



## **PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT**

### **PROJECT OVERVIEW**

The Town of Westlock is currently undertaking a refresh of its Municipal Development Plan (MDP). The Town of Westlock's Municipal Development Plan (MDP) 2015-03 was adopted on May 25, 2015. The MDP acts as the broad, conceptual framework for all of the Town's statutory and non-statutory planning documents. The MDP sets the community vision and guides the future growth and development of Westlock. Council provided direction at the February 21, 2023, Committee of the Whole meeting for Administration to proceed with a refresh to the current MDP to ensure its vision, guiding principles, and policies continue to meet the changing needs of the community.

To ensure the refresh is meaningful, participation of community members, organizations and stakeholders is necessary. All feedback received will be used to refine the plan's vision, set the Town's goals for growth and development, and inform changes and additions to policy areas such as development, housing, infrastructure, and the environment.

The first round of Public Engagement was undertaken between July 10 to August 20, 2023. This phase of public engagement offered two modes of participation:

- 1) Community Message Boards at the Heritage Building & Rotary Spirit Centre
- 2) Online Survey at [www.westlock.ca](http://www.westlock.ca)

Both the message boards and survey were focused on obtaining broad feedback on ideas for the next 20 years in Westlock. The survey also featured questions regarding the current MDPs' vision and guiding principles, and policy topic areas such as housing and the environment. A total of 58 survey responses and 174 message board comments were received.

The working draft of the revised plan was created based on the findings of Administration in the previous phases, including the feedback received during the first round of public engagement.

The second round of Public Engagement was undertaken in April and May 2024 with a series of Open Houses open to the public and other interested stakeholders. In addition, a direct presentation was given to the Town's business community through the Chamber of Commerce on April 23. The information presented during this round of public engagement focused on the key highlights and major changes of the draft MDP to ensure they are aligned with the community's wants, concerns, and aspirations for the future and to inform further revision and finalization of other plan components.



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### OVERVIEW OF OPEN HOUSES

This phase of public engagement offered a series of three (3) Open Houses, which were held at a variety of times. A total of 51 people attended the Open Houses over the course of the three (3) sessions – the attendance numbers for each Open House are below:

Date and Time of Open House	Number of Attendees
Wednesday, April 24 from 9 a.m. to 4 p.m.	10
Thursday, April 25 from 5 to 8 p.m.	11
Wednesday, May 1 from 1 to 8 p.m.	29

Eleven (11) boards were used to showcase the key highlights of the draft revised Municipal Development Plan. Participants were free to view the boards on their own and ask questions of Town staff. Participants also had the option of walking through the boards with Town staff. Participants were given dot stickers (colour coded for each Open House) to use on the boards to indicate their level of support (support/neutral/do not support) for each highlighted element of the MDP. Sticky notes (also colour coded) were also available to leave additional comments to explain a participant's choice. Appendix A contains clean copies of the original Open House boards.



Figure 1 - Open House Board Set-Up

### ADVERTISEMENT OF OPEN HOUSES

The Open Houses were advertised on the Town's website and social media channels, ads in the Westlock News and on 97.9 FM, in the Town's utility insert included with the March 2024 water billing and using posters and monitors in Town facilities. Direct information and invitations were also sent to those who had previously signed up for project updates by email.

For those that were unable to attend one of the Open Houses, a brief of the draft plan highlights as well as the open house boards were made available on the project page on the Town's website. From March to May, the MDP project page received 203 page views.



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### FEEDBACK SUMMARY

Feedback was added directly to each board with dot stickers and sticky notes. A summary of the feedback for each board is below.

#### Board: Vision

**Vision**

MUNICIPAL DEVELOPMENT  
**PLAN**

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**

The word "progressive" now has negative connotations. delete it

Private organizations and community groups should pay for cultural things. I am opposed to my taxpayer dollars being used to promote culture.

Rewrite this vision

Vision needs revision

The word "progressive" now has negative connotations. delete it

Private organizations and community groups should pay for cultural things. I am opposed to my taxpayer dollars being used to promote culture.

Rewrite this vision

westlock.ca/p/mdp-refresh





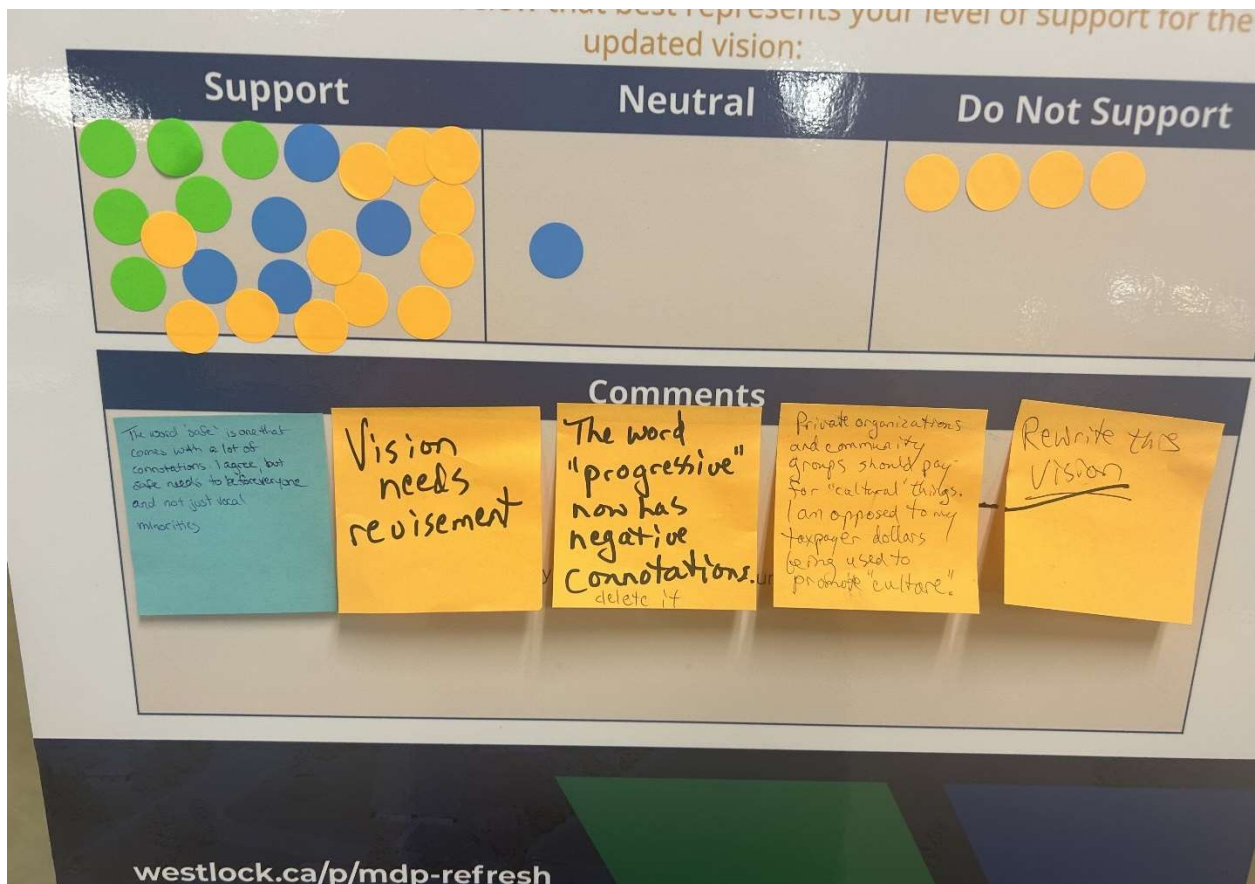
## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	6	0	0
Thursday, April 25 (Blue)	5	1	0
Wednesday, May 1 (Orange)	12	0	4
<b>Total</b>	<b>23</b>	<b>1</b>	<b>4</b>

### Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	<ul style="list-style-type: none"> <li>The word 'safe' is one that comes with a lot of connotations. I agree, but safe needs to be for everyone and not just vocal minorities.</li> </ul>
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>Vision needs revisionment</li> <li>The word "progressive" now has negative connotations. delete it</li> <li>Private organizations and community groups should pay for "cultural" things. I am opposed to my taxpayer dollars being used to promote "culture".</li> </ul>







# PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

## Board: Guiding Principles

### 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
15 dots (10 green, 5 blue)	0 dots	2 dots (1 blue, 1 orange)

*Handwritten note: Paving behind 107 st & sides*

#### 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
10 dots (7 green, 3 blue)	0 dots	5 dots (3 blue, 2 orange)

*Handwritten note: Respect that people have opportunities to go around 200th Ave*

#### 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
15 dots (10 green, 5 blue)	0 dots	2 dots (1 blue, 1 orange)

*Handwritten notes: Parking downtown is a concern. What's your plan to reduce parking? Improve lighting more trees more benches lift 107 without plug in the bridge case*

#### 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
15 dots (10 green, 5 blue)	0 dots	2 dots (1 blue, 1 orange)

*Handwritten note: Take it up to the community groups to integrate cultural opportunities. That's active the scope of what decision needs to be made on.*

#### 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
15 dots (10 green, 5 blue)	0 dots	2 dots (1 blue, 1 orange)

*Handwritten note: Do not narrow or close roadways*

#### 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
10 dots (7 green, 3 blue)	2 dots (1 blue, 1 orange)	2 dots (1 blue, 1 orange)

westlock.ca/p/mdp-refresh

## Support a Strong, Diverse Local Economy

Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	3	0	0
Thursday, April 25 (Blue)	8	0	1
Wednesday, May 1 (Orange)	12	0	1
<b>Total</b>	<b>23</b>	<b>0</b>	<b>2</b>

Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• Paving behind 107 street &amp; sides</li> </ul>

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## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### **Develop a Vibrant, Re-Energized Downtown**

*Level of Support:*

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	3	0	0
Thursday, April 25 (Blue)	10	1	0
Wednesday, May 1 (Orange)	10	0	2
<b>Total</b>	<b>23</b>	<b>0</b>	<b>2</b>

*Comments:*

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• Parking downtown is a concern. What's your plan to increase parking?</li> <li>• More lighting more trees more benches lift 107 walkway plug in for electric cars</li> <li>• Do not narrow or close roadways</li> </ul>

### **Build a Livable, Welcoming Community**

*Level of Support:*

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	3	0	0
Thursday, April 25 (Blue)	8	1	1
Wednesday, May 1 (Orange)	12	0	1
<b>Total</b>	<b>23</b>	<b>1</b>	<b>2</b>

*Comments:*

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	N/A



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Guiding Principles

Guiding principles support the plan to ensure the community's plan. The six (6) guiding principles from the principle



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

Support	Neutral	Do Not Support

[westlock.ca/p/mdp-refresh](http://westlock.ca/p/mdp-refresh)

Paving behind 107st & sides

Parking downtown is a concern. What's your plan to increase parking?

More lighting more trees More benches left 107 walking plug in for electric cars

Do not narrow or close roadways.





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Lead in Environmental Sustainability

*Level of Support:*

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	2	1	0
Thursday, April 25 (Blue)	4	3	2
Wednesday, May 1 (Orange)	11	0	7
<b>Total</b>	<b>17</b>	<b>4</b>	<b>9</b>

*Comments:*

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• Respect that people here appreciate gas-powered vehicles.</li> </ul>

### Provide Quality Culture & Recreational Opportunities

*Level of Support:*

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	3	0	0
Thursday, April 25 (Blue)	9	0	1
Wednesday, May 1 (Orange)	12	0	1
<b>Total</b>	<b>24</b>	<b>0</b>	<b>2</b>

*Comments:*

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• Leave it up to the community groups to initiate “cultural” opportunities.</li> <li>• That is outside the scope of what the town needs to focus on.</li> </ul>

### Foster Collective Community Based Decision Making

*Level of Support:*

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	3	0	0
Thursday, April 25 (Blue)	5	2	2
Wednesday, May 1 (Orange)	9	2	2
<b>Total</b>	<b>17</b>	<b>4</b>	<b>4</b>

*Comments:*

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	N/A



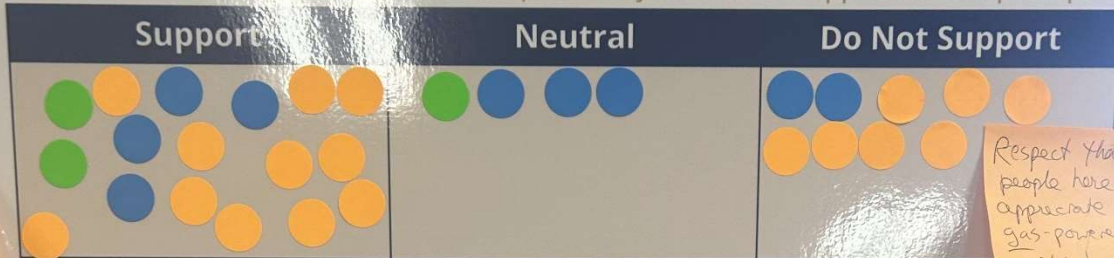
## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT



### Lead in Environmental Sustainability

1. Preserve environmentally significant areas to create and maintain an attractive & pristine open space network.
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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:



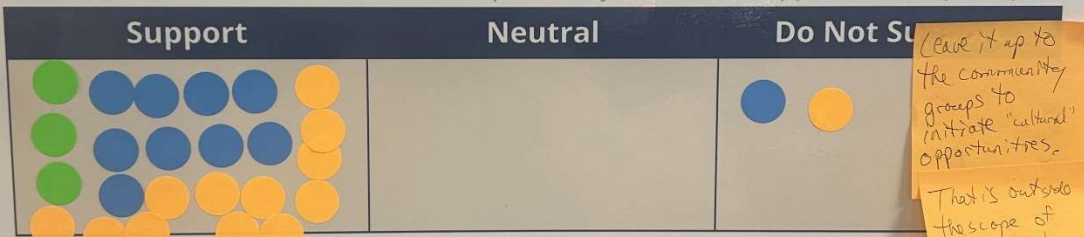
Respect that people here appreciate gas-powered vehicles.



### 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:



Leave it up to the community groups to initiate "cultural" opportunities.

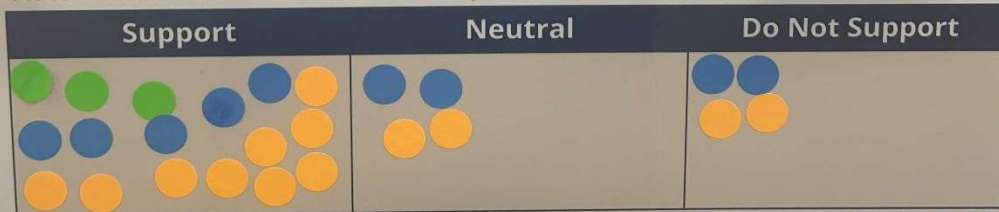
That is outside the scope of what the town needs to focus on.



### 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 meet the needs of 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:





# PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

## Board: General Policy Themes – Community Livability / Housing

### 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

- All residents in Westlock feel safe, welcome and connected to the community.
- Westlock is a vibrant, diverse community that offers opportunities to residents of all ages and stages of life.
- 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**

Yes, and we need to maintain neutrality in public spaces to ensure that all feel welcome

Promote existing benefits to seniors externally ie. healthcare

The town needs to focus more on lowering taxes, less social programs

Review of improve "cultural" values that do not resonate with residents.

Respect the traditional culture of the community.

#### Housing

- Increase the variety of housing options throughout the community that meet residents' diverse needs.
- Provide support and incentives for market and nonmarket affordable housing options.
- Encourage reinvestment, use 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**

Property tax discounts for seniors

Lower franchise fees -affordability

Do not accept money from federal government if that are strings attached

Review of federal dollars for housing - "the string attached" to these funds may provide things we do not want in this community

Lower Taxes 30 years raising taxes is enough

[westlock.ca/p/mdp-refresh](http://westlock.ca/p/mdp-refresh)

### Community Livability

#### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	2	0	0
Thursday, April 25 (Blue)	4	3	0
Wednesday, May 1 (Orange)	12	0	2
<b>Total</b>	<b>18</b>	<b>3</b>	<b>2</b>

#### Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	<ul style="list-style-type: none"> <li>Yes, and we need to maintain neutrality in public spaces to ensure that all feel welcome</li> </ul>
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>Promote existing benefits to seniors externally ie. healthcare</li> </ul>





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

- The town needs to focus more on lowering taxes, less social programs
- Beware of imposing "cultural" values that do not resonate with residents.
- Respect the traditional culture of the community.

### 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

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## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Housing

#### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	4	0	0
Thursday, April 25 (Blue)	7	1	0
Wednesday, May 1 (Orange)	11	0	2
<b>Total</b>	<b>22</b>	<b>1</b>	<b>2</b>

#### Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• Property tax discounts for seniors</li> <li>• Lower franchise fees – affordability</li> <li>• DO NOT accept money from federal government if there are strings attached.</li> <li>• Beware of federal dollars for housing. The “strings attached” to those grants may involve things we do not want in this community.</li> <li>• Lower taxes 30 years raising taxes is enough</li> </ul>



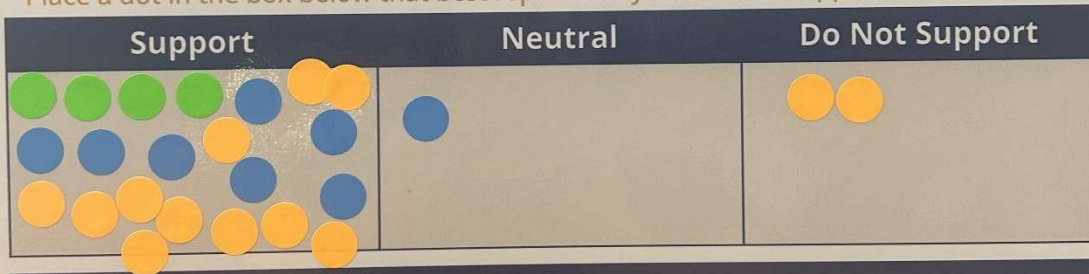
## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### 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:



### Comments

Property tax discounts for seniors

Lower franchise fees - affordability

DO NOT accept money from federal government if there are strings attached.

Beware of Federal dollars for housing. The strings attached to those grants may involve things we do not want in this community.

Lower Taxes  
30 years raising taxes is enough







## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

- Bike path is the future healthy citizens
- Public/bus transport is a must



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	





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Infrastructure & Utilities

Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	2	0	0
Thursday, April 25 (Blue)	8	0	0
Wednesday, May 1 (Orange)	12	0	2
<b>Total</b>	<b>22</b>	<b>0</b>	<b>2</b>

Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>Don't overbuild. Learn from mistakes of Chestermere. The system they built is being under-utilized.</li> </ul>

### Infrastructure & Utilities

- Develop and maintain an efficient, effective, and economic infrastructure and utility system that can accommodate future growth at minimal cost to taxpayers.
- Ensure that Westlock's growth allows for the orderly and economical extension of infrastructure and utility systems.
- 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

Don't overbuild. Learn from mistakes of Chestermere. The system they built is being under-utilized.

Place a sticky note here to explain your choice above.





# PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

## Board: General Policy Themes – Environmental Sustainability / Economic Development

### General Policy Themes

The draft plan features expanded Town-wide policies which will be administered towards all areas of the Town. The policy themes and areas of focus are shown in the map below, which reflect the community's needs, aspirations and priorities.

### 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
<div style="display: flex; justify-content: space-around;"> <div style="color: green;">●</div> <div style="color: blue;">●</div> <div style="color: orange;">●</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="color: blue;">●</div> <div style="color: orange;">●</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="color: blue;">●</div> <div style="color: orange;">●</div> </div>

**Comments**

Support from citizens who are environmentally conscious and have a strong sense of community.

Don't let your love of the environment have an adverse effect on Economics

Do not align with the United Nations + World Economic Forum recommendations re: "sustainable"

Invest in water services infrastructure in 15th Ave.

### 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
<div style="display: flex; justify-content: space-around;"> <div style="color: green;">●</div> <div style="color: blue;">●</div> <div style="color: orange;">●</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="color: blue;">●</div> <div style="color: orange;">●</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="color: orange;">●</div> </div>

**Comments**

low taxes!

make the developer pay for the project. Don't put the taxpayer at risk.

full disclosure to ratepayers regarding the cost of projects with specifics

Need larger industrial site to keep residents in the area. Too many retail sites.

[westlock.ca/p/mdp-refresh](http://westlock.ca/p/mdp-refresh)

## Environmental Sustainability

### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	4	0	0
Thursday, April 25 (Blue)	3	4	1
Wednesday, May 1 (Orange)	12	1	6
<b>Total</b>	<b>19</b>	<b>5</b>	<b>7</b>

### Comments:

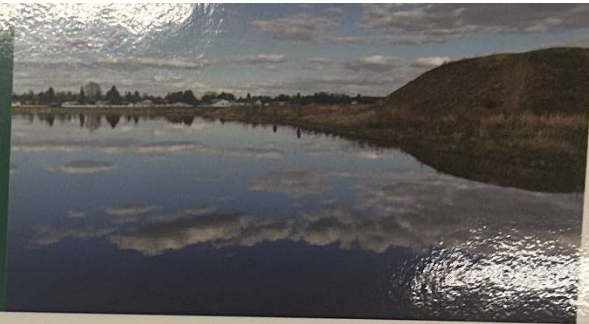
Open House Date	Comments
Wednesday, April 24 (Green)	N/A



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

Thursday, April 25 (Blue)	<ul style="list-style-type: none"> <li>Everyone has a different definition of sustainability. A balance needs to be had between micro-managing resources and sustaining the environment.</li> </ul>
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>Don't let your love of the environment have an adverse impact on economics</li> <li>Do not align with the United Nations + World Economic Forum recommendations re: "sustainability"</li> <li>Invest in water + sewer infrastructure on Highway 18</li> </ul>

### 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

Everyone has a different definition of sustainability. A balance needs to be had between micro-managing resources and sustaining the environment.

Don't let your love of the environment have an adverse affect on Economics

Do not align with the United Nations + World Economic Forum recommendations re: "sustainability"

~~Invest~~ Invest in water + sewer infrastructure on 18<sup>th</sup> Ave Highway





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Economic Development

Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	5	0	0
Thursday, April 25 (Blue)	9	0	0
Wednesday, May 1 (Orange)	12	0	1
<b>Total</b>	<b>26</b>	<b>0</b>	<b>1</b>

Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• low taxes!</li> <li>• make the developer pay for the project. Don't put the taxpayer at risk.</li> <li>• full disclosure to ratepayers regarding the cost of projects with specifics</li> <li>• Need larger Industrial job to keep resident in the area. Too many retail jobs.</li> </ul>

**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**

- low taxes!
- make the developer pay for the project. Don't put the taxpayer at risk.
- full disclosure to ratepayers regarding the cost of projects with specifics
- Need larger Industrial job to keep resident in the area. Too many Retail jobs.





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Board: General Policy Themes – Recreation, Arts & Culture / Emergency Management

### 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.

#### 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**

What 'culture' are you seeking to impose on people?

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 to participate 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**

Don't send a bill to someone who suffers a fire.

Property owners have the right to decline evacuation and protect their property.

Consider community members partners not adversaries in emergency situations.

Place a sticky note here to explain your choice above.

[westlock.ca/p/mdp-refresh](http://westlock.ca/p/mdp-refresh)

### Recreation, Arts and Culture

#### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	3	1	0
Thursday, April 25 (Blue)	6	1	2
Wednesday, May 1 (Orange)	14	0	1
<b>Total</b>	<b>23</b>	<b>2</b>	<b>3</b>

#### Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>What 'culture' are you seeking to impose on people?</li> </ul>



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### 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

What 'culture' are you seeking to impose on people?

Place a sticky note here to explain your choice above.

### Emergency Management

*Level of Support:*

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	4	0	0
Thursday, April 25 (Blue)	7	1	0
Wednesday, May 1 (Orange)	12	1	1
<b>Total</b>	<b>23</b>	<b>2</b>	<b>1</b>

*Comments:*

Open House Date	Comments
Wednesday, April 24 (Green)	N/A






## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• Don't send a bill to someone who suffers a fire.</li> <li>• Property owners have the right to decline evacuation and protect their property</li> <li>• Consider community members partners not adversaries in emergency situations.</li> </ul>

### 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

Don't send a bill to someone who suffers a fire.

Property owners have the right to decline evacuation and protect their property

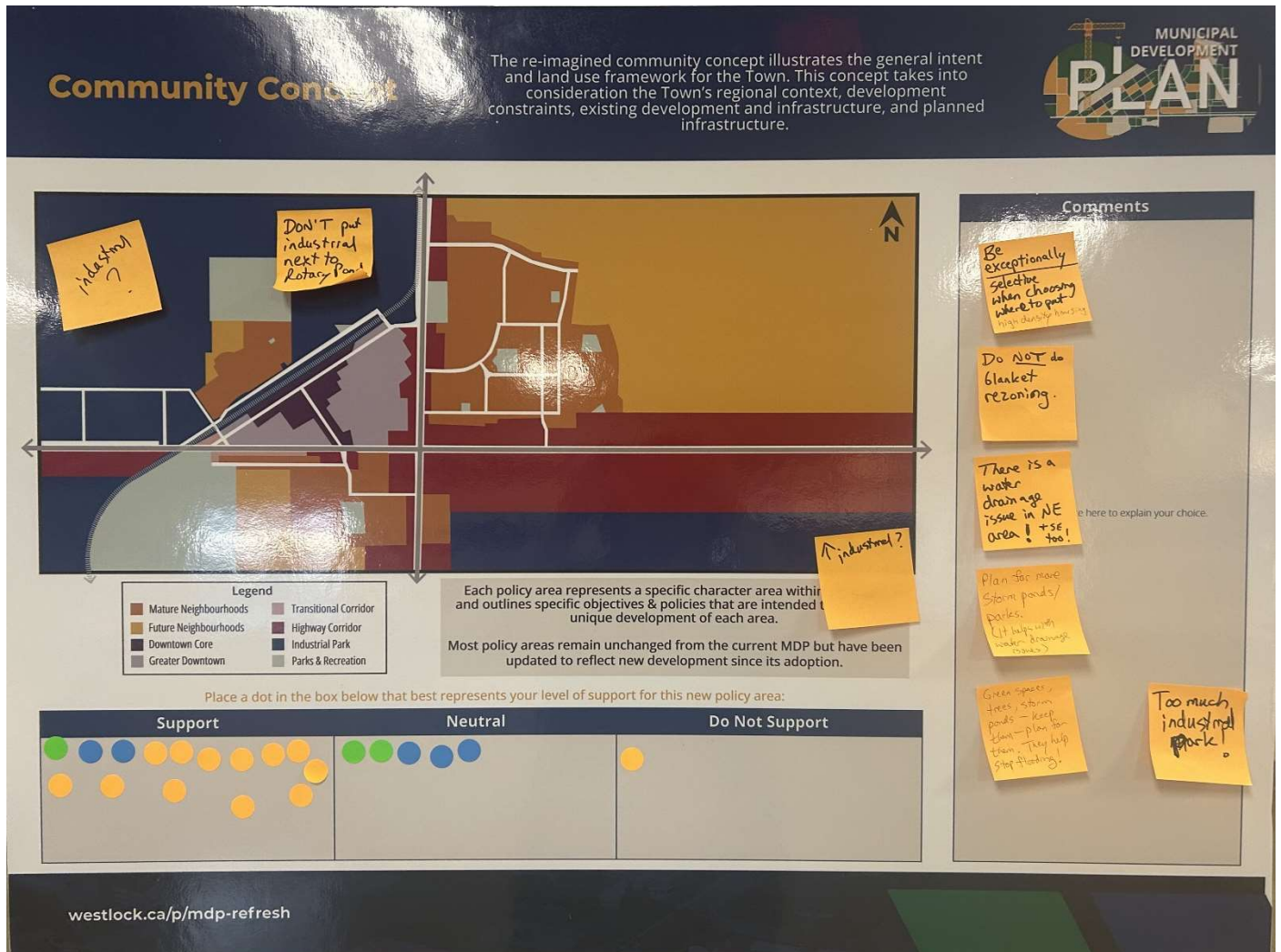
Consider community members partners not adversaries in emergency situations.





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Board: Community Concept



#### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	1	2	0
Thursday, April 25 (Blue)	2	3	0
Wednesday, May 1 (Orange)	12	0	1
<b>Total</b>	<b>15</b>	<b>5</b>	<b>1</b>

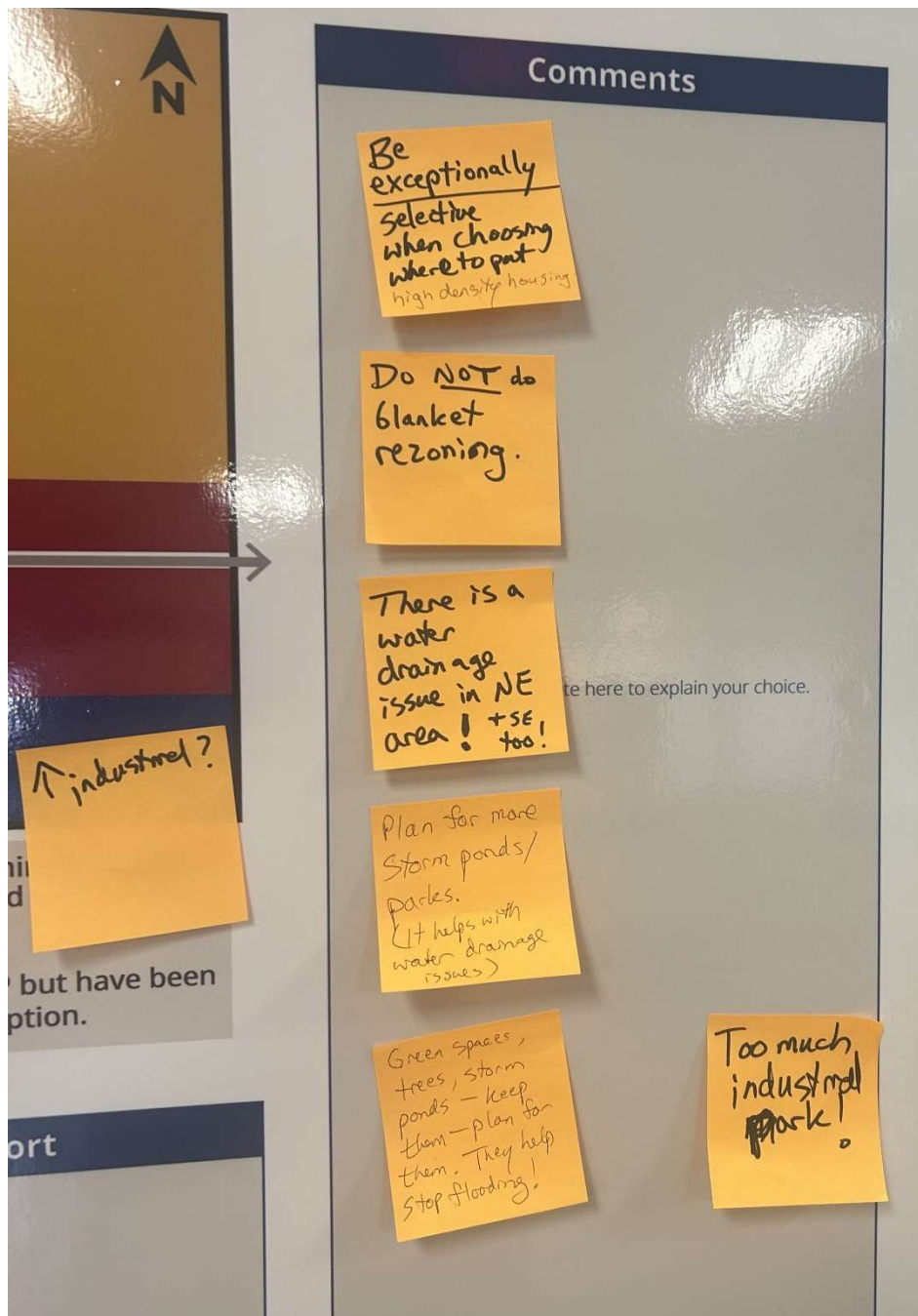
#### Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>Industrial?</li> <li>DON'T put industrial next to Rotary Pond</li> </ul>



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

- Be exceptionally selective when choosing where to put high density housing
- Do NOT do blanket rezoning.
- There is a water drainage issue in NE area! + SE too!
- Plan for more storm ponds/parks. (It helps with water drainage issues)
- Green spaces, trees, storm ponds – keep them – plan for them. They help stop flooding!
- Too much industrial park!





## 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.

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

### Comments

New apartments should go here, near services

Place a sticky note here to explain your choice.

Are you considering blanket rezoning?

Are you looking at high-density buildings next to housing?

Many residents will be opposed to high-density housing being next door.

Do Not close any roads or alleys

Do Not narrow any roads or alleys.

Do Not impede traffic flow

[westlock.ca/p/mdp-refresh](http://westlock.ca/p/mdp-refresh)

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	1	0	0
Thursday, April 25 (Blue)	6	1	0
Wednesday, May 1 (Orange)	13	0	1
<b>Total</b>	<b>22</b>	<b>1</b>	<b>1</b>

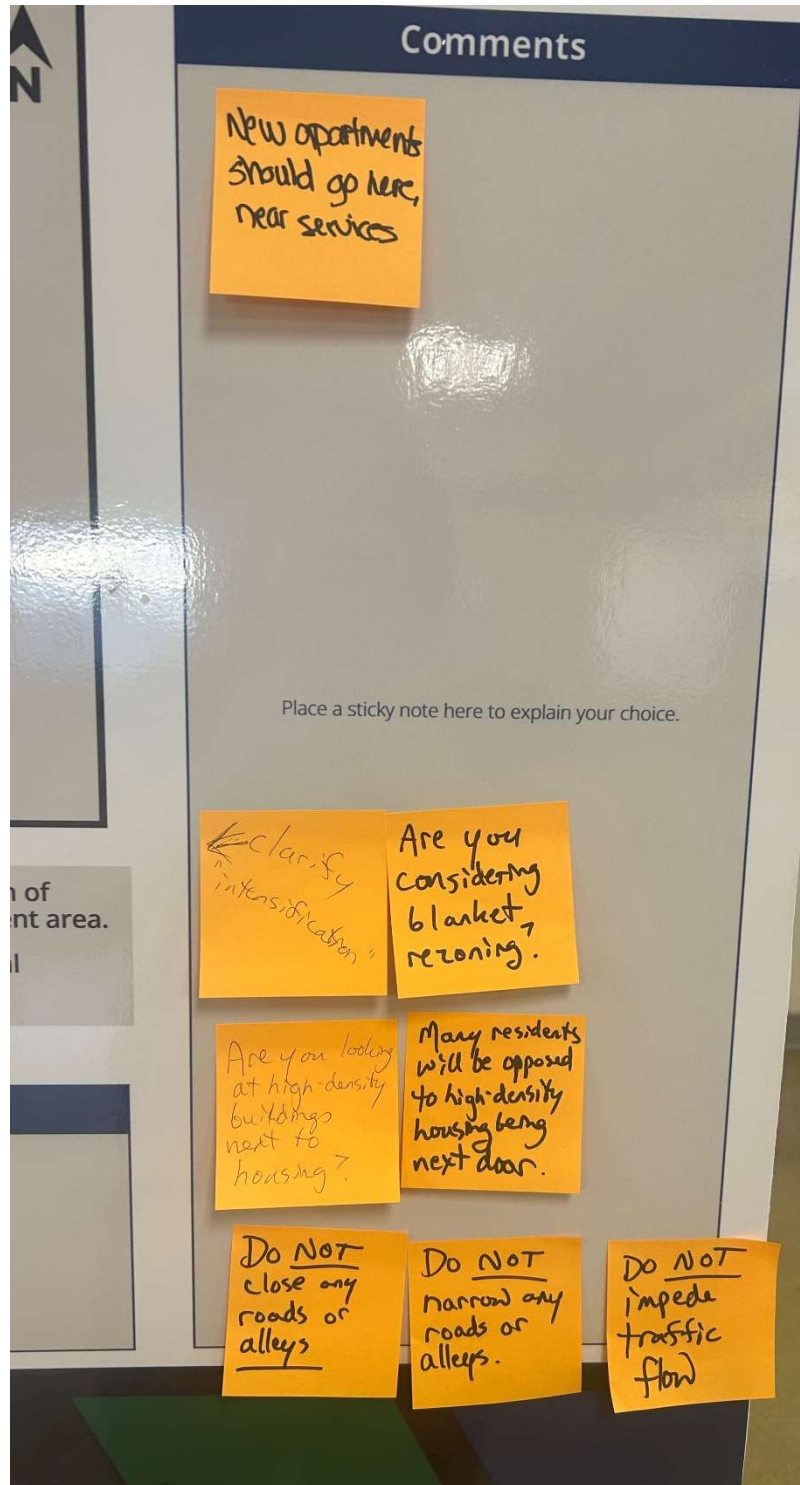
Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	N/A
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>• New apartments should go here, near services</li> <li>• clarify intensification</li> <li>• Are you considering blanket rezoning?</li> </ul>





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

- Are you looking at high density buildings next to housing?
- Many residents will be opposed to high-density housing being next door.
- Do NOT close any roads or alleys
- Do NOT narrow any roads or alleys
- Do NOT impede traffic flow





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### Board: NEW Transitional Corridor Policy Area

#### 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.

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
<div style="display: flex; justify-content: space-around;"> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>●</span> </div>	<div style="display: flex; justify-content: space-around;"> <span>●</span> <span>●</span> <span>●</span> </div>	<div style="display: flex; justify-content: space-around;"> <span>●</span> <span>●</span> <span>●</span> </div>

#### Comments

Concerned about adding additional people - pedestrian safety issues

Don't close any roads!

Does "pedestrian-friendly" mean you are closing roads and alleys?!?

↑ NOT Acceptable

Respect the church

note here to explain your choice.

[westlock.ca/p/mdp-refresh](http://westlock.ca/p/mdp-refresh)

#### Level of Support:

Open House Date	Support	Neutral	Do Not Support
Wednesday, April 24 (Green)	1	0	0
Thursday, April 25 (Blue)	5	2	2
Wednesday, May 1 (Orange)	11	1	1
<b>Total</b>	<b>17</b>	<b>3</b>	<b>3</b>

#### Comments:

Open House Date	Comments
Wednesday, April 24 (Green)	N/A
Thursday, April 25 (Blue)	<ul style="list-style-type: none"> <li>Concerned about adding additional people – pedestrian safety issues</li> </ul>
Wednesday, May 1 (Orange)	<ul style="list-style-type: none"> <li>Don't close any roads!</li> <li>Does "pedestrian-friendly" mean you are closing roads and alleys?!? NOT acceptable</li> <li>Respect the church</li> </ul>



## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

Comments

Concerned about adding additional people  
- pedestrian safety issues

Don't close any roads!

Does "pedestrian-friendly" mean you are closing roads and alleys?!?

↑  
NOT Acceptable

Respect the church

low-density residential areas

tion of the highway as a traffic  
d neighbourhood-scale retail.

olicy area:

o Not Support

by note here to explain your choice.





## PUBLIC ENGAGEMENT PHASE 2 WHAT WAS SAID REPORT

### APPENDIX A: OPEN HOUSE BOARDS

The Open Houses features 11 boards of content (including introduction and exit boards). Originals of each board are included in the following pages.

#### **Open House Board Listing:**

1. About this Project
2. Vision
3. Guiding Principles
4. Policy Themes – Community Livability / Housing
5. Policy Themes – Transportation & Mobility / Infrastructure & Utilities
6. Policy Themes – Environmental Sustainability / Economic Development
7. Policy Themes – Recreation, Arts and Culture / Emergency Management
8. Community Concept
9. NEW Greater Downtown Policy Area
10. NEW Transitional Corridor Policy Area
11. Next Steps





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.





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.

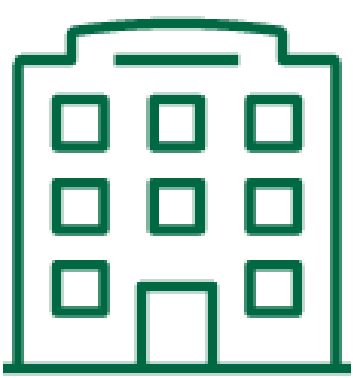


## Support a Strong, Diverse Local Economy

- 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

Place a sticky note here to explain your choice above.



# 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.



Transportation & Mobility

- 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.

Infrastructure & Utilities

- 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

Place a sticky note here to explain your choice above.



# 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.



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

Place a sticky note here to explain your choice above.



# 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.



## 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

Mature Neighbourhoods

Future Neighbourhoods

Downtown Core

Greater Downtown

Transitional Corridor

Highway Corridor

Industrial Park

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.

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

Support	Neutral	Do Not Support

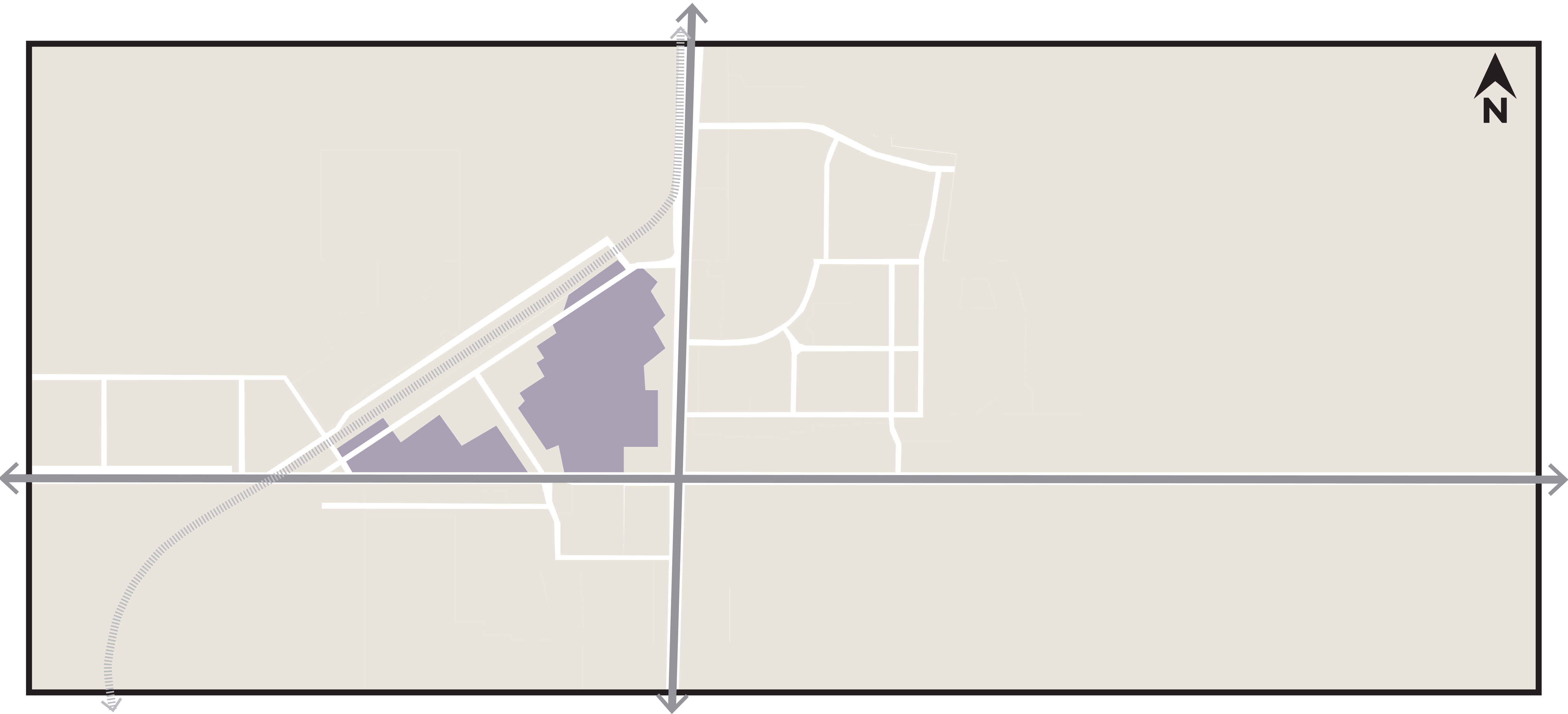
Comments

Place a sticky note here to explain your choice.



# 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.



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

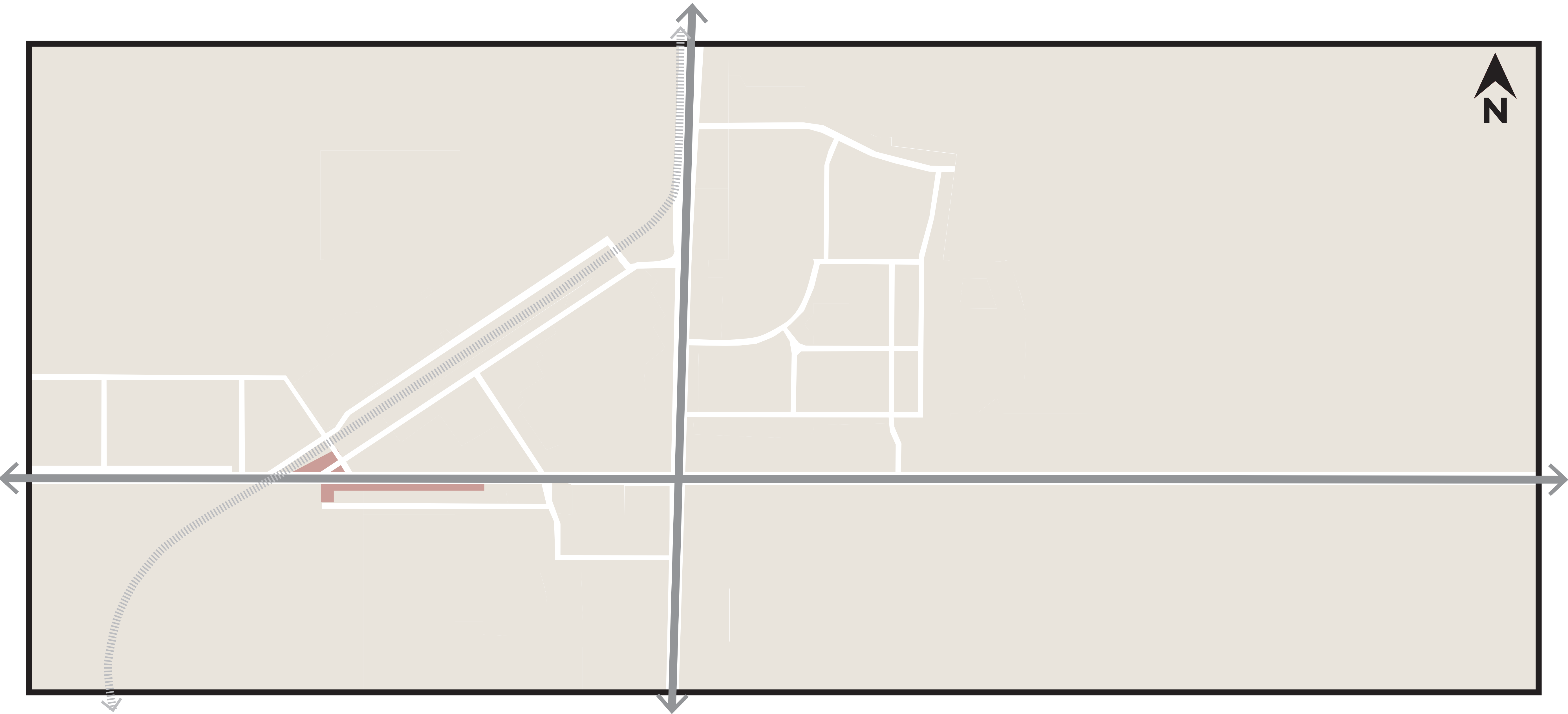
Comments

Place a sticky note here to explain your choice.



# 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.



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

Comments

Place a sticky note here to explain your choice.





**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.