



## Agenda

### Monday January 31, 2022 12:00 Noon

### PADBID Office

#### **Bylaw No. 4 of 2005 states the Statutory Board PURPOSE is:**

*The purpose or mandate of the business improvement district is to encourage the development of a vibrant and prosperous downtown business district by improving the area's appearance and image, promoting and marketing the area, and undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area.*

PRESENT:

#### **1) CALL TO ORDER:**

#### **2) APPROVAL OF AGENDA**

*Motion:* *That the Agenda for this meeting be approved as presented.*

Moved by:

#### **3) ADOPTION OF MINUTES**

*Motion:*

*That the Minutes from our Board meeting September 8, 2021 be taken as read and adopted: and, that the Board Chairperson and Secretary be authorized to execute the minutes.*

Moved by:

#### **4) Dr. Chad Nilson/Cst. Melanfant/Sgt Glynn**

#### **5) CORRESPONDENCE**

Attached

Minutes

No attachments



## 6) REPORTS OF ADMINISTRATION & COMMITTEE

Attached items

- a) Financial Statements
- b) Invoices for January
- c) PADBID Office Lease Agreement 1109 Central Avenue
- d) Laptop Purchase quotes and Software updates – quotes for programs
- e) Façade Program: Lights, Camera, Action?
- f) Sidewalk Power Washes
- f) Big Dig
- g) Summer Student
- h) Marketing PADBID
- i) Gateway Mall Information
- j) Office furniture: chair(s), floor rolling pads, other.

## 7) DISCUSSION ITEMS

Executive Director Report

Attached Corr. items

Events – event direction

- 1) Street Fair 2022
- 2) Crokicurl 2022-2023
- 3) Santa Claus Parade
- 4) Other events

**NEXT MEETING**

**ADJOURNMENT:**

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Chair: Stacy Coburn

Board Meeting  
January 31, 2022

Software Requests

a) Envato Element	\$16.50 usd/mo
b) Canva Pro	\$238 \$usd/yr
c) Filmora	\$61.99/yr

LapTop Quotes

Staples:	\$1,775.99 taxes in
Image Computers	\$1,885.89 taxes in
Colby Heleta	\$999.99 plus taxes

Façade Program/CPTED  
January 31, 2022 Board Meeting

### Background

The attached summary shows that the Mini Façade Program has been very successful. With that in mind, can or should the reserve funds be targeted to other downtown improvements? Bylaw No. 4 of 2005 states, “The purpose or mandate of the business improvement district is to encourage the development of a vibrant and prosperous downtown business district by improving the area’s appearance and image, promoting and marketing the area, and undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area”.

### Potential Opportunities

In a meeting with Constable Simonson of the City of Prince Albert Police on Thursday, January 13, 2022, he mentioned that some crime reduction can be accrued by enhancing lighting in back alleys. He called the program by its acronym, CPTED. While enhanced lighting will not alleviate all issues related to crime, it can assist in a feeling of safety for people and cause some street related crime to not be done due to enhanced lighting. The theory is called “Crime Prevention Through Environmental Design” with the acronym of CPTED.

The discussion also included the use of cameras as a crime reducing incentive. First, this Report will address CPTED and lighting.

CPTED is mentioned in the Downtown Central Avenue Streetscape Master plan on Page #28, *“Lighting is of proven value, particularly in the fields of Crime Prevention through Environmental Design”*. The City of Prince Albert has previously had a program regarding enhanced security lighting for residents who have back alleys. Since the enhanced protection through better lighting is documented as part of the Downtown Central Avenue Streetscape Plan and since the City previously had a back lane enhanced lighting program, would it make sense to bring better lighting to back alleys? If it does, could the reserve fund(s) be the source of revenue to undertake a program like this?

Constable Simonson also addressed cameras. While a camera cannot distinguish between substances and therefore are not helpful with respect to these issues and issuing arrests, they can assist in property crime and potentially identifying perpetrators. Cameras and their promotion can also deter some behavior.

Therefore, the same question would have to be answered with respect to cameras; if there was Board agreement on going forward with a focus on CPTED, should the PADBID reserves be used to fund an enhanced CPTED program including cameras? Should the camera’s have a broader focus than just rear lane and include street frontage?

Executive Director has read in Minutes that reserves were spent on infrastructure for the band stand. The Bylaw of 2005 states that the mandate includes, "...undertaking initiatives and projects that facilitate the ongoing rejuvenation and redevelopment of the area." Perhaps CPTED fits the parameters of the Bylaw creating the Board?

There are many unanswered program questions now regarding enhanced lighting for CPTED. First, per unit capital and installation cost and then estimated annual operating and maintenance costs of lights. How many lights, what kind of lighting system, where are they to be installed, who maintains them, do we need legal agreements to attach them to property other than City such as Sask Power, what is the cost of those legal agreements, should they be installed on decorative downtown style lampposts or attached to private buildings?

The same issues of the lighting program need to be addressed with respect to cameras and how can these cameras be integrated with City Police. There are many unanswered questions at this point but the purpose of this Report is to initiate discussion around the topic of enhanced CPTED and Board reserves.

**Recommendation:**

That Executive Director review rear lane lighting and installation of cameras from other communities and City of Prince Albert and private sector as well for downtown crime reduction strategies using CPTED and bring a Report back to the Board for further consideration.

Rhonda Trusty  
Executive Director

Perry Trusty  
Executive Director

# CPTED

## Crime Prevention Through Environmental Design

### **Background**

At the January 31, 2022 Board Meeting, a motion was approved asking the Executive Director to review CPTED in other communities in relation to potential benefits for downtown Prince Albert.

### **Review**

The Executive Director found that Downtown Saskatoon BID has implemented a CPTED program using security cameras for enhanced protection. The Saskatoon Downtown BID paid for installation of security cameras on private properties and signed an agreement with these property owners to have these units on their properties.

Security cameras are an effective crime prevention tool that also assist in solving crime. Following an incident, police will often canvas the area to see if video surveillance exists. The equipment in Saskatoon was installed on properties **on high pedestrian corridors** and known locations where people hide from view. The camera footage is not monitored. The Saskatoon Police Service was consulted as they embarked on this initiative.

The Saskatoon Downtown BID Executive Directors said they do not have all streets or alleys covered by the cameras. In some locations this is not necessarily required as some private property owners already having these monitored with their own security cameras. Downtown BID and Saskatoon Police do not monitor the cameras as it consumes resources. However, a live feed can be useful for quick reference.

Saskatoon Downtown BID have not invested in enhanced lighting.

Prince Albert City Police (PAPS) have told PADBID Executive Directors that they do seek security camera footage in assisting investigating crime.

PADBID have asked PAPS to undertake a tour of downtown Prince Albert to spot locations for potential camera and enhanced lighting.

**Budget**

Saskatoon Downtown BID said they had 16 cameras supplied and installed at a cost of \$15,000. Executive Directors will seek Board approval once quotes are in place on the concept and implementation schedule. The capital and any on-going operational will come from the Reserve Fund for Façade Grants.

**Next Steps**

Undertake a tour with PAPS and locate zones where security cameras may assist in crime prevention and assist in criminal investigation. Obtain a quote from a Prince Albert vendor a similar style camera to what Saskatoon BID uses.

Rhonda Trusty

Perry Trusty





## **Streetscape Guidelines**

### **Vision**

The physical environment of downtown Prince Albert is intrinsically valuable. The important qualities of the community include its proximity to the North Saskatchewan River, the abundance of historically and architecturally significant residential and commercial structures, the attractive streetscapes, the diversity of housing types, and the presence of a thriving commercial area. Future development will continue with the existing heritage theme.

### **Guiding principles**

#### **Distinctive Historical City District:**

The Downtown district is intended to have a district historical theme which will be different from other districts in the City.

#### **Preserve the Historic Built Environment:**

Historic and architecturally significant buildings are assets which need to be preserved.

#### **Promote Diversity of use:**

The intent of the district is to be pedestrian friendly by promote mixed uses downtown including retail, office, hotels, housing, culture, entertainment, recreation and special events

#### **Develop attractive Pedestrian links:**

People must be able to walk between activity centers. Convenient links should be direct and physically attractive. These links must connect active retail, residential, restaurant and entertainment locations.

#### **Access to the District:**

Protect the district environment from the negative impacts of arterial roads running through the community, while maintaining reasonable vehicular and bicycle access to activity nodes within the area.

#### **Proximity to the Riverfront:**

The riverfront should be utilized thoughtfully and integrated with the Downtown District theme.

#### **Environmental sustainability:**

The incorporation of energy conservation materials and sustainable processes in buildings is encouraged.

## General

There are regulations governing the district. These regulations are available from the Economic Development and Planning department of the City of Prince Albert.

The intention of these guidelines is to maintain the exterior theme of the historical construction which stands in the downtown core from 1900 to 1939.

Ground floors of commercial buildings will not be used for residential use.

The exterior of historic buildings which are to remain should be refurbished to their original state using original material or appropriate low maintenance alternatives which meet the visual requirements.

New construction and renovations may use original material or appropriate low maintenance alternatives which meet the visual requirements of the historic area.

The incorporation of energy conservation materials in all buildings is recommended provided they maintain the historic theme of the district.

Residences and businesses are encouraged to re-use and re-cycle all materials

All construction must adhere to the City of Prince Albert's bylaws.

## Architectural Guidelines:

The following architectural guidelines apply to all developments within the designated areas. The guidelines provide a qualitative basis for design interpretation and are intended to assist developers, designers, municipal staff and Council to develop and evaluate design proposals.

### 1. Building Fronts-All Buildings



a) Street facing elevations should be parallel to the street. In the case of corner lots or parcels with multiple street frontages, a minimum of two street facing elevations should be parallel to the street.

b) Minimum building height should be 12 metres from grade to the cornice (eave) line.

c) Street frontage elevations of buildings located on corner lots should have equal quality architectural treatment.

d) No street frontage building elevation should have any single horizontal wall length greater than 5.0 metres unless it contains distinct architectural elements such as projections, recesses, jogs or windows, to provide visual variety and interest.

- e) Where lanes exist, access to on-site parking and for loading and delivery zones should be provided from the lane.
- f) No parking should be permitted between a building elevation and a street
- g) Existing boulevard areas and sidewalk trees should be preserved as possible and should not be removed for new development or driveways
- h) Fencing along the street fronts of vacant sites, construction sites and around garbage compounds, will be subject to the approval of the Historic Preservation and Promotion Committee of PADIDA.
- i) Facades should employ the use of high quality exterior building materials including but not limited to brick, stone work and/or other natural like finishes common to heritage era buildings.
- j) On the side facing a street, buildings shall be constructed:
  - i. to the property line;
  - ii. to the setback line from the property line; or
  - iii. to the prescribed setback to allow for an amenity to the pedestrian environment.
- k) In the case of parcels with frontage on 3 or more streets, at least 2 of the building elevations should be built to the standards set out in subsection (b) above.
- l) A building on a corner lot should be constructed so that parking on the site is not visible from any street front.
- m) Street level elevations should replicate the historic pattern of storefront modules each containing design elements such as entrances, windows, canopies, projections, roof lines and signage.
- n) The ground floor of any street facing building elevation should contain a minimum of 70% windows. Windows of each building or adjoining buildings should not have window separation larger than 10 meters.
- o) Display windows should be provided adjacent to each retail front entrance,
- p) The minimum ground floor height should be 3.6 metres.
- q) Encourage pedestrian weather protection in the retail area and at or close to transit locations in the form of awnings, canopies, etc.

r) Building cantilevers and attached permanent awnings and canopies shall not project more than 0.75 metres (2'6") from any front building face.

s) Front entrances should be recessed 0.9 to 1.5 metres from the building face.



t) Minimize the street frontage of entrance lobbies for non-retail uses on upper floors;

## Sign guidelines

### General:

Signage should be in keeping with the style, age and character of the building or streetscape. There is a special opportunity to create signs which make a positive impression for a business, and are appropriate on a historic building. Listed below are the six basic principles which will be utilized by the Historic Preservation and Promotion Committee of PADIDA when reviewing signage.

### Guidelines:

- a) No sign should conceal or alter architectural elements. Original architectural elements are of prime importance on heritage properties and take precedence over the requirements of modern commercial signage. Identification, not advertising, is to be the primary reason for placing signs on buildings. Corporate signage installation may need to be adapted to become sympathetic to a heritage building. Businesses are encouraged to consult with the Historic Preservation and Promotion Committee of PADIDA.
- b) Appropriate materials are typically those that were in use in the 1900 to 1939 period, such as wood or metal an alternative is appropriate low maintenance alternative which meets the visual requirement.
- c) The size of signage should be scaled to the requirements of pedestrian viewers



- d) The colour should complement the existing colour of building materials and be suitable for the type of business it identifies. For example, the colour scheme of all signage should incorporate one or more of the colours of original building materials that can be seen on the building facade.

e) The following types of installation are generally appropriate:

- 1) Wall signage fixed flat to the building
- 2) Projecting signage
- 3) Street numbers painted on glass transoms
- 4) Signage painted or etched on display windows
- 5) Upper floor businesses may only use window signage and discrete directory signs at their ground floor entrance.

Signs should generally be centered between architectural elements and with sufficient wall space around the sign so that it appears in scale.

f) Lighting for signage on buildings should be designed to complement the architectural features of the building. Choose designs that are period correct. Shield the bulb to prevent light pollution. Place the light source directly above flat signs or slightly to the left or right of projecting signs. Signs are not to be back lit.



g.) There are regulations governing the size and placement of signage. These regulations are available from the Economic Development and Planning department of the City of Prince Albert.

## Open Spaces Guidelines

### General:

The buildings and open spaces visually define the down town district.

Open spaces are, streets, lanes, sidewalks, parking lots, parks, etc The intent is to be pedestrian friendly with pedestrian links, provision for bicycle use and easy access to the district.

The retention and development of green space is encouraged.

### Open spaces guidelines:

a) Paving stones should not traverse a sidewalk, curb to store front.

b) Street lighting should be provided in a style reminiscent of the 1900 ~ 1939 period. The street lighting should be uniform in the district. Electric outlets should be provided at each tree with a means to energize the outlet at anytime of day. A provision for banners and hanging flower pots should be provided on all street lights.

c) Parking meter standards should be painted to match the street light standards. A method of securing a bicycle to two to three parking meters on each side of the street per block should be provided.

d) The design of flower planters should compliment the street lighting equipment. The maintenance of trees and flower planters along all sidewalks should be in a rotational basis to ensure yearly maintenance of all trees and flowers.

e) The installation of works of art or interpretive plaques is encouraged in the area. The selection and location of this art or plaques will be at the discretion of the Historic Preservation and Promotion Committee of PADBID.





f) Street furniture (garbage receptacles, benches, flower containers) should generally match the design of the street lighting.

There will be 6 garbage containers per block, 3 each side of the street in the district.



g.) Landlords shall provide lane garbage collection for tenants.

h.) Convenient locations for the collection and removal of all recyclables shall be provided.

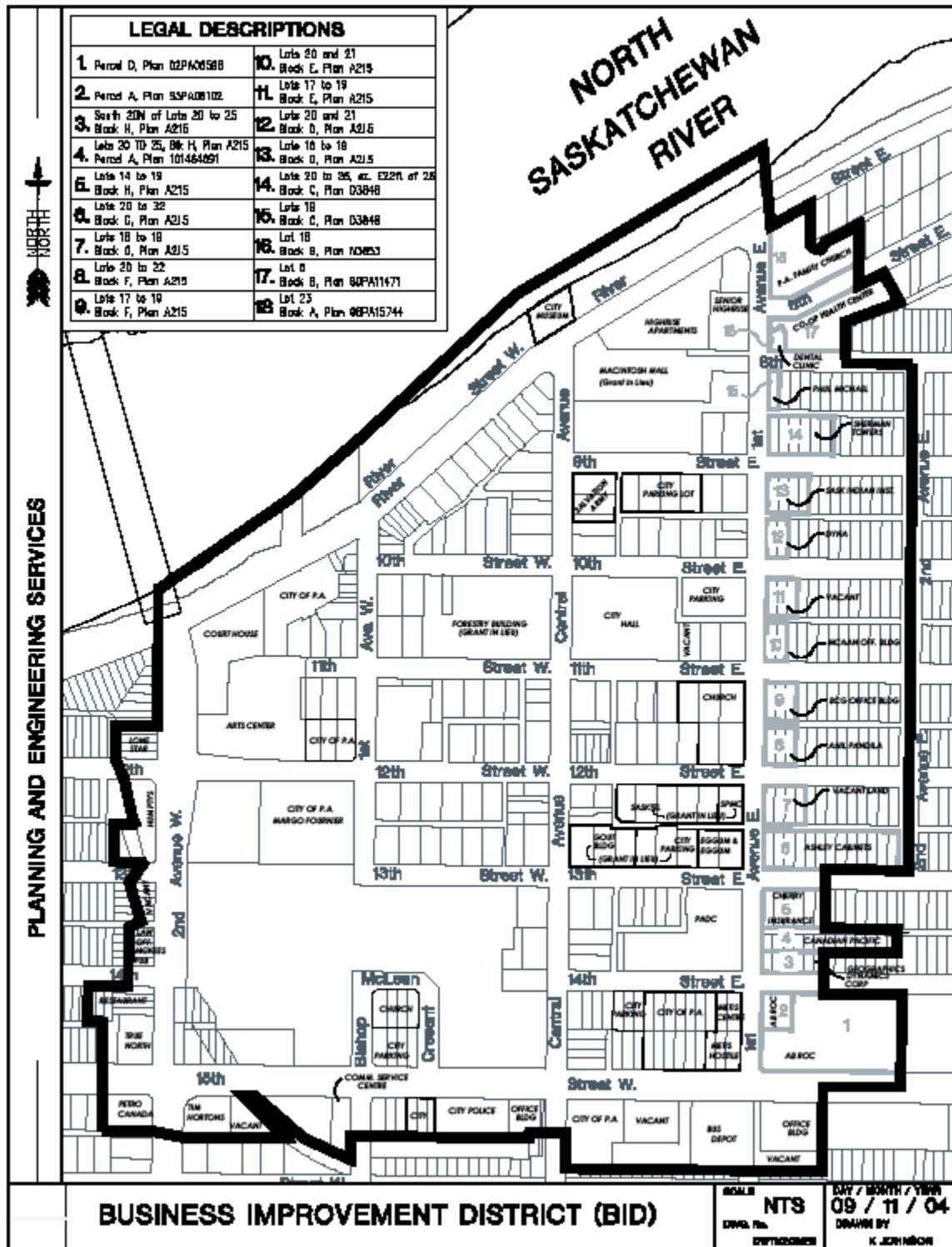
i) Streets, lanes and parking lots should be cleaned on a regular basis  
Regular maintenance is required to ensure the long term usability and visual appeal

j) Landlords will provide one electrified parking space per bedroom for all new developments or re-developments.

k.) Commercial customer parking. As of Sept 2008 a parking policy is in development by the City which will address commercial and residential parking in the district.



# Prince Albert Downtown Business Improvement District Map



U of S Prince Albert Campus  
Meeting with Minister of Post Secondary Education

### Background

The University of Saskatchewan Prince Albert Campus is located in the former Forestry Centre which was operated by Innovation Place at the University of Saskatchewan. The repurpose of this facility from a Forestry Centre to a Campus presents some tremendous opportunities for Prince Albert and PADBID.

### Discussion

Not since the downtown redevelopment investment in the Forestry Centre, E.A. Rawlinson Centre and Court House has there been such a major refocus of institutions in downtown Prince Albert. The repurpose of the Forestry Centre into a University of Saskatchewan Prince Albert Campus brings new potential not only to this building and downtown but for the entire city.

Although FNUC have placed an option on land east of Sask Polytechnic, the U of S brand is very strong and can help repurpose some of downtown Prince Albert. The question is, what can PADBID do to support the U of S Prince Albert Campus?

PADBID can be a conduit for information about lease space, buildings for sale, transportation, student rental and parking advocate with City and any other potential needs from U of S.

One of the ways to work with the U of S is to schedule an annual meeting with the Minister of Post Secondary education and put forward the importance and potential future of the Prince Albert Campus. Why should PADBID do this and not leave it to just City Council? City Councils have many issues with which they are dealing with simultaneously. There is no guarantee that the Prince Albert Campus will be forefront in their dialogue as agriculture, forestry, mining, policing, addictions/homelessness, transfers to municipalities and a multitude of other issues can dominate discussions. For the City of Saskatoon, the University acts as its own entity that advocates for advancements at the Saskatoon campus and therefore benefits the City of Saskatoon.

With the importance of this major development to PADBID members, it is a high priority for the downtown and its collective current and future success. We suggest that an annual meet and greet with every Minister of Post Secondary Education be scheduled with one of the Officers of the Board and the Executive Director just to continue to mention how important the Prince Albert Campus is for Saskatchewan and to our downtown.

## Conclusion

Having a University of Saskatchewan Campus in Prince Albert is a huge opportunity in the short and long term. This can change how the community is viewed with respect to investment and employee attraction. Since PADBID mandate is to promote the downtown area, then promoting it to Ministers of Post Secondary Education on an annual basis can help support on-going program investment at Prince Albert's campus.

## Recommendation

That Board support Executive Director to try and coordinate a meeting with the Minister of Post Secondary Education and pay necessary per diems for Board Chair or Board Alternate and Executive Director.

Marketing PADBID  
Jan 31, 2022, Board Meeting

One of the first things Executive Directors have started is to implement “Shop Talk”. This social media campaign’s message is to show the positive stories and people who own/operate businesses in downtown Prince Albert. This campaign will be created a few different ways:

- a) TV style or newspaper format interviews with owners. The objective is to give a free platform for the owners to talk about their business services.
- b) Promotion of downtown business through logo promotion in video style.
- c) Promotion of downtown business through a series of photo videos or stills showing the exteriors of buildings or store fronts.
- d) There may be other creative ways used to promote business as well.

The objective is to bring more attention and focus to the PADBID businesses using social media. Executive Directors will use “boosting” of ads to assist in a wider distribution of the promos. Social media companies want “paid for” advertising to help get wider distribution of content. The process will be at first to use the “social” angle of the platform and let public sharing work and then do boosting to get a second repetition of the video.

Our promotion work will also include historic photos whenever possible, interviews with post secondary students and photo/video essays of downtown streetscape views.

We are considering hiring a professional photographer and see if we can do some photo shoots with staged actors, dancers and or costumed models around Memorial Square, the riverbank and/or the PADBID as a whole.

With Street Fair and Sidewalk Sales being potential or real events this summer, the PADBID advertising budget will be implemented to support these events and Santa Claus Parade this December 2022.

Rhonda Trusty

Perry Trusty

Gateway Mall  
Jan 31, 2022 Board Meeting

Executive Director received a call from Avison Young who are doing marketing for the Gateway Mall. Avison Young are in the process of marketing the mall for commercial and residential reinvestment and called to tell us in general what they are pursuing. Executive Directors offered to help in what ever way we could.

The purpose of this Report is to inform the Board of the potential investment but also to seek Board approval in helping the potential investors with City Hall on matters like incentives, taxes, off site infrastructure issues and other related matters that may arise.

Perry Trusty

Rhonda Trusty

Executive Director Report  
January 31, 2022 Board Meeting

- 1) Office Orientation
- 2) Summer Student Application completed
- 3) Review documents related to Studies for Downtown Prince Albert
- 4) Began initial dialogue with various City Directors and Bord members
- 5) Social media has begun
- 6) Review façade Program
- 7) Street Fair priority
- 8) Other duties

Rhonda Trusty

Perry Trusty