

# NEWS RELEASE

## TOWN OF SYLVAN LAKE UNDERTAKES DOWNTOWN / LAKESHORE AREA REDEVELOPMENT PLAN

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### FOR IMMEDIATE RELEASE

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**Sylvan Lake, June 30, 2005:** The Town of Sylvan Lake has started the process of preparing an Area Redevelopment Plan (ARP) to guide future development within specified areas of the Town. The project area, which consists of five sub-areas and does not include Sylvan Lake Provincial Park, is shown on the attached map. In June, the Town retained an Edmonton-based consulting team to begin the work. Through a comprehensive selection process, Armin A. Preiksaitis & Associates Ltd., a land use and community consultation firm was chosen, who will work with Gibbs & Brown Landscape Architects Ltd. to develop the plan.

As one of the fastest growing communities in the nation, and being a major tourism destination, the Town of Sylvan Lake faces considerable development and redevelopment challenges particularly in its downtown and lakeshore areas. The Town has initiated the ARP to ensure that future development within the plan area achieves important social and economic benefits for the community while maintaining the environmental integrity of its unique natural environment. The plan will serve as a tool to assist the Town in making sound decisions regarding future development in the area.

An Area Redevelopment Plan is a statutory plan that identifies planning goals and objectives of residents, owners, and business people in an existing area. The ARP is a basic community planning document that deals with a range of land-related issues, including: land uses, densities, landscaping, streetscapes and architectural guidelines, provision and acquisition of public and open space, transportation, parking, servicing, and a determination of how future development addresses the community's needs.

The Town has placed a high priority on community consultation. Input from community stakeholders and the general public will be acquired throughout the process in focus groups, vision building workshops and a public open house.

The planning work will be completed over a six month period between July 1 and November 30, 2005. The ARP work will be completed in three phases:

- Phase I: Inventory and Analysis / Vision Building - July 1 to August 19, 2005
- Phase II: Draft ARP / Public Review - August 20 to October 7, 2005
- Phase III: Final Plan Submission - October 8 to November 25, 2005

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**TOWN OF SYLVAN LAKE**  
*A Town For All Seasons*

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A Steering Committee comprised of two members of Town Council, Councillors Lynda Sills-Fiedler and Richard Backs, and representatives of the Town administration will oversee the consulting team's work.

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For more information, please contact:

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