

IMPLEMENTATION PLAN

1. OVERVIEW

Recommended Capital Project Description	Main Streets Program	
Executive summary <i>Provide a brief description of the project and what it is expected to deliver. Capture only the essential elements of the business case, including most pertinent facts, in a clear, concise and strategic manner.</i>	<p>The Municipal Development Plan (MDP) and the Calgary Transportation Plan (CTP) identify 24 specific streets as corridors; 8 Urban Corridors and 16 Neighbourhood Corridors. These corridors or main streets provide commercial services, housing, recreation and important transportation links to the adjacent 68 communities. The Main Street Program focuses on implementation approaches and programs to enable the policies, goals and targets contained in the MDP and CTP. The Main Streets Program Phase 3 focused on the development of an implementation framework for selected main street areas including actions for planning, investment and innovation. This includes city initiated land use district redesignations, updates to affected local area plans, initiation of a streetscape master plan process for a new public realm improving sidewalks and roads, a proposed funding approach to construct the new streetscape designs, an implementation plan for water infrastructure capacity and exploration of innovative approaches to create vibrancy and resiliency in the main street commercial areas.</p>	
Expected Key Deliverables	General Deliverables <ul style="list-style-type: none"> • A safe, comfortable, high quality street and sidewalk environments that encourages all modes of mobility along the main street, with public gathering places and spaces that foster community interaction. • Planning action items for priority main street areas include a new land use framework with city initiated land use district redesignations, amendments to local area plans, along with Water Resources Implementation Plans to create a more resilient network. • Private redevelopment investment and public investment will attract more residential and commercial growth. • New and innovative solutions to a variety of issues, including parking management, historic resource conservation, enhancement of commercial areas and flexibility for retail and commercial areas to provide more events and activities to draw more people to main streets. • Inexpensive, adaptable and flexible use of public and private spaces can create interesting and dynamic events that create vitality and increase visits to commercial areas 	
Benefits <i>Describe and/or quantify value and outcomes of project</i>	Economic	<p>In economic terms, the Main Streets Initiative represents a strategic approach to land use intended to enable the supply of housing and employment space to keep pace with significant demand. Supporting such supply increases in places with existing and planned infrastructure is a key component in reducing the fiscal impact of growth, while also acting to attenuate pressure on housing affordability.</p> <p>Economic value will be created through the land use redesignations and public realm improvements by enhancing the value of properties and attracting new investment, all leading to increased tax revenue for the City and desirable place for citizens to go to.</p> <p>Additional benefits the communities include new and innovative solutions to a variety of issues, including parking management, historic resource conservation, enhancement of commercial areas and flexibility for retail and commercial areas to provide more events and activities to draw more people to main streets.</p> <p>Gross Output: 50,895,545</p> <p>Gross Domestic Product (GDP): 31,767,841</p>



IMPLEMENTATION PLAN

		Income: 15,387,124	
		Employment: 218	
	Social	Communities that provide a broad range of housing choices and commercial services, supported by high quality transit and transportation choices, allow people to meet their day-to-day needs within their own neighbourhood. A variety of transportation network options across the city, along with a more diverse built form, provides for adaptability and flexibility of the built environment over the long term. This diversity provides more options and likely better access for housing, recreation and commercial services for more Calgarians.	
	Environmental	GHG Emission Reduction. More sustainable transportation options such as walking, cycling and transit create a transportation system that provides more choice. Promoting great public spaces, low-impact designs for storm-water management, green buildings, cycling and walking, all work together to make Calgary more environmentally friendly.	
Return on Investment <i>Describe short and long term investment returns including expected financial, social and environmental considerations, avoided costs etc. Include quantifiable and qualitative returns.</i>		The return on investment for corridor projects like Main Streets comes from various sources. They include improved safety, reduced maintenance costs, attraction for corridor investment on private property, increased attraction for retail and potential reduced health costs through encouraging people to walk and cycle. With increased private sector investment and public realm improvements there is an increase in tax revenues.	
Program Project location	Address, Ward/ Catchment	City-wide	Project type (MUGS) G - Growth
Business Unit (BU)		Urban Strategy	
Strategic Alignment		Council Priorities	A prosperous city A city of inspiring neighbourhoods A city that moves
		Capital Investment Plan	Mains Streets
		Calgary Economic Development (CED) 10 year Economic Strategy:	Area of Focus: Entrepreneurial Energy Strategy One: to provide business and entrepreneurs the support to grow Action One: to support continued improvement in development approvals and red-tape reduction initiatives



IMPLEMENTATION PLAN

		<p>Area of Focus: Community Energy</p> <p>Strategy One: to build Calgary as a model city for sustainable development and affordable living.</p> <p>Action One: to build a range of housing options for all ages, income groups and family types to meet the needs of residents today and tomorrow</p> <p>Action Two: to direct future growth in a way that fosters more compact and efficient use of land, creates complete communities, allows for greater mobility choices and enhances vitality and character in local neighbourhoods.</p>
--	--	---

2. RESILIENCE

<p>Program Assumptions</p>	<p>Approval of PUD2014-0312 provided project funding and a project charter for the Main Streets public engagement, policy revision & land use initiative. A staged approach to implementation with a new local policy and land use district framework, supported with a funding strategy for public realm improvements & better knowledge regarding water service requirements for key main street areas.</p>
<p>Constraints</p>	<p>Limited funding to address total program needs. Business unit capacity.</p>
<p>Dependencies:</p>	<p>Public, community and internal business unit support.</p>
<p>Risk(s): <i>Describe any known risks</i></p>	<p>Without the public realm infrastructure investment communities may not be as supportive to absorb density without the benefit of community improvements to help mitigate the impacts of density.</p>



IMPLEMENTATION PLAN

3. PUBLIC CONSULTATION PLANS

<p><i>Provide a brief description of public consultation completed and the dates of consultation.</i></p>	<p>Phase 1 of the Main Streets Program (November 2014 to May 2015) was focused on stakeholder discussion and public engagement. This resulted in 1,335 hours of discussion and 4,112 comments provided by over 2,200 Calgarians at events and online. Additionally, there were 20 meetings with community associations (is there value in listing the communities?), business organizations (does this include BRZ's) and other groups (what does this mean?). During phase 2, from September 2015 to June 2016, the Main Streets Program focused on analysis and evaluation of a variety of factors that influence growth and change in the main streets areas with focused workshops with selected stakeholders.</p> <p>The third phase of the Main Streets Program (July 2016 to February 2017) was focused on providing stakeholders with clarity and consistency of information. Main Street users, residents, business owners and community leaders were aware of opportunities to get involved and understand how their input affects decision making. Communications efforts prepared citizens and stakeholders for engagement discussions by providing easy to understand information about the planning and development methods and decision factors. During this phase an additional 1,400 citizens provided comments to the program.</p>
<p><i>Provide a brief description of public consultation outstanding and the dates of the planned consultation.</i></p>	<p>The development of streetscape master plans will build on the success of this engagement and will include stakeholder input for the creation of options and review of the final plan. This phase of the work will be embedded in project specific project plans to be developed as the priority Main Streets come on stream.</p> <p>During the construction phase of the projects there will be engagement on the sequence of construction to minimize the impact of the project on the businesses and community to the extent possible.</p>

4. CAPITAL ESTIMATES

Estimate Class	Program Class Estimates Class 4
<p>External Funding (Anticipated / Received) <i>List funding source and their contribution to the total cost estimate</i></p>	<p>NIL</p>
<p>Operating Impact <i>Describe operating impact of investment if any (i.e. whether new or able to be absorbed within existing operating budget). Where possible provide a precise financial and operating response identifying operating benefits of the investment. Operational efficiencies may also be identified.</i></p>	<p>There will be no operating budget impacts resulting from this budget request with projects being delivered within existing operating budgets.</p>