

**CITY OF LEDUC
COUNCIL MEETING AGENDA**

**Monday, February 24, 2025, 5:30 P.M.
Council Chambers, Leduc Civic Centre
1 Alexandra Park, Leduc, Alberta**

1. CALL TO ORDER

2. ADOPTION OF AGENDA

Recommendation:

That the agenda be adopted as presented.

3. PROPOSED CONSENT AGENDA ITEMS

(Mayor B. Young)

4.1 Approval of Minutes of the Council Meeting held February 10, 2025

4.2 Approval of Minutes of the Special Council Meeting held February 18, 2025

9.1 2025 Caledonia Park Playground – Partnership Funding

10.1 Bylaw No. 1207-2025 – Redistricting Meadowview Stage 21 (1st Reading)

13.3 Communications and Marketing Year End 2024 Update

Votes recorded under item headings.

Recommendation:

That Council approve the proposed consent agenda and respective recommendations.

4. ADOPTION OF PREVIOUS MINUTES

4.1 Approval of Minutes of the Council Meeting held February 10, 2025

Recommendation:

That the minutes of the Council Meeting held February 10, 2025, be approved as presented.

4.2 Approval of Minutes of the Special Council Meeting held February 18, 2025

Recommendation:

That the minutes of the Special Council Meeting held February 18, 2025, be approved as presented.

5. RECOGNITION ITEMS

6. PUBLIC COMMENTARY

7. PUBLIC HEARING

8. PRESENTATIONS

9. BUSINESS

9.1 2025 Caledonia Park Playground – Partnership Funding

(Presentation)

(C. Isaac)

Recommendation:

That Council increase the total capital cost of project 103.003 Playground Equipment - Replacement from \$150,000 to \$175,000 with \$150,000 dedicated for the Caledonia Park playground project and \$25,000 being dedicated to the Knie Park playground project and that the \$25,000 increase be offset by recently secured alternative funding source.

10. BYLAWS

10.1 Bylaw No. 1207-2025 – Redistricting Meadowview Stage 21 (1st Reading)

(A. Renneberg)

Recommendation:

That Council give Bylaw No. 1207-2025 first reading.

10.2 Bylaw No. 1216-2025 - Amendment to Bylaw No. 1162-2023 - Flags Bylaw (1st, 2nd and 3rd Readings)

(C. Belke)

Recommendation:

That Bylaw No. 1216-2025 be given first reading.

Recommendation:

That Bylaw No. 1216-2025 be given second reading.

Recommendation:

That Council unanimously agrees to consider third reading of Bylaw No. 1216-2025 at the same meeting as first and second readings.

Recommendation:

That Bylaw No. 1216-2025 be given third reading.

11. UPDATES FROM BOARDS, COMMITTEES, COMMISSIONS AND AUTHORITIES

12. INFORMATION REPORTS

13. COMMITTEE-OF-THE-WHOLE

13.1 RCMP Update - February 24, 2025

(Presentation)

(Insp. K. Samotej, Leduc RCMP)

13.2 RCMP Annual Performance Plan – Feedback

(Insp. K. Samotej, Leduc RCMP)

13.3 Communications and Marketing Year End 2024 Update

(K. McNeill)

13.4 Urban Centre Redevelopment Plan (UCRP) Update

(Presentation)

(D. Martin)

14. CLOSED SESSION

Recommendation:

That Council move into Closed Session per sections 24 and 25 of the Freedom of Information and Protection of Privacy Act.

14.1 Council Closed Session

14.1.1 City of Leduc Economic Development Strategy and Action Plan 2025-2029

FOIP s. 24 and 25

(Presentation)

(T. de Munnik / P. Blais, Managing Director, Economic Advisory and D. Acton, Senior Associate, Economic Advisory, Deloitte)

14.2 Committee-of-the-Whole Closed Session

14.2.1 Strategic Planning Update for February 24, 2025

FOIP s. 24

(D. Prohar)

14.3 Back to Open Session

Recommendation:

That Council return to Open Session.

15. ADJOURNMENT



**MINUTES OF THE CITY OF LEDUC
COUNCIL MEETING**

Monday, February 10, 2025

Present: Mayor B. Young, Councillor B. Beckett, Councillor G. Finstad,
Councillor B. Hamilton, Councillor L. Hansen, Councillor R. Pollard,
Councillor L. Tillack

Also Present: D. Prohar, City Manager, C. Belke, City Clerk

1. CALL TO ORDER

Mayor B. Young called the meeting to order at 5:31 pm.

2. ADOPTION OF AGENDA

MOVED by Councillor L. Hansen

That the agenda be adopted as amended by the addition of Item 11.1 - Award Nominations Announcement.

Motion Carried Unanimously

3. PROPOSED CONSENT AGENDA ITEMS

MOVED by Councillor B. Hamilton

That Council approve the proposed consent agenda and respective recommendations.

Motion Carried Unanimously

The following item was passed by consent agenda:

4.1 Approval of Minutes of the Council Meeting held February 3, 2025

4. ADOPTION OF PREVIOUS MINUTES

4.1 Approval of Minutes of the Council Meeting held February 3, 2025

This item was passed by consent agenda.

MOVED by Councillor B. Hamilton

That the minutes of the Council Meeting held February 3, 2025, be approved as presented.

Motion Carried Unanimously

5. RECOGNITION ITEMS

There were no Recognition Items for the agenda.

6. PUBLIC COMMENTARY

There was no Public Commentary.

7. PUBLIC HEARING

7.1 Bylaw No. 1202-2024 - Amendment to Sawridge Business Park Area Structure Plan

Mayor B. Young declared the Public Hearing for Bylaw No. 1202-2024 open at 5:33 pm.

Written Submissions:

No written submissions were received.

Presentations:

Administration

J. Lui, Senior Planner, gave a PowerPoint presentation about the bylaw (attached to agenda) and responded to Council's questions.

Other Presentations

There were no other presentations.

Mayor B. Young declared the Public Hearing for Bylaw No. 1202-2024 closed at 5:37 pm.

7.2 Bylaw No. 1203-2024 - Redistricting Sawridge Business Park

Mayor B. Young declared the Public Hearing for Bylaw No. 1203-2024 open at 5:37 pm.

Written Submissions:

No written submissions were received.

Presentations:

Administration

J. Lui, Senior Planner, gave a PowerPoint presentation about the bylaw (attached to agenda) and responded to Council's questions.

Other Presentations

There were no other presentations.

Mayor B. Young declared the Public Hearing for Bylaw No. 1203-2024 closed at 5:40 pm.

8. PRESENTATIONS

There were no Presentations for the agenda.

9. BUSINESS

There were no Business items for the agenda.

10. BYLAWS

10.1 Bylaw No. 1198-2024 - Policing Committee (2nd and 3rd Readings)

Sergeant M. Stadnyk, Community Peace Officer, gave a PowerPoint presentation (attached to agenda) about the bylaw and responded to questions from Council.

MOVED by Councillor B. Beckett

That the proposed Bylaw No. 1198-2024 be amended by removing the words "Leduc Enforcement Services" from the preamble.

Motion Carried Unanimously

MOVED by Councillor G. Finstad

That Council give Bylaw No. 1198-2024 second reading, as amended.

Motion Carried Unanimously

MOVED by Councillor R. Pollard

That Council give Bylaw No. 1198-2024 third reading.

Motion Carried Unanimously

10.2 Bylaw No. 1202-2024 - Amendment to Sawridge Business Park Area Structure Plan (2nd and 3rd Readings)

MOVED by Councillor L. Hansen

That Council give Bylaw No. 1202-2024 second reading.

Motion Carried Unanimously

MOVED by Councillor B. Hamilton

That Council give Bylaw No. 1202-2024 third reading.

Motion Carried Unanimously

10.3 Bylaw No. 1203-2024 - Redistricting Sawridge Business Park (Lots 4 and 5; Block 1; Plan 143 3972 (2nd and 3rd Readings))

MOVED by Councillor B. Beckett

That Council give Bylaw No. 1203-2024 second reading.

Motion Carried Unanimously

MOVED by Councillor G. Finstad

That Council give Bylaw No. 1203-2024 third reading.

Motion Carried Unanimously

11. UPDATES FROM BOARDS, COMMITTEES, COMMISSIONS AND AUTHORITIES

11.1 Award Nominations Announcement

Councillor Hansen encouraged residents to submit nominations for the 2025 Influencer Awards.

12. INFORMATION REPORTS

12.1 2024 Assessment Update

G. Peskens, Chief Financial Officer, gave a PowerPoint presentation with the 2024 Assessment Update (attached to agenda), and responded to questions from Council.

13. COMMITTEE-OF-THE-WHOLE

There were no Committee-of-the-Whole items for the agenda.

14. CLOSED SESSION

MOVED by Councillor B. Beckett

That Council move into Closed Session per sections 16, 18 and 24 of the Freedom of Information and Protection of Privacy Act.

Motion Carried Unanimously

Council moved into Closed Session at 5:51 pm.

14.1 Council Closed Session

14.1.1 Council Chamber Security Options

FOIP s. 18 and 24

Also in attendance:

Executive Committee

C. Belke, City Clerk

C. Kuzio, Legislative Officer

J. Neilsen, Director, Facility, Fleet & Transit Services

C. Chisholm, Manager, RCMP Administration and Enforcement Services

L. Howarth, Director, Community and Social Development

R. Szucs, Manager, Community Development

K. McNeill, Director, Communications and Marketing Services

K. van Steenoven, Manager, Capital Projects

J. Neilsen, Director, Facility, Fleet & Transit Services, gave a PowerPoint presentation (attached to closed agenda) about accessibility and security upgrades to Council Chambers, and responded to questions from Council.

14.2 Committee-of-the-Whole Closed Session

14.2.1 NE 25-49-25-W4 Negotiations

FOIP s. 16 and 24

Also in attendance:

Executive Committee

C. Belke, City Clerk

C. Kuzio, Legislative Officer

J. Neilsen, Director, Facility, Fleet & Transit Services

C. Chisholm, Manager, RCMP Administration and Enforcement Services

L. Howarth, Director, Community and Social Development

R. Szucs, Manager, Community Development

K. McNeill, Director, Communications and Marketing Services

K. van Steenoven, Manager, Capital Projects

C. Bole, Manager, Strategic Services

B. Kelly, Strategic Advisor

S. Olson, Director, Engineering and Environment, gave a PowerPoint presentation (attached to closed agenda) with an update about ongoing negotiations regarding NE 25-49-25-W4, and responded to questions from Council.

14.3 Back to Open Session

MOVED by Councillor L. Hansen

That Council return to Open Session.

Motion Carried Unanimously

Council returned to Open Session at 6:58pm.

15. BUSINESS ARISING FROM CLOSED SESSION

15.1 Committee-of-the-Whole Closed Session

15.1.1 Council Chamber Security Options

MOVED by Councillor B. Beckett

That Council approve the detailed design, development, and construction of the Council Chamber accessibility and safety project, funded by reallocating \$200,000 from the surplus of the Cemetery Development project.

Motion Carried Unanimously

16. ADJOURNMENT

The Council meeting adjourned at 6:59 pm.

MAYOR

CITY CLERK



**MINUTES OF THE CITY OF LEDUC
SPECIAL COUNCIL MEETING**

Tuesday, February 18, 2025

Present: Mayor B. Young, Councillor B. Beckett, Councillor G. Finstad,
Councillor B. Hamilton, Councillor L. Hansen, Councillor R. Pollard

Absent: Councillor L. Tillack

Also Present: D. Prohar, City Manager, C. Belke, City Clerk

1. CALL TO ORDER

Mayor B. Young called the meeting to order at 11:00 am.

2. ADOPTION OF AGENDA

MOVED by Councillor B. Beckett

That the agenda be adopted as presented.

Motion Carried Unanimously

3. BUSINESS

3.1 Half-Masting Request

Mayor B. Young introduced a request to half-mast the flags at Fred Johns Park on February 21, 2025, in honour of the late Art Kohlsmith.

MOVED by Councillor B. Beckett

That City Council direct Administration to lower the flags at Fred Johns Park to half-mast in recognition of Korean War Veteran, Art Kholsmith, from sunrise to sundown on the day of his funeral, scheduled for February 21, 2025.

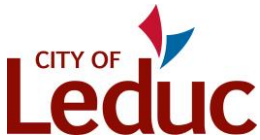
Motion Carried Unanimously

4. ADJOURNMENT

The Council meeting adjourned at 11:01 am.

MAYOR

CITY CLERK



COUNCIL REQUEST FOR DECISION

MEETING DATE: February 24, 2025

SUBMITTED BY: R. Szucs, Manager, Community Development

PREPARED BY: C. Isaac, Community Development Coordinator

REPORT TITLE: 2025 Caledonia Park Playground – Partnership Funding

EXECUTIVE SUMMARY

Administration has partnered with the Leduc Caledonia Park Home and School Association (Caledonia Parent Association), which has offered to contribute funding to the 2025 Caledonia Park playground renewal project in 2025. The contribution of \$25,000 was raised through fundraising efforts by the Association with the intent of enhancing the overall playground project.

RECOMMENDATION

That Council increase the total capital cost of project 103.003 Playground Equipment - Replacement from \$150,000 to \$175,000 with \$150,000 dedicated for the Caledonia Park playground project and \$25,000 being dedicated to the Knie Park playground project and that the \$25,000 increase be offset by recently secured alternative funding source.

BACKGROUND / RATIONALE

The current Council-approved project budget in project 103.003 Playground Equipment – Replacement is \$150,000. The Caledonia Park playground project is currently budgeted for \$125,000 with the additional \$25,000 funds for the Knie Park playground project. Through a partnership with the Caledonia Parent Association, Administration successfully secured alternative funding sources through fundraising in the amount of \$25,000.

STRATEGIC / RELEVANT PLANS ALIGNMENT

2020 Parks, Open Space and Trails Master Plan

ORGANIZATIONAL IMPLICATIONS

RISK ANALYSIS: FINANCIAL / LEGAL:

None, as the alternative funding source offsets the additional expenditure required for the project.

ALTERNATIVES:

That Council allocate \$25,000 in recently secured alternative funding monies toward project 103.003 Playground Equipment - Replacement and that the total project cost remains at \$150,000 with \$125,000 dedicated for the Caledonia Park playground project and \$25,000 being dedicated to the Knie Park playground project.

ATTACHMENTS

Letter of Commitment

Presentation - 2025 Caledonia Park Playground – Partnership Funding



CALEDONIA PARK SCHOOL

'Students of Today, Leaders of Tomorrow'

3206 Coady Blvd, Leduc, Alberta T9E 7J8

Phone: (780) 986-7888 Fax: (780) 986-8066



Good afternoon, Christine.

This letter confirms that Caledonia Park Parent Association has already raised and is committed to an additional twenty-five thousand dollars towards the pending playground.

Regards,

Werner Fisher
Principal
Caledonia Park School
780 986 7888

Caledonia Park Playground

Key highlights:

- The playground at Caledonia Park is at the end of its life cycle and in need of replacement.



Alternative Funding

Key highlights:

- In partnership with the Leduc Caledonia Park Home and School Association, Administration was able to secure an alternative funding source.
- \$25,000 through the fundraising of the Parent's Association.
- The Parent's Association has also applied for a number of grants for the project including a Community and Facility Enhancement Program grant through the Government of Alberta.

Project Budget

Key highlights:

- The current project budget is \$125,000.
- This budget will include:
 - playground pod equipment;
 - Engineered Wood Fiber surfacing; and
 - site drainage.

Project Budget

Key highlights:

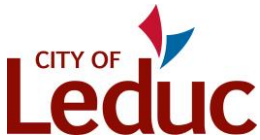
- Funds would be directed towards:
 - additional playground equipment such as a disc swing and sensory panels.



Questions?

Motion:

That Council increase the total capital cost of project 103.003 Playground Equipment - Replacement from \$150,000 to \$175,000 with \$150,000 dedicated for the Caledonia Park playground project and \$25,000 being dedicated to the Knie Park playground project and that the \$25,000 increase be offset by recently secured alternative funding source.



COUNCIL REQUEST FOR DECISION

MEETING DATE: February 24, 2025

SUBMITTED BY: A. Renneberg, Senior Planner

PREPARED BY: A. Renneberg, Senior Planner

REPORT TITLE: Bylaw No. 1207-2025 - Redistricting Meadowview Stage 21 (1st Reading)

EXECUTIVE SUMMARY

Bylaw No. 1207-2025 will amend Bylaw No. 809-2013, Section 27.0 – Land Use Map, by redistricting part of the SW ¼ Section 24-49-25-W4 from UR – Urban Reserve to RCD – Residential Compact Development and US – Urban Services. The redistricting will allow for continued residential development in part of the Meadowview neighbourhood as Meadowview Stage 21.

RECOMMENDATION

That Council give Bylaw No. 1207-2025 first reading.

COUNCIL HISTORY

N/A

BACKGROUND / RATIONALE

Bylaw No. 1207-2025 proposes to redistrict an area of land in Meadowview to allow for seventy-five (75) additional residential lots under the RCD – Residential Compact Development land use district, including:

- Forty-two (42) standard single detached;
- Fifteen (15) zero lot line single detached; and
- Eighteen (18) duplex.

All of these lots will be developed with front driveways.

The stage also includes redistricting of the last length of noise attenuation berm along the CP Rail property to US – Urban Services. This berm and fence were constructed previously as part of a past construction stage, ensuring continuous noise mitigation measures for existing homes in the area.

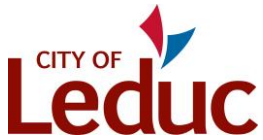
STRATEGIC / RELEVANT PLANS ALIGNMENT

The redistricting proposed is consistent with the City's Municipal Development Plan, as well as the Southeast Leduc Area Structure Plan (ASP). A copy of the land use concept plan from the ASP has been attached to this report for reference.

ORGANIZATIONAL IMPLICATIONS

ADMINISTRATION:

The City of Leduc's Subdivision Authority gave conditional approval of the subdivision application for Meadowview Stage 21. The redistricting of these lots by Council will be a condition of the subdivision approval, as is entering into a development agreement with the developer of the lands. Until these and all other conditions of the subdivision approval are met, the subdivision will not be endorsed by Administration nor registered at Land Titles.



COUNCIL REQUEST FOR DECISION

RISK ANALYSIS: FINANCIAL / LEGAL:

There are no financial or legal implications.

IMPLEMENTATION / COMMUNICATIONS:

A Public Hearing for Bylaw No. 1207-2025 is scheduled for the regular meeting of Council held March 24, 2025. The bylaw will be advertised in accordance with the Municipal Government Act and the City's Advertising Bylaw No. 1043-2019.

ALTERNATIVES:

That Council amend Bylaw No. 1207-2025.

That Council defeat Bylaw No. 1207-2025.

ATTACHMENTS

- Bylaw No. 1207-2025
- Key Plan
- Redistricting Plan
- Subdivision Plan (for reference only)
- Southeast Leduc Area Structure Plan – Land Use Concept (for reference only)

**Bylaw No. 1207-2025
REDISTRICTING BYLAW**

PAGE 1

AMENDMENT #173

A BYLAW OF THE CITY OF LEDUC IN THE PROVINCE OF ALBERTA, TO AMEND LAND USE BYLAW NO. 809-2013 BY REDISTRICTING LAND.

The *Municipal Government Act*, R.S.A. 2000, Chapter M-26, as amended, grants a municipality the authority to pass a Land Use Bylaw;

AND, in accordance with the Act, the City of Leduc passed Land Use Bylaw No. 809-2013 to regulate and control the use and development of land and buildings in the City of Leduc, and the Council has deemed it expedient and necessary to amend Bylaw No. 809-2013;

AND, in accordance with the Act, notice of intention to pass this bylaw has been given and a public hearing has been held;

THEREFORE, the Council of the City of Leduc in the Province of Alberta duly assembled, hereby enacts as follows:

1. That Bylaw No. 809-2013, the Land Use Bylaw, is amended by Bylaw No. 1207-2025.
2. That the Land Use Map, attached to and being part of the Land Use Bylaw of the City of Leduc, is amended by reclassifying the following lands:

Part of the SW ¼ Section 24-49-25-W4
(consisting of 3.946 ha more or less)

From UR – Urban Reserve, to RCD – Residential Compact Development and US – Urban Services, as shown in Schedule A, attached hereto and forming part of this bylaw.

READ A FIRST TIME IN COUNCIL THIS ____ DAY OF _____, 2025.

READ A SECOND TIME IN COUNCIL THIS ____ DAY OF _____, 2025.

READ A THIRD TIME IN COUNCIL THIS ____ DAY OF _____, 2025.

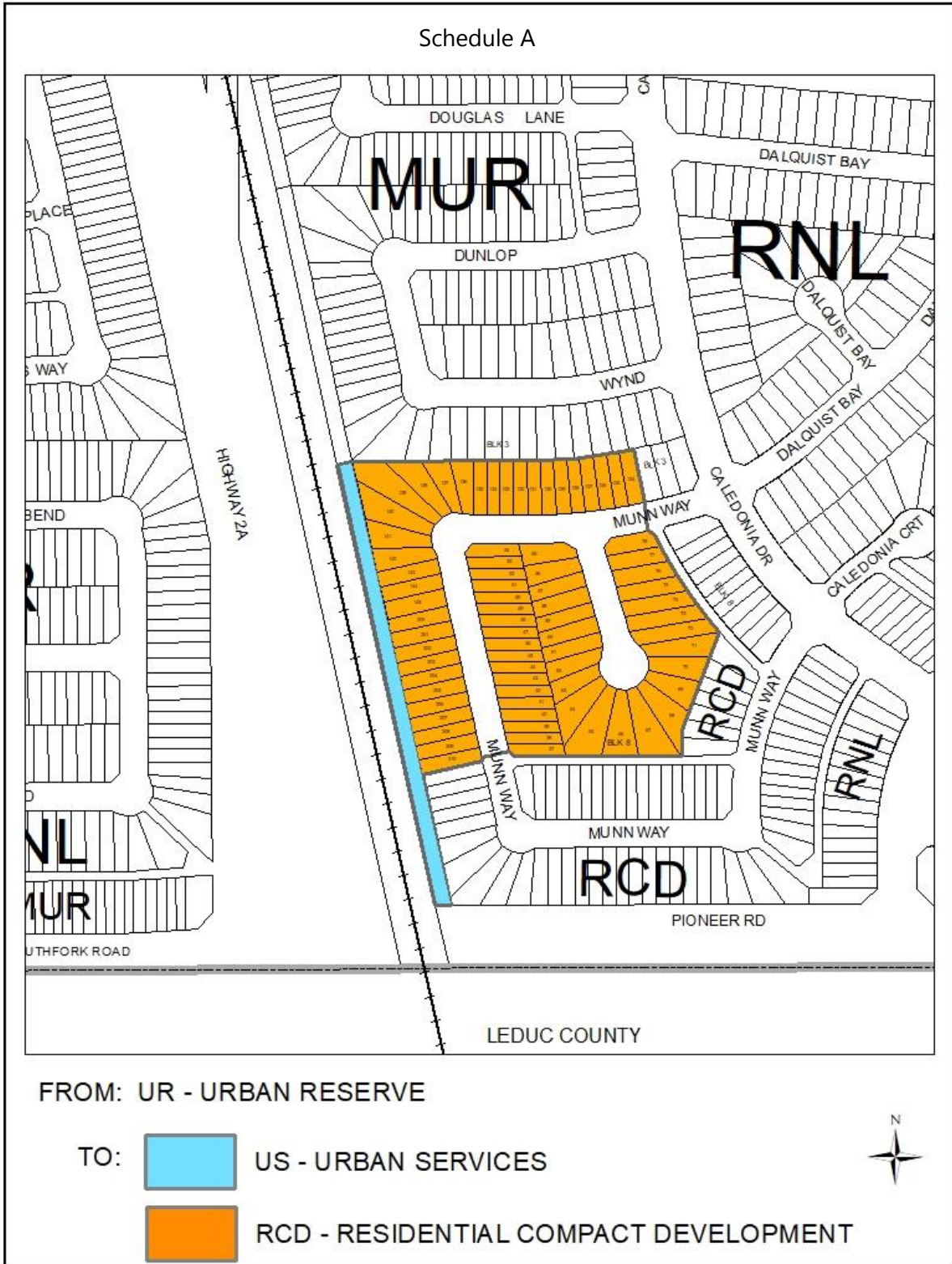
MAYOR

CITY CLERK

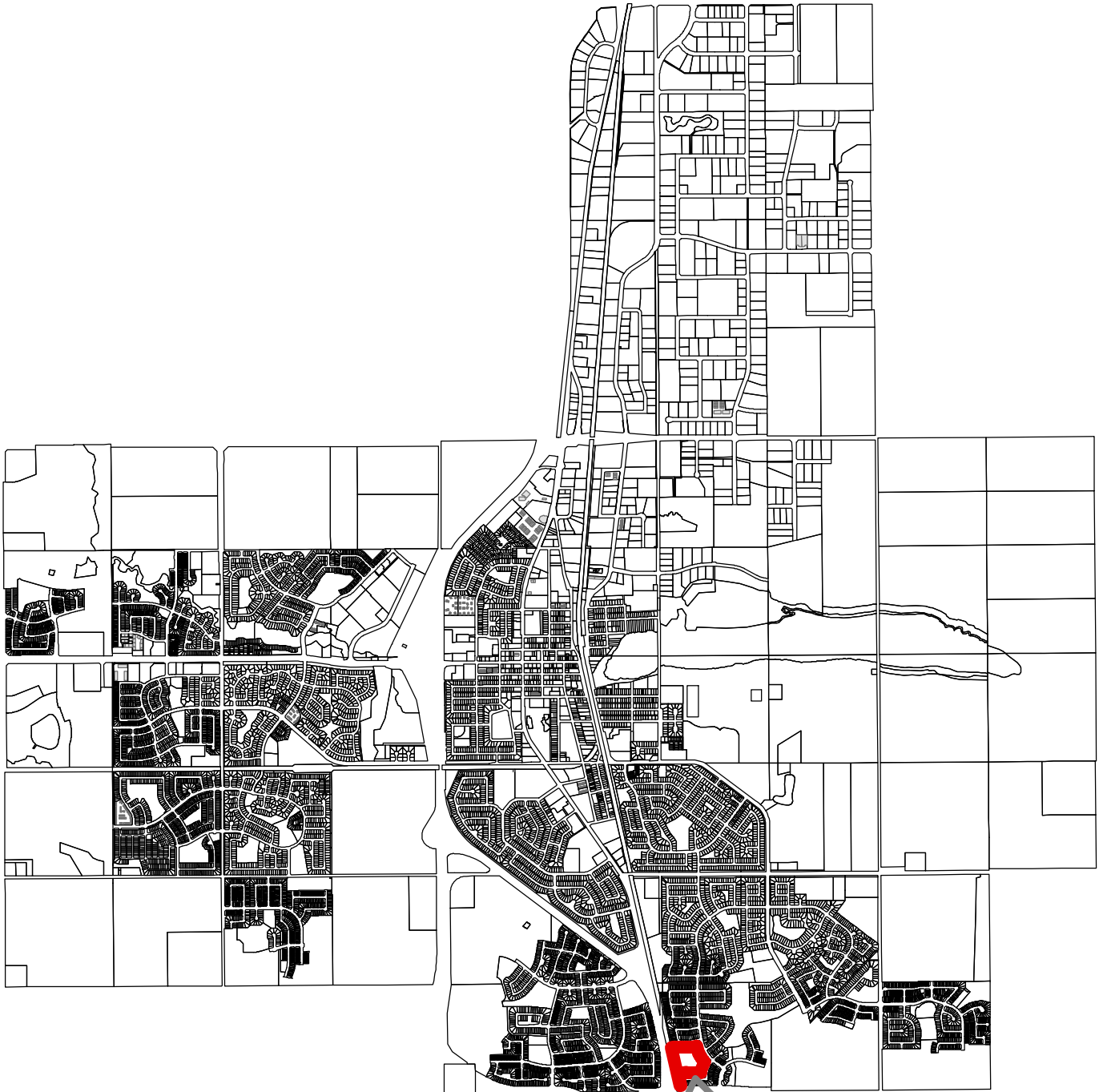
Date Signed

Bylaw No. 1207-2025 REDISTRICTING BYLAW

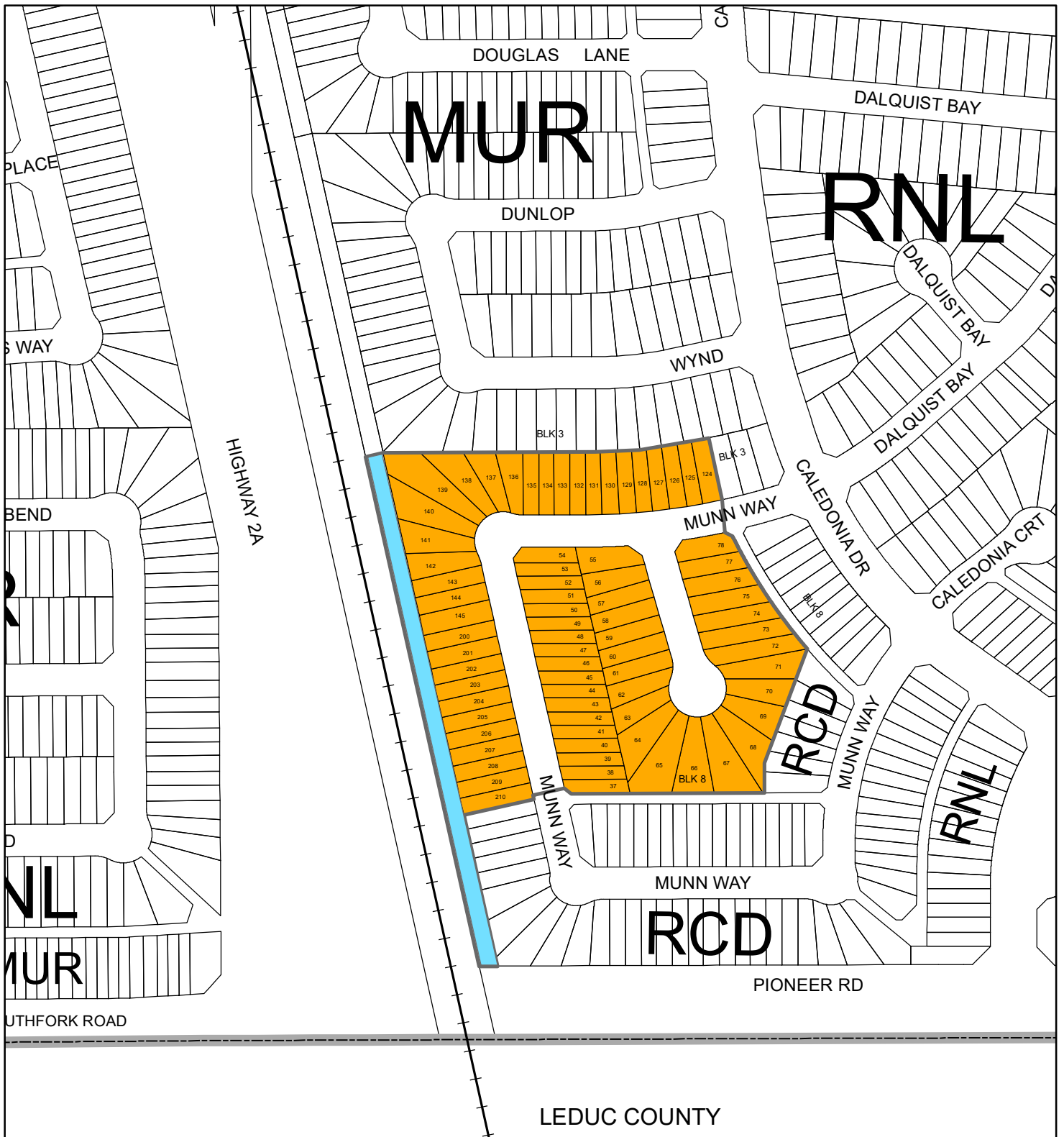
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KEY PLAN

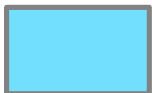


SUBJECT AREA



FROM: UR - URBAN RESERVE

TO:

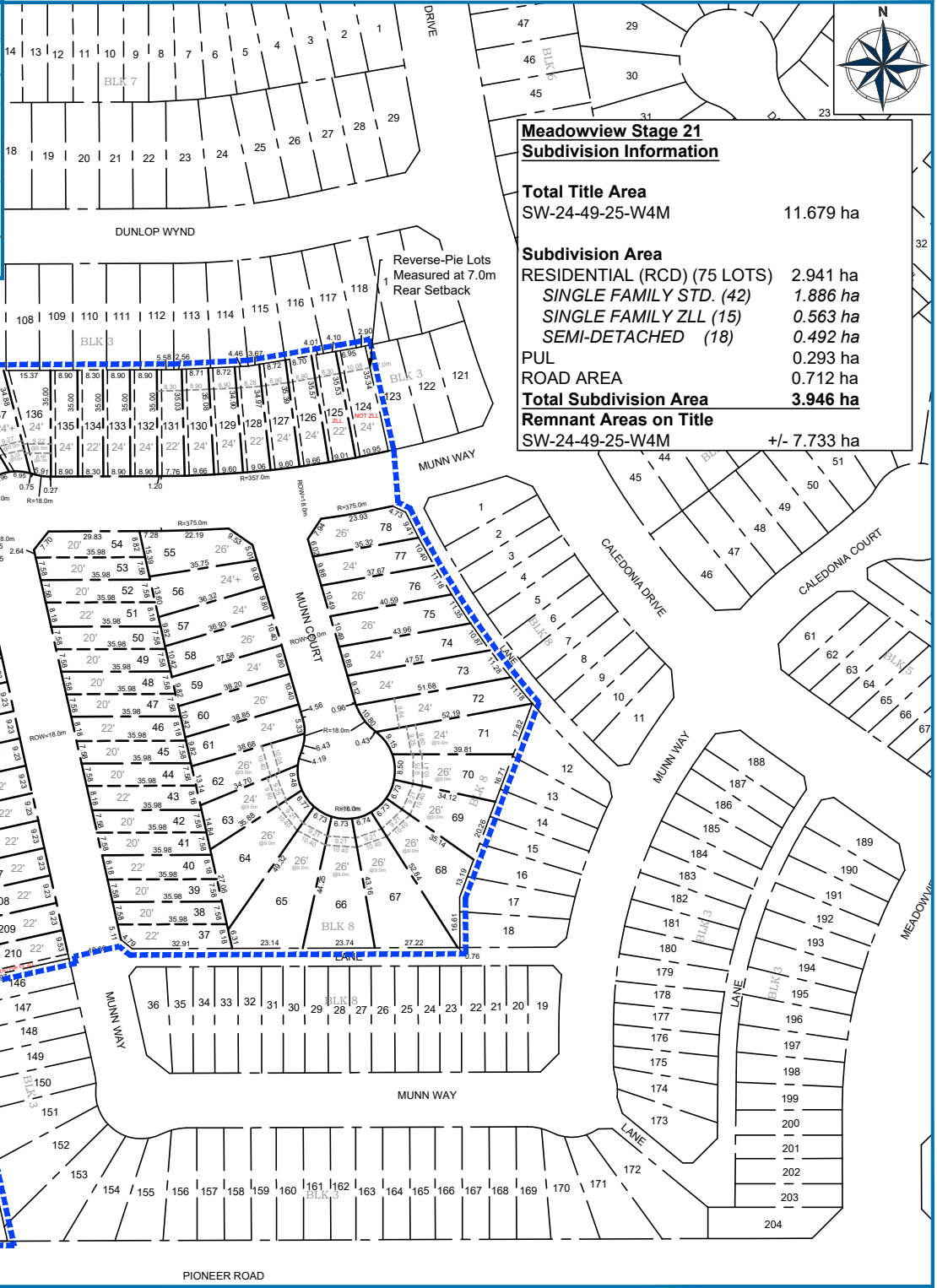
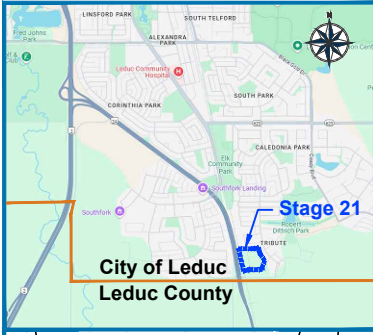


US - URBAN SERVICES



RCD - RESIDENTIAL COMPACT DEVELOPMENT





Meadowview Stage 21
Subdivision Information

Total Title Area SW-24-49-25-W4M	11.679 ha
Subdivision Area	
RESIDENTIAL (RCD) (75 LOTS)	2.941 ha
SINGLE FAMILY STD. (42)	1.886 ha
SINGLE FAMILY ZLL (15)	0.563 ha
SEMI-DETACHED (18)	0.492 ha
PUL	0.293 ha
ROAD AREA	0.712 ha
Total Subdivision Area	3.946 ha
Remnant Areas on Title SW-24-49-25-W4M	+/- 7.733 ha

Legend

- Stage 21 Subdivision Boundary
- Existing Property Lines
- Proposed Property Lines

Image Source: Google Maps

10.40 Lot Width at Setback As Noted

Scale 1:2,000
November 5, 2024 V2



APPROVED

DIRECTOR OF PLANNING & ECONOMIC DEVELOPMENT

File No: PLSDA202401358 Date: Jan. 3, 2025

CITY OF LEDUC SUBDIVISION AUTHORITY
Approval valid for twelve months • Subject to conditions

MEADOWVIEW
STAGE 21 SUBDIVISION


Figure _____

Map 2








Title _____

Tentative Plan of Subdivision



Scale 1:10,000 

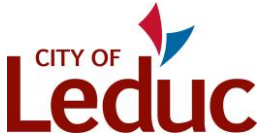
Legend

-  ASP Area
-  Leduc City Limits
-  Pipeline R/W
-  Low Density Residential
-  Medium Density Residential
-  Municipal Reserve/Open Space
-  Public Utility / SWMP

Project
**Southeast Leduc
 Area Structure Plan**
 Title
Development Concept



Map
4
 April 25, 2019



COUNCIL REQUEST FOR DECISION

MEETING DATE: February 24, 2025

SUBMITTED BY: C. Belke, City Clerk

PREPARED BY: C. Belke, City Clerk

REPORT TITLE: Bylaw No. 1216-2025 - Amendment to Bylaw No. 1162-2023 - Flags Bylaw

EXECUTIVE SUMMARY

An amendment to Bylaw No. 1162-2023 is proposed to delegate authority to the Mayor for the half-masting of flags at City facilities.

RECOMMENDATION

That Bylaw No. 1216-2025 be given first reading.

That Bylaw No. 1216-2025 be given second reading.

That Council unanimously agrees to consider third reading of Bylaw No. 1216-2025 at the same meeting as first and second readings.

That Bylaw No. 1216-2025 be given third reading.

COUNCIL HISTORY

Bylaw No. 1162-2023, Flags Bylaw, received third reading on November 20, 2023.

BACKGROUND / RATIONALE

Recent experience has shown that requests from the community to half-mast flags at City facilities can often be submitted with very little time between the date the request is submitted and the date on which flags are requested to be half-masted. This allows very little time for Council to make a decision regarding the request. And if there is no scheduled Council Meeting between the date of the request and the requested date of the half-masting, a Special Council Meeting is required to be able to respond to the request, as was the case of the Special Council Meeting held on February 18, 2025.

The Flags Bylaw specifies that flags at City facilities be flown at half-mast to commemorate the deaths of specifically named people. Half-masting for any other purpose or occasion requires a resolution of Council. Bylaw No. 1216-2025 would amend Bylaw No. 1162-2023 to delegate this responsibility to the Mayor.

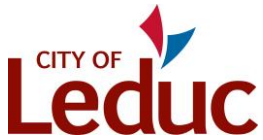
STRATEGIC / RELEVANT PLANS ALIGNMENT

N/A

ORGANIZATIONAL IMPLICATIONS

ADMINISTRATION:

Arrangements for a Special Council Meeting must be carried out as per the requirements of the *Municipal Government Act*, within a compressed timeframe. Being able to respond to requests without holding a Special Council Meeting would be more efficient and less disruptive to administrative operations and the personal schedules of individual Council Members.



COUNCIL REQUEST FOR DECISION

RISK ANALYSIS: FINANCIAL / LEGAL:

There are no financial or legal implications.

IMPLEMENTATION / COMMUNICATIONS:

Passing of Bylaw No. 1216-2025 would avoid operational disruptions necessitated by calling and conducting a Special Council Meeting to address half-masting requests.

ALTERNATIVES:

- Do not pass Bylaw No. 1216-2025 and continue to call Special Council Meetings when required to respond to requests for the half-masting of flags at City facilities.
- Delegate the authority to declare half-masting of flags at City facilities to a committee.

ATTACHMENTS

- Bylaw No. 1216-2025
- Bylaw No. 1162-2023, Flags Bylaw

Bylaw No. 1216-2025
AMENDMENT TO BYLAW NO. 1162-2023 - FLAGS BYLAW

PAGE 1

WHEREAS the *Municipal Government Act*, R.S.A. 2000, Chapter M-26, as amended, grants a municipality the authority to pass a bylaw respecting things in, on or near a public place or place that is open to the public;

WHEREAS the *Municipal Government Act*, R.S.A. 2000, Chapter M-26, as amended, grants a municipality the authority to amend a bylaw;

NOW THEREFORE, the Council of the City of Leduc in the Province of Alberta duly assembled, hereby enacts as follows:

That Bylaw No. 1162-2023 be amended by:

1. Deleting section 23 and replacing it with the following:
 23. Flags shall be flown at Half-Mast at all City facilities from the notice of death to sunset on the day of the funeral on the death of:
 - a) the Sovereign of Canada;
 - b) immediate members of the Royal Family;
 - c) current and former Governors General;
 - d) current and former Prime Ministers;
 - e) current and former Lieutenant Governors of Alberta;
 - f) current and former Premiers of Alberta;
 - g) current and former Mayors of the City; or
 - h) current members of Council.
 24. The Mayor may declare that Flags be flown at Half-Mast to commemorate any other person, event or occasion.
 - a) A declaration from the Mayor to Half-Mast Flags shall specify whether Flags shall be flown at Half-Mast at all, or specific City facilities, and the times during which the Half-Masting shall commence and conclude.
2. Renumbering all subsequent sections of the Bylaw.

Bylaw No. 1216-2025
AMENDMENT TO BYLAW NO. 1162-2023 - FLAGS BYLAW

PAGE 2

READ A FIRST TIME IN COUNCIL THIS ____ DAY OF FEBRUARY, 2025.

READ A SECOND TIME IN COUNCIL THIS ____ DAY OF FEBRUARY, 2025

READ A THIRD TIME IN COUNCIL THIS ____ DAY OF FEBRUARY, 2025.

MAYOR

CITY CLERK

Date Signed

Bylaw No. 1162-2023 FLAGS BYLAW

PAGE 1

A BY-LAW OF THE CITY OF LEDUC IN THE PROVINCE OF ALBERTA, REGARDING THE DISPLAY OF FLAGS OUTSIDE CITY FACILITIES.

WHEREAS the *Municipal Government Act*, R.S.A. 2000, Chapter M-26, as amended, grants a municipality the authority to pass a bylaw respecting things in, on or near a public place or place that is open to the public;

AND the City displays Flags on permanent flagpoles located on City property;

AND Council wishes to provide clarity and direction on the display of such Flags,

NOW THEREFORE, the Council of the City of Leduc in the Province of Alberta duly assembled, hereby enacts as follows:

PART I: BYLAW TITLE

1. This Bylaw shall be known as the "Flags Bylaw".

PART II: DEFINITIONS

2. In this Bylaw:
 - a) "Administration" means a person or persons employed by the City;
 - b) "Bylaw" means this *Flags Bylaw No. 1162-2023*;
 - c) "City Manager" means the Chief Administrative Officer as appointed pursuant to *City Administration Bylaw No. 872-2014*;
 - d) "City" means the Municipal Corporation of the City of Leduc;
 - e) "City of Leduc Flag" means either of the following:
 - i) the Heraldic Flag, as defined in *City Policy No. 11.00:17. the Armorial Bearings and City Logo Usage Policy*; or
 - ii) a Flag bearing the City of Leduc logo.
 - f) "Council" means the Council of the City;
 - g) "Flag" means a piece of cloth or similar material, typically oblong or square, attachable by one edge to a pole or rope and bearing specific colours and patterns that identify it as the emblem or symbol of a governmental or geographical jurisdiction, or an organization or institution; and

Bylaw No. 1162-2023 FLAGS BYLAW

PAGE 2

- h) "Half-Mast" means the position half-way down a flagpole where a Flag may be flown to bestow an honour and/or a collective sense of sorrow.

PART III: APPLICATION

- 3. This Bylaw shall apply to Flags displayed on permanently installed flagpoles located on City property.
- 4. This Bylaw does not apply to:
 - a) indoor Flag displays within City facilities; and
 - b) Flags, banners or other advertising materials displayed on light standards or other City infrastructure.

PART IV: ORDER OF PROMINENCE OF FLAGS

- 5. When multiple Flags may be displayed on multiple flagpoles at a single location, the order of Flag prominence is as follows: :
 - a) personal flags of the Sovereign, other members of the Royal Family, the Governor General, or the Lieutenant Governor, according to protocol;
 - b) national Flag of Canada;
 - c) Flags of other sovereign nations, in English alphabetical order;
 - d) provincial Flag of Alberta;
 - e) Flags of other Canadian provinces, in the order of the date of entry of the province into Confederation, by population at the time of entry into Confederation;
 - f) Flags of Canadian territories, in order of creation;
 - g) City of Leduc Flag;
 - h) Flags of other Alberta municipalities in English alphabetical order;
 - i) Flags of Canadian municipalities outside of Alberta, in English alphabetical order;
 - j) Flags of municipalities outside of Canada, in English alphabetical order;
 - k) Treaty Six Flag;
 - l) Flag of the Metis Nation of Alberta;

Bylaw No. 1162-2023 FLAGS BYLAW

PAGE 3

- m) Flags of any other jurisdiction, organization, or institution, in English alphabetical order;
- n) Historical flags.

Two Flagpoles

6. When a Flag display consists of two Flags, the Flag higher in the order of prominence shall be located on the flagpole to the observer's left when facing the display.

Three Flagpoles

7. When a Flag display consists of three Flags:
- a) the Flag that is highest in the order of prominence shall be located on the centre flagpole;
 - b) the Flag that is second highest in the order of prominence shall be located on the flagpole to the observer's left when facing the display; and
 - c) the Flag that is third highest in the order of prominence shall be located on the flagpole to the observer's right when facing the display.

More Than Three Flagpoles

8. When a Flag display consists of more than three Flags, the Flag that is highest in the order of prominence shall be located on the flagpole farthest to the left when the observer is facing the display, followed by the other Flags, arranged in order of prominence, left to right when the observer is facing the display.

PART V: FLAG PLACEMENTS

LEDUC CIVIC CENTRE

9. Notwithstanding Part IV, and subject to alternative resolution of Council, the Flag display located on the east side of the Leduc Civic Centre shall display the following Flags in the positions in the display indicated below, and as shown in Figure 1.
- a) The national Flag of Canada shall be located on the centre flagpole.
 - b) The provincial Flag of Alberta shall be located on the flagpole immediately south of the centre flagpole.
 - c) The City of Leduc Flag shall be located on the flagpole immediately north of the centre flagpole.

Bylaw No. 1162-2023
FLAGS BYLAW

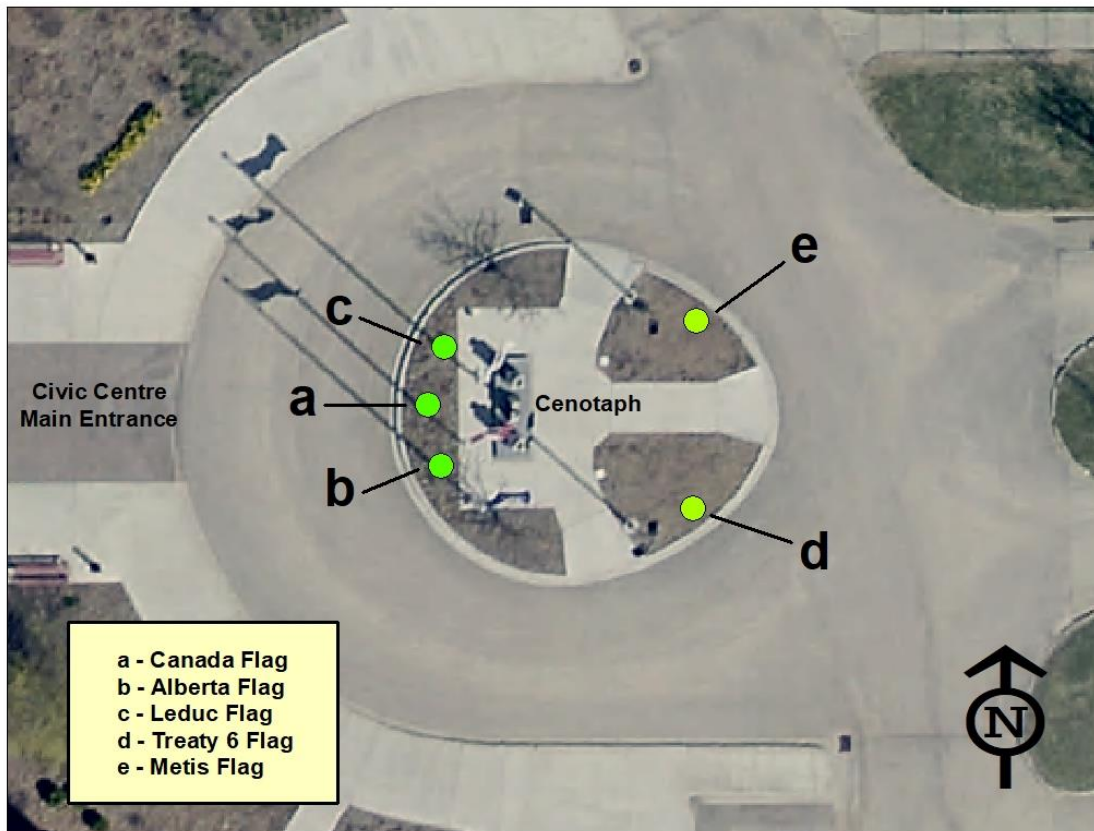
PAGE 4

- d) The Treaty Six Flag shall be located on the flagpole furthest to the south and east of the centre flagpole.
 - e) The Flag of the Metis Nation of Alberta shall be located on the flagpole furthest to the north and east of the centre flagpole.
10. Council may, by resolution, modify the Flags to be displayed in the Flag display located on the east side of the Leduc Civic Centre, and the resolution shall specify:
- a) the period of time during which the modification shall occur; and
 - b) which Flags will be included in the Flag display during the period of modification.
11. If Council, by resolution, modifies the Flags to be displayed in the Flag display located on the east side of the Leduc Civic Centre, the order of prominence for Flags in the Flag display shall be as described below and as shown in Figure 1.
- a) The Flag that ranks highest in the order of prominence shall be located on the centre flagpole.
 - b) The Flag that ranks second highest in the order of prominence shall be located on the flagpole immediately south of the centre flagpole.
 - c) The Flag that ranks third highest in the order of prominence shall be located on the flagpole immediately north of the centre flagpole.
 - d) The Flag that ranks fourth highest in the order of prominence shall be located on the flagpole furthest to the south and east from the centre flagpole.
 - e) The Flag that ranks fifth highest in the order of prominence shall be located on the flagpole furthest to the north and east from the centre flagpole.
 - f) If fewer than five Flags are displayed, some flagpoles may remain empty.

Bylaw No. 1162-2023 FLAGS BYLAW

PAGE 5

FIGURE 1
Flagpole locations, east side of Leduc Civic Centre



12. For Flags in the display located on the west side of the Leduc Civic Centre:
- a) the Flag that ranks highest in the order of prominence shall be located on the south flagpole; and
 - b) the Flag that ranks second highest in the order of prominence shall be located on the north flagpole.

OTHER CITY FACILITIES

13. Unless otherwise determined by Council, the Flag display located at all City facilities other than the Leduc Civic Centre shall display the following Flags.
- a) When only one Flag is flown in a Flag display, it shall be the national Flag of Canada.

**Bylaw No. 1162-2023
FLAGS BYLAW**

PAGE 6

- b) When two Flags are flown in a Flag display, they shall be the national Flag of Canada and the provincial flag of Alberta.
- c) When three Flags are flown in a Flag display, they shall be the national Flag of Canada, the provincial flag of Alberta, and the City of Leduc Flag.
- d) When more than three Flags are flown in a Flag display, they shall include the national Flag of Canada, the provincial flag of Alberta, the City of Leduc Flag, and any other Flag(s) approved by Council.
- e) It is not necessary to display a flag on all flagpoles in a display; one or more flagpoles may remain without a flag. Empty flagpoles shall be those in the lowest positions of prominence as defined in sections 7, 8, or 9.

FLAGS OF OTHER JURISDICTION, ORGANIZATION OR INSTITUTION

- 14. Any organization or institution may apply to have a Flag displayed outside a City facility:
 - a) Applications shall be submitted to the Office of the Mayor.
 - b) The Office of the Mayor may refer the request to Administration for research and/or recommendations.
 - c) Council shall decide whether to grant or deny a request from an organization or institution to display a flag outside a City facility.
- 15. The City Manager may establish policy and procedure for applying to have a Flag displayed outside a City facility, and approval of Flag display.
- 16. An organization or institution that applies to have a Flag displayed outside a City facility shall not be authorized to have their Flag displayed outside City facility if their mandate or activities are believed to discriminate against, or otherwise incite or encourage discrimination against, any individual or group.
- 17. Notwithstanding the requirement for Council approval for the display of Flags, the City Manager may approve the displaying of:
 - a) the Flag of a foreign nation or state recognized by Canada when the nation's sovereign or the sovereign's representative is visiting the City; or
 - b) the Flag of a Canadian jurisdiction when an official representative of that jurisdiction is visiting the City.
- 18. When the Flag of a foreign nation or state recognized by Canada, or of a Canadian jurisdiction, is displayed as per City Manager approval, its position in the Flag display shall be consistent with the order of prominence in the Bylaw.

**Bylaw No. 1162-2023
FLAGS BYLAW**

PAGE 7

PART VI: FLAGS AT HALF-MAST

19. When Flags are flown at Half-Mast as a sign of mourning or in observance of a special day, to Half-Mast a flag, the Flag is brought to the Half-Mast position by first raising it to the masthead and immediately lowering it slowly to the Half-Mast position. The Flag should be raised again to the top before lowering for the day.
20. When Flags are flown at Half-Mast as a sign of mourning following a death of a person specified in this Bylaw, they shall be Half-Masted from the time of notification of death until sunset on the day of the funeral or memorial service.
21. Flags displayed outside City facilities will be flown at Half-Mast from sunrise to sunset (or as close as is practicable) on all flagpoles at City facilities to mark a solemn occasion, including the following:
 - a) April 9 - National Day of Remembrance of the Battle of Vimy Ridge.
 - b) April 28 - National Day of Mourning for Those Who Have Suffered and Died in the Workplace.
 - c) June 23 - National Day of Remembrance for Victims of Terrorism.
 - d) The second Sunday in September - Firefighters' National Memorial Day.
 - e) The last Sunday in September - Police and Peace Officers National Memorial Day.
 - f) September 30 - National Day of Truth and Reconciliation.
 - g) November 11 - Remembrance Day.
 - h) December 6 - National Day of Remembrance and Action on Violence Against Women.
22. Flags shall be flown at Half-Mast at all City facilities for the period of time specified in a Half-Masting Notice issued by the Alberta provincial government for all Government of Alberta buildings.
23. Flags shall be flown at Half-Mast at all City facilities from the notice of death to sunset on the day of the funeral on the death of:
 - a) the Sovereign of Canada;
 - b) immediate members of the Royal Family;
 - c) current and former Governors General;
 - d) current and former Prime Ministers;

Bylaw No. 1162-2023 FLAGS BYLAW

PAGE 8

- e) current and former Lieutenant Governors of Alberta;
- f) current and former Premiers of Alberta;
- g) current and former Mayors of the City;
- h) current members of Council; or
- i) any other person as determined by Council resolution.

Half-Masting exceptions

24. The Canadian Flag must always be flown at full mast on Victoria Day in May and Canada Day on July 1, unless the Flag is at Half-Mast due to the death of:
- a) the Sovereign of Canada;
 - b) the Canadian prime minister; or
 - c) the Governor General.
25. Notwithstanding sections 20, 21 and 22, the Canadian Flag must be flown at full mast on the day a new monarch is proclaimed.

Death of a City Employee

26. Upon the death of a City employee, including a City employee on leave as a reservist with the Canadian Armed Forces, Flags at the Leduc Civic Centre, and the building that was the employee's normal place of work if located other than the Leduc Civic Centre, shall be flown at Half-Mast from the time of notification of death until sunset on the day of the funeral or memorial service.
27. Flags displayed outside City facilities other than the Leduc Civic Centre and the employee's place of work may also be flown at Half-Mast.

PART VII: ENACTMENT

This Bylaw shall come into force and effect when it receives Third Reading and is duly signed.

READ A FIRST TIME IN COUNCIL THIS 30th DAY OF OCTOBER, AD 2023.

READ A SECOND TIME IN COUNCIL THIS 30th DAY OF OCTOBER, AD 2023

**Bylaw No. 1162-2023
FLAGS BYLAW**

PAGE 9

READ A THIRD TIME IN COUNCIL AND FINALLY PASSED THIS 20th DAY OF
NOVEMBER, AD 2023.

“Original Signed”

November 21, 2023

MAYOR

Date Signed

“Original Signed”

November 21, 2023

CITY CLERK

Date Signed

RCMP Quarterly Update



Presented by: Insp. Kiel Samotej/ Sgt Bill Weatherdon
OIC Leduc RCMP Detachment/ Acting Ops NCO
February 2025



Annual Performance Plan (APP) 2024-2025

1. Crime Reduction
2. Illegal Drugs
3. Traffic Enforcement

Annual Performance Plan (APP) 2024-2025

Crime Reduction

Conduct 10+ Crime Reduction Focused Projects (Q3 Projects)

- Project Retail Blitz Anti-theft communication strategy
- Violent MHA Male
- Anti-theft Communication Strategy
- Improved Reporting Communication
- Safe School Plan
- Leduc Regional Elder Abuse Coordinated Community Response Team

Conduct 6+ prolific offender focused Initiatives including Prolific Offender Checks & Warrant Round Ups

- We have already surpassed our goal in completing and reviewing eight initiatives. These include:
 - i. Prolific Offender Program,
 - ii. Warrant Round Up,
 - iii. Hot Spot Policing Checks (vehicle and foot patrols Bait Vehicles/Equipment,
 - iv. School Presentations,
 - v. Local Business Crime Prevention Presentations,
 - vi. Anti Fraud Crime Prevention Presentations

Conduct 6+ Auto theft / Auto Crime Focused Initiatives including the Bait Vehicle Deployment

- Anti Auto Crime Initiative – GPS Locator Technology – Bait Deployments
- Auto Crime Initiative/Project – Chop Shop

Annual Performance Plan (APP) 2024-2025

Illegal Drugs

- Recruited new confidential informants. The Drug unit continues to work and educate with other Leduc RCMP units and general duty officers to develop more human sources.
- Leduc Drug Unit have submitted a total of 5 DUST target sheets to purchase illegal drugs based on criminal intelligence gathered from local confidential informants. During the quarter, DUST UC operator's successfully purchased drugs the targets.
- Two Leduc members attended the Human Source Management Course in October.
- K Division Human Source Unit and K Division Training has agreed to use Leduc Detachment to host the sole in person Human Source One Day Workshop this fiscal year. The workshop was slated to take place in November however due to operational manpower within HSU, this workshop was postponed. A request has been made to the training branch and HSU to have a local SME complete this training on HSU's behalf.

Annual Performance Plan (APP) 2024-2025

Enhanced Road Safety

➤ There has been an increase in recorded patrols to school zones and related enforcement during school times. There were 167 patrols this quarter.

➤ School Zone Safety

❖ **Watch Report – Example from 2025-02-10**

08:30-08:50

East Elementary

Junior High

Leduc Comp

St Benedict/Ecole Leduc Estates

West Haven

0840-0900

Ecole Junior high school

Composite high school

Corinthia park school

Leduc Father Catholic school

1516

Corinthia Park School

Annual Performance Plan (APP) 2024-2025

Leduc RCMP Community Safety Plan

In response to the City of Leduc's expressed concern with the increase of unhoused population within the downtown core of Leduc, the Senior Management Team(SMT) of the Leduc RCMP designed a multi faceted Community Safety Plan to address different identified objectives.

The City of Leduc, RCMP, and community and health services/groups are strongly committed to collaboratively working to address the diverse needs of community members in Leduc, increased collaboration amongst different sectors and services in Leduc is high, which serves as a solid foundation for developing and implementing this Community Safety Plan which supervising the execution of the four pillars of the plan which include:

1. Qualitative and Quantitative Data Collection,
2. Community Engagement,
3. Upstream Crime Prevention, and
4. Access to Wrap Around Services.

Criminal Analyst

Actively reviewing files and providing analysis to assist investigations.

Committed to providing intelligence and analytical support.

Accomplishments to date include:

- 4 presentations for Leduc detachment
- 2 analytical report for the OIC
- 1 analytical report for the City of Leduc
- 1 analytical report for the Drug Unit
- 1 analytical report for GIS
- 1 analytical report for CRU

Community Engagement



← Teen Takeover



Rememberance Day →

← Read with the RCMP



Community Engagement

Q3 STATS (Oct, Nov, Dec)

Pro-Active Events: 7

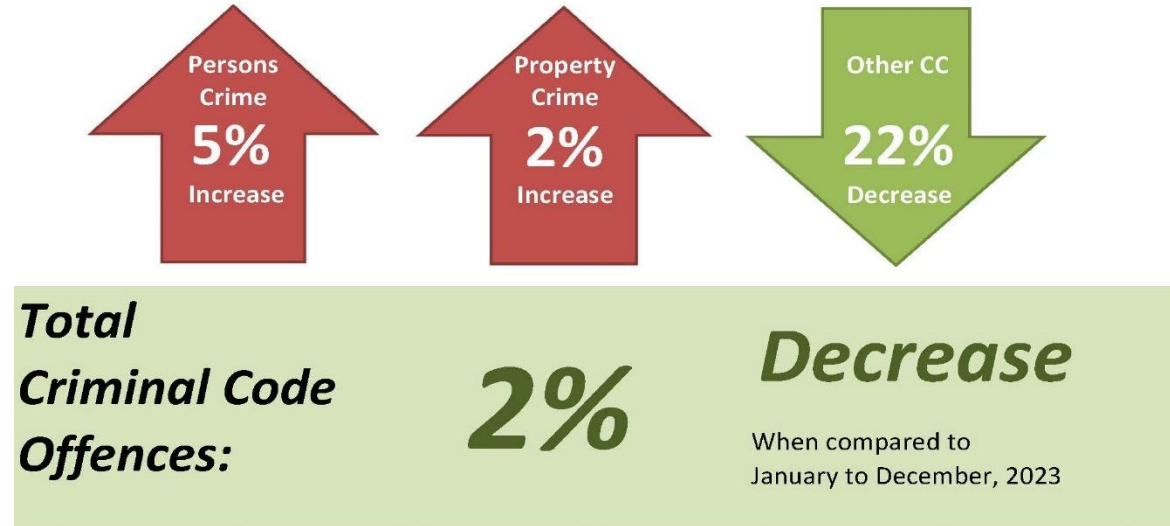
Youth Engagement: 3

Crime Prevention: 7

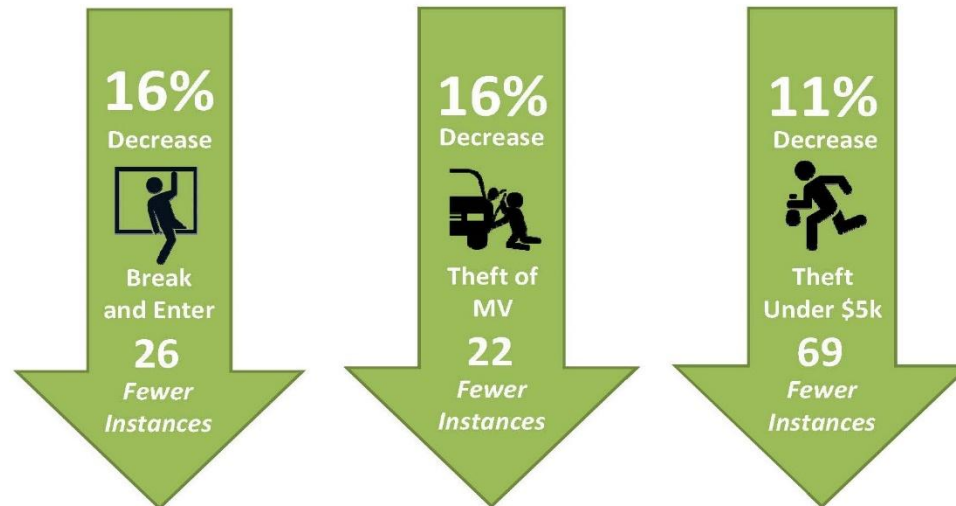
School Presentations: 5



Criminal Code Offences



Select Property Crime



- 143 Calls for Service
- Many occurrences involved unhoused individuals and those involved drug induced mental health issues
- 7 Referrals from AHS
- 50 Mental Health Assessments
- 11 Mental Health Apprehensions
- 12 Hours Outside of Service Area.
- This includes transportation time and time spent waiting at hospitals with patients.
- 17 Community Engagements
- Community Engagement patrols often take place in the area of the Leduc Library, the Leduc Foodbank and the Downtown area.



LPACT Continued

Highlights

- 2 chronic mental health individuals that have caused over 31 calls for service at the Leduc detachment this year alone, have been linked up to resources, thanks to LPACT, have completely ceased to cause calls as of the beginning of December.
- Continuous engagement with high risk violent male to execute an Order to Return a Formal Patient to a Facility (Form 3). Form 3 order executed without incident. LPACT continues to engage with the males family who are highly involved. LPACT also assisted CRU with execution of arrest warrant for same male.

There has been 510 Mental Health Act scored files within 2024 and there has only been one incident that has been high risk and turned violent.



Crime Reduction Unit

Leduc Detachment received multiple complaints of vehicle break ins and one garage break in. Mainly tools were stolen in these occurrences. Location of the suspects was Leduc. The suspects moved from Leduc to Mayerthorpe in the middle of this investigation. Leduc CRU assisted the General Duty members and wrote two search warrants on this file. One for a Leduc address and one for a Mayerthorpe address. A vast amount of tools were located and recovered at both locations. The approximate value of the recovered items is approximately \$7000.



Crime Reduction Unit

- Recovered a stolen vehicle being tracked with an AirTag. Driver arrested and charged.
- Assisted Wetaskiwin CRU and ERT with a Search Warrant and subsequently a stolen vehicle was recovered from a known crime property.
- Assisted with the arrest of a Parolee breaching his Parole.
- CRU members attended a 911 break and enter in progress. They located three suspects on scene. All three arrested and charged Break & Enter and Possession of Stolen Property & Mischief.



Drug Unit

Ongoing Trafficking Investigations

In Q3, the Drug Unit has made 5 arrests and laid 15 charges.

Drugs Seized and Street Value:

Meth – 20 gm - \$610

Cocaine – 27.5 gm - \$2750

Fentanyl – 42 gm - \$6000

GHB – 1.3 Litres - \$6500

Morphine - \$2000

As a unit, the drug team has written the following Judicial Authorization's during Q3:

Tracking warrants – 6

Warrants for Transmission Data Recorder – 6

Sec 11 CDSA Search warrants – 2

Sec 487 Search warrants - 4

General Investigation Section (GIS)

Investigations this quarter

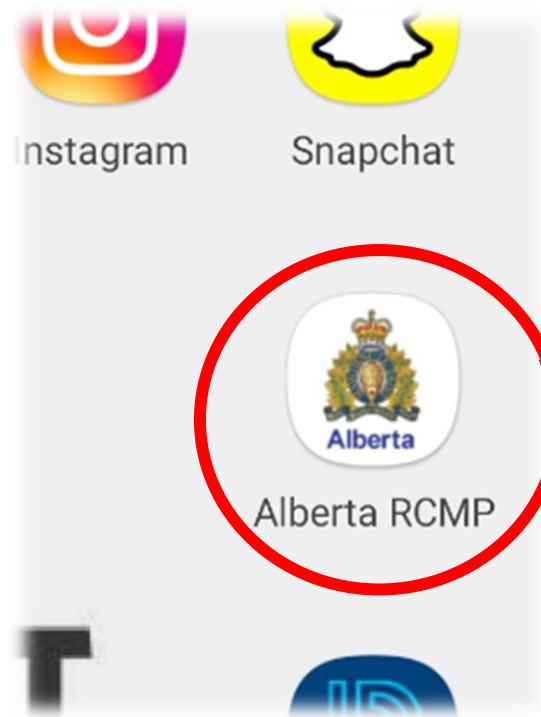
- Fraud - 2 complainants attended front counter to report two men jumped into their vehicle at gas station, and made them drive to bank, take out money & go buy gift cards. They then were given fake gold jewellery for the gift cards. GIS investigated and have identified one suspect (possibly more). We are currently waiting for the complainants to give a formal statements to further investigate this file.
- GIS received 4 reports regarding (CSAM)Child Sexual Abuse Material for the same IP Address. Leduc GIS with the assistance of Leduc RCMP Crime Reduction Unit and Alberta RCMP Internet Child Exploitation (ICE) unit a 37 year old resident has been arrested and charged with Possess Child Porn, Distribute Child Porn and Accessing Child Porn. Court ongoing.
- This quarter GIS generated 4 Search Warrants and 4 Production Orders.
- The Leduc GIS Unit has also assisted other Detachments, Units and Watches with obtaining statements, doing interviews, assist to locate suspects, seizing large amounts of exhibits.

App Crime reporting with...

Alberta RCMP Crime App

Report non-urgent crimes through the app.

Help keep your neighborhood safe!



Now available for download on your app store!

Online Crime Reporting

Can be used if:

- You have lost something that costs less than \$5000
- Someone has stolen something from you that costs less than \$5000
- Someone has vandalized your property or vehicle and it will cost less than \$5000 to repair it
- The crime happened within the jurisdiction of the Alberta RCMP

Learn more or start a report at:

<https://ocre-sielc.rcmp-grc.gc.ca/alberta>

What's Coming in 2025

Creation of a seasonal Community Safety Unit – (Redistribution of Resources)

- Bike Patrol Unit (2 dedicated positions)
 - 16 Watch members taking bike training (2 courses being hosted in Leduc)
 - ATV Training
 - Foot patrols
 - Proactive/ Not tied to radio

Specialized Units Expansion

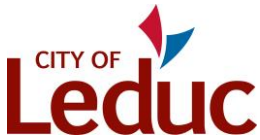
- Rotation Crime Reduction Unit Position
- Rotational GIS Position
- Bring investigational skills back to the watch, increases our investigative bench strength

Community Engagement

- Community Safety Plan
- Business owners' engagement
- School presence
- Community Presentations
- Community feedback

Questions?





COMMITTEE-OF-THE-WHOLE

MEETING DATE: February 24, 2025

SUBMITTED BY: K. McNeill, Director of Communications and Marketing Services

PREPARED BY: K. Yake, Manager of Communications and Marketing Advisory Services

REPORT TITLE: Communications and Marketing Year End 2024 Update

EXECUTIVE SUMMARY

In 2024, the City's Communications and Marketing Services Department strengthened community engagement and expanded communication reach. Key achievements include a 20% increase in social media engagement, driven by dynamic content and targeted outreach, and a 29% growth in e-news subscribers, maintaining strong open rates well above industry benchmarks.

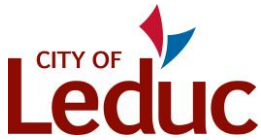
The City's website continued to be a vital resource, with snow-related content spiking user engagement in Q4 2024. While overall website visits and social media impressions declined slightly, these shifts reflect the department's focus on reaching more specific, relevant audiences.

Media relations saw a 100% increase in coverage, and sentiment around the City improved significantly, with negative reporting eliminated by year-end. These results highlight the department's success in fostering trust and delivering meaningful communications to residents.

BACKGROUND

Channel Performance Highlights in 2024

- Website:** Analytics showed fewer people visited Leduc.ca in 2024 than 2023. In total, 425,010 users visited the site this year, which represents a 2% decrease in visitors over last year. Most of this can be attributed to Q2 2024 when the site had 14% fewer users and 10% fewer pageviews than Q2 2023. During this time the Google Analytics platform transitioned from Universal Analytics Tracking to GA4 Tracking. It is possible that this new tracking method skewed the data during that period, causing an anomaly in the data.
- Social Media:** The City's social media following continues to grow on every platform. In total, the City had 27,852 followers on social media at the end of 2024, which represents an 8.5% increase in followers since 2023. Overall, the community was 20% more engaged with the City's social media content in 2024 when compared to 2023. This is mostly due to a significant spike in engagement in Q2 2024, resulting from various exciting community announcements. Total impressions on social media declined by 13% in 2024 when compared to 2023. This is likely because the City now targets social media content to more specific audiences.
- Email Marketing:** Since this time last year, subscribers to the City's e-news tool continued to steadily grow. With a total of 1,803 subscribers at the end of 2024, this communication channel grew by 29% this year. The average open rate on e-news items has remained relatively consistent for the last two years, ranging from 64% to 68%. The average open rate on e-news items in 2024 was 65%, which represents a 1% decrease over the average open rate in 2023.



COMMITTEE-OF-THE-WHOLE

- **Leduc.ca News:** Leduc.ca continues to be a key source of information for residents. In 2024, there were 33,137 page views on Leduc.ca news items throughout the year. The most popular news item from 2024 was the Canada Day Celebrations announcement with 1,409 views.
- **External Media:** Media mentions about the City increased by 100% in 2024 over 2023, with a total of 1,424 mentions in the media this year. This increase is primarily due to an increased number of articles published by The Leduc Rep. Overall, coverage about the City reached 301.6 million people, which is 38% fewer people than last year. This is likely due to the coverage by media outlets that have a smaller audience overall. Of note, there was a significant shift in the sentiment of news coverage about the City in 2024 compared to 2023. Negative coverage fell from 5% of all coverage at the start of 2024 to 0% at the end of the year, steadily shifting to being neutral in sentiment.

NEXT STEPS

ATTACHMENTS

Communications and Marketing Services 2024 Q4 Report

20
24

COMMUNICATIONS & MARKETING SERVICES

Q4 REPORT



EXECUTIVE SUMMARY

In 2024, the City’s communications and marketing department strengthened community engagement and expanded communication reach.

Key achievements include a 20% increase in social media engagement, driven by dynamic content and targeted outreach, and a 29% growth in e-news subscribers, maintaining strong open rates well above industry benchmarks.

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Media relations saw a 100% increase in coverage, and sentiment around the City improved significantly, with negative reporting eliminated by year-end. These results highlight the department’s success in fostering trust and delivering meaningful communications to residents.



CHANNEL PERFORMANCE AND MEDIA OUTCOMES

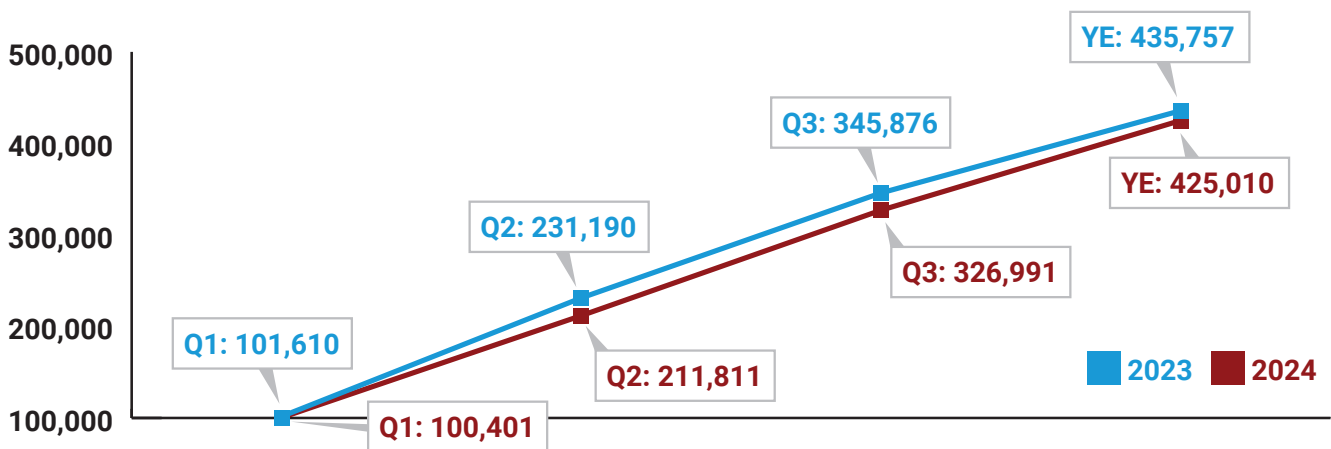
WEBSITE

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The top five pages visited in 2024 were the homepage, Leduc Recreation Centre landing page, careers, aquatic centre and weather pages. Of note, in Q4 2024, the snow removal page had 654% more pageviews and 210% more users than Q4 2023. The difference in pageviews is attributed to the amount of snow fallen each season where 2023 was an unseasonably warm winter with low precipitation.

TOTAL WEBSITE VISITORS



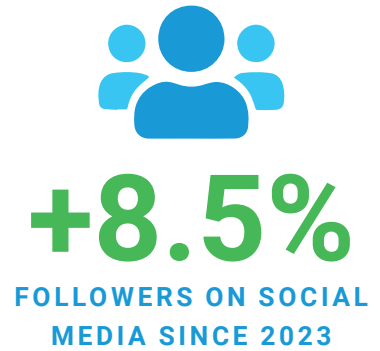
2024

TOP PAGES IN 2024

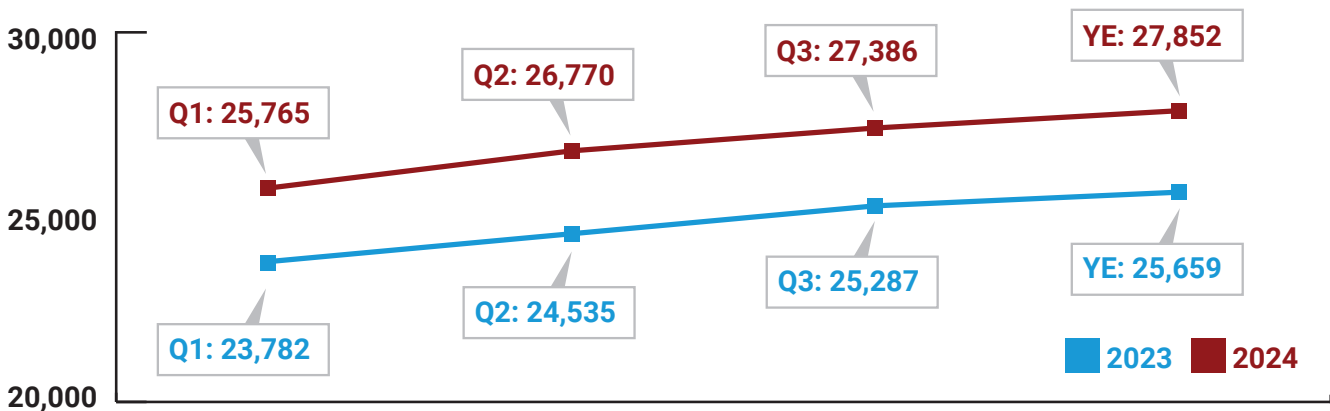


SOCIAL MEDIA

The City’s social media following continues to grow on every platform. In total, the City has 27,852 followers on social media at the end of 2024, which represents an 8.5% increase in followers since 2023. Note: Leduc has an adult population of just over 21,000 people, as per the 2023 Municipal Census. This means there may be a decrease or plateau in new followers in the coming years as the City, in theory, has reached most of Leduc’s local population online. This does not take into consideration those who have moved away or moved to Leduc since the last census.



TOTAL FOLLOWERS



2024

Overall, the community was 20% more engaged with the City's social media content in 2024 when compared to 2023. This is mostly due to a significant spike in engagement in Q2 2024, resulting from exciting community announcements such as the Deer Valley Park temporary [off-leash dog park](#), the [65 Avenue Interchange girder installation](#), the grand opening of the [Pickleball Courts](#), as well as engaging content like [emergency preparedness](#) and [throwback photos](#) of the community.

Of note, engagement grew on LinkedIn by 118% in 2024. This is likely due to increased posting on the platform and tailoring content to appeal to the business community.

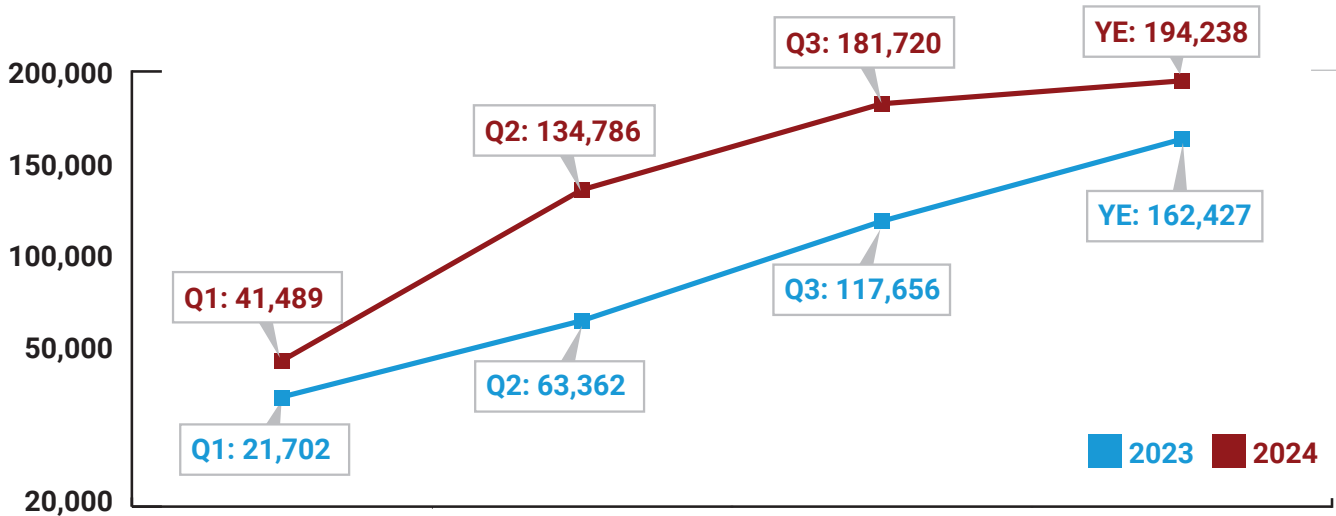


+20%

**IN SOCIAL MEDIA
ENGAGEMENT IN
2024 OVER 2023**

2024

TOTAL ENGAGEMENT



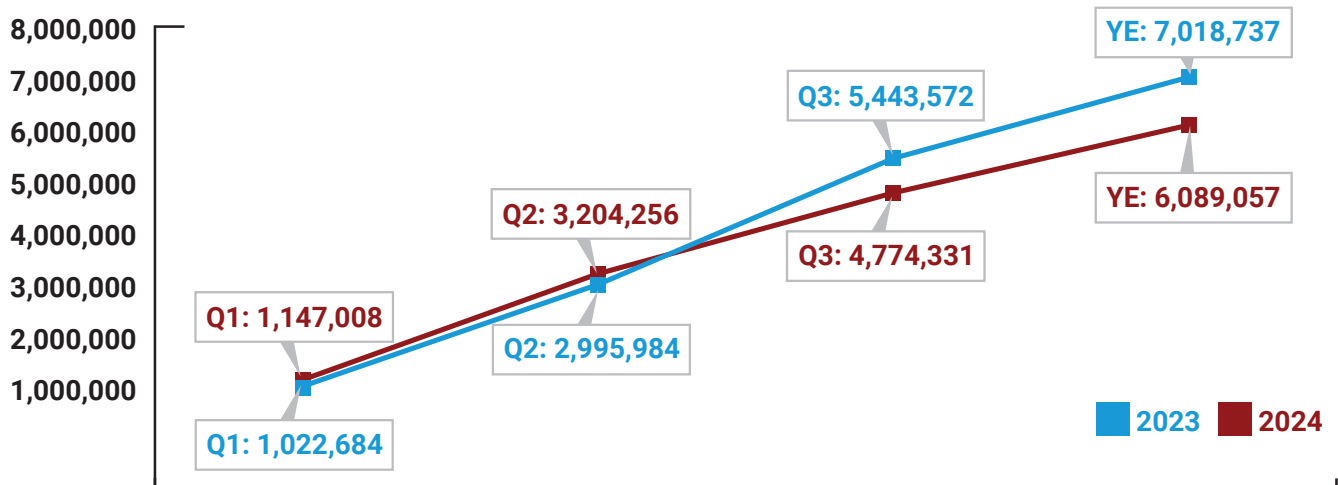
2024



Total impressions on social media declined by 13% in 2024 when compared to 2023. This is likely because the City now targets social media content to more specific audiences. In the past, content may have reached people outside the area and those uninterested in the information. The fact that engagement on social media has increased is a strong indicator that published content resonates with the City's followers.

-13%
SOCIAL MEDIA IMPRESSIONS IN 2024 OVER 2023

TOTAL IMPRESSIONS



EMAIL MARKETING

Since this time last year, subscribers to the City’s e-news tool continued to steadily grow. With a total of 1,803 subscribers at the end of 2024, this communication channel grew by 29% this year. The average open rate on e-news items has remained relatively consistent for the last two years, ranging from 64% to 68%. The average open rate on e-news items in 2024 was 65%, which represents a -1% decrease over the average open rate in 2023.

In 2024, the community was most interested in e-news about a temporary water ban in January (82% open rate) and least interested in two summer e-news stories about pesticides (both with a 52% open rate). That said, the open rate of the least successful e-news item was still well above the industry average of 42%.

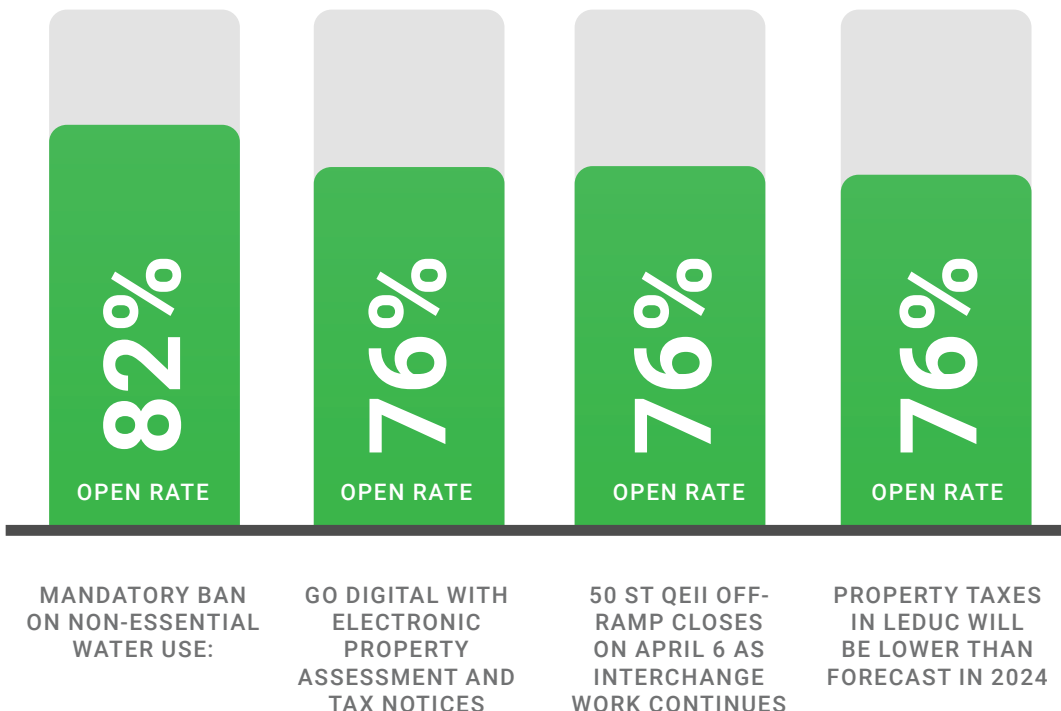


65% AVERAGE OPEN RATE IN 2024
WHICH IS -1% DECREASE IN AVERAGE OPEN RATES OVER 2023



+29% SUBSCRIBER GROWTH SINCE 2023

MOST POPULAR CONTENT IN 2024



2024

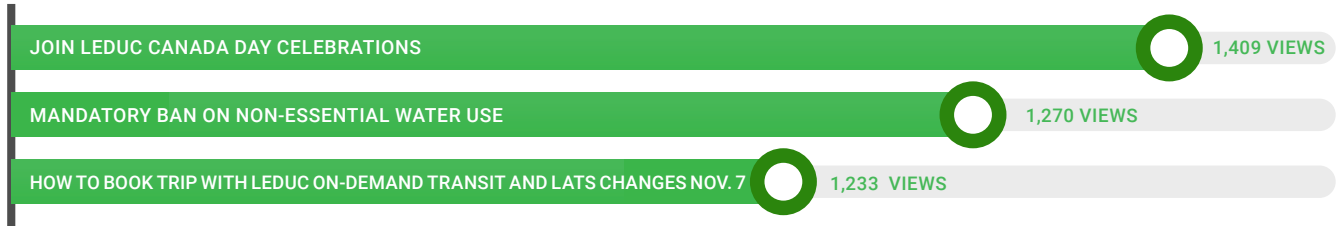


NEWS

LEDUC.CA NEWS

Leduc.ca continues to be a key source of information for residents. In 2024, there were 33,137 page views on Leduc.ca news items throughout the year. The most popular news item from 2024 was the Canada Day Celebrations announcement with 1,409 views.

MOST POPULAR NEWS IN 2024



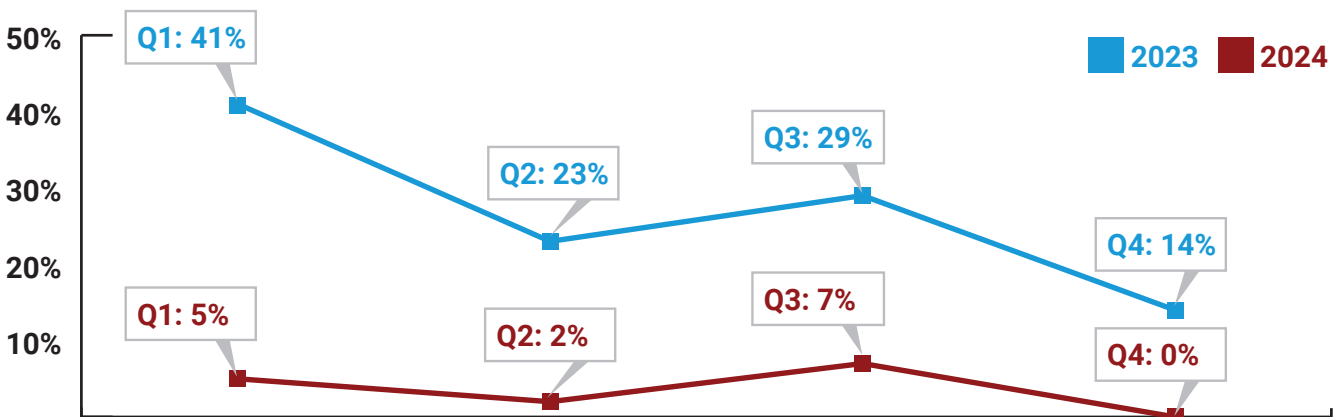
EXTERNAL MEDIA

Media mentions about the City increased by 100% in 2024 over 2023, with a total of 1,424 mentions in the media this year. This increase is primarily due to an increased number of articles published by The Leduc Rep. Overall, coverage about the City reached 301.6 million people, which is 38% fewer people than last year. This is likely due to the coverage by media outlets that have a smaller audience overall. Of note, there was a significant shift in the sentiment of news coverage about the City in 2024 compared to 2023. Negative coverage fell from 5% of all coverage at the start of 2024 to 0% at the end of the year, steadily shifting to being neutral in sentiment.



The Leduc Rep published the most news articles about the City in 2024 (76 articles online and 48 print articles) while CBC News had the greatest reach (13.6 million people). This was consistent throughout the year and is not surprising; local outlets have a vested interest in covering news in the community and regional outlets have a larger audience base, greater resources and methods for sharing the news.

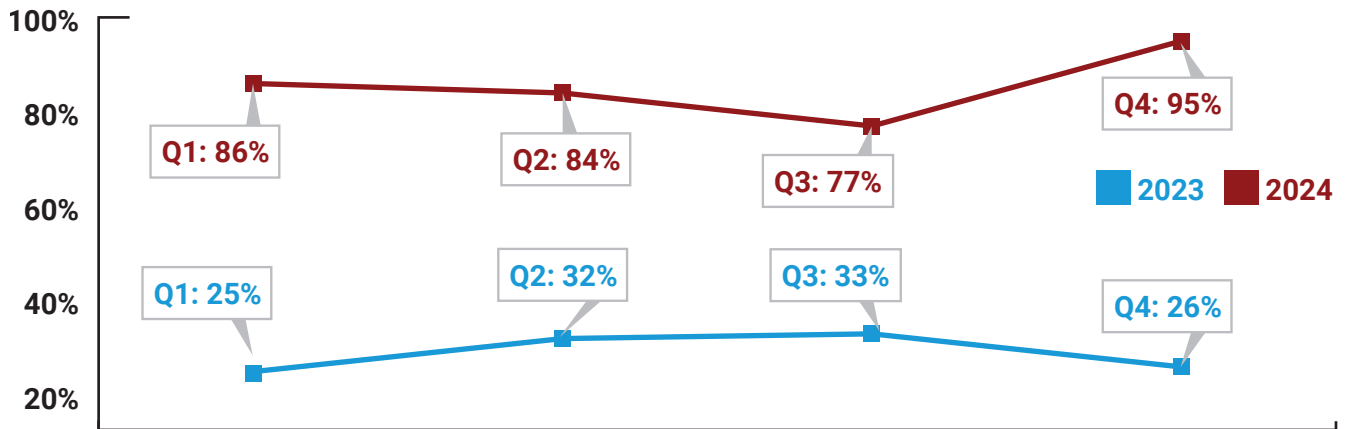
NEGATIVE SENTIMENT



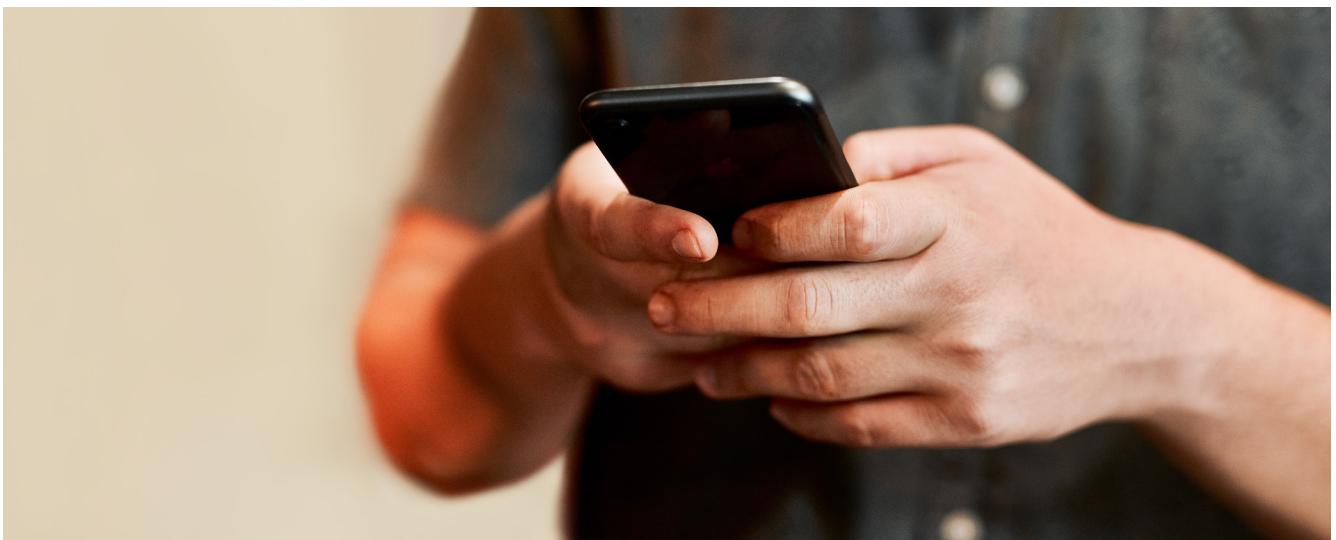
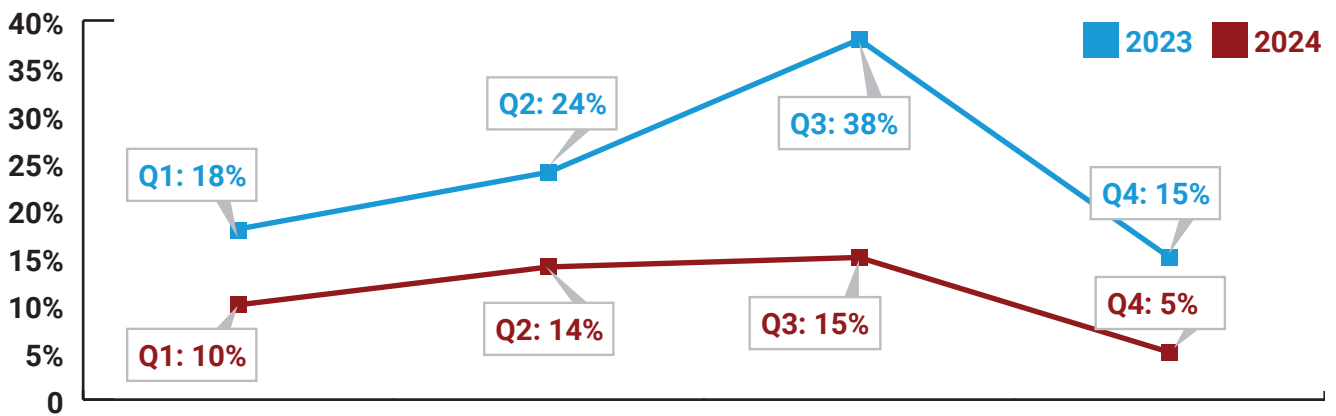
2024



NEUTRAL SENTIMENT



POSITIVE SENTIMENT





COMMITTEE-OF-THE-WHOLE

MEETING DATE: February 24, 2025

SUBMITTED BY: Duncan Martin, Senior Planner, Planning and Development

PREPARED BY: Duncan Martin, Senior Planner, Planning and Development

REPORT TITLE: Urban Centre Redevelopment Plan (UCRP) Update

EXECUTIVE SUMMARY

This report provides Council with an update on the Urban Centre Redevelopment Plan (UCRP), ensuring transparency and support around the Plan's development. The final draft plan will be brought forward for 1st Reading in March 2025. This update summarizes progress to date, outlines the framework and key priorities of the UCRP.

BACKGROUND

The UCRP project, initiated in February 2023, is a long-range statutory land use plan guiding the revitalization of the Urban Centre. This plan is mandated by the 2020 Municipal Development Plan and aims to align with city-wide strategic initiatives while responding to community input.

Phase 1 (Winter 2022 – Summer 2023): This phase focused on baseline understanding, visioning, and gathering initial public input through engagement sessions. Feedback emphasized the community's priorities for downtown revitalization, accessibility, and mixed-use development.

Phase 2 (Spring 2023 – Fall 2024): This phase included further engagement, with 256 survey responses and over 18,500 webpage interactions. The information collected informed key components such as the vision, goals, objectives, major themes, and guiding principles.

Phase 3 engagement (Winter 2025): This Phase was the confirming phase in which Administration held the last Open House and media blitz ensuring the plan received feedback on policies, images, mapping and the overall draft plan from the public, community stakeholders, and internal departments.

The plan outlines a vision of Leduc's Urban Centre as an accessible, safe, and inclusive space with diverse housing, business opportunities, high-quality urban design, and multi-modal transportation connections. The guiding principles focus on efficient land use, connectivity, housing diversity, business activation, and year-round enjoyment of public spaces.

PLAN OVERVIEW

The UCRP encourages mixed-use development, walkability, and cohesive neighborhood design while maintaining flexibility and minimizing land-use conflicts. Key plan components include:

1. **Plan Authority:** Ensuring alignment with statutory plans and municipal policies.
2. **Vision and Guiding Principles:** Reinforcing inclusivity, accessibility, and high-quality urban design.
3. **Growth and Character Framework:** Addressing business retention, placemaking, and enhancing regional tourism.
4. **Urban Structure:** Incorporating street typologies, mobility networks, and public amenity spaces.
5. **Implementation Initiatives:** Setting priorities for streetscape rehabilitation, active transportation improvements, business activation, and housing incentives.



COMMITTEE-OF-THE-WHOLE

The plan categorizes implementation priorities into three tiers, with each item within the tiers becoming a separate work item/project that will be further developed. These items/projects will include updates to Council throughout the years:

- **Tier 1:** Are projects listed within a one-to-five-year timeframe and could include such projects as: streetscape rehabilitation, active transportation improvements, zoning bylaw updates, and downtown activation events.
- **Tier 2:** Are projects listed within a five-to-ten-year timeframe and could include such projects as: parkland and plaza acquisition, heritage designation, and wayfinding strategies.
- **Tier 3:** Are projects listed within a ten-to-twenty-year timeframe and could include such projects as: tree canopy expansion, multifunctional heritage hubs, and arts programming.

NEXT STEPS

1. The finalized plan will proceed to 1st Reading, followed by a Public Hearing, and 2nd and 3rd Reading in Q1/Q2 of 2025.

ATTACHMENTS

- Draft - UCRP
- Draft – UCRP Implementation Plan
- Administrative PowerPoint



URBAN CENTRE

Area Redevelopment Plan

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LAND ACKNOWLEDGEMENT

The City of Leduc acknowledges we are situated within Treaty 6 Territory, comprised of the ancestral and modern-day territory of the Nêhiyaw (Cree), Dené, Niitsitapi (Blackfoot), Anishinaabe, Nakota Isga (Nakota Sioux), as well as the Métis Peoples. We acknowledge the many First Nations, Métis and Inuit, whose footsteps have marked these lands since time immemorial. We understand we are all Treaty people with shared responsibility to this land and to each other.

DRAFT

PREFACE

A Rationale for Redevelopment

The Urban Centre Area Redevelopment Plan (UCRP) provides comprehensive rationale and policy direction for realizing Leduc's most significant redevelopment opportunity.

Leduc's Urban Centre is poised for growth, building on the momentum of the Downtown Master Plan and growth in the city and the region. However, like most urban centres in communities of this size, it lacks residential density and is working to navigate the redevelopment process. The challenges faced by many downtowns are the same:

- **Slow Economic Growth:** Economic diversification is a slow process and downtowns have felt the effects of the boom and busts cycles in our economy.
- **Changes in Consumer Habits:** Consumer habits have shifted with the rise of e-commerce, reducing foot traffic in downtown retail spaces. Additionally, suburban shopping centers with free parking and one-stop convenience are drawing consumers away from traditional downtown retail districts. This has led to a decline in brick-and-mortar stores, reduced operating hours for remaining businesses, and increased vacancy rates in downtown areas.
- **Lack of Residential Density:** As more people seek mixed-use, walkable communities, downtowns are under pressure to increase residential density to support businesses and create a vibrant, 24/7 environment.
- **Shifts in Transportation and Mobility:** As urban populations expect increased modal choice downtowns are increasingly expected to accommodate more public transit, cycling, and walking.
- **Aging Municipal Assets:** Many downtowns have aging infrastructure that requires significant investment. This includes not only roads and utilities but also older buildings that need upgrades to meet modern accessibility and sustainability standards. The cost of maintaining or renovating these assets can be prohibitive for both municipalities and private owners, limiting revitalization efforts.

Revitalizing downtowns requires communities to focus on innovative strategies that address economic diversification, infrastructure upgrades, residential densification, and meeting consumer expectations.

A thriving downtown becomes the face of its community. By communicating a culture of growth, progress, and innovation, it can create new economic opportunities throughout the city. The Urban Centre is essential to attracting new businesses and residents to Leduc, as well as being an anchor for the visitor tourism economy. It can also position Leduc in the region as a unique destination to shop, dine, visit, move to or invest in. Creating a vibrant downtown requires active and ongoing commitment from the community, the municipality, and the private sector. When revitalization is done thoughtfully, investments create momentum that supports everyone's shared vision. Celebrating diverse history, connecting with arts and culture, buoying local businesses, and creating enjoyable neighbourhoods requires collaboration and planning. The UCRP establishes a framework for redevelopment that invites this collaboration with all stakeholders in the Urban Centre and supports growth in alignment with the community's needs and vision.

A Thriving Urban Centre

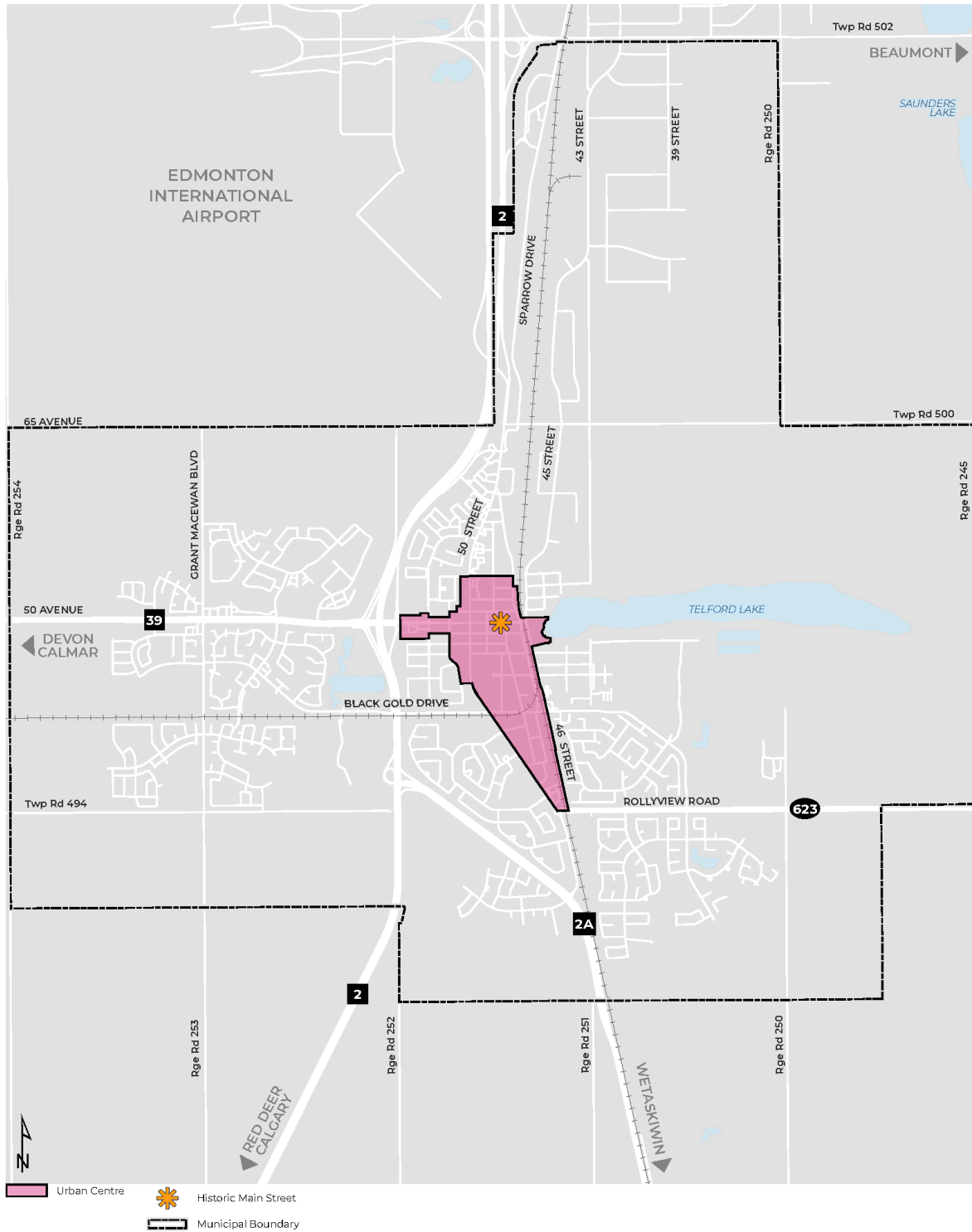
By creating the UCRP, the City of Leduc has committed to prioritizing growth and development in the Urban Centre. The goal of this plan is to create a vibrant Urban Centre that is accessible to all, enjoyable to live and visit, celebrates its unique local character, and supports a growing business community over the next 20 years. As an Area Redevelopment Plan, the UCRP is a statutory land use plan that guides the redevelopment, preservation, and rehabilitation of existing areas, and ensures it adheres to provincial, regional, and city statutory while considering non-statutory documents and policies. This plan is written to provide policy direction for redevelopment as well as guidance for municipal investment such as streetscape improvements and public amenities.

The Downtown Master Plan defined an ambitious vision for the Urban Centre, one that still resonates today. The UCRP builds on that vision while bringing a focus on supporting and encouraging an increased rate and scale of redevelopment. It serves as a roadmap to that future, outlining strategic public investments aimed at generating momentum for redevelopment. These initial actions will be followed by phased, long-term initiatives designed to adapt to and support redevelopment as it unfolds. The plan also establishes a flexible implementation framework to guide redevelopment across the Urban Centre, ensuring consistency while encouraging innovative design and creative approaches to shape a vibrant and sustainable downtown.

1.0 INTRODUCTION

Starting in 2022, the City of Leduc began the process of creating an Area Redevelopment Plan for the Urban Centre to build on the momentum of the Downtown Master Plan. With the approval of the Downtown Master Plan in 2012, the City has led, collaborated, and completed several projects including several land use bylaw updates, a downtown streetscape improvement project, a downtown storefront improvement program, the outdoor patio program, and a downtown heritage inventory. These key projects assisted in transforming the core into a vibrant, functional, and visually appealing destination. However, since that time, more than 10,000 new residents have been added to Leduc giving rise to evolving needs, and new economic opportunities. The Urban Centre Redevelopment Plan (UCRP) was developed building on the successes of the Downtown Master Plan, integrating modern urban design principles, increased densification, sustainability measures, and innovative land-use policies to address long-term growth, and ensuring the downtown core remains a dynamic and competitive area to attract residents, businesses, and visitors. As an Area Redevelopment Plan, the UCRP is a statutory plan defined by the Municipal Government Act with the intent to incentivise redevelopment and leverage financial mechanisms that support vibrancy in the community.

Located in the originally settled area of Leduc between Queen Elizabeth II Highway and Telford Lake, the Urban Centre as shown in [Map 1](#) is approximately 102 hectares and is a key anchor in the community containing Historic Main Street. The centre contains a full range of *commercial*, institutional, along with residential development. The centre also includes key amenities such as schools, parks, trails, and civic buildings. The UCRP aims to transform the area over the next 20 years, enhancing its accessibility, safety, and inclusivity, and celebrating its local heritage to become a vibrant place with high-quality urban design and excellent multi-modal transportation links, making it a central hub for economic and social activities.



Map 1: Plan Location

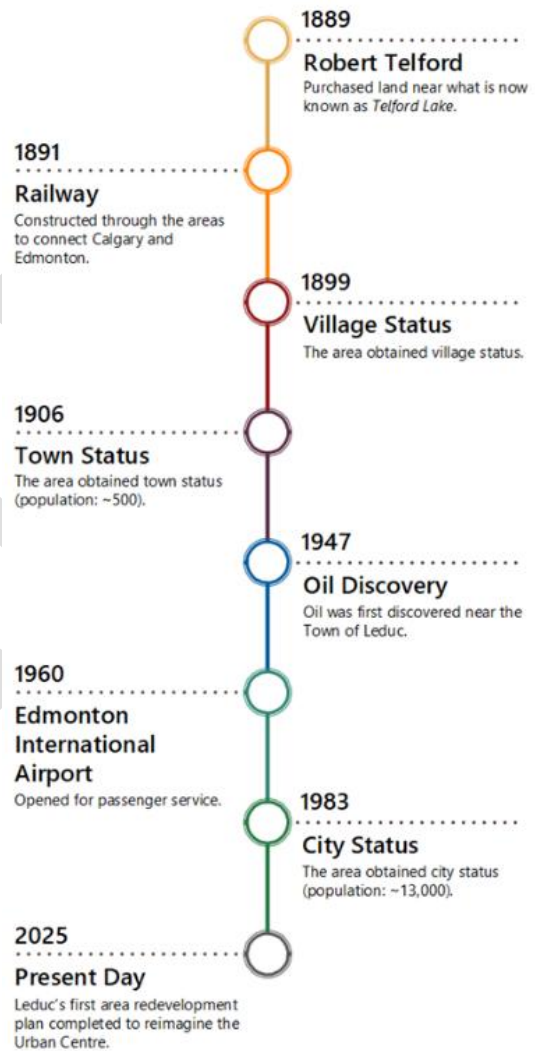
1.1 Planning Context

Robert Telford settled in the Leduc area in 1889, buying land near what is now Telford Lake within the current Urban Centre. The area boomed in 1891 when a railway connecting Calgary and Edmonton was built, making it a telegraph station and a stopover, which attracted homesteaders due to the fertile soil and vast forests. Over time, this stopover evolved into a central hub for trading agricultural products and developed into a village in 1899, later becoming a town in 1906. The discovery of oil in 1947 at Leduc No. 1 transformed the local economy, marking the start of Alberta's modern oil industry and leading to rapid population and economic growth. The establishment of the Edmonton International Airport in 1960 further enhanced Leduc's accessibility. Achieving city status in 1983, Leduc continues to serve as a strategic residential and economic hub.

Today, Leduc's Urban Centre stands as a crucial hub in the heart of the city. It hosts a mix of housing and business opportunities while providing essential gathering spaces and local heritage, as shown in [Map 2](#). Looking forward, the changes to the Edmonton Airport Vicinity Protection Area (AVPA) regulation in 2022 are set to drive further growth, allowing more residential development in the Urban Centre. To ensure this growth is managed sustainably, Leduc is reevaluating conventional development patterns and implementing a framework that aligns with community needs and harmonizes with the size, scale, and design of existing developments.

In 2023, the Urban Centre was home to approximately 1,688 residents (Leduc 2023 Census Report), and serves as a central hub to a population of over 36,000 city residents, representing approximately 4.6% of Leduc's total population. The median income of households in the Urban Centre is approximately \$57,000, which is the lowest median income across Leduc neighbourhoods. A significant 62% of households in the Urban Centre are occupied by renters, and the workforce is largely comprised of employees in the accommodation sector. It is important to note, Leduc's population is becoming more diverse over time, with both the under age 14 and 65+ cohorts growing in proportion and migration to the city increasing (Leduc Housing Needs Assessment, part of the Leduc Housing Strategy 2025-2030).

The Urban Center in Leduc is currently grappling with several housing gaps that impact its growth and sustainability. Key issues include a measurable shortage of affordable housing options, particularly rentals and units



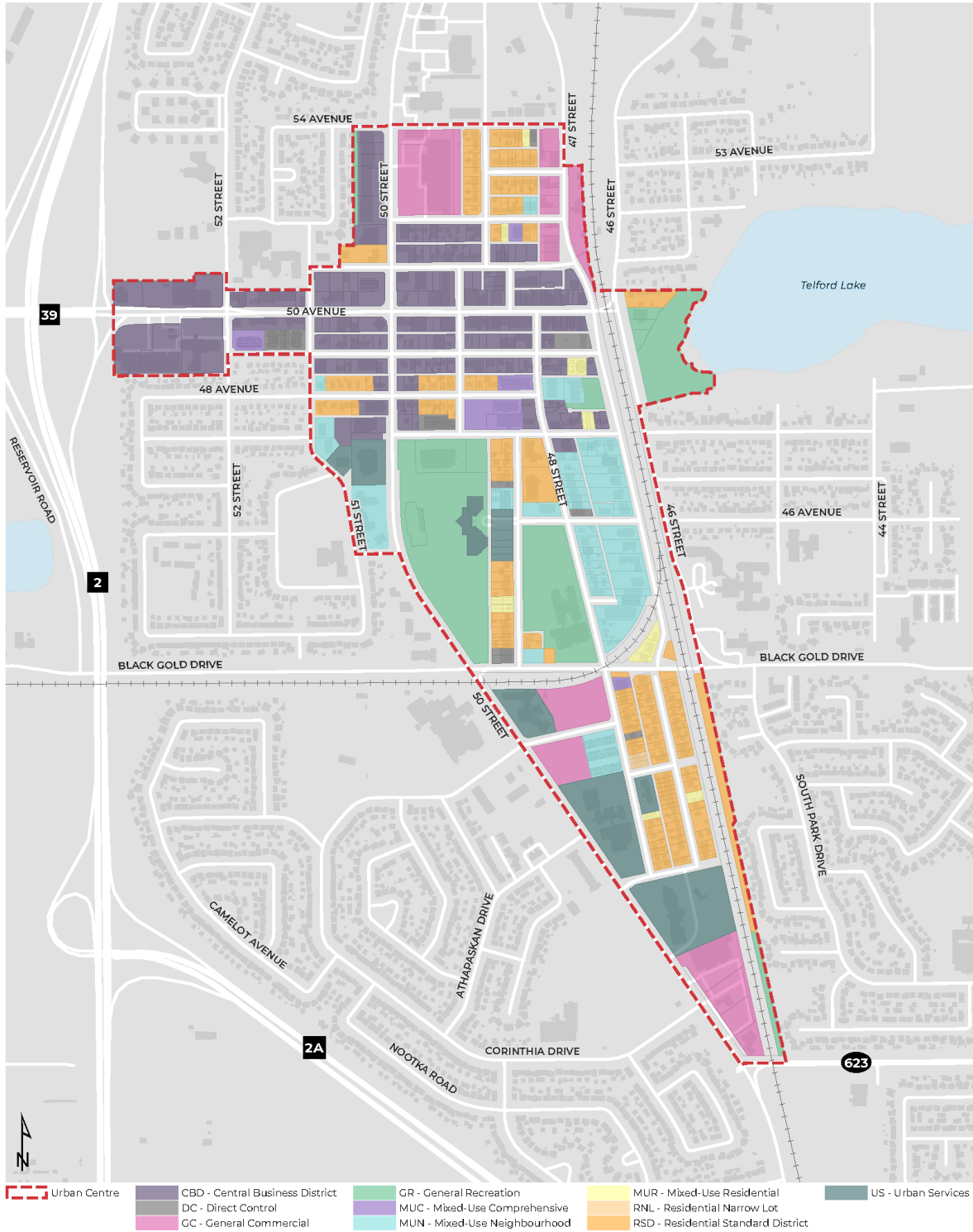
with rent geared to income, which are crucial to balance living expenses for all residents. The Housing Strategy (2025) provides critical insights into the housing needs and proposed initiatives to address gaps in housing supply in Leduc. Additionally, the rising cost of living and housing affordability are major concerns, with many households allocating over 30% of their income towards housing costs. The aging housing stock in the Urban Center necessitates a push for more diverse housing types, such as smaller units suitable for singles and seniors. To meet the needs of its evolving demographic, Leduc must also expand its housing typologies to include more townhouses, duplexes, and apartment buildings catering to the growing population and varying household sizes. These gaps, if not addressed, could hinder the Urban Center's objective to be a vibrant and inclusive community.

Consumer preferences have shifted significantly over the past decade, influenced by the rise of e-commerce and the Covid-19 pandemic. Developers are now responding to a demand for more unique destinations, compelling cities to prioritize quality over quantity in retail offerings. While several retail categories have experienced declines in in-store spending, the food and beverage sector, along with grocery, continues to see robust growth. Mixed-use developments are increasingly focused on creating strong culinary experiences to attract consumers. The pandemic has also transformed office environments, with many companies adopting hybrid work models. Smaller professional firms, health services, and research and development sectors are more likely to return to traditional office spaces. In response, cities are evolving employment classifications, moving beyond conventional office and industrial distinctions, and encouraging the development of *adaptable*, future-proof buildings that meet diverse business needs.

Commercial development must adapt to support both existing and future businesses while generating activity. Establishing food and beverage clusters, craft brew pubs, live performance venues, specialty retail, and creative workspaces will be essential in attracting visitors and fostering economic growth. Redeveloping underutilized sites for mixed-use projects, particularly around the intersection of 50th Avenue and 50th Street, is crucial to revitalizing the area. Additionally, enhancing connections between the Urban Centre and Telford Lake by addressing barriers such as the psychological divide created by the train tracks and 46th Street will leverage this area as a city-wide destination. These efforts will help create a vibrant, accessible core that stimulates ongoing *commercial* and community activity.

The Urban Centre is home to fourteen (14) historical buildings under the City of Leduc Downtown Heritage Inventory, with only the Leduc Heritage Grain Elevator and the Dr. Woods House Museum listed on the provincial historic registry. All other buildings have no official designations or regulations that require these elements to be preserved or protected.

Many of the streets in the Urban Centre do not currently align with the City's standard cross-sections or design standards creating gaps in the pedestrian and cycling network as most sidewalks within the plan area are less than the current accessibility standards. Increasing the prevalence and width of sidewalks as well as connecting the surrounding multiway network will improve accessibility and increase pedestrian activity in the area.



Map 2: Existing Land Use

Residential Neighbourhoods

The Urban Centre contains a significant amount of land for residential uses. Predominantly lower-density, single detached dwellings, most residential lots are large and follow a historic street grid pattern. Some residential lots have been converted to multi-unit developments characterized by duplexes, townhouses, and *low-rise* apartments with surface parking, which has slowly started to increase the density and diversity of housing types in the Urban Centre. Although the target density for this area is 100 dwelling units per net residential hectare, in 2024 the density of the Urban Centre was approximately 40 dwelling units per net residential hectare.

Commercial & Central Business District (CBD)

The Urban Centre contains a variety of *commercial* uses from smaller, more local establishments near the Central Business District, to larger *commercial* chains along the outer edges of the plan area. This area is anchored by Main Street (50th Ave) at its core with a mix of *commercial* and residential developments to the north and south. Containing the CBD, this area is known for small-scale walkable blocks, early 1900-style lots, and a variety of businesses amidst low to medium-density residential development.

Institutional

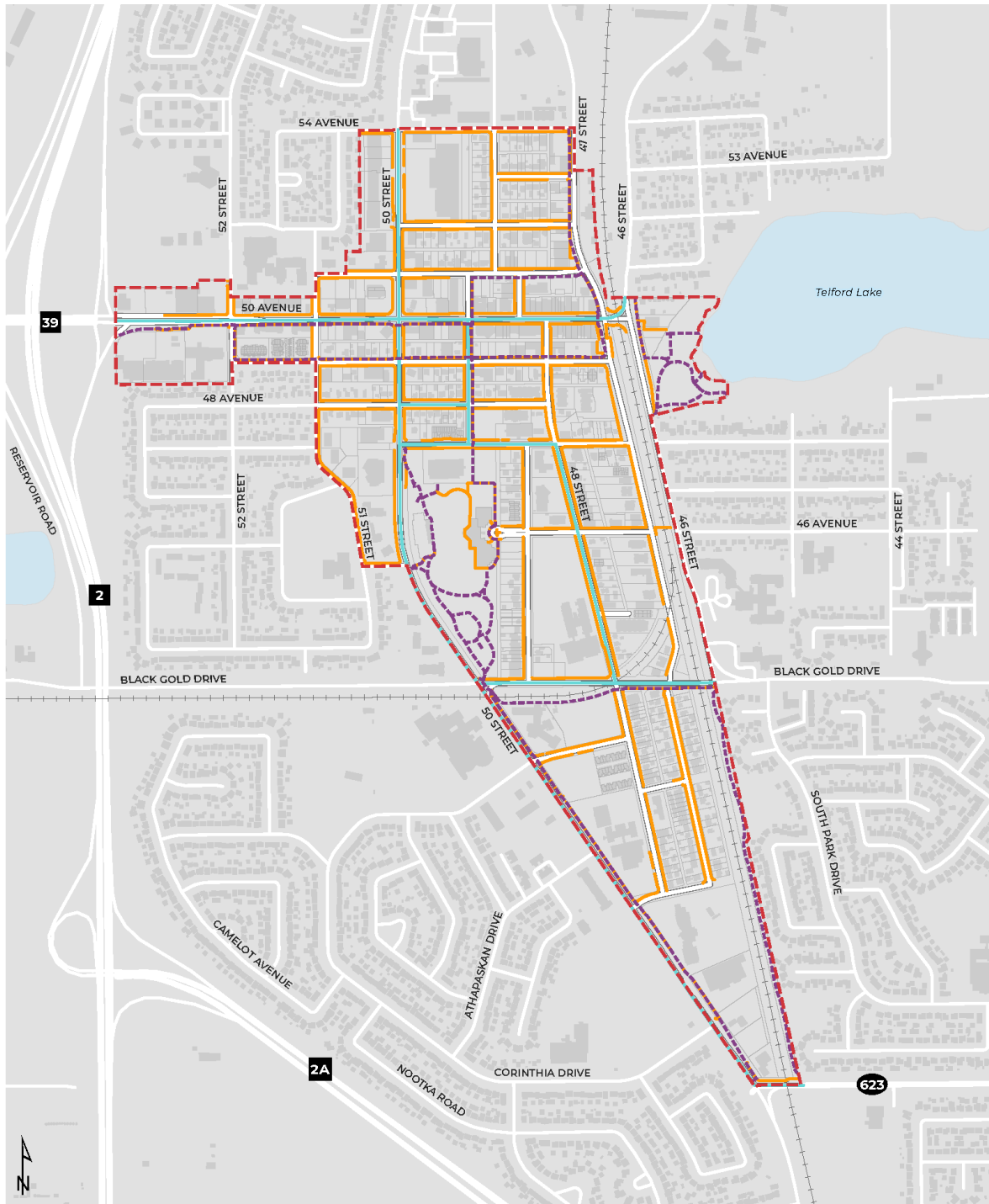
The Urban Centre contains several institutions and community services, some are public, and some are privately owned. Examples of existing institutions include schools, assisted living facilities, places of worship, and emergency services. Examples of existing community services include the Leduc Civic Centre, Leduc Public Library, and Leduc Community Hospital.

Parks, Recreation, and Amenities

There are currently three parks within the Urban Centre: George Liggins Park, the west portion of Telford Lake which is the City's most significant environmental and recreational amenity, and Alexandra Park, a central community hub home to a variety of recreational services, and amenities such as the Leduc Civic Centre, Leduc Public Library, Alexandra Arena, two community playgrounds, the outdoor pool, and spray park.

Heritage

As Leduc has grown and developed, elements of its past have remained evident on select properties and structures throughout the Urban Centre and is home to fourteen (14) historical buildings under the City of Leduc Downtown Heritage Inventory, with only the Leduc Heritage Grain Elevator (Provincial *Historic Resource*) and the Dr. Woods House Museum (Municipal *Historic Resource*). All other buildings have no official designations or regulations that require these elements to be preserved or protected.



Urban Centre Bus Route Multiway Sidewalk

Map 3: Existing Mobility Context (2025)

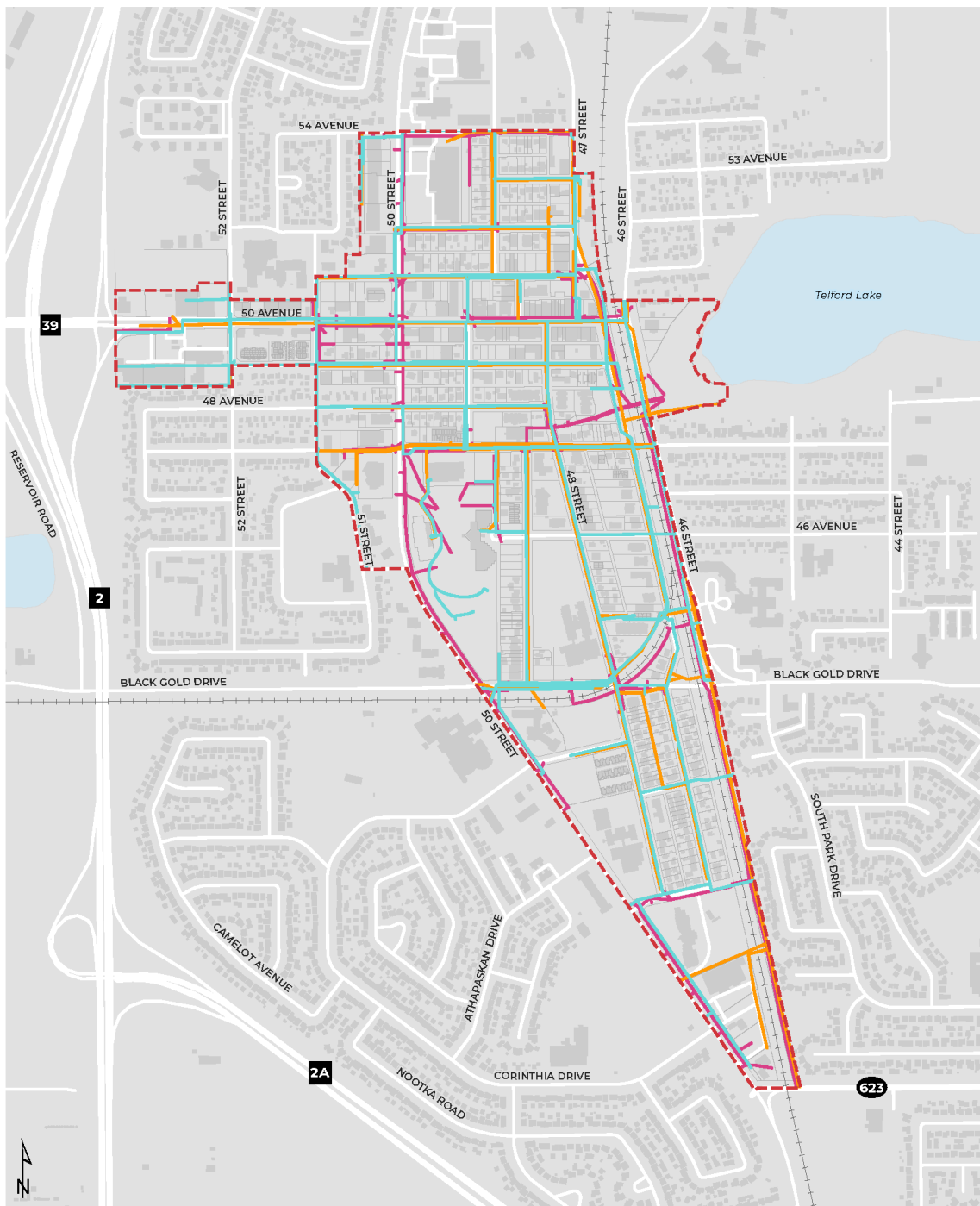
Roads, Trails and Sidewalks

As illustrated in [Map 3](#), The Urban Centre includes a mix of *arterial*, *collector*, and *local* roads, as classified in the City's Transportation Master Plan and includes over 7 kilometres of multiway and 15 kilometres of sidewalks that support various modes of active transportation.

Infrastructure

Infrastructure provides essential services to accommodate existing and future development. As shown in [Map 4](#), as of 2025 the Urban Centre contains underground infrastructure for water, sanitary, and sewer servicing, in addition to surface infrastructure like sidewalks, streetlights.

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Urban Centre Sanitary Main Storm Main Water Main

Map 4: Existing Infrastructure (2025)

1.2 Requirements and Plan Alignment

The Urban Centre Area Redevelopment Plan aligns with the Municipal Development Plan, the Transportation Master Plan and Council's Strategic Plan. It has been prepared in accordance with the requirements of the Municipal Government Act (MGA). The MGA enables Council to adopt Area Redevelopment Plans to provide a framework for the redevelopment of an area. The MGA specifies what an ARP must describe:

- 1) the objectives of the Plan and how they are proposed to be achieved,
- 2) the proposed land uses for the redevelopment area,
- 3) if a redevelopment levy is to be imposed, the reasons for imposing it, and
- 4) 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.

The MGA further specifies, that property owners and the general public, particularly those who might be directly affected by the plan, must be notified and be allowed to make suggestions and representations. Consultation activities with City Council, community members and stakeholders played an important role in the planning process and helped to define a shared vision and strategic priorities for the Plan.

Public engagement initiatives were executed in accordance with a comprehensive UCRP Engagement Plan guided by the City of Leduc Public Engagement Framework. The Engagement Plan outlined detailed goals and objectives for the project's public engagement process conducted in three phases: Visioning, Planning, and Confirming. The successes and lessons learned from the first two phases have been reported and published through What We Heard Reports.

1.3 Plan Interpretation

Policies

Terms shown in *italics* can be found in the Glossary.

Policies set out how the ARP's objectives are to achieve the plan's goals and vision. They are high-level statements of intent. Statements that do not include the terms below are provided to support municipal projects and initiatives, rather than provide policy direction for redevelopment and private investment.

Important Policy Terms	
Require	Indicated a compulsory obligation
Encourage	Provides direction for what is expected
Consider	Provides criteria for when actions may be suitable

Support	Provides direction for municipal projects and initiatives
---------	---

Key Terms

To effectively define the intended development and redevelopment opportunities for Leduc's Urban Centre, detailed below are key terms used within the context of this plan. A complete list of defined terms is included in Appendix 1: Glossary.

Urban Centre: Leduc's downtown area under the direction of this plan, as identified in Map 1.

Historic Main Street: A central urban area with significant historical and cultural value. This is considered to include the development on both sides of 50 Avenue from 47 Street to 49 Street.

Active Frontage: Buildings or spaces that engage directly with the street, often with ground-floor retail or other public uses.

Gateway: A significant entry point to the Urban Centre, often marked by distinctive architecture or landscaping.

Public Realm: The shared public spaces of a city, including streets, sidewalks, *plazas*, and parks.

Active Transportation: Modes of transportation that rely on human power, such as walking, cycling, and using public transit.

Maps and Illustrations

The figures incorporated throughout the plan are intended to illustrate a possible interpretation of the policy direction within this plan and are not intended to establish the specific built form, architectural details, or building design required. Maps have been provided as part of the UCRP to identify the location of application for various policies and statements. Should there be a discrepancy between the written policy and maps and figures, the written policy shall prevail.

1.4 Purpose & Approach

Due to a continued high rate of growth in Alberta over the past decades, and recent changes to the Edmonton Airport Vicinity Protection Area (AVPA) regulation, the Urban Centre is anticipated to experience an increase in residential growth and density. Considering these factors, the UCRP presents a unique opportunity to guide the redevelopment and growth of a vibrant mixed use Urban Centre over the next 20 years.

The UCRP provides a long-term vision and land use framework to direct the redevelopment of the Urban Centre. The UCRP guides the City of Leduc, residents, local businesses, and the land development industry to make informed decisions on future land use and redevelopment within the Urban Centre. It was developed using

information from existing municipal plans, technical background studies, and input from the community, subject matter experts, and external stakeholders. The UCRP is intended to evolve over time as the plan is implemented.

The approach and framework links the guiding principles to the policies and the implementation action items. Building on the vision for the Urban Centre, this plan has been structured to consider all aspects of redevelopment within the UCRP from site planning to infrastructure. This is organized as follows:

- Vision, Principles and Growth Concept: Defines a long-term vision for the Urban Centre, supported by Guiding Principles that were used throughout the plan preparation to align the policies and objectives with the intent of the plan.
- Objectives: Provides direction for investing in the Urban Centre, as well as the future design of streets, mobility connections, amenities and public spaces
- Policies: Provides requirements and direction that consider the built context, constraints, and intended character within the Urban Centre
- Implementation: Brings all of these considerations together and establishes priorities and overarching timelines in alignment with the themes and guiding principles.

2.0 COMMUNITY DIRECTION

2.1 Community Direction Statement

The Community Direction Statement for the Urban Centre was developed through engagement with community members and key stakeholders. It captures the community's future aspirations and establishes direction for growth and redevelopment.

“Leduc’s Urban Centre is an accessible, safe, and inclusive space. It offers diverse housing and business opportunities, celebrates local heritage, gathering spaces, and provides access to natural, cultural, and recreational amenities. Showcasing high quality urban design and multi-modal transportation connections, the Urban Centre welcomes residents and visitors to experience this vibrant locale that is designed for all.”

2.2 Guiding Principles

- Recognize and strengthen history, culture, and sense of place.
- Enable efficient use of land and existing infrastructure to contribute to the financial sustainability of the Urban Centre.
- Enhance modal choice and improve connectivity to and through the plan area.
- Diversify housing options to increase the residential population and support housing accessibility.
- Attract, support, and promote the businesses, services, and uses that activate the streets and *public realm*.
- Provide opportunities for people of all ages and abilities to visit and enjoy public spaces year-round.

2.3 Growth Concept

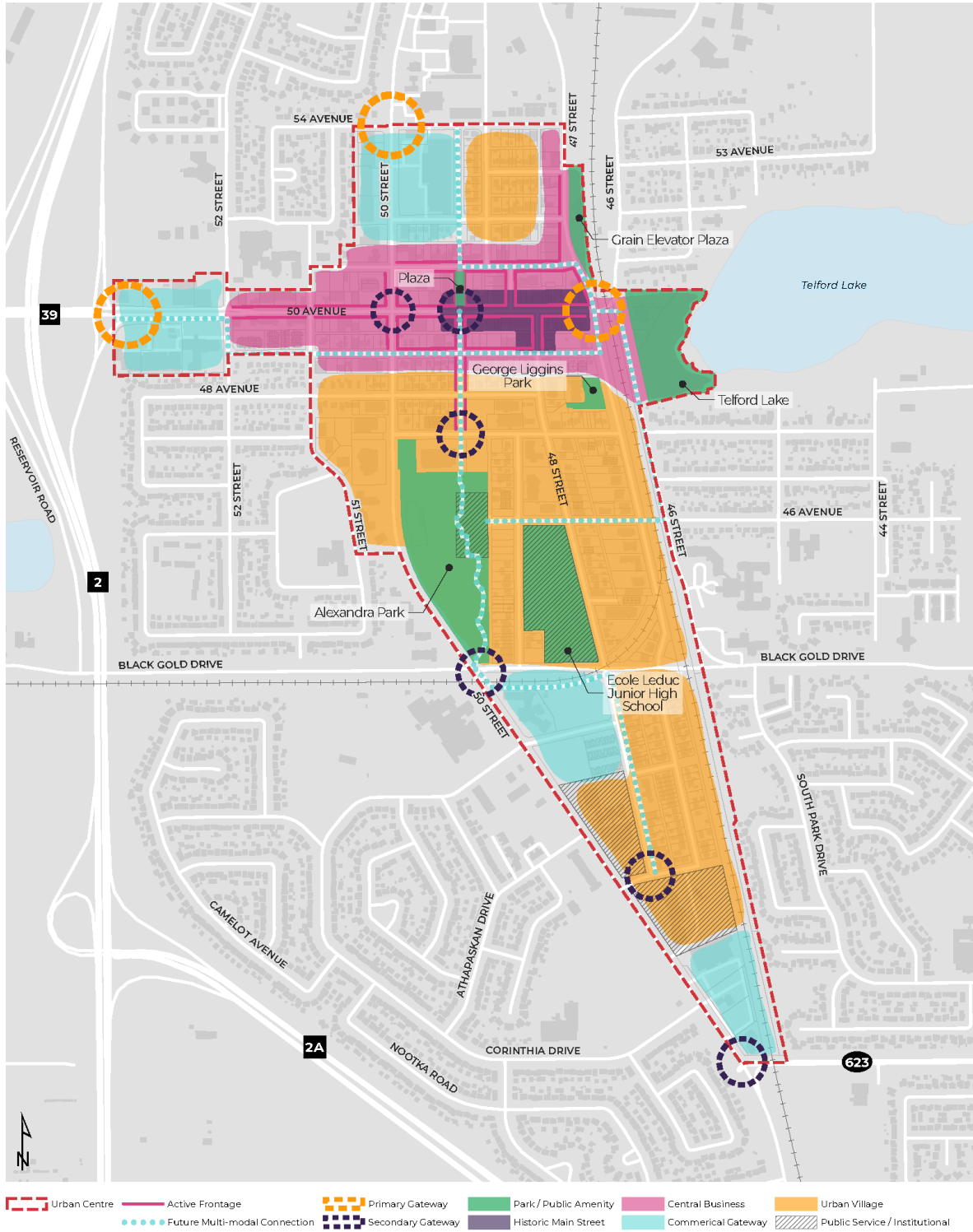
Every municipality is responsible for providing essential services and infrastructure to its residents. Examples of these include water and sewer systems, roads, walkways, public parks, recreation centers, and services such as police, fire, and transit, all of which are funded by municipal taxes. However, the level of service is not uniform across all areas. Factors such as land use, activity levels, and local needs and demands vary throughout a city. A standardized approach to infrastructure and service provision is neither economical nor sustainable in the long term. For instance, a park with play spaces is valuable in a residential area but would be underutilized in an industrial district. Therefore, to maintain fiscal responsibility, cities allocate infrastructure based on its projected usage.

The centre of a city typically experiences the highest demand for services due to its density of population, *commercial* activity, and public interactions. As a result, it is essential that a comprehensive intersection of all services is provided in these areas. This includes enhanced public transit options, a robust network of roads and walkways, readily accessible public parks and recreational facilities, as well as heightened levels of public safety

services such as police and fire departments. The concentration of these services in the city centre is crucial to support the diverse and high-volume activities that occur there, ensuring the area remains functional, vibrant, and capable of sustaining its critical role as the *commercial* and business activity core within the broader urban environment. Supporting publicly interfacing uses leverages the city's investments in an enjoyable and attractive urban centre, and is further supported by increased residential density and housing diversity.

The illustrative growth concept ([Map 5](#)) for the Urban Centre identifies opportunities for development, destinations and amenities, to create a distinct sense of place and identity for the Urban Centre.

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Map 5: Illustrative Growth Concept

3.0 OBJECTIVES

The objectives establish a coordinated outcome for the Urban Centre, ensuring its redevelopment supports economic vitality, high-quality urban design, multimodal street networks, and well-integrated public spaces. The objectives prioritize pedestrian-friendly environments, active transportation, high-density mixed-use development, and accessible public spaces, fostering a dynamic and livable urban core. Future policies, zoning regulations, strategies, development and redevelopment of the Urban Centre must demonstrate how they have considered and responded to the objectives of the Plan.

3.1 Economic Development

Leduc's Central Business District is a dynamic hub that balances heritage and modern growth. Anchored by a historic Main Street that reflects the city's deep-rooted sense of community, the Central Business District supports an environment for *commercial* uses and tourism. Its unique charm, coupled with access to natural amenities such as Telford Lake and expansive green spaces, makes it an attractive destination for both residents and visitors alike.

- a. Enhance the Public Realm – Maintain a high-quality *public realm* to reinforce the Urban Centre as the city's economic, social, and civic hub.
- b. Strengthen the Central Business District – Establish the Central Business District as the city's *commercial* core by actively promoting office and retail growth, leveraging its density, diversity, and urban character.
- c. Position the Urban Centre as a Destination – Develop Main Street and the Urban Centre as premier destinations by capitalizing on their unique assets to attract citywide and regional visitors.
- d. Expand Tourism & Improve Urban Appeal – Strengthen tourism programs and enhance the Central Business District's appearance to attract visitors and investment.
- e. Attract Anchor Businesses & Clusters – Encourage businesses that serve as key destinations, fostering *commercial* clusters that drive foot traffic and economic synergy.

3.2 Urban Design

The built environment reflects the vision of its residents. It is guided by an urban design strategy and policies intended to create a compact, vibrant, and livable urban centre. This strategy recognizes that individual projects are the building blocks of great streets and neighbourhoods. This requires attention to the way buildings meet the sidewalk, and how they acknowledge and contribute to the *public realm*. Figure 2 provides a visual representation of the objectives and how they can be interpreted and met through development.

Objective #1: Connect and Engage the Public Realm

- a. **Activate the streetscape:** Design vibrant, engaging ground-level environments by incorporating *commercial* uses along Active Frontages (Figure 8), ensuring buildings minimize setbacks with individual shopfront entrances. Include weather protection elements like awnings, canopies, and arcades to enhance pedestrian comfort. Encourage street-oriented residential along local streets to provide a comfortable neighbourhood experience.
- b. **Human-scale:** Building frontages should be designed to foster strong visual and physical connections to the street, enhancing the interaction between interior spaces and the *public realm* while avoiding blank walls.
- c. **Flexible building setbacks:** In areas with ground-floor *commercial* uses such as cafés, restaurants, or other active functions, consider setbacks, mid-block *mews*, or forecourts to create more dynamic and flexible public spaces.
- d. **Corner site design:** Buildings on corner sites should feature attractive, articulated facades on both street frontages and serve as visual focal points, incorporating distinctive architectural features to anchor the urban landscape.

Objective #2: Enhance the Character of Downtown

- a. **Theming and placemaking:** Integrate *placemaking* strategies within the downtown core by incorporating design elements that reflect the area's heritage. This could include historically inspired light fixtures, banners, street signage, benches, bike racks, receptacles, and tree grates, all contributing to a cohesive sense of place.
- b. **Harmonizing with historic context:** Any rehabilitation of historic buildings or new development in the downtown are designed to complement the architectural styles and materiality of the area, ensuring that new and old elements create a cohesive character.
- c. **Distinctive streetscape design:** Develop cohesive *streetscape* elements that reflect the unique character of different areas, enhancing each area's sense of place and connection to Main Street.
- d. **Consistent and durable design features:** Consider the maintenance and longevity of materials and *public realm* features through the design process to create a downtown that is visually engaging and cost-effective now and in the future.

Objective #3: Resilient and Adaptable Design

- a. **Flexible spaces and scales:** Design must accommodate diverse user needs by creating *adaptable* building spaces that serve a variety of functions over time.
- b. **Timeless aesthetic:** A commitment to high-quality materials and craftsmanship ensures that design remains relevant and durable, maintaining its value across generations, and is an expectation in the Historic Main Street.
- c. **Active transportation and mobility:** Streets and large-site developments support walking, cycling, and public transit, while also integrating infrastructure for bike parking and curbside management to accommodate shared vehicle services and deliveries.
- d. **Future-ready:** Design of buildings, streets, and public spaces embraces sustainable materials, energy-efficient systems, and smart technology to minimize environmental impacts and ensure adaptability to future innovations.
- e. **Accessible spaces:** Design of buildings, streets, and public spaces considers the needs of all users in all seasons to create an Urban Centre for everyone.

Objective #4: Designing Streets for People

- a. **Barrier-free sidewalks:** Create accessible, well-sized sidewalks designed to accommodate the expected pedestrian density, ensuring inclusivity for all users.
- b. **Pedestrian connectivity:** Address gaps in the pedestrian network by ensuring continuous, safe, and convenient pathways, especially where sidewalks are missing or inadequate.
- c. **Enhanced pedestrian experience:** Improve key pedestrian corridors with landscaping, street edge treatments, and other design interventions to enhance pedestrian safety and comfort.
- d. **Street and laneway infrastructure upgrades:** Future property redevelopment and infrastructure rehabilitation projects will incorporate modern utility alignments, and where feasible with possible partnerships, undergrounding existing overhead power lines to create cleaner, safer, and more visually appealing *streetscapes* that avoid utility conflicts with trees and street amenities.

- e. **Pedestrian-friendly streetscapes:** Streetscaping elements will be incorporated to enhance pedestrian comfort and connections throughout the Urban Centre, fostering a more engaging and inviting *public realm*.

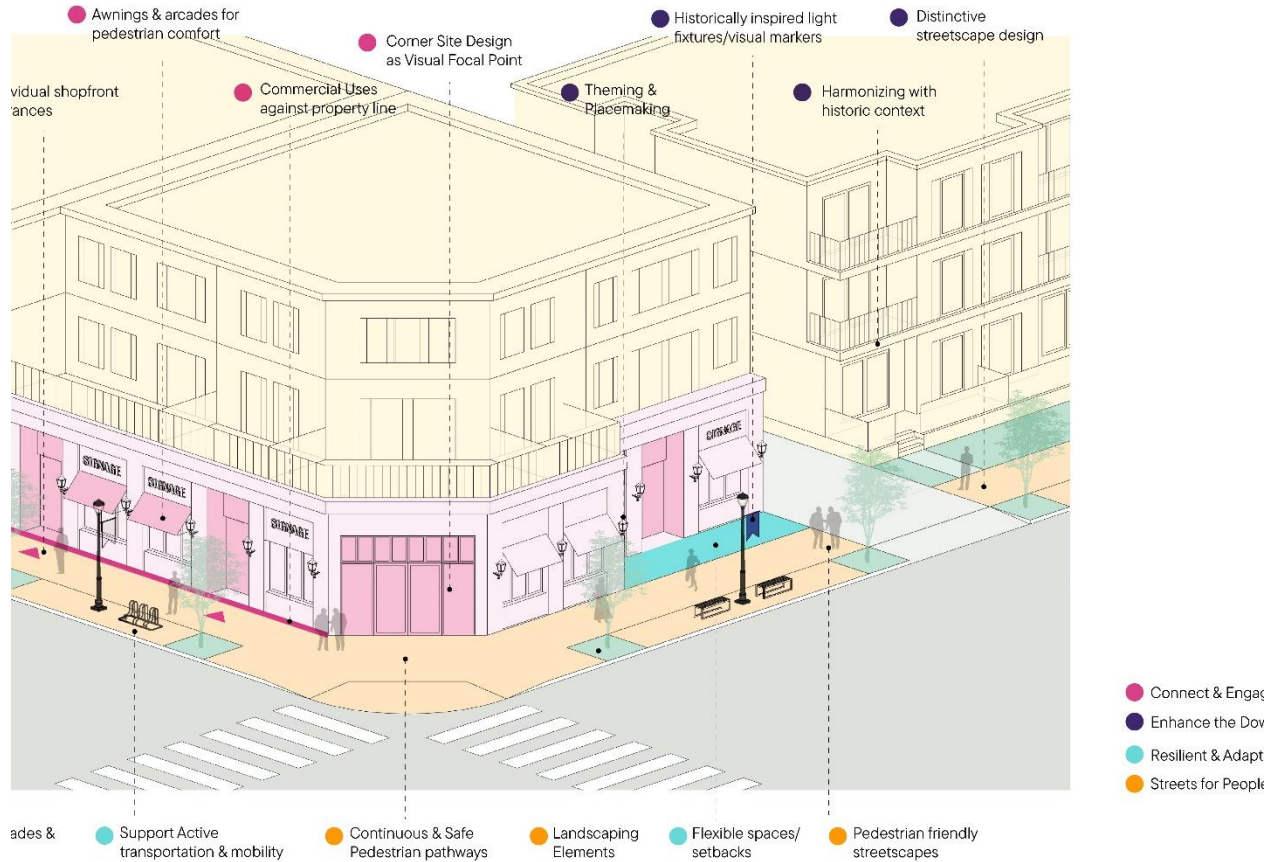
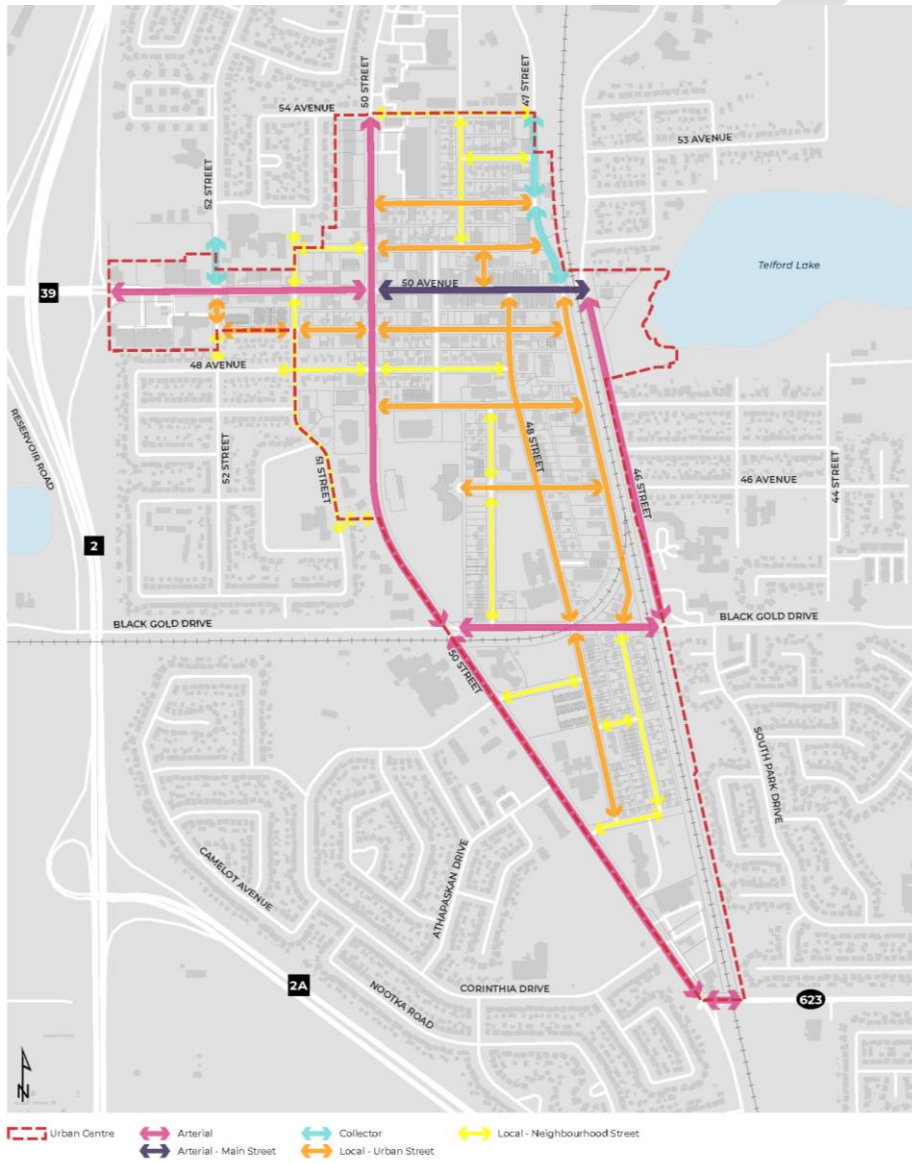


Figure 1: Interpreting the Urban Design Objectives

3.3 Street Design

The plan classifies the street network through traffic volumes, *public realm* treatment, and multi-modal connections. As indicated in **Map 5**, each street has been categorized to determine where *public realm* improvements are needed, as well as to provide further structure for the policies of this plan. The following street design objectives are to be achieved through future street design and construction within the Urban Centre.

Map 6: Street Typologies



3.3.1 Arterial Street

- Prioritize safety and mobility for all users while ensuring efficient vehicle and goods movement.
- Enhance streetscapes with widened, accessible sidewalks, tree-lined boulevards, landscaped buffers, and pedestrian-friendly amenities.
- Maintain two-lane travel in each direction with transit accommodation and turn bays where needed.



Figure 2: Example Arterial Section with Constrained Right-of-Way

Main Street

- Prioritizes a pedestrian-first approach to enhance walkability, safety, and vibrancy as a key destination and connector.
- Designed to support businesses while maintaining efficient traffic flow.
- Enhancements include wide sidewalks, flexible parking, and pedestrian-friendly amenities like lighting, seating, and landscaping.



Figure 3: Main Street Section

3.3.2 Collectors

- Connect communities to *arterials* and *commercial* areas, balancing vehicle flow with *active transportation*.
- Design includes separated sidewalks with landscaped buffers, multiways, pedestrian amenities, and two-lane travel with transit and turn bay accommodations.

Figure 4: Collector Section (TO BE ADDED)

3.3.3 Locals

Urban Streets

- Prioritize pedestrians and *active transportation* while supporting vehicle access in a mixed-use setting.
- Design includes sidewalks, street trees, seating areas, multiways, and on-street parking to enhance the *public realm* and foster community interaction.

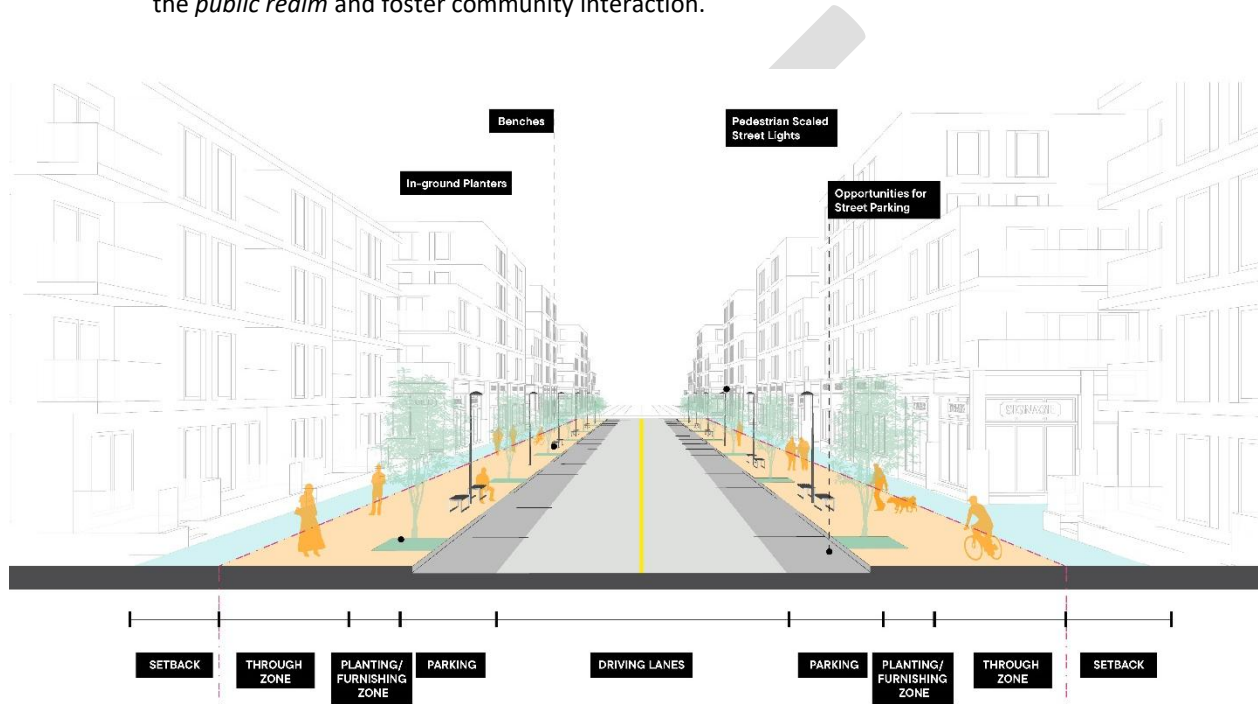


Figure 5: Local Urban Section

Neighbourhood Streets

- Prioritize a quiet, safe, and pedestrian-friendly environment in residential areas.
- Design includes standard sidewalks, tree-lined boulevards, pedestrian-scaled lighting, two-way traffic, and on-street parking to enhance walkability and community interaction.

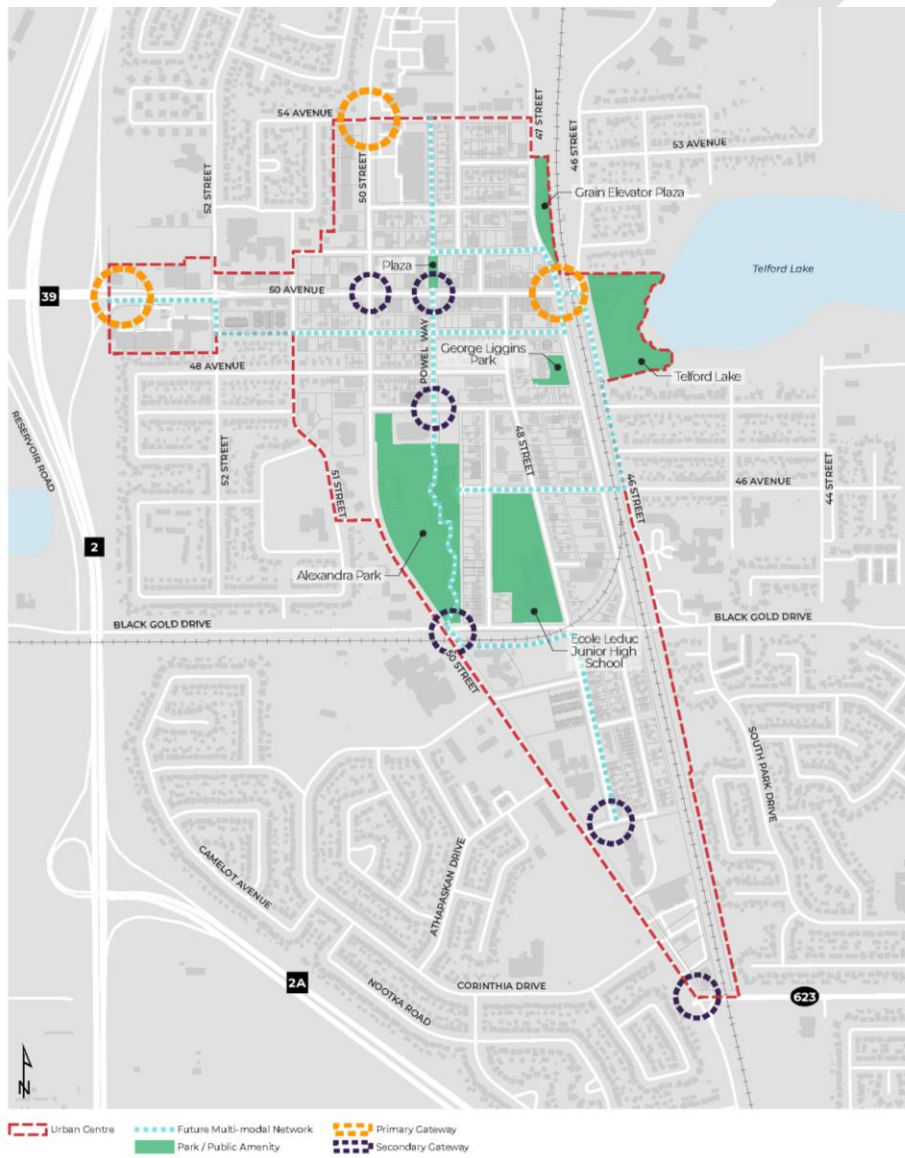


Figure 6: Local Neighbourhood Section

3.4 Parks and Open Space Design

Throughout the Urban Centre, public open spaces and amenities contribute to a lively and inviting place for people to visit and gather. As indicated in **Map 7**, this network can support the development of increased residential density as well as the Urban Centre’s role as the primary gathering place and event space for the city. The following design objectives are to be incorporated in existing and future parks and open spaces.

Map 7: Amenity Network



3.4.1 Future Multi-Modal Connections

The future multi-modal network will provide safe, comfortable, and convenient *active transportation* connections throughout the Urban Centre, linking major destinations and public amenities. This network aims to prioritize pedestrian and cyclist movement while enhancing the overall user experience.

- a. Focus enhancements on prioritizing active modes along multi-modal corridors to create a safer and more active pedestrian environment.
- b. Enhance the *public realm* by adding amenities such as lighting, seating, waste receptacles, landscaping, public art, and clear signage to ensure the space is welcoming and engaging for all users.
- c. Ensure safety and comfort by incorporating well-designed street crossings, enhanced lighting, and consistent maintenance practices.

3.4.2 Alexandra Park

Alexandra Park is a historic 12-acre green space offering year-round recreation and community amenities.

- a. Focus enhancements on improving pedestrian and cycling connections, activating underutilized spaces with inclusive programming, ensuring accessibility, and enhancing safety through lighting and maintenance.
- b. Explore partnerships to support ongoing activation and public engagement.

3.4.3 George Liggins Park

George Liggins Park serves as both a stormwater dry pond and a public green space.

- a. Focus enhancements on activating the park with amenities like a dog park or winter programming while maintaining stormwater functions.
- b. Improve lighting, snow clearing, and visibility to ensure safety for residents and visitors.

3.4.4 Proposed 49 Street Park and Pedestrian Corridor

The 49 Street Pedestrian Corridor connects Alexandra Park, the Civic Centre, and downtown as a vibrant, pedestrian-friendly space for active mobility and community gatherings.

- a. Focus enhancements to create programmable *plazas*, wide sidewalks, planting zones, and pedestrian-priority crossings.
- b. Incorporate streetscape features such as special paving, lighting, and public seating will reinforce its role as a dynamic urban destination while limiting north-south vehicle travel.

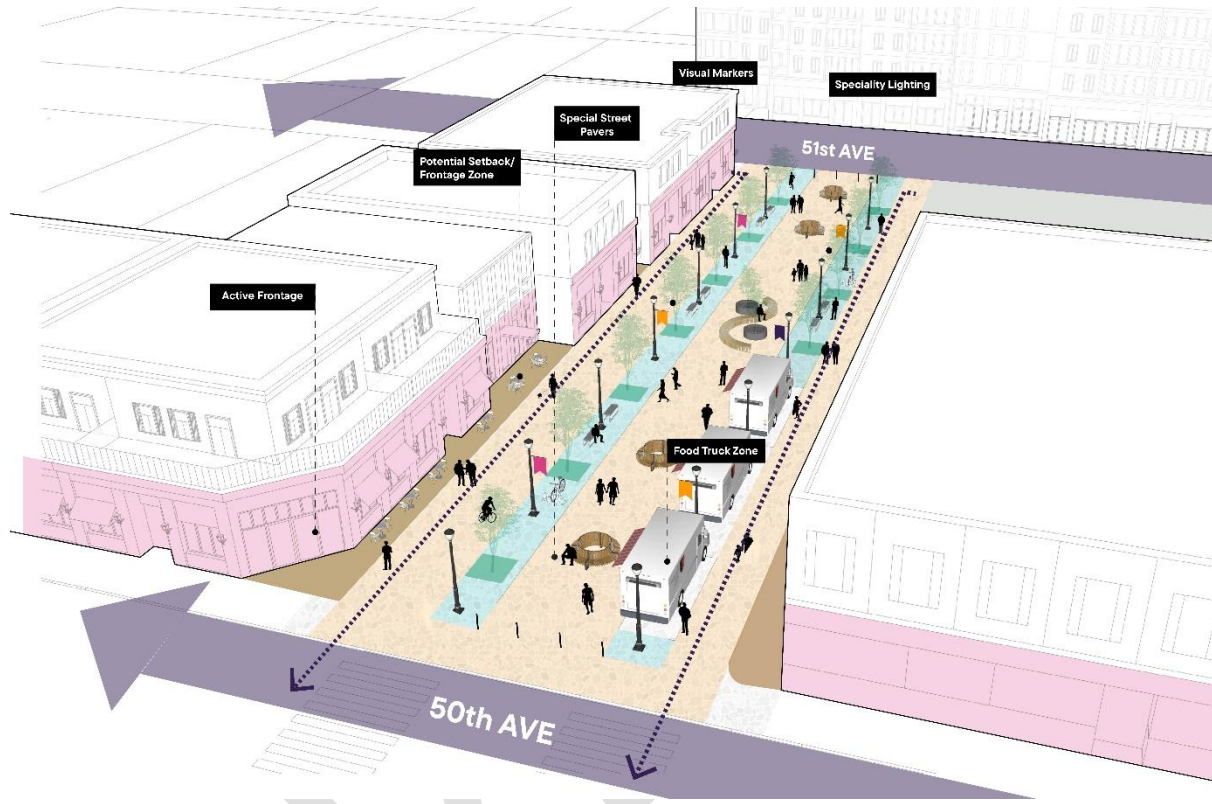


Figure 8: 49th Street Plaza Opportunities



Figure 9: 49 Street Corridor Opportunities

3.4.5 Proposed Grain Elevator Plaza

Grain Elevator Plaza will be a multifunctional public space that blends history, community, and tourism.

- Strategically locate parking to reduce traffic on Main Street while serving as a flexible event space.
- Enhance pedestrian pathways to improve connectivity to Main Street and Telford Lake, supporting local businesses.
- Explore partnerships to activate the space with events and programming, fostering engagement with this historic landmark.

Figure 10: Grain Elevator Plaza (TO BE PROVIDED)

3.4.6 Proposed New Vision for Telford House

Telford House will be a vibrant, multi-use hub for recreation, culture, and community gatherings, enhancing public access to Telford Lake.

- Incorporate flexible indoor and outdoor spaces, support arts and cultural programming, and create opportunities for restaurants, cafés, and tourism.
- Explore public-private partnerships to help establish it as a key destination while preserving its historic connections.

Figure 11: Telford House (TO BE PROVIDED)

3.4.7 New Urban Centre South Park

This new park, located at the south terminus of the multi-modal network near the Leduc Community Hospital, will provide a vibrant neighborhood amenity for residents and visitors south of Black Gold Drive. The park will celebrate the area's cultural heritage while offering spaces for recreation, relaxation, and community gathering.

- a. Reflect the area's cultural history through public art, seating, shelter spaces, and landscaping, including native herbal gardens.
- b. Create accessible, safe spaces with lighting, seating, and paths for walking and gathering.
- c. Provide a welcoming environment with a mix of recreational and peaceful areas for residents and visitors.

Figure 12: New Urban Centre South Park (TO BE PROVIDED)

3.4.8 Gateways, Pocket Parks and Plazas

Gateways, pocket parks, and plazas enhance the pedestrian environment and sense of place within the Urban Centre. These spaces serve as public or publicly accessible amenities, integrating with adjacent developments to strengthen the *public realm* and urban identity.

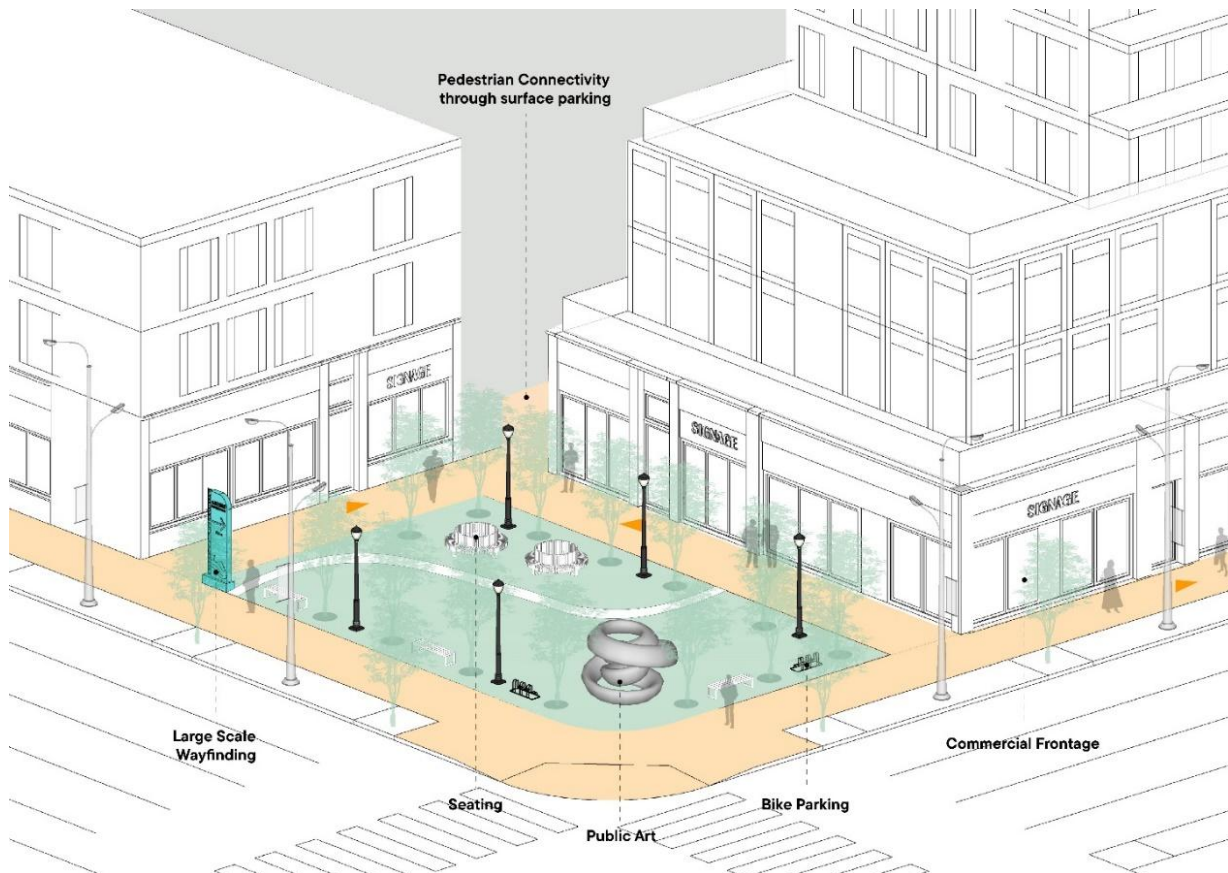


Figure 13: Gateway Design Opportunities

4.0 GENERAL POLICIES

The built environment reflects the vision of its residents. It is guided by an urban design strategy and policies intended to create a compact, vibrant, and livable urban centre. This strategy recognizes that individual projects are the building blocks of great streets and neighbourhoods. This requires attention to the way buildings meet the sidewalk, and how they acknowledge and contribute to the *public realm*.

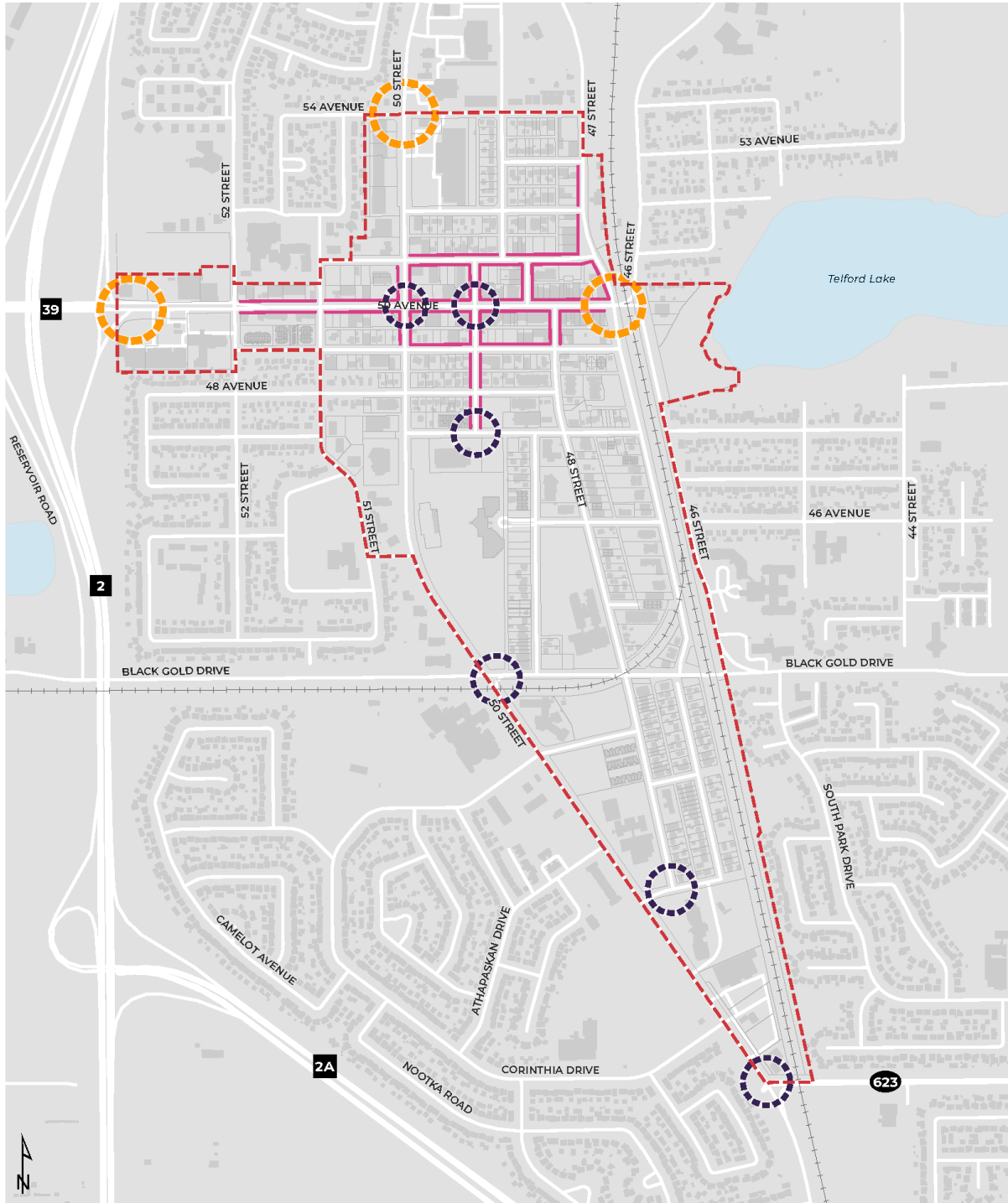
Active Frontages and Gateways ([Map 8](#)) have been identified to guide where street-oriented *commercial* uses should be provided and where buildings must create a pedestrian-friendly interface with the street.

4.1 Form and Character

- a. Consider land use districts that demonstrate distinctive characteristics within the Urban Centre based on the policies in this plan.
- b. Require the maintenance of clear sightlines between buildings to important neighbourhood sites and features, including Telford House, Telford Lake, the historic grain elevator, and the Civic Centre.
- c. Require primary building entrances for *commercial* uses to locate toward Active Frontages.
- d. Require mixed-use buildings, those with ground-floor storefronts, and corner buildings to have multiple entrances, with at least one entrance facing each street frontage.
- e. Encourage buildings to be arranged and clustered to maximize opportunities for shared circulation, parking, loading, pedestrian walks, walls, *plaza* connections, and transit-related facilities.
- f. Require Gateways to be developed with prominent building design and façade activation toward the intersection, including opportunities for *plazas* and *public realm* enhancements.
- g. Require landscaping in setback areas, parking lots, and areas not used for ingress, egress, parking, or storage.
- h. Require waste, organics and recycling receptacles for apartments and *commercial* properties to be screened from adjacent streets.
- i. Require a minimum 2.0 m setback from the property line when the through zone and furnishing zone combined are less than 3.0 m wide from curb to property line.
- j. Encourage public art that contributes to the identity and sense of place
- k. Consider adaptation of existing buildings in alignment with the character of the Area.
- l. Encourage visual interest and longevity through the use of high-quality, durable, and environmentally sustainable materials, an appropriate variety in texture, and thoughtful details.
- m. Consider publicly accessible parking within close proximity to non-residential uses to meet parking requirements.

- n. Require existing and new developments to utilize lighting, transparent windows, and visual and physical permeability to prioritize safety throughout the Urban Centre.
- o. Require *plazas* where setbacks greater than 2.0 m are provided along *Active Frontages* and within *Gateways*.

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- Urban Centre
- Primary Gateway
- Active Frontage
- Secondary Gateway

Map 8: Active Frontages & Gateways

4.2 Gateways and Plaza

- a. Encourage *plazas* within *Gateways* as identified in Map7.
- b. Encourage Primary *Gateways* to include features such as monuments, landmarks, architectural gates, clocktowers, etc.
- c. Encourage public art on public and private property within *Gateways*.
- d. Require cohesive *wayfinding* in *Gateways* to guide people to key locations within the Urban Centre and beyond.
- e. Require *plazas* to be designed with hard and soft landscaping elements to create *plazas* with amenities such as bicycle parking, seating, water or natural features, feature and accent lighting, etc.
- f. Require clear street visibility by providing at least two edges with street frontage to indicate the space is public and to encourage street activity and public safety.
- g. Require *commercial* frontage where development is adjacent to a *plaza*. Avoid parking lot interfaces and maximize activity by orienting lobbies and entrances onto *plaza* spaces.
- h. Require *plazas* to be graded to meet sidewalk grades and avoid retaining walls, stairs, and ramps to provide *universal accessibility* and clear site lines.
- i. Encourage accessible and comfortable seating opportunities and consider opportunities for weather and sun protection. Orient seating towards the street, near building entrances, and next to amenities.

4.3 Mobility

- a. Require laneways and alleys to be hard surfaced where redevelopment and intensification warrant within the Central Business Area and incorporate features that enhance the *public realm*.
- b. Support the design laneways to provide access for servicing and parking, as well as waste, organics and recycling pick up, deliveries and other functions when buildings are adjacent to a lane.
- c. Consider new development that activates laneways with *commercial* frontages and in strategic locations where it does not impact the operational requirements of the laneway.
- d. Support a continuous, connected and universally accessible pedestrian network, including integration of multiway, open space, and sidewalks.
- e. Encourage new development to provide opportunities for mid-block crossing and *mews* within blocks to increase permeability and accessibility where beneficial and feasible.
- f. Encourage new multi-family and *commercial* developers to consider end of trip facilities and amenities such as designated bicycle parking, enclosed lockers, change facilities, and bicycle repair infrastructure.
- g. Require publicly accessible *active transportation* parking throughout the Urban Centre and within all new street designs.

- h. Encourage expanded transit service into higher density areas within the Urban Centre.

4.4 Parking and Access

- a. Encourage new development to consolidate access with adjoining properties where feasible to reduce the overall number of driveways and access points.
- b. Require structured parking facilities to be screened with architectural elements.
- c. Require underground parking facilities to be accessed from a lane where provided.
- d. Require off-street surface parking for multi-unit residential uses to be located at the rear of buildings and accessed from a lane where provided.
- e. Require surface parking for *commercial* to be screened with landscaping, provide pedestrian lighting, and include safe walking paths.

4.5 Infrastructure and Servicing

- a. Encourage developments to reduce the volume and rate of stormwater runoff from buildings using on-lot control storage and low impact development features in alignment with the City of Leduc Stormwater Master Plan.
- b. Require upgrades to water and drainage infrastructure in accordance with City Policy, where these upgrades are necessary in order to support developments within the ARP boundary. Water upgrades may include the installation or relocation of fire hydrants, the installation of water distribution mains, and the abandonment or installation of services.
- c. Encourage new developments and intensifications to improve the density, viability, and assessed value of the Urban Centre when taking advantage of the existing servicing capacity.
- d. Encourage the expansion of Electric Vehicle (EV) charging stations.
- e. Consider cost sharing and levy programs where infrastructure service levels are required to be increased to meet the demand of development.

4.6 Climate Resilience

- a. Encourage the expansion of the urban forest by increasing tree planting and protection efforts on public and private lands.
- b. Encourage *infill* development and urban intensification to efficiently use land and enhance the vibrancy of existing neighborhoods. *Infill* projects will focus on transit access, walkability, and optimizing infrastructure.
- c. Encourage energy retrofits in existing buildings to reduce emissions and improve energy efficiency.

4.7 Parks and Open Space

- a. Require new parks and open spaces to be designed to be multi-functional, all season amenities that are universally accessible, create a destination, and support tourism attraction.
- b. Support the acquisition and development of new parks to provide accessible recreational spaces, promote community well-being, and support sustainable urban growth.
- c. Require new development adjacent to parks and open spaces to address the park, create opportunities for access and create opportunities for active and passive surveillance.

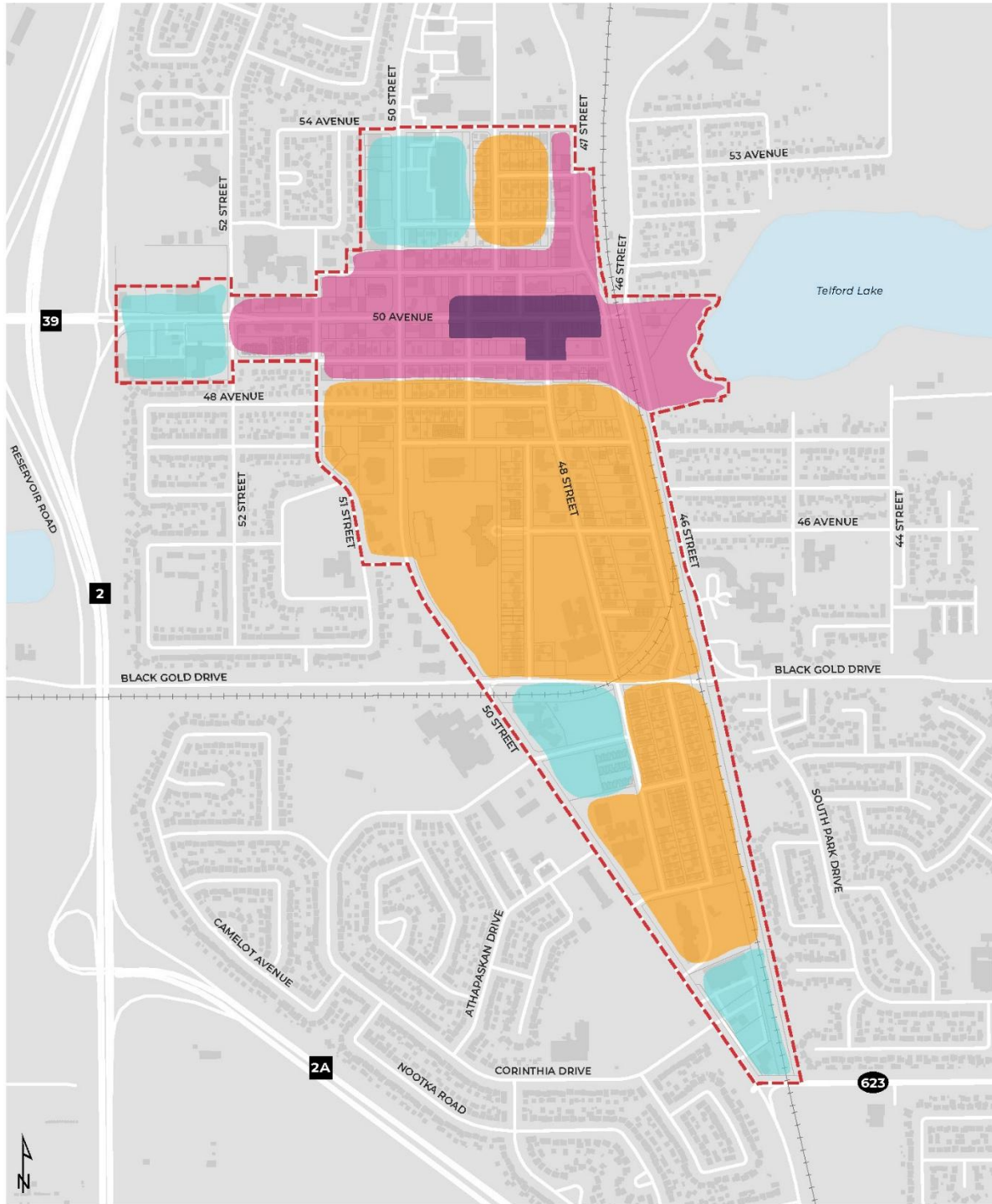
4.8 Urban Agriculture

- a. Support initiatives that promote growing, processing, and distributing food in the Urban Centre, that do not create nuisance and are in alignment with the area's character. As residential density increases, support the development and ongoing management of community gardens to foster local food production contributing to the health and wellbeing of Urban Centre residents.
- b. Encourage landowners to allow temporary urban gardens on vacant or underutilized properties to allow short term use for agricultural and community functions.
- c. Encourage the integration of urban agriculture into public spaces, such as streets and boulevards, parks and *plazas*, through the creation of guidelines.
- d. Support green roofs and rooftop gardens to encourage local food production.
- e. Support programs such as the Bees and Hens program.

5.0 AREA SPECIFIC POLICIES

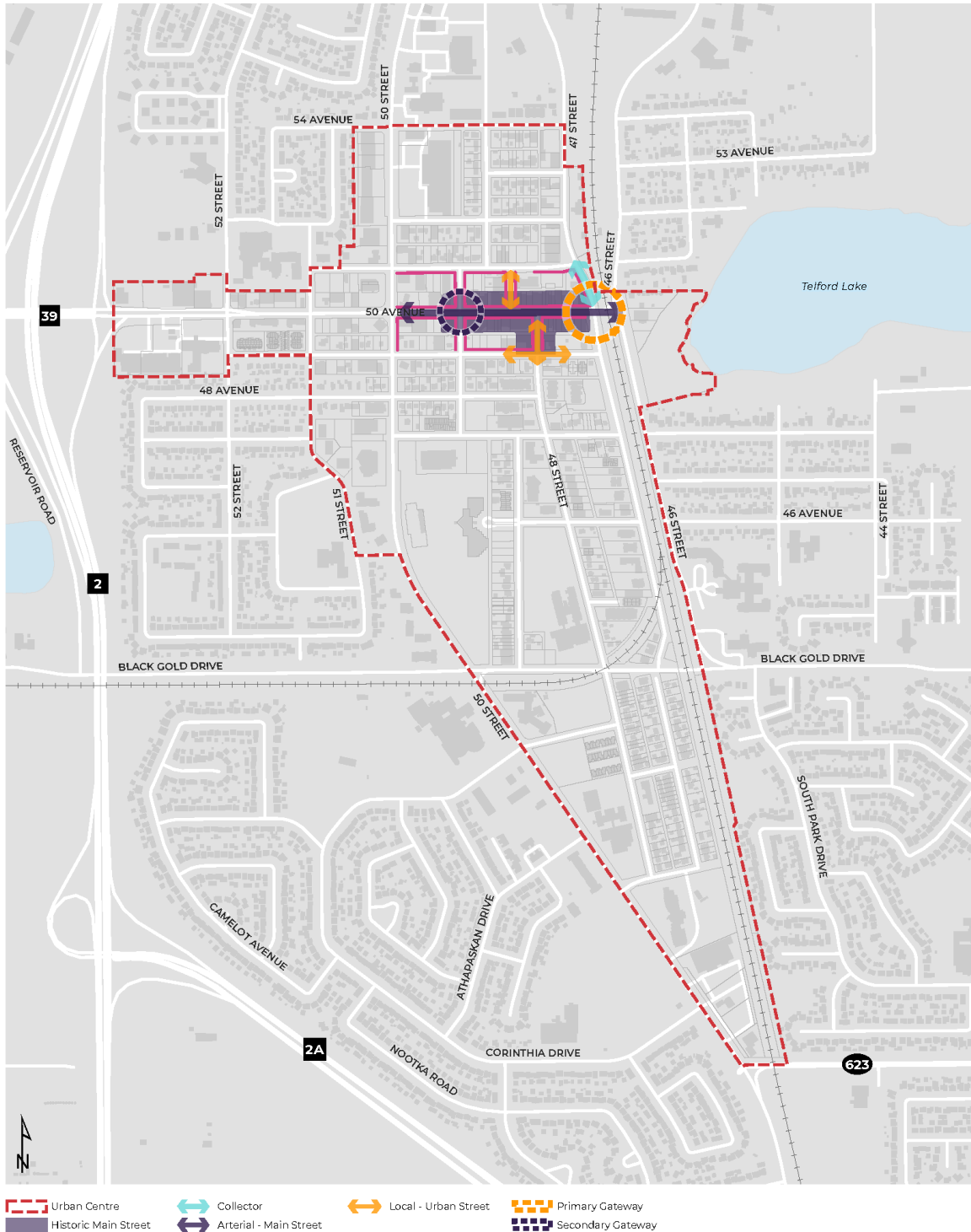
The Policy Areas identified in **Map 9** were defined based on both their current land uses and built forms, as well as opportunities for redevelopment and surrounding context. By identifying these areas, this plan provides clear guidance on the overall form, character, and land use that will shape the Urban Centre and create a cohesive yet diverse sense of place, enhancing the distinct identity of the area as it evolves over time.

DRAFT



- Urban Centre
- Central Business
- Commercial Gateway
- Urban Village
- Historic Main Street

Map 9: Policy Areas



Map 10: Historic Main Street Policy Area

5.1 Historic Main Street

This area as shown in [Map 10](#), retains historic buildings and sites that reinforce the character of this area as a *commercial* and retail main street with a focus on an *activated public realm* and comfortable pedestrian experience. Redevelopment should focus on street-oriented *commercial*, with opportunities for office and residential on the second floor.

- a. Require the preservation or adaptive reuse of historic buildings to reinforce the historical significant of this area.
- b. Require redevelopment to maintain a consistent street wall on Main Street to retain the overall historic pattern of the street and *massing* for continuity in the district.
- c. Encourage architectural styles and finishing materials that reflect, honour, or contribute to the historic character of the Historic Main Street .
- d. Require signs and *wayfinding* to complement and communicate the historic character of the district.
- e. Require *low-rise* built forms.
- f. Consider redevelopment and additions to existing developments that provide residential uses above the ground floor.
- g. Require parking to be accessed from the lane and located underground, above-ground, or at-grade at the back of the building. No driveway access from Main Street is permitted.
- h. Require facades to be articulated to reflect the scale and vertical articulation of historic *commercial* frontages.
- i. Encourage roofs to be flat or architecturally neutral.
- j. Require the top of every façade to be delineated by a cornice, parapet, or other architecture feature that contributes to the historic character of the Area.
- k. Require signs that complement the historic character of the area and architecture.
- l. Encourage the restoration of existing historic sites and buildings.



Figure 14: Historic Main Street Character and Street Interface

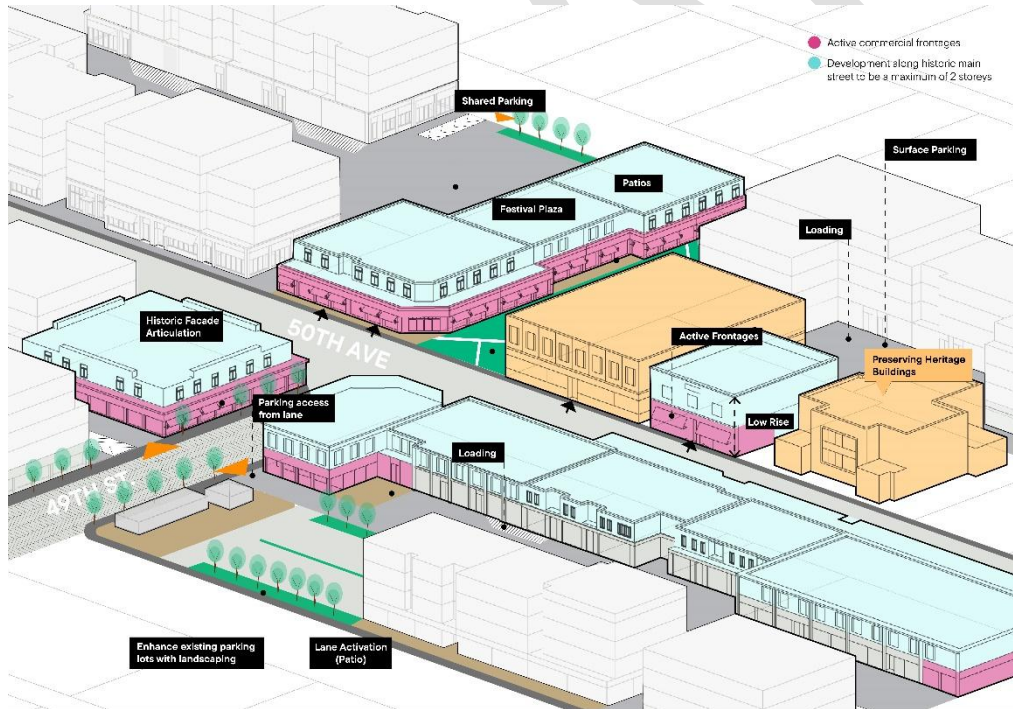
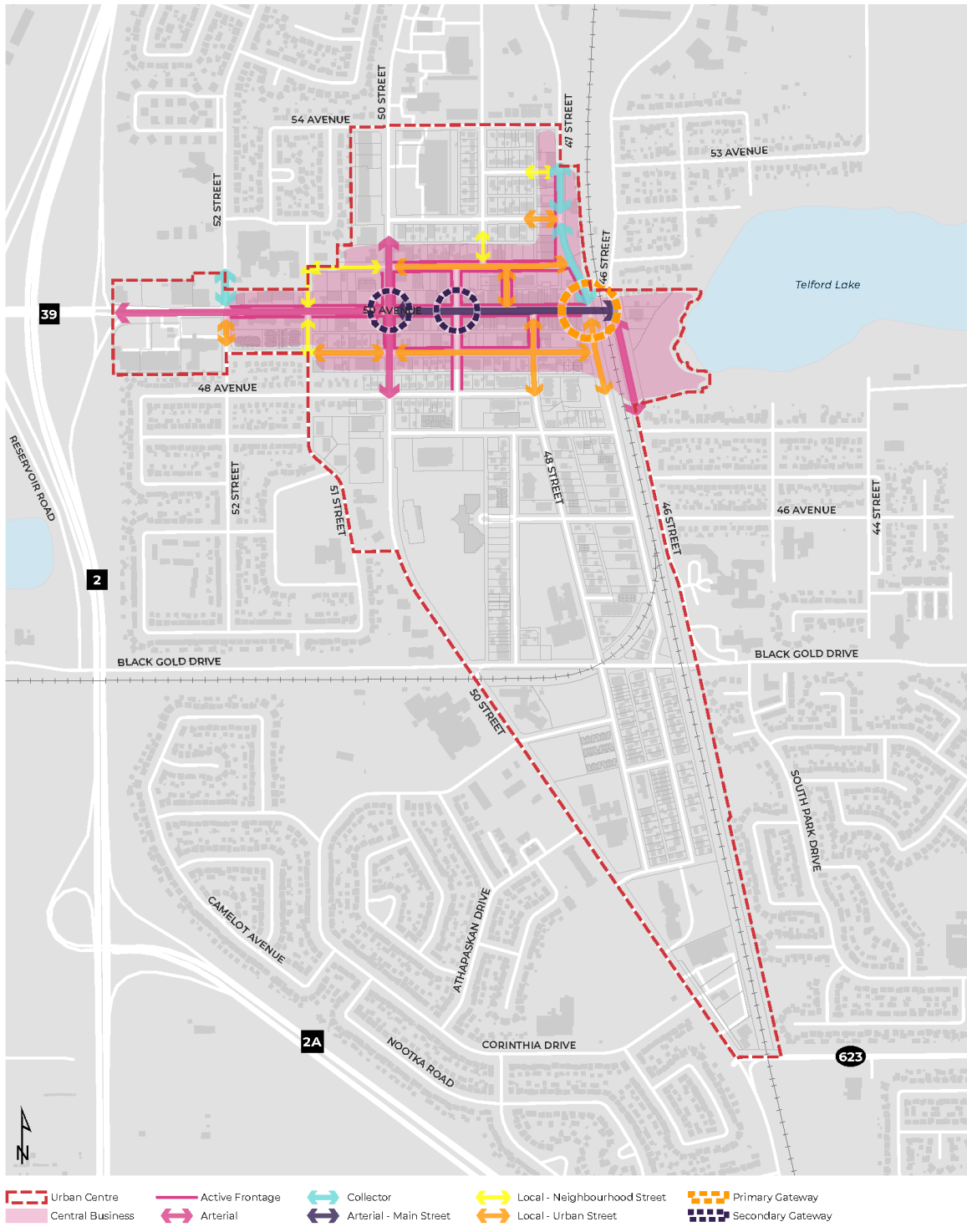


Figure 15: Historic Main Street Form and Scale



Map 11: Central Business District Policy Area

5.2 Central Business District

The Central Business Area (CBD) extends the historic main street, connecting the west *gateway* into the Urban Centre as shown in [Map 11](#). This area is characterized by street-oriented *commercial* development with a mix of residential and *commercial* above the ground floor.

- a. Encourage entertainment and indoor recreational uses that will generate around the clock activity.
- b. Require 49 Street between 50 Avenue and 51 Avenue to be redeveloped as a public *plaza* ([Map 10](#)).
- c. Require the improvement and maintenance of the *public realm* including sidewalks, multiways, street crossings, and landscaping to encourage active streets.
- d. Require built-forms to be *low-rise* to *high-rise*.
- e. Require *low-rise* to *mid-rise* built forms within 30.0 m of the Historic Main Street policy area.
- f. Encourage a mix of residential and *commercial* uses.
- g. Require ground floor *commercial* development along Active Frontages.
- h. Require ground floor *commercial* development along Active Frontages to provide an active pedestrian interface, including features such as transparent windows, primary entrances, patios, and pick-up windows facing the sidewalk.
- i. Require parking to be accessed from the lane and located underground, above-ground, or at-grade at the back of the building where a lane exists.
- j. Encourage redevelopment of existing Surface Parking Lots fronting 50 Avenue and 50 Street.
- k. Require a transition in building heights, form, or other strategies that mitigate *massing* adjacent to low density residential zones.
- l. Require façade articulation, windows, entrances, *liner uses*, and other architectural details to avoid blank building *facades*.
- m. Encourage consolidation of accesses through redevelopment to improve safety for all modes.

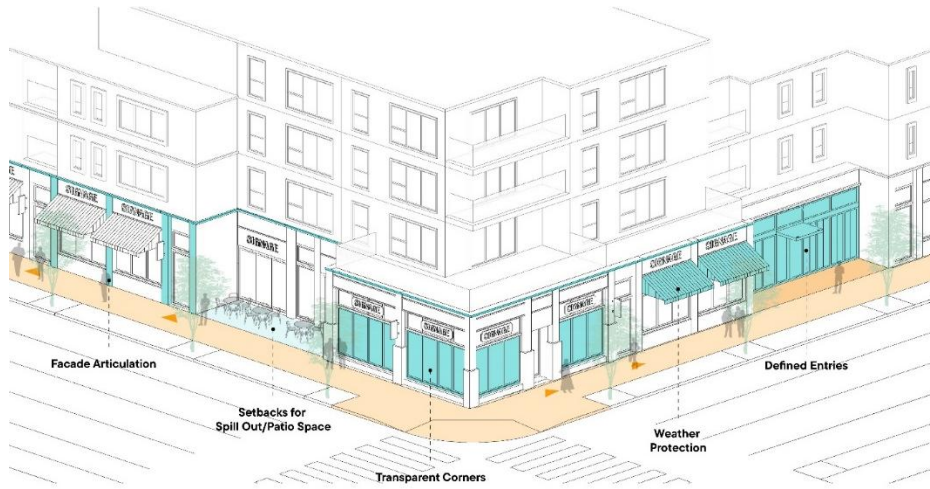


Figure 16: Central Business District Character and Street Interface

1.

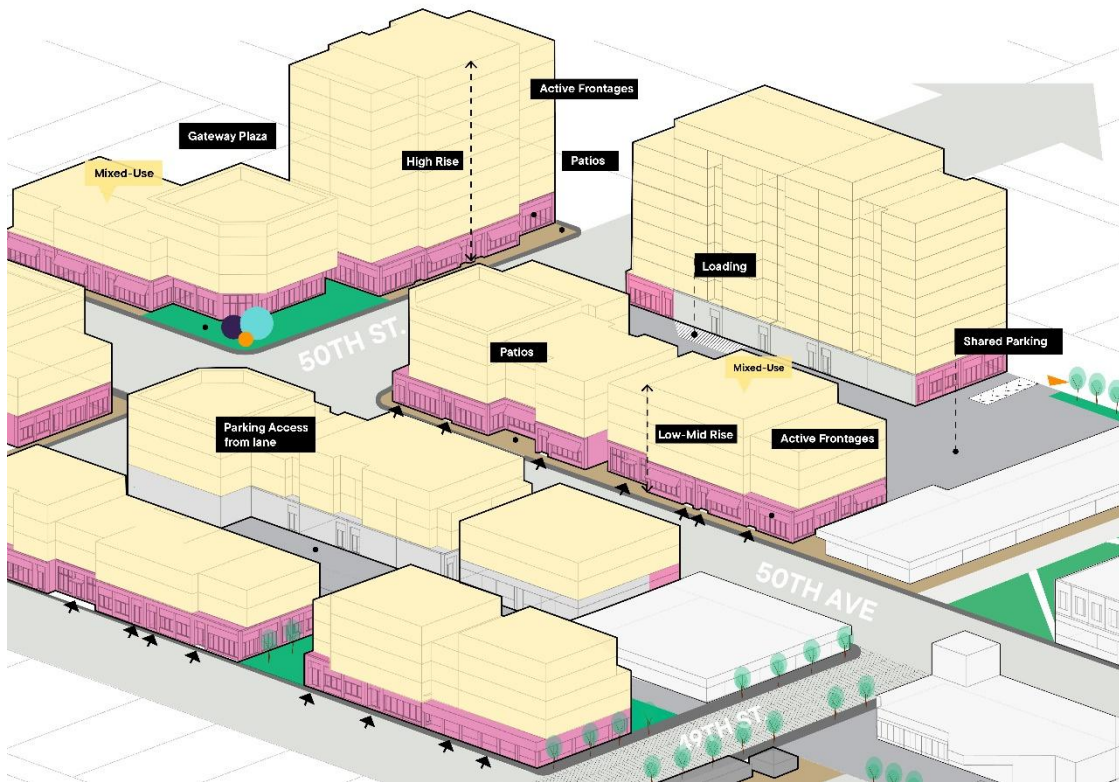
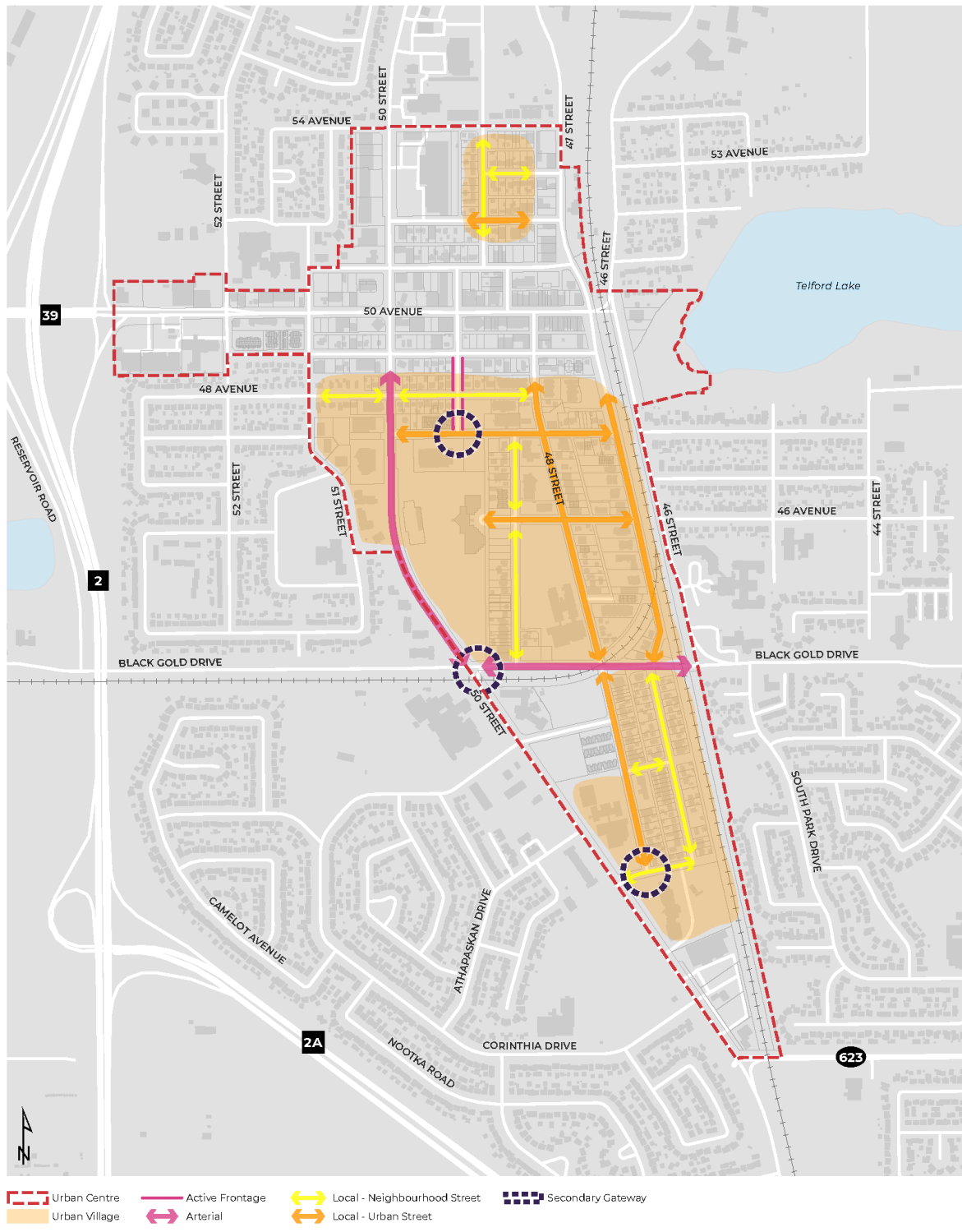


Figure 17: Central Business District Form and Scale



Map 12: Urban Village Policy Area

5.3 Urban Village

This policy area is intended to create dynamic and diverse residential areas with complementary *commercial* and institutional uses as shown in **Map 12**. Building on the existing residential character, the built-form can range from existing low density to *high-rise* built forms that are of an appropriate scale for the surrounding context.

- a. Encourage redevelopment to create a medium to high density mixed-use area with a range of built-forms from *low-rise* residential to *high-rise* mixed use.
- b. Require an active *streetscape* and residential character by incorporating features such as individual entrances, windows, and public and private amenity areas.
- c. Encourage increased residential densities through compatible residential *infill* development to support surrounding *commercial* growth.
- d. Encourage ground floor *commercial* development along Active Frontages.
- e. Require a comfortable and inviting pedestrian experience through the retention of mature trees, implementing street improvements, and street-oriented development.
- f. Encourage a range of housing types including, but not limited to, semi-detached dwellings, duplexes, triplexes, fourplexes, rowhousing, stacked rowhousing and apartments
- g. Encourage increased residential density on developed lots by permitting secondary suites, garden suites, and garage suites on lots developed as low density residential.
- h. Consider *commercial* and other non-residential uses that are complementary to the residential character of the district and do not result in any nuisance for adjacent properties. Require buildings to be setback from the sidewalk to create amenity areas, accommodate landscaping, and contribute to a comfortable pedestrian experience.
- i. Encourage mid to *high-rise* built forms where adjacent developments exceed 4 storeys or along Active Frontages.
- j. Require *high-rise* buildings to provide a pedestrian-scaled streetwall through the use of stepbacks, architectural projections, awnings, and/or other features.
- k. Parking lots are to be accessed from the lane and located underground, above-ground or at-grade behind the building where a lane is provided.
- l. Where surface parking lots are provided adjacent to streets, require landscaping and/or screening that enhances the adjacent *public realm*.
- m. Require buildings to provide street-oriented design such as, but not limited to, individual entrances, windows, architectural or material variation, and private or public amenity areas.
- n. Active Frontages:
 - i. Consider a reduced setbacks to support the street-oriented character of the street.

- ii. Require *commercial* uses to provide an active pedestrian interface, including features such as, but not limited to, transparent windows, primary entrances, and patios.
- iii. Require residential uses to provide a variety of street-oriented design elements such as, but not limited to, individual entrances, windows, building articulation, material variation, and amenity areas.

DRAFT

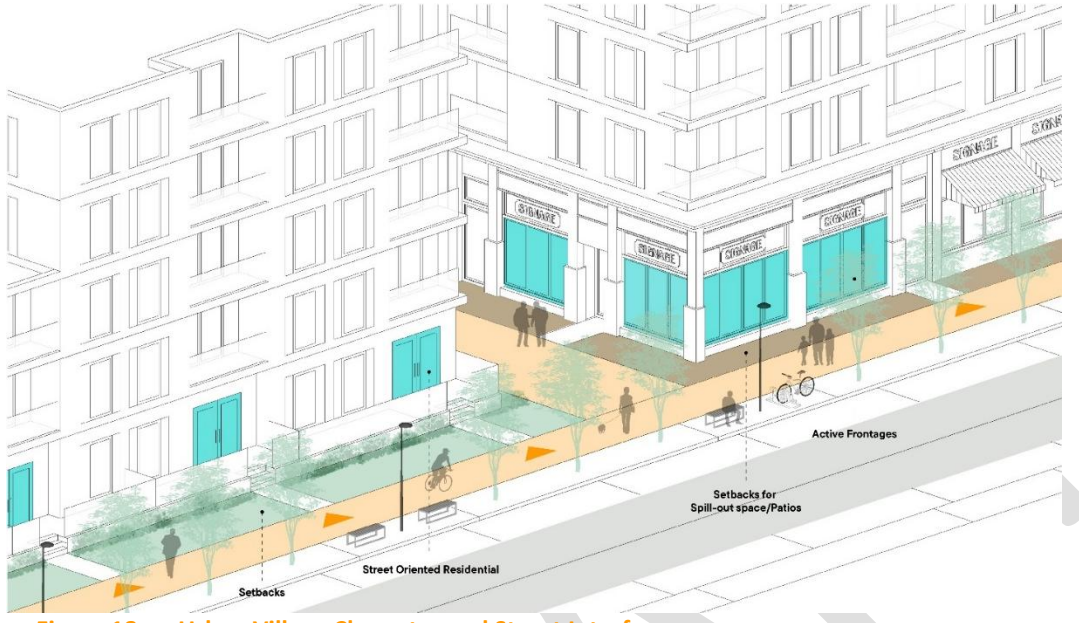


Figure 18: Urban Village Character and Street Interface

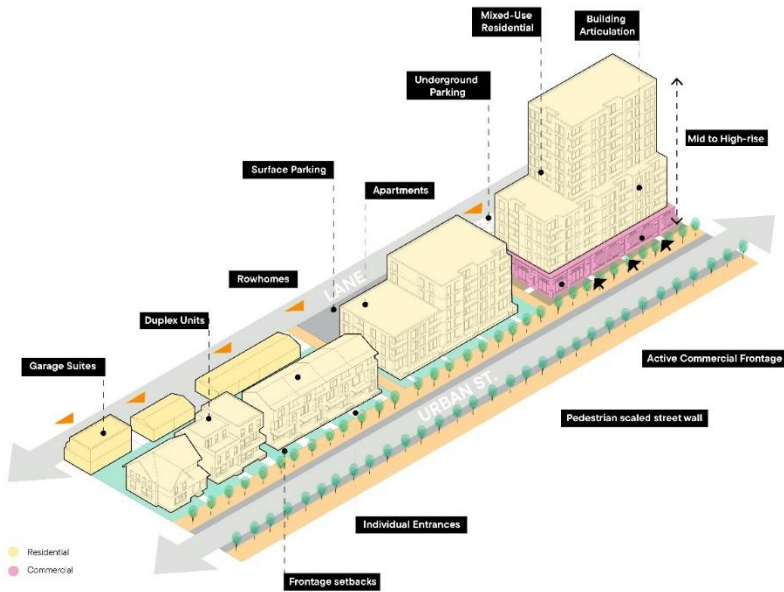
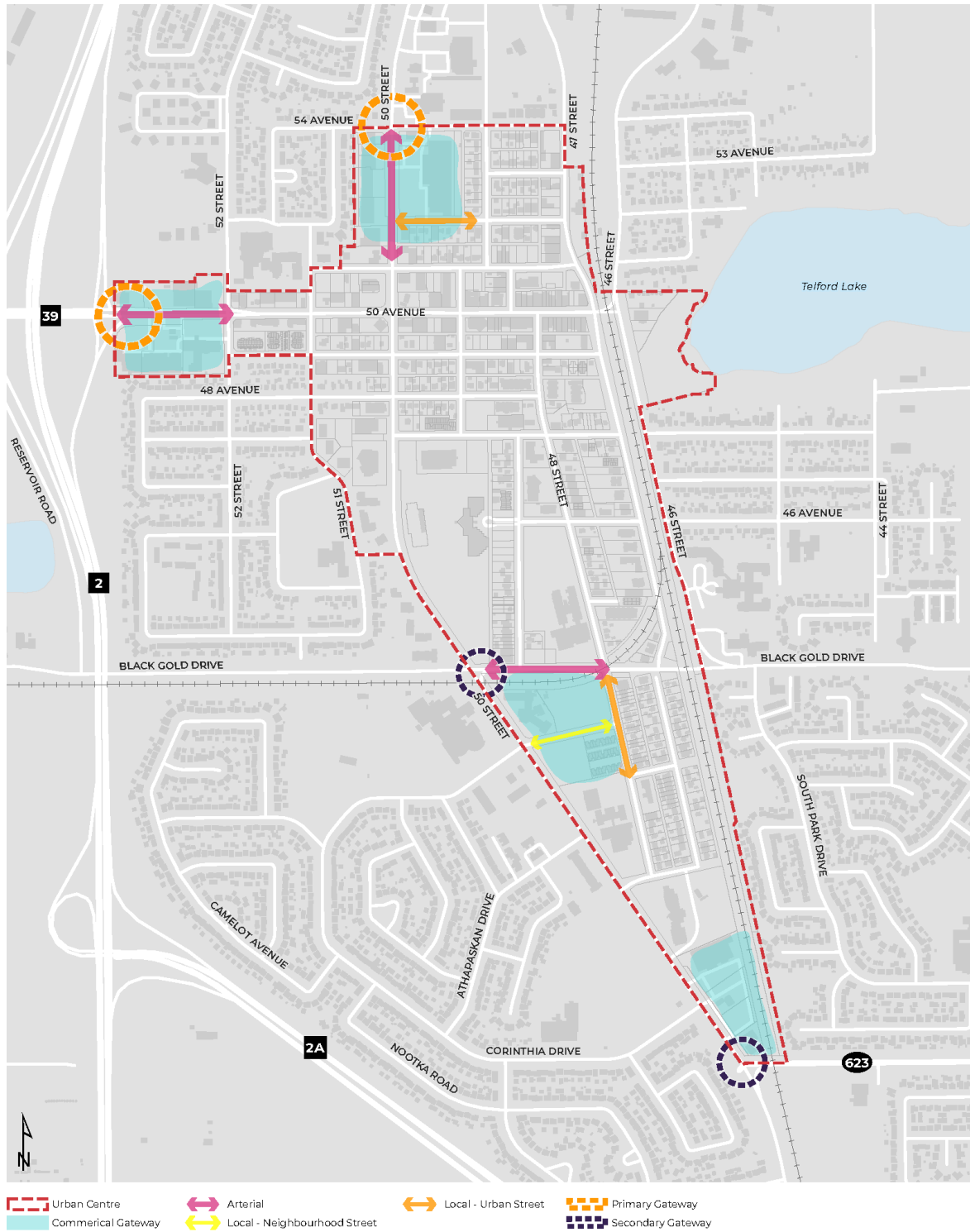


Figure 19: Urban Village Form and Scale



Map 13: Commercial Gateway Policy Area

5.4 Commercial Gateway

To provide for *commercial* uses with the opportunity for mixed use and residential development, with special consideration for the redevelopment of large sites as shown in [Map 13](#).

- a. Require enhanced pedestrian environment and pedestrian safety through improved connections through surface parking lots, landscape design, and *public realm* improvements.
- b. Require durable and timeless architecture, materials, and landscaping for new developments and renovation of existing developments.
- c. Encourage *mid-rise* built forms. Consider *high-rise* built forms on sites exceeding 1.0 ha where appropriate transition to adjacent developments is provided.
- d. Consider a range of street-oriented and auto-oriented *commercial* uses.
- e. Consider residential uses where site planning provides appropriate landscaping and transition to adjacent *commercial* uses or in mixed-use developments.
- f. Require new developments to be located adjacent to the street, where possible, and provide architectural detail and interest facing streets and parking lots.
- g. Require loading and servicing access to be provided from a lane where available, or interior to the site and screened from adjacent streets and sites.
- h. Require the redevelopment of large sites exceeding 1.0 ha to:
 - i. Provide a fine-grained street pattern to increase connectivity;
 - ii. Consolidate and minimize driveway access to adjacent streets;
 - iii. Create public and/or private amenity areas;
 - iv. Provide *active transportation* connections to and through the site;
 - v. Site and design buildings to optimize sunlight to publicly accessible spaces; and,
 - vi. Contribute to the vibrancy of the Urban Centre with increased residential density and *commercial* development.

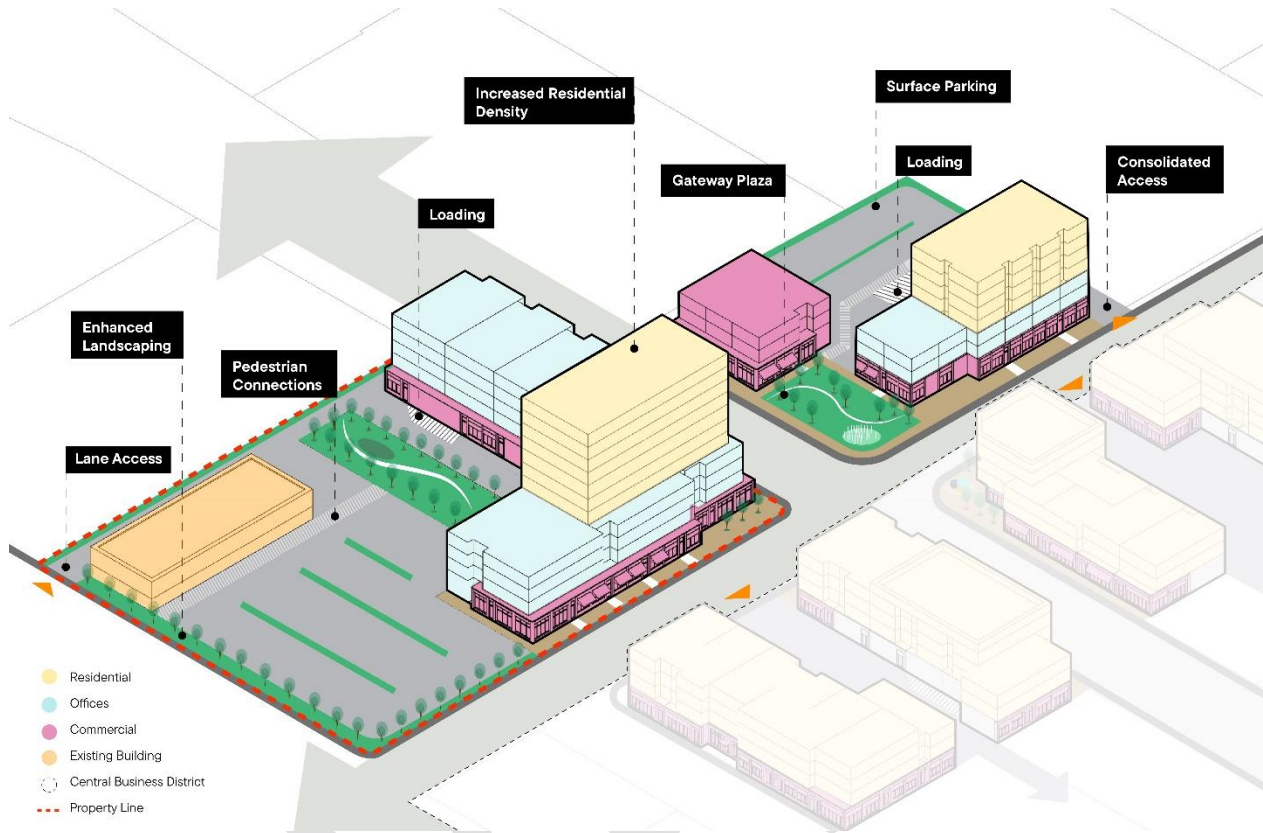


Figure 20: Large Site Redevelopment Considerations

6.0 IMPLEMENTATION

Building on the foundation of history, culture and sense of place, the UCRP provides a roadmap to realize the community vision for a vibrant and livable downtown where businesses thrive. The Implementation Plan outlines the steps to success by prioritizing actions, delineating resources, and scaffolding initiatives to build momentum. Each of these elements was informed by research and analysis conducted over the course of developing the UCRP, with additional insight and guidance provided by community members, partners and municipal staff.

Implementation of the plan will be led by municipal departments in collaboration with other partners. Initiatives will be led and implemented by the respective municipal department and partners, with scheduling and resourcing based on the internal capacity of the departments and municipal support.

6.1 Action Plan

The Implementation Plan is anticipated to guide the Actions over a 20-year horizon and be a living document, with annual tracking and monitoring envisioned. The Implementation Plan should be reviewed to assess relevancy and appropriateness of its future directions.

The highest impact actions are to be supplemented by additional or supporting actions as resources and capacity permit. These actions have been organized into Priority Tiers to direct future decision making. This Urban Centre Implementation Plan is intended to serve as a functional and dynamic roadmap for City administration and City Council that is consistently reviewed and updated to align with City priorities and strategies.

APPENDIX 1 – GLOSSARY

Activated	The design and programming of a space using mixed uses, architectural treatments, public art, events, and pedestrian-friendly infrastructure to increase social, cultural, and economic activity, creating an engaging, vibrant environment that encourages people to gather and interact.
Active Frontage	Buildings or spaces that engage directly with the street, often with ground-floor retail or other public uses.
Active Transportation	Modes of transportation that rely on human power, such as walking, cycling, and using public transit.
Adaptable	The ability of a building or space to be modified or reused for different purposes over time.
Arterial	A major road that carries significant traffic volumes.
Collector	A road that collects traffic from local streets and directs it to arterial roads or highways.
Commercial	Businesses that provide goods, services, entertainment, and/or food and beverage offerings, including retail stores, offices, restaurants, and entertainment venues.
Compatible	Development that is designed to fit harmoniously within its surrounding context, considering factors such as scale, density, design, and function to ensure it complements and integrates well with existing structures, uses, and the overall character of the area.
Complete Streets	Streets designed to accommodate all users, including pedestrians, cyclists, and transit users, as well as vehicles.
Furnishing Zones, Landscape Zone, Pedestrian Through Zone, Gateway	Specific areas within a public space designated for different functions, such as seating, planting, and pedestrian circulation.
High-rise	A significant entry point to a city or neighborhood, often marked by distinctive architecture or landscaping.
High-rise	Buildings typically nine or more stories tall.
Historic Resource	A building, site, object, or district that is significant in history, architecture, or culture.
Infill	Development that occurs on vacant land within existing urban areas.
Local	A street primarily serving local traffic.
Low-rise	Buildings typically three to four stories tall
Massing	The overall shape and volume of a building or group of buildings.
Mews	A narrow street, lane, greenway, or pu that is located mid-block or within a larger development site that is lined with commercial or residential frontages
Mid-rise	Buildings typically five to eight stories tall.
Placemaking	The process of creating public spaces that are attractive, engaging, and foster a sense of community.

Plaza	A public square or open space, often paved and surrounded by buildings.
Pocket Park	A small public park, often located in urban areas, designed for relaxation and recreation.
Public Realm	The shared public spaces of a city, including streets, sidewalks, plazas, and parks
Redevelopment	The process of redeveloping a site or area, often involving demolition and new construction.
Resilient	The ability of a system or community to withstand and recover from disturbances.
Street Wall	The continuous facade of buildings along a street.
Streetscape	The overall appearance of a street, including buildings, sidewalks, street furniture, and landscaping.
Universal Accessibility	Designing spaces and products to be usable by everyone, regardless of age, ability, or disability.
Wayfinding	The process of planning a route and navigating a space.

City of Leduc

LEDUC URBAN CENTRE IMPLEMENTATION PLAN

[Document subtitle]

B&A Studios
2-7-2025

Land acknowledgement

The City of Leduc acknowledges we are situated within Treaty 6 Territory, comprised of the ancestral and modern-day territory of the Nêhiyaw (Cree), Dené, Niitsitapi (Blackfoot), Anishinaabe, Nakota Isga (Nakota Sioux), as well as the Métis Peoples. We acknowledge the many First Nations, Métis and Inuit, whose footsteps have marked these lands since time immemorial. We understand we are all Treaty people with shared responsibility to this land and to each other.

Leduc Urban Centre Implementation Plan

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Leduc Urban Centre Implementation Plan

INTRODUCTION

The Leduc Urban Centre Implementation Plan serves as a rallying point for City Administration, City Council, the community, and private industry to come together in pursuit of a shared vision. Successful implementation requires collaboration and commitment from all stakeholders to ensure alignment on goals and priorities. This plan provides a unified direction for revitalizing the Urban Centre, offering clear steps and strategies that everyone can support. It underscores the importance of coordinated efforts to create momentum, maintain progress, and stay focused on the long-term vision. By fostering open communication, shared responsibility, and a strong sense of purpose, this implementation plan ensures that the transformation of Leduc's Urban Centre is a collaborative and sustainable effort, driven by the vision in the UCRP.

WHY THE DOWNTOWN MATTERS

Leduc's downtown is more than just a physical space; it serves as the heart of the community, reflecting its culture, growth, and identity. As the city grows and evolves, the downtown core will play a crucial role in fostering economic development, attracting new residents and businesses, and creating a vibrant, connected urban environment. A thriving downtown is vital for Leduc's long-term success, as it communicates a message of progress and innovation, positioning the city as a unique destination for visitors, potential residents, and investors.

The revitalization of Leduc's Urban Centre is key to enhancing its appeal as a hub for local businesses and community activities. A dynamic downtown, filled with bustling streets, local shops, cultural events, and public spaces, not only boosts the local economy but also strengthens Leduc's position in the region as a desirable place to live, work, and visit. By focusing on increasing residential density, enhancing infrastructure, and embracing redevelopment, the Urban Centre can become a model for walkable, mixed-use communities.

Creating an engaging downtown experience is essential to ensuring Leduc remains competitive in attracting talent, investment, and tourism.

ABOUT THE UCRP

The Urban Centre Area Redevelopment Plan (UCRP) is a comprehensive blueprint for revitalizing Leduc's key redevelopment area. It aims to create a vibrant, accessible, and livable urban center that celebrates local character and supports a growing business community over the next 30 years. As a statutory land use plan, the UCRP provides policy direction for redevelopment, preservation, and rehabilitation, ensuring alignment with provincial, regional, and city planning frameworks. It also offers guidance for municipal investments, such as streetscape enhancements and public amenities, to help achieve the plan's long-term goals.

UCRP Vision

"Leduc's Urban Centre is an accessible, safe, and inclusive space. It offers diverse housing and business opportunities, celebrates local heritage, gathering spaces, and provides access to natural, cultural, and recreational

amenities. Showcasing high quality urban design and multi-modal transportation connections, the Urban Centre welcomes residents and visitors to experience this vibrant locale that is designed for all.”

UCRP Guiding Principles

- Recognize and strengthen history, culture, and sense of place.
- Enable efficient use of land and existing infrastructure to contribute to the financial sustainability of the Urban Centre.
- Enhance modal choice and improve connectivity to and through the plan area.
- Diversify housing options to increase the residential population and support housing accessibility.
- Attract, support, and promote the businesses, services, and uses that activate the streets and *public realm*.
- Provide opportunities for people of all ages and abilities to visit and enjoy public spaces year-round.

ACTION PLAN STRUCTURE

The Implementation Plan is anticipated to guide the Actions over a 20-year horizon and be a living document, with annual tracking and monitoring envisioned. The Implementation Plan should be reviewed to assess relevancy and appropriateness of its future directions.

The highest impact actions are to be supplemented by additional or supporting actions as resources and capacity permit. These actions have been organized into Priority Tiers to direct future decision making. This Urban Centre Implementation Plan is intended to serve as a functional and dynamic roadmap for City administration and City Council that is consistently reviewed and updated to align with City priorities and strategies.

The Implementation Plan framework comprises of the following elements:

- **Priority Tier:** Level of implementation impact in the Urban Centre
- **Actions:** programs, projects, and activities to achieve the targeted outcomes
- **Lead:** the primary municipal department to oversee the Action
- **Term:** the estimated timeframe for the initiative to be undertaken

UCRP ACTIONS AT A GLANCE

Tier 1 Priority (Highest Impact)

- 01: Streetscape Rehabilitation Strategy and Priority Implementation
- 02: Active Transportation Improvements
- 03: Alleyway Paving Strategy
- 04: Zoning Bylaw Update
- 05: Establish Festival Street
- 06: Business Improvement Area Exploration

Tier 2 Priority (Modest Impact)

- 07: Parkland and Plaza Acquisition and Implementation Plan
- 08: Community Revitalization Levy Exploration
- 09: Grain Elevator Community Hub and Plaza
- 10: Heritage Recognition Program
- 11: Façade Improvement Program
- 12: Downtown Activation Strategy
- 13: Downtown Marketing Strategy
- 14: Wayfinding Strategy
- 15: Gateway Enhancements

Tier 3 Priority (Supporting Impact)

- 16: Support and Expand EV Charging
- 17: Downtown Parking Strategy
- 18: Telford House and Park Redevelopment
- 19: Public Realm Rail Interface Improvements
- 20: Community Arts Programming
- 21: Public Art Program
- 22: Downtown Tree Canopy Program
- 23: Expand Urban Agriculture

ACTION PLAN

Tier 1: Major Plan Moves and Highest Implementation Impact

Foundational initiatives to implement the UCRP

Initiative 01	Streetscape Rehabilitation Strategy and Priority Implementation	Tier #1
Description	Implements the new vision for street design within the Urban Centre. This initiative will be implemented over several stages starting with the Central Business District	
Action Plan	<ol style="list-style-type: none"> 1: Develop a multi-phased capital program and budget request that will create a new vision for streets within the Urban Centre. 2: Undertake preliminary street design to coincide with other infrastructure program(s) (which could exceed the recommended 5yr timeframe). 3: Advance reconstruction of new streets once the capital plan and funding are approved. 	
Initiative 02	Active Transportation Improvements	Tier #1
Description	Implements Active Transportation improvements within the Urban Centre. This initiative expands the existing active transportation infrastructure within the neighbourhood to improve connections.	
Action Plan	<ol style="list-style-type: none"> 1: Develop a multi-phased capital program and budget request that will create the proposed Active Transportation improvements. 2: Undertake preliminary street design to coincide with other infrastructure program(s) (which could exceed the recommended 5yr timeframe). 3: Advance construction once the Capital Plan and funding are approved. 	
Initiative 03	Alleyway Paving Strategy	Tier #1
Description	Establish an alleyway renewal program for the Urban Centre, considering hard surfacing, drainage, and utility alignments. Priority should be given to those alleys that serve the Central Business District.	
Action Plan	<ol style="list-style-type: none"> 1: Develop a multi-phased capital program and budget request that will create the proposed alleyway improvements. 2: Undertake preliminary street design to coincide with other infrastructure program(s) (which could exceed the recommended 5yr timeframe). 3: Advance construction once the Capital Plan and funding are approved. 	
Initiative 04	Zoning Bylaw Update	Tier #1
Description	Amend the current Land Use Bylaw to align with the UCRP and encourage diverse built form and infill through expansion of permissible and flexible development options	
Action Plan	1: Amend the Land Use Bylaw to implement the UCRP	
Initiative 05	Establish Festival Street	Tier #1

Description	Festival Street is the first foundational component of the UCRP. This initiative will see 49 th Street transformed from an auto oriented corridor to a pedestrian promenade that is highly animated and programmed throughout the year.	
Action Plan	<ol style="list-style-type: none"> 1: Develop a Festival Street multi-phased Implementation Strategy. 2: Pilot the 1st phase of Festival Street by temporarily closing 49th Street between 50 and 49 Avenue and convert the space into a pedestrian promenade during summer events and festivals. 3: Pilot the 2nd phase of Festival Street by temporarily closing the balance of 49th Street and convert the space into a pedestrian promenade during the summer and November/December. 4: Pilot the 3rd phase of Festival Street by temporarily closing the balance of 49th Street and convert the space into a pedestrian promenade during the an entire year. 5: Advance a capital program and budget request to permanently close 49th Street and advance the design and construction of Festival Park and Promenade. 	
Initiative 06	MainStreet Plaza	Tier #1
Description	The MainStreet Plaza is second foundational component of the UCRP. This Initiative will see a park like area developed between 50 th and 51 st Avenue. This area is envisioned as a vibrant public amenity that provides a gathering space within the Central Businesses District, and is the northern anchor connection to Alexandra Park.	
Action Plan	<ol style="list-style-type: none"> 1: Develop a pilot program that will phase the development of the plaza. 2: Phase 1 - temporarily close 49th Street between 50 and 51 Avenue and convert the space into a temporary park and plaza during events and festivals. 3: Phase 2 – Close the area during the summer months 4: Phase 3 – Close the area for one year ensuring the space is activated with events and activities that mirror the 49th Festival Street. 5: Advance a capital program and budget request to permanently close the area and advance the design and construction of the Plaza. 	
Initiative 07	Central Business District Business Improvement Area Exploration	Tier #1
Description	Undertake a feasibility study to assess the opportunity of a Business Improvement Area for the Urban Centre.	
Action Plan	<ol style="list-style-type: none"> 1: Establish a Terms of Reference for the CBD Business Improvement Area feasibility study 2: Conduct stakeholder engagement and seek feedback 3: Create a recommendations report and implement findings 	

Tier 2: Modest Implementation Impact

Supportive initiatives to implement the UCRP and build on the success of Tier 1.

Initiative 08	Parkland and Plaza Acquisition and Implementation Plan	Tier #2
Description	Identify key properties to acquire within the Urban Centre for the purpose of expanding the parks and open space as part of ongoing redevelopment and revitalization efforts. Explore alternative source of funding and grant options for acquisition of public plazas and parkettes in key urban locations	
Action Plan	1: Undertake an assessment of properties within the Urban Centre that can be acquired or repurposed for parks and open space. 2: Develop a capital budget request to advance strategic land acquisitions 3: Develop a capital budget request to advance the design and construction of new parks and open space.	
Initiative 09	Community Revitalization Levy Exploration	Tier #2
Description	Explore the opportunity to establish a Community Revitalization Levy to provide funding for infrastructure development, environmental remediation, beautification projects and addressing community housing needs	
Action Plan	1: Undertake a Community Revitalization Levy study	
Initiative 10	Grain Elevator Community Hub and Plaza	Tier #2
Description	Through partnerships, seek to advance the transformation of the Grain Elevator and area into a community hub and plaza space.	
Action Plan	1: Create a Terms of Reference and form a task force or steering committee with representation from Administration, Council and key partners 2: Develop a strategy to advance a community hub and plaza space 3: Seek partner funding, as needed, and implement the strategy	
Initiative 11	Heritage Recognition Program	Tier #2
Description	Establish a program that recognizes the importance of history and culture within the Urban Centre. This may include story telling, signage, municipal funding, designation programs or similar.	
Action Plan	1: Establish a Heritage Recognition Program	
Initiative 12	Façade Improvement Program	Tier #2
Description	Establish a program to encourage exterior improvement of buildings within the Central Business District.	
Action Plan	1: Establish a Façade Improvement Program	
Initiative 13	Downtown Activation Strategy	Tier #2
Description	Develop a Downtown Activation Strategy that comprehensively accommodates and plans events, programs, and activities throughout the Central Business District year round.	
Action Plan	1: Develop and Implement a Downtown Activation Strategy	
Initiative 14	Downtown Marketing Strategy	Tier #2
Description	Develop a comprehensive Marketing Strategy that focuses on the Central Business District and highlights the ongoing implementation of the UCRP.	

Action Plan	1: Develop and Implement a Downtown Marketing Strategy	
Initiative 15	Wayfinding Strategy	Tier #2
Description	Develop a comprehensive and effective way finding strategy that addresses wayfinding at the pedestrian level. This will align with the overall branding for Downtown Leduc and highlight key aspects of the Urban Centre and beyond.	
Action Plan	1: Develop a Wayfinding Strategy for the Urban Centre 2: Create a capital program and budget request to advance the creation and installation of wayfinding throughout the Urban Centre	
Initiative 16	Gateway Enhancements	Tier #2
Description	Develop a Gateway Enhancement Plan to advance urban design and placemaking improvements on public lands and roads aligned with the UCRP.	
Action Plan	1: Develop a Gateway Enhancement Plan for each gateway within the Urban Centre 2: Create a capital program and budget request to advance design and construction	
Initiative 17	Telford House and Park Redevelopment	Tier #2
Description	Establish a new vision for Telford House and Park to align with the UCRP vision and create a highly visible and connected destination for residents and visitors to enjoy the Telford grounds.	
Action Plan	1: Establish a vision for the redesign of Telford House and Park 2: Advance a capital plan and budget request to advance design and construction	

Tier 3: Supporting Implementation Impact

Supplemental initiatives to implement the UCRP

Initiative 18	Support and Expand EV Charging	Tier #3
Description	Explore options to expand implementation of the Leduc Vehicle Charger Rebate Program within the Central Business District	
Action Plan	1: Update the Leduc Vehicle Charger Rebate Program	
Initiative 19	Downtown Parking Strategy	Tier #3
Description	Reassess the parking needs within Downtown to ensure the current and future needs are met and a long-term plan is created and implemented.	
Action Plan	1: Update the Leduc Downtown Parking Study	
Initiative 20	Public Realm Rail Interface Improvements	Tier #3
Description	Create public realm enhancements to improve the experience of the rail line interface.	
Action Plan	1: Develop a capital program and budget request	

	2: Advance the design and construction of public realm improvements	
Initiative 21	Community Arts Programming	Tier #3
Description	Expand the Community Arts Programming for events in Downtown area to create year round attractions, activities and entertainment for residents and visitors	
Action Plan	1: Expand the Community Arts Program for Downtown	
Initiative 22	Public Art Program	Tier #3
Description	Expand the Public Art program throughout the Downtown with a focus on Gateways and plazas within public and private lands.	
Action Plan	1: Develop and Implement a Downtown Public Art Program	
Initiative 23	Downtown Tree Canopy Program	Tier #3
Description	Update the Urban Forestry Master Plan to preserve old growth forests, trees, and canopies, replace and add trees, and explore the creation of a historic tree inventory.	
Action Plan	1: Develop a Downtown Tree Canopy Program	
Initiative 24	Expand Urban Agriculture	Tier #3
Description	Encourage urban agriculture and educational programs as per the Urban Agricultural Plan	
Action Plan	1: Implement the Urban Agricultural Plan	



Urban Centre Redevelopment Plan

Date: February 24, 2025

Presented By: Duncan Martin (AICP, MCIP-I) – Senior Planner

UCRP Overview

WINTER 2022 -
SUMMER 2023



Visioning Phase
Baseline understanding
of community conditions
and plan vision

SPRING 2023 -
FALL 2024



Planning Phase
Draft vision and
guiding principles

WE ARE HERE

WINTER 2024 -
SPRING 2025



Confirming Phase
Final draft plan, and Public
Hearing City Council
Adoption

Why Create an Area Redevelopment Plan

- Guide public and private sector neighbourhood redevelopment and revitalization
- Strengthen the character of downtown and Urban Centre area
- Prioritize and phase implementation initiatives
- Align with higher level statutory plans and policies and municipal initiatives
- Provide direction to subordinate plans, guidelines, policies, strategies and the zoning bylaw



Connecting the UCRP with City-wide Initiatives & Engagement Outcomes



Plan Framework



Community Direction Statement and Guiding Principles

“Leduc’s Urban Centre is an accessible, safe, and inclusive space. It offers diverse housing and business opportunities, celebrates local heritage, gathering spaces, and provides access to natural, cultural, and recreational amenities. Showcasing high quality urban design and multi-modal transportation connections, the Urban Centre welcomes residents and visitors to experience this vibrant locale that is designed for all.”

- Recognize and strengthen history, culture, and sense of place.
- Enable efficient use of land and existing infrastructure to contribute to the financial sustainability of the urban centre.
- Enhance modal choice and improve connectivity to and through the plan area.
- Diversify housing options to increase the residential population and support housing accessibility.
- Attract, support, and promote the businesses, services, and uses that activate the streets and public realm.
- Provide opportunities for people of all ages and abilities to visit and enjoy public spaces year-round.

URBAN DESIGN GUIDELINES

- Connect & Engage the Public Realm
- Enhance the Downtown Character
- Resilient & Adaptable Design
- Streets for People

Page 153 of 160
 ● Awnings & arcades for pedestrian comfort

● Corner Site Design as Visual Focal Point

● Historically inspired light fixtures/visual markers

● Distinctive streetscape design

● Individual shopfront entrances

● Commercial Uses against property line

● Theming & Placemaking

● Harmonizing with historic context



● Timeless Facades & Materiality

● Support Active transportation & mobility

● Continuous & Safe Pedestrian pathways

● Landscaping Elements

● Flexible Spaces

● Pedestrian friendly streetscapes

Character Areas

Historic Mainstreet

- Street-oriented historic area and mixed-use Mainstreet retail experience that maintains a low scaled environment

Central Business District

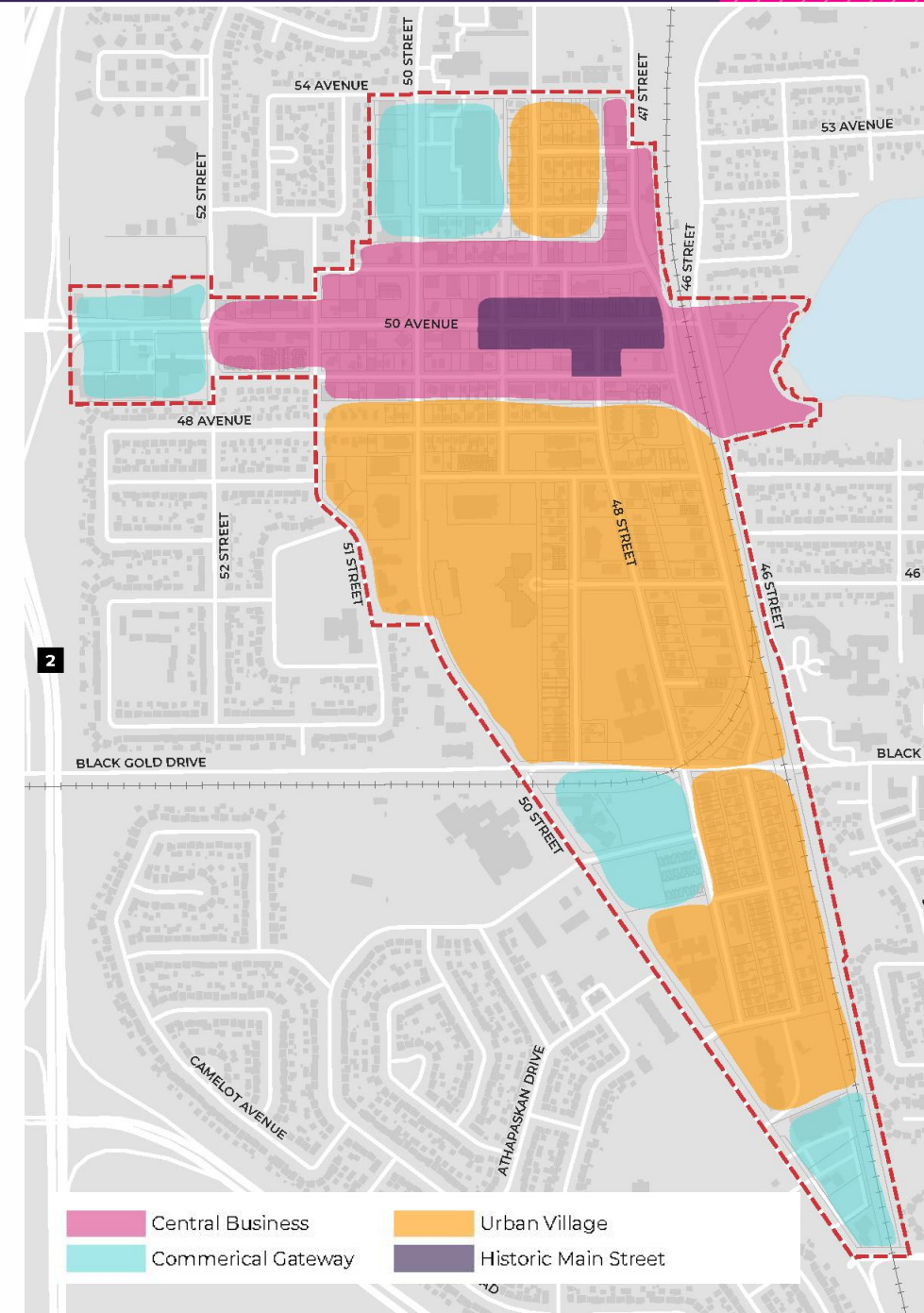
- Street-oriented commercial development with mix of residential and office uses of varying heights and densities

Urban Village

- Dynamic and diverse residential areas within a mid rise and medium density environment and complementary commercial and institutional uses

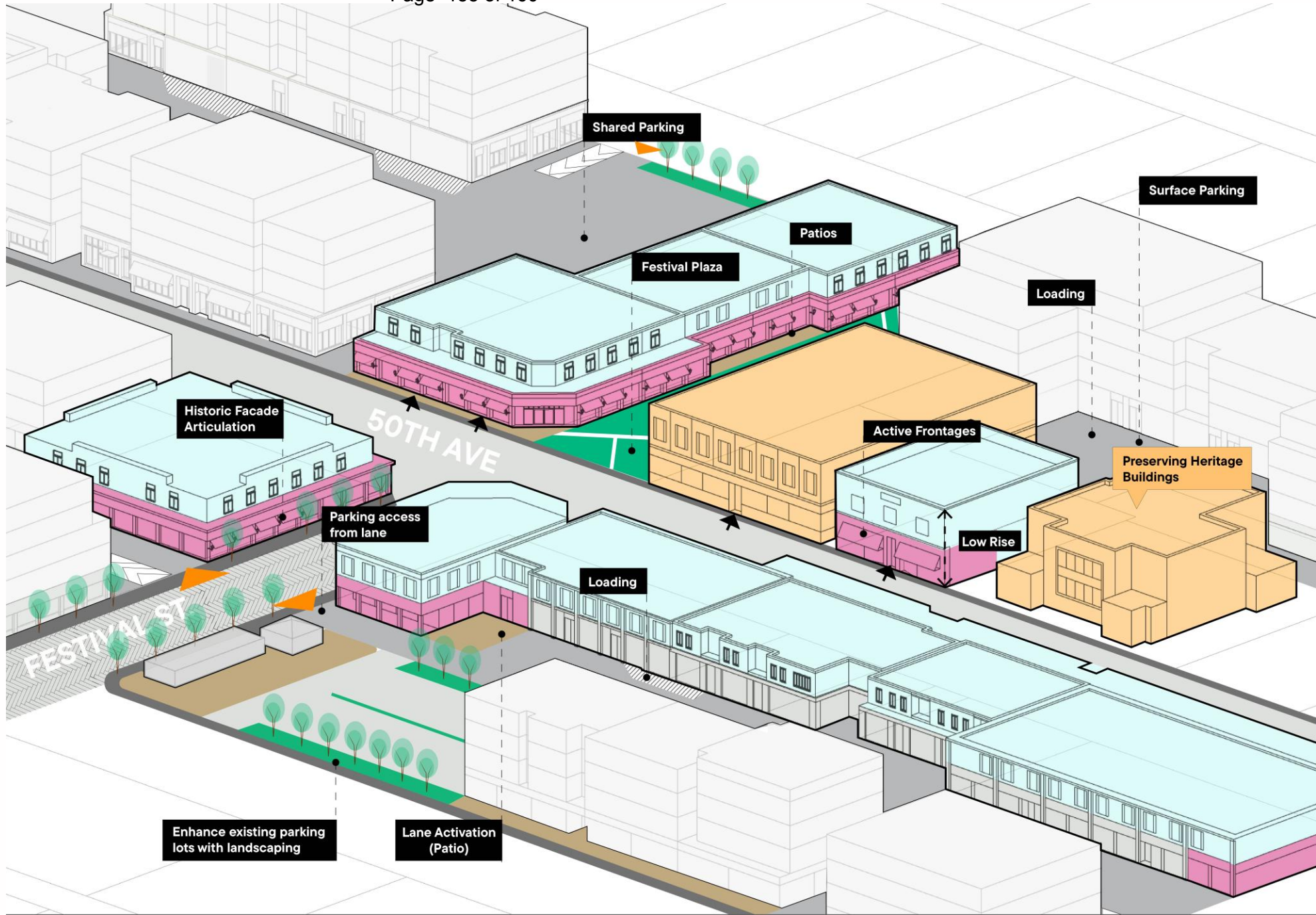
Commercial Gateway

- Primarily auto-oriented commercial areas with the opportunity to infill with mixed commercial and high density residential



 Central Business	 Urban Village
 Commercial Gateway	 Historic Main Street

Taking a Form Based Approach



Growth and Commerce

Strengthening and building upon downtown as a dynamic hub that balances heritage and modern growth.

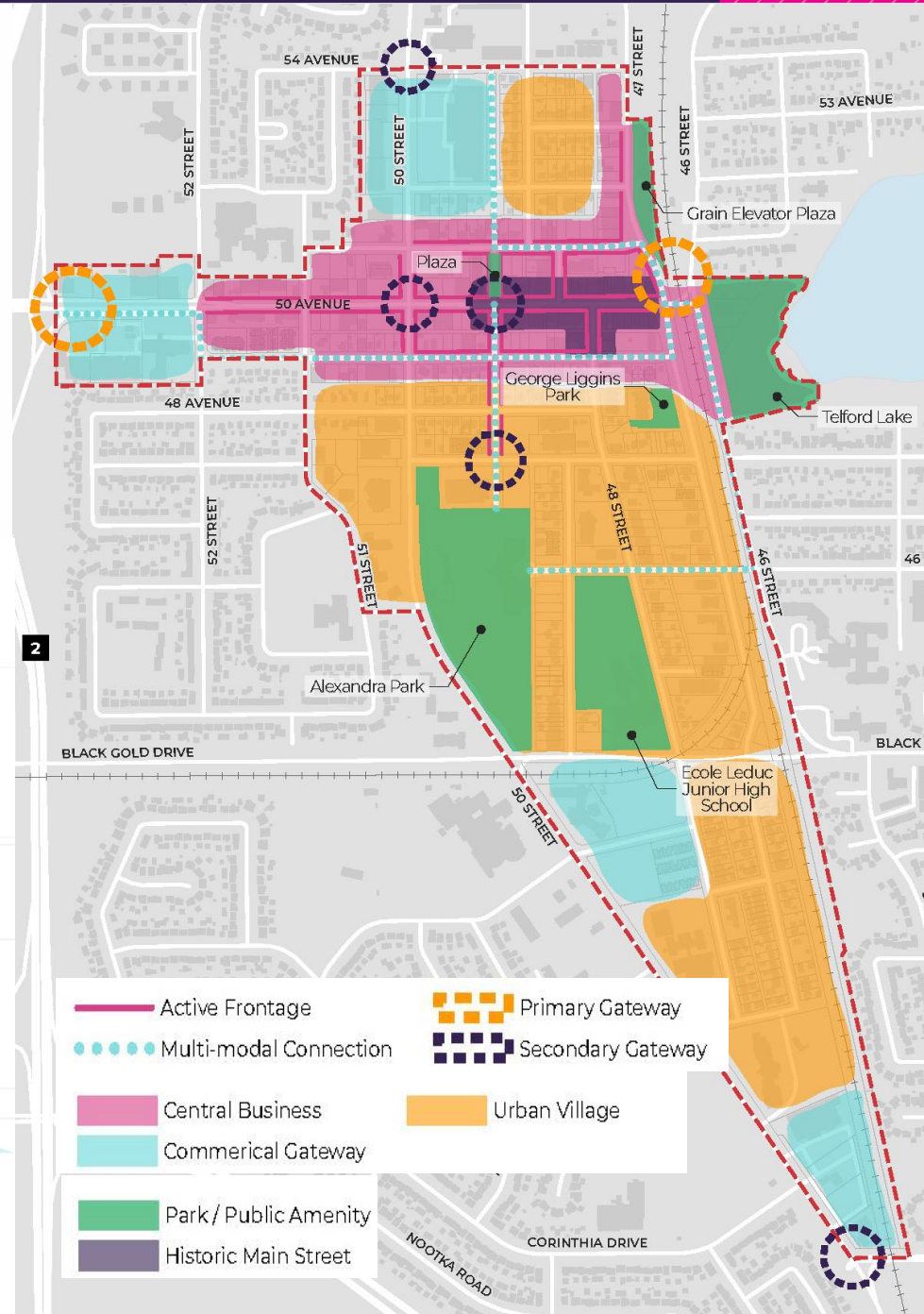
Focus Areas:

- Business retention and attraction
- Beautification and Placemaking
- Enhance regional tourism
- Strengthen Main Street



Urban Structure

- Street Typologies
- Mobility Network
- Amenity Network
- Infrastructure & Environment



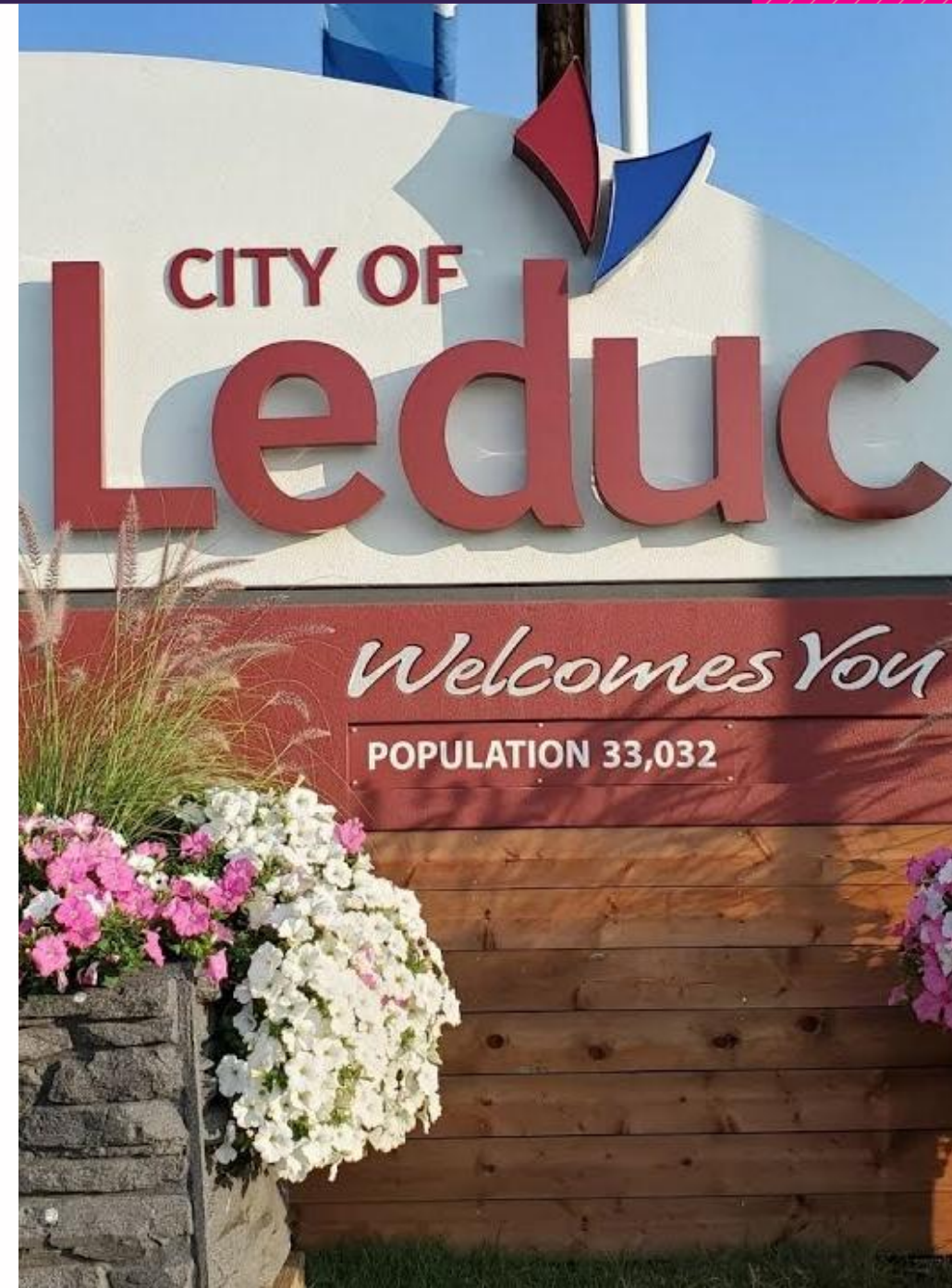
UCRP Implementation Roadmap

- Tier 1 Priority
- Tier 2 Priority
- Tier 3 Priority



Next Steps

- 1st Reading
- Public Hearing
- Final Reading and Adoption (Q2, 2025)



Thank You | Questions