

APRIL 2025



Urban Centre Implementation Plan



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.

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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 Urban Centre Matters

Leduc's Urban Centre 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 Urban Centre 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 Urban Centre, 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

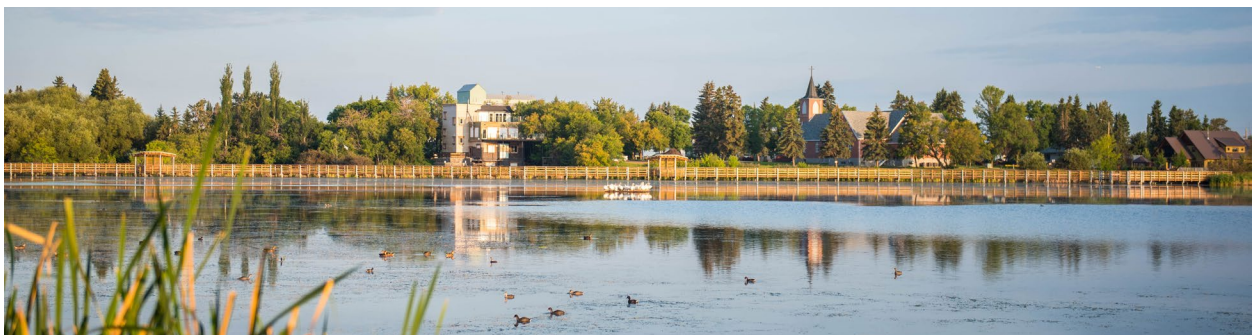
The Urban Centre Area Redevelopment Plan (UCRP) is a comprehensive blueprint for revitalizing Leduc's key redevelopment area. It aims to create a vibrant, accessible, and livable urban center that celebrates local character and supports a growing business community. As a statutory land use plan, the 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

1. Recognize and strengthen history, culture, and sense of place.
2. Enable efficient use of land and existing infrastructure to contribute to the financial sustainability of the Urban Centre.
3. Enhance modal choice and improve connectivity to and through the plan area.
4. Diversify housing options to increase the residential population and support housing accessibility.
5. Attract and promote the businesses, services, and uses that activate the streets and public realm.
6. 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



UCRP Actions at a Glance

Tier 1 Priority (Highest Impact)

1. Streetscape Rehabilitation Strategy and Priority Implementation
2. Active Transportation Improvements
3. Zoning Bylaw Update
4. Establish Festival Promenade
5. Establish Festival Plaza
6. Placemaking Investment Strategy
7. Central Business District Business Improvement Area Exploration
8. Parkland and Plaza Acquisition and Implementation Plan
9. Façade Improvement Program
10. Downtown Activation Strategy
11. Downtown Marketing Strategy
12. Downtown Parking and Wayfinding Strategy
13. Community Arts Programming and Public Art Program

Tier 2 Priority (Modest Impact)

14. Alleyway Paving Strategy
15. Community Revitalization Levy Exploration
16. Grain Elevator Community Hub and Plaza
17. Heritage Recognition Program
18. Gateway Enhancements
19. Downtown Tree Canopy Program

Tier 3 Priority (Supporting Impact)

20. Support and Expand EV Charging
21. Telford House and Park Redevelopment
22. Public Realm Rail Interface Improvements
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
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 the new vision for streets within the Urban Centre. 2: Undertake preliminary street design to coincide with other infrastructure program(s). 3: Advance reconstruction of new streets once the capital plan and funding are approved.
Initiative 02	Active Transportation Improvements
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 design to coincide with other infrastructure program(s). 3: Advance construction once the capital plan and funding are approved.
Initiative 03	Zoning Bylaw Update
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	<ol style="list-style-type: none"> 1: Amend the Land Use Bylaw to implement the UCRP.

Initiative 04	Establish Festival Promenade
Description	<p>Festival Promenade is a foundational component of the UCRP. This initiative will see 49th Street transformed from an auto-oriented corridor to a pedestrian promenade that is highly animated and programmed throughout the year.</p>
Action Plan	<ol style="list-style-type: none"> 1: Develop a Festival Promenade multi-phased Implementation Strategy. 2: Pilot the 1st phase of Festival Street by temporarily closing 49 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 October or 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 Promenade.
Initiative 05	Festival Plaza
Description	<p>Festival Plaza is second foundational component of the UCRP. This Initiative will see a plaza developed between 50 and 51 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.</p>
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 49 Street between 50 and 51 Avenue and convert the space into a temporary 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 49 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 06	Placemaking Investment Strategy
Description	Explore establishing an incremental placemaking investment strategy where small investments into placemaking help support establishing the Urban Centre as a destination in the city and the region. The fund would explore pilot projects and low-cost investments (less than 10k).
Action Plan	1: Create a Placemaking Investment Strategy.
Initiative 07	Central Business District Business Improvement Area Exploration
Description	Undertake a feasibility study to assess the opportunity of a Business Improvement Area for the Urban Centre.
Action Plan	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.
Initiative 08	Parkland and Plaza Acquisition and Implementation Plan
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	Façade Improvement Program
Description	Establish a program to encourage exterior improvement of buildings within the Central Business District and Historic Main Street.
Action Plan	1: Establish a Façade Improvement Program.

Initiative 10	Downtown Activation Strategy
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 11	Downtown Marketing Strategy
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 12	Parking and Wayfinding Strategy
Description	Reassess the parking needs within the Centre to ensure the current and future needs are met and a long-term plan is created and implemented. Develop a comprehensive and effective way finding strategy that addresses wayfinding at the pedestrian level and supports consolidated public parking. This will align with the overall branding for the Urban Centre and highlight key aspects of the Urban Centre and beyond.
Action Plan	1: Update the Leduc Downtown Parking Study. 2: Develop a Wayfinding Strategy for the Urban Centre. 3: Create a capital program and budget request to advance the creation and installation of wayfinding throughout the Urban Centre.
Initiative 13	Community Arts Programming and Public Art Program
Description	Emphasize arts, community, and culture within the Urban Centre that contribute to the unique character and experience of the area. Utilize Community Arts Programming for events in the Urban Centre to create year round attractions, activities and entertainment for residents and visitors. Expand the Public Art program throughout the Urban Centre with a focus on Gateways and plazas within public and private lands.
Action Plan	1: Expand the Community Arts Program for Downtown. 2: Develop and Implement a Downtown Public Art Program.

Tier 2: Modest Implementation Impact

Initiatives to implement the UCRP building on the success of Tier 1 with modest impact on the overall vision for the Urban Centre.

Initiative 14	Alleyway Paving Strategy
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 design to coincide with other infrastructure program(s). 3: Advance construction once the Capital Plan and funding are approved.
Initiative 15	Community Revitalization Levy Exploration
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	<ol style="list-style-type: none"> 1: Undertake a Community Revitalization Levy study.
Initiative 16	Grain Elevator Community Hub and Plaza
Description	Through partnerships, seek to advance the transformation of the Grain Elevator and area into a community hub and plaza space.
Action Plan	<ol style="list-style-type: none"> 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 17	Heritage Recognition Program
Description	Establish a program that recognizes the importance of history and culture within the Urban Centre. This may include story telling, signage, municipal funding, and designation programs or similar.
Action Plan	1: Establish a Heritage Recognition Program
Initiative 18	Gateway Enhancements
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 19	Telford House and Park Redevelopment
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 which enhance the vision for the UCRP without being fundamental to its achievement.

Initiative 20	Support and Expand EV Charging
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 21	Downtown Tree Canopy Program
Description	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 22	Public Realm Rail Interface Improvements
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 23	Expand Urban Agriculture
Description	Encourage urban agriculture and educational programs as per the Urban Agricultural Plan.
Action Plan	1: Implement the Urban Agricultural Plan.



Urban Centre Implementation Plan

