

DOWNTOWN REVITALIZATION PLAN TOWN OF BLACKFALDS

Adopted by Council
October 11, 2011



ACKNOWLEDGEMENTS

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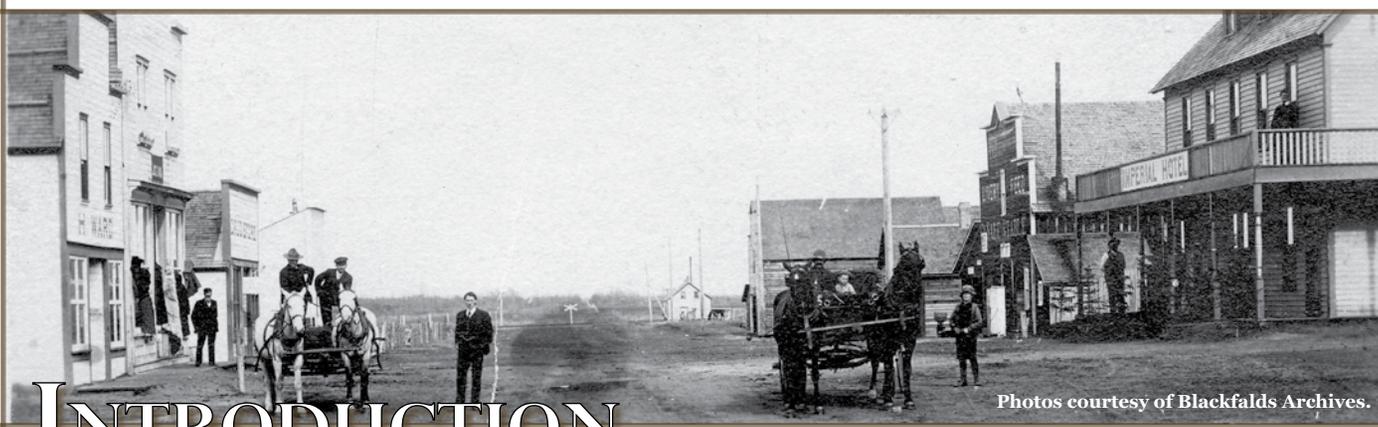
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Photos courtesy of Blackfalds Archives.

INTRODUCTION

HISTORY OF BLACKFALDS

Blackfalds was originally named Waghorn after the first postmaster who came to the area around 1889. The presence of the C & E Trail and the C & E Railway running through the community led to an influx of settlers pouring into Blackfalds from eastern Canada, Europe, and the United States in the 1890s. Before long there were a variety of shops, offices, churches, and a very popular hotel built in the community that was being called, “a thriving little town in a rich agricultural and ranching district overlooking the junction of the Blindman and Red Deer Rivers”.

Originally, Blackfalds’s downtown was the hub of the community, driven by the location of a train station, a hotel, and various stores located on Broadway Avenue. As a very popular stop along the C&E Railway, the train station was the primary entrance to Blackfalds. By 1946 Highway 2A was under construction on the Town’s east side, with the population increasing

steadily. Subsequent to the creation of Highway 2A, the entranceway to Blackfalds shifted from the downtown to the highway.

As one of the fastest growing towns in Alberta, and facing competition from the neighbouring communities of Red Deer and Lacombe, Blackfalds will need to create new and exciting places for commercial services in order to maintain a well-balanced and sustainable community.

NEED FOR REVITALIZATION

The Town of Blackfalds has identified a need for the revitalization of its downtown due to the emerging polarization created by Highway 2A. This disconnect is seen through the tremendous growth of commercial lands along Highway 2A causing a loss of momentum within the downtown core. This limited growth has led to a need to attract new businesses, employment opportunities, amenities, and most importantly, new users.

It is not the intent of this Revitalization Plan to create one centrally-located commercial district within Blackfalds; rather, revitalizing the downtown will create a strong connection between various commercial and recreation locations throughout the Town.

STUDY AREA

The Downtown Revitalization Plan Study Area was chosen to capture the locations with the most commercial intensive opportunities. While the traditional downtown is the focus of the Revitalization Plan, the highway commercial area was included within the Study Area for possible connectivity opportunities between the two commercial districts.

The Study Area is comprised of predominantly commercial lands located within the Town of Blackfalds including Broadway Avenue, Park Street, Waghorn Street, East Avenue, and Parkwood Road.

WHAT IS REVITALIZATION?

The term ‘revitalization’ refers to a deliberate and organized effort to create something new from what currently exists. When applied to the process of revitalizing geographic area, a revitalization refers to the process of restoring, strengthening, and improving the economic, physical, and social well being of the location; in this case, the Town of Blackfalds’s traditional central business district.





CURRENT USE

Blackfalds’s downtown can be described as local businesses serving local residents. With the post office as an anchor, other businesses and services frequented within the downtown include child care facilities, retail shopping stores, financial institutions, and food service businesses among others. Use of the downtown’s services by those residing outside of the Town of Blackfalds is nominal.

Though the Town of Blackfalds has been experiencing rapid growth, the downtown has seen little change within the past several years. The timing of this project reflects the current position of the downtown; buildings are beginning to show their age and improvements may be necessary. As many improvement projects may need to be undertaken within the coming years; the Downtown Revitalization Plan has been created; for the Town, business owners, and developers; to guide the direction of these coming projects.

The current land use of the Study Area is shown in **Figure A - Current Land Use Zoning**.

DOWNTOWN CORE & HIGHWAY COMMERCIAL AREAS

Broadway Avenue is the original heart of Blackfalds. Historically, a portion of the C&E Trail, and then home to a popular station along the C&E Railway, Broadway Avenue has always been the center of social and commercial activity within the Town.

The development of Highway 2A provided a new access to the Town of Blackfalds which shifted the commercial focus from the downtown to the highway.

Due to their locations, businesses located within the downtown have been typically focused on providing services and amenities to local customers; whereas, businesses located along Highway 2A utilize the highway traffic.

Customers’ transportation preferences have dictated the style of both the downtown and east side highway commercial area. Within the downtown, businesses are orientated towards sidewalks as customers traditionally access them by foot; within the east side commercial area, businesses are orientated towards large parking lots as they are primarily accessed via vehicular modes of transportation.

Although the focus of the Town of Blackfalds Downtown Revitalization Plan is the traditional downtown, recommendations will be made to connect the downtown and east side commercial area, thereby creating a more cohesive commercial district within the Town. These connections may also help draw attention to the downtown for customers travelling through Blackfalds.

FOCUS AREA

Throughout the planning process, several areas outside of the Study Area Boundary were examined because of how they were seen to affect and interact with the Study Area. An example of such an instance is the Town of Blackfalds’s Multi-Plex; located outside of the Study Area Boundary, it was included as part of the *Pedestrian Movement Study’s* focal area due to its proximity to the

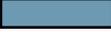
downtown and its popularity as a destination for pedestrian activity within the Study Area.

Although areas outside of the Study Area were considered initially during the planning process, it has been agreed by all those involved that the Downtown Revitalization Plan will include recommendations solely for areas within the Study Area.

CURRENT LAND USE ZONING



Legend

-  Commercial Central District (C-1)
-  Residential Single Dwelling Larger Lot District (R-1L)
-  Residential Single Dwelling Medium Lot District (R-1M)
-  Commercial Highway District (C-2)
-  Industrial Light District (I-1)
-  Public Facility District (PF)
-  Environmental Open Space District (EOS)

PROCESS

PLANNING PROCESS

A clear and comprehensive planning process was undertaken for the creation of the Blackfalds Downtown Revitalization Plan. Through initial discussions and design, it was determined that a series of exercises would aid in the challenges of the multi-disciplinary approach to the revitalization.

These exercises, involving the creation of supportive studies; various meetings; visioning; and analysis of the existing and future downtown; along with discussion of opportunities and constraints considered, is described within the Preliminary Concept Plan Report.

The result of this work has led to a series of recommendations that, while comprehensive and challenging, will lead to the achievable revitalization of the downtown.

PUBLIC PARTICIPATION AND INPUT

In an effort to create a collaborative process, a Local Business Owner Meeting and Public Open House was held to gather input from the public regarding future visions for the downtown and architectural style preferences.

Understanding the potentially different objectives of the public and business owners, the meetings were held separately in order to focus on various aspects of the Plan: implementation methods were highlighted during the Local Business Owner Meeting; whereas discussions were more general focusing on a future vision of the downtown during the Public Open House. Theme and vision were discussed at length during both of the meetings and it was generally heard from attendees that Blackfalds's downtown is, and should continue to be, focused on local businesses. Maintaining a "small town" character, even as Blackfalds expands to include more large scale businesses, was heard to be a priority. The idea of creating a distinct identity

for the downtown and using gateways to lead visitors into the area was also discussed.

A second Open House was held to present the vision represented within this Revitalization Plan. Display Boards showing illustrations, included within this Plan, were used to highlight recommendations within the Plan. As visitors viewed the boards, members of the Project Team engaged them in conversation describing the vision and recommendations while gathering feedback. Attendance for this Open House was moderate with several attendees from the first Open House returning.

SUPPORTIVE STUDIES

Several internal reports, were created to gain insight into the existing conditions and future visions of the downtown. These reports, available under the Appendix Package, include:

EXISTING PHOTO INVENTORY

This report consisted of a collection of photos from various locations throughout the Study Area. The purpose of this document was to get a visual understanding of the Study Area and its existing conditions.

DOWNTOWN COMMERCIAL PARKING STUDY

The Commercial Parking Study focused on existing parking conditions within the downtown and provided a variety of suggestions for future improvements.

PEDESTRIAN MOVEMENT STUDY

A Pedestrian Movement Study was completed to examine the existing pedestrian environment found within the downtown. Landscaping, accessibility, popular routes, pathway connections, and pedestrians nodes were all discussed within this Study, with suggestions provided for improvements.

PRELIMINARY CONCEPT PLAN REPORT

The Preliminary Concept Plan Report examined the process used to create the Concept Plan. This Report identified each element considered and recommended.

ARCHITECTURAL CASE STUDY

An architectural evaluation was completed on one of the Town owned buildings within the downtown. This building, located along Broadway Avenue, was given renovations recommendations based on vision and guidelines presented within the Town of Blackfalds Downtown Revitalization Plan.



ANALYSIS: FINDINGS AND CONCLUSIONS

LAND USE

A variety of land uses are currently found within the Study Area. While the majority of the Study Area is currently zoned commercial; the majority of properties located along Park Street and Indiana Street are being used for residential purposes. Additional land uses within the Study Area include recreational and public service areas.

The presence of existing residential development within the Study Area represents a constraint to the Revitalization Plan as the transformation of these properties will have to take place over an extended period of time. Although existing properties may act as constraints, vacant properties located along Park Street and Broadway Avenue may



provide immediate opportunities for in-fill commercial development.

There are also opportunities for the addition of improved land utilization by introducing open space into areas identified as municipally owned land.

Overall, it has been identified that the land within the Study Area in being under utilized and opportunities to use land in a more consistent and complete manner should be explored.

TRANSPORTATION NETWORK

The roadway hierarchy found within Blackfalds's downtown consists of both collector and local roadways. Broadway Avenue and Park Street have been designed to the standards set by the Town of Blackfalds as collector roadways.



In order to be consistent with the Town of Blackfalds Transportation Master Plan, the Revitalization Plan reflects the future road network envisioned within the downtown by the Town of Blackfalds. The variance between the existing and future transportation network is due to the proposed closure of the Broadway Avenue railway crossing which will lead to a realignment of roadways within the downtown. This change has been shown within the Revitalization Plan to ensure long-term applicability.

While all roadways are designed to the Town of Blackfalds's standards, improvements may be required to accommodate the future vision of the downtown. Identified within this Plan are key areas including the review of intersections, width of streets, formal stops, public parking, and continuity of sidewalks.

OPPORTUNITIES & CONSTRAINTS

PARKING

- There is only sufficient quantity of parking stalls located within the downtown for the employees and visitors of existing business operations.
- Public perception identifies insufficient parking in key locations.
- Parking options include on-street and off-street locations.
- There are several reduced mobility parking locations within the downtown.
- Parking spaces are not clearly identified on the pavement.
- Parking spaces that are intended for short-term use are being used for long-term use.

SAFETY

- The large width of Broadway Avenue and lack of variation in the roadway allows for increased vehicular travel speeds.
- The location of parking between the sidewalk and the driving lanes provides a buffer for pedestrians and increases the level feeling of safety perceived by pedestrians.
- At the primary crosswalk located at Broadway Avenue and Park Street, there is a flashing amber light to increase awareness and pedestrian safety.
- The intersection between East Railway Street, Broadway Avenue, and Wilson Street is awkward and unpredictable for those that are not familiar with it.



ARCHITECTURAL CHARACTER

The current character of Blackfalds’s downtown reflects its age, the Town’s size, and the use of the area. Reflective of the downtown’s many family-owned and operated businesses, the residents engaged within the Downtown Revitalization Plan process described the character of Blackfalds by using the terms “community” and “family”; however, this is not represented within the architectural character of the downtown.

Visually, the downtown does not present the described character due to its various styles of frontages, muted colours, aging structures, uninviting streetfronts, and lack of vegetation.

Discussed within this Plan are many opportunities to create a complete and cohesive architectural character that would complement the streetscape. A visually appealing and inviting area will attract businesses and the public.

OPEN SPACE SYSTEM ANALYSIS

Existing open spaces within the Study Area are concentrated around the residential portion of the downtown and around Highway 2A. Open spaces located throughout the Study Area are not linked to one another which has led to a disconnected pedestrian network. A minimal amount of vegetation can be found along Broadway Avenue though there are tremendous opportunities to improve upon existing open spaces and create additional inviting, usable, open spaces.

In beautifying the streetscape, linkages could also be created that would enhance public spaces. Although providing additional open spaces along the sidewalks within the downtown would create a more enjoyable space, it has the trade off of reducing the number of on-street parking spaces.

OPPORTUNITIES & CONSTRAINTS

ARCHITECTURAL CHARACTER

- “Blackfalds” Lamp Post Signage reflects the materials and style used within the Town of Blackfalds’s municipal buildings and bring consistency throughout the downtown.
- Public artwork currently located on Broadway Avenue are great examples of initiatives that could be considered in the future to lessen the impact of empty walls.
- A lack in consistency of building style, colour, material, and signage reflects a disconnect of identity between adjacent businesses.
- Large expanses of bare wall provide no visibility or connectivity between the on-street public and off-street private spaces.



GOAL: ~~CREATE A SENSE OF PLACE.~~ BLACKFALDS SENSE OF PLACE.

PLAN VISION

Intended to identify the steps and measures needed to create a sense of place in Blackfalds, the Town of Blackfalds's Downtown Revitalization Plan sets out recommendations to guide the creation of a complete urban space. For the successful creation of a distinctive space, the downtown is envisioned to portray a character that is a combination of new and old which is reflective of Blackfalds's growth strategies. Recommendations made within the Plan to showcase this character range from short-term to long-term initiatives with the intention of providing a gradual shift from what currently exists to what is ultimately envisioned. To create a memorable sense of place within Blackfalds's downtown, the following guidelines should be considered.

DISTINCT IDENTITY

Identity is comprised of a combination of many characteristics; creating a distinct identity will make the downtown more recognizable and foster a sense of ownership and pride for residents. The identity of the downtown will express the uniqueness of Blackfalds and how it is different from other communities.

After receiving input from the public, it was seen that the personalized, "small town feeling" of Blackfalds was a local pride among residents and local business owners. It was agreed that this quality should be highlighted as a characteristic of the downtown.

Valued traits of small towns, including initiatives to reflect these traits are listed below.

Pedestrian-Focused

Combine the use of human-scale light fixtures and building signage, with the addition of street trees and flower planters to create inviting streetscapes for pedestrians.

Niche Market

Encourage locally-owned businesses that provide niche products and services to the local community.

Mixed Use

Combine residential and commercial uses within single structures to appeal to family-owned businesses.

Outdoor Public Gathering Areas and Green Spaces

Locate open space within the downtown to allow for the creation of a community gathering space.

This space could be used during outdoor festivals or informally daily.

Visual Consistency

Create a consistent streetscape to showcase camaraderie and cooperation between business owners and community pride.

SYSTEMIC

The creation of this Revitalization Plan is only as effective as its extent and implementation. In order to ensure the Downtown Revitalization Plan is successful, it is important to create the Plan in a manner that can be applied to the entire downtown and incorporated into other areas where appropriate.

INDIGENOUS

The revitalization of the downtown is intended to take what currently exists and improve on it by highlighting positive aspects. During the creation of the Plan, and implementation of any initiatives that may follow, it is important that all recommendations remain authentic to the region and residents of Blackfalds.

SAFE

Safety is the foremost concern and priority for the creation of this Plan. Within all aspects of the Plan's development and recommendations, safety has been and must continue to be considered for both pedestrians and vehicles.

CONCEPT ILLUSTRATION - AERIAL VIEW



CONCEPT ILLUSTRATION - PLAN VIEW KEY



CONCEPT ILLUSTRATION - PLAN VIEWS



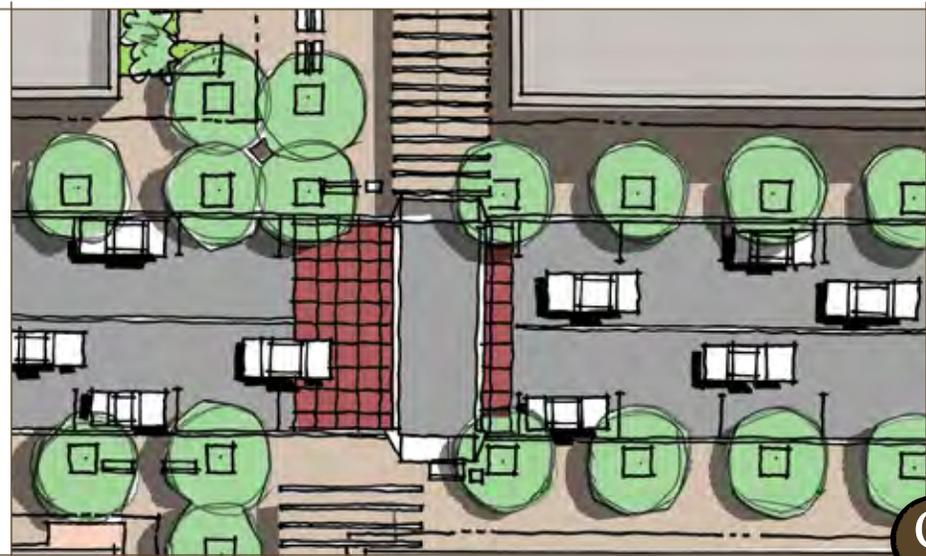
C₁

This intersection reflects its role as the primary gateway to the downtown by incorporating an urban plazas, open space, pedestrian crossings, entry signage, focal buildings, and character elements.



C₂

A pathway, east of Highway 2A will provide connectivity between the downtown and east side commercial area while contributing to the open space network within the Study Area.



C₃

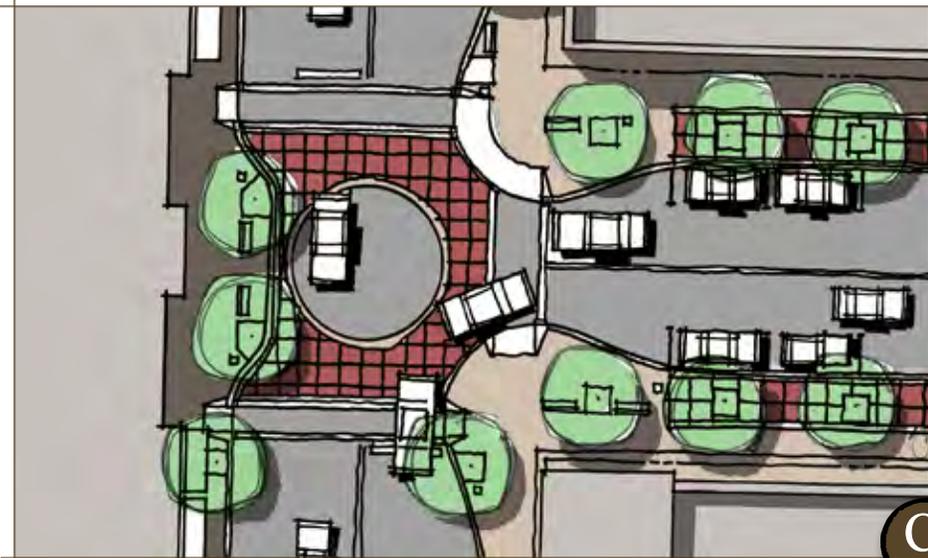
A mid-block pedestrian crossing along Park Street is proposed to connect the pedestrian network of trails and open spaces throughout the downtown.



C₄

The intersection of Indiana Street and Broadway Avenue reflects its role as the southern gateway to the downtown by incorporating open space, pedestrian crossings, focal buildings, and character elements.

CONCEPT ILLUSTRATION - PLAN VIEWS



The Park St. and Broadway Ave. intersection is located at the heart of the downtown and has been designed as a focal area incorporating anchor buildings, traffic calming, pedestrian amenities, and character elements.



An urban plaza open space will create a centralized plaza and northern gateway to the downtown at the intersection of Wilson St. and Broadway Ave.



Street-front parking lots should be relocated to the rear of buildings, and accessed via secondary roadways, to provide uninterrupted façade frontage along primary roadways.

Note: The figures shown have been used to illustrate the overall vision, and recommendations made within this Plan. The design, layout, or actual elements shown are not intended to represent real development.



REVITALIZATION OBJECTIVES



DEVELOP A COMPLETE VISION BY RECOGNIZING SHORT AND LONG-TERM PRIORITIES.

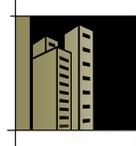
The Town of Blackfalds Downtown Revitalization Plan aims to create a complete vision of the downtown by recognizing the need for short-term and long-term recommendations. Determining a theme, creating an identity, and identifying responsibilities will help the public and business owners understand, anticipate and complete planned improvements.

Each recommendation may be staged over time so that there is continued progression until the final vision is complete.



ENSURE THE PLAN IS INDIGENOUS TO BLACKFALDS BY RECOGNIZING COMMUNITY VALUES.

In order to gain the support of the community, the Plan must recognize local municipal, economic, social, cultural, and environmental values held by the Town of Blackfalds. Recommendations made within the Plan have to be consistent with the standards and processes set by the Town of Blackfalds; input received from business owners, residents, and municipal staff; and future direction of the Town.



IMPROVE ECONOMIC VITALITY WITHIN THE DOWNTOWN BY DIVERSIFYING COMMERCIAL OPPORTUNITIES.

The Town of Blackfalds Downtown Revitalization Plan has been developed to create economic vitality by diversifying the type and size of commercial opportunities. Utilizing a consistent architectural theme within the area, and introducing mixed-use commercial developments will allow businesses to be integrated with the existing businesses and create new market segments.

Increased draw from the gateways and an improved pedestrian environment will ultimately increase the ability of the downtown to attract business by creating a defined destination point.

OBJECTIVES

The success of a project must be measured by its ability to meet the outlined objectives. The Town of Blackfalds Downtown Revitalization Plan aims to measure the impact each recommendation will have on the overall Plan vision by identifying their direct connection to each objective.

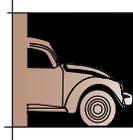
As shown below, each revitalization objective has been given a symbol that represents its intent. These symbols are used throughout the Revitalization Plan to reference back to the objectives and measure the impact of each set of recommendations.

	COMPLETE VISION
	INDIGENOUS TO BLACKFALDS
	ECONOMIC VITALITY
	MIXED USE
	TRANSPORTATION NETWORK
	PEDESTRIAN ENVIRONMENT



CREATE A MIXED USE ENVIRONMENT BY PROVIDING DIVERSIFIED LAND USE.

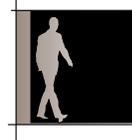
As part of the vision for the revitalized downtown, the Plan promotes the creation of mixed-use environments. These areas; where residents of Blackfalds can live, work, and play around the clock and throughout the year promotes community, fosters pedestrianism, and increases public safety by providing “eyes on the street” at all times of the day.



CREATE A SAFE AND EFFICIENT TRANSPORTATION NETWORK BY RECOGNIZING MOTORISTS’ NEEDS.

The design and function of the downtown is vital to the creation of a safe environment for pedestrians and motorists. The Downtown Revitalization Plan recommends transportation and pedestrian amenity improvements including traffic calming in a variety of forms to reduce travel speeds and enhance pedestrian use.

Creating a safe environment for pedestrians is the underlying goal of this Plan and the foundation of the downtown’s success.



CREATE A DESTINATION, FOCUSED ON THE PEDESTRIAN EXPERIENCE BY PROVIDING A SAFE AND ENGAGING PEDESTRIAN ENVIRONMENT.

A pedestrian-orientated environment within the downtown will be created through the implementation of each objective. It is the intention of this Plan to provide a safe environment with well-maintained and attractive public spaces that pedestrians can enjoy all day and all year round.

A reduced reliance on motor vehicles has been identified as a priority within this Plan to encourage pedestrianism and activity within the downtown. This priority has been addressed through the provision of alternative parking opportunities including common parking lots located off of the main streets.

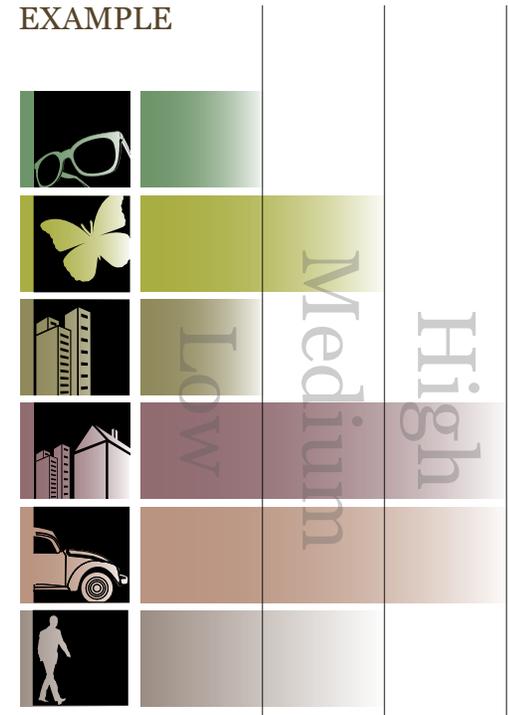
OBJECTIVES (CONT.)

IMPACT CHART

Using the symbols assigned to each objective, the following chart measures the correlation between each set of recommendations and the Revitalization Plan objectives. As the recommendations are discussed, the impact each on each objective will be shown in a bar-graph format with ratings of Low, Medium, or High.

By viewing the chart within each section of recommendations, the reader will be able to easily identify the impact of the recommendations on the overall vision for the downtown.

EXAMPLE



LAND USE BYLAW

The Study Area of the Downtown Revitalization Plan includes primarily commercially zoned lands.

The downtown commercial area is zoned as C1 Commercial Central District which allows for a variety of commercial businesses, with residential uses above the ground floor, and building heights up to 17.0m (56ft). Commercial uses permitted within the C1 District include the following: retail store, restaurant, personal services, office, day care, convenience store, bake shop, service station, and home based businesses among others.

Existing uses within the C1 District include: retail stores, restaurants, personal services, service stations, day cares, offices, home based businesses, and residential uses. Many of the existing residential uses within this District are located on the first storey of their respective buildings and thus are non-conforming uses. As non-conforming uses, the residences are subject to the provisions of the Municipal Government Act of Alberta and cannot be easily renovated or expanded.

In the event that commercial and residential uses are utilized within the same structure, the building is required to provide first floor window and door coverage using awnings or canopies along any abutting sidewalks.



RECOMMENDATIONS

LAND USE COMMERCIAL

Blackfalds's downtown is envisioned as the core commercial district within the Town of Blackfalds. In contrast to commercial uses located along Highway 2A, commercial development found within the downtown is envisioned to be locally-focused including service based businesses such as clinics, real estate offices, and dance studios; niche market retail stores; and offices.

Commercial space within the downtown will be focused along the streets like a promenade with controlled on-street parking, and inviting sidewalks. Designed with pedestrian amenities and boulevard trees, Broadway Avenue and Park Street are envisioned to be lined with a variety of unique and vibrant shops and restaurants that will provide

entertainment and services day and night all year round.

Future development within the downtown is envisioned to be higher density than the existing development, focusing on providing a more urban, eco-friendly, and walkable lifestyle. This shift will add a different set of commercial and residential opportunities to those existing within Blackfalds and help increase development opportunities.

The Downtown Revitalization Plan envisions commercial development to primarily locate along Broadway Avenue and Park Street; home occupations are envisioned to be developed along Indiana Street. This configuration is based on the presence of many existing residences, access routes, and location of gateway streets. Although intensive commercial development is not

envisioned to locate along Indiana Street, it has been identified that new servicing utilities may be necessary within this area based on its age. Opportunities for new development along Indiana Street may include commercial buildings rather than new home occupations to provide a variety of commercial choices.

MIXED USE

To provide a transition between commercial and residential development, areas along Park Street and Waghorn Street are envisioned to be developed as mixed use including both commercial and residential uses. Based on the commercial zoning of the area, all buildings will be required to include commercial uses whereas residential uses will be optional.



RESIDENTIAL

Low density residential development is seen as an incompatible land use within commercial downtowns due to zoning requirements, traffic considerations, and noise concerns. Due to these conflicts, low density residential uses are envisioned to occur solely outside of the Study Area. Higher density residential uses will be permitted for development within the Mixed Use area in buildings that contain a commercial use.

The Mixed Use area will provide a transition between low density residential development and commercial areas. This transitional area will help mitigate negative effects on residential area.

RECOMMENDATIONS

COMMERCIAL

- Concentrate intensive commercial development along Broadway Avenue to create a compact, and comprehensive commercial district.
- Integrate Park Street, Wilson Street, and Waghorn Street into the downtown core by creating commercial frontages along both Broadway Avenue and the side streets on corner lots.
- Review the existing zoning and determine future requirements.
- Encourage the redevelopment of non-conforming uses along Broadway Avenue.



- Develop a commercial needs study to ensure adequate future land inventory.

MIXED USE

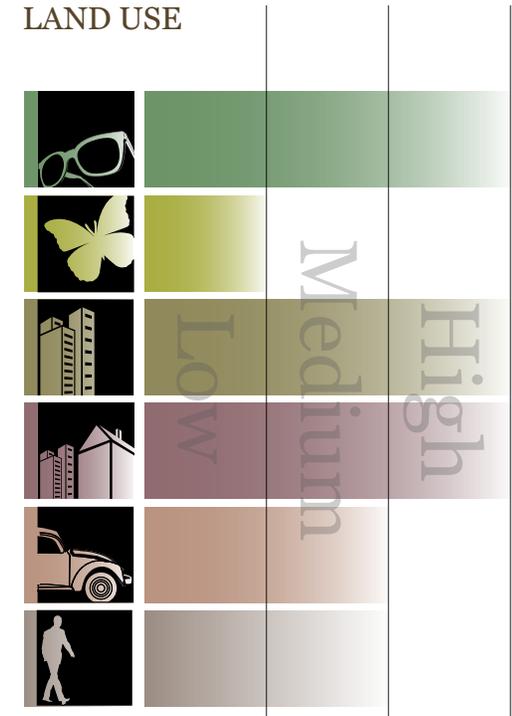
- Locate mixed use development along Park Street to provide a transitional area between the commercial district and the adjacent residential development along Wilson Street.
- Locate home occupation development along Indiana Street to provide an additional transition between the commercial and residential area to the west.
- A mixed-use commercial opportunity has been identified at the corner of Park Street and Highway Avenue which may take the form of a larger apartment or condo complex with commercial uses on the ground floor. This building will act as a visual anchor and identify Park Street as a gateway corridor.
- Utilize Park Street to connect the downtown business core and Highway 2A commercial area.
- Utilize the firestation location at the corner of Waghorn Street and Broadway Avenue for the future development of a public service, educational, or cultural amenity such as a library or art gallery.
- Focus and encourage the development of high density residential uses along Park Street.

OBJECTIVES IMPACTED

As shown on the graph below, the recommendations made within the Land Use section will have a dramatic impact on achieving the objectives set for the Revitalization Plan. In particular, the recommendations of this section will help the following objectives to be achieved:

- Develop a complete vision by recognizing short and long-term priorities.
- Improve economic vitality within the downtown by diversifying commercial opportunities.
- Create a mixed use environment by providing diversified land use.

LAND USE





- Review the Land Use Bylaw for policies that may encourage developers to construct residential dwellings within the Mixed Use areas.
- Discover and promote the Town of Blackfalds as a live, play, work community.



RESIDENTIAL

- Allow residential development along Indiana Street, Park Street, and Moore Street.
- Residential uses within the Study Area should be limited to home occupations and second storey multi-family units.



ILLUSTRATION EXAMPLES

The recommendations made within this section are depicted within the illustrations to the left and on the previous pages.

The illustrations within the Land Use section depict the recommendations made within this section by showing various views within the future downtown. As shown within the illustrations, Blackfalds’s downtown has become a pedestrian-friendly area with commercial uses lining the streets.

Illustrations 1-2

These illustrations show Broadway Avenue. As shown in Illustration 1, retail or service-based commercial businesses have been located on the primary level of the buildings with office space located above. By locating office above, the streetfront is reserved for businesses that have a stronger interaction with the sidewalk through display windows and is more frequently visited by customers.

In illustration 2, a well known building which currently existing along Broadway Avenue is shown. Presently housing the post office and a range of other businesses, this building is shown within the illustration with commercial uses on the primary level and residential uses located above.

Illustration 3-4

Located along Park Street, these illustrations reflect the mixed-use recommendations made within this section showing commercial uses on the primary floors with residential uses located above.

Illustration 5

Illustration 5 shows an urban park located at the intersection of Waghorn Street and Broadway Avenue. Discussed further in the Open Space System section, this park represents the Plan’s recommendation for incorporation of additional open and civic spaces into the downtown.

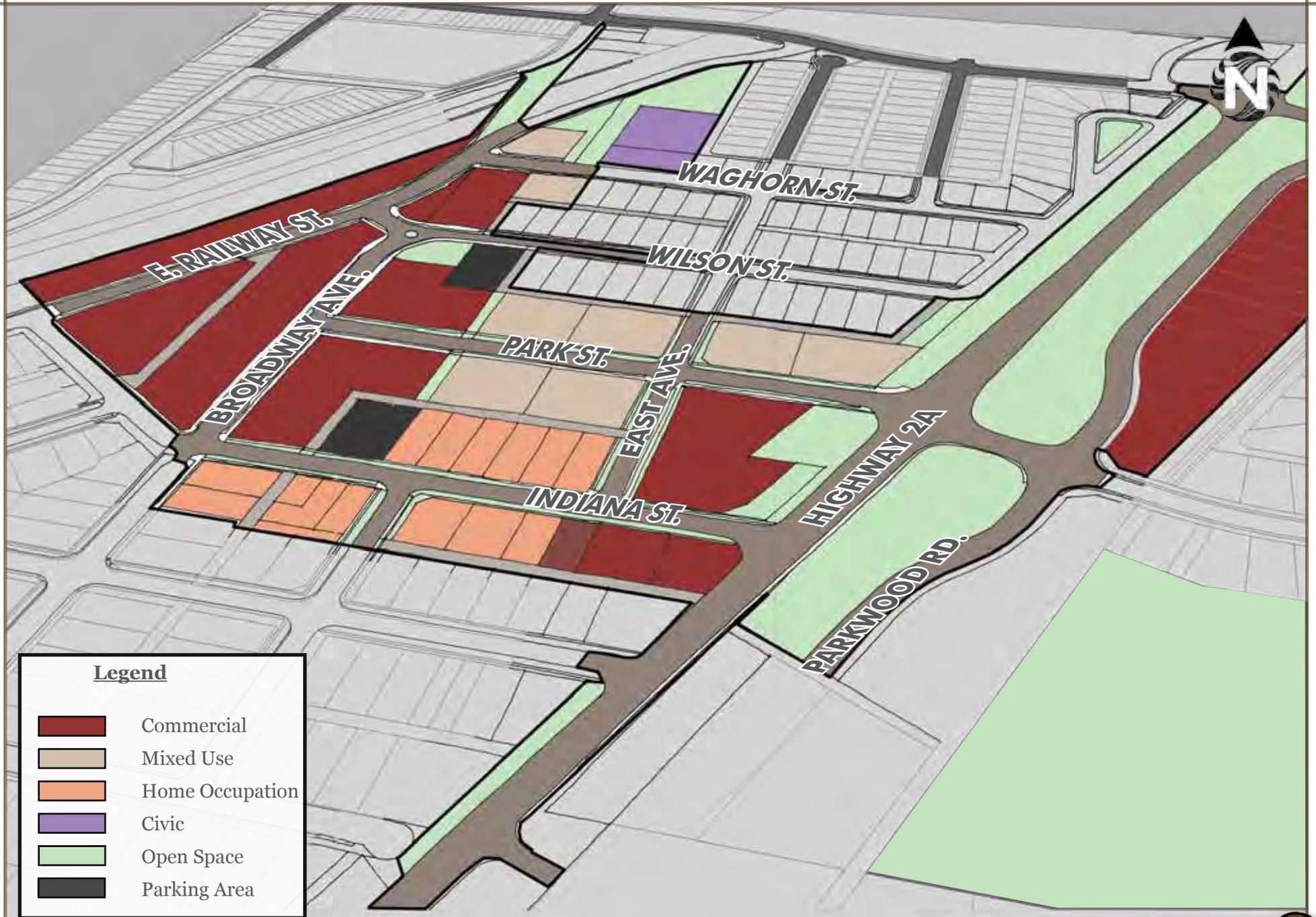
Figure D - Future Land Use Map

The Future Land Use Map shown within Figure D outlines the proposed land uses within the Study Area. These uses do not represent specific Districts within the Town of Blackfalds Land Use Bylaw, rather they describe the actual intended use for each area.

Figure E - Districts Conceptual Massing

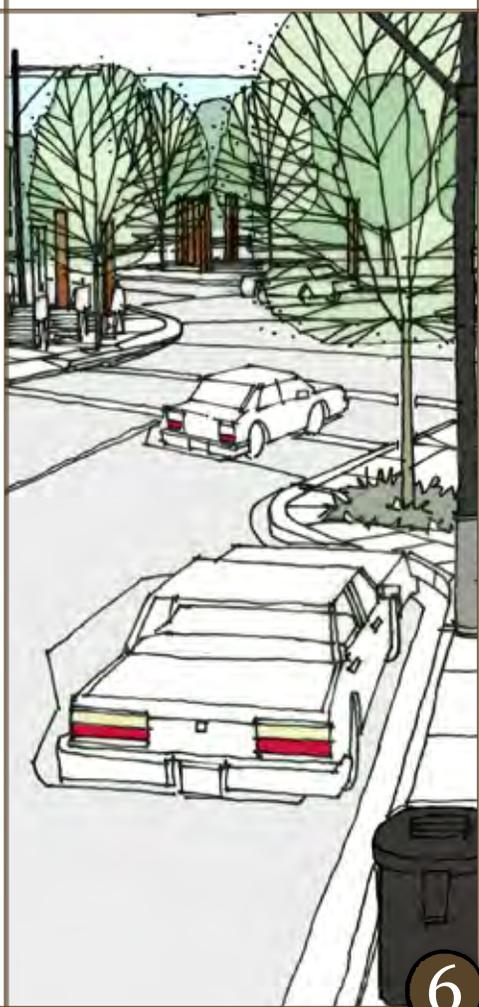
This figure has been created to illustrate the recommended build out of the Downtown Revitalization Plan. As shown, buildings within the Study Area are envisioned between 1-3 storeys in an attempt to increase density and also accommodate both commercial and residential uses.

FUTURE LAND USE MAP



DISTRICTS CONCEPTUAL MASSING





6

TRANSPORTATION NETWORK

TRAFFIC CIRCULATION

It is important that the transportation network within the downtown facilitates efficient traffic circulation to ensure accessibility for all users. This Plan is intended to ensure that all modes of transportation within downtown is provided for and co-exist safely, including vehicular, cycling, and walking.

The use of drop-off areas and traffic calming measures have been considered within this Plan to address the safety and efficiency of the downtown's transportation network. Primary and secondary transportation routes, as well as off-street parking locations, are envisioned for the downtown to ensure vehicles are able to navigate the area with ease. By identifying Broadway Avenue and Park Street as primary roadways, they will provide the basis for a strong sense of focus within the downtown.

PEDESTRIAN MOVEMENT

The downtown is envisioned to be a location that is pedestrian-friendly, thereby reducing the reliance on vehicles and encourage pedestrian activity. During the Pedestrian Movement Study, popular pedestrian routes were examined for their connectivity and condition; recommendations were made based on the results. The contents of this study have provided the basis for recommendations made within this Plan.



7

PARKING

Parking within the Study Area is extremely important as it facilitates access to the area. The amount and quality of parking is a primary focus as it can either attract or deter visitors from the downtown. Within the Commercial Parking Study, available under separate cover, parking within the Study Area was examined for quantity and location; a variety of recommendations were provided based on the results.

RECOMMENDATIONS

TRAFFIC CIRCULATION

- In order to be consistent with the overall vision of Blackfalds, all transportation considerations should be reflective of the *Town of Blackfalds Transportation Study* (2003), *Town of Blackfalds Traffic Impact Study* (1998), and *Town of Blackfalds Master Plan* (2008).
- The future roadway improvements addressed within the existing planning documents for the Town of Blackfalds should also be considered during the planning of any future revitalization initiatives within the downtown.
- Any improvements to the transportation network should consider surrounding impact to identify additional cost sharing, construction, and development opportunities.
- Utilize Park Street as the primary roadway connecting Highway 2A and the east side commercial area to Broadway Avenue in order to facilitate traffic circulation within the downtown.

TOWN OF BLACKFALDS TRANSPORTATION STUDY

Created in 2003 by Stantec Consulting, the *Town of Blackfalds Transportation Study* reviewed the current transportation network within the Town and proposed improvements/expansions based on future population growth horizons of up to 12,000 residents.

Within this Study, the following recommendations were made for the within the Revitalization Study Area:

- The Broadway Avenue railway crossing will be closed to provide a more direct route from the northwest residential area to Highway 2A rather than travelling through the downtown.
- The direction of Womacks Road to Gregg Street will be corrected to provide a new railway crossing thereby accommodating the closure of the Broadway Avenue railway crossing.
- The Highway 2A- Indiana Street intersection will be restricted to right-in/right-out after Womacks Road and Gregg Street have been realigned.
- Park Street will be the main access to the downtown.

ILLUSTRATION EXAMPLES

The recommendations made within this section are depicted within the illustrations to the left.

Illustrations 6-7

These illustrations depict bump-outs along major roadways implemented as traffic calming measures; Bump-outs should be designed to reduce the speed of travel experienced within the Study Area.



- Widen the street width of Park Street to a collector standard, including separated sidewalks and boulevard trees, to handle increased traffic, accommodate additional parking, and create a more visually pleasing streetscape.
- Introduce boulevard trees on Broadway Avenue in a manner that is cautious of parking opportunities that may be affected.
- Introduce traffic calming measures to reduce travel speeds and increase pedestrian safety. These measures will create clearly identified pedestrian crossings and make pedestrians more visible to vehicles; currently, parked cars tend to screen pedestrians from view.
- Strategically place traffic signage to identify speed limits and pedestrian crossings.



- Close the section of Highway Avenue that directly connects to Park Street to reinforce Park Street as a gateway corridor.
- Realign laneways to minimize their conflicts with collector roadways.
- Review and develop roadway cross-sections where they differ from existing standards.

PEDESTRIAN MOVEMENT

- Enhance pedestrian crosswalks by implementing traffic calming measures and adding additional landscape treatments.
- Construct intersection improvements as pedestrian nodes that may include concrete treatments and/or textured paving, pedestrian amenities, street trees and/or planters, and lighting.



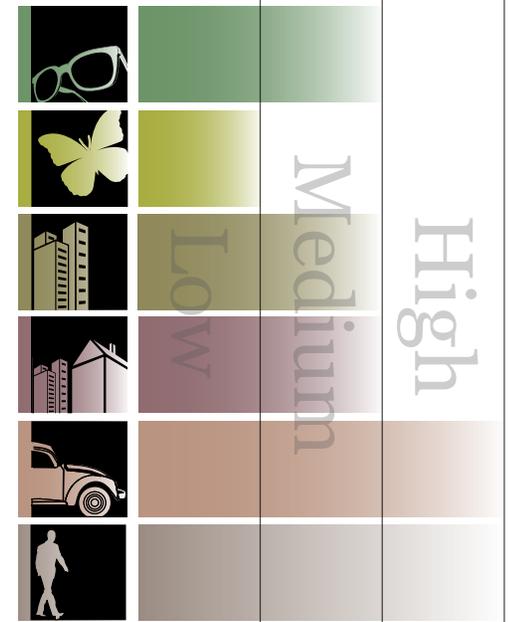
- Review sidewalk conditions to ensure safe and efficient pedestrian usage.
- Create a trail system of separated/continuous sidewalk connections and open space to ensure a safe and direct pedestrian network.
- Create a trail system that ensures the use of off street parking by creating safe and direct linkages.
- Implement accessible curb cuts to ensure the pedestrian environment is fully accessible.
- Improve the safety of the downtown by closing gaps between buildings, repairing broken fences, and providing pedestrian-scale lighting.
- Reinforce the connection of downtown and the highway commercial area through the use of upgraded pedestrian crosswalks.

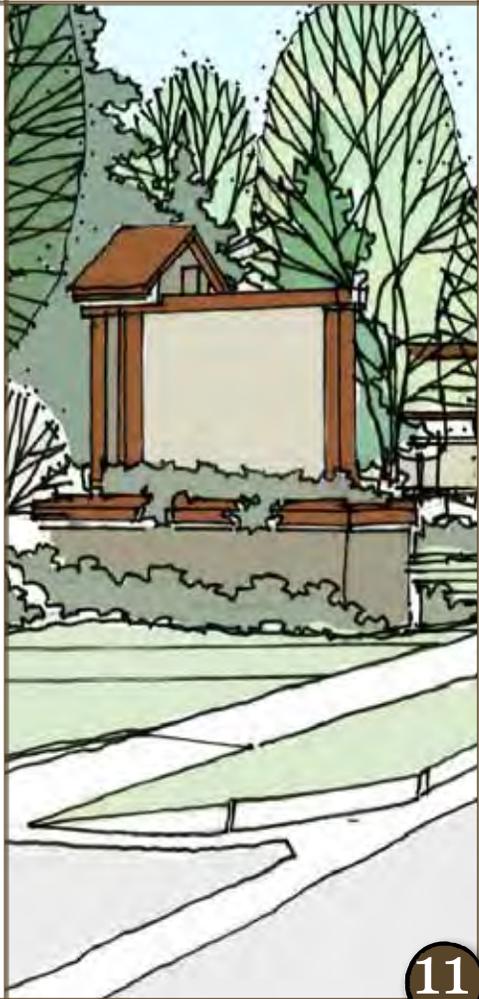
OBJECTIVES IMPACTED

As shown on the graph below, the recommendations made within the Transportation Network section will have a dramatic impact on achieving the objectives set for the Revitalization Plan. In particular, the recommendations of this section will help the following objectives to be achieved:

- Create a safe and efficient transportation network by utilizing traffic calming measures
- Create a destination focused on the pedestrian experience by providing a safe and engaging environment.

TRANSPORTATION NETWORK





- Ensure the public is familiar with the future transportation initiatives within the Town of Blackfalds.

PARKING

- Promote the location of off-street surface parking behind buildings rather than along the street front.
- To reduce the reliance on on-street parking, locate signage directing drivers to the shared parking lots.
- Implement timed parking limits to increase the turnover rate of parking spaces.
- Review and evaluate the quantity of parking spaces provided within the downtown to ensure adequacy.
- Determine the amount of parking required in the downtown based on existing and future needs.
- Locate off street parking in areas that have minimal impact on the streetscape while ensuring they are convenient and accessible.



Figure F - Road Network Hierarchy

The Future Land Use Map shown within Figure 8 outlines the proposed land uses within the Study Area. These uses do not represent specific Districts within the Town of Blackfalds Land Use Bylaw, rather they describe the actual intended use for each area.

ILLUSTRATION EXAMPLES

The recommendations made within this section are depicted within the illustrations to the left and on the previous pages.

Illustrations 8-10

The traffic calming measures recommended within this section are depicted within Illustrations 8-10. By reducing the width of travel lanes, creating inconsistency within the path of vehicles, and highlighting pedestrian crosswalks, motorists are more likely to be fully alert while driving within the Study Area thereby increasing for other motorists and pedestrians.

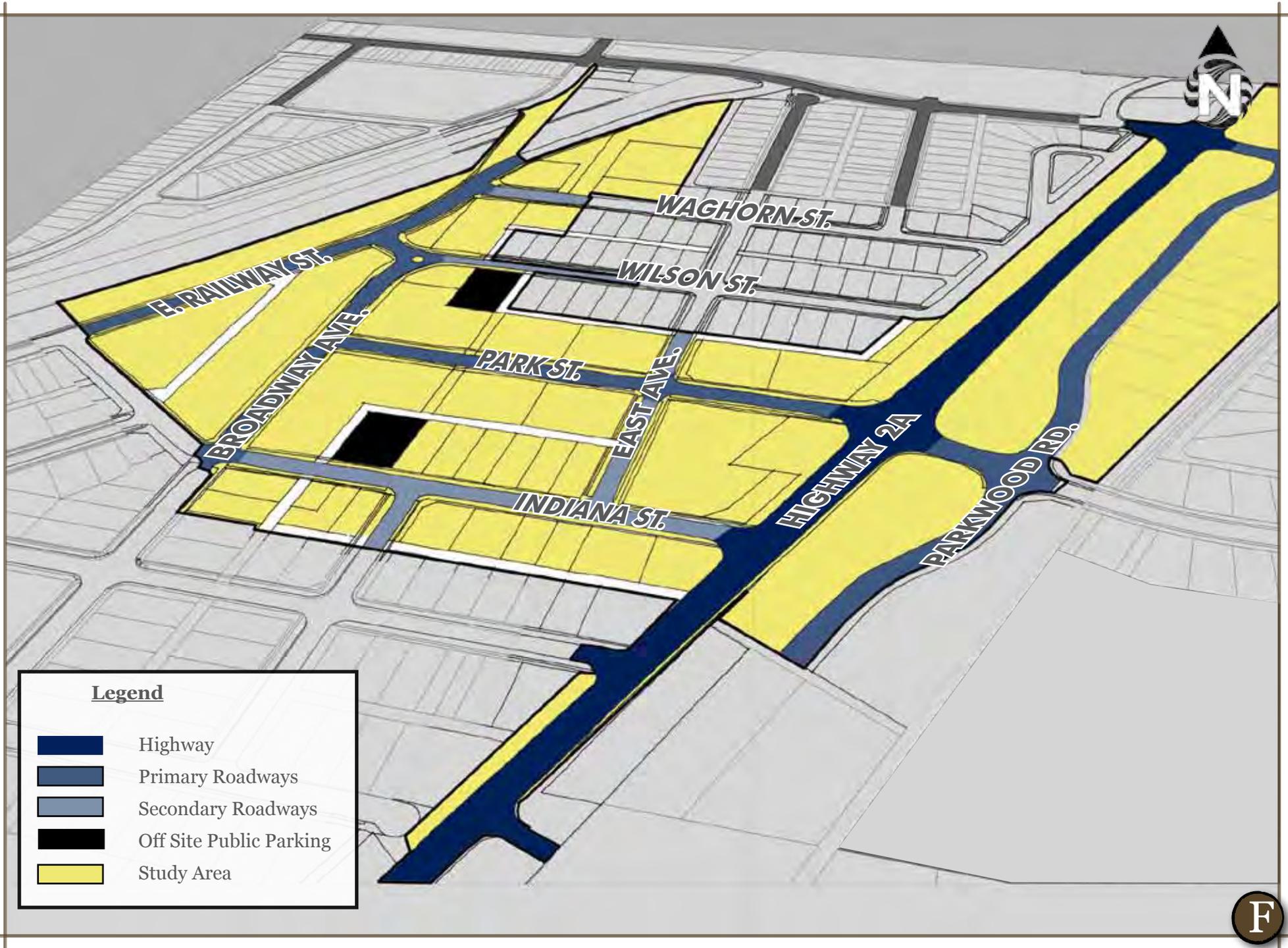
Illustration 11

Illustration 11 shows a formal sidewalk located on the west side of Highway 2A. This walkway, shown south of Park Street in the illustration, would continue north to Park Street where a pedestrian crosswalk is located and continue east of Highway 2A to provide a pedestrian connection between the downtown and the highway commercial area.

Illustration 12

Rear parking is shown in Illustration 12 as an alternative to on-street parking. The illustration shows only a small amount of parking, appropriate for residential tenants of buildings, store owners, or employees. Public parking areas are envisioned to be larger in size and located out of view from the main streets.

ROAD NETWORK HIERARCHY





13

ARCHITECTURAL CHARACTER

A range of elements are found within the character of Alberta's downtowns including the boomtown years, the surrounding environment, and the heritage of early settlers.

Creating a vibrant downtown is about creating a sense of place and destination where people want to go, want to be, and want to return to. Vibrant downtowns are frequented by those that want to linger, walk around, have a bite to eat outside, and browse in shops.

Areas that are memorable typically have a distinguishable character, whether it is positive or negative. Downtowns that have unique character traits are places that can be identified as distinct locations and remembered as standing out from



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other downtowns. Creating a distinct character, and thereby a sense of place, for the downtown is important; visitors favor frequenting locations that are unique.

Recognize the Town's current and the elements to follow.

PRIVATE AND PUBLIC SPACE

The downtown is made up of a combination of public and private spaces. The interface of these spaces takes place at street level on the sidewalks. By creating a transition zone that merges public and private space, the definition is blurred creating a more consistent area.



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SCALE AND MASSING

The scale and massing of buildings in downtown environments is very important as pedestrians often get overwhelmed by the size of buildings surrounding them. Ensuring the portion of the building pedestrians interact with; that which occurs at street level including sidewalks, lighting, furniture, windows, signs, etc; is designed to a pedestrian scale allows the mass to be broken up into a size that is easier for pedestrians to relate to.

FAÇADE TREATMENTS

Façade treatments can be used to help break up the overall mass of a building by highlighting smaller portions of the facade for pedestrians to focus on. Creating a facade includes many elements that are discussed throughout this section.

ILLUSTRATION EXAMPLES

The recommendations made within this section are depicted within the illustrations to the left and on the following pages.

Illustration 13

This illustration sets a scene of a busy intersection. Located at this intersection is a focal building, built to the highest standard of architectural style including: multiple facade frontages, large windows, naturalize building materials and colours, a recessed building entrance, and landscaping.

Illustration 14

Illustration 14 shows a building located midway along a street. Though this building may not be the focal point of a busy intersection, it is designed to the recommendations within this section. The following are shown:

- The overhang highlights the public entrance way into the building.
- The overhang, windows, and columns help break up the apparent mass of the building.
- Large windows provide a transition between public and private space.
- Feature lighting helps reduce the scale of the building focusing on the pedestrian experience
- Hanging signage breaks up the sidewalk space and adds character to the building.

Illustration 15

The use of signage and landscaping is featured within Illustration 18. Hanging signage is shown as an option for both wayfinding and business advertisements. As depicted, hanging signage and landscaping can act as elements that extend from private space into the public realm.



MATERIALS AND COLOURS

Colours and materials used within the downtown are primary methods of visually communicating the identity of Blackfalds. When implementing colours/materials into the streetscape, adjacent colours/materials should be considered.

The recommendations made within this Plan are intended to guide the selection of colour/materials within the Study Area and minimize the possibility of conflicting character reflections.

RECOMMENDATIONS

PRIVATE AND PUBLIC SPACE

- Encourage the use of outdoor space by allowing tables and chairs for restaurants and cafes, tables for retail merchandise, and sidewalk signage.
- Provide locations for the safe use of sidewalk signage.
- Promote the use of awnings to provide a location for businesses to advertise and for pedestrians to get shelter from elements.
- Use large windows along shop fronts and public entrance doors to create a visual connection between public to private spaces.
- Hanging blade signage is encouraged on the facade of a building or underneath a canopy or awning.
- Utilize side yards as locations for additional landscaping opportunities.
- Utilize lanes as part of the formal trail system.



- Develop standards for rear facades to encourage their use as primary entrances for residential uses.

SCALE AND MASSING

- The height of each building should be within one storey of those on either side of it.
- Divide the facade of buildings into smaller sections to reduce the apparent mass of the building and provide a focal point.
- In the event of a rebuild, buildings should be constructed as one structure with internal separations rather than freestanding individual buildings with varying side setbacks between each.
- Highlight facade sections that are logical areas of separation or reflect the natural construction of the building; be consistent throughout the facade.
- The public entrance of buildings should be treated as a focal point of each building.

FAÇADE TREATMENTS

The following facade elements should be considered when designing the sides of buildings abutting pedestrian areas (front, or front and side if a corner lot is being considered).

- Consider the use of awnings or canopies to add visual character to buildings and also provide shelter from extreme weather conditions.

ILLUSTRATION EXAMPLES (CONT.)

Illustration 16

Illustration 16 shows another focal building that has been placed at the intersection of two streets within the downtown. This building has dual frontage facades and has been constructed with the recommended materials and colours.

Illustration 17

The materials, colours, and the peaked architectural style depicted within Illustration 17 are all reflections of the recommendations made within this section. The view of the building shown is intended as the rear facade of a multi-use building along Park Street. This portion of the building would be accessible by only the residential occupants of the building and therefore has a more residential appearance than the commercial buildings shown in the other illustrations.

Illustration 18

Illustration 18 has been created to show how an existing, and well-known building within the Study Area could be transformed to follow the recommendations made within this Plan. By repainting the building and adding accent features, this building could easily fit in with the vision for the downtown.

Illustration 19

Entry features into the downtown, or into Blackfalds, should also reflect the character of the downtown by way of building materials, colours, and style.

Illustration 20

Located mid-street, Illustration 20 shows a building that has been designed to stand out. The angle of this building's roof draws attention and reflects the architecture found within the Town's municipal buildings. The addition of landscaping, windows, and accent elements makes this building distinctive.



- Columns, gables, fascia, shutters, and soffit treatments are encouraged to add additional character to buildings.
- Doorways that provide an entrance for the public into a business should be highlighted.
- The use of lighting to showcase the facade of a building is encouraged.
- Hanging blade signage should be considered as a method of displaying signage for businesses sharing a common entrance way.
- Signage should be used purposefully not to fill up blank space.
- Integrate windows, murals, and accent lighting to avoid large expanses of bare wall and provide a more engaging area for pedestrians.

- Signage and window advertisements should be used with consideration to the building's overall facade design.

MATERIALS AND COLOURS

- Create a colour palette for the downtown to ensure consistency between building elements and along the streetscape.
- The following earth tones are suggested colours for primary use within the Study Area:
 - Shades of grey:
 - grey, *mountain rock*
 - black, *oil*
 - Shades of brown:
 - burnt sienna, *cattle*
 - sepia, *soil*
 - yellow/brown, *wheat*

- Create a materials library to provide ensure consistency throughout the streetscape.
- The use of wood and stone is recommended.
- Additional details regarding materials and colours to be used within the Study Area should be outlined as design guidelines; these guidelines should be created as a supporting document.

OBJECTIVES IMPACT

As shown on the graph below, the recommendations made within the Architectural Character section have a dramatic impact on achieving the objectives set for the Revitalization Plan by visually portraying the character envisioned for the downtown. In particular, the following objectives will be realized:

- Develop a complete vision by recognizing short and long-term priorities.
- Ensure the Plan is indigenous to Blackfalds by recognizing community values.
- Create a destination focused on the pedestrian experience by providing a safe and engaging environment.

ARCHITECTURAL CHARACTER

	Low	Medium	High

PRACTICAL ARCHITECTURAL TREATMENTS

BLACKFALDS INSPIRATION



LOCAL SIGNAGE



RCMP DETACHMENT



FIELD HOUSE



CULTURAL CENTRE

MATERIALS



Base and accent materials are generally stone, stained wood and timbers. Natural materials are accented with feature elements such as stone bases and columns, timber beams and metal work.

COLOURS



The colours above are used throughout Blackfalds; facade base colours are typically lighter tones, with vivid colours used as accents.

FORMS



Large stone bases, wooden pillars, timber beams, peaked roofs, and the curvature of the Blackfalds Town logo inspire all forms displayed throughout the Blackfalds Revitalization Plan.

DETAILS



At focal points of buildings, such as primary entrances, peaked roofs, and large overhangs, strong details are encouraged to add emphasis and character to the building.



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OPEN SPACE SYSTEM

GATEWAYS

Gateways are ‘entrance’ ways to the downtown that give a first impression to visitors. Gateways should “announce” to travelers that they are entering a special and different area; either entering the downtown or near the edge of the downtown. Although there are several roadways that provide access to the downtown, the creation of a primary gateway street, Park Street, is envisioned to provide a formal entrance into the downtown of Blackfalds. This gateway street is intended to provide a progression into the downtown by incorporating the streetscape elements recommended and reflecting the character found within the downtown.

Smaller-scale gateway techniques are also envisioned at the south and north entrances to the downtown along Broadway Avenue, and at the intersection of East Avenue and Park Street. By implementing traffic calming and incorporating pedestrian amenities, visitors will become aware

of their entrance into Blackfalds’s downtown.

STREETSCAPE

A streetscape is a collection of all the visual elements of a street including the roadway, buildings, and street furniture that combine to form the street’s character. By implementing roadways of certain widths; with distinctive street furniture, tree plantings, and themed architecture on the buildings; streetscapes can become more engaging for visitors and overall more appealing.

PEDESTRIAN NODES, AMENITIES, AND LINKAGES

Nodes are areas where pedestrians linger between their origin and destination. Examples of typical nodes include benches, bus stops, and crosswalks. Although nodes are used frequently by pedestrians, they are often unpleasant locations. Due to the amount of time spent at

these locations, improving the node environment could improve the overall experience offered within the downtown.

Pedestrian amenities located at pedestrian nodes and elsewhere, are elements that make the pedestrian environment more enjoyable. These amenities include walkways, benches, bicycle racks, lighting, landscaping, trash and recycling receptacles, way finding signage, street trees, and pieces of public art. During the Pedestrian Movement Study and the public consultation process, it was concluded that the frequency and location of these elements required improvement. By consistently using these elements along selected pedestrian routes, the routes can be formalized and reinforced.

The introduction of additional pedestrian nodes, amenities, and linkages within the Study Area will help improve the downtown environment as experienced by pedestrians. This will be done by creating formal and informal

ILLUSTRATION EXAMPLES

The recommendations made within this section are depicted within the illustrations to the left and those on the following page.

Illustration 21-22

These illustrations depict the potential location of an urban park at the intersection Broadway Avenue and Wilson Street. This area would primarily be used for informal gatherings: lunch or coffee breaks, pedestrian rest areas, etc. The creation of a small stage area could transform the area and encourage its use as a formal location for public events such as the Town of Blackfalds’s Summerfest activities.

Illustration 23

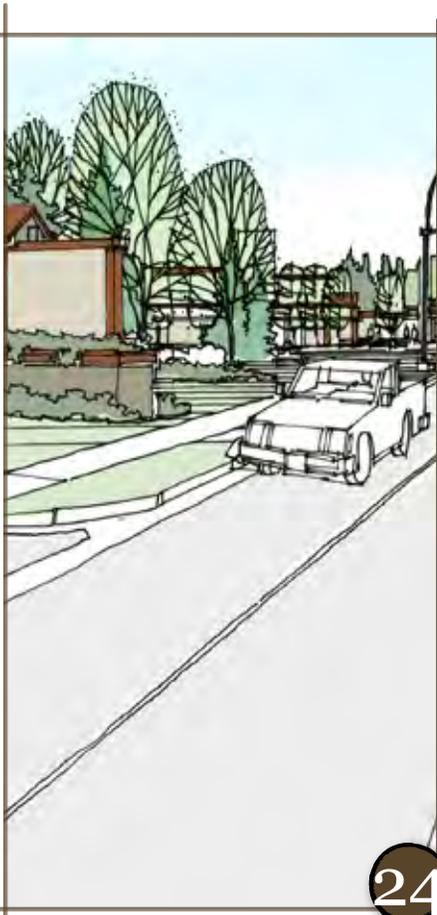
Illustration 23 shows the intersection of Park Street and the proposed pedestrian pathway that runs parallel to Broadway Avenue. As a trail terminus, this location has been designed within the illustration as a pedestrian node. The following pedestrian amenities have been shown as part of this node: overhangs for protection from elements, pedestrian-scale lighting, way-finding signage, landscaping, and refuse containers.

Illustration 24

A Municipally-owned areas on the west side of Highway 2A is shown within Illustration D. As recommended, entry feature signage and a pedestrian pathway has been located within this open space area.

Illustration 25

The downtown’s gateway street, Park Street, is shown within Illustration 5. The street has been shown with separated sidewalks lined with trees, focal intersection pavement treatments, character buildings, and distinctive lighting. These streetscape elements are reflective of those that would be found along Broadway Avenue.



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gathering spaces within the public realm, visually unify the downtown, and providing a connection between the downtown and the east side commercial area.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

Within the Study Area, ensuring spaces are safe for users through the introduction of CPTED design principles such as: appropriate lighting and natural surveillance, increased accessibility, and frequently utilization. These design techniques will help to promote the downtown as a community-based area that business owners and residents will be able to take pride in.

RECOMMENDATIONS

GATEWAYS

- Transform the Municipally-owned areas to either side of the roadways to include elements of the downtown streetscape such as: seating areas, distinct lighting, landscaping planting, or artwork.
- The extent to which the Highway 2A streetscape is reflective of Broadway Avenue should increase as it nears the Park Street gateway.
- Locate a multi-storey building on the east side of the Highway Avenue/Park Street intersection to anchor visitors' eyes when travelling north along Highway 2A.
- Implement smaller scale gateway features at the intersection of East Avenue and Park Street, and at the north and south end of Broadway Avenue to signify the



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entrance into the downtown.

- Create signage and features along Highway 2A to introduce motorists to Park Street.
- Utilize existing elements such as surrounding parks, open spaces, and stormwater management facilities as gateway features.

STREETSCAPE

Recommendations to improve the streetscape within the Study Area are found dispersed throughout this Plan. Ensuring that all the elements which form a streetscape are complementary of each other will help to ensure the downtown presents a unified character.

- Treatments similar to those found along Park Street should be used along Parkwood Road to tie the commercial areas together.
- Elements considered may include lighting, signage, banners, seating areas, traffic calming, landscaping, refuse containers, bicycle racks, etc.
- Review the Parkwood Road cross-section to create a more pedestrian friendly streetscape by introducing trails, street trees, and highlighted pedestrian crossings.

PEDESTRIAN NODES, AMENITIES, AND LINKAGES

- Cluster pedestrian amenities at traffic calming locations and along trails/pathways to create convenient pedestrian nodes.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

CPTED is a way of designing spaces to ensure safety and prevent crime. Ensuring public areas are able to be monitored, utilized for intended purposes by appropriate users, and locations that are open and accessible are all important parts of the CPTED program.

The following are 1st and 2nd generation principles of CPTED:

- Territoriality
 - encourage informal ownership of public/semi-public spaces by extending private spaces into the public realm
- Access Control
 - create areas that have restricted or directed access to discourage illegitimate users
- Image
 - present a well-maintained and cared for environment to showcase surveillance and reduce crime
- Natural Surveillance
 - allow for informal visual surveillance by users of surrounding areas
- Capacity
 - the ability of areas to accommodate the uses they are intended for rather than for illegitimate and unwanted uses
- Cohesion
 - the ability a community has to work together, solve problems, and maintain a safe environment can prevent crime
- Connectivity
 - the relationship a community has with outside authorities to solve problems and maintain a safe environment
- Culture
 - an area that displays a culture and sense of place also reflects the community itself and their sense of pride in an area



OBJECTIVES IMPACT

As shown on the graph below, the recommendations made within the Open Space System section are anticipated to have a dramatic impact on achieving the objectives of the Revitalization Plan. In particular, the following objectives will be affected:

- Develop a complete vision by recognizing short and long-term priorities.
- Create a destination focused on the pedestrian experience by providing a safe and engaging environment.

Figure J - Open Space System shows this network of open spaces in map format to illustrate the connectivity of these spaces throughout the Study Area.

- The following types of street furniture are suggested for implementation within the Study Area:

- Benches
- Bicycle racks
- Lamp post banners
- Lighting treatments
- Way-finding and signage
- Planters
- Refuse containers
- Trees and other landscaping

- The quantity of street furniture elements used, and locations chosen, should be consistent and chosen in a manner that will visually connect Broadway Avenue to its side streets.

- Create additional open spaces throughout the Study Area to showcase the overall character of the downtown and increase areas available for the development of

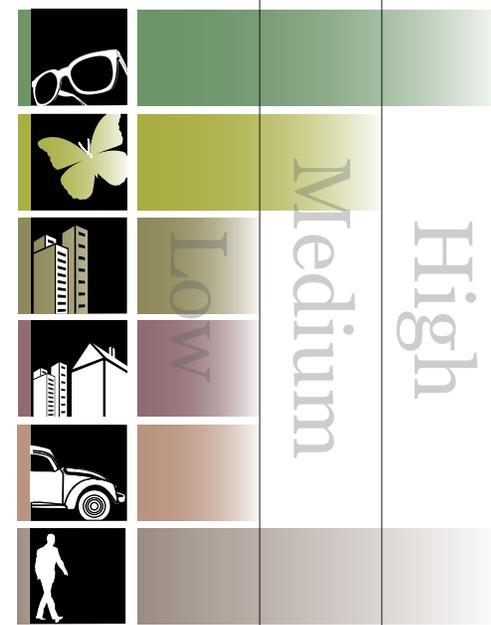
pedestrian nodes.

- Create an urban park at the intersection of Broadway Avenue and Wilson Street to incorporate open space into the downtown and showcase public art. Use this location as a public gathering space for day-to-day use as well as a location to hold special events.
- Locate open space on both sides of the Park Street/Highway Avenue intersection to create a distinct and welcoming entrance to the downtown. These spaces should also be used to accommodate a pedestrian node and an entrance feature for the downtown.
- Create a pedestrian pathway in the green space between Parkwood Road and the highway to link the downtown to the east side commercial area.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

- Ensure future development is consistent with CPTED standards.
- Encourage the use of street front windows within the Study Area to increase the level of informal surveillance on the street.
- Decrease the distance between building entrances along the street to provide emergency “exits” if needed.
- Increase the amount of pedestrian-level lighting within the Study Area.
- Hold events within the urban park area to reinforce its intended use.

OPEN SPACE SYSTEM



OPEN SPACE SYSTEM





IMPLEMENTATION

ROLES & RESPONSIBILITIES

This Plan is intended to act as a guiding document for development within downtown Blackfalds. The Town shall ensure that all future initiatives of the municipality and property owners conform to the Downtown Revitalization Plan vision and all associated initiatives. All new development and upgrades or changes to existing properties within the Study Area should consider the recommendations set out within this document, thus minimizing future conflicts.

The Town of Blackfalds is committed to this project by maximizing and coordinating the resources of administration and the community. The Town will play a major role in the transformation by supporting,

consulting, and facilitating the timelines, capital budgets, and developing initiatives.

The public's role and responsibility in regards to the Downtown Revitalization Plan project starts with support. Commitment from property owners and user will direct the kinds of initiatives and timelines the property owners support thus creating priorities for the municipality. With the majority of dwellings within the Study Area being privately owned parcels consisting of homes, industrial, and commercial properties, the support and cooperation of the community is vital to the ultimate success of the Plan. Each owner will be required to negotiate with each other, developers, and the Town to determine potential opportunities for their properties.

Public engagement will continue throughout the project implementation process to inform the public of progress and initiatives taking place. Updates will also be provided to ensure that the public continues to be involved throughout the process.

The success of the Downtown Revitalization Plan will be based on cooperation and involvement from many individuals such as business owners, committees, developers, builders, and local government; each party will have a role in creating and implementing the overall vision.

ILLUSTRATION EXAMPLES

The recommendations made within this section are depicted within the illustrations on the previous page.

Illustration 26

Illustration 26 shows the use of paved laneways as alternative access routes for both vehicles and pedestrians within the downtown. Within the illustration, buildings have multiple facade treatments fronting on to both the main street and also the laneway.

Illustration 27

Separated sidewalks are highlighted within this illustration as recommended within the Open Space System section.

Illustration 28

Mono-sidewalks are depicted within Illustration 28 encircling the round-about within the Study Area. These sidewalks, though not separated should also be designed with pedestrians in mind by way of incorporation of additional landscaping and pedestrian amenities.



OPTIONS AND CHOICES

The Town of Blackfalds's Downtown Revitalization Plan has been designed to provide a variety of implementation options and choices for business owners and the Town. Each recommendation reflects the overall goal of creating a sense of place within the downtown and at least one of the objectives though each to varying degrees. A ranking system, as depicted through the Objectives Impact charts, has been created to show the connection between the objectives and recommendations.

By combining a variety of recommendations, local business owners and the Town will be able to achieve the vision of the Plan without having to implement all of the recommendations.

FUNDING

The Town of Blackfalds is committed to the implementation of the Plan's recommendations as will be reflected in capital budget reviews, priority determination, and timeline setting for initiatives. Funding requirements and opportunities will vary dependent on the priorities set by the Town of Blackfalds and the type, scale, and timelines of the initiatives.

The completion of the Downtown Revitalization Plan vision will require funding from a variety of sources. Where possible, the Town of Blackfalds shall seek funding through grants for each component of revitalization. Areas of improvements may include: infrastructure, economic development, streetscape, green initiatives, culture and arts, and historic preservation. Additional sources of funding may include

matching funds programs, incentives, private dollars, and tax levies.

As a means of providing assistance with facade upgrades, which are in line with the Downtown Revitalization Plan, the Town of Blackfalds may consider offering municipal grants to property owners within the Study Area. These grants could include the Town offering a 'design consultation' to the owners consisting of the owner sitting down with the Town and/or a consultant to brainstorm revitalization ideas for their individual business.

At the time of this Plan's creation, there were no Municipal funding programs agreed upon for the Revitalization of the downtown. Should a Municipal funding program become available, it shall be made public knowledge and include a realistic timeframe so that owners are able to take advantage of the program.

GRANT EXAMPLES

The following are a listing of provincial and federal grants that are available to either municipalities, non-profit organizations, or small businesses which may be appropriate for consideration during the implementation of the Downtown Revitalization Plan.

Municipal Sustainability Initiative

Municipal capital and operating projects are eligible for funding by this provincial grant which Blackfalds has previously received funding from.

Heritage Preservation Partnership Program

This program offers matching grants, along with technical and advisory assistance to organizations and individuals for the conservation of Alberta's historic places and heritage awareness initiatives such as the installation of historical interpretive signs, or the preservation or restoration of historic places.

Rural Alberta Development Fund

This organization grants funding to rural organizations or municipalities for projects that focus on a variety of topics including community development and economic growth.

Community Initiatives Program

This grant is directed toward community organizations for a variety of projects including facility construction or renovation.



GRANT EXAMPLES (CONT.)

Other Initiatives Program

This program is dedicated to funding projects that do not qualify for other Alberta funding grants.

Building Canada Fund - Communities Component

There are several eligibility categories within this grant including “Local Roads” Infrastructure which has been designed to assist in improving or rehabilitating local road infrastructure in an attempt to improve mobility, road safety, sustainability, or support economic and community development.

Another category within the grant is the “Culture Infrastructure” category which has been designed to assist in the creation of a cultural precinct within an urban core.

Child Care Space Creation Innovation Fund

These grants help with start-up costs for creating newly licensed or approved child care spaces in Alberta including the costs associated with renovating a space.

Commercial Loan Program

This loan is intended for use to start, expand, purchase, or upgrade facilities/equipment/ or other capital assets for commercial businesses.

Light It Right - Commercial Lighting Incentive Program

This program is aimed at getting rid of old and wasteful commercial lighting by providing dollar incentives from the Government of Alberta.

TIMEFRAME

The intension of this Plan is to guide Municipal development within the downtown and illustrate a vision and theme for the downtown to tenants and property owners. The Downtown Revitalization Plan is not intended to force business owners into upgrading or changing their existing businesses; when an appropriate time comes for businesses to upgrade or change their exteriors, this Plan will illustrate a vision and theme for the downtown which business owners will have access to and be required to follow.

The Town shall identify municipal responsibilities and determine a timeframe for each initiative based on priorities and funding. In areas that require new development, the Town shall encourage property owners, builders, and developers to locate in areas identified within this Plan.

The timeframe for new development will be dependent on both market conditions and need.

EVALUATION

Once the Town of Blackfalds’s Downtown Revitalization Plan is approved, the revitalization process shall begin. During time of initial proposal, each project shall be reviewed for its ability to meet the Plan’s objectives. Success of these initiatives will then be measured consistently from the planning to the construction phase.

Amendments made to the Plan should be done so with the intention of strengthening and increasing the usability of the Plan.