committee. On May 25, 2017, this group participated in a rigorous discussion about the current Bylaw and its purpose, goals, policies and objectives. It was noted by the group that several 2010 goals and policies no longer aligned with current community bylaws, priorities or opportunities. The steering committee advanced several action items and ideas which are built into this updated plan.

A draft copy of the new Downtown and Entranceway Action Plan was circulated to the Steering Committee members for their review before the August 15, 2017 council meeting where first reading of the new bylaw will be requested by Administration. A public hearing for the new bylaw will occur directly prior to the September 5 Town Council Meeting.

### Economic Developers Walking Tour

The Town of Crossfield hosted EDOs from 12 nearby municipalities on June 2, 2017 to participate in a downtown walking tour of Crossfield. The EDOs provided feedback and shared best practice ideas about how to improve Crossfield's commercial core with a view to making it as economically successful as possible.

### Open Houses / Online Survey

Crossfield Town Council expressed that the updated plan ought to reflect input and ideas generated from the residents of Crossfield. To this end, Administration hosted a series of six public open houses which were embedded in the summer time farmer's market between June 8 and July 13, 2017. Also, the Town of Crossfield offered an online survey promoted through social media, to ask residents for input and ideas to build into the plan. More than 300 comments were documented through these processes which generated more than two dozen key themes. These themes form the basis of the action plan embedded in this bylaw.

Town Council and Administration are grateful to each stakeholder group and each individual community member who took the time to participate in these various community engagements. Many great community ideas were advanced and have added strength to this updated plan for Crossfield's commercial core.

## Vision

**We are proud of the downtown and gateway areas of our town, which reflect our commitment to creating and maintaining these areas as the heart of our community. The entrances that welcome people into town have beautiful landmarks, and the areas around these entrances have been carefully designed and developed in a way that creates interest and excitement about what is beyond them. The downtown itself emphasizes a well-defined main street that offers a variety of shopping, dining, and leisure activities for visitors, but also functions as a vibrant community core with daily amenities for all who live and work in Crossfield. The attention to details like architecture, landscaping, signage of all sorts, and lighting in the downtown make it feel like an important and distinct part of town. Whether walking, biking, or driving, it is easy to get from one area of downtown to another, and also between the downtown, gateways, or other areas of Crossfield. People feel comfortable and enjoy spending time in the core of our town; it is both a draw for people to live in Crossfield and a reason they travel from other places to visit.**

## Plan Goals

For process:

1. Create a plan that emphasizes implementation and the actions required to achieve the vision, goals, and objectives.
2. Clearly articulate what the responsibilities are in the development process.
3. Outline requirements for design that promotes high-quality design of development or redevelopment.

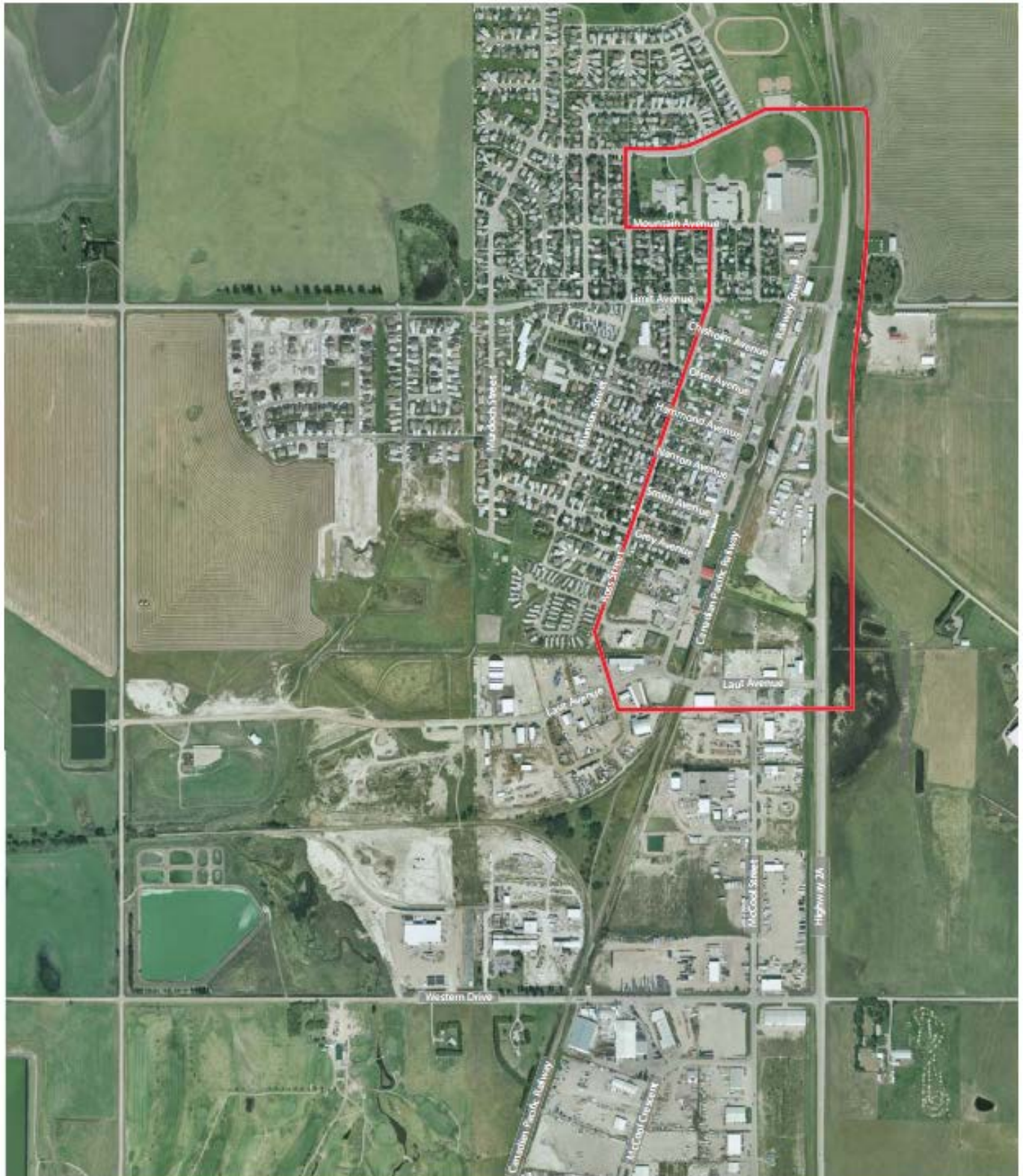
For outcomes:

4. Foster community pride and appreciation for the core and gateway areas.
5. Cultivate a range of businesses, residential, and recreation amenities that both support the people that live, work, and play in Crossfield, and draws visitors to the Town.
6. Make it easy and accessible to get around in the plan area whether walking, biking, or driving, and ensure that signage is in place that offers clear direction on where to go and how to get there.
7. Promote development that protects that natural environment and contributes to environmental sustainability.

The Downtown and Entrance ARP is not a static document, but will evolve and adapt to changing circumstances in order to accommodate new trends and to promote innovative initiatives. In addition to addressing the ongoing administration, monitoring, and implementation of the ARP objectives and policies, Part 3 of this plan provides for a public improvement program to enhance public lands and rights-of-way within the plan area.



Figure 1  
Downtown and Entrance Area Redevelopment Plan Boundary



 Downtown and Entrance ARP Boundary

## 2. ECONOMIC DEVELOPMENT

### Introduction

The Town of Crossfield is well positioned for business investment and attraction. Crossfield offers the following strategic economic development advantages:

#### Unbeatable Location

Crossfield offers a strategic location on the doorstep of the QEII (Highway 2) – one of Canada’s busiest travel corridors and part of the CANAMEX Trade Corridor, North America’s High Priority Corridor under the National Highway Systems Designation Act. The Corridor links Alaska through Canada to Mexico improving the north / south flow of goods. Crossfield is in the Calgary region and 25-minute drive from either downtown or the Calgary International Airport.

#### Infrastructure

Alta Link’s Western Alberta Transmission Line, Alberta’s first in-service direct current (DC) line, is now transmitting 500 KV electricity on the provincial power grid from Genesee substation west of Edmonton and the Langdon substation east of Calgary. The line runs less than one kilometre north of the Crossfield municipal border. Also, two kilometres south of Crossfield in Rocky View County is the Crossfield Energy Centre – a 120 megawatt (MW) natural-gas power generation plant.

#### Transportation Portal

For market-seeking industries, Crossfield offers an unbeatable Calgary area location from which to move products around the province and country via highway, rail or the accessibility of the Calgary International Airport.

Crossfield is on the CP Rail Main Line and has TWO RAIL SPURS in an already thriving, large Industrial Park.

#### Greenfield Space

The Crossfield and Rocky View County Joint Area Structure Plan Corridor between the QEII (Highway 2) and 2A is ripe with industrial and commercial development potential. Investors can purchase land and build a facility inside the Calgary Region to exact operational specifications.

#### Low Cost

The lowest water rates in the Calgary region, added to the lowest non-residential property taxes in the region, and combined with no business tax create a competitive boost for industrial and commercial enterprise.

#### Vibrant, Young, and Growing Community

As of summer 2017, Crossfield has three approved residential Area Structure Plans – (two approved one post first reading) potentially adding more than 2000 thousand residential units to the existing housing stock.

## Objectives

- To have an identifiable and consistent brand image for downtown Crossfield.
- To contribute to the success of downtown Crossfield businesses.
- To build strong collaboration with other groups that promotes Crossfield and the surrounding district.
- To support new businesses and entrepreneurs in the commercial core.
- To position Crossfield as a favorable business environment both regionally and provincially.
- Use economic development tools to help build a broad range of Crossfield-based employment opportunities.

## Policies

See Economic Development Policies Chart below.



## Economic Development Policies

| Policy  | Actions  |
|---|--|
| 1. Pursue regional and inter-municipal economic development opportunities.  | <ul style="list-style-type: none"> <li>Administration to establish and maintain contact with staff in adjacent and surrounding municipalities who are responsible for business and economic development.</li> <li>Administration to stay informed about regional events and development trends that may influence opportunities or challenges for Crossfield's economic development.</li> </ul>  |
| 2. Share information with existing local businesses, as well as regional businesses or agencies.  | <ul style="list-style-type: none"> <li>Administration to compile and disseminate relevant municipal information (upcoming events, plan updates, construction schedules, demographic information, etc.) to Crossfield's existing businesses and regional business community.</li> </ul>   |
| 3. Support, promote, and market existing businesses in Crossfield.  | <ul style="list-style-type: none"> <li>Administration to work with Crossfield's business community in any efforts they take to advertise collectively.</li> <li>Administration to offer the business community opportunities to advertise in any local publications.</li> <li>Administration to support the "Business of the Month" campaign to highlight the available businesses in the Town. This should be advertised in any Town publications.</li> </ul>   |
| 4. Attract new commercial and industrial development to the plan area.  | <ul style="list-style-type: none"> <li>Administration to work with interested development proponents who are proposing commercial and industrial development.</li> <li>Administration to work with land owners to match land for sale with potential development proponents who are looking to develop in the Town.</li> <li>Administration and Council to promote the Town's desire and willingness to work with commercial and industrial developers.</li> <li>Administration to identify specific development or companies that may have interest to pursue commercial or industrial development in Crossfield.</li> </ul>  |
| 5. Actively pursue opportunities to partner with both governmental and non-governmental organisations to benefit economic development within the plan area.   | <ul style="list-style-type: none"> <li>Administration to identify potential partners that may have shared interests in enhancing the Town's economic development.</li> <li>Administration to maintain a list of grants and funding opportunities that are or will be available from higher levels of government.</li> <li>Administration to partner with Community Futures to have a small business advisor come to Crossfield once a month and provide free support to small businesses in the chamber of commerce space on Main Street.</li> </ul>   |
| 6. Work with existing businesses and the development industry to enhance the plan area by: <ul style="list-style-type: none"> <li>providing incentives for new development or redevelopment within the plan area, particularly along Railway Street</li> <li>requiring standards for new development that both respect and enhance the existing business environment</li> <li>ensure that planning, development, and architectural guidelines are followed</li> </ul> | <ul style="list-style-type: none"> <li>Administration to carefully assess the effectiveness of existing incentives for redevelopment.</li> <li>Administration to make recommendations to Council for new or additional programs and funded incentives that will provide strong benefits that trigger redevelopment and new development.</li> <li>Administration, Council, and development proponents to enforce and uphold standards and requirements outlined in this ARP.</li> <li>Administration to use the design and architectural guidelines outlined in this ARP to assess each application for development within the plan area.</li> <li>Administration to ensure that Council and development proponents understand the ARP requirements are statutory.</li> </ul> |
| 7. Support what is being required of private landowners, businesses, and new development in this ARP by committing to implementation of public improvements within the timeframes outlined in the Public Improvements section of this plan.   | <ul style="list-style-type: none"> <li>Administration and Council to recognize and understand what is being asked of development proponents in this ARP.</li> <li>Administration and Council to support and contribute to the successful implementation of these requirements by providing funding for public realm improvements (see <i>Public Improvements</i>, Section 5 of this ARP).</li> <li>Administration and Council to commit funding and support for implementation of these objectives within the outlined timeframes.</li> </ul>  |
| 8. Support businesses within the plan area that contribute to the vitality of Crossfield by maintaining business and operating hours during evenings and weekends.  | <ul style="list-style-type: none"> <li>Administration to assess incentive options that could encourage businesses to operate extended hours, and present options to Council for a final decision.</li> </ul>   |
| 9. Create a brand strategy and marketing plan for the ARP area.   | <ul style="list-style-type: none"> <li>Administration to develop and present a branding theme for the downtown and entrance area.</li> <li>Administration to create a plan to implement and market the branding theme for presentation to Council.</li> </ul>  |
| 10. Develop unique commercial spaces that support a variety of commercial business types.   | <ul style="list-style-type: none"> <li>Administration to develop a plan for a pop-up microsite to support small businesses and entrepreneurs who don't have permanent space along Railway Street or in the downtown.</li> </ul>  |

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# 3. SUSTAINABILITY

## Introduction

The physical environment and natural systems within the plan area, as identified in **Figure 2 - Natural Areas**, serve as a cornerstone for planning and development within this core area of Crossfield. Protection and enhancement of natural systems are among the key values of this ARP. These policies address both the environmental values of Crossfield and how the Town of Crossfield intends to achieve those goals.

## Objectives

- To protect all of the natural systems in an integrated and comprehensive manner.
- To plan, approve, and construct all development based on the principles of environmental protection and sustainability.
- To involve all sectors of residential, business, industrial, and institutional communities in the protection natural systems within the plan area.

## Policies

See Sustainability Policy Chart below.

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## Sustainability Policy Chart

| Policy   | Actions  |
|--|--|
| <p>1. Protect the natural areas and systems within the plan area that are identified as semi-native grassland, woodland, tall shrub, and wetland through environmental assessments undertaken by the development proponents. The areas shown in Figure 2- Natural Areas may serve as a guide for these further detailed studies. Future municipal and regional open space and pathway systems shall incorporate any identified natural areas.</p>                                    | <ul style="list-style-type: none"> <li>Administration to establish and maintain contact with staff in adjacent and surrounding municipalities who are responsible for environmental protection.</li> <li>Administration to stay informed about regional events and development trends that may influence opportunities or challenges for Crossfield's environmental protection.</li> </ul>   |
| <p>2. Be open to working with developers on innovative technologies related to energy efficiency or renewable energy.</p>  | <ul style="list-style-type: none"> <li>Administration to meet with development proponents, who are proposing new designs, processes, or technologies related to reducing energy consumption and production.</li> <li>Administration to support business and development organizations that are maintaining lists of federal and provincial programs and grants for which development proponents can apply to help finance their proposed innovations.</li> </ul>   |
| <p>3. Recognize the environmental and health benefits of existing green features like trees, shrubs, and open areas of parks in the plan area, and work to enhance and provide additional green features.</p>  | <ul style="list-style-type: none"> <li>Administration to draw on elements of the Town's Sustainability Plan to help them articulate benefits of green features to both development proponents and Council.</li> <li>Administration to update planning and development application forms to request applicants to identify any existing green features on the site, and to propose replacements if any green features are proposed to or have already been removed.</li> <li>Development proponents to protect existing green features, especially tree stands, where possible, and propose replacement green features for any removed in the development process.</li> </ul> |
| <p>4. Work with local community groups, the Nose Creek Watershed Partnership, and both provincial and federal jurisdictions to ensure appropriate protection and management of the natural environment, including public open spaces, trails, and natural areas within and surrounding the plan area.</p>  | <ul style="list-style-type: none"> <li>Administration to identify and keep a list of any agencies or government departments that would have an interest in the natural environment, and ensure that all of these parties are circulated on applications that would have impacts on identified natural features or systems.</li> </ul>  |
| <p>5. Prohibit the subdivision of lands within the 1:100-year floodplain, as identified by a qualified engineer and to the satisfaction of the Town, unless adequate flood-proofing measures are undertaken.</p>   | <ul style="list-style-type: none"> <li>Administration to refuse applications for development either fully within or partially on lands identified as part of the 1:100-year floodplain unless the proponent has supplied the Town with a detailed plan outlining flood-proofing measures to be taken.</li> <li>Administration to ensure they provide up-to-date, detailed, and accurate mapping of the floodplain area.</li> </ul>   |
| <p>6. Collaborate with government agencies, community groups, environmental groups, boards, and foundations to provide recycling and composting bins, receptacles, and depots within the plan area. Coordinate the design and style of these street bins with the Town's marketing or branding as identified in the street furniture plan.</p>   | <ul style="list-style-type: none"> <li>Administration to procure recycling and waste pieces as part of a comprehensive and coordinated street furniture plan.</li> <li>Administration to assess opportunities to place Town branding on these pieces in coordination with other pageantry elements, as identified in the downtown and gateway landscaping plan.</li> </ul>   |
| <p>7. Enhance trails, sidewalks, and any other pedestrian connections within or between the plan area and key environmental features.</p>  | <ul style="list-style-type: none"> <li>Administration to coordinate pathway alignments with the Crossfield East Joint ASP.</li> <li>Administration to authorize the installation of signage that identifies and directs pedestrians to natural features throughout the plan area and the Town.</li> </ul>  |
| <p>8. Ensure that wherever possible, all new development and redevelopment incorporates attributes of sustainable development such as:</p> <ul style="list-style-type: none"> <li>energy efficiency</li> <li>water conservation</li> <li>recycled construction materials</li> <li>indoor and outdoor planting infrastructure</li> <li>LEED, Green Build, or equivalent standards</li> <li>Universal Design</li> <li>Crime Prevention Through Environmental Design (CPTED)</li> </ul> | <ul style="list-style-type: none"> <li>Administration to maintain internal knowledge of best practices in sustainable development and procurement.</li> <li>Administration to make recommendations for energy-efficient infrastructure, urban design, or community planning where possible.</li> <li>Development proponents to incorporate, and clearly identify in any application and planning documents, green and sustainable features of buildings or development.</li> </ul>   |

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Natural Areas

-  Downtown & Entrance ARP Boundary
-  Woodland
-  Tall Shrub
-  Wetland
-  Cultivated Wetland
-  Urban Anthropogenic
-  Rural Anthropogenic
-  Waterbody



## 4. LAND USE DEVELOPMENT

### Introduction

Land use policies are intended to guide the type, location, and interfaces of uses in the plan area. Specifically, the land use objectives, policies, and actions in this section are in place to offer guidance to Administration, Council, and applicants and will help determine what types of businesses, industry, community facilities, and residential should be located in certain areas.

### Objectives

- Ensure that the plan area contains a variety of uses that support the vision for the plan area. This includes commercial, residential, community, education, open space, and industrial uses.
- Create a layout for the plan area that creates synergies between uses and makes it easy for people to access what they need on a daily basis (for example, locating commercial near residential so it's easy for people to walk to shops and daily amenities).
- Encourage the downtown to become a community hub that draws people in for shopping, eating, and leisure.
- Create sensitive interfaces between uses.

### Land Use & Development Policies

#### GENERAL DEVELOPMENT & DESIGN

1. All new development and redevelopment shall support pedestrian and other non-motorised transportation modes, and provide access to open space and recreational areas and facilities.
  - Administration to require all development and redevelopment to be accessible via a sidewalk.
  - Administration to work with development proponents to extend the Town's sidewalk network where necessary to facilitate pedestrian access to new development.
  - Development proponents to ensure that all proposed site plans provide sidewalk connections.
2. Strongly encourage the development of local retail, small-scale food and beverage establishments, and personal services.
  - Administration and Council to evaluate opportunities for targeted incentives and bonus systems in the bylaws, regulations, and approval processes that will help achieve these elements.

#### PARKING & SERVICING

3. All development and redevelopment shall be required to connect to municipal infrastructure and services.
  - Administration to ensure that all applications recommended for approval in the plan area connect to municipal infrastructure and services.
4. Street parking shall not be permitted along Highway 2A.



- Administration and Council to prohibit and ensure that no applications proposing street parking on Highway 2A are recommended for approval or approved.
5. Large areas of surface parking are discouraged, particularly where parking can be behind buildings or on-street.
- Administration to work with development proponents to ensure parking is assessed and meet the objectives of the ARP.
  - Development proponents to propose parking solutions that contribute to the goals and objectives of the ARP.
6. Prohibit long-term parking of large transport trucks and trailers in parking lots.
- Administration to identify and note where an application may require long-term parking of large vehicles.
  - Development proponents to work with Administration to assess options for vehicle storage where long-term parking is required on a site.

## Area Specific Policies

The plan encompasses areas that are intended to serve different purposes, so three distinct sub-areas have been created. While there are land use policies that apply to the full plan area (see above), these sub-areas have unique land use policies that apply only to lands within their boundaries. They are described below and shown on Figure 3.

### Railway Street & Downtown Core

This is the heart of Crossfield, and the commercial centre - where much of the activity occurs. The west side of Railway Street currently has a number of active businesses that draw people to the core. However, the entire Railway Street corridor and surrounding areas will benefit from a greater concentration of key commercial businesses and residential, beautification, and a parking strategy.

### Gateway Area

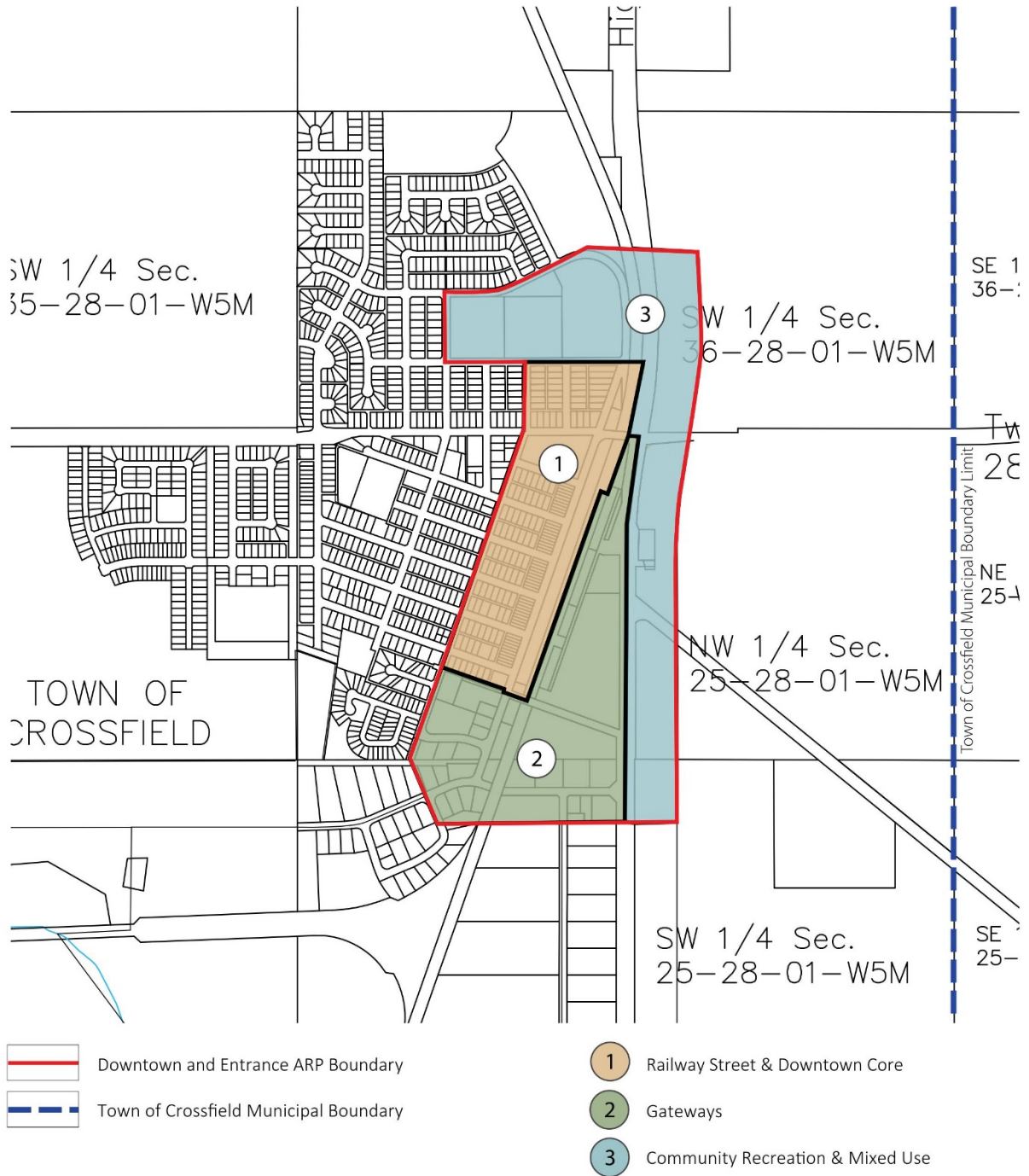
The gateways serve as a first impression for visitors and help identify access to the Town. Currently, Town signs mark these entrances, but coordination of the development surrounding these entrances is key to ensure that anyone entering or driving by is intrigued. These areas also play a key role in offering access to amenities, creating a seamless transition between uses, and linking to other areas of the Town since they are situated between the downtown and community access points.

### Community Recreation & Mixed-Use Area

This sub-area surrounds gateways, and while it doesn't encompass the primary community entry points, it is accessible from Highway 2A and does offer opportunities for commercial or industrial development targeting users of Highway 2A. This area is still highly visible for people entering Crossfield, and, like the Gateway Areas, will impact first impressions, so design and development standards and controls are key.

***SEE CHARTS ATTACHED FOR AREA-SPECIFIC POLICIES***

Land Use Policy Areas



## Railway Street and Downtown Core

|   | Railway Street & Core   | Actions  |
|---|---|--|
| <b>Mix of Uses</b>                                | 1. Encourage development that includes a mix of the following land uses: <ul style="list-style-type: none"> <li>residential,</li> <li>commercial,</li> <li>institutional,</li> <li>community, and</li> <li>open space.</li> </ul> | <ul style="list-style-type: none"> <li>Administration to cross-reference the Town’s Land Use Bylaw and municipal Development Plan to ensure that these uses are allowable in the districts intended for this area.</li> <li>Administration to refer back to this ARP when approving applications for development in this area.</li> </ul>  |
|   | 2. Where appropriate, encourage locating offices and residential above main-floor businesses that front onto a street.  | <ul style="list-style-type: none"> <li>Administration to encourage building owners on Railway Street to rent or sell the upstairs and downstairs separately by providing incentives to change the second storey use to either office or residential. Administration to formulate a plan for strategic incentives, which are to be presented to Council for approval.</li> <li>Administration to update the Land Use Bylaw to include regulations on allowable second-storey uses in the downtown districts.</li> <li>Administration to ensure noise and nuisance bylaws are updated to reflect challenges that may come from having residential overtop of ground-floor commercial.</li> </ul> |
| <b>Parking</b>                                    | 3. Evaluate existing parking requirements for the area as outlined in the Land Use Bylaw and consider reducing requirements to encourage development of small businesses.   | <ul style="list-style-type: none"> <li>Administration to propose a parking strategy for the Railway Street and Core Area that emphasizes reliance on street parking, existing parking lots, and parking located behind buildings or in alleys.</li> <li>Development proponents to identify in applications how parking required for patrons or employees is proposed to be met.</li> <li>Administration to work with development proponents to ensure that sufficient parking is provided in the context of available parking on street and in the plan area’s parking lots.</li> </ul>  |
|   | 4. Implement time limits for street parking along Railway Street to encourage turnover in the availability of parking spaces for businesses.  | <ul style="list-style-type: none"> <li>Administration to authorize the installation of signage that displays the time limits for street parking.</li> <li>Administration to direct bylaw enforcement officers to monitor and enforce time limits for street parking.</li> </ul>  |
|   | 5. Initiate the change of street parking along both sides of Railway Street to parallel parking stalls.   | <ul style="list-style-type: none"> <li>Administration to produce an implementation strategy to transition from angle parking to parallel parking on the west side of Railway Street.</li> <li>Administration to coordinate the required roadway changes (redesign of sidewalks, parking lanes, and travel lanes) with capital infrastructure budgets for 2018.</li> <li>Administration to organize and host “Park(ing) Day” events as the new parking infrastructure is constructed. These will involve closing the new parallel parking stalls to put up temporary street furniture and decorations to create a mini park.</li> </ul>   |
|   | 6. Work with private landowners and business operators to encourage use of the existing off-street parking for public use.  | <ul style="list-style-type: none"> <li>Administration to hold a series of events in the existing parking lots in this area to highlight the location and accessibility of the parking lots to residents and visitors.</li> <li>Administration to authorize the installation of permanent signage directing residents and visitors to parking lots in the downtown and the construction of painted crosswalks in front of existing parking lots to create strong links between parking lots and destinations throughout the downtown.</li> </ul>  |
| <b>Commercial</b>                                 | 7. Encourage small-scale commercial uses along Railway Street between Laut Avenue and Limit Avenue to create a quaint small-town aesthetic.   | <ul style="list-style-type: none"> <li>Administration to cross-reference, and where necessary, update the Land Use Bylaw to ensure that the maximum size of commercial uses in the existing zoning matches the intent to limit the scale of businesses in the area.</li> <li>Council to only permit regional large-scale commercial development in areas of the downtown that are east of Highway 2A. Exceptions may be granted for existing commercial anchors at the discretion of Administration, but should not include new development.</li> </ul>  |
| <b>Residential</b>                                | 8. Support the development of apartments above ground-floor commercial or offices on Railway Street between Laut Avenue and Limit Avenue.   | <ul style="list-style-type: none"> <li>Administration to strengthen the Land Use Bylaw to ensure that apartments above ground-floor commercial or office uses are appropriately supported.</li> </ul>  |
|   | 9. Encourage a variety of housing types that contribute to a diverse streetscape and can be integrated with at-grade commercial uses either within the same building or on adjacent parcels.                                      | <ul style="list-style-type: none"> <li>Administration to collaborate with development applicants to provide a variety of housing types that meet market demand and support long-term, sustainable growth for the Town.</li> </ul>  |
| <b>Community, Institutional, &amp; Open Space</b> | 10. Prioritize clear and direct pedestrian and cyclist connections from downtown to Banta Park.   | <ul style="list-style-type: none"> <li>Administration to coordinate the installation of signage and pavement markings directing downtown patrons to Banta Park and other landmarks in the plan area.</li> <li>Administration to oversee the construction of infrastructure that prioritizes pedestrians and cyclists within downtown roadways.</li> </ul>  |
|   | 11. Construct attractive, small-scale green features along Railway Street that break up the streetscape and offer shade, visual interest, and landmarks for visitors.   | <ul style="list-style-type: none"> <li>Administration to hire and work with a landscape architecture intern to create a landscaping and design plan for the downtown area. This plan should include a planting regime and identify infrastructure required to support green features along Railway Street.</li> <li>Administration to oversee the budgeting for and construction of elements that will be outlined in the plan.</li> </ul>   |
| <b>Industrial</b>                                 | 12. Discourage and disallow Industrial development of any scale in this area.   | <ul style="list-style-type: none"> <li>Administration must not recommend approval for, and Council must not approve any applications for industrial development in this area.</li> </ul>   |
| <b>High-Traffic Uses</b>                          | 13. To maintain the character and an appropriate scale of the key downtown corridors, discourage and disallow uses that will generate high volumes of vehicle traffic within the plan area.                                       | <ul style="list-style-type: none"> <li>Administration to require applicants to prepare traffic impact analyses or studies for any applications that are deemed to potentially incur large traffic impacts.</li> <li>Administration must not recommend approval for, and Council must not approve any applications for uses anticipated to generate high volumes of traffic in this area.</li> </ul>  |

Gateways

|   | Gateway  | Actions   |
|---|--|---|
| <b>Mix of Uses</b>                                | 1. Encourage development with a mix of the following land uses: <ul style="list-style-type: none"> <li>residential,</li> <li>commercial,</li> <li>institutional,</li> <li>community, and</li> <li>open space.</li> </ul> | <ul style="list-style-type: none"> <li>Administration to cross-reference the Town’s Land Use Bylaw and Municipal Development Plan to ensure that these uses are allowable in the districts intended for this area.</li> <li>Administration to refer back to this ARP when approving applications for development in this area.</li> </ul>   |
|   | 2. Where appropriate, encourage offices and residential to locate on the second storey of the buildings with commercial or other businesses on the ground floor.   | <ul style="list-style-type: none"> <li>Administration to encourage building owners on Railway Street to rent or sell the upstairs and downstairs separately by providing incentives to change the second storey use to either office or residential. Administration to formulate a plan for strategic incentives, which are to be presented to Council for approval.</li> <li>Administration to ensure noise and nuisance bylaws are updated to reflect challenges that may come from having residential overtop of ground-floor commercial.</li> </ul> |
| <b>Parking</b>                                    | 3. Collaborate with private landowners and business operators to develop off-street parking for public use.  | <ul style="list-style-type: none"> <li>Administration to identify areas for parking within the gateway and collaborate to landowners and business operators to ensure that patrons are directed to common area parking.</li> </ul>  |
|   | 4. Where it does not already exist, incorporate street parking along Railway Street and Laut Avenue. Ensure that all street parking on these streets will be subject to time limits.                                     | <ul style="list-style-type: none"> <li>Council will approve the installation of parking signage along Railway Street and Laut Avenue.</li> </ul>  |
| <b>Commercial</b>                                 | 5. Encourage larger-scale commercial development to locate at the southern end of the Railway Street corridor. This will provide a terminus and landmark for the Town’s main commercial street.                          | <ul style="list-style-type: none"> <li>Administration to collaborate with business owners and applicants to ensure the development is comprehensively planned and incorporates sufficient access.</li> </ul>  |
| <b>Residential</b>                                | 6. To contribute to the vibrancy of the Railway Street corridor, encourage multi-residential development that contains at-grade commercial uses where possible.  | <ul style="list-style-type: none"> <li>Administration to collaborate with landowners to ensure that proposed multi-residential development incorporate at-grade commercial uses.</li> </ul>   |
|   | 7. Encourage residential development with a variety of housing types that contribute to a diverse streetscape and support residents from a variety of backgrounds and demographics.                                      | <ul style="list-style-type: none"> <li>Administration to collaborate with developers to ensure that plans for this sub-area contribute to creating downtown and entrance areas with a variety of housing options.</li> </ul>  |
| <b>Community, Institutional, &amp; Open Space</b> | 8. Support and encourage community, institutional, and open space uses where appropriate.  | <ul style="list-style-type: none"> <li>Administration to involve community partners from schools in Town or in the region for decisions on applications and plans that encompass or are in close proximity to community facilities. These partners must be contacted through any required circulations of the application.</li> </ul>   |
|   | 9. Clearly identify any uses that may be tied to economic development and attraction to commercial businesses through signage and wayfinding.  | <ul style="list-style-type: none"> <li>Administration to create a downtown and gateway wayfinding strategy.</li> <li>Administration to collaborate with the business community to create mapping and an inventory of attractions in the area.</li> <li>Administration to collaborate with businesses to incorporate a consistent signage theme.</li> </ul>  |
| <b>Industrial</b>                                 | 10. Do not permit industrial development of any scale.   | <ul style="list-style-type: none"> <li>Council will not approve and Administration will not recommend approval of applications that propose industrial uses in this area.</li> </ul>  |
| <b>High-Traffic Uses</b>                          | 11. Allow some development that may generate high vehicular traffic volumes, but ensure that adequate accesses for all modes of travel are provided.   | <ul style="list-style-type: none"> <li>Administration to require applicants to prepare traffic impact analyses or studies for any applications that are deemed to potentially incur large traffic impacts.</li> <li>Administration to work with applicants of new development to create sufficient site access.</li> </ul>  |



## Community Recreation and Mixed-Use

|   | Community Recreation & Mixed-Use  | Actions   |
|---|---|---|
| <b>Mix of Uses</b>                                | <ul style="list-style-type: none"> <li>Encourage development that includes a mix of the following land uses (subject to the land's zoning regulations):                             <ul style="list-style-type: none"> <li>commercial,</li> <li>light industrial,</li> <li>institutional, and</li> <li>community/open space.</li> </ul> </li> </ul>   | <ul style="list-style-type: none"> <li>Administration to cross-reference the Town's Land Use Bylaw and Municipal Development Plan to ensure that these uses are allowable in the districts intended for this area.</li> <li>Administration to refer back to this ARP when approving applications for development in this area.</li> </ul>   |
|   | 1. Where appropriate, encourage uses like offices and professional services to locate on the second storey of the buildings with commercial or offices on the ground floor.   | <ul style="list-style-type: none"> <li>Administration to encourage building owners on Railway Street to rent or sell the upstairs and downstairs separately by providing incentives to change the second storey use to either office or residential. Administration to formulate a plan for strategic incentives, which are to be presented to Council for approval.</li> <li>Administration to ensure noise and nuisance bylaws are updated to reflect challenges that may come from having residential overtop of ground-floor commercial.</li> </ul> |
| <b>Parking</b>                                    | 2. Ensure that parking areas are appropriately screened and landscaped where they interface with Highway 2A, Railway Street, Limit Avenue, or residential areas.  | <ul style="list-style-type: none"> <li>Administration to ensure that any applications for development in this area meet the requirements for landscaping and screening that are outlined in the Town's Land Use Bylaw.</li> <li>Council must not approve any applications unless landscaping and screening requirements from the Land Use Bylaw are met.</li> </ul>   |
| <b>Commercial</b>                                 | 3. New regional commercial development and subdivision must conform to the Town's existing statutory policies.  | <ul style="list-style-type: none"> <li>Administration to cross-reference any applications for regional commercial development with the following documents:                             <ul style="list-style-type: none"> <li>Town of Crossfield Municipal Development Plan</li> <li>Town of Crossfield Land Use Bylaw</li> <li>Crossfield East Joint Area Structure Plan</li> </ul> </li> </ul>   |
| <b>Residential</b>                                | 4. Residential development will not be permitted in this area.  | <ul style="list-style-type: none"> <li>Council will not approve and Administration must not recommend approval of applications that propose residential uses in this area.</li> </ul>   |
| <b>Community, Institutional, &amp; Open Space</b> | 5. The Town must cooperate with all public, separate, and private school authorities and institutions of higher learning to ensure efficient and effective delivery of education and educational support services. This shall include consideration for the long-term needs of an evolving population and, where appropriate, shall provide for future expansion or adaptation in anticipation of changing community needs. | <ul style="list-style-type: none"> <li>Administration to involve community partners from schools in Town or in the region for decisions on applications and plans that encompass or are in close proximity to community facilities. These partners must be contacted through any required circulations of the application.</li> </ul>   |
| <b>Industrial</b>                                 | 6. To protect the character of community recreation areas, concentrate industrial development to the east side of Highway 2A.   | <ul style="list-style-type: none"> <li>Administration to cross-reference any applications or proposed plans with the area uses identified in the Crossfield East Joint Area Structure Plan.</li> </ul>  |
| <b>High-Traffic Uses</b>                          | 7. Development that induces a high volume of vehicle traffic is allowed, but ensure that adequate access for all modes of travel is provided.   | <ul style="list-style-type: none"> <li>Administration to require applicants to prepare traffic impact analyses or studies for any applications that are deemed to potentially incur large traffic impacts.</li> </ul>   |

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## 5. ARCHITECTURAL & DESIGN GUIDELINES

### Introduction

The architectural style of a town is an important factor in creating a sense of place, celebrating its history and defining its identity. Although some consistency in form is important to achieve a feeling of cohesiveness throughout Crossfield, the guidelines set out in this section allow for flexibility in order to prevent a monotonous built form and to provide architectural variety and interest within the ARP plan area.

The overarching purpose of these guidelines is to promote coordinated and refined urban and architectural design without being overly prescriptive for development applicants or discouraging diverse styles. Creating an attractive downtown is closely linked to encouraging more businesses to locate in the area. Patrons, employees, and residents will feel more comfortable and enjoy their time in the area more if it is visually appealing. Businesses are attracted to where people spend time, making it critical for Crossfield to create a unique and beautiful downtown in order to draw in and support the success of more business. The combination of more businesses and a well-designed public realm will help make Crossfield's downtown a vibrant community hub and regional attraction.

### Objectives

- To create a sense of place and identity for the Town of Crossfield.
- To support well-designed high quality and exemplary development that produces attractive and high-quality people places, thereby creating conditions that sustain a flourishing economic and community life.
- To encourage flexibility and creativity with development, and spark innovation.
- To promote sustainable initiatives through new development.
- To improve and enhance the “active” street frontage along Railway Street. This means creating engaging store fronts, implementing visually appealing signage and decorative features at the street entrances, and reducing the number of blank walls. This may also mean encouraging businesses to use parts of the sidewalk for displays or minor seating.
- To create strong, positive, and character-filled visual impressions at community gateways.
- To provide landmark development that marks the entrance to the downtown core of Crossfield.

## General Design Principles

1. Use principles of universal design and Crime Prevention Through Environmental Design to plan and assess development and redevelopment.
2. Be open to innovative site planning and architecture.
3. Require development that fits the downtown's character and scale. The height, mass, and street interface of buildings should make pedestrians on the sidewalk feel comfortable.
4. Encourage cohesive but diverse architectural styles and design details to create visually interesting streetscapes.
5. Ensure that loading docks, commercial garbage storage, service courts, and mechanical equipment are not visible from public rights-of-way (streets or highways). They should be located behind the building and screened from view with walls, fences or natural vegetation.
6. Require or implement screening and landscaping between parking lot edges and the sidewalk to create separation between pedestrians and cars. For safety, these elements should not reduce visibility into parking lots.
7. Flat roofs should have a parapet wall or cornice detailing to provide animation to the roof line.
8. Ensure that mechanical, electrical and communications systems are screened from view from surrounding streets, highways and other buildings.
9. The following building height maximums apply to each area:

Railway Street & Downtown Core: 15m with any storeys above the ground floor stepped-back

Gateway Area: 25m

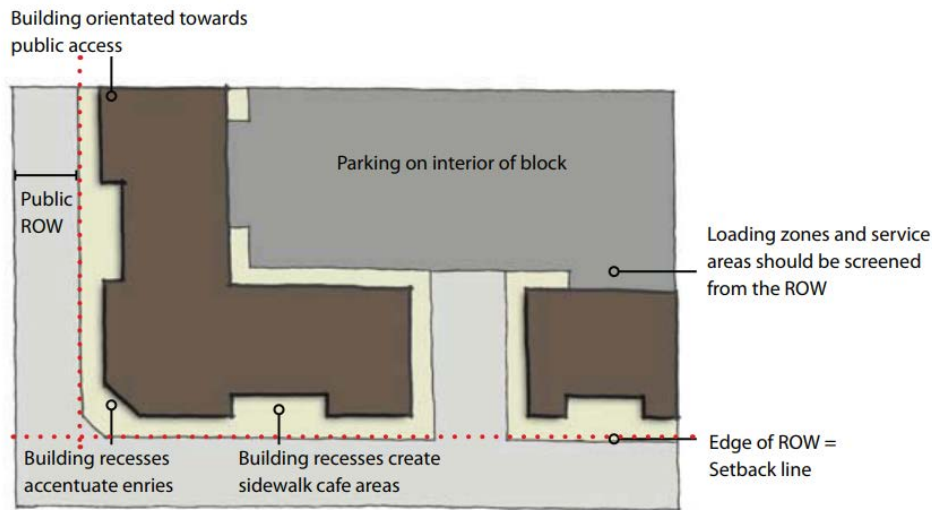
Community Recreation & Mixed-Use Area: 25m

### Specific Guidelines for the Railway Street & Downtown Core Area

#### Scale & Layout

1. At least 75% of the development will be built up to the property line (this means that the building should be up to two metres away from the front property line).
2. Setbacks will be permitted only if this space is utilised for pedestrian activity, such as architectural arcades, building entries, cafes or other public space (refer to Figure 5).

**Figure 5 Building Line Setbacks**



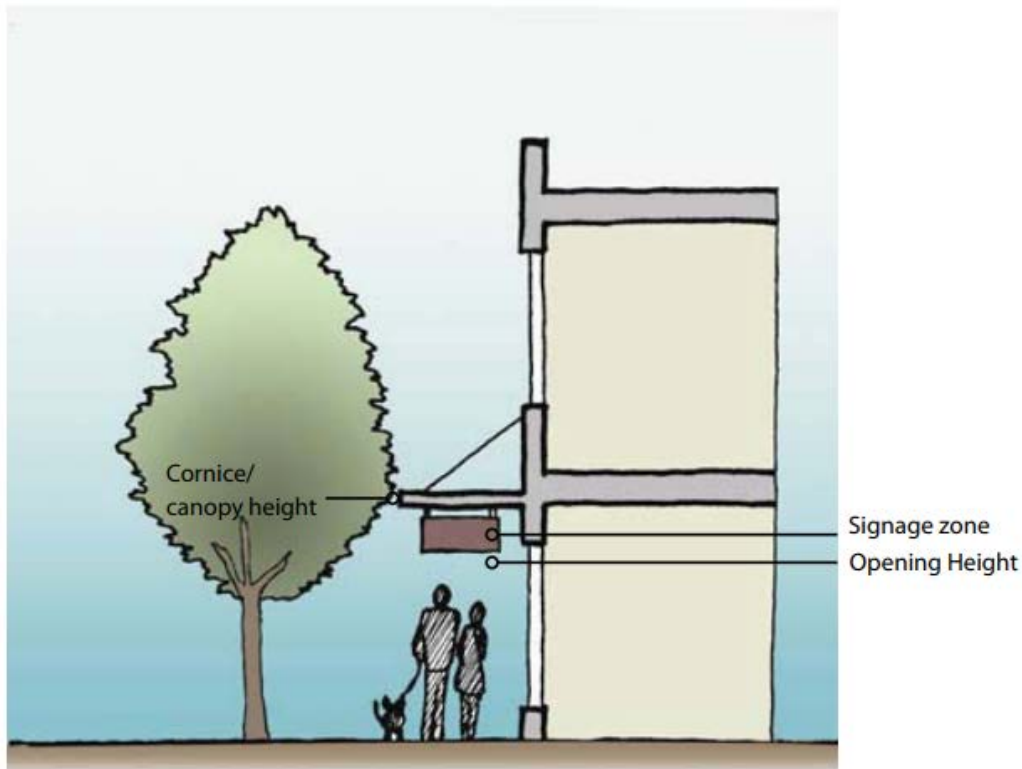
### Elevations & Streetscape

3. First floor heights will be between 4.2m (14ft) and 4.9 (16ft) high.
4. Transparent windows and doors will cover at least 40% of building façades facing public streets to ensure indoor uses are visible.
5. No bars will be permitted on street-facing windows.
6. All signs, including internal signs displayed in windows, must be approved by the Town.
7. Windowless sections of wall will not exceed 6m (20ft) in length. This includes a building's relationship to adjacent buildings or parcels.

### Canopies & Signage

8. Development permits will be required for the installation of store canopies.
9. Where used, blinds and canopies will be retractable so that the fascia is not permanently obscured.
10. Folding canopies or blinds should have a minimum vertical clearance of 3m (9.8ft). A minimum horizontal clearance of 0.9m (3ft) shall be required from the edge of the right-of-way to the canopy.
11. Neon signs will not be used as the primary external signs for businesses along Railway Street.
12. Freestanding temporary signs (including sandwich boards) will be permitted on Railway Street only during business hours. These signs must be set up within business property or on the sidewalk, and are prohibited from being set up within any street right-of-way or boulevard.
13. Retail signage should be positioned directly above the doorway opening within the 'signage zone' detailed in Figure 6.
14. Projecting 'swing' signs will be encouraged with the approval of the Town of Crossfield to ensure the uniform appearance of the street.
15. The use of banners will be encouraged to highlight seasonal events or distinct areas, but must be coordinated with any banners the Town installs, particularly along Railway Street. These banners are subject to the Town's approval.

Figure 6 Signage Zone



### Materials

16. Materials will be of the highest quality and be respectful to adjacent buildings and the immediate context.
17. Large unbroken elevations comprised of a singular material should be avoided.
18. The Town of Crossfield will support the use of locally sourced and recycled materials.
19. The following materials will not be permitted: vinyl cladding; cinder blocks; and exposed, unfinished concrete.
20. The following materials are encouraged: brick; wooden cladding; cultured stone; stone veneers; and energy efficient glazing.
21. Any development proposal including the use of metal finishing (whether the metal is used as a primary material or an enhancement) will be discretionary and at the discretion of Municipal Planning Commission.
22. Materials should be chosen to follow a cohesive colour palette that reflects the natural setting of Crossfield and historic materials that still exist in the Town. Approval for all proposed materials is at the discretion of the Town.

### Façade Improvement Program

23. Assess the effectiveness of the Façade Grant Program.
  - a. Administration to review and assess the usage of this grant and follow up with grant recipients to solicit feedback for potential improvements.
  - b. Administration to compile lessons learned from the way the Grant Program is currently structured and implemented, and devise a recommendation for Council's final decision on any changes needed.



### Landscaping

24. Commercial and multi-unit residential landowners are encouraged to provide well maintained planting outside their properties.
25. The Town's planting and green features must be maintained and kept visually appealing.
26. No landscaping on or near sidewalks, infrastructure used for cycling, or streets may obstruct pedestrian, cyclist, or vehicle movement.
27. Landscaping will be used to screen uses or infrastructure that is not visually appealing (for example: parking areas behind buildings, parking areas that front Railway Street, utility boxes, or non-decorative property fencing).
28. Specific public improvements are identified in the Public Improvements section of this ARP and should be implemented by the Town within the outlined timeframes.

### Lighting

29. Lighting to illuminate certain architectural features, such as entrances and towers is encouraged.
30. Business owners along Railway Street are encouraged to provide lighting within store windows, for increased security after hours.
31. Energy efficient and lighting powered by sustainable sources is strongly encouraged.

## Specific Guidelines for the Gateway Areas

### Development Layout

1. Development should be oriented towards the street or Highway 2A and provide visual interest for the entrance of the Town.
2. Only development that meets the highest design standards of the Town of Crossfield will be permitted on key intersections.
3. Appropriate access points should be provided from Highway 2A, provided they do not have a detrimental impact on the movement of non-motorised traffic, pedestrians and environmental habitats.
4. Parking will be located to the rear of the development, adjacent to the CPR railway, and will not dominate the area fronting the highway to ensure active frontage to Highway 2A and to utilise the noise setbacks from the railway for parking.

### Signage & Projections

5. Neon signs will not be used as the primary external signs for businesses and should not be mounted on external walls or structures. Only small-scale, internal signs shall be permitted.
6. Signs will be placed on the building frontage directly to promote the strong orientation towards the highway.
7. Freestanding signs or billboards will not be permitted between development and Highway 2A, as per regulations in the LUB.
8. Overhanging eaves are encouraged to add detail on large buildings and to provide shelter for pedestrians.
9. Backlit tin signs will not be permitted.

### Materials

10. Large unbroken elevations comprised of a singular material will be avoided.
11. The Town of Crossfield should support the use of locally sourced and recycled materials.
12. The following materials should not be permitted: vinyl cladding; cinder blocks; and concrete.
13. Samples of materials may be requested by the Town of Crossfield prior to determining development permit applications.

### Landscaping

14. Appropriate natural screening will be provided along the CPR railway.
15. Where storm water and drainage ponds are required, these will be promoted as 'natural areas' that are fully accessible to the public.
16. The Town may impose a public art levy on new development to include an appropriate gateway feature at the intersections of Railway Street and Limit Avenue and Laut Avenue.

### Lighting

17. Lighting to illuminate certain architectural features, such as entrances and towers is encouraged.
18. Businesses are encouraged to provide lighting within store windows, for increased security after hours.
19. Parking lot lighting will be of a human scale and not have an adverse effect on users of Highway 2A.
20. Energy efficient and lighting powered by sustainable sources are strongly encouraged.

## 7. PUBLIC IMPROVEMENT PROGRAM

The images of our towns and cities are often defined by the quality of the public realm and the buildings that enclose these spaces. These areas include the boulevards, streets, public squares, parks, public art and street furniture that create a cohesive and uniform environment. The additional benefits of creating aesthetically pleasing surroundings include improved quality of life, a sense of ownership for residents and business owners, and enhanced economic vibrancy.

One of the mandates of the ARP is to provide direction for public improvement works along Railway Street. These improvements are discussed and illustrated in this section, along with the practical implementation of the improvements and suggested timelines.

### Objectives

- To rationalise on-street parking on Railway Street so that it does not dominate the streetscape.
- To provide a realistic public improvement program that can be delivered on time and, where possible, in conjunction with proposed utilities upgrades.
- To enhance and improve the public realm within Crossfield through cohesive design elements.
- To create a walkable downtown core with quality open spaces.

### General Implementation Policies

1. The Town of Crossfield may coordinate the accumulation and allocation of funds to provide for public improvements, landscaping, gateway features, and municipal infrastructure within the ARP Area through measures such as redevelopment levies, local improvement bylaws, tax increment financing, or dedicated business taxes.
2. Administration will report at six-month intervals to Council about the implementation of the Downtown Plan.
3. Administration will coordinate streetscape improvements with the installation of public utilities (water, wastewater and sewer connections) where possible. However, the absence of utility and infrastructure upgrades shall not deter Administration from achieving the improvements outlined below within their mandated time frames.

### Implementation Plan

See Implementation Chart below.

## Public Improvement Program Implementation Plan

| OBJECTIVE                             | PARTNERS<br>(if applicable) | INCENTIVE   | ACTION  | TIMING  |
|---------------------------------------|-----------------------------|---|---|---|
| <b>Streetscape Improvements</b>       |                             |   |   |   |
| Sidewalk widening on Railway Street   | None                        | <ul style="list-style-type: none"> <li>Potential cost savings if widening and crosswalks are completed at the same time</li> <li>Potential for coordination with parking improvements/ changes</li> </ul> | <ul style="list-style-type: none"> <li>Introduce textured surface treatment at key intersections and pedestrian crosswalks. The Town will support the use of innovative sustainable materials such as recycled crushed glass, bricks, or bright/coloured pavement tape.</li> </ul>                          | <p><b>Stage 1:</b> Coordination with capital budget and public works to find efficiencies</p> <p><b>Stage 2:</b> Tendering and construction must occur between 2020 to 2025</p> |
| Construction of Pedestrian Crosswalks |                             |   |   |   |
| <b>Street Activation Program</b>      |                             |   |   |   |
| Sidewalk Patio Grant                  | None                        | Grant provided to businesses in the hospitality or food and beverage industries to help cover costs of permitting and construction of patios on or adjacent to the sidewalk.                              | Administration to develop strategy to make funding available; Council to approve  | <p><b>Immediate implementation</b> (funding + supporting policy in place summer 2018)</p>   |
| Pageantry Program                     |                             | Synergies with Sidewalk Patio Grant and Landscape Intern Program  | <ul style="list-style-type: none"> <li>Administration to identify budget for proposed pageantry and maintenance</li> <li>Council to commit funding to develop program, install, and maintain seasonal pageantry (banners, lighting, flower baskets, etc.)</li> </ul>  |   |
| <b>Public Art Program</b>             |                             |   |   |   |
| Railway Street Anchor Statues         | Development Proponents      | Implementation of tax/levy to pay for upgrades  | <ul style="list-style-type: none"> <li>Administration to draft proposed budget and identify Town funding commitments</li> <li>Administration to identify artist requirements and prepare for issuing of RFP</li> <li>Council to create policy allowing tax and levy, and approve proposed budget</li> </ul> | Ongoing until funding targets are reached   |
| Limit Avenue Art                      |                             |   |   |   |

| OBJECTIVE  | PARTNERS<br>(if applicable)                  | INCENTIVE  | ACTION   | TIMING  |
|--|--|--|--|---|
| Parking Strategy   | None   |  | Administration to: <ul style="list-style-type: none"> <li>Count current parking stalls – on street and off street</li> <li>Create up to 2-3 scenarios of different parking configurations (i.e parallel, or combined parallel and angle). Determine differences in parking stalls</li> <li>Decide on Parking direction (Council decision)</li> <li>Create communications campaign re new Parking Direction</li> <li>Update Land Use Bylaw to reflect new parking direction.</li> <li>Capital budgeting and allocation for parking reconfiguration on Railway Street</li> </ul> |   |
| <b>Administration to Establish a Landscape Plan Intern Program</b>   |  |  |  |   |
| Pageantry Program<br>Bike Rack Design Competition<br>Tree Planting Program<br>Signage and Wayfinding Program<br>Street Furniture<br>Vacant Lot Beautification Strategy | Landscape Intern Student/<br>USL supervision | <ul style="list-style-type: none"> <li>Dedicated LA intern for set project length</li> <li>Intern to coordinate</li> </ul> | <ul style="list-style-type: none"> <li>Administration to identify all tasks/responsibilities for intern</li> <li>Council to approve funding for program</li> <li>Administration to post position at LA/planning schools in spring 2018</li> </ul>  | <b>Immediate implementation</b><br>(funding + supporting policy in place summer 2018) |
| <b>Open Space Plan for Banta Park's Revitalization</b>   | Landscape Consulting Firm                    |  | Administration to: <ul style="list-style-type: none"> <li>Hire a landscape consultant team to prepare a plan for the revitalization of Banta Park.</li> <li>Ensure that part of the plan addresses the newly-vacant space previously occupied by the library</li> </ul>  | <b>2018 Implementation</b>  |

## 8. INTERPRETATION & BACKGROUND

### Authority of Establishment

In accordance with the Province of Alberta Municipal Government Act (MGA), the purpose of the plan area Redevelopment Plan (ARP) is to provide policies for the future redevelopment of the plan area of the Town of Crossfield, as illustrated in Figure 1 - Downtown and Entrance Redevelopment Area. The policies of this ARP include land use policies, architectural and design guidelines, and a public improvement program to enhance public lands and rights-of-way within the plan area.

This ARP is established under the authority of Sections

634 and 635 of the MGA, which address the adoption of Area Redevelopment Plans and stipulate which matters must and may be addressed by ARPs:

634 A council may

- a) designate an area of the municipality as a redevelopment area for the purpose of any or all of the following:
  - (i) preserving or improving land and buildings in the area;
  - (ii) rehabilitating buildings in the area;
  - (iii) removing buildings from the area;
  - (iv) constructing or replacing buildings in the area;
  - (v) establishing, improving or relocating roads, public utilities or other services in the area;
  - (vi) facilitating any other development in the area,
- b) adopt, by bylaw, an area redevelopment plan,
- c) in accordance with this section and Division 6, provide for the imposition and collection of a levy to be known as a “redevelopment levy”, and
- d) authorize a designated officer, with or without conditions, to perform any function with respect to the imposition and collection of that redevelopment levy.

1995 c24 s95

635 An area redevelopment plan

- a) must describe
  - (i) the objectives of the plan and how they are proposed to be achieved,
  - (ii) the proposed land uses for the redevelopment area,
  - (iii) if a redevelopment levy is to be imposed, the reasons for imposing it, and



(iv) any proposals for the acquisition of land for any municipal use, school facilities, parks and recreation facilities or any other purposes the council considers necessary, and

b) may contain any other proposals that the council considers necessary.

1995 c24 s95

## Map Interpretation

Unless otherwise specified within the ARP, the boundaries or locations of any symbols or areas shown on these ARP maps are approximate only and shall be interpreted as such. They are not intended to define exact locations except where they coincide with clearly recognisable physical features or fixed boundaries, such as property lines or roads and utility rights-of-way.

## Policy Interpretation

Where a descriptive section accompanies a policy, it is provided for information purposes only to enhance the understanding of the policy. Should an inconsistency of interpretation arise between the purpose section and a policy, the policy shall take precedence.

Where quantities or numerical standards are contained within policies, such quantities or standards may be varied so long as the intent of the policy is still achieved and the variation is necessary to address unique circumstances that would otherwise render compliance impractical or impossible.

Where a policy requires submission of studies, analysis, or information, the exact requirements and timing of the studies, analysis, or information shall be determined by the approving authority at the appropriate planning stage in accordance with requirements of this ARP.

## Related Plans

All statutory planning documents, including Area Redevelopment Plans, must be consistent with each other. The primary statutory planning documents with which the plan area Redevelopment Plan must be consistent are the Town of Crossfield Municipal Development Plan and the Land Use Bylaw.

This ARP conforms with the Town of Crossfield Municipal Development Plan (MDP), which is the primary planning document for the Town of Crossfield. The policies of this ARP shall be achieved through amendments to the Town of Crossfield Land Use Bylaw and implementation of the proposed public improvement program. All future land use plans, policies, guidelines, planning approvals, private developments, and public improvements within the plan area must conform to the objectives and policies of this ARP.

The Town of Crossfield Land Use Bylaw is also an important statutory planning tool for implementing the ARP and the other statutory plans and municipal policies on a detailed and site-specific basis.

In addition to the approved statutory plans and the Land Use Bylaw, the Town of Crossfield Council has adopted by resolution various policy documents that set forth broad strategic goals or technical standards and guidelines for development. The Crossfield Sustainability Plan and other non-statutory plans and policies of Council should be referred to on a regular basis in order to supplement the interpretation of this ARP. The Alberta Municipal Government Act, its regulations, and other provincial federal legislation should also be consulted when making decisions in accordance with this ARP.

## 9. CONCLUSION

### Evaluation of the Crossfield ARP

The Crossfield Downtown & Entrance Redevelopment Action Plan will initiate a quick start to a new public improvement plan implementation and Administration will bring a budget and timeline for the immediate action items back to Council for approval as noted in the Public Improvement Program Implementation Plan.

The 2017 ARP will not be a static document and is intended to evolve as new ideas and opportunities come forward in our fast-growing community. Policies and actions will be continuously evaluated and adapted in response to growth and changing economic conditions. The Town of Crossfield will continue to engage downtown and entrance area businesses and land owners, the community residents and other stakeholders as the plan is implemented and any proposed amendments will be brought to Town Council for consideration (update every six months) or more frequently as the action plan is implemented.