

# Downtown Ponoka Action Plan – A Vision for Downtown

## WHAT IS A VISION STATEMENT?

A vision statement is a description of the condition or type of setting that we wish to see at some point in the future. A typical vision statement for urban development tries to describe the desired appearance or characteristics of an area 15 to 20 years from the present date.

The role of the vision statement is to give a general guide about what the overall effort is trying to achieve. If questions arise in the future about how to proceed, it gives a “touch stone” point to use in checking to see if a proposed action or decision advances or detracts from the vision.

## WHAT IS THE CURRENT VISION?

The “current vision” for Downtown Ponoka is a combination of the materials from the Town’s 2013 Municipal Development Plan and the 2007 Retooling Downtown Ponoka Study/Report.

The Town’s **GOAL** for Downtown is: to maintain the downtown core as the primary retail and commercial district for the town and surrounding region. This includes such things as:

- Maintaining Downtown’s significance as a primary retail and commercial district;
- 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.



This drawing is the Mikro Vision from “Retooling Downtown Ponoka.”

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Some of the **CORE** ideas described in the current vision 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
- Main commercial corridor along 50 Street

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



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



*(Photo Above) An example of a civic plaza.*



*(Photo to Left) An example of a building on a narrow strip of land along railway.*

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## WHAT DO YOU ENVISION DOWNTOWN PONOKA TO BE LIKE IN 20 YEARS?

Please take a few minutes to share your thoughts on the current vision.

Do you think the current vision is on track?

What would you add or make a high priority?

Is there anything you would take away?

