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Olds
Institute
for Community & Regional Development



Town of Olds

UPTOWNE OLDS

AREA REDEVELOPMENT PLAN

BYLAW NO. 2013-08



Prepared by:



December 2013

TABLE OF CONTENTS

1.0 Introduction	1
1.1 Purpose and Objectives	1
1.2 Plan Area	1
1.3 Mandate and Alignment with Other Plans	3
2.0 Background	4
2.1 General Character/Land Use	4
2.2 Existing Conditions and Opportunities	4
3.0 Vision and Development Concept	7
3.1 Vision	7
3.2 Guiding Principles	8
3.3 Land Use	9
4.0 Policies and Key Actions	12
4.1 Policy Recommendations	12
4.2 Residential Development	12
4.3 Commercial Development	15
4.4 Streetscape and Amenities	18
4.5 Open Space and Public Realm	20
4.6 Heritage Preservation	21
4.7 Vehicle Circulation	24
4.8 Pedestrian Circulation	26
5.0 Implementation	29
6.0 Glossary of Terms	32
Appendix A . Community Revitalization Levy (CRL) Schedule	
Appendix B . Olds Fiber to the Premise (FTTP) Service Area Map	
MAPS	
Plan Area	2
Existing Land Uses	6
Land Use Concept	11
Sites of Historical Interest	23
Vehicle Circulation	25
Pedestrian Circulation	28
FIGURES	
Municipal Improvements	29

1.0 INTRODUCTION

What is the Uptowne Olds Area Redevelopment Plan?

An area redevelopment plan (ARP) is a land use planning document adopted by Council as a statutory plan pursuant to the *Municipal Government Act*, RSA 2000, Chapter M-26. An ARP provides a framework for future development in an already developed area of a municipality with policies to achieve a defined vision for the community.

In the case of Uptowne Olds, this area redevelopment plan is being established in order to provide a framework for future development in an area recognized as the commercial core of the community.

1.1 PURPOSE AND OBJECTIVES

The purpose of this ARP is to guide the future growth and redevelopment of the Uptowne area in Olds. Goals, objectives, and policies are being established in order to provide a framework for preserving and improving land and buildings; rehabilitating key areas; and addressing road improvements, and public facilities and spaces.

The vision for the redevelopment of Uptowne Olds is an attractive and functional commercial area with opportunities for mixed use development. The Uptowne Area Redevelopment Plan will set out comprehensive land use policies and other proposals to help guide the future of this community. The policies are specific to this particular area and must be considered in conjunction with other applicable statutory plans, bylaws and policy documents.

1.2 PLAN AREA

Uptowne Olds is primarily a commercial area with residential areas in and adjoining the historic downtown commercial core. The area includes a portion north of 46 Street (Highway 27) and extends south of 54 Street. This 102.5 hectare area occupies the commercial core to the west of the CP Rail tracks.

The Plan Area boundaries chosen for the Uptowne Olds plan are shown on Map 1 and identify the lands that will be subject to the direction and policies of the ARP. The Plan Area encompasses the same parts of Uptowne Olds that the Uptowne Committee has chosen to be the focus of their efforts. The Plan Area also extends north of Highway 27 to account for the direction of the Town's Municipal Development Plan. Lands have been added in the southwest to account for the long term potential redevelopment of the Olds Ag Society lands north and south of 54 Street and the cluster of public recreation and community facilities. A shared boundary with the East Olds Area Redevelopment Plan extends generally along the east lane that parallels 49 Avenue.



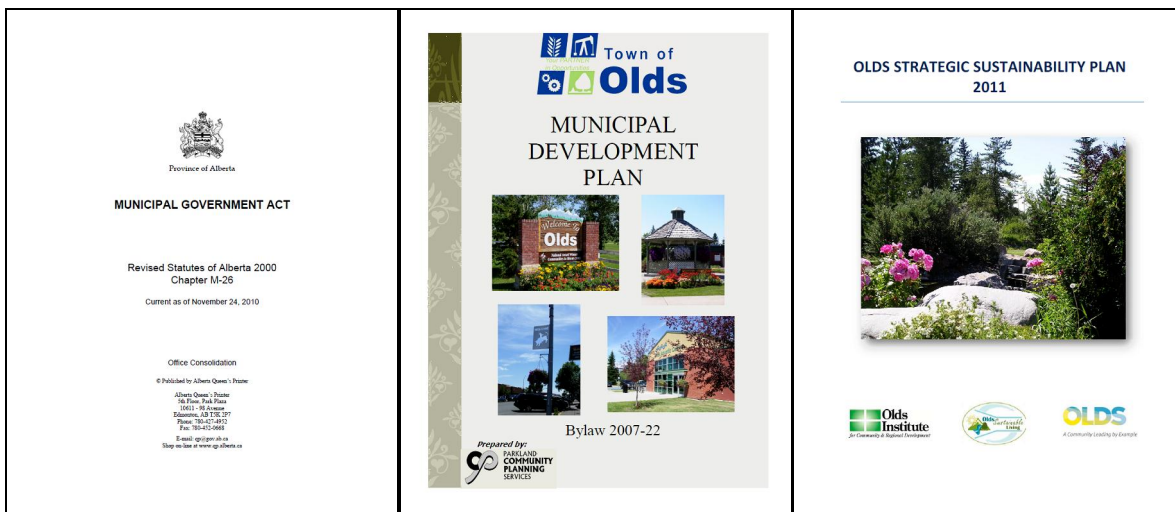
1.3 MANDATE AND ALIGNMENT WITH OTHER PLANS

The Uptowne Olds Area Redevelopment Plan is a statutory plan, as defined by the *Municipal Government Act*. This ARP outlines a policy direction relative to land use and physical planning matters as identified in Sections 634 and 635 of the *Municipal Government Act*. The purpose of this ARP is to establish land use and development policies and provide guidance for Town Administration in undertaking actions and programs. Furthermore, the ARP will align with the guiding policies of the *Municipal Development Plan Bylaw 2007-22* and work to achieve the goals of the *Olds Strategic Sustainability Plan 2011*.

Policies within the Municipal Development Plan related to Uptowne Olds recognize the need to develop an ARP for the downtown core that promotes the historic character of the area and development of a pedestrian friendly environment. Higher density residential development is envisioned for the area and methods such as infill development and intensification may be utilized. Ultimately, the ARP will establish the policies to achieve the goal of having a focal point for the community that allows the residents of Olds to live, work, and play within the Uptowne area.

The Sustainability Plan sets out objectives that each employer, employee, resident, or tourist can contribute toward to enhance the viability of Uptowne Olds. Economically, businesses and patrons take ownership of the downtown to develop business partnerships and invest in the local economy. Socially, volunteerism will help beautify the streetscape and open spaces by maintaining clean and attractive areas open to all people. Environmentally, materials are reused to cut down on waste and the downtown is intensified to limit sprawl throughout the Town. Culturally, historic architecture is preserved and incorporated into redevelopment projects. Local service groups are celebrated for their commitment to bettering the community. Through governance, Town Council will endeavour to adopt policies and allocate resources that help to strengthen Uptowne Olds.

Town Council will adopt the ARP as a bylaw. Amendments to the ARP will be made as required and adopted by Council, ensuring adherence to the respective Provincial and Municipal Plans.



2.0 BACKGROUND

2.1 GENERAL CHARACTER/LAND USE

The historical central business district of Olds is known as Uptowne Olds and is located in the central portion of the Town. Reflective of the original layout of the community and relation to railway development, it straddles the main railway line linking Edmonton and Calgary. Across the north end of the Uptowne area is Highway 27 which serves as a key transportation link between the QEII Highway, Highway 22 and the Rocky Mountain foothills to the west.

Uptowne Olds is surrounded by developed residential areas. To the east is an established residential area that is undergoing redevelopment pressure in its own right. Farther to the east is Olds College which is a major centre of employment and community activity in addition to its primary role as a regional and community education centre. To the west is another established residential area comprised of low density residential housing. The Olds Elementary School is located in this area as part of the larger open space forming Hartman Green. To the north is another established residential area and to the southwest and southeast are additional low density residential areas.

Highway 27 serves as a highway commercial corridor running in an east to west direction through the community. Uptowne Olds is a major commercial node linked to this corridor. In recent years, the Cornerstone development on the west end of the town has developed as another significant commercial node. The next significant concentration of commercial use is found along the west side of Highway 2A/46 Avenue opposite Olds College.

2.2 EXISTING CONDITIONS AND OPPORTUNITIES

The pattern of existing land uses within the Plan Area is a reflection of both development over time and the land use regulations of the Town. The Existing Land Uses Map (Map 2) shows a more detailed breakdown regarding the types of uses occurring on various properties.

Residential uses take the form of single detached dwellings, duplexes, multi-unit dwellings and the residential component of mixed use properties. In the west portion of the Plan Area, west of 51 Avenue, the land use pattern is mainly residential. Occasional multi-attached dwellings, such as three storey walk up apartment buildings, are interspersed with single detached and duplex dwellings. Along 48 Street, 50 Street and 51 Street, there are examples of commercial activity pushing west into the residential area.

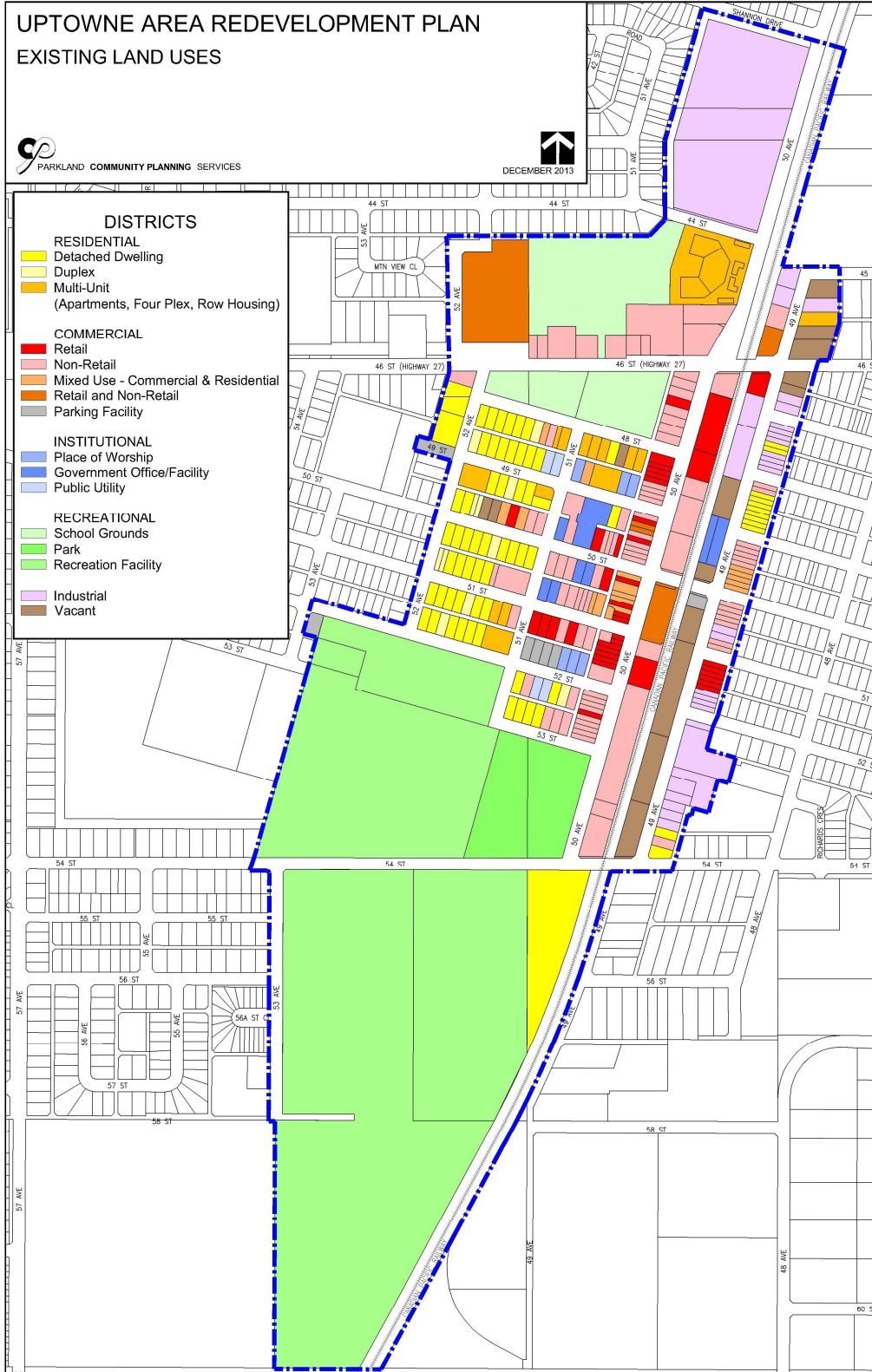
Commercial uses consist of small shop retail outlets that are clustered along 50 Avenue and the 50 Street and 51 Street blocks extending west from 50 Avenue. Many of the non-retail sites shown on the Existing Land Uses Map are restaurants and drinking establishments mixed in along the streets with retail establishments. The mixed use sites contain both retail and non-retail uses as the commercial component, with residential occupying the upper floor.

Industrial uses in the Plan Area are found along 49 Avenue and north of 44 Street. Along 49 Avenue, the industrial activity is a mixture of metal fabricating, machine shops, and businesses catering to the agricultural sector. In the north along 50 Avenue, the large industrial properties contain uses focusing on agricultural equipment and supplies.

Blocks of vacant land or underutilized land are located along the west side of 49 Avenue. This area was once home to several grain elevators and has since been used for storage areas or parking areas for the adjacent industrial activities.

The recreation and open space areas shown on the Existing Land Uses Map represent lands owned by the Olds Agricultural Society, the Town and the school authority. The former high school site and football field are shown on both sides of Highway 27 and will be available for redevelopment with the opening of the Community Learning Campus. Centennial Park and O.R Hedges Park along 54 Street are used for outdoor ceremonial activities and recreation. Finally, the library, arena, Evergreen Centre and Recreation Centre are located on the site along 52 Street.

Ideally, the land uses located in a downtown area represent activities that take place over many hours of the day and most of the week. With a variety of uses present, there is always something happening in the area to make it of interest for residents and out-of-town visitors.



3.0 VISION AND DEVELOPMENT CONCEPT

Uptowne Olds is the historic commercial heart of the Town of Olds. It is lined with heritage buildings that create an attractive and functional streetscape to tie in with East Olds.

3.1 VISION

Uptowne Olds is the historic commercial heart of Olds. It is walkable, has a diverse mix of uses, housing, parks and public spaces. It is rich in heritage with a proud sense of community. In the future the community will continue to be:

- An attractive, well designed community unified by architectural controls that enhance this diverse historical area;
- Authentic and diverse through quality street furnishings and streetscaping supported by the preservation of its historical buildings;
- A sustainable community that infuses its green spaces with the beauty of urban design and values of its history with the eco-conscience elements of the future; and
- Continues to reflect the goals, objectives and aspirations of the community in building a sustainable community.



Building upon a vision a standard downtown is revitalized with colourful banners and vegetation, decorative lighting, defined crosswalks, bulb outs at corners, and street furniture.

3.2 GUIDING PRINCIPLES

The guiding principles are themes that were emphasized by the public throughout the visioning process. They were initially developed after the discussion at the first public meeting of area specific issues. These principles have evolved into statements about the preferred future of the area.

Principle #1: Build an attractive and visually appealing Uptowne core where local residents and visitors will enjoy spending time.

Encourage infill and densification to bring more activity and people to the redevelopment area.

Increase the commercial land base at street level while offering residential and other commercial opportunities above the first floor.

Principle #2: Improve circulation in and around the redevelopment area by creating a variety of street types for the safe movement of pedestrians, cyclists and vehicles.

Balance the provision of parking with the desire to increase walkability in the redevelopment area.

Encourage street-level uses, distinctive streetscape treatments, functional parks and open spaces.

Create safe street crossing opportunities for pedestrians in the redevelopment area.

Principle #3: Provide visually attractive open spaces that will be physically accessible throughout the year.

Principle #4: Promote a safe, active, and functional community that utilizes the principles of Crime Prevention Through Environmental Design (CPTED).

Accommodate mixed use developments where a mixture of land uses would foster opportunities to live, work, shop and play.

3.3 LAND USE

EXISTING LAND USE

The pattern of existing land uses within the Plan Area is a reflection of both development over time and the land use regulations of the Town. The Existing Land Use Map identifies a detailed breakdown of the current types of land uses occurring on various properties in the Uptowne area.

LAND USE CONCEPT

The Land Use Concept facilitates commercial development and allows commercial development in the Uptown area to expand. Mixed use commercial on the main floor with residential development opportunities on the upper stories will be accommodated, but is not required.

Traditional downtown commercial areas in towns and small cities risk being marginalized as communities grow unless these downtown areas are allowed to expand to retain some portion of the downtown market share. Without expansion, there is the likelihood that the market share will decrease as new commercial development locates elsewhere. Mixed use residential, with commercial at grade, can support commercial and downtown areas in a number of ways: it places consumers in close proximity to commercial facilities; it can support the vitality of these areas; it provides a greater range of business opportunities by allowing a broader range of uses; and it can assist with sustaining the design and character of the downtown through the use of new and existing two storey buildings. Residential uses warrant prudent management recognizing that conflicts can occur with commercial uses on the same site and commercial uses on nearby properties.

The Land Use Concept Map (Map 3) illustrates the proposed concept for the Uptowne Olds community, taking into consideration the draft policy directions provided within the Plan Strategy.

Key concepts shown in the Land Use Concept Map include:

Residential

- Medium to High Density Residential opportunities for proposed areas north of 46 Street and areas south of 54 Street.
- Mixed use commercial opportunities are proposed for the centre of the Uptowne community. This designation may provide residential living space above a main floor retail business in a commercial area.
- Redesignation of future recreational areas to Medium to High Density Residential (north of 54 Street) and General Residential (south of 54 Street) as they become available.

Commercial

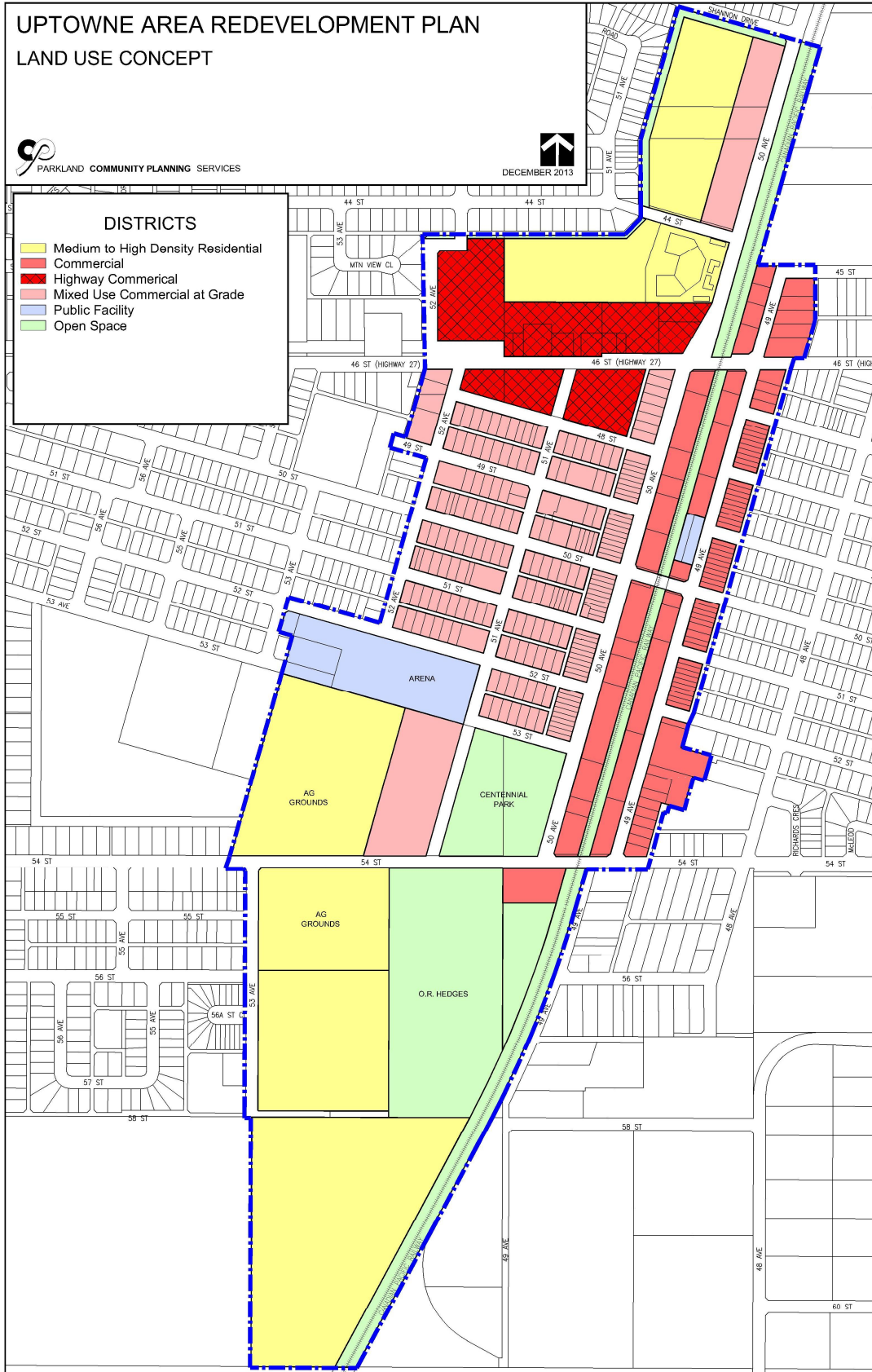
- Maintain and expand the commercial area.
- Mixed use Commercial developments are proposed for the Uptowne area. Main floor commercial uses will be the primary focus with an opportunity to develop additional commercial space or residential uses above the first floor.

Industrial

- Redesignation of the industrial parcels in the north portion of 44 Street to mixed use commercial at grade.
- Transitional area east of 50 Avenue for existing industrial uses to be redeveloped as light industrial commercial uses.

Open Space

- Open space has been proposed along the east side of the CP Railway to create a continuous pedestrian pathway that will provide a north south connector through the Uptowne area that will be consistent with the Town's Open Space Master Plan.



4.0 POLICIES AND KEY ACTIONS

This section contains the policies, development intent, design concepts, strategies and recommended actions that will guide Uptowne Olds over the next 20 years. Land use, zoning and the general development framework is described and contains a series of concept maps, diagrams and the intent of the planning policies.

4.1 POLICY RECOMMENDATIONS

In order to attain the objectives set for the ARP, specific actions must be identified. These action statements constitute the policies, an essential, but not the sole, element of the ARP. The planning process is characterized by its dynamic community, as acknowledged in the Town's Municipal Development Plan. The adoption of the ARP with its policy statements will be an important decision but it will be one stage in a series of events followed by interpretation, implementation, monitoring, review and amendment. In this way, the ARP will continue to be relevant to the needs of the town.

4.2 RESIDENTIAL DEVELOPMENT

GOAL:

Support the Uptowne commercial area by allowing higher density residential development on the perimeter of the core commercial area while accommodating mixed use development where appropriate.

OBJECTIVES:

Ensure residential opportunities that will support the commercial viability of the Uptowne core and allow people to work, live, shop and play in the Uptowne core.

POLICIES:

4.2.1 Promote residential land uses in accordance with the proposed Land Use Map.

4.2.2 Provide a range of higher density opportunities such as multi-unit housing in the Uptowne area. Medium to high density housing is envisioned north of 54 Street and low density housing south of 54 Street.

4.2.3 Create mixed use commercial buildings where the residential and commercial uses are within the same parcel of land. Residential dwellings may be located above commercial properties in a vertical land use fashion. Commercial and residential uses in a horizontal land use



Mixed use incorporated into downtown.

fashion will be discouraged.

- 4.2.4 Existing residential uses that have been identified as Commercial or Mixed Use Commercial at Grade will continue to be conforming uses. A land use bylaw amendment should be undertaken to include such residential uses as discretionary within commercial districts and have separate residential site requirements with, at most, a maximum of 80% site coverage. A lower percentage for site coverage may be required in order to accommodate landscaping and onsite parking.
- 4.2.5 Encourage infill and redevelopment of underutilized and vacant properties along the core streets within the Uptowne area whenever possible.
- 4.2.6 Crime Prevention Through Environmental Design (CPTED) guidelines will be used in the design of public open spaces and pedestrian routes in the Uptowne to help ensure public safety. Support building design guidelines that put eyes on the street and result in a safer neighbourhood environment.



Mixed use commercial with residential and office space above first floor. Numerous windows provide continuous eyes on the street+opportunities. Varying architectural designs and colours incorporated into the streetscape.

- 4.2.7 Design buildings utilizing CPTED principles such as promoting the location of buildings closer to the front property line, avoid blank walls, and face windows to the street. Evaluate the success of development and consider where improvements can be made.



Factors to consider when developing a safe community that retains its identity.

4.3 COMMERCIAL DEVELOPMENT

GOAL:

Encourage the redevelopment and intensification of the Uptowne core as a key commercial area where people have the opportunity to live, work, shop and play.

OBJECTIVE:

Support and attract local commercial amenities that serve the residents of Olds and the surrounding communities while ensuring commercial design takes on a traditional feel in an effort to reflect the historical character of Uptowne Olds as a pedestrian shopping area.

POLICIES:

4.3.1 Any new commercial developments will emphasize pedestrian-oriented uses, the use of building design, façade treatments and landscaping whenever possible.

4.3.2 Provide for a mix of retail and office, auto-oriented and pedestrian-oriented commercial development of different densities, styles and types.

4.3.3 Brownfield site redevelopment and revitalization should be utilized as a development opportunity when minimal safety and environmental risk is involved. Resources such as the Federation of Canadian Municipalities (FCM) and the Alberta Urban Municipalities Association (AUMA) provide information and toolkits to support the redevelopment of Brownfield sites.



Refurbished façade.

4.3.4 Create mixed use commercial at grade opportunities where the residential and commercial uses are within the same parcel of land. Ground floor commercial will be mandatory; however, residential or commercial uses may be located above the ground floor for this form of mixed use development.

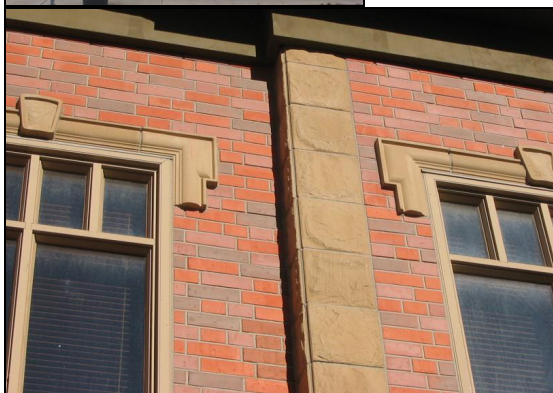
4.3.5 Areas designated as Commercial on the Land Use Concept Map will be allowed to have residential dwelling units so long as the zoning for the site allows for dwelling units and they are developed in accordance with the land use bylaw. The commercial use must be the primary use of the site.

4.3.6 Commercial parcels adjacent to the railway are not anticipated to include residential mixed use due to parcel sizes and safety requirements; however, commercial and residential mixed uses east of 49 Avenue may be allowed as a discretionary use.

- 4.3.7 Encourage the development of a pedestrian-oriented shopping area as the key component in the Uptowne core.
- 4.3.8 Encourage the development of local commercial businesses that promote social interaction and provide for an enjoyable shopping experience for local area residents.
- 4.3.9 Where appropriate, provide space for dedicated seasonal uses such as sidewalk cafes and sidewalk sales. Consideration will need to be given to each development and the use of public and private spaces.
- 4.3.10 Recycling, garbage and similar equipment must be located behind the building and screened from public view with the use of walls and fences or with natural vegetation.
- 4.3.11 Material selection for new commercial developments in the Uptowne area should be high quality, durable, easily maintained and as capable of resisting vandalism.



Elongated windows for enhanced character.



Detailed brickwork to accent windows and corners.

- 4.3.12 Building design and treatments should be to CPTED principles to ensure natural surveillance (eyes on the street). The building and site design should promote a safe, secure, and compatible use of the land and surrounding buildings.
- 4.3.13 New commercial developments should be consistent with the design of existing businesses and also retain the historical nature of the Uptowne core. Similar building materials such as brick and siding should be used where possible and take into

consideration the siting of buildings and exterior projections such as wraparound development for corner lots to maximize dual frontage.



Prominent storefronts, including sidewalk cafes/vendors.



Pedestrian-oriented environment along roadway.

4.4 STREETScape AND AMENITIES

GOAL:

Create an attractive and functional Uptowne community that will encourage new development projects and investment into local businesses.

OBJECTIVE:

Provide an attractive and inviting streetscape at a pedestrian friendly scale.

POLICIES:

- 4.4.1 Whenever possible, sustainable building designs and features such as solar energy, day lighting, recycling and reuse of water, energy efficient lighting and other features will be used.
- 4.4.2 Invest in street furniture that will enhance safety and aesthetics within the Uptowne area. Locations and placement of furniture should focus on high pedestrian activity locations such as near intersections, open spaces and entries into large commercial and residential developments.
- 4.4.3 Boulevard street plantings should have continuity and tree species should provide variety throughout the area. Tree installations will incorporate best practices such as soil systems, aeration systems, irrigation and drainage.



Tree plantings, bicycle racks, garbage receptacles, and street furniture.

- 4.4.4 When considering pedestrian movement, appropriate spacing requirements for bicycle racks, bulb outs, sidewalks and boulevards along the Uptowne core should be considered.
- 4.4.5 Incorporate way finding signage and banners on building faces and light standards to create a sense of place in the Uptowne area.

- 4.4.6 The Town will endeavour to attribute formal and informal historical street names for streets within the Uptowne community, wherever possible. Consideration for historical recognition may be given to 51 Avenue from 46 Street (Highway 27) through to the Olds Agricultural Lands.



Historic street naming.



Commemorative wall art.

- 4.4.7 Where possible, material selection for street furniture in the redevelopment area should be high quality, durable, easily maintained and capable of resisting vandalism.
- 4.4.8 Ensure pedestrian scale light standards whenever possible to encourage a safe and comfortable streetscape.

4.5 OPEN SPACE AND PUBLIC REALM

GOAL:

To design, maintain and enhance public spaces to ensure safety and functionality. Provide an open space system which will provide for a variety of passive and active recreational experiences.

OBJECTIVE:

Promote the parks and open spaces in the Uptowne area through improvements to trail connections and landscaping opportunities.

POLICIES:

- 4.5.1 Invest in improvements to the public open spaces, streets and sidewalks of Uptowne Olds to ensure the amenities are available to residents and visitors.
- 4.5.2 Create a connection of complete and continuous sidewalks to ensure pedestrian-friendly routes, streets and open spaces that will encourage walking, biking and other non-vehicular modes of transportation.
- 4.5.3 Locate public art in prominent locations and gathering places throughout the Uptowne area.
- 4.5.4 Develop parks and open space systems with trails, landscaped boulevards and broad sidewalks throughout the area.
- 4.5.5 Develop a coordinated street furniture plan for Uptowne Olds to enhance the safety, beauty and accessibility of public and open spaces through placement and material selection.
- 4.5.6 To the highest degree possible, all areas must be designed to CPTED principles, including the ability to facilitate natural surveillance from buildings and public roadways.



Centennial Park, Olds, AB



Centennial Park proposed redesign.

4.6 HERITAGE PRESERVATION

GOAL:

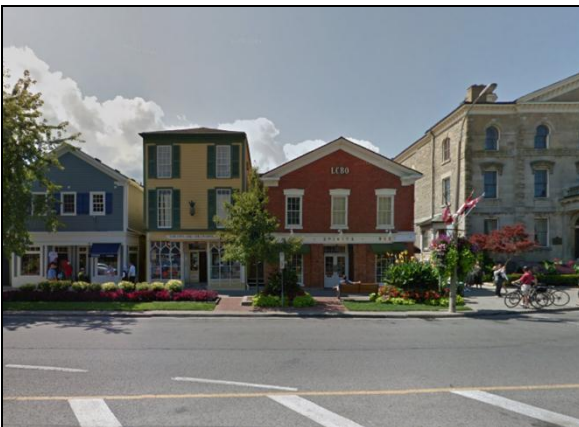
To preserve and enhance the heritage resources in the Uptowne community.

OBJECTIVE:

Promote and celebrate the preservation of historic and architecturally significant buildings and sites in the Uptowne area.

POLICIES:

- 4.6.1 Whenever possible, maintain the original character of the Heritage building or site.
- 4.6.2 Identify opportunities to incorporate heritage style streetlights, street furniture and signage.
- 4.6.3 Promote community awareness of the history of the Uptowne community.
- 4.6.4 Where it is not possible to salvage a historical building, ensure interpretive plaques are used to provide information on the history of the site to commemorate the demolished building.
- 4.6.5 Adaptive re-use of historical buildings is strongly encouraged. Restoration or disturbance of historic buildings must occur in a manner approved through the Alberta Historical Resources Act.



Corporate logo design is limited so that historic architecture is visible.



Exterior of older building is maintained while interior is renovated to accommodate new use.

- 4.6.6 Character-defining elements which contribute to the historic value and will be conserved include, but are not limited to:
 - i) style, elements, profile and structure of the building;
 - ii) characteristics of the building that give its distinctive appearance, shape and configuration;

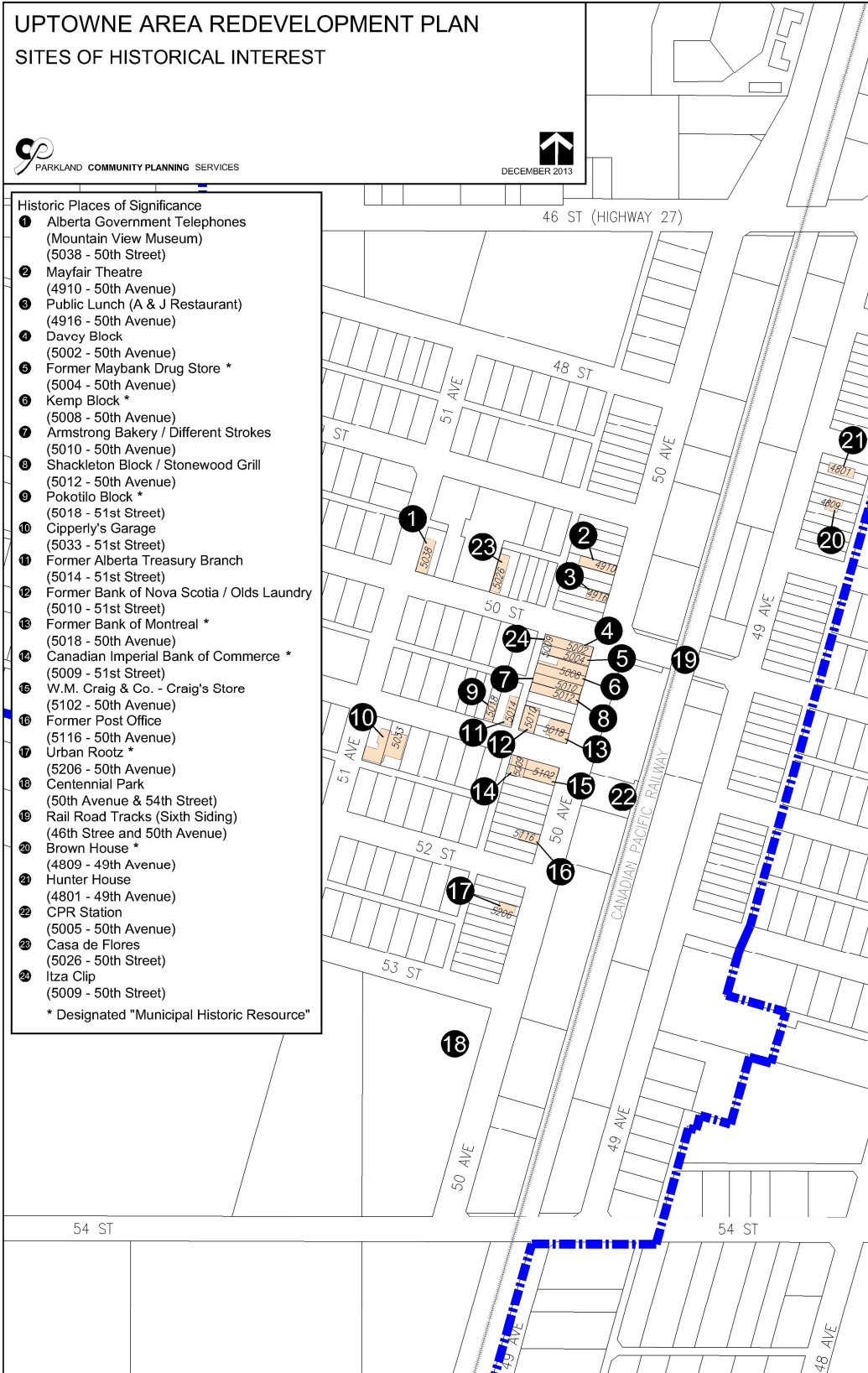
- 4.6.7 New commercial developments should reflect the historical nature of the Uptowne core and should use similar building materials, elements and design where possible to maintain the historical characteristics of the area.



Opportunity to preserve existing architecture within the Uptowne Core.



Community awareness of the history of Uptowne Olds and the future it will create.



4.7 VEHICLE CIRCULATION

GOAL:

Establish safe and functional multi-modal transportation routes in the redevelopment area that balances the needs of all users; pedestrians, private vehicles, service vehicles, public transit and bicycles.

OBJECTIVE:

Establish a safe and efficient transportation system in the Uptowne area that will facilitate multi-modal transportation (automobile, transit, pedestrian, bicycle) where feasible.

POLICIES:

- 4.7.1 Designate slower operating speeds throughout the Uptowne core.
- 4.7.2 Create minimal pedestrian travel distance at all intersections, incorporating traffic calming measures as appropriate.
- 4.7.3 Incorporate differing textures and colours for road surfaces to highlight major pedestrian crossings, corridors and shared vehicle/pedestrian zones.
- 4.7.4 Work with Alberta Transportation to create pedestrian crossing locations across 46 Street/Highway 27.
- 4.7.5 Work with Alberta Transportation on the 51st Avenue road extension north to 46 Street/Highway 27 and south to 54 Street.
- 4.7.6 Public parking should be provided throughout the Uptowne area through on-street parking spaces and the construction of public parking lots with clearly defined visual signage.
- 4.7.6 Observe traffic flow and incorporate directional barriers to divert traffic along designated routes and decrease traffic across pedestrian corridors.
- 4.7.7 The elimination of parking to accommodate sideways cafés and street patios will be on a temporary/seasonal basis and at the discretion of the Town.



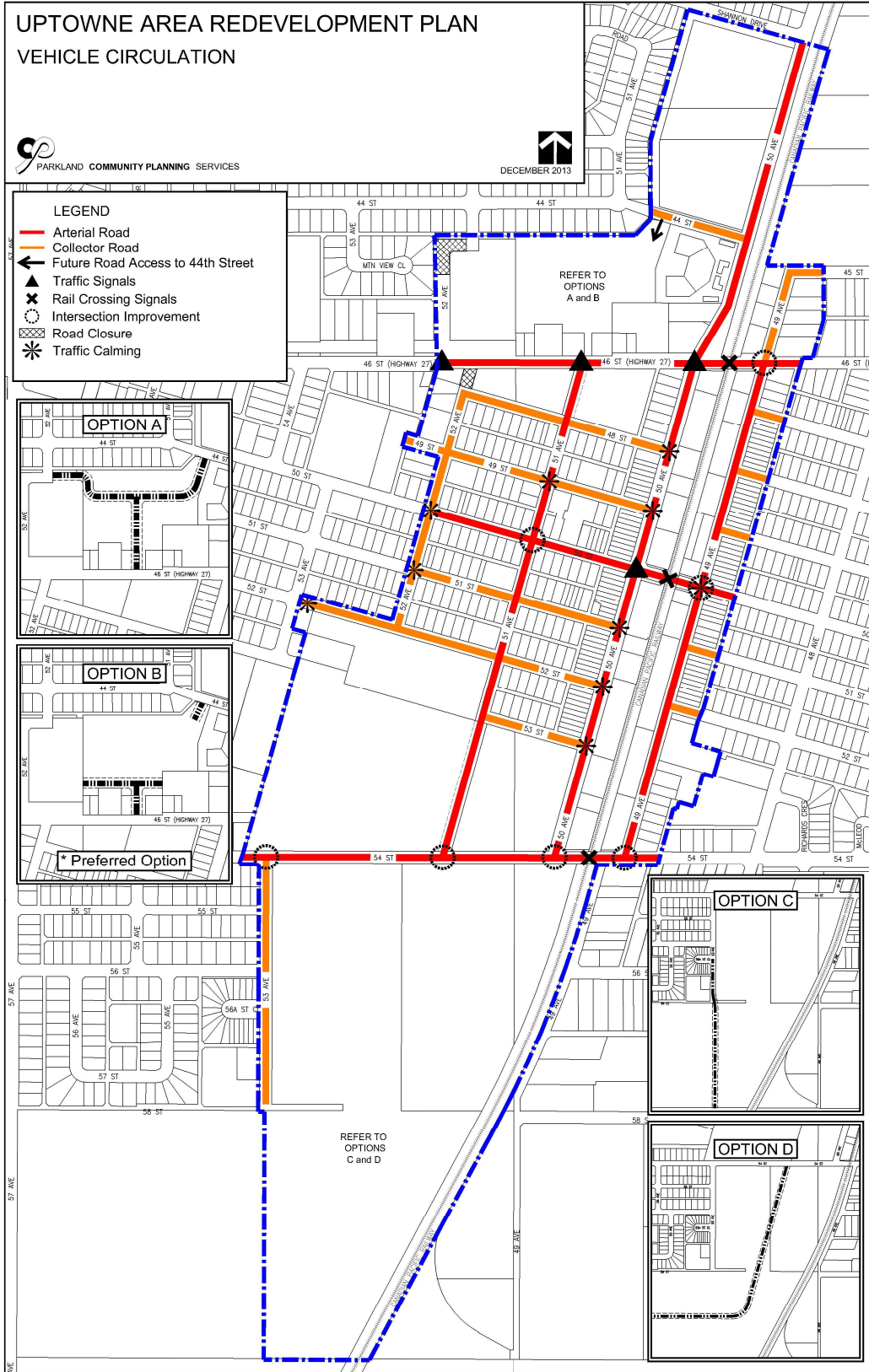
Large speed bumps also act as pedestrian crossing points.



Raised medians with plantings.



Bulb outs and curb cuts.



4.8 PEDESTRIAN CIRCULATION

GOAL:

Encourage and enhance the pedestrian connections within Uptown Olds and the surrounding community to ensure a walkable, safe, and functional Uptown area for pedestrians.

OBJECTIVE:

Ensure cohesive pedestrian connections throughout the redevelopment area.

POLICIES:

4.8.1 Develop pedestrian connections that provide a variety of walking experiences, including the improvements of sidewalks, street trees, street furniture and pedestrian oriented lighting.

4.8.2 Provide safe routes for cyclists and areas for bike parking (racks) at key destinations, such as park facilities and commercial destinations.

4.8.3 Develop new bike network connections along the eastside of the existing railroad.



Bike path alongside railway.

4.8.4 Build safe pedestrian crossing points throughout the Uptown area, while improving on existing crosswalk locations. A Primary focus will be across 46 Street/Highway 27. This may include marking crosswalks with special paving treatments (brick, paving stones, alternative colors, etc.), providing lighting on both sides of the crosswalk to enhance visibility, intersection visibility and parking restrictions close to intersections.

4.8.5 Develop pedestrian connections that ensure a high standard of improvement in the redevelopment area. Improvements may include sidewalks, street furniture; pedestrian oriented lighting, parking on both sides of roadways, trees and plantings.

4.8.6 Provide a high standard of sidewalk connections throughout the redevelopment area.



Crosswalk clearly marked.

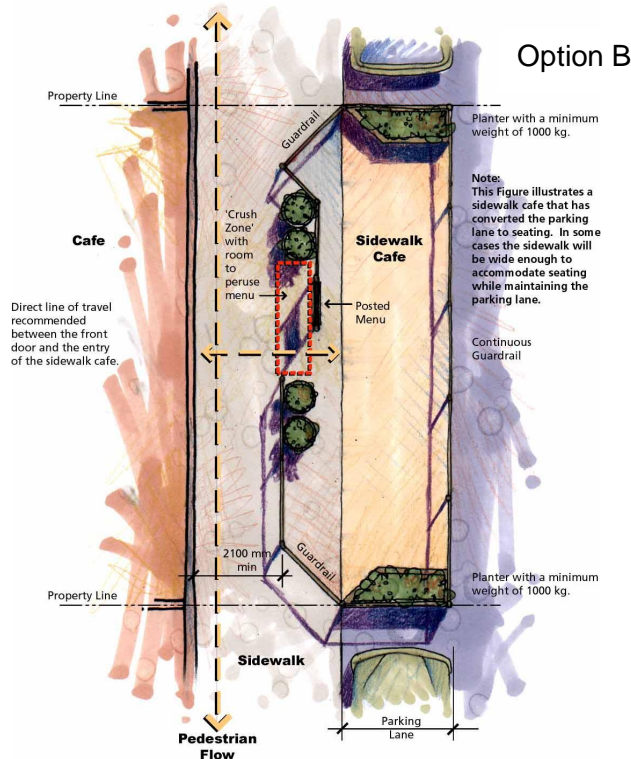
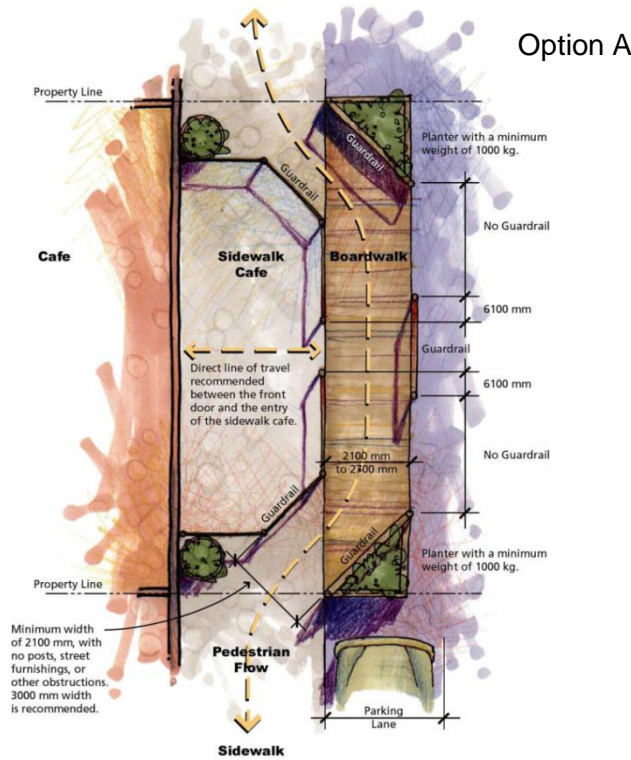


Street Identification.

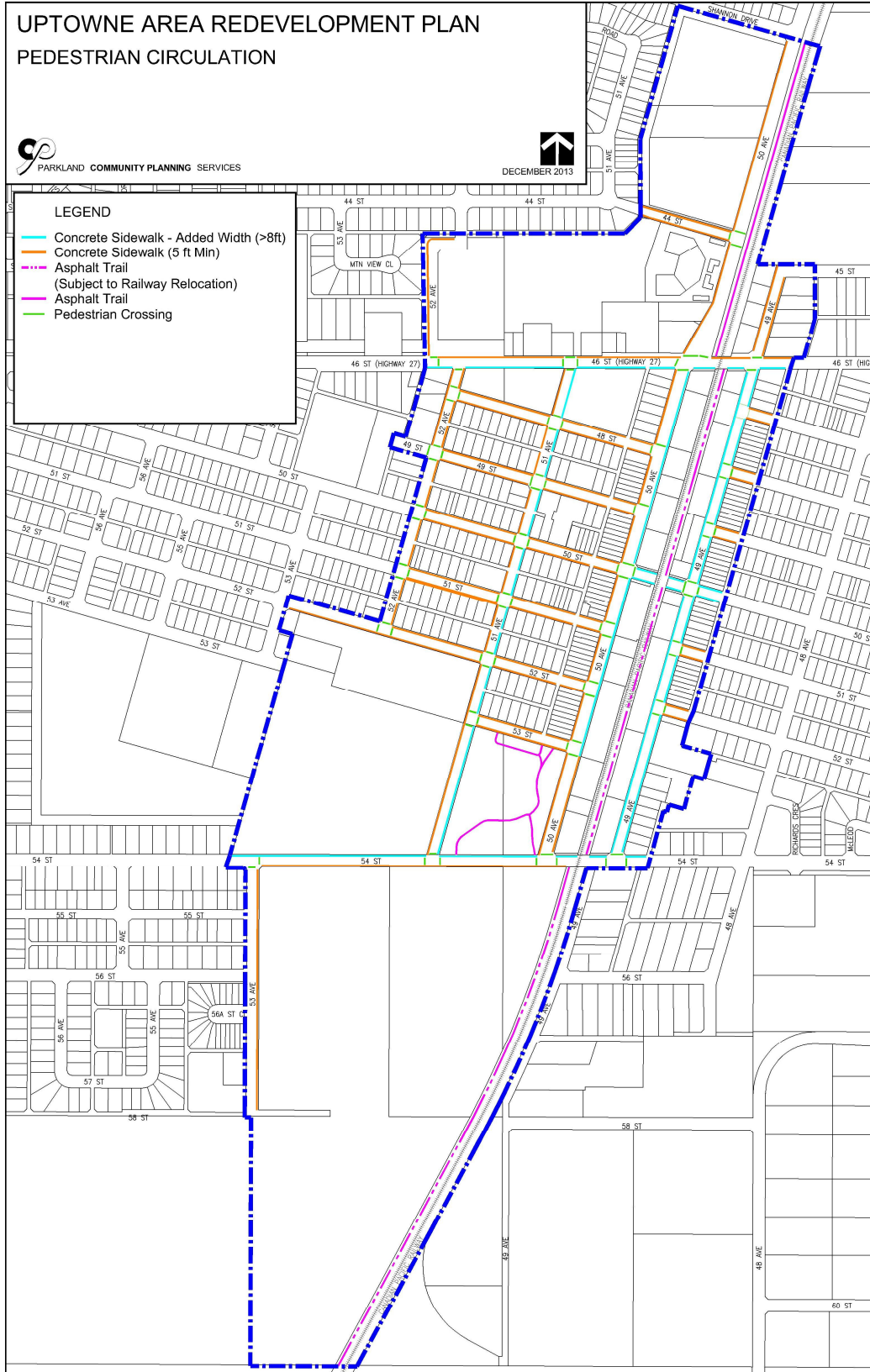


Wayfinding incorporated into crosswalk.

4.8.7 The allocation of sidewalk cafés or other uses onto public roadways or parking areas should be on a temporary/seasonal basis to provide for the reallocation of parking and snow clearing areas during winter months.



Two sidewalk café options are available to provide an increased pedestrian presence along a commercial corridor. Option A allows a storefront to continue onto the sidewalk and diverts pedestrian traffic along a boardwalk. Option B allows pedestrian traffic to continue in a linear direction while a sidewalk café is built on a bulb out.



5.0 IMPLEMENTATION

5.1 Staging

Timing of development within the redevelopment area will depend upon a number of factors, including market forces, market demand, efficient sequencing of infrastructure and roadways, and timing of private developments.

As a starting point, the Town will begin municipal improvements in 2013 to the street segments identified in red in Figure 1. These improvements represent the initial rehabilitation work necessary to lay the foundation for future streetscape improvements. The street segments identified represent the Town's priorities for the installation of the utility infrastructure necessary to accommodate the proposed redevelopment of the area.

Figure 1: Municipal Improvements 2013



Implementation of the Uptowne ARP will require leadership, support and cooperation between public and private sectors. In order to work with potentially available resources, it is recommended that implementation actions be planned over time.

5.2 Community Revitalization Levy

Pursuant to Section 381 of the *Municipal Government Act*, the Community Revitalization Levy (CRL) Regulations provide one of the funding mechanisms to achieve the economic, social and environmental development objectives. The CRL allows a municipality to redirect municipal and education tax revenue in a designated area to the payment of debentures for improvements and initiatives that a municipality has created in order to stimulate development. Through the implementation of a CRL, the Uptowne Olds ARP will have an added advantage to collect funding that can be allocated directly into redevelopment projects within the Plan Area.

5.3 Local Improvement Program

A municipal council may consider a project to be of greater benefit to an area of the municipality than to the whole municipality, and that it is to be paid for in whole or in part by a tax imposed under Section 391 of the *Municipal Government Act*. Funding generated through the local improvement tax is then used to fund projects within the designated local improvement area.

5.4 Monitoring and Updating the Plan

The Uptowne ARP should be updated through an order amendment procedure to reflect changes in the community and municipality's goals and objectives. This ARP should be considered a living document which should be reviewed on an ongoing basis.

5.5 Amendments to the Land Use Bylaw

Schedule A . Land Use District Map

The Land Use District Map will need to be amended to align with the proposed land uses in the Uptowne area. A rezoning amendment will be initiated by the Town in order to achieve the land use pattern of mixed use commercial at grade near the westerly boundary of the Plan Area as shown within the Land Use Concept map. Rezoning amendments such as to facilitate new medium to high density residential development will be initiated by landowners and developers, generally coinciding with a proposed development. Existing residential uses that are located within commercial districts will be recognized as conforming uses by including them as discretionary uses and providing regulations within the respective districts. The Town will also initiate those amendments in conjunction with the map amendments.

New Definitions

Several new definitions may need to be added to the land use bylaw through a land use bylaw amendment. These can be found in the Glossary section of this ARP.

Update Land Use Districts

An update to existing land use districts will need to be made in the land use bylaw to facilitate mixed use commercial development. The provisions will allow for the creation and use of mixed

use buildings where residential and commercial uses are contained within the same parcel of land.

The mixed use commercial development will include the following development standards:

- Separate entrances for the residential and commercial components must be provided, no shared entrances will be permitted;
- Separate parking will be required for the residential and commercial components wherever possible;
- The availability of outdoor amenity space for the residential component should be a consideration when reviewing applications for a development permit;
- The siting of buildings in relation to the front property line in order to provide an accessible rear yard for shared uses on a parcel.
- Garbage storage for both the residential and commercial components must be adequately addressed, to the satisfaction of the development authority; and
- The location of gas and electric meters must be considered when reviewing applications for a development permit to ensure their location does not impede sidewalk safety and is located in a visually sensitive manner.

5.6 Plan Amendments

If amendments in the Uptowne area are initiated, they will be undertaken in accordance with procedures outlined within the *Municipal Government Act*. In all but exceptional circumstances, amendments will be consistent with the vision, guiding principles and objectives of the ARP. The applicant for an amendment will be required to submit a formal request for the proposed amendment, along with technical information of how it conforms to the ARP's vision, guiding principles and objectives or reasons stating why it cannot.

6.0 GLOSSARY OF TERMS

“area redevelopment plan or ARP” means a plan adopted by Council as an area redevelopment plan pursuant to the *Municipal Government Act* that provides a framework for future development in an already developed area.

“background report” means the report prepared during the Uptowne Olds ARP process that provides summaries of plans, studies and reports relevant to the Uptowne Olds area;

“Brownfield site” means an abandoned or underused industrial or commercial site available for redevelopment.

“Community Revitalization Levy” means a municipality may redirect municipal and education tax revenue in a designated area to the payment of debentures for improvements and initiatives that a municipality has created in order to stimulate development

“Council”, means the Council of the Town of Olds.

“district”, means Land Use District

“East Olds”, means a predominantly historic residential area east of the Plan Area.

“goal”, means an idealized end towards which planned action is directed and that provides an indication of what is to be achieved.

“guiding principle”, specifies a strategic direction or principle for achieving the vision.

“heritage preservation”, means conservation and/or adaptive reuse of the building and sites associated with significant historic events.

“infill development”, means development in a mature or built up area of the city occurring on vacant or underutilized lands, behind or between existing development and which is comparable with the characteristics of surrounding development.

“land use bylaw or LUB”, means a bylaw adopted by Council which establishes land use districts and prescribes rules for development within those districts.

“local improvement” means a project:

- (a) that the municipal council considers to be of greater benefit to an area of the municipality; and
- (b) that is to be paid for in whole or in part by a tax imposed under Section 391 of the *Municipal Government Act*.

“mixed use commercial at grade”, means a building where the residential and commercial uses are within the same parcel of land. Residential dwellings may be located above commercial properties in a vertical mix land use fashion.

“municipal development plan or mdp”, means a statutory plan, formally adopted by Council, which is intended to describe the future land uses proposed for the municipality.

“Municipal Government Act or MGA”, refers to the land use planning legislation under which municipalities may regulate the use and development of land;

“objective” means something set out to attain and is more specific than a *goal*;

“pedestrian scale”, means to design buildings, open spaces and streets that are aimed toward pedestrians using them.

“plan area” means the land generally delineated by north of 46 Street (Highway 27) and south to 54 Street, extending west along 52 Avenue including the Olds Ag Society lands and east along 49 Avenue. The plan area encompasses 102.5 hectares (253.3 acres).

“policies” means preferred courses of action to be followed to achieve a stated objective or goal.

“public realm” means any publicly owned streets, pathways, sidewalks, parks, publicly accessible open spaces and any public and civic building and facilities where the public has access.

“statutory plan” means an intermunicipal development plan, a municipal development plan, an area structure plan and an area redevelopment plan adopted by a municipality, as defined by the *Municipal Government Act*.

“streetscape” means the visual elements of a street and its buildings, including the road, sidewalk, street furniture, trees and open spaces that combine to form the street’s character.

“traffic calming measures” means physical devices, techniques or treatments for reducing vehicle speeds such as raised crossings, speed humps and chicanes.

“Uptowne core” means Uptowne Olds is a defined area composed of 49th, 50th and 51 Avenues between Highway 27 and 54th Street

“vision” means a positive snapshot of the desired state of the Town at a particular point in the future.

APPENDIX A

COMMUNITY REVITALIZATION LEVEY (CRL) PROCESS:

Step 1:

The municipality determines that an area could benefit from a Community Revitalization Levy (CRL). The municipality evaluates the financial viability of implementing the CRL to ensure adequate resources can be obtained through the program and meet the objectives which have been proposed in order to revitalize the area.

Step 2:

The municipality should advise the Minister of Municipal Affairs in writing of their intent to establish a CRL Area.

Step 3:

Municipal Affairs Staff will contact the municipality to coordinate efforts to draft the CRL Regulations.

Step 4:

The Lieutenant Governor in Council will establish the CRL Regulations.

Step 5:

Municipal Council will approve a CRL Bylaw and Community Revitalization Plan in accordance with the CRL Regulation and submit it to Municipal Affairs for review.

Step 6

The Lieutenant Governor in Council may order the approval or the amendment of the CRL Bylaw.

**Note: A Community Revitalization Levy is only good for a maximum period of 20 years.*

APPENDIX B

OLDS FTTP SERVICE AREA MAP

The Fiber to the Premise Project (FTTP) led by the Olds Institute for Community and Regional Development will provide high speed internet connections to the Town of Olds. The FTTP service area map is attached for information and will provide service to the Uptowne redevelopment area. This will potentially provide for more business friendly opportunities.

The installation of the FTTP conduits will likely coincide with the reconstruction of the streetscape treatment and as much of the underground utilities will be accessed and serviced at that time.

OLDS FTTP SERVICE AREA MAP

