

SMART GROWTH

St. Albert



TERMS OF REFERENCE

March 9, 2009 Updated May 19, 2009

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SMART GROWTH ST. ALBERT

Planning and Development is undertaking an important new strategy to ensure efficient development of the newly annexed lands. Beyond the minimum requirements of Council's Public Consultation Policy, the Department is providing opportunities for residents and stakeholders to get involved in moving this important initiative forward.

There was originally a two-step program for consultation. The first phase presented the ideas and concepts of Smart Growth, while the second phase addressed the specifics of the proposed form-based zoning regulations by which to implement the Smart Growth concepts.

At the request of Council, an Economic Impact Analysis is being proposed. Given the additional time required to complete this study, some additional consultation is being proposed to build on the work that has already been done. This can only serve to enhance the final outcome of this project.

SMART GROWTH PUBLIC CONSULTATION

INTRODUCTION

There will be four phases to the consultation for the Smart Growth Form-based Regulations. The overall purpose is to educate, and consult with, key stakeholders, staff and the public regarding both the concept of Smart Growth and the proposed means of implementing the Smart Growth principles – the Form-based regulations. This is being developed in conjunction with a communications strategy.

PHASE 1 – SMART GROWTH ST. ALBERT ORIENTATION

Purpose: To provide information and solicit feedback on the concepts of Smart Growth St. Albert and the Form-based approach, providing the context for the Regulations

Stakeholder Orientation

	Details	Date	Results
Group 1	Smart Growth presentation + questions	March 18, 2009	COMPLETED – 34 attendees
<ul style="list-style-type: none"> • Landowners • UDI St. Albert • EAC • Builders • Youth Centre • TRS Committee • School Boards 			
Group 2	Smart Growth presentation + questions	March 19, 2009	COMPLETED – 18 attendees
<ul style="list-style-type: none"> • SAEDAC • Chamber Executive • SDAB • CSAB • Library Board • NABI • St. Albert Housing Society • Transitional Residential Services • Capital Health 			
Group 3	Smart Growth presentation + questions – in preparation for Regulations workshop	April 15 - tentative	COMPLETED - 14 attendees
<ul style="list-style-type: none"> • Planning • Engineering Consultants 			

City Staff Orientation

	Details	Date	Results
Leadership Team	Presentation	March 12	COMPLETED
Employee Forum	Teaser during Employee Forum	March 25	COMPLETED
Presentation	Lunch hour presentation	March 31	COMPLETED – 19 attendees

Public Orientation

	Details	Date	Results
Public Open House	Smart Growth display + staff for questions	April 7	COMPLETED – 23 attendees

Next Steps

Presentation has been adapted for, and is available on, the website. Due to its size, it is broken down into a number of different documents.

Results of question and answer sessions are being compiled and report will be made available on the website.

PHASE 2 – FORM-BASED REGULATIONS

Purpose: To test the Form-based regulations, provide information to the public, industry and staff on how they work and receive feedback.

Stakeholder Review – Regulations

	Details	Date	Results
Form-based regulations Workshop	Bring together key professionals (eg. consultants, UDI, builders) to 'develop' ASP and development/building proposals based on proposed regulations and assess effectiveness and clarity of proposed regulations	April 22	COMPLETED – 20 participants
Review period	Opportunity for stakeholders to provide their comments on the regulations	Due date May 19, 2009	

Public review - Regulations

	Details	Date	Results
Public Form-based Regulations Open House	Form-based regulations display + results of workshops	Wednesday, April 22	COMPLETED – 8 attendees
Review period	Opportunity for members of the public to provide their comments on the regulations	Due date May 19, 2009	
Survey	Web survey + select focus groups of St. Albert to test Regulations	Rescheduled to Fall 2009	

Staff Review - Regulations

	Details	Date	
Formal Review	Form-based regulations circulated to City departments for feedback	Due date May 19, 2009	

Next Steps

Open House Displays have been adapted for, and are available on, the website.

Results of the workshop are being compiled and report will be made available on the website.

PHASE 3 – ADDITIONAL CONSULTATION & ECONOMIC IMPACT ASSESSMENT

Council Consultation

	Details	Date	
Expert Workshop	On livable transportation, urban design, walkability and form-based zoning	TBA	Opportunity to meet with experts in the field and work through all questions and concerns.
Meeting #1 – Form-based zoning regulations	Meeting with staff to review proposed form-based regulations	TBA	
Meeting #2 – Economic Impact Analysis	Meeting with staff to review proposed form-based regulations	mid-late August	

Additional Public/Stakeholder Consultation

	Details	Date	
City Advisory groups	Meet individually with City Advisory groups – EAC, SAEDAC, CSAB to review their comments on regulations	June 2009	Due to timing and resources, group orientation sessions were initially scheduled. Additional time allows for individual consultation with key groups about the regulations.
Walkability Audit & presentation	A walkability audit & public presentation	TBA	Work with internationally renowned walkability expert.
Presentation – livable transportation, urban design and walkability	A presentation on these concepts to the public and key organizations	TBA	Opportunity for public and key organizations to gain more knowledge and insight into Smart Growth.

PHASE 4 – COUNCIL MEETINGS

Purpose: To undertake the statutory and City requirements to ensure Council has input from various stakeholders so they can make an informed decision on regulations.

Council Meetings

	Details	Date	
Council meeting 1	Present the Public Consultation plan	March 16	COMPLETED
Council meeting 2	Present the proposed Form-based regulations to City Council	April 20	COMPLETED
Council meeting 3	Council requested Economic Impact Analysis	May 4	COMPLETED
Council meeting 4	Present revised Public Consultation Plan and Economic Analysis proposal	May 19	
Council meeting 5	Receive Preliminary analysis of Economic Impact Analysis	Sept 8	
Council meeting 6	Receive Detailed analysis of Economic Impact Analysis	Nov 16	
Council meeting 7	Public hearing on Form-based regulations	Late 2009/early 2010	

COMMUNICATIONS

PURPOSE

To convey the value and importance of Smart Growth principles to ensure St. Albert grows and evolves in a sustainable manner, while maintaining a strong sense of community.

BACKGROUND

With the annexation of new lands and growth constraints, the City is concerned about managing future growth in an effective manner. In 2007, City Council directed Administration to create guidelines that will encourage the use of Smart Growth principles in specific areas.

Smart Growth is an approach to land use planning used by communities across North America to better plan the look and feel of their urban environments. It often includes such things as: mixed uses, compact building design, walkable neighbourhoods, transportation choices, housing choices, sense of place, pedestrian orientation, connectivity, sustainability, or transit-oriented development. Four principles are being proposed to provide a framework for St. Albert's Smart Growth Guidelines: walkability, livability, connectivity and sustainability.

Lead by the City's Planning and Development Department, the initiative started with public consultation activities to gauge citizen support for Smart Growth. This was accomplished by finding out how residents felt about urban environments that reflect these principles compared to those that don't employ Smart Growth principles. The results showed a preference for communities that incorporated Smart Growth principles.

The population has grown and St. Albert has a limited amount of land to accommodate growth. Given its current planning, developing and servicing policies, the City is facing significant challenges in accommodating growth. To ensure that challenge is met sensibly, to create more flexible development opportunities and to maximize the use of available lands, the City is looking to begin implementing regulations based on Smart Growth principles. A public education and promotion component is necessary to ensure target audiences understand Smart Growth principles and their benefits.

COMMUNICATIONS ACTIVITIES - COMPLETED

Internal

- Presentations
 - Council
 - Leadership Team
 - Employee Forum & Lunch Presentation to Staff

External (may change depending on resources available)

- Presentations
 - Stakeholder Groups
 - Public Open Houses
- Website
 - Smart Growth specific section, including separate information for each applicable principle
 - Front ad banner feature directing visitors to the Smart Growth section during Open House period
 - Facebook group established for additional consultation
- Advertising
 - Advertising Feature in St. Albert Gazette (4 page) – to provide details on Smart Growth principles
- Other Items

- *Neighbourhood model for display (incorporated into workshop)*

COMMUNICATIONS ACTIVITIES - OUTSTANDING

Internal

- The Insider Newsletter
- Intranet Messages
- Council Updates

External (may change depending on resources available)

- Website
 - *Continue to add relevant information and links*
 - *Front ad banner feature directing visitors to the Smart Growth section – other key ‘hooks’*
 - *Utilizing online poll feature to gauge awareness or ask specific Smart Growth related questions*
 - *Latest News article to update*
 - *Online feedback opportunity via formbuilder feature*
 - *Online quiz (resource dependent)*
 - *Potential for online video (resource dependent)*
- Facebook
 - *Set up page for fans*
 - *Set up regular discussion topics*
 - *Regular updates on progress*
- Advertising
 - *Citylights advertising directing residents to the website*
 - *Transit ads for inside StAT buses or bus stops/benches (resource dependent)*
 - *banner*
- Media Relations
 - *Keep media apprised of Smart Growth progress*
 - *Shaw TV story (resource dependent)*

TIMELINE

	M18 25	J1 8 15 22 29	J6 13 20 27	A3 10 17 24 31	S7 14 21 28	O5 12 19 26	N2 9 16 23 30
Form-based reg'ns							
<i>Draft</i>	✓						
<i>Legal review</i>	✓						
SLT							
<i>Presentation</i>	✓						
Council							
<i>Orientation Presentation</i>	✓						
<i>Consultation/Education</i>							
<i>Workshop</i>	TBA						
<i>Form-based regulations - meeting</i>	TBA						
<i>Economic Impact Analysis - meeting</i>							
Official Council meetings							
<i>Economic Impact Analysis</i>							
<i>Receive Public Consult'n Plan</i>	✓						
<i>Receive/refer Form-based regulations</i>	✓						
<i>Update PC Plan/Fiscal Impact proposal</i>	19						
<i>Public Hearing</i>	TBA						
Economic Impact Analysis							
<i>Preliminary Analysis</i>							
<i>Detailed Analysis</i>							
Public Consultation							
<i>Budget Approval</i>	✓						
<i>Consultation/Communication plan</i>	✓						
<i>Orientations</i>	✓						
<i>Open house - staff+public</i>	✓						
<i>Survey/Focus groups</i>							
<i>Regulations Workshop</i>	✓						
<i>Open House - regulations</i>	✓						
<i>Staff/Public/Stakeholder Review</i>							
<i>City Advisory Groups</i>							
<i>Walkability Audit and presentation</i>	TBA						
<i>Livable transportation, design presentation</i>	TBA						
Communications							
1. <i>Display</i>	✓						
2. <i>Website</i>	ongoing						
3. <i>Gazette pull-out</i>	✓						
4. <i>Smart Growth Advertising</i>							
5. <i>Media Relations</i>							