

7. Build the Foundations: A Sustainable and Beautiful Downtown

Parking

- a) Maintain current levels of public parking as infill development and streetscaping displace parking stalls

To encourage greater efficiency in parking use throughout Downtown and to promote the gradual shift in user expectations for convenience, commit to maintaining (not increasing) current levels of public parking capacity as infill development and streetscape improvements displace parking stalls. Continue to monitor parking patterns and demands to determine when increasing capacity becomes essential.

- b) Build strategically located and well designed municipal parking structures

The City should consolidate public parking as the phases of infill development displace Downtown parking lots. The goal of these investments is to stabilize and centralize the long term, off-street parking supply for Downtown residents, employees and visitors; to facilitate the reduction of parking standards and stimulate small-scale infill developments and revitalization; and to replace displaced parking stalls as angled parking is converted to parallel parking along key retail streets.

- c) Implement more favourable parking standards to stimulate investment

In conjunction with the development of municipal parking structures, eliminate commercial parking requirements for developments within the retail core. Outside of the retail core, eliminate parking

requirements and possibly employ cash-in-lieu for developments that include heritage buildings or involve small properties where on-site parking is not feasible. Throughout Downtown, eliminate parking requirements for residential conversions above existing commercial uses; and, require no more than 1 parking space per residential dwelling unit as a base standard. Finally, reduce parking requirements on all other new commercial developments.

- d) Employ strict design standards for private parking facilities

Above-grade facilities should maximize at-grade uses along street frontages, with access from the rear lane, and incorporate concealing façade treatments that are visually appealing and harmonious with the surrounding built character. Surface lots should be located to the rear of infill developments, with access by the rear lane.

Existing surface lots should be enhanced through tree planting, adequate lighting, safe and appealing pedestrian paths and well landscaped street interfaces.

- e) Develop a parking marketing and promotion strategy to encourage more Downtown visits

The City should counter current perceptions of parking shortages by developing promotional information (for example identifying convenient parking locations, pricing, cross promotions, as well as security and maintenance) and installing effective way-finding that clearly identifies Downtown access, arrival, modal connections, parking identification and location.

Traffic**f) Commit to maintaining current traffic capacities**

The City should maintain the capacity of through-routes in Downtown, even if this results in slower speeds and modest congestion. In particular, the City should ensure no future widenings of Downtown roads, particularly within the Core District.

g) Clearly rationalize future road construction that would bypass traffic away from Downtown.

To maintain strong connectivity between Downtown and the wider city and to continue to capture bypass and destination traffic and avoid routing traffic around the core, the construction of a new bridge crossing across the Oldman River should be considered only when the Downtown has securely established momentum of revitalization and achieved the critical mass to warrant a by-pass.

h) Redesign streets according to a streetscape hierarchy tailored to Downtown

To acknowledge the role of streets as a fundamental component of the open space network and ensure their design to balance a variety of modes of movement (vehicular, active transportation, and pedestrian-oriented) and enhancements to the public realm, a streetscape hierarchy is proposed that includes Parkways, Boulevards, Promenades, Main Streets, and Urban and Neighbourhood Streets.

i) Adopt traffic calming measures and streetscape designs conducive to Downtown objectives

To retain traffic capacity while nurturing a high quality, inviting and safe walking environment, the City should implement a range of traffic calming measures on Downtown streets. These include:

- the removal of angled parking on key pedestrian routes and destinations;

- the broadening of sidewalks to enhance safety, minimizing travel lane widths;
 - the introduction of ‘bumpouts’ and minimizing turning radii at intersections to accommodate transit stops and reduce crossing distances;
 - introducing street trees to enhance visual appeal and to serve as shade and wind mitigation;
 - using feature paving design to emphasize crosswalks and distinguish on-street parking from roadways; and
 - developing a unified high quality design vocabulary for paving, street furnishings, signage and light standards.
- j) Develop and implement a Transportation Demand Management (TDM) marketing and promotion campaign**

The City should seek to influence travel decisions by providing incentives and transportation options, requiring significant new developments to conduct traffic impact studies and offering incentives for implementing TDM policies.

6.0 Other Recommended Strategies

Transit

k) Consider a Dispersed Transit Strategy

To ensure Downtown is accessible from all areas of the city to the broadest possible demographic of various means and physical abilities, the City should consider a dispersed transit strategy for Downtown buses to accommodate an incremental and integrated approach to development and infrastructure. To capture bypass and destination transit routing as a significant City node, Downtown transit planning should allow for flexibility and convenience for passenger arrival, departure and Downtown local trips. Service should maximize Downtown accessibility, and should be seamless and convenient at interbus and modal transfer locations.

l) Improve Downtown Transit Service Standards & Design

To ensure Downtown is an attractive and sustainable place to invest by enhancing connectivity and multi-modal choices the City should consider minimum service independently of ridership, promote integration of transit into the Downtown experience and demonstrate a key public policy move to support City-wide sustainability commitments.

m) Develop and Implement a Transit Marketing & Promotional Campaign

To provide high quality transportation choices to access Downtown, to reduce automobile infrastructure costs such as road and parking infrastructure and to achieve City-wide sustainability objectives, the City should develop and implement Travel Demand Management programs that influence travel decisions by providing education, incentives and transportation options. Significant new developments should be required to implement City Transportation Demand Management policies by maximizing transit opportunities and incentives.

7.0 Implementation Summary Table
Lethbridge Downtown Master Plan
 Capital Improvement Priority Plan 2008-2057

Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities	
Streetscape improvements	
m	5th Street South, from 1st Avenue to 5th Avenue (4 linear blocks)
m	3rd Avenue South, from 7th Street to 8th Street (1 linear block)
pr	6th Street South, from 3rd Avenue to 4th Avenue (1 linear block)
m	7th Street South, from 3rd Avenue to 4th Avenue (1 linear block)
Purchase Priority Properties	
"City Block" - Northeast Corner of 4th Street South and 2nd Avenue (purchased)	
Pedestrian Amenities	
Tourist Information Booth + Notice Board at Festival Square	
Bicycle Parking (including racks for short term stays + lockers for employees)	
Galt Gardens / SAAG	
Gateway Installations	
<i>City-Wide Identity</i>	
City-Wide Gateway: Whoop-Up Drive and Scenic Drive	
<i>Downtown</i>	
Downtown Gateway: Scenic Drive South & 1st Avenue South	
Downtown Gateway: 6th Avenue South & 6th Street South	
Public Art Sites	
Galt Gardens South	
Galt Gardens West	
Galt Gardens Southwest	
Historic Railway Station	
Galt Museum Terminus Site	
Redevelop Crosswalks	
sl	Park Place Mall Access West, 1st Avenue South Crossing
sl	1st Avenue South, Scenic Drive Crossing
Convert Angled Parking (maintain 10% large vehicle angled spaces)	
2nd Avenue South, from Scenic Drive to 5th Street (3 linear blocks) - north side	
3rd Avenue South, from 6th to 8th Streets (Galt Gardens)	
5th Street South, 1st Avenue to 6th Avenue (5 linear blocks)	
Parking Structures	
Capitol Block Site Parking - West Downtown Anchor (3 options)	
Development Partnerships	
Lethbridge Centre Area	
Hotel + Conference Facilities	
Purchase Priority Properties	
Community Services Property - North Lethbridge	
Potential Municipal Parking - Downtown West	
Potential Municipal Parking - Downtown West	
Potential Municipal Parking - Downtown West	
Urban Parks + Plazas	
Festival square	
Transit Improvements	
Downtown Shuttle - interim strategy	

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Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities	
Pedestrian Amenities	
	Public Washroom Facilities at Festival Square
Bicycle Parking (including racks for short term stays + lockers for employees)	
	Courthouse Plaza
	Civic Precinct
Gateway Installatiopns	
	<i>City-Wide Identity</i>
	City-Wide Gateway: Crowsnest Trail and Scenic Drive
	<i>Downtown</i>
	Downtown Gateway: Stafford Drive South & Crowsnest Trail
	Downtown Gateway: Scenic Drive South & 5th Avenue South
	<i>Central District</i>
	District Gateway: Scenic Drive South & 3rd Avenue South
	District Gateway: Stafford Drive South & 3rd Avenue South
Wayfinding	
	Historic Street renaming in Central District
Uplight Landmarks	
	Old Firehall
Planning + Design Processes	
	Civic Precinct Plan
	Comprehensive Parking Study - Inventory parking use and correlate needs to current / future land uses
	Infrastructure Inventory - address underground utilities conditions/access + correlate to streetscaping projects
Streetscape improvements	
pr	2nd Avenue South, from Scenic Drive to 5th Street (3 linear blocks) + Galt Gardens plaza West
m	3rd Avenue South from Scenic Drive to 5th Street (3 linear blocks)
un	4th Street South, 1st Avenue to 4th Avenue (3 linear blocks)
Redevelop Crosswalks	
sl	3rd Avenue South, Scenic Drive Crossing
sl	4th Avenue South, Scenic Drive Crossing
sl	5th Avenue South, Scenic Drive Crossing
sl	8th Street South, 1st Avenue Crossing
Convert Angled Parking (maintain 10% large vehicle angled spaces)	
	6th Street South, 3rd Avenue to 6th Avenue (3 linear blocks)
	7th Street South, 1st Avenue to 6th Avenue (5 linear blocks)
	4th Street South, 1st Avenue to 4th Avenue (3 linear blocks)
Parking Structures	
	Bridge Hotel Block
Development Partnerships	
	Bridge Hotel Block
	Artist Studio Space - location tba
Purchase Priority Properties	
	Potential Municipal Parking - Downtown East
	Potential Municipal Parking - Downtown East
Construct Civic / Cultural Facilites or Residential	
	Performing Arts Facility
	Aboriginal Cultural Centre + Gallery
Urban Parks + Plazas	
	Cultural Corridor
	Galt Museum Plaza + Coulee Vista Promenade
Transit Improvements	
	Transit Terminal 'Zone' Improvements - service kiosk, shelters, retail pilot

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Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities	
	1
	2
Major Transit Stops - redesign as Downtown gateways with amenities + wayfinding	
Pedestrian Amenities	
Street Furniture Guidelines; Tender through RFP	
Bicycle Parking (including racks for short term stays + lockers for employees)	
Galt Museum Plaza	
4th Avenue South and 6th Street South	
5th Street South (Provincial Government Buildings)	
Park Place Mall – Chapters, 5th Street South	
Train Station	
Natural Parks + Trails	
Detailed planning, design + staging for Coulee Vista frontage trail - parking, signage - route cantilever, easements	
Gateway Installatiopns	
<i>Downtown</i>	
Downtown Gateway: 3rd Avenue South and 13th Avenue South	
Downtown Gateway: Rail Grade and Scenic Drive South	
Downtown Gateway: 6th Avenue South & 11th Street South	
<i>Central District</i>	
District Gateway: Scenic Drive South & 1st Avenue South	
District Gateway: Stafford Drive South & 1st Avenue South	
Public Art Sites	
Galt Gardens Northwest	
Galt Gardens Northeast	
Galt Gardens Southeast	
Courthouse Plaza	
Street Furniture + Amenities	
Street furniture + lighting along key pedestrian routes + public spaces	
Public Washroom Facilities	
Wayfinding	
Interpretive plaques for historic pedestrian route / tour	
Interpretive plaques for Lethbridge Modern pedestrian route / tour	
Uplight Landmarks	
Canada Post Building	
City Hall	
Galt Museum	
Planning + Design Processes	
Scenic District Precinct + Trails Plan	
Plan and design high quality bus shelters at major Downtown stops	
Bicycle route planning	
Master plan for downtown routes	
Form-Based Zoning Code overlay for Downtown	
Downtown-wide Sustainability & Serviceability Commitment and / or Standards for Capital Improvements	
Streetscape improvements	
pr 2nd Avenue South, from 7th Street to Stafford Drive (2 linear blocks) + Galt Gardens plaza East	
bl 3rd Avenue South, from 8th Street to 13th Avenue (7 linear blocks)	
bl Scenic Drive South, from 3rd to 6th Avenues South (3 linear blocks)	
m 5th Street South, from 5th to 6th Avenues South (1 linear block)	
pr 6th Street South, from 4th to 6th Avenues South (2 linear blocks)	
m 7th Street South, from 4th to 5th Avenues South (1 linear block)	
Redevelop Crosswalks	
sl 5th Street South, 6th Avenue Crossing	
sl 6th Street South, 6th Avenue Crossing	

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Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities	
sl	7th Street South, 6th Avenue Crossing
sl	8th Street South, 6th Avenue Crossing
sl	Stafford Drive South, 6th Avenue Crossing
sl	Stafford Drive, Crowsnest Trail Crossing
Convert Angled Parking (maintain 10% large vehicle angled spaces)	
8th Street South, 1st Avenue to 5th Avenue (5 linear blocks)	
Parking Structures	
Civic Precinct	
Development Partnerships	
Civic Precinct - Residential + Recreation	
Innovation Centre or University Research Centre - for business incubation in Downtown	
Civic District Area - civic uses and view terminus	
Purchase Priority Properties	
Civic District Area - civic uses and view terminus	
Downtown West - for gateway building and major civic use	
Downtown West - Plaza	
Construct Civic / Cultural Facilities or Residential	
Senior's Centre Redevelopment (Civic Precinct)	
Bowman Arts Expansion	
Urban Parks + Plazas	
Courthouse Plaza	
Transit Improvements	
Major Transit Stops - redesign as Downtown gateways with amenities + wayfinding	
Pedestrian Amenities	
Public Washrooms at Coulee Vista / Galt Museum Square	
Natural Parks + Trails	
Detailed planning, design of Coulee Vista Amphitheatre at Galt Museum	
Planning of naturalized Crowsnest apron trails + road interfaces	
Gateway Installations	
<i>Central District</i>	
District Gateway: Stafford Drive South & 4th Avenue South	
District Gateway: Stafford Drive South & 2nd Avenue South	
<i>Civic District</i>	
District Gateway: Stafford Drive South & 6th Avenue South	
District Gateway: 4th Avenue South & 11th Street South	
Public Art Sites	
Galt Gardens East	
Galt Gardens – North, South and Park Place Centre Sites	
RCMP Terminus Site	
Wayfinding	
Improvement of pedestrian connections – route planning + markings	
Transit terminal signage	
Improvement of automobile wayfinding signage	
Major gateway parking route identification – location of regular + oversize parking lots	
Uplight Landmarks	
High Level Bridge??	
Planning + Design Processes	
Midtown + Upper East Side Precinct Plans	
Design Guidelines for Cultural Corridor Public Realm	
Designate Downtown Special Heritage control area (Or Conservation District) within the Central District	
Streetscape improvements	
pk	Scenic Drive South, from the Rail Overpass to 3rd Avenue (3 linear blocks)

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Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities	
un	2nd Street South, from 1st Avenue to 4th Avenue (3 linear blocks)
m	7th Street South, from 5th Avenue to 6th Avenue (1 linear block)
un	8th Street South, from 1st Avenue to 6th Avenue (5 linear blocks)
bl	Stafford Drive South, from Crowsnest Trail to 6th Avenue (6 linear blocks)
bl	1st Avenue South, from Scenic Drive to 12B Street (7 linear blocks) and 12B Street South (1st to 3rd)
bl	5th Avenue South, from Scenic Drive to Stafford (7 linear blocks)
bl	5th Avenue South, from Galt Museum to Scenic Drive
bl	Coulee Vista Trail, from 4th to 5th Avenue South
pk	6th Avenue South, from Scenic Drive to 11th Avenue (8 linear blocks)
un	3rd Street South, from Parl Place Access to 4th Avenue South
Redevelop Crosswalks	
mb	5th Avenue South at Lethbridge Centre
mb	Stafford Drive South at YMCA
Convert Angled Parking (maintain 10% large vehicle angled spaces)	
	10th Street South, 1st Avenue to 4th Avenue (3 linear blocks)
	11th Street South, 1st Avenue to 6th Avenue (7 linear blocks)
Parking Structures	
	South Downtown Anchor
Development Partnerships	
	Infill Opportunities
	Infill Opportunities
Purchase Priority Properties	
	Upper East Side Park
	Upper East Side potential development blocks
	Broadview Neighbourhood development blocks
Construct Civic / Cultural Facilities or Residential	
	Downtown Library
	City Hall Expansion
	Potential Museum Site
Urban Parks + Plazas	
	City Hall Plaza
	Library Square
Transit Improvements	
	Minor Transit Stops - redesign with amenities (shelters, bus schedules, lighting)
Gateway Installations	
	<i>Central District</i>
	District Gateway: Scenic Drive South & 4th Avenue South
	District Gateway: Scenic Drive South & 2nd Avenue South
	<i>Midtown District</i>
	District Gateway: 6th Avenue South & 5th Street South
	District Gateway: 6th Avenue South & 7th Street South
Public Art Sites	
	2nd Avenue South, West Terminus Site – Senior's Housing
	4th Avenue South, West Terminus Site
Wayfinding	
	Tourist information pullout + plaque (regional + local information)
	Tourist route planning + attractions signage
	Bicycle Routes - Temporary painting / awareness campaign
	Bicycle Routes - Permanent routes with streetscape improvements
Streetscape improvements	
bl	13th Street South, from Crowsnest Trail to 6th Street South (6 linear blocks)

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Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities	
un	11 Street South, from 1st to 6th Avenues South (6 linear blocks)
bl	4th Avenue South, from 11 Street South to 13th Street South (2 linear blocks)
un	10 Street South, from 1st to 4th Avenues South (3 linear blocks)
un	12 Street South, from 1st to 4th Avenues South (3 linear blocks)
un	5th Avenue South, from 11 Street South to 13th Street South (7 linear blocks)
bl	Stafford Drive North, from Crowsnest Trail to 5th Avenue North (5 linear blocks)
m	13th Street North, from Crowsnest Trail to 5th Street North (6 linear blocks)
un	3rd Avenue North, from Stafford Drive to 13th Street North (7 linear blocks)
m	2A Avenue North, from Stafford Drive to 13th Street North (7 linear blocks)
ub	Coulee Vista Boulevard extension + route improvements West of Scenic Drive South (4 linear blocks)
Redevelop Crosswalks	
mb	1st Avenue South between Stafford Drive and 12B Street (3 crosswalks)
Convert Angled Parking (maintain 10% large vehicle angled spaces)	
	1st Avenue South from Stafford Drive to 12B Street South (5 linear blocks)
	2nd Avenue South from 8th Street to 12B Street South (7 linear blocks)
Parking Structures	
	East Downtown Anchor
	Upper East Side Parking Structure
Development Partnerships	
	Upper East Side Development Block
	Downtown Mall Redevelopment Opportunities
	Lethbridge North Mall Opportunities
Purchase Priority Properties	
	Trail Right-of-Ways - East West Corridor
	Trail Right-of-Ways Coulee Frontage Trail
	Potential Trail Access Mid-Block Connections
	North Lethbridge Park blocks
	North Lethbridge Plaza properties
Construct Civic / Cultural Facilities or Residential	
	Coulee Vista Amphitheatre
	Athletic / Recreation Facilities (Civic Precinct)
	Educational Facilities Expansion (Upper East Side)
Urban Parks + Plazas	
	Ford Street (2nd Avenue/ Galt Gardens East Gate)
	Upper East Side
	Centre Village Plaza
	Centre Village Park
	Park Place Plaza
	Broadview Linear Park
	Broadview Plazas
Pedestrian Amenities	
	Public Washrooms at Upper East Side Park
Gateway Installations	
	<i>Upper East Side District</i>
	District Gateway: 2nd Avenue South & 13th Street South
	<i>Centre Village / Broadview Districts</i>
	District Gateway: Stafford Drive North & 5th Avenue North
	District Gateway: Stafford Drive North & 2A Avenue North
	District Gateway: 13th Street North & 2A Avenue North
Public Art Sites	
	Whoop-Up Drive Cloverleaf Site (4)

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Lethbridge Downtown Master Plan Capital Improvement Priority Plan 2008 - 2057

Capital Improvement Priorities
Crowsnest Ramp Sites (2) Civic Precinct Termini East, North and South Upper East Side Park 12th Avenue South, North Terminus

7.0 Implementation Summary Table

Immediate Term	Near Term	Medium Term						Long Term						Approximate Cost