



PONOKA STAMPEDE

VOLD RODEO
CO. LTD. HV

TOWN OF PONOKA

URBAN FRAMEWORK MASTER PLAN

FINAL PLAN SUBMISSION

(ADOPTED BY COUNCIL: OCTOBER, 2020)



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TABLE OF CONTENTS

TABLE OF CONTENTS

| | | |
|------------|---|--------------------|
| 1.0 | Introduction | page 2 |
| 2.0 | Urban Framework Master Plan - Process & Format | page 3 |
| 3.0 | Essence and Theme | page 4 |
| 3.1 | Essence | page 4 |
| 3.2 | Theme | page 6 |
| 3.3 | Design Elements | page 7 |
| 4.0 | Urban Framework Master Plan | page 8 |
| 4.1 | Districts | page 8 |
| 4.1.1 | The Downtown <i>Districts Map</i> | page 8 page 9 |
| 4.1.2 | Battle River / Green Space | page 10 |
| 4.1.3 | Gateway Industrial / Commercial | page 12 |
| 4.1.4 | Gateway Residential / Commercial | page 12 |
| 4.1.5 | Ponoka Campus | page 12 |
| 4.1.6 | Residential | page 13 |
| 4.1.7 | Industrial | page 13 |
| 4.2 | Landmarks <i>Landmarks Map</i> | page 14 page 15 |

| | | |
|------------|--|--------------------|
| 4.3 | Nodes | page 16 |
| 4.3.1 | Primary Nodes | page 16 |
| 4.3.2 | Secondary Nodes | page 16 |
| 4.3.3 | Tertiary Nodes | page 16 |
| 4.3.4. | Active transportation Hubs <i>Nodes Map</i> | page 16 page 17 |
| 4.4. | Edges <i>Edges Map</i> | page 18 page 19 |
| 4.5 | Corridors | page 20 |
| 4.5.1. | Primary Community Corridors | page 20 |
| 4.5.2 | Secondary Community Corridors | page 20 |
| 4.5.3 | Active Transportation Trails <i>Corridors Map</i> | page 20 page 21 |
| 5.0 | Implementation and Next Steps | page 22 |
| 5.1 | Adoption of the Urban Framework Master Plan | page 22 |
| 5.2 | Funding the Urban Framework Master Plan | page 22 |
| 5.3 | The Need for Detailed Plans and Implementation | page 22 |
| 5.4 | Phasing The Urban Framework Master Plan | page 23 |
| 5.5 | Measuring Success of the Urban Framework Master Plan | page 23 |
| 5.6 | A Process for Monitoring, Evaluating and Updating the Plan | page 23 |

DOCUMENT RESOURCES

A summary of related Urban Framework Master Plan document information:

- Town of Ponoka Municipal Development Plan, 2013 Bylaw No.323-13*
- Town of Ponoka Master Servicing Study, November 2005*
- Town of Ponoka – Integrated Community Sustainability Plan 2010*
- Town of Ponoka – Downtown Action Plan, July 2017*
- Town of Ponoka – Strategic Plan 2018-2023*
- Ponoka Recreation & Culture Master Plan 2016 – 2036*
- Town of Ponoka Growth Study 2009-2059, August 2010*
- Country Hills Estates Area Structure Plan, September 1992*
- Froman Area Structure Plan, December 1996*
- Town of Ponoka Outline Plans NW5-43-25-W4/ SE8-43-25-W4, May 2000*
- Caledera Area Structure Plan, April 2009*
- Hudson’s Green Area Structure Plan (undated)*
- West Area Structure Plan (undated)*
- Town of Ponoka – Municipal Heritage Inventory, 2010*
- Land Use Bylaw District Map – Schedule ‘A’*

ACKNOWLEDGMENTS

We would like to acknowledge Town Council, Administration and those residents who attended and participated in the engagement sessions during the development of the Urban Framework Master Plan.

1.0 INTRODUCTION

Towns are structured and shaped by various components: The Town as a whole; its' distinct districts; and people and their activities. The visual quality or legibility of these components dictates the recognition and organization of a coherent Town pattern.

Legibility is a crucial concept in the structuring of a coherent Town pattern. A legible Town would be one whose districts (recognizable and common character), landmarks (reference points), nodes (focal points) edges (natural and built boundaries) and corridors (urban channels – roads, walkways, public transit, trails, etc.) are easily identified and grouped into an overall pattern. Throughout history, these elements have been used to structure, identify and characterize the urban environment and establish clear patterns of entry, movement, visual reference, character, social life and experience – in short – a sense of place.

As the Town of Ponoka continues to grow, the community is faced with the challenge of integrating existing community patterns in a coherent and well-defined manner. Through the development of an Urban Framework Master Plan, an integrated planning and design approach can be established to assess and define current patterns of use – physical, cultural, and social – and how to maintain or enhance these patterns to affect quality of life and sense of place for the community of Ponoka. Pattern enhancements can be developed through physical improvements, programming, partnerships, and people.

The benefits of an Urban Framework Master Plan include:

- Sustains and Defines Community Identity - establishing community ownership, organization, involvement, integrity, management and pride.
- Supports and Enhances the Local Economy – establishing an improved diversity for entrepreneurship, goods, services and employment.
- Builds and Creates Opportunities for Meaningful Contact - establishing improved social interaction, cultural exposure and cohesion, and information exchange.
- Improves Accessibility - establishing a safe, secure and more walkable and pedestrian-oriented community based on a diversity of well-defined nodes and interconnections between different areas of the community.
- Promotes a Sense of Place and Comfort – establishing a visually and physically coherent community, structured through an integrated use of urban components that create a sense of safety, security, sustainability, culture, belonging and place.
- A Community for All People - establishing a range of places within the community that promote a diversity of activities, uses and variation for all people - ethnically, generationally and culturally.

Key objectives of the Town of Ponoka Urban Framework Master Plan are to:

- Develop an Urban Framework Master Plan that establishes a shared vision for place-making; fosters community interest and pride; and develops consensus for specific place-making planning and design directions.
- Identify and illustrate Urban Framework Master Plan initiatives that build community legibility (via districts, landmarks, nodes, edges and corridors); define an integrated community pattern; strengthen sense of place; and capture and celebrate those qualities (i.e., geography, history, culture and lifestyle) that make Ponoka unique.
- Obtain Council approval and adoption to establish the Urban Framework Master Plan as a statutory planning document, providing guidelines for growth, development and redevelopment within the community of Ponoka; and to be used as a background document for future capital, operations and grant funding assessment and potential joint infrastructure (e.g., facilities, transportation, utility services, open space, and other amenity) project integration.
- Establish an outline of Urban Framework Master Plan initiative priorities and identify potential implementation projects to act as 'quick start' projects and catalysts/templates for future community enhancement, including a description of where action needs to be taken, who will be responsible, potential sources of funding, staging/timetable, and how progress and results will be measured (i.e. achievement recognition system), for Urban Framework Master Plan implementation.
- Adopt the Urban Framework Master Plan as a 'living document' - defining (on a yearly basis) the potential next stages of component design development and implementation based on community input, in conjunction with capital/operational funding of municipal projects - or - public/private development/redevelopment projects – or - as a reference resource for the zoning and permit approval of private development projects.
- Establish Town Administration and/or the Steering Committee to be the “Keepers of the Plan” to maintain momentum and resolve problems as they arise.



University of Alberta. (1940). Ponoka, Alta.



University of Alberta. (1940). Ponoka Stampede 1940's.

2.0 URBAN FRAMEWORK MASTER PLAN - PROCESS & FORMAT

The Urban Framework Master Plan is organized as follows:

Section 1.0 - Introduction

This section provides an overview of what an Urban Framework Master Plan is and the key objectives.

Section 2.0 – Urban Framework Master Plan – Process & Format

This section provides an overview of the Urban Framework Master Plan process and the format established for the document.

Section 3.0 - Essence & Theme

This section identifies the essences or base elements that provide the Town of Ponoka its distinct 'sense of place.' These essences also coalesce to establish coherent themes that provide inspiration and direction to the Urban Framework Master Plan. This section also outlines the urban design elements that have been established to date and those elements that require further consideration and application within the community. It is the intent that these urban design elements define and support community essence and theme.

Section 4.0 - Urban Framework Master Plan

This section provides a comprehensive set of Master Plan enhancement components and ideas that draw upon the essences and themes; and are specifically suited for the Town of Ponoka to support community place-making and many of the other Town plan initiatives.

Section 5.0 – Implementation and Next Steps

This section provides a proposed action and implementation program for the Urban Framework Master Plan.

The Urban Framework Master Plan, was established through the following planning and design process:

PHASE ONE WHERE ARE WE NOW?

PROJECT START-UP (JUNE 2018)
BACKGROUND DOCUMENTS
& RESEARCH (JULY 2018)
COUNCIL WORKSHOP (AUGUST 2018)
DRAFT UFMP PACKAGE (DEC 2018)

PHASE TWO WHERE DO WE WANT TO GO?

COMMUNITY OPEN HOUSE (JUNE 2019)
UFMP REFINEMENT(AUGUST 2019)

PHASE THREE HOW DO WE GET THERE?

FINAL DRAFT SUBMISSION (DECEMBER 2019)
COUNCIL PRESENTATION (JANUARY 2020)
FINAL SUBMISSION AND COUNCIL ADOPTION (OCTOBER 2020)

3.0 ESSENCE AND THEME

Establishing a shared vision and direction in the development of an Urban Framework Master Plan for the Town of Ponoka requires a well-defined understanding of the key essences and themes that currently exist within the community or that are either perceived indistinguishable or absent from the community - however that define the desired future perceptions and directions for the community. The following essences and themes have been established through a physical review of the community and background document and plan reviews. Future Council, Administration and community input is required to validate this information.

3.1 ESSENCE

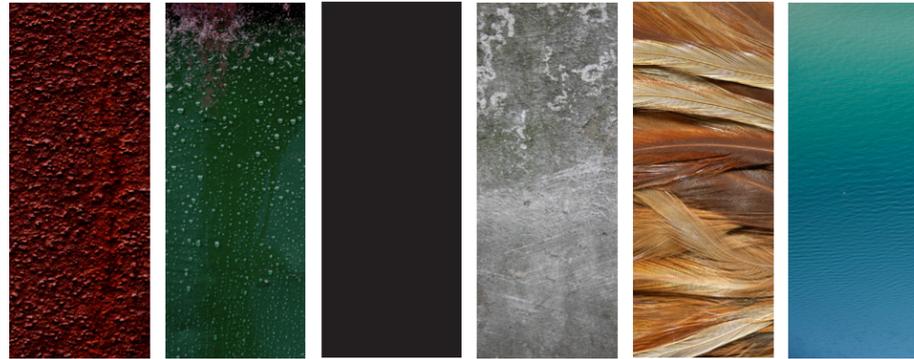
Eymology: Middle English, from Middle French & Latin; Middle French, from Latin *essentia*, from *esse* to be.

1 a : the permanent as contrasted with the accidental element of being **b** : the individual, real, or ultimate nature of a thing especially as opposed to its existence **c** : the properties or attributes by means of which something can be placed in its proper class or identified as being what it is **2** : something that exists : ENTITY **3 a (1)** : a volatile substance or constituent (as of perfume) **(2)** : a constituent or derivative possessing the special qualities (as of a plant or drug) in concentrated form; also : a preparation of such an essence or a synthetic substitute **b** : ODOR, PERFUME **4** : one that possesses or exhibits a quality in abundance as if in concentrated form <she was the essence of punctuality> - in essence : in or by its very nature : ESSENTIALLY, BASICALLY <was in essence an honest person> - of the essence : of the utmost importance <time is of the essence>

Definition Retrieved from Merriam Webster Dictionary

Creating a distinct and positive 'sense of place' - - or Place-making - - involves not only understanding the needs, lifestyle and aspirations of the community, it also includes determining the base elements or 'essences' of our sensory experience of the place - - the predominant colours, textures, patterns, materials, forms, sounds and smells that occur in the surrounding natural and built environment. If these essences are distilled and drawn upon during the design process, they can be used to inform the design, creating a better 'fit' with place. Good urban design should acknowledge and celebrate a broad range of essences and contextual elements.

The concept of 'essences' can also include the psychological 'state of mind/body' of a place - for those living in the area and visitors alike. Consideration must be given to how place-making initiatives could enhance existing perceptions of the community and address the negative perceptions to create more balance and direction within the community.



Colours:

- Red-Brown (Earth tones)
- Battle River Landscape (greens/oranges/yellow/greys)
- Rich Black (soils)
- Grey Wood (soils)
- Agricultural Fields (yellow, orange, green hues)
- Blue (Prairie sky)

Complete with a low to medium strength chroma or purity, and a full range of tones

Textures / Patterns:

- Water (meandering)
- Agricultural Fields + Architecture
- Hay Bales (Round)
- Spruce/Aspen (bark, needles, leaf, etc)
- Brick + Board (heritage building components)
- Wagons + Wheels (Wood, Canvas and Forged Steel)
- Stitched Canvas and Leather
- Horses and Cattle (variety of colour, textures and pattern)
- Ranch Fence
- Rodeo Wear (Bandanas, Cowboy Hats, Boots, Stirrups, etc)

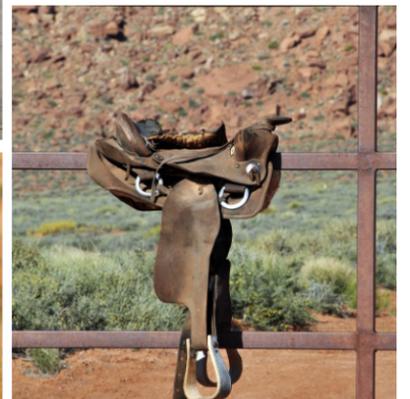


Materials:

- Wood / Timber
- Forged Steel
- Rope
- Canvas and Leather
- Corrugated Steel
- Heritage (vestige) materials such as downtown buildings, railway, ranches and farms

Forms (including the notions of scale, shape, symbol and silhouette):

- The Horse
- Horse Drawn Wagon
- The Battle River - meandering
- Highway 2 (Calgary and Edmonton/ North-South Trade Corridor) – linear
- Grain Elevator
- Pump jack
- Cattle / Bulls
- Ranch Fence
- Horse Shoes



3.2 THEME

Pronunciation: 'thEm

Function: noun

Etymology: Middle English teme, theme, from Middle French & Latin; Middle French teme, from Latin thema, from Greek, literally, something laid down, from tithenai to place. 1 a : a subject or topic of discourse or of artistic representation b : a specific and distinctive quality, characteristic, or concern <the campaign has lacked a theme> 2 : STEM 4 3 : a written exercise : COMPOSITION <a research theme> 4 : a melodic subject of a musical composition or movement

Definition Retrieved from Merriam Webster Dictionary

The base elements or 'essences' of a place coalesce into coherent themes, which combine to define a 'sense of place'. These themes provide inspiration and direction to the urban design process and, more importantly, relevance, meaning, originality and vitality to the finalized urban design elements that make up each community place-making initiative. The utilization of 'themes' in good design is not a direct, literal translation of forms or ideas, but an indirect reference which may not be immediately—or ever—apparent to the onlooker, but which subtly informs and crystallizes the design.

The design process and the relationship between the 'essences' and the themes are not strictly linear; rather, they are a web of relationships that create a multitude of meanings, impressions, forms, and possibilities for effective urban design.

The proposed design themes for defining 'sense of place' for Ponoka are:

- The Ponoka Stampede
- Agriculture
- Live/Work/Play
- The Battle River
- Authentic and Inclusive Community (people, business, etc).
- Ponoka – “Elk” in Blackfoot
- Cattle Capital of Canada
- The North-South Trade (Calgary-Edmonton Trail) Corridor
- CPR 1895 – Siding 14
- Trans Canada Trail (Remnants, Revitalization, Extension)
- Health and Wellness.

In addition, themes can also build upon the perceived inadequacies or missing qualities of the community that fulfill and/or generate community interest, pride, participation and continued growth and quality of life within Ponoka.

Proposed additional design themes for enhancing quality of life and sense of place in Ponoka include:

- Diversity of Living Choices for All Ages
- An Inclusive and Universally Accessible Community
- Downtown Vibrancy
- Economic Diversity - commercial, agricultural, healthcare, hospitality, industry & tourism
- Importance of Heritage – The Stampede, Fort Ostell Museum, Calnash Centre Canadian Rodeo Hall of Fame
- Centennial Centre + Support Accommodation & Services (Visitors, Staff and Students)

Selected themes need to capture, promote and brand the unique qualities of Ponoka in a meaningful, clear and concise approach that needs no explanation. The themes also need to be easily accepted and translatable for both the community and local businesses.



3.3 DESIGN ELEMENTS

In moving forward with each urban design framework initiative, a comprehensive set of design elements specifically suited for Ponoka needs to be established to draw upon the essences and themes. Some of these elements will be wholly unique to the community, whereas others may be created from generic components through ‘add-ons’, adaptations and retrofitting. For example, a bench rack may be developed from a commercially available generic model modified with colour, Town logo(s), etc.; whereas others – (e.g., trail way finder) – may be designed ‘from the ground up’.

Several design elements have already been established for the Town of Ponoka, specifically within the downtown core. The intent of the design elements is that they will be suitable for general application throughout the Town. Of course, modifications or adaptations will be necessary for any given element depending on the specific requirements of its proposed context within the community.

Key design elements identified to date for application within the downtown core include:

- Post & Rail Concept Bench
- Post & Rail Concept Waste Receptacle
- Stagecoach Concept Bicycle Rack
- Hitching Posts
- Public Art Components – Grain Elevators, Western, Railway and Livestock elements
- Post and Hanging Basket

Other design elements that require further consideration and application within the community include:

- Soft Landscape Palette – Utilize native vegetation to create an extension of existing landscape within the proposed development boundary. Selecting plant material that is native to the region aids in creating a sustainable environment. These materials can be incorporated through the use of ¹Low Impact Development (LID).
- Topography/ Landforms/Geology – Utilize and incorporate topography and landforms to define ROW edge conditions and reinforce landmark development. By analyzing the topography and using site high and low points we can create a heightened visual experience for all users.
- Additional Site Furnishings & Features establish specific district character development through site furnishings and features, such as: lighting, entry features, benches, picnic tables, hanging baskets, bicycle racks, flags / banners, way-finding, facility & park signage, utility box treatments, sound attenuation berms and shade structures, post and rail fencing, lighting, entry features, interpretive features and public art.

- Public Right-of-Ways – Incorporate ²Complete Street / ³Green Street elements in public corridors through the use of widened sidewalks, roadway dieting, addition of active transportation trails, installation of barrier-free design complete with support landscape and amenity features
- Park Enhancements – program/activity development, Active Transportation Trails, sense of place and naturalization/sustainability.
- Trail landscape development – shrub and canopy tree development.

All of these components should be assessed and selected to promote the following key community strategies:

- Safety and Inclusivity
- Accessibility and Connectivity
- Battle River and Green Space Linkages
- Vibrancy and Livability
- Sense of Community
- Green and Sustainable
- Pride and Celebration
- Legibility and Cohesiveness



¹**Low Impact Development** - The U.S. Environmental Protection Agency (USEPA) defines low impact development (LID) as “an approach to land development (or re-development) that works with nature to manage storm water as close to its source as possible” (US EPA, 2010). This approach focuses on maintaining or restoring the natural hydrological processes of a site, providing opportunities for natural processes to take place. Key principles in LID include: preserving natural site features; small scale, integrated storm water management controls dispersed throughout the site; minimizing and disconnecting impervious areas; controlling storm water as close to its source as possible; prolonging storm water runoff flow paths and times; and creating multi-functional landscapes. - definition from [U.S. Environmental Protection Agency \(USEPA\)](#)

²**Complete Streets** - are designed for all ages, abilities, and modes of travel. On Complete Streets, safe and comfortable access for pedestrians, bicycles, transit users and people with disabilities is not an afterthought, but an integral planning feature. A Complete Streets policy ensures that transportation planners and engineers consistently design and operate the entire street network for all road users, not only motorists. Complete Streets offer wide ranging benefits. They are cost effective, sustainable and safe. The link between Complete Streets and public health is well documented. Jurisdictions across North America already include Complete Streets policies in their suite of preventative health strategies. Complete Streets also promote livability. Human-scale design treatments such as street furniture, trees and wide pedestrian rights-of-way animate our public realm and encourage people to linger. Complete Streets can exist in communities of all shapes and sizes. There is no singular approach to Complete Streets. However, Complete Street policies ensure that transportation planners and engineers design and manage infrastructure for all ages, abilities, and modes of travel across the entire transportation network. - definition from [Complete Streets for Canada](#)

³**Green Streets** - Urban transportation right-of-ways integrated with green techniques are often called “green streets”. Green Streets achieve multiple benefits, such as improved water quality and more livable communities, through the integration of storm water treatment techniques which use natural processes and landscaping. Green Streets can incorporate a wide variety of design elements. Although the design and appearance of green streets will vary, the functional goals are the same: provide source control of storm water, limit its transport and pollutant conveyance to the collection system, and provide environmentally enhanced roads. - definition from [LID Center - Green Streets](#)

4.0 URBAN FRAMEWORK MASTER PLAN

To enhance a sense of place for Ponoka, it is important to identify and rely on the existing and potential interactions between districts, landmarks, nodes, edges and pathways to form the Master Plan and key enhancement components in a comprehensive and implementable format. Districts include built form areas (e.g. downtown core, commercial, residential, etc) that integrate with natural features (e.g. parks, open space, wetlands, rivers, recreational areas, green-ways, pedestrian oriented spaces, etc.) and social patterns of life (i.e. the concentration of perceived activity – learning, working and social experiences) to create areas of geographic and visual reference and destination. Landmarks include natural (i.e. Rivers; fields, forest areas, wetlands, ponds, etc); built form and other urban features that are visually recognizable, provide geographic reference and support community interpretation (history, culture, arts, etc) and way-finding. Nodes include key vehicular and pedestrian intersections and destinations/areas with a higher concentration of activity. Edges include natural (Rivers, wetlands, ponds, woodlots, etc) and built form boundaries (i.e. the density, massing, setback and facade treatment of buildings; key roadway boundaries and seams; and streetscape features – treed boulevards, fencing, lighting, furnishings, etc.). Pathways/Corridors include key vehicular and pedestrian routes and their character, theme, spatial quality, landscape treatment, and convergence (terminals, directional/way-finding qualities and networks).

The following section assesses the existing qualities of districts, landmarks, nodes, edges and paths/corridors within the community, and introduces and defines various Urban Framework Master Plan key enhancement components and ideas, that build upon existing community qualities, for future design development consideration and implementation (**Note: These enhancement components and the ideas generated in this section have been developed through engagement with the Town Administration and Council and the residents of Ponoka.**)

Please note that the following sections conceptual mapping and illustrations identify Districts, Landmarks, Nodes, Edges, Paths/Corridors within the Town boundary. It is recommended that the extension of these framework components be integrated with existing and future land development networks; inter-municipal and regional planning; and infrastructure development and redevelopment projects within Ponoka County.

4.1 DISTRICTS

The following Districts and proposed enhancements have been defined for the Town of Ponoka (Refer to Figure 4.1 - Districts Map).

1. The Downtown
2. Battle River / Green Space
3. Gateway Industrial / Commercial
4. Gateway Residential / Commercial
5. Ponoka Campus
6. Residential
7. Industrial

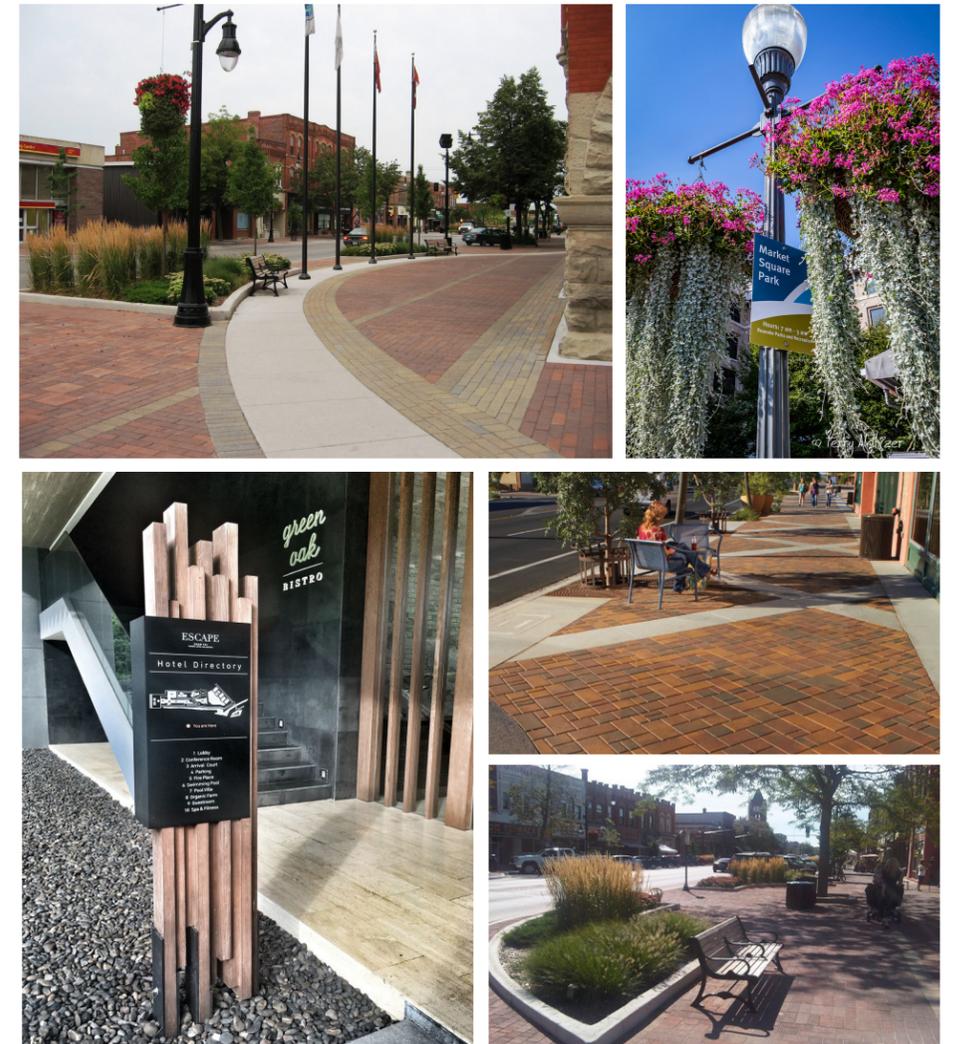
4.1.1 THE DOWNTOWN

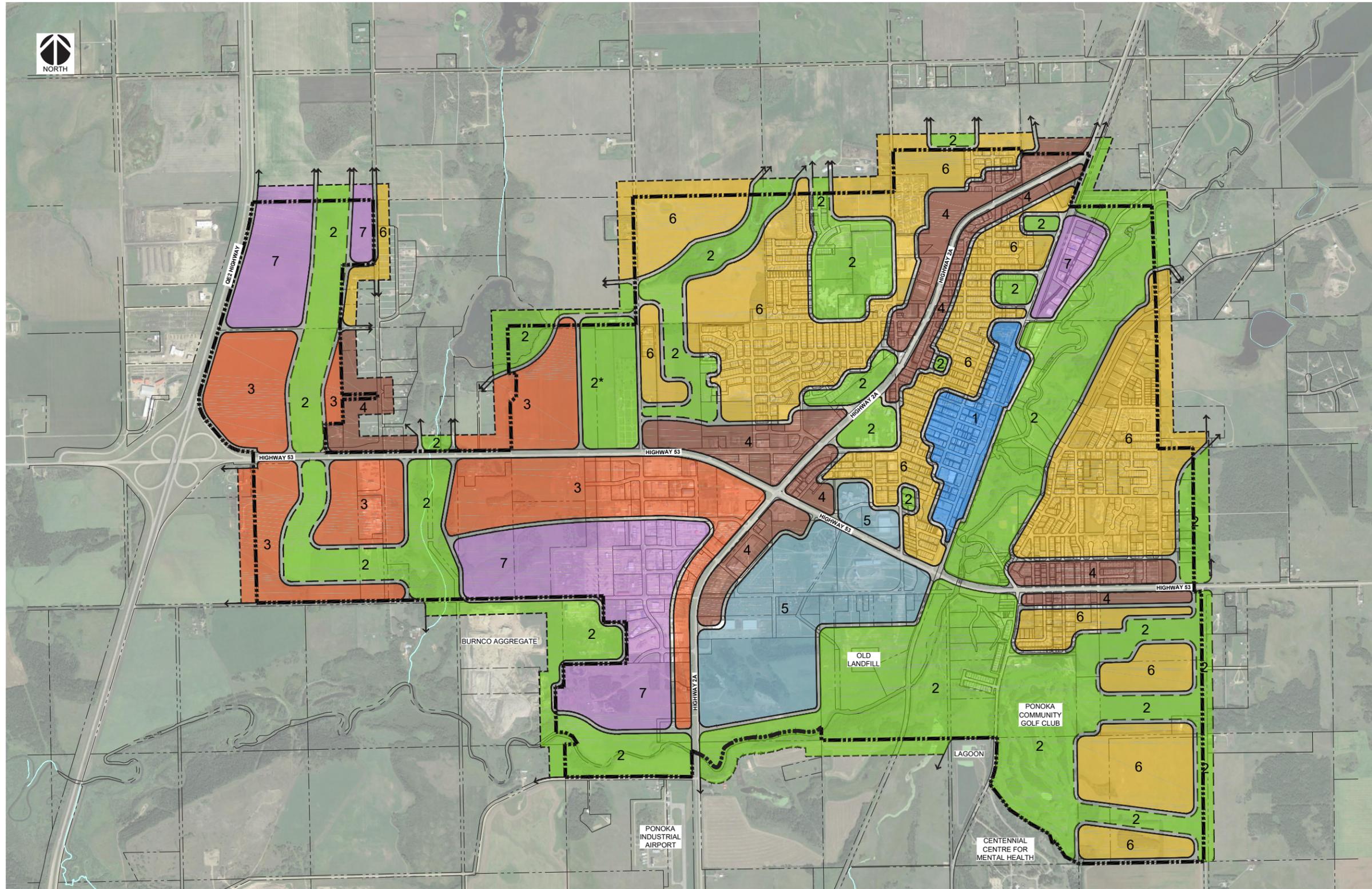
Specific plans have been established for the Downtown Core in the 2017 Downtown Action Plan. These key destinations form the ‘heart’ of the community and should be enhanced in the future as pedestrian-oriented environments.

Key enhancement opportunities to be considered include, yet are not limited to:

1. Complete Street Design – increased sidewalk widths (active transportation corridor); tree boulevard planting; street parking.
2. Site furnishings – Represent the history of the railway (Siding 14). Examples are a post and rail themed site furniture.
3. Addition of Public Art Components – Grain Elevators, Western, Railway and Livestock elements.
4. Hardscape that ties back to the material components outlined in section 3.1 essence.
5. Sense of place – by reflecting the values of essence and theme (in section 3.0.) a distinct identity through the use of lighting, paving, signage, planting, site furnishings, and other features.
6. Create symbiotic relationships with industrial and commercial – This may be achieved by having the industrial facilities supply the local stores downtown to sell the goods. (i.e.. breweries, coffee shops, marijuana facilities, dairy, equestrian equipment, beef producers, bakeries and seasonal produce).
7. Universal accessibility between building frontages to sidewalks.
8. Way-findings / Gateway Markers incorporated will represent the essence and themes noted in Section 3.1 and 3.2 and will be a distinct feature signifying the downtown.
9. Self-Guided Walking Tour of Historic Buildings. May be achieved through the inclusion of signage, monument art pieces in locations of existing or former locations of historic buildings.
10. Architectural Guidelines – provide guidelines for proposed development and redevelopment of buildings that will preserve capture the historic appearance of downtown Ponoka.
11. Historic Preservation of existing buildings.
12. Development of a Civic Square to provide a centralized gathering space to Downtown for events and everyday use. Items to be considered:
 - a. Variety of seating (fixed and movable);
 - b. Central focal point (public art, fountain, etc.);
 - c. Proximately to and from the street, lighting (Crime Prevention through Environmental Design (CPTED));
 - d. Strategic placement of materials and site furnishings) and;
 - e. Inclusive to all.

13. Opportunities to modify current land uses / building development on either side of the CPR and Battle River Promenade connecting the Downtown to the Battle River Trail System (refer to section 4.1.2 Battle River/ Green Space for further detail).
14. Winter City design applications (i.e. Landforms; building design; climate sensitive gathering spaces; skating opportunities in plaza spaces; cafes complete with outdoor heating or fire pits, interactive art and festivals (ice, lights etc), programmed events and sleigh rides; tree lighting).
15. Assess opportunities for Low Impact Development (LID) and bioretention.
16. Signage – way-finding components to tie into the themes and essences outlined in section 3.0.
17. Variety of downtown nodes (forecourts, plazas, promenades, urban gardens etc).





DISTRICTS

- TOWN BOUNDARY
- THE DOWNTOWN
- BATTLE RIVER / GREEN SPACE
- BATTLE RIVER / GREEN SPACE (PROPOSED)
- CEMETERY
- GATEWAY INDUSTRIAL / COMMERCIAL
- GATEWAY RESIDENTIAL / COMMERCIAL
- PONOKA CAMPUS
- RESIDENTIAL
- INDUSTRIAL

NOTE: THIS FIGURE IS FOR ILLUSTRATIVE AND CONCEPTUAL PURPOSES ONLY AND DOES NOT REPRESENT CURRENT MUNICIPAL PLAN DOCUMENTS. RECOMMEND FUTURE INTEGRATION WITH SURROUNDING COUNTY LAND TO BE DETERMINED.

FIGURE 4.1 - DISTRICTS MAP

4.1.2 BATTLE RIVER / GREEN SPACE

The Urban Framework Master Plan has identified eleven park spaces, five trail systems, and a continuous natural area that surrounds the Town of Ponoka.

The eleven parks within Ponoka include: The Battle River Valley Park, Lion's Centennial Park, Westview Park, Hamilton Skate Park, Firefighter's Riverside Park, Central Park, Kinsmen/Kinette Park, Lucas Heights Park, Tri-Services Park, Tractor Park, and Rotary Park (see figure 4.2 – Landmarks Map for park locations). Many of these parks have amenities such as multi-use trails, playgrounds, sports fields, site furnishings, and tree/shrub plantings.

The existing natural areas contain the Battle River and Diamond Willow Trail which runs alongside the Battle River. These trail systems feature 10 interpretive signs, however do not provide any way-finding or connections throughout the Town of Ponoka. The other three trail systems are located in Lions, Centennial Park, Tri-Services Park, and the Ponoka Community Golf club.

The Green Spaces are generally maintained, but a few are outdated. Key enhancement opportunities to be considered for existing and future parks, open space and natural areas include, yet are not limited to:

1. Extending Ponoka's parks and open space network into the surrounding regions.
2. Introduce park signs/entrances, directories, community notice boards and identification, additional interpretive signage, and way-finding.
3. Enhance community gathering opportunities by incorporating seating nodes, unique activity areas (games, music, adventure and nature play, community gardens), park shelters and/or facilities (prefabricated/ modular architecture).
4. Introduce opportunities for public art and/or community feature installations.
5. Assess the requirement for parking lot development in park areas, in conjunction with trail head locations.
6. Enhance park sustainability, public perception and education, and reduce operations/maintenance through park naturalization program, that includes the integration and interactions between geology, topology, hydrology (LID), soils, plants, animals, the land and human use.
7. Establish identified natural areas and associated greenway corridors as unique features within and without the Town of Ponoka, incorporating natural conservation approaches to grassland, woodlands, river/tributary systems, and creating a recreational (trails, boardwalks, trail head/node areas, etc.) and educational resource (watchable wildlife, interpretive features, School/ program sites, etc.) for the community and visitors. All greenway corridors should be developed with specific construction standards and a components kit-of-parts (e.g., site furnishings, signing and features), utilizing the noted essences and themes in their design.

8. Battle River Enhancements:

- a. The Battle River provides the opportunity to establish a "green spine" that connects Ponoka through a continuous green space/trail system. All future green space and trail development should reference the Battle River Water Management Plan, which guides proposed development within the river valley with respect to wetland, flood plain, environmental reserve policies and reclamation and restoration compensation measures.
- b. Create a better entrance to Battle River Park from the west. The new north bridge will provide better access across the river.
- c. Establish a linear park promenade within the rail lands along 50th Street to enhance the connection of the Battle River to the Downtown.
- d. Establish a formal entrance to the Battle River and active transportation hub at Tractor Park.



9. Lion's Centennial Park Enhancements:
 - a. Enhance edge condition for Centennial Park along Highway 2A to create a more defined entrance into the Town of Ponoka (refer to section 4.4 Edges).
 - b. Better integrate park components (outdoor stage, playground, splash park, picnic shelter, pond/fountain, public plaza with Bronco Statue, and Stone markers and planter).
 - c. Define clear forms of entry, movement and circulation; integrate existing park features and areas; define areas of gathering; improve park microclimate; create opportunities for year-round use, events and activities; enhance and update park components based on essence/character; improve park operations & maintenance.
 - d. Improve existing walkway along Highway 2A and integrate with the proposed Highway 2A Active Transportation development.
10. Westview Park Enhancements:
 - a. Existing playground's lifespan has been surpassed. Future playground replacement to be assessed by the Town.
 - b. Connection to other parks and Ponoka's surrounding trail systems is required.
11. Hamilton Skate Park Enhancements:
 - a. Install trees to provide shade for users.
 - b. Concrete picnic tables and curbing require repair, as they are showing wear.
 - c. Define clear forms of entry, movement and circulation; integrate existing park features and areas; define areas of gathering; improve park microclimate; improve park operations & maintenance.
12. Lucas Heights Park Enhancements:
 - a. Existing playground's lifespan has been surpassed. Future playground replacement to be assessed by the town.
 - b. Site components (benches, bike racks) are in poor condition and require replacement with a town wide comprehensive site furnishings approach.
 - c. Additional site programming for all ages may be implemented to be more inclusive to all ages. This may include volunteer based exercise/dance classes, walking trails, lawn games, community garden.
13. Fire Fighters Riverside Park Enhancements:
 - a. Provide additional recreational activities to be more inclusive to all ages and abilities (barrier free play, barrier free surfacing, addition of inclusive site furnishings such as benches and picnic tables);
 - b. Provide connections between Northcott Care Center and Battle River;
 - c. Incorporate senior programming to be more inclusive to all ages. This may include volunteer based exercise/dance classes, walking trails, lawn games.

14. Central Park Enhancements:
 - a. Redevelop as a passive park that is inclusive to all ages and reflects the surrounding neighbourhood demographics and context.
 - b. Define clear forms of entry, movement and circulation; integrate existing park features and areas; define areas of gathering; improve park microclimate; create opportunities for year-round use, events and activities; enhance and update park components based on essence/character; improve park operations & maintenance
15. Kinsmen/Kinette Park Enhancements:
 - a. Provide landscaping including planting of native shade trees and shrub planting to create a "park" like feel.
16. Tri-Services Park Enhancements:
 - a. Being one of Ponoka's newest parks, all existing site features are in good condition. This park would benefit from defined clear forms of entry, movement and circulation; integrate existing park features and areas; define areas of gathering; improve park microclimate; create opportunities for year-round use, events and activities.
17. Tractor Park Enhancements:
 - a. Tractor park is a mature park located alongside the Battle River, adjacent to downtown. Being in a prime location, Tractor Park would benefit from establishing a formal entrance into the Battle River.
18. Rotary Park Enhancements:
 - a. Rotary Park is a mature park which would benefit from defining clear forms of entry, movement and circulation, defined areas of gathering, create opportunities for year-round use, events and activities, and improve park's operation and maintenance.



Figure 4.1.2 Centennial Park Enhancement Schematic

4.1.3 GATEWAY INDUSTRIAL / COMMERCIAL

The West Area Structure Plan is the most important existing and future land use plan that will form the majority of the Gateway Industrial / Commercial District. This is an important district noted in the Urban Framework Master Plan because it will be the 'welcome mat' for those traveling along Highway 2 and provide a gateway into the community. Special consideration must be taken with regards to built forms, transitions, and sequences of movement.

Specific development and enhancement opportunities include yet are not limited to:

1. Incorporate green space extension from the Battle River tributary / greenways, highway 53 corridor throughout the development creating rest nodes, recreational opportunities, for travelers and residents. See figure 4.1.3 for Industrial / Commercial Schematic.
2. Within the Industrial / Commercial Centres, there are opportunities for industries to collaborate with downtown businesses, creating symbiotic relationships which will drive travelers and residents to the Downtown (i.e.. breweries, coffee shops, marijuana facilities, dairy, equestrian equipment, beef producers, bakeries and seasonal produce). Refer to section 4.1.1. Downtown.
3. Design highly visible entrances using landscaping, gateway features/way-finding and other design amenities.
4. Idea of an urban park environment with Industrial / Commercial land uses carved into the landscape. This would establish an "Urban Park" setting/ environment for travelers, commercial businesses/staff and community alike, that is integrated into commercial and industrial land uses. This would include components such as land form, landscape, pedestrian walkability, site amenities/ furnishings and other features that promote year-round use and opportunities to celebrate and promote the Town of Ponoka.
5. Provide Active Transportation / Greenways throughout Industrial areas.
6. Introduce highway markers and landmarks along Highway 2 and Highway 53 to establish a "gateway" into the Town of Ponoka.

4.1.4 GATEWAY RESIDENTIAL / COMMERCIAL

The Gateway Residential / Commercial District defines the important relationship between Primary Gateway Corridors and the adjacent residential and commercial land uses.

Special considerations for the development and enhancement opportunities for the Gateway Residential / Commercial District are, yet not limited to:

1. Propose Mixed-Use development to support the work / live image of Ponoka.
2. Safe journey principles incorporated through cross walk additions, signage, lighting in high traffic areas and traffic calming curb extensions/bulb outs (Refer to section 4.5 Corridors).
3. Establish edge conditions that support and define entry into Ponoka and integrate residential and commercial land use along Highway 53 and 2A, applying components such as land form, landscape and other essence and theme elements.

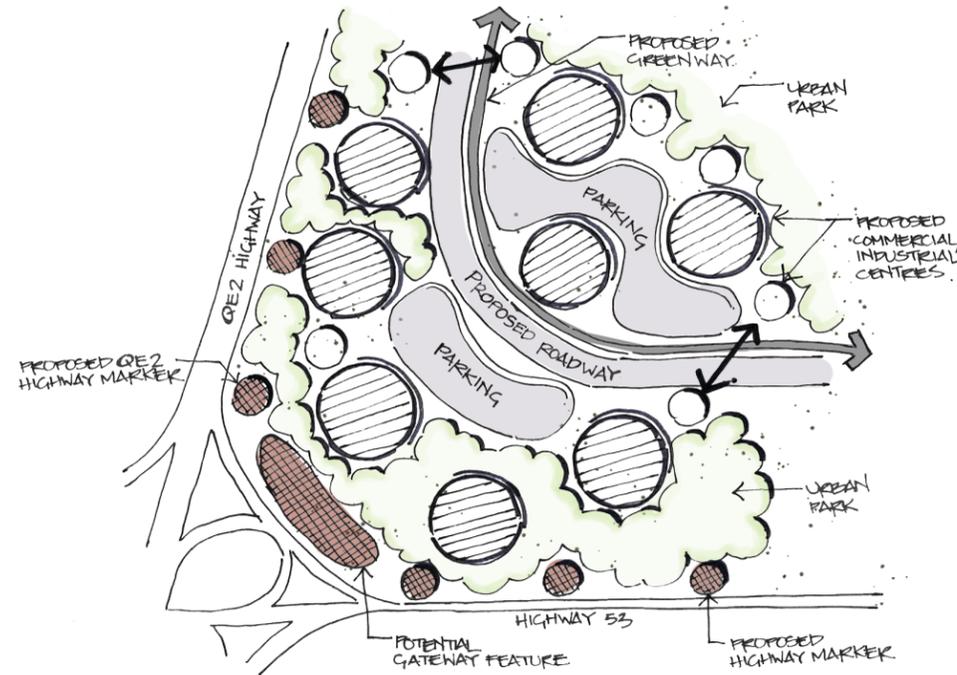


FIGURE 4.1.3 - INDUSTRIAL/ COMMERCIAL SCHEMATIC



4.1.5 PONOKA CAMPUS

A campus environment is defined by the spatial relationships of buildings, grounds, uses, and community involvement which all aid in creating a campus 'feel.' The key destinations within the Ponoka Campus include the existing Ponoka Stampede Grounds, Ponoka Stampede Trailer Park, Ponoka Culture and Recreation Centre (and future Community Wellness Facility), Ponoka Aqua Plex, Calnash Centre, and St. Augustine School. Each of these destinations work towards bringing the community together, and when combined, create the Ponoka Campus.

The key enhancement opportunities for the Ponoka Campus include, yet are not limited to:

1. Renovation to the interior and exterior of the Aquaplex Centre. The facility is heavily used and requires an update which will be a driving force to making the Ponoka Campus a daily destination for the Town of Ponoka.
2. Define Edges and entries into the Ponoka Campus through markers, landscape, and other design components.
3. Well defined movement, circulation, and way-finding into and within the district.
4. Creating a more walkable / pedestrian-based environment.
5. Hierarchy of integrated space – events area, staging, servicing, parking, vehicular / pedestrian networks, open space and gathering areas (nodes).
6. Specific set of design components and features for the Campus supported by built-form (historic / non-historic),
7. Establish central 'heart' to the Campus for major gathering events and celebrations.
8. Establish year-round programs, events, and activities within the Campus that extend to other key districts / destinations in town (i.e. Civic Square).
9. Introduce sustainable / low impact initiatives.



4.1.6 RESIDENTIAL

Defining specific neighbourhoods within Ponoka can enhance way-finding; build community pride and ownership; and provide the opportunity to celebrate and interpret local and regional history, culture, and landscape. To continue establishing a consistent and legible approach to defining community districts and neighbourhood areas, it is recommended that the following enhancement opportunities be further assessed and implemented:

1. Encourage private developers to establish a neighbourhood context and housing types that reflect the Urban Framework Master Plan essences and themes.
2. Integrate and establish specific district themes and essences that reflect and interpret local and regional history, culture, and landscape.
3. Introduce neighbourhood features and components that support and define the community. These components could include:
 - a. Boulevard (Public right-of-way) Enhancements: Landscape (sustainable/LID treatments), materials, features (lighting), and furnishings (hard and soft site landscape).
 - b. Neighbourhood Entry Signs/Public Art.
 - c. Neighbourhood branding and way-finding – markers, sign blades, banners.
4. Apply Safe Journey¹ principles to establish safe / secure, barrier-free, and inclusive movement in and between neighbourhoods.
5. Introduce neighbourhood connections through parks, open space, and greenways to enhance safety / security, and accessibility.



Safe Journey Principles¹

Program established to review traffic safety for its schools, to minimize the risk of collisions and injuries involving students by identifying specific strategies and programs through a holistic 4-E approach (Engineering-Education-Encouragement-Enforcement) and to improve general neighbourhood conditions that provide safe and accessible connections from neighbourhood to neighbourhood and other surrounding local and regional destinations.

Transportation Modes:

- i. Vehicles.
- ii. School buses.
- iii. Pedestrian.
- iv. Bicycles (associated modes).
- v. Public transit, etc.

Safe Journey Strategies:

- i. On street and dedicated parking.
- ii. Pick-up/Drop-off areas - design, compliance, etc.
- iii. Speed Zones.
- iv. Intersections and crosswalks (design, accessibility/inclusivity, signing, markers/ markings/ beacons, integrated routing and defined crossing locations, surface materials, lighting, automated pedestrian detection, speed detection signing, and other consistent standards).
- v. Routing and route design guidelines (promoting safe and accessible modes of active transportation).
- vi. Seasonal conditions.
- vii. Integrative Planning and Development of Land Uses (vehicular and pedestrian access/egress, parking, building siting, sight lines, etc).
- viii. Education programs.
- ix. Promoting biking and public transit.
- x. Operations and maintenance approach/policy.
- xi. Visual Framework and Design Guidelines.



4.1.7 INDUSTRIAL

Defining industry and business areas in Ponoka is an important community place-making component. Key enhancement opportunities that will define, support and grow industry and business within Ponoka include, yet are not limited to:

1. Implementing design guidelines and standards (architectural, parking / yard/ storage, landscape, storm water management, lighting, signage, etc) for industrial/commercial development and redevelopment within the community.
2. Incorporate industrial/commercial owner participation in the enhancement of way-finding, landmark and edge condition improvements, especially along gateway corridors, trails, parks and open space natural areas. All feature development should utilize the noted essence and theme development components in Section 3.0.
3. Provide pedestrian Active Transportation routes and links to surrounding commercial, residential, and other destinations within Town.



4.2 LANDMARKS

Landmarks include significant buildings, special geographic features, and important historical / cultural sites which aid in providing orientation and create a 'sense of place' for the Town of Ponoka. Future Landmark development should be incorporated in conjunction with Primary Nodes, Corridor, and Edges to provide enhanced visual reference, way-finding, and destination.

Key Landmarks identified to date include (refer to Figure 4.2 – Landmarks Map):

1. Existing Ponoka Stampede Grounds
2. Battle River System
3. The Legacy
4. The Thinking Tree
5. Provincial Building
6. Town Hall / Library Information Centre

Future Landmark development locations, yet are not limited to:

- Highway 2 Corridor Edge
- Highway 2 / Highway 53 Town Gateway
- Highway 2A / Highway 53 Intersection
- Highway 53 – East Gateway
- Highway 2A – North and South Gateways
- Ponoka Campus
- Downtown / Battle River Promenade
- Battle River Hub Locations



In addition to these Landmarks, there are significant destinations within the community. These Destinations should be identified on all future Town directory and way-finding signage and community/visitor information to maintain consistency and clarity. A Town directory should be installed at all community destinations, as they are all considered as primary nodes within the community.

Key Community Destinations identified to date include:

1. Fort Ostell Museum
2. Ponoka Culture and Recreation Grounds
3. Calnash AG Event Centre
4. Aquaplex
5. Splash Park
6. Ponoka Industrial Airport
7. Ponoka Historic Sites
8. Hudson's Green Community Activity Centre
9. Schools
10. Parks
11. Ponoka Hospital
12. Historical Viewpoint



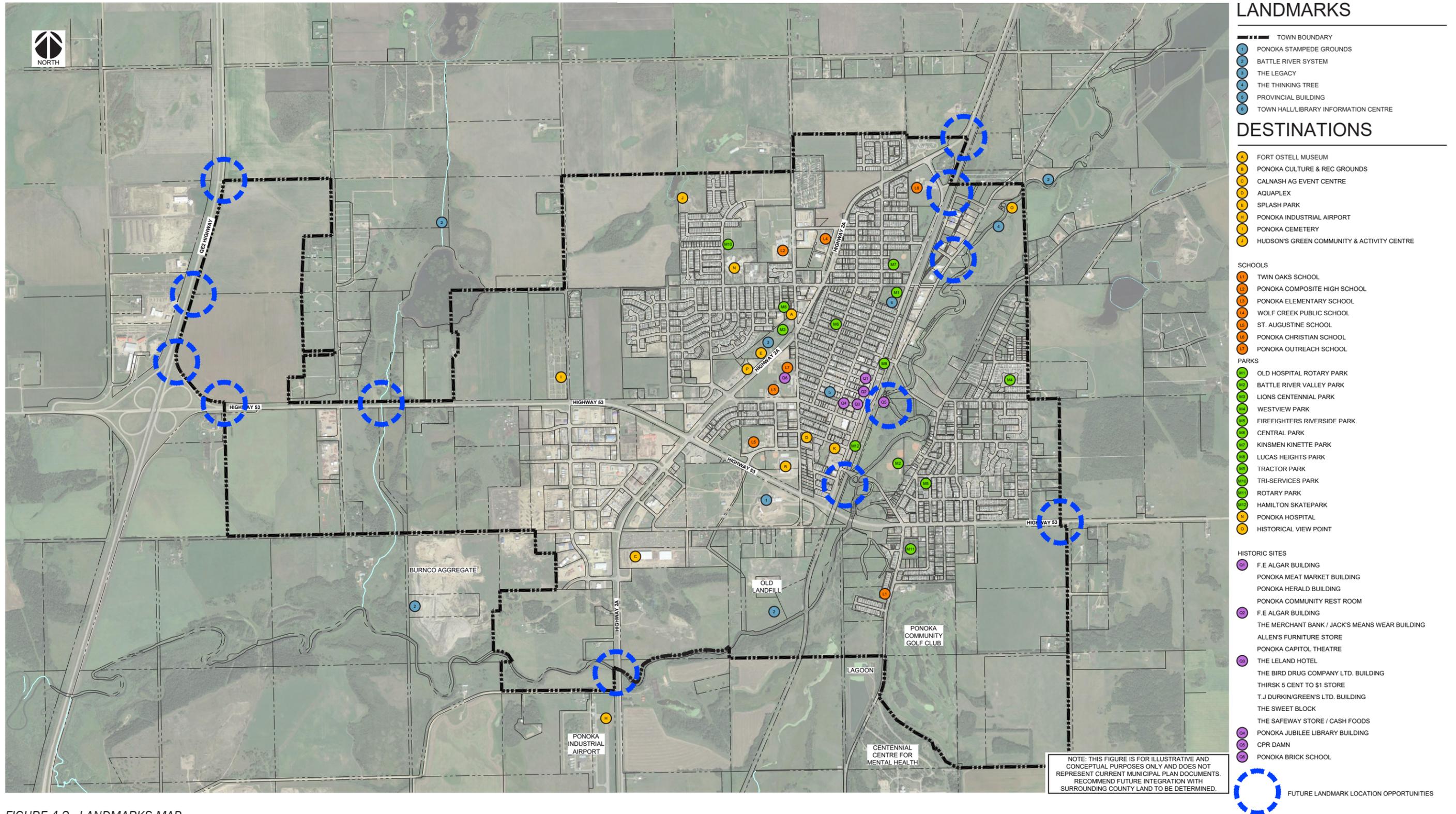


FIGURE 4.2 - LANDMARKS MAP

4.3 NODES

Nodes include vehicular and pedestrian intersections; destinations; and other gathering spaces that have a higher concentration of activity within the community. As illustrated on the Nodes mapping (figure 4.3), a series of Primary, Secondary, and Tertiary Nodes have been identified. These Nodes are defined and directly relate to the districts, corridors, and Landmarks / Destinations.

Nodes are located at key intersections where both primary and secondary vehicular corridors intersect and typically intergrade community destinations; parks, open space & natural area and/or pedestrian walkway or Active Transportation routes. The Secondary Nodes are to have standardized components (eg. Materials, lighting, etc). Tertiary Nodes are defined intersections along Secondary Corridors and would feature way-finding such as trail heads.

4.3.1 PRIMARY NODES

Primary Nodes are located at key gateway / linear gateways. Five Primary Nodes have been identified within the Town of Ponoka. Four of these locations have already been defined with Town entry signs. These signs are located on Highway 2A and Highway 53 as you enter the Town.

Other design considerations for Primary Nodes include, yet are not limited to:

1. Existing Town Entry Signs are located at 4 of the 5 noted Primary Nodes. While these existing Town Entry Signs provide ‘gateway’ quality, it is recommended that these sign locations be enhanced, in conjunction with Edge development initiatives, to create linear gateways into the community.
2. Future Primary Landmark Feature Development has been identified at the key intersection of Highway 2A and Highway 53 in conjunction with future land use / intersection improvements.
3. Each primary node should incorporate Town directory and way-finding signage, and node features (seating, lighting, public art and interpretive features, etc).
4. Highway 2 and Highway 53 primary Node – opportunity exists to incorporate a gateway components to better define the Town of Ponoka to highway travelers and to promote community-based essence and themes. These components could be vertical elements, signs, fence lines and/or public art display/podium pieces, which can be fixed or substituted throughout each year to emphasize and market different community and/or business-based events, announcements, advertisement and interpretation (history, culture, marketplace, education/ research, and other Town essences/themes).
5. The remaining Primary Nodes that are the entries in Town would benefit from further enhancement with the use of Town Markers. These features should be designed with the ability to transition and reflect seasonal variations or community-based essences, themes, events and celebrations; and with mobility for potential relocation as the Town boundaries grow.

4.3.2 SECONDARY NODES

Secondary Nodes are featured at key Secondary Corridor intersections supporting vehicular / pedestrian way-finding. Typically, these can be represented with vertical design elements, art features, and other design components.

Some of the Secondary Nodes recommendations include, yet are not limited to:

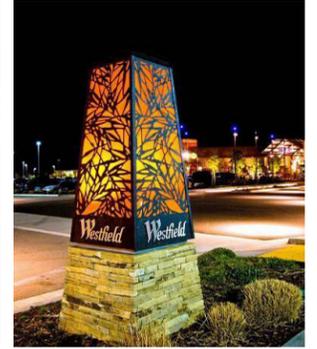
1. Incorporation of way-finding signage at key intersections:
 - a. Develop Secondary Nodes in conjunction with districts, landmarks, nodes, corridors and edge conditions to support community development and movement.
 - b. Way-finding signage should be considered at Secondary Nodes, incorporating community essences, theme and interpretive elements; their location attributes within the community; standard regulatory signage additions; provide a frame of reference and time; directory information; consider lighting options; and links to other surrounding regional destinations and resources.
2. Vertical design elements should be considered, in conjunction with way-finding signage, at Secondary Nodes based on essence and themes noted in Section 3.0.
3. Other components, such as, landforms / landscape, site furnishings, and features should be considered at Secondary Nodes to enhance these areas as key focal points within the community.

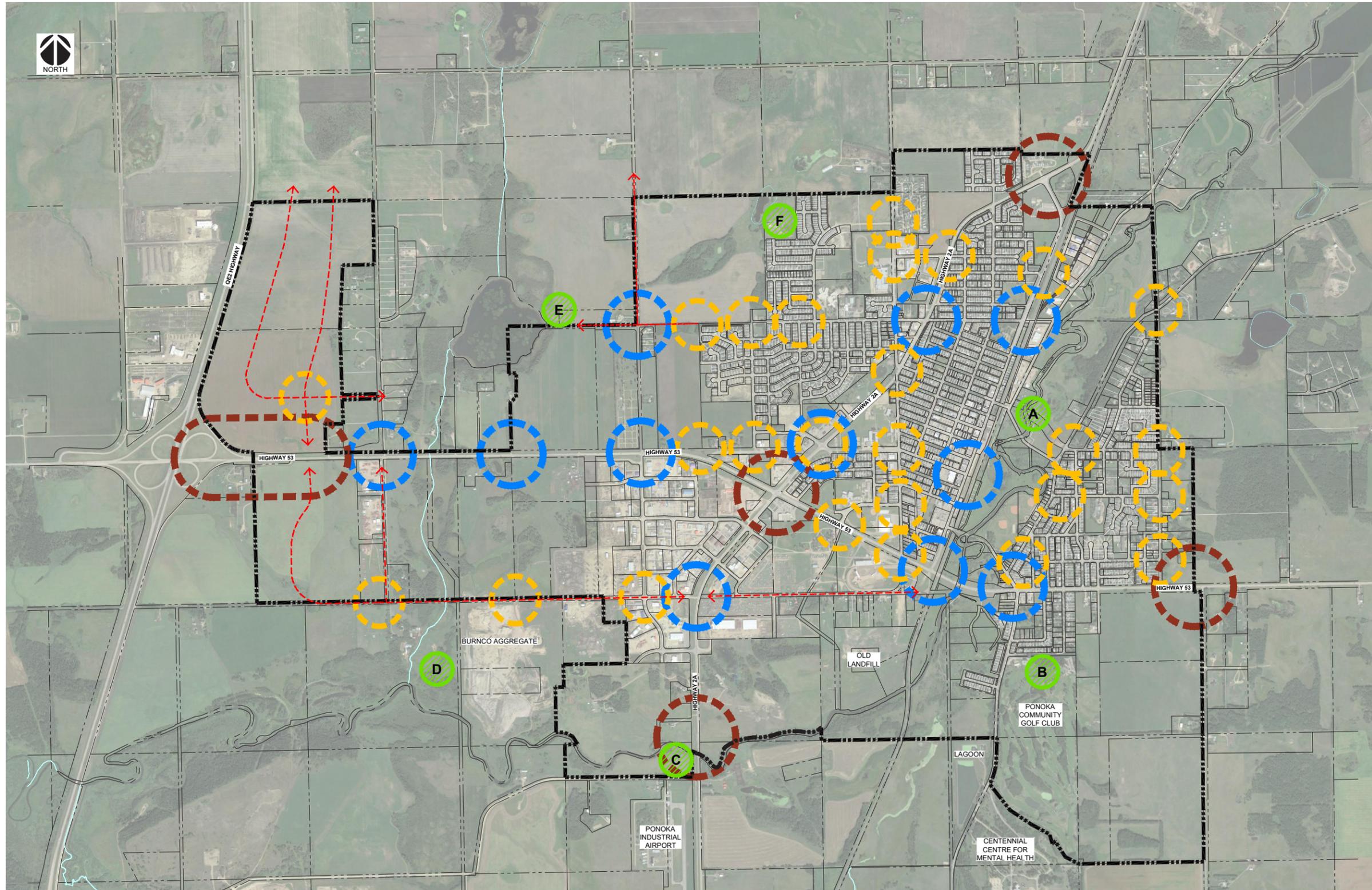
4.3.3 TERTIARY NODES

Tertiary Node development should be considered at key Primary and Secondary intersections; along existing and future Active Transportation routes (based on a 500m min. spacing between nodes); and at proposed Active Transportation hubs. These nodes would include way-finding and rest stop components (benches, receptacles, and other site amenities and features).

4.3.4 ACTIVE TRANSPORTATION HUBS

Six (6) Active Transportation Hubs have been proposed within the community to serve as “Trail Heads” for the green space and trails system. These hubs would include features such as: parking, amenities/services, directory/way-finding systems. These hubs have been positioned to connect the Town of Ponoka, Battle River system, and future extension into the region.





NODES

-  TOWN BOUNDARY
-  PRIMARY (GATEWAYS)
-  SECONDARY (ARTERIAL / MAJOR COLLECTORS)
-  TERTIARY (WAY-FINDING / A.T. HUBS)
-  ACTIVE TRANSPORTATION HUBS
 - A - BATTLE RIVER TRAIL HEAD FROM DOWNTOWN
 - B - ROTARY PARK ENTRY PLAZA
 - C - BATTLE RIVER SOUTH TRAIL HEAD FROM HIGHWAY 2A
 - D - BATTLE RIVER WEST TRAIL HEAD
 - E - BATTLE RIVER NORTH TRAIL HEAD
 - F - EXISTING NATURE CENTRE
-  FUTURE ROADWAYS

NOTE: THIS FIGURE IS FOR ILLUSTRATIVE AND CONCEPTUAL PURPOSES ONLY AND DOES NOT REPRESENT CURRENT MUNICIPAL PLAN DOCUMENTS. RECOMMEND FUTURE INTEGRATION WITH SURROUNDING COUNTY LAND TO BE DETERMINED.

FIGURE 4.3 - NODES MAP

4.4 EDGES

Edges are the visually / physically prominent boundaries between different areas of a community. In Ponoka, primary edge conditions have been defined by the boundaries between Highway 2, Highway 53 / 2A and adjacent land uses. Secondary edges include the Downtown, Ponoka Campus, and the Battle River and its tributaries. Maintaining and enhancing the continuity and visibility of the primary and secondary edges will establish a unified and seamless interface between the various community districts.

Key primary / secondary edge enhancements include, yet are not limited to:

1. Enhance Primary edges using landforms, landscape, Active Transportation development and essence and theme-based site features (lighting, markers, signing, art features, etc.) For example, edge component additions, such as 3-rail ranch fencing, can be used to establish an affordable, formal and integrative edge condition that is consistent with essence and theme development to establish visual continuity along Highway 2A and Highway 53, incorporating Primary and Secondary Node development.
2. Encourage transitions that define boundaries, but also encourage openness and connectivity. (i.e. breaks within the Active Transportation trail to extend into park systems or adjacent site amenities).
3. The Highway 2 corridor has tens of thousands of travelers passing Ponoka each day. By establishing a formal edge condition along Highway 2, there is an opportunity to create a gateway and attract more traffic into Ponoka. Highway 2 edge enhancements could include vertical elements, signs, fence lines and/or public art display/podium pieces, which can be fixed or substituted throughout each year to emphasize and market different community and/or business-based events, announcements, advertisement and interpretation (history, culture, marketplace, education/research, and other Town essences/themes). Refer to section 4.3.1 Primary Nodes for more information.
4. Secondary edge enhancements:
 - a. Enhance entry into the Downtown through the development of entry points and features; Downtown component palette; increased sidewalk widths (active transportation corridor) and; boulevard planting
 - b. Enhance the presence of the Ponoka Campus through the development of theme-based markers, landscape, and other design components and elements that define and integrate a campus sense of place.
 - c. Preserve, conserve and enhance the integrity of the Battle River and tributary system through the development of well-defined entry points; inclusive/ barrier-free trail development; directory/way-finding; site amenities and features.

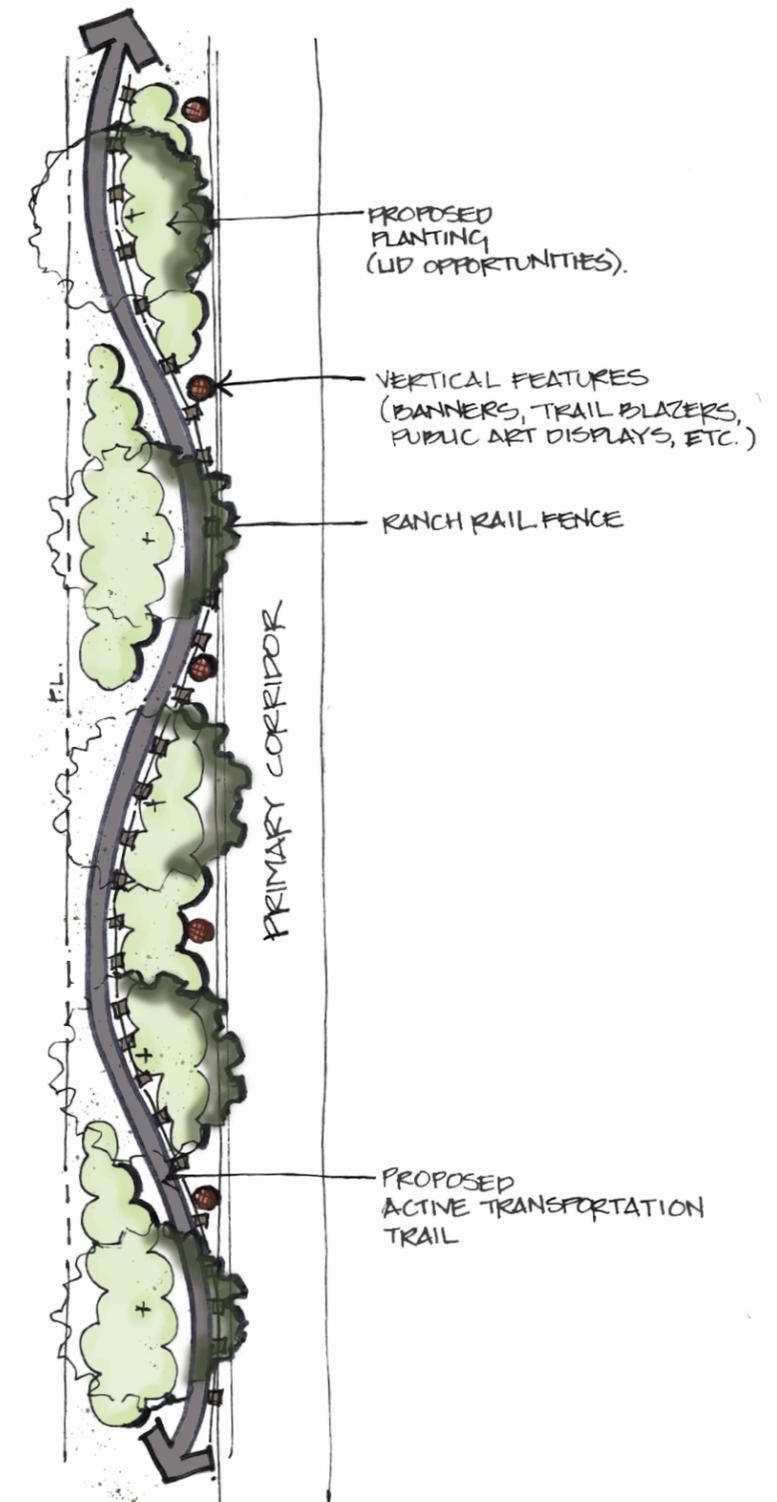
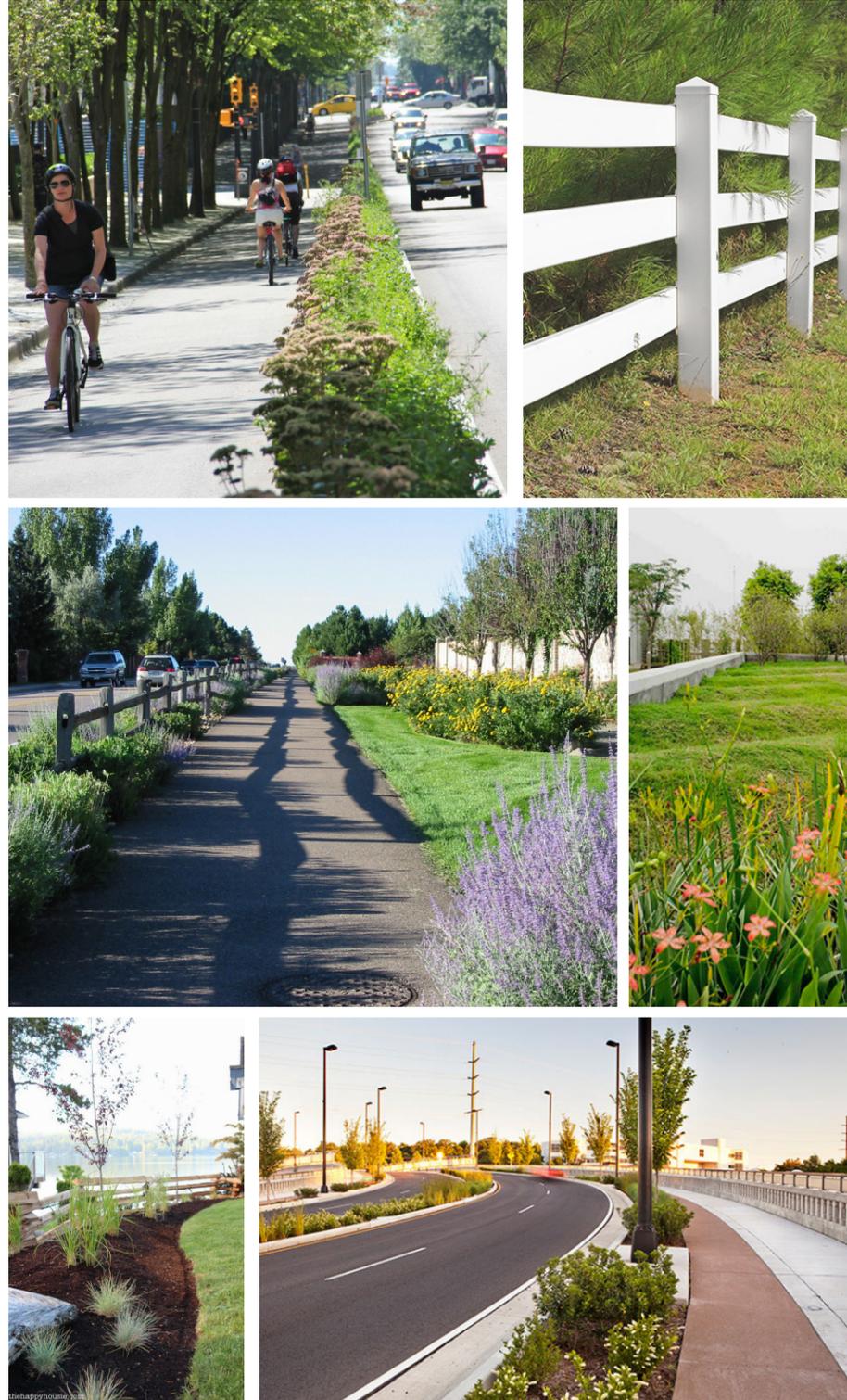
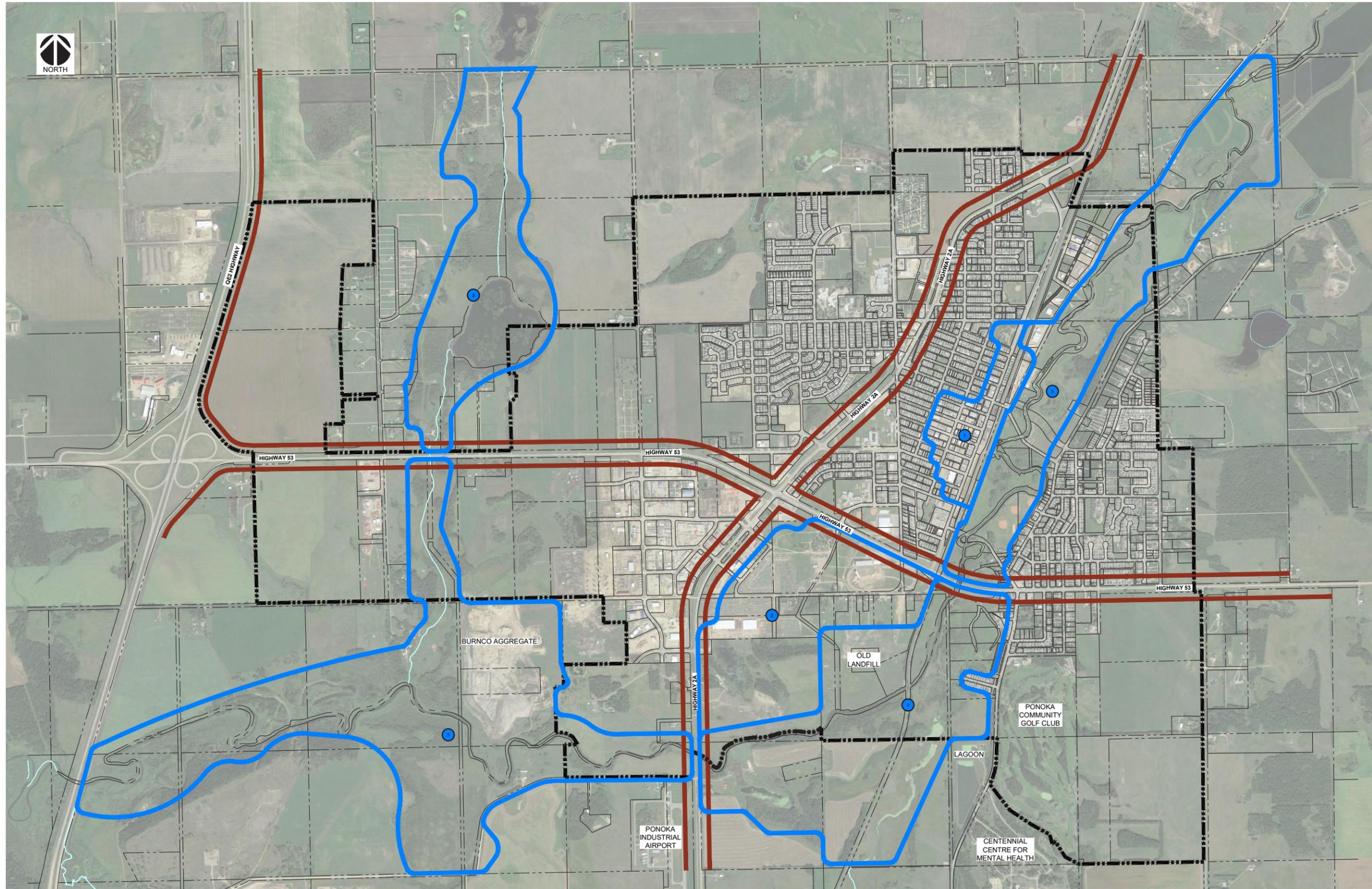


Figure 4.4 Primary Corridor Edge Enhancement Schematic



EDGES

- TOWN BOUNDARY
- PRIMARY (GATEWAYS)
- SECONDARY
- DOWNTOWN
- PONOKA CAMPUS
- BATTLE RIVER AND TRIBUTARIES

NOTE: THIS FIGURE IS FOR ILLUSTRATIVE AND CONCEPTUAL PURPOSES ONLY AND DOES NOT REPRESENT CURRENT MUNICIPAL PLAN DOCUMENTS. RECOMMEND FUTURE INTEGRATION WITH SURROUNDING COUNTY LAND TO BE DETERMINED.

FIGURE 4.4 - EDGES MAP

4.5 CORRIDORS

There are three main types of Corridors (Primary, Secondary, and Active Transportation Trails) identified within the Town of Ponoka – Refer to Figure 4.5 Corridors Map. Primary Corridors are the main arteries into the community, incorporating primary nodes / edges and serve as the main gateways into Ponoka, connecting the Town to the surrounding region. Secondary Corridors are the key collector corridors within the community, providing vehicular / pedestrian access to various districts.

As identified in Section 3.3, the development of Complete and Green Street right-of-ways should be considered in any new roadway development or redevelopment. With regards to Complete Streets, the City of Edmonton has established The Complete Streets Design and Construction Standards (CSDCS), which provides a single point of reference that supports the planning, design, and construction of Complete Streets in Edmonton. This document is intended to be a living document, with regular updates to incorporate changes in best practice and their application in the Edmonton context. This context is very similar to the Town of Ponoka. It is suggested that the City of Edmonton Complete Streets document be referred to in supporting the future integration of best practices in Complete Streets design philosophy, design standards and construction specifications within the Town of Ponoka.

4.5.1 PRIMARY COMMUNITY CORRIDORS

Highway 2, Highway 2A and Highway 53 connect the surrounding region to the Town of Ponoka and are identified as Primary Corridors. As identified in other sections, there is an opportunity to better define these corridors and establish an enhanced sense of arrival into the community through linear gateway and edge improvements, utilizing the essence and theme development components outlined in sections 3.0.

The Primary Community Corridors include:

- Highway 2
- Highway 2A
- Highway 53

Key Primary Corridor enhancements include:

1. Gateway / Linear Gateway Edge Development to include landforms, landscape, LID features, fencing/screens, public art, markers, vertical features, and Active Transportation development (refer to section 4.4 Edges).
2. Primary Corridor enhancements are to reflect the essence and themes established in adjacent districts.
3. Node development at key primary Corridor Intersections are to include way-finding, signage, landmark components, and node features (seating, lighting, public art, etc.) Refer to section 4.3.1. Primary Nodes.

4.5.2 SECONDARY COMMUNITY CORRIDORS

Secondary Community Corridors should be enhanced to define the districts and/or Neighbourhood areas they transect and integrate opportunities for landscape boulevard (sustainable/low impact development) treatments, materials, features (lighting), and furnishings (hard and soft site landscape).

Secondary Corridor Enhancements include:

1. Node Development are to include way-finding, vertical elements and other features at key intersections (refer to section 4.3.2 Secondary Nodes).
2. Edge conditions are to support community development and movement (Active Transportation Development).
3. Downtown Secondary Corridor are used to enhance the pedestrian realm and promote sustainability, safety, security and Active Transportation Development.

4.5.3 ACTIVE TRANSPORTATION TRAILS

Active Transportation is an important component of community living and promoting an active and healthy lifestyle for residents. Active Transportation development provides the opportunity to integrate and link all areas of the community with inclusive, safe, secure and accessible routes for pedestrian and non-motorized use. As illustrated in the Corridors Map, the following Active Transportation network has been proposed for Ponoka. (Note: this information will require future assessment and update as the community grows and opportunities for extension into the region occur).

- Proposed Greenway Development
- Neighbourhood Development (Safe Journeys)
- Industrial Development (Safe Journeys)
- Existing Battle River / Green Space
- Future Battle River / Green Space

The following Community Corridors should consider Active Transportation and Neighbourhood Development to support Town linkages. These can be established through boulevard expansion upgrades, designated separate lane development along roadways, or Safe Journey applications to create walkable neighbourhoods.

Development route enhancements include:

North/South:

- 75th Street
- 67th Street
- 50th Street
- 46th Street
- 38th Street

East/West:

- 57th Avenue
- 48th Avenue

Active Transportation Enhancements include:

1. Green Way development to include 2.5m to 3.0m multi-use trails along designated roadways, rest nodes every 500m, way-finding, landscape, fence/screens to establish safe, secure, year-round routes along Highway 53, 2A, etc.
2. Safe Journeys are Walkable Neighbourhoods/Safe Journeys applications (e.g.,

neighbourhood-based multi-use routes/standards, neighbourhood and major arterial route crossings, discouraging driving to schools, school bus/parent drop-off standards, traffic control device requirements, etc. and integration and improved connectivity with other land use zones.

3. Battle River / Green Space Zone Improvements will provide year-round, safe, secure, aesthetic, and barrier-free connectivity for all modes of Active Transportation that preserve the natural integrity of each 'green' zone and provide links to neighbourhood, commercial, industrial and regional zones.
4. Industrial development to include at least one boulevard sidewalk within industrial areas.

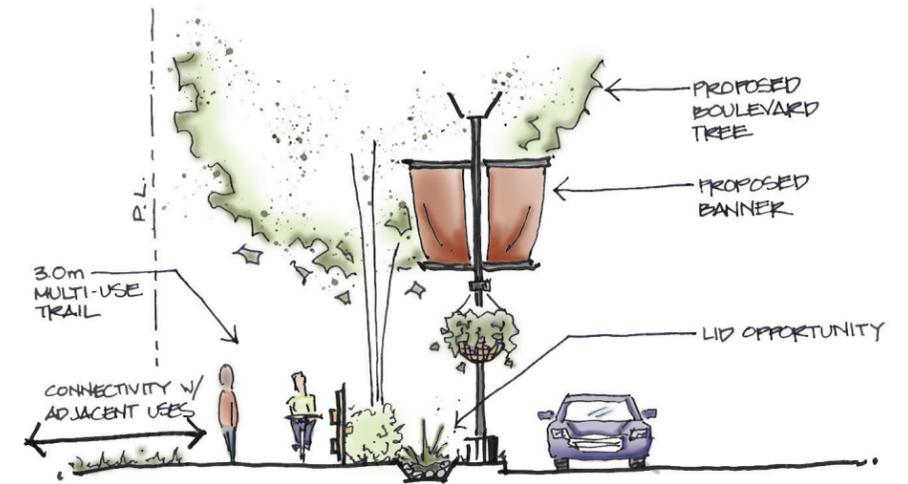


Figure 4.5.1.1 - Active Transportation Cross Section - 1
Primary Corridor adjacent to park space

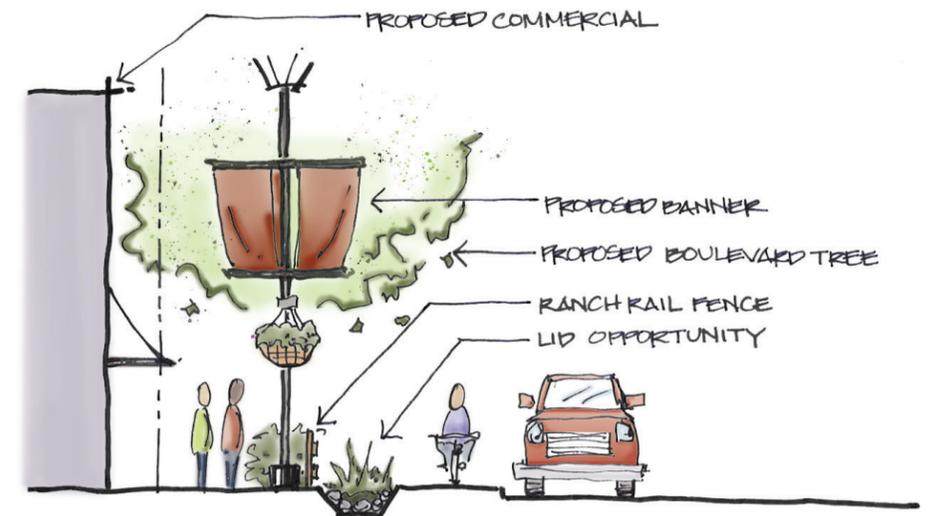
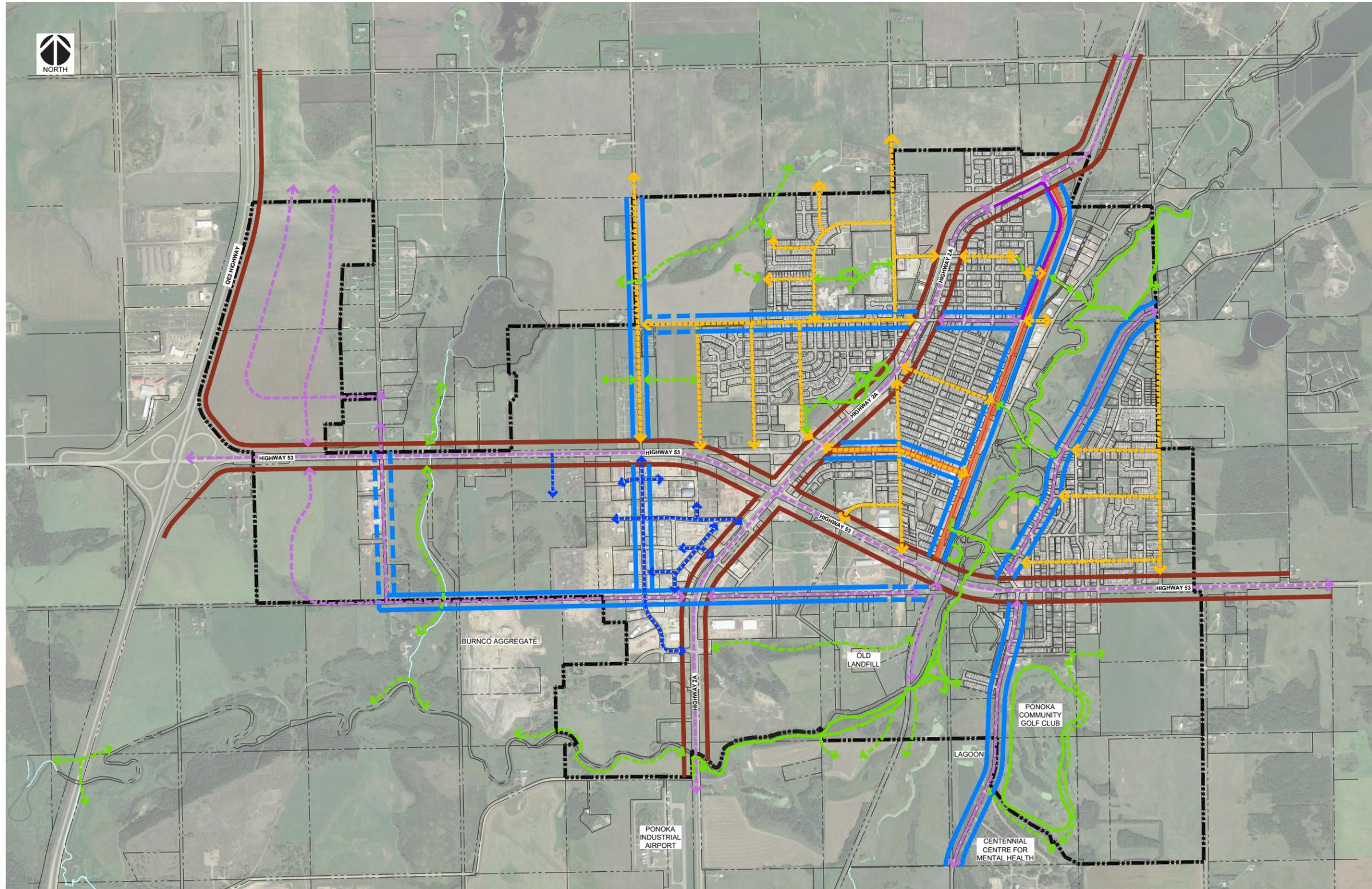


Figure 4.5.1.2 - Active Transportation Cross Section - 2
Primary Corridor adjacent to commercial

* Note: above options are preliminary only.
Options to be developed in design development stage. *



CORRIDORS

- TOWN BOUNDARY
 - DOWNTOWN MAIN STREETS
 - PRIMARY (GATEWAYS)
 - SECONDARY (ARTERIAL / MAJOR COLLECTORS)
 - FUTURE SECONDARY (ARTERIAL / MAJOR COLLECTORS)
- ACTIVE TRANSPORTATION TRAILS
- GREEN WAYS
 - NEIGHBORHOOD (SAFE JOURNEYS)
 - INDUSTRIAL (SAFE JOURNEYS)
 - BATTLE RIVER / GREEN SPACE
 - FUTURE BATTLE RIVER / GREEN SPACE

NOTE: THIS FIGURE IS FOR ILLUSTRATIVE AND CONCEPTUAL PURPOSES ONLY AND DOES NOT REPRESENT CURRENT MUNICIPAL PLAN DOCUMENTS. RECOMMEND FUTURE INTEGRATION WITH SURROUNDING COUNTY LAND TO BE DETERMINED.

FIGURE 4.5 - CORRIDORS MAP

5.0 IMPLEMENTATION AND NEXT STEPS

This section provides an outline of selected Urban Framework Master Plan (Plan) key enhancements and tasks; their implementation priority (high to low); the suggested roles and responsibilities; implementation recommendations and phasing timelines. The order of magnitude funding for each enhancement and task will require further assessment and development with respect to priority driven budgeting; potential sources of funding and; joint project development and implementation; and confirming how progress and results should be managed and measured. All Plan components, ideas and tasks need to be economically sound, practical, achievable, and uniquely promoted and accepted by the community-at-large to ensure and encourage community 'buy-in', participation and pride. The required expenditure to complete each task should be regarded as strategic community investments that will yield a unified, diverse, and strong sense of place for the Town of Ponoka that reflects and promotes the communities people, landscape, climate, culture, history and sustainable and ecologically based characteristics and principles.

The application of priority driven budgeting should be applied to the implementation of the Plan. As illustrated in the attached Schedule 5.0, a High to Low prioritization has been applied to identified key Plan enhancement and tasks. As noted in the implementation of the Plan, it is important that all Plan priorities have a shared value, are transparent and adaptable throughout the proposed phasing. As the Town moves through each priority, it will be important to further define the scope and support resources (e.g., internal assessment, external consulting, design development, etc) required to confirm the budget amounts allocated to each key Plan enhancement and task; the roles and responsibilities for each item; a prerequisite analysis of available resources (e.g., capital/ operational funding requirements, potential partnerships/ grants, operations and maintenance considerations) prior to capital/ operational yearly budgeting; the decision-making/ agreement / allocation/ scoring structure for setting the Plan priorities and outcomes; the level of public engagement and involvement (needs/ demands assessment) during the Plan process; who will lead the Plan process; who will be involved in the Plan approval process; and how the Plan will be measured for success. A priority driven process will provide a well-defined strategic, financial and service-based approach to the Plan and will enhance collaboration, communications, and continued participation, consensus and buy-in into Plan implementation.

Based upon a recommendation of Town Administration, a commitment is required to adopt the Plan and support and build upon the Urban Framework Implementation Strategy (Refer to Schedule 5.0); integrate the Plan as a statutory planning document, providing guidelines for growth, development and redevelopment within the community of Ponoka; use the Plan as a background document for future priority based capital, operations and grant funding assessment and potential joint infrastructure (e.g., facilities, transportation, utility services, open space, and other amenity) project integration; and identify staff resource allocation requirements to complete the initial steps in implementation so that the Plan does not flounder.

5.1 ADOPTION OF TOWN OF PONOKA - URBAN FRAMEWORK MASTER PLAN

The Plan was presented to Council in January 2020. All comments received from previous plan presentations were incorporated into the final submission for Council review and acceptance, with the intent to seek the adoption of the Plan and the continuation of the Urban Framework Implementation Strategy.

5.2 FUNDING THE URBAN FRAMEWORK MASTER PLAN

Without an allocation of budget, staff, and further consulting resources the Plan is likely to remain a plan. Capital and operating expenditures will be required, along with funding for more detailed planning and design work. Outside funding sources and programs need to be explored including government grant programs and private sector contributions. These types of programs work best if there is an established capital and operating program amount committed each year for an initial five (5) year period and additional money is leveraged from other government programs, private and not-for-profit sectors.

Developing project partnerships is another key element in reducing the capital and operating expenditures associated with the Plan. Through the development of project partnerships, contributions can be established through matching funds and/or 'gifts-in-kind' such as labour, materials, and equipment. Several potential key project partners include, yet are not limited to the following:

- Federal Government.
- Provincial Government.
- Ponoka County.
- First Nations (e.g., Sampson, Montana, Erminskin and Louis Bull).
- Ponoka Stampede and Exhibition Association.
- Ag Events Centre.
- Local Businesses & Industry.
- Local Service & Community Groups.
- Local and Regional Utility Agencies.

- RCMP.
- Local and Regional Public & Catholic Schools.
- Canadian Pacific Railway.
- Clubs and Church Groups.
- Municipal Boards (e.g., Economic Development; Downtown Heritage & Revitalization; Parks & Recreation; Police Committee).
- Guides/Scouts/Junior Forest Rangers.
- Volunteers/ Youth groups

Most Plan initiatives can be funded and completed through public/private development partnerships or municipal capital/operation budgeting for new or restoration development within the public right-of-way or on public lands.

5.3 THE NEED FOR DETAILED PLANS AND IMPLEMENTATION

The Town of Ponoka has recently undergone numerous studies, assessments and plans. This Plan is one of action. As a result, it is important that the initial Plan implementation projects have a direct impact on the community - generating pride and identity and leading to the further support and funding of subsequent Plan component implementation.

In conjunction to the Plan, there are several implementation strategy components that will require further planning work to establish a well-defined scope and approach for future funding and implementation. These further planning requirements include, yet are not limited to:

1. Urban Framework Master Plan Statutory, Non-Statutory and Land Use Bylaw Updates - to municipal and regional planning and private development submissions. This would include a focus on future Gateway Industrial/ Commercial; Gateway Residential/Commercial; Residential and Industrial districts, and opportunities for landmark, edge, node and corridor development and enhancements.
2. Downtown Plan – complete an update to the implementation strategy for Downtown revitalization, along with allocated yearly funding to go towards Downtown revitalization initiatives.
3. Battle River/Green Space Plan – establish a detailed plan and implementation strategy for future Battle River/Green Space development and implementation.

4. Ponoka Campus Plan - establish a detailed plan and implementation strategy for future Ponoka Campus development and implementation. The plan should be developed in the approach and format of an Area Structure Plan (ASP) or Area Redevelopment Plan (ARP), complete with a well-defined government model and agreement amongst plan partners (e.g., Town of Ponoka, Ponoka County, Province of Alberta, First Nations (e.g., Sampson, Montana, Erminskin and Louis Bull), Ponoka Stampede and Exhibition Association, and Calnash/Ag Events Centre). This process would provide a shared vision/master plan; design development level details; an implementation strategy; and a yearly joint funding outline for the development of the Ponoka Campus.
5. Parks, Open Space and Trails Master Plan and Standards – during the preparation of the Transportation Master Plan; Urban Framework Master Plan; and 2019 Trails Program (grant funded) an assessment of the Ponoka Recreation & Culture Master Plan and existing trails network was conducted. It is recommended that a separate Parks and Open Space Plan document be prepared and updated to reflect proposed future parks and open space redevelopment and development within the Town of Ponoka. This would be prepared in conjunction with a Site Furnishings and Features Guideline document. As part of the of the 2019 Trails Program, a complete inventory and assessment of the existing trails system was completed. This information was also supplemented with a Trails Standards document. It is recommended that all trails information be fully reviewed by the Town and that the Trails Master Plan include a separate implementation strategy for upgrading and new trails development.
6. Site Furnishings, Feature and Landscape Guidelines – establish a specific kit-of-parts for the various districts, landmarks, edges, nodes and corridors within the Town of Ponoka that utilize selected essence and character elements.
7. Vehicular and Pedestrian Wayfinding Program – design development and an implementation strategy for all levels of vehicular and pedestrian wayfinding within the Town and region.

As noted, several Plan implementation components will need to integrate into future municipal, regional and private development and redevelopment initiatives. Areas such as Gateway Industrial/Commercial; Gateway Residential/Commercial; Residential and Industrial districts, should be jointly developed and funded with private developers, along with specific landmark, edge, node and corridor component additions. Other Plan components should be allocated with a yearly capital, operational or grant funded budget contribution amount that is applied as per the component detailed plan and implementation strategy. These Plan components include, yet are not limited to:

1. Districts:
 - a. The Downtown – a yearly financial contribution to Downtown revitalization.
 - b. Battle River/Green Space – a yearly financial contribution to Battle River parks and trails development and improvements.
 - c. Ponoka Campus – a yearly financial contribution to Ponoka Campus development.
 - d. Parks & Open Space Enhancements - a yearly financial contribution to Ponoka parks and open space development and enhancement.
2. Landmarks + Edges + Nodes + Corridors - the integrated development of key Plan components to be addressed within the next ten (10) years:
 - a. Primary Node Development - a yearly financial contribution to primary landmark, node, edge and corridor development along Highways 2, 2A and 53.
 - b. Vehicular & Pedestrian Wayfinding - a yearly financial contribution to wayfinding throughout Town.
 - c. Active Transportation/Trails Development – a yearly financial contribution to corridor development and rehabilitation, complete with support amenity/hub development.
 - d. Active Transportation/Safe Journeys Development – a yearly financial contribution to corridor development and improvements (Complete & Green Street applications) within neighbourhood areas.
 - e. Site Furnishings, Features and Landscape Enhancements - a yearly financial contribution to node, edge and corridor enhancements within the public right-of-way throughout Town.

Establishing an Urban Framework Working Committee (UFWC) will ensure that the Plan and other proposed planning and design studies are well integrated and effectively and consistently implemented. It is suggested that the UFWC meet quarterly to ensure that each stage of the Plan is attained.

5.4 PHASING THE URBAN FRAMEWORK MASTER PLAN

Subject to available budget, these initiatives need to be phased over the next ten (10) years, consistent with the order of priorities and timing identified within the implementation strategy. The strategy schedule should be assessed each year and adjusted accordingly to reflect changing priorities and opportunities for joint partnerships and grant funding.

5.5 MEASURING SUCCESS OF THE URBAN FRAMEWORK MASTER PLAN

The Plan should be a ‘living’ document that is outcome-oriented and responsive to changing needs and circumstances. Specific benchmarks should be established to measure how the Plan is achieving its goals and objectives over time. These benchmarks should be developed by the UFWC.

5.6 A PROCESS FOR MONITORING, EVALUATING, AND UPDATING THE PLAN

It is recommended that a brief annual ‘report card’ be provided each year by the UFWC to provide a summary of benchmarks that has been achieved. A systematic review and update of the Plan should be undertaken every five (5) years. This would include a review, assessment and the integration of other Town initiatives and community review and validation.

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