flourish
GROWING TO 100K

## City of St. Albert Municipal Development Plan

# Phase 2 Engagement Summary

June 2019



URBAN STRATEGIES INC.

ISL Engineering and Land Services

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# 1.0 Introduction

The City of St. Albert has embarked on the preparation of a new Municipal Development Plan (MDP) to guide how the City grows and develops to a population of 100,000.

As the Municipal Development Plan (MDP) directs where and how growth should happen, it must reflect the values and aspirations of the community. Flourish – Growing to 100K is a four-phase planning process that will engage the community throughout the process. In each phase, there are numerous opportunities to provide input and feedback.

Flourish – Growing to 100K will build on the foundation created by Cultivating Our Future: St. Albert's Community Vision. More than 6,000 residents participated in this process from January 2014 to February 2015, sharing over 15,000 ideas that helped the Community Sustainability Committee create St. Albert's Community Vision and Pillars of Sustainability. Flourish – Growing to 100K will apply the Vision, along with new ideas that emerge through the planning process, into the principles, goals and policies of the MDP.

During the first phase of engagement (Fall 2018), the focus was on exploring growth considerations and opportunities. The project team engaged with the community and undertook technical reviews to identify growth considerations and opportunities that the new MDP needs to address. Engagement opportunities in the first phase of engagement included key stakeholder interviews, City Summit events, two online questionnaires and multiple pop-up events which took place at community gathering places.

The second phase of engagement (Spring 2019), focused on gathering feedback on the Plan's emerging goals and growth scenarios. The project team engaged with the community through a variety of methods, including an open house, a developer/ builder workshop, stakeholder and advisory committee meetings, an online questionnaire, and numerous pop-up events.

The key themes and a summary of the feedback received throughout Phase 2 of the public engagement process are included in the following sections.



## CULTIVATING OUR FUTURE: ST. ALBERT'S COMMUNITY VISION

From January 2014 to February 2015, St. Albert residents were asked to help develop a vision for St. Albert to guide planning and decision-making for the next 50 years. The resulting vision, Cultivating Our Future, will form the foundation on which St. Albert's new MDP will be developed.

The project team is dedicated to meaningful and transparent engagement, and input from community members will be used to refine this vision as it applies to the MDP. The MDP engagement process will ask residents to build on the vision established in Cultivating Our Future, and apply this vision to planning how St. Albert will grow to 100,000 residents. While St. Albert's Community Vision and Pillars of Sustainability will be incorporated broadly into all applicable St. Albert policies and plans, the MDP focuses on land use and growth at a greater level of detail.

Engagement during Phase 1 confirmed and further elaborated on many aspects of St. Albert's Community Vision. Sense of community and connections with neighbours were frequently indicated as a strength of the City, and something people would like to encourage. Phase 1 feedback confirmed the community's interest in building on the downtown core and attracting new businesses to the city, recognizing and celebrating the city's history and culture, and preserving the City's natural environment.

Phase 1 engagement also provided additional insight into some of the Community Vision Pillars of Sustainability, and the challenges to be overcome in implementing the Vision. Some of the most frequently cited challenges by engagement participants included: the need for a more diverse range of housing options and a lack of affordable housing; traffic congestion and the difficulty of traveling in the city by transit; more cycling and walking opportunities; the need for more local employment options; a desire to protect St. Albert's environmental features from negative impacts of development; and an interest in seeing more businesses and residents in the Downtown. Flourish, the City's new MDP, presents an opportunity to address many of these challenges.

# 2.0 Public Participation Plan and Communications Strategy

Engagement activities for the Flourish project are guided by a Public Participation Plan and Communications Strategy. The City of St. Albert Municipal Development Plan (MDP) Public Participation Plan and Communications Strategy sets out a comprehensive approach to informing, engaging and consulting with the public and key audiences to support the development of a new Municipal Development Plan for the City.

The Strategy is structured around major milestones in the overall project work plan to allow for direct and timely input into project deliverables. Guided by the plan, a diverse range of engagement opportunities are employed at various stages of the project, including interviews, questionnaires, workshops, pop-up engagement, and open houses.

In addition, a Project Champion Team has been created to promote the project and support the creation of a new MDP. The Project Champion Team is a network of members selected from community boards, committees and key stakeholder groups. Key roles of this team include:

- Promotion of the project process and associated public participation opportunities in their day-to-day interactions, as well as participate in such opportunities, when available;
- Attend the team meetings and provide input at key project milestones regarding project deliverables.

Engagement activities for Phase 2 of Flourish support the principles of the City of St. Albert's Public Participation Policy. Levels of engagement used in this phase are defined in Table 1. A variety of mechanisms were used to inform the community about Flourish and Phase 2 participation opportunities. These included through the project website, media advertisements, road signs, a citizens' bulletin, social media posts, utility bills, bookmarks and business cards.



# 3.0 Engagement Purpose

The overall goals for engagement in the Flourish project are to:

- Provide opportunities for all interested stakeholders and members of the public to participate in the development of the City's Municipal Development Plan;
- Ensure that the St. Albert Municipal Development Plan is aligned with other land use, transportation, environmental, and economic objectives through consultation with City of St. Albert and other public agencies with responsibilities in the area;
- Develop an audience understanding for the purpose of the project and the role of the Municipal Development Plan document, including the MDP's relationship with the Community Vision and Pillars of Sustainability;
- Develop an audience understanding of the MDP foundation building to date, achieved through the Cultivating Our Future Project; and
- Build public and stakeholder support for the new Municipal Development Plan.

The purpose of engagement during Phase 1 was to gain an understanding of public and stakeholder perspectives regarding what they value most about St. Albert, its opportunities, and its challenges. Feedback from the community informed the project team's analysis of the City as it exists today, and was a critical input to developing the emerging goals and growth scenarios for the MDP.

In Phase 2, the purpose of engagement was to gather feedback on the emerging goals and growth scenarios. This community feedback will inform the MDP Growth Strategy and help refine the goals. It will also influence policies to help achieve the MDP's overarching goals.

**Table 1: Phase 2 Levels of Engagement**

| | Inform | Consult | Involve |
|---|---|---|---|
| Purpose | To provide the public/ stakeholders with objective information and advise them of the issues/ initiatives. | To educate and collect public/ stakeholder opinion to improve decisions. | To stimulate public/ stakeholder debate, clarify values & broaden the information base to improve decisions. |
| Promise | We will make you aware of issues/ initiatives. | We will listen, acknowledge and report concerns and aspirations about presented alternatives, and explain to the decision-maker how the public input influenced the recommendation. | We will work with the public/ stakeholders to ensure comments are directly reflected in the alternatives developed, report the comments received and explain how the input contributed to recommendation(s). |

» Source: City of St. Albert Public Participation Policy

## 3.1 Engagement to Date

In Phase 1 of the Flourish project, a total of approximately 1,000 participants (plus an additional 2000+ Facebook live viewers) were engaged both online and in person. In Phase 2, over 1,300 participants were directly engaged both online and in person. Table 2 outlines key events which took place during this phase of public engagement.

### Phase 2 Direct Engagement Activity

| Event/Activity | Date and Time | Location | Participants (approximate) |
|---|---|---|---|
| St. Paddy's Day Skate | March 17, 2019<br>1:30 pm to 3:30 pm | Kinex Arena<br>66 Herbert Road | 30 |
| St. Albert/Sturgeon County Métis Local Meeting | March 20, 2019<br>10:00 am to 11:00 am | St. Albert Place<br>5 St. Anne Street | 2 |
| Project Champions Team Meeting | March 19, 2019<br>6:30 pm to 8:00 pm | St. Albert Place<br>5 St. Anne Street | 10 |
| | May 14, 2019<br>6:00 pm to 8:00 pm | Servus Credit Union Place<br>400 Campbell Road | 10 |
| | June 12, 2019<br>6:00 pm to 8:00 pm | Grandin Clubhouse<br>5 Grenfell Avenue | 10 |
| Pop-up #1 Seniors' Day | March 20, 2019<br>10:30 am to 12:30 pm | Servus Place<br>400 Campbell Road | 35 |
| Developer/Builder Workshop | March 20, 2019<br>2:00 pm to 4:00 pm | St. Albert Curling Club<br>3 Taché Street | 17 |
| Open House | March 20, 2019<br>5:30 pm to 8:00 pm | St. Albert Curling Club<br>3 Taché Street | 40 |
| Intermunicipal Meeting | March 21, 2019<br>9:00 am to 11:00 am | St. Albert Curling Club<br>3 Taché Street | 10 |
| Pop up #3<br>Mayor's Celebration of the Arts Event | March 21, 2019<br>6:00 pm to 9:00 pm | The Enjoy Centre<br>101 Riel Drive | 30 |
| Pop-up #3 | March 23, 3019<br>12:00 pm to 2:00 pm | St. Albert Centre<br>375 St. Albert Trail | 15 |
| Chamber of Commerce Governance Meeting | March 27, 2019<br>8:30 am – 10:00 am | Chamber of Commerce Office<br>71 St. Albert Trail | 8 |

| Event/Activity | Date and Time | Location | Participants (approximate) |
|---|---|---|---|
| Pop-up #4 – Spring Break Camps | March 28, 2019<br>1:00 pm to 3:00 pm | Servus Place<br>400 Campbell Road | 25 |
| Environmental Advisory Committee Meeting | March 28, 2019 at 6:00 pm | St. Albert Business Centre<br>29 Sir Winston Churchill Ave | 13 |
| Pop-up #5 – Spring Break Camps | March 29, 2019<br>9:00 am to 11:00 pm | Servus Place<br>400 Campbell Road | 35 |
| Pop-up #6 | March 29, 2019<br>1:00 pm to 3:00 pm | St. Albert Centre<br>375 St. Albert Trail | 25 |
| Youth Advisory Committee | April 3, 2019<br>6:30pm | The Collective<br>43 St Thomas Street #100 | 11 |
| Pop-up #7 | April 4, 2019<br>4:00 to 6:00 pm | St. Albert Centre<br>375 St. Albert Trail | 15 |
| Pop-up #8 Lifestyle Expo | April 6, 2019<br>2:30 pm to 6:00 pm | Servus Credit Union<br>400 Campbell Road | 175 |
| Pop-up #9 Lifestyle Expo | April 7, 2019<br>11:00 am to 5:00 pm | Servus Credit Union<br>400 Campbell Road | 175 |
| Questionnaire #3 | March 25 to April 23, 2019 | Online | 380 |
| Employee Forum | April 16, 2019 | The Arden Theatre<br>5 St. Anne Street | 200 |
| Paul Kane High School Career Fair | May 16, 2019<br>8:00 am – 11:30 am | 12 Cunningham Road | 30 |
| St. Albert Outloud Talks | May 28, 2019<br>7:30 pm | The Collective<br>43 Thomas Street #100 | 10 |
| Community Services Advisory Committee Meeting | June 4, 2019<br>6:30 pm | St. Albert Place<br>5 St. Anne Street | 10 |
| Economic Sustainability Advisory Board Meeting | June 5, 2019<br>5:30 pm | St. Albert Business Centre<br>29 Sir Winston Churchill Ave. | 10 |

# 4.0 Engagement Process and What We Asked

## 4.1 Project Promotion

Level of Engagement: Inform

Prior to the open house and the launch of the questionnaire, the project team was at the St. Paddy's Day Skate event on Sunday, March 17, 2019 from 1:30–3:30 pm. The purpose of attending this event was to generate interest in the project, invite people to the upcoming open house and encourage them to participate in upcoming engagement opportunities.

Throughout Phases 1 and 2, the Project Champion Team has been promoting the various engagement opportunities within their respective organizations and communities.

## 4.2 Stakeholder and Advisory Group Meetings

Level of engagement: Inform, Consult and Involve

Several ongoing meetings with key stakeholders and advisory groups occurred throughout Phase 2 of the project. The meetings included sharing key materials to provide information about the project, process, schedule, feedback to date, and to present the emerging goals and growth scenarios. Participants were asked to provide feedback on the emerging goals and growth scenarios. Below is a list of meetings/ engagement opportunities that were held or provided throughout Phase 2 of the project.

Stakeholder and Advisory Group Meetings that occurred in Phase 2 included:

- Project Champions Team
- Developer/Builder Workshop
- Intermunicipal Meeting
- St. Albert/Sturgeon County Métis Local Meeting
- Environmental Advisory Committee
- Youth Advisory Committee
- Community Services Advisory Committee
  Economic Sustainability Advisory Board
- Outloud St. Albert Talks
- Employee Forum
- Chamber of Commerce Governance Committee

## 4.3 Open House

Level of engagement: Inform, Consult and Involve

An open house was held on March 20, 2019 from 5:30 to 8:00 pm at the St. Albert Curling Club. The open house was open to the public and included display boards providing information about the project, process, schedule, feedback to date, the emerging goals, and growth scenarios. Specifically, the display boards included prompts requesting participants to indicate their level of support and why for each goal and the key features of each growth scenario using coloured post-it notes with key phrases. A short presentation with a question and answer period was conducted by the project team to provide additional information about the project, what we heard to date and the emerging goals and growth scenarios. A citizens' bulletin and evaluation form was provided to participants to provide additional information about the project, process/schedule, emerging goals and growth scenarios and to gather feedback. A business card with a link to the project website was also provided to participants to access additional information about the project and to complete the online questionnaire.

Key themes from the pop-ups can be found in section 5.0 of this document.

Questions asked:

- Let us know what you think of the emerging goals and how we can achieve them? Use a post-it note to indicate your level of support and why.
  - I support this because...
  - I could support this if ...
  - I don't support this because...
- Please review the three draft growth scenarios. Use a post-it note to indicate your level of support for each feature and why.
  - I support this because...
  - I could support this if ...
  - I don't support this because...

## 4.4 Pop-Up Events

The pop-up events at key community gathering places and events included several display boards to provide information about the emerging goals and growth scenarios. The boards included prompts that requested participants to indicate their level of support and why for each emerging goal and the key features of each growth scenario using coloured post-it notes with key phrases. A citizens' bulletin was provided to participants to provide additional information about the project, process/schedule, emerging goals and growth scenarios. A business card with a link to the project website was also provided to participants to access additional information about the project and complete the online questionnaire. Tablets were made available at the pop-up events for participants to complete online questionnaire for those who wished to do so.

Key themes from the pop-ups can be found in section 5.0 of this document.

Questions asked:

- Let us know what you think of the emerging goals and how we can achieve them? Use a post-it note to indicate your level of support and why.
  - I support this because...
  - I could support this if ...
  - I don't support this because...
- Please review the three draft growth scenarios. Use a post-it note to indicate your level of support for each feature and why.
  - I support this because...
  - I could support this if ...
  - I don't support this because...

## 4.5 Online – Questionnaire #3

Level of engagement: Inform, Consult and Involve

An online questionnaire was made available on the project website and advertised through social media feeds, Facebook advertisements, newspaper advertisements and via materials handed out during the in-person events. Through the Facebook advertisements alone, over 10,000 people were connected to the project and encouraged to participate in the questionnaire. During this phase of engagement, the project team employed several creative tactics to promote the questionnaire. This included promoting the questionnaire through the City's Neighbourhood Connectors, a group of residents who are dedicated to building relationships with their neighbours. In addition, several hundred Flourish bookmarks were made available at the library, which encouraged readers to participate in the questionnaire. At all pop-up events, tablets were made available for participants to complete the online questionnaire.

Key themes from the pop-ups can be found in section 5.0 of this document.

- The following three questions were asked on the each of the nine emerging goals:
  - On a scale of 1 to 5, please rank your level of agreement with the goal.
  - Tell us more! In the text box below, please explain what you like about this goal, what you would change about this goal, and share any ideas you have for achieving this goal.
  - Do you feel there are additional themes that should be considered as the City grows to 100,000 people?
  - The following two questions were asked about each of the three Growth Scenarios:
  - On a scale of 1 to 5, please rank your level of agreement with the Growth Scenario.
  - Tell us more! In the text box below, please explain what you like about this scenario, and what you would change to improve this scenario.

# 5.0 Stakeholder and Public Engagement Feedback Summary

## 5.1 Stakeholder and Advisory Committee Engagement Feedback Summary

The following summary includes feedback on the nine emerging goals and three growth scenarios received from the stakeholders and community members from various meetings throughout Phase 2.

### EMERGING GOALS

For each of the emerging goals, participants were asked to provide their thoughts and to share any ideas for achieving the goals.

Prevailing themes include:

### GREEN ENVIRONMENT:

- Support for green environment and communities if done in a fiscally and economically responsible way
- Support for the protection of the natural environment through land acquisitions and establishing appropriate setbacks for development
- Support for providing opportunities for people to learn about and connect with nature
- Some support for encouraging naturalization of private lands
- Support for reducing greenhouse gas emissions by encouraging higher density development and walkable neighbourhoods

### DIVERSE ECONOMY:

- Support for a diverse economy that provides tax reduction benefits and new, local and innovative businesses to provide services and employment opportunities for people of all ages
- Desire for existing businesses in St. Albert to be supported and retained
- Concerns were raised regarding the lack of space available for non-residential uses and challenges businesses owners face when looking for such spaces
- Support for capitalizing on St. Albert's key sectors and educated population
- Support for a post secondary institution
- Concerns were raised regarding an overly prescriptive regulatory environment

### GREAT PLACES:

- Accessibility for users of all ages and abilities and function as well as user comfort should be considered in the design of great places
- Support for increasing recreational and social opportunities for youth
- Support for programming of spaces

### MOBILITY CHOICES:

- Support for improved mobility to provide travel mode options and make it easier for people to walk, cycle, take transit and drive throughout the City
- Design of the City and communities should encourage walking and cycling
- Support for more bike infrastructure such as bike racks and storage lockers
- Support for improved transit service (bus and train) to key destinations within and outside of St. Albert
- Support for improved connectivity on a citywide, neighbourhood, and site scale

### HOUSING VARIETY:

- Support for housing variety to meet the needs and incomes of younger and aging populations
- Support for making housing accessible for all people, at all stages of life
- New housing should align with the character of the community and St. Albert
- Communities should be walkable and inclusive of people of all ages and abilities

**CULTURAL RICHNESS:**

- Support for cultural richness that is inclusive of all cultures and age groups
- Increasing the understanding and celebration of different cultures which is accessible to all people

**HEALTHY LIVING:**

- Support for healthy living opportunities that allow children, adults and seniors have active lifestyles

**SMART INFRASTRUCTURE:**

- Infrastructure for anticipated changes in technology will be required
- Some support for the integration of public art and technology
- Support for improving access to free Wi-Fi networks and charging stations for devices

**OTHER:**

- Support for growth that utilizes existing land through more compact development
- Support for age friendly communities that meet the needs of all age groups from youth to seniors
- Support for spaces and opportunities for education and learning for all ages
- Support for the City to define its role in the region
- Support for developing performance measures for the new MDP and effort should also be measured
- Some concerns were raised regarding the projected population growth and ability to maintain special character of St. Albert

**GROWTH SCENARIOS**

The three growth scenarios were shared with participants and asked to share their thoughts and comments on the scenarios.

Prevailing themes include:

### Growth Scenario 1: West Focus

- Support for growth on the north/west side of the City (once Ray Gibbons Drive is twinned) and residential development next to existing residential areas
- Concerns were raised regarding the lack of mixed land uses and that employment lands need to be integrated with residential and commercial

### Growth Scenario 2: North Focus

- Support for growth on the north side of the City to provide employment opportunities and encourage future commercial development in the north
- Support for growth on the north side of the City if increased traffic is accommodated/mitigated and mix of housing was provided
- Support for a new recreation facility in the north end of the City

### Growth Scenario 3: Core Focus

- Support for commercial development in the north side of the City
- Some concerns were raised about potential industrial uses along St. Albert Trail
- Some support for this scenario over the others as it supports public transit and reduces urban sprawl

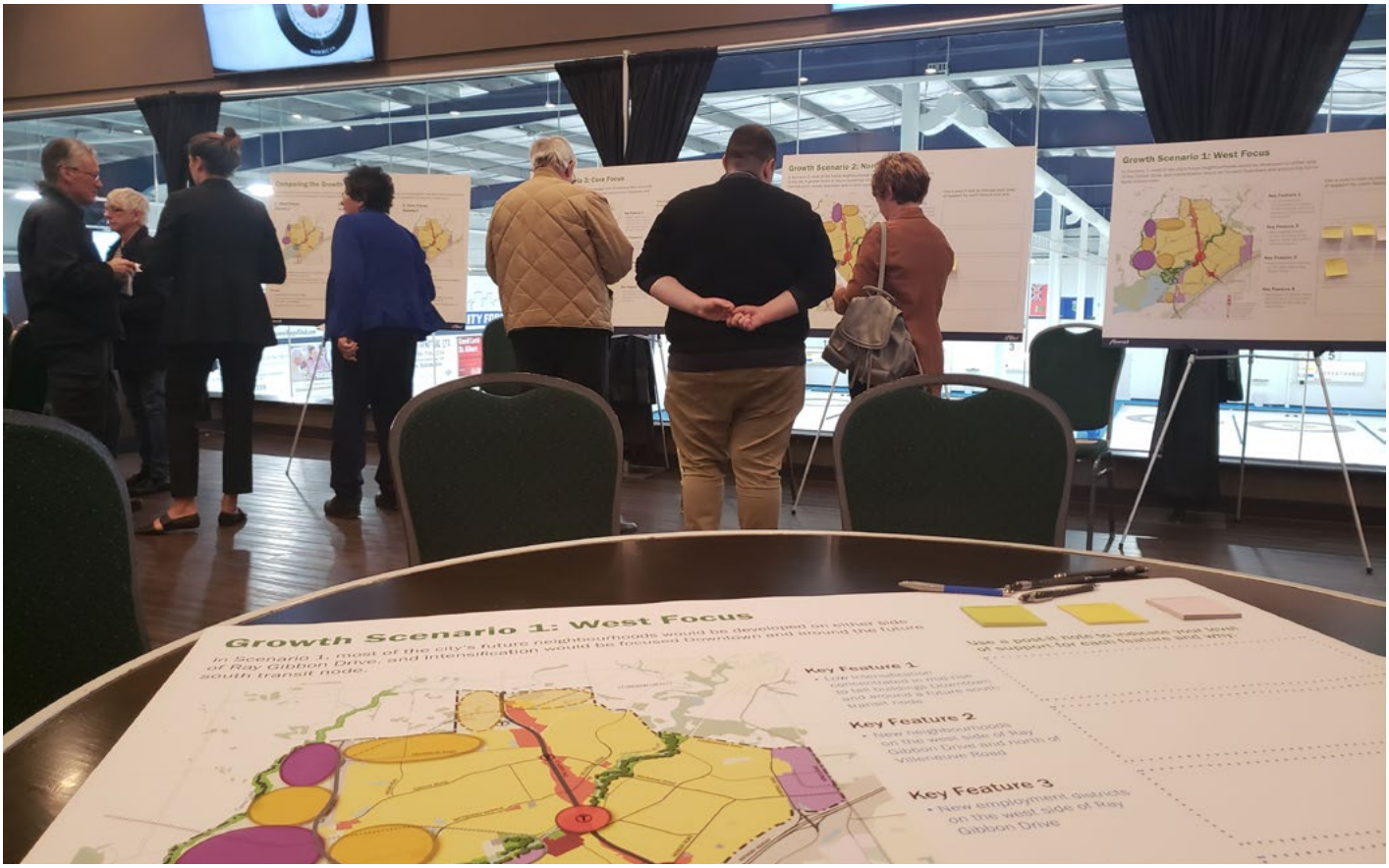
## 5.2 Public Engagement Summary

The following summary includes questions and feedback regarding the nine emerging goals and three growth scenarios from the online Questionnaire #3, open house, and numerous pop-up events.

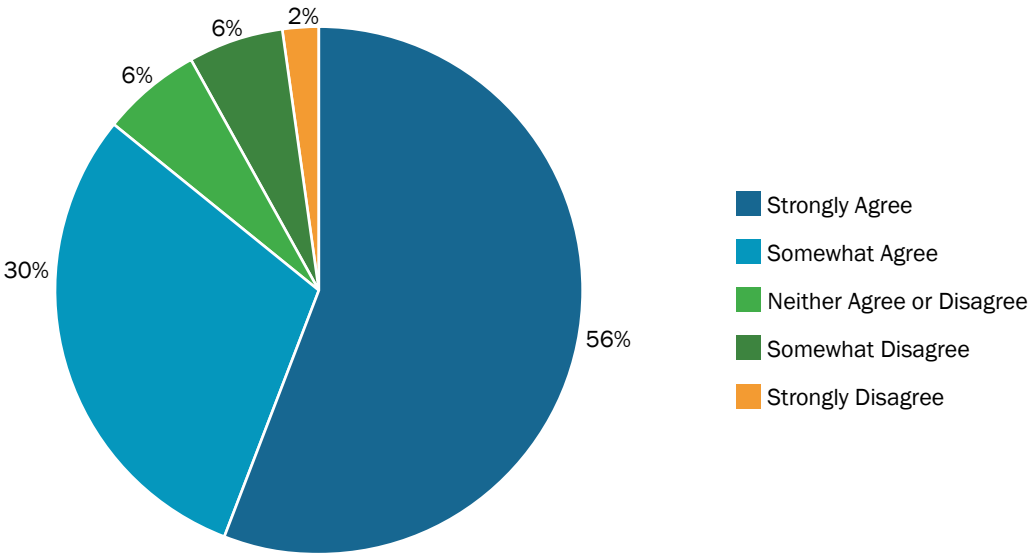
### 5.2.1 Emerging Goal Questions

The following series of questions, summarized on the following pages, asked for feedback on the nine emerging goals.

Participants were asked to rank their level of agreement with the goal on a scale of 1 – 5. Participants were then given the opportunity to explain their ranking of the goal, and to provide any ideas for achieving the goal.



## Emerging Goal: Green Environment

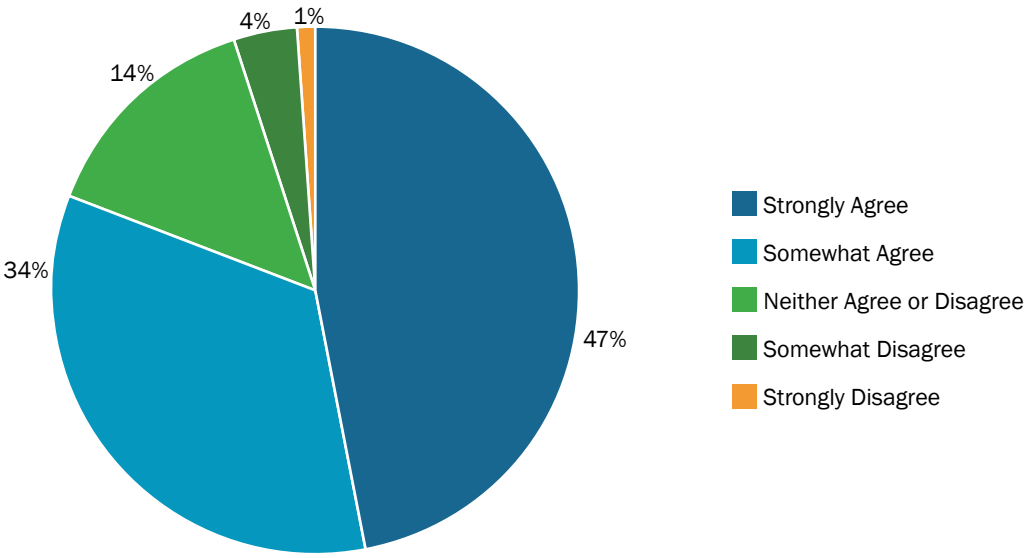



- 326 complete responses were received online to this question
  - 86% of respondents somewhat and strongly agree with Green Environment as an emerging goal
  - 8% of respondents somewhat and strongly disagreed with Green Environment as an emerging goal
- 11 responses were received at the open house and pop-ups to this question
  - 45% supported Green Environment as an emerging goal
  - 55% somewhat supported Green Environment as an emerging goal

Prevailing themes include:

- Improve and grow existing services, such as waste and recycling management systems, garbage clean up and maintaining garbage cans in green spaces
- Continue to improve and maintain existing green spaces, and protect environmentally sensitive areas
- Support for more new and innovative technologies and spaces to promote green environment, like community gardens
- Becoming a more sustainable and green City will be a benefit to future generations and is a feature that attracts people to the City
- Importance of evidence-based initiatives that are cognizant of short and long term cost and benefit
- There were some concerns raised regarding the cost of green environment initiatives and services

## Emerging Goal: Diverse Economy

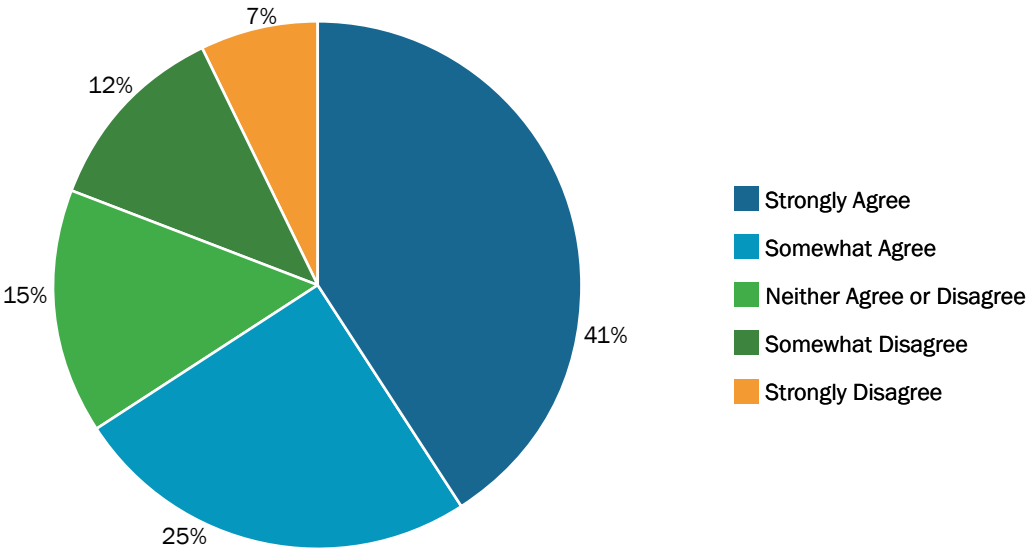



- 302 responses were received online to this question
  - 81% of respondents somewhat and strongly agree with Diverse Economy as an emerging goal
  - 5% of respondents somewhat and strongly disagreed with Diverse Economy as an emerging goal
- 7 responses were received at the open house and pop-ups to this question
  - 29% of respondents supported Diverse Economy as an emerging goal
  - 42% of respondents somewhat supported Diverse Economy as an emerging goal
  - 29% did not support Diverse Economy as an emerging goal

Prevailing themes include:

- Attracting industry and larger businesses could offset the tax base in St. Albert and relieve taxes from homeowners
- Encourage opportunities for citizens to work within the City and build a business community rather than being a commuter
- Lack of diversity in businesses causes citizens to commute to neighbouring municipalities for shopping and employment. There is a desire for larger and smaller local businesses within the City
- Desire to attract innovative and unique companies, such as technology and green companies
- Some concerns were raised that there are not enough incentives to attract both large and smaller businesses
- Some concerns were raised about additional business development, specifically in regards to larger chain businesses compromising the character of the City, heavy industrial causing an unpleasant living environment, environmental protection, and growing out before utilizing existing vacant space

## Emerging Goal: Housing Variety

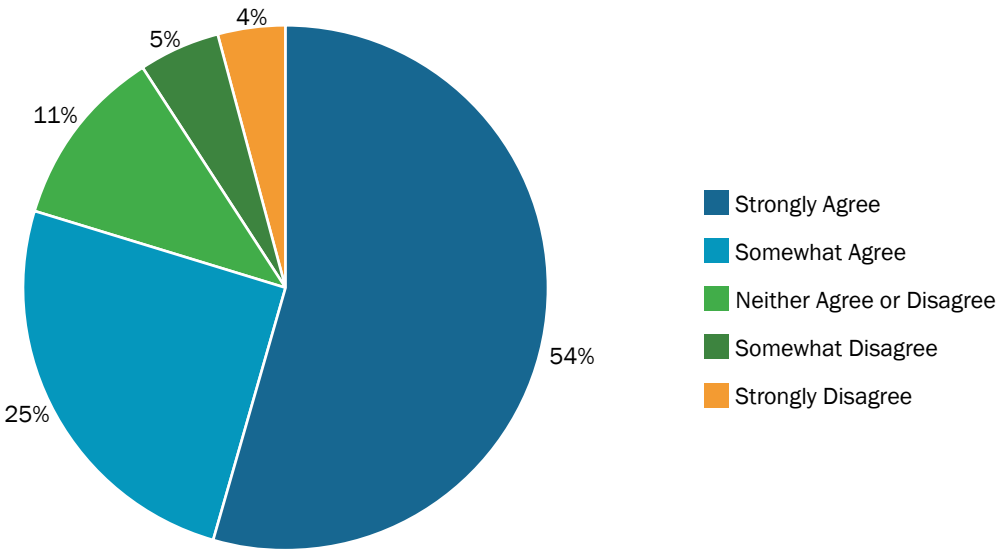



- 298 responses were received online to this question
  - 66% of respondents somewhat and strongly agree with Housing Variety as an emerging goal
  - 19% of respondents somewhat and strongly disagreed with Housing Variety as an emerging goal
- 11 responses were received at the open house and pop-ups to this question
  - 36% supported Housing Variety as an emerging goal

Prevailing themes include:

- High taxes may be a barrier to attracting people of various incomes
- Densification should be balanced throughout the neighbourhoods and integrated throughout the City rather than isolated in one part of the City
- Diversity in housing should be encouraged and is something that St. Albert is currently lacking
- High cost of housing detracts from citizens' ability to remain in the City throughout all cycles of life. Students, young families, and seniors are being pushed out of the City due to the cost of housing. Housing should be available for all levels of income
- Infill and new development efforts should be closely analyzed and ensure they provide low income housing and are not too expensive for low income households
- Diverse housing, such as row houses and newer development styles, should align with the current character of St. Albert
- Some concerns were raised about the location of lower income housing and its impact to community character

## Emerging Goal: Mobility Choices

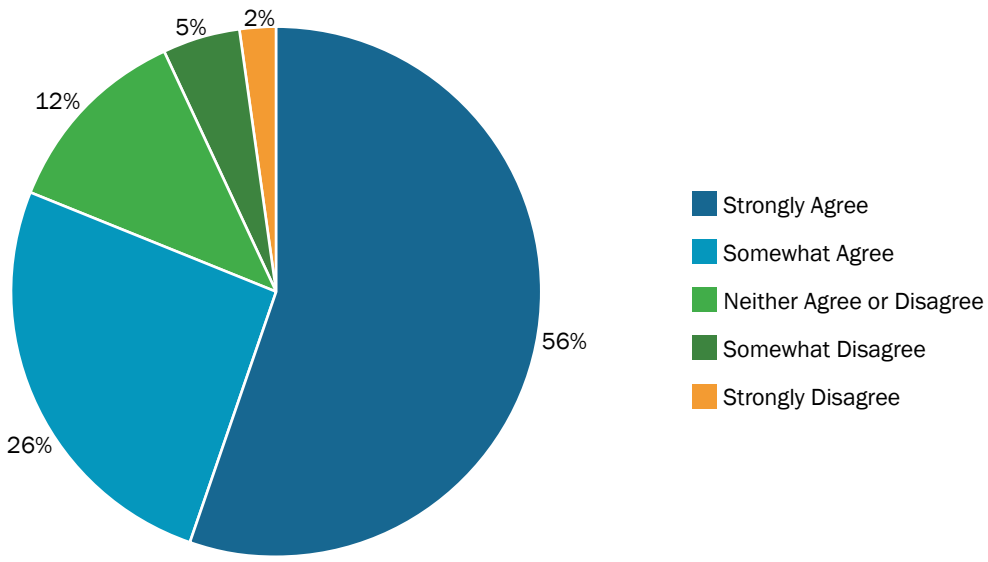



- 298 responses were received online to this question
  - 79% of respondents somewhat and strongly agree with Mobility Choices as an emerging goal
  - 10% of respondents somewhat and strongly disagreed with Mobility Choices as an emerging goal
- 21 responses were received at the open house and pop-ups to this question
  - 52% supported Mobility Choices as an emerging goal
  - 48% somewhat supported Mobility Choices as an emerging goal

Prevailing themes include:

- Support for providing green options for public transportation and mobility, connect people to the natural environment, and considering the environmental impact of transportation options
- Seniors need more transit options to support their ability to participate in the community and meet their needs
- Accessibility should be improved for those with mobility considerations, including sidewalk clearing and longer walk signals
- Support for more inclusive community gathering spaces and areas that encourage active lifestyles
- Concerns about the efficiency of the transit system were raised and that there are limited routes and many buses being underutilized. Improved transit options (frequency and routes) will encourage transit use
- Support for an LRT in collaboration with neighbouring municipalities

## Emerging Goal: Healthy Living

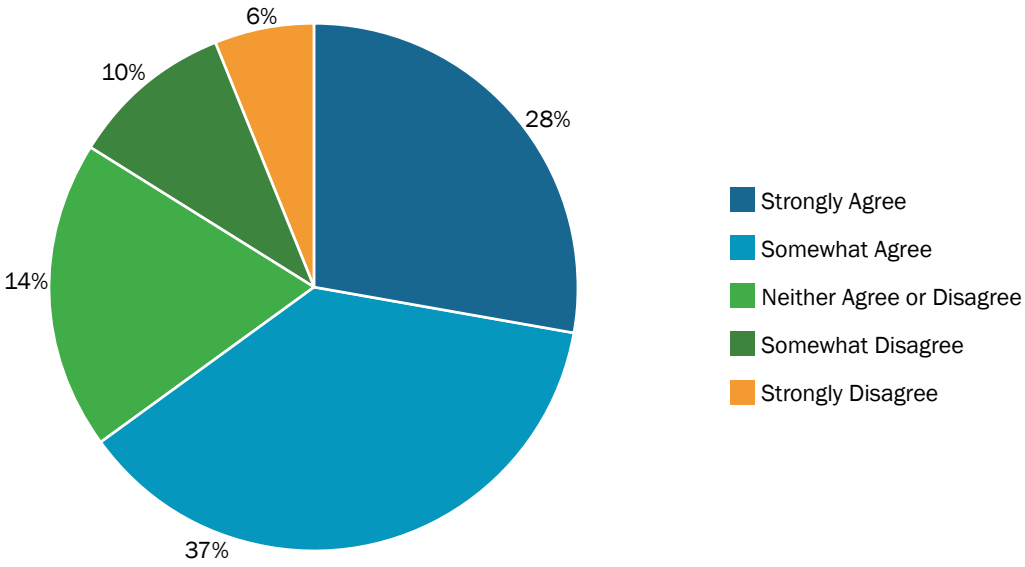



- 293 responses were received online to this question
  - 82% of respondents somewhat and strongly agree with Healthy Living as an emerging goal
  - 7% of respondents somewhat and strongly disagreed with Healthy Living as an emerging goal
- 13 responses were received at the open house and pop-ups to this question
  - 54% supported Healthy Living as an emerging goal
  - 46% somewhat supported Healthy Living as an emerging goal

Prevailing themes include:

- Support for encouraging and educating citizens to have an active lifestyle, but some believe it is a personal responsibility
- Some want to see a greater integration of residential with smaller shops so that residents have the opportunity of walking to shops rather than driving
- Support for more pools and other recreation facilities
- In order to maintain an active lifestyle, more winter weather activities/ opportunities should be considered
- Some believe healthy living opportunities should continue to be supported, others believe this goal should be maintained but additional resources should not be allocated

## Emerging Goal: Cultural Richness

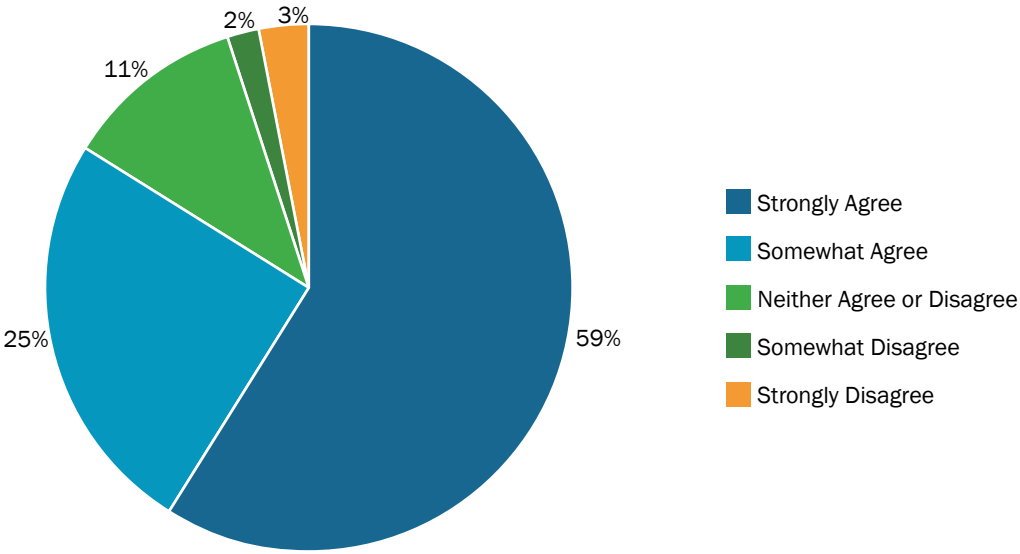



- 299 responses were received online to this question
  - 66% of respondents somewhat and strongly agree with Cultural Richness as an emerging goal
  - 16% of respondents somewhat and strongly disagreed with Cultural Richness as an emerging goal
- 7 responses were received at the open house and pop-ups to this question
  - 57% supported Cultural Richness as an emerging goal
  - 43% somewhat supported Cultural Richness as an emerging goal

Prevailing themes include:

- Support for local artists and initiatives rather than spending money to bring in artists from elsewhere
- Some believe cultural richness should continue to be supported, others believe this goal should be maintained but additional resources should not be allocated
- Some indicated that cultural enrichment activities are a good way to build community and encourage connections. Community events such as festivals are desired by some
- Diverse cultural representation and indigenous histories should be a priority
- This goal could be an educational and cultural sharing opportunity for students and residents of St. Albert
- The current focus is on children, however, some think it should include activities for all ages
- Some indicated that this goal is not a priority and

## Emerging Goal: Smart Infrastructure

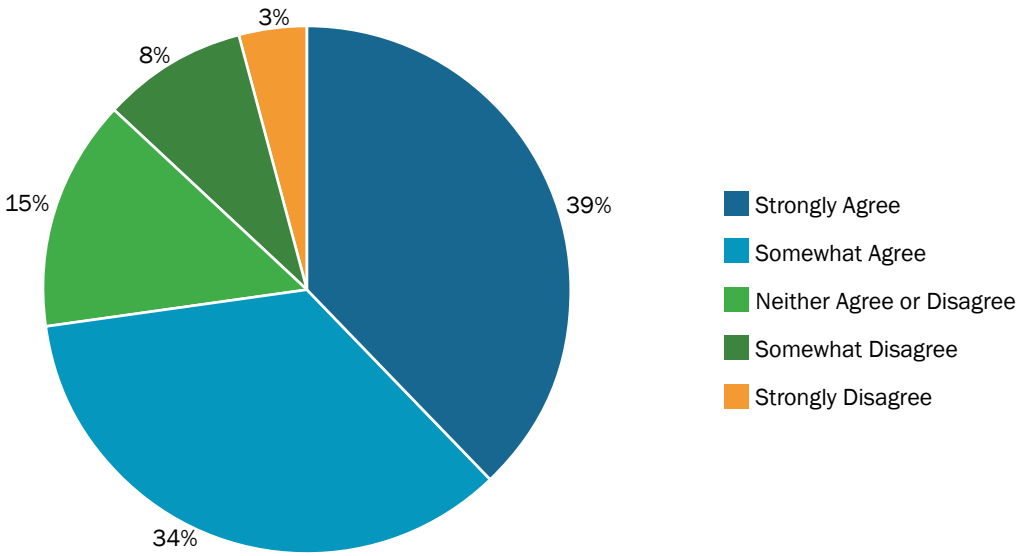



- 292 responses were received online to this question.
  - 84% of respondents somewhat and strongly agree with Smart Infrastructure as an emerging goal
  - 5% of respondents somewhat and strongly disagreed with Smart Infrastructure as an emerging goal
- 5 responses were received at the open house and pop-ups to this question
  - 100% somewhat supported Smart Infrastructure as an emerging goal

Prevailing themes include:

- Support for fixing traffic infrastructure on the major roadways such as on St. Albert Trail, connections to communities and businesses, connections to neighbouring municipalities, and measures to improve traffic flow
- Some indicated that St. Albert has the potential to become a global leader in sustainability with new and innovative technologies and using environmentally friendly materials and that this goal aligns well with the Green Environment goal
- Some had concerns surrounding the mechanical and technological lifespan of smart infrastructure
- Some had concerns about cost and impacts on taxes

## Emerging Goal: Great Places

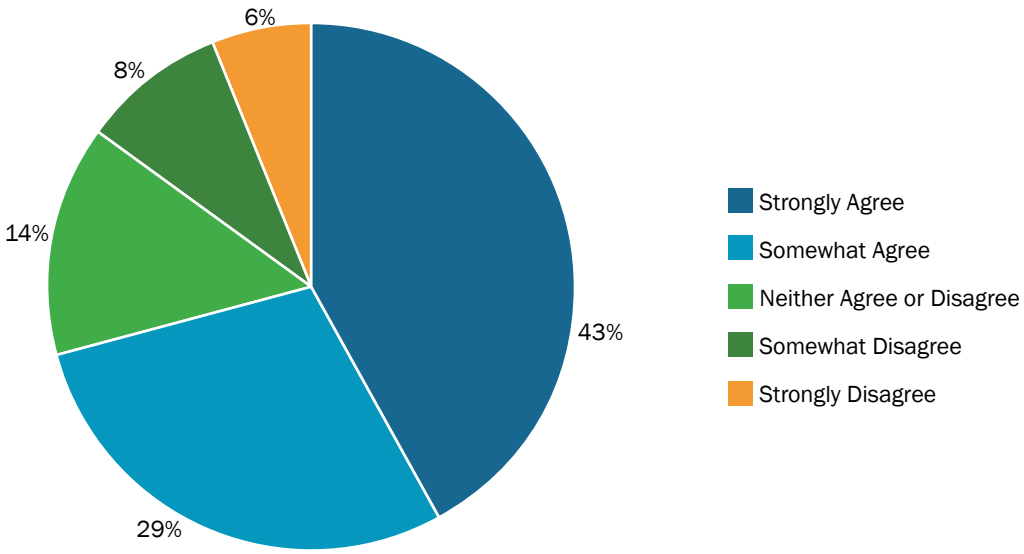



- 289 responses were received online to this question.
  - 73% of respondents somewhat and strongly agree with Great Places as an emerging goal
  - 13% of respondents somewhat and strongly disagreed with Great Places as an emerging goal
- 6 responses were received at the open house and pop-ups to this question
  - 50% supported Great Places as an emerging goal
  - 50% somewhat supported Great Places as an emerging goal

Prevailing themes include:

- Function and good design should be considered in the built environment
- Spaces that encourage an active lifestyle, bring communities together by facilitating connections and positive experiences with community members is supported
- Some suggest building and improving upon existing areas and events (e.g., Red Willow Park)
- Support for more green spaces and parks
- Support for design that fits with the character and people of St. Albert; however, there are some concerns about what is deemed as good art
- Some suggest that the City's processes could be a barrier to creating innovative new spaces, others suggest it will be difficult to enforce design standards with developers
- For some participants, this goal is not a priority and resources should be spent on other emerging goals

## Emerging Goal: Vibrant Downtown




- 291 responses were received online to this question
  - 72% of respondents somewhat and strongly agree with Vibrant Downtown as an emerging goal
  - 14% of respondents somewhat and strongly disagreed with Vibrant Downtown as an emerging goal
- 8 responses were received at the open house and pop-ups to this question
  - 13% supported Vibrant Downtown as an emerging goal
  - 87% somewhat supported Vibrant Downtown as an emerging goal

Prevailing themes include:

- Support for a vibrant downtown that aligns with the character of the City
- Transportation options need to be updated and improved to support getting people to go/stay downtown
- Concerns about lack of parking
- Concerns that St. Albert's downtown core is underutilized, possibly due to the high price of rent for stores which cannot afford to stay open
- Support for the downtown core to have unique businesses both small and large, with activities that will encourage citizens to linger in the area
- Pedestrian friendly areas are desired
- Concerns that the prevalence of professional services in the area, like medical clinics and lawyers, do not encourage citizens to spend time in the area
- Concerns that a vibrant downtown has been a goal for the City for many years and efforts have not been successful. Some expressed concern that additional funds to support the goal may not be successful

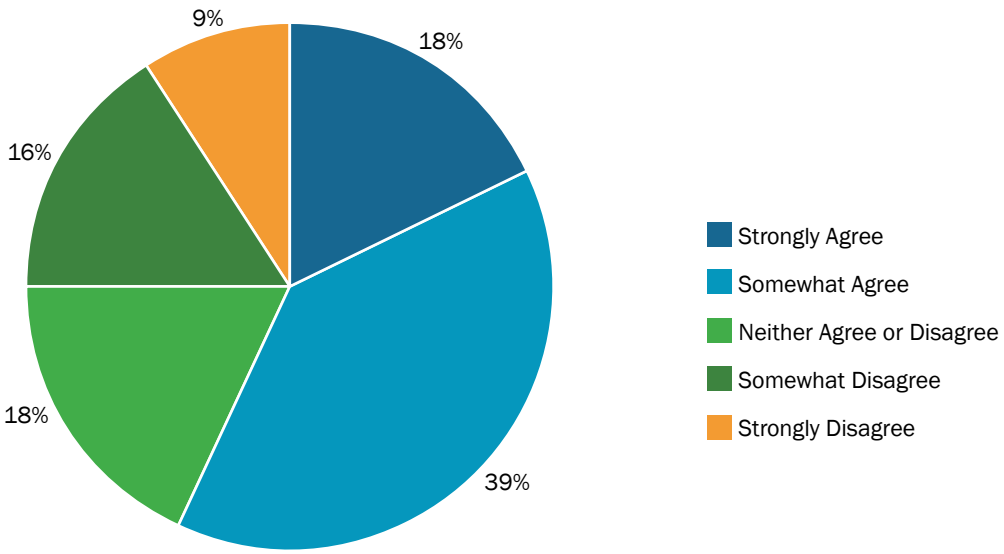
Below are additional themes that participants indicated should be considered as St. Albert grows to 100,000:

- Communities, housing and services that support aging populations, families and children and people with different income levels
- Maintain character and support for small community feel and existing services
- Crime prevention and safety/security
- Civic pride, engagement and activism to improve and connect communities
- Initiatives that attract more businesses to provide employment opportunities, reduce residential taxes and provide different services, shopping and entertainment/restaurant options

### 5.2.2 Feedback on the Growth Scenarios

Participants were asked to rank their level of agreement with the growth scenarios based on a scale of 1 to 5. Participants were then given the opportunity to explain their ranking of the scenario, and to provide any ideas for achieving the growth scenario.

### Growth Scenario 1: West Focus

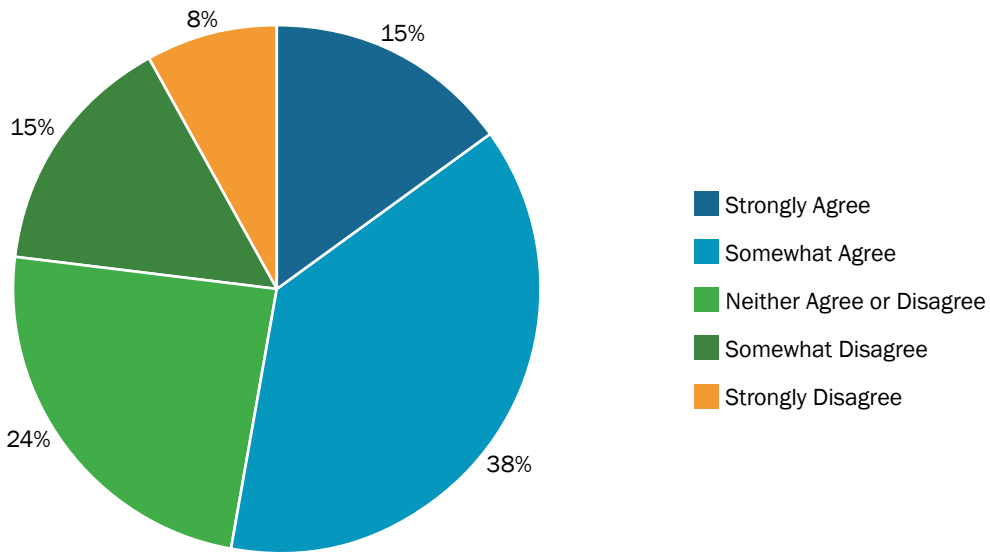



- 272 responses were received online to this question
  - 57% of respondents somewhat and strongly agree with Growth Scenario 1: West Focus
  - 25% of respondents somewhat and strongly disagreed with Growth Scenario 1: West Focus
- 20 responses were received at the open house and pop-ups to this question
  - 45% supported Growth Scenario 1: West Focus
  - 35% somewhat supported Growth Scenario 1: West Focus
  - 20% did not support Growth Scenario 1: West Focus

Prevailing themes include:

- West side of St. Albert could be a potential area for business development, however, connectivity and integration into the rest of the City should be considered
- Concerns about the protection of the sensitive wetlands surrounding Big Lake
- An increase in housing diversity and densification in these areas is desired; however, if higher density housing is developed here, transit services would need to be expanded to this area to accommodate
- Upgrading Ray Gibbon Drive makes the west area a good area for expansion; however, expanding west also supports more urban sprawl and some would like to see densification before expansion
- Concerns about expansion to the west and its negative impact on traffic or further exacerbating the current traffic issues on Ray Gibbon Drive

## Growth Scenario 2: North Focus

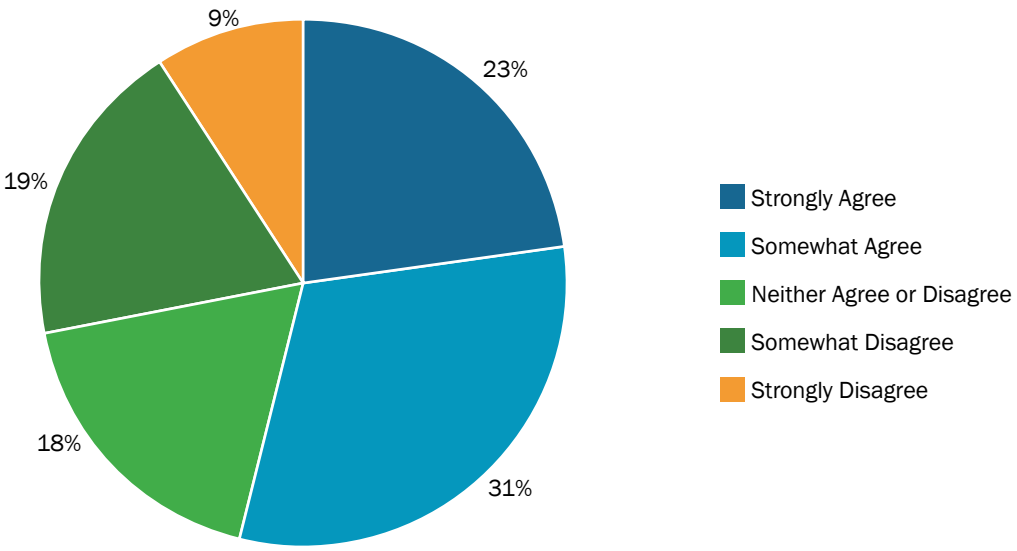



- 266 responses were received online to this question
  - 53% of respondents somewhat and strongly agree with Growth Scenario 2: North Focus
  - 23% of respondents somewhat and strongly disagreed with Growth Scenario 2: North Focus
- 19 responses were received at the open house and pop-ups to this question
  - 37% supported Growth Scenario 2: North Focus
  - 37% somewhat supported Growth Scenario 2: North Focus
  - 26% did not support Growth Scenario 2: North Focus

Prevailing themes include:

- North focus of development could negatively impact traffic or exacerbate the current traffic issues on St. Albert Trail. Current issues need to be fixed prior to new development
- Proposed housing and retail diversity in this scenario is a supported feature
- Expansion to the north is more supported than to the west to some participants

## Growth Scenario 3: Core Focus




- 272 responses were received online to this question
  - 54% of respondents somewhat and strongly agree with Growth Scenario 3: Core Focus
  - 28% of respondents somewhat and strongly disagreed with Growth Scenario 3: Core Focus
- 21 responses were received at the open house and pop-ups.
  - 52% supported Growth Scenario 3: Core Focus
  - 19% somewhat supported Growth Scenario 3: Core Focus
  - 29% did not support Growth Scenario 3: Core Focus

Prevailing themes include:

- Support for densification of the core which will reduce the need for unnecessary urban sprawl
- Providing housing variety is good, though some are concerned with the congruency with the character of the City
- A focus on the core is transit oriented and will positively impact mobility for residents and traffic congestion, however, some believe that road infrastructure should be developed before transit
- Downtown should be more pedestrian friendly

# 6.0 Summary

## 6.1 Emerging Goals – High-Level Themes

There was strong support received for emerging goals: Green Environment, Healthy Living, Smart Infrastructure and Mobility Choices. The high level themes based on feedback received by participants on the emerging goals are indicated below.

**HIGH LEVEL THEMES:**

- Green Environment: services, initiatives and technologies to protect the environment and green spaces are supported
- Healthy Living: recreation opportunities, programs and walkable communities throughout the year to encourage healthy living are supported
- Smart Infrastructure: improvements to mobility and connections to communities, businesses and throughout the City as well as improved sustainability and environmental protection through smart infrastructure is supported
- Mobility Choices: improving walkability and cycling throughout the City and in communities to promote green and healthy travel options is supported along with improvements to transit service (bus and train) and the transportation system for transit users and drivers
- Great Places: spaces that are designed with functionality of various users and purposes in mind and that encourage active lifestyles, inclusivity, community connections and positive experiences are supported
- Vibrant Downtown: encouraging new and unique businesses and improving walkability, parking and transit to downtown to create a vibrant downtown is supported
- Housing Variety: housing variety and increased density to meet the needs and incomes of people of all ages and abilities is supported
- Cultural Richness: activities and programs to encourage cultural enrichment, community connections, education for all ages as well as local artists are encouraged
- Diverse Economy: new, unique and local businesses that provide services and employment options not currently provided in St. Albert to residents and that reduce the residential tax base is supported

**POSSIBLE CONSIDERATIONS FOR POLICY DEVELOPMENT:**

- Green Environment: the cost, benefits and efficiencies of different services, initiatives and technologies to protect the environment and green spaces to provide economic balance
- Healthy Living: the cost of healthy living programs, services and opportunities to residents and balance the responsibilities of the City versus the individual to lead a healthy life should be considered
- Smart Infrastructure: the costs, benefits, lifespans, and users of smart infrastructure before investments are made
- Mobility Choices: ensure that the city and the communities within are walkable and accessible for all users and abilities throughout the year. Explore how transit service can be improved and be made more efficient to encourage walking, cycling and transit use
- Great Places: the costs of creating new great places and the possibilities to expand/improve existing spaces should be explored
- Vibrant Downtown: explore new/effective initiatives that the City can implement to encourage new and unique businesses to locate in downtown
- Housing Variety: ensure that housing options and densities respect the character of St. Albert and the community in which the housing is located
- Cultural Richness: consider diverse and Indigenous cultures and the costs of cultural richness initiatives and programs on residents or how it will impact other City initiatives and programs
- Diverse Economy: identify incentives to encourage businesses (e.g. local, technology, unique companies/services) to locate to St. Albert and consider if/where to locate industrial businesses and the measures that will be taken to reduce their impacts on the community and environment

## 6.2 Growth Scenarios – High-Level Themes

Similar levels of support were received on each growth scenario based on feedback received by respondents. The high-level themes based on feedback received by participants on the growth scenarios are indicated below.

### Growth Scenario 1: West Focus

**KEY HIGHLIGHTS:**

- Additional business, commercial and recreational development was supported on the west side of St. Albert as it was seen to create more complete communities, better connectivity and reduce travel to other parts of the City
- Development on the west side of St. Albert was seen to reduce traffic volumes and congestion on St. Albert Trail

**POSSIBLE CONSIDERATION FOR POLICY DEVELOPMENT:**

- Measures to protect the natural environment and wetlands surrounding Big Lake
- Transit and transportation system improvements to accommodate additional development on the west side of the City
- Densification before expanding development to agricultural lands

### Growth Scenario 2: North Focus

**KEY HIGHLIGHTS:**

- Housing and diversity options in the north side of the City were supported

**POSSIBLE CONSIDERATION FOR POLICY DEVELOPMENT:**

- Improvements to transit and transportation system in St. Albert to reduce impact of additional travel to the north side of the City via St. Albert Trail

### Growth Scenario 3: Core Focus

**KEY HIGHLIGHTS:**

- Densification in the core to provide housing variety, reduce urban sprawl and traffic on existing roadways by encouraging walking, cycling and transit use by residents and visitors in and around the downtown is supported

**POSSIBLE CONSIDERATION FOR POLICY DEVELOPMENT:**

- Improvements to transit service and pedestrian and cycling infrastructure in downtown to reduce impact of additional travel to the core via St. Albert Trail
- New housing in the core should reflect the unique character of downtown

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# Phase 2 Engagement Report

## Appendix A: Community Engagement Advertising and Promotional Materials

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# Share your thoughts on where and how St. Albert should grow!

Join us at an open house to explore three growth scenarios and draft goals for the new Municipal Development Plan.

**Come see what we've done so far, share your feedback, and help us shape the next steps in the project.**

For more information visit:
**stalbert.ca/mdp**



**Open House**
**Wednesday, March 20, 2019**
**5:30 p.m. – 8:00 p.m.**
St. Albert Curling Club
3 Taché Street
*Presentation at 6:00 p.m. for those interested*

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