



One of Council's strategic priorities for 2019-2022 is to revitalize our downtown. Council described a revitalized downtown as having more people living, shopping and spending money there, having businesses stay open in our downtown, that residents are proud of downtown Airdrie and that it be an important part of Airdrie's brand, identity and economic development. To bring this priority to life, Council directed administration to create a downtown plan.

In order to create a plan that resonated with residents, businesses and everyone who enjoys downtown, we needed to ask the people what they wanted to see come to life there. During extensive public consultation between 2016 – 2019, a number of important themes were heard over and over and these were translated into the 10 principles of the downtown plan:

1. Heart of the City
2. Everyone's Success
3. Reimagine Main Street
4. Think Big
5. The Place to Be
6. An Investment in our Future
7. Lead by Example
8. The Right Rules and Processes
9. Connected and Mobile
10. Putting People First

With Council's vision, our community's ideas and administration's municipal planning expertise, we have created a draft downtown plan to share with the community for feedback.

## Section 1

### Introduction & Administration

The Downtown Plan is an Area Redevelopment Plan that addresses:

- Objectives of the plan and how they are proposed to be achieved;
- Proposed land uses;
- Reasons for imposing a redevelopment levy (if proposed);
- Proposals for the acquisition of land; and
- Any other proposals that council considers necessary.

The objective of the Downtown Plan is to accelerate the pace of redevelopment in support of Council's Strategic Priority for *Downtown Revitalization*. Specific targets for population, employment and assessed value are set to help achieve success. These targets consider the current state, regional context, benchmarks from similar communities and the objectives from other municipal priorities and plans.

The plan is broken down into four sections:

1. Introduction & Administration
2. Development Form
3. Downtown Functions
4. Key Performance Indicators

To view **Section 1** in its entirety, please click [here](#).

## [Section 2](#)

# Development Form

The policies in this section address the physical design of downtown. This ranges from the height, density and form of buildings, to policies regarding certain physical spaces – such as parks, gateways or key development parcels.

The following subsections can be found in **Section 2**, which can be viewed in its entirety [here](#).

**Section 2.01 – Redevelopment Height, Density and Form**

**Section 2.02 – Redevelopment Height, Density and Form**

**Section 2.03 – Maximizing Servicing Capacity**

**Section 2.04 – Redevelopment of the Downtown Core**

**Section 2.05 – Reimagining Main Street**

**Section 2.06 – Infilling Vehicular-Oriented Development Areas**

**Section 2.07 – Civic Development Catalysts**

**Section 2.08 – Gateways**

**Section 2.09 – Corridor and Boundary Areas**

**Section 2.10 – Natural Spaces**

**Section 2.11 – Urban Parks**

**Section 2.12 – Airdrie Main Street Square Complex**

**Section 2.13 – Towerlane Centre Development Area**

## [Section 3](#)

# Downtown Functions

The policy areas in this section speak to the services and functions that are located, or best located, in the downtown to meet the needs of the community, including Affordable Housing, Events and Programming. This section describes Transportation Methods that support downtown's activity and built form, and Development Supports that allow for a mix of diverse and vibrant land uses.

The following subsections can be found in **Section 3**, which can be viewed in its entirety [here](#).

**Section 3.01 – Temporary Land Uses and Activities**

**Section 3.02 – Affordable Housing**

**Section 3.03 – Events and Programming**

**Section 3.04 – Supporting Multi-Modal Transportation**

**Section 3.05 – Pedestrian Mobility**

**Section 3.06 – Private Vehicle Parking**

**Section 3.07 – Health Promotion**

**Section 3.08 – Experiencing Small Town Feel**

**Section 3.09 – Strengthening Social Well-Being**

## [Section 4](#)

# Implementation

Successful implementation will be what determines the success of the Downtown Plan and of Downtown Airdrie as a whole. Section 4 sets up future steps and coordination necessary to guide implementation, summarizes key actions and initiatives that are being brought forward for implementation with the Downtown Plan and outlines the required steps and timing for monitoring and updating the plan in the future and setting out measures of success for the initiative overall.

The following subsections can be found in **Section 4**, which can be viewed in its entirety [here](#).

**Section 4.01 – A Collective Approach to Removing Redevelopment Barriers**

**Section 4.02 – TBD: Resource Requirements, Redevelopment Benefits, Timelines, Grant Opportunities**

*Next Steps:*

Once public consultation on this draft plan ends on April 30, 2021, administration will be reviewing feedback and will project timelines for implementation.

Please write to us at [downtown@airdrie.ca](mailto:downtown@airdrie.ca) with your thoughts and comments.