



West Park Community and Area Redevelopment Plan





West Park

Plan Area



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Introduction

West Park is arguably Red Deer’s best located, most complete neighbourhood. Residents love the larger lots filled with mature trees. As well, it has abundant park space and the most connections of any neighbourhood to Red Deer’s major attractions and essential services.

Major attractions include Heritage Ranch, the Red Deer River, the Red Deer Golf & Country Club, Great Chief Park, Bower Ponds, downtown including the farmer’s markets,. Essential services include the hospital, Red Deer RCMP, Gaetz Ave, and Red Deer College and the QEII highway.

This plan provides a vision for the future to attract new people who take pride in where they live and who want to be closer to some or all of the attractions or services noted above.

There are two parts to the Plan:

- an **Area Redevelopment Plan (ARP)**, which is a statutory document; and
- a **Community Plan (CP)** which is a planning tool to assist with implementation and funding plans for the ARP

The ARP is adopted as a bylaw by Council under the Municipal Government Act. The ARP consists of the 11x17 pullout. It sets the vision, principles and recommendations for West Park. It also includes a land use concept (zoning plan) for the neighbourhood.

A key component of both Plans is that all future development will be required to adhere to new design guidelines. These guidelines will assist developers and assure existing residents that new development will increase nearby property values.

The Community Plan, which is adopted as a planning tool by Council, assists with implementation and funding plans for the ARP. It expands on each recommendation in the ARP with a list of outcomes ranging from short term and inexpensive to long term costlier improvements.



Residences of West Park



WEST PARK

AREA REDEVELOPMENT PLAN

VISION

West Park is Red Deer's greenest neighbourhood. The landscape, with its abundant trails, open space and mature, tree filled properties provides an unmatched canvas for a truly green neighbourhood. An attractive housing stock interspersed with stores, schools, parks and a better integrated movement network will make West Park Red Deer's most complete community. Residents will benefit socially and financially by their central location and proximity to the revitalized downtown and Riverlands area.

PLAN OBJECTIVES

- 1 Maintain the character defining feature of predominantly single family homes to complement future downtown multi-family development.
- 2 Use design criteria to require quality redevelopment and preservation or replacement of front yard trees.
- 3 Improve the transit, cycling, and walking modal split.
- 4 Collaborate with The City, West Park Middle School and Red Deer College to establish south West Park as an education and athletic hub of Red Deer.
- 5 Ensure the abundant open space is used efficiently with new features and landscaping to meet the community's needs.

PLAN RECOMMENDATIONS

IDENTITY

1 Neighbourhood Entry Areas

Identify areas for future neighbourhood entry signs. Explore a joint opportunity for neighbourhood identification with Riverlands where 54 Av ends adjacent Taylor Dr.

2 Store Hill Master Plan

The Community and adjacent landowners host a design workshop led by The City to determine a long term park use of Store Hill, recognizing its pivotal location in the centre of West Park adjacent the shopping centre.

3 District Park Master Plan

The Community, West Park Middle School and adjacent landowners host a design workshop led by The City to design a park that will contribute to the area becoming an education and athletic hub of Red Deer.

4 West Park Marketing Program

The Community Association and the tenants/owners of the West Park Shopping Plaza work together to promote each other's businesses and activities to the surrounding areas.

MOVEMENT

5 Cronquist Drive Succession Plan

Cronquist Drive is Red Deer's Grand Boulevard. Create a plan for tree succession and the addition of paths.

6 54 Av & Taylor Dr Corridor Plan

Naturalize this commuter corridor for cars and bikes along its entire length by connecting the south wetland with the forested north. Identify and construct East-West trail connections.

7 57 Av Main St Plan

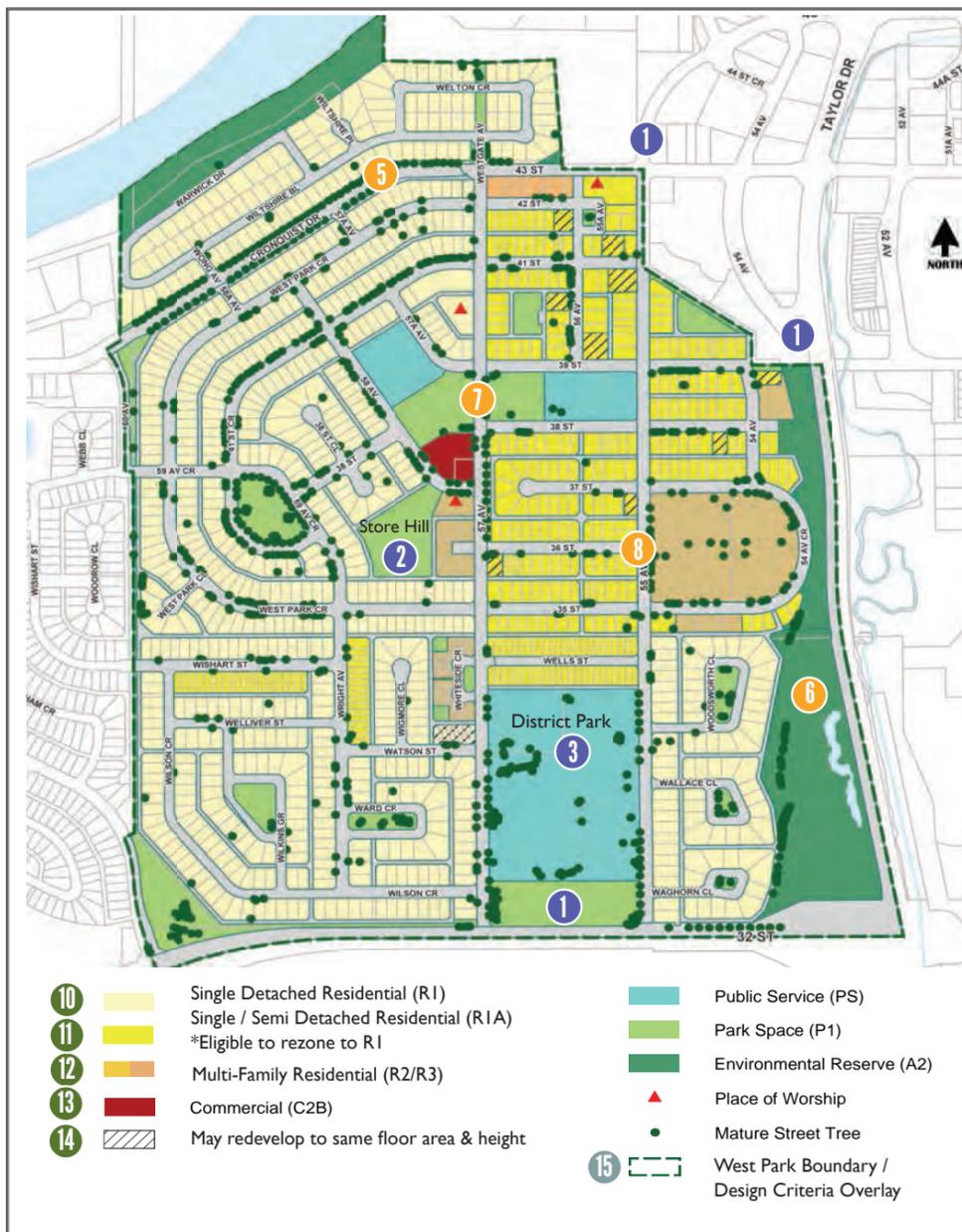
Create a neighbourhood main street with enhanced sidewalks, new plantings, street art and a unique bus shelter at the shopping centre. At 32 St identify future right hand turn lanes for construction if justified by periodic traffic counts.

8 55 Av Corridor Plan

Supplement this secondary corridor with new plantings and a school bus lay-by at West Park Middle School. At 32 St identify future right hand turn lanes for construction if justified by periodic traffic counts.

9 New or Enhanced Trails

Identify opportunities to formalize existing footpaths and introduce connections where feasible to increase pedestrian movements to and through West Park.



LAND USE

10 Single Detached Residential

Preserve the current supply of land zoned for single detached residential to complement future downtown multi-family development.

11 Semi-detached Residential

Maintain opportunities for semi-detached housing in West Park but allow landowners to rezone to R1 at their discretion.

12 Multi-family Residential

Maintain the existing stock, encourage updating, and prohibit new rezonings to multi-family to increase demand in downtown.

13 Commercial

Maintain the existing commercial stock as it is a valuable component of a complete community.

14 Match Districts to Existing Land Use

Remove uncertainty for landowners by ensuring land use districts permit redevelopment to existing floor area and height.

DESIGN CRITERIA

15 Ensure Quality Redevelopment

Add design criteria for West Park in the Land Use Bylaw. Require attractive facades, tree preservation or replacement, and green elements so future redevelopment contributes positively to the neighbourhood.

IMPLEMENTATION

- 1 This Area Redevelopment Plan (ARP) has been prepared in accordance with section 635 of the Municipal Government Act and has been adopted by Council in Bylaw 3488/2013.
- 2 The West Park Community Plan, adopted by Council resolution, is the planning tool to assist the City and the community with implementation strategies and funding plans to achieve the objectives set out in the ARP.
- 3 The recommendations of the ARP are to be read and implemented in conjunction with the Community Plan.



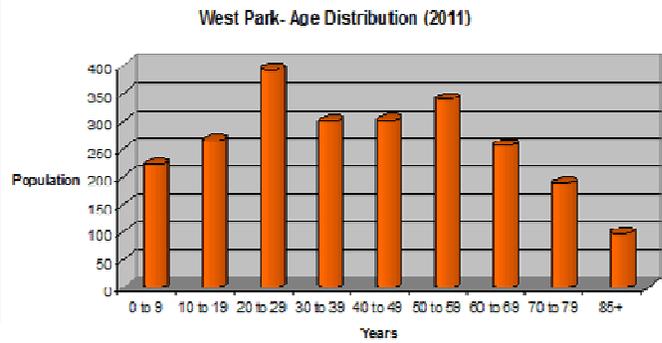
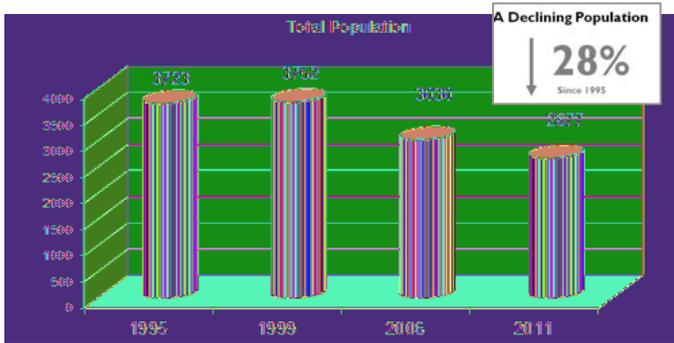


West Park Community Plan



Demographic Snapshot

The following is a brief summary of the demographics and dwellings in West Park.



Where have the kids gone?

6% Since 1995
An analysis of the population based on age between 1995 and 2011 revealed children aged 0-14 represent the highest declining age group of the total population



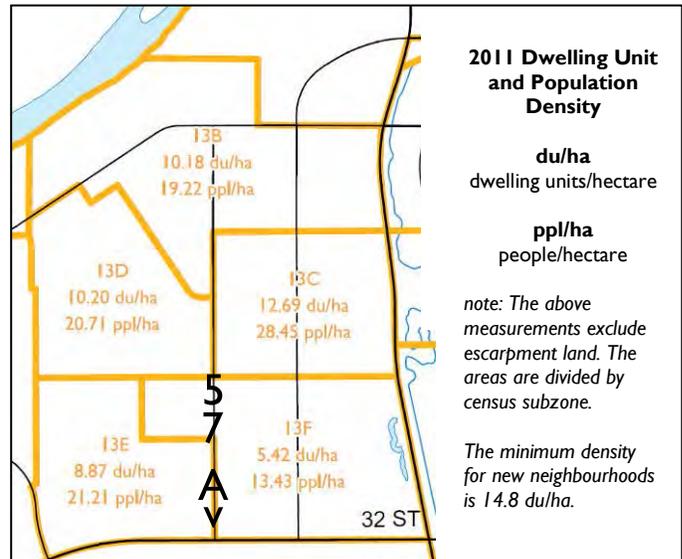
1046 ... Residents have left the community since 1995

202 ... West Park residents are aged 25-29, representing the highest proportion of the population at 8.59%.



More people getting ready for retirement

Between 1995 and 2011, residents aged 50-69 represented the highest increase of the total population. **7%** Since 1995



50% ... Of the population is under the age of 40



More rental homes

34% of dwelling units in Red Deer are rented. The proportion of rental units is moderately higher in West Park at 53%. This changes significantly depending on neighbourhood location. 80% of the northeast area is comprised of rental properties while the remainder of West Park is only 20% rental units.

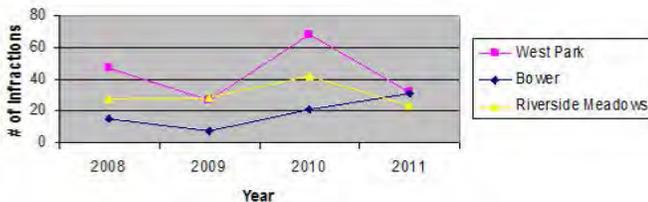
Average Dwelling Age **46 years** ... Average Housing Start **1966**



Apartment buildings are amongst the oldest dwellings in West Park, with an average age of 51 years

2.67 ... The average household size for West Park, Red Deer is slightly higher at 2.9 (2006)
80% ... Rent their home in the northeast area of West Park

Complaints Received- Community Standards Bylaw Infractions



Secondary Suites
Maximum allowed: 15% of Single Detached Dwellings
North – 0.0% East – 15.0%
South – 3.7% West – 8.6%

78% ... of Community Standards Bylaw complaints made by West Park residents in 2012 were related to yard care
* As of July 2012

Sources:
(1995, 1999): City of Red Deer Community Profile and Demographic Analysis, 2001 (2006, 2011): Statistics Canada, Census 2006, 2011

Vision for the Future

West Park is Red Deer's greenest neighbourhood. The landscape, with its abundant trails, open space and mature, tree filled properties provides an unmatched canvas for a truly green neighbourhood. An attractive housing stock interspersed with stores, schools, parks and a better integrated movement network will make West Park Red Deer's most complete community. Residents will benefit socially and financially by their central location and proximity to the revitalized downtown and Riverlands area.

Achieving the Vision

The ARP has five plan objectives to add measureable goals to the vision. Further, 15 plan recommendations incorporate one or more of the principles.

To achieve the vision for West Park, the recommendations require residents, the West Park Community Association, school boards, and various City departments to work collaboratively.

Leadership and fundraising must be demonstrated by the community in order to accelerate implementing any of the recommendations.

By adopting this Plan, all of the recommendations and outcomes are endorsed in principle by The City. This provides assurance to community leaders volunteering their time that The City will make a concerted effort to assist with implementation.



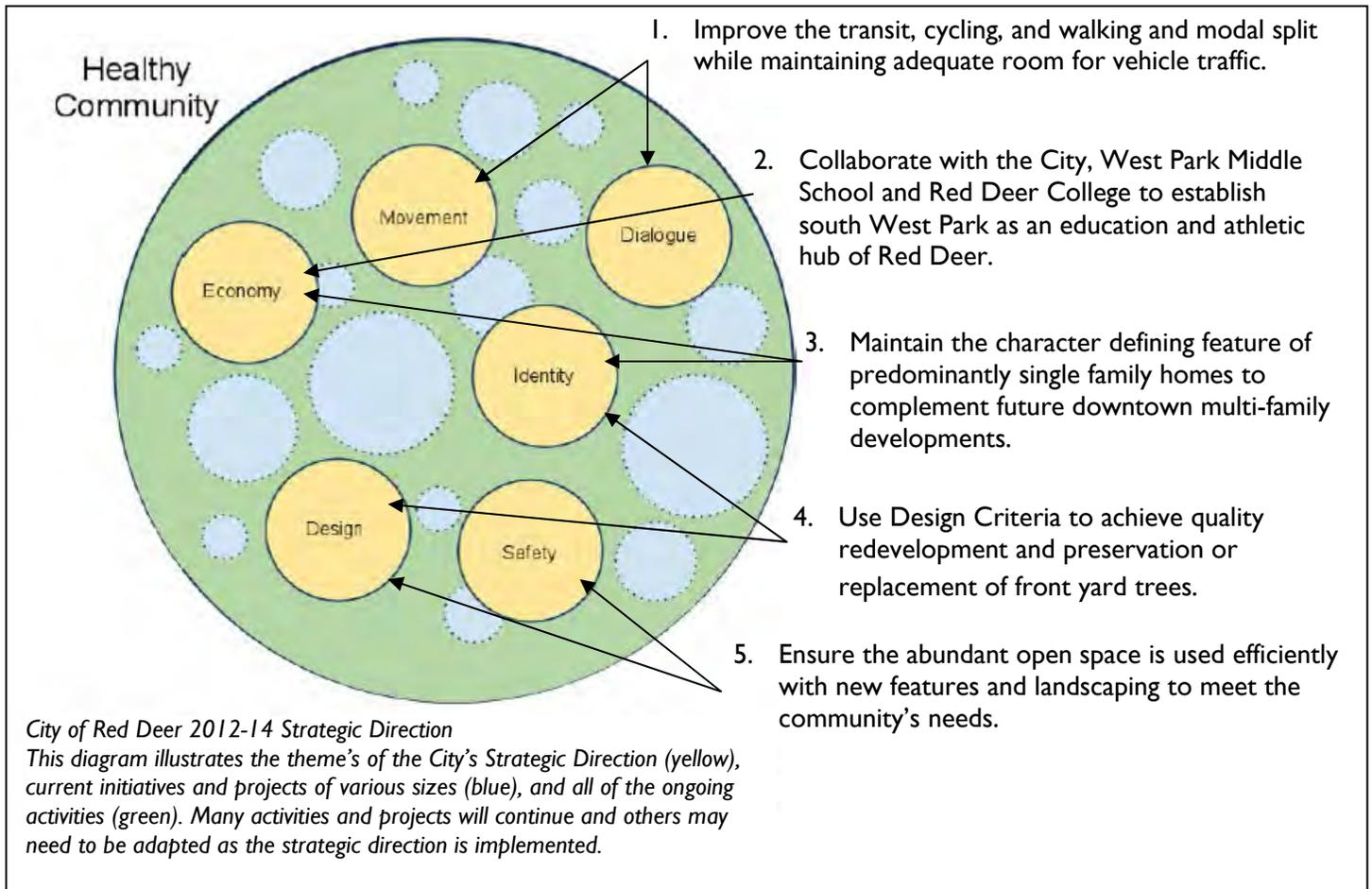
Residences of West Park

Plan Objectives

Five objectives provide the rationale for the 15 plan recommendations. The objectives were derived from the multiple open houses for West Park residents and landowners as well as directions from Council approved planning documents including the:

- *Strategic Plan,*
- *Municipal Development Plan;*
- *Riverlands and Riverside Meadows ARPs;*
- *Environmental Master Plan; and*
- *the Commercial Opportunities Study*

The Plan Objectives incorporate the themes of Red Deer’s Strategic Direction as shown below. The six themes are meant to support a healthy, vibrant, and sustainable community.



Plan Recommendations

The recommendations have been grouped into four categories: *Identity*, *Movement*, *Land Use*, and *Design Criteria*.

Identity RECOMMENDATIONS

West Park has an unmatched location next to the river, downtown, the hospital, shopping, Red Deer College and Symphony, Heritage Ranch and Westlake. By implementing recommendations 1-4 more people throughout Red Deer will see West Park as Red Deer’s best located neighbourhood.



IDENTITY

1 Neighbourhood Entry Areas

Identify areas for future neighbourhood entry signs. Explore a joint opportunity for neighbourhood identification with Riverlands where 54 Av ends adjacent Taylor Dr.

2 Stone Hill Master Plan

The Community and adjacent landowners host a design workshop led by The City to determine a future use of Stone Hill, recognizing its pivotal location in the centre of West Park adjacent the shopping centre.

3 District Park Master Plan

The Community, West Park Middle School and adjacent landowners host a design workshop led by The City to design a park that will contribute to the overall enjoyment, relaxation and health of Red Deer.

4 West Park Marketing Program

The Community Association and the representatives of the West Park Shopping Plaza will together help promote each other's businesses and activities to the surrounding areas.

I) Neighbourhood Entry Areas

Recommendation 1

Identify areas for future neighbourhood entry signs. Explore a joint opportunity for neighbourhood identification with Riverlands where 54 Av ends adjacent Taylor Drive.

At the southeast corner is an attractive stone sign funded by the West Park Community Association. It is visible for westbound traffic on 32nd Street.

Red Deer College has an attractively landscaped and signed entrance. Across 32nd St, the “front façade” for West Park pales in comparison. Utility boxes, grey chain link fencing and a single spruce tree make for an unattractive streetscape.

32nd St is a major entry corridor for Red Deer, let alone West Park. The area could be enhanced as part of a broader review of how the district park space is being used. (See also recommendation 3)

In the north end there is no identifying feature for West Park. As the neighbouring Riverlands develops it will be important for West Park to assert its own neighbourhood edge with complementary signage.

The south end of 54 Av adjacent Taylor Drive is a forgotten area of City owned opportunity for West Park and the Riverlands district to collaborate on an entry feature that captures the attention of Taylor Drive traffic.

Outcomes

1. Three new neighbourhood entry signs in the following areas:
 - a) NW or SW corner of 55 Av and 43 St intersection
 - b) 32nd St across from Red Deer College (allows both eastbound and westbound traffic to see sign)
 - c) Shared entry sign with Riverlands district at the south end of 54 Av where it intersects with arterial trail
2. Current West Park entrance sign relocated to northeast entrance when Riverlands approaches planned buildout.

Putting it into Action

When	Action	Lead/Support
Short term	Secure approval for new sign locations	Community / Planning
Long term	Design, fund, construct & install new entrance signs Relocate current sign to northeast	Community



Red Deer College’s mature landscaping should be complemented on the other side of the street in West Park along with a sign visible to 2-way 32 St traffic.



Looking west on 32nd St at the east end of the District Park Site. Wrapping the utility boxes with green imagery (below) or incorporating/hiding them with a neighbourhood entrance feature that is sensitive to the myriad underground infrastructure.



The attractive current entry feature is best appreciated at a pedestrian/local scale instead of the arterial scale. In the future it could be relocated to the north entrance so the edge between Riverlands and West Park is more clearly identified.



In the future when Riverlands has redeveloped it is important that West Park establish its northeast edge/entrance being the intersection of 43 St & 55 Av.



Also discussed in recommendation 6, this area could display a prominent entrance sign for West Park and Riverlands visible to the highly travelled Taylor Dr. Minimal interventions would be required to make this stretch of 54 Av a complete street for vehicles, cyclists and pedestrians.

2) Store Hill Master Plan

Recommendation 2

The Community and adjacent landowners host a design workshop led by The City to determine a long term park use of Store Hill, recognizing its pivotal location in the centre of West Park adjacent the shopping centre.

Originally identified for a water reservoir, this City owned 1.3 hectare parcel has been treated as surplus land for several years.

Ideally located at the core of West Park its primary use is an informal trail. Limited maintenance has also created some concern about it attracting illegitimate uses.

In the short term the area fronting 58 Av should have more regular grass cutting and the addition/relocation of benches. This could be achieved on a cost neutral basis by reducing grass cutting alongside Taylor Drive (see also recommendation 6).

Many longer term improvements are possible, some of which are identified in the outcomes below.



Aerial view of Store Hill. Commercial and Church to the north, rental apartments to the east and single detached housing to the south and west.



Looking toward Store Hill from an entrance to the Commercial Centre off 58 Av. The local street could accommodate a mid-block crossing from Store Hill to the store site.

Outcomes

1. Until more substantial improvements listed in #2 are undertaken, more regular grass cutting and the addition of benches in the area fronting 58 Av.
2. During the various open houses community members identified the following possible uses for Store Hill:
 - a) Community Garden Site for use by members of the West Park Community Association. See Community Garden Goals in the *Environmental Master Plan* (p. 40)
 - b) Local off-leash park
 - c) Local splash pad (max 15-25 children capacity)
 - d) New or relocated outdoor gym

Implementation of any of #2 shall be championed from within the community in accordance with the process outlined in Figure 2.



Portion of Store Hill that fronts 58 Av and the commercial centre. Opportunities abound for activating the space adjacent the street by increasing the area of formal maintenance and the addition of benches from other underutilized areas (Taylor Dr)

Putting it into Action

When	Action	Lead/Support
Short term	<ol style="list-style-type: none"> 1. Reallocate park budget maintenance to select areas of store hill to create a gathering space along 58 Av across from the West Park Plaza 2. Develop an outline of the process/money required for community gardens or a local off-leash park 	Parks Dept /Community
Long term	Determine design, fund and construct long term use for the site	Community/ City



One example showing the addition of community gardens, benches and a small splash pad in order to avoid it being a regional draw like splash pads in the downtown.



Looking west across Store Hill toward single detached housing.



Desire (informal) path from residential area to the West Park Shopping Centre. A church is on the right hand side.

3) District Park Master Plan

Recommendation 3

The Community, West Park Middle School and adjacent landowners host a design workshop led by The City to design a park that will contribute to the area becoming an education and athletic hub of Red Deer.

The 7.5 ha West Park Middle School and adjacent 2.0 ha City owned park space have been called one of the most underutilized open spaces in Red Deer. Multiple new or enhanced park features could be introduced.

The area sits at an entrance for both Red Deer and Red Deer College. It is also West Park's "front façade" for anyone using 32nd St. This space, and its prominent location, should eventually be designed to a similar quality as Great Chief Park by Bower Ponds.

Currently, Red Deer Youth Baseball operates at the park and is looking to invest in upgrades in order to be able to host more formal tournaments.

Red Deer College's future Health and Wellness Centre will be constructed south of the park. As well, new sports fields for softball and soccer are planned. The area could become an educational and athletic hub of Red Deer.

Congestion in the area is a major concern. As well, the College's plans for a greener campus include reducing onsite parking opportunities.

The Master Plan should include ideas to limit parking options for College students in West Park by improving pedestrian, cycling and transit options. (see also recommendations 7 & 8)

Outcomes

A design workshop that determines how to include the suggested outcomes below and outcomes from recommendations 7 & 8 which address changes to 57 and 55 Avenue. Outcomes include:

1. Ball fields and concession facilities that enable Red Deer Minor Youth Baseball to host tournaments.
2. Tree lined pedestrian footpath(s) to encourage pleasant walkability.
3. New landscaping adjacent 32nd St to improve entry area for West Park, Red Deer College and Red Deer.
4. New doors and classroom gardens along west wall of West Park Middle School
5. A snow bank or boarded rink area (snow bank rink at Activity Centre could be relocated)



Above: Existing layout of the District Park site around West Park Middle School. Below: example of activity using scaled cutouts of ball diamonds, soccer fields & parking lots that could be used at a design workshop attended by interested people to redesign the park and/or add new park features.



Two examples showing potential relocation of sports fields that allow addition of new park facilities such as a new Activity Centre or a snowbank rink. Coordinating with future athletic plans at Red Deer College will provide many other opportunities for this site.



Existing playground near the northwest corner of the park.

6. Public/School art as retro outfield fence ads on ball diamond fences facing 32nd St.
7. Reduced College student parking in area by either:
 - a. West parking lot relocated to Middle School.
 - b. Charging for winter weekday parking 9am-10pm with funds going to the City for implementation of the West Park ARP.
 - c. Implementation of a resident parking pass system on streets where on-street parking exceeds an acceptable level determined by The City and community. A metric needs to be developed, such as 75%+ of onstreet parking spaces are occupied during certain time periods.
8. Neighbourhood/Park Entry sign across from Red Deer College (see also Recommendation 1)
9. Vegetation added along 32nd St or utility boxes wrapped with landscape imagery to make them less conspicuous



Southeast corner looking northwest past two of the minor youth baseball diamonds to be upgraded



Looking north toward the Class A soccer field and West Park Middle School. The school's west façade turns its back on the park area. Future renovations should add more doors or windows.



Looking southwest across the park. There is a person in the distance walking their dog.



Looking northeast from 57 Av & 32 St across 1 ha of little used space.



Looking southeast towards the Middle School across 0.75 ha of little used space.

Putting it into Action

When	Action	Lead/Support
Short term	<i>Establish a steering committee consisting of City Departments, School Board, West Park Middle School, Red Deer Youth Baseball and community reps to initiate park redesign</i>	<i>Planning/Community</i>
Long term	<i>Detailed design, funding and construction of the district park</i>	<i>City & School Board /Community</i>
	<i>Monitor amount of on-street parking from College</i>	<i>Community/City</i>

4) West Park Marketing Program

Recommendation 4

The Community Association and the tenants/owners of the West Park Shopping Plaza work together to promote each other's businesses and activities to the surrounding areas.

Gil Penalosa of 8-80 cities, the prominent advocate for walkable communities, visited Red Deer in 2011 and challenged the audience to uncover Red Deer's hidden gems instead of trying to create a gem.

Many current residents chose West Park because they know it is a gem. Near all the major attractions and essential services, its location is unparalleled by any other neighbourhood in Red Deer.

However for many Red Deerians it remains a hidden gem. As the City invests millions of dollars in Riverlands West Park will benefit from future home buyers wanting to live near the revitalized area.

West Park can and should leverage the Riverlands investment by investing in new/complementary amenities for West Park.

The rediscovery of West Park as a Red Deer gem can be accelerated using marketing materials highlighting the many advantages to living in West Park. Essential targets of any marketing campaign would be local realtors and custom home builders.

The Area Redevelopment Plan poster could form the basis for marketing material.

Outcomes

1. Area Redevelopment Plan poster displayed at the Activity Centre, Shopping Centre, & Neighbourhood Map Signs to spread vision, objectives and future initiatives
2. By request of the Community Association, an annual report and visit to a Community Association meeting by a bylaw officer to report generally on neighbourhood bylaw infractions and answer questions. Any improvements could be incorporated into marketing materials.
3. Marketing efforts enhanced by an update of the Activity Centre property. A Crime Prevention review recommended:
 - 3.1. trimming the bottom six feet of spruce branches adjacent the community centre
 - 3.2. summer removal of metal screens on windows.
 - 3.3. Relocate picnic tables to south side in front of windows
 - 3.4. Community mural on walls using vibrant colours



If the Community Association funds printing a new map could be customized by the WPCA to emphasize one or more of: its green identity, parks, the ARP or local advertising as well as directions.



One of Red Deer's earliest mixed use developments, the West Park Shopping Centre containing grocery, liquor, medical, pharmacy restaurant and other goods and services at the centre of West Park.. It is a distinguishing feature of West Park that should be celebrated.



The Activity Centre could use a refresh with possible long-term relocation/redevelopment as a larger facility to host a wider variety of public/private events.

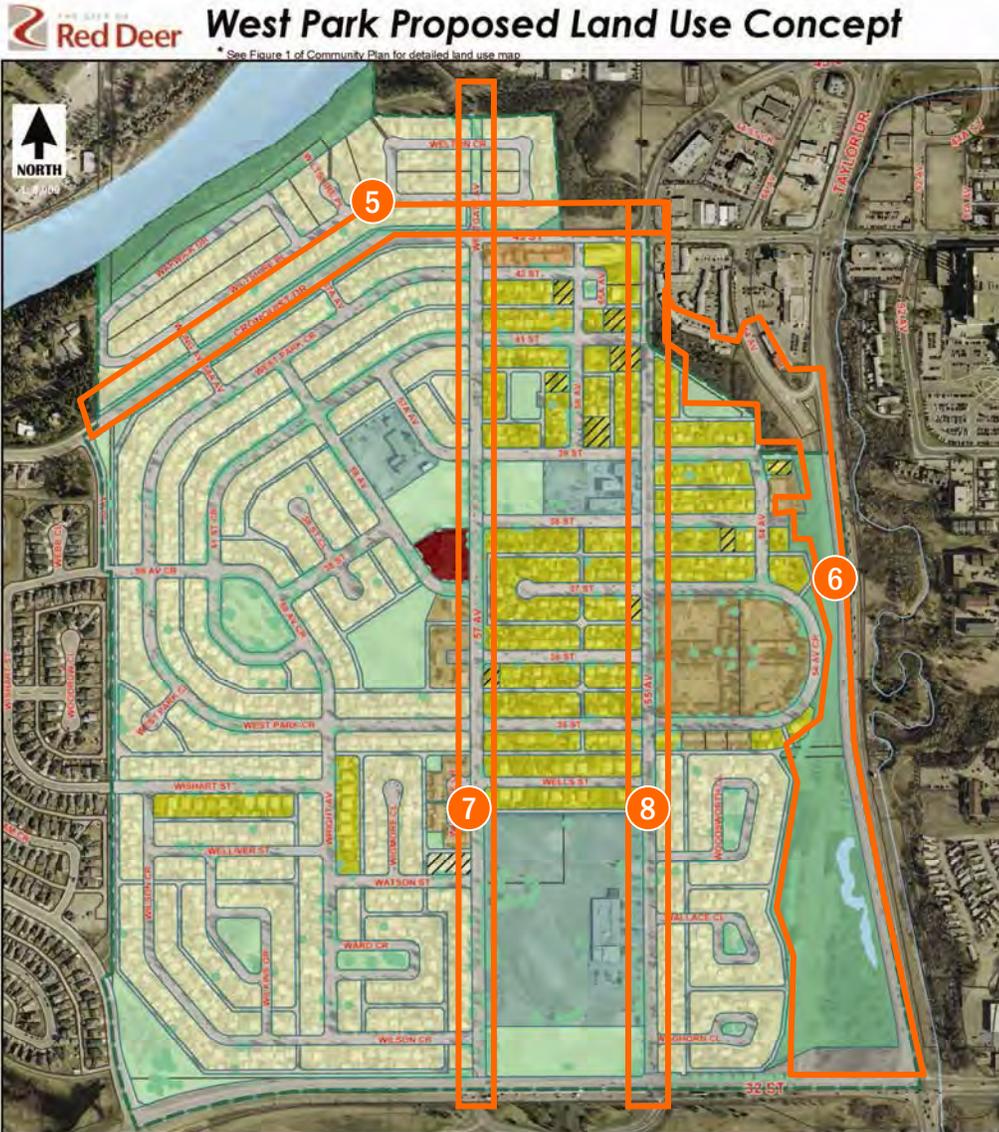
Putting it into Action

When	Action	Lead/Support
Short term	<i>Display Area Redevelopment Plan poster where appropriate</i>	<i>Community/Planning</i>
	<i>Implement CPTED recommendations to improve attraction of activity centre as a gathering space.</i>	<i>Parks / Community</i>
Long term	<i>Design, fund and distribute marketing messages</i>	<i>Community/City</i>

Movement RECOMMENDATIONS

Movement recommendations ensure all modes of transportation including vehicles, pedestrians, cyclists and transit users are encouraged in West Park.

From the river and the north end estates, south to the emerging education and athletic hub around 32nd Street the movement recommendations maintain key commuting routes for vehicles & transit while expanding routes for pedestrians and cyclists.



MOVEMENT

- 5 Cronquist Drive Succession Plan**
 Cronquist Drive is Red Deer's Grand Boulevard. Create a plan for tree succession and the addition of paths.
- 6 54 Av & Taylor Dr Corridor Plan**
 Naturalize this commuter corridor for cars and bikes along its entire length by connecting the south wetland with the forested north. Identify and construct East-West trail connections.
- 7 57 Av Main St Plan**
 Create a neighbourhood main street with enhanced sidewalks, new plantings, street art and a place making bus shelter at the shopping centre. At 32 St identify future right hand turn lanes for construction if justified by periodic traffic counts.
- 8 55 Av Corridor Plan**
 Supplement this secondary corridor with new plantings and a school bus lay-by at West Park Middle School. At 32 St identify future right hand turn lanes for construction if justified by periodic traffic counts.
- 9 New or Enhanced Trails**
 Identify opportunities to formalize existing footpaths and introduce connections where feasible to increase pedestrian movements to and through West Park.

5) Cronquist Drive Succession Plan

Recommendation 5

Cronquist Drive is Red Deer's Grand Boulevard. Create a plan for tree succession and the addition of paths.

Cronquist Drive is Red Deer's grand boulevard and it should be recognized as such with a succession plan that ensures the existing tree canopy will continue to be a main feature.

The lack of formal sidewalks or trails reduces the opportunities for pedestrians to enjoy the area's beauty. Bike lanes added in 2011 have elevated the street's status as a multi-modal destination area.

Adding a trail or sidewalk would have to be done with minimal impact on the root systems of the boulevard trees.

Outcomes

1. Tree replacement program developed that can be accelerated by adjacent landowners funding tree planting or community fundraising.
2. Addition or expansion of sidewalks/trails from 55 Av through to Westlake.
3. Unused road right-of-way converted to park space as required to ensure permanent protection as boulevard space.
4. Enhanced crosswalks at Wong Ave and 57th Ave.
5. Naming of Cronquist Dr extended to intersection with 55th Ave (neighbourhood entrance)

Putting it into Action

When	Action	Lead/Support
Short term	Develop fundraising program for tree replacement	Parks/Community
	Rename 43 St to Cronquist Drive west of 55 Av	City/Community
Long term	Design, fundraise and construct street enhancements including improved sidewalks/trails from 55 Av to Westlake	Community/City



Looking northeast along Cronquist Dr as a cyclist travels in the bike lane painted in 2011. Intersections along Cronquist Dr should be monitored to ensure no additional traffic calming is required.



The well maintained north side of Cronquist Dr. showing no wear paths



The trees and grass on the south side has several younger specimens but also some weak grass due to wear paths and low sunlight. As well, shrub landscaping competes with the larger poplar trees.

6) 54 Av & Taylor Dr Corridor Plan

Recommendation 6

Naturalize this commuter corridor for cars and bikes along its entire length by connecting the south wetland with the forested north. Identify and construct East-West trail connections.

The stretch of green space between West Park and Taylor Dr, from 32nd St to 54 Av provides an opportunity to advertise the green character of West Park.

With an existing but mostly hidden wetland in the south and protected escarpment space in the north, these spaces could be better linked by naturalizing the middle piece, which is unused, but regularly maintained grass.

At the north end there is an opportunity to create a welcoming entrance to both West Park and Riverlands. The current dead end of 54 Av could be transformed with the painting of bike and pedestrian markings to improve connections to the Old Brew Plaza commercial block and beyond.

Outcomes

1. 54 Av restriped to outline vehicle, cyclist, & pedestrian connections encouraging more use of area and better connect with Riverlands and the Old Brew Plaza.
2. Pedestrian/cyclist “on-off ramps” constructed for Taylor Dr. multi-use path between West Park and Taylor Dr.
3. Naturalized middle area (e.g. pursue Audubon certification) to better connect southerly wetland with northerly forested escarpment area between Taylor Dr and neighbourhood.
4. Public art at south end relocated to an area with higher pedestrian activity/gathering place so its detail is better appreciated.
5. Entrance sign rock relocated to northeast entrance when a sign is built for the district park site. (see also recommendations 1 & 3)
6. Joint neighbourhood entrance sign with Riverlands (see also recommendation 1)

Putting it into Action

When	Action	Lead/Support
Short term	Naturalize central corridor to link wetland and forested escarpment maintaining only trails (on-off ramps) for connections into West Park	Parks / Community
	Striping of 54 Av terminus to create dedicated vehicle, bike/pedestrian areas to connect	Engineering / Community



This forgotten patch is also the most viewed entrance for Riverlands and West Park's north. Solicit an art/ecological proposal to naturalize the area while retaining evidence of its role as the precursor road to Taylor Drive.



A desire (informal) trail exists to connect a multi-family site in West Park with the arterial trail adjacent Taylor Dr. A grass cut pathway as indicated is a cheap first step to encourage more use and future enhancements (gravel, paved).



A park bench overlooking Taylor Dr. and the arterial commuter trail. No desire (informal) trails lead to it. It may be more utilized in the Store Hill area near the shopping centre.

	with Old Brew Plaza and Riverlands Relocate existing park bench to Store Hill area	Parks / Community
Long term	Joint Neighbourhood Identification Sign for West Park and Riverlands Relocation of existing entrance sign and public art to northeast entrance area (recommendation 1) Development of grass/shale/paved on-off trails from: 1. main N-S trail into West Park by the R3 site 2. north side of 39 St down escarpment to Riverlands	Land & Economic Development / Community Land & Economic Development / Community Parks / Community



Cyclist heading south on arterial trail adjacent Taylor Dr.



The formal presence of this area conflicts with its role as a natural buffer from Taylor Drive. The entire stretch could evolve into a linear version of the Michael O'Brien wetlands. The public art piece could be more appreciated in a local park instead of beside a high speed road.

7) 57 Av Main Street Plan

Recommendation 7

Create a neighbourhood main street with enhanced sidewalks, new plantings, street art and a place making bus shelter at the shopping centre. At 32 St. identify future right hand turn lanes for construction if justified by periodic traffic counts.

57 Avenue is West Park's Main Street. Connecting to the Waskasoo Arterial Trail system it passes churches, schools, a seniors' residence, the West Park Plaza and Activity Centre, park space with rinks, soccer fields, ball diamonds, playgrounds and ending at Red Deer College.

Along 57 Avenue is a complete community of homes, churches, parks, schools and stores. Now a wide canvas encouraging 60+ km/hr car trips with little on-street parking it is an underutilized asset.

Traffic counts done in 2011 did not identify any immediate need for roadway improvements. Future counts should be done once the new southwest entrance for Red Deer College is constructed.

Outcomes

1. Right hand turning lane for westbound 32 street vehicles turning northbound onto 57 Ave if traffic counts warrant to alleviate afternoon commute congestion.
2. Right hand turning lane for southbound 57 street vehicles turning westbound onto 32 St if traffic counts warrant, to alleviate morning commute congestion.



Ensuring smooth flow of traffic at the intersection of 57 Av & 32 St is a big community concern. Traffic counts will monitor for required upgrades.

3. A community driven redesign of 57 Av to accentuate adjacent uses and create a “Main Street” for West Park where 30km/hr is a pleasant speed for motorists, pedestrians and cyclists.
4. Neighbourhood schools engaged to place art along fenced sections of 57 street or paint intersections to increase visual interest and slow vehicular traffic. (see photos on next page)
5. Monitor area for necessity of resident parking passes (see also recommendation 3).

Putting it into Action

When	Action	Lead/Support
Short term	Approach schools regarding opportunity for street safety/art event	Community or Schools / Engineering
Long term	Design, fundraise and construct a main st design for West Park on 57 Avenue enhancing the commercial’s central location Conduct periodic traffic counts (min 5 yr between counts) at request of Community Association to determine vehicular related upgrades	Community / City Community / Engineering



Approaching the Shopping Centre congestion and on-street parking virtually disappears. Striping parking spaces and/or bike lanes could allow the shopping centre to expand into its parking lot with an outdoor café/seating area and an enhanced transit shelter.



North of the Shopping and Activity Centres 57 Av sees little on-street parking.



North of the shopping centre there is a large amount of chain link fence for the tennis courts and ball diamonds on both sides of 57 Av. Planting vines and/or incorporating school art (left: G.W. Smith School) softens the fence and make it more visually appealing to travel by.



The north end of 57 Av (Westgate Av) is an attractive intersection of the Waskasoo Trail Network that crosses the City & West Park.

Top: Portland, OR, street mural painted by volunteers for \$2000 in materials.
Bottom: Halifax Mural painted July 2012 by neighbourhood volunteers.

8) 55 Av Corridor Plan

Recommendation 8

Supplement this secondary corridor with new plantings, and a school bus lay-by at West Park Middle School. At 32 St. identify future right hand turn lanes for construction if justified by periodic traffic counts.

57 Avenue is West Park’s main street, but 55 Avenue is an important north-south corridor as well. With two schools along its length and existing higher density development it connects West Park to downtown Red Deer and nearby QE II highway.

Little use on-street parking, aside from vehicles parking in front of Westridge Estates and the two schools during morning and afternoon dropoff/pickup, was observed during the plan’s development.

Outcomes

1. Bus lay by made of permeable landscape for school buses and buses attending ball tournaments to alleviate congestion around West Park Middle School.
2. Neighbourhood schools engaged to place art along fenced sections of 55 Ave or paint intersections to increase visual interest and naturally slow vehicular traffic. (see also recommendation 7)



55 Av north of West Park Middle School. A gravel parking lot is on the left. On-street parking is infrequent except during school drop-off and pickup.



Directly in front of West Park Middle School looking south. This area could accommodate a bus lay-by made of a permeable pavement for school buses and buses from visiting baseball teams.

Putting it into Action

When	Action	Lead/Support
Short term	Approach schools regarding opportunity for street safety/art event	Community Services / School
Long term	Design, fund and construct Bus lay-bys using permeable materials	Community / City

9) New/Enhanced Trail Connections

Recommendation 9

Identify opportunities to formalize existing footpaths and introduce connections where feasible to increase pedestrian movements to and through West Park.

As Riverlands develops and generates more pedestrian traffic, non-vehicle traffic in West Park will increase. A number of informal trails or “goat paths” exist. As pedestrian traffic grows, these paths should be monitored to determine if/when they should be upgraded.

Outcomes

1. Identification of short-term and long-term trail improvements.

Putting it into Action

When	Action	Lead/Support
Short term		
Long term	Map pedestrian movements to determine path upgrade priorities.	Community / City



Trails Old & New, formal & informal abound through and around West Park and their use will grow as it & Riverlands redevelops.

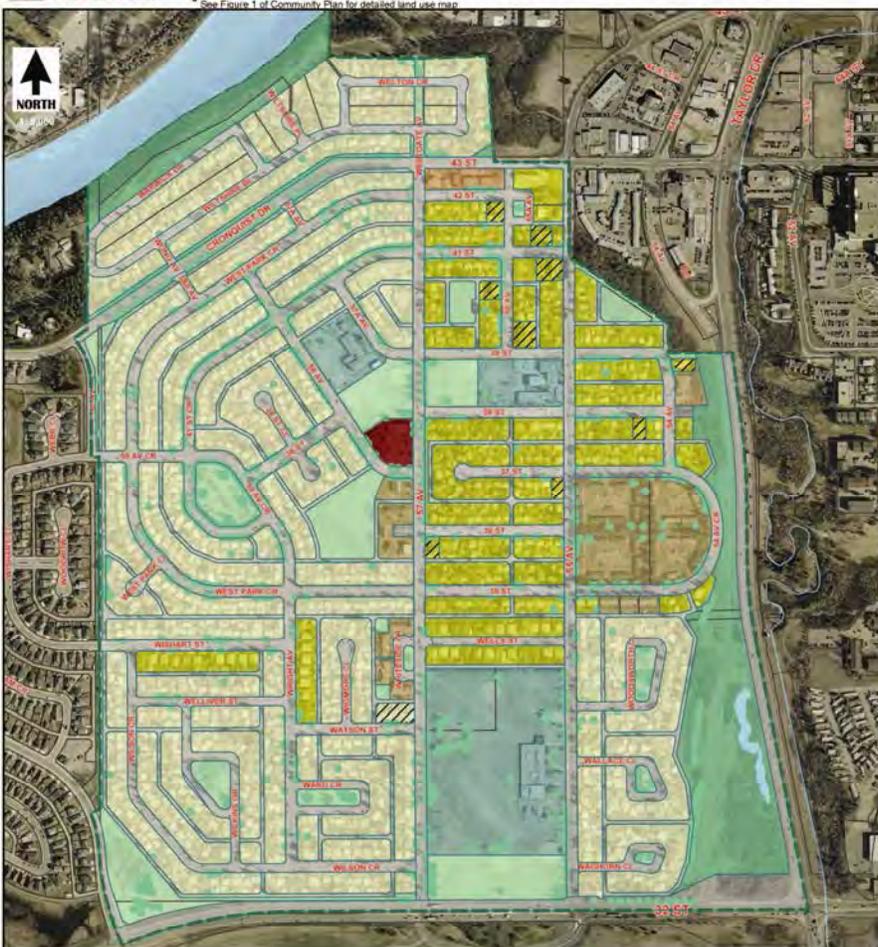
Land Use RECOMMENDATIONS

One of the key elements of an area redevelopment plan is to review existing land use districts (zoning).

The review considers: accuracy of existing zoning; the Plan vision and objectives; and the built environment. As well, City Plans and studies, in particular the *Strategic Plan*, *Municipal Development Plan*, the *Riverlands ARP*, the *Commercial Opportunities Study* and the *Environmental Master Plan* provide additional information to guide potential zoning changes.

These plans/studies reflect evolving goals of the City and the real estate market including expected demographic changes.

Red Deer West Park Proposed Land Use Concept



- Commercial (C2B)
- Environmental Reserve (A2)
- Park Space (P1)
- Public Service (PS)
- Low Density Residential (R1)
- Single Detached / Duplex Residential (R1A)
*Eligible to rezone to R1
- Medium Density Residential (R2)
- Multi-Family Residential (R3)
- May redevelop to same floor area and height
- Place of Worship
- Mature Street Tree
- West Park Boundary

LAND USE

- 10 Single Detached Residential**
Identify areas where single detached housing lots could be introduced to break up the concentration of duplex zoning in northeast West Park.
- 11 Semi-detached Residential**
Maintain opportunities for semi-detached housing in West Park but allow landowners to rezone to R1 at their discretion.
- 12 Multi-family Residential**
Maintain the existing stock, encourage updating, and prohibit new rezonings to multi-family to increase demand in downtown.
- 13 Commercial**
Maintain the existing commercial stock as it is a valuable component of a complete community.
- 14 Match Districts to Existing Land Use**
Remove uncertainty for landowners by ensuring land use districts permit redevelopment to existing floor area and height.

Changes to the Land Use Bylaw (LUB) in 2009 regarding secondary suites achieved their intended purpose. West Park East reached the 15% limit (the LUB allows each neighbourhood to have up to 15% of the single detached dwellings to have a secondary suite) and no new suites are permitted in that area until existing ones are removed.

The rest of West Park is well below the 15% cap and there have been only two applications for new secondary suites in West Park since Sep 30, 2010 when the new fire code regulations were enacted for secondary suites in Red Deer.

Based on the objectives listed below, there are approximately 24 land use changes proposed. The changes are listed below by category and are shown graphically on Figure 1. These changes will make it easier to reinvest in existing properties.

Some changes, such as proposed closures of unconstructed roads are not a high priority relative to the work required to close them. Therefore they can be a long term implementation item.

Objectives of Land Use Changes

1. As reflected in comments from the Open Houses, maintain the current residential character of West Park, which is a predominantly single detached housing on larger lots.
2. Encourage reinvestment in existing properties by better matching Land Use Districts with existing development onsite
3. Introduce Design Criteria (recommendation 15) to ensure new development contributes positively to the aesthetics of the neighbourhood.

Putting it into Action

When	Action	Lead/Support
Short term	Rezone City owned properties as shown on the Area Redevelopment Plan and Figure 1 of the Community Plan	Planning
Long term	Close road right-of-ways as shown on the Area Redevelopment Plan and Figure 1 of the Community Plan	Land & Economic Development / Engineering
	Process private rezoning requests as required by application from landowners	Community/Planning



Figure 1: Existing Land Use with Proposed Changes



New Park Zoning

- 1) R1 to P1
- 2) R1 to P1
- 3) Road to P1
- 4) R3 to P1

New Park Zoning

- 5) Road to P1
- 6) R1A to P1
- 7) Road to P1



- | | | | |
|---|--|---|--|
|  | Commercial (C2B) |  | Multi-Family Residential (R3) |
|  | Environmental Reserve (A2) |  | Park Space (P1) |
|  | Low Density Residential (R1) |  | May redevelop to same floor area and maximum two stories (10 metres) in height |
|  | Public Service (PS) |  | Place of Worship |
|  | Single Detached / Duplex Residential (R1A)
* Eligible to rezone to R1 |  | Mature Street Tree |
|  | Medium Density Residential (R2) |  | West Park Boundary |

I0) Single Detached Residential

Recommendation I0

Preserve the current supply of land zoned for single detached residential to complement future downtown multi-family development.

Many older neighbourhoods across North America struggle to reverse declining populations, resulting from aging demographics and smaller family sizes.

Red Deer's *Strategic Direction, Municipal Development Plan, and Environmental Master Plan* endorse infill development in existing neighbourhoods and new single detached residential fits in West Park.

First, it meets the demand of current residents to maintain a large supply of single detached housing. Secondly, success in redeveloping Riverlands depends on attracting significant amounts of multi-family development.

As a result, West Park is positioned to become the complementary single detached housing stock to multi-family development in Riverlands.

As indicated in the Area Redevelopment Plan and on Figure I of this Plan, the existing supply of single detached housing lots is maintained and could be increased if landowners zoned RIA (semi-detached eligible) choose to rezone from RIA to RI.

I1) Semi-detached Residential

Recommendation I1

Maintain existing opportunities for new semi-detached housing in West Park but allow landowners to rezone to RI at their discretion.

There is a growing demand from single professionals, retired people, and single parents for well designed ground level housing options that require less maintenance both inside and outside. In many instances, semi-detached residential is meeting that demand and West Park's existing supply of RIA zoned property facilitates that option.

Given that much of northeast West Park is zoned RIA, no new areas of RIA are proposed at this time. Further, if landowners prefer not to have RIA development on their property, the area redevelopment plan indicates that they may apply to rezone their property to RI, which only permits single detached residential housing. Applications can be for single or multiple properties.

I2) Multi-family Residential

Recommendation I2

Maintain the existing stock, encourage updating, and prohibit new rezonings to multi-family to increase demand in downtown Red Deer.

Maintaining the multi-family zoning only on existing multi-family developments will make it easier and more likely that they will be updated in the future especially once they are competing with new multi-family development in the Riverlands district.

This Plan does not propose any new multi-family zoning in West Park.

I3) Commercial

Recommendation I3

Maintain the existing commercial areas as a valuable component of a complete community.

The West Park Shopping Centre is thriving with a mix of commercial uses and three floors of apartments above. For West Park, having a shopping centre in the middle of the neighbourhood represents a competitive advantage for West Park over all other Red Deer neighbourhoods.

In the future, enhancing outdoor seating areas, preferably a combination of both public and private, would increase pedestrian traffic and be a welcome, community building addition, especially in the summer months.

I4) Match Districts to Existing Land Use (Minor Amendments)

Recommendation I4

Remove uncertainty for landowners by ensuring Land Use Districts permit redevelopment to existing floor area and a maximum height of two storeys.

There are two parts to this recommendation:

I. A number of areas in West Park are zoned for development but as City owned parcels are never intended to be developed. Therefore, as more of a housekeeping item, the areas shown on the ARP as greenspace and identified specifically in Figure I of the Community Plan will be rezoned to P1 – Parks and Recreation or A2 – Environmental Preservation.

2. For properties that have an existing development that exceeds what is currently allowed under the Land Use Bylaw the following policy will be adopted:

To allow for compatible redevelopment on sites listed below multi-family and multi-attached residential buildings shall be added to the list of discretionary uses in the applicable land use district to allow redevelopment of the property to less than or equivalent gross floor area as the existing structure and to a maximum height of 2 storeys or 10 metres measured from the average of the lot grade. The West Park Overlay district, section 7.11, shall continue to apply:

Design Criteria

15) Ensure Quality Redevelopment

Recommendation 15

Add design criteria for West Park in the Land Use Bylaw. Require attractive facades, tree preservation or replacement and green elements so future redevelopment contributes positively to the neighbourhood

The average age of the housing stock in West Park is 46 years. The ensuing years will see a growing demand to renovate/update existing properties.

As well, the larger than average lot sizes and central location in Red Deer will attract demand from people looking to redevelop single detached houses on a mature lot or intensify by building semi-detached dwellings.

It is important to the community that any new development enhances the aesthetic quality of the street and neighbourhood. Design criteria provide clarity for landowners pursuing redevelopment as well as building officials who govern redevelopment. While design criteria are regularly used in new neighbourhoods, Riverside Meadows and Parkvale are the only existing, older neighbourhoods with design criteria.

The design criteria will apply for all new development or when major renovations are proposed that will change the front façade of a building.

A complete copy of the Design Guidelines is located in Appendix A.

Outcomes

- I. Development Design Criteria as shown in Appendix A, added to the Land Use Bylaw and applicable to all new development or major renovations impacting the front façade of a building. Notable requirements include:
 - a. include at least one green component, approval at the discretion of the Development Authority, in any new redevelopment to improve upon West Park's burgeoning reputation as a green, walkable community. The City's *Environmental Master Plan* provides more direction in this area. Examples include making new dwelling units solar ready, use of permeable pavers, committing to a low water landscape plan



The above examples of different housing types all incorporate various exterior building materials and a focus on preservation of mature landscaping or planting of new trees so that the redeveloped property is attractive and contributes positively to the neighbourhood.

- b. Require front yard tree retention or provision of a tree for every 25 feet of frontage of a new or re-development.

- 2. Design Criteria checklist created that will become part of development permit applications and included in neighbourhood referrals.

Putting it into Action

When	Action	Lead/Support
Short term	<p>1. Amend the Land Use Bylaw to require new development in West Park to comply with the Design Criteria</p> <p>2. Develop an easy-to-use list of design criteria outcomes that can be provided to builders looking to redevelop a property.</p>	Planning / Inspections & Licensing
Long term	Monitor effectiveness of the Design Criteria	Planning / Inspections & Licensing



Implementing the Plan

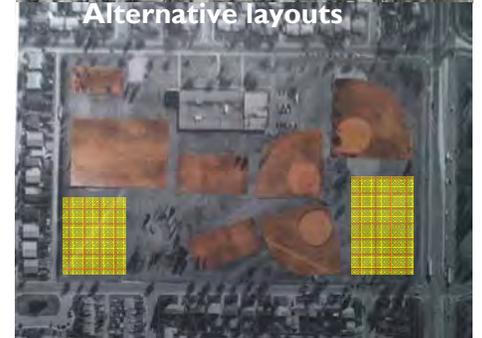
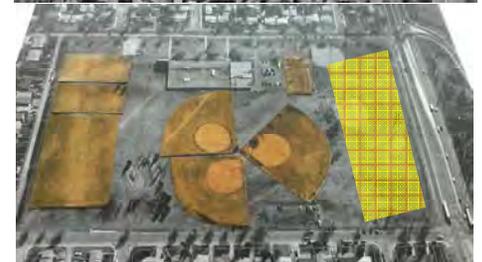
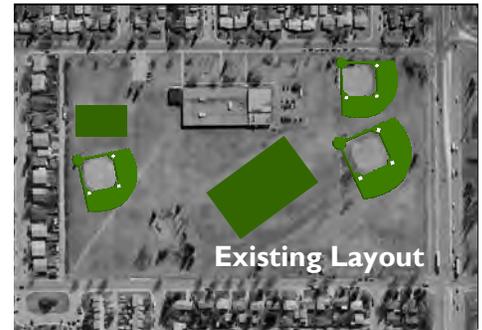
The intent of the Plan is to communicate that the City supports, in principle the recommendations included within.

The recommendations would enhance the neighbourhood experience for residents; therefore they are the primary beneficiaries.

However, without clear consensus on which priorities are most important, the community must self-organize to champion a preferred recommendation. The City is prepared to assist with detailed design and obtaining approvals as required.

Figure 2 on the following page illustrates the process for the community to accelerate any initiatives listed in recommendations 1-9. The outline is general in nature and smaller scale initiatives may not require the entire process outlined.

It shall be the responsibility of the West Park community to generate momentum, raise at least matching funds, and supply labour, where possible, to accelerate implementation of recommendations 1-9.



The District Park is at an entrance to Red Deer and Red Deer College.

Top: 3 pictures show example of simple design charette activity where various arrangements of existing sports fields creates new space for park improvements such as new sports fields, skating rinks or a new activity centre.

Bottom: Future improvements should rival or exceed Great Chief Park in the quality of its fields, the surrounding landscaping and facilities. The new space will complement future Red Deer College enhancements to softball and soccer facilities.

Key Actions

For Success of the Plan

1. Designing and constructing an identity setting redevelopment of the District Park Site that contributes to 32nd St becoming a grand entrance for West Park, Red Deer College and Red Deer
2. Identification of a person(s) to lead/champion the plan implementation on behalf of West Park landowners, residents and the Community Association.
3. Implementing the proposed Land Use changes and design criteria, including a easy-to-use checklist for people interested in redeveloping property in West Park.

For the City to Lead

1. Continue monitoring Neighbourhood entrances to ensure lane configuration and signal timing are efficiently moving West Park residents in and out of the neighbourhood. By request of the Community Association, undertake traffic counts and analysis a minimum of once every 5 years.
2. Joint Entry Feature Sign and pedestrian/cyclist enhancements at the south termination of 54 Av to improve connections between West Park and downtown and distinguish the physical edges of the Riverlands and West Park neighbourhoods.

For the Community to Lead

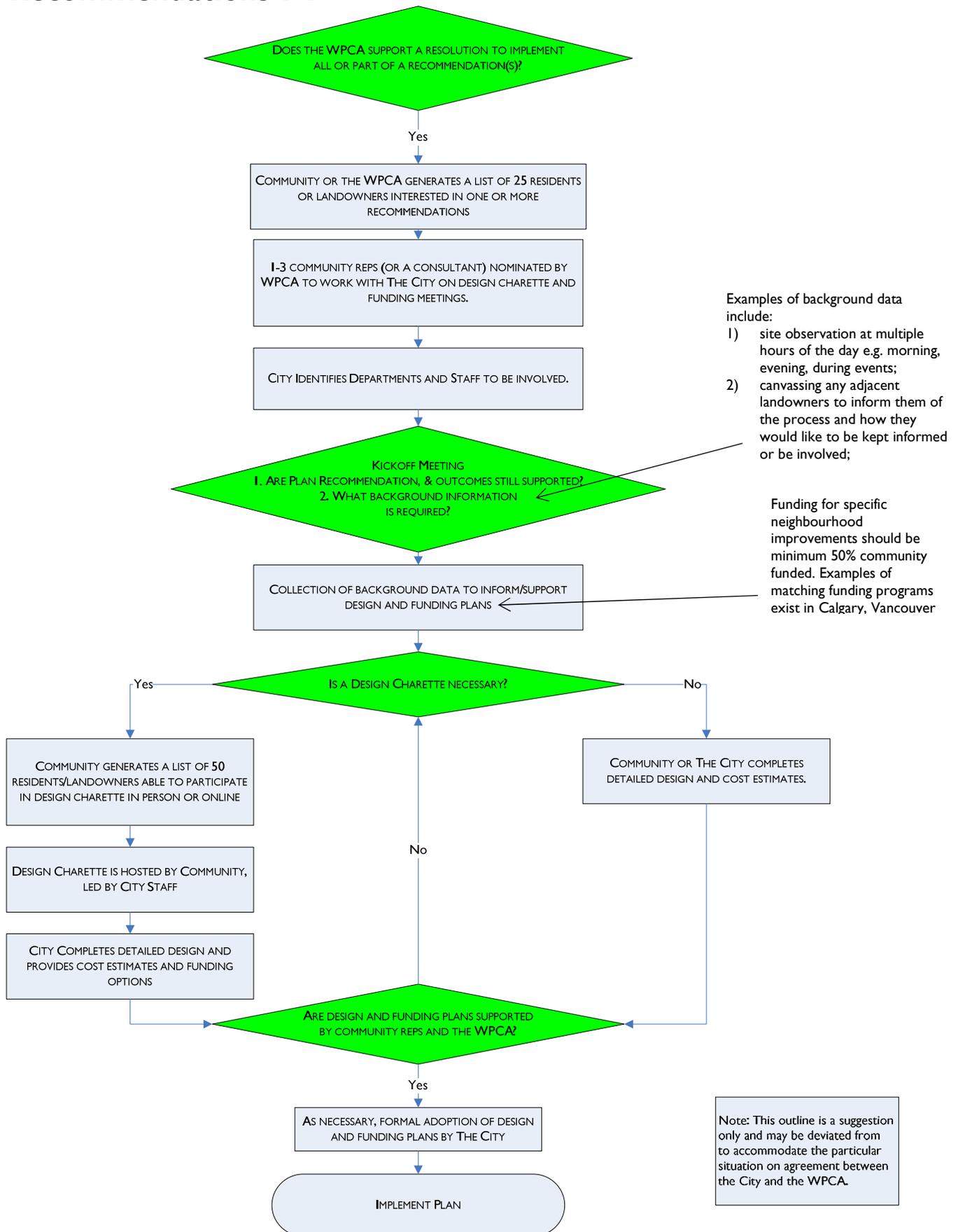
1. Organize and host design workshops to develop plans for underutilized open space.
2. Continue promoting West Park's many strengths / competitive advantages to realtors and people considering moving within or to Red Deer.

Plan Update

By formal request of the Community Association this Plan shall be updated at no sooner than 5 year intervals based on the completion rate of short term (1-3 year) actions and progress on long-term actions.

Citizens or organizations may apply to amend the Plan at any time, however they must pay the applicable fees and, depending on the nature of the amendment, fund a public consultation component prior to having Council decide on the proposed amendment.

Figure 2: Flow Chart for Design and Funding of Recommendations I-9



Appendices

A – Design Criteria Text

Note: The following proposed text may be modified slightly for clarity upon adoption into the Land Use Bylaw without an amendment to this Plan.

7.1.1 Riverside Meadows and West Park Overlay Districts

General Purpose

The purpose of ~~these~~ these Districts is to ensure that redevelopment in ~~these~~ these Districts will be designed to satisfy objectives outlined in the *Riverside Meadows and West Park Area Redevelopment Plan* which describes a compatible blend of residential and commercial development of varying sizes, styles and types appealing to a variety of demographic groups as if it were a village in a city. ~~These~~ These Districts ~~are~~ are comprised of regulations that provide a means to regulate design attributes which cannot be satisfactorily addressed through conventional land use zoning. Nothing in this section restricts the scope of the discretion of the Development Authority as set out in section 2.8 (1) of this Bylaw.

- (a) “Shall” statements mean those which must be followed;
- (b) “Should” statements mean compliance with the principle is required but may be varied based on the circumstances of the specific case.
- (c) “May” statements mean that the Development Authority determines the level of compliance.

(1) Permitted and Discretionary Uses

Those uses listed as permitted and discretionary in the existing underlying land use districts.

(2) Application

- (a) The regulations in this District apply to permit applications that change the site plan or exterior of any existing building and for the development of new buildings on lands located in the Riverside Meadows and West Park Overlay District, ~~the boundaries which are shown on the Land Use Constraint Maps K15, K16, K17, L15, and L16.~~
- (b) In addition to the requirements of Section 2.4 (1), an application for development approval shall include a site plan which shows:
 - (i) existing and proposed grades;
 - (ii) existing and proposed landscaping;
 - (iii) proposed building demolition, if any;
 - (iv) the height of main floor above grade;
 - (v) the location of proposed fences;
 - (vi) the location of all underground/overhead utility services and their connection points to any building; and
 - (vii) a sketch or photograph showing façade design and location of existing or proposed adjacent buildings.
- (c) Where the building regulations of the existing underlying use district are in conflict with the development regulations of this District, then the development regulations of this District shall govern.

- (d) Where a proposed development does not comply with the development regulations of this District, the applicant shall:
- (i) contact the ~~Riverside Meadows~~ Community Association and each owner of property located within a distance of 30 metres of the site of the proposed development (the “affected parties”);
 - (ii) describe to the affected parties in detail the manner in which the proposed development does not comply with the development regulations of this District and solicit their comments on the proposed development;
 - (iii) document the comments of the affected parties with respect to the proposed development;
 - (iv) describe any proposed modifications to the development made by the applicant to address the concerns of the affected parties, if any; and
 - (v) submit as part of the Development Application, documents showing the foregoing requirements have been complied with.
 - (vi) where a proposed development is to be forwarded to the Municipal Planning Commission for a decision, the Development Officer shall notify the affected parties of the time and date at which the application will be considered.

(3) Regulations for All Redevelopment

- (a) Building elevations fronting a street or park shall not have any single wall length greater than 5 metres unless it contains distinct architectural elements such as projections, balconies, surface changes, and/or articulation.
- (b) Windows and balconies shall be placed to allow overlook of streets, lanes, sidewalks, pedestrian passages, parking areas and public open spaces.
- (c) Entrances shall be clearly identified, visible and accessible from the principal frontage streets.
- (d) Areas between a building edge and public sidewalk shall be developed in a manner that provides a visual amenity to the pedestrian environment.
- (e) More than one type of high quality and innovative building material, such as, but not limited to, brick, stone, concrete, [hardy board](#) and cement stucco shall be used in a variety of combinations for ornamentation and articulation.
- (f) Architectural elements such as gables projections, recesses, balconies, verandahs, porches, steps, canopies, terracing, bay windows, window and door trim shall be incorporated into elevations fronting a street to minimize repetition, perception of mass and height and to break up large flat surfaces, including roof faces.
- (g) Street frontage elevations of buildings located on corner lots shall have equal quality architectural treatment.
- (h) All street facing elevations shall be parallel to the street except in the case of parcels with street frontage on three sides, only two elevations shall be parallel.
- (i) Fencing along the street fronts of vacant sites, construction sites, and around garbage compounds shall be constructed of weather proof materials or finishes (no plywood) and should be coordinated with the look and finish of adjoining development.
- (j) Ground-oriented pedestrian scale lighting shall identify pedestrian routes and site entrances to parking lots and buildings.
- (k) Open spaces shall incorporate landscaping and plant material to soften the harder elements such as concrete. Buildings, including additions, shall be designed to provide for useable outdoor spaces.
- (l) Development shall minimize disruption to existing topography and vegetation.
- (m) The street facing elevations multi-attached residential, multi-family residential and commercial buildings shall contain a critical height line or projecting horizontal element at a height between 3.6 metres and 4.25 metres.

- (n) Pedestrian spaces, linkages to parking lots and streets, pocket parks, courtyards, area sidewalks, walkways, and trail networks shall be incorporated in all developments.
- (o) Elements which are utilitarian in nature such as air conditioning units, electrical equipment, service areas, waste receptacles and the like shall be screened from the public view.
- (p) In addition to the parking regulation provisions of Section 3.1 and 3.2 the following shall apply to all redevelopment:
 - (i) Large multi-family or commercial developments should have underground parking and minimize above grade parking.
 - (ii) Parking access shall be from the lane for commercial and multifamily developments. Where no lane exists, street access to the rear of the building or parking lot may be permitted if it does not interfere with boulevard trees or other streetscaping. The number of vehicular site entrances should be held to a single driveway per block and parking lots shall be organized into clusters. Entrances may be shared with other properties.
 - (iii) Landscaped areas shall be incorporated into parking lots. A raised landscaped area shall define the edge of the parking lot along a sidewalk.
 - (iv) All off street surface parking lots shall be paved.
 - (v) Fulfilling the principles of CPTED, parking lots shall be visually enhanced and incorporate elements to define sidewalk edge, promote user safety and clear pedestrian connections to sidewalk and/or building entrances.

(4) All Residential Redevelopment

- (a) Architectural design elements such as gables, projections, recesses, balconies, verandahs, porches, steps, canopies, terracing, bay windows, window and door trim shall be incorporated into elevations fronting a street, park or trail to minimize repetition, perception of mass and height and to break up large flat surfaces, including roof faces.
- (b) Each main floor dwelling unit, including multi-attached and multifamily residential, fronting a street or park shall have a private front yard and individual front entry access from the sidewalk or trail.
- (c) The main floor shall not be situated higher than 1.2 metres above the grade of the front sidewalk.
- (d) Vertical walls, railings, hedges, gateways or decorative fences in the front yard shall not exceed .9 metres in height and be of an open design that does not impede sight lines.
- (e) The ground floor of residential buildings shall be set back a minimum of 4 metres from the property line.
- (f) Front drive garages and front on site parking is not permitted on sites fronting Kerry Wood Drive, 54th Avenue and sites in Direct Control District 13 (DC 13). On site parking shall be located in the rear of lot and garages shall be rear attached or detached with access off the lane.
- (g) The front yard setback areas of residential buildings shall contain enhanced landscaped areas with trees and a variety of plantings.
- (h) The maximum building width shall be 15 metres for a single family home.
- (i) The front yard setback shall be consistent with the setback of all existing buildings on the same block as the proposed development. On corner properties, the front yard shall contain the main entrance and be determined as the same as the front yards on the remainder of the block.
- (j) There shall be no more than 6 units in one building block of multi-attached residential.
- (k) The use of vibrant colours and textures shall be used in combination to distinguish elements of the façade and visually separate multi-attached and semi-detached residential units.
- (l) Multi-attached residential with more than four units shall have an enclosed garbage area.

- (m) Side windows and balconies shall respect privacy of neighbours by minimizing direct views into existing neighbouring windows and yards.
- (n) Semi-detached residential façade design shall either:
 - a. treat each unit with distinction to give the appearance of two separate units. Or
 - b. utilize a common roof line and front façade design elements to create the appearance of a single detached dwelling
- (o) Overhead utility service shall be buried and connected to the side or rear of the principal building. No metres shall be allowed on the front of the building.
- (p) Garages shall be no more than 35% of the total lot frontage. Garages shall not protrude beyond the front building façade, including porches and verandahs, of the principal building.
- (q) Garages and accessory buildings with elevations facing streets or parks shall complement the principle building and have design features including projections, recesses, variations and gables to minimize the perception of mass and height and to break up large flat surfaces, including roof faces.
- (r) Mature trees shall be preserved to the greatest extent possible. Where mature vegetation or landscaping material has been removed with redevelopment, new landscaping materials shall be added to the site.
- (s) For developments in West Park, any healthy, mature tree that is required to be removed to allow for a development shall be replaced at a minimum ratio of 1:1 (new tree:existing tree). Where no mature trees exist in the front yard, a new tree for every 7.62 m (25 ft) of street frontage shall be planted within the front yard setback. New deciduous trees shall have a minimum calliper size of 50mm. Ornamental trees shall be an exception and shall have a minimum calliper size of 35 mm. Coniferous trees shall have a minimum height of 1.8 m.
- (t) For West Park, an application for a new dwelling unit(s) shall be accompanied by at least one green initiative including but not limited to:
 - a. Wiring each unit so that they are solar ready should a subsequent owner be interested in installing solar panels
 - b. Providing a landscape plan that consists of drought resistant native species
 - c. Using permeable pavers for parking areas
 - d. Any other initiative subject to the approval of the Development Authority.

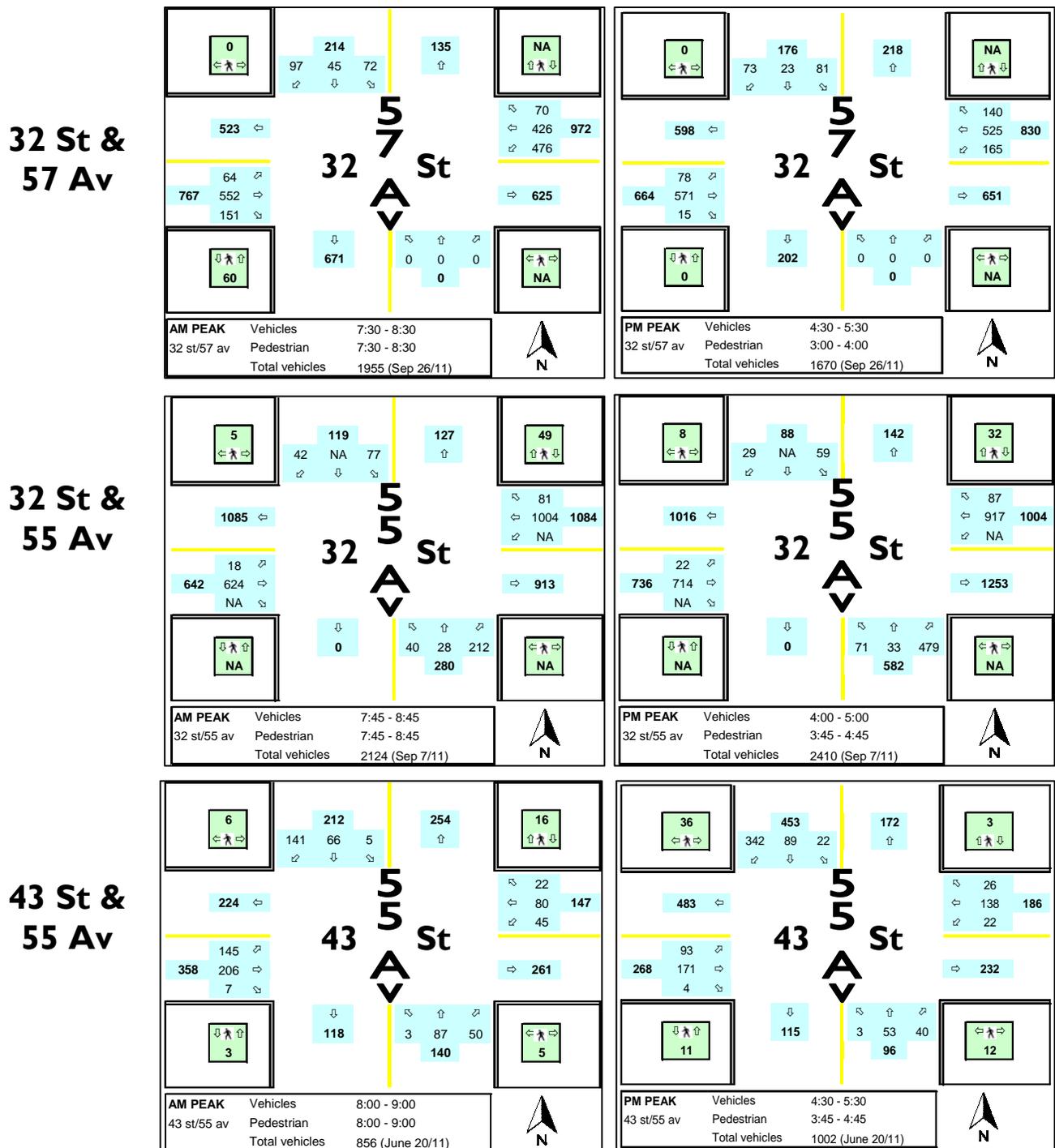
(5) Regulations for Commercial Redevelopment

- (a) All regulations listed in section 7.11 (3) also apply to commercial redevelopment.
- (b) Building elevations facing a street, including both elevations on corner sites, shall be built to the property line unless a setback provides an amenity to the pedestrian environment under Section 7.11 (3) (d).
- (c) Side yard setbacks shall be zero unless the parcel abuts a residential parcel, in which case there shall be a minimum 1.5 metre side yard. Rear yard setback shall be no less than 1.5 metres.
- (d) The minimum ground floor to ceiling height for commercial uses shall be 3.6 metres.
- (e) The ground floor portion of any street facing elevation shall contain a minimum of 50% transparent windows.
- (f) Where a lane exists, access to on-site parking and for loading and delivery zones shall be provided from the lane.
- (g) As a minimum, overhangs and canopies shall be provided at each building entrance and should be located along the full elevation. The design of the overhangs and canopies shall be compatible with the building's architecture and shall not affect the safety of the sidewalk.
- (h) Lighting shall be used to complement and draw attention to window displays, signs, store information, and architectural elements on the entire facade.

- (i) Service bays, utility entrances and storage yards shall be located to the side or rear of the building and shall be screened from view.
- (j) Street elevations shall replicate the historic pattern of store front modules of 7.5 metres to 10 metres wide, each containing varied design elements such as entrances, windows, canopies, projections, roof lines and signage.
- (k) Subject to review by administration, front angle parking shall be permitted on private property along local roads and streets where traffic volumes are less than 3,000 vehicles per day. Angle parking design shall incorporate landscaped boulevards and sidewalks between the vehicle and building elevation to ensure a continuous pedestrian path.
- (l) Sites located along Gaetz Avenue shall have the following exceptions:
 - (i) New buildings or major additions shall be set back as listed in Section 5.6 (2) (a).
 - (ii) Parking should be in the rear or side yard. Front parking areas may be considered if an enhanced landscaped buffer of 1.5 metres is provided adjacent to Gaetz Avenue.
- (m) For West Park, an application for a new commercial development shall be accompanied by at least one green initiative including but not limited to:
 - a. Wiring each unit so that they are solar ready should a subsequent owner be interested in installing solar panels
 - b. Providing a landscape plan that consists of drought resistant native species (naturescaping)
 - c. Using permeable pavers for parking areas
 - d. Any other initiative subject to the approval of the Development Authority.

B – 2011 Traffic Counts

Traffic counts at three key entrances to West Park were undertaken in 2011 to provide a base measurement for determining if and when improvements will be required. The 2011 counts were reviewed by the Engineering department who recommended that no changes are required as of 2011. It is also noted that a future south entrance to Red Deer College via Taylor Dr could result in the counts for 32nd St decreasing at that time.



BYLAW NO. 3488-2013

Being a bylaw to adopt the *West Park Area Redevelopment Plan*.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CITY OF RED DEER, IN THE PROVINCE OF ALBERTA, DULY ASSEMBLED, ENACTS AS FOLLOWS:

1. The *West Park Area Redevelopment Plan* attached as Appendix 'A' is hereby adopted.
2. This Bylaw shall come into effect on the date of its passage.

READ A FIRST TIME IN OPEN COUNCIL this 18th day of March 2013.

READ A SECOND TIME IN OPEN COUNCIL this 15th day of April 2013.

READ A THIRD TIME IN OPEN COUNCIL this 15th day of April 2013.

AND SIGNED BY THE MAYOR AND CITY CLERK this 15th day of April 2013.


MAYOR


CITY CLERK

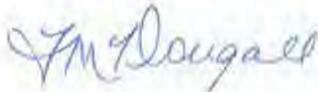
DATE: April 16, 2013
TO: Tara Lodewyk, Planning Services Manager
FROM: Frieda McDougall, Legislative Services Manager
SUBJECT: Adoption of the West Park Community Plan as a Planning Tool

Reference Report:
Legislative Services dated April 2, 2013

Resolution:
The following resolution was passed during the Regular Council meeting held on Monday, April 15, 2013:

Resolved that Council of The City of Red Deer having considered second and third readings for West Park Area Redevelopment Plan Bylaw 3488/2013 and Land Use Bylaw Amendment 3357/H-2013 hereby agrees to adopt the West Park Community Plan as a planning tool for future development in the West Park area.

Report back to Council: No



Frieda McDougall
Legislative Services Manager

c: Director of Planning Services