

# Downtown Ponoka Action Plan – A Vision for Downtown

## VISION FOR THE FUTURE

*“It is 2043 and twenty-five years have passed since the creation of the first version of the Downtown Action Plan. Downtown Ponoka is a lively, clean and active area with plenty to see and do for residents and visitors alike. The many small shops and services cater to patrons’ needs and special events draw people to the area from far away. Downtown Ponoka is a top choice to visit, shop, hang out and socialize with friends and fellow residents. Patrons and visitors enjoy a pleasant, attractive urban setting characterized by comfortable and appealing streetscapes and public places.”*

**Goal:** to maintain and enhance the downtown core as the primary retail and commercial district for the town and surrounding region by:

- Creating a mixed use environment by making an aesthetically pleasing place to shop, work, live and play;
- Creating a sense of place through the development of a safe, clean and pedestrian friendly environment;
- Attracting new investment and businesses to the downtown and supporting the development of vacant lots and underutilized properties;
- Encouraging the restoration and preservation of historically significant buildings;
- Providing an adequate supply of parking for customers;
- Working in conjunction with downtown merchants to address issues such as uniform shopping hours, customer service, business streetscapes and promotions; and
- Encouraging business owners to take a proactive role in creating engaging activities, special events and entertainment opportunities in the downtown core.



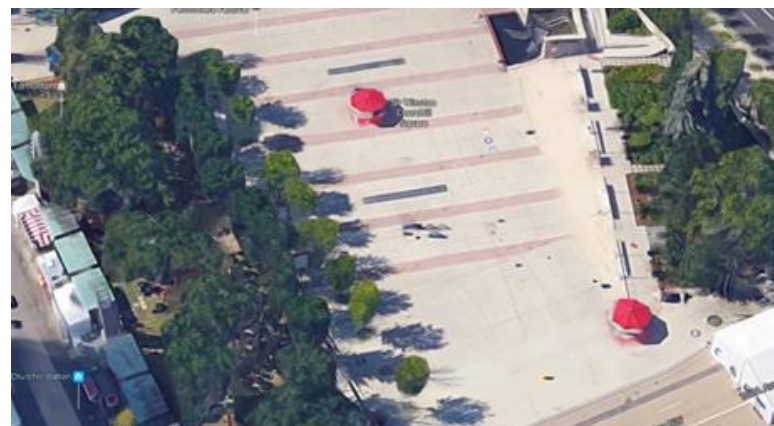
*“The essence of downtown revitalization is to bring people downtown more often and keep them longer.”  
(Cyril Paumier, 1988)*



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Core ideas for the future of Downtown Ponoka include:

- Encourage building on vacant lots and more intense use (more floor area) of properties
- Create a central, civic square for celebrations and special events
- Improve the streetscapes and appearances of streets to make them more inviting and appealing
- Plant more trees along streets
- Build more pedestrian and bicycle connections and links to surrounding areas
- Put civic uses like the Town Hall in the downtown area
- Develop the River Valley to create attractions and draws to the area
- Promote mixed used development (example: residential and commercial in same building)
- Increase residential density in the downtown area
- Provide adequate, attractive and functional parking areas for customers
- Build up the main commercial corridor along 50 Street



(Photo Above) An example of a civic plaza.



(Photo Above) An example of an unbroken streetwall of building fronts.



(Photo Above) An example of a building on a narrow strip of land along railway.