

Vision:

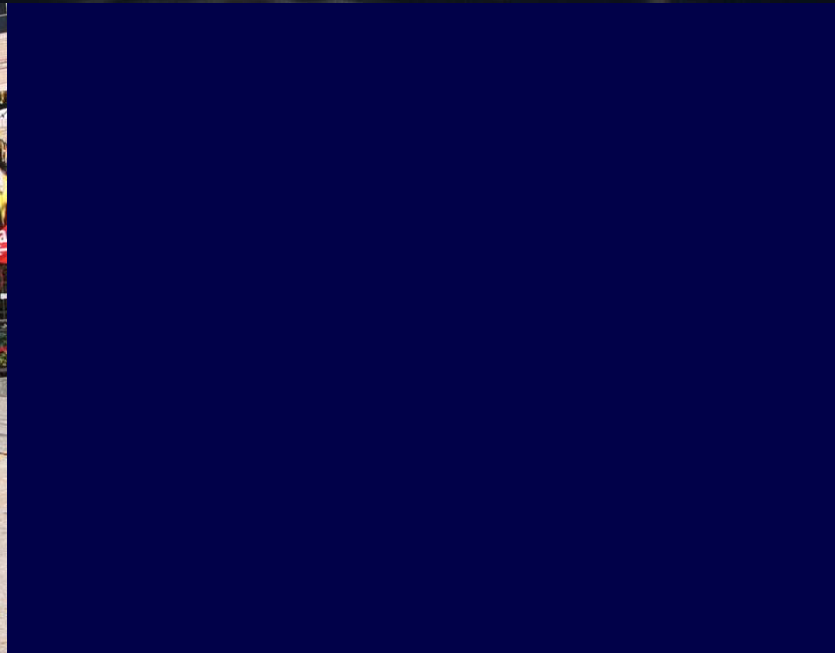
A model of public-private partnerships creating a denser but still human-scaled neighborhood with a mix of housing and commercial uses.

Strategy:

Encourage New Mixed-Use Higher Housing and Retail Along SPR
Leverage public space investments and development policy changes to encourage appropriately scaled and design private investment and reinvestment in properties along Stony Plain Road.







Attract new anchors (such as a Regional Health Centre with community programs and classes).

Attract new shops and businesses that attract and serve local residents and commuters.



Expand the presence of Grant MacEwan College on Stony Plain Road.



Vision:

An easily accessible place for foot, car, bike, and transit, and not just a transportation corridor.

Strategy: Balance The Transportation And Mobility Needs Of Commuters with the revitalization goals of Stony Plain Road.

Leverage city investment in the overall transit/transportation system to create a strong local benefit for Stony Plain Road.



Strategy: Use transit service to support revitalization, using bus stops as focal points for development.

Strategy: Create a major new pedestrian and bicycle connection to the McKinnon Ravine at 159th Street.



Strategy: Expand and upgrade the transit terminal as a gateway, anchor and community destination.



Short term
clean-up, and
beautification.

Provide a high level of amenity for passengers

Provide a café, kiosk, ticket sales, newsstand, magazine stand, as well as beat cop office

Provide waiting areas in the park where possible,



Activate the park, working with Park Watch and the transit agency to provide activities for transit passengers and residents.



Improve the link to Butler Park and the design of the park itself:

Continue pathways from the park into the transit terminal

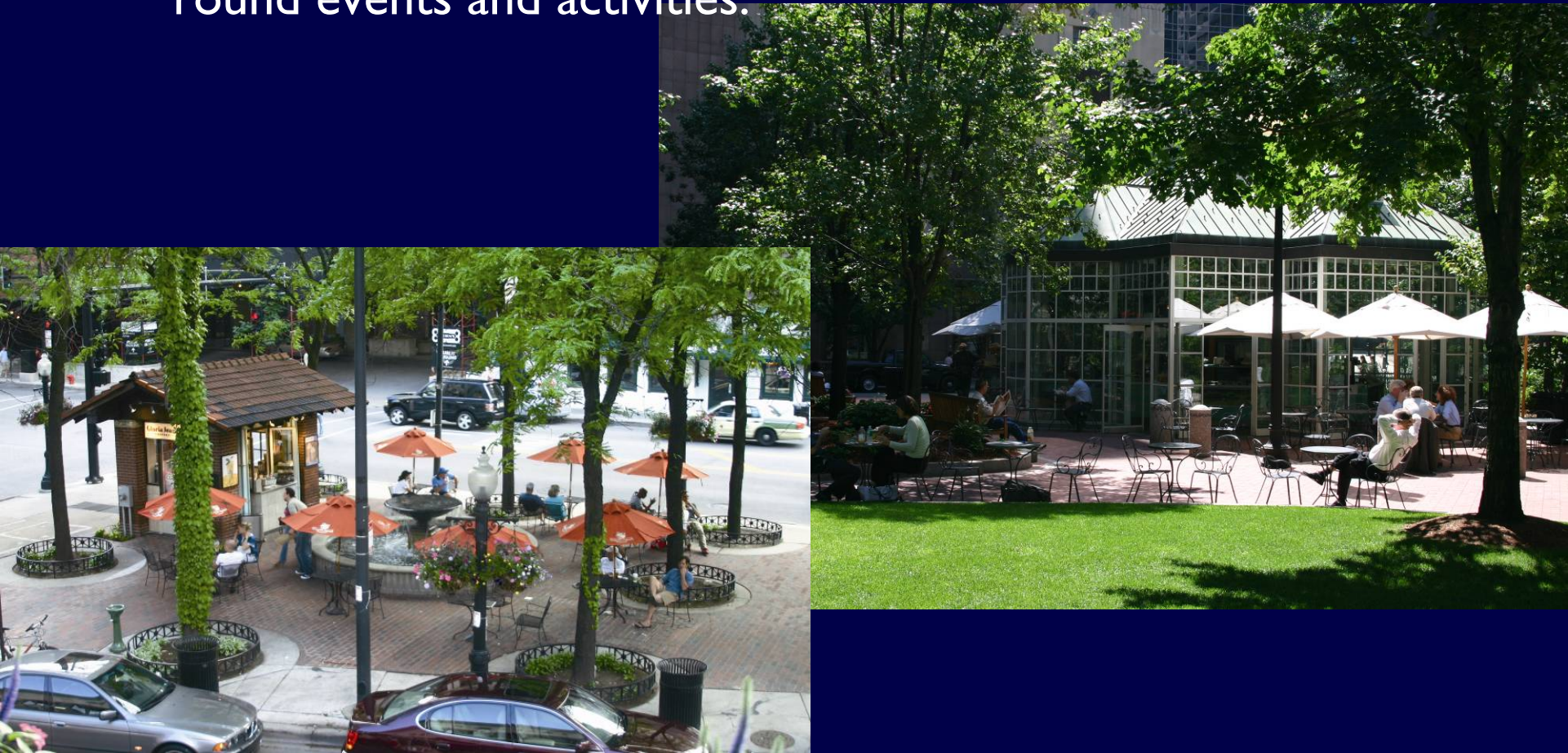
Provide consistent lighting of both

Add amenities



Incorporate existing structures) and re-purpose them to create year round community destinations in the square, such as a library, community center, senior center, etc.

Consider an indoor-outdoor pavilion for year round events and activities.



Strategy: Develop a comprehensive parking strategy to meet short and long term needs of shoppers, workers and residents of the street.



Increase short term supply of on-street parking:
diagonal parking on side street.



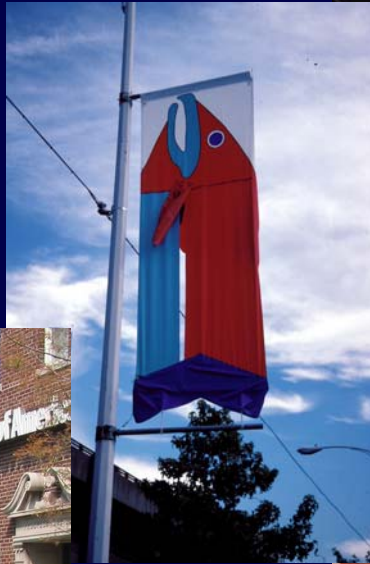
Strategy: Enhance overall streetscape building on previous streetscape improvements

Build on 1990's streetscape effort

Repair and replace sidewalks in setback
More street trees

Directional and welcome signage

New art banners



Enhanced lighting

Paint existing light poles black

Add pedestrian-level lighting

Light alleys and side streets



Strategy: Improve pedestrian crossings as the district grows

Add crosswalks and signals to key intersections

Retime signals timing

Provide special paving in crosswalk

Median on 156th Street



Strategy: Enhance “nodes” in front of existing positive businesses

Outdoor seating/cafes

Seasonal plantings, moveable planters and landscaping for buffering

Clean store windows

Improve displays

Façade programs/awnings, canopies

New signage

Public art/murals



Improve connections between shopping centers & within parking lots



Vision: Stony Plain Road as a clean and safe place to go

Strategies:

Catalyze leadership from the city to embrace the value of streets as public spaces

Engage social service clientele and establish strong relationships with neighborhood community groups

Manage and maintain the SPR Corridor as a Main Street and Public Space

Encourage positive activities in public spaces that create a strong sense of community

Foster Public Private Partnerships

Policy and Regulatory Enforcement



Strategy: Actively recruit new retail businesses to the street, working with interested property owners.

Uses that could be considered are:

- Commuter friendly businesses
- Neighbourhood shopping destinations
- Art related uses/Retail for GMCC students and faculty



Strategy: Enhance the Image of Stony Plain Road Businesses

Provide retail training assistance to merchants

Work with property owners on façade improvements

Develop a program of positive activities that take place outdoors on the street



Strategy: Work with Grant MacEwan students and neighbourhood artists to infuse art into the street:

Artist/design retail uses

Streetscape elements (mural, banners)

Window displays

Music in Butler Park



Strategy: Change city policies and regulations to support the revitalization of the street by inhibiting the expansion of negative uses and promoting pedestrian and community friendly activities:
Create new by-laws
Put a By-Law team together

