

Curiosity Inspires Growth





Contents

Chapter One A Plan. A Vision. A Future.	03
Chapter Two A Master Plan in Brief	09
Chapter Three Generation Capstone	15
Chapter Four Development-Ready	19
Chapter Five Red Deer and Partners	24
Chapter Six Advantage Red Deer	29



Chapter One

A Plan. A Vision. A Future.



Capstone will be a new way to live in Red Deer, a walkable riverfront community, village and destination that's home to Red Deerians young and old, who want to discover the two distinct characteristics of the city—both its open spaces and nature, and its gathering places and people—right outside their door.

Capstone is a master-planned community that's alive year-round, and offers easy access to the Red Deer River and Historic Downtown, kilometres of pathways for the active and athletic, opportunities for the entrepreneurial, culture to explore, and inquisitive and outgoing residents.

People love Capstone because it's both a prime riverfront address and an accessible city home; it's a part of nature and part of the city; and it's a vibrant, healthy, inclusive and passionately optimistic neighbourhood that's connected to new ideas, explores fresh ways of living, and is designed for life in Red Deer today and in the future.

The Future-Ready City

“In the spirit of growth and evolution, Capstone will transport Red Deer to the future. A space where place and people become one, with nature at its core. A welcoming community that is innovative, creative and will be the place to live, work and play for our next generation. Capstone is at the heart of our community, and we can’t wait to see what the future will bring as we grow together.”

-Ken Johnston, Mayor, The City of Red Deer



Red Deer, A destination

You might say that Red Deer, the Alberta city almost exactly halfway between Calgary and Edmonton, has always been sitting pretty. Its location in a spectacular river valley made it a meeting place for First Nations, then a midpoint respite on the Calgary and Edmonton stagecoach trail. After that, it became a major divisional point on the rail line, a transformational moment in the history of the young city. Today, its 100,844 residents enjoy easy access to natural beauty and its many businesses have rapid, direct access to resources and to most of the province's population—Calgary lies just 147 km south and Edmonton, the provincial capital, is 155 km north.

Red Deer's economy has traditionally been fuelled by oil and gas, agriculture and manufacturing. Today, with a college that's evolving into a university, and support for entrepreneurs, tech and applied sciences, Red Deer is facing the future with confidence.

Red Deer's growth goes hand in hand with planned infrastructure and institutional development projects that not only enhance its position as the significant midway point between Calgary and Edmonton, but also define it as a destination city in its own right.



Capstone

The master-planned, multi-family, mixed-use community of Capstone is a prime example of the kind of investment Red Deer is making in order to better shape its future. Capstone's 91 acres are centred on the Red Deer riverfront near downtown, shopping, offices and recreation. The 18 acres of developable, city-owned land in Capstone benefits from the master plan's forward-looking, people-first principles, which set the standard for development in the region and make Capstone a prime opportunity.

Capstone's future residents will benefit from Red Deer's most significant recent improvements and investments. Since 2015, more than **\$2.4B** has been **invested** into the city and surrounding area by the province and the municipality. Here are a few that are likely to impact Capstone:

- **The Red Deer Regional Hospital Expansion** is at the beginning of a major addition to the regional hospital adjacent to Capstone. The **\$1.8B commitment** to this project will increase the capacity of one of the busiest hospitals in the province, which serves 450,000 Albertans, from Drumheller to Two Hills, and from Saskatchewan to the Rocky Mountains. The hospital is a major employer in the city, and its expansion may also encourage the growth of health-oriented businesses in the Cronquist Business Park at Capstone, which can become a significant cluster over the years. Capstone could become home to a range of healthcare professionals looking for walk-to access to work, home and recreation.
- **The Red Deer Justice Centre, a \$207M project in downtown Red Deer**, started in 2020 and construction is well underway. The modernized downtown courthouse expands a currently at-capacity facility, and will offer 12 modern courtrooms.
- **The Red Deer Regional Airport Terminal and Apron Expansion is a proposed \$15M project** that would expand the airport's apron and its terminal to accommodate passenger service for a low-cost airline that would make Red Deer even more accessible.
- **The G.H. Dawe Community Centre Expansion is a \$20M project** that would enhance this important recreational facility by enlarging the existing rink and fitness centre, and adding an NHL-sized hockey rink, an outdoor spray park, more parking and better facility access. In 2020, site servicing began to prepare for upcoming underground utility work. Construction started in 2021.
- **The Bowden Re-Refinery is a \$113.5M project** that will reactivate a refinery near Bowden in Red Deer County. The upgrader will employ 445 people during construction, and 25 people once the project is up and operational.
- **Highway 2 Interchange Improvements** (about \$80M). This multi-year project resulted in a new interchange at Highway 2, Gaetz Avenue and Taylor Drive, south of The City of Red Deer. Gaetz Avenue and Taylor Drive provide access to key destinations for local residents, including access to Capstone.
- **Municipal and infrastructure improvements** specific to amenities at Capstone can be consulted on page 12.



Chapter Two

A Master Plan in Brief

“Capstone’s success is predicated on the partnerships we’ll form with the development community. Each of the land parcels in Capstone has been considered and configured to make it easy for developers to build smart, well-designed homes that make financial sense, and that offer prospective residents every reason to live here on Red Deer’s riverfront.”

**-Tara Lodewyk,
City Manager, The City of Red Deer**



When The City of Red Deer invested in the Danish master-planning firm Gehl, it sent a clear signal to potential residents and developers that it was committed to bringing international-level best practices to bear on the prime riverfront land vacated when The City moved its civic yards.

Gehl is celebrated worldwide for its dedication to planning “people-first” communities, neighbourhoods and cities, and is probably best known for its work with Copenhagen, where its ideas have shaped one of the world’s most liveable cities. The forward-thinking investment The City made sets developers up for success in creating residences that the city needs and the neighbourhood that Red Deerians want.

In Capstone, Gehl built upon The City of Red Deer’s Area Redevelopment Plan (completed in 2016), which emphasized vibrant and sustainable new mixed-use and residential neighbourhoods. The ARP set guidelines for development that favour neighbourly, active lifestyles in settings that bring nature and the urban fabric together.



Gehl recognized that Red Deer has tremendous assets in its public spaces, especially its parks and trail system. The firm set out to enhance the connections between Capstone and its neighbours, make public spaces a focus, enliven streets, and weave residential areas throughout to create a cohesive and innovative community fabric—one that allows Red Deerians to connect to the river, one another, well-being and culture.

A “people-first” master plan also results in places that are known as “human scale.” In a human-scale environment, the objects that people interact with on a daily basis are of a size and shape that is reasonable and pleasurable for an average person—particularly a pedestrian—to use. This means that streets are not so wide and buildings are not so high that they become intimidating, unpleasant or dangerous. It means that the surrounding environment provides a level of comfort—elements like parks and open space are accessible—and that people feel a measure of control.

Gehl worked from six “City Shaping Themes”—great streets, great places, great connections, vitality, authenticity and sustainability—in order to create a smart, flexible master plan for Capstone. A few key considerations:

- The firm sought to create a plan that would not put Capstone in competition with downtown, but complement and work in synergy with it.
- The team designed a range of land uses and building functions that would enhance activity and vitality throughout the day and into the evening.
- In a region composed mainly of single-family homes, Gehl identified the need for varied housing types. This differentiated product would cater to a range of residents of mixed needs, ages and incomes, along with commercial, civic and office uses.
- The heart of each neighbourhood would be a central public space where neighbours can meet and children play safely.
- Finally, Gehl made provisions to encourage active neighbourhood life in winter and summer.

The City’s financial commitment, combined with Gehl’s master plan, have created Red Deer’s most exciting mixed-use development opportunity in a generation.

A Neighbourhood for Red Deer

The master plan for Capstone creates a walkable, human-scale neighbourhood connected to Historic Downtown:

RIVERWALK

The new Riverwalk multi-purpose trail on the Red Deer River is a significant upgrade to the existing South Bank Trail. Riverwalk is part of Red Deer's Waskasoo Trail system and of the Trans Canada Trail System. The paved trail and accompanying lighting was completed in 2019, and tree-planting and other improvements are already making Riverwalk a popular gathering place in Capstone. In the planning stages is a viewing deck designed to extend outwards over the river to provide visitors and residents with spectacular views.

CANADA 150 SQUARE

Centrally located along the Riverwalk and at the western terminus of Alexander Way, Canada 150 Square is Capstone's main gathering place and activity programming space. Decorative concrete, lighting, planters, furniture and a fountain were installed in 2020, making the square the obvious focal point of the community.

CONNECTIONS AND STREETSCAPING

The master plan effectively ties the amenities, services and riverfront of Capstone to the rest of downtown with three main pedestrian and vehicle access points. With enhanced sidewalks and streetscaping, along with buried utility lines, these connection points act as gateways to the community, while giving it a distinct, pedestrian-friendly identity.

- **Welcome Square**

The Welcome Square aids in the transition from busy Taylor Drive to the two-lane Alexander Way, and welcomes Red Deerians into the Capstone community. With its planters, seating and canopy, it's a natural place for pedestrians and cyclists to pause, and for pop-ups, community games and small-scale performances.

- **Green Spine**

The Green Spine starts at the intersection of Taylor Drive and 50th Street and runs south and west through the center of the community—it's the backbone of Capstone. It's an appealing—and eventually amenity-packed—pedestrian boardwalk designed to lead residents and visitors into the community. The Spine follows plantings of tall grasses, a recirculating stream and a pond that becomes an informal rink in winter; there'll be an outdoor food court, space for food trucks, and a picnic shelter, along with a stretching pad for the many joggers in Capstone. Comfortable year-round and for all ages, the Green Spine brings the concept of human-scale development to life in Capstone's public space.



- **Softscaping**

At the south end of Riverwalk near 45th Street is a more natural soft-scaped park space designed for people and public art. The park softens the interface between the hard-scaped city centre and the natural riverbank, invites pedestrians to pause, and signals entry into the slower-paced, human-scaled Capstone.





20 Years of Master Plan Math

Master planning and development are, on many levels, a numbers game. Here's how the numbers will play out in Capstone as the vision is realized from now to 2040, the 20-year span of the vision.



Investment in Canada 150 Square: **\$4.6 million**

Provenance of expertise to date: **Alberta, British Columbia, Ontario, New York, Denmark**

Acres of developable City-owned parcels in Capstone: **18**



Horizontal improvements/construction began: **2009**

Potential total City investment: up to **\$70 million**



Number of residents at build-out: **5,000**

Square feet of new residential development: **3 million**

Number of nearby recreational ponds: **1, Bower Ponds (Park)**



Number of residences at build-out: **2,000 units**



Kilometres of multi-purpose trails accessible from Capstone: **100+km**

Number of businesses in Capstone: **100+**

Length of Green Spine, Capstone's linear park: **375 metres**



Number of craft beer breweries and kombucha makers: **1 and 1**

Distance to the shops of Historic Downtown: **10 minutes on foot**

Bridges linking to north side of Red Deer River: **2 pedestrian & 3 vehicular spans less than 2km from Capstone**

Length of Riverwalk through Capstone: **1km**

Median Red Deer family income for 2017: **\$95,630**

Canadian national average income: **\$87,688**



Acres of green space, including natural areas, park spaces and plazas: **32 acres**

City investment committed to kickstart renewal, create roads and park spaces, and ready Capstone for third party developers (as of January 2020): more than **\$45 million+**

Investment in Riverwalk: **\$1.9 million**



Projected increase in population of Alberta by 2046: **2 million**

Percentage new population expected to live in the Calgary-Edmonton corridor: **80%**



Average age of Red Deerians: **39.5 years old**

Square feet of new commercial and office development: **500,000 to 2 million**

Acres covered by Capstone (per the Riverlands ARP): **91**





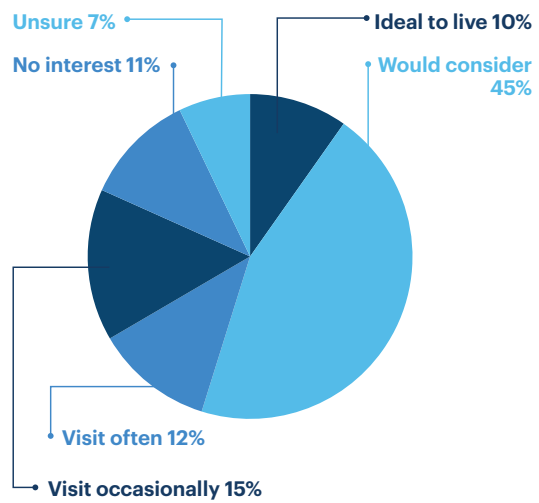
Chapter Three

Generation Capstone



In order to understand the living needs of Red Deerians and other Albertans—and their attitudes towards Capstone—The City of Red Deer engaged research consultants Stone Olafson to survey potential residents from the region and around the province. In early 2020, more than 1,500 respondents provided feedback and described how they could imagine themselves being part of the community.

Ten percent of respondents immediately thought Capstone was an ideal place to live, and 45% more would consider it; 27% said they'd visit Capstone often or occasionally.





Capstone is Ideal

Two groups of respondents were among those who already consider Capstone ideal—young, establishing consumers and active retirees. These groups are tied together by psychographics: they're inquisitive learners who like to explore and try new things; they're highly active nature-lovers; and they're social and engaged in their communities. Nearly half of this group wants to move in the next five years.

While 26% of those who consider Capstone an ideal place to live are between 60 and 74, 54% of the most likely prospects are between 18 and 49 years old. 50% of those most interested in Capstone are university educated, and more diverse than the average. 89% enjoy recreational activities, with cycling most popular, and they're more likely to eat out, travel, attend festivals and visit galleries. Walkability, green and open spaces, and opportunities to gather are important. They're interested in neighbourhoods that, like Capstone, are perceived as highly desirable.

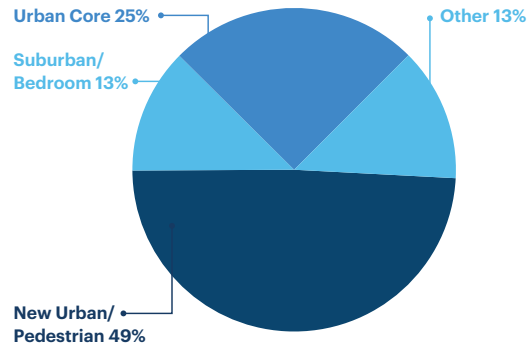
45% are
'definitely' or
'very likely' to
move in the
next 5 years

50% are
university
educated

89% enjoy
recreational
activities

Private outdoor spaces like balconies are important to them, as are fitness facilities, smart home technology, contemporary design, bike storage, and lounge spaces. Access to nature offers them a balanced lifestyle, making riverfront living ideal.

Pedestrian and urban community living are most preferred





42% prefer
a walkable
community

38% are
'definitely' or
'very likely' to
move in the
next 5 years

Considering Capstone

Those who'd consider living in Capstone fall into similar younger/older categories, and are also outdoor-oriented and social. Their education profiles are somewhat more average, with public administration, education, health and some engineering among top professions. They're walkers and hikers by recreational preference, and also like restaurants, but travel somewhat less than the 'Capstone is ideal' group, preferring to explore different neighbourhoods in the city. Walkability

and transit are important for this cohort, and they value having groceries, banking and other day-to-day necessities nearby.

While this group is currently comfortable in and attached to their single-family detached homes, they'd consider urban living if it provided parking, balconies and access to great outdoor space.





Chapter Four

Development-Ready

“Our work now is to identify the right developers and a team experienced in mixed-use, multi-family development to help us commercialize our vision for this pedestrian-inspired city community. If we do our job right, there’s room for everyone in Capstone.”

**-Emily Damberger,
Interim Manager, Land and Economic Development,
The City of Red Deer**



Capstone is a new community that's already surrounded by superlative assets that will give its very first residents the kind of amenities and services that most new communities only dream of—riverfront trails, a commercial park of stores and services, thoughtfully-considered public gathering spaces, walking access to a movie theatre and downtown, and much else.

The master plan ties the riverfront together with the range of assets, new and existing, that make the Capstone offering unique in the region.



Office, Retail, Residential

- (A1) 8-12 Storey
Parcel: 47,050 sq.ft (1.1 ac)
- (A2) 6-8 Storey
Parcel: 30,500 sq.ft (1.0 ac)
- (B1) 6-8 Storey
Parcel: 65,000 sq.ft (1.5 ac)
- (B2) 6-8 Storey
Parcel: 43,500 sq.ft (0.7 ac)

Residential, Commercial

- (M3) 3-6 Storey
Parcel: 48,000 sq.ft (1.1 ac)
- (N1) 6-8 Storey
Parcel: 39,000 sq.ft (0.9 ac)
- (N2) 6-8 Storey
Parcel: 43,500 sq.ft (1.0 ac)
- (N3) 6-8 Storey
Parcel: 43,500 sq.ft (1.0 ac)
- (T1) 6 Storey
Parcel: 113,250 sq.ft (2.6 ac)

Hotel, Commercial

- (H1) 6-8 Storey
Parcel: 35,000 sq.ft (0.8 ac)
- (H2) 6-8 Storey
Parcel: 39,000 sq.ft (0.9 ac)

Residential

- (L1) 3-6 Storey
Parcel: 49,900 sq.ft (1.1 ac)
- (L2) 3-6 Storey
Parcel: 26,100 sq.ft (0.6 ac)
- (L3) 3-6 Storey
Parcel: 39,200 sq.ft (0.9 ac)
- (M1) 3-6 Storey
Parcel: 30,500 sq.ft (0.7 ac)
- (M2) 3-6 Storey
Parcel: 39,200 sq.ft (0.9 ac)
- (T2) 2-6 Storey
Parcel: 61,000 sq.ft (1.4 ac)

Existing Uses

- (A) Entertainment
- (B) Commercial
- (C) Fitness
- (D) Mixed Use
- (E) Residential
- (F) Medical
- (G) Hospital
- (H) Undeveloped

Development Parcel Status



Parks and Open Space

- (1) Welcome Square
- (2) Cronquist Square
- (3) Green Spine Plaza
- (4) Green Spine Pond
- (5) Green Spine Play Area
- (6) Canada 150 Square
- (7) North Riverwalk
- (8) South Riverwalk
- (9) Bower Ponds
- (10) Great Chief Park
- (11) South Bank Trail

New Character on the Riverfront

River's Edge and the Trails

Capstone sits on the riverfront, and offers Red Deerians of all abilities a wide range of trails and recreational opportunities. The residents of Capstone will enjoy on-the-doorstep access to the well-being, activity and community that are the year-round benefits of the trail system. Just north of Capstone—from 60th Street to 54th Ave—is a 1-km trail extension that leads to the Waskasoo Park system, with its 110 km of trails.

Cronquist Business Park

With more than 120 businesses and companies, Cronquist Business Park is an integral part of Capstone. The master plan sees the park as a kind of high street for residents, hospital workers, and visitors from around Red Deer who will use the wide range of services in the park.

Historic Downtown

Red Deer's oldest neighbourhood, located just across Taylor Drive from Capstone, is a commercial heart of the city, with easily-accessible stores, restaurants, and government facilities. A local architectural landmark—the Greene Block/Holmes Drugs building located at Ross Street and Gaetz Avenue—is an impressive example of sandstone construction and pays homage to the sandstone quarry after which Capstone is named. The two-storey commercial building has two sandstone-primary façades, arched windows with stone voussoirs and keystones, and an ornate pressed metal entablature—a living landmark to Red Deer's history.

Bower Ponds

Directly across from Capstone and the Red Deer River, Bower Ponds is a multi-faceted year-round playground for couples and other young adults, as well as teens and their families. At the ponds, the current is gentle, allowing for water-based activities for all ages and abilities. There's skating and hot chocolate in the winter, and the gathering pavilion brings friends for nights of music, card-playing and dancing. Every year, 10,000 proud Canadians come out for the Canada Day fireworks show on July 1.

“Inspired by Red Deer’s ambition to create a sustainable neighbourhood that’s built around the needs of residents, Capstone’s masterplan enhances a range of mixed-use and multi-family residential offerings with ample public space and curated amenities that create the kind of gentle densification the city needs.”

-Cory Edinga, Project Manager, Capstone



Chapter Five

Red Deer and Partners



When the team at The City of Red Deer seized the opportunity to imagine a new way of living in our community, we chose a team that understood the vision and could help us bring it to life. We knew the master-planned project was unprecedented in the city, and that it would also set the bar for projects to come. The team started right here in Red Deer, with The City of Red Deer Land and Economic Development supported by City Planning, Engineering, Recreation, Parks, Culture and others—all people who have deep attachments to the city and an intimate knowledge of Red Deer, its people and the riverfront site.

and has made the city one of the most liveable in the world. The Gehl team worked closely with The City to craft a master plan that will guide the development of Capstone and its surrounding community for years to come.

To inform and sell developers in Alberta and across Canada on the opportunity represented by Capstone, we hired Colliers to conduct a retail study that outlined commercial options. Stone Olafson came on to survey Albertans in order to validate the hypotheses about potential residents.

To help articulate the vision, commercialize the plan and engage developers, we reached out to honeycomb solutions, co-founded by Susan Veres. Susan's experience as Senior Vice President of Strategy and Business Development in Calgary's East Village—an award-winning, master-planned community on the Bow River in downtown Calgary—made that community brand into a \$2.4 billion real estate proposition.



After a competitive RFP process, the Red Deer team took an ambitious step by choosing one of the best master-planning practices in the world, Gehl. An urban design firm founded in Copenhagen with offices around the world, Gehl has worked from Australia to China to San Francisco to New York and all over Europe to create what it calls "people-first cities". The design ideas of founder Jan Gehl were officially adopted by his hometown of Copenhagen,



A Dream Team for Red Deer

When you want to build the community that defines Red Deer, you work with the best of the best. From master-planning to excavating, our team is as good as it gets.

- Gehl Studios
- WSP
- Colliers International
- honeycomb solutions
- Resonance Consultancy
- Stone Olafson Research
- Warder Consulting
- Ground Cubed
- Stantec
- Parkland Geotechnical
- Associated Engineering
- Summit Liability Solutions
- Wood—formerly Amec Foster Wheeler
- Pinchin West
- Wilco
- Northside Construction Partnership
- Bettenson's Sand & Gravel
- Pidherney's
- Proform Concrete
- Border Paving
- Timcon Construction (1988) Ltd.
- Triple A Electric
- Appollo Landscaping
- Lafrentz Road Marking
- Soderquist Appraisals
- FVB Energy
- Sequel
- Pivotal



Chapter Six

Advantage Red Deer



Advantage Red Deer

Capstone will be a new way to live in Red Deer—a walkable, master-planned riverfront community that's equal parts nature and city. Capstone is Red Deer's future, a master-planned community that sets the standard for city neighbourhoods across the province and builds a home for new generations of Red Deerians.

Capstone is an opportunity for developers to engage with a superlative plan and a dedicated local team in a growing city that's facing the future with optimism, intelligence and a vision of community life to come.

**Find out how your development can be part of it.
Contact us to arrange a presentation or site visit now.**

Cory Edinga

City of Red Deer
403-309-8598
Cory.Edinga@reddeer.ca

Susan Veres

honeycomb solutions
403-807-1007
Susan@honeycombsolutions.ca

liveincapstone.ca

