STRATEGIC INITIATIVE AND UPDATE

Phase 2 Mature Neighbourhood Strategy Update

Report Purpose
To provide the Priorities Committee with an update on Phase 2 of the Mature Neighbourhood Strategy.

Council History
May 22, 2007 - Council adopted Municipal Development Plan (MDP) Bylaw 1-2007.

September 25, 2012 - Council received an update on the Mature Neighbourhood Strategy Phase 1.

January 8, 2013 – Council directed Administration to proceed with a participatory gathering for Phase 1.

May 7, 2013 – Council received an update on the Mature Neighbourhood Strategy Phase 1.

June 11, 2013 – Council received a summary report of consultation conducted to date with regard to the Mature Neighbourhood Strategy Phase 1.

February 11, 2014 – Council was provided an overview of the first phase completed in 2013 and proposed next steps to be pursued in 2014 and beyond.

April 8, 2014 – Council approved the Terms of Reference for the Mature Neighbourhood Strategy Phase 2 Task Force.

June 10, 2014 – Council appointed citizen members to the Mature Neighbourhood Strategy Phase 2 Task Force.

September 9, 2014 - Council appointed an additional citizen member to the Mature Neighbourhood Strategy Phase 2 Task Force.

October 28, 2014 – Priorities Committee received an update on Phase 2 of the Mature Neighbourhood Strategy.

January 27, 2015 - Priorities Committee received an update on Phase 2 of the Mature Neighbourhood Strategy.

March 10, 2015 - Council accepted the Mature Neighbourhood Strategy Urban Form and Architectural Character Assessment as information.

March 10, 2015 - Council directed Administration and the Mature Neighbourhood Strategy Phase 2 Citizen's Task Force to begin the next steps for Phase 2, by working on incorporating information from the Urban Form and Architectural Character Assessment into policy and regulation.

July 14, 2015 - Priorities Committee received an update on Phase 2 of the Mature Neighbourhood Strategy.

November 10, 2015 - Priorities Committee received an update on Phase 2 of the Mature Neighbourhood Strategy.

Strategic Plan Priority Areas
Economy: The Mature Neighbourhood Strategy supports efficient use of municipal infrastructure.
Governance: Phase 2 of the Mature Neighbourhood Strategy can improve public involvement in the project via a Task Force which includes Strathcona County citizens.
Social: The consultation conducted for Phase 2 of the Mature Neighbourhood Strategy has reflected the principle of Social Inclusion from the Social Sustainability Framework, by engaging community stakeholders interested in mature neighbourhoods.
Culture: Phase 2 of the Mature Neighbourhood Strategy seeks to create tools to assist in the preservation of the unique identity and heritage of mature neighbourhoods.
Environment: The Mature Neighbourhood Strategy supports the efficient use of land and protection of natural areas.

Other Impacts
Policy: Policy GOV-001-029: Organizational Roles and Responsibilities, identifies that Administration has a responsibility to identify and update Council of strategic priorities.
Legislative/Legal: The Capital Region Land Use Plan requires all municipalities to implement intensification strategies through policy in their MDP's. The MDP directs Administration to review opportunities for redevelopment and infill in the older areas of Sherwood Park.
Interdepartmental: The first phase of the Mature Neighbourhood Strategy included interdepartmental participation, including representatives from 14 County departments. The draft overlay has been referred to various departments for review and comment.

Summary
The Mature Neighbourhood Urban Form and Architectural Character Assessment was accepted by Council in March of 2015. Council then directed the Citizen's Task Force and Administration to proceed with the next step of Phase 2 of the Mature Neighbourhood Strategy which includes work on a Mature Neighbourhood Overlay for the Land Use Bylaw. The Citizen's Task Force and Administration have been reviewing the Urban Form and Architectural Character Assessment, public consultation, as well as implementation strategies undertaken by other municipalities in order to complete this work.

Administration and the Citizen's Task Force have completed the preparation of the draft Mature Neighbourhood Overlay which is currently in circulation to internal departments and external stakeholders. The purpose of the overlay is to provide for development within mature neighbourhoods that respects and maintains the overall character of these areas. The draft regulations are being developed to help protect the unique characteristics of mature neighbourhoods when development permit applications for redevelopment are being considered.

Administration, with assistance from the Task Force, is currently working on a public engagement program for the draft overlay. Public consultation on the draft overlay will be held on April 27, 2016 and April 28, 2016. Street stalls (interactive displays) will also be held in April 2016 to advertise the public meetings and obtain feedback from the community.

Communication Plan
Public meetings will be held to obtain feedback on the draft Mature Neighbourhood Overlay. Public outreach at farmers markets, a pop-up event in front of the library, as well as newspaper advertisements and social media will be used to advertise the public meetings.

Enclosure
1   PowerPoint – Phase 2 Mature Neighbourhood Strategy Update