

implementation

10



The Downtown Core Area Plan is of great importance as it provides a framework for guiding growth and development over the next 30 years. The Downtown Core Area Plan therefore requires a detailed implementation and monitoring strategy to move forward on the Plan's vision and objectives.

Once the Plan is approved, the Implementation Strategy/Action Plan will be developed for Council's consideration. It would include components related to:

1. ROCK BAY LOCAL AREA PLAN

- Develop a local area plan for the Rock Bay District, focused on transforming the Rock Bay District into a key employment centre.

2. REGULATORY AND POLICY AMENDMENTS

- Review the *Zoning Regulation Bylaw* to update or develop new comprehensive development regulations (zones) to align and facilitate the policies and development concepts described in this Plan.
- Review and amend the local area plans particularly for the affected areas of North Park, Burnside, Fairfield and James Bay to align with the vision, goals and policies of this Plan.

3. FINANCIAL STRATEGIES

- Develop financial strategies related to the capital planning and operational work programs.
- Identify potential funding sources, financial mechanisms and partnerships to support and implement the Plan's actions

4. COMMUNICATIONS

- Develop a comprehensive communications strategy for introducing the new *Downtown Core Area Plan* with the Implementation Strategy/Action Plan to the general public, communities, industry, the business community and other related groups.

5. MONITORING AND REPORTING

- Develop a strategy for tracking and analyzing the overall implementation and success of the Plan.
- Develop a reporting strategy for providing periodic reports to Council – and to the public and other Plan stakeholders – on achievements, progress, emerging issues and development activity.

6. ENGAGEMENT AND MOBILIZATION

- Identify roles and responsibilities for the implementation and advancement of the *Downtown Core Area Plan* including internal and external stakeholders.