

## **MAIN STREET INITIATIVE - FUNDING FOR PHASE 3 ENGAGEMENT**

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### **EXECUTIVE SUMMARY**

At the 2014 May 26 meeting of Council the approval of PUD2014-0312 provided project funding and a project charter for the Main Streets Initiative. The initiative is a three phase program that will enable and guide redevelopment to continually improve Calgary's main streets. Phase 1 was completed June 2015 with an update to the SPC on Planning and Urban Development (PUD) in September 2015. A Phase 2 completion summary will be presented to PUD on 2016 July 22.

Phase 3 requires significant public engagement and Municipal Government Act (MGA) requirements for advertising of bylaw changes for local area policies and city initiated land use district redesignations. Council approved an overspend of \$857,000 for 2014, but \$680,620 was returned to the Fiscal Stability Reserve at the end of 2014 since it was not spent that year. This budget request is for \$450,000 from Fiscal Stability Reserve to support engagement and communication for the final phase of the initiative.

### **ADMINISTRATION RECOMMENDATION(S)**

That the Priorities and Finance Committee recommend that Council approve the \$450,000 budget request from Fiscal Stability Reserve to allow for communication and engagement on the Main Streets Initiative.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

At the 2015 September 28 meeting of Council Administration's recommendation to the SPC on Planning and Urban Development was approved (PUD2015-0638), moved by Councillor Woolley, Seconded by Councillor Stevenson, that the Committee Recommendations be adopted in an omnibus motion. PUD2015-0638 provided a project update for the Main Streets Initiative with the completion of Phase 1.

At the 2014 May 26 meeting of Council Administration's recommendation to the SPC on Planning and Urban Development was approved (PUD2014-0312), moved by Councillor Chabot, Seconded by Councillor Sutherland. Approval of PUD2014-0312 provided project funding and a project charter for the Main Streets Initiative.

### **BACKGROUND**

The Municipal Development Plan (MDP) identifies 14 land use typologies across Calgary, five of these typologies (Centre City, Major Activity Centres, Community Activity Centres, Urban Corridors and Neighbourhood Corridors) are intended to be the major growth areas for the next 60 years within the current built area of the city. The MDP and the Calgary Transportation Plan (CTP) identify 24 specific streets as corridors; 8 Urban Corridors and 16 Neighbourhood Corridors. These corridors provide commercial services, housing, recreation and important transportation links to the adjacent 68 communities. The Main Streets Initiative focuses on implementation approaches and programs to enable the policies, goals and targets contained in the MDP. The first phase focused on listening and learning from main street area residents, business owners and landowners and included in depth discussion with thousands of Calgarians and other interested groups, such as the development industry and business organizations.

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Phase 2 was completed in June 2016. This phased focused on policy and land use bylaw review, market demand and economic forecasting for the main street areas, continued dialogue with developer and builder stakeholders and cross corporation examination of solutions to address City and stakeholder preferred outcomes. A status report will be presented to PUD in July 2016. Phase 3 will focus on implementation and promotion of priority main street areas. This will include city initiated land use district redesignations, updates to affected local area plans, initiation of detailed designs for a new streetscape plan of sidewalks and road carriageways and an implementation plan for water infrastructure capacity (storm, sanitary and water).

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

Report PUD 2014-0312 approved by Council on 2014 May 26 allowed an overspend of the Local Area Planning and Implementation (LPI) 2014 operating budget of \$857,000 and directed Administration to bring forward the necessary budgeting to the 2015-2018 Action Plan process to include an additional \$713,000 into the LPI 2015 operating budget. \$680,620 was returned to the Fiscal Stability Reserve at the end of 2014 since it was not spent that year.

Phase 3 of the Main Streets Initiative will provide extensive public and stakeholder engagement in the Fall of 2016. This engagement will inform bylaw amendments for several communities that will require advertising of the public hearing, this may include hundreds of municipal addresses and potentially high cost for newspaper advertisement. Projected costs; communication \$60,000, engagement (event facility, presentation materials) \$60,000, staff overtime to support engagement (several departments) \$60,000, potential cost of letter of notification to public regarding city rezoning \$110,000 and potential advertising cost of notification to public regarding city rezoning \$110,000 and a contingency of \$50,000.

### **Stakeholder Engagement, Research and Communication**

Very successful external stakeholder engagement occurred in 2014 and 2015. The latter part of the Main Streets Initiative will discuss with residents, business and land owners about city land use district redesignations, along with policy updates and redesign of sidewalks, to support the evolution of the main street areas. This budget request is supporting this engagement process and potential for costs associated with advertising of bylaw changes.

### **Strategic Alignment**

The Main Streets initiative focuses on implementation of MDP outcomes along the neighbourhood and urban corridors within the built area of the city. The Main Streets team has had extensive discussion with several current key corporate projects, including Green Line, Pedestrian Strategy, the 17 Avenue South Reconstruction, Macleod Trail Corridor Study and the Industry/City Work Plan (Off-site Levy Bylaw).

### **Social, Environmental, Economic (External)**

Great communities are adaptable to the needs of current and future residents. Communities that provide a broad range of housing choices and commercial services allows 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

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the built environment over the long term. This diversity provides more options and likely better access for housing, recreation and commercial services for most Calgarians.

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.

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 and providing potential sooner start up for projects.

### **Financial Capacity**

#### **Current and Future Operating Budget:**

The original program approval had a budget overspend of \$857,000, but \$680,620 was returned to the Fiscal Stability Reserve at the end of 2014 since it was not spent that year. This budget request is for \$450,000 from Fiscal Stability Reserve to support engagement and communication for the final phase of the initiative, any unspent money will be returned to the Fiscal Stability Reserve.

#### **Current and Future Capital Budget:**

The Main Streets Initiative will not affect current capital budgets. Solutions towards a more sustainable funding strategy for streetscape and infrastructure capacity within main street areas are being researched with other departments; likely other departments and programs would present separate funding strategies.

### **Risk Assessment**

Phase 1 and 2 have completed extensive stakeholder discussion along with detailed analysis regarding several key aspects for understanding issue, opportunities and outcomes for the main street areas. Implementation of these learnings needs a strong engagement process to develop a solution for Council consideration and requires an appropriate amount of resources to complete this initiative.

### **REASON(S) FOR RECOMMENDATION(S):**

Calgary's main streets represent one of the largest opportunities for redevelopment that supports the goals and objectives of the MDP and CTP. Robust and thoughtful engagement is essential to create an implementation program for the main street communities.

### **ATTACHMENT(S)**

None.