



**News Release**  
October 6, 2017

## **Community Celebration of Ponoka's New Downtown Action Plan is Happening October 26!**

*(October 6, 2017 – Ponoka, Alberta)* – The Heritage and Downtown Revitalization Committee invites area residents and businesses to a celebration of Ponoka's new Downtown Action Plan on October 26. Local citizens are invited to join the Committee for a free community lunch and a brief presentation about the new Downtown Action Plan which was approved by Town Council last month.

**WHEN:** Thursday, October 26 from 11 a.m. to 2 p.m.

**WHERE:** Kinsmen Community Centre

**WHY:** Because Downtown Ponoka is worth celebrating!

"We're inviting the community to come and learn more about the Downtown Action Plan while enjoying a delicious lunch, some celebratory cake and an opportunity to chat with other residents, business people, community volunteers and members of the new Town Council about Ponoka's new Plan for revitalizing the Downtown area," says Greg Braat, Chair of the Heritage and Downtown Revitalization Committee, which was also the Steering Committee during the planning process that led to the Downtown Action Plan.

### **A General Guide for Downtown Development**

The purpose of the Downtown Action Plan is to be a general guide for the Town – rather than a rigid set of prescriptions – in the planning of physical improvements and efforts to attract increased tourism and customer patronage in the Downtown.

The Downtown Action Plan is the result of a citizen-driven visioning and planning process over the past year which gathered public input and ideas at three public open houses and a community-wide survey, all of which were used to help create the Plan.

"Our Committee is currently working with Town administrative staff on drafting an implementation plan for the Downtown Action Plan to recommend to Town Council. Our ultimate goal as we move ahead with the new Plan continues to be the creation of a vibrant community hub in our Downtown that will be a catalyst for future economic growth in Ponoka," says Braat.

The approved Downtown Action Plan can be viewed at [www.DowntownPonoka.ca](http://www.DowntownPonoka.ca) under the Newsroom tab.



**The Downtown Action Plan includes:**

- An updated vision for Downtown Ponoka.
- A series of suggested actions to encourage future growth, development and improvement of the Downtown.
- A recommended design for future streetscape improvements that are expected to be implemented in phases over time in conjunction with any planned replacement of underground infrastructure. The recommended streetscape design includes surface improvement features such as trees and landscaping, concrete patterns in the sidewalk, and street furniture.
- A plan for managing parking.
- A marketing strategy.
- Architectural guidelines for future development of buildings Downtown.
- A heritage preservation overlay that identifies sites of historical interest and requires a review of the property prior to major changes.
- The removal of on-site parking requirements from the Town's Land Use Bylaw for non-residential development Downtown, which recognizes the available supply of existing parking Downtown and a desire to create a busier, more prosperous Downtown.

**For more information:**

Sandra Smith  
Communications Manager  
Town of Ponoka  
403-783-0158