

# Downtown Ponoka Action Plan

## WELCOME TO THE DOWNTOWN ACTION PLAN PROJECT!

The Town of Ponoka has started a process to revitalize the Downtown Area and improve its general appearance. The intent is to create action plans and changed policies that will help make the area more attractive, remain vibrant and be a source of community pride. This will involve creating:

- An *Action Plan* that provides a framework for follow up work over the next few years;
- *Streetscape Concepts* for the re-construction of main streets and corridors like 50<sup>th</sup> Street;
- *Land Use Bylaw Amendments* for key topics including desired land uses, architectural guidance, heritage preservation, and parking requirements;
- A *Parking Management Plan*; and
- A *Marketing Strategy* for the promotion of Downtown Ponoka.

These plans are expected to look at the long term future of the area and set direction. They will build on past work and discussions about the future of Downtown Ponoka.

## WHY IS DOWNTOWN IMPORTANT?

Downtown Ponoka is the heart of the community. It is a focal point for activity and helps define a community's identity. For many, the look, feel and general attractiveness of the downtown area is how we form our opinions about the health and vitality of the larger community. Tourists and visitors often seek out the downtown areas for services and to get a sense of what the community is about.

## WHAT PART OF PONOKA WILL BE COVERED?

Downtown Ponoka is being defined as the area generally north of Highway 53, west of the east boundary of the open space along the Battle River, south of 57 Avenue and the east of 54 Street/Highway 2A. It includes the commercial areas, the surrounding residential areas and the Battle River valley.



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## WHO IS LEADING THE PROCESS?

The Town has asked the Heritage & Downtown Revitalization Committee to be the steering committee leading the project. The Committee is made up of representatives from businesses and organizations having an interest in Downtown Ponoka, citizens at large, and members of Town Council. Their role is to review and guide the suggestions coming out of the process and make recommendations to Town Council.

The Committee is supported by Town Staff and a team of community planning and landscape architect consultants.

A key part of the Committee's role and the process is obtaining public, landowner and business owner input. Public participation and suggestions are an important part of the overall success of this process.

## WHAT IS THE PROCESS?

The process began with the appointment of the steering committee and collection of background information in the fall of 2016 and early winter 2017. The broad steps that will take place between January 2017 and August 2017 are:

*Establish Vision and Collect Ideas* – this includes open houses to review the background information and provide input on how to make Downtown Ponoka a more vibrant and attractive place (currently here - March 2017)

*Draft Concepts and Plans* – building on the input received, ideas and directions that would advance the vision for Downtown Ponoka will be prepared (target is April – May 2017)

*Review of Concepts and Plans* – proposed plans and concepts will be presented for public review (target is May - June 2017)

**We are at this point in the process...**



*Recommendations to Council* – the Committee will present their recommended plans and concepts to Town Council (target is August 2017)

## HOW CAN I BE INVOLVED?

There are several ways for you to participate in the Downtown Ponoka Action Plan process. Please take advantage of the following opportunities:

- Review materials on the project website ([www.downtownponoka.ca](http://www.downtownponoka.ca))
- Attend open house sessions and submit comments

## TODAY'S OPEN HOUSE

Please take the opportunity to review the draft materials and provide your thoughts and suggestions. You can do this in several ways:

- Review boards, talk to Steering Committee representatives, Town staff and project consultants
- Fill out a comment form and leave it with us or email us your comments

Materials created as the project progresses will be posted on the project website ([www.downtownponoka.ca](http://www.downtownponoka.ca)) shortly after today's openhouse.

For further information please contact:

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Website: [www.downtownponoka.ca](http://www.downtownponoka.ca)

Facebook: @DowntownPonoka



Thank you for attending the open house. Please fill in a comment form and share your thoughts with us.



**WELCOME!**

**OPEN HOUSE for the  
DOWNTOWN PONOKA ACTION PLAN**

**MAY 24, 2017**



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