



## BUILDING TOMORROW: WESTLOCK'S NEXT 20 YEARS

### What is a Municipal Development Plan (MDP)?

The Municipal Development Plan is the Town's long-range planning document that sets the vision for the future of the community and guides its development over the next 20 years.

The MDP provides direction on a number of topics and helps Council make decisions on future projects & investment.

### Why are we updating the MDP?

The Town's current MDP was adopted in 2015. Since then, Westlock has undergone demographic and economic changes.

Its important that the MDP continues to reflect the changing needs of the community to maintain a high quality of life for current and future residents.

### Help shape Westlock's next 20 years.

#### Your input matters.

We need the help of residents, businesses, and other stakeholders to help shape the refreshed MDP.

It is important that the revised Plan reflects the concerns and aspirations of community members.

### Project Timeline



### About this Public Engagement

This open house has been organized to collect your feedback on major changes proposed to the Municipal Development Plan. These changes are informed from the previous stages of the project which included public engagement, best practice research, and a policy alignment audit. The feedback from this round of public engagement will be used to further refine and finalize the draft revised plan prior to adoption.



# Vision



The vision of the MDP represents the community's aspirations for the future of Westlock and its next 20 years.

The Draft Plan features an updated and streamlined vision:

Westlock is a vibrant, interconnected community where people, businesses, and ideas find fertile ground. Supported by efficient infrastructure, a progressive growing economy, and quality cultural and recreational amenities, the Town provides its residents the best quality of life it can. We are recognized as being a safe, healthy, and vibrant place for every stage of life that honors its past while building its future.

### HELP SHAPE WESTLOCK'S NEXT 20 YEARS:

Place a dot in the box below that best represents your level of support for the updated vision:

Support	Neutral	Do Not Support

### Comments

Place a sticky note here to explain your choice above.



# Guiding Principles

Guiding principles support the vision by providing overall guidance to ensure the community's priorities are reflected throughout the plan. The six (6) guiding principles in the Draft Plan were refined from the principles in the current MDP.

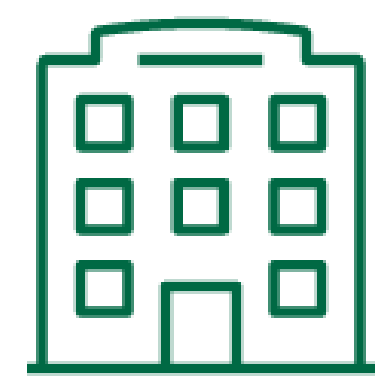


## Support a Strong, Diverse Local Economy

1. Foster local business development, retention, and growth.
2. Attract diverse new commercial and industrial development.
3. Promote Westlock as a central service hub for the region.
4. Enable development through incentives and practical, navigable regulations.

Place a dot in the box below that best represents your level of support for this principle:

Support	Neutral	Do Not Support



## Develop a Vibrant, Re-Energized Downtown

1. Activate downtown by supporting mixed-use development, vibrant public spaces, storefront improvements, and events.
2. Reinforce the downtown as the heart of the town through urban design initiatives and new business attraction.
3. Continue to foster a pedestrian-friendly retail environment.
4. Encourage additional high-density residential development in and adjacent to downtown.

Place a dot in the box below that best represents your level of support for this principle:

Support	Neutral	Do Not Support

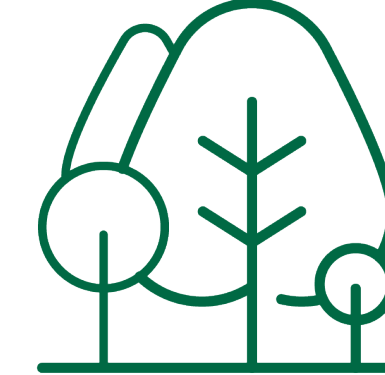


## Build a Livable, Welcoming Community

1. Develop walkable, safe neighbourhoods that are welcoming and safe for all ages, stages, and wages.
2. Support a mix of housing types and tenures through development in existing and new neighbourhoods.
3. Enhance the quality of life for residents through the provision of educational, health, recreational, and social development opportunities.
4. Promote the development of art, heritage, and cultural resources that contribute to community identity and sense of place.

Place a dot in the box below that best represents your level of support for this principle:

Support	Neutral	Do Not Support



## Lead in Environmental Sustainability

1. Preserve environmentally significant areas to create and maintain an attractive & pristine open space network.
2. Implement environmental design and building principles into new development and redevelopment.
3. Support programs and initiatives that increase awareness and public involvement in environmental conservation and sustainability.
4. Encourage the efficient re-use and remediation of land to reduce the Town's environmental impact and support resiliency.

Place a dot in the box below that best represents your level of support for this principle:

Support	Neutral	Do Not Support



## Provide Quality Culture & Recreational Opportunities

1. Develop a robust open space system of linkages to parks, natural areas, and other key destinations in Town to promote active lifestyles.
2. Provide a variety of cultural and recreational opportunities for all abilities, incomes, and lifestyles.
3. Ensure that building and site design is welcoming and accessible to everyone.
4. Encourage year-round use and sharing of recreational amenities among a variety of user groups and activities.

Place a dot in the box below that best represents your level of support for this principle:

Support	Neutral	Do Not Support



## Foster Collective Community Based Decision Making

1. Provide opportunities for community engagement and input in the decision making process.
2. Ensure consistent, transparent, and reliable communication of Town initiatives to all community stakeholders.
3. Work with regional partners, other levels of government, and other stakeholders to provide programs and services that benefit the region.
4. Develop budgets and business plans in consideration of Town plans, policies, & community input.

Place a dot in the box below that best represents your level of support for this principle:

Support	Neutral	Do Not Support



# General Policy Themes

The draft plan features expanded Town-wide policies which will guide the work of Town Council and Administration towards achieving the community's vision. These policy themes and their related goals are focused on key areas which reflect the community's concerns, aspirations and priorities.



## Community Livability



1. All residents in Westlock feel safe, welcome and connected to the community.
2. Westlock is a vibrant, diverse community that offers opportunities to residents of all ages and stages of life.
3. Those that call Westlock home have a high quality of life and are supported by programming that supports health, wellness, and life-long learning.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

### Comments

Place a sticky note here to explain your choice above.

## Housing



1. Increase the variety of housing options throughout the community that meet residents' diverse needs.
2. Provide support and incentives for both market and nonmarket affordable housing options.
3. Encourage reinvestment into and increased upkeep of aging housing stock.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

### Comments

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1. Create a safe, viable and connected transportation network.
2. Improve access and increase options for alternative transportation modes.
3. Cooperate with the provincial government to maintain and improve the functional integrity and design of provincial highways in Westlock.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

Comments
Place a sticky note here to explain your choice above.



1. Develop and maintain an efficient, effective, and economic infrastructure and utility system that can accommodate future growth at minimal cost to taxpayers.
2. Ensure that Westlock's growth allows for the orderly and economical extension of infrastructure and utility systems.
3. Maintenance and upgrading of our infrastructure is planned with consideration for life-cycle and environmental impacts.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

Comments
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## Environmental Sustainability

1. Environmentally significant land, air, and water resources are protected and maintained.
2. Neighbourhoods and developments are planned to support and sustain the environment around them.
3. Westlock has a community culture of environmental sustainability and stewardship.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

Comments
Place a sticky note here to explain your choice above.



## Economic Development

1. Continue to diversify the tax base by attracting unique and complementary commercial, industrial and other business uses.
2. Maintain a range of local employment opportunities that enable residents to stay and work in Westlock.
3. Create and support an environment of innovation, entrepreneurship, and growth in the local business community.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

Comments
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## Recreation, Arts and Culture



1. Provide an infrastructure of parks, open space, recreational and cultural facilities to meet the needs of the residents of Westlock and visitors.
2. Recreational and cultural infrastructure are vital assets and integrated into the Town's asset management process to plan for their maintenance, operation, and use.
3. Westlock's recreational, cultural, and arts amenities are safe, welcoming and accessible.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

### Comments

Place a sticky note here to explain your choice above.

## Emergency Management



1. Westlock mitigates and prepares for emergencies through its planning, design, Emergency Management Plan, and preparedness efforts.
2. The Town and its residents are prepared for and resilient in response to emergency events.
3. Through coordination with local, regional, and provincial partners, the planning and delivery of emergency management is effective and efficient.

Place a dot in the box below that best represents your level of support for this theme:

Support	Neutral	Do Not Support

### Comments

Place a sticky note here to explain your choice above.



# Community Concept

The re-imagined community concept illustrates the general intent and land use framework for the Town. This concept takes into consideration the Town's regional context, development constraints, existing development and infrastructure, and planned infrastructure.



Legend	
<span style="color: orange;">■</span> Mature Neighbourhoods	<span style="color: pink;">■</span> Transitional Corridor
<span style="color: yellow;">■</span> Future Neighbourhoods	<span style="color: red;">■</span> Highway Corridor
<span style="color: purple;">■</span> Downtown Core	<span style="color: darkblue;">■</span> Industrial Park
<span style="color: lightpurple;">■</span> Greater Downtown	<span style="color: lightgreen;">■</span> Parks & Recreation

Each policy area represents a specific character area within the Town and outlines specific objectives & policies that are intended to guide the unique development of each area.

Most policy areas remain unchanged from the current MDP but have been updated to reflect new development since its adoption.

## Comments

Place a sticky note here to explain your choice.

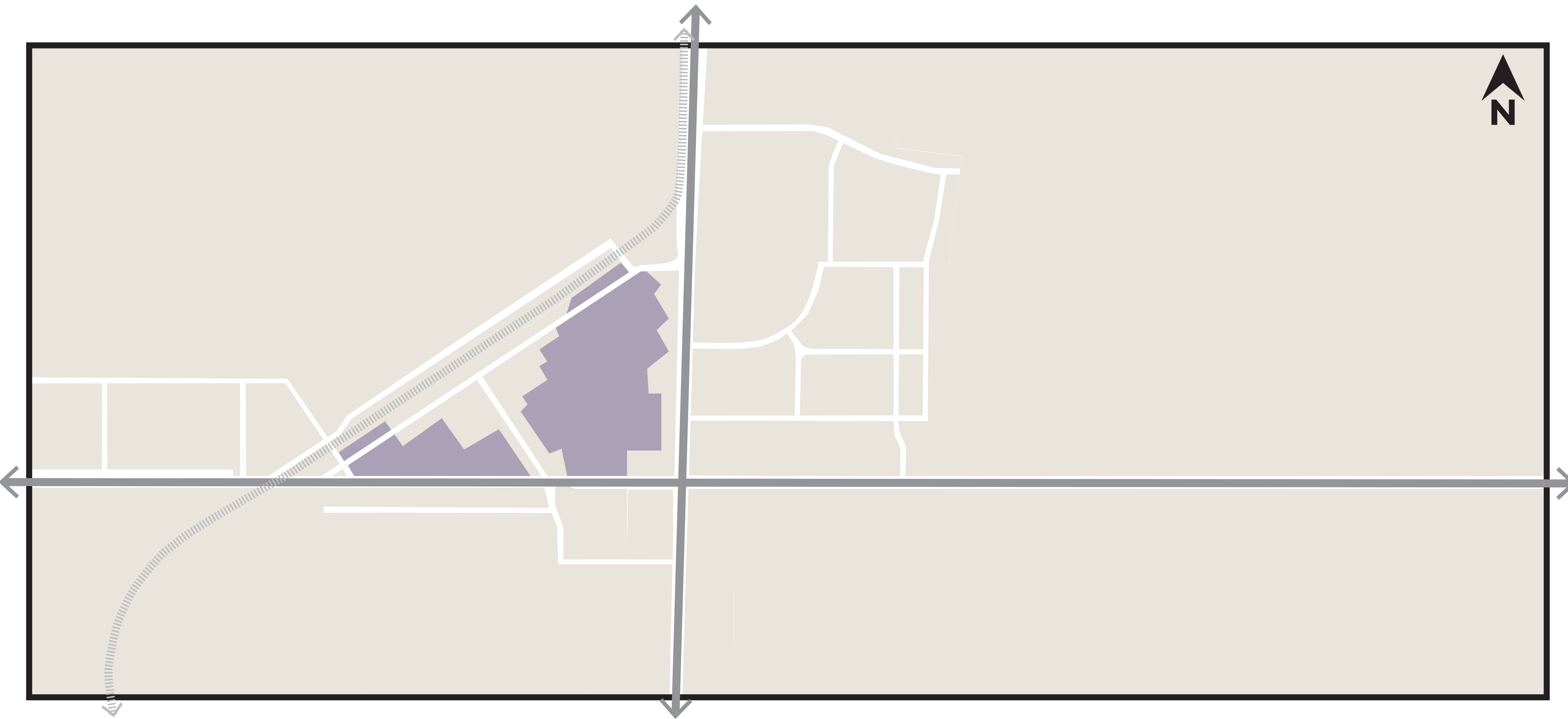
Place a dot in the box below that best represents your level of support for this new policy area:

Support	Neutral	Do Not Support



# NEW Greater Downtown Policy Area

The new Greater Downtown policy area extends from the boundary of the traditional downtown within the Town's original "triangle" formed by the railway, Highway 18 and Highway 44.



## Comments

Place a sticky note here to explain your choice.

The intention of this new policy area is to better support the Downtown Core by targeting and prioritizing redevelopment, growth of complementary uses, upkeep and renewal of older housing stock, and opportunities for intensification towards the immediate adjacent area.

Policies under this area will focus on supporting sensitive redevelopment and infill projects that respect the existing residential character of the neighbourhood while introducing the people and activity required for an energized and vibrant Downtown.

Place a dot in the box below that best represents your level of support for this new policy area:

**Support**

**Neutral**

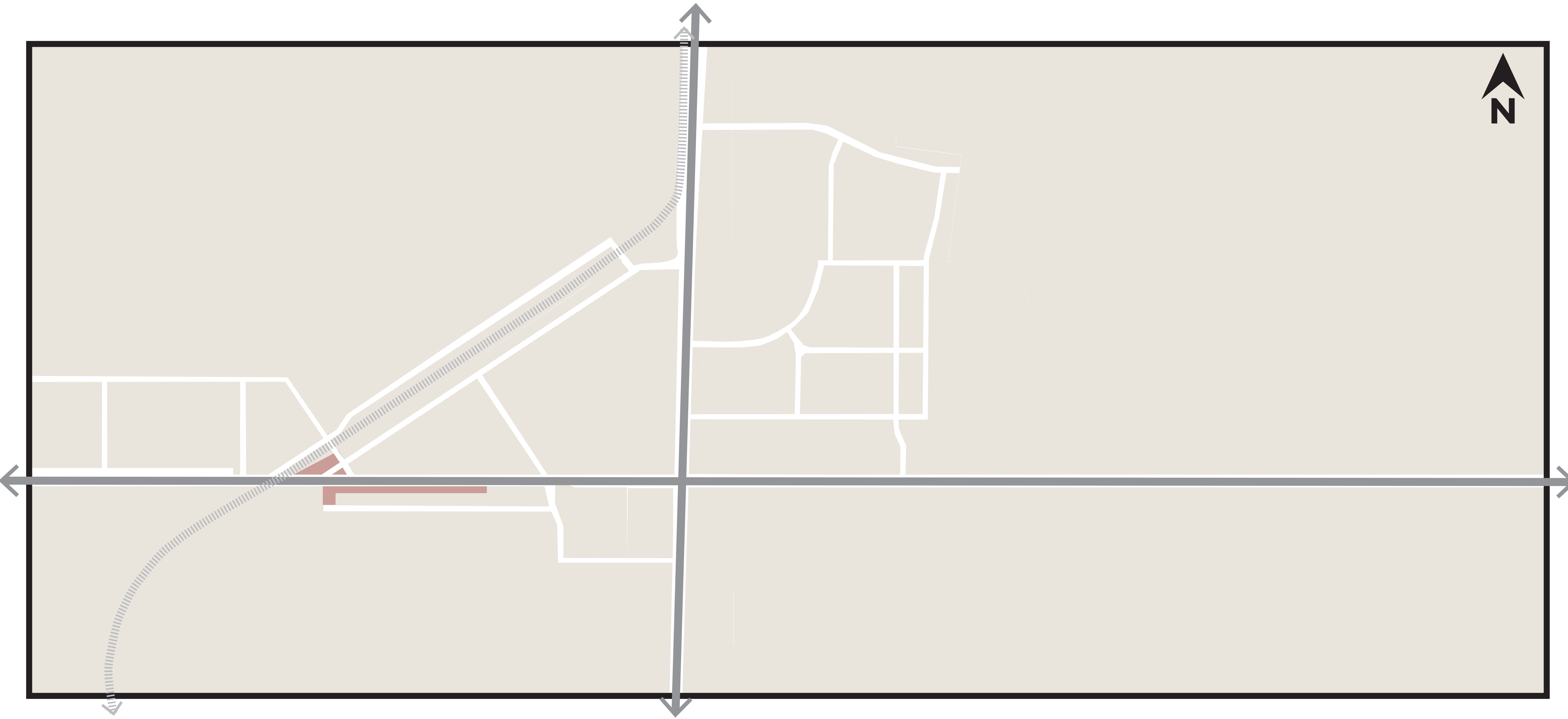
**Do Not Support**

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# NEW Transitional Corridor Policy Area

The transitional corridor policy area includes land between 96 Avenue and 99A Avenue identified for transitional uses between the highway commercial areas to the east, industrial and recreational areas to the west and residential areas to the north and south.



**Comments**

Place a sticky note here to explain your choice.

This new policy area is intended to support the transition area between the Highway 18 corridor and the low-density residential areas directly adjacent.

Policies in this area will focus on providing a pedestrian-friendly interface while maintaining the primary function of the highway as a traffic corridor. Supported uses in this area would include medium-density residential, mixed-use developments and neighbourhood-scale retail.

Place a dot in the box below that best represents your level of support for this new policy area:

Support	Neutral	Do Not Support





**Thank-you  
for your  
feedback and  
participation.**

## **BUILDING TOMORROW: WESTLOCK'S NEXT 20 YEARS**

### **Next Steps:**

Following the completion of this phase of Public Engagement, the Project Team will use all feedback and information collected over the previous project phases to create the final draft of the refreshed Municipal Development Plan (MDP).

Creation of the final draft will include the finalization of policies and figures as well as the creation of an implementation plan to be utilized by Town Administration and Council.

### **How will your feedback be used?**

Your feedback will be used to finalize the major plan components, create the final policies of the refreshed MDP, and build the implementation plan that will be used to bring the final plan to fruition.

We will report back to the public and Council on what was said and how the feedback received was incorporated into the final plan.

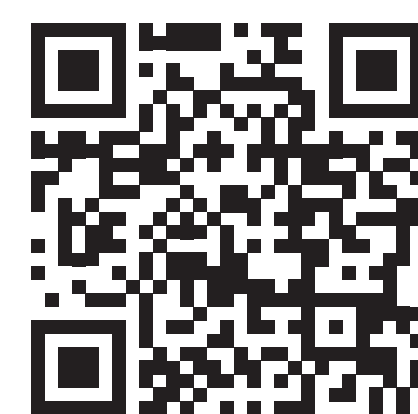
### **How can I continue to be involved in this project?**

If you have any questions or want to provide additional feedback on the project, please speak to one of the Town staff.

We are happy to discuss the proposed changes to the Municipal Development Plan one-on-one.

As the project progresses, more information will be posted at [www.westlock.ca/p/mdp-refresh](http://www.westlock.ca/p/mdp-refresh).

You can also sign up for project updates by email.



Scan to learn more.