

TOWN OF WHITECOURT

VITALIZATION PLAN




Whitecourt

CTO
ENGINEERING PLANNING URBAN DESIGN
IN COLLABORATION WITH
DCL SIEMENS Engineering Ltd.

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TOWN OF WHITECOURT VITALIZATION PLAN




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Introduction

Section 1

1.0 Introduction

This section of the Plan provides background, the intent of the study and scope of work that led to the Whitecourt Vitalization Plan contained in this document. It will also include an overview of the economic and tourism benefits associated with revitalization of small towns and cities, and downtowns or main streets in particular.

The Town of Whitecourt has recognized a need to revitalize various areas of its community, namely the downtown core and the Highway 43 corridor. These are considered important commercial precincts of the community but more importantly are the areas that reflect the pride and profile of Whitecourt. Its physical appearance is shown to be dated and parts of the community are continuing to deteriorate. The Town of Whitecourt appreciates visual appeal must be addressed in a comprehensive manner, and in a way that will achieve the support of all stakeholders, including the business community, its residents and local government.

Whitecourt is not alone in this challenge. Downtown revitalization or enhancement is practiced in small and large communities throughout North America. Traditional commercial core areas have suffered significantly in recent years, especially as a result of the success of large format (big box) retailers drawing consumers and their shopping dollars away from the downtowns. However, many other issues prevail causing downtowns to be less appealing, aging and losing their ability to draw. A successful response continues to be a revitalization program that allows the public and the private sector to partner in physical improvements of both the private and public realm. These programs must also recognize that promotions and marketing will need to complement the investment in the physical improvements.

In 2008, A Community Tourism Assessment of Whitecourt was conducted by an independent consulting firm: Destination Development Inc. It provided a clear appreciation that first impressions for a first time visitor would not be very positive. Obviously, this was considered to be a significant concern for implications on growing the tourism industry in Whitecourt. This concern translated into the need to begin investigating the opportunities of a comprehensive vitalization approach, which could build upon initiatives that were taken in the past and help build its brand image. The Town quickly realized that the focus of attention should be both the downtown and “uptown” or Highway 43. It is along this highway corridor where the first impressions are made and where more commercial enterprises are being located. It is also along this corridor where the opportunity lies to inform the travelling public about the downtown as a destination, and even more so, provide the potential attraction to stop the visitor for a period of time, and even make a lasting impression.

Main Objectives

This Plan was undertaken with the following main objectives in mind:

1. Assess the conditions of the Downtown and along the Highway 43 corridor, including the gateways.
2. Address the needs and opportunities for revitalization and upgrading for three main components:
 - Streetscape
 - Building/Facades
 - Infrastructure*

3. Engage the stakeholder groups so that they could offer opinions on revitalization, understand their roles, benefits and implementation opportunities, and ultimately garner their support.
4. Establish a vision that addresses key goals such as tourism development, business growth, enhanced aesthetics, building façade upgrades, increased mobility, continued investment and community pride.
5. Define areas of common goals and objectives.
6. Prepare an overall Revitalization Strategy that looks at each street or block for both surface enhancements and underground upgrades*.
7. Provide preliminary concepts for streetscape improvements.
8. Provide order of magnitude cost estimates for streetscape improvements.
9. Provide a summary of necessary infrastructure upgrades that may be undertaken in concert with streetscape improvements.
10. Prepare an implementation plan that will assist the Town to build support, create incentives, guide and finance future revitalization projects that result from this strategy.

(NOTE: Preliminary assessment of the underground utilities has shown that the infrastructure is in good shape and will likely not require upgrades in the short term. Nevertheless, a condition of this strategy calls for regular monitoring of the underground works so that a determination can be made about any necessary upgrades at the time of the streetscape improvements. Please see Section 9.

A supplementary scope of work has included the investigation of design exemption to allow for landscaping of the median along Highway 43 through town. Please see Section 6.

The Study Area

The focus of this Plan has been the Whitecourt Town Centre (Downtown) and the Highway 43 Corridor, extending from McLeod River Bridge entrance on the west side to the east entrance near the Forestry Interpretive Centre. (Please see attached figure.). The Town Centre in particular is represented by the historic downtown area that runs from 52 Street to 48 Street and from the CN Railway to 53 Avenue. Key entryways and connections are mainly 51 Street, extending the entire length from the Highway into Rotary Park; and the Dahl Drive entrance off of Highway 43. Secondary consideration was given to the streets that connect the downtown to Dahl Drive at the east end where new large format (Big Box) retail has been developed. This applies to roads such as 52, 49 and ultimately, 47 Avenues. Streetscape improvements along these roads will ultimately assist profile of the downtown, connections between the historic downtown and the new commercial precinct, and efficient circulation of traffic.

It is recognized that the Downtown South Common (South of the railway) forms an integral part of the downtown. Large format stores and new development such as the Holiday Inn Express hotel and School District Office are located in this area, and should subscribe to a design vision that does not detract from downtown revitalization. As noted earlier, the **51 Street entry** is an important link between the highway and the historic downtown; the stretch of road between the Railway and Highway 43 between Canadian Tire/Home Hardware and the IGA Mall therefore deserves special attention.

Perimeter conditions are also respected in this analysis, and help focus some attention to aesthetic improvements beyond just the street. Some of these will include street ends at the Millar Western Mill site (e.g. 51 & 52 Avenues); the street end at Legion and CN Railway land; pedestrian connections to Rotary Park from downtown; connection across the Railway into the downtown; and the library/school/community centre precinct.

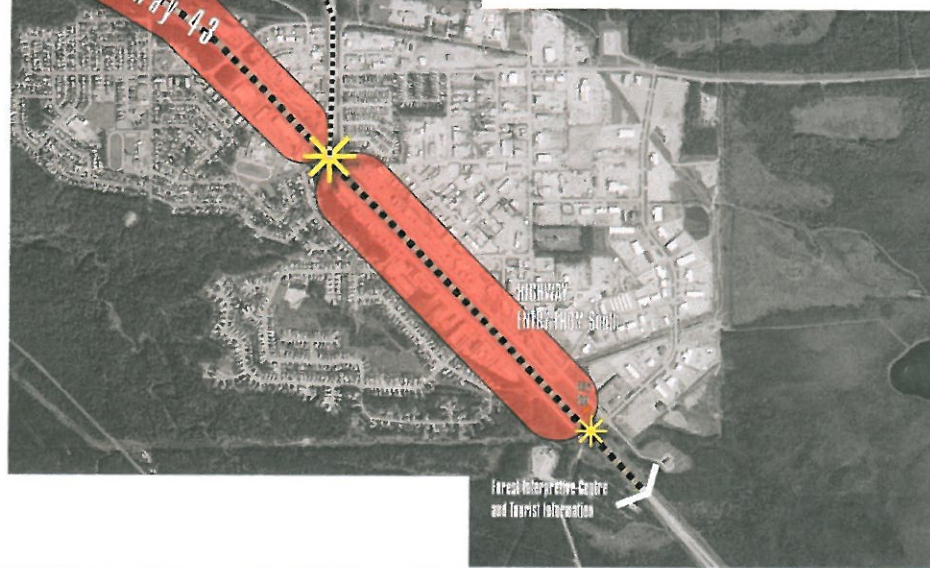
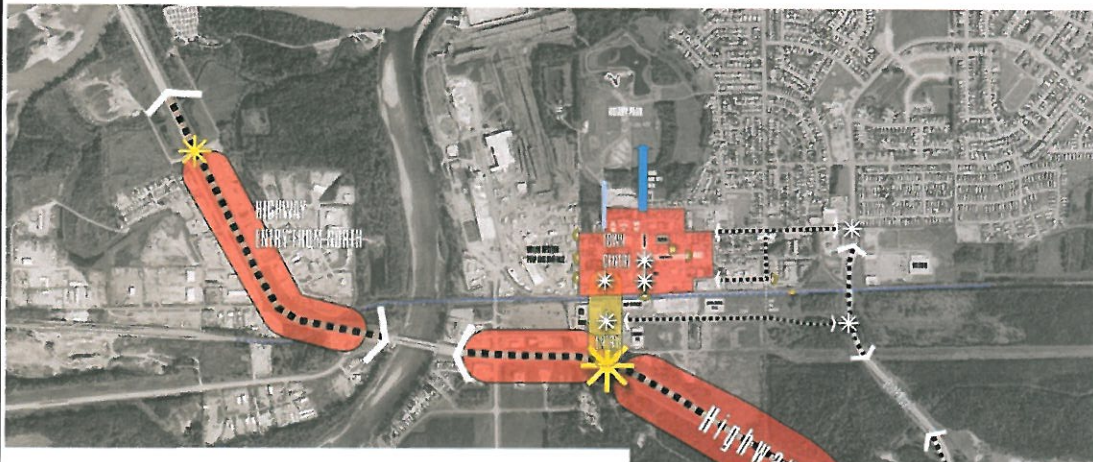
Lastly, the downtown study area includes a small institutional area (Town Hall, Fire Hall and Provincial Building), two small parks, a municipal parking lot and an enclosed shopping mall. Only one major hotel is located in the town centre. These are special site dynamics that add to the opportunities for future revitalization and even redevelopment potential of the traditional commercial and older residential uses.

Scope of Work

The following provides an overview of the scope of work and process used to help create this Plan.

➤ Work with Committee

The CTQ/DCL Siemens consulting team has worked closely with the Vitalization Committee made up of Town staff, Council members and business/property owners representing both the downtown and the highway/uptown area. Every opportunity has been taken to report findings, review objectives and concepts and keep them engaged throughout the project. The Consultants have respected feedback from this committee and the ultimate product has been a representation of their input, public/stakeholder feedback and Council endorsement of the strategy set forward by the consultants.




Whitecourt Vitalization

The Area


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➤ Inventory of Existing Conditions

The inventory of the existing conditions has included the following:

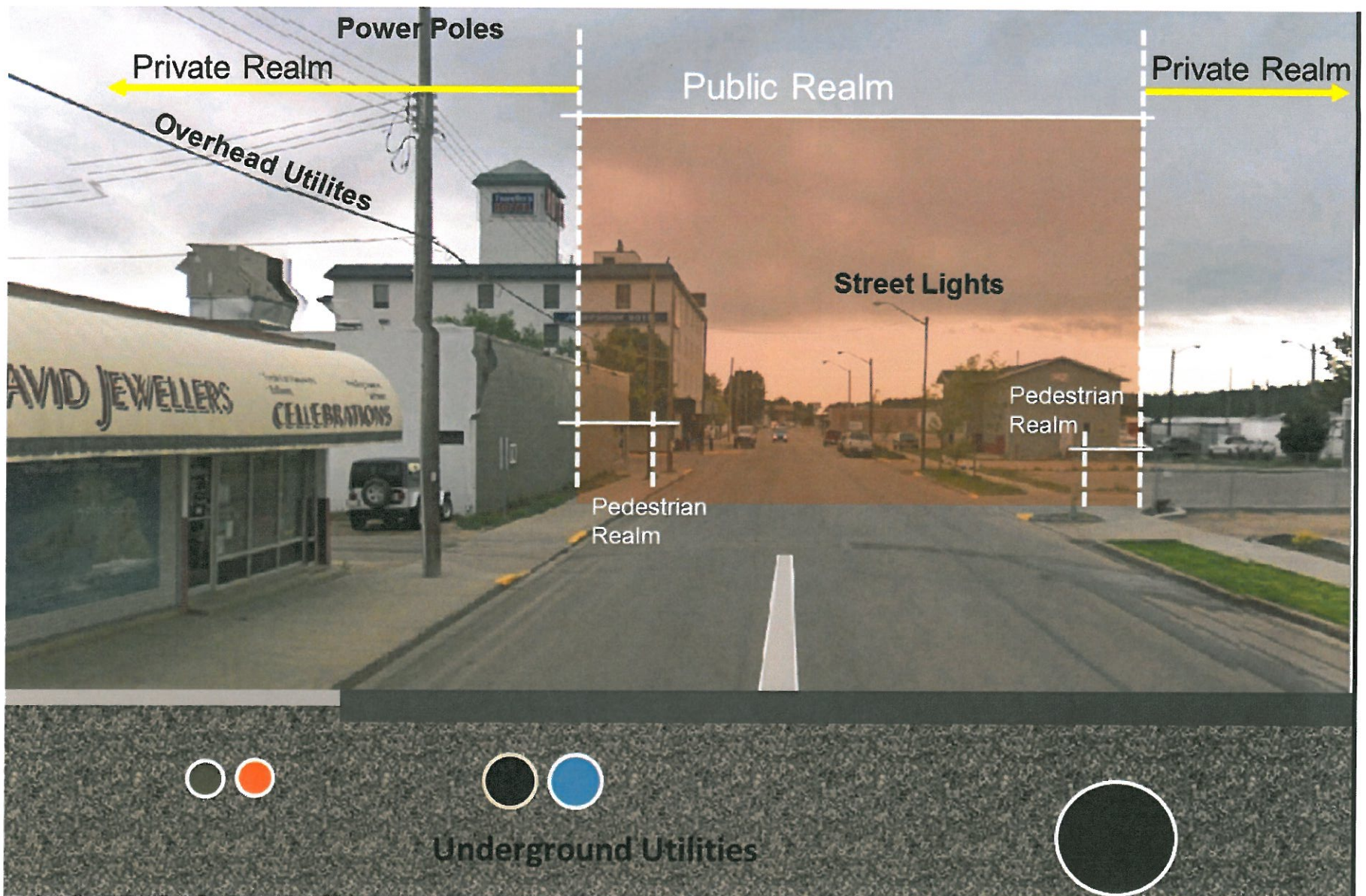
- Urban design review of the study area – streetscape, buildings, special sites, gateways, signage, etc.
- Pavement assessment (2010).
- Special areas and details such as street corners, parking areas, parks, seating, landscaping, etc.
- Gateways/Wayfinding, including major entry signs.
- Special features such as public art.
- Overhead utilities and power poles.
- Other.

**Note that the main focus of the project has been the public realm. (Please see attached figure).*

The consultants undertook a comprehensive public consultation program involving communication with Council (through the Committee), stakeholders from the downtown and on the highway, the general public and Alberta Transportation.

Committee members – The Vitalization Committee was made up of representatives of Council (including the Mayor), management staff from the Town, business owners and operators, the Chamber of Commerce and Economic Development Commission. This group served as the main source of direction and feedback, including vetting input from Council and the public.

Workshops/Stakeholder Sessions – Starting in June, 2011 a series of workshops/meetings were held with the Committee, downtown stakeholders and



The Streetscape – Public Realm vs Private Realm

uptown stakeholders. These sessions provided an understanding of the existing situation, opinions and ideas for improvements in the study area. The existing conditions inventory and visual representations of other revitalization concepts and elements were used to elicit feedback.

Public Open House/Exit Survey – In late March, 2012 the Committee and Consultants held a Public Information Meeting and Open House to gather input on a preliminary strategy and a series of concepts. Besides one-on-one communication with the public, a number of exit surveys were completed by those that attended the meeting. A summary of the meeting is included in Section 2, and raw data is appended separately.

Town Website – The Town’s website was used to solicit further feedback and communicate the preliminary strategy and concepts. By the end of April, 2012, over 60 responses were received, accounting for the various surveys being completed, some of which addressed architectural theme and the highway median enhancements, along with the general comments.

Media Coverage – Local press (radio and newspapers) has covered the Vitalization planning exercise, allowing for communication with an audience inside and outside of Whitecourt.

Submissions – Ideas and opinions have been submitted in writing to the Town.

Alberta Transportation and Infrastructure – This government department is responsible for management and maintenance of the Provincial Highways in Alberta. Highway 43 is designated as an Expressway (4-Lane divided Highway). The Committee decided early on that visual enhancement /landscaped median

THE ECONOMIC BENEFITS OF REVITALIZATION IN SMALL TOWNS AND CITIES

Downtown and Main Street Revitalization (vitalization/enhancement/beautification) programs have been implemented in numerous towns and small cities throughout North America in the past two to three decades.

Alberta communities have recognized the multitude of benefits of making improvements to their hearts and highways, and physical upgrades/urban design is seen as the main impetus for change. Although the relationship between urban design and economic or business activity is seldom studied through empirical studies using a large number of cases, there is significant evidence of wholesale positive economic changes throughout Canada and the USA that suggest that vitalized downtowns/commercial areas experience increases in employment, number of permanent jobs, number of pedestrians, number of business establishments, taxes, retail sales volumes and commercial property values.

Tourism visitation is also attributed to an enhanced appeal of any local destination, street or downtown attraction. It is has also been clearly demonstrated in most revitalization projects in BC and Alberta communities that investment in the public realm (streetscape , etc) yields investment and increased pride in the private realm (private properties, buildings and individual businesses). It is appreciated that urban design initiatives must also be supported by promotion/marketing, organization and municipal controls (eg planning/zoning and guidelines) for private development.

The following four graphics/tables represent findings of studies/surveys done in the USA but reflect small towns and cities in Canada too. Main street/downtown revitalization is seen as the greatest contributor to the health of small towns and cities and often the top issue that communities of under 50,000 population must contend with.




Whitecourt Vitalization

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Ranking of Downtown Issues



Whitecourt Vitalization

by Population Size

	Small (0-49,999)	Medium (50,000-99,000)	Large (100,000-499,999)	Extra Large (500,000 & up)
Economic/downtown development	1	1	1	1
Recruiting retail, office & other tenants	2	2	3	5
Finding a market niche	3	4	4	9
Design, beautification, preservation	4	6	8	10
Strategic planning	5	5	11	5
Working with the private sector	6	3	2	13
Organization & management	7	14	9	3
Working with county, state, & federal resources	7	8	6	13
Parking	9	11	4	7
Winning political support	10	12	15	12
Fund-raising	10	9	13	19
Increasing residential development	12	9	6	8
Maintaining existing industry	13	13	13	15
Recruiting new industry	14	14	17	17
Building/maintaining membership	15	16	19	17
Traffic	15	17	17	16
Crime	17	7	9	2
Transit	18	18	12	10
Dealing with panhandlers & homelessness	19	19	16	4

Small City Downtown Development Strategies

Communities with “Downtowns” that have high ratings in each of these elements are typically doing well economically. Main Street Revitalization continues to have the most significant and long term positive impacts.

Development Strategy	Rating
Main Street Revitalization	3.57
New Office Development	3.52
Waterfront Development	3.47
Convention Centre	3.40
Pedestrian Improvements	3.36
Sports Stadium/Arena	3.33
Historic Preservation	3.32
Parking Facilities	3.20
Tourism	3.20
Centralized Regional Management	3.15
Downtown Housing	3.03
Transit Improvements	2.91
Indoor Shopping Centre	2.89
Traffic Circulation Changes	2.81
Nightlife/Entertainment	2.80
Pedestrian Mall	2.53

 Whitecourt Vitalization

Community Enhancement Builds

- Community Character
- Aesthetic Value
- Economic Value
- Vitality
- Livability
- Community Pride
- Land Use Diversity
- Infrastructure

Revitalization of this commercial streetscape precinct in Kelowna, B.C. led to several benefits for businesses, shoppers, residents, property owners and visitors.




Whitecourt Vitalization

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should be a priority in the overall Vitalization Plan. This objective required communication with this government department in order to investigate potential "design exemption" from current standards. (Communication on this matter is currently on-going.). Responsible officials from this department are based in regional offices in Edson and at headquarters in Edmonton. Terry Carter from the Edson office has been the main contact for this project.)

TOWN OF WHITECOURT VITALIZATION PLAN



2.0 Public Input

This section provides an overview of the input provided by stakeholders, the Town and the general public that attended the various meetings during the formulation of the plan.

The input was generally received as follows:

1. *Whitecourt Vitalization Committee/Organizing Group* – A mini workshop to set the parameters of the work and provide some direction or reasons and principles for the Vitalization Plan. This workshop was held on June 14, 2011. (Approx 15 people in attendance).
2. *Highway 43 Corridor Stakeholder Group* – A workshop that was open to all interested property owners and business operators along Highway 43 provided those in attendance opportunity to offer ideas, issues and comments relative to beautification and improvements along the highway. This workshop was held on the evening of June 14, 2011. (Approx 20 people in attendance).
3. *Downtown Stakeholder Group* – A workshop specifically directed at those people that were generally interested or had a vested interest in the downtown core. A much larger group than the highway group but with similar concerns, ideas and comments that were offered to improve the look and viability of the downtown. This workshop was held on June 15, 2011. (Approx 30 people in attendance).
4. *Meetings with Town Staff and Site Tour by Consultants* – The consultants conducted their own reconnaissance of the study areas and met with various representatives of management and technical personnel at the Town of Whitecourt during the project kick-off. Preliminary observations and thoughts are included in the Appendix.



Vitalization Plan

Town of Whitecourt



5. *Public Open House/Exit Survey – The Town of Whitecourt and the Consultants hosted an afternoon and evening public information and input session to unveil the preliminary findings, objectives and concepts for the Vitalization Plan. This open house attracted several people that attended a brief presentation, reviewed a series of poster boards and completed exit surveys. This session was held on March 28, 2012, with surveys being handed in to Town Hall until the end of April. More than 60 responses were received, and approximately 80-100 people attended during the course of the day. The public session garnered input on key items such as:*

- Architectural design theme preferences.
- Priority areas of improvements (by street, etc.).
- Priority along the highway.
- Support for the Median treatment on Highway 43.
- Suggestions for “early wins” or initiatives that involve relatively low cost but can have positive and early impacts for the community.

Note: All raw data and notes are provided in the appendix/separate cover. The following attempts to summarize or categorize the input. The main emphasis should be for the Town to retain this public input/information and revisit it as the plan is updated or implemented in the future. Much of it has been enshrined in the goals and objectives that are set out in Section 4.



2.1 Vitalization Committee Principles

1. Revitalization Program should help build pride in the community.
2. Revitalization should help stop or slow the “bleeding” of spending/shopping in Edmonton.
3. Cater to the regional shoppers in the Whitecourt, Fox Creek, and Swan Hills area.
4. Make it more attractive for the local Whitecourt residents.
5. Assist in the “Branding” of Whitecourt: Who are we and who do we want to attract?
6. Promote tourism visitation, especially pass through and destination.
7. Develop a quality of life image for new residents.
8. Build and improve on the former revitalization efforts.
9. Provide more to offer in the community.
10. Keep the new retail off the highway by encouraging the enhancement of the Town Centre/Downtown Core.
11. Introduce some quick wins with significant benefit.
12. Support physical revitalization with Marketing/Promotions



2.2 Highway 43 Input

Almost 40 main items that were brought forward by this group, were categorized as follows:

Image to be Addressed – 10 comments were presented regarding things such as signage clutter, west corridor has industrial character, key to first impression about the Town, unsightly businesses, etc.

Landscaping – 8 comments were presented regarding the need to enhance the landscaping through maintenance, plant more trees, median planting, use of planted pots, remove dead trees, and offer awards for site beautification.

Promotions and Marketing – 10 comments were presented regarding ideas such as signage for Rotary Park, make the visitor want to stop and explore, current signage at west approach is inadequate, use of tax incentives , need for a BRZ or other organization to organize land owners and business for marketing purpose, etc.

Highway Transportation Improvements – 7 comments were presented regarding traffic/mobility related suggestions such as reduce speed through the commercial area of the corridor, threat of the bypass by Alberta Transportation, need for additional traffic signals, need sidewalks to make it more pedestrian friendly, etc.

Development Oriented – Another 4 comments suggested development oriented initiatives are required such as more services required along the highway, more land availability for development/redevelopment, and incentives for absentee land owners to do something with their real estate.



2.3 Downtown Input

Well over 100 comments were presented by this group; they were categorized as follows:

Streetscape improvements – the highest proportion (21) of comments received were related to consistency in streetscape (lights, trees, sidewalks), creating a pedestrian area, widening sidewalks, upgrade sidewalks, courtyards and patios, and more lighting in winter months.

Development – 19 comments were devoted to increasing development in the downtown core, ranging from need for more residential to more commercial such as street oriented coffee shops, restaurants, pubs and bakeries, etc, redesign of the existing mall, demolish the Howard Johnson Hotel and increasing height of buildings to satisfy space needs; Institutional building replacement to protecting the integrity of some older buildings.

Amenities – 15 comments were focused at the need to enhance amenities and amenity spaces such as parks, cultural amenities, farmer's market, public art and cultural reasons to come downtown.

Promotion – 15 comments were presented regarding such ideas as sign program, featuring progress, joint marketing, wayfinding, profiling the gateways into downtown, and recruitment of retail businesses.

Parking – 10 comments were presented regarding parking improvements required for RVs, encouraging more use of the public parking lot, and better signage for parking.



Landscaping – 10 comments were presented regarding landscaping in particular such as screening unsightly areas, maintenance of trees, ugly boulders to be replaced with proper landscape material, etc.

Architectural – 10 comments were presented regarding items such as: decide on a theme, diversity to be encouraged, designate some historic structures, consistency in design, and more appealing building fronts.

Other items included taking action and putting the right zoning in place to make things happen towards achieving a plan.



2.4 Outcomes from the Public Open House

Upon reviewing the preliminary plan and concepts for many of the areas and topics noted in the early meetings (above), the public was in a position to offer some more learned opinions of how the Vitalization Plan should unfold.

1. Architectural Character/Design Themes

23 responses chose the **“Authentic” (stone and wood)**

6 responses chose **“Reflecting Existing”** (glass and brick)

6 responses chose **“Contemporary”** (complementing some new buildings)

3 chose “other”: e.g. any of the above, but stick to one theme; all three; combination of all three, and don't be too strict to cause development to be restricted.



2. Priority in the Downtown Core

Out of 11 possible priorities where emphasis should be placed, the highest priority chosen was **51 Street** as it serves as the main entryway into the downtown; the second was **Main Street (Legion)**.

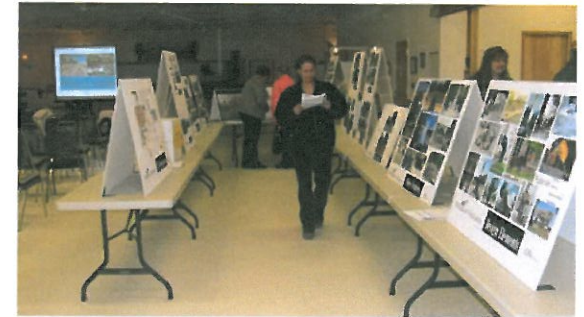
3. Priority along the Highway

The top priorities for the highway were **landscaped median and the west entrance sign**. Construction of the walkways was a close third, while fourth and fifth priorities were consolidation of the business signs and the boulevard landscaping, respectively.

4. Top Objectives

Out of the 43 objectives that were presented at the open house, the following were chosen as overall priorities or most important initiatives:

#1	Gateways at 51 Street and Dahl Avenue Announcing Entrance into the Downtown	#5	Implementing Landscaped Curb Flares and Widened Sidewalks on key Streets
#2	Median Planting on Highway 43	#6	Attracting New Businesses to Add After Hours Life into the Downtown
#3	Adopting an Architectural Theme or Character for Whitecourt	#7	Maintaining a "clean and green" commercial area
#4	Sidewalk/Pathway on Frontage Roads on Highway 43		



5. Landscaped Median on Highway 43

There was strong support for a landscaped median, however respondents were quick to point out that certain conditions such as safety in crossing, maintenance of trees and not impeding sight lines, should be addressed.

6. Early Wins Box

Numerous ideas were offered with regard to “initiatives that could be considered early wins” or those that would involve relatively low cost but have positive and early impacts for the community:

- | | |
|--|--|
| <ul style="list-style-type: none">• Improve Curb appeal of properties• Entrance signs into the downtown• Services to attract people and businesses• Improved traffic lights• Banners• Signs• Trees• Fix Pot Holes• Replace broken sidewalks• General beautification• Statues and lighting in the downtown• Have big business lead the charge (Millar, IGA, Canadian Tire, Home Hardware)• Bury power lines | <ul style="list-style-type: none">• Rock feature in front of Mall• Downtown Signs• Consistency in new buildings• Sidewalk widening• Shrubs maintained• Flowers• Downtown park• Benches• Dress up the library lot• Remove visual clutter• Municipal Offices and property as a priority• Hide industrial signs on west end (??) |
|--|--|
- *People also continued to mention the importance of the 51 Street entrance; West Entrance Sign on the highway; landscaped medians

(These should be considered along with the major projects priorities noted in Section 7)

TOWN OF WHITECOURT VITALIZATION PLAN



Our Findings /
Existing Conditions

Section 3

3.0 Our Findings: Existing Conditions

This section of the report provides an overview of the consultant’s initial observations of the existing conditions relative to the aesthetic appeal and potential of the study area. It is considered an objective opinion without any bias or influence from a third party. These preliminary findings have assisted to inform the objectives of the plan, and were also used to help spark discussion with the Committee, stakeholder groups and the public. Our many observations about Whitecourt were categorized into 13 general topics. They are illustrated in the following pages and defined below. They are in no order of priority.

1. Creation of Awareness about Downtown Whitecourt

Driving along Highway 43 through Whitecourt provides hardly any awareness of the fact that there is an inviting downtown beyond the corridor. An initial impression can be made to the travelling public and an awareness about the fact that one can spend time, see things, shop, dine, recreate, receive services, attend events, in the downtown. This should entail more than simply signage that directs the visitor towards the Town Centre. It must be an “invitation” or draw that stimulates interest to explore and make a statement about “why go into the downtown”.

2. Lack of Pride in Downtown /Uptown Commercial Areas

Minor cosmetic flaws and some larger deteriorating elements of the two main commercial areas may lead some visitors and local residents to believe that the community lacks pride. This was witnessed in both the public and private realms. Broken lamp standards, bent sign posts, cracked sidewalks, aging asphalt, dead trees and poor quality or dated facades on some buildings, unorganized parking and sign clutter, are all representative of how the aesthetic standard has suffered. Many communities suggest that this is synonymous with overlooking clutter that we walk by in the house every day, and it becomes accepted as the



1.

***Creation of
Awareness about
Downtown
Whitecourt***

- Positive First Impression is needed
- Way to access Downtown
- Why go Downtown



2.

***Lack of Pride in
Downtown /
Commercial Areas***

- In Private Realm
- In Public Realm



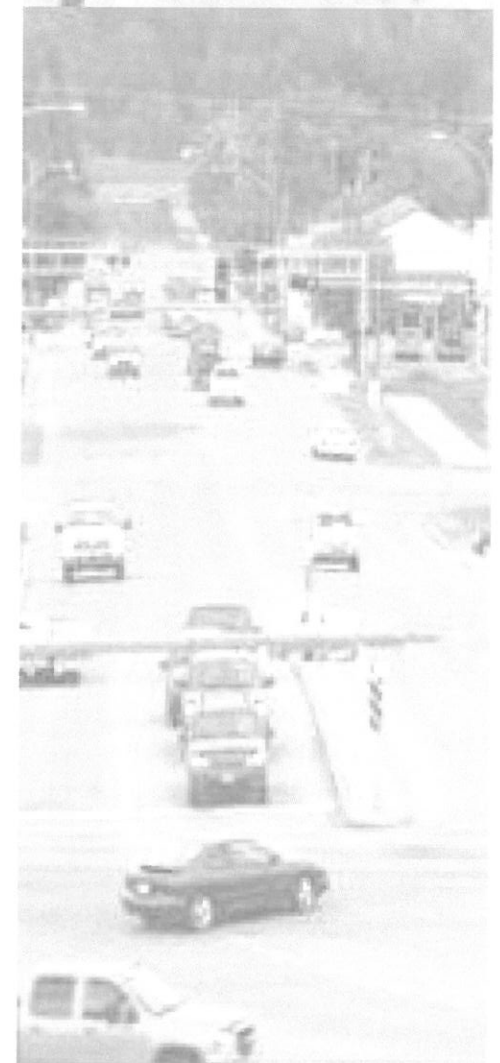
norm or promotes "its fine the way it is" attitude. Visitors, or new residents, on the other hand, will more often than not, see it as a community with a lack of pride. The corollary is the small tiny town that is impeccably clean, inviting and vibrant, as well as maintained to perfection, such as so many European villages we have all visited.

3. No Sense of Arrival at Highway 43

Highway 43 serves as the gateway to Whitecourt and provides the first impression for anyone coming through town. It is the location that should make a statement that one has arrived, that there is reason to stop and explore. It should also provide an indication of the fact that Whitecourt is different from other communities that one drives through in central Alberta. Signs that introduce and welcome are only one of such means to create a sense of arrival. Positive visual impact using "things of beauty" is the most powerful element to announce arrival and make the visitor pay attention. The current situation with the expansive freeway type corridor and the ability to "speed" through town certainly detracts from the beauty of the area and a sense of arrival.

4. Where is the "Heart" of the Downtown?

Successful downtowns usually have a heart that symbolizes the "go to area" or the life of the community. It can be very small (intersecting streets) to an entire main street, a public place or some other feature that announces you have arrived. It may be historic, institutional, or an area where the community gathers on a regular basis, be it for shopping, events, cultural appeal or to appreciate beauty such as a water front or special feature. Downtown Whitecourt is lacking that pronouncement. However, certain streets, Friendship Park, a public square/plaza or a key corner can be enhanced to create that heart. Done properly, the heart can become the focus of and impetus for investment, business, tourism, and cultural initiatives for decades into the future. It would also certainly help enhance the pride of the Whitecourt merchants and residents alike.



3.

**Where is the
"Heart" of
Downtown
Whitecourt?**

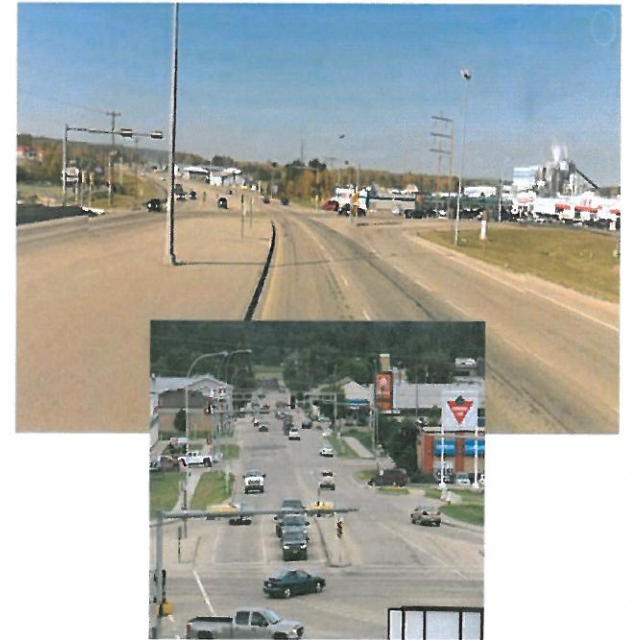
- What can it be?
- How large?
- Pronouncement (Public place, streets, parks?)



4.

**No Sense of Arrival
@ Highway 43**

- Visual Impact
- Reason to Stop
- How is Whitecourt different



5. Downtown is Vehicular Oriented

Downtown Whitecourt is certainly vehicular oriented where the automobile dominates all forms of mobility. Even during non-winter seasons or in good weather conditions, there appears to be minimal pedestrian activity. It is appreciated that this is a function of land use/building pattern, roads and sidewalks where pedestrian movement should typically occur. It is also a function of minimal outdoor promotional activities and sales events, when people will typically move throughout the area on foot. Lastly, on-street parking habits in a community such as Whitecourt continue to cause business patrons to want to park their vehicles as close as possible to where they shop. Generally, this vehicle oriented town centre reflects an unappealing streetscape on many of the downtown streets; that is, the space that could be provided for landscaping, amenities, public art and wider sidewalks for the pedestrian, is given up to parking.



5.

***Downtown is
Vehicular Oriented***

- Minimal pedestrian activity
- Land use, road, sidewalk
- Business promotions and events



6.

***Compact
Downtown***

- Well framed
- Great scale
- Walkable



6. Compact Downtown

Downtown Whitecourt does have the intrinsic potential of a very walkable commercial and cultural precinct. It is clearly defined on four sides, it is well framed by land uses such as the Mid Town Mall and it has a great scale to contain the redevelopment and enhancement of this core area. Future land uses, streetscape, the architecture, amenity spaces and parking should all reflect this compact character. The area contained within the four or five blocks that make up the town centre can truly celebrate the history as well as the vibrant dynamics of this community. Designed and developed in a different format than say the new big box shopping area or the up town/highway area, it can be promoted as a special place for Whitecourt.

7. Need to Enliven the Downtown

People, including shoppers and visitors, are typically attracted to locations that are vibrant and have a feeling of being alive. Whitecourt currently has many relatively sterile environments that could even cause people to avoid. These are never created intentionally but evolve over time as a result of the architecture of a building (e.g. blank walls), land uses (that are typically businesses that close at 5 and may not be open on weekends) or lack of animation in public or private space. Downtown Whitecourt can encourage a new dynamic by introducing life onto the sidewalks, with landscaping, with the architecture, through treatment of public spaces and with the new land uses that are attracted into the mix of activity, including residential, commercial and institutional development.



7.

***Need to Enliven
Downtown***

- Outdoor Spaces and use
- Sidewalks
- Animation
- Public art



8.

***Lighting and
Illumination***

- Aesthetics
- Safety
- "Enliven the Dark"
(6 months of the Year)



8. Lighting and Illumination

One particular condition that was observed by the consultants and raised by many stakeholders was need for more lighting and illumination at night. This would address aesthetics, safety and the fact that the location of Whitecourt as a northern community means more hours of dark skies. The town centre street lights are well designed but the need to “enliven the dark” may require an enhancement of the lighting program. Light standards, decorative lights and seasonal lighting can be applied to both public and private spaces and buildings. Costs for improving the light and illumination should not be prohibitive, but certainly integrated into the design considerations of both building and streetscape.

9. Improvements to Site Furniture

Whitecourt has started with a quality pallet of site furniture such as the metal (wrought iron) benches on some of the downtown streets. Other site furniture such as tree grates, garbage receptacles, flower pots and bike racks are either lacking or in need of a cohesive look. Future improvements should include a continuous program of strategically located and matched pallet or Kit of Parts in site furniture for the downtown. Where private initiatives (such as seating, café barriers or flower pots) are supported, they should be coordinated with the Town’s program to avoid a disjointed look or even a safety hazard.

10. Continuity in Design

One of the most critical aspects of a successful and appealing downtown is continuity in design. This should apply to buildings, streetscape and landscape. It provides a comprehensive look and appeal that adds to the image and brand of the downtown. Downtown Whitecourt can certainly benefit from a set of design guidelines that will treat the form and character of buildings and respect some continuity in design. The private realm must be complemented by a standard in the public realm to truly achieve an overall strong sense of continuity.



9.

Improvements to Site Furniture

- Good start with benches and on some streets
- Need for cohesive look
- Strategic placement
- Continuous program



10.

Continuity in Design

- Buildings
- Streetscape
- Landscape
- Design Guidelines for Private Development



11. Parking to Enhance the Pedestrian Realm

Parking location and configuration in both the downtown and the uptown commercial areas have significant influence on pedestrian safety and mobility. Parking implies movement of vehicles or obstruction of pedestrian mobility and safety. Downtown has a combination of designated on-street angle and parallel parking while the parking along much of the frontage roads on Highway 43 is unorganized. Furthermore, parking of large trucks with semi trailers along the highway consumes significant space, especially in the evenings when the hotels and restaurants are being used by the truck drivers. The challenge is to accommodate the vehicles and the pedestrians in an efficient and safe manner in both locations. Sidewalks, pathways, crossings and signage will need to be designed and located to respect the needs of the pedestrian while ensuring that businesses can accommodate parking in the vicinity of their retail and service outlets.

12. Architecture

Whitecourt can benefit from some improvements or changes to the architectural character of the commercial buildings in the downtown and along the highway. Although the red brick theme is prominent in some buildings, there is quite a mixture of materials and design in older buildings. Some of the cinder block buildings have been painted with vibrant colors, while others are certainly showing their age and state of disrepair. With the potential of new construction and redevelopment of properties in the near future, Whitecourt should encourage an architectural style or theme that would help achieve continuity in design and ultimately a brand image. Some of the new buildings have reflected some prominent design themes and materials (e.g. Original Joe's) that can be used as basis for common architectural language throughout the downtown core or all commercial areas. Any future institutional buildings, public facilities or monument signs can also reflect a chosen architectural style and material treatment. The challenge will be to achieve a balance between common architecture and some flexibility that will allow individuality of the commercial development. As noted in #10, design guidelines will play a critical role in achieving this balance.



11.

Parking to Enhance the Pedestrian Realm (Downtown and Highway)

- Configuration on the street/road
- Locations
- Effects on the pedestrian



12.

Architectural

- Theme
- Styles
- Building on the new



13. After Hours Draw

It was noted that the downtown certainly caters to daytime shoppers and business activity but loses its vibrancy in the evenings. The town centre appears to lack the type of businesses; appeal and marketing that could help draw people into the area after 5 or 6 PM. Adding a mixture of commercial and even residential uses could change the current situation. Other downtowns have succeeded by recruiting new retail, entertainment (pubs, theatres, etc.) and restaurants that will remain open after the conventional closing times and on Saturdays and Sundays. Events, festivities, sidewalk sales, outdoor markets and other programming can further enhance that appeal, during various seasons or year-round. Marketing and promotions must supplement the physical improvements. Furthermore, planning and zoning regulations should support the myriad of commercial enterprises that are best suited for the town centre, while restricting them in other locations of the community.

14. Industrial Character of West End

There is a feeling amongst many residents that the west entry to Whitecourt suffers from an unsightly industrial character. The corridor contains fuel tanks, unorganized parking and vacant fields, minimal landscaping, industrial signs and some unsightly buildings. This is typically implicit of industrial areas, however since it is immediately adjacent to one of the two main gateways, some attention to improving the aesthetics and development control is warranted. The east entry has benefitted from a new entry sign, landscaping along the boulevards and is much more devoted to commercial use than industrial use, allowing for a more appealing welcome to Whitecourt. A combination of design treatment, planning, zoning, landscaping and control of signs should form part of the strategy for allowing the west end area to maintain its important economic function while still improving its aesthetics appeal.



13.

After Hours Draw

- More Retail Downtown
- Restaurants
- Marketing and promotions
- Buildings



14.

Industrial Character of the West End

- Compare to Highway Commercial character at east end
- How to treat it but recognize its importance
- Planning, zoning and design
- Signage




Whitecourt Vitalization

Our Findings

CTO
ENGINEERING PLANNING URBAN DESIGN

TOWN OF WHITECOURT VITALIZATION PLAN



Goals
and Objectives

Section 4

4.0 Goals and Objectives

This section serves as the basis of the Vitalization Strategy. The strategy has reflected the findings or existing conditions to be addressed, input from stakeholders and the public, and a feasible approach to long term implementation. It is a comprehensive plan set out in a series of objectives under 13 goals or areas of focus. The 40 objectives are essentially “projects” that the Town will consider as the core to their revitalization effort. Means (financial or otherwise) to implement could be revisited on an annual basis. Nevertheless, the Plan should be acknowledged as a comprehensive approach so that all of the goals and objectives complement one another. The Goal: “Development Controls, Guidelines and Design” (Objectives #33-#40) should be addressed as early as possible to ensure the quality of built product.

The following objectives (or projects) are generally illustrated in the following pages and briefly described below.

GOAL #1	Create Awareness of Downtown at Highway 43
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A series of three objectives should be considered to achieve this important goal of creating awareness about the downtown at the key entryways off the highway. They can be combined into one project (for each entry) or undertaken separately.

1. **Gateway Development** – Announcing the downtown by reinforcement of the entryways so that they become true gateways at the highway. Design can include landscaping, public art, high quality entry signs and/or new development that makes a pronouncement about the downtown at 51 Street and Dahl Drive.

2. **Treatment of the Key Streets/Entryways** – This objective complements the first one. It implies streetscape improvements/landscaping along both sides of 51 Street and Dahl Drive. They essentially become the red carpet into downtown. The treatment of 51 Street is very important and should be continued across the Railway and eventually into Rotary Park. Dahl Drive treatment can serve to draw visitors into the Walmart Shopping Centre area as well as the Town Centre.
3. **Signs (Directional and Monument)** – Appropriate locations, east bound and west bound, along the highway, should be confirmed to allow quality directional or monument signs that will announce the downtown in advance of reaching the two main entryways. These can be in the form of information or rest stops and may contain similar design theme as the main entryway signs or public art, but in smaller scale.

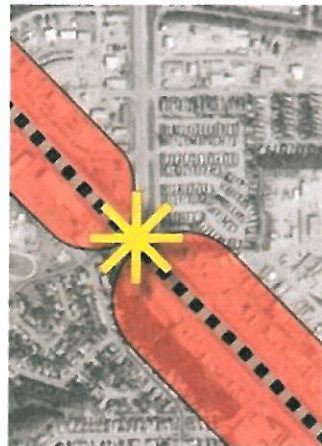
GOAL #2	Addressing Sense of Arrival
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A series of three objectives should be considered to achieve this important goal of addressing the sense of arrival at Whitecourt. Much of this implies working with Alberta Transportation regarding the ability to landscape or conduct works in the Provincial road right of way.

4. **Median Planting** – This is deemed to be an initiative that would have the greatest impact on announcing the arrival into Whitecourt, as well as having a major impact on improving the aesthetics of the highway corridor. Placement of trees and landscape elements are proposed within areas where the raised median is wider than 6 meters and especially where the main intersections are located along Highway 43. The intent is also to enhance driver awareness of the lower speed zone.

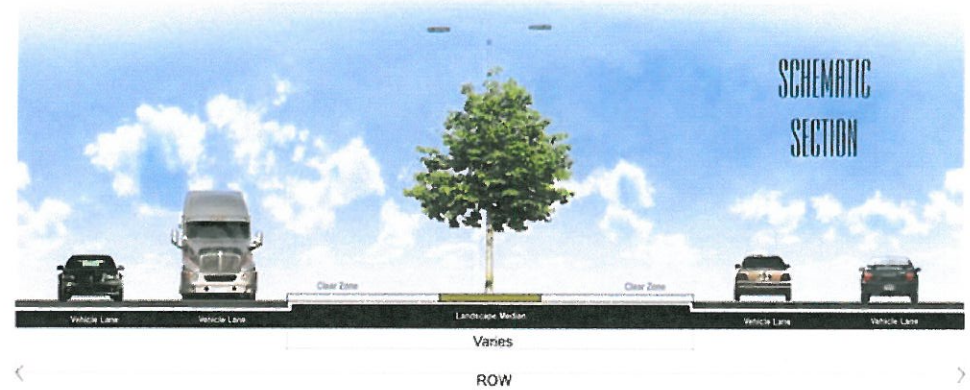
Create Awareness of Downtown at Highway 43

- Objective 1 Gateway Development
- Objective 2 Treatment of Key Streets/Entryways (Dahl and 51st Street)
- Objective 3 Signs (directional and monument)



Addressing Sense of Arrival

- Objective 4 Median Planting
- Objective 5 Boulevard Enhancement/Planting
- Objective 6 Gateways



5. **Boulevard Enhancement/Planting** – This objective will complement #4 with announcing arrival and addressing the aesthetics in the boulevards between the highway and the frontage roads. It implies landscaping and erection of monument signs to eliminate the clutter of commercial signs currently littering the highway edge.
6. **Gateways** – Whitecourt has started with an excellent gateway sign on the east entry which should be complemented by a similar sign on the west entry. Improvements with landscaping at the base or in the vicinity of the sign are recommended. This will assist with seasonal changes of the image including Christmas Lights or other ornamental features.

GOAL #3 **Creating the Heart**

It has been noted that Downtown Whitecourt needs a “heart” that will help define its business and cultural centre, a place where people can gather, events can be held and spark life into the community. Emphasis in the past has been placed on Legion Street and 51st Avenue and especially at the intersection of these two streets. The area contains two small parks, a public parking lot, appropriate street ends and a relationship with the adjacent public buildings. Legion Street can also provide convenient access into nearby Rotary Park. The goal of creating a heart in downtown Whitecourt can be achieved by concentrating future revitalization efforts along Legion and 51st Avenue. Three key objectives that would assist are as follows:

7. **Key Streets Identified and Revitalized with Special Treatment** – Special emphasis on landscaping, sidewalks, street furniture and architectural treatment that will help define this area of the downtown.

8. **Civic Square** – Friendship Park and adjacent property, including the public parking lot has the potential to be turned into a full civic square that could accommodate public gatherings, events and festivities. With respect to adjacent property, the Town should investigate acquisition of one or more residential lots in the vicinity of the existing parking lot and the park. Any loss of parking space should be regained in expansion of public parking elsewhere in the downtown.
9. **Public Plaza** – Considerable interest was voiced with regard to the opportunity to create a public plaza in the vicinity of Friendship Park and along 51st Avenue. Improvements to the street would allow the temporary closure of 51st to permit public activities on the street and for private operators (cafes, restaurants, etc.) to spill out onto the street and sidewalks. Some of the businesses in this area already lend themselves to this type of activity. This initiative could be undertaken instead of the Civic Square or along with it.

GOAL #4 **“Pedestrianization” of Upper Town and Downtown**

This goal has assumed that improvements to pedestrian facilities will benefit the downtown and highway commercial areas from a business, mobility, safety and aesthetics perspective. For the downtown area, a careful evaluation of where existing on-street parking can be affected to allow for widened sidewalks must be conducted. At the very least, curbflares at key intersections should be addressed to achieve both aesthetic improvements and increased pedestrian safety and enjoyment. The following objectives three objectives should be considered to achieve enhanced pedestrianization:

10. **Sidewalk/Pathway on Frontage Roads at Highway 43** – This was noted as one of the top priorities for the Highway 43 improvements. Such facilities will help address many issues along this commercial strip of the highway: pedestrian-vehicle

Creating the “Heart”

- Objective 7 Key Streets Identified and Revitalized with Special Treatment
- Objective 8 Square
- Objective 9 Public Plaza



Pedestrianization (Upper Town & Downtown)

- Objective 10 Sidewalk/Pathway on Frontage at Hwy 43
- Objective 11 Curbflares and widened sidewalks on key downtown streets
- Objective 12 Crosswalks at key points of crossing and intersections



conflict; movement of visitors and shoppers from business to business; more organized parking; aesthetic improvements along property frontages; and safety of pedestrians moving through the heavy truck corridor and parking areas, in particular. It is assumed that lighting should form an integral component of these pedestrian facilities.

11. **Curbflares and Widened Sidewalks on key Downtown Streets** – One of the greatest opportunities to provide aesthetic impacts in the town centre will be the landscaped curbflares. It is also these features that will provide intersection extensions for crossings, enabling pedestrians a point of refuge from traffic and quick movement across streets. As noted earlier, widened sidewalks along certain streets would be an added benefit for the pedestrian, however, care must be taken not to compromise on-street parking unless additional space can be found elsewhere in the downtown. The detailed design exercise for each street or block should investigate the potential of a widened sidewalk (with or without special features).
12. **Crosswalks at key points of crossing and intersections** – Along with curbflares, crosswalks at mid-blocks or at intersections should be enhanced. These can take many different forms and design with material treatment, but it is imperative that pedestrian safety and traffic movements are not compromised. Objectives 11 and 12 can be combined into one project, depending upon financial ability. For example, many communities will only provide zebra striped crosswalks along with the curbflare upgrades until funding becomes available to upgrade the crosswalk with paver stone design, or raised crosswalks or even ped-activated lights.

GOAL #5 | **Enliven and Illuminate**

This goal has reflected the need to address the night especially in winter months when darkness prevails. It is understood that human activity, commercial uses and visitors will help enliven the town centre even after regular business hours if lighting makes the area safe and inviting. Four key objectives are suggested especially for downtown Whitecourt. The highway precinct should also consider such initiatives, albeit in different degrees and with slightly different applications and design.

13. **Major Light Sculpture(s)** – Many communities have included one or more light sculptures or features that celebrate an area, attract attention or simply illuminate a street or a particular public space. Suggestions have been made to introduce a light sculpture along 51st Street that will draw attention to the downtown core. It should be clearly visible from the highway at night but the sculpture should also be appealing during the day as part of the aesthetic elements in streetscape. Such improvements can be made along with 51st Street entry upgrades.
14. **Street Lights** – A continued program of installing pedestrian streetlights and luminaires (lamp heads) on streets that still have the old highways standard lights; upgrading of lighting in public spaces such as around the parking lot; bollard lights or recessed lighting where appropriate.
15. **Building Lights** – Design guidelines should include requirements for some decorative outdoor wall (wash) or small spot lights to complement street lights where alcoves, building entryways and signs require illumination. Size, type and direction of lighting should respect the “right to dark skies” concept so that the lighting provides the ambiance as well as some illumination where required.

16. **Tree Lights/Sparkle Lights** – With the advancement of LED lights, many communities and businesses have aesthetically and economically added a significant amount of beauty to their communities. Tree and LED string lights can adorn buildings, public art, monument signs and seasonal decorations, as well as the street trees. Some business precincts retain the lights year round, while others only feature them in the winter or during special seasons such as Christmas. Those communities that are more tourism oriented are inclined to keep sparkle lights up year round.

GOAL #6 **Continuity in Design**

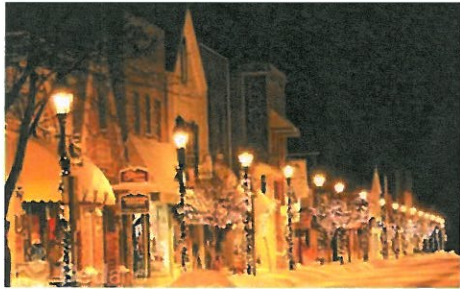
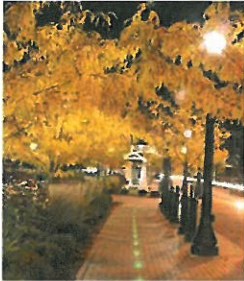
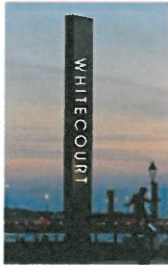
Continuity in design of particular elements of the revitalization project can add considerable value to the appeal of the area. Two of the main elements that warrant attention are street furniture and the street trees. Whitecourt has started some of this treatment with the benches, street lights and isolated pockets of street trees.

17. **Street Furniture** – Kit of parts, colors, metal, rock walls, ability to continue the materials pallet well into the future. The street furniture should also complement the architectural theme that will prevail in the community.

18. **Street Trees** – Trees and landscape materials, maintenance/pruning and compatibility with downtown stores and their signs, flowering, deciduous or coniferous. This should also recognize the need to screen or plant up the street ends.

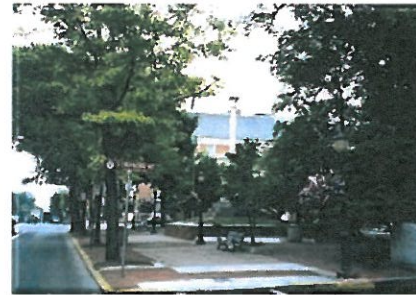
Enliven & Illuminate

- Objective 13 Major Light Sculpture(s)
- Objective 14 Street Lights
- Objective 15 Building Lights (public and private buildings)
- Objective 16 Tree Lights/Sparkle Lights



Continuity in Design

- Objective 17 Street Furniture
- Objective 18 Street Trees



GOAL #7 Enhancements and Beautification of Public Spaces and Streets

This goal addresses the need to enhance and beautify many of the streets and public spaces that are now lacking landscape material and appear sterile to the visitor. The intent should be for the Town to establish a program of continuous upgrades so that all key public spaces and streets are eventually treated. It has been proven that the introduction of trees to a streetscape adds positive visual impact and translates into higher consumer volumes attracted to a commercial area. The key objectives that follow suggest emphasis should be placed on a number of areas to achieve a comprehensive and harmonious visual appeal.

19. **Street by Street Improvements (Phased)** – The Town should start on a phased approach to upgrade all streets in the town centre. Attention should be paid to establishing a kit of parts and common landscape material and trees. Changes in priorities with streets, blocks or even sides of streets, are expected as circumstances will change with factors such as need for underground works, development proposals and directed government programs.
20. **Street Ends** – Some important areas known as street ends deserve attention. Typical examples include the ends of 51st and 52nd Avenues adjacent to the Millar Western Mill where screening of the industrial activity will certainly beautify the town centre. Street end landscaping can include a combination of trees, public art, fencing and other features, and may occur on either public or private property. Such initiatives may require negotiations with the private landowners.
21. **Landscaping/flowers/planter boxes** – Additional landscaping of both private and public properties is encouraged and may include potted plants, hanging baskets and structural planter boxes that may also serve as walls or dividers. Design

guidelines should ensure that private development includes complementary materials and fixtures.

22. **Parking Lots** – The interior and edges of parking lots should be landscaped with appropriate material and ornamental walls. Where possible and feasible, public and private lots should be hard surfaced and well lit to address security and aesthetics.
23. **Other public spaces and items** – Attention should also be paid to the details. Remnant areas of public spaces that can otherwise become unsightly and poorly maintained should be treated with an appropriate level of landscaping. Other items such bent or damaged parking signs or light standards that are contained within the public areas should be removed or upgraded where necessary.

GOAL #8 Celebrate History, Culture and Context of Whitecourt

The Vitalization Plan calls for animating and beautifying public spaces with various means, including public art and sculptures. Such animation can be used to celebrate history, the local culture and context of Whitecourt, all of which suggest an authentic representation of the area's geography. Many towns throughout Western Canada have used such features very effectively to grow the cultural aspect of their community. Where possible, local artists and designers should be used. Done well, it can help brand the community for what it represents. The following objectives were presented as separate projects or categories but can be blended depending on the wishes of the community. It should be noted that many communities have Public Art Committees that establish standards, quality, location and types of public art or sculptures that are accepted for acquisition and display.

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24. **Animals and Natural Features** – Representing the natural environment of the Whitecourt region, animals, flora and natural features such as rivers, lakes and mountains can be featured to celebrate and interpret the area. Application can be within landscaped areas, as entry signs or gateways or simply as art installments in public or private spaces. The challenge is creating the appropriate size and scale for each application. These can be represented in wall murals, signs, or sculptural features.
25. **Public Art Features** – Sculptural art work can take on many different themes that are usually representative of the artist's vision and interpretation. They do not have to be linked to Whitecourt but should be worthy of consideration to include in Whitecourt's art collection. Again, the mediums may vary considerably, from resins to bronze or metal, and from stone to wood, but selection of a location for the installment is critical to adding value to the community.
26. **Wilderness Recreation and History** – Many communities show case their rich heritage in sport and recreation and the tourism industry. Whitecourt boasts many wilderness recreation activities such as snowmobiling, hunting and fishing and other back country pursuits. With appropriate application and interpretation, such heritage can be celebrated in signs, sculptures, murals and other public art.

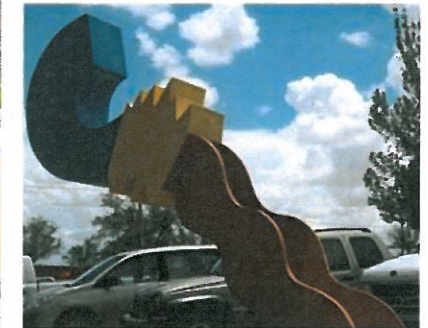
Enhancement/Beautification of Public Spaces & Streets

- Objective 19 Street by Street Improvements (Phased)
- Objective 20 Street Ends (e.g. at Mill)
- Objective 21 Landscaping /flowers/etc.
- Objective 22 Parking lots
- Objective 23 Other public spaces and items (replacement of/changing parking signs, etc.)



Celebrate History, Culture & Context of Whitecourt (Authentic Representation)

- Objective 24 Animals (natural features)
- Objective 25 Public Art/Sculptures
- Objective 26 Wilderness Recreation/History



GOAL #9 Architectural Design, Enhancement, and Definition

This goal establishes the need to address the private realm or that of the building architecture. Introducing a theme and supporting quality architecture will help complement the physical improvements in the public realm. The Town is committed to choosing a theme that is representative of authenticity. It will be a theme of common ingredients and design language that will help provide a cohesive visual appearance for the downtown and the uptown commercial areas.

27. Theme and Quality Architecture – Whitecourt has chosen implement an authentic theme of stone and wood, representative of the river rock from the Athabasca and McLeod Rivers that run through the town, and the forest industry that the town’s economy has been based upon from its earliest days until today. Design Guidelines will be used to integrate this theme into new commercial buildings and renovations of structures in the downtown and along Highway 43. The intent should be to create an attractive and harmonious visual appearance, but one that also promotes variety, vision and expression of unique architecture that makes a statement about Whitecourt. (See Section 8)

GOAL #10 Promotions and Marketing

This goal suggests that to truly capture the full value of the physical improvements, promotions and marketing initiatives are also required. This does not suggest just tourism marketing but an overall program of recruitment of new businesses and new development that will see the commercial areas achieve a full complement of stores and services, entertainment, events and a vibrant economy that can help support continued investment in the community.

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28. **Recruitment of New Businesses to Add After Hours Life into the Downtown** – The Town (with the assistance of the Chamber of Commerce and Economic Development Commission) will actively recruit a mixture of businesses that are required in Whitecourt and that can add a new dynamic to both commercial areas.
29. **Town Hall/Public Uses** – Some of the public facilities will eventually be upgraded and complement the other improvements in the downtown core. Initiatives such as a new Town Hall and upgraded public parking lots will help kick start redevelopment in select areas of the downtown.
30. **New Buildings and Development** – The Town should promote infill, renovations and development with a high standard of construction and design that will reflect the goals and objectives of this Plan. This should include demolition of certain buildings within blocks that will permit comprehensive redevelopment.
31. **Clean and Green (Maintenance)** – The Town will work with the merchants and Chamber of Commerce to create and maintain an organization that will be responsible for promoting the downtown core. One of the key mandates of such an organization should be a continued and growing effort to keep the downtown clean and green. This implies ensuring that the streets are kept clear of snow, ponding water or debris after storm events. It should also include means to maintain the quality of the sidewalks, landscaping and road surfaces through regular communication with the Town's Public Works Department. Private landscaping such as planter boxes, hanging baskets or flower pots along the sidewalks also become an important consideration of the clean and green program.

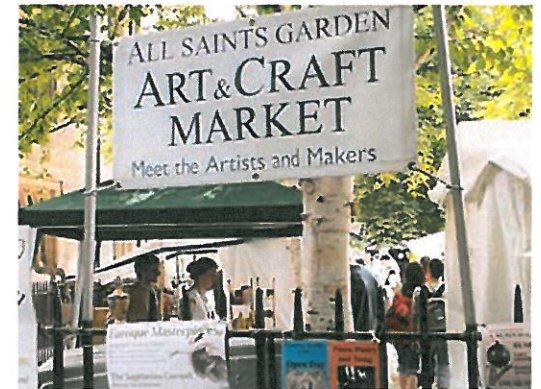
Architectural Design Enhancement & Definition

Objective 27 Theme and Quality Architecture



Promotions & Marketing

- Objective 28 Recruitment of new businesses to add after hours life to downtown
- Objective 29 Town Hall/Public Uses
- Objective 30 New buildings and development
- Objective 31 Clean and Green (Maintenance)
- Objective 32 Outdoor Activities, Events, Sidewalk Sales, etc.



32. **Outdoor Activities, Events and Sidewalk Sales** – A significant complement to the physical improvements should be the outdoor activities that benefit from the new and appealing look of the revitalization. The Town should work closely with the merchant’s organization to facilitate the programming of events, sidewalk sales, festivities, and private initiatives such as outdoor cafes and seating areas located adjacent to their buildings.

GOAL #11 | Development Control, Guidelines, and Design

In order to implement many of the above noted objectives and projects, it will be important to have a clear sense of direction and control well in advance of the construction phase. The Plan suggests that existing Bylaws or Guidelines should be reviewed and updated if necessary, or new ones created to ensure the high quality of projects that Whitecourt expects.

33. **New Building Design Guidelines** – These will be required to assist in the explanation and control of future architectural design objectives and direction outlined in Section 8. They should be enshrined in the MDP and prepared in a format that can be easily implemented by Town staff and possibly a design review committee. For major projects, the assistance of a design consultant, landscape architect or architect should be retained by the Town. Many communities will also insist that developers or builders must have their building plans undertaken by professional architects that can understand the full intent of the guidelines.

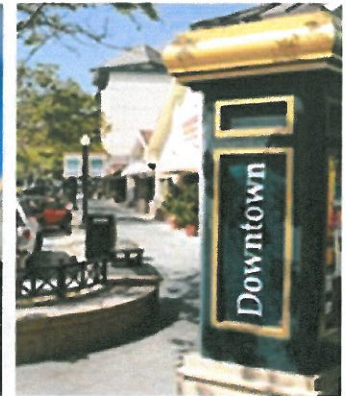
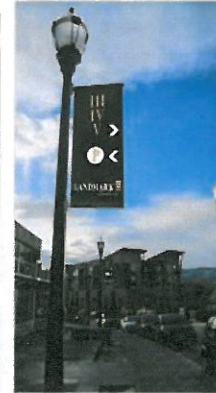
Development Control/Guidelines/Design

- Objective 33 New Building Design Guidelines
- Objective 34 Commercial Signs Guidelines
- Objective 35 Median Treatment
- Objective 36 Downtown Plaza
- Objective 37 Highway Parking Lots
- Objective 38 Gateways and Monuments
- Objective 39 Public Art Criteria
- Objective 40 Trees and Landscape material/treatment for private properties



Circulation (Identification & Wayfinding)

- Objective 41 Linkage with New Commercial Area
- Objective 42 Through Downtown
- Objective 43 Other (Connections with Rotary Park, Residential Areas, etc.)



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34. **Commercial Signs Guidelines** – These guidelines can form part of the Building Design Guidelines but should address all forms of commercial signs, including free standing, monument, fascia and hanging signs. A special approach to resolving the sign clutter along the highway will be extremely important to avoid the situation from becoming worse. Once again, the architectural theme and material treatment should be carried through to the signs wherever possible and regardless of whether the sign is attached to the building or apart from the building that it advertises.
35. **Median Treatment** – Landscaping along the median will need to be approved by Alberta Transportation. However, full landscape design must try to achieve maximum visual impact as well as maintenance and safety objectives. It is recommended that choice and placement of all landscape materials and trees is provided by a professional landscape architect, urban designer or landscape company.
36. **Downtown Plaza** – The area around Friendship Park should be designed as a comprehensive plan to address all of the street elements, landscape, curb flares, cross walks, street lights and public spaces including the sidewalk treatment.
37. **Highway Parking Lots** – Some design parameters should be provided for both private and public spaces where parking is envisioned along the highway. These should include edge conditions/walls, paving, circulation, location of signs, landscape and lighting, along with the typical requirements of the Town, such as safe and efficient access. Access management principles of the Province must be respected as required along Highway 43.

38. **Gateways and Monuments** – Major monument, gateway and entry signs should respect a design theme that is in keeping with the overall architectural character chosen for Whitecourt. A “family” of signs should be adopted so that there is some consistency amongst all of the major public signs. The design language should also carry through into the design guidelines for private commercial signs, especially free-standing and monument, consolidated business signs, etc. Use of material (e.g. stone, wood, and metal), height, lighting and adjacent landscaping should all be addressed in the design package.
39. **Public Art Criteria** – If the Town is going to encourage the introduction of public art as landscape elements in the new streetscape, some basic criteria should be established. The criteria should be developed in collaboration with a public art committee or other organization that will appreciate the benefits of quality art installments. Some of the criteria to be considered are as follows:
- Location of installment
 - Size and scale (must fit the context and location)
 - Artist/Sculptor History
 - Meeting a Theme (e.g. Animals, history, recreation, etc.)
 - Requirements for Lighting
 - Relationship to public realm/private property
 - Maintenance
 - Rotating Display
 - Cost/Cost Recovery

40. **Trees and Landscape Material/Treatment for Private Properties** – The Town should consider updating their landscape guidelines/regulations regarding trees and landscape material for private properties. Separate suggestions should be made for the downtown and the highway property. Guidelines should address type of material, placement, ideas for mixture of shrub and trees or ornamental materials, use of flower boxes/wall treatments and integration with parking lots. References to guide books and nurseries may also be included in the guidelines.

GOAL #12 **Circulation, Identification, and Wayfinding**

The last goal is intended to provide the downtown shopper, visitor and residents a sense of comfort and ease in moving around town and through the downtown. It is expected to provide various clues to be able move between the main commercial areas and ultimately into the town centre. This should not only be a function of directional signs, but a combination of signs/wayfinding, visual cues such as banners, awareness of parking lots, streetscape theme and highlighting key destinations in and around the downtown core.

41. **Linkage with New Commercial Area(s)** – Some identification on the edge of the traditional town centre should mark the arrival for the visitor. This can be done on Dahl Drive and 52 Avenue to create awareness to those visitors that are arriving or leaving the Walmart commercial area. Identification or directional signs should also be placed at Dahl Drive and 49 Avenue to encourage secondary circulation through the downtown and towards the other commercial retail such Canadian Tire, Home Hardware and the IGA Mall area. Quality monument signs but at a small scale application is warranted on these corners.

-
42. **Circulation Through Downtown** – Wayfinding and visual cues will also be required to direct circulation through the downtown. This can be accomplished simply with banners, small monument signs or directional signs. Information signs or a kiosk for the pedestrians may also be used and erected in strategic locations. Such features can serve as an aesthetic element as well as a functional feature.
43. **Other** – The Town Centre is surrounded by other land uses that will complement the profile of the commercial precinct. Rotary Park, the River and the nearby residential areas can be connected through streetscape design, wayfinding signs, lighting, pedestrian walkways, bike lanes and even seasonal advertising for events and festivities. As new land uses and development occur, in and around the downtown, they should be promoted and potentially identified. Examples may include, nature walks, hotels, restaurants, parking lots, Plazas, squares, farmer's markets, etc.

TOWN OF WHITECOURT

VITALIZATION PLAN




Whitecourt

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IN COLLABORATION WITH
DCL SIEMENS Engineering Ltd.

Section 5 Design Concepts

5.0 Design Concepts

This section provides design concepts for some of the key elements of the physical improvements noted in Section 4. Design concepts are defined as preliminary ideas that are illustrated in sufficient detail to allow for an understanding of their potential benefit and application. These design concepts address the main elements of the revitalization program on the highway, at the entryways into the downtown, and in the downtown itself. The concepts were used to communicate intent with the Committee, stakeholders and the public. Although they will be used to define the framework for detailed design, the concepts are not intended to establish all of the components of each element nor do they confirm detailed costs for construction.

5.1 The Highway

Existing Conditions:

1. Median Width along much of the Highway 43 corridor through town detracts from visual appeal.
2. Speed along much of the Highway is 70/Hr; the highway is divided by a raised paved median with a minimum width of 6 meters and up to 16 meters approaching key intersections limiting pedestrian movement across much of the corridor.
3. Lack of landscaping along median and minimal trees or landscape material in boulevards between highway and commercial frontage roads.
4. The corridor provides little sense of entry or welcome into Whitecourt.

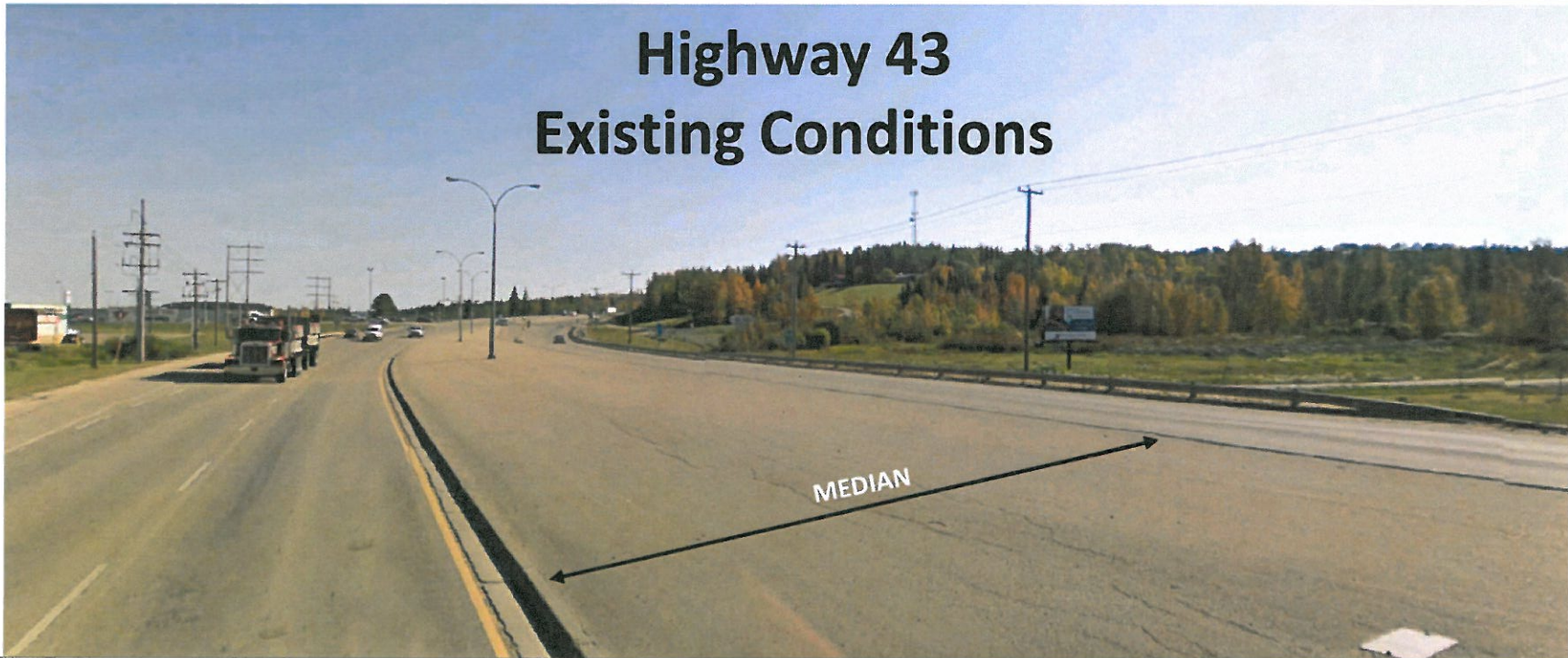
-
5. Commercial signage clutter (along with power poles) and lack of continuity in design along the frontage roads.
 6. Lack of sidewalks and parking issue along commercial frontage roads has caused concern for pedestrian mobility and safety.

Concepts:

1. Median Planting at strategic locations along the corridor. A “design exemption” is required to permit the placement of trees and landscape material within the clear zone, as established by the Provincial Department of Transportation. (See Section 6).
2. Commercial Signage design and control to avoid the continued clutter and address the lack of continuity in design of the signs.
3. Proposed sidewalks or pathways along the commercial frontage roads to accommodate pedestrian safety and mobility between businesses and between parking and the hotel/restaurants frequented by visitors, travelling public and locals.
4. Landscaping in boulevards where feasible.
5. Addition of gateway signs to announce arrival in Whitecourt.



Highway 43 Existing Conditions





Whitecourt Vitalization

Highway 43

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Existing medians



Proposed
median planting
at grade



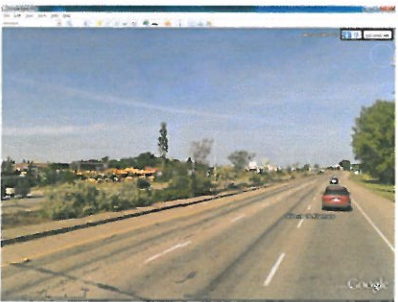
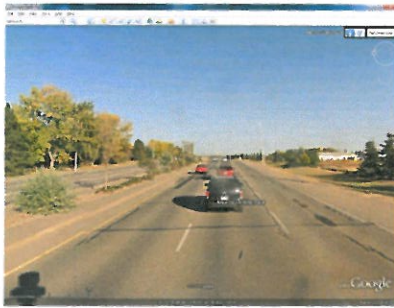
Existing medians



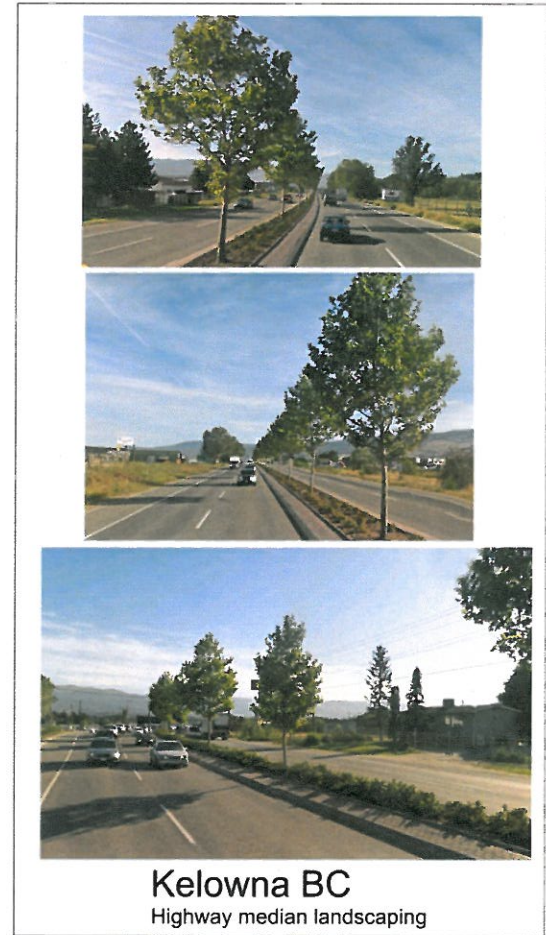
Proposed median planting in raised planters



Examples of Highway Landscaping in other Communities



Fort Saskatchewan
Highway median landscaping



Kelowna BC
Highway median landscaping

Examples of Highway Landscaping in other Communities



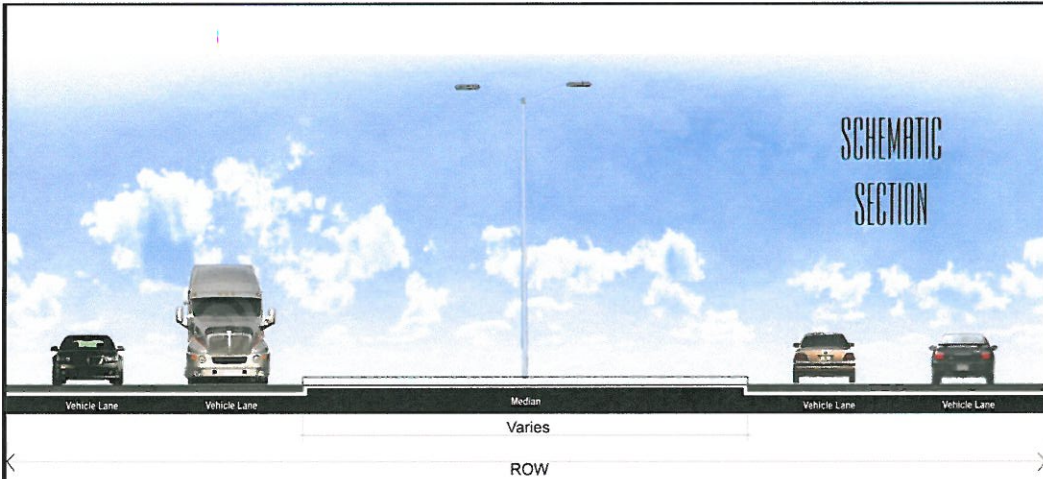
Fort Saskatchewan December 2011



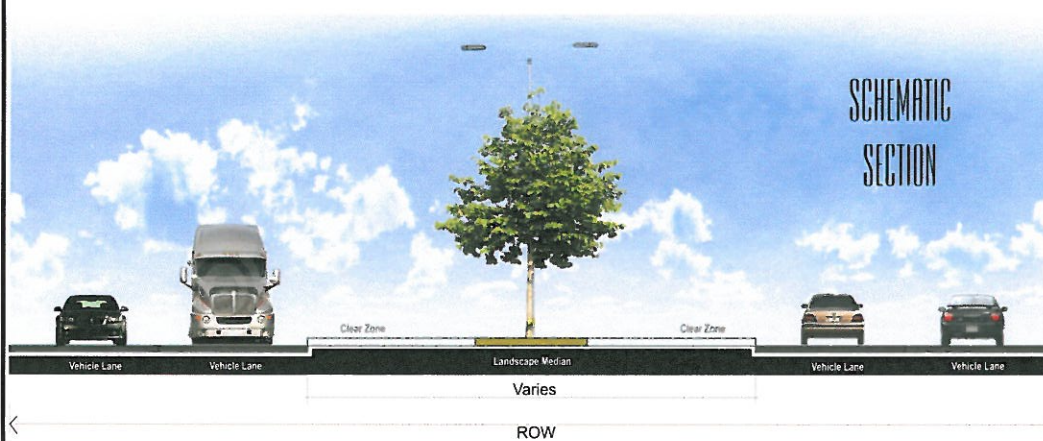

Whitecourt Vitalization

Highway 43

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HIGHWAY 43 THRU WHITECOURT EXISTING CONDITIONS



HIGHWAY 43 THRU WHITECOURT

Whitecourt Vitalization

Highway 43

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Whitecourt Vitalization

Highway 43

CTQ
ENGINEERING PLANNING URBAN DESIGN

Proposed Sidewalk Options




Whitecourt Vitalization

Highway 43

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Existing Highway Signage

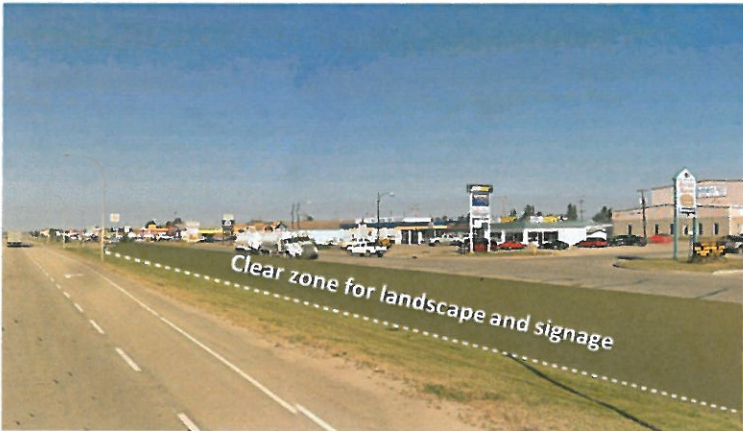



Whitecourt Vitalization

Highway 43


ENGINEERING PLANNING URBAN DESIGN

Existing Conditions



Proposed Landscape and Signage
Between frontage road and Highway





Existing Gateway signage at East entry into Whitecourt



Proposed Gateway signage at West Entry into Whitecourt


Whitecourt Vitalization

The Gateways


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5.2 The Entryways

Existing Conditions:

1. No landscaping/trees.
2. Narrow sidewalks or pedestrian refuge.
3. Highway standard lighting.
4. No sense of entry.

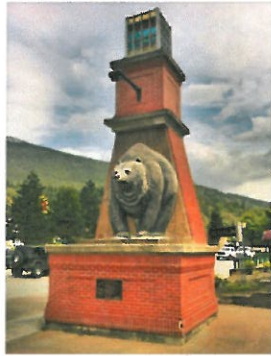
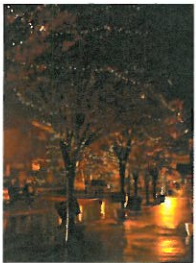
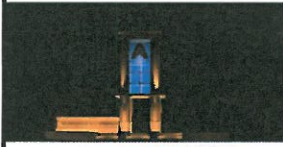
Concepts:

51 Street

1. Landscaping/treed boulevards on both sides of street.
2. Portal signs indicating Downtown as a destination.
3. Entry feature at Highway 43.
4. Directional Signs.
5. Ornamental lights, banners, etc to further enhance street appeal and recognition.

Dahl Avenue

1. Landscaping/tree planting at entry off highway.
2. Entry Feature at Highway 43.
3. Directional Signs.



Whitecourt Vitalization

51 Street
The Entry

CTO
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51 Street

Existing




Whitecourt Vitalization

51 Street
The Entry

CTO
ENGINEERING PLANNING URBAN DESIGN



Existing



Proposed

51 Street Entry
from Highway 43



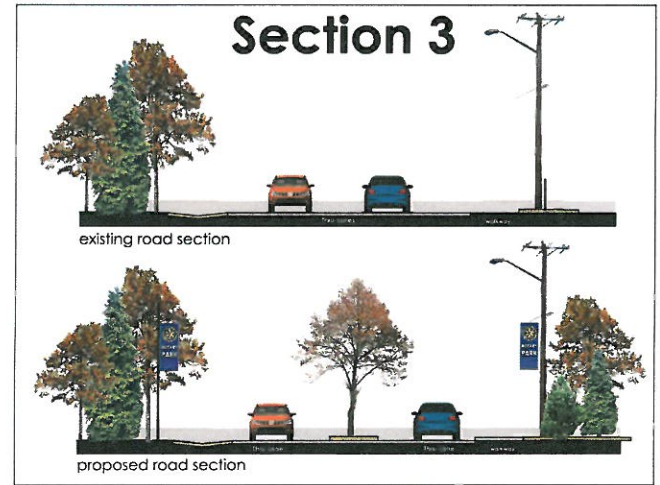
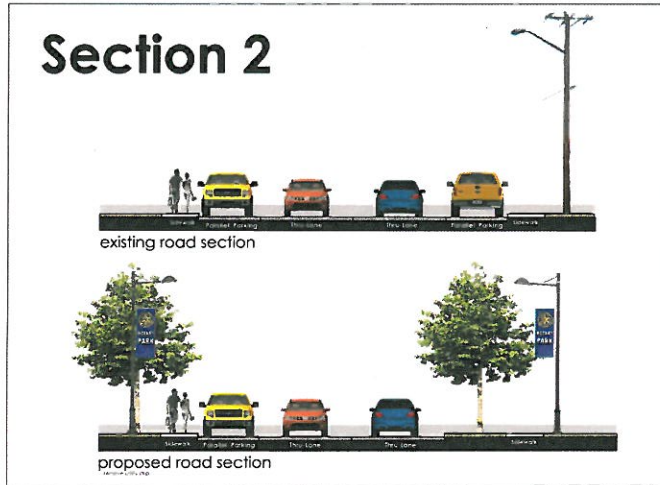
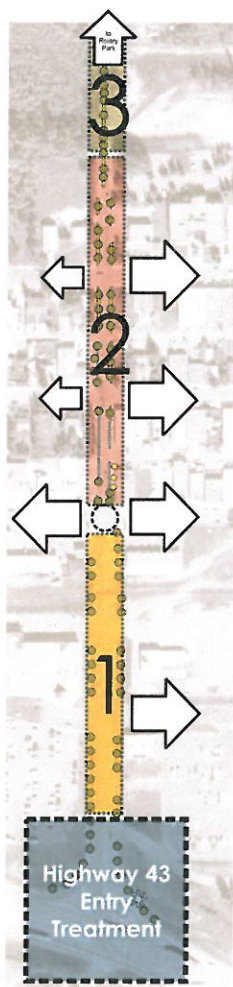
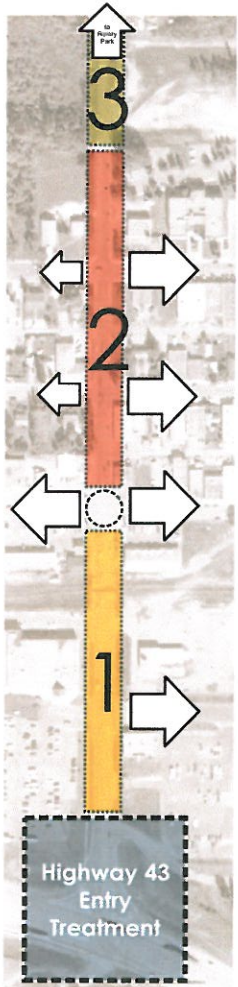
Existing

Dahl Drive Entry from Highway 43



Proposed

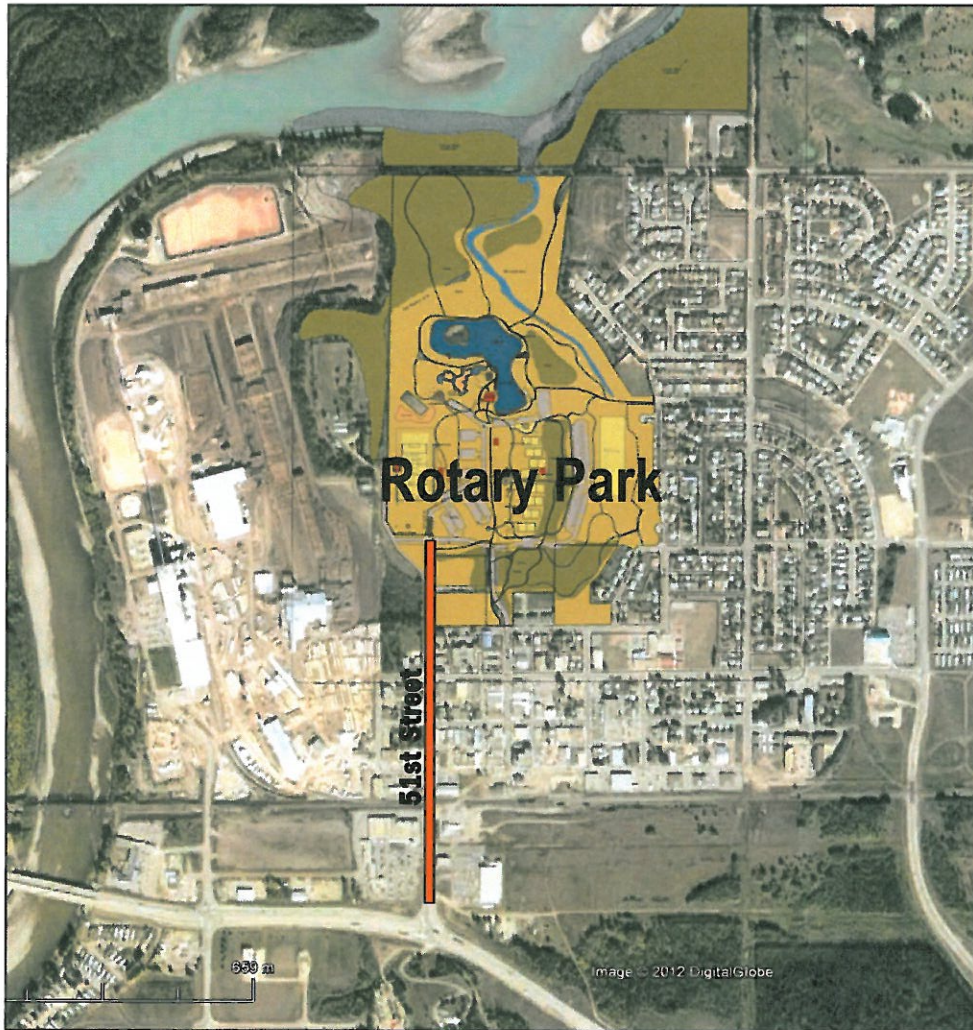
Landscaped or Prominent Entry Feature



Whitecourt Vitalization

51 Street

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Proposed widened boulevard with street trees, ornamental lighting and banners as entry to Rotary Park – No on street parking

Whitecourt Vitalization

51 Street

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Existing Streetscape



**PARKING
One Side Only**



**PARKING PODS
One Side Only
with Curb Flares**



**PARKING AS PER EXISTING
Intersection Curb Flares**


Whitecourt Vitalization

51 Street

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ENGINEERING PLANNING URBAN DESIGN



Existing



Intersection
Curb Flares


Whitecourt Vitalization

51 Street


ENGINEERING PLANNING URBAN DESIGN

5.3 The Downtown

Existing Conditions:

1. Limited value of existing curb flares.
2. Limited landscaping.
3. Lack of continuity in design of streetscape elements.
4. Lack of a “heart” in the town centre.

Concepts:

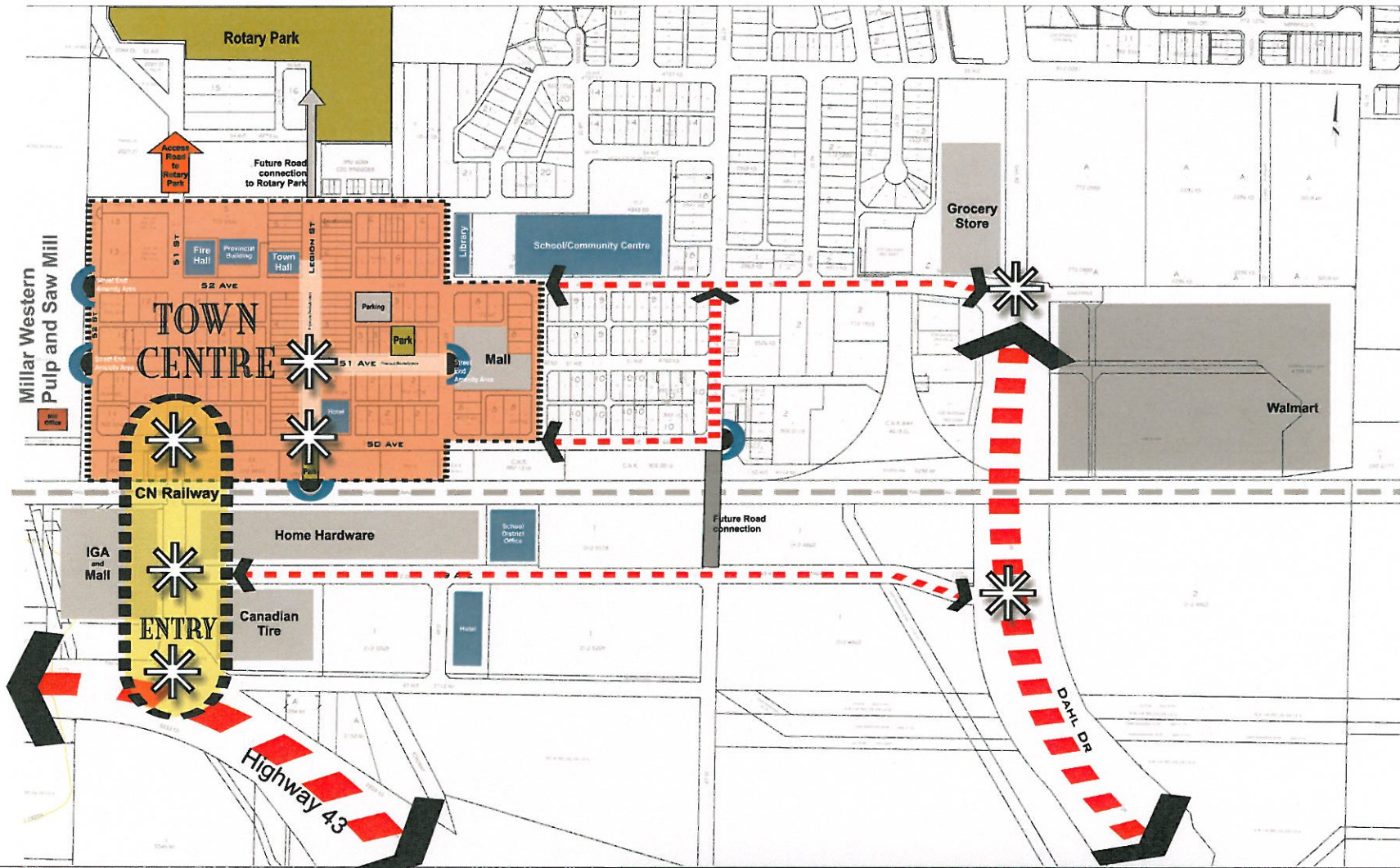
1. Extended, upgraded and new curb flares at key corners.
2. Mid-block curb flares.
3. Parking improvements.
4. Friendship Park Plaza at 51 Avenue.
5. Street End Screening.
6. Cross walks at key corners.

5.4 Detailed Design Elements – Ideas for Consideration

Along with the design concepts for the above noted areas, there are some additional elements that warranted consideration and that will help embellish the overall physical revitalization program. The following four elements were raised regularly throughout the public and stakeholder discussions:

1. Lighting – Public spaces and buildings.
2. Public Art – As permanent installments or rotating displays.
3. Water Features – Celebrating the confluence of the rivers at Whitecourt and for animation of public spaces.

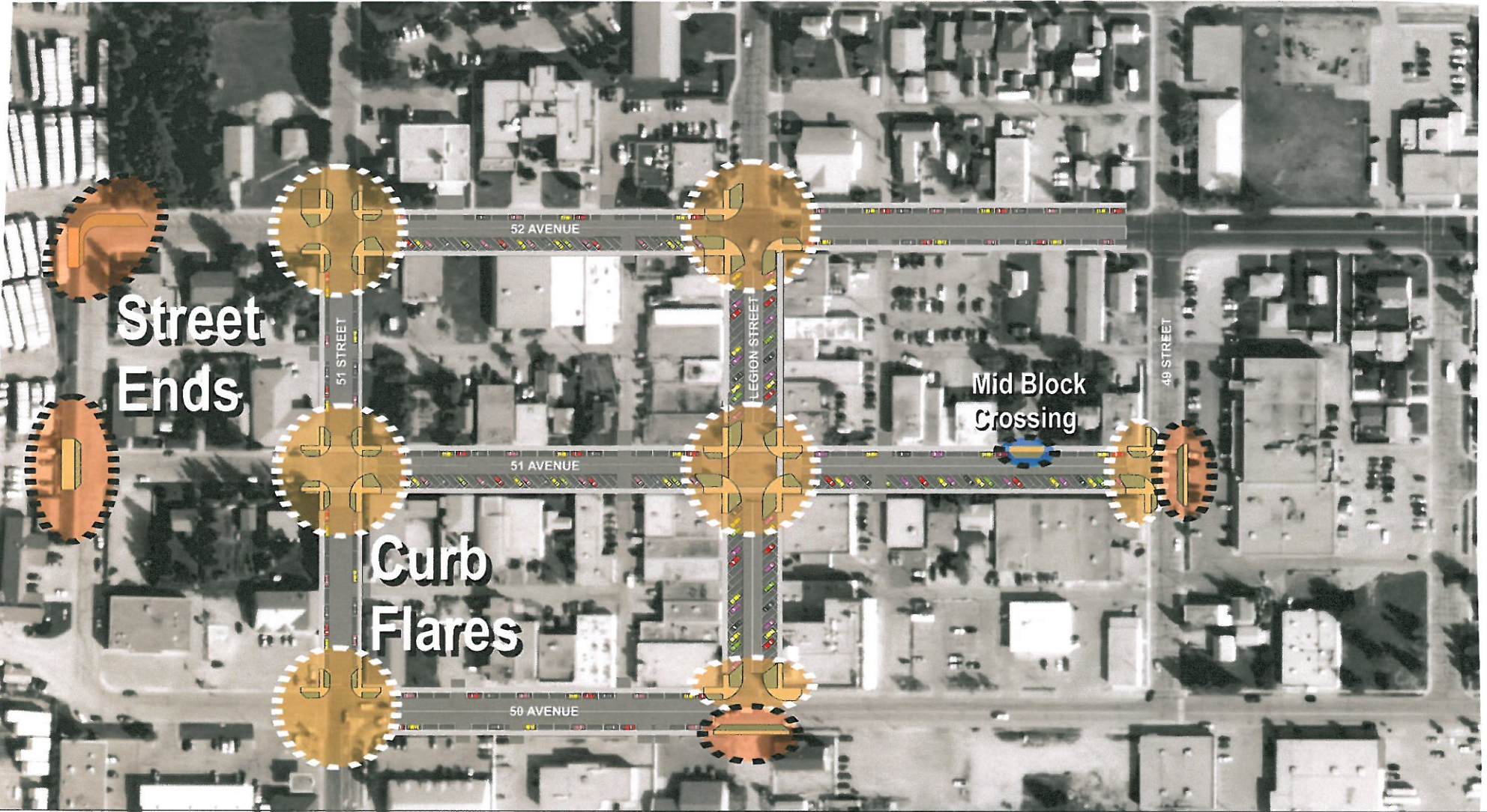
-
4. Signs – As entry signs, monument signs, portals into the downtown or the main gateways along highway 43. Continuity in design will be important.



Whitecourt Vitalization

Town Centre

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Street
Ends

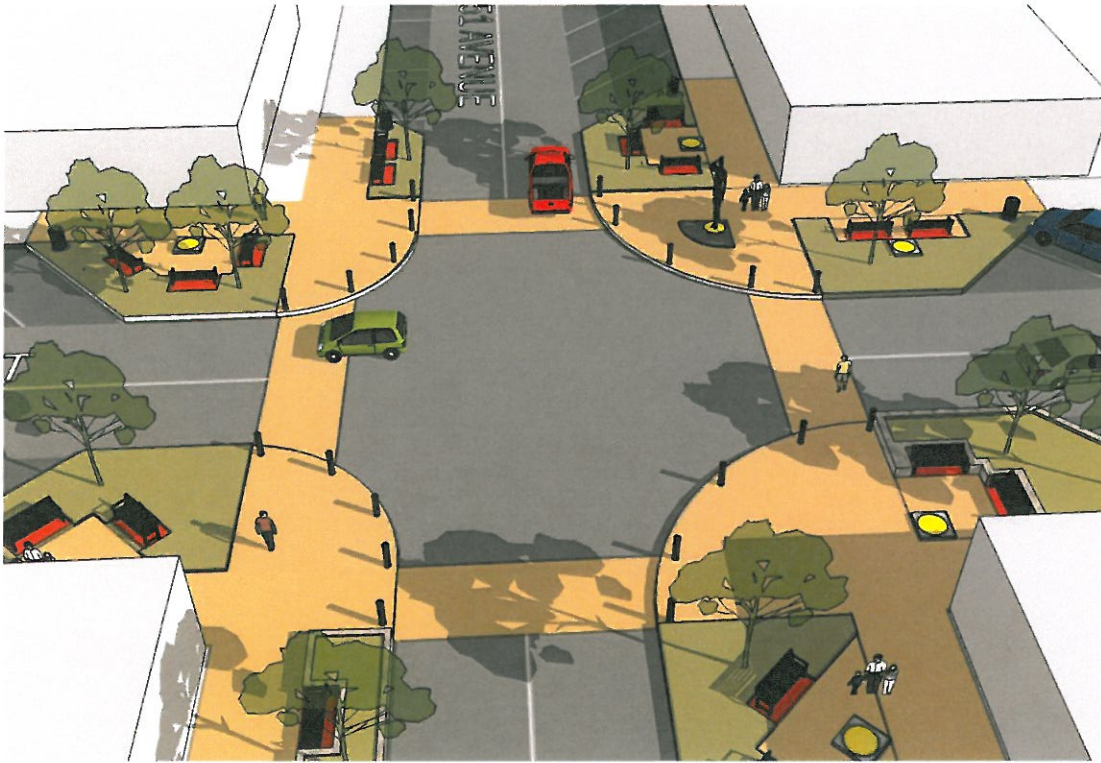
Curb
Flares

Mid Block
Crossing


Whitecourt Vitalization

Curb Flares + Street Ends
Schematic Concept

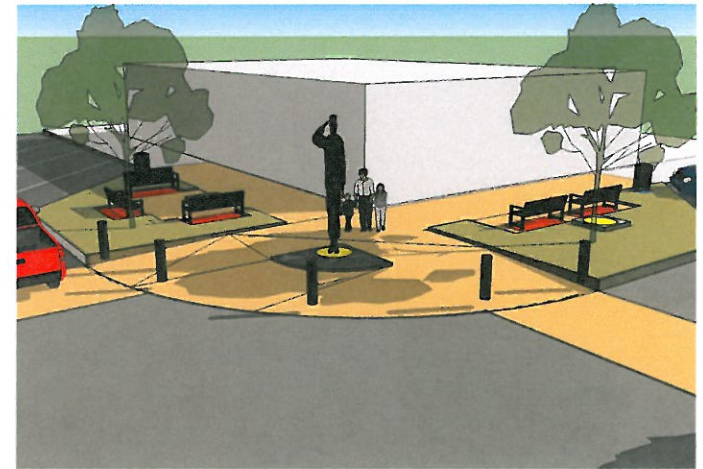
CTO
ENGINEERING PLANNING URBAN DESIGN



Intersection of Legion Street and 51 Avenue looking East



Intersection of Legion Street and 51 Ave looking North



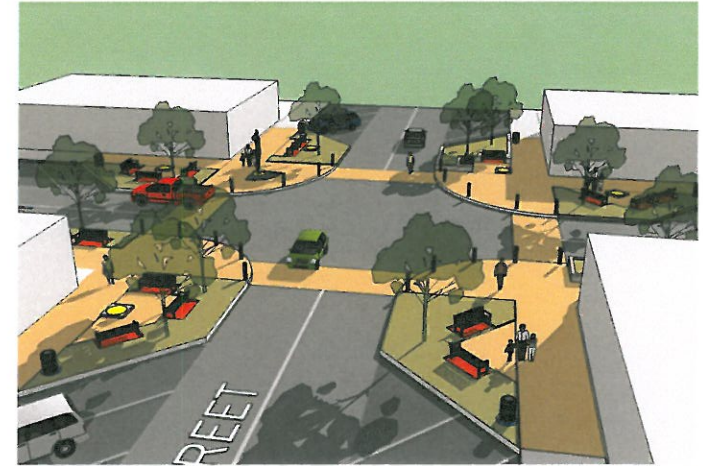
Whitecourt Vitalization

Curb Flares

CTQ
ENGINEERING PLANNING URBAN DESIGN



Intersection of Legion Street and 51 Ave looking SW



Intersection of Legion Street and 51 Ave looking SE




Whitecourt Vitalization

Curb Flares

CTQ
ENGINEERING PLANNING URBAN DESIGN



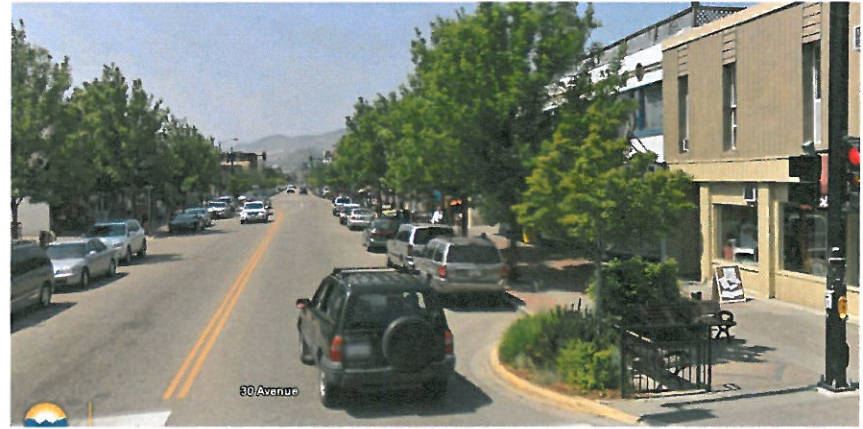
Cafes and restaurants spilling onto the sidewalk. Curb flares are created within the street parking spaces to accommodate pedestrian circulation



Whitecourt Vitalization

Curb Flares

CTO
ENGINEERING PLANNING URBAN DESIGN




Whitecourt Vitalization

Curb Flares


ENGINEERING PLANNING URBAN DESIGN



Other examples of Night Clubs within a downtown revitalization



Whitecourt Vitalization

Curb Flares

CTO
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Corner of
49 Street and 51 Avenue



Existing

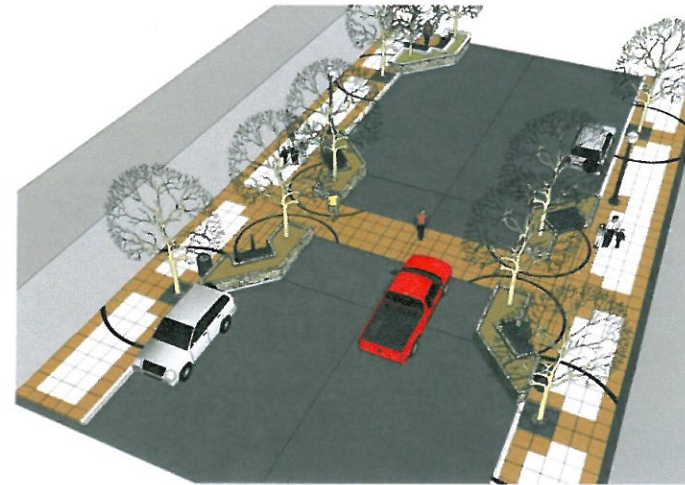
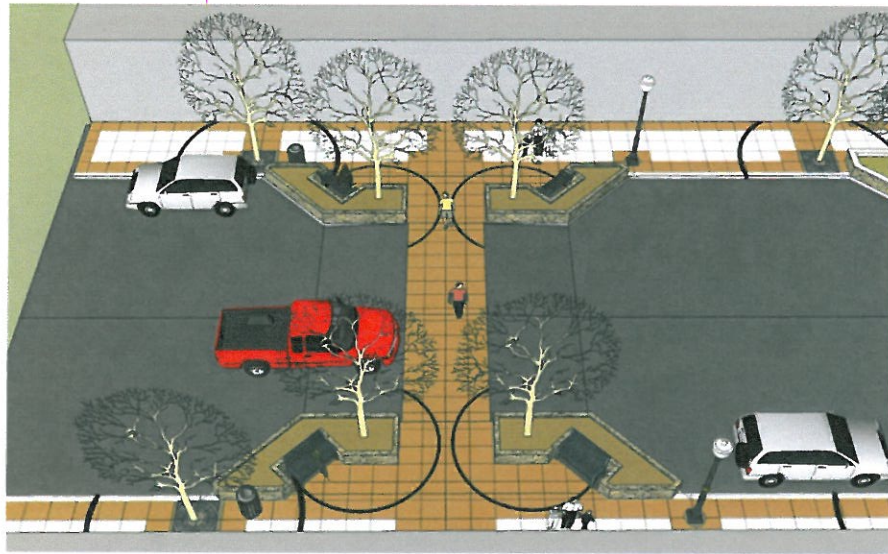


Proposed


Whitecourt Vitalization

Curb Flares

CTO
ENGINEERING PLANNING URBAN DESIGN



Mid block curb flares and Street ends



Whitecourt Vitalization

Curb Flares

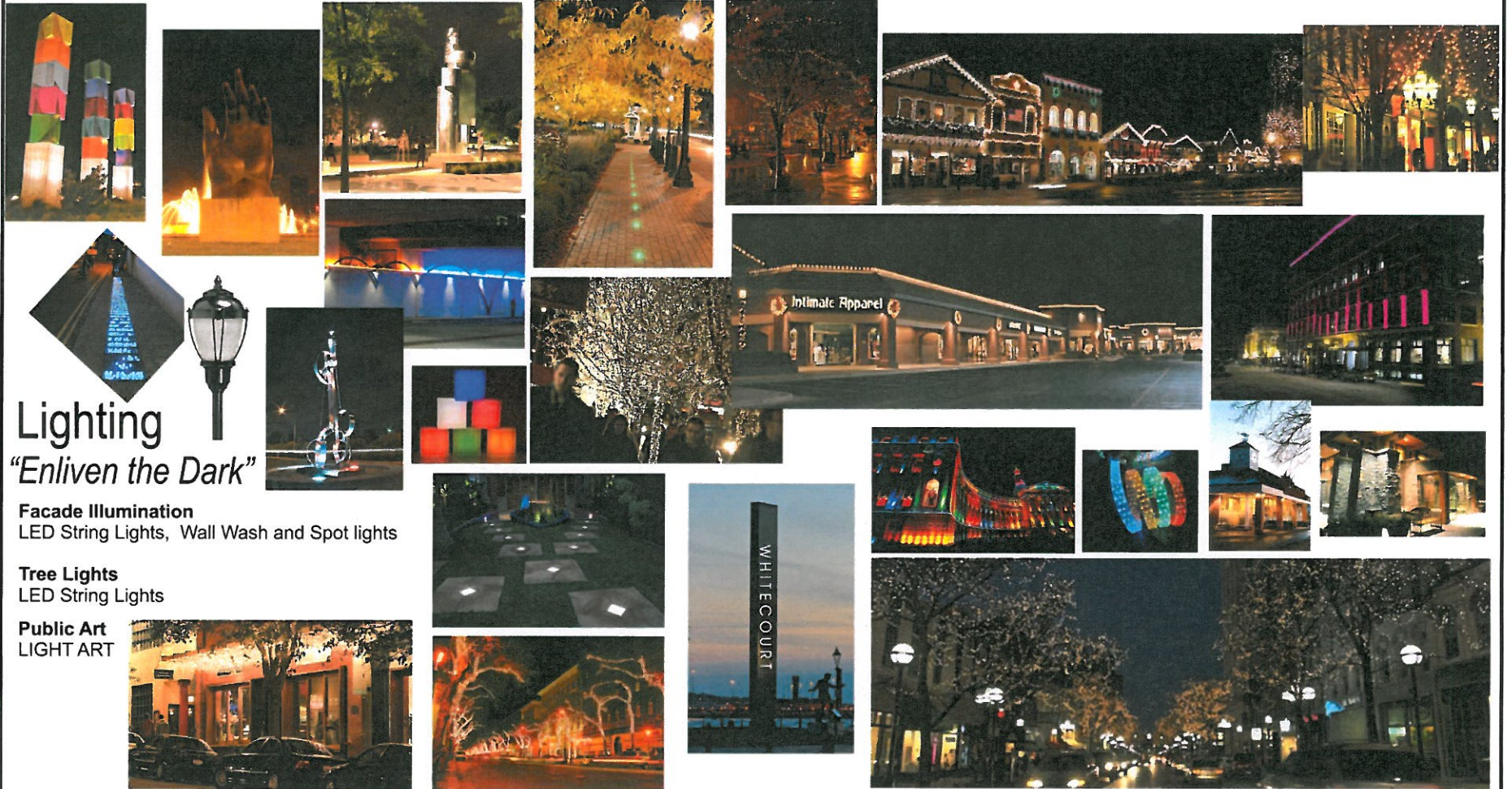
CTQ
ENGINEERING PLANNING URBAN DESIGN




Whitecourt Vitalization

CN Lands
50 Avenue


ENGINEERING PLANNING URBAN DESIGN

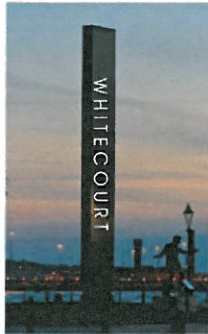


Lighting
"Enliven the Dark"

Facade Illumination
 LED String Lights, Wall Wash and Spot lights

Tree Lights
 LED String Lights

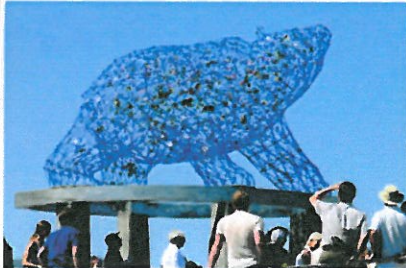
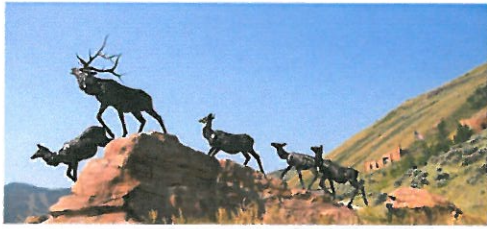
Public Art
 LIGHT ART



Whitecourt Vitalization

Design Elements

CTO
 ENGINEERING PLANNING URBAN DESIGN



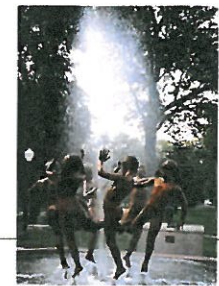
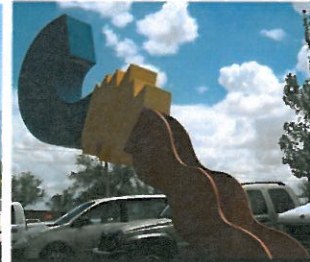
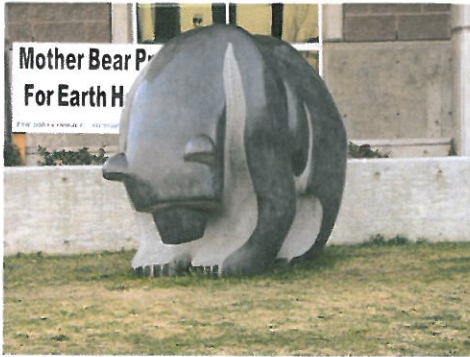
Public Art

Wildlife

Whimsy

Water

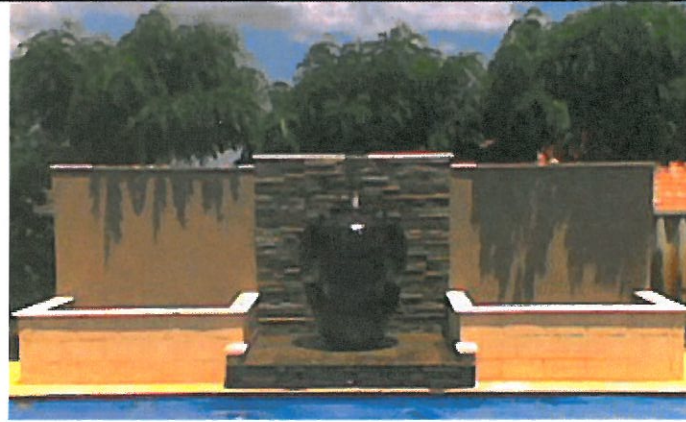
The Meteor




Whitecourt Vitalization

Design Elements

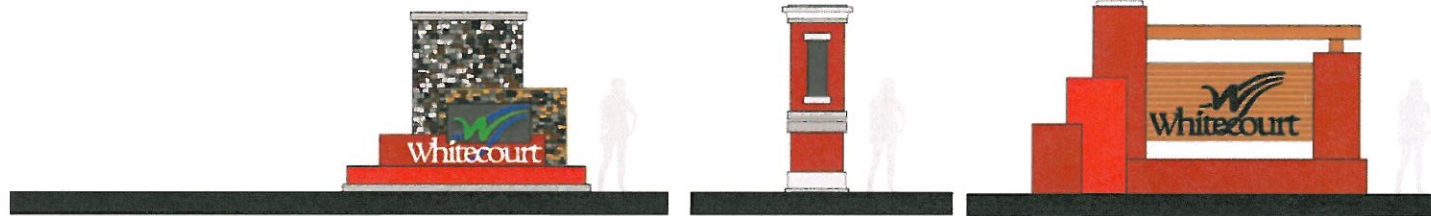
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Whitecourt Vitalization

Water Features


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Signage Materials to Reflect Architectural Theme

 Whitecourt Vitalization

Preliminary
Signage Concepts

CTQ
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Legion Street



Existing

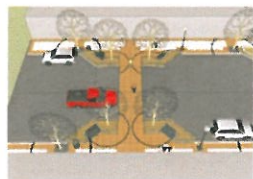
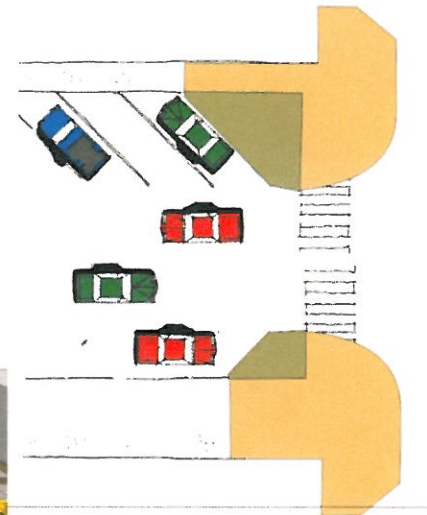
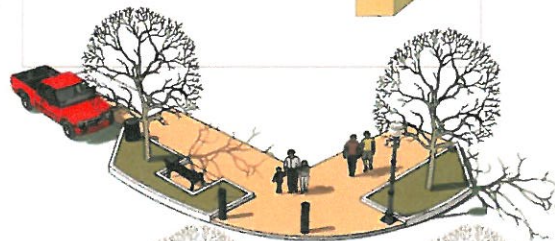
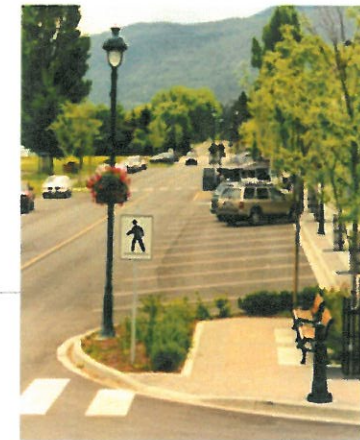
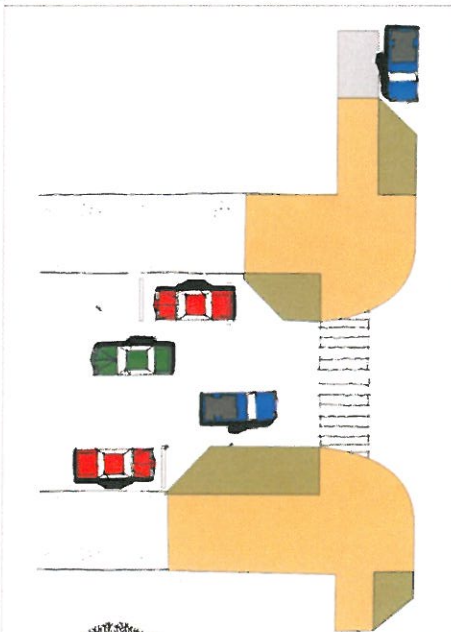
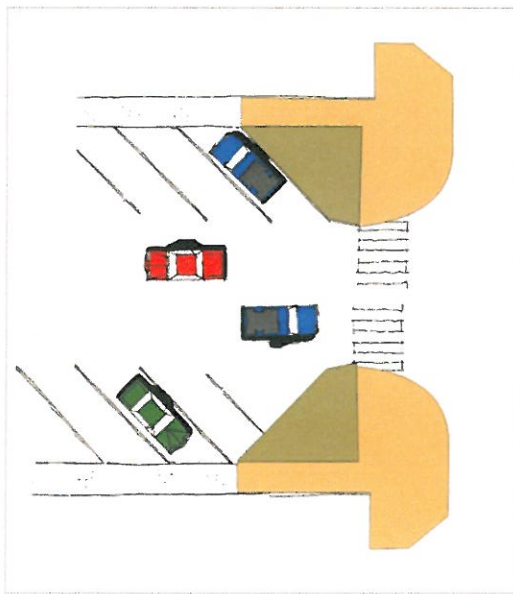


Proposed


Whitecourt Vitalization

Parking


ENGINEERING PLANNING URBAN DESIGN




Whitecourt Vitalization

Parking


ENGINEERING PLANNING URBAN DESIGN



Existing



Proposed conifer tree screen
with flowering trees



Proposed conifer tree screen



Proposed conifer tree screen
And.....


Whitecourt Vitalization

Street Ends


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Existing



Proposed flowering trees
and


Whitecourt Vitalization

Street Ends


ENGINEERING PLANNING URBAN DESIGN

Plaza Concept



Short Term



Long Term


Whitecourt Vitalization

Friendship Park


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Existing Streetscape



Mid Block Curb Flare Options - Both sides of the 51 Ave or Friendship Park side only




Whitecourt Vitalization

Friendship Park
Mid-Block Crossing

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On Saturday mornings in the summer, 4 blocks of Penticton Main Street are converted to a Farmers Market. Thousands of people attend .



 Whitecourt Vitalization

Farmers Market

 CTO
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TOWN OF WHITECOURT

VITALIZATION PLAN




Whitecourt

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IN COLLABORATION WITH
DCL SIEMENS Engineering Ltd.

Section 6 Design Exemption

Through Whitecourt the highway remains a divided four lane facility with rural open shoulders (except for the McLeod River Bridge crossing) with a 70 km/hr posted speed. The highway is divided by a raised paved median with a minimum width of 6m.



Highway 43 through Whitecourt

All of the access to Highway 43 in the Whitecourt area is via at grade intersections.

Highway 43 through Whitecourt is maintained by Alberta Infrastructure.

The Town of Whitecourt is in the design stages of enhancements to the downtown core as part of a Vitalization Plan. The entry to the downtown core via Highway 43 is considered to be a key element in the Vitalization Plan.

6.0 Highway 43 Design Exemption

The Whitecourt Vitalization Committee presented Council with options on enhancing the Highway 43 corridor through Whitecourt with Council accepting the following recommendations:

- Tree planting along the Highway 43 medians as shown in the plan provided with the plan area to extend further west to the second bridge crossing allowing tree planting to occur in the median ditch area, and;
- Removable planters between the tree plantings at strategic locations and intersections only.

6.1 Background

The Highway 43 corridor is classified by Alberta Transportation as an Expressway through Whitecourt the Highway 43 2011 - AADT was 17,000; and the 2011 - ASDT was 17,900.

The highway to the east and west of Whitecourt is a divided four lane rural open shoulder facility with a 110 km/hr posted speed. The highway is divided by a grassed depressed median, with an average width of 30m.



Highway 43 east of Whitecourt

6.2 Current Design Standards

As an interprovincial facility, the Highway 43 corridor has been designed based on the Alberta Infrastructure Highway Geometric Design Guide as a four lane rural expressway. The typical cross section applied to the Highway 43 corridor through Whitecourt (from the Design Guide) is as follows:

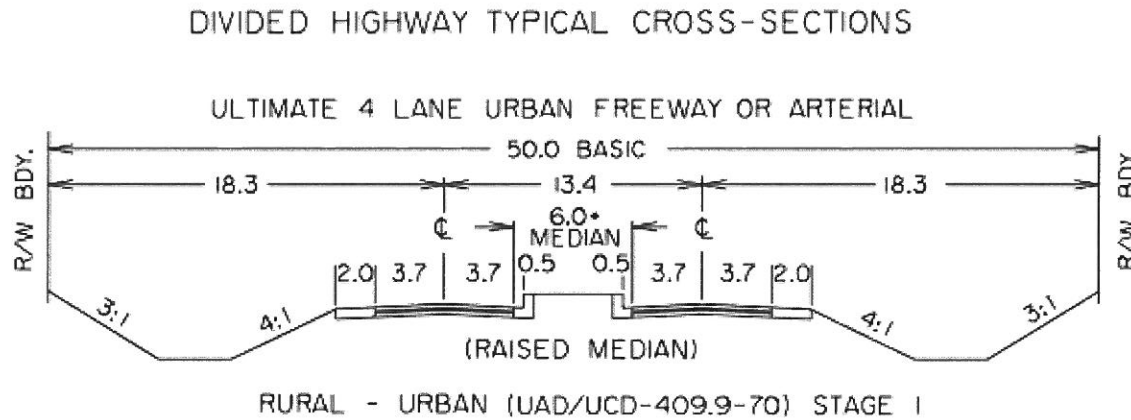


Figure C-6.2e Rural – Urban Multi-Lane

From Section C.5 of the Design Guide, the clear zone distance (from the edge of the driving lane) for a 70 - 80 km/hr design speed with an AADT greater than 6,000 and a 5:1 or 4:1 fill slope; is 7.5 to 8.5m.

The highway has been developed with a raised median, as per section C6.2 (from the Design Guide) as follows:

C.6.2 Raised Median

Raised medians are most commonly used on lower speed urban arterials. The desirable raised median width is 6.0m since this allows for either a parallel left turn lane or a bridge pier protected by concrete or flex beam barrier. Further information on raised medians for an urban application is found in Alberta Urban Geometric Design Standards (Supplement to the Manual or Geometric Design Standards for Canadian Roads, RTAC 1986).

The placement of trees or landscape treatments within the clear zone or median is not allowed with the application of the above expressway design standards. Placement of street trees and landscape elements would be limited to the outside the clear zone area.

The exception lies within the use of the Urban Geometric Design Standards as identified in the Design Guide Section C.6.2 as noted above.

6.3 Highway Geometric Design Guide - Urban Supplement

Alberta Transportation also has an Urban Supplement to the Highway Geometric Design Guide.

Section U.C.5 from the Urban Supplement identifies the following Roadside design elements as presented below:

U.C.5 Roadside Design

On Alberta Transportation roadways within an urban setting the designer should adhere to the clear zone requirements as indicated in Table C.5.2a of the Highway Geometric Design Guide. This will apply to the installation of trees, signal poles, illumination poles, fire hydrants and other street furniture that may be located within the right-of-way. The following guidelines for clear zones should also be considered when designing in an urban environment:

Vegetation

- Trees should not be planted within the clear zone. If they are, they should be less than 150 mm in diameter when they are mature.
- For small trees planted in groups, the equivalent diameter is based on the combined cross-section area and should not exceed 150 mm when they are mature.
- Existing large trees within the clear zone should be removed or protected.
- Roadside barriers should only be used to protect trees when the severity of striking the tree is greater than that of striking the barrier.
- Sight lines for decision, stopping or intersection sight distances should not be adversely impacted by any planted vegetation.

The continuation of the open shoulder design through the urban core of Whitecourt provides the driver with a similar feel to the rural higher speed (110 km/hr) facility on the entry to each side of town. The result is the driver has an expectation and comfort with a travel speed higher than the 70 km/hr posted speed. The placement of vertical elements (trees) within the highway right-of-way will change the driver's perception and aid in the recognition of entering the community of Whitecourt.

With the application of the Urban Supplement, street trees (maximum 150mm trunk width) would be allowed within the median, as long as sight lines are not adversely impacted.

The following image shows the installation of trees along the center of the 6m wide raised median.



In addition to the placement of trees, landscape elements are proposed within areas where the raised median is wider than 6m. The width of the median for each approach to the intersection of Highway 43 and 51st Street is greater than 6m. The area adjacent to the intersection with a minimum 3m separation from the curb is identified in green on the attached figures. The location of trees proposed within the 6m wide median is also show on the figures.

The provision of landscape elements in conjunction with trees within this median area will allow for improved aesthetics, and enhanced driver awareness of the lower urban speed zone. The landscape elements will be designed with the following considerations:

- Ease of maintenance;
- Minimize the impact on snow storage;
- Removal of winter sand build up in the spring; and
- Driver sightlines.

A request was made to Alberta Infrastructure to review the above, as either a design exemption, or revision of the applicable design standards to follow the intent of the Urban Supplement for the Highway 43 corridor through the 70 km/hr posted speed zone with in Whitecourt. At time of writing this report, a decision had not been reached.

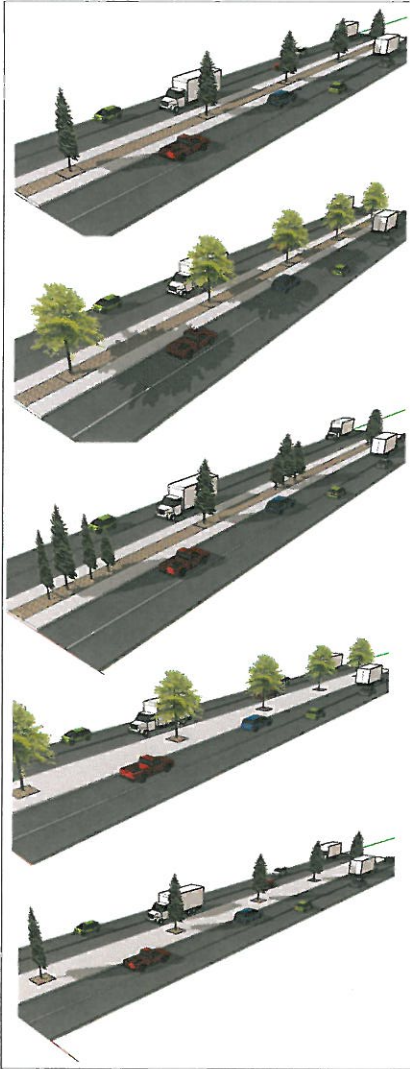


Town of Whitecourt Vitalization

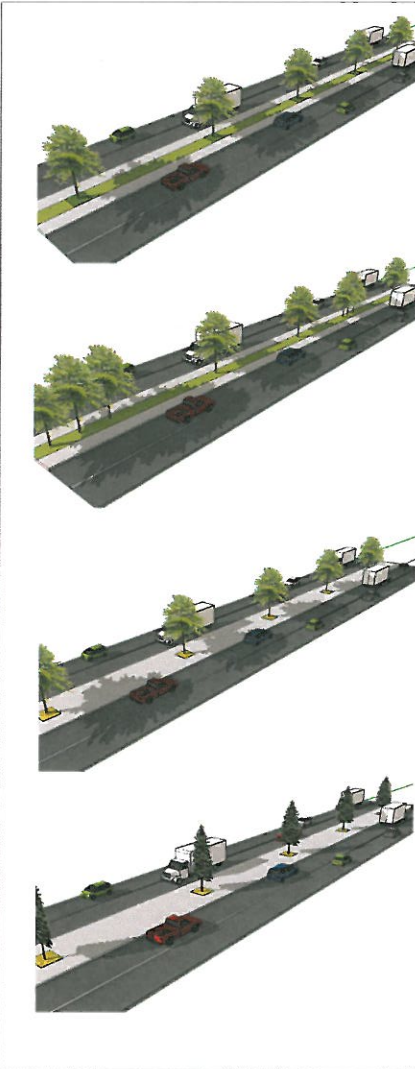
Highway 43

Proposed Median Landscaping





Tree planting in rock mulch



Tree planting in rough grass

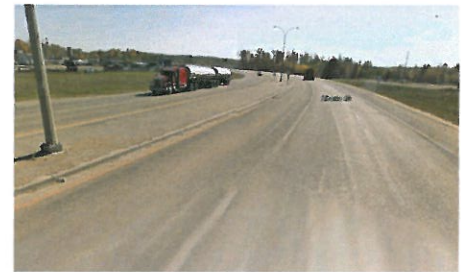


Tree planting with removable planters



Tree planting with low shrubs

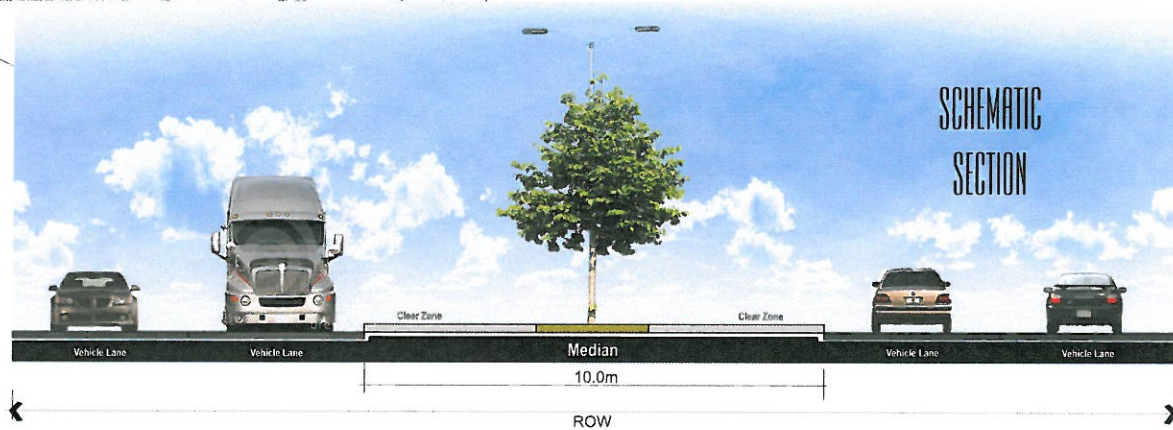
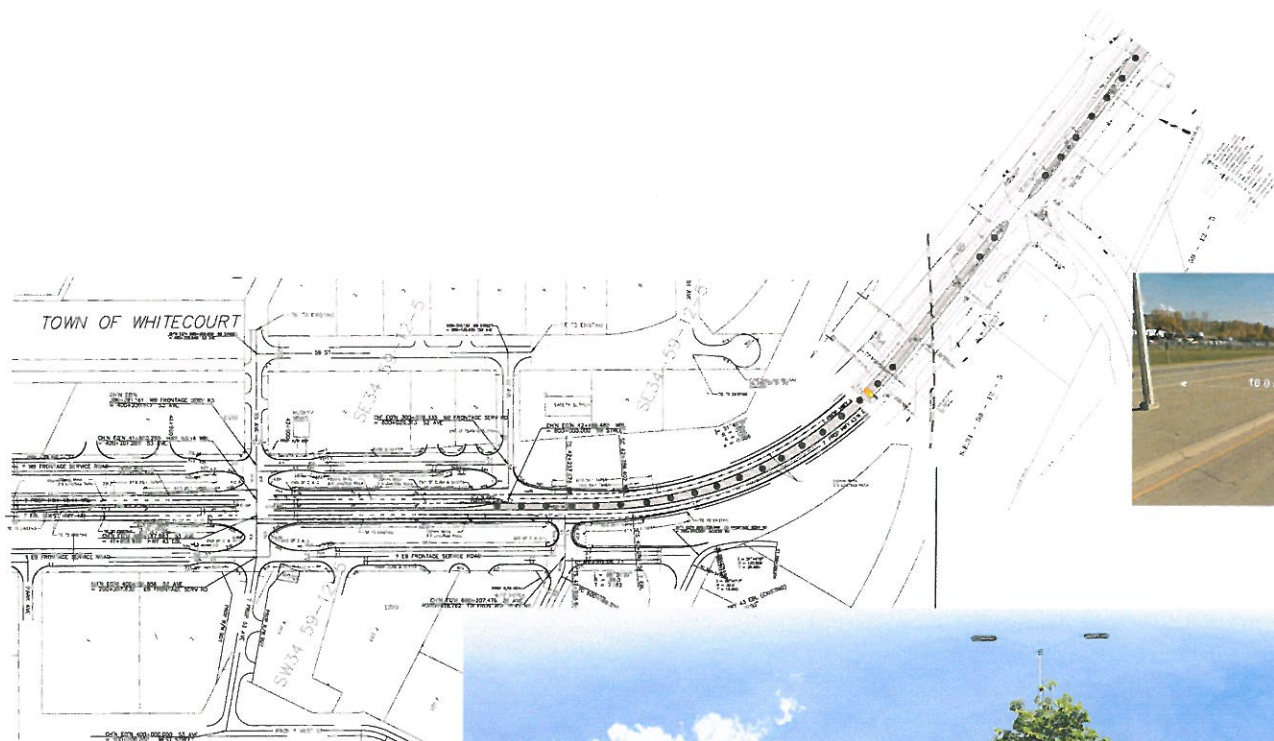
Median Landscape Options




Whitecourt Vitalization

Hwy 43-Medians

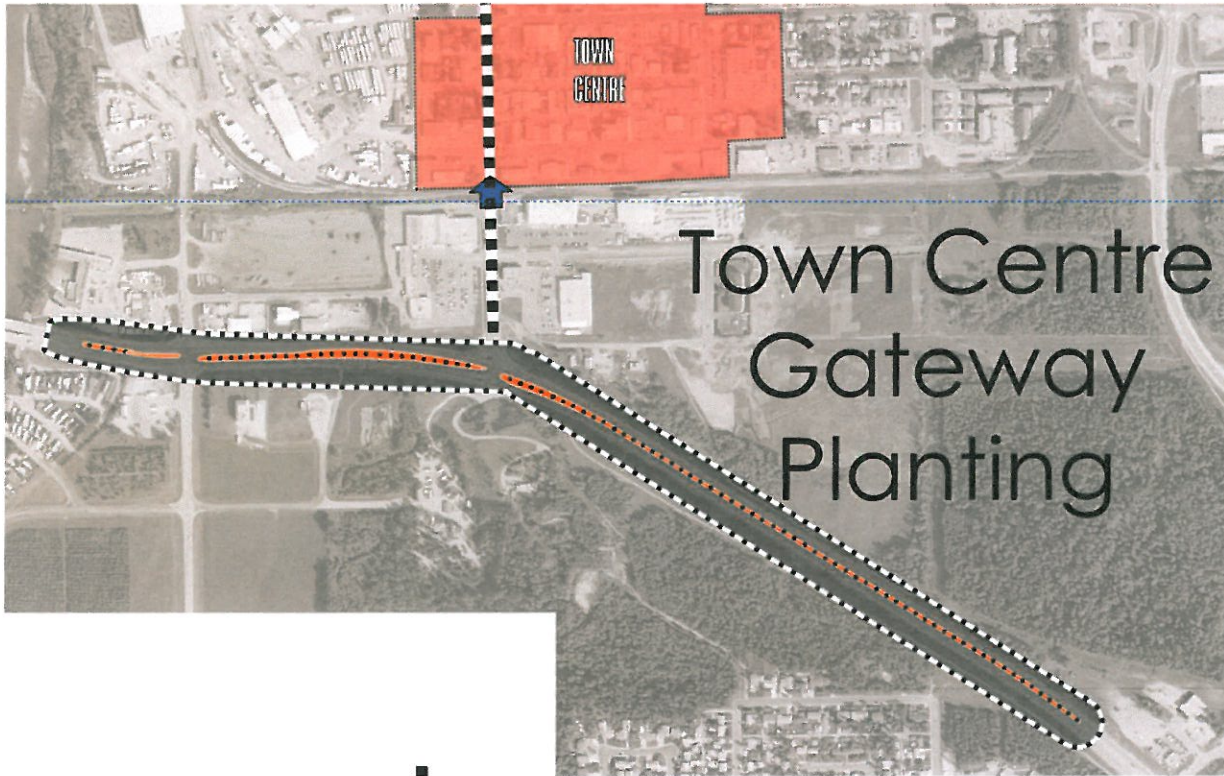

ENGINEERING PLANNING URBAN DESIGN



Whitecourt Vitalization

Hwy 43-Medians

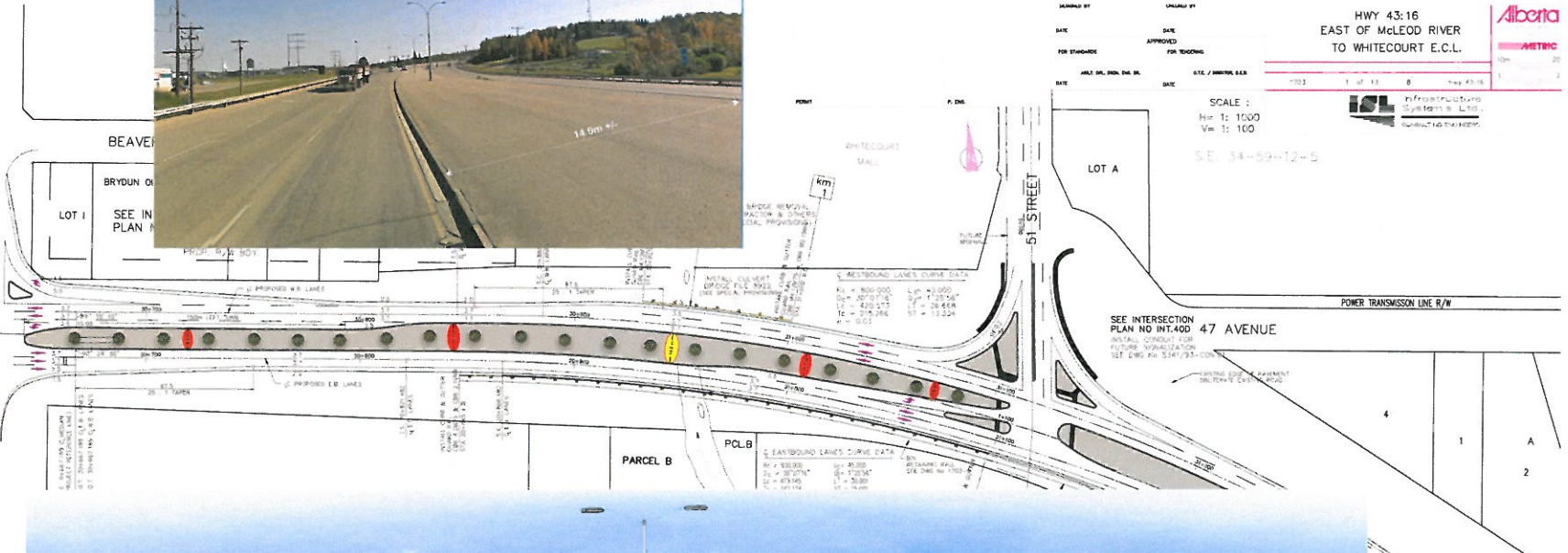
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ENGINEERING PLANNING URBAN DESIGN



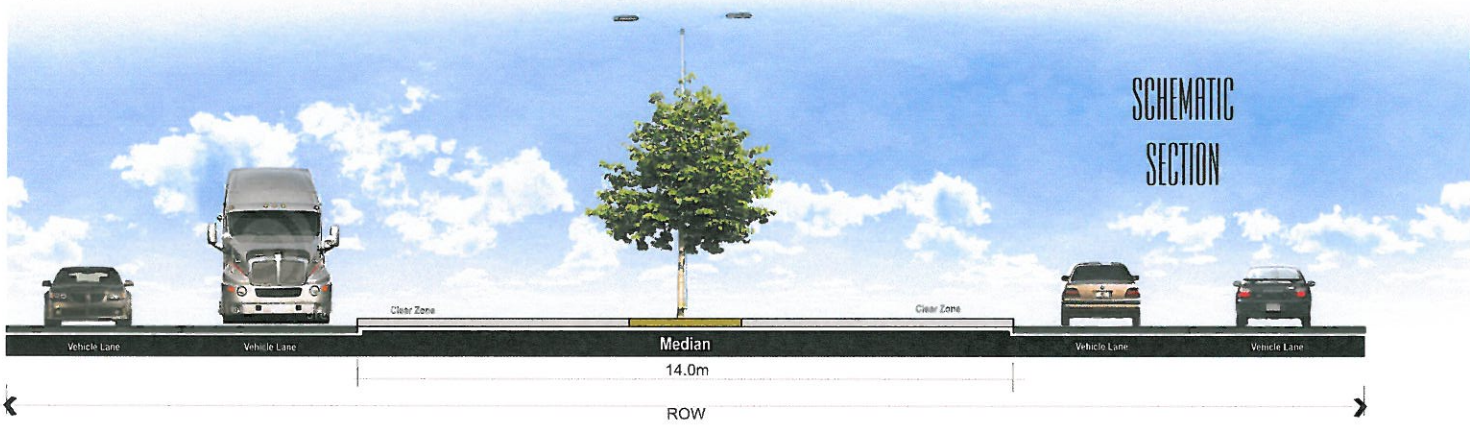

Whitecourt Vitalization

Hwy 43-Medians


ENGINEERING PLANNING URBAN DESIGN



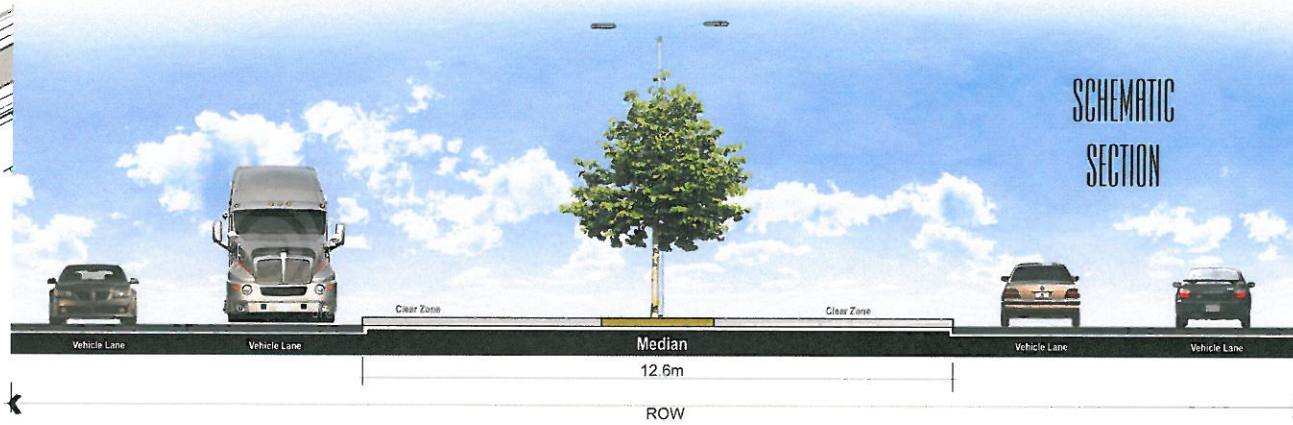
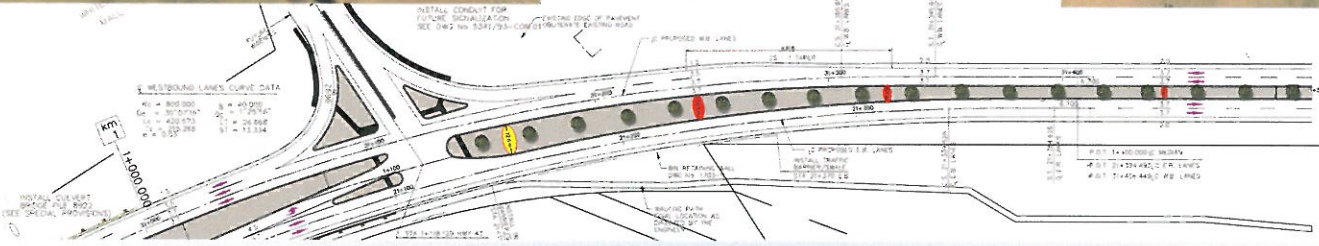
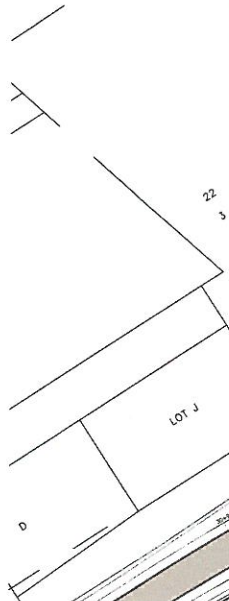
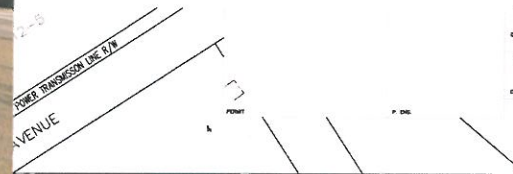
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 Alberta METRIC
 ICL Infrastructure Systems & Ltd.



Whitecourt Vitalization

Hwy 43-Medians

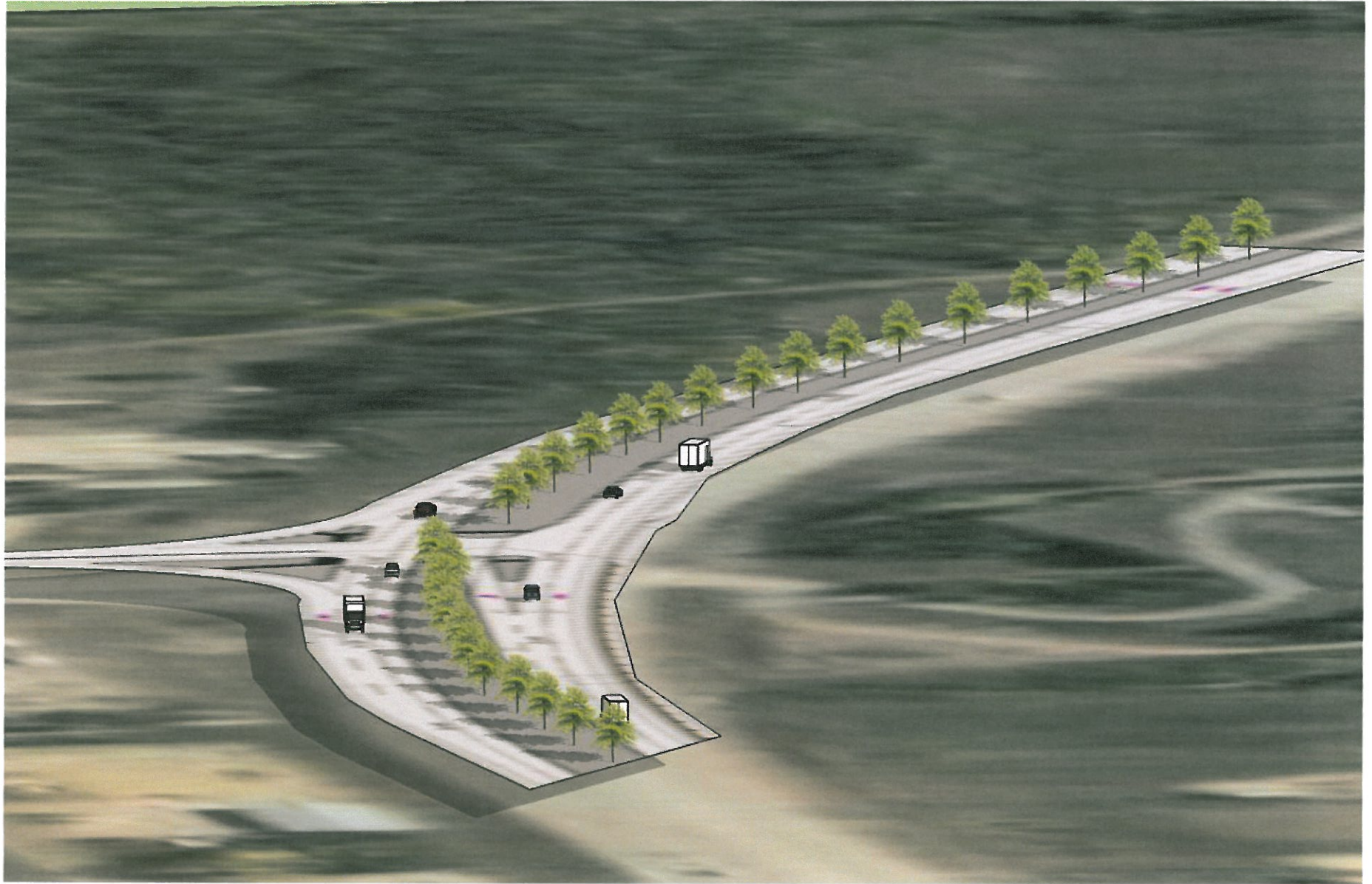
CTQ
ENGINEERING PLANNING URBAN DESIGN



Whitecourt Vitalization

Hwy 43-Medians

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Whitecourt Vitalization

Hwy 43-Medians

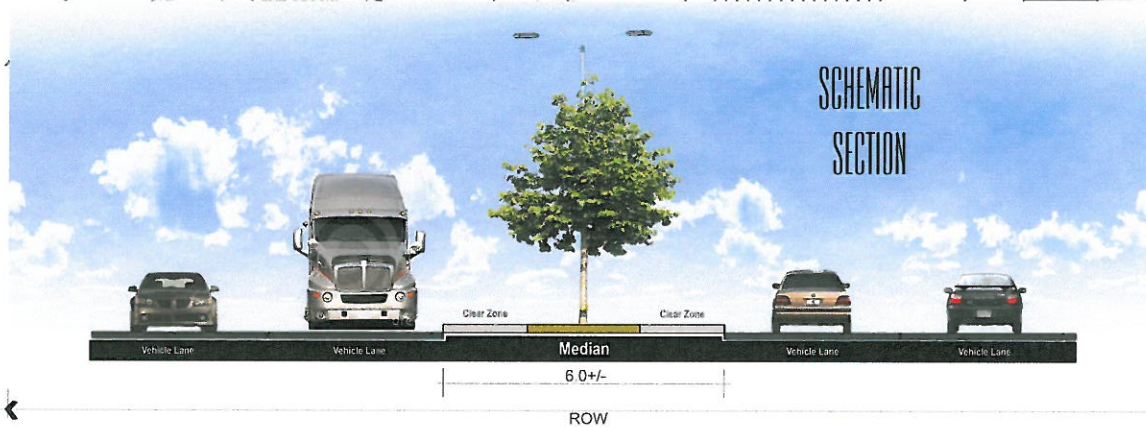
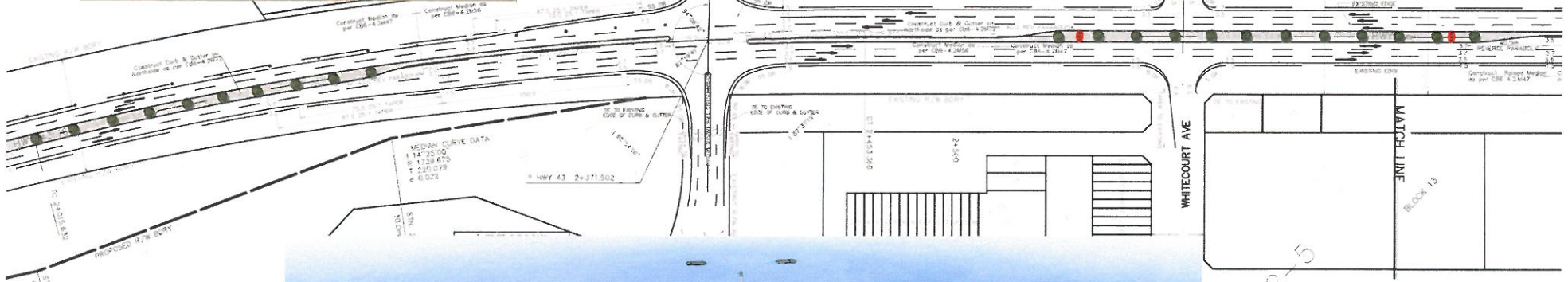
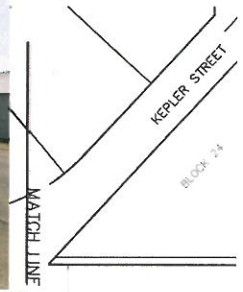
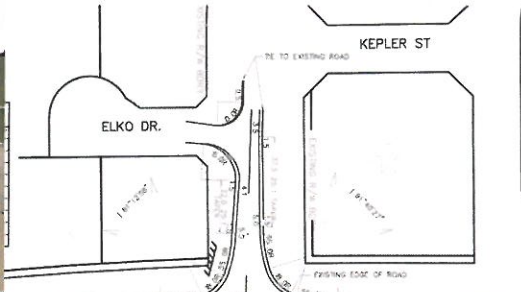

ENGINEERING PLANNING URBAN DESIGN




Whitecourt Vitalization

Hwy 43-Medians

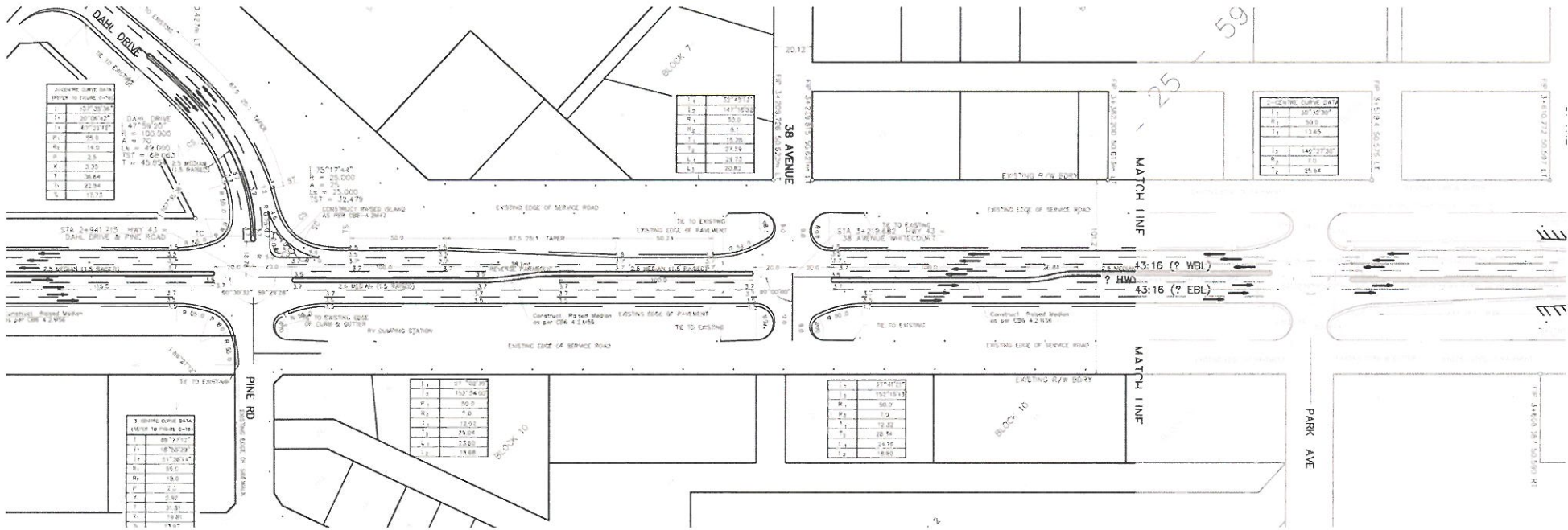

ENGINEERING PLANNING URBAN DESIGN



Whitecourt Vitalization

Hwy 43-Medians

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ENGINEERING PLANNING URBAN DESIGN



 Whitecourt Vitalization

Hwy 43-Medians

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ENGINEERING PLANNING URBAN DESIGN




Whitecourt Vitalization

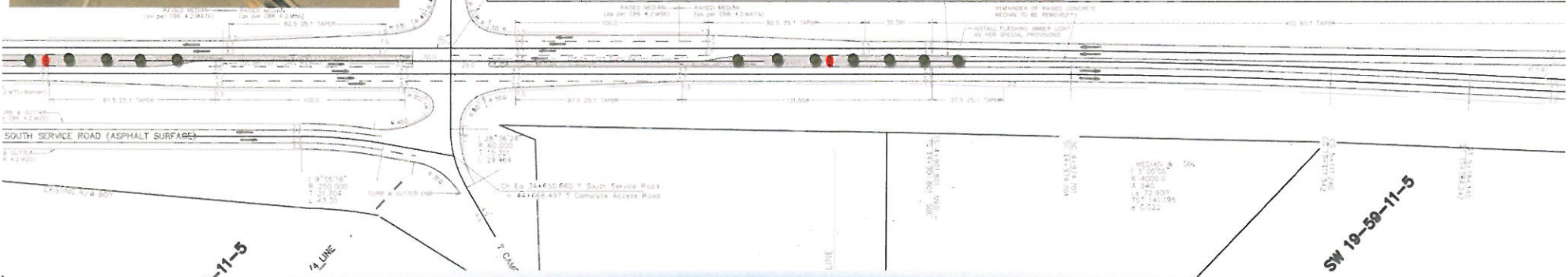
Hwy 43-Medians


ENGINEERING PLANNING URBAN DESIGN



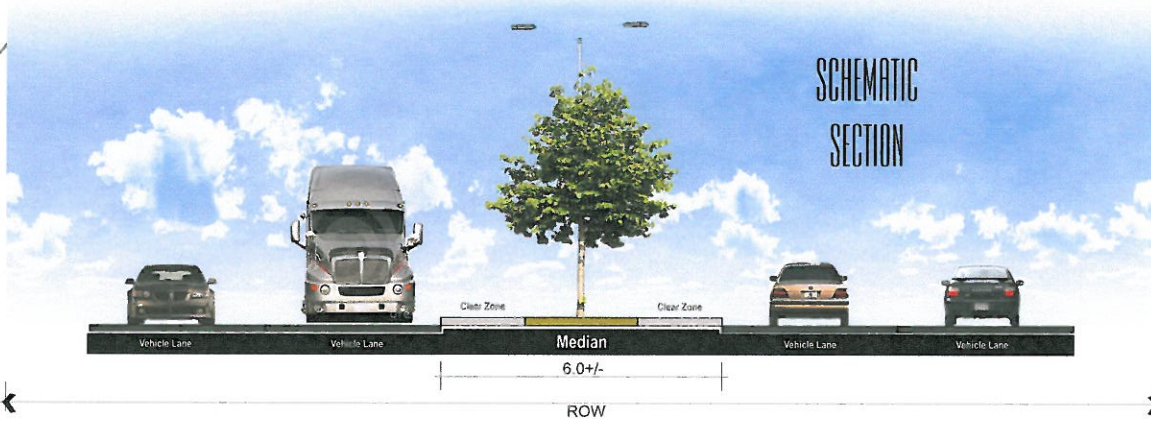
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W 19-59-11-5

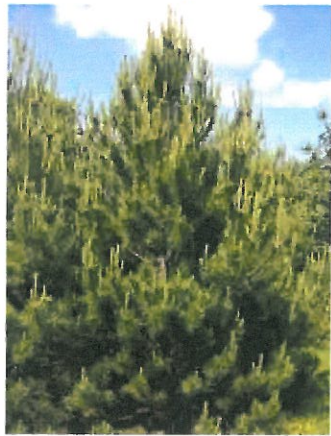
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Whitecourt Vitalization

Hwy 43-Medians

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Austrian Pine



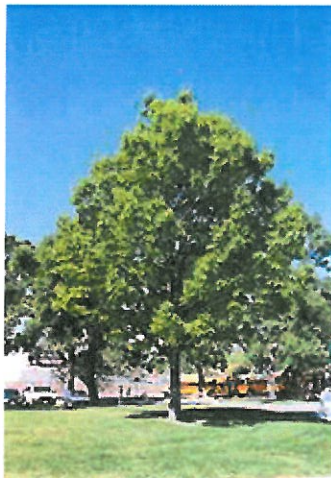
Colorado Spruce



Jack Pine



Norway Spruce



Red Oak



Schubert
Chokecherry



Norway Maple



Trembling Aspen



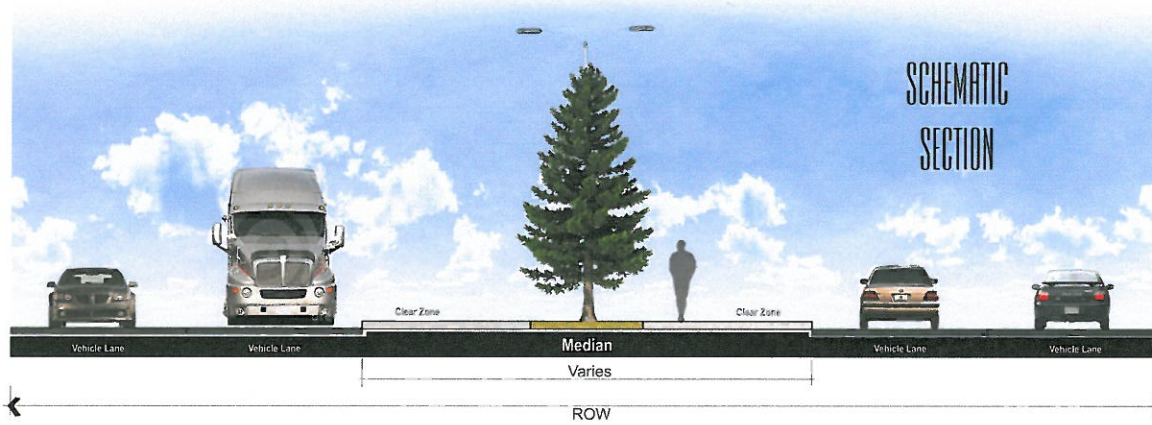
Green Ash

Proposed Median /
Boulevard Landscape
Recommended Trees

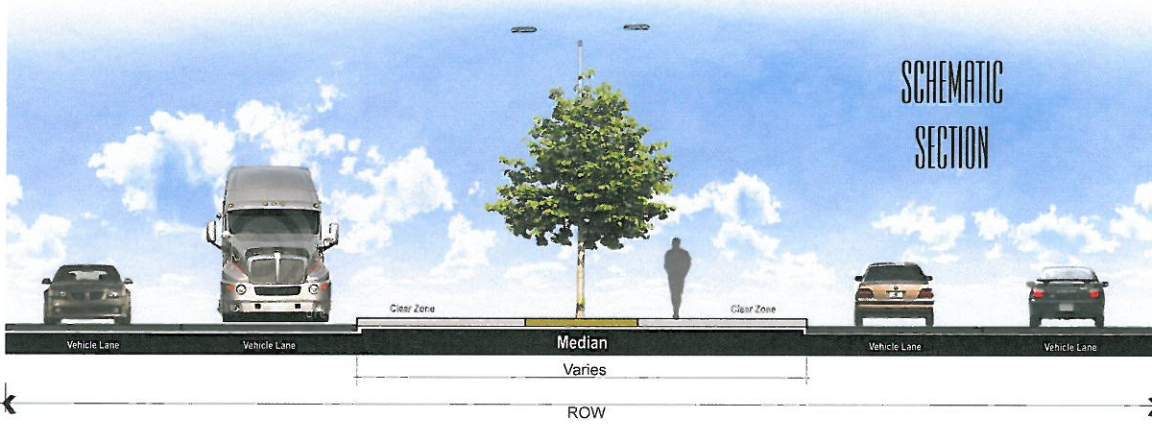
 Whitecourt Vitalization

Hwy 43-Medians

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HIGHWAY 43 THRU WHITECOURT



HIGHWAY 43 THRU WHITECOURT

Whitecourt Vitalization

Hwy 43-Medians

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TOWN OF WHITECOURT VITALIZATION PLAN



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DCL SIEMENS Engineering Ltd.

Phasing

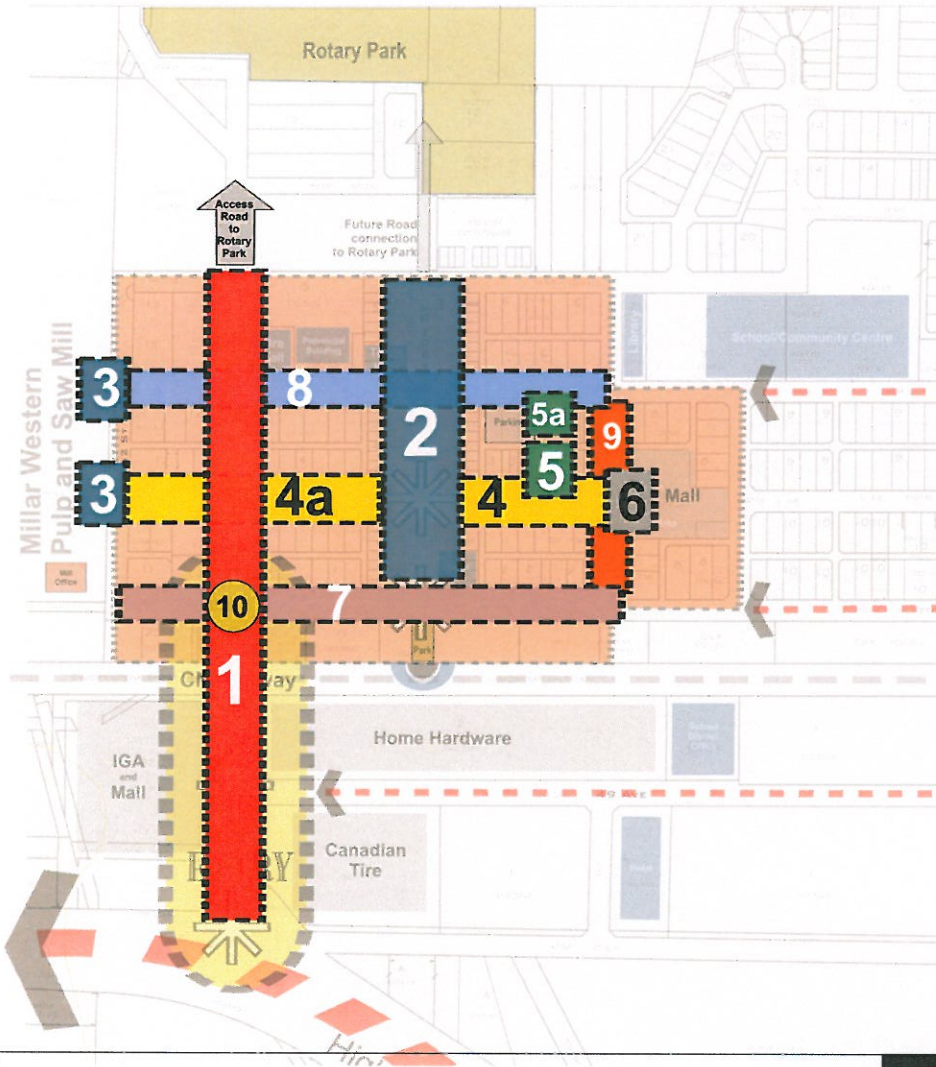
Town Centre Priorities

Section 7

7.0 Phasing (Town Centre Priorities)

Phasing of the physical improvements depends on a number of factors:

- The Need – Areas where streets or sidewalks are in dire need of upgrades or replacement.
- Added Value – The draw that may be created by the improvements.
- Connections to Other Improvements – Surface or underground works that may lead to upgrades (e.g. If power lines are going to be put underground)
- Connections to other attractions – For example, Rotary Park as a major destination on the edge of downtown.
- Development or Redevelopment of Property – Proposed private sector projects that may warrant frontage improvements; this could also be applied to public buildings such as Town Hall.
- Transportation Infrastructure Changes – Necessary changes to intersections, roundabouts, traffic lights, etc.
- Availability of Funding – Potential government funding becomes available to address a particular element and consequently creates an impetus for focusing on a particular street.
- Ability to break projects into small manageable components.



TOWN CENTRE PRIORITIES

- 1 51 street from Highway 43 to 50 Avenue
51 street from 50 Avenue Rotary Park Entry
- 2 Intersection Curb Flares on Legion Street from 50 ave to 52 Ave
- 3 Street Ends on 51 Avenue and 52 Ave on 51 Street adjacent to Millar Western site
- 4 Intersection Curb Flares on 51 Avenue from 49 Street to 51 Street
- 5 Friendship Park Expansion
- 6 Street End on 51 Avenue at 49 Street adjacent to Mall
- 7 Streetscape improvements along 50 Avenue from 52 Street to 49 Street
- 8 Streetscape improvements along 52 Avenue from 52 Street to 49 Street
- 9 Streetscape improvements along 49 Street from 50 Avenue to 52 Avenue
- 10 Entry feature at intersection of 51 Street and 50 Avenue

Whitecourt Vitalization

Phasing Options

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If it is assumed that if there are no immediate or short term underground upgrades required (e.g. sewer and water), the proposed phasing of the Town Centre priorities are recommended as follows:

1. 51 Street Streetscape – Both sides from Highway 43 to 50 Avenue (Stage 1).
2. 51 Street Streetscape – Both sides from 50 Avenue to the Rotary Park Entry (Stage 2).
3. Intersection Curb Flares with full landscaping on Legion Street from 50 Avenue to 52 or 53 Avenue.
4. Street ends on 51 Avenue and 52 Avenue on 51 Street adjacent to the Millar Western Mill site.
5. Intersection Curb Flares with full landscaping on 51 Avenue from 49 Street to 51 Street.
6. Friendship Park Plaza/Expansion at 51 Avenue and/or 52 Avenue.
7. Street end on 51 Avenue at 49 Street adjacent to Mall.
8. 50 Avenue Streetscape – Both sides from 52 Street to 49 Street.
9. 52 Avenue Streetscape – Both sides from 52 Street to 49 Street.
10. 49 Street Streetscape – Both sides from 50 Avenue to 52 Avenue.
11. Entry Feature at intersection of 51 Street and 50 Avenue.

Please see Figure an adjacent page.

Several "early wins" have been proposed by public and stakeholder groups. These can be incorporated with some of the initial upgrades or undertaken separately and as funds are made available.

- Changes to traffic lights
- Banners
- Wayfinding Signs (Started by the Town)
- Fixing Potholes
- Replace broken sidewalks
- Tree Lights/Sparkle Lights
- Street Ends
- Entrance Signs/Sculptural features
- Maintenance of Shrubs
- Ongoing flower basket program
- Upgrade to downtown park
- Continue with new metal benches
- Dress up Library with more landscaping
- Removing Visual Clutter
- Marketing to attract new businesses and shoppers

TOWN OF WHITECOURT VITALIZATION PLAN




Whitecourt

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Section 8 Design Guidelines

8.0 Design Guidelines

The following is a brief introduction to the guidelines for the chosen architectural theme. It is recommended that the Town of Whitecourt should produce a full set of architectural design guidelines that will help to control the form and character of buildings and maintain the continuity of the predominant materials. The chosen theme should also carry through to signs, landscape design, parking lots and public spaces.



8.1 Background

As part of the Downtown and Highway 43 Vitalization Project, the Town of Whitecourt requested consideration for an architectural theme. The Vitalization Committee and the public were presented with a number of different options using a variety and blend of material treatments. The Committee has agreed to choose the "Stone and Wood" theme that would be integrated into new commercial buildings and renovations of structures in the downtown and along Highway 43. Some of this theme is already being used in recently constructed commercial buildings such as Original Joe's.

The intent should be to create an attractive and harmonious visual appearance but one that also promotes variety, vision and expression of unique architecture that makes a statement about Whitecourt. The materials have been



chosen to reflect the natural geography or landscape of the Whitecourt area. The McLeod River originates in the foothills of the Rockies and meanders down towards Whitecourt where it empties into the mighty Athabasca River right on the edge of town. The entire region is heavily forested with both deciduous and coniferous trees. The stone and wood therefore allow for authentic design and material applications. In other locations around North America where stone and wood is used as preferential material in architecture, it is also noted to stand the test of time, and designed well, it never appears dated. This theme will also help promote a regional expression in other elements of the design, including roofs, façade articulation, textures, colors and other structural elements that are associated with the natural characteristics of the stone and wood.

8.2 Materials

This architectural style or design is characterized by use of stone (river rock), brick, flagstone, fieldstone, stained wood, log, and round or square cut timber framing, and other associated features such as large view windows and providing some affinity to the natural landscape of the Rockies, the Foothills and the Whitecourt region. The exterior palette of materials should include an appropriate mixture of stone and wood, included but not limited to the following:

- Natural Stone
- Cultured stone, includes stone veneer
- Ledge stone/Fieldstone
- Brick
- Wood siding like board and batten sealed with earth tone stains
- Authentic round or square cut log, post and beam framing features
- Accent walls made of fieldstone or other stone
- Slate, ceramic or wood shingles

It is understood that although stone and wood will form the predominant or major accent features of the exterior structure, other materials such as glass, stucco and metal may be sensitively combined in the architectural design. (See Section 5)



8.3 Applications

The materials should be considered in appropriate proportions for new buildings, small partial renovations or major renovations. They can be applied to (portions of) entire structures, facades, base, of buildings, signs/monuments, landscape walls, parking areas, seating areas, accent features, decks and terraces, utility box and garbage receptacle screening.

Rock or stone is typically placed at the base of buildings, as accents on walls or facades, or at the base of pillars. It can offset the wood treatment at the upper levels, blend in with various colors or help break up the mass of a building form. Rock and stone also works well for grade level terraces and patios where people interact with the texture as opposed to only seeing it from a distance.

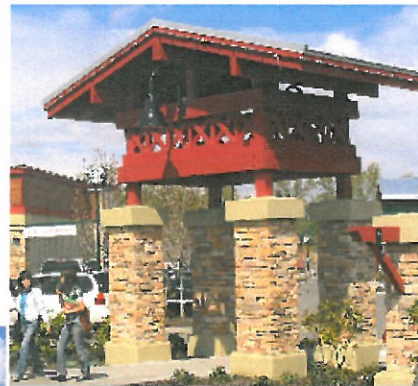
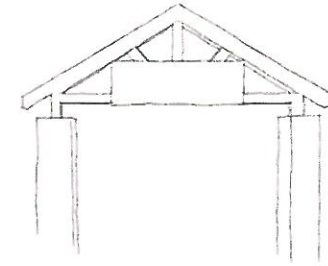
Along with appropriately scaled wood structures, rock and stone serves as an excellent base to commercial signs/monument signs, especially where they are not subject to damage by automobiles and snow clearing equipment.



8.4 Proportions

Finding the balance or symmetry between the various materials is critical to good architectural design. This is especially applicable in the use of stone and wood combinations. One should not overwhelm the other but instead serve as accents, base and stability or create boldness where needed. The attached examples show some great proportions and compatibility applied to commercial buildings. Where stone is applied as base material, even one or two meters in height will suffice to make a strong statement. In some cases, an entire side can be treated with the same material. In other cases, a feature such as a chimney, entryway, or pillar may be sufficient to make the same statement.

Where stone and natural wood (colors) are used, care must be taken to avoid too many combinations of colors or stone types. For example, if river rock is used in one feature treatment, shale should not be used on the same face or plane. Similarly, if natural wood tones are used, care should be taken to avoid use of more than two colors for the wood and say, one for the stucco. Again, achieving the right balance for the particular building and setting will be important for the overall success in design.



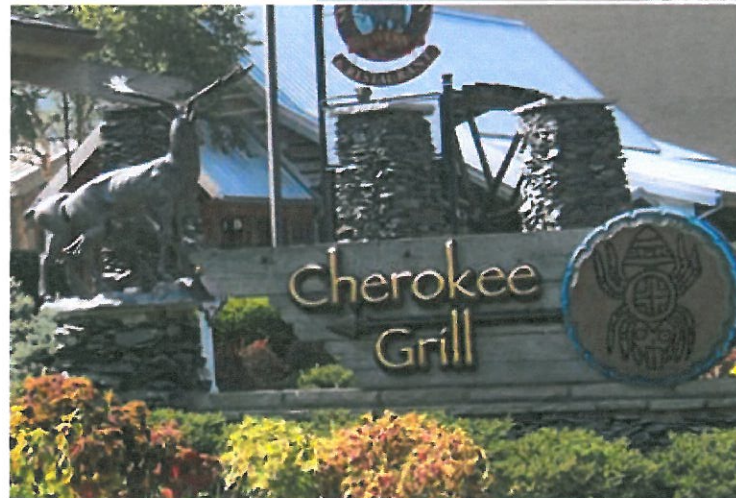
8.5 Mixture of Stone and Wood/Timber with Other Materials

Choosing stone and wood/timber as the predominant materials in a central theme should not preclude the ability to mix these natural materials with stucco, glass, plastics or awnings, for example. The form and type of the building will help dictate how the mixtures can be applied, their proportions or details.

For example, large buildings such as hotels on the highway, may want to capture a significant amount of natural light where windows may be predominant on one side of a structure. A small amount of stone and wood can easily offset the otherwise monotone glass material, and still profile the

natural materials theme the overall design. Similarly, corporate stores

such as the big box retailers can retain certain material and color choices while still incorporating strategically placed and complementary stone and wood accents.



in



Future design guidelines should note details about lending these materials, color schemes that may not work, and avoidance of certain materials, that may totally detract from the central theme.

8.6 Corporate Images

Stone and wood can be effectively used in conjunction with established commercial logos without detracting from the recognition factor of the corporate signage or colors.

Building designers and approving agencies must creatively work together to ensure that marketing and business related interests can benefit from the compliance with architectural guidelines.



8.7 Signs

The stone and wood character should be carried through to commercial and public signs and associated architectural elements such as planter boxes at the base of signs. The architectural applications can be used on freestanding signs, graphics and fascia signs and even sandblasted boulders/rock. Other communities throughout North America are using such elements for their main entry or welcome signs. The wood and stone allows for very bold and prominent statements using large scale objects but it can also be used for intricate details and in works of art on the buildings. Use of effective lighting and wall sconces can add to the beauty of the natural material.

With regard to entry or welcome signs, the rock and wood material can be blended with metal/bronze or hard plastic letters or symbols. These can be applied to large monument signs, portals or along with art work and sculptural elements.



8.8 Landscape

Some of the best theme applications can be in landscape design. Stone and wood can be applied to planters, seating areas, curb flares, parking lots, and pedestrian areas. Stone works extremely well with iron/metal structures, providing a strong sense of design and permanency.



8.9 Other

The Town should consider instilling the design theme into as many elements as possible without appearing “overdone”. Site furniture and seating areas in public places, entryways to buildings, framing of windows, small retaining walls around parking areas, kiosks and bus shelters, and even building interiors may be appropriately designed to receive stone and wood treatments.



Architectural Theme "Authenticity"

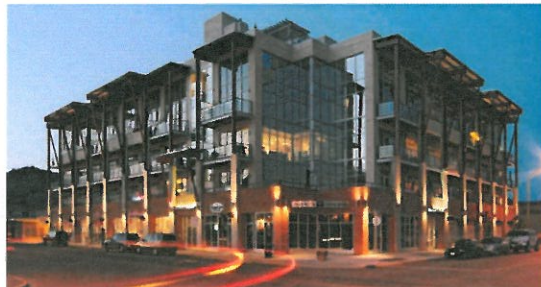
Stone
(River Rock-Athabasca and Mcleod Rivers)
and
Wood
(Forest Industry-Local Saw and Pulp Mills)



Whitecourt Vitalization

Design Guidelines

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Architectural Theme "Reflecting Existing" Glass and Brick

Brick

Numerous downtown buildings have existing Brick facades



 Whitecourt Vitalization

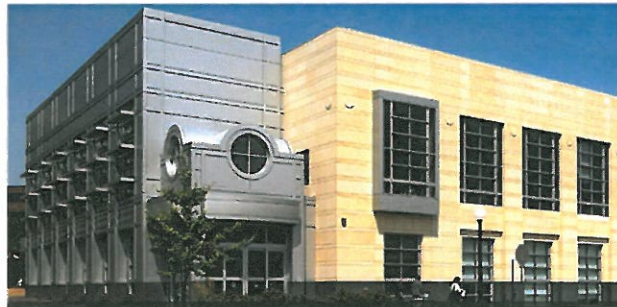
Design Guidelines

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ENGINEERING PLANNING URBAN DESIGN



Architectural Theme "Contemporary"

Design Consistency with New Development



Whitecourt Vitalization

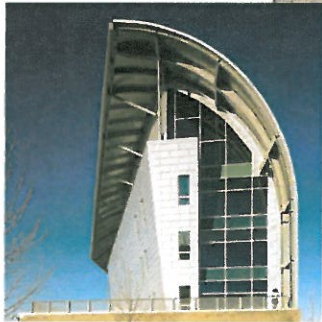
Design Guidelines

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Architectural Theme "Contemporary"

Design Consistency with New Development



Whitecourt Vitalization

Design Guidelines

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TOWN OF WHITECOURT

VITALIZATION PLAN




Whitecourt

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Infrastructure

Section 9

9.0 Infrastructure

9.1 Infrastructure Analysis Background

Without access to revenues that grow with the economy, and without sufficient long-term investments by other governments, municipalities face a structural gap between their growing responsibilities and the resources they have to meet them. Among the consequences are a \$123 billion municipal infrastructure deficit, failing roads and aging deep utilities are growing threats to our economic future.

DCL Siemens discussed infrastructure challenges that the Town staff have dealt with recently in the downtown core. While there hasn't been a lot of infrastructure "emergency fixes" in the last few years, it should be noted that the majority of the underground deep utilities may be approaching the end of their life cycle. Information used included the attached EPCOR, September 2011, Water Distribution System Leak Detection Service and numerous discussions with Town Engineering and Public Works staff.

9.2 Roads

It can be determined from pavement management data that 50th Street from 50th Avenue to 51st Avenue and 51st Avenue from 51st Street to 49th Street are candidates for reconstruction. For these candidates it would be proactive to do some more investigation on the deep utilities within these road corridors. If further study shows that the infrastructure is near the end of its life cycle it would be cost effective to remove and replace the deep underground utilities (See Section 10.0 Preliminary Costs - Class D Cost Estimates). Candidates for overlays have not been identified at

this time but some blocks may have curb flares incorporated where an overlay would be a suitable rehabilitation alternative.

9.3 Water

EPCOR inspected portions of the water distribution system for leaks in the downtown core and focused mainly in areas containing cast iron or asbestos cement pipe. One leak was discovered on a 150mm cast iron pipe, located on 51st Avenue and east of 47th Street. It is evident from the survey results that the water distribution system is functioning sufficiently.

Considering the age and material of the water mains the Town should evaluate removal and replacement options when considering reconstructing the downtown roads.

9.4 Sanitary Sewer

We understand that the Town has its own camera for CCTV work. We recommend all lines be videoed before a decision is made on the type of revitalization or rehabilitation is finalized. Potential for sewer rehabilitation include spot repairs and/or cured in place pipe rather than total replacement.

9.5 Recommendations

When considering the revitalization of downtown Whitecourt, the Town should CCTV the downtown core to determine sanitary sewer removal and replacement candidates. We recommend a half day collaborative session with the Engineering and Public Works staff to evaluate options for the downtown core deep utilities.

Please refer to Section 10.0 Preliminary Costs, for Class D Cost Estimates for "worst case" cost scenarios. These cost summaries are for the total reconstruction of roads and removal and replacement of underground deep utilities.

TOWN OF WHITECOURT VITALIZATION PLAN




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Preliminary Costs

Section 10

10.0 Preliminary Costs

Spreadsheets

CLASS D ESTIMATE SUMMARY - 50 STREET

SCHEDULE 1.0 - 50 STREET - 50 AVENUE TO 51 AVENUE

SCHEDULE 1.1 - SITE WORKS	\$129,220.00
SCHEDULE 1.2 - SANITARY SEWER	\$97,260.00
SCHEDULE 1.3 - STORM SEWER	\$0.00
SCHEDULE 1.4 - WATERMAIN	\$119,200.00
SCHEDULE 1.5 - SERVICES	\$160,200.00
SCHEDULE 1.6 - ROADWORKS	\$217,400.00

CONSTRUCTION	\$723,280.00
CONTINGENCY	\$72,328.00
ENGINEERING AND TESTING	\$95,472.96
TOTAL	<u>\$891,080.96</u>

SCHEDULE 2.0 - 50 STREET - 51 AVENUE TO 52 AVENUE

SCHEDULE 2.1 - SITE WORKS	\$129,220.00
SCHEDULE 2.2 - SANITARY SEWER	\$100,760.00
SCHEDULE 2.3 - STORM SEWER	\$88,400.00
SCHEDULE 2.4 - WATERMAIN	\$138,200.00
SCHEDULE 2.5 - SERVICES	\$160,200.00
SCHEDULE 2.6 - ROADWORKS	\$217,400.00

CONSTRUCTION	\$834,180.00
CONTINGENCY	\$83,418.00
ENGINEERING AND TESTING	\$110,111.76
TOTAL	<u>\$1,027,709.76</u>

SCHEDULE 3.0 - 50 STREET - 52 AVENUE TO 53 AVENUE

SCHEDULE 3.1 - SITE WORKS	\$129,220.00
SCHEDULE 3.2 - SANITARY SEWER	\$89,140.00
SCHEDULE 3.3 - STORM SEWER	\$186,460.00
SCHEDULE 3.4 - WATERMAIN	\$127,700.00
SCHEDULE 3.5 - SERVICES	\$160,200.00
SCHEDULE 3.6 - ROADWORKS	\$217,400.00

CONSTRUCTION	\$910,120.00
CONTINGENCY	\$91,012.00
ENGINEERING AND TESTING	\$120,135.84
TOTAL	<u>\$1,121,267.84</u>

SCHEDULE 1.0 - 50 STREET - 50 AVENUE TO 51 AVENUE	\$891,080.96
SCHEDULE 2.0 - 50 STREET - 51 AVENUE TO 52 AVENUE	\$1,027,709.76
SCHEDULE 3.0 - 50 STREET - 52 AVENUE TO 53 AVENUE	\$1,121,267.84
TOTAL	<u>\$3,040,058.56</u>

CLASS D ESTIMATE SUMMARY - 51 AVENUE

SCHEDULE 1.0 - 51 AVENUE - 52 STREET TO 51 STREET

SCHEDULE 1.1 - SITE WORKS	\$121,650.00
SCHEDULE 1.2 - SANITARY SEWER	\$79,830.00
SCHEDULE 1.3 - STORM SEWER	\$0.00
SCHEDULE 1.4 - WATERMAIN	\$101,600.00
SCHEDULE 1.5 - SERVICES	\$58,100.00
SCHEDULE 1.6 - ROADWORKS	\$216,600.00

CONSTRUCTION	\$577,780.00
CONTINGENCY	\$57,778.00
ENGINEERING AND TESTING	\$76,266.96
TOTAL	<u>\$711,824.96</u>

SCHEDULE 2.0 - 51 AVENUE - 51 STREET TO 50 STREET

SCHEDULE 2.1 - SITE WORKS	\$159,110.00
SCHEDULE 2.2 - SANITARY SEWER	\$140,410.00
SCHEDULE 2.3 - STORM SEWER	\$0.00
SCHEDULE 2.4 - WATERMAIN	\$137,200.00
SCHEDULE 2.5 - SERVICES	\$124,600.00
SCHEDULE 2.6 - ROADWORKS	\$295,800.00

CONSTRUCTION	\$857,120.00
CONTINGENCY	\$85,712.00
ENGINEERING AND TESTING	\$113,139.84
TOTAL	<u>\$1,055,971.84</u>

SCHEDULE 3.0 - 51 AVENUE - 50 STREET TO 49 STREET

SCHEDULE 3.1 - SITE WORKS	\$158,610.00
SCHEDULE 3.2 - SANITARY SEWER	\$92,570.00
SCHEDULE 3.3 - STORM SEWER	\$0.00
SCHEDULE 3.4 - WATERMAIN	\$169,900.00
SCHEDULE 3.5 - SERVICES	\$115,700.00
SCHEDULE 3.6 - ROADWORKS	\$295,800.00

CONSTRUCTION	\$832,580.00
CONTINGENCY	\$83,258.00
ENGINEERING AND TESTING	\$109,900.56
TOTAL	<u>\$1,025,738.56</u>

SCHEDULE 1.0 - 51 AVENUE - 52 STREET TO 51 STREET	\$711,824.96
SCHEDULE 2.0 - 51 AVENUE - 51 STREET TO 50 STREET	\$1,055,971.84
SCHEDULE 3.0 - 51 AVENUE - 50 STREET TO 49 STREET	\$1,025,738.56
TOTAL	<u>\$2,793,535.36</u>

CLASS D ESTIMATE SUMMARY - 51 STREET

SCHEDULE 1.0 - 51 STREET - 47 AVENUE TO 49 AVENUE

SCHEDULE 1.1 - SITE WORKS	\$111,720.00
SCHEDULE 1.2 - SANITARY SEWER	\$0.00
SCHEDULE 1.3 - STORM SEWER	\$0.00
SCHEDULE 1.4 - WATERMAIN	\$172,600.00
SCHEDULE 1.5 - SERVICES	\$0.00
SCHEDULE 1.6 - ROADWORKS	\$194,800.00
CONSTRUCTION	\$479,120.00
CONTINGENCY	\$47,912.00
ENGINEERING AND TESTING	\$63,243.84
TOTAL	<u>\$590,275.84</u>

SCHEDULE 2.0 - 51 STREET - 49 AVENUE TO 50 AVENUE

SCHEDULE 2.1 - SITE WORKS	\$156,210.00
SCHEDULE 2.2 - SANITARY SEWER	\$105,310.00
SCHEDULE 2.3 - STORM SEWER	\$54,910.00
SCHEDULE 2.4 - WATERMAIN	\$205,660.00
SCHEDULE 2.5 - SERVICES	\$0.00
SCHEDULE 2.6 - ROADWORKS	\$295,800.00
CONSTRUCTION	\$817,890.00
CONTINGENCY	\$81,789.00
ENGINEERING AND TESTING	\$107,961.48
TOTAL	<u>\$1,007,640.48</u>

SCHEDULE 3.0 - 51 STREET - 50 AVENUE TO 51 AVENUE

SCHEDULE 3.1 - SITE WORKS	\$104,755.00
SCHEDULE 3.2 - SANITARY SEWER	\$0.00
SCHEDULE 3.3 - STORM SEWER	\$0.00
SCHEDULE 3.4 - WATERMAIN	\$0.00
SCHEDULE 3.5 - SERVICES	\$0.00
SCHEDULE 3.6 - ROADWORKS	\$171,300.00
CONSTRUCTION	\$276,055.00
CONTINGENCY	\$27,605.50
ENGINEERING AND TESTING	\$36,439.26
TOTAL	<u>\$340,099.76</u>

SCHEDULE 4.0 - 51 STREET - 51 AVENUE TO 52 AVENUE

SCHEDULE 4.1 - SITE WORKS	\$104,755.00
SCHEDULE 4.2 - SANITARY SEWER	\$0.00
SCHEDULE 4.3 - STORM SEWER	\$0.00
SCHEDULE 4.4 - WATERMAIN	\$0.00
SCHEDULE 4.5 - SERVICES	\$0.00
SCHEDULE 4.6 - ROADWORKS	\$171,300.00
CONSTRUCTION	\$276,055.00
CONTINGENCY	\$27,605.50
ENGINEERING AND TESTING	\$36,439.26
TOTAL	<u>\$340,099.76</u>

SCHEDULE 5.0 - 51 STREET - 52 AVENUE TO 53 AVENUE

SCHEDULE 5.1 - SITE WORKS	\$104,755.00
SCHEDULE 5.2 - SANITARY SEWER	\$0.00
SCHEDULE 5.3 - STORM SEWER	\$0.00
SCHEDULE 5.4 - WATERMAIN	\$0.00
SCHEDULE 5.5 - SERVICES	\$0.00
SCHEDULE 5.6 - ROADWORKS	\$171,300.00
CONSTRUCTION	\$276,055.00
CONTINGENCY	\$27,605.50
ENGINEERING AND TESTING	\$36,439.26
TOTAL	<u>\$340,099.76</u>

SCHEDULE 1.0 - 51 STREET - 47 AVENUE TO 49 AVENUE	\$590,275.84
SCHEDULE 2.0 - 51 STREET - 49 AVENUE TO 50 AVENUE	\$1,007,640.48
SCHEDULE 3.0 - 51 STREET - 50 AVENUE TO 51 AVENUE	\$340,099.76
SCHEDULE 4.0 - 51 STREET - 51 AVENUE TO 52 AVENUE	\$340,099.76
SCHEDULE 5.0 - 51 STREET - 52 AVENUE TO 53 AVENUE	\$340,099.76
TOTAL	<u>\$2,618,215.60</u>

CLASS D ESTIMATE SUMMARY - 52 AVENUE

SCHEDULE 1.0 - 52 AVENUE - 52 STREET TO 51 STREET

SCHEDULE 1.1 - SITE WORKS	\$121,350.00
SCHEDULE 1.2 - SANITARY SEWER	\$101,070.00
SCHEDULE 1.3 - STORM SEWER	\$0.00
SCHEDULE 1.4 - WATERMAIN	\$173,350.00
SCHEDULE 1.5 - SERVICES	\$49,200.00
SCHEDULE 1.6 - ROADWORKS	\$216,600.00
CONSTRUCTION	\$661,570.00
CONTINGENCY	\$66,157.00
ENGINEERING AND TESTING	\$87,327.24
TOTAL	<u>\$815,054.24</u>

SCHEDULE 2.0 - 52 AVENUE - 51 STREET TO 50 STREET

SCHEDULE 2.1 - SITE WORKS	\$156,210.00
SCHEDULE 2.2 - SANITARY SEWER	\$140,410.00
SCHEDULE 2.3 - STORM SEWER	\$88,400.00
SCHEDULE 2.4 - WATERMAIN	\$137,200.00
SCHEDULE 2.5 - SERVICES	\$64,900.00
SCHEDULE 2.6 - ROADWORKS	\$295,800.00
CONSTRUCTION	\$882,920.00
CONTINGENCY	\$88,292.00
ENGINEERING AND TESTING	\$116,545.44
TOTAL	<u>\$1,087,757.44</u>

SCHEDULE 3.0 - 52 AVENUE - 50 STREET TO 49 STREET

SCHEDULE 3.1 - SITE WORKS	\$157,610.00
SCHEDULE 3.2 - SANITARY SEWER	\$150,910.00
SCHEDULE 3.3 - STORM SEWER	\$258,870.00
SCHEDULE 3.4 - WATERMAIN	\$266,850.00
SCHEDULE 3.5 - SERVICES	\$124,600.00
SCHEDULE 3.6 - ROADWORKS	\$295,800.00
CONSTRUCTION	\$1,254,640.00
CONTINGENCY	\$125,464.00
ENGINEERING AND TESTING	\$165,612.48
TOTAL	<u>\$1,545,716.48</u>

SCHEDULE 1.0 - 52 AVENUE - 52 STREET TO 51 STREET	\$815,054.24
SCHEDULE 2.0 - 52 AVENUE - 51 STREET TO 50 STREET	\$1,087,757.44
SCHEDULE 3.0 - 52 AVENUE - 50 STREET TO 49 STREET	\$1,545,716.48
TOTAL	<u>\$3,448,528.16</u>

**Town of Whitecourt
Preliminary Cost Estimate-Phase 1**

Item-HIGHWAY 43	QTY	Unit	Cost		
Westside Gateway Planting					
sawcut existing asphalt	688	l m	\$10.00		\$6,880.00
remove existing asphalt	140	sq m	\$15.00		\$2,100.00
common excavation and subgrade prep	140	cu m	\$40.00		\$5,600.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
street trees	35	ea	\$600.00		\$21,000.00
topsoil	140	cu m	\$35.00		\$4,900.00
portable planters	0	ea	\$1,000.00		\$0.00
irrigation per tree inc piping	35	ea	\$400.00		\$14,000.00
rock mulch cw landscape fabric	140	sq.m	\$10.00		\$1,400.00
TOTAL					\$49,000.00
Engineering and Contingency					
	25%				
					\$12,250.00
TOTAL					\$61,250.00

Preliminary costs based on landscape option with irrigated street trees planted in existing median approx 20m oc in 2.0m square planting pits with river rock mulch

**Town of Whitecourt
Preliminary Cost Estimate-Phase 1**

Item-HIGHWAY 43	QTY	Unit	Cost		
Town Centre Gateway Planting					
sawcut existing asphalt	688	l m	\$10.00		\$6,880.00
remove existing asphalt	344	sq m	\$15.00		\$5,160.00
common excavation and subgrade prep	344	sq m	\$40.00		\$13,760.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
street trees	86	ea	\$600.00		\$51,600.00
topsoil	344	cu m	\$35.00		\$12,040.00
portable planters	30	ea	\$1,000.00		\$30,000.00
irrigation per tree inc piping	86	ea	\$4,000.00		\$344,000.00
rock mulch cw landscape fabric	344	sq.m	\$10.00		\$3,440.00
TOTAL					\$460,000.00
Engineering and Contingency					
	25%				
					\$115,000.00
TOTAL					\$575,000.00

Preliminary costs based on landscape option with irrigated street trees planted in existing median approx 20m oc in 2.0m square planting pits with river rock mulch

**Town of Whitecourt
Preliminary Cost Estimate-Phase 1**

Item-HIGHWAY 43	QTY	Unit	Cost		
Highway Commercial Planting					
sawcut existing asphalt	336	l m	\$10.00		\$3,360.00
remove existing asphalt	168	sq m	\$15.00		\$2,520.00
common excavation and subgrade prep	168	sq m	\$40.00		\$6,720.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
street trees	42	ea	\$600.00		\$25,200.00
topsoil	168	cu m	\$35.00		\$5,880.00
portable planters	0	ea	\$1,000.00		\$0.00
irrigation per tree inc piping	42	ea	\$400.00		\$16,800.00
rock mulch cw landscape fabric	168	sq.m	\$10.00		\$1,680.00
TOTAL					\$58,800.00
Engineering and Contingency					
	25%				
					\$14,700.00
TOTAL					\$73,500.00

Preliminary costs based on landscape option with irrigated street trees planted in existing median approx 20m oc in 2.0m square planting pits with river rock mulch

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
Legion Street-50 ave to 51 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	2	ea	\$70,000.00		\$140,000.00
curb flares(1 angle,1 parallel)	2	ea	\$60,000.00		\$120,000.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	1	ea	\$35,000.00		\$35,000.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) inc base	360	sq.m	\$140.00		\$50,400.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	8	ea	\$2,000.00		\$16,000.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	4	ea	\$6,000.00		\$24,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$385,400.00
Engineering and Contingency					
	25%				\$96,350.00
					\$481,750.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
Legion Street-51ave to 52 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	1	ea	\$70,000.00		\$70,000.00
curb flares(1 angle,1 parallel)	4	ea	\$60,000.00		\$240,000.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) inc base	360	sq.m	\$140.00		\$50,400.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	8	ea	\$2,000.00		\$16,000.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	4	ea	\$6,000.00		\$24,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$400,400.00
Engineering and Contingency					
	25%				\$100,100.00
					\$500,500.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
Legion Street-50 ave to 51 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	2	ea	\$70,000.00		\$140,000.00
curb flares(1 angle,1 parallel)	2	ea	\$60,000.00		\$120,000.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	1	ea	\$35,000.00		\$35,000.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) inc base	360	sq.m	\$140.00		\$50,400.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	8	ea	\$2,000.00		\$16,000.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	4	ea	\$6,000.00		\$24,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$385,400.00
Engineering and Contingency					
25%					\$96,350.00
					\$481,750.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
51 st- 51 ave to 52 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	2	ea	\$60,000.00		\$120,000.00
curb flares(2 parallel)	4	ea	\$50,000.00		\$200,000.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk (2) inc base	240	sq.m	\$140.00		\$33,600.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00		\$0.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	4	ea	\$6,000.00		\$24,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$377,600.00
Engineering and Contingency					
25%					\$94,400.00
					\$472,000.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
51 st- 50 ave to 51 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	1	ea	\$60,000.00		\$60,000.00
curb flares(2 parallel)	5	ea	\$50,000.00		\$250,000.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(2) inc base	240	sq.m	\$140.00		\$33,600.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00		\$0.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	4	ea	\$6,000.00		\$24,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$367,600.00
Engineering and Contingency					
	25%				
					\$91,900.00
TOTAL					\$459,500.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
51 st -49 ave to 50 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk inc base	0	sq.m	\$140.00		\$0.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00		\$0.00
street trees in boulevard	18	ea	\$500.00		\$9,000.00
ornamental street lights	0	ea	\$6,000.00		\$0.00
irrigation per tree inc piping	18	ea	\$300.00		\$5,400.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$14,400.00
Engineering and Contingency					
	25%				\$3,600.00
TOTAL					\$18,000.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
51 st - Hwy 43 to 49 ave					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk inc base	0	sq.m	\$140.00		\$0.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00		\$0.00
street trees in boulevard	24	ea	\$500.00		\$12,000.00
ornamental street lights	0	ea	\$6,000.00		\$0.00
irrigation per tree inc piping	24	ea	\$300.00		\$7,200.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$19,200.00
Engineering and Contingency					
	25%				\$4,800.00
TOTAL					\$24,000.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
50 ave - 52 st - 51 st					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3)inc base	0	sq.m	\$140.00		\$0.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00		\$0.00
street trees in boulevard	0	ea	\$500.00		\$0.00
ornamental street lights	0	ea	\$6,000.00		\$0.00
irrigation per boulevard tree inc piping	0	ea	\$300.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$0.00
Engineering and Contingency					
	25%				\$0.00
TOTAL					\$0.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
50 ave - 51 st - Legion st					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) inc base	390	sq.m	\$140.00		\$54,600.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	7	ea	\$2,000.00		\$14,000.00
street trees in boulevard	7	ea	\$500.00		\$3,500.00
ornamental street lights	6	ea	\$6,000.00		\$36,000.00
irrigation per boulevard tree inc piping	7	ls	\$1,000.00		\$7,000.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$115,100.00
Engineering and Contingency					
	25%				\$28,775.00
TOTAL					\$143,875.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
50 ave - Legion st - 49 st					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) (2) inc base	650	sq.m	\$140.00		\$91,000.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	8	ea	\$2,000.00		\$16,000.00
street trees in boulevard	8	ea	\$500.00		\$4,000.00
ornamental street lights	6	ea	\$6,000.00		\$36,000.00
irrigation per boulevard tree inc piping	8	ls	\$1,000.00		\$8,000.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$155,000.00
Engineering and Contingency					
	25%				\$38,750.00
TOTAL					\$193,750.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
51 ave - Legion st - 49 st					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends) (mid block)	2	ea	\$35,000.00		\$70,000.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) inc base	780	sq.m	\$140.00		\$109,200.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	16	ea	\$2,000.00		\$32,000.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	6	ea	\$6,000.00		\$36,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$247,200.00
Engineering and Contingency					
	25%				
					\$61,800.00
TOTAL					\$309,000.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost	
51 ave - Legion st - 51 st				
common excavation and subgrade prep	0	sq m	\$35.00	\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00	\$0.00
remove existing asphalt	0	sq m	\$15.00	\$0.00
common excavation and subgrade prep	0	sq m	\$40.00	\$0.00
curb flares(2 angle)	0	ea	\$70,000.00	\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00	\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00	\$0.00
curb flares(street ends)	0	ea	\$35,000.00	\$0.00
pavers inc base	0	sq m	\$110.00	\$0.00
concrete edger inc base	0	l.m.	\$100.00	\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00	\$0.00
concrete sidewalk(3) inc base	780	sq.m	\$140.00	\$109,200.00
asphalt restoration	0	sq.m	\$30.00	\$0.00
bench	0	ea	\$2,000.00	\$0.00
litter receptacle	0	ea	\$1,000.00	\$0.00
planting beds	0	sq m	\$65.00	\$0.00
street trees inc grate, tree well, and irr	16	ea	\$2,000.00	\$32,000.00
bollards	0	ea	\$1,000.00	\$0.00
ornamental street lights	6	ea	\$6,000.00	\$36,000.00
irrigation per tree inc piping	0	ls	\$1,000.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
TOTAL				\$177,200.00
Engineering and Contingency				
	25%			\$44,300.00
TOTAL				\$221,500.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost		
51 ave - 51 st - 52 st					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	1	ea	\$35,000.00		\$35,000.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk inc base	0	sq.m	\$140.00		\$0.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00		\$0.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	0	ea	\$6,000.00		\$0.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$35,000.00
Engineering and Contingency					
	25%				
					\$8,750.00
TOTAL					\$43,750.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

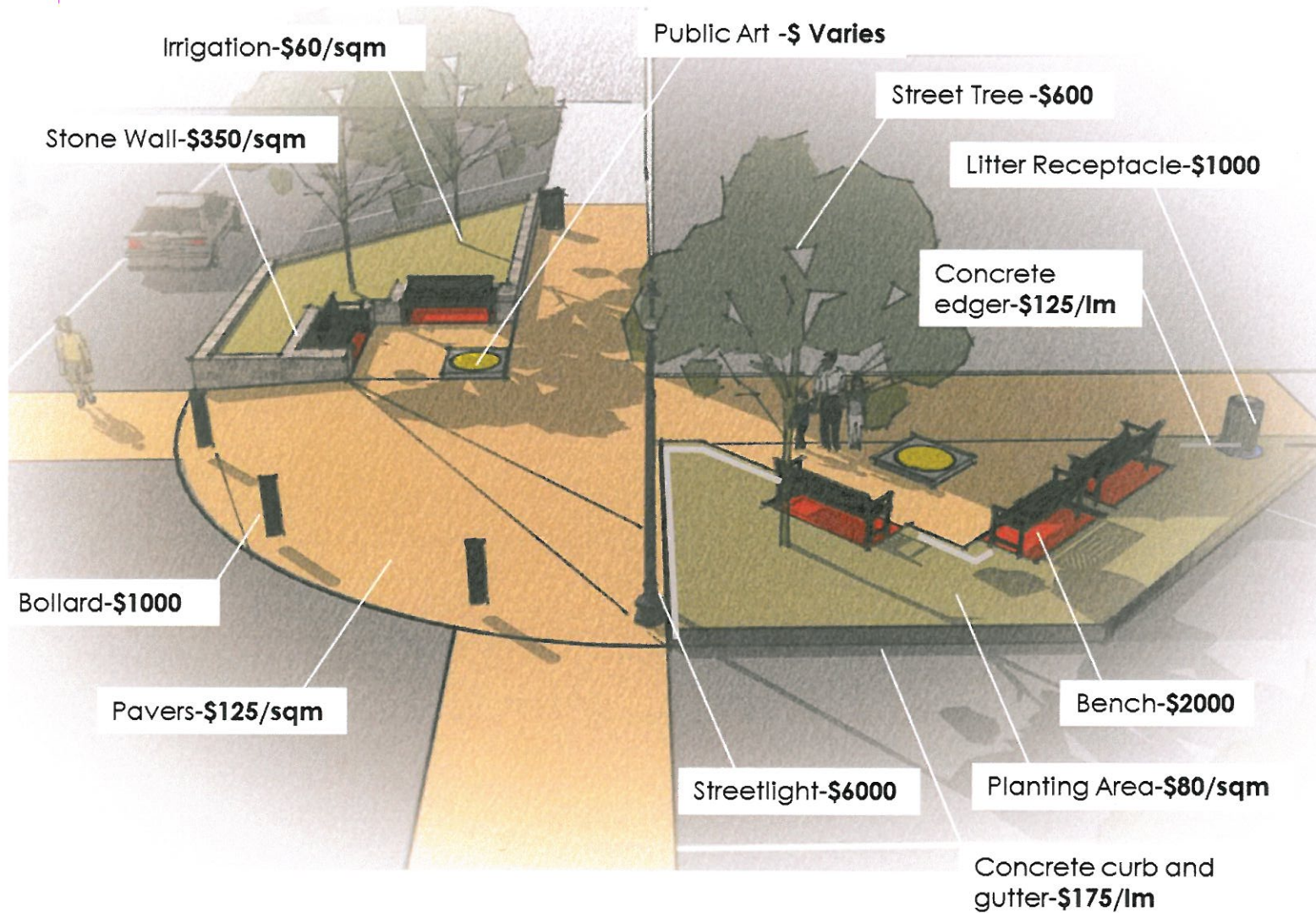
Item-TOWN CENTRE	QTY	Unit	Cost		
51 ave - legion st - 49 st S.Side					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk(3) inc base	390	sq.m	\$140.00		\$54,600.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	8	ea	\$2,000.00		\$16,000.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	6	ea	\$6,000.00		\$36,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$106,600.00
Engineering and Contingency					
	25%				\$26,650.00
TOTAL					\$133,250.00

**Town of Whitecourt
Preliminary Cost Estimate-Phase 1**

Item-TOWN CENTRE	QTY	Unit	Cost		
52 ave - 51 st - legion st					
common excavation and subgrade prep	0	sq m	\$35.00		\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00		\$0.00
remove existing asphalt	0	sq m	\$15.00		\$0.00
common excavation and subgrade prep	0	sq m	\$40.00		\$0.00
curb flares(2 angle)	0	ea	\$70,000.00		\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00		\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00		\$0.00
curb flares(street ends)	0	ea	\$35,000.00		\$0.00
pavers inc base	0	sq m	\$110.00		\$0.00
concrete edger inc base	0	l.m.	\$100.00		\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00		\$0.00
concrete sidewalk inc base	780	sq.m	\$140.00		\$109,200.00
asphalt restoration	0	sq.m	\$30.00		\$0.00
bench	0	ea	\$2,000.00		\$0.00
litter receptacle	0	ea	\$1,000.00		\$0.00
planting beds	0	sq m	\$65.00		\$0.00
street trees inc grate, tree well, and irr	14	ea	\$2,000.00		\$28,000.00
bollards	0	ea	\$1,000.00		\$0.00
ornamental street lights	6	ea	\$6,000.00		\$36,000.00
irrigation per tree inc piping	0	ls	\$1,000.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
pavers	0	sq m	\$60.00		\$0.00
TOTAL					\$173,200.00
Engineering and Contingency					
	25%				
					\$43,300.00
TOTAL					\$216,500.00

Town of Whitecourt
Preliminary Cost Estimate-Phase 1

Item-TOWN CENTRE	QTY	Unit	Cost	
52ave - 51 st - 52 st				
common excavation and subgrade prep	0	sq m	\$35.00	\$0.00
remove existing concrete curb and gutter	0	l.m.	\$32.00	\$0.00
remove existing asphalt	0	sq m	\$15.00	\$0.00
common excavation and subgrade prep	0	sq m	\$40.00	\$0.00
curb flares(2 angle)	0	ea	\$70,000.00	\$0.00
curb flares(1 angle,1 parallel)	0	ea	\$60,000.00	\$0.00
curb flares(2 parallel)	0	ea	\$50,000.00	\$0.00
curb flares(street ends)	1	ea	\$35,000.00	\$35,000.00
pavers inc base	0	sq m	\$110.00	\$0.00
concrete edger inc base	0	l.m.	\$100.00	\$0.00
concrete curb and gutter inc base	0	l.m.	\$110.00	\$0.00
concrete sidewalk inc base	0	sq.m	\$140.00	\$0.00
asphalt restoration	0	sq.m	\$30.00	\$0.00
bench	0	ea	\$2,000.00	\$0.00
litter receptacle	0	ea	\$1,000.00	\$0.00
planting beds	0	sq m	\$65.00	\$0.00
street trees inc grate, tree well, and irr	0	ea	\$2,000.00	\$0.00
bollards	0	ea	\$1,000.00	\$0.00
ornamental street lights	0	ea	\$6,000.00	\$0.00
irrigation per tree inc piping	0	ls	\$1,000.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
pavers	0	sq m	\$60.00	\$0.00
TOTAL				\$35,000.00
Engineering and Contingency				
25%				
				\$8,750.00
TOTAL				\$43,750.00




 Whitecourt Vitalization

Curb Flare
Preliminary Costs

CTO
 ENGINEERING PLANNING URBAN DESIGN

TOWN OF WHITECOURT VITALIZATION PLAN




Whitecourt

CTQ
ENGINEERING PLANNING URBAN DESIGN
IN COLLABORATION WITH
DCL SIEMENS Engineering Ltd.

Implementation

Section 11

11.0 Implementation

This section provides an overview of some of the more important implementation steps and matters that must be addressed to move towards fruition of the Plan. Upon endorsement of this Plan by Council and with support of the residents, it will be necessary to put a program of action into place. This will help ensure that progress is being made towards achieving the objectives set out in Section 4 and that the benefits are being accrued for the business community and the residents of Whitecourt.

11.1 Year to Year Budgeting

Successful revitalization projects are those that keep going until the plans are achieved to the community's best potential, regardless of how small each project may be on an annual basis. Bite size chunks of quality work can be very effective. Care must be taken not to spread the work (and budget) too thinly so that the value/impact is lost. Annual budgets can be applied by project area (e.g. an entire street), project element (e.g. tree planting) or other combination of works as the circumstances or opportunities allow (e.g. combining underground upgrades with streetscape improvements).

Critical budget considerations are as follows:

- Detailed design and engineering
- Special studies (if required)
- Costing of materials
- Cost of construction/contractor
- Timing to coincide with other works
- Redevelopment efforts (piggy back opportunities)
- Use of corporate sponsor to off-set costs (trees, etc.)

If at all possible, a meaningful amount should be allocated every year, with the understanding of when the project(s) is (are) targeted for completion. Obviously the amount budgeted by the municipality will also be determined by potential contribution by the property owners should a Local Improvement Area (LIB) approach be used.

11.2 Recognition in the MDP/Land Use Bylaw

The Town's Municipal Development Plan (MDP) has recognized the downtown commercial area as an important policy area for accommodating new commercial development. It will be prudent to further strengthen these policies to reflect the Vitalization Plan, its design theme and need to continue to beautify the downtown area. Similar approach should be considered for the policies that address the Highway 43 corridor commercial area. The MDP should also provide direction to the Land Use Bylaw to help encourage new higher profile (at least 2 or 3 stories) and higher density commercial, mixed use and even residential development in the town centre area.

It is assumed that detailed Design Guidelines, once created, can be enshrined in the MDP.

11.3 Adoption of Design Guidelines

In order for the Town to encourage, control and enforce a new architectural theme regarding form and character, a set of Design Guidelines should be adopted by Council.

11.4 Staffing

It is understood that implementation will require some dedicated municipal staff time on a relatively regular basis. Arrangements should be made in the appropriate department(s) for at least one management staff to take on the responsibility for the revitalization program. This individual should oversee the following:

- | | |
|--|---|
| <ul style="list-style-type: none">• Working with a Committee or Council (and BRZ, should one be created)• Establish annual budget• Oversee works and utilities• Retain specialist advice/consultants from time to time and for continued design and engineering | <ul style="list-style-type: none">• Monitor progress of the vitalization program• Maintain communication with the affected property owners in the downtown and along the highway corridor• Ascertain needs for updates and changes to the core objectives |
|--|---|

11.5 Marketing

The Town should work with the land owners and downtown merchants to organize for marketing and promotions. This could entail the formation of a Business Revitalization Zone, a special merchants group or the services of the Chamber of Commerce and the Economic Development Commission. Such a group would assume the responsibility for new business recruitment, organizing events and festivities, business counseling and beautification efforts such as street cleaning and even flower basket maintenance.

11.6 Communication with Land Owners

As the Vitalization Program unfolds, the Town will need to communicate regularly with the property owners on a street by street basis or a site by site basis. This form of communication may address important matters such as the following:

<ul style="list-style-type: none">• Interest to proceed with street improvements• Interest to proceed with new development or major renovations• Ability to cooperate or partner on revite projects• Ideas for promotions and marketing	<ul style="list-style-type: none">• Concerns arising from the ongoing works and improvements• Cost recovery issues• Cluster of Signs (along the Highway 43 Frontage Roads)• Sidewalk, landscaping and parking improvements (along Highway 43 Frontage Roads)
--	---

It would be prudent for the Town (or Committee) to survey the affected land owners (annually) as a form of monitoring the progress and effectiveness of the vitalization efforts. This would assist the Town in determining if the investment is being directed appropriately.

11.7 Detailed Design and Engineering

Once the Plan is adopted and endorsed by the community/property owners, the initial phases (priority streets) should be properly designed and engineered. This may entail underground works along with streetscape improvements, or just the above-ground streetscape improvements. Although concepts have been provided within this Plan, it should not preclude some deviation from the original ideas. However, the Town should consider obtaining an opinion from a landscape architect to ensure that the changes will not cause other parts of the plan to be compromised. For example, in the case of a major new redevelopment in the downtown core, the design of the building, on-site parking and landscaping may affect works on the adjacent street.

The detailed design and engineering should provide a more detailed cost estimate than those offered in this Plan.

11.8 Negotiations with Alberta Transportation (Highway 43)

This Plan has placed considerable emphasis on beautifying the highway corridor. Since Highway 43 is a Provincial facility, proposed improvements such as the median planting, boulevard landscaping or new signage program will likely need the Province's involvement and permission to proceed. Furthermore, negotiations

regarding any sharing of costs or maintenance responsibilities will be necessary. Design elements that have not been noted to date may also need to be resolved: crosswalks; intersection improvements; traffic light changes; gateway signs; and rest areas.

The outcomes of the design exemption exercise were still outstanding at the time of writing this report.

NOTE: The future bypass and its effect on the existing commercial area along Highway 43 have not been factored in to this Plan.

11.9 Communication with Utility Companies

One of the greatest visual concerns that arose during the public consultation was the overhead power lines on some of the streets in the town centre and even along the highway. It is very typical in Western Canada that power companies will often have grant programs to assist with undergrounding of local lines and removal of poles. In many revitalization programs, the power poles and lines are one of the first impediments to be addressed, while in others, they are phased out over a few years. The Town of Whitecourt should maintain regular communication with FortisAlberta regarding their grant programs or any future initiatives that may benefit the revitalization.

NOTE: If sources of funds are available in future years, priorities of streets may need to change.

11.10 Public/Town Owned Properties

In many communities where downtowns contain municipal offices or public properties, the renovations to or redevelopment of such facilities is often a major impetus for kick starting minor or major revitalization projects. Planning for any changes to the Town of Whitecourt Municipal Offices or any Provincial Government buildings should be coordinated with streetscape improvements in the vicinity of this public precinct. The same should apply to improvements to public parking lots or other institutional real estate located in the town centre.

11.11 Funding Assistance and Cost Recovery

The Town of Whitecourt will establish an annual budget of costs to begin the improvements and ultimately work towards achieving all of the objectives (projects) in this Plan. Various means of cost recovery and funding assistance should be determined well in advance of starting major works. In the absence of (currently designated) senior government grants, the following are some of the main options to consider:

1. **Local Improvement Bylaw** – Cost sharing between benefitting property owners and the municipality. This would be similar to what has existed in the previous revitalization program in downtown Whitecourt. The period of repayment has recently ended and a new LIB would need to be put in place. This approach could apply to a series of streets or on a street by street basis. Most of the major revite projects in Western Canada are using this or similar legislation. Project cost allocation will vary between 80% paid for by the municipality to 80% paid for by the property owners. Again, this can vary throughout the revite area and will be determined on a case by case basis. For example, the 51st Street Entry

streetscape works is seen to be a critical first phase to the overall improvements for the downtown. The Town may deem this to be important enough to warrant that the municipality assumes a significant amount of the cost recovery responsibility. Other streets could then be on a 50/50 cost shared basis, for example.

NOTE: It should be noted that in most instances this breakdown applies to the streetscape improvements, and does not include any underground works and utilities. For example, if a streetscape improvement project was \$1 million and underground works was another \$4 million, for a 75/25% split, the property owners would pay \$250,000 (25%), and the municipality or other government assistance would cover the remainder or \$4.75 million. The period of repayment/ amortization would be set by Bylaw and with approval of both parties.

2. **Development Levies at Development Permit Stage** – Many streetscape revitalization projects are undertaken at time of (re)development of adjacent properties. This is typically done on a comprehensive basis so that the works respect the design for an entire street or section of a street that is being improved/upgraded. Both underground and surface improvements will be addressed. Cost recovery is negotiated as part of the development permit that would be required for any major development/redevelopment or renovation. This could apply to a significant project that would implicate a major portion of a block, e.g. major hotel development or mixed use project.
3. **Sponsorship and Partnerships** – Some communities have used the benefits of having corporate sponsors and partners involved in financial assistance. The funds may be targeted towards certain elements of the project, for which the savings will help offset the overall cost and consequently the Local Area charge.

The Town should determine if some of the major business and industries would want to participate and contribute, in kind or cash.

4. **Piggy Back Upgrades** – Some municipalities have strategically incorporated their surface improvements with major underground/infrastructure upgrades. If the underground works is partially paid for by senior government programs, there may be means to off-set some of the costs attributed to the surface works, e.g. asphalt replacement, curb and gutter and even sidewalks.
5. **Donor Programs** – Many small municipalities have established donor programs to help off-set some of the streetscape improvement costs. Such programs can target certain elements that will attract the attention of local residents, business or even industry. A kit of parts is established with all eligible items such as: trees, tree grates, paver stones, benches, lights, garbage receptacles. Successful programs include marketing of the program by the municipality or downtown merchants group and proper recognition of the donors.
6. **Façade Improvement Programs** – Many communities have established programs to encourage business owners to upgrade their building façade. A small financial incentive (e.g. at 50/50 share) is often all that is needed to entice property owners to make improvements to their real estate, especially when a streetscape improvement program has also been launched. In many instances (e.g. Edmonton), a BRZ is in place to help sponsor and promote such programs.
7. **Business Revitalization Zone (BRZ)** – BRZs, (BIAs or BIDs in other provinces) are being used very effectively throughout Western Canadian towns. They are a means to self tax a commercial area to raise funds for marketing, promotions, maintenance and smaller streetscape beautification projects. There are

numerous such BRZs established in Alberta; Whitecourt should consider the possibilities for their downtown and even the Highway 43 Corridor/Up town area.

8. 1% Percent for Arts – Numerous municipalities have established funding programs for public art that is typically erected /installed on public property. Again, the money contributed by the municipality may pay for an entire installment or help jointly fund a private installment. Sculptures, murals, street art, ornamental walls or even major (artistically designed) monument signs may be eligible. An arts council or responsible committee of Town Council should be involved in choosing the art work, placement and standards that would be acceptable within the context of the Whitecourt Vitalization Plan.
9. Senior Government Grants – Government grants that are offered by the Province of Alberta and/or the Federal government will often be available and applicable to streetscape improvement projects. Some may be directly applicable and some may indirectly benefit a project. Some examples are contained in the Appendix. The Town, Chamber of Commerce, Economic Development Commission or a BRZ should monitor the opportunities on an annual basis. Town staff can assist in writing the grant applications and determine if municipal budget is available to match often required funds from a local contribution.

(NOTE: The Town has recently applied for such a grant with the Province.)

10. Other Financial Assistance/Foundations/Grant Programs – There are numerous programs established by large corporate donors, foundations and government departments that will provide financial support to eligible recipients such as small municipalities. A partial list is included in the Appendix. Alberta Culture and Community Spirit should be able to provide an updated list on an annual basis.

(NOTE: In many communities across Western Canada, Grant Officers are retained to regularly monitor and source potential funding programs, as the programs, eligibility, and contacts are constantly changing.)

11. Other Sources/Utility Companies/Developers/In kind Assistance – The Town, Chamber of Commerce and the Economic Development Commission (and ultimately the BRZ) should always be kept apprised of other potential sources of funds or in-kind contributions that can off-set the costs of revitalization. The potential for FortisPower, for example, to assist with undergrounding of their utility and even in the upgrade of street lighting; ability to negotiate amenity contributions with developers; and in-kind contributions of materials, equipment and landscaping/trees, should always be considered and pursued. Attitudes of corporate leaders, programs and ability to access even small amounts of money are always changing.

TOWN OF WHITECOURT VITALIZATION PLAN




Whitecourt

CTQ
ENGINEERING PLANNING URBAN DESIGN
IN COLLABORATION WITH
DCL SIEMENS Engineering Ltd.

Monitoring
And Review

Section 12

12.0 Monitoring and Review

There are a number of ways to monitor the progress of the revitalization effort in Whitecourt. Much of this will depend on the resources available to the Town and whether a Committee or other organization will continue to be involved after the Plan is prepared. The following presents some basic options for monitoring and review. They can be used together or independently.

1. By Goal and Objective

A form is used to record progress achieved towards meeting the Plan's Goals and (40+) Objectives. This can be done on an annual basis and the results reported back to the property owners, merchants and residents. Comments on each objective can be made with regard to specific projects or elements. Key areas of monitoring/reporting should include:

- If it is in progress (dates)
- If it is complete (date)
- \$ spent (by phase or at completion)
- Issues encountered to delay progress

See attached Form: Appendix "C"

2. By Project

This approach can use a more detailed account of each project. For example:

For Example:

Project # 20 Street Ends at Millar Western Mill ((51 and 52 Avenues)

- Landscape design completed January, 2013
- Negotiations with Millar Western completed March, 2013
- Planting of coniferous trees and shrub material was undertaken June, 2013
- Installment of public art /boulder treatment waiting for art work/bronze statue to be completed
- Curb and gutter along 52 Street will be constructed along with completed surface works
- Cost of project was estimated at \$..... but completed under/over budget due to "**reason**"
- All reports suggest this was a successful project and added considerable value to the downtown aesthetics
- Council and downtown property owners suggest screening in other locations should be considered

3. By Street and Block/Section of Highway

Progress can also be monitored by geographic area. Completed projects or sections of streets can be mapped and graphically illustrated for communication with Council, property owners and the public. It is also a valuable tool in future funding applications. Similar to other forms of monitoring, details for each project area can be recorded as follows:

For Example:

51 Street Entry Streetscape

- Detailed design and engineering completed (DATE)
- Call for proposals for construction of 51 Street Streetscape (DATE)
- Work started (DATE)
- Landscape material/trees planted (DATE)
- Lights installed (DATE)
- Sidewalk completed (DATE)
- Site furniture ordered (DATE)
- Issues encountered
- Project cost
- Comments by Property Owners/Merchants

4. Implementation Steps

Comments can be provided on a quarterly, bi-annual or annual basis regarding the progress or issues related to the following (noted in Section 11):

- Budgeting
- MDP Policy and Land Use Bylaw Updates
- Design Guidelines
- Staffing/Resources
- Marketing/BRZ
- Communication with Land Owners
- Detailed Design and Engineering
- Negotiations with Alberta Transportation
- Communication with Utility Companies (e.g. FortisPower)

-
- Public and Town Owned Properties (Development/Redevelopment/Improvements)
 - Access to funding assistance and cost recovery

This information can also be used for communication with Council, the property owners and the public.

5. Expenditure and Investment

The Town should ensure that careful accounting is undertaken relative to ongoing costs and expenditures. Any opportunity to measure economic benefit or cost savings due to a project should also be reflected in the reporting.

TOWN OF WHITECOURT

VITALIZATION PLAN




Whitecourt

CTQ
ENGINEERING PLANNING URBAN DESIGN
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APPENDICES

APPENDIX A

Financial Assistance Summary
(Provided by Province of Alberta)
"For Information Purposes Only"

Financial Assistance Summary

NOTE: This document is only a sampling of available grants and by no means all inclusive. The **Canadian Directory of Foundations** lists all foundations and grants in Canada. It is available in public libraries in many larger communities and at university libraries. The directory lists approximately 200 granting foundations and includes a listing of their average grant range, officers and board of directors and types of funding (types of support and funding restrictions).

Charity Village is another option to locate foundations in Canada. They are online at www.charityvillage.ca

LAST UPDATED: September 2011

The information in this document is **NOT** a comprehensive list of grants or programs but rather a sampling of some of the financial services offered by various associations and agencies. By no means exhaustive, the following is intended to provide groups, individuals and organizations with information on some types of funding and contacts (names/email addresses/websites) to get them started in their quest for financial assistance. This list was updated in September 2010, however, the information is subject to frequent changes and potential applicants are encouraged to verify any information contained herein before proceeding.

Please notify Alberta Culture and Community Spirit of any errors, omissions or necessary changes at (780) 427-2522.

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Agency/Grant Name	Contact Name	Contact Information
Agriculture and Food Council <i>Canadian Agricultural Adaptation program (CAAP)</i>	John Connolly, Executive Director	Phone: (866) 955-3714 (Ext. 235) Fax: (780) 955-3744 caap-pcaa@agfoodcouncil.com www.agfoodcouncil.com
The Canadian Agricultural Adaptation program (CAAP) is dedicated to facilitating the agriculture, agri-food and agri-based products sector's ability to seize opportunities, to respond to new and emerging issues, and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive. The Agriculture and Food Council of Alberta is managing Alberta's \$21.9 million share of Agriculture and Agri-Food Canada's five-year, \$163 million CAAP funding.		
Alliance Pipeline <i>Community Investment Program</i>	Rebecca Sullivan Manager of Communications and Public Relations 600, 605 Fifth Avenue, SW Calgary AB T2P 3H5	Toll Free: 1-800-717-9017 Fax: (403) 266-4495 Morinville Office: (780) 939-6533 Grande Prairie Office: (780) 402-3102 www.alliance-pipeline.com
Provides opportunities for community organizations to seek financial support for programs located in areas where we operate or we have business interests. While our resources are finite, we want to contribute to the quality of life of Our Communities.		
Alberta Aboriginal Relations <i>Strategic Economic Initiatives (SEI) Program</i>	Bev Latter Manager, Strategic Economic Initiatives First Nations Relations IIAR 13 th Flr., Commerce Place, 10155 – 102 Street Edmonton, AB T5J 4G8	Phone: (780) 427-5071 Fax: (780) 427-1760 Email: bev.latter@gov.ab.ca http://www.international.gov.ab.ca/515.cfm
To support sustainable First Nations economic partnership projects that demonstrate significant strategic value.		
Alberta Aboriginal Relations <i>First Nations Development Fund Grant Program</i>		Email: alfred.lhironnelle@gov.ab.ca Phone: (780) 427-8407 http://www.aboriginal.alberta.ca/895.cfm Email: james.kelly@gov.ab.ca Phone: (780) 447-7544
To assist First Nations with economic and community development, addictions programs, education, health and infrastructure projects.		

Agency/Grant Name	Contact Name	Contact Information
Alberta Advanced Education and Technology <i>Alberta Science & Research Investments Program</i>		http://www.advancededucation.gov.ab.ca/technology/wwwtechnology_asp/fundopp/Programs_AET_522.asp
<p>Alberta Advanced Education and Technology provides leadership and strategic investments in research and science and technology initiatives that are undertaken in the following priority areas: energy, ICT, nanotechnology, and the life sciences. The timelines and guidelines will be published as they become available. Since this is an institutional program, researchers may direct their inquiries to the research services office at their respective institutions. Other inquiries may be directed to Kate Murie at (780) 422-0158 or Kate.Murie@gov.ab.ca</p>		
Alberta Advanced Education and Technology <i>Small Equipment Grants Program</i>	Kate Murie, Manager, Research Funding	Phone: (780) 422-0158 Email: kate.murie@gov.ab.ca http://www.technology.gov.ab.ca/kr/default.cfm?node_id=130245
<p>Small Equipment Grants Program (SEGP) is a competitive funding program that supports selected research initiatives of strategic importance to Alberta.</p> <p>Three Main Objectives of the SEGP are</p> <ul style="list-style-type: none"> • Supporting quality and research excellence. • Building the capacity for innovation through the attraction and retention of promising and established researchers. • Promoting initiatives of strategic benefit to Alberta. 		
Alberta Agriculture and Rural Development <i>Agriculture Opportunities Fund</i>	Fred Young	Phone: 968-6555 (Stony Plain) Fax: 963-4709 Email: fred.young@gov.ab.ca www1.agric.gov.ab.ca/\$department/deptdocs.nsf/all/webdoc7493
<p>Funding provides assistance to eligible organizations to enable them, through partnership with others, to improve the economic well being of the agricultural industry and rural communities in their areas. The focus is on growth, profitability and new/expanded businesses and business alliances. This will contribute to rural development across Alberta.</p>		
Alberta Agriculture and Rural Development <i>Alberta Environmentally Sustainable Agriculture (AES) Processing Based Program</i>	Jimmy Yao	Phone: (780) 980-4868 Fax: (780) 986-5138 Email: jimmy.yao@gov.ab.ca http://www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv81
<p>This program is intended to assist agri-food processors to develop and adopt more environmentally friendly processing practices and policies with the following objectives:</p> <ul style="list-style-type: none"> • reduce environmental impacts of agri-food processing on the environment; and • build industry environmental stewardship and consumer confidence through awareness, extension and education programs. 		

Agency/Grant Name	Contact Name	Contact Information
Alberta Conservation Association (ACA) <i>Grant Eligible Conservation Fund</i>	Amy MacKinven, GECF Project Administrator	Phone: (780) 726-4658 or 1-877-969-9091 or (604) 524-4626 (BC) Fax: (780) 464-0990 Email: amy.mackinven@ab-conservation.com www.ab-conservation.com
<p>ACA is a non-profit, non-governmental association working collaboratively to conserve, protect and enhance Alberta's wildlife, fisheries and habitat. Funded by the hunters and anglers of Alberta, grants are made to projects that will aid the ACA in meeting its mission of conserving, protecting and enhancing fish, wildlife and habitat for all Albertans to enjoy, value and use.</p>		
Alberta Culture and Community Spirit <i>Alberta Film Commission</i> <i>Alberta Multimedia Development Fund</i>	Alberta Film Commission 140 Whitemud Crossing 4211 – 106 Street Edmonton, AB T6J 6L7	Phone: (780) 422-8584 Fax: (780) 422-8582 Email: connie.armstrong@gov.ab.ca www.albertafilm.ca/
<p>The Alberta Multimedia Development Fund (AMDF) assists in the development of a strong Alberta production industry and improves Alberta's competitiveness in screen-based production and investment. The AMDF is designed to assist conventional production practices and encourage new business models and alternative distribution or broadcast delivery options for screen-based audio-visual content creators. The AMDF encourages the development of local screen-based production expertise and talent; sustained industry development; increased investment in Alberta-based production; and use of Alberta as an international film, television and digital content location that employs Alberta-resident production labour expertise. The AMDF provides funding for screen-based content creation through five. See website for eligibility and guidelines.</p>		
Alberta Culture and Community Spirit <i>Alberta Foundation for the Arts</i>		Phone: (780) 427-9968 Fax: (780) 422-9132 www.affta.ab.ca
<p>The AFA provides funding to assist the development of arts and cultural industries in Alberta. Grants are provided to: Group 1 – Individuals, Group 2 – Creating and Producing Organizations, Group 3 – Community Access Programs and Group 4 – Community Support Orgs. Some examples of programs include grants to individuals and organizations covering operating costs and arts projects, artist in schools residency, festivals, community series and assistance for book publishers. Application deadlines and funding caps are specific to each different program or grant.</p>		
Alberta Culture and Community Spirit <i>Community Facility Enhancement Program (CFEP)</i>	Lottery Funding Programs Alberta Culture and Community Spirit 2 nd Floor, 17205 – 106A Avenue Edmonton, AB T5S 1M7	Phone: 1-800-642-3855 Fax: (780) 447-8903 www.culture.alberta.ca/grantprograms/
<p>The objective of this grant program is to provide assistance for the expansion and upgrading of Alberta's extensive network of community-use facilities. The program provides matching grants to municipalities, Indian Bands and Metis Settlements, and registered community non-profit groups to build, purchase, renovate, or otherwise improve related family and community wellness facilities.</p>		

Agency/Grant Name	Contact Name	Contact Information
Alberta Culture and Community Spirit <i>Community Initiatives Program (CIP)</i> Project Based Grants	Lottery Funding Programs Alberta Culture and Community Spirit 2 nd Floor, 17205 – 106A Avenue Edmonton, AB T5S 1M7	Phone: 1-800-642-3855 Fax: (780) 447-8903 www.culture.alberta.ca/grantprograms/
<p>To provide financial assistance for community organizations for such things as equipment purchases, facility construction or renovation projects, hosting/travel/special events, new programs or special funding (i.e., emergency) requests within Alberta. The maximum grant will be \$75,000 per project per year. Application decisions will be administered on a quarterly basis. The quarterly deadlines are: April 1, July 1, Oct. 1 and Jan 1. The Project-Based Grant is intended to support project-based initiatives not ongoing operating or program costs.</p>		
Alberta Culture and Community Spirit <i>Community Initiatives Program (CIP)</i> Community Operating Grants	Lottery Funding Programs Alberta Culture and Community Spirit 2 nd Floor, 17205 – 106A Avenue Edmonton, AB T5S 1M7	Phone: 780-422-2258 (Winston McConnell) 780-427-0387 (Lori Campbell) Fax: (780) 427-4155 www.culture.alberta.ca/cip/
<p>Community Operating Grants provide financial assistance to eligible registered organizations in Alberta to enhance the organization's ability to operate and to deliver services to the community. The following outlines the types of projects that will be considered: Operating resources. For example, ongoing, volunteer and program personnel, fund development personnel, executive director and other necessary staffing, volunteer development and training, operating supplies, travel, materials and operating projects that develop and enhance the internal capacity of non-profit organizations. Additional operational, service support. For example, strategic planning, ongoing operating development, evaluation, rent, utilities, insurance, technology development and training. The Community Operating Grant is intended to support ongoing operating or program costs not project-based initiatives. The maximum grant you can apply for is \$75,000. The quarterly deadlines are: March 15, June 15, Sept. 15 and Dec. 15.</p>		
Alberta Culture and Community Spirit <i>Community Initiatives Program (CIP)</i> International Development Grant Program	Lottery Funding Programs Alberta Culture and Community Spirit 2 nd Floor, 17205 – 106A Avenue Edmonton, AB T5S 1M7	Phone: 780-422-2315 or 780-422-9305 Fax: (780) 427-4155 Contact: Jackie Switzer www.culture.alberta.ca/cip/
<p>International Development Grants provide financial assistance to small and medium sized Alberta based non-government organizations to meet Alberta's commitment to give people in developing countries the tools to eventually meet their own needs. The purpose of International Development Grants is to match or supplement the donations the citizens of Alberta make to humanitarian projects of their choosing. Organizations can make one application per year up to \$25,000 or the amount the nongovernment organization raised in its most recently completed year for the project. The quarterly deadlines are: March 15, June 15, Sept. 15 and Dec. 15.</p>		
Alberta Culture and Community Spirit <i>Community Spirit Program</i>	Pam Boutilier, Manager Community Spirit Program 9 th Floor, Standard Life Centre 10405 Jasper Avenue Edmonton, AB T5J 4R7	Phone: (780) 644-8207 Email: pam.boutilier@gov.ab.ca www.culture.alberta.ca/communityspirit

Agency/Grant Name	Contact Name	Contact Information
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Two components make up the Community Spirit Program: the donation grant (funded at \$20 million for 2009/10 through the Alberta Lottery Fund) and the charitable tax credit (valued at approximately \$80 million). The goal of the program is to increase individual charitable giving to help support Alberta's non-profit and charitable organizations. The program is donor-driven, meaning it recognizes and encourages Albertans to make cash donations. Monies received from Albertans stay in Alberta to support Alberta-based non-profit and charitable organizations.

Donation Grant

- Grant is available to non-profit and charitable organizations that are incorporated and/or registered in Alberta and operating for a minimum of one year.
- Maximum donation grant is \$25,000 per year, with total donation grants not to exceed \$50,000 over three years.
- Organizations need to demonstrate they have received a minimum total of \$1,000 in eligible cash donations from Albertans prior to applying for a grant.
- The grant can be used to support operations, programs and/or capital projects.
- The grant annual application deadline is December 31.
- Grant will be calculated on a proportional basis and will be based on eligible cash donations from individuals that have been received by an eligible organization over a 12-month fiscal period.
- Visit the website for the 2010-11 program guidelines and application form.

Charitable Tax Credit

- Effective January 2007, the Alberta tax credit for eligible charitable donations that exceed \$200 in a tax year has increased from 12.75 per cent to 21 per cent of the amount donated.
- When added to the federal tax credit of 29 per cent, this gives Albertans a 50 per cent non-refundable tax credit on those donations – one of the highest charitable tax credits in Canada.
- The first \$200 in eligible charitable donations made in a tax year continue to receive a federal tax credit of 15 per cent and an Alberta tax credit of 10 per cent.
- Further information is available online at www.communityspiritprogram.ca by accessing the Program Toolkit link.
- How do you take advantage of this new enhanced tax credit? Simply claim your total charitable donations on your next income tax return.
- Everyone has their favourite cause or charity to support - whether it's a cause that has affected family members or friends, they are close to our hearts. The next time you decide to donate to your charity of choice, remember the charitable tax credit.

<p>Alberta Culture and Community Spirit <i>Alberta Historical Resources Foundation</i> <i>Alberta Main Street Program</i></p>	<p>Matthew Francis, Head Municipal Heritage Services Historic Resources Management 8820 – 112 Street Edmonton, AB T6G 2P8</p>	<p>Phone: (780) 438-8502 Email: matthew.francis@gov.ab.ca www.albertamainstreet.org www.touralbertamainstreets.ca</p>
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The Alberta Main Street Program is a comprehensive coordinated strategy for conserving historic downtown historic areas and vibrant community places as centres of commercial activity. The program's main objectives are:

1. To assist in the rehabilitation and ongoing conservation of Alberta's heritage buildings and historic main streets;
2. To aid in the coordination and orderly development of these areas to enhance their heritage value;
3. To improve the public's appreciation and understanding of the historic interest evident in such areas; and
4. To promote the commercial revitalization of the main street area.

Agency/Grant Name	Contact Name	Contact Information
Alberta Culture and Community Spirit <i>Alberta Historical Resources Foundation</i> <i>Heritage Preservation Partnership Program</i>	Carina Naranjilla, Program Coordinator Valerie Clark, Grant Program Assistant Old St. Stephen's College 8820 – 112 Street Edmonton, AB T6G 2P8	Phone: (780) 431-2305 (Carina) Phone: (780) 431-2317 (Val) Fax: (780) 427-5598 Email: carina.naranjilla@gov.ab.ca valerie.clark@gov.ab.ca www.culture.alberta.ca/grantprograms/
<p>The primary purpose of the Foundation is to encourage initiatives that preserve and interpret Alberta's rich heritage. This is done by providing financial, technical and professional assistance to community-based heritage projects ranging from the restoration of historic buildings to the publishing of community histories. The program includes the following funding categories: Heritage Awareness, Historical Resource Conservation, Publications, Research, Roger Soderstrom Scholarship and Transportation/Industrial Artifact Preservation. The deadlines are February 1 and September 1.</p>		
Alberta Ecotrust Foundation	Kim Kiel, Grant Program Manager #1020, 1202 Centre St. SE Calgary, AB T2G 5A5	Phone: 1-800-465-2147 or (403) 209-2245 Email: grants@albertaecotrust.com www.albertaecotrust.com
<p>Alberta Ecotrust builds partnerships throughout Alberta between environmental organizations, corporations and others who support environmental action to: Fund and support effective grassroots environmental projects; build capacity and sustainability in the voluntary sector; and promote the environment as the foundation of a healthy community. There are 4 different grants offered and they are:</p> <ol style="list-style-type: none"> 1. Community Grants – is designed to support community based projects that typically focus on local opportunities for change through stewardship and action. 2. Major Project Grants – is designed to support more comprehensive projects that have the potential to result in substantial environmental benefit. 3. Multi-Year Implementation Grants – will support more comprehensive projects perhaps with distinct phases that are conducted over a longer period of time. 4. Youth Environmental Stewardship - was created to enable Alberta Youth to turn their ideas for stewardship into action and provide up to \$5,000 to a single project undertaken by an individual or group of youth (ages 16-15). 		
Alberta Health – Addiction Prevention Unit <i>Community Prevention Fund</i>	Cheryl Olson cheryl.olson@albertahealthservices.ca	Phone: 780-415-0074 www.albertahealthservices.ca/services.asp?pid=service&rid=1002820 Click on the location you want for the contact number.
<p>To encourage community-based responses and to share the responsibility for community response to identified issues, AADAC consults with eligible non-profit agencies and provides grant funding (up to \$5,000). Eligibility is based on your agency's capability and capacity to complete a project that educates people in your community about the harms related to alcohol, tobacco, other drugs and gambling, and prevents/reduces those harms.</p>		

Agency/Grant Name	Contact Name	Contact Information
Alberta Justice Human Rights and Citizenship Human Rights and Multiculturalism Education Grant Program	Human Rights and Citizenship Branch #310, 525 – 11 Ave. SW Calgary, AB T2R 0C9 OR #800 Standard Life Centre 10405 Jasper Avenue Edmonton, AB T5J 4R7	Phone: (403) 297-8407 or (780) 427-3116 TTY service for persons who are deaf or hard of hearing: (403) 297-5639 or (780) 427-1597 or 1-800-232-7212 Fax: (403) 297-6567 Email: educationfund@gov.ab.ca www.culture.alberta.ca/educationfund
<p>A financial assistance program for non profit organizations, municipalities and public institutions in Alberta for projects that foster equality or reduce discrimination and racism. The objectives of the Education Fund grant programs are to promote fairness and access, and to support the inclusion and participation of all Albertans in the social, economic and cultural life of the province. Projects that increase community expertise and capacity to develop and sustain work in building inclusive organizations and communities are also considered. The Education Fund will contribute up to 50% of the total cost of a project (this criterion may change in 2008-09). In-kind contributions, such as donated space or services that are directly related to the project can be considered as part of the applicant's share. Deadlines: May 1 and October 1.</p>		
Alberta Museums Association	Director of Grants	Phone: (780) 424-2626 Fax: (780) 425-1679 Email: grants@museumsalberta.ab.ca www.museumsalberta.ab.ca
<p>The Alberta Museums Association administers a grants program that provides Alberta Lottery funds to qualifying individuals and institutional members. Applicants may not use grants from other Alberta Lottery funded programs as their matching component. A list of available grants is listed below:</p> <p><u>Institutional Grants</u> This grant provides financial support to eligible institutional members of the Alberta Museums Association. The grants are intended to support projects not ongoing programs. Deadline: February 1, September 1</p> <p><u>General Operations Grant</u> Non-adjudicated grants and designed to assist specifically with utilities, insurance, human resources and administration related expenses. Deadline: March 1</p> <p><u>Operational Staffing Grants</u> Designed to assist museums to build capacity by providing funding for human resource-related costs for core museum staff. Deadline: November 1</p> <p><u>Professional Development Grants</u> Provides financial support for professional development opportunities undertaken by individual members and employees and volunteers from Institutional Member museums. Deadline: February 1, September 1</p>		
Alberta Municipal Affairs and Housing Municipal Sponsorship Program	Marie Juengel Municipal Grants & Information Services Unit Municipal Services Branch 17 th Floor Commerce Place 10155 – 102 Street Edmonton, AB T5J 4L4	Phone: (780) 427-2225 Email: municipal.sponsorship@gov.ab.ca www.municipalaffairs.gov.ab.ca/municipal_sponsorship_program.cfm

Agency/Grant Name	Contact Name	Contact Information
<p>The objective of the program is to provide support for municipality projects that:</p> <ol style="list-style-type: none"> 1. Improve municipal governance or administration; 2. Enhance municipal services or service delivery; and/or 3. Increase inter-municipal cooperation. 		
<p>Alberta Municipal Affairs and Housing <i>Municipal Sustainability Initiative</i></p>	<p>Municipal Grants & Information Services Unit Municipal Services Branch 17th Flr., Commerce Place 10155 – 102 Street Edmonton, AB T5J 4L4</p>	<p>Phone: (780) 427-2225</p> <p>Email: mah.msicapitalgrants@gov.ab.ca (capital funding) mah.msioperatinggrants@gov.ab.ca (conditional operating funding)</p> <p>www.municipalaffairs.alberta.ca/wp</p>
<p>To provide municipalities with sustainable funding to assist them in meeting the challenges of growth and enhancing their long-term sustainability. It also provides financial support for critical core and community infrastructure projects and includes incentives to encourage collaboration and co-operation between neighbouring municipalities.</p>		
<p>Alberta Municipal Affairs and Housing <i>Regional Partnerships Initiative</i></p>	<p>Municipal Grants & Information Services Unit Municipal Services Branch 17th Flr., Commerce Place 10155 – 102 Street Edmonton, AB T5J 4L4</p>	<p>Phone: (780) 427-2225</p> <p>Email: regional.partnerships@gov.ab.ca</p>
<p>This program helps municipalities explore and develop partnerships that benefit their operations and residents as well as business and industry. It also assists municipalities at any or all of the stages in the partnership development process. Exploration grants – to approved partnerships for the “opportunity” and “parameters” phases of partnership development; Implementation Grants – once partnerships have completed approved Exploration Grant activities, further funding may be available via an Implementation Grant for approved “Groundwork” and “Delivery” phases that move the process forward.</p>		
<p>Alberta Seniors and Community Supports <i>Seniors Benefit Program</i></p>	<p>Deaf or hearing impaired with TDD/TTY units Toll Free in Alberta: 1-800-232-7215 Edmonton area: 780-427-9999</p>	<p>Phone: 1-800-642-3853 or (780) 427-7876 in Edmonton</p> <p>www.seniors.gov.ab.ca/financial_assistance</p>
<p>This program is based on income and provides a monthly cash benefit for eligible seniors whose income is within the qualifying thresholds.</p>		
<p>Alberta Seniors and Community Supports <i>Special Needs Assistance for Seniors</i></p>		<p>Phone: 1-800-642-3853 or (780) 427-7876 in Edmonton</p> <p>www.seniors.gov.ab.ca/financial_assistance</p>
<p>This program is based on income and provides financial assistance to eligible lower-income seniors who have financial difficulties with one-time extraordinary expenses.</p>		

Agency/Grant Name	Contact Name	Contact Information
Alberta Tourism, Parks and Recreation <i>Alberta Sport, Recreation, Parks and Wildlife Foundation Development Initiatives Program</i>	Steven Patrick	Phone: (780) 644-4897 Fax: (780) 427-5140 Email: steven.patrick@gov.ab.ca www.asrpwf.ca
<p>The purpose of the Development Initiatives Program is to provide support to Albertans working in the areas of sport, recreation, parks and wildlife for project and program related endeavors.</p> <p>Applications are reviewed on their individual merit based on objectives of the Foundation, the financial resources available, and other parameters, including: priority given to projects that are innovative and creative plus indicate initiative and self-help on the part of the applicant; projects must be out of the scope of existing Foundation Programs; projects must fit within the mandate of the Foundation; For-Profit organizations will not be considered for funding; and funding after the fact is discouraged. Projects requesting operational costs and administrative expenses are not recommended due to the ongoing nature of the request. Deadlines: January 1, May 1 and October 1</p>		
Alberta Tourism, Parks, and Recreation <i>Alberta Sport, Recreation, Parks and Wildlife Foundation Hosting Program</i>	Dennis Allen	Phone:(403) 297-2729 Email: dennis.allen@gov.ab.ca www.asrpwf.ca
<p>The purpose of the Hosting Program is to provide support to bid preparation and hosting of World Cup, Canadian/North American, Western Canadian championships and events.</p> <p>Deadlines: January 1, April 1, July 1 and October 1</p>		
Albian Sands Energy Inc. <i>Community Investment Fund</i>	Mildred Ralph Community Affairs Representative Suite 105, 9912 Franklin Avenue Ft. McMurray, AB T9H 2K5 Residents of Fort McKay, please contact: Petrina Fudge, Community Affairs Representative Phone: (780) 793-2550	Phone: (780) 793-2526 Toll-Free 1-877-472-2526 http://www.albiansands.com/community.htm
<p>Albian Sands supports projects that contribute meaningfully to the quality of life in the communities in which they live and operate. Locally, Albian funds not-for-profit organizations based in, or having impacts in, communities in the Regional Municipality of Wood Buffalo, where they have their operations. They only accept online application forms.</p>		

Agency/Grant Name	Contact Name	Contact Information
ATCO Gas	Community Relations Corporate Communications ATCO Gas 18 th Flr., 10035 – 105 St. Edmonton, AB T5J 2V6 OR Community Relations Corporate Communications ATCO Gas 5 th Flr., 909 – 11 Avenue SW Calgary, AB T2R 1L8	Fax: Edmonton – (780) 426-4062 Calgary – (403) 245-7488 http://www.atcogas.com/Community_Investment/CorpGive.asp
<p>ATCO Gas has supported organizations that provide opportunities to enhance community life and wellness. They look for projects or initiatives that bring the most value to the company and the communities they serve. To receive donations or sponsorship, applying organizations must be: A registered charity or not-for-profit community service organization, association or society; operating in, and benefiting, the communities they serve.</p> <p>ATCO Gas gives top priority to organizations or causes that support their four key areas of focus:</p> <p>P. . Community Safety; Environment; Community Sustainability; and Education.</p> <p>Requests for funding must be made in writing to either of the addresses above. Or if an organization or event is based in rural Alberta, written requests should be directed to the closest ATCO Gas office.</p>		
Athletes CAN <i>Team Investors Group Amateur Athletes Fund</i>	#301, 1376 Bank St. Ottawa, ON K1H 7Y3	Phone: 1-888-832-4222 or (613) 526-4025 Fax: (613) 526-9735 Email: info@athletescan.com www.athletescan.com
<p>This fund awards 20 bursaries of \$5,000 to Canadian amateur athletes each year.</p>		
Canada Council for the Arts	350 Albert Street P.O. Box 1047 Ottawa, ON K1P 5V8	Phone: 1-800-263-5588 Fax: (613) 566-4390 www.canadacouncil.ca/grants/
<p>The Canada Council offers a broad range of grants and services to professional Canadian artists and arts organizations in dance, media arts, music, theatre, writing and publishing, interdisciplinary work and performance art, and the visual arts.</p>		
Canadian Heritage		Phone: 1-866-811-0055 www.canadianheritage.gc.ca
<p>The Department plays a vital role in the cultural and civic life of all Canadians. Through their many initiatives, they aim to build a more cohesive and creative country that helps Canadians express and share their diverse cultural experiences with each other and the world; and live in an inclusive society build on intercultural understanding and citizen participation.</p>		
Canada Mortgage and Housing Corporation		Phone: Calgary: (403) 515-3000 Edmonton: 1-877-499-7245 www.cmhc-schl.gc.ca

Agency/Grant Name	Contact Name	Contact Information
<p>CMHC provides grants and sponsors partnerships as a way of encouraging research and initiatives that lead to solutions to the housing needs of Canadians.</p> <p>Rental Residential Rehabilitation Assistance Program – Rental RRAP – assistance for landlords of affordable housing to pay for mandatory repairs to self-contained units occupied by low-income tenants.</p> <p>Residential Rehabilitation Assistance Program (RRAP) – Rooming House – repair assistance to owners of rooming houses who offer affordable rents to low-income individuals.</p> <p>Shelter Enhancement Program (SEP) – assists in repairing, rehabilitating and improving existing shelters for women and their children, youth and men who are victims of family violence; and in acquiring or building new shelters and second-stage housing where needed.</p> <p>Grants and Awards - Grants, awards and funding programs encouraging research & initiatives that lead to solutions to the housing needs of Canadians.</p> <p>Home Adaptations for Seniors' Independence - assists homeowners and landlords pay for minor home adaptations to extend the time low-income seniors can live in their own homes independently.</p> <p>Residential Rehabilitation Assistance (RRAP) for Conversion – assistance to convert non-residential properties into affordable self-contained rental housing units or bed-units.</p> <p>Residential Rehabilitation Assistance (RRAP) for Persons with Disabilities- assistance to homeowners and landlords to undertake accessibility work to modify dwellings occupied or intended for occupancy by low-income persons with disabilities.</p>		
Canadian Wildlife Federation	Cathy Hurd Funding Program Officer 350 Michael Cowpland Drive Kanata, Ontario K2M 2W1	Phone: 1-800-563-9453 or (613) 599-9594 Fax: (613) 599-4428 Email: cathyh@cwf-fcf.org www.cwf-fcf.org
<p>CFW's Funding Program exists to promote wildlife habitat and the wise use of wildlife resources in Canada. Applications for funding assistance will be considered from registered charitable non-profit organizations. Students submitting applications must provide the charitable registration number of the university with which they are affiliated.</p>		
City of Edmonton <i>Community Investment Operating Grant</i>	Community Grants Coordinator Neighbourhood and Community Development 14 th Floor, CN Tower 10004 – 104 Avenue P.O. Box 2359 Edmonton, AB T5J 2R7	Phone: (780) 496-4932 or 496-4933 Fax: (780) 577-3525 Email: grants@edmonton.ca www.edmonton.ca/grants
<p>This program provides operating assistance to Edmonton's non-profit organizations whose activities result in benefits to the citizens of Edmonton. The maximum grant available is \$20,000.00 and the minimum grant available is \$650.00</p>		
City of Edmonton <i>Community League Operating Grant</i>	Community Recreation Coordinator	Phone: Community Building West Office – (780) 496-7320 Community Building East Office - (780) 496-1901 Community Building South Office – (780) 496-5252 www.edmonton.ca/grants
<p>This program helps offset expenses community leagues incur through providing programs and activities to community residents.</p>		
City of Edmonton <i>Universiade '83 Foundation Inc. Grant Program</i>	Community Grant Coordinator	Phone: (780) 496-4946 Email: grants@edmonton.ca www.edmonton.ca/grants
<p>This program provides project-specific financial assistance to agencies engaged in advancing sport, cultural and the arts in Edmonton. This grant is limited to a maximum of 50% of the project costs or \$5,000.00</p>		

Agency/Grant Name	Contact Name	Contact Information
Community Foundation of Greater Grande Prairie	#208, Centre 2000, 11330 – 106 St. Grande Prairie, AB T8V 7X9	Phone: (780) 538-2820 Fax: (780) 532-0672 Email: info@buildingtomorrowtoday.com www.buildingtomorrowtoday.com
The Community Foundation of Greater Grande Prairie invites applications for projects from non-profit community groups working within the fields of social service, community development, education, heritage and restoration, recreation, youth, health, the arts and the environment. They provide grants to encourage community pride, support initiatives and develop social opportunities. Deadline: March 30 and October 1		
Community Foundation of Medicine Hat & Southeastern Alberta	104, 430 – 6 th Ave. SE Medicine Hat, AB T1A 2S8	Phone: (403) 527-9038 Fax: (403) 527-9204 Contact: Mike or Jennifer Email: info@mhcf.ca www.mhcf.ca
The Foundation awards grants to charitable activities in the arts, education, social services, the environment, health, culture and recreation, or any project that will maintain or improve the quality of life for the people of southeastern Alberta. Of particular interest are initiatives, which will strengthen an organization's management capability and promote collaboration and sharing among agencies. Deadline: September 15 and March 15 of each year.		
Edmonton Community Foundation <i>Edmonton Community Grants Program</i>	9910 – 103 Street, NW Edmonton, AB T5K 2V7	Phone: (780) 426-0015 Fax: (780) 425-0121 E-mail: info@ecfoundation.org www.ecfoundation.org/grants/
This grant program is not limited to any particular area of interest or interest group. They offer a broad based competitive grant making program that is responsive to the needs of the community and its citizens. For 2009 new grant applications are not being considered until endowed funds recover their value following the economic downturn. They consider requests that represent: Arts, Culture & Heritage; Education & Learning; Human & Social Services; Health & Wellness; Recreation & Leisure; and the Environment & Conservation. Requests for multiple year support, up to three (3) years, to develop or implement strategic initiatives or for program operating costs are considered. They will entertain requests for the following types of grants: Seed Grants; Projects Grants; Operating Grants; Capacity Building Grants; and Capital Grants.		
Edmonton Community Foundation <i>Edmonton Community Play Space Program</i>	9910 – 103 Street, NW Edmonton, AB T5K 2V7	Phone: (780) 426-0015 Fax: (780) 425-0121 E-mail: info@ecfoundation.org www.ecfoundation.org/grants/
This purpose of this Fund is to enhance the recreational and community building opportunities for children and their families through supporting the creation or redevelopment of public-use community playgrounds and parks in the greater Edmonton area. For 2009 new grant applications are not being considered until endowed funds recover their value following the economic downturn. Deadline: April 1		

Agency/Grant Name	Contact Name	Contact Information
Environment Canada <i>EcoAction Community Funding Program</i>		Email: ecoaction@ec.gc.ca www.ec.gc.ca/ecoaction/
An Environment Canada program, providing financial support to community groups for projects that have measurable, positive on the environment. Funding support can be requested for projects that have an action focus, a community capacity building focus, or a combination of both objectives. EcoAction supports projects that address the following themes: Climate Change, Clean Water, Nature and Clean Air. Deadline: On or before November 1st of each year.		
Farm Credit Canada <i>AgriSpirit Fund</i>		1-888-332-3301 Email: agrispirit-agriesprit@fcc-fac.ca www.fcc-fac.ca
The FCC AgriSpirit Fund is about making life better for people in rural communities. Successful projects receive between \$5,000 and \$25,000 for community improvements such as emergency services equipment, playgrounds, food banks, recreation centres and care homes. Applications are closed for 2009. FCC will begin accepting applications for 2010 funding between May 1 and June 16, 2010.		
Federation of Canadian Municipalities <i>Green Municipal Fund</i>	Monique Delinelle, Application Coordinator	Phone: (613) 241-5221 (Ext. 357) Email: mdelinelle@fcm.ca www.sustainablecommunities.ca/gmf/
The fund supports partnerships, leveraging both public and private sector funding to encourage municipal actions to improve air, water and soil quality, and to reduce greenhouse gas emissions.		
Industry Canada		Phone: 1-800-328-6189 or (613) 954-5031 Business hours are: 8:30 a.m. to 5:00 p.m. Eastern Standard Time, Monday to Friday Email: info@ic.gc.ca www.strategis.gc.ca
Information on programs, services, and financial assistance for businesses.		
Kidsport Society of Alberta		Phone: 1-888-91-4KIDS or (403) 217-3761 Fax: (403) 217-5763 Email: kidsport@telusplanet.net www.kidsport.ab.ca

Agency/Grant Name	Contact Name	Contact Information
<p>The mission of the KidSport Society of Alberta is to overcome obstacles that prevent some young people from playing sport by establishing local volunteer KidSport committees in communities across Alberta which:</p> <ul style="list-style-type: none"> • raise funds in their community to pay for registration fees for kids to participate in sport programs; • gather used sport equipment for Kidsport kids to use in sport programs; and • advocate the value and benefit of kids playing sport in the pursuit of lifelong health and wellness. 		
Lethbridge Sport Bid Committee		Phone: (403) 320-3040 Fax: (403) 320-4163
<p>The purpose of the committee assists supports and influences the sport community in bidding for major sporting events. The committee can help by providing: expertise in putting the bid together; bid package development and samples; information on amenities, accommodations and facilities in Lethbridge; financial assistance for the bid; and a link to volunteers, experience and support systems.</p>		
Muttart Foundation <i>The Muttart Fellowships, Training and Bursary Grants Youth Granting Youth</i>		Phone: 1-877-788-5437 or (780) 425-9616 Fax: (780) 425-0282 www.muttart.org
<p><u>The Muttart Fellowships</u> This program provides a sabbatical year to senior managers of social-service charities. During their year away from their agencies, they undertake special projects of their own design. These projects are meant to inform the broader charitable sector. The Foundation's grants provide the salary and benefit costs of Fellows and make available an allowance for expenses incurred in connection with the project. Applications for 2009-10 on hold. Applicants should contact Muttart Foundation directly.</p> <p><u>Training and Bursary Grants</u> The Foundation makes available bursaries to pay for the tuition or registration costs of short-term courses, conferences and other training opportunities. A charity may choose to send staff members or key volunteers to such training sessions. A limited number of bursaries are available for any particular course or event. Sometimes the Foundation will make available a training grant to a charity or group of charities to bring a trainer to their organization(s).</p>		
National Crime Prevention Centre <i>Crime Prevention Action Fund</i>	NCPC National Office 269 Laurier Avenue W Ottawa, ON K1A 0P8	Phone: 1-877-302-6272 or (403) 292-8866 Email: prevention@ps.gc.ca www.publicsafety.gc.ca/prg/cp/index-eng.aspx
<p>This fund supports crime prevention projects in both large and small communities. The key objective is to support promising practices that address known risk factors and are related to NCPC's priority crimes issues. Priority is given to projects that focus on individuals or groups with multiple risk factors. Capacity building, especially in Aboriginal communities, rural and/or remote areas, will be funded based on need, as part of a broader strategy to address specific risk factors or crimes. Currently all invitations to submit are closed.</p>		

Agency/Grant Name	Contact Name	Contact Information
Nexen Inc. <i>Community Investment Program</i>	Marcelle Leveille Administrator, Corporate Community Investment 801 – 7 Avenue, SW Calgary, AB T2P 3P7	Fax: (403) 699-5743 Email: marcelle_levaille@nexeninc.com www.nexeninc.com/sustainability/community/donations_guidelines.asp
<p>Nexen's Community Investment Program provides direct contributions and sponsorships to non-profit organizations that provide important services and are compatible with our business objectives. The annual Community Investment budget is equivalent to one per cent of Nexen's operating profit before tax (based on the average of the three previous years). Nexen invests in communities in the following categories:</p> <ol style="list-style-type: none"> 1. Health and Welfare; 2. Education and Literacy; 3. Arts and Culture; 4. Civic and Community; 5. Environmental; and 6. sports and Recreation 		
RBC Financial Group <i>After-School Grants Program</i>	Corporate Donations	Phone: (416) 974-3113 Email: donations@rbc.com www.rbc.com/community/donations/after-school/what-is.html
<p>RBC's After-School Grants recipient programs offer a range of structured, supervised activities that encourage social skills and self-esteem for students in the elementary and secondary levels (K-12).</p>		
RBC Financial Group <i>Community Sponsorships</i>	Manager, Regional Community Marketing RBC Royal Bank 335 – 8 th Avenue, SW, 24 th Floor Calgary, AB T2P 1C9	Fax: (403) 292-1757 www.rbc.com/sponsorship/program.html
<p>RBC's preferred – but not exclusive – areas of sponsorship are Arts and Culture (with a focus on Visual Arts) and Amateur sports. Proposals in other categories are evaluated on their capacity to support strategic priorities of RBC Financial Group and member Business Units.</p>		
Rural Alberta's Development Fund	Site 4, Box 17, RR#4 Tofield, AB T0B 4J0	Phone: 436-9585 (Edmonton Area) or 1-877-940-7233 Toll Free Fax: 1-866-312-6253 E-Mail: info@ruralalbertasfund.com www.ruralalbertasfund.com

Agency/Grant Name	Contact Name	Contact Information
<p>Only projects that contribute to the growth, prosperity or quality of life of rural Alberta will be considered. A project must demonstrate how it supports the community and it must involve the community and/or communities where it is to be implemented. The Fund defines 'rural' as the approximately one million Albertans who live outside of Calgary and Edmonton. Project applicants must provide 25% or more of the overall cost of the project. The Fund's minimum contribution level is \$50,000 and its maximum is \$5 million.</p>		
<p>Shell Canada <i>Shell Environmental Fund</i></p>	<p>Administrator Shell Environmental Fund</p>	<p>Phone: (403) 691-3904 Fax: (403) 269-8031</p> <p>Email: admin-sef@shell.ca</p> <p>www.shell.ca/home/content/ca-en/society_environment/environment/protect/support/environment_fund/dir_sef.html</p>
<p>This fund provides financial support for grass-roots, action-oriented projects that improve and protect the Canadian environment. Any Canadian resident can apply on their own, or on behalf of a service club, charitable or volunteer organization, environmental group, youth group or others. The maximum grant is up to \$5000 per project. Deadline: February 28 and September 30</p>		
<p>Suncor Community Investment and Suncor Energy Foundation <i>Funding Sponsorships</i> <i>Charitable Donations</i></p>	<p>Lori Gammell or Ashley Cormier P.O. Box 38 112 – 4 Avenue, SW Calgary, Alberta T2P 2V5</p>	<p>Phone: (403) 269-8775 (Lori Gammell) Phone: (403) 693-1986 (Ashley Cormier)</p> <p>Email: sef@suncor.com</p> <p>www.suncor.com</p>
<p>Suncor accepts only online applications for funding. Suncor's funding priorities reflect their commitment to be a sustainable energy company. Suncor invests in initiatives that strengthen the communities in which they operate. In Alberta this would be central and northern Alberta (Fort McMurray/Wood Buffalo, Calgary, Edmonton, Grande Prairie, Edson). The Suncor Energy Foundation invests in initiatives that provide new opportunities through education; address environmental issues; or strengthen communities where Suncor has an operating presence in Canada.</p>		
<p>Sun Life Financial <i>Philanthropy Program</i></p>	<p>Linda M. MacKenzie Director, Philanthropy Sun Life Financial 150 King Street W Toronto, ON M5H 1J9</p>	<p>Phone: (416) 979-6096 Fax: (416) 971-9646</p> <p>Email: linda.mackenzie@sunlife.com</p> <p>www.sunlife.com (under "About SLF – Corporate Donations")</p>
<p>This program gives priority to matters of health, but they will continue to support Canadian arts and culture, and in appropriate circumstances, education.</p> <ul style="list-style-type: none"> • Their health causes will lean towards illness prevention, fitness, rehabilitation, care of the sick, medical research, nutrition and aging. • Their arts and culture causes will lean towards supporting organizations engaged in programs that enhance the cultural life of our communities, such as the performing or visual arts. • They may initiate funding opportunities with educational institutions at the post-secondary level. Programs to be funded are expected to fall within the field of health sciences, or to focus on areas specifically related to Sun Life Financial's business. 		

Agency/Grant Name	Contact Name	Contact Information
Syncrude <i>Community Investment Program</i>	Linda Bucke, Community Investment Advisor Syncrude Canada Ltd. P.O. Bag 4023, MD 1000 Fort McMurray, AB T9H 3H5	Phone: (780) 790-6404 www.syncrude.ca
<p>Syncrude's Community Investment Program supports organizations and groups that require assistance with projects enhancing the quality of life within the Regional Municipality of Wood Buffalo and the City of Edmonton. To qualify for support from Syncrude, a project must reflect their company's commitment in the key areas of education and lifelong learning, environment, health and safety; science and technology, Aboriginal development, local community development, arts and culture, or recreation. All requests must be made in writing by completing the online application form. Syncrude must be in receipt of such requests 90 days prior to either the event data or campaign kick-off.</p>		
The Calgary Foundation <i>Community Grants Program</i>		Phone: (403) 802-7700 Fax: (403) 802-7701 Email: grants@thecalgaryfoundation.org www.thecalgaryfoundation.org
<p>This program promotes a healthy vibrant community that embraces diversity and supports all its members.</p>		
The Calgary Foundation <i>Neighbourhood Grants Program</i>		Phone: (403) 802-7700 Fax: (403) 802-7701 Email: grants@thecalgaryfoundation.org www.thecalgaryfoundation.org
<p>This program is a multi-year initiative that aims to build neighbourhood participation and leadership within neighbourhoods. It supports community leaders who want to transform ideas into action that will benefit their neighbourhoods, encourage resident involvement, and build cooperation among different groups.</p>		
The City of Lethbridge <i>Community Capital Project Grant</i>	Carol Thibert Recreation, Parks & Culture Office 3 rd Flr., City Hall 910 – 4 Ave. S Lethbridge, AB	Phone: (403) 320-3040 www.lethbridge.ca
<p>Provide financial support through this program for eligible facilities and projects in pursuit of the following goals:</p> <ul style="list-style-type: none"> • support not-for-profit organizations in the development of their strengths and capacities to provide services for their members and community; • provide financial assistance for not-for-profit organizations in their efforts to construct, renovate or retrofit facilities, to purchase major equipment required for effective operation of community facilities and services; and • maximize the use of funds from other sources for investment and reinvestment in community facilities in a timely and efficient manner. Deadline: April 30. Organization representatives are invited to arrange project review meetings to discuss their projects prior to submitting an application. 		

Agency/Grant Name	Contact Name	Contact Information
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The Lethbridge Community Foundation		Phone: (403) 328-5297 Fax: (403) 328-6061 Email: lcfdn@telusplanet.net www.lethbridgecommunityfoundation.org
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General fund grants are available to organizations with activities and programs in only the following fields: Culture, Recreation, Environment, Social need, Health, History; and Education. **Grants are restricted to organizations and projects which benefit the residents of Lethbridge and southwestern Alberta communities. Deadline: February 1, 2008**

APPENDIX B

Potential Applicable Government Grant Programs

Provincial Strategies

Alberta Main Street Program

- Need to have identified places that are protected through official designations (Municipal Heritage Partnership Program, Standards and Guidelines for the Conservation of Historical Places in Canada, Alberta and Canadian Registers of Historical Places).
- Funding can be provided for approved Conservation work
- Funding based on size and scale of the historic resource and scope of the proposed work
 - o Up to \$50,000 twice a year.

Eligibility: Not Eligible

Community Revitalization Levy

- Tax increment Financing
 - o “When a development or public project is carried out, there is often an increase in the value of surrounding real estate, and perhaps new investment (new or rehabilitated buildings, for example). This increased site value and investment sometimes generates increased tax revenues. The increased tax revenues are the “tax increment.” Tax Increment Financing dedicates tax increments within a certain defined district to finance debt issued to pay for the project.”

There are a few key aspects of the CRL to be aware of:

- The CRL only applies to a very specific area (the CRL boundary).
- The tax revenue that contributes to the CRL is split between the City and the Province.
- The maximum amount of time a CRL can exist is 20 years, starting in the year when the bylaw is approved by the Lieutenant Governor in Council.
- The Lieutenant Governor in Council can approve a CRL bylaw in whole or in part or with variations and subject to conditions.

Caveats

- The CRL amount will vary from year to year based on the assessment (which makes the economy and depreciation relevant)
- type of development is important – City owned properties are tax exempt, for instance
- City tax revenues as well as a portion of the School tax revenues are dedicated to the CRL, where they would otherwise have gone into general revenue.
- Long development process (2 years +)
- Project needs to lead to an increase in property values (otherwise nothing to pay back project debt). A fallback plan is required. In many examples, this is the City’s general revenue.
- Will the project actually result in new development?
- Property taxes collected within the CRL area will not longer be going into general revenue.

For a CRL to work, you need to make two basic assumptions:

1. The project the CRL would be funding is a good thing, and is worth the risk.
2. There's a sound expectation that development will occur as a result.

Steps:

1. First, the Lieutenant Governor must approve the regulation, which includes the CRL boundary.
2. Second, City Council must approve the plan & bylaw for the CRL (and these can be done separately).
3. And finally, that plan & bylaw must also be approved by the province.

Eligibility: Self Directed

[Canada-Alberta Building Canada Fund - Communities Component \(BCF-CC\)](#)

This program will assist in the construction, renewal, expansion, upgrade or material enhancement of infrastructure across the province.

<http://www.buildingcanadafundalberta-cc.ca/EN/index.php>

Eligibility: Closed to Applications

[Alberta Municipal Infrastructure Program](#)

This program provides financial assistance to municipalities to develop capital municipal infrastructure to maintain or enhance economic, social and cultural opportunity and well being, while protecting and improving the quality of our environment upon which people and economies Alberta depend.

Funding under this program supports the development, enhancement and rehabilitation of core capital infrastructure projects, such as municipal roads, bridges, public transit vehicles and facilities, water and wastewater systems and facilities, storm drainage systems and facilities, emergency service vehicles and facilities and infrastructure management system software.

Included in the list of eligible projects are design and engineering services, construction and rehabilitation, vehicle purchase, and land acquisition. In addition, the program may include barrier-free transportation initiatives to improve accessibility for seniors and persons with disabilities.

Where the core capital infrastructure needs have been addressed, the available funds may also include other capital projects, such as cultural and recreational facilities, community environmental and energy systems and facilities, solid waste management systems and facilities, municipal buildings and other municipal physical infrastructure.

<http://www.transportation.alberta.ca/2708.htm>

Previous grants received.

Eligibility: Application Required

[Federal Gas Tax Fund](#)

This program provides financial assistance to municipalities in support of sustainable capital municipal infrastructure to maintain or enhance economic, social and cultural opportunity and well being, while protecting and improving the quality of our environment upon which people and economies of Alberta depend.

Funding under this program supports the development of public transit systems, and water and wastewater systems, solid waste management, community energy systems, and community capacity building. For communities with less than 500,000 population, the funding may also be used for rehabilitation of municipal roads and bridges that enhance sustainability outcomes.

Included in the list of eligible projects are design and engineering services, vehicle purchase, construction and rehabilitation. In addition, the program may include barrier-free transportation initiatives to improve accessibility for seniors and persons with disabilities.

<http://www.transportation.alberta.ca/2709.htm>

Previous grants received.

Eligibility: Application Required

Canada-Alberta Municipal Rural Infrastructure Fund (CAMRIF)

The Canada-Alberta Municipal Rural Infrastructure Fund (CAMRIF) improves and increases public infrastructure, namely water and wastewater systems, and cultural and recreation facilities--the very things that make Alberta's communities vibrant and productive places to live, work and raise families.

CAMRIF's goal is to ensure all Albertans, whether they live in large, small or remote communities, share in the benefits of infrastructure investments. A minimum of 80 per cent of funding under the program is dedicated to municipalities with a population of less than 250,000.

Federal, provincial and municipal governments will be investing more than \$264 million in municipal infrastructure over the life of the program. At least 55 per cent of the funds will be directed to green infrastructure projects. Come see what we are achieving and learn how our program can benefit your community.

<http://www.camrif.ca/en/>

Eligibility: Application Required

APPENDIX C

Monitoring and Review Forms
(See Section 12)

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 1

Create Awareness of Downtown at Highway 33

Objective #1 Gateway Development

Elements:

In Progress	Complete	\$
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments:

Objective #2 Key Streets/Entryways

51st Street

Dahl Avenue

Other Elements:

In Progress	Complete	\$
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments:

Objective #3 Signs on Highway 43

Elements:

In Progress	Complete	\$
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 2

Addressing Sense of Arrival

Objective #4	Median Planting	In Progress	Complete	\$
Comments:				

Objective #5 **Blvd. Enhancement/Planting**

	In Progress	Complete	\$
Comments:			

Objective #6 **Gateways**

	In Progress	Complete	\$
Comments:			

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 3 **Creating the Heart**

Objective #7	Key Streets Identified	In Progress	Complete	\$

Comments: _____

Objective #8	Civic Square	In Progress	Complete	\$

Comments: _____

Objective #9	Public Plaza	In Progress	Complete	\$

Comments: _____

**Table 1
(Monitoring and Review of Vitalization Plan)**

Goal # 4

“Pedestrianization” of Upper Town & Downtown

Objective #10 Sidewalk/Pathway	In Progress	Complete	\$

Comments:

Objective #11 Curbflares & Wide Sidewalks	In Progress	Complete	\$

Comments:

Objective #12 Crosswalks at Key Intersections	In Progress	Complete	\$
Elements:			

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 5 **Enliven & Illuminate**

Objective #13	Major Light Sculpture(s)	In Progress	Complete	\$

Comments:

Objective #14	Street Lights	In Progress	Complete	\$

Comments:

Objective #15	Building Lights	In Progress	Complete	\$

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 5 **Enliven & Illuminate.....continued**

Objective #16 <u>Tree Lights/Sparkle Lights</u>	In Progress	Complete	\$
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Comments: _____

**Table 1
(Monitoring and Review of Vitalization Plan)**

Goal # 6 Continuity in Design

Objective #17	Street Furniture	In Progress	Complete	\$

Comments:

Objective #18	Street Trees	In Progress	Complete	\$

Comments:

**Table 1
(Monitoring and Review of Vitalization Plan)**

Goal # 7 Enhancements/Beautification of Public Spaces & Streets

Objective #19 Street by Street Improvement	In Progress	Complete	\$

Comments: _____

Objective #20 Street Ends	In Progress	Complete	\$

Comments: _____

Objective #21 Landscaping/Flowers/Etc.	In Progress	Complete	\$

Comments: _____

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 7

Enhancements/Beautification of Public Spaces & Streets...continued

Objective #22	In Progress	Complete	\$
Parking Lots			

Comments:

Objective #23	In Progress	Complete	\$
Other Public Spaces/Items			

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 8

Celebrate History, Culture, and Context of Whitecourt

	In Progress	Complete	\$
Objective #24 Animals & Natural Features			

Comments:

	In Progress	Complete	\$
Objective #25 Public Art Features			

Comments:

	In Progress	Complete	\$
Objective #26 Wilderness Recreation			

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 9 **Architectural Design, Enhancement, & Definition**

Objective #27 Theme/Quality Architecture	In Progress	Complete	\$

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 10

Promotions & Marketing

	In Progress	Complete	\$
Objective #28 Recruitment of New Business			

Comments:

	In Progress	Complete	\$
Objective #29 Town Hall/Public Uses			

Comments:

	In Progress	Complete	\$
Objective #30 New Buildings & Development			

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 10 **Promotions & Marketing....continued**

Objective #31 Clean & Green	In Progress	Complete	\$

Comments:

Objective #32 Outdoor Activities, Events, & Sidewalk Sales	In Progress	Complete	\$

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 11 **Development Control, Guidelines, & Design**

	In Progress	Complete	\$
Objective #33 New Building Design Guidelines			
Comments:			

	In Progress	Complete	\$
Objective #34 Commercial Signs Guidelines			
Comments:			

	In Progress	Complete	\$
Objective #35 Median Treatment			
Comments:			

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 11 **Development Control, Guidelines, & Design....Continued**

	In Progress	Complete	\$
Objective #36 Downtown Plaza			
Comments:			

	In Progress	Complete	\$
Objective #37 Highway Parking Lots			
Comments:			

	In Progress	Complete	\$
Objective #38 Gateways & Monuments			
Comments:			

**Table 1
(Monitoring and Review of Vitalization Plan)**

Goal # 11 Development Control, Guidelines, & Design.....continued

Objective #39 Public Art Criteria	In Progress	Complete	\$

Comments:

Objective #40 Trees & Landscape Material/Treatment for Private Properties	In Progress	Complete	\$

Comments:

Table 1
(Monitoring and Review of Vitalization Plan)

Goal # 12

Circulation, Identification, & Wayfinding

Objective #41	Linkage with New Commercial Area(s)	In Progress	Complete	\$

Comments:

Objective #42	Circulation through Downtown	In Progress	Complete	\$

Comments:

Objective #43	Other	In Progress	Complete	\$

Comments: