

City of Leduc

LEDUC URBAN CENTRE IMPLEMENTATION PLAN

[Document subtitle]

B&A Studios
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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.

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	