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## **HAMLET REINVESTMENT STRATEGY**

COUNCIL UPDATE- MAY 8<sup>TH</sup>, 2018

# OVERVIEW

1. Big Picture- Goals
2. Components of the Strategy
3. Key Phases
4. Project Process
5. Communications
6. Timeline
7. Next Steps

# HRS BIG PICTURE

**Intent:** Provide a holistic approach to identifying & establishing land use, services, amenities and design concepts within Hamlets.

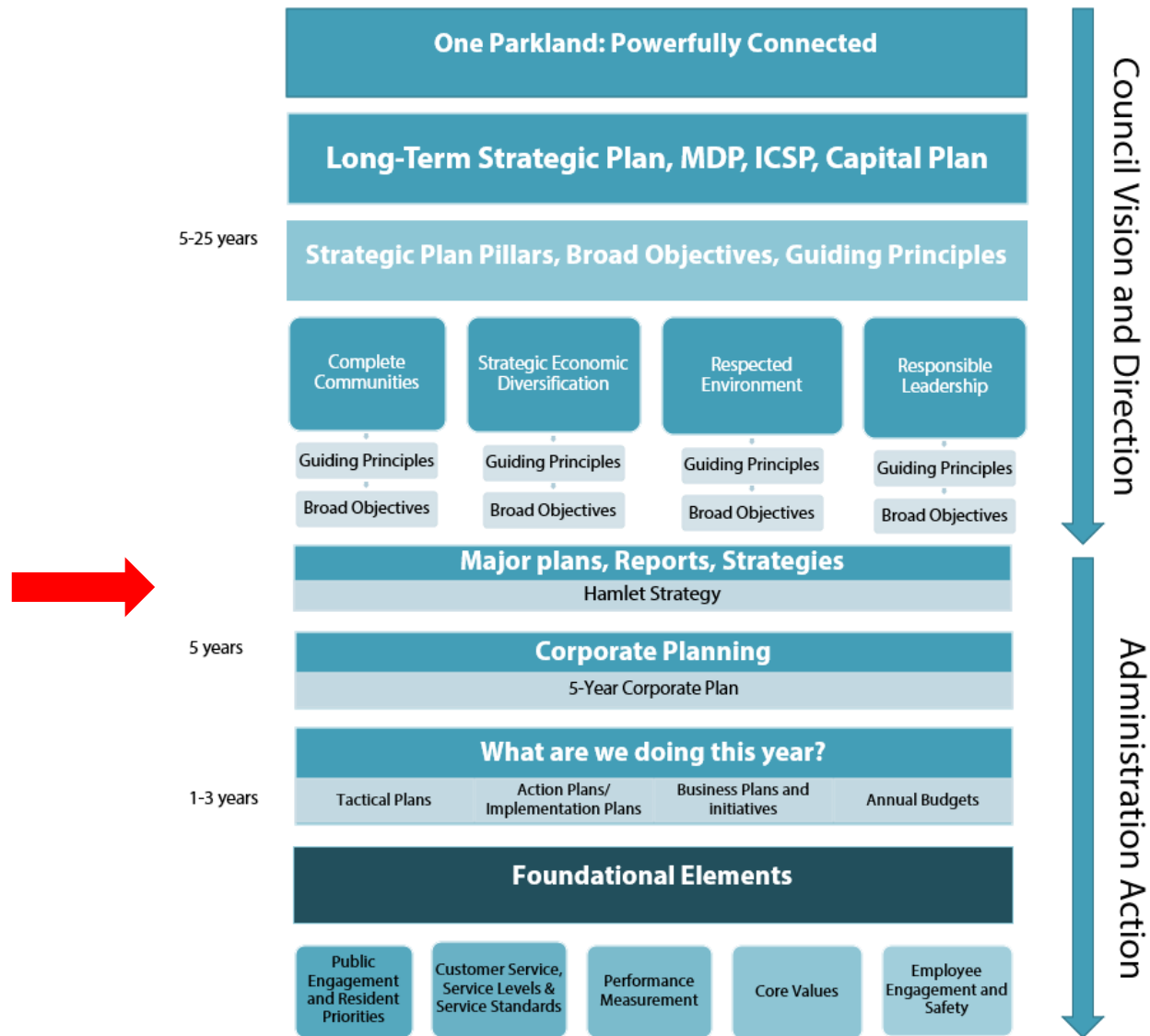
## **Goals:**

1. Increase quality of life for residents
2. Align internal strategy
3. Develop a work plan

## **Justification:**

- Council's Long Term Strategic Plan
- MDP- supports growth
- ICSP- supports complete communities

# STRATEGIC PLANNING FRAMEWORK



# WHAT IS A HAMLET REINVESTMENT STRATEGY?

- Strategy Components

- Guiding principles & objectives
- Elements of rural revitalization
- Service levels, design concepts, & land use

- Work Plan Components

- Coordinated project inventory
- Operational activities
- Prioritized budget
- Prioritized timeline

## KEY COMPONENT STRATEGY

- High- Level
  - Extract from long-term plans
- Elements of Rural Revitalization
  - Develop with Community Sustainability Committee
- Service Levels, Design Concepts, Land Use
  - Set with internal steering committee

# PROJECT PHASES

- Develop a baseline
  - What to we currently provide?
- Identify elements of rural revitalization
  - What will make our communities special?
- Apply elements to work plan
  - Determine where we sustain, better the system, or grow

# DEVELOP A BASELINE

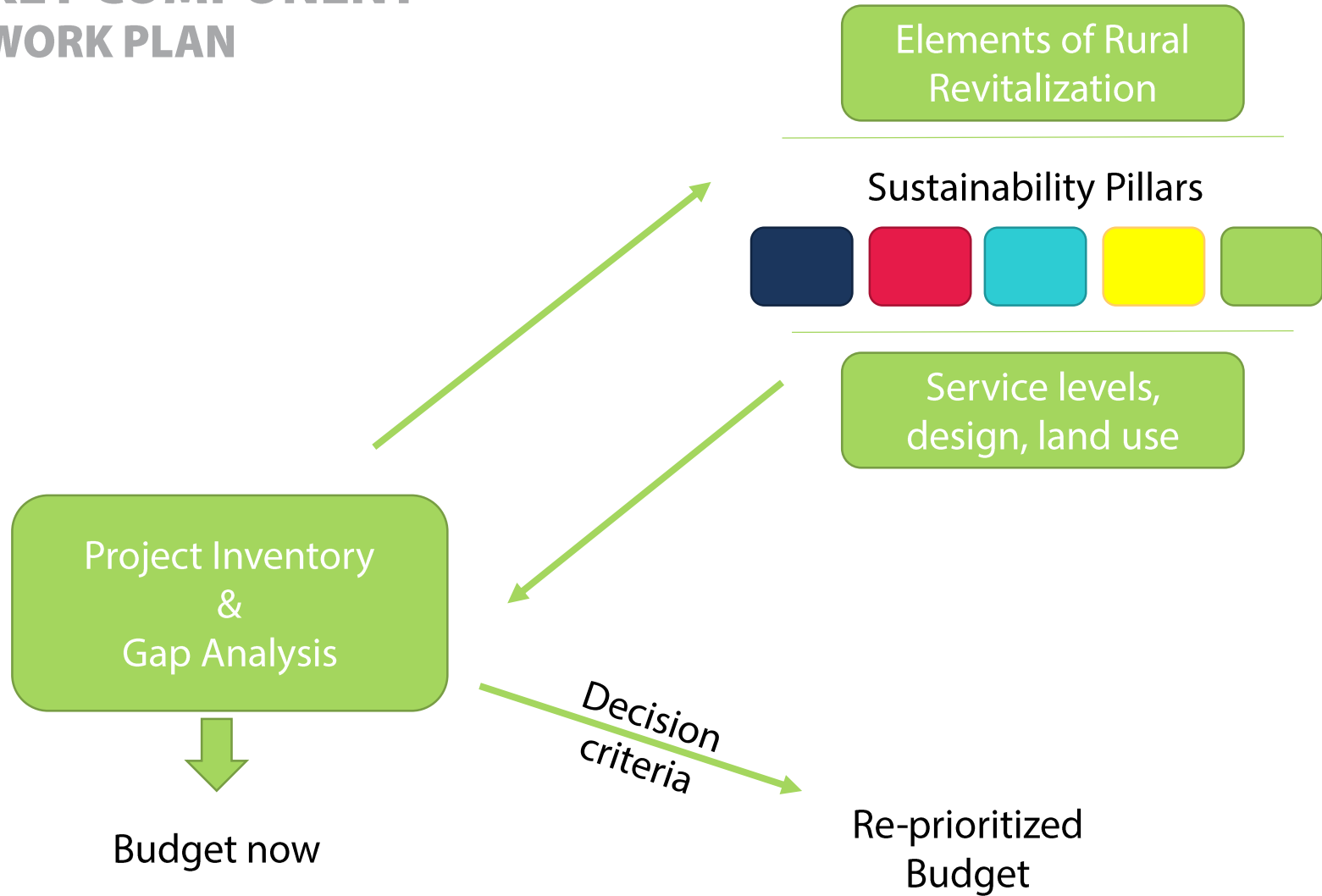
- What do we have?
  - Summary of existing strategies & objectives
  - Project inventory
  - Operations inventory
  - Initial gap analysis
- What do we need?
  - Review inventory and define current service levels
  - General vs hamlet specific



# ELEMENTS OF RURAL REVITALIZATION

- What things make each community special?
  - Mixed use
  - Pedestrian centric (walkability)
  - Safety and security
  - Maintenance
  - Programming and activities
  - Green space
  - Accessibility
  - Food-centric
  - Public facilities
  - Diversity
  - Wayfinding, etc.

# KEY COMPONENT WORK PLAN



# WHAT IS A HAMLET AREA REDEVELOPMENT PLAN (HARP)?

## HARP

- A land use planning document
- Concentrate on improving an already developed area
- Set future development concept & land use policy
- Can be action oriented
- Components:
  - Designate land uses
  - Identify pedestrian & vehicular circulation
  - Assign population densities
  - Identify utility servicing requirements

## HRS

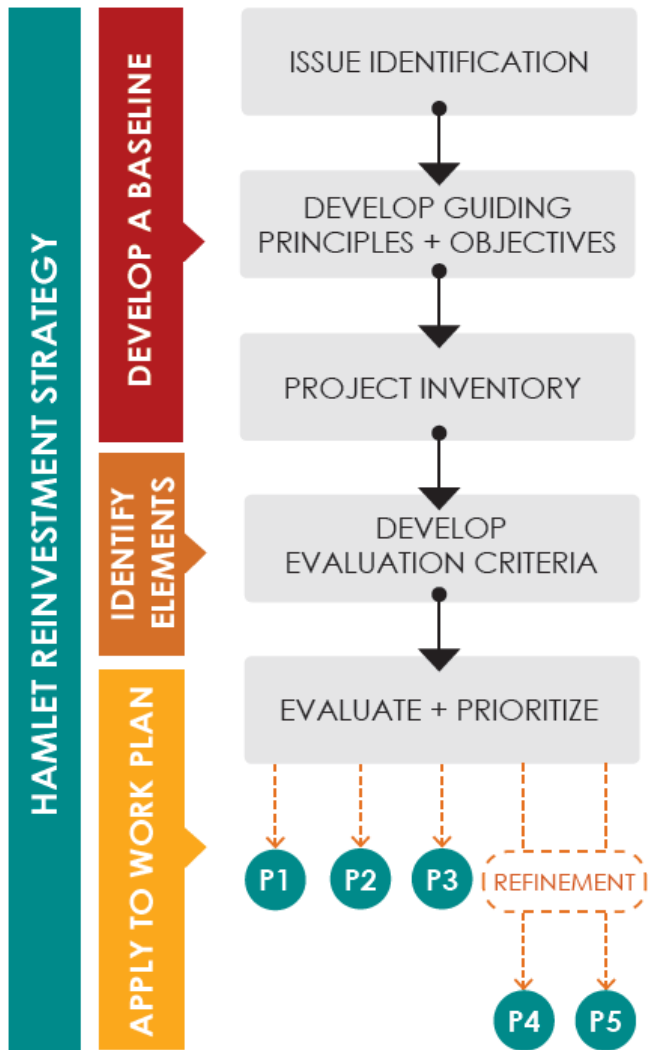
- Strategy Components
  - Guiding principles & objectives
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# ROLES & RESPONSIBILITIES

- **Project Guidance:** Council
- **Project Sponsors:** EC members
- **Project Management:** Community Sustainability
- **Internal Steering Committee:**
  - P&D
  - Smart Parkland
  - Economic Diversification
  - Engineering
  - Public Works
  - Parks, Rec & Culture
  - Strategic Planning
  - Finance



# HRS PROJECT PROCESS



# HAMLET REINVESTMENT STRATEGY

## DEVELOP A BASELINE



## STRATEGIC INPUTS



Extensive engagement with Parkland County Council, Administration, residents and affected stakeholders was completed to inform the County's three high-level strategic plans: Long-term Strategic Plan, Municipal Development Plan Bylaw 2017-14, and the Integrated Community Sustainability Plan. Additionally, the growth potential for hamlets was studied under the approved Technical Growth Study. The issues and opportunities learned via these projects directly influenced strategic policy direction.

Deliverable(s):

MDP & ICSP ENGAGEMENT SHEETS  
HAMLET BASELINE DATA SHEETS

# HAMLET REINVESTMENT STRATEGY

## DEVELOP A BASELINE



## STRATEGIC INPUTS



The intent of the HRS is to provide a holistic approach to identifying and establishing services, amenities and levels of services throughout all areas of Parkland County. It focuses on hamlets as services areas integral to the viability of the County's rural areas. Using the approved Pillars of Sustainability and the objectives found in the ICSP, the HRS will work to refine the strategies identified in this document to promote rural sustainability and increased quality of life for residents.

Deliverable(s):

SUMMARY OF EXISTING STRATEGIES AND OBJECTIVES

# HAMLET REINVESTMENT STRATEGY

## DEVELOP A BASELINE



## STRATEGIC INPUTS

INFRASTRUCTURE SERVICES

DEVELOPMENT SERVICES

COMMUNITY SERVICES

STRATEGIC PLANNING

REVIEW DEPARTMENT WORK PLANS + STUDY RECOMMENDATIONS

GAP ANALYSIS

The Project Team will be tasked with reviewing existing department work plans and recommendations stemming from approved studies and plans which may have an affect on the County's hamlets. The project inventory will be coupled with a gap analysis to ensure that projects relevant to maintaining hamlet character, vibrance and quality of life are included.

Deliverable(s):

ITEMIZED PROJECT INVENTORY  
OPERATIONS INVENTORY  
GAP ANALYSIS

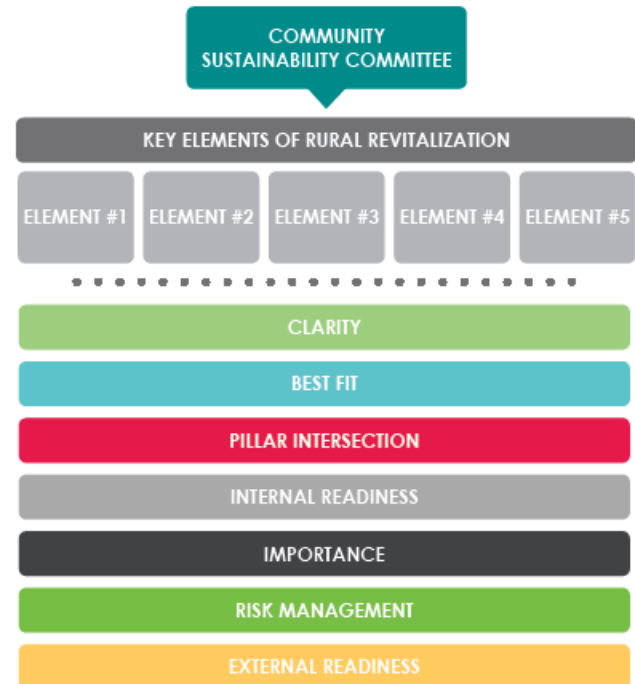


# HAMLET REINVESTMENT STRATEGY

## IDENTIFY ELEMENTS



## STRATEGIC INPUTS



The HRS aims to increase quality of life in hamlet areas. To do this, the key elements that make up quality of life must be identified. The Project Team will work with the Community Sustainability Committee to identify the key elements of rural revitalization.

The approved ICSP provides a set of rigorous criteria for setting priorities for action. Working within this established framework, the Project Team will utilize these seven criteria to evaluate corporate initiatives and potential projects associated with the HRS.

Deliverable(s):

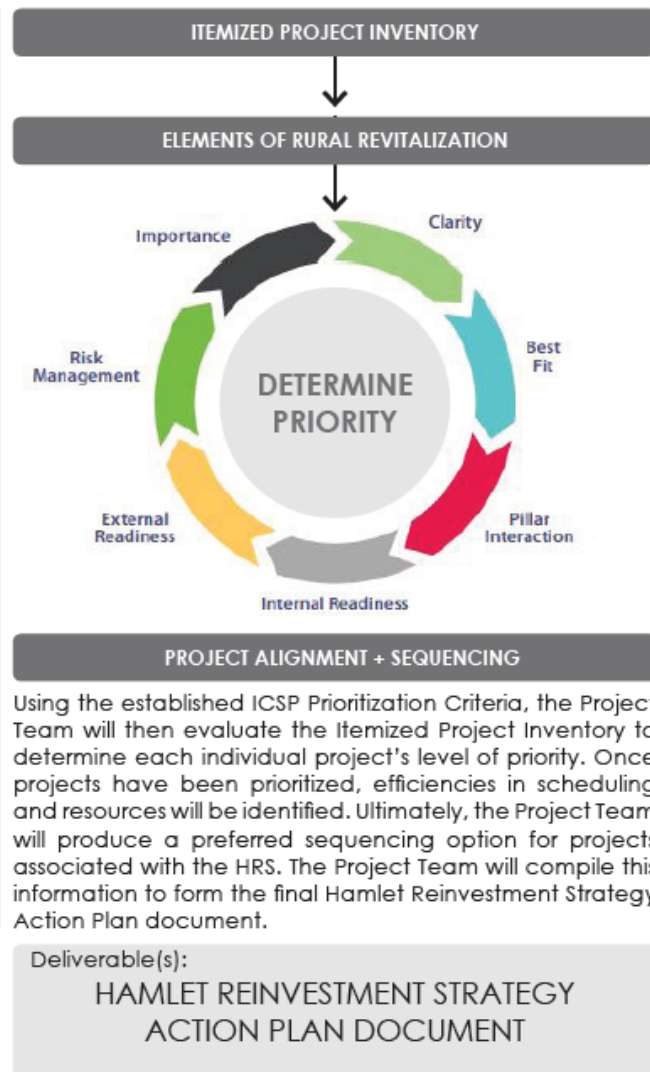
PRIORITIZATION CRITERIA  
ELEMENTS OF RURAL REVITALIZATION

# HAMLET REINVESTMENT STRATEGY

## APPLY TO WORK PLAN



## STRATEGIC INPUTS



# HAMLET REINVESTMENT STRATEGY

## APPLY TO WORK PLAN



### *Project Refinement*

Some projects identified through the Project Inventory and Evaluation phases may require further refinement to their scope of work through public and stakeholder engagement or additional reports or studies.

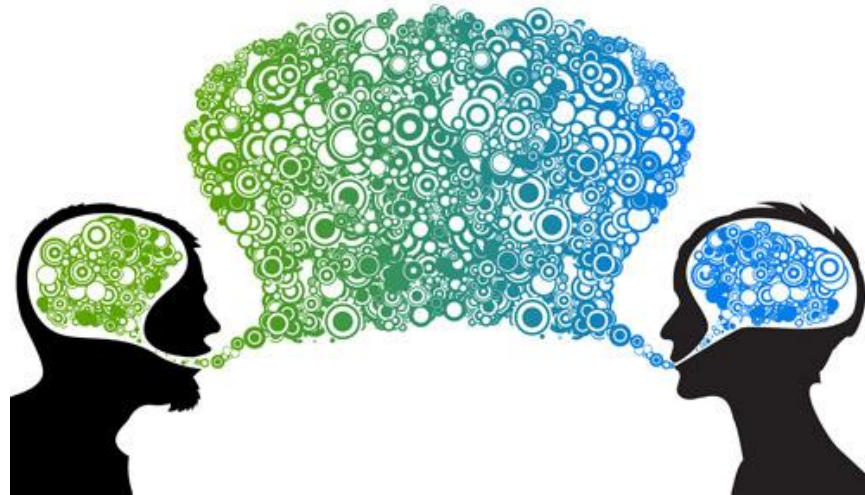


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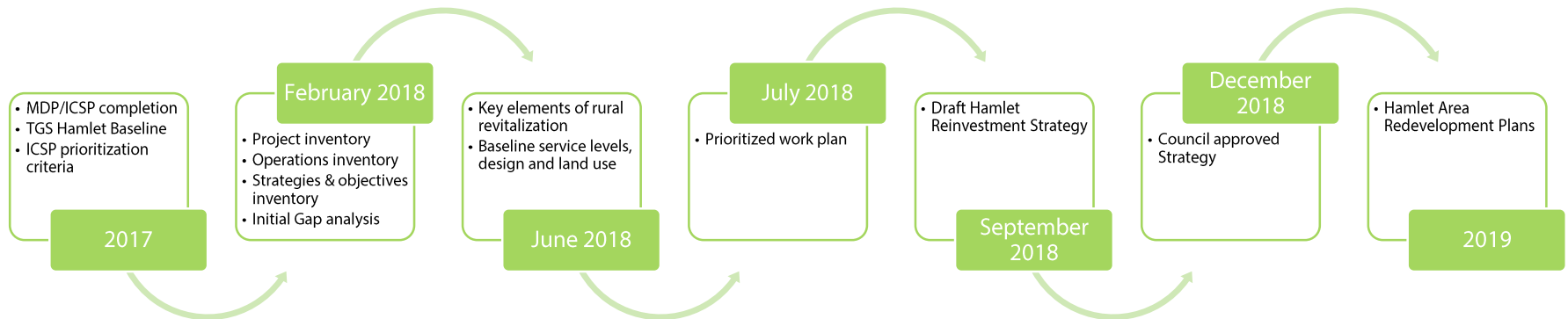
REFINED ACTION PLANS FOR INDIVIDUAL HAMLETS

# COMMUNICATIONS

- Ongoing public updates through-out development
- Engage Council Committee members
- Public participation at the Refinement Step
  - Community specific
  - Design charrettes
- Develop hamlet revitalization brand for ongoing project and operational work



# PROJECT TIMELINE



## • Key Deliverables

## • Important Milestones:

- Internal Steering Committee Meetings
- EC Updates
- Council Updates
- External Steering Committee Meetings

# NEXT STEPS

- Ongoing Council & EC updates
- Community Sustainability Committee meeting to:
  - Identify elements of rural revitalization
- Refine public communications plan
  - Build a hamlet revitalization brand for projects
- Ongoing steering committee meetings to address:
  - Finalized baseline
  - Review & apply key elements
  - Project prioritization
  - Work Plan finalization

