

4815 – 44 Ave
Stony Plain, AB T7Z 1V5
www.gprchamber.ca
780.963.4545



**GREATER
PARKLAND
REGIONAL
CHAMBER**

Canada Community Revitalization Fund (CCRF)
Western Economic Development Diversification Canada
Government of Canada

Thursday July 15, 2021

To whom it may concern

Please accept this letter of support regarding the City of Spruce Grove's application for funding through the Canada Community Revitalization Fund with respect to the City Centre Revitalization initiative. The Downtown is a strong mix of local commercial and residential being the primary strength of the City Centre. The chamber supports the City Centre vision that is based on the following guiding objectives of strengthening the City Centre's infrastructure and streetscape. Ensuring the City Centre remains relevant in the ever-changing commercial marketplace and will work to attract mixed-use commercial and higher density residential to the City Centre to increase housing supply. Emphasizing the City Centre as a focal point for community celebrations by making it a vibrant year-round destination for shopping, obtaining services and arts & culture activity that will attract a variety of visitors, businesses, and residents. Promoting mobility and street activity within the City Centre by facilitating convenient and efficient mobility and parking that emphasizes a comfortable, efficient and safe pedestrian environment.

Moreover, we are confident that this revitalization initiative will align the current and future needs of all City Centre residents and users to provide a more functional and usable space. If you wish to discuss this further, I can be reached through any of the contact channels listed below.

The Spruce Grove City Centre is envisioned to become a modern contemporary urban city centre in its design and feel that exudes elements of a pedestrian friendly place with active community spaces. This will make it different, yet attractive and marketable to residents, investors, developers and businesses.

Yours sincerely

Darcy Torhjelm, Chair, Greater Parkland Regional Chamber of Commerce

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