

DOWNTOWN DEVELOPMENT PLAN

REPORT CARD



APPROVED BY COUNCIL ON DECEMBER 9, 2014

PURPOSE

The purpose of the Downtown Development Plan was to deepen understanding of what is involved in downtown revitalization and place making projects and programs, through sharing experiences, best practices, relevant research, and local success stories, and develop a shared Vision for Wolfville downtown.

COMPLETED/OPERATIONALIZED - 20%

Completed Clock Park upgrades

Developed a Wayfinding System and have installed vehicular signage

The Downtown Vision and Concept Plan were used in the Active Transportation Master Plan and Traffic Study

Art in Public Spaces has reviewed the Mona Parson's statue for donation and is working on a water feature project for Clock Park

Hired an Economic Development Manager who assist with implementation of plan

NOT TO BE DONE - 13%

Establish a "Special Study Area" for Precinct 7 and undertake a detailed planning review and analysis of the residential housing policies in the Town's MPS and Land Use Zoning

Implement the Branding Downtown initiatives that are focused on a destination marketing campaign that supports the Downtown Vision.

Establish a TOR and formal recruitment process for a Downtown Community Advisory Group.

Consider developing a seasonal "window" display program and competition.

Economic feasibility - Trolley system in the Valley

Acadia University Program development to support the culinary, wine and beer industry

IN-PROGRESS - 21%

Review the Town's existing development approval process – explore a "One Window" approach

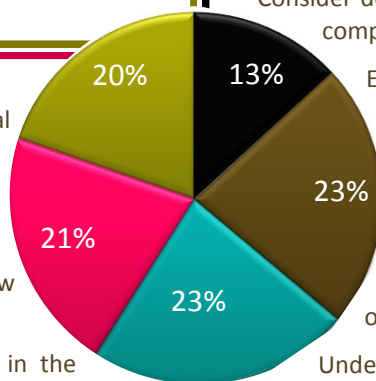
Commence discussions with land owners and developers within Precinct 5

Review the Property Maintenance Standards By-law and enforcement practices

Continue to implement and install new lighting in the downtown

Review downtown parking regulations and explore Rails to Trails Linkages

Initiate a community beautification project or program in the downtown that will engage residents, students and children to promote inclusivity and sense of belonging



NOT COMPLETED - TO BE DONE - 23%

Complete the East Gateway and discuss integration of Acadia lands within the West Gateway

Undertake a Best Practice review of Downtown development incentives to stimulate interest and investment in the downtown.

Develop a Downtown Communications Plan for communicating projects, programs, and other initiatives

Engage the community in an "Adopt" a public space program as part of an overall beautification effort

Consider developing a "Banner" Program

Prepare a development "Pro-forma" as part of the economic development and marketing strategy for the downtown.

Undertake a Feasibility Study for working Hubs in the downtown

Implement Regional Economic Development Initiatives that support the Downtown Vision (multi-year)

Integrated Destination Marketing Strategy for the Downtown with other communities within the Valley

Implement the Kings 2050 Regional Approach – Planning For The Future, 2013 Report

MOVED FORWARD - 23%

Foster a distinctive attractive downtown to instill a "sense of place" and create Downtown Urban Design Guidelines that include a review and update of the Town's Architectural Standards

Direct municipal development towards the downtown to enhance prosperity

Consider the recommendations of the Core Area Housing Strategy in the MPS, LUB and Property Maintenance Standards review

Provide an inclusive range of housing opportunities and support mixed land uses and take advantage of compact building design

Consider initiating a process to incorporate Site Plan policies in the MPS and implementing Land Use Zoning

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The following recommendations are MOVED FORWARD to be considered in the Municipal Planning Strategy Review:

- Foster a distinctive attractive downtown to instill a “sense of place”
- Support mixed land uses
- Provide a variety of transportation choices.
- Direct municipal development towards the downtown to enhance prosperity
- Take advantage of compact building design
- Consider the recommendations of the Core Area Housing Strategy in the MPS, Land Use Zoning and Property Maintenance Standards review
- Consider initiating a process to incorporate Site Plan policies in the MPS and implementing Land Use Zoning for downtown development, in accordance with the Municipal Government Act, to provide a planning framework to achieve quality streetscape design and integration
- "Create Downtown Urban Design Guidelines that include a review and update of the Town’s Architectural Standards. Give consideration to including adjacent residential neighbourhoods, south of Main Street in the Urban Design Guidelines."
- Provide an inclusive range of housing opportunities.
- Review MPS policies and amend, where appropriate, to align with the Vision for the downtown; to assist in moving forward with in-fill development opportunities and public space enhancements (e.g. mixed use and residential policies; urban design; parking; views; heritage; downtown boundary; railway lands).
- Review and update, where appropriate, the Downtown Land Use Zoning to implement the proposed Concept Plan development and enhancement opportunities (e.g. mixed use; parking; density; building height).

Recommendations NOT TO BE DONE:

- "Establish a “Special Study Area” for Precinct 7 and undertake a detailed planning review and analysis of the residential housing policies in the Town’s MPS and Land Use Zoning, within the context of the Downtown Concept Plan, during the next 3 months. The boundary of this Study Area will be determined through this process. Complete this Study within 6 months - 1 year. Develop an inclusive and dialogue based multi-stakeholder community consultation program to inform this Study."
- Implement the Branding Downtown initiatives that are focused on a destination marketing campaign that supports the Downtown Vision.
- Establish a Terms of Reference and formal recruitment process for a Downtown Community Advisory Group.
- Consider developing a seasonal “Window” display program and competition.
- Economic feasibility - Trolley system in the Valley
- Acadia University Program development to support the culinary, wine and beer industry.