

City of  
**Prince Albert**



**Central Avenue**  
Streetscape  
Development Master  
Plan

**Submitted To**  
City of Prince Albert

**Prepared By**  
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**APPENDIX A**

A.1 Central Avenue Engagement Results I  
A.2 Detailed Streetscape Cost Estimate II



1.0

# PROJECT OVERVIEW



## 1.1 EXECUTIVE SUMMARY

Prince Albert has determined that the revitalization of its downtown is an important next step in growing the community, attracting new business, and embracing the addition of the University of Saskatchewan Prince Albert Campus to the downtown core. The streetscape master plan document aims to embrace Prince Albert's history as the Gateway to the North and major centre for commerce and trade while acknowledging Indigenous history and culture as a great meeting place. The design aims to blend those elements together to create a destination all Prince Albertans can be proud of.

The new vision for Central Avenue is that of a four-season destination; a space for commerce, teaching, music, story-telling, ceremony, community gathering, relaxation, and contemplation. This is achieved through balancing all modes of transportation, providing consistent reliable treatments which can interact seamlessly, and putting the focus of the design back on the pedestrians and community. Components such as curb extensions, pedestrian lighting, sidewalk widening, and improved placemaking will provide significant measurable increases to the pedestrian experience and therefore improve main street vitality. The integration of Memorial Plaza at City Hall, University Plaza,

and the development of the empty lot on the corner of 11 Street East and Central Avenue into a dedicated park space will provide a great community gathering space to help reactivate downtown Prince Albert and bring a sense of pride to the community.

The streetscape master plan document is intended to be used to set the framework for the Central Avenue revitalization. It will inform the high-level design intentions for the street and guide the future redevelopment of Central Avenue. The design will further be refined during the detail design process and eventual construction phases of the redevelopment.



An aerial photograph of a city, likely Victoria, British Columbia, showing a river (the Strait of Juan de Fuca) flowing through the urban area. The image is overlaid with a semi-transparent green filter. A white square box highlights the number '2.0' in the upper left quadrant.

**2.0**

**PROJECT  
CONTEXT**

## 2.1 STUDY AREA | PROJECT BOUNDARY

In an effort to improve aging infrastructure and bring more people, jobs, buildings, and activities to downtown, Central Avenue has been strategically selected to help grow the historic urban centre of Prince Albert. The Central Avenue Streetscape Development Master Plan project is focused along Central Avenue and runs north from 15 Street East to River Street. The project boundary ties into the existing conditions on the side streets both to the east and west of Central Avenue.



## 2.2 FEATURE AREAS | BIG IDEAS

Good public space often acts as the heart of the community, it defines the physical, cultural and social identities of a community. Central Avenue has three key areas within the project boundary that help define its redevelopment. The key areas are; the south gateway, that defines the entrance into the downtown corridor; the north gateway that serves as the connection to the river; and the re-imagined Memorial Square that links the Memorial Square, University Plaza and the development of a dedicated park space on the corner of 11 Street E. & Central Avenue. These feature areas will form a centralized hub that can become a community event space throughout the year.



## 2.3 EXISTING CONDITIONS

