

Downtown Development Strategy



2025 Progress Update

INITIATIVE		STATUS
Phase 1: Research & Strategic Outreach May 2024 - Jun 2025		
1.1	Identify existing lots within Downtown Fort Saskatchewan that may be ideal for redevelopment. Prioritize the potential lots based on previous development inquiries.	Complete
1.2	Complete a jurisdictional scan, that identifies 15-25 infill projects that could be a suitable for Fort Saskatchewan.	Complete
1.3	Interview Administration within the municipalities where suitable comparable projects were found. Through the interviews, gain insight as to how the municipalities supported the projects.	Complete
1.4	Interview Edmonton area developers with successful infill projects or who have previously expressed interest in developing in the downtown.	Complete
1.5	Interview realtors who are promoting potential infill sites within downtown Fort Saskatchewan.	Complete
1.6	Interview existing downtown landlords, commercial tenants, and business owners.	Complete
1.7	Join Infill Development in Edmonton Association (IDEA), to build connections, learn about successful infill projects in comparable municipalities, and promote Downtown opportunities and incentives.	Complete
1.8	Investigate bylaws intended to address derelict properties in other municipalities, and other tools used to disincentivize property owner long-term absenteeism.	Complete
Phase 2: Implementation Planning Mar 2025 - Sep 2025		
2.1	Based on the information received, identify the types of infill projects that best align with the needs and opportunities in downtown Fort Saskatchewan, as well as what, if any, barriers may exist to the possible development of these projects.	Complete
2.2	Prepare a proforma to better understand the economic viability of desired development and the impacts of the incentive program.	Complete
2.3	Based on the information received, review existing incentive programs, including: <ul style="list-style-type: none"> • Brownfield Incentive Program; • Downtown Development Grant Program; and • Business Development Grant Program (specifically Storefront Improvement Program). 	Complete
Phase 3: Implementation & Marketing Mar 2025 - Jun 2026		
Program Development Mar - Sep 2025		
3.1	Bring amendments or proposed new programs to Council for consideration.	Complete
3.2	Present findings on deterrent measures for problem properties, such as derelict property bylaws.	Complete
3.3	Identify gaps in existing regulations that may be barriers to infill development and recommend adjustments.	In Progress
Implementation & Marketing Mar 2025 - Jun 2026		
3.4	Develop targeted marketing materials, including sale sheets tailored to local realtors and investors.	In Progress
3.5	Create an opportunity webpage highlighting available properties, incentives, and case studies of successful infill projects.	In Progress
3.6	Work closely with realtors and property owners to ensure clear messaging about the benefits of infill programs.	In Progress
3.7	Host realtors and brokers roundtables to promote available incentives, and opportunities and gather feedback on emerging challenges, barriers, and opportunities.	Planned
3.8	Host developer info sessions to discuss available incentives and gather feedback on potential improvements.	Planned
3.9	Offer a dedicated support system, through a designated staff member or team/ package, to assist developers in navigating municipal processes, permits, and financial programs.	In Progress
Outreach & Monitoring Until June 2026		
3.1	Regularly collect and analyze feedback from realtors and developers to refine promotional strategies and incentive programs.	In Progress
3.11	Continue to meet with developers, landlords, and realtors to facilitate connections between stakeholders.	In Progress
3.12	Track and report on the uptake of incentive programs and adjust marketing efforts accordingly.	In Progress
3.13	Develop a metrics report showcasing new infill projects, property improvements, and lessons learned for ongoing program refinement.	In Progress