

# Downtown's Next Chapter ENGAGEMENT

SEPTEMBER 2024



## WHAT WE LEARNED REPORT



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# Engagement At a Glance

## MAJOR THEMES

1

### Construction Impact to Businesses

- Concerns about disruptions to customer / delivery access
- Preference for faster construction and concerned about construction timelines
- Mitigate parking loss. There is a need for alternate options for staff parking in the long-term
- Focus on making things as easy as possible for businesses
- Existing downtown events are challenging for Main Street businesses
- The top supports that the Town should provide are:
  - o regular communication about construction schedules and progress
  - o signage for businesses during construction

2

### Main Street Designs

- Concerned about losing parking
- Accessibility is important especially for seniors and that includes parking
- Concerns about cost
- Desire to maintain town's charm (old town charm)
- Support for fixing infrastructure that needs replacing
- Support for Triangle and Pisttoo Park designs generally, but desire for Triangle Park to have features for kids

3

### Our Plan for Downtown

- 63% support the proposed elements of the plan
- Additional comments were:
  - o ensure the town's charm isn't lost through design
  - o concern about loss of parking
  - o concern with costs and impact on public finances
  - o the vision, goals, and principles are too generic or vague

## Downtown



Downtown

Riverfront

Arts & Learning  
Campus | Library

350m

400m



## HOW WE ENGAGED

### Engagement with businesses and community members to better understand:

- Business perspectives on how Main Street construction will impact them
- Community perspectives on the draft ideas for Main Street and Our Plan for Downtown

### ENGAGEMENTS

- Directly Impacted Business and Resident one-on-one discussions and drop in session
- Open House
- Online Survey

### WHEN?

- June - July 2024

## WHO ENGAGED?

**250**

Total engagements

**106**

Open House attendees

**40**

Business one-on-one discussions

**100**

Surveys completed

**4**

Directly impacted businesses and residents drop in event

**1795**

Community members visited the project website page

**143**

Postcards delivered to businesses during one-on-one visits with an open invitation to discuss the project

**701**

Letters mailed out or hand-delivered





# Project Background

**The Town of Okotoks is dedicated to improving and enriching our downtown to benefit everyone in our community.**

The Downtown's Next Chapter is a part of the Town's long-term vision and strategy to improve the downtown and support development now and into the future. Elevating the downtown into a thriving gathering space will:

- Support businesses
- Foster community pride
- Promote economic growth
- Improve safety and accessibility for years to come

Over the next several years, the Town will undertake significant planning and construction efforts to shape the downtown's future. These efforts include:

- Main Street and parks enhancements
- Improved parking along Daggett Street
- Updated downtown policy plan (Our Plan for Downtown)



## PROJECT TIMELINE



# Policy Context

The Downtown's Next Chapter projects align with the direction laid out in the Municipal Development Plan, Land Use Bylaw, Strategic Plan, Economic Development Plan, Downtown Urban Design Master Plan, Active Transportation Strategy, Environmental Master Plan, Climate Action Plan and Culture, Heritage & Arts Master Plan.

The vision, mission, and guiding principles set out in the Community Sustainability Plan and the Strategic Directions outlined in the 2018-2021 and the 2022-2025 Strategic Plan support the Town's undertaking of the Okotoks Downtown Vitalization project (now called Downtown's Next Chapter).



## PRINCIPLES OF ENGAGEMENT

The Town of Okotoks is committed to the following guiding principles every time we engage with the public. These are the foundations of our practice.



### ACCOUNTABLE

We uphold commitments made to the public. We evaluate our processes and outcomes in order to learn from our experiences, track our progress, and improve over time.



### EQUITABLE

Diverse opportunities are provided so that perspectives and ideas from all interested parties are considered.



### TRANSPARENT

Clear, timely and complete information is provided to share processes and decisions.



### RELATIONAL

We value the people we are engaging with and put them in the center of our processes, building relationships, understanding and trust.

# Community Engagement

The Town is committed to community engagement through our recently updated Community Engagement Strategy & Toolkit. The primary goals of the engagement process are to connect with residents and businesses affected by the downtown enhancements, providing clear information on the benefits, challenges, and overall impact. By engaging with businesses and residents about the downtown, the Town can identify concerns and opportunities and build them into the plans.

## Level of Public Participation

The Town follows best practice from the International Association of Public Participation (IAP2) organization on how to appropriately engage interested parties. We build community engagement plans using the IAP2 spectrum below to assist in guiding the level of participation (i.e. engagement) that best fits the needs of the project. The level of participation used for this phase of engagement for the project was: Consult – to obtain feedback on analysis, issues, alternatives and decisions.

## WHO DID WE ENGAGE?



**250**

Total engagements



**40**

Business one-on-one discussions



**4**

Directly impacted businesses and residents drop in event



**106**

Open House attendees



**100**

Surveys completed

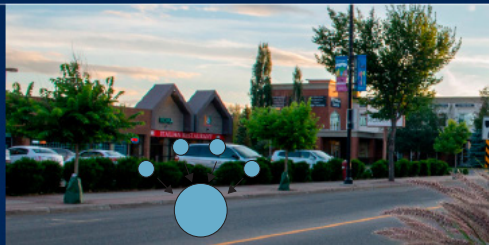
This project falls within the **CONSULT** level.

**Okotoks**

## Downtown's Next Chapter

Downtown is the heart of Okotoks! Through enhancement projects & long-term planning, we are committed to developing & maintaining a viable & vibrant downtown.

+ Follow



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<b>GOAL</b>	To provide balanced and objective information to assist the public in understanding the problem, alternatives, opportunities and/or solutions.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with public to make sure concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
<b>PROMISE</b>	"We will keep you informed."	"We will keep you informed, listen to and acknowledge your concerns and aspirations, and provide feedback on how public input influenced the decision."	"We will work with you to ensure your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision."	"We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible."	"We will implement what you decide."



# Engagement Activities

**The Town offered a number of engagement opportunities to inform and gather community feedback on Downtown's Next Chapter:**

## One-on-One Meetings with Businesses

Door-to-door visits with businesses and residents directly impacted by the Main Street construction. During these visits, we learned more about concerns, and provided information about the online survey and drop-in session.

## Drop-in Session

The drop-in session was an alternative opportunity for directly impacted businesses and residents to learn more about the main street construction and provide their feedback. Attendees could talk with Town representatives, review project plans, ask questions, and share their concerns and suggestions.

## In-person Open House

A widely advertised opportunity for community members to learn about the project, engage in direct discussions with project staff and provide feedback on the Main Street enhancements and Our Plan for Downtown.

## Online Survey

An online survey was available for over a month to gather input from a wide range of community members who may not have been available during the one-on-one meetings, drop-in session or open house.

## Project Website

The Town created a dedicated website for the Downtown's Next Chapter project - [shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown) where project information was available and updated regularly.

## 2024 ENGAGEMENT TIMELINE

MAY

15

Downtown's Next Chapter Website Launched

MAY

22

TO

JUN

19

Project Advertising

JUN

18

Open House Event

JUN

19

TO

JUL

31

Online Survey - 100 respondents

JUN

25

TO

JUN

26

One-on-one Engagement with Businesses & Residents

JUL

9

Drop-in Session for Directly Impacted Businesses & Residents



# Engagement Advertising

Engagement advertising was diverse, consistent and included the following:

## Social Posts



**10**

posts on Town and Economic Development social media channels between May 22 and July 2

39,569 TOTAL REACH on all platforms

## Citizen Panel Newsletter



**471**

subscribers

78% OPEN RATE; 10% CLICK THROUGH RATE

## Letters



**701**

letters mailed out or hand-delivered

## Emails



**1,200**

emails distributed to the Economic Development business opt-in mailout list

## Postcards



**200**

postcards delivered to businesses



**40**

one-on-one visits during deliveries

## Project Website



**1,795**

community members visited the project website page

## Online Newspaper Ads



**34**

clicks to website.  
.17% click through rate

## Project Subscribers



**14**

Shape Our Town followers post-engagement compared to 11 followers pre-engagement

## Business Beat Newsletter



**824**

subscribers

50% OPEN RATE; 2% CLICK THROUGH RATE

## Newspaper Print Ads



**4**

ads published in the Western Wheel

MAY 29, JUNE 5 and 12. TOWN PAGE: JUNE 5

# Engagement Reporting

The What We Learned report is a key component of the engagement process and is designed to transparently collect and summarize all the feedback received from the community about Downtown's Next Chapter. It summarizes key themes including areas of support, concerns, and suggestions from community participants. The expectation is that this information will be considered by project staff and that the Town will provide updates on how this feedback was used.



## What We Asked

### The main questions asked during one-on-one business discussions included:

1. Concerns: What are your primary concerns about the construction?
2. Impact: How do you think this project will affect your business?
3. Timeline: Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter period?
4. Marketing Support: How can the Town best support your business?

### The open house questions and online survey reflected the same questions and were broken down into three sections:

- Part 1: Your Connection to the Project
- Part 2: Main Street Enhancements
- Part 3: Our Parks

Part 1 identified the respondent's connection to the project. If the participant identified as a downtown business owner, operator, staff member, or a resident/residential property owner of a property that fronts Main Street, they were directed to Part 2: Main Street Enhancements. This section sought feedback on concerns about the construction, potential impacts, preferred timeline of the construction process, and ways the Town can best support their business during this period.

If a respondent was not a downtown business owner, operator, staff member, or a resident/residential property owner of a property that fronts Main Street, they were directed to Part 3: Our Parks. This section gathered feedback on the proposed concept designs for Triangle and Pisttoo Parks, and the Our Plan for Downtown (downtown area redevelopment plan) draft content.

The survey included key project information to inform respondents before providing their feedback. A detailed overview of all Downtown's Next Chapter open house information was also available for download as a PDF file on the survey webpage.



# What We Learned

The summary of feedback includes all in-person and online engagements. It captures the main points, ideas, and concerns shared by the community, providing a comprehensive picture of community input on the Downtown's Next Chapter project.



# One-on-One Directly Impacted Businesses

Discussions with businesses and residents who will be directly impacted by construction on Main Street were organic based on what the members of the public wanted to share with the Town about their concerns and thoughts.

The major themes are:

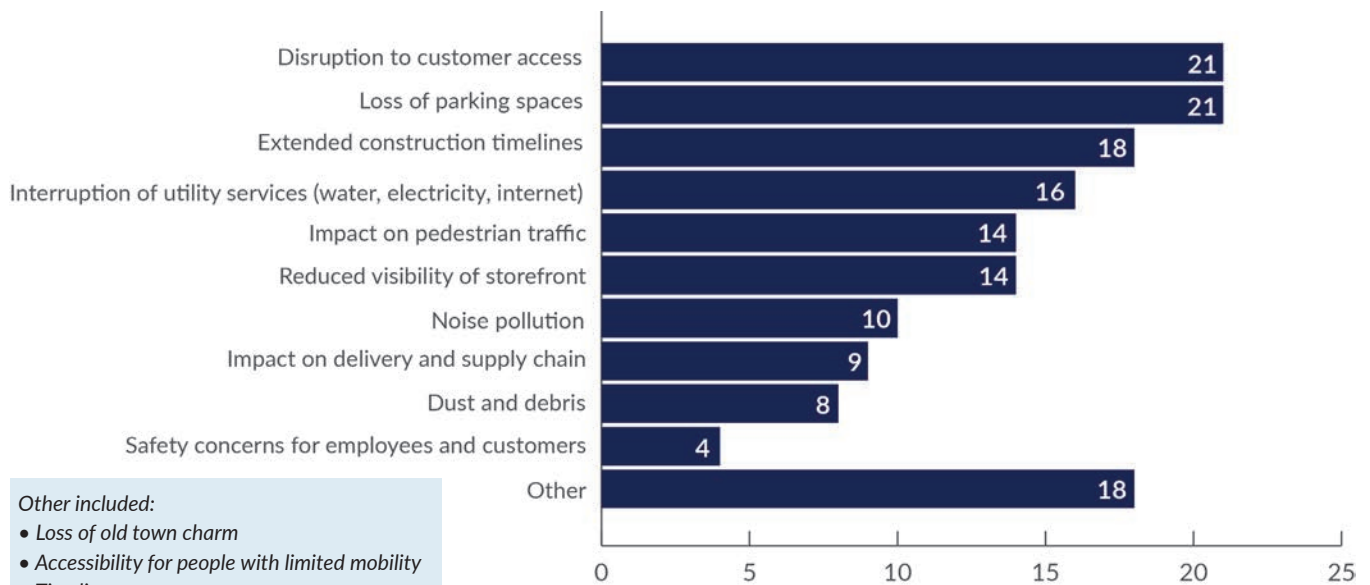




# Open House and Survey Feedback

## Main Street Construction

What are your primary concerns about the construction?



Other included:

- Loss of old town charm
- Accessibility for people with limited mobility
- Timelines
- Impact on events
- Concerns about financial costs



# Open House and Survey Feedback

## Main Street Construction

How do you think this project will affect your business?

*The following main themes are listed in priority order starting with the most frequently stated.*

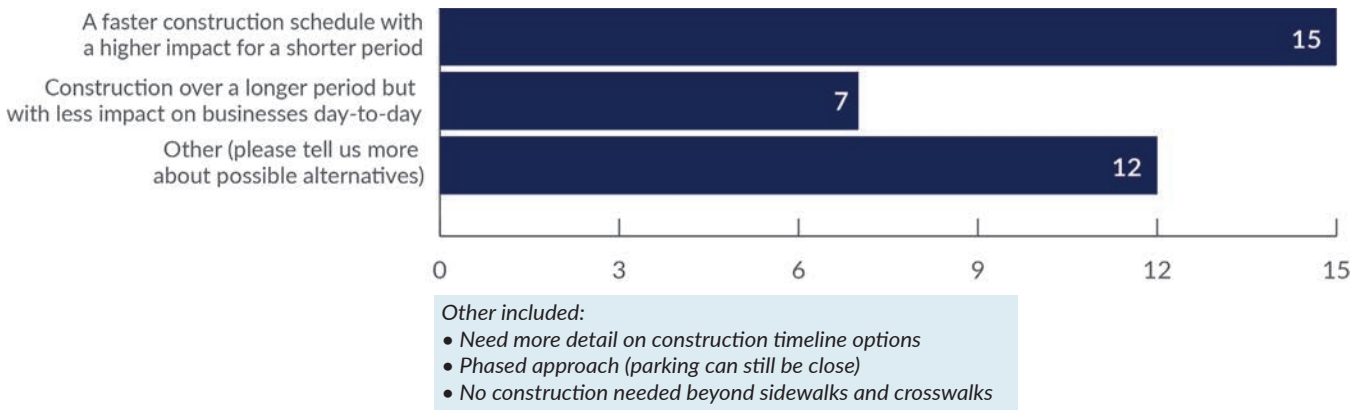
THEMES	EXAMPLE QUOTES
<b>Concern that businesses will be negatively impacted</b>	"Reduction of access to businesses. Timeline not mentioned."
	"I anticipate that each segment of this project will impact our revenues as residents/customers will likely avoid the downtown areas due to the about the viability of my business through this process - the potential need to lay off staff due to lost revenue - the cost to hire and train staff on the other side and the impact on myself and my family by my having to carry the extra load of being in the store alone. I believe that parts of this project are necessary, but truthfully after having already suffered through COVID and continuing to feel the financial impact (likely another 3 years before fully recovered) this project has serious implications on my plans for my business moving forward."
	"I am concerned customers will not be able to access my business, will think they can not access it, or find it difficult to access it with construction. Although I am in favor of the updates, it can be a struggle to draw customers into the downtown area and I am concerned that the disruption will have them opting for easier access of the big box stores. Especially if parking is significantly impacted."
<b>Loss of parking</b>	"I DO NOT want to end up like Marda Loop."
	"Parking helps bring customers."
<b>Positive impact once completed. Painful during construction</b>	"Don't take away any downtown parking on Main Street."
	"Events from third parties will be drawn to this! I can't wait to create activities in this space."
	"It will be a pain while it's happening, but I understand the positive impact it will have on my business."



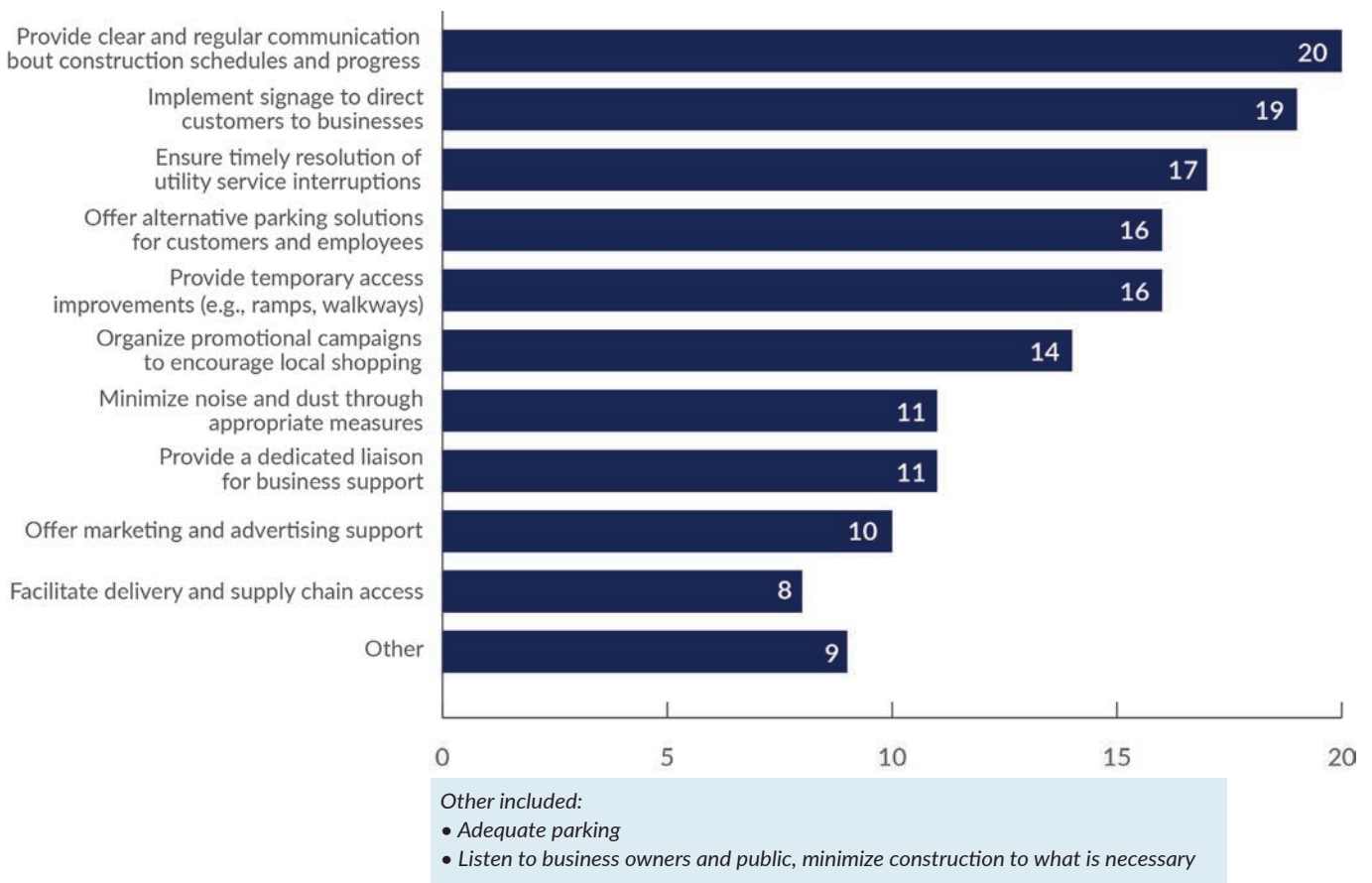
# Open House and Survey Feedback

## Main Street Construction

Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter period?



How can the Town best support your business during this period?



# Open House and Survey Feedback

## Pisttoo Park

How would you like to use Pisttoo Park? Please share your thoughts on the draft concept.

The following main themes are listed in priority order starting with the most frequently stated.

THEMES	EXAMPLE QUOTES
Overall support for the proposed park concept	"I think all the above sounds really nice."
	"I like the idea currently proposed for the park but believe it won't amount to anything if it doesn't feel integrated with the rest of the downtown development."
No need to make changes to the park. No intention of using this space, there are other good parks nearby	"Put money into the rotary park. Great space near by."
	"Leave it alone it's never going to a quiet relaxing place with a major road next to it."
Support for an outdoor art exhibit	"Engage with arts and culture displays, chill outside by the trees."
	"I like the idea of using it for art displays and community events. We have so few heritage spots in Okotoks and to have them play a more significant role in the town would be great."
Support for relaxation and quiet space	"To relax and stroll, zen moments and to be inspired."
	"As a quiet space to enjoy nature and events, exhibits, and performances."
Support for an entertainment/ community event space (i.e., music, performances, festivals)	"Parks are a great venue to set up parades, pop up markets, family events and so on. Keep the economy open by freeing the main street."
Support for picnic areas, a gathering space, green space	"Picnic area for families and toddlers."
Taxes are better spent on other priorities/financial concerns	"If it can't be paid for by admissions to the gallery then it should not be done, there is not enough interest in this by the general public, council does not need to waste time and money on it."
Support for family/kids spaces (i.e., playground, climbable art, natural play)	"Should be able to offer something for seniors and children alike. It needs something more for children - interactive structure to climb."

# Open House and Survey Feedback

## Triangle Park

How would you like to use Triangle Park used? Please share your thoughts on the draft concept.

The following main themes are listed in priority order starting with the most frequently stated.

THEMES	EXAMPLE QUOTES
<b>Support for using it as a gathering space: family oriented, seating for adults, interactive things for all ages including kids (natural climbing, swings)</b>	"Sitting? Shade for adults. Things to entertain children."
	"A few natural elements "boulders, rocks, logs" etc. for children to climb on would be great."
	"Needs something for all ages."
<b>Not in favour of redeveloping the park. No intention of using this space. Doesn't need to be changed</b>	"Current use seems to work. Trees can be trimmed up to improve sight lines and airflow."
	"For now, unless the park can be developed on, don't spend the money to do anything. Seems wasteful to have "paths" through such a small parcel that goes no where and is bordered by a back lane."
<b>Support for including a playground</b>	"A play space needs to be included in one or both parks. It would be best if physically accessible equipment was part of the plan to benefit all children."
	"Please include a children's play structure!! I don't mind ripping the old one down as it was small and old, but even a swing set could still fit the aesthetics while giving the kids a place to play?? My kids play here while waiting for the Children's Parade, or when they need a play break after tagging along shopping downtown! Please don't remove all play spaces and make children feel they are unwelcome in public!"
<b>Overall support for the proposed concept</b>	"The vision described in the survey sounds good."
	"The design being presented looks lovely and welcoming. I am sure some adults will be upset to have the playground removed, but hopefully the boulders, stones and stumps will be something that children are able to and allowed to climb on."
<b>Concern with costs. Other priorities for the town</b>	"Please leave things the way they are, keep the existing charm and don't try to change things for the sake of change. There are much better ways to spend tax dollars that destroying the charm and the existing perfect areas."
<b>Design needs more seating, tables, shade</b>	"Shaded seating."
	"As envisioned but more seating required."
<b>Support having the park be a quiet, restful sitting spot</b>	"Gathering space, resting space."



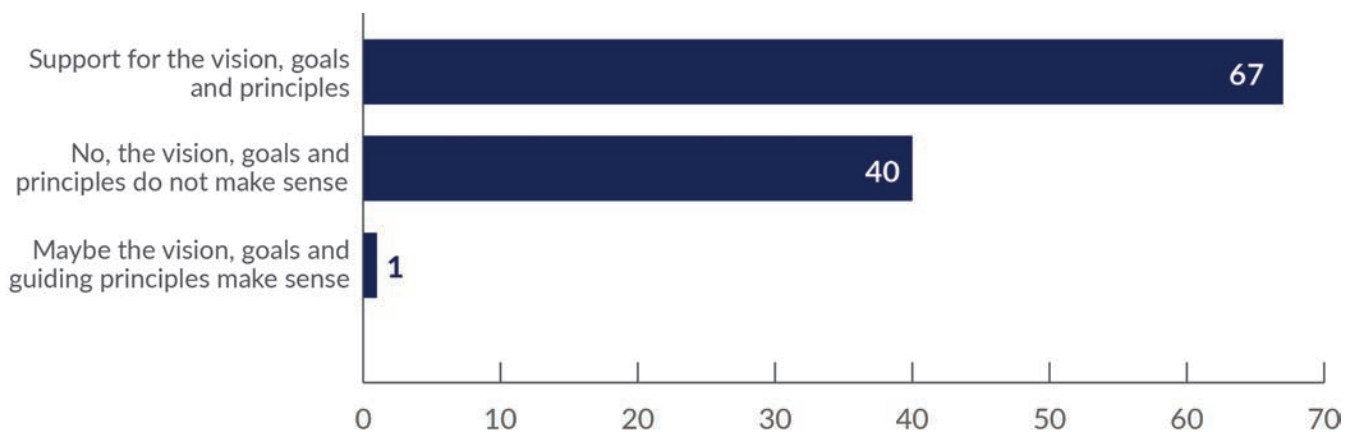
# Open House and Survey Feedback

## Our Plan for Downtown

Do the vision, goals and guiding principles make sense?

Is there anything missing from the vision, goals, guiding principles or character areas?

Do you have any other comments on Our Downtown Plan that you'd like to share with?



# Open House and Survey Feedback

## Our Plan for Downtown

The following main themes are listed in priority order starting with the most frequently stated.

THEMES	EXAMPLE QUOTES
<b>Maintain the small town charm</b>	"Doesn't reflect the old town okotoks feel, shouldn't be contemporary. We are a small town that you want to turn into a big city."
	"Has nothing to do with the old town okotoks feel."
	"Leave it be. At least preserve the old part of town."
<b>Concerns with parking</b>	"Lack of parking!!!!!!!!!!!!!!"
	"I do not see any parking in the downtown areas. As a former business owner who suffered from the last downtown revamp I strongly object to the no parking...and what about our seniors .... this would absolutely be detrimental to all the business on main street."
	"I just want to be certain that any of the upgrades do not eliminate any vehicle parking spaces. I believe it is essential that we do not lose a single parking space in our old town area where alal these plans are being made. Even as it is, with all the new homes being built to the north , there are many more cars to accommodate & it is essential especially for seniors to be able to park near the business you are visiting."
<b>Concern with costs and impact on public finances</b>	"Honestly, an absolute waste of tax dollars and incredibly negative impact on businesses."
	"It's not going to improve anything and it's a waste of money. Just like the broken signs on the highways."
	"The cost of all that is outlined here is not discussed. The project scope should be limited to what is required to update the utilities with other work being minimized so that upward pressure on taxes is minimal."
<b>Downtown needs more retail, anchor tenant, less professional services, no food trucks</b>	"Need less professional life, more retail, maintain sense of quaintness, no food trucks."
	"I feel that the town needs to take a stronger stance into the types of businesses that are allowed to move into our downtown core. While I do agree that the service type businesses (daycares, doctors, dentists, etc) do bring business to the area, I believe they are better located on Elma Street, or on a second story (not directly on Main Street). When people come to town to stroll and enjoy our downtown, once they get to a service business, they stop and don't go farther, assuming that the retail area is done. This segregates the walking appeal of Main Street. We should be reinforcing restaurant and retail only."

# Open House and Survey Feedback

## Our Plan for Downtown

THEMES	EXAMPLE QUOTES
<b>It's a waste of time and money, moderate changes only</b>	"Why do you think you need to change the area? It is perfect the way it is, leave it alone and stop wasting people's time and tax dollars to destroy the area and charm."
	"Just do the road maintenance and more parking."
<b>Accessibility for mobility impaired needs to be considered including parking</b>	"Consider the ability for mobility impaired movement within the core."
	"Keep mobility and disabilities in mind for movement. Parking important but mainly for the lower mobility people. The rest of us can walk."
<b>Support for active transportation</b>	"Thanks for all the enhancements and vision for our community. The more we can build connected pathways and create spaces for gathering the more people will come and utilize downtown."
	"Should include specific accommodation for bike access including: - addition of new pathways or bike lanes in the downtown area where space is available - additional bike racks throughout the downtown (as well as other public spaces throughout Okotoks)"
<b>Vision, goals and guiding principles are vague and generic</b>	"Makes sense, sure, but fairly vague and generic."
	"What is a 'fine-grained pattern on shops...': Establish a Warm & Contemporary Main Street - Downtown should be defined by a fine-grained pattern of shops that are built with a contemporary palette of warm natural materials. What are 'sustainable elements'? What is an 'inclusive manner'?"
	"Honestly I struggle to follow the vision here. Without providing some imagery to help the public understand the general feel and styles that are being considered, it all just sounds like a bunch of buzzwords."



# Open House and Survey Feedback

## Daggett Street

Respondents provided general comments on the Daggett Street information including the following key themes:



# Downtown's Next Chapter

## Additional Comments

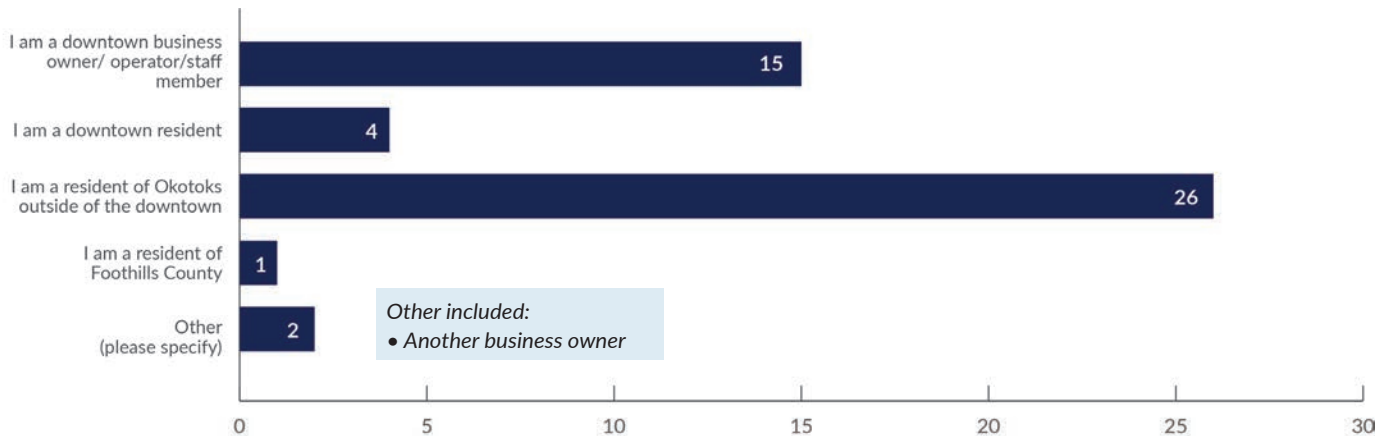
Do you have any other questions or comments about Downtown's Next Chapter?

The following main themes are listed in priority order starting with the most frequently stated.

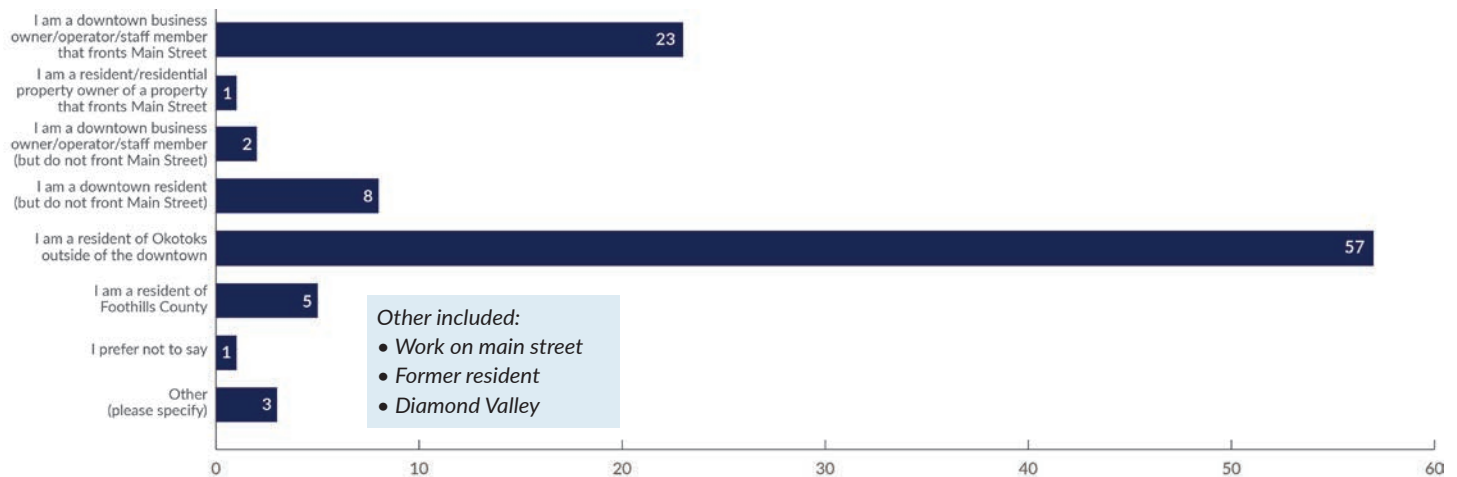
THEMES	EXAMPLE QUOTES
<b>Financial concerns</b>	"Tax cost. Property taxes up 15% in one year plus utility increases. Stop increasing spending. Make developers pay for future infrastructure. Why do my taxes go up because the town grows and I get less services"
	"The cost and will taxes go up again!"
	"The cost of each component of the plan should be accurately stated to the public."
<b>Keep the old / small town charm</b>	"Keeping an antique feel will also increase tourist dollars! No one will travel from Calgary to see More Calgary. Make it uniquely Okotoks and something different and special people will go out of their way to come visit, and we'll enjoy increased revenue as well as a charming heritage town."
	"Minimize changes to the old town buildings, maintain the old town as it is to retain the heritage. It is a unique piece of history and excess construction will destroy the old town atmosphere. The old town atmosphere as it is, is both a major tourist attraction and brings the past into the present. We cannot rebuild history, we can either retain it or replace it. Thanks"
<b>The town has other priorities for these funds</b>	"Focus on water vs. parks."
<b>Concern with losing parking</b>	"Communal parking areas for staff outside of main downtown area."
<b>Focus on the basics: deep infrastructure, essential repairs only for now</b>	"Do deep infrastructure now. See how disruption is. Assess for the rest + consult then."

# Demographics

## Open House Please tell us your connection to the project.



## Survey



## How would you like to receive information from us?







# Next Steps

2024 Q3 TO 2024 Q4

Main Street Detailed Design and Our Plan for Downtown Drafting

2024 Q4

Community Engagement

2025 Q1

Downtown Plan Approved

2025 Q2/Q3 Onwards

Main Street Construction

[ShapeOurTown.Okotoks.ca/DOWNTOWN](https://ShapeOurTown.Okotoks.ca/DOWNTOWN)

*Okotoks*

# Appendices

## Appendix A: Verbatim Responses

Verbatim responses are provided on the following pages for the public events and survey. For the purpose of this report, any names or identifying information posted in the responses is shown as “xxxx”.

### Survey

The following verbatim responses were provided through the online survey.

#### 1. Please tell us your connection to the project:

Other (please specify)

- Response 1 Diamond Valley
- Response 2 Former resident
- Response 3 Work on mainstreet

#### 2. What are your primary concerns about the construction?

Other (please specify)

- Response 4 Lose the traditional old town atmosphere

#### 3. How do you think this project will affect your business?

- Response 5 Reduction of access to businesses  
Time line not mentioned
- Response 6 As a business owner I AM directly affected
- Response 7 As a business owner who just signed a 5 year lease on Elizabeth I worry about parking, disruptions, less walking traffic during construction. I DO NOT want to end up like Marda Loop
- Response 8 Closures and slowed traffic is already compromised with town events; creating reality of extended amounts of time for construction.  
On these “downtown” closure days; our business customers are frustrated; employees and delivery staff challenged to get to and from work...  
I can’t imagine extended amount of closures and reduced traffic flow will acceptable to continue to serve our growing business
- Response 9 I am concerned customers will not be able to access my business, will think they can not access it, or find it difficult to access it with construction. Although I am in favor of the updates, it can be a struggle to draw customers into the downtown area and I am concerned that the disruption will have them opting for easier access of the big box stores. Especially if parking is significantly impacted.  
  
I think that the key to the overall success of this project (for the town and business owners) will be reliant on communication and how successfully the town promotes the fact that the downtown will still be open for business, as well and how easily customers can access businesses and services. Signage, regular updates, advertisements (both in the Western Wheel and on social media). Business has not returned to normal post pandemic and all businesses are feeling the impact of high food prices, etc. There is a concern that, if not handled properly, the decreased access due to construction could be the final blow for many businesses. We want a beautiful and functional downtown, but not at the expense of the fantastic small business community.

- Response 10 I anticipate that each segment of this project will impact our revenues as residents/customers will likely avoid the downtown area due to the above listed issues.  
I am very concerned about the viability of my business through this process - the potential need to lay off staff due to lost revenue - the cost to hire and train staff on the other side and the impact on myself and my family by my having to carry the extra load of being in the store alone.  
I believe that parts of this project are necessary, but truthfully after having already suffered through COVID and continuing to feel the financial impact (likely another 3 years before fully recovered) this project has serious implications on my plans for my business moving forward.
- Response 11 I think it will go out of business. We won't be able to last, as we cater to elderly people and lots of people from outside of Okotoks who won't know where else to park to access the store.
- Response 12 It will definitely slow traffic go not only mine but all downtown businesses. Decrease in sales
- Response 13 It may affect customers being able to visit our location or turn customers away all together with road closures etc
- Response 14 It will affect the business as well as the true values of Okotoks, where people that moved here and come here for stand by
- Response 15 It will be a pain while it's happening, but I understand the positive impact it will have on my business.
- Response 16 It would impact the customer traffic. Even the slightest inconvenience can cause people to not make the effort to shop the local stores during construction.
- Response 17 McRae Street. I believe our section has already been completed. Unfortunately, when the broken sidewalk blocks were "fixed" last summer, not all the broken ones were dealt with and there is still a lot of crumbling areas that are trip hazards and difficult to shovel in the winter.
- Response 18 Negatively; save tax dollars - downtown is fine as is.
- Response 19 Parking
- Response 20 Positively once complete.
- Response 21 The above

**4. Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter period?**

**Other (please tell us more about possible alternatives)**

- Response 22 A CLEAR and DEFINED schedule not one that changes, with adequate support for businesses and clear directions for customers (unlike the Northridge/Southridge mess!)
- Response 23 I like the idea of faster construction, but it depends how much the time frame would be shortened. If it's minimally shortened, then I prefer a longer period with less day to day impact.
- Response 24 It is nearly impossible to answer question 4 when no actual timelines can be offered. Any construction causing street closures, limit access to downtown core from April-mid June & early Aug onward will seriously impact our revenues. We heavily rely on customers being able to easily access our building.
- Response 25 No construction. If there has to be construction maybe fix the sidewalks
- Response 26 The only construction that is needed is a crosswalk. The rest is not necessary.

**5. How can the Town best support your business during this period?**

- Response 27 Conduct work at night. Or better yet have 24/7 to shorten timeline
- Response 28 Listening to business owners and public. There was a reason the drinking area didn't work. We don't want that city feeling
- Response 29 Minimize changes to layout and focus on mechanical upgrades like waterlines to retain the unique heritage of old town
- Response 30 Pay businesses for loss of business caused by this unnecessary construction.



## 6. How would you like to use Pistoo Park?

- Response 31 A path to river valley is only part of this that would be useful. Upgrading this space will have very little impact on its use. Money used for this project would be better served somewhere else. With people moving to town families are needing upgraded facilities to keep them busy. Wait times and capacity for our rec centre are maxed out. Youth have very little to do. We find ourselves leaving town often for better pool facilities and biking trails. Finding a place downtown for something active for families would be better. With space being limited an outside pool/ water park. Actual biking trails along river. Too many walkers on the path gets dangerous. Families can spend a couple hours doing that and then walking to get ice cream, candy, toys or books. That is how you keep downtown alive. Not by performing/ display stages that only get used during events.
- Response 32 A place for couples to have wedding photos taken
- Response 33 A place to enjoy all the arts and history in our wonderful town!
- Response 34 A quiet reflective place for artists to come together and create different art pieces. Explore the opportunities for artists getting together to inspire other artists or children who want to learn.
- Response 35 A shaded resting area for picnics would be lovely. Maybe a small water feature, like a stone fountain or little koi pond? I could imagine sitting there to eat after a festival or walking around downtown.
- Response 36 Adult relaxation. Shady place to have a lunch.
- Response 37 An entertainment space (Thursday Night @ the plaza) and place to relax and enjoy a beverage outside.
- Response 38 Art displays, artisans at work creating their works of art. Sculptures in the works from artists. Seating and green space
- Response 39 As a park
- Response 40 As a place to enjoy outdoor art exhibits and shows
- Response 41 As a quiet seating space accommodating mobility impaired folks
- Response 42 As a quiet space to enjoy nature and events, exhibits, and performances.
- Response 43 As shown, needs to be accessible for those with disabilities
- Response 44 Check out Art displays.
- Response 45 Day use/picnic area
- Response 46 During markets or walks downtown with friends it offers another spot to gather - but with the deadend/no sidewalk you usually end up turning around at this point. You also can't tell if it's open and I think visitors are missing out the amazing artwork/gifts inside!
- Response 47 Engage with arts and culture displays, chill outside by the trees
- Response 48 For special events
- Response 49 Green space as proposed
- Response 50 I believe it is already functions how the town is planning, however, the town plan looks like it will enhance this even more.
- Response 51 I do not plan to use the park.
- Response 52 I have mixed feelings about more green space downtown
- Response 53 I like the approach to use the park to display art and for community events. I think it will be challenging to create a 'quiet' space considering it is beside the train tracks.
- Response 54 I like the idea of using it for art displays and community events. We have so few heritage spots in Okotoks and to have them play a more significant role in the town would be great.
- Response 55 I live a block away and have never used it other than light up okotoks
- Response 56 I support the vision as described in the survey.
- Response 57 I think a nice more relaxing area is great
- Response 58 I think all the above sounds really nice. I'm not a fan of the round about, but I assume that's not up for debate. I think the roundabout will make it difficult for pedestrian crossing in that location and many pedestrians cross there. I hope you've considered that in your planning.
- Response 59 I think it's too elaborate. Good for you for putting in a crosswalk. I'm happy to drop by for art and gatherings
- Response 60 I would not . How would you protect two dimensional art from elements and vandals? What would the cost be?

- Response 61 If it cant. be paid for by admissions to the gallery then it should not be done, there is not enough interest in this by the general public, council does not need to waste time and money on it.
- Response 62 It is fine the way it is, please stop spending money!! The drawing is very basic and not much different than what it is now, so I would suggest leaving it.
- Response 63 It should be affiliated with art gallery
- Response 64 It would be nice to go to events or relax at the park. I prefer nature and don't feel the town should be wasting our tax payer dollars on art. Okotoks has many more issues that require that money.
- Response 65 It's fine as is. We have all of this just down the street at Olde Towne plaza or whatever it is called.
- Response 66 Keep it different than other parks so it will be used.
- Response 67 Leave it alone it's never going to a quiet relaxing place with a major road next to it
- Response 68 More outdoor movies and music.
- Response 69 Music festival Market
- Response 70 Never heard of it
- Response 71 No opinion
- Response 72 Not much to say here, but improved pathways to bridge from the frequently used river paths to the east side of downtown would be a big start - along with improved sidewalks on the south side of N railway.
- Response 73 Open green space. Sit relax.
- Response 74 Outdoor stage and art display area, also climbable art like near the library
- Response 75 Parks are a great venue to set up parades, pop up markets, family events and so on. Keep the economy open by freeing the main street
- Response 76 Picnics, relaxing, seasonal markets & performances.
- Response 77 Plsttoo Park and the Art Gallery currently feel isolated from the rest of the downtown area. I would like to see the park (and Art Gallery) 'feel' more like part of the downtown stretch. I like the idea currently proposed for the park but believe it won't amount to anything if it doesn't feel integrated with the rest of the downtown development.
- Response 78 Place to gather and connect with friends and community. It would be a nice use of that space. I hope the big trees stay. They are aesthetically pleasing and offer nice shade on summer festival days.
- Response 79 Please leave things the way they are, keep the existing charm and don't try to change things for the sake of change. There are much better ways to spend tax dollars that destroying the charm and the existing perfect areas.
- Response 80 quiet time, shade, picnic
- Response 81 Riding my mobility scooter.
- Response 82 Shaded seating
- Response 83 Should be able to offer something for seniors and children alike. It needs something more for children -interactive structure to climb .
- Response 84 The list above is fine
- Response 85 The notion of a gathering space is great. Too often the spaces seem or feel reserved for "Arts" events and that doesn't appeal to large tracts of the population --> there's little connection between a conservative, nuclear-family oriented person and a drug-infused busker that looks like they haven't seen a shower in 3 months. Be conscious of how to connect with the quiet, tolerant majority of citizens.
- Response 86 There is already an area just west to this; don't do anything with Pistoo Park.
- Response 87 This is great if you love arts and culture but what about the other 80% of residents who would just like a nice park (perhaps with a water feature or splash pad) for spending summer days at.
- Response 88 To relax after running some errands in downtown. Be able to contemplate art in the outdoors would be lovely. Specially if the art is interactive. We should follow the world trend to hybridizing public art and playgrounds. They can be fun for all ages and give a sense of integration, diversity and enjoyment to all downtown's visitors.
- Response 89 To relax and stroll, zen moments and to be inspired
- Response 90 Waste of money
- Response 91 What you described sounds nice. Have you considered perhaps a nice fountain for some ambiance? Speaking personally I'd prefer some planters and professional flowerbeds rather than just a "natural space" when the naturalised Riverland is just a block away.

## 7. Please share your thoughts on the draft concept.

- Response 92 Again seems fine. Still would like some professional landscaping rather than just trees.
- Response 93 Am I really seeing a traffic circle? Thats neat but not the place it is needed most (Milligan at Vetrans)
- Response 94 As shown
- Response 95 Good to have a traffic circle. We need another one at top of veterans way. Also need light at poplar Ave and north railway st
- Response 96 Honestly, an absolute waste of tax dollars and incredibly negative impact on businesses.
- Response 97 I am happy to see an actual sidewalk out front of this park for greater access! As well as a performance area
- Response 98 I like the idea of multi use outdoor spaces tailored to the arts being beside the gallery.
- Response 99 I like the proposed plan.
- Response 100 I like the shade and the idea of a performance space. This all looks good. I would prefer to see more traditional art featured as opposed to modern art (in terms of the permanent art structures, the revolving exhibits can of course be whatever.) More "Old Town" feel, to match the vintage style of the Gallery and the vintage Museum next door. Maybe lean in to the old train station theme?
- Response 101 It is too modern looking to belong downtown Okotoks. No need for a traffic circle. People love Okotoks because of it old Towne charm and this design is taking away from that. Love the old building and feeling like we are far away from the city. In my opinion this look ruins the look of the character the town has. Everyone that comes to Okotoks I always take downtown and they comment how nice it is having the old part. And how it takes them back to better days and make a point to always visit the old Towne because of it.  
The town is already ruining many other areas with over development and I would hate to see Okotoks character gone as well
- Response 102 It just doesn't seem necessary.
- Response 103 It looks good. We just need to think about spending less in all areas as taxpayers are under a lot of stress financially
- Response 104 It looks ok
- Response 105 It looks peaceful. I would like to add some garden space. Flowers always make everything better. It can also be an integration of art with flowering plants, so the garden doesn't look sad during winter. And of course I prefer parks with playgrounds. There is a great opportunity here to create an amazing playground that integrates interactive art. You can check the playground in the Ontario Art Gallery. A vibrant space for everyone. <https://www.earthscapeplay.com/project/art-gallery-ontario-playground/>
- Response 106 It seems far fetched to design this corner of downtown to something that is a "quiet and reflective atmosphere". Moreover, the sidewalks on the south side north railway is uninviting to walk down...maybe I missed the studies showing the people traffic in the area is actually good, but building more open green space and seating (again, at the end of what is already a not great walking location) doesn't sound like what this area needs. Having said that, the one thing (maybe only thing, or at least as a "phase 1" just to see if it opens up foot traffic) is to extend the pathway to the river paths and dramatically improve the sidewalks on the south side of N railway. As someone who frequently runs in the paths, this is an area I currently rarely visit.
- Response 107 It's shit stop wasting money.
- Response 108 Looks good
- Response 109 looks good
- Response 110 Looks good to me.
- Response 111 Looks good.
- Response 112 Looks lovely.
- Response 113 Looks reasonable for stated purpose
- Response 114 More permanent tables and seating,. And a supply of temporary seating for events. People bringing their own chairs is not always an effective use of space and can disrupt sight lines.
- Response 115 More trees or bushes to block traffic noise
- Response 116 Needs more seating, maybe large steps that can be used for seating levels and art displays/vendors. Open green space could use play area.



- Response 117 No opinion
- Response 118 No thank you, there's more important things to be focusing on right now.
- Response 119 Overall, very good layout, with the exception of the art feature. This particular choice is unnecessary and focuses on a particular group with its symbolism.
- Response 120 Parking for mobility impaired folks needs to be part of the plan.
- Response 121 Parks are a great venue to set up parades, pop up markets, family events and so on. Keep the economy open by freeing the main street
- Response 122 Plsttoo Park and the Art Gallery currently feel isolated from the rest of the downtown area. I would like to see the park (and Art Gallery) 'feel' more like part of the downtown stretch. I like the idea currently proposed for the park but believe it won't amount to anything if it doesn't feel integrated with the rest of the downtown development.
- Response 123 Please leave things the way they are, keep the existing charm and don't try to change things for the sake of change. There are much better ways to spend tax dollars that destroying the charm and the existing perfect areas.
- Response 124 Sounds good.
- Response 125 Suggest extending the ornamental fence east to the south boundary of the park. This will create visual separation / boundary from the road.
- Response 126 The character of the old CPR Train Station must be maintained. Over-motored "art" that doesn't connect with citizens (think blue loop in Calgary, or the silver balls in Edmonton) make it feel like the municipality is trying too hard and wasting a ton of money. Traffic circles are becoming fairly common in urban development and may make our unique downtown with it's heritage feel a bit too much like a new development in Calgary. Many people move to Okotoks for it's small-town feel and charm. Don't wreck that.
- Response 127 The concept looks good, make sure there is shade. Most parks in Okotoks do not provide enough shade
- Response 128 The enhancements will make this space more inviting for folks to spend time, just sit with a coffee and chat and enjoy visiting the Art Gallery./Markets. Adding a sidewalk will make it much safer and traffic calming at the intersection Lineham and N Railway should be considered. Love connecting the area to the river path!! Permanent art installations along the walk...Canmore does a nice job of this. How about putting in treetop trekking or a little zipline along the path - interject some activities within the natural elements.
- Response 129 The traffic circle is fantastic!  
Extending the sidewalk around the bend to the tracks is fantastic  
Consider planning ahead for access  
The station may\* feature train service platform again someday
- Response 130 Too elaborate for the existing space
- Response 131 too much concrete, umbrellas not good for shade...pergollas are better and resist wind
- Response 132 What a great vision. The traffic circle is a wonderful idea.
- Response 133 Would be lovely to have adequate shade, picnic or tables and safety from the traffic circle. The stage area is lovely.

## 8. How would you like to see Triangle Park used?

- Response 134 A calming atmosphere who community events. Interactive space for children/adults with learning difficulties that require sensory activities.
- Response 135 A gathering place for individuals to sit and enjoy coffee, ice cream, whatever they've purchased from nearby establishments. Must also cater toward our children.
- Response 136 A green space for casual gatherings.
- Response 137 A playground for kids. An area for picnics.
- Response 138 A space to gather and socialize downtown.
- Response 139 A updated playground and leave everything else.  
Local contractors only!!
- Response 140 Another place to rest/gather and take in the day. Some "unconventional" type seating that would maybe appeal to kids ie Los Trompos (Spinning Tops) or some playful public art pieces.
- Response 141 As a downtown play park for families who live and would like to play centrally. I know you can still walk to the library, Kinsmen, and Lions Park, but triangle park is OG downtown.

- Response 142 As an nice sitting place
- Response 143 As envisioned but more seating required
- Response 144 Consider how to draw youth to the area
- Response 145 Create a tot lot. Parents can grab a coffee at the local coffee bar on their to the tot lot
- Response 146 Current use seems to work. Trees can be trimmed up to improve sight lines and airflow.
- Response 147 Do not overhaul it so extensively. Where are the kids going to play? Add some trees etc. That is it.
- Response 148 Do not spend money to change what is there.
- Response 149 Doesn't tmatter how the park is used I just woukd like to keep / leave the parking alone during ti the businesses.
- Response 150 Event hub and also to promote all upcoming events (not just town events)
- Response 151 For now, unless the park can be developed on, don't spend the money to do anything. Seems wasteful to have "paths" through such a small parcel that goes no where and is bordered by a back lane. To me, and I'm guessing a lot of residents, "downtown" ends to the east past Home Ground. Yes a few businesses are separated a block or so east (RFG), but the focus (IMO) for the "next chapter" of downtown on the north side should really focus west of home ground. With the gap to RFG with residential, it'll always be tough to tie them in - at least until the south side of N railway can be improved.
- Response 152 gathering space, resting space
- Response 153 Green space as proposed
- Response 154 Have you considered a public washroom?  
I think revitalizing the park is a good idea the kiddie park thats there now is under utilized. Maybe try and a get a burger joint to move in next to the ice cream shop lol! In all seriousness though I hope you encourage more restaurants in downtown because Okotoks is lacking in places to go out for a descent meal.
- Response 155 I like it the way it is
- Response 156 I think it would be nice to make it a gathering area like an amphitheatre or common area where food trucks could assemble.
- Response 157 I want to keep the playground area. Is the only one in the main street area. How do you want to make downtown inclusive if there is not space for kids? If it is due by aesthetics concerns, in this time there are countless of amazing playgrounds designs that would integrate beautifully with downtown. For example, instead of a commemorative floor ring for the river, we could have a beautiful playground that mimics or represents the Sheep river. Or we can also have an amazing playground with an ecological vibe as the one in St. Patrick's Island park in Calgary.
- Response 158 I would like a park somewhere for kids to play on. Downtown doesn't really have a park for kids.
- Response 159 I would like it to continue as a park with equipment for children. Various types of seating would be nice. Space for people to do picnics
- Response 160 I would like to see playstructres remain a feature in this updated park. It is nice to have a space for kids to play in the downtown core and it would be a shame to see these completely disappear in favor of sitting space and landscaping.
- Response 161 Interactive park for children & adults. A place to rest while visiting the Main Street shops.
- Response 162 Just as you have describe above would be lovely.
- Response 163 Keep things simple. Focus on other issues.
- Response 164 Kids place. Natural climbing. Swings but more natural round swing?
- Response 165 Leave it a lone you pricks. You all must hate kids more than I do to constantly be bulldozing their parks. I guess poor kids don't need to play like the rich kids do. This entire plan is garbage and I can't wait for people to vandalize it because they are angry that you jackasses never listen to the public at large. Just you friends who have businesses down town that you use town funds to advertise for for free
- Response 166 Leave it alone it's fine
- Response 167 Leave it as is.
- Response 168 Leave the park as is. If there is limited opportunities for improvement there isn't a point in spending money here. The money spent would be better spent elsewhere. We are spending way too much money on useless projects like this. Example the new signs in town pointing out streets that no one notices now that the shock of them have worn off. They just look huge and tacky. We all have gps on our phones and no one looks at those kind of street signs to find where they are going anymore.

- Response 169 Love having the current playground, would appreciate a space that can still be used for play (and with fencing as it has right now)
- Response 170 Needs something for all ages
- Response 171 Needs to include kids
- Response 172 Nice use of grass and hard surface. I would like to see live music events, outdoor entertainers and food trucks in the summer.
- Response 173 No opinion
- Response 174 Not a playground or water feature. No real water for obvious reasons...  
Nothing that needs to be repainted. It all needs to be no to low maintenance.
- Response 175 Parks are a great venue to set up parades, pop up markets, family events and so on. Keep the economy open by freeing the main street
- Response 176 Picnic lunch
- Response 177 Play structure for children, this seems just a recreation of the existing patio space and stage outside of the Heartland up a block.
- Response 178 Playground for children
- Response 179 Please include a children's play structure!! I don't mind ripping the old one down as it was small and old, but even a swing set could still fit the aesthetics while giving the kids a place to play?? My kids play here while waiting for the Children's Parade, or when they need a play break after tagging along shopping downtown! Please don't remove all play spaces and make children feel they are unwelcome in public!
- Response 180 Please leave things the way they are, keep the existing charm and don't try to change things for the sake of change. There are much better ways to spend tax dollars that destroying the charm and the existing perfect areas.
- Response 181 Remove the park - find another use for it.
- Response 182 Shaded seating
- Response 183 Small dog off leash park.
- Response 184 The design being presented looks lovely and welcoming. I am sure some adults will be upset to have the playground removed, but hopefully the "boulders, stones and stumps will be something that children are able to and allowed to climb on.
- Response 185 The vision described in the survey sounds good.
- Response 186 There is a younger generation coming to the area as it is a lower cost area. I would like to see a play structure that kids can actually use that includes the natural elements.
- Response 187 This is not a park that gets used, why invest in it, an organization just put the park in, DONT WASTE TAX PAYERS MONEY!  
In the 8 years I have been downtown I have never seen it used by children, however it is used in the evenings by adults occasionally
- Response 188 Triangle Park is a great opportunity to encourage visitors and locals to venture farther down main street. It is a great connector spot to let people know that there are more businesses, restaurants and areas of interest past Homeground. Many people ask what is farther down the road but seldom continue on as it does not have the same feel as the plaza area. Having an additional space for events, such as Light Up Okotoks, and gathering will be a fantastic way of extending our downtown to include the businesses farther down.
- Response 189 Where is this park?

## 9. Please share your thoughts on the draft concept.

- Response 190 Accessible to all. Maybe some sort of Memory Care gentle aspects could be included in this park and the station park.
- Response 191 Could use an event board for information. Also water feature, maybe jumping fountains at the river circle that can be played in and recycle water while not being a full splash deck, just a small stream if water
- Response 192 Honestly, an absolute waste of tax dollars and incredibly negative impact on businesses.
- Response 193 I do not see a play structure for children. I believe that is essential to this park
- Response 194 I dont know its really limited  
Something with seating and private 'nooks' for patrons of the coffee and ice cream shops  
Maybe just give up and sell it for a commercial business
- Response 195 I like the proposed plan.
- Response 196 I think it is nice but on festival days or light up Okotoks it needs to be more intentional for hosting people vs a casual park space.

- Response 197 I would like to see playstructures remain a feature in this updated park. It is nice to have a space for kids to play in the downtown core and it would be a shame to see these completely disappear in favor of sitting space and landscaping.
- Response 198 It looks boring. Let's integrate flowering plants and keep the space for an amazing playground.
- Response 199 It needs more shade
- Response 200 It would be nice to still have an element for the kids. Maybe a swing?
- Response 201 It would still be nice to see some structure for children to play on / around. There aren't many downtown play parks, plus there's the added bonus of Big Dipper right there! I guess stones and stumps can be made into play things, but a small playground would be cool.
- Response 202 It's crap and needs to be flushed. You just spent money fixing that park and now you want to spend more to tear it down
- Response 203 Little to no improvement. Leave it alone and spend money on more useful projects.
- Response 204 Looks awesome!
- Response 205 looks good
- Response 206 Looks good.
- Response 207 Looks lovely.
- Response 208 Looks nice and adds green space to downtown. Keep it simple so it's easy to maintain and look tidy
- Response 209 Looks really nice.
- Response 210 Lots more seating needed, needs to be accessible for those with disabilities
- Response 211 Nice
- Response 212 Nice
- Response 213 No opinion
- Response 214 Not much value. I don't believe that improving the space as proposed will bring much value to the area because this park is not used often. Can this area be leased to food truck(s) or mobile-type businesses?
- Response 215 Parking for mobility impaired folks
- Response 216 Parks are a great venue to set up parades, pop up markets, family events and so on. Keep the economy open by freeing the main street
- Response 217 Please add something for children, bicycle lock up, water fill up and dog bowl.
- Response 218 Please leave things the way they are, keep the existing charm and don't try to change things for the sake of change. There are much better ways to spend tax dollars than destroying the charm and the existing perfect areas.
- Response 219 Really would be sad to see no play equipment. Many daycares use that space
- Response 220 See my comments above.
- Response 221 Some "unconventional" type seating that would maybe appeal to kids ie Los Trompos (Spinning Tops) or some playful public art pieces.
- Response 222 Sounds good, make it unique from other downtown parks.
- Response 223 The design will be a nice addition with its proximity to the coffee shop.
- Response 224 The phrase in the mosaic doesn't make sense. Why is there even a phrase at all? No phrase or letters makes a lot more sense to me.
- Response 225 There's very little attraction for children / youth in this concept. The current park has a playground and the new design should have something useful / inviting for children as well.
- Response 226 too much concrete
- Response 227 Trees on the west side past the planters.
- Response 228 What I said above. Please don't remove the child's play spaces entirely. I like the art and benches you've shown here, but removing the children's play area with zero replacement isn't fair! Doesn't need to be a lot, but some aesthetic wooden swing sets or a small slide/see-saw would show children they are welcome downtown too.
- Response 229 Would like to see a playground in this area

## 10. Do the vision, goals and guiding principles make sense?

- Response 230 About 1/3 of the town's population can easily access downtown services
- Response 231 Connectivity goal - doesn't indicate what tradeoff is desired between mobility through the downtown and the community/sustainability goals. These are competing interests. Is through mobility being sacrificed for a better downtown environment?



- Response 232 Does not make COMMON sense
- Response 233 Downtown is great right now. Keep holding events to keep it alive. Upgrading landscape with extra trees etc. isn't going to make the difference.
- Response 234 Fiscal impact and return on equity must be considered. We are spending millions of dollars to improve the character and activate the downtown. Has there been analysis showing the return on equity tax payers are getting on this millions spent? Could the previous phases of downtown be used as longer term examples?
- Response 235 Has nothing to do with the old town omotoks feel
- Response 236 Honestly I struggle to follow the vision here. Without providing some imagery to help the public understand the general feel and styles that are being considered, it all just sounds like a bunch of buzzwords.
- Response 237 How many hundreds of thousands of dollars on numerous studies do we need to waste? We have had how many studies and have done what? - get yet another study done. Enough already! Do we not have any brains in the town office or in the council that can get together and collaborate and make some decisions?!!
- Response 238 I am not sure why the plan just seems to be rebuilding areas that are already fine. Not everything needs to be so designed. Some natural areas that are untouched are nice.
- Response 239 I can only find some information explaining the vision. Not all of the vision is clear. But that doesn't mean I disagree; I just don't have enough information
- Response 240 If you want historical look it starts with architecture
- Response 241 It does not need to be contemporary. The personality of a historic town with character continues to be eroded. Stop. Stop approving bedroom style developments, Sure improve the roadways, pedestrian travel and green spaces. Access to the art gallery is poor at the moment but the spaces downtown are losing character. Contemporary vs historic doesnt demean this town's origin.
- Response 242 It's not going to improve anything and it's a waste of money. Just like the broken signs on the highways
- Response 243 Just do the road maintenance and more parking.
- Response 244 Keep downtown as is
- Response 245 Lack of parking!!!!!!!!!!!!!!
- Response 246 Leave it as is at this time.
- Response 247 Leave it be. At least preserve the old part of town
- Response 248 Makes sense, sure, but fairly vague and generic.
- Response 249 Martin Luther Had a dream too... lets see the plan because so far you keep talking without a plan.
- Response 250 Need less professional life, more retail, maintain sense of quaintness, no food trucks
- Response 251 No
- Response 252 Part of the charm of Okotoks, is the small town feel. This vision sounds more like Airdrie which isn't what Okotoks should become.
- Response 253 See below
- Response 254 The area will loose its charm, and do not wanting it looking like a city center.
- Response 255 They are made to accommodate a surging population of the town. A large majority that live here, are here for the charm, small town feel, and genuine atmosphere a small town creates. This gets lost when small towns become the opposite.
- Response 256 Too general without specifics
- Response 257 Too vague to comment
- Response 258 We don't know who is this project going to benefit. We are a small town that you want to turn into a big city
- Response 259 what is a "fine-grained pattern on shops...": Establish a Warm & Contemporary Main Street - Downtown should be defined by a fine-grained pattern of shops that are built with a contemporary palette of warm natural materials. What are "sustainable elements"? What is an "inclusive manner"?
- Response 260 Why do you think you need to change the area? It is perfect the way it is, leave it alone and stop wasting people's time and tax dollars to destroy the area and charm.
- Response 261 You can get rid of your inclusive garbage talk. Everyone is welcome.

## 11. Is there anything missing from the vision, goals, guiding principles or character areas?

- Response 262 Common sense and frugal use of the taxpayers money.
- Response 263 Consider the ability for mobility impaired movement within the core.
- Response 264 Don't make the rules so rigid. Saying you need 2 trees 50 caliper 1 tree 70 caliper etc... Lots are small and may not make sense to implement every rule. How about say just need to be landscaped for 30% of the lot
- Response 265 Focus on heritage, pedestrian movement, trees, benches, connections to river valley paths, small hip artisan shops, premium rustic vibe. Get rid of the gaudy Econo Lodge motel.
- Response 266 Focus on the water infrastructure
- Response 267 Honestly, an absolute waste of tax dollars and incredibly negative impact on businesses.
- Response 268 How about listening to what the actual people that live, work and have moved to Okotoks want.  
They moved away from big cities for a reason
- Response 269 I can't think of anything that has been missed.
- Response 270 I feel that the town needs to take a stronger stance into the types of businesses that are allowed to move into our downtown core. While I do agree that the service type businesses (daycares, doctors, dentists, etc) do bring business to the area, I believe they are better located on Elma Street, or on a second story (not directly on Main Street). When people come to town to stroll and enjoy our downtown, once they get to a service business, they stop and don't go farther, assuming that the retail area is done. This segregates the walking appeal of Main Street. We should be reinforcing restaurant and retail only.
- Response 271 I see no parking for the businesses and only an expense to the businesses again to expand the outside of them ... no parking will close a lot of these small businesses
- Response 272 I'm wondering if you can keep the existing sidewalks but just replace the broken bits. It adds so much character to this area. I'm hoping the boulevard stays maybe just replace the dead trees ? People drive here do not take away that we just need parking spaces. I appreciate the new ones being added by train tracks. Too bad you couldn't add a 2 story garage somewhere.
- Response 273 Improved Accessibility to the river on the downtown side. Parking is a safety issue on north railroad street. There is no designated accessible parking spaces and parking along the side of the road is problematic for families who are getting strollers, walkers or children safely out of the car. In particular there is very limited parking at the junction of railroad and lineman where there is an access point for the pathways. This access to the pathway is one of the two places where you can access the river on level ground without having to climb down the embankment. In fact there is a perfect spot to flyfish as the river joins back together after the island. Since there is limited wheelchair accessible fishing on the river it would be a great spot to enhance accessibility. But parking and wheelchair access needs to be addressed. I believe there is opportunity to create a safe parking lot on a green space beside the town's facility (I think it is a water pumping station). Also there is a locked gate preventing people from accessing the pathway. You have to go on a dirt path to get around it which is not suitable for wheelchairs.
- Response 274 In my opinion Okotoks needs to move towards greener options, solar power or other renewable resources and more community gardens in every area.
- Response 275 In the goals section, it states that it will be "built with a contemporary palette of warm natural materials". As the next goal states that "existing heritage buildings should be protected and celebrated as part of the defining characteristics of the town". I would love to see Okotoks create a downtown that uses contemporary materials and architectural styles that are vernacular to (or reference) the existing heritage buildings. One of the comments about downtown that I hear most is how much character it has and what a lovely feel people get while walking in the plaza area. The way to encourage visitors and locals to spend time in the downtown area is to give them an experience that isn't available outside of the downtown area. To keep the look and feel of the Olde Towne, extending it in either direction up and down main street would create a destination and a deep sense of place.
- Response 276 It looks good. I hope you are able to attract more small businesses to the area. As a citizen I would hope that your business approval would focus on small and local. Please do not bring multi million dollar corporations to this area. Let them operate in the more commercial areas of Okotoks. The downtown is attractive because big business isn't there. People like the uniqueness of the shops.  
We need better restaurants though I hope this plan attracts them!

- Response 277 It would be great to have a bicycle repair station - similar to Montreal along the paths. The more opportunity and interest for families to come downtown would help businesses. Better parking and be safer to see pedestrians.  
The library should have a park that is age appropriate for 4-10 year olds with a drinking water available. picnic areas near the river would be nice.
- Response 278 Keep mobility and disabilities in mind for movement. Parking important but mainly for the lower mobility people. The rest of us can walk
- Response 279 Keep our town, the small town many of us have loved for a long time. Many residents want to protect the quiet, charming and beautiful town we have. We do not want big-city mindlessness seeping into the town's culture and coveted atmosphere.
- Response 280 Love the ideas, love the feel of each area
- Response 281 Make Elizabeth Street one way and widen side walks
- Response 282 More boutique shops, small town feel with modern flare. Elevated dining / restaurants / cocktail scene for foodies
- Response 283 Need to limit professional style business, dentist etc. These close after 6 pm usually which means reason to be downtown. The history of the downtown core is all about appearance. If you want to celebrate heritage you must make architectural restrictions. Encourage downtown businesses. Far too many have closed
- Response 284 No
- Response 285 no
- Response 286 No
- Response 287 Not really
- Response 288 Not sure how this differs from now
- Response 289 Parking
- Response 290 Please incorporate the "Active living" principle in the execution plans. Lets make all the spaces functional, not just decorative.
- Response 291 PLEASE put emphasis on "heritage" over "contemporary". Contemporary ends up looking dated and old-fashioned after just a few years, and we will just have to upgrade to the new "contemporary" after a couple decades. Just look at some of the "modern" designs in areas like Seton in Calgary. At the time they seemed sleek and cutting edge, but now they already look "last decade"/2010s.  
By all means, modernize the infrastructure. Make sure the aging pipes, electrical, potholes, etc are all fixed and up-to-date. I am in favour of this! But please lean in to the "Olde Towne Okotoks" vintage aesthetics to make sure they still look quaint and beautiful 30 years from now!  
I also like the idea of incorporating more of the riverfront into the downtown plan. Obviously keeping an emphasis on green spaces, but developing more out to the river, maybe with a lovely romantic riverside boardwalk?? It would just need to be well-lit to avoid being a hotspot for vandalism!
- Response 292 Should include specific accommodation for bike access including:  
- addition of new pathways or bike lanes in the downtown area where space is available  
- additional bike racks throughout the downtown (as well as other public spaces throughout Okotoks)
- Response 293 Supporting local businesses
- Response 294 The map provides little to no information on what these various areas mean. Does each area have different architectural requirements? How do the different zones impact what types of business and structures can be built within them? What impact does removing the character areas from the Land Use Bylaw and moving them to the Our Plan for Downtown have on the enforceability of these requirements? Will the town require new buildings to maintain the same character feel as those in the existing downtown core? While I applaud the town for providing this forum for comments, I think alot of work needs to be done in explaining the impact of the various changes a proposals in a way that makes sense to those of us that don't have the inside knowledge that the town employees have.
- Response 295 The open area next to heartland cafe would be nice as an amphitheatre or common gathering area. Is there any way to develop the old grainery lands into an urban park with trees and benches?

- Response 296 There shouldn't be bike lanes as we live in Canada and snow has to be pushed/piled somewhere.  
If old town didn't have the meridian with trees we would get more filming projects. Camera crews need a clear path for the camera dolly to run on. Any film set I have been on, towns like Drumhellar, High River and Fort McLeod for that reason.
- Response 297 These are good guiding principles but it is important to be pragmatic. The last plan made navigating downtown in trucks difficult. We need good parking options to enhance business access and accessibility for our aging population. Also choose materials that are durable and have low maintenance costs so it doesn't become dangerous or shabby
- Response 298 Yes the plan being thrown in the garbage where it belongs
- Response 299 Your directing everyone to come visit down town, there is no draw or magnet for people to want to be there, lots of great small businesses but spending all this \$\$\$ better have a big impact. Try walking around on a Sunday nothing is open! You want to draw people from city and tourists but most traffic is on weekends, what's going to keep people there? 5 min walk on a Sunday you're done.

## 12. Do you have any other comments on Our Downtown Plan that you'd like to share with?

- Response 300 As a long time resident since 1962 please leave to the way it is.
- Response 301 As a taxpayer, I do not want to foot the bill for downtown businesses to upgrade their exteriors (i.e. consistent blade signs, etc.).
- Response 302 Bike parking and biking lanes would be great. We like to bike to downtown, so having a spot to park bikes as well as safe lanes would be a huge benefit.
- Response 303 Contemporary is not what Okotoks is. It is the Olde Towne charm and this plan ruins everything about that. Leave it looking like the character town it is. This is not the image I want for Okotoks
- Response 304 Doesn't the town have other very real priorities? Settle that first.
- Response 305 Downtown is fine leave it alone
- Response 306 Focus on small businesses that contribute to the vibe and feeling of belonging in Okotoks
- Response 307 Honestly, an absolute waste of tax dollars and incredibly negative impact on businesses.
- Response 308 I am happy that parking has been addressed partially by the Daggett St changes, however, it probably won't be enough considering it appears that there will be less parking on Elizabeth St and N. Railway by way of widening the sidewalks.
- Response 309 I do not see any parking in the downtown areas. As a former business owner who suffered from the last downtown revamp I strongly object to the no parking...and what about our seniors .... this would absolutely be detrimental to all the business on main street.
- Response 310 I have photos that relate to this issues if you can tell me how to send them. If you wish to follow up with me on my ideas I can be reached by phone at 587 757-8509. My email is cam.fran.chesney@gmail.com. Fran Chesney. 549 Cimarron Point
- Response 311 I like the plan overall. And although I agree that we should encourage alternate and more active forms of transportation, the reality is we live in a vehicle-centered part of the world. During winter, we already experience significant complaints about accessible parking because of the approach to snow removal on Elizabeth and McRae (eg. snow piled along the road making some parking space inaccessible).
- Response 312 I think it's vital that all downtown businesses have traffic access during renovations. Also our downtown feels like it's 50% dentists. You go to somewhere like High River and it feels like a real town's downtown. We're just another piece of suburbia in comparison. Is there a way to incentive great local businesses along the main stretch? More Restaurants and patio life? Places that are open on weekends perhaps? Having a school, a registry, and a bunch of lawyers and dentists doesn't scream vibrancy. I think our main stretch needs a lot of work.
- Response 313 I think sustainability is a nice idea but we shouldn't pay extra for it. I like that the town plans low maintenance trees and plants but solar panels etc are very expensive and do not have good returns. Look at Drake Landing where the solar panel thing is a failure. Please don't waste our tax dollars on progressive ideas that cost money with little return.  
I think the plans are very good and will increase business in the area and enjoyment.



- Response 314 I would like to see as many invitations as possible to deepen everyone's relationship with the land. Huge amounts of what's wrong with the world have broken relationships with land at their base, as lost and confused people destroy the sacred for money and pride. We will suffer on and on and on until we heal our relationship with land and correct the legacies of injustice, violence, and mindless destruction that plague our worldviews and ways of life. Insofar as these parks offer true invitations to sensitive and deepening relationship with land, each other, and ourselves, they shall have enduring value. Insofar as they are a reflection of self-interest, ego, greed, and pride, they shall be ugly and inefficient. Remove every trace of such ignorance, and you'll create something of real quality. Unfortunately, insofar as y'all are bound up within a morally bankrupt collection of systems, where those of greatest power are often among the most confused of all, I fear you won't heed my invitation, and so the opportunity lost.
- Response 315 I would like to see the expected value that taxpayers will get from this investment.
- Response 316 Incentivize an anchor tenant that fits the vision such as Whole Foods in the old grocery store building that I think is currently occupied by Canada Post. Build more pedestrian connections to the river valley pathway system. Develop the vacant strip of land between S Railway Street and Daggett Street in line with the vision for downtown. The very essence of a downtown plan is urban design or planning. Leave out words such as inclusive or sustainable, since you have not defined what they are supposed to mean in this context, and are outside the purpose of the endeavor.
- Response 317 It will be great. I can't wait to hear the completion dates
- Response 318 It would be great if the Main Street had only one name from end to end!
- Response 319 It's an important design consideration that moving electrical equipment underground does not mean electricity must be interrupted if flooding occurs. Electricity service was maintained during past floods and electric pumps protecting property have thereby continued to function.
- Response 320 It's really disappointing. Downtown is fine as is, and without reaching out to business owners along the strip individually and actually asking how you can help them, you are going to kill businesses for a bunch of upgrades that simply do not need to happen.
- Response 321 Just do the maintenance on what is existing
- Response 322 Keep downtown as is. We don't want a modernized big city feeling.
- Response 323 Keep traffic flow / parking
- Response 324 Love the addition of the plant pots everywhere! Thank you.  
People love spending time in downtown
- Response 325 Minimize changes to the old town buildings, maintain the old town as it is to retain the heritage. It is a unique piece of history and excess construction will destroy the old town atmosphere. The old town atmosphere as it is, is both a major tourist attraction and brings the past into the present. We cannot rebuild history, we can either retain it or replace it. Thanks
- Response 326 More cool/trendy restaurants, better food scene
- Response 327 More dog friendly ie water feature/fountain/shade for pets on a hot day. Turning away ppl with dogs on a leash at events is not a great idea.
- Response 328 More electric parking. The Towne does a nice job maintaining potted flowers please keep that up.  
Could consider having Elma street one way with angled parking to improve parking spaces.
- Response 329 My thoughts are to remove the islands that were built on Elizabeth st. They are a nuisance, should never have been built, waste of my tax money.  
That money could and should have been used to install a better light show that welcomes people to walk "main Street".
- Response 330 No
- Response 331 No
- Response 332 no
- Response 333 Not for this. Not when people are already struggling in business as it is.
- Response 334 Okotoks has "small-town charm". With that comes our local senior citizens driving their trucks and cars really slow to a local downtown establishment to meet their friends for coffee or breakfast. Be mindful of them and learn from the mistakes of other municipalities that have a "war on automobiles" like Edmonton does. Introducing bike lanes everywhere doesn't work for the majority of citizens. Leveraging the pathway network through town for bicycles and leaving the streets for automobiles makes good sense. Utilizing "optical illusion" to

slow auto traffic is sensible: paint lines that depict narrow lanes, utilize center medians with trees. The town has very successfully done this in downtown to date, speed along Elizabeth Street doesn't seem to be an issue as many folks travel below the speed limit. Continue that approach. Replacing streetside parking with dedicated bike lanes is silly and will take away from the small-town feel. Keep the things that make Okotoks different than Calgary.

- Response 335 Overall  
Combine the mish mash of different eras into a more cohesive 'look'  
Get all the paths and sidewalks to jive with each other and flow properly
- Response 336 Parking & congestion is becoming a real issue in Elma Street West Area. Businesses must be required to provide appropriate parking for their customers, no matter who they are or who they know. Sandwich boards must not obscure visibly to drivers, causing blind spots on corners. This is already an issue on the corner of Veteran's Way & Elma Street and should be removed/relocated.
- Response 337 Parking and building accessibility is not required or seemingly supported by the town. People with small children, buggies mobility aids or mobility issues do not have ease of access to businesses or parking close or near businesses they wish to spend money at. This comment is primarily focused on North Railway, McRae, and Elma Street.
- Response 338 Parking is limited unless there are about 500 to 1000 more parking stalls created when ever there are events planned for down town we avoid going down town. We currently do not shop down town to to the lack of parking Love the ideas and designs but without increased parking all this tax payers money being spent is a waste. Get rid of the medians in the streets and go back to angle parking it is a start to more parking.
- Response 339 Perhaps one way with mobility parking and mobility lanes for handicapped and elderly. Daggat street other one way. Make sure lower mobility get access to park and not other or "electric charging". Get rid of the trees in the middle of Elizabeth street. It's too hard to concentrate on the traffic already.
- Response 340 Please build a temple or shrine where my friends and I can go to worship Councillor Hallmark. He has been a councillor for almost 3 years, and I'm honestly surprised this hasn't been done yet.
- Response 341 Please do not do anything to take away from the small town feeling we have in downtown Okotoks. It is a special place and feeling.
- Response 342 Please move away from the Old'e' Town'e' spelling. Sounds so medieval. Opposite of sustainable future and progress.  
Also, please upgrade the Northridge Pedestrian walkway at Elma St. - it needs more visibility and warning for motorists. All members of my family have nearly been hit multiple times crossing as pedestrians. This definitely is attached to the 'active streetscape' vision in the plan. Increased cycle and foot traffic need to feel safe getting downtown too, not just once they've arrived.
- Response 343 Please plan past the current size of the CITY. Treat it like a city and stop clinging to the Town mentality. It is just making the growth even more uncomfortable.
- Response 344 Quit narrowing the roads. It makes people want to avoid downtown. The same with parking. Provide better parking
- Response 345 See above
- Response 346 Super nervous for all small businesses downtown. I'm sure Costco would not appreciate losing parking and sidewalks due to construction
- Response 347 Thank you to everyone for all the thought, expertise, knowledge, time and talent given to make our downtown a place where everyone feels welcomed. A place where we are safe to gather in community and a place where everyone is included. We are so thankful we live in Okotoks!!
- Response 348 Thanks for all the enhancements and vision for our community. The more we can build connected pathways and create spaces for gathering the more people will come and utilize downtown.
- Response 349 The cost of all that is outlined here is not discussed. The project scope should be limited to what is required to update the utilities with other work being minimized so that upward pressure on taxes is minimal.
- Response 350 The downtown area sucks and this won't improve it. This is a waste of money and time for promoting your friends businesses. The downtown area is a giant crappy strip mall and no plants and pathways are going to change that. The only things missing there are a porn shop and a pawn shop to complete the esthetic of crappy strip mall.

- Response 351 The downtown road is too narrow and unsafe. I am always concerned when I park my vehicle that when I get out of it, I will have my door ripped off or hit by passing vehicle because the road is too narrow. Make the road wider, even if you have to get rid of the centre Boulevard.
- Response 352 The upgrade looks very modern downtown city vibe and doesn't have any small town charm. I would recommend investing in roads, maintenance throughout town, and rec centers.
- Response 353 There had better be parking still as we have a lot of seniors still in the area
- Response 354 This is an even worse idea than the drinking Block non sense
- Response 355 Updating building facades, Green transportation around Okotoks. Provide more opportunities or events.
- Response 356 Want the heritage feel to remain  
Want to be able to park on the street  
Host events on Sundays so retail businesses aren't impacted on Saturday
- Response 357 We have been residents of Okotoks for 24 years now & the money that has been put into "beautifying" the main street would well of been used to upgrade aging infrastructure underground, & fixing roads, etc. , parking. We don't need trees & boulevards in the middle of the street, there are trees along the sidewalks. Make the street driver friendly. Vehicles need to move safely up and down the street. You've made it difficult for the poor town employees trying to push snow....concrete here and there makes their job harder. What a waste of taxpayer dollars. We seem to be living in a "perfect" world instead of using money wisely.... Main Street is a great place to be , make it user friendly...there are a lot of vehicles driving up and down every day that have to watch out for people getting out of their vehicle as well as trying not to hit the boulevard in the centre. Make life a bit easier instead of "pretty".
- Response 358 We have owned and lived on Lineham Avenue for the past 14 years and have paid our taxes. During this time we have been hoping we would see some improvement in the condition of Lineham Avenue between Railway Street north to McRae Street. So far nothing what-so-ever has happened except the occasional filling of a few potholes. The road itself in some places, is not even level with the gutter and we cannot park close to curb as it may damage the tires. This one block of Lineham Avenue is one of the poorest maintained roadways in Okotoks. We sure hope that consideration for some improvement will be considered for this piece of Lineham Avenue in the Towns Improvement Vision.
- Response 359 We moved here from Calgary to escape the steel and glass and "modern" designs. We deliberately moved close to downtown (instead of the suburbs) to enjoy the "Olde Towne" feel and festivals. I am absolutely in favour of beautification through more flowers and trees, and modernization of amenities and infrastructure. But please PLEASE keep the style cute and vintage. Maybe some antique-style "gas" streetlamps that actually have flickering LED bulbs in them? Some faux/decorative hitching posts to celebrate our western heritage?
- Response 360 we need more public space...the area across from the post office should be developed as park with trees and a public washroom
- Response 361 We need to think about spending less in all areas as taxpayers are under a lot of stress financially
- Response 362 While it is important to provide accessibility for all, it would be a shame to change the atmosphere of the downtown by putting down so much concrete. Where there are already sidewalks (that are never heavily used), why add more? If we're trying to be a more eco-friendly community, why are we making our green spaces so grey?
- Response 363 you didn't listen to the businesses and residents back when you redid downtown main street or redid veterans way . you already have decide what you are doing and it doesn' t matter what we say you are going to go ahead and do it anyway. Can our money be spend on a traffic circle at the top of veterans way. I just feel that our priorities are not right.
- Response 364 You have spent a lot of money and effort making a drawing that is colored blocks and talking about a vision but you have provided NO VISION, perhaps you may get more effective feedback and conversations if you actually provided a plan.  
Is this your sketchy way to get things passed by council? By not giving information. I have heard her called Mayor Trudeau, I can see why with this non-answer

13. Do you have any other questions or comments about Downtown's Next Chapter?  
Please share here.

- Response 365 Construction seems too long. Accelerated schedules should be examined for feasibility, lightening the impact of a multi-year construction process on local business and residents.
- Response 366 Does Engineering answer emails?  
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- Response 367 Honestly, an absolute waste of tax dollars and incredibly negative impact on businesses.
- Response 368 I feel that it is a very poor choice in terms of spending money, and most people can not afford a tax hike!! These projects always affect tax payers.
- Response 369 I hope somewhere in the details of executing on the guiding principals it's documented that getting rid of the parking lots of strip malls fronting Elizabeth are stipulated. As well, proper frontage and setback needs to be included - possibly any new development should be more than one floor. The large parking lots with businesses set so far back sure ruin the streetscape on a large stretch of Elizabeth.
- Response 370 I think it's vital that all downtown businesses have traffic access during renovations. Also our downtown feels like it's 50% dentists. You go to somewhere like High River and it feels like a real towns downtown. We're just another piece of suburbia in comparison. Is there a way to incentive great local businesses along the main stretch? More Restaurants and patio life? Places that are open on weekends perhaps? Having a school, a registry, and a bunch of lawyers and dentists doesn't scream vibrancy. I think our main stretch needs a lot of work.
- Response 371 I would have hoped that this forum provided more information on the planned changes. It discusses some park changes and some very general information on potential updates to the "look and feel" of the downtown but it does not provide any context on the other issues discussed in the Downtown's next chapter, such as street improvements, sidewalk improvements, architectural guidelines, the impacts of removing the character areas from the land use bylaw etc. Overall I feel like the net result from this survey will be of very little use given the lack of information provided.
- Response 372 I would love to see an increase in foot traffic only blocks - like Stephen Ave. - during long weekends or even summer months. Downtown has such a cool vibe when motorists aren't revving their engines to get attention. Hopefully increased parking off Elizabeth is making this possible? Thanks for this opportunity!
- Response 373 I'd really like to stress the multi-use portion. Make it a place that people want to walk or bike around. It's pretty car friendly right now, so I'd like to add in more bike and walking infrastructure.



- Response 374 Keep traffic flow / parking
- Response 375 Keeping an antique feel will also increase tourist dollars! No one will travel from Calgary to see More Calgary. Make it uniquely Okotoks and something different and special people will go out of their way to come visit, and we'll enjoy increased revenue as well as a charming heritage town.  
I also like the idea of having no thru-traffic in the core downtown area, like Stephen Ave in Calgary. But if we go this route, there will need to be enough parking available outside the core to support this, or people will get very angry if they can never park! Maybe an underground garage so the aesthetics remain aboveground? Without proper planning, there will end up being some angry bottlenecks, and abusing of other parking lots such as the Library. But if the parking is well thought-out and appropriate, I do love the idea of a walking-only downtown!
- Response 376 Maintaining that small-town feel in downtown is vital. Even as Okotoks grows, it still feels like a small town when you go down-town because of the character in the buildings and number of small businesses operating. These are the reasons people live here instead of Calgary; managing and maintaining that feel while growing is a challenge, but it is also necessary.
- Response 377 Make it hip, yet charming
- Response 378 Make it so there is better traffic. Not bike lanes
- Response 379 Minimize changes to the old town buildings, maintain the old town as it is to retain the heritage. It is a unique piece of history and excess construction will destroy the old town atmosphere. The old town atmosphere as it is, is both a major tourist attraction and brings the past into the present. We cannot rebuild history, we can either retain it or replace it. Thanks
- Response 380 No
- Response 381 No
- Response 382 No but please pass along to the north area structure people that we need traffic circles not more traffic lights as we develop the north side.
- Response 383 Painting murals or having "selfie" attractions would draw 12-30 year olds downtown. Perhaps an outdoor washroom closer to library would be nice.  
It would be nice to have a nice small conference center in the downtown area - not sure where with a small boutique hotel.  
Encourage a non-monogamous palette options as it has more character - within a tasteful palette range.
- Response 384 Parking .... The sidewalks don't need to be that wide...it has been a wasted space, they could be a foot less. And we have not got the weather to sustain patio tables as our summers are so short...this is not the USA
- Response 385 Parking is a constant source of frustration for customers. Any way in which parking can be expanded or more functional would be fantastic. I am a business that requires people to have close proximity to their cars after purchasing large items, so less parking/store front access would not be beneficial to customers or delivery trucks.
- Response 386 People who live or move to Okotoks do so because it's a quiet little town and not Airdrie. This council seems hell bent on turning the town into something it's not. START LISTENING TO YOUR CONSTITUENTS! Good luck at election time.
- Response 387 Please have washrooms! This is vital to the footprint of the downtown area...
- Response 388 Please improve physical state of Lineham Avenue between Railway Street and McRae Street.
- Response 389 Please keep it simple. Not too many signs as it clutter things.
- Response 390 Put tax payers money to better use in the city.
- Response 391 Stop doing things that make statements, such as painting sidewalks in rainbow colours that attract vandalism, which then needs to be fixed with public funds. Do strictly urban planning and development. As a taxpayer I do not expect sexuality, diversity and inclusion to be in the scope of work of elected officials or public administrators.
- Response 392 Stop trying to make okotoks something it's not. This town used to be a great place but now it's becoming a dump with nice PR. This town is not family friendly, affordable, or quiet anymore. It is noisy and congested filled with people who hate small town living, a council who just does what they want with no accountability. Tanya and crew sold the town we knew to developers for their 6 pieces silver and when they are finally ousted they will leave this mess and try ruining somewhere else. All of council should be ashamed of what they have done but their arrogance will protect them from the shame they should feel

- Response 393 Tax cost. Property taxes up 15% in one year plus utility increases. Stop increasing spending. Make developers pay for future infrastructure. Why do my taxes go up because the town grows and I get less services
- Response 394 Thank you for reminding the population of the 2018 vision that Okotoks is looking at a future with 75,000 residents. I believe people did not know this.
- Response 395 The ability for larger vehicles - farm vehicles and large delivery trucks to move throughout the downtown area has been severely limited by the roadway impairments that have been put in place.
- Response 396 The car show should be held downtown. People can walk the entire street on both sides and if business owners wanted to stay open during the show, they can and generate revenue for themselves and give visitors a reason to hang around.  
Remove the islands!!!
- Response 397 The town doesn't need to add more vegetation or stages to downtown. A couple benches, paths and parking here and there sure but anything else no. Keep allowing businesses in that will diversify it and continue holding community events there. The rest of it will take care of itself. Stop waisting our money on areas with little to no improvement to the use of downtown.
- Response 398 We are from the Niagara area of Ontario. We would like to see Okotoks take on the character of Niagara on the Lake.  
Could this become the centre of Country Music for Canada with, say, our own Grand Old Opry? Build a new theatre next to the river.
- Response 399 We need to think about spending less in all areas as taxpayers are under a lot of stress financially
- Response 400 We really need to look at Architectural Controls, incentives for downtown businesses to update signage from the 70's. The entire town could use this. FreshCo is hideous. Pushing back on developers in the area (all of town) to bring a project to the table - as opposed to throwing up a basic playground and walking away with a big bag of cash. Okotoks is desirable and we need higher standards for those who want to do business here.  
Love that you are promoting ACTIVE community.
- Response 401 what a dumb idea
- Response 402 What is the shortest or longest it could take?
- Response 403 Why are we spending so much money to help business owners that, from what I've seen, don't do their part to improve and activate the downtown...besides Hubtown. It seems very one-sided.
- Response 404 Why do you insist on ruining our town and turning it into a Calgary wanna be.
- Response 405 Will there be future consultation

## Open House Event

The following verbatim responses were provided on the open house boards at the in-person event.

### Myth Busting: Water & Growth

- Response 1 This is not true.
- Response 2 We had a townhall on the water situation. Allow for an extensive Q+A

### Character Area and Land Use

- Response 3 Terrible idea
- Response 4 Need a sidewalk on north side of Elma
- Response 5 Use this park [arrow point to park along river SW of South Railway St]
- Response 6 Pedestrianize Elizabeth/McRae on Saturday. Incorporates stall holders more.
- Response 7 More people staying downtown - more crime? Think of CCTV
- Response 8 Important note [arrow points to Main Street Area - incremental change for mixed use points]
- Response 9 6 storey is too high! Think hubtown patio sun
- Response 10 No more than 3 storeys in river valley
- Response 11 There is no room on sides +rear to re-coup only lost parking from front / street parking.  
Parking needs to at least remain the same or increased

## Our Plan for Downtown - Goals

- Response 12 I like this [asterix indicates goal point 2 - establish a warm and contemporary main street]  
 Response 13 Please leave the town alone and focus on maintenance only

## Our Plan for Downtown - The Plan Area

- Response 14 With blinkers on lets spend \$20-25m. Let's not say we did. No more high \$ tinted side walks + no more taxing seniors out their homes. Back to basics. The new residential and residential cannot afford to support this extra [word]. One [word] profits and net-free-profits are being guaged by franchise fees as are residential and non-residential rate programs. This administration has created [word] [word] inflationary cycle. Fix what's broken, no new bells and whistles. Our council is riding too many horses at the same time. [word] 2025 or recall are learning.

## Our Plan for Downtown - Commitments

- Response 15 Love it! You enjoy and spend more when your surroundings are pretty.  
 Response 16 Yes, but can we create another large parking lot? We still need parking somewhere.  
 Response 17 Bad idea  
 Response 18 Great idea. Vision for strong multi-modal transportation will not become reality if endless parking is available. Regulate then behaviour will change.  
 Response 19 Pedestrian flows is great in July and August but weather conditions the rest of the year require vehicle accessibility  
 Response 20 Bad idea mayor thorn  
 Response 21 Elizabeth is a thru way and needed  
 Response 22 Not enough space for ped zone  
 Response 23 A financial disaster. Terrible idea  
 Response 24 This plan needs to be revisited as times are different than the previous council approved all this.  
 Response 25 agree. We need to revisit this [arrow pointing to above comment]

## Daggett Street Parking Improvements - Purpose

- Response 26 How long?  
 Response 27 Two stalls isnt enough to replace the lost stalls along McRae and Elizabeth for sitting areas and patios. It is full i.e. Bow valleY  
 Response 28 Will parking along Dagget be extended west from veterans to northridge drive. Paving the side east of veterans wont add many spaced.  
 Response 29 Trucks and emergency vehicles use Dagett please allow for consideration.  
 Response 30 Good place for parking  
 Response 31 Yay! one way! + no traffic between 711 + thrive!  
 Response 32 Shuttle from rec center to downtown 4x per day for staff working DT  
 Response 33 When Dagget St consruction happens, the town should expand the muni gravel parking lot to replace lost parking.  
 Response 34 Please can we clean up too. Bussiness owners must provide "matching garbages"

## Main Street Construction - impacts / engmt opps

- Response 35 Move events and road closures to Sundays  
 Response 36 This means businesses would be open 7 days a week [in reply to above response]

## Main Street Upgrades

- Response 37 Little bigger writing please  
 Response 38 Boulevard treatments are a waste of money. Raised parking and roundabout take up valuable space.  
 Response 39 Agree! [arrow pointing to above comment]  
 Response 40 Roundabouts are far safer. Europe is 10x denser and they use roundabouts everywhere.  
 Response 41 Don't do what high river did with bump out sidewalks!  
 Response 42 Some existing buildings are very scruffy and unkept. Stripmalls ugly and old  
 Response 43 Roundabouts are fantastic! the more the merrier.

## Main Street Enhancements

- Response 44 So we don't end up like YYC lol [regarding deep utility replacements]
- Response 45 Especially with library parking going away
- Response 46 Parking challenges. Street parking. Shuttle for 9-5 employees.
- Response 47 Destination for cyclists from Calgary
- Response 48 You've all worked so hard. Thank you for having the businesses in mind first!

## What We've Learned Through Engagement

- Response 49 Yay! [on beautification / green main street]
- Response 50 No Plaza/spaces built that will take away parking

## Triangle Park

### How would you like to use Triangle Park?

- Response 51 Would like a new playground / kid friendly space
- Response 52 No.
- Response 53 A play space needs to be included in one or both parks. It would be best if physically accessible equipment was part of the plan to benefit all children.
- Response 54 Leave the parks just update the playgrounds!
- Response 55 Events, night markets, ice cream park
- Response 56 People buy drugs here!
- Response 57 A few natural elements "boulders, rocks, logs" etc. for children to climb on would be great.
- Response 58 ... family centric! [regular sticky - blue overlapping]
- Response 59 Sitting? Shade for adults. Things to entertain children.
- Response 60 Needs to be updated! Love this park location. Need better signs so we know its a public park.

## Please share your thoughts on the draft concepts

- Response 61 Sell the land and put playground somewhere else
- Response 62 space is too small to be useful
- Response 63 Boring, not worth the money at all
- Response 64 Interactive activities for kids as opposed to traditional playground
- Response 65 Allow for more seating
- Response 66 water feature not needed
- Response 67 never used currently
- Response 68 senior home close to library and none of the benches have back on to sit and take a break.

## Pisttoo Park

### How would you like to use Pisttoo Park?

- Response 69 Picnic area for families and toddlers. Fence along roadway
- Response 70 Informal path through trees and access
- Response 71 Toddler play structure in open space to the east? Climable art? Natural play?
- Response 72 Love this idea [arrowing pointing to above comment]
- Response 73 a mix of arts space and activity space for kids would be nice
- Response 74 Outdoor "exhibits" those go nuts
- Response 75 No. Dangerous location.
- Response 76 Put money into the rotary park. Great space near by.

## Please share your thoughts on the draft concepts

- Response 77 More seating around performance space. That space will be so great to use!!
- Response 78 Love the ideas. Looking forward to using the spaces in own events.
- Response 79 Will it be local contractors and local artists if you an art feature
- Response 80 I like the smaller performance stage. [first response] Me too! [second response]
- Response 81 Maybe the new "improved" parks will take away from the overuse of road closure



## Feedback Panel: Main Street Construction

### What are your primary concerns about the construction

- Response 82 Access to business for persons w/ limited mobility during the construction
- Response 83 We are losing our town charms with this modern expression
- Response 84 noise
- Response 85 delays as always
- Response 86 Event delays, I would love options where events can happen while work is happening!
- Response 87 Where is the funding coming from?
- Response 88 Accessibility-parking
- Response 89 Back alleys going one way during road work?
- Response 90 I thought it was oldtowne Okotoks? Why make changes to the existing
- Response 91 Not in support of any changes
- Response 92 overload of alleys
- Response 93 Give contracts to local construct companys!
- Response 94 What is the plan for an LRT station?
- Response 95 Main Street is great the way it is! Please focus on road maintenance.
- Response 96 Where will town events such as light up take place?
- Response 97 Do it once, do it right. Take the time required to really fix the problem.
- Response 98 How much are taxes will go up?

### Impact: How will this project affect your business?

- Response 99 Long term shut down of bus parking lots
- Response 100 Parking helps bring customers
- Response 101 we need our contract with construction to commit to timelines
- Response 102 Accesability I stay!
- Response 103 Don't take away any downtown parking on Main Street.
- Response 104 Events from third parties will be drawn to this! I can't wait to create activities in this space.
- Response 105 Walkable. No value/raised taxes.
- Response 106 Please put backs on all benches!! Especially at the library!
- Response 107 No water park downtown!! Think of a better use for all the concrete you poured them.

### Timelines: Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter time?

- Response 108 Longer w/ less impact
- Response 109 Shorter
- Response 110 Losing front parking will destroy downtown
- Response 111 A phased approach would allow businesses to keep pace. [response 1] yes [response 2]
- Response 112 Can't control construction schedule - faster wont work.
- Response 113 Phases please! Then parking can still be "close"
- Response 114 Once timelines are realized I can better answer. Totally happy to wait to hear how short is short. [response 1] Yes! [ response 2]
- Response 115 Grants for signage?
- Response 116 Open for biz for "coop" event. Where we shop local, enter for prizes?
- Response 117 Timelines like real timelines we've been closed in the past for 2 years.
- Response 118 Ensure adequate parking for patrons during construction. Some older folks wont come out if there is no parking at store. [response 1] Yes!! [response 2]

## Feedback Panel: Our Plan for Downtown

### Is there anything missing from the Vision, Goals, Guiding Principles, or Character Areas?

- Response 119 You have no money, don't go taking our money
- Response 120 Focus on more schools, water treatment center, new rec center, repaving old pot hole road ways!! Not a new look.
- Response 121 Renewable energy system for Town businesses

### Are there any other comments you would like to share with us?

- Response 122 Love this. Such a cool vision for Main Street and Elma
- Response 123 Use park upgrades to make rottary park the best
- Response 124 Fewer road closures for events on McRae and Elizabeth St. Move events to [Aconer] River to keep traffic flow open to businesses.
- Response 125 What they said. There were less than 10 people as visitors to the pride event last year.
- Response 126 The cost and will taxes go up again!
- Response 127 Focus on water vs. parks
- Response 128 Traffic impact
- Response 129 Stop raising taxes! Be smart with tax payer money.
- Response 130 The statement that water restrictions are not in effect is obviously false.
- Response 131 For all things mentioned for improvements the Daggett St Parking improvement makes sense. But that's it. Focus on our water issues first.
- Response 132 No timelines + less street parking quite homsome for my climate business along Elizabeth!
- Response 133 The cost of each component of the plan should be accurately stated to the public
- Response 134 what data to support the expected outcome?
- Response 135 General poor execution by town admin
- Response 136 Timing isnt right, econ challeneges right now, don't need taxes to go up
- Response 137 Do deep infrastructure now. See how disruption is. Asses for the rest + consult then.
- Response 138 Focus on the basics for now.
- Response 139 Costs?
- Response 140 Communal parking areas for staff outside of main downtown area
- Response 141 Transit Hub to bring people in for events at other locations like the [word] to be [word]

# Appendix B:

## Okotoks Downtown Engagement

1-on-1 visits with Main Street businesses and residents

### Summarized Notes

#### Business #1

- Access at rear ok.
- Deliveries are flexible.
- Fast and disruptive construction timeline.

#### Business #2

- Fearful about upcoming changes.
- Concerned the downtown won't retain its hallmark village/old town charm.
- Needs confidence that the project will be handled properly.
- Worries about the costs and unwillingness to upgrade buildings due to expenses.
- Discontent with the modern streetscaping design, prefers historic charm.
- Concern about streets being blocked, especially on Saturdays.
- Downtown needs improvement but should maintain its charm.
- Disconnection between Main Street businesses and council decisions.
- Feels the previous council had different, more green-oriented intentions.
- Dissatisfaction with current design concepts, lacking in charm.
- Facade improvements are needed for downtown buildings.
- Property by the railway should be expropriated and turned into an interesting heritage park.
- Current signage is too small and ineffective.
- City building across the street needs more aesthetic enhancement.
- Need for more public bathrooms, especially as market dynamics have changed post-COVID.
- Preference for a retail-only downtown, with no daycares or dentists.
- Feels that the area isn't focused on shopping currently.
- Supportive of involving businesses in Main Street marketing efforts.
- Suggestion for shuttle service and more parking on the south side of Daggett Street.
- Ensure that decisions involve those who shop downtown.
- Add more charm to concepts, avoiding flags and focusing on heritage aesthetics.
- Consider implementing shuttle service and increasing parking availability.

#### Business #3:

- Concerns about competition with licence in same building.
- Main Street is saturated with certain services.

#### Business #4:

- Sidewalk pavers need replacing.
- There are tripping hazards.

**Business #5:**

- Need for more crosswalks.
- Concerns of speeding.
- Need for improved parking.
- Desire to be able to sit out on Main Street comfortably.
- Pedestrians currently have to stop walking as the sidewalk ends near this location.

**Business #6:**

- Concerned about impact to parking.
- Emphasis on the need for a property tax decrease and financial support for impacted businesses.
- No foot traffic concerns at this location.
- Access at rear ok.
- Impact of COVID – there was no decrease in taxes when things shut down.
- Need to consider that some businesses work on weekends.
- Signage support is needed for business during construction.
- Main street should change to 1-way.
- Discontent with angled parking.

**Business #7:**

- No foot traffic at this location.

**Business #8:**

- **Major Concerns about Construct on and Events:**
- The business owner's perspective is that the Main Street project will tank the business and will be the final straw. The business has been extremely negatively impacted for 3 Saturdays in a row this spring (during events put on by the Town and private groups).
- The business owner has observed that pop-up style retail Saturday events are causing business losses. For example, this past Saturday was a pop-up event where third-party businesses paid a nominal fee to be involved, and one was setup in front of their business, blocking the visibility of the store and possibly confusing patrons that the business and the pop-up tent were the same business. The business' sales were significantly reduced.
- Saturdays are the best sales day of the week typically. The business owner said that these events are doing direct harm to the business.
- The business owner had concerns and questions about events. For example, how much do the business pay to set up a pop-up tent? Why are they set up where they are?
- During this last event (Saturday, June 22 Spring into Summer & BuskersFest and the Summertime Youth Market), there were "No Parking" signs nearby for the event, but they were left up on Sunday despite the event being over. The business owner said that this discourages people from shopping in the downtown after the event is over.
- It is the perspective of the business owner that out-of-town customers are unaware of parking on Daggett Street so the upgrades won't help with the parking concerns for their business.
- The business owner observed that many of their customers are from out of town and that their business is a regional draw. Customers come to the store from the wider region and often spend time at other stores and restaurants in town. The business owner said that these visitors are not coming for these Saturday events and would avoid the area when streets are closed off.
- The business owner said that customers can't see the front of the store to know that it is there during these events.
- Other concerns include delivery and customer access in the front. The business only has one access (in the front) which could be significantly impacted by the Main Street construction, depending on the construction activities occurring at the time.



- The business owner said that access to the parking stalls in the parking lot shared with the museum and on-street parking is core to the customer experience as many customers need close and accessible parking to the store. Town staff provided information about the plans to close this parking lot. The business owner talked about how these plans don't make sense to her. The front street parking is a significant positive for the business.
- The business owner said that she has received mixed information regarding business licenses and other municipal permit type information. As a result, there is a lack of trust of municipal information and communications.
- The business owner is concerned that the need to upgrade the water infrastructure is a direct result of increasing growth and has concerns with this.
- The business owner spoke about signage – that there are always limits and too many rules.
- In the business owner's experience, the permit fees paid to the Town for Change of Use of the premises was a cash grab. An inspector has not visited the business.
- The business owner's perspective is that the Town doesn't care about this business, that they are focused on the infrastructure, and that it doesn't matter to them if the business goes under.
- **Discussion on the infrastructure construction options:**
- Question about how many pipe breaks there are in the last year. The business owner would like to know. Town said they could look for this information, but also said that the number of breaks isn't the whole story. The number of breaks is a result of the infrastructure nearing the end of its life. The construction is to upgrade the infrastructure to replace this aging pipe so that there aren't many breaks or large-scale breaks, and to have reliable infrastructure. The Town noted that this project was planned for construction in 2020 during COVID but was postponed due to business feedback. The project is now being re-started.
- If it is possible to close half the road, the business owner could possibly see the impact being less for this business.
- Question: Can the Town do anything else to upgrade the infrastructure? Could they put in pipe through the existing? Town Response: The pipe needs to be up-sized for a number of reasons, including growth, so this method can't be used.
- The business owner said that if the construction was one block at a time, that would be better than a more widespread closure.
- **Discussion on possible creative solutions:**
- The business owner requests that the Town finds another location for the store that won't be impacted by the construction and does not have additional costs. The business is in a new lease and cannot afford to have more expenses. The business only recently moved into this location and invested in the costs of moving, renovations and is in the early period of the lease. The Town will check what's available and provide some options, but didn't comment on business costs.
- The business owner suggested that the Town should require upgrading of the decrepit stores in town. The business owner believes some buildings should have been condemned by Provincial inspectors including the one where the business was located last, but that didn't happen.
- As the business owner walked home from work today they passed the old train station with its beautiful trees and green space and thought how lucky we are to have it!
- They feel that a traffic circle at that location is going to impact that terribly. The idea of a traffic circle is ridiculous. The business owner walks by that intersection at least twice a day as well as drives through it numerous times a week. They indicated they've NEVER noticed a problem with traffic flow. Just thought they'd pass on those thoughts as well. They will pass on those concerns to everyone they know—it's that important.
- Thanks again for response. Please pass on "traffic circle" concerns.

### **Business #9:**

- Access at front is the main concern.
- No concern re: parking.

**Business #10:**

- How will customers know they are open for business?
- How will we access the business if the street isn't open?
- Need access to parking lot.

**Business #11:**

- Parking available for staff behind the building.

**Business #12:**

- Questions about access and routing during construction.
- The Town does a good job directing people downtown.
- Question about when the construction will happen.
- Perspective on events: Saturday was excellent and the area is generally good during events.
- Business owner heard that the road will be closed permanently.
- Support for anything to make it nicer. If we don't invest, downtown will die out.
- Music event on Thursday was good for business.
- Have a driveway for deliveries.

**Business #13:**

- Crumbling sidewalk is a problem

**Business #14:**

- Have parking at rear.
- Support for construction signage.

**Business #15:**

- Question about whether the construction will be on one side of the road at a time.
- If the road is closed, it's hard to walk to the businesses.
- Concerned about parking. No parking available at the rear.

**Business #16:**

- Question about timeline.
- Support going fast for construction.
- Want patio space in front of business.

**Business #17:**

- Question about timeline.
- Question about whether the impact can be minimized.
- Concerned that they haven't received general information from economic development.

**Business #18:**

- Questions about parking access.
- Local contracting recommended.

**Business #19:**

- Parking is essential especially for seniors.
- Customers have lots of SUVs that need to be accommodated.
- Road medians are hard to navigate.
- Water pools at the door of the business.
- Things need to be functional for businesses during construction.

**Business #20:**

- Concerned because no clientele came in during the Pride event.
- Events are preferred on Sundays – this would then be a bonus day for sales.
- Parade is OK on Saturday. It doesn't interfere with business.
- 3 Saturdays in a row, main street was closed which impacted business.
- Parking is available at the back entrance.

**Business #21:**

- Concern with exposed utilities.

**Business #22:**

- Very interested in the project.

**Business #23:**

- Expressed that Main Street enhancements are a good thing.

**Business #24:**

- Concerned about disruption.
- Summer is a bit quieter for the business except summer camps.
- Afterschool is usually busy and will have to be accommodated.
- Back alley deliveries are available.
- Not happy with current parking availability.
- Concerned with focus on walking and biking considering the weather and snow.
- Concerned with loss of parking because during the last round of calming measures, parking spots were reduced.
- Parallel parking is good for safety, but it didn't help parking availability.
- Expressed the need for parking signage to indicate that there is rear parking.
- Need for the Town to give parking tickets for cars that stay more than 2 hours at street parking. There is no signage saying that it's 2 hour parking, but that's the rule.
- Question about construction timeline.

**Business #25:**

- Concerned about Main Street becoming a permanent pedestrian mall.
- Employees parking out front is hurting businesses.
- Support for the 2-hour parking maximum, but it needs signage so people know about it.
- Parking available at rear.
- Concern that some businesses don't have to provide private parking and it impacts other businesses.

**Business #26:**

- Concerns about parking, customer and delivery access, traffic congestion.
- Question about why the construction will take 5 years.

**Business #27:**

- Excited about the project.

**Business #28:**

- Constant sewage issues in front of business on the City property.

**Business #29:**

- Sidewalk out front business is sinking – question regarding if the Town is responsible.

**Business #30:**

- Questions about construction timelines, locations, and whether the businesses will have to close.

**Business #31:**

- Question about construction timeline.
- Question about what the plan is for shutting down Main Street.
- Calgary's 17th Ave is a failure.
- Continuity planning is essential.
- Main Street events lead to a reduction in sales. They are a destination store. People drive here and closing the road is a concern.
- Preference for a faster construction timeline
- Construction signage is ok, but not the key to managing the impacts.
- Changes to Daggett Street being done before Main Street is good.
- Parking currently not assigned at back of store. Parking is available at rear, but people don't use it.
- Concerned that businesses will lose money.
- Weekends are busiest for this business.

**Business #32:**

- Concerned that the road will be permanently closed.
- Expressed that the Town needs to look out for businesses.

**Business #33:**

- Question about whether there will be a parking facility.

**Business #34:**

- Support for the project.

**Business #35:**

- The property and private parking lot need to be fixed up.
- No access to rear parking spots.
- Not in favour of an entertainment district – open carry.
- During Town events, this business closes. Appointments are scheduled on Sundays to avoid event disruptions.

**Business #36**

- Question about construction timelines.
- Question about what will be changed.
- Questions about when will the plan be ready and available to share with the public.
- Question about what festivals are planned? What about next year? What is happening for events and festivals during construction?



- Support for having a sidewalk.
- Support for deep utility reconstruction.
- Emphasis on construction planning to mitigate impact on businesses. Take a block-by-block construction approach.
- Pride Festival – when the road closed, no one came to the store.
- Parade doesn't negative impact business.
- This business is closed Sunday, Monday, Tuesday.

**Business #37:**

- Question about whether the road will only be for pedestrians going forward.
- Question about the impact on the car show that will take place next year. This is the biggest draw for this business.
- No access to parking stalls.
- Improvements are always a great thing.

**Business #38:**

- Concerned about parking and delivery.
- Question about whether the road is changing into a pedestrian mall?
- Support for the traffic circle.

**Business #39:**

- Lots of customers on event days.
- People see the business because they are out walking.


**Business #40:**

- Question about whether the sidewalks will be open during construction.
- Question about construction staging. Will it be done all in one phase or multiple?

# Appendix C:

## Advertising for Public Events

### Media Release



May 21, 2024

For Immediate Release

**The Town Seeks Feedback On New Downtown Projects**

The Town of Okotoks is inviting business and community members to learn about and participate in shaping the future of our *Downtown's Next Chapter* initiative through public engagement events on the *Our Plan for Downtown* and *Picture Our Parks* projects.

- 1. Our Plan for Downtown:** The Town is developing a comprehensive plan to guide private and public space redevelopment in our downtown. This plan will leverage existing studies and past community feedback to establish the policy foundation for a cohesive and vibrant downtown area. The Town will ask for community feedback during the upcoming engagement opportunity.
- 2. Picture Our Parks:** Along with the downtown improvements, the Town is upgrading Triangle and Pistoo Parks. The redesign of these parks will provide welcoming, inclusive spaces for community members and connect seamlessly with the downtown improvements. The Town is working on design concepts for both parks and will ask for community feedback during the upcoming engagement opportunity.

"The idea of elevating Okotoks' downtown and the surrounding parks into lively gathering places is exciting. It's about creating a sense of community pride and boosting economic growth for years to come," said Tanya Thorn, Okotoks Mayor.

**Community Engagement**

Community engagement is an essential part of this process. The Town is dedicated to keeping business and community members well-informed through online information and providing opportunities to provide feedback and ask questions. The first open house will provide information on the *Our Plan for Downtown* and *Picture Our Parks* projects, and ask for feedback on progress so far.

Enhancing the streetscape of main street (Elizabeth, McRae & North Railway Streets) is also part of the downtown improvement project. Design concepts are being worked on and will be shared with the community in the coming months. Community engagement on design elements will be coming later this year. Also this year, the Daggett Street parking area along the CPKC rail tracks, will be paved to increase parking capacity by approximately 70 stalls. Reverse angle parking, considered the new standard for parking safety, will also be piloted.

**Upcoming Open House and Online Engagement:**

An Open House is scheduled for June 18, 2024, between 4 – 8 p.m., at the Okotoks Art Gallery (53 North Railway Street). If you cannot attend this event, you can engage online from June 18 – July 2, 2024 on the project website, where more information on this first engagement will be coming soon.

"The questions and feedback we receive through our engagements are extremely important. The input we receive will be considered by the Town as we move to the next stage of each project," added Mayor Thorn.

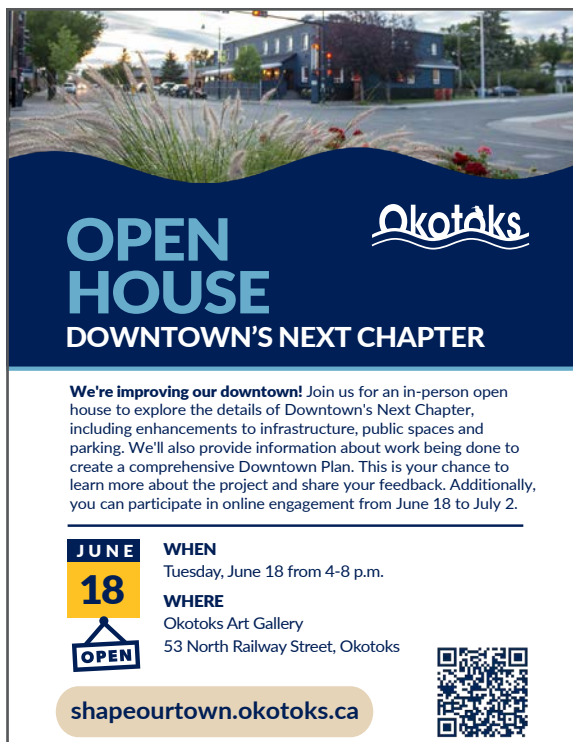
The Town is working on these major downtown projects to create improved viability for businesses, economic growth, place making and accessibility. All project and community engagement information is available on the project website; follow the page to receive regular updates: [www.shapeourtown.okotoks.ca/downtown](http://www.shapeourtown.okotoks.ca/downtown).

-30-

**Media inquiries:**

Melanie Heemeryck, Community Engagement Manager  
Town of Okotoks  
[mheemeryck@okotoks.ca](mailto:mheemeryck@okotoks.ca)  
403.464.9501

### Western Wheel Print and Online Ad



**OPEN HOUSE**

**DOWNTOWN'S NEXT CHAPTER**

**We're improving our downtown!** Join us for an in-person open house to explore the details of *Downtown's Next Chapter*, including enhancements to infrastructure, public spaces and parking. We'll also provide information about work being done to create a comprehensive Downtown Plan. This is your chance to learn more about the project and share your feedback. Additionally, you can participate in online engagement from June 18 to July 2.


**JUNE 18**

**WHEN**  
Tuesday, June 18 from 4-8 p.m.


**WHERE**  
Okotoks Art Gallery  
53 North Railway Street, Okotoks

**OPEN**


[shapeourtown.okotoks.ca](http://shapeourtown.okotoks.ca)



## Postcard: Directly Impacted Businesses and Residents



# DOWNTOWN'S NEXT CHAPTER



**WE ♥ OUR DOWNTOWN!**

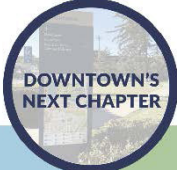
The Town of Okotoks is dedicated to improving and enriching our downtown to benefit everyone in our community.

**HOW DO WE DO THIS?**

Over the next several years, the Town is undertaking significant planning and construction projects that will shape the future of our downtown - *Our Plan for Downtown*:

- 1 Downtown Enhancements**
- 2 Downtown Policy Alignments**


More information is available at:  
[shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown)



**DOWNTOWN'S NEXT CHAPTER**


**DOWNTOWN ENHANCEMENTS**


Upgrades to Main Street infrastructure, public spaces, and parking along Daggett Street.



**DOWNTOWN POLICY ALIGNMENTS**

Align existing downtown policies into one Downtown Plan.





### Upgrades to Main Street

It's time to upgrade Elizabeth, McRae, and North Railway Streets to tie together the look and feel across the downtown core.

**Timeline (2025 - 2028):**

- North Railway Street enhancements start in the Spring of 2025;
- Elizabeth and McRae Streets dates are TBD.

**Upgrades:**

- The concept designs are being developed now and will be shared when available.

### YOUR FEEDBACK MATTERS

We want to hear from you about the upcoming Main Street construction. Town staff will be available to discuss your thoughts.

**DID WE MISS YOU AT OUR ONE-ON-ONE BUSINESS VISITS?**


Please join us at this drop-in opportunity.

**DROP-IN VISIT**

**When:**  
Tuesday, July 9 from 1 - 4:30 pm.

**Where:**  
Municipal Centre (5 Elizabeth Street)  
Drop-in at your leisure.

**OR FEEDBACK CAN BE PROVIDED ON OUR WEBSITE**




[shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown)

### WE WANT TO HELP

Please share your thoughts:

- 1. Concerns:** What are your primary concerns about the construction?
- 2. Impact:** How do you think this project will affect your business?
- 3. Timeline:** Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter period?
- 4. Marketing Support:** How can the Town best support your business?

 **Questions? Contact Us!** [engineering@okotoks.ca](mailto:engineering@okotoks.ca)



## Social Posts: Facebook



Post #1



Post #2



Post #3



Post #4



# Appendix D:

## Engagement Boards from Open House



### WELCOME TO THE DOWNTOWN'S NEXT CHAPTER ENGAGEMENT

**WE  OUR DOWNTOWN!**

The Town of Okotoks is dedicated to improving and enriching our downtown to benefit everyone in our community. This work is a part of the Town's long-term vision and strategy to improve the downtown and support economic development now and into the future.

**We are enhancing downtown through upgrades to:**

- ✓ Main Street Infrastructure - Elizabeth, McRae and North Railway Streets - roads and utilities
- ✓ public spaces (sidewalks, boulevards and parks)
- ✓ parking along Daggett Street
- ✓ aligning existing downtown policies into one document, Our Plan for Downtown

**WHY?**  
Elevating the downtown into a thriving gathering space will:


- ✓ support businesses
- ✓ foster community pride
- ✓ promote economic growth
- ✓ improve safety & accessibility for years to come

**TODAY'S OPPORTUNITY**

- ✓ learn about upcoming plans for our downtown
- ✓ share your thoughts on Downtown's Next Chapter

**Timeline:**

- ★ Main Street Improvements Concept Design & Our Plan for Downtown Background Work (Q2-Q3 2024)
- ★ Community Engagement (Q2-Q3 2024)
- ★ Daggett Street Construction (Q2-Q3 2024)
- ★ Downtown Plan Approved (Q1 2025)
- ★ Main Street Construction (Multi-year work starting in 2025)

### DOWNTOWN'S NEXT CHAPTER

**PROJECT BACKGROUND**

The Town is moving forward with downtown enhancements that were paused over the last few years. The work is based on community feedback on the Main Street design in 2020, and downtown policy work that has been completed or underway since 2015.

**WHAT'S HAPPENING?**

**Main Street Enhancements**  
Downtown's Next Chapter includes many enhancements including:

- Upgrades to streetscaping and utilities along Main Street (Elizabeth, McRae and North Railway Streets) to support businesses, safety, and accessibility.
- Improvements to Triangle and Pistoo Parks to make them more functional and better connected to Main Street.
- Improved parking availability along Daggett Street.

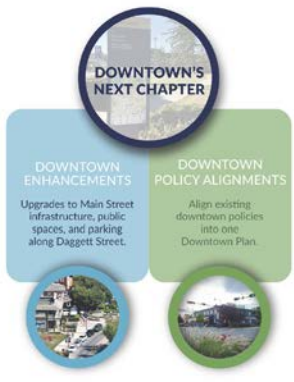
**Policy Alignment: Our Plan for Downtown**

- "Our Plan for Downtown" will be a new Area Redevelopment Plan that will provide guidance for future downtown development. It will be a plan that takes existing policy and combines it into one comprehensive, easy to understand plan.
- It will be based on the existing vision, policies, regulations and guidance of the Municipal Development Plan, Downtown Urban Design Master Plan and the Land Use Bylaw.

**DOWNTOWN'S NEXT CHAPTER**

**DOWNTOWN ENHANCEMENTS**  
Upgrades to Main Street infrastructure, public spaces, and parking along Daggett Street.

**DOWNTOWN POLICY ALIGNMENTS**  
Align existing downtown policies into one Downtown Plan.



**BUILDING ON WHAT WE'VE LEARNED - PAST ENGAGEMENTS**

- Community engagement is an essential part of shaping the future of our downtown.
- The Downtown's Next Chapter project builds on community input received through many past engagements about the downtown. We are consolidating everything that has been heard to make the changes needed today.

## WHAT WE'VE LEARNED THROUGH ENGAGEMENT

### 2020 MAIN STREET & TRIANGLE PARK ENGAGEMENT

When designing the Main Street concept in 2020, we asked the community for feedback on how Main Street is used and what should be prioritized to make it even better.


In 2021, A What We Heard Report that shared the feedback received was prepared and published to the Town's website.

#### HERE'S WHAT WE HEARD

**Participation**


300

The number of community members that voted.








>260

The number of community members that completed feedback surveys.



**Key Findings**

DESTINATION	DESIGN FOCUS	INCREASE SPACE	VEHICLE ACCESS	CLEAR SIGNAGE
				
Downtown should be a destination.	Design must equally focus on pedestrians & vehicles, prioritizing inclusiveness, safety, and accessibility for all ages & abilities.	Increase pedestrian and public space along Main Street; encourage events, festivals, and restaurant patios.	Accommodate parking, loading, and vehicle access needs on Main Street.	Ensure clear signage to help people find their destinations.

Survey participants showed that they are interested in the project corridor becoming a vibrant hub of activity

80%

supported design ideas that would help improve the look and feel of downtown Okotoks and make it a more attractive place to live, work, and play.

73%

agreed that the project would help improve the safety and accessibility of downtown Okotoks.

69%

agreed that the project would help improve the economic vitality and vibrancy of downtown Okotoks.

#### FEEDBACK ON DEEP UTILITY TIMELINES

In 2020, the Town considered proceeding with the deep utility replacement while businesses were closed because of the pandemic, but the timing didn't work.

Feedback from the directly impacted businesses was clear that this work would negatively impact their businesses and livelihoods at a crucial time. Because of this feedback, this work was postponed.

## WHAT WE'VE LEARNED THROUGH ENGAGEMENT

### OUR PLAN FOR DOWNTOWN

Past engagement efforts have helped shape the goals and direction for creating Our Plan for Downtown.

This project is building off the feedback received through past recent engagements on the Municipal Development Plan, Downtown Urban Design Master Plan, Land Use Bylaw, etc.



>2,300

ENGAGED CITIZENS



INVOLVED ACROSS 13 PROJECTS SINCE 2007


Open Houses   Steering Committees   Surveys   Focus Groups   Workshops

#### KEY THEMES

Key themes from the past engagement that will be considered for Our Plan for Downtown.

ARCHITECTURAL GUIDELINES & PLACEMAKING	PLAZAS, SEASONAL SPACES, AND ARTS & CULTURE	COMPLETE STREETS, MOBILITY & PARKING	MIXED-USE BUILDINGS	BEAUTIFICATION / GREEN MAIN STREET
				
Keep the historic look while allowing new development in distinct areas.	Create gathering spaces like plazas and markets to support arts and culture.	Design streets for all travel modes and address parking issues.	Build mixed-use buildings with shops on the ground floor and homes/office above for a walkable downtown.	Improve landscaping to make downtown inviting and comfortable.
INFILL & DENSIFICATION	INNOVATION & SUSTAINABILITY	SIGNAGE & WAYFINDING	REDEVELOPMENT RED TAPE	ENTRANCEWAYS / GATEWAYS
				
Add more homes in downtown while respecting historic areas.	Use innovative, sustainable solutions that balance environmental and practical needs.	Create a clear signage system to help people navigate.	Simplify processes and improve coordination for redevelopment.	Improve downtown entrances with thoughtful, cost-effective designs.

## MAIN STREET ENHANCEMENTS



### DOWNTOWN IS THE HEART OF OUR COMMUNITY

Portions are showing their age; upgrades have been postponed, and as time passes, the infrastructure ages and the need for repairs becomes more critical.


Over time, improvements have been made to segments of Main Street (Elizabeth Street, McRae Street and North Railway Street).

Now, it's time to design and construct upgrades for North Railway Street and our parks to tie together the look and feel across the whole Main Street. The draft streetscape concept will be shared with the community when it is completed in the coming months.

#### PURPOSE

The goals of enhancing Main Street are:

- To enhance the downtown and stimulate economic development.
- To replace aging infrastructure supporting the community's priorities of safety and accessibility.



#### PROJECT HISTORY & TIMELINE

- North Railway Street & Triangle Park Conceptual Design (Q1 2024)
- Detailed Design (Q2 2024)
- Community Engagement (Q2 2024)
- Construction Start (Q2 2025)
- Project Completion

In 2020, we started designing North Railway Street, from McRae Street to Poplar Avenue. With issues resulting from the pandemic such as resourcing and timing, the project didn't move forward in 2020/21. The timeline has been adjusted and we are now updating and finalizing the designs.

Construction is set to start in spring of 2025 and will continue over multiple years. We will be consulting with residents and businesses who will be directly impacted by construction/changes to determine the best approach for construction timelines.

**We're not starting from scratch!**



The Town is moving forward with downtown enhancements that were paused over the last few years. The work is based on community feedback on the Main Street design from 2020.

## MAIN STREET ENHANCEMENTS

### VISION & GOALS

- Create and build safe, welcoming, appealing and engaging public spaces.
- Support the arts, culture and events even more by making spaces that are designed around these needs.
- Enhance the connection and attractiveness in the spots where private spaces meet public spaces.
- Build spaces that support increased business activity and diversity of commercial activities.
- Encourage businesses to use the parking and boulevard area in front of their property as an extension of their business space (retail, dining, seating, etc.).
- Bring more visitors into downtown through better accessibility and navigability for people of all ages and abilities.

#### UPGRADES WILL INCLUDE:

REPLACE UTILITIES	ENHANCE PUBLIC SPACE	CHANGE ROAD DESIGN	INTEGRATING PARKS
			
Replacing deep utilities (sewer and water lines).	Upgrading public spaces (widening sidewalks, updating lighting & boulevard designs, adding seating areas).	Changing the road design to make traffic flow and add safety features for pedestrians.	Integrating Triangle and Pistoo parks into the new design.



## MAIN STREET UPGRADES

**CONCRETE BOULEVARD EXAMPLES**



**WAYFINDING EXAMPLES**



**BOULEVARD TREATMENT EXAMPLES**



**RAISED PARKING EXAMPLES**



**ROUNDAABOUT EXAMPLES**



## MAIN STREET CONSTRUCTION

### HOW WILL THE MAIN STREET CONSTRUCTION IMPACT YOU?

- Construction will have inevitable disruptions.
- We are committed to working with the community to understand your concerns and will do our best to mitigate impacts.
- We will be consulting with directly impacted businesses and residents over the next month on your concerns, preferences for timelines and marketing support.


### ENGAGEMENT OPPORTUNITIES

Your feedback is important and will help improve the downtown experience during construction. Staff will be available to discuss the project:

- June 25 & 26:** Town staff will visit businesses and residences along Main Street.
- July 9, 1 - 4:30 pm:** Town staff will be available at the Municipal Centre (5 Elizabeth Street) for impacted businesses and residents to drop-in.

Once we have the Main Street design concepts ready, we will share it with the community and ask for further feedback.

Feedback can also be provided online: [shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown)



## MAIN STREET CONSTRUCTION

### PLEASE PROVIDE YOUR FEEDBACK

- Concerns:** What are your primary concerns about the construction?
- Impact:** How will this project affect your business?
- Timelines:** Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter period?
- Marketing Support:** How can the Town best support your business?

## TRIANGLE PARK

### HISTORY

The park was originally a project of the Okotoks Community Booster Club that dates back to 1962, and consisted of a wading/paddling pool. The park was turned over to the Town by the Booster Club in 1965.

### VISION

Make Triangle Park a flexible, open-space space perfect for taking short breaks or engaging in community events and activities. This park will be integrated with the streetscape to increase its benefit for all.

### Potential Concept Design for Triangle Park



### Today's Triangle Park



THE FUNCTION	THE LOOK	THE FEEL
<ul style="list-style-type: none"> <li>A versatile space perfect for relaxing, quick stops, casual gatherings, and community events and activities</li> </ul>	<ul style="list-style-type: none"> <li>Shaded seating</li> <li>Paths and gardens</li> <li>Natural elements like boulders, stones and stumps</li> </ul>	<ul style="list-style-type: none"> <li>Calm and welcoming environment</li> </ul>



## PISTTOO PARK


### HISTORY

This park, located next to the Okotoks Art Gallery, was created in 1981. It was named Dewdney Park to recognize the time when Okotoks was called 'Dewdney' in the 1890s. The park was renamed Pisttoo Park on National Indigenous People's Day in 2022.


### VISION

Make Pisttoo Park a quiet, reflective space great for enjoying art and history while also providing a flexible space for exhibits, markets, and performances.

**Today's Pisttoo Park**



**Potential Concept Design for Pisttoo Park**



**THE FUNCTION**

- Plaza for art displays and community events
- Connection to the river valley via the pathway
- Mix of performance space and a quiet and reflective space

**THE FEEL**

- Quiet and reflective atmosphere ideal for learning about and enjoying art, history, and culture
- Natural and relaxing environment for longer visits

**THE LOOK**

- Shaded seating
- Open green space with trees and natural feel
- Extended patio/deck seating
- Art display areas

## PARKS FEEDBACK

### SHARE YOUR THOUGHTS FOR TRIANGLE & PISTTOO PARKS

**Triangle Park**

→ Triangle Park has limited opportunities for changes because of its size, shape and the roads nearby. We want the community's feedback on preferences for the park so we can design within the natural limits.

**Share your thoughts for Triangle Park:**

How would you like to use Triangle Park?

Please share your thoughts on the draft concept.

**Pisttoo Park**

→ We have a vision for Pisttoo park that meets the needs of the Art Gallery, and would like to understand the community's preferences on the design so we can adapt where possible.

**Share Your Thoughts for Pisttoo Park:**

How would you like to use Pisttoo Park?

Please share your thoughts on the draft concept.

You can also provide your feedback online, or scan the QR code.


[shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown)



## DAGGETT STREET PARKING IMPROVEMENTS

### PURPOSE

For many years, there has been informal parking available next to the railway along Daggett Street, east of Veterans Way. The purpose of this project is to formalize and upgrade these informal parking surfaces with asphalt. The project includes design and construction of a paved parking area along the south side of Daggett Street.




### BENEFIT

- ✓ Increase parking capacity and aesthetics.
- ✓ Construction of approximately 70 stalls (including accessible parking) is expected.
- ✓ Making an approved parking location will provide clarity for parking use.

### IMPACT

- ✓ Daggett Street will remain open during construction, however, intermittent closures to the road and north sidewalk should be expected.
- ✓ Businesses and residents in the adjacent areas should plan for alternative access and parking. Construction signage will indicate closures when they are in effect.



## OUR PLAN FOR DOWNTOWN

### ALIGNING EXISTING DOWNTOWN POLICIES INTO ONE DOWNTOWN PLAN

The downtown plays a key role in our community. It's a place for all community members to live, work, shop, recreate, play and gather.

To continue to make the downtown the best it can be, we are bringing together previous policies into one clear plan. The Our Plan for Downtown will guide future development under a unified vision.

The idea is that it will be a comprehensive document that is user-friendly, clear, and easy to understand.

**Our Plan for Downtown will be a statutory policy, formally called an "Area Redevelopment Plan", that will guide what downtown private and public spaces look like when landowners decide to redevelop.**

### WHY ARE WE CREATING THIS PLAN?


- ✓ **Unified Vision:** A single, unifying downtown plan and vision.
- ✓ **Geographic Boundary:** Defining a clear boundary.
- ✓ **Development Guidelines:** Clear and consistent development guidelines.
- ✓ **Municipal Development Plan Requirements:** Council directed that a downtown plan be created.
- ✓ **A Downtown Area Redevelopment Plan must be created.**
- ✓ **Policy Alignment:** Aligning policies as needed:
  1. street redesigns
  2. infrastructure upgrades
  3. parking utilization
  4. new provincial flood hazard mapping
  5. housing needs

**We're not starting from scratch!**

The vision, goals and principles from the Downtown Urban Design Master Plan adopted by Council in 2018 are the foundation of this work.

### THE PLAN AREA

Generally includes the lands south of Crescent Road and the escarpment, north of the shoreline of the Sheep River, east of Hughes Avenue and west of the commercial development along Northridge Drive.



**Main Street Improvements Concept Design & Our Plan for Downtown Background Work (Q2-Q3 2024)**

**Community Engagement (Q2-Q3 2024)**

**Daggett Street Construction (Q2-Q3 2024)**

**Downtown Plan Approved (Q1 2025)**

**Main Street Construction (Multi-year work starting in 2025)**




## OUR PLAN FOR DOWNTOWN


### OUR DOWNTOWN PLAN IS BASED ON EXISTING PLANS

**2021 Municipal Development Plan**  
A 60-year vision for growing to 75,000 residents and providing more diverse employment opportunities within the Town.

Sets goals that focus on:

 **More Housing Options**

 **Climate Action**

 **Jobs**

 **Urban Design**

Directs the vision of Our Plan for Downtown to make sure it's aligned with these long-term goals.

**Municipal Development Plan Commitments:**

- 1 Complete streets – streets designed to be safe and comfortable for all users
- 2 Redevelopment in the downtown will be pedestrian-focused using pedestrian-scale site planning, building designs that encourage interaction at the street level (i.e., retail store, cafes, restaurants)
- 3 Conserving, celebrating and integrating heritage buildings
- 4 No minimum parking requirements
- 5 The plan area boundary



## OUR PLAN FOR DOWNTOWN

### OUR DOWNTOWN PLAN IS BASED ON EXISTING PLANS

**2018 Downtown Urban Design Master Plan**  
The vision, goals and principles are the foundation of this work moving forward.


**VISION:**  
Downtown Okotoks projects an image of contemporary sustainability along its warm Main Street that celebrate its vibrant heritage.

**GOALS**

- **Project Sustainability** - The image of sustainability should be visible through green streets lined with buildings that feature sustainable elements.
- **Establish a Warm & Contemporary Main Street** - Downtown should be defined by a fine-grained pattern of shops that are built with a contemporary palette of warm natural materials.
- **Celebrate the Heritage of the Town** - The existing heritage buildings should be protected and celebrated as part of the defining characteristics of the town.

**GUIDING PRINCIPLES**

- **Sustainability and Active Living:** Places, buildings and streets are designed with the environment in mind. The urban infrastructure creates opportunities for residents to enjoy an active lifestyle that nurtures community well-being.
- **Public Spaces:** Public spaces are well connected to one another and are cherished, safe and inviting for the community to gather year-round.
- **Connectivity & Ease of Movement:** The transportation infrastructure is a multi-modal network allowing for the environmentally responsible and cost-effective movement of people and goods through Downtown.
- **Character and Identity:** The Downtown represents Okotoks with an identity of sustainability and innovation while anchoring in the heritage values of its neighbourhoods.
- **Active Streetscape:** The Downtown is animated with a mix of businesses and contemporary infrastructure creating lively and engaging streets where people can move around in a safe and inclusive manner.
- **Architectural Innovation:** Downtown Okotoks is a leader of environmental stewardship through low-impact and environmentally conscious architecture and infrastructure with creative resources and advanced technologies.



## CHARACTER AREA AND LAND USE

The Downtown Urban Design Master Plan and the Land Use Bylaw created the character areas for the downtown. They highlight characteristics and differences between main areas of the downtown. The idea is to remove the character areas from the Land Use Bylaw and move them to the *Our Plan for Downtown*. Then, the Land Use Bylaw will focus on regulatory matters. We intend to further refine these in *Our Plan for Downtown*.



**WEST ELMA STREET AREA**

Elma Street West is the historic District of Okotoks.

- Showcases the Town's heritage, predominantly through Queen Anne Revival style houses constructed in the early 1900s.
- Building height: 1 to 4 stories.
- Residential form and character with peaked roofs.
- Respect historical character in form & materials when integrating new additions or changes.
- Preserve historical buildings while allowing for sensitive infill development.
- Create compatibility between new projects and existing architectural context including historic and modern designs.
- Preferred building materials compatible with area with wood and brick recommended.

**EAST ELMA STREET (MAPLE) AREA**

Midsize residential building area.

- Increased population within close proximity will help support downtown businesses.
- Active transportation connections are important.
- Building height: 2 to 4 stories.
- Residential form and character with peaked roofs.
- Focus on midsize residential buildings.
- Preferred building materials of wood and brick.

**RIVERFRONT AREA**


The Riverfront is the most natural of the four character areas.

- Focus on protecting, maintaining and rehabilitating the river valley lands.
- Allow for sensitive development of adjacent lands.
- Building height: 1 to 3 stories.
- Development to be sensitive to the natural areas along the Sheep River.

**MAIN STREET AREA**

Incremental change to an integrated mixed use environment.


- Shift from the current form of parking lot to the front to a more integrated mixed use environment with buildings framing the street and parking to the side and rear.
- Building height: 2 to 4 stories (lookout at 2 stories).
- Main level commercial but residential units can be above.
- Buildings should be mixed use with sustainable design features (e.g. green roofs, solar, wind turbines, etc.).
- Buildings oriented to the street with active frontages and rear parking.
- No long garages or blank walls along the street, inclusion of awnings and projecting signs.
- Preferred building materials of architecturally finished stone, wood, brick, and glass.




## WE WANT TO HEAR FROM YOU!


**The Municipal Development Plan and the Downtown Urban Design Master Plan will provide most of the direction for the new *Our Plan for Downtown***

We are interested in your feedback on whether we are getting it right.

Do the Vision, Goals, and Guiding Principles make sense? 


YES	MAYBE	NO

Is there anything missing from the Vision, Goals, Guiding Principles or Character Areas? 

Do you have any other comments you would like to share with us? 

You can also provide your feedback online, or scan the QR code.

[shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown)




## NEXT STEPS

### THANK YOU FOR ATTENDING!

#### STAY UP-TO-DATE

For the latest information and progress for Downtown's Next Chapter go to:

[shapeourtown.okotoks.ca/downtown](https://shapeourtown.okotoks.ca/downtown)



You can provide your feedback or share any concerns and questions on the project website until July 2, 2024.

#### QUESTIONS? CONTACT US!

 If you need more information, please email: [engineering@okotoks.ca](mailto:engineering@okotoks.ca)

Please provide us with feedback on this event. Confidential surveys are available at the front.

#### NEXT STEPS

-  Community Engagement (Q2-Q3 2024)
-  Main Street Construction Business/Resident Engagement (June - July 2024)
-  Engagement on Our Plan for Downtown and design details (Fall 2024)
-  Daggett Street Construction (Q2-Q3 2024)
-  Downtown Plan Approved (Q1 2025)
-  Main Street Construction (Multi-year work starting in 2025)



*“The questions and feedback we receive through our engagements are extremely important. The input we receive will be considered by the Town as we move to the next stage of each project.”*

— Mayor Thorn

# Appendix E:

## Survey Questions

The survey asked participants to respond to the following questions:

### Part I: Your Connection to the Project

1. Please tell us your connection to the project: Required
  - a) I am a downtown business owner / operator / staff member that fronts Main Street
  - b) I am a resident / residential property owner of a property that fronts Main Street
  - c) I am a downtown business owner / operator / staff member (but do not front Main Street)
  - d) I am a downtown resident (but do not front Main Street)
  - e) I am a resident of Okotoks outside of the downtown
  - f) I am a resident of Foothills County
  - g) I prefer not to say
  - h) Other (please specify)

### Part II: Main Street Enhancements

2. What are your primary concerns about the construction? (Select all that apply)
  - a) Disruption to customer access
  - b) Noise pollution
  - c) Dust and debris
  - d) Loss of parking spaces
  - e) Impact on pedestrian traffic
  - f) Reduced visibility of storefront
  - g) Safety concerns for employees and customers
  - h) Interruption of utility services (water, electricity, internet)
  - i) Extended construction timelines
  - j) Impact on delivery and supply chain
  - k) Other (please specify)
3. How do you think this project will affect your business?
4. Do you prefer construction over a longer time but with less impact on businesses day-to-day, or a faster construction schedule with a higher impact for a shorter period? (Select only one)
  - a) Construction over a longer period but with less impact on businesses day-to-day
  - b) A faster construction schedule with a higher impact for a shorter period
  - c) Other (please tell us more about possible alternatives)

5. How can the Town best support your business during this period? (Select all that apply)
- a) Provide clear and regular communication about construction schedules and progress
  - b) Offer alternative parking solutions for customers and employees
  - c) Implement signage to direct customers to businesses
  - d) Organize promotional campaigns to encourage local shopping
  - e) Provide temporary access improvements (e.g., ramps, walkways)
  - f) Minimize noise and dust through appropriate measures
  - g) Ensure timely resolution of utility service interruptions
  - h) Facilitate delivery and supply chain access
  - i) Offer marketing and advertising support
  - j) Provide a dedicated liaison for business support
  - k) Other (please specify)

### **Part III: Our Parks**

6. How would you like to use Pisttoo Park?
7. Please share your thoughts on the draft concept. (Draft concepts can be viewed in Appendix D)
8. How would you like to see Triangle Park used?
9. Please share your thoughts on the draft concept. (Draft concepts can be viewed in Appendix D)

## Appendix F:

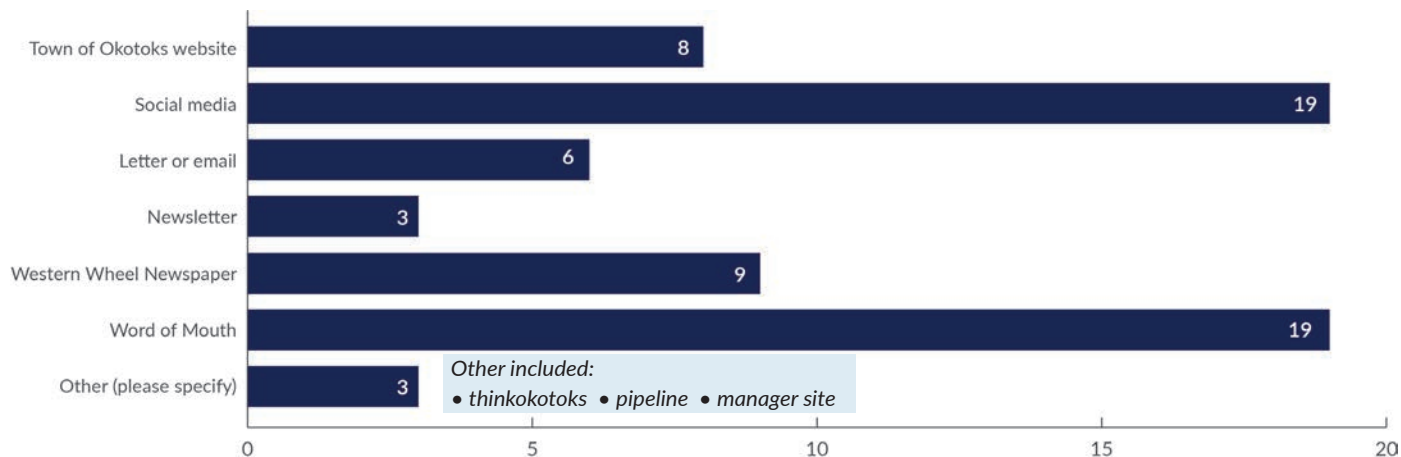
### Open House Evaluation Feedback

The survey asked participants to respond to the following questions:

45 participants provided feedback on the open house event.

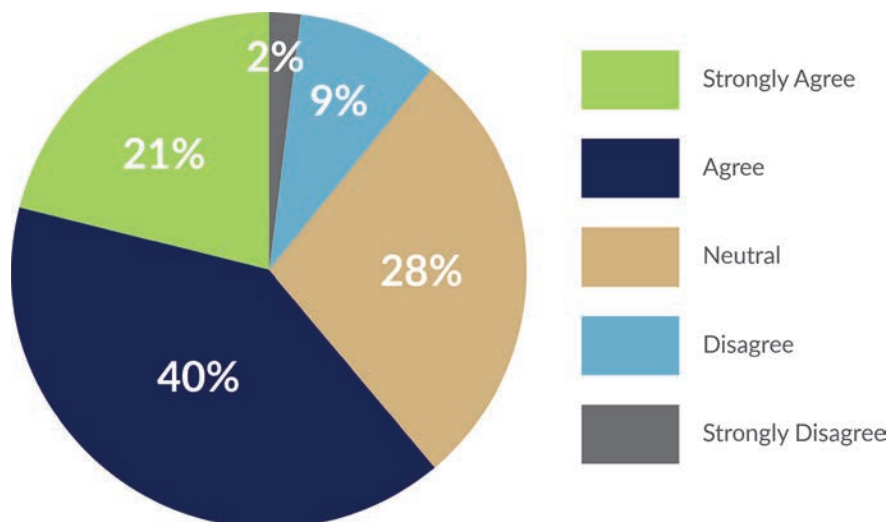
Below are the compiled responses to the evaluation questions provided on the June 18, 2024, Open House event:

#### How did you hear about today's event?



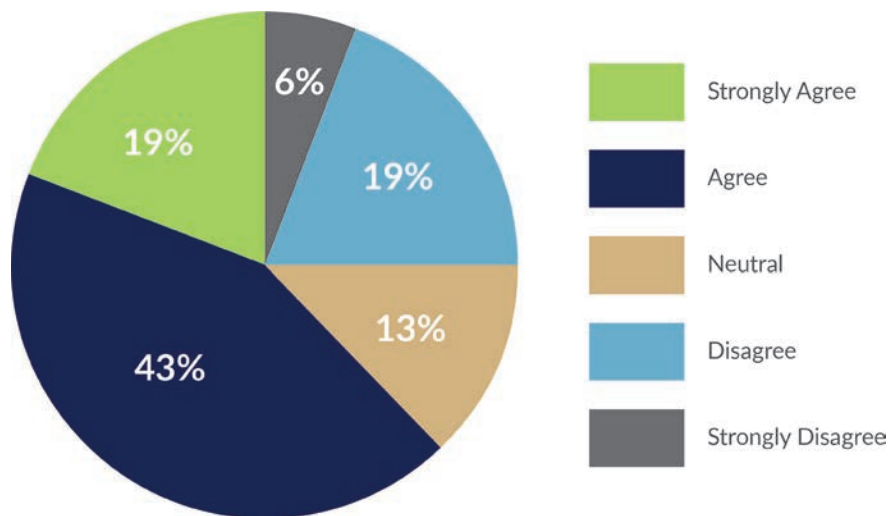
Please circle your level of agreement with the following statements:

**I was satisfied with the overall experience of today's event.**

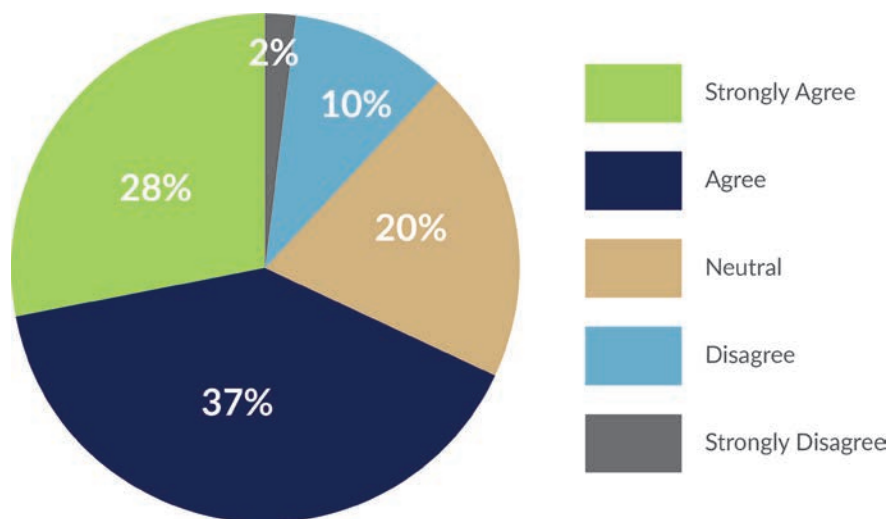




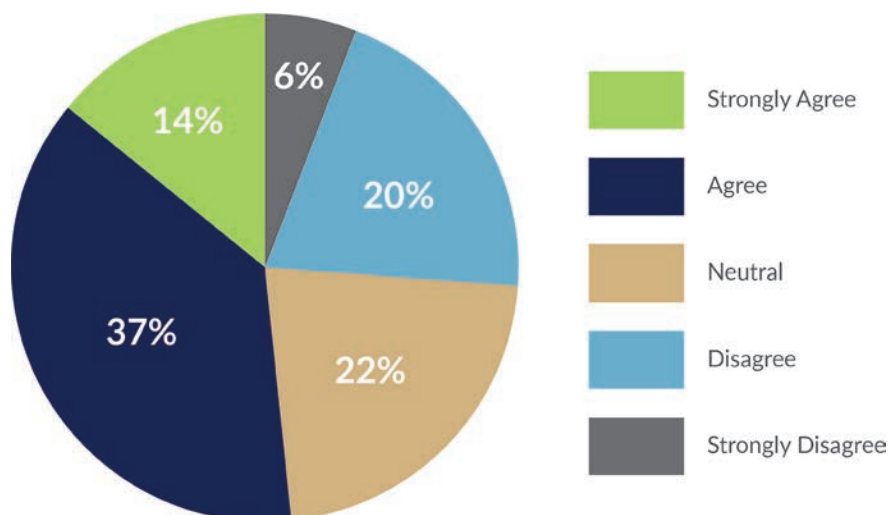
The information presented today was clear and helped me to understand what is being proposed for our downtown.



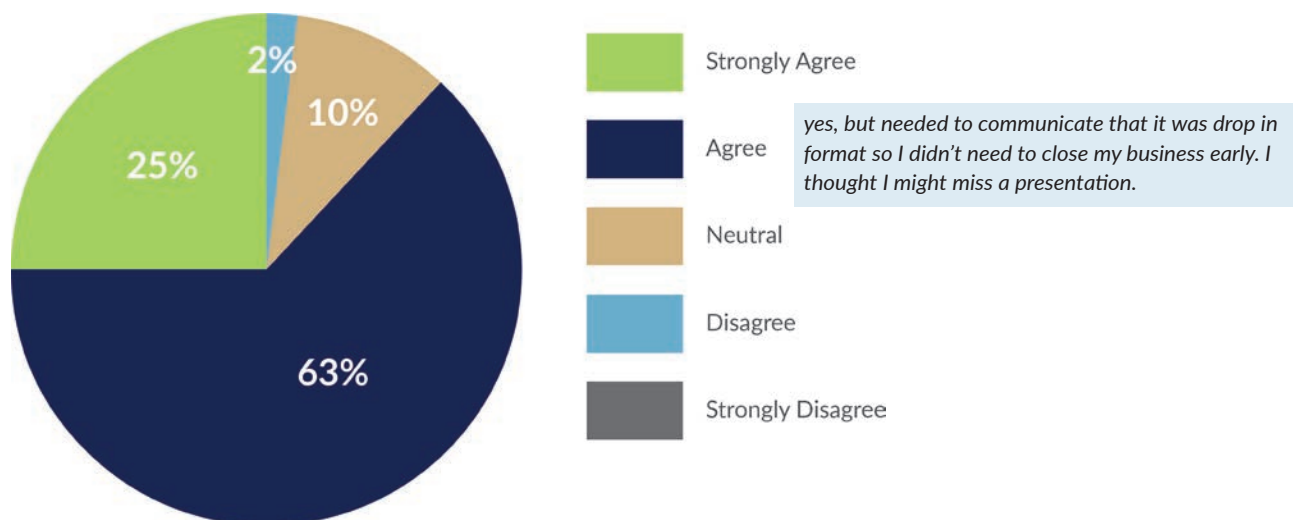
The project team was able to answer my questions and provide relevant information.



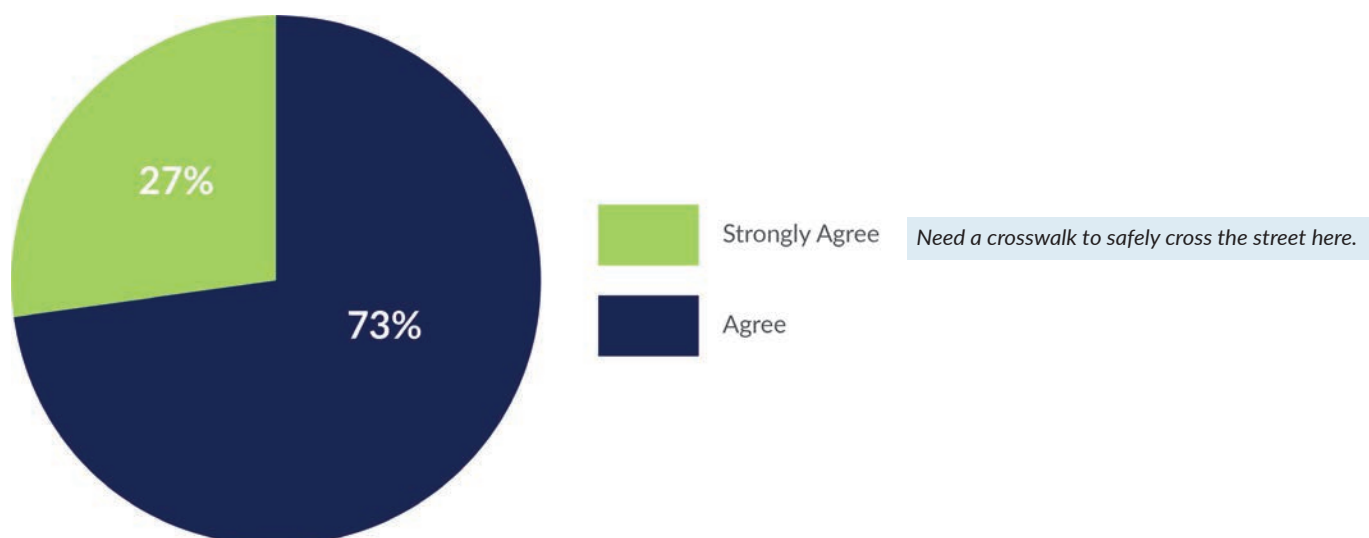
I understand the project process and next steps.



### The timing of the event was convenient.



### The event location was accessible.



## After reviewing the information presented, do you have any further questions or comments about Downtown's Next Chapter?

### Verbatim Responses

- Response 1 I think it needs a bigger place
- Response 2 Looking forward to seeing the next steps and designs
- Response 3 Great job keep up the good work. Growth comes with challenges but looks like the town is planning for growth. All positive steps for growth and new families
- Response 4 Not at this moment. I will be over all of the information in greater detail tomorrow online. I will be commenting on the findings then. Thank you for all the efforts today
- Response 5 Thank you for allowing us to be part of our community. Very well presented! We'll provide more constructive feedback online.
- Response 6 Waiting for the next phase which is framed by 'the devil is the details!'
- Response 7 I have a clear concise package on the website for people to understand the project. Right now too long of documents to go through.
- Response 8 Need accountability. We need to see a plan not a wish.
- Response 9 I believe the projects timing is off
- Response 10 Very difficult to hear speakers in this room (acoustics). The open house raised far more questions than it (employees) were able to answer. Costs? Projected expenditure needs to be information readily accessible, not buried in a budget doc or some deep hike on the towns website. We want full disclosure as soon as possible.
- Response 11 Please dont let loud, regressive voices that are afraid of change negatively impact the great, community-focused work that is being undertaken. Change is good!
- Response 12 The plans look good. My main concern has always been any reduction in parking and so long as we dont loose parking close to business im happy. In winter parking needs to be as close as possible as we dont clear ice effectively!
- Response 13 Very informative staff helpful and friendly. My concern is losing parking downtown. I want the parking outside businesses to stay as my Dr is at sheep Rider medical and I wouldnt want to have to walk from a distance to get to the office. They have a car park but its usually full and I have to rely on the street parking when needing to see the Dr.
- Response 14 Please do not do this people can not afford a tax hike. And the plan is kinda ugly. Modern crap you see downtown Calgary.
- Response 15 Fantastic plans that have taken years of engagement to fruition. There will always be naysayers but keep up the great work moving Okotoks forward.
- Response 16 Will be discussing Our next steps with the other businesses on McRae and Elizabeth.
- Response 17 A bit more elbow room would have been nice for flow, but nice to be hosted in an important community building.
- Response 18 I think confirming intensions around parking is essential! It sounds like the number of stalls will be close to the same, but I would like to see that in back and white!
- Response 19 Make this form environmentally friendly please. Timeline, cost, new survey should be completed before plans made.
- Response 20 Specific timeline of projects delivered to business owners in a timely manner is crucial. Dream Big!
- Response 21 We need to re-visit the 2018 Urban Plan for what will be happening for the Downtown of Okotoks. The plan is very vague with what will be going on and I feel that what is will occur needs feedback before going ahead with construction. My feel is just do simple upgrades and not big changes to the downtown. Really we need to focus more on our problem with our water before closing down and improving main street. Please do not take away parking on Main st. we need all parking and more especially during the winter months. We have too many people that can not walk blocks and blocks to get access to the offices and stores when it is cold and snow (which is a big chunk of our year). There needs to be better communication with the downtown business of any ideas or changes that may occur or are going to happen before any decisions and also construction occurs.

- Response 22 I feel like the info presented was somewhat vague and non-specific. I understand that this is a design concept and in the planning stages. I see a lot of 'we value feedback' and I truly hope that the specific concerns of business owners along main street will be heard and incorporated into the plan. I heard and read conflicting information about parking along main street. The design plan talks about re-constructing and moving parking to sides and near (for re-development only? Or existing?). I also heard one the engineers repeatedly state that no parking will be lose on main street. This is a major concern for businesses operations on the street. No parking can be lost in the outcome or businesses along main street will be very negatively impacted. My property tax jumped this year from \$3600 to \$4300. How much more will residents be required to pay for what will inevitable be an extremely expensive project. Please consider the impact.
- Response 23 concerned about obstruction of business front (as we all are). When businesses aren't required to have their own parking, I am concerned about the reduction of street parking being proposed. Nicer sidewalks look great! also, the traffic circle @ the train tacks will be good if the train isn't there (lineham) when it is, hopefully people wont block the traffic circle. Also concerned about parking issues when more residential is going in. Where will everyone park?
- Response 24 Will flu on town website for more info.
- Response 25 I'll visit the town's website for more details/information.
- Response 26 Too many to mention here.
- Response 27 Thanks team! Let's follow through.
- Response 28 I think the town is great at idealizing the issues and trying to address them. Consideration to add for active planning: transit hub for special events + parking, district energy system. Great job on putting this together.
- Response 29 Where will town events such as lightup + summer events take place?