

STRATEGIC PLAN

STONY PLAIN | ALBERTA | CANADA

2025-2028





Welcome to **STONY PLAIN**

What makes Stony Plain unique is its celebrated historical and cultural institutions, combined with a growing resident population that invigorates community spirit.

The Town of Stony Plain acknowledges and honours the fact we are situated on the traditional Indigenous land of Treaty 6 peoples.

We are proud to represent a strong and developing arts community that includes festivals, markets, and many locally owned shops and boutiques. The Town of Stony Plain is committed to enhancing the well-being of all community members through embracing and encouraging the growth of inclusion and diversity principles. This makes us a great destination for starting a family, running a business, retiring, and enjoying everything the community has to offer. Stony Plain is a place where memories are made.

Stony Plain is a growing community in the Edmonton metropolitan region. The community has nearly 18,000 residents, comprised of young families, working professionals, artists, entrepreneurs, and retirees. Over 1,000 businesses provide services to the community, as well as to customers in the region and beyond. We are committed to supporting community wellness by providing connection opportunities and supports for residents of all ages.

Stony Plain embraces its community pride and identity. We are known for Red Brick Common (formerly the Multicultural Heritage Centre), Stony Plain and Parkland Pioneer Museum, Blueberry Music Festival, and Parkland Potters Guild. The community is surrounded by rolling hills, ranches, and farmland, as well as hiking trails, parks, and camping areas providing residents and visitors with a rich diversity of outdoor recreational activities.

WE ARE UNIQUELY STONY PLAIN





YOUR COUNCIL

FROM LEFT TO RIGHT

**COUNCILLOR JUSTIN ANDERSON | COUNCILLOR HAROLD PAWLECHKO | MAYOR WILLIAM CHOY | COUNCILLOR ERIC MEYER
COUNCILLOR JUSTIN LAURIE | COUNCILLOR MELANIE LOYNS | COUNCILLOR PAT HANSARD**

Your Council has developed a strategic plan that continues to advance the unique opportunities Stony Plain has to offer while embracing growth and enhancing our community. We believe our strong community base and identity attracts people to live, work, and visit.

Our Strategic Plan will allow us to focus on key priority areas and ensure we are working to strengthen our goals of healthy governance, promoting the economy, investing in infrastructure, embracing and shaping development, supporting our community, and securing an environmentally friendly future.

Our vision is to continue sustained, conscious growth and to make informed decisions that reflect our community values and enhance the quality of life for all residents.

Our Strategic Plan is not a beginning or an end but rather represents steps along a path toward our long-term vision. We are committed to exploring, defining, and taking the tangible actions required to reach that vision. As we work towards a better tomorrow for our community, we as Council will use our Strategic Plan to lead, direct, and make decisions. As your Council, we are proud to be sharing this plan with you, the residents of Stony Plain.

THE GROWTH OF

our community

Stony Plain has welcomed many new residents over the past two decades and is expected to see this growth continue. Young learners beginning kindergarten in the next few years will graduate from high school in a community of 30,000 people. What does that look like? What does that mean for us? How do we make sure our community of 30,000 is the community we want it to be?

Together, we can answer those questions and continue to create the community we want by understanding who we are and where we are going. The values and strategies needed to take this journey together will guide our community's growth as we move towards our shared future.

Shaping, managing, and promoting growth will be the foundation of our actions. These actions will include ensuring the fiscal sustainability of the Town, the management of evolving service levels, and most importantly the creation of new and stronger ways to connect with each other.

Stony Plain is a vibrant and strong community. Our foundation is ready to further support an independent and self-sufficient community. A community where everything we need is right here. A community that thrives alongside its neighbours.

Our community has health care and education services we are proud of. Stony Plain has businesses and industry to serve our residents. As our resident population moves toward 30,000, we need to focus on expanding and developing these areas of our community to complement this growth. Focusing on commercial and industrial

development will provide jobs and services for both current and future residents.

Stony Plain has over 100 years of history. This is a community where people have created memories and shared their experiences together for over a century. Growing Stony Plain allows us to create new memories and new experiences. Our community will become more diverse with new ways to connect and come together. We will learn from one another and we will welcome the next generation of residents as many of us were once welcomed. Focusing on connections and shared experiences celebrates what makes our community great: the people.

Economic and community development are one and the same. Stony Plain will use this understanding to continue building a community where we can grow up and grow old. At any age, this community will be a place where residents can make a living and make meaningful connections.

As a community, we need to work hard and work together. The future is not guaranteed and change is inevitable. New strategies and policies will be required.

This growth, this future of 30,000 connected and vibrant, is not the work of any single group or person. The Town cannot achieve this vision alone. Together with businesses and community groups, with partners and residents, and with focus and compassion, Stony Plain will grow to be a place of economic and community prosperity – a place where jobs and connections are plentiful; a place each of us are proud to call home.



Our Vision

A CONNECTED COMMUNITY...EMBRACING THE FUTURE.

**CHAMPION OF PROGRESS AND COMMUNITY VALUES IN
A METROPOLITAN REGION.**



Our vision is built on five strategic pillars that capture the deeper values and desires of the community. They tell the story of who we are and where we want to go, providing a structure to direct planning and decision-making over the next 30 years. Each pillar is equally important and together, they provide the way forward.

**GOVERNANCE AND PARTNERS
COMMUNITY DEVELOPMENT
SUPPORTIVE INFRASTRUCTURE
ECONOMIC OPPORTUNITY
ENVIRONMENTAL RESPONSIBILITY**

Stony Plain is at a new stage in our development as we grow to 30,000 residents and beyond. The strategic planning process has illuminated the overarching theme of guiding community growth. We recognize there are both opportunities and challenges related to growth. We will strive to plan and take action to shape our community in the context of Council's vision and priorities. This means careful consideration of what is required for the planned growth related to each of our pillars.

We recognize that developing our competencies in strategy, planning, finance, and service delivery is required to enable our exciting vision for the future. Identifying commitments under the overarching theme of guiding community growth will provide the pathway to intentional growth for Stony Plain.



[STRATEGIC PILLARS]

GOVERNANCE & PARTNERS

Community development requires input and contribution from many different constituents. We work closely with our neighbours, stakeholders, development community, and other regional partners to set directions for service delivery and development. Open and inclusive discussion enables cohesive representation and leadership. Good governance is critical to meeting our residents' needs.

COMMUNITY DEVELOPMENT

We want residents of all ages and income levels to have access to diverse housing, interconnected transportation choices, and local amenities to ensure a healthy and sustainable community. We have areas of stability, areas undergoing positive transition, and areas experiencing new growth. We have facilities for community gatherings and places for recreational, cultural, institutional, and commercial interactions. We also have an abundance of natural areas and parks that are protected and cherished. Recreational spaces must be designed to suit the climate and the environment to maximize use and enjoyment of these spaces throughout all four seasons. Our community was designed with innovation and quality. We attract people in creative industries who combine knowledge, ideas, and resources with imagination and create new concepts and products.

SUPPORTIVE INFRASTRUCTURE

Infrastructure maintenance and improvement is an essential component of how our community functions. Traditionally, the design of new areas was based on automobile transportation, but the desire to improve health and air quality means placing greater emphasis on other modes of transportation. Integrating safe and accessible infrastructure for transit, cyclists, and pedestrians will foster an increase in use of a variety of transportation options.

ECONOMIC OPPORTUNITY

Economic development is critical to achieving fiscal sustainability. Facilitating commercial, industrial, and institutional employment opportunities provides the fiscal balance to support appropriate service levels, both now and in the future. Local economic development means local jobs, shorter commute times, and convenient service provision for residents and businesses.

ENVIRONMENTAL RESPONSIBILITY

We pay careful consideration to environmental sustainability as we recognize the interconnectivity of our natural environment and our quality of life. Our quality of life depends on the environment's health, including the air we breathe, the water we drink, and the land we use to grow food. We strive to protect, preserve, and enhance natural systems and environmentally significant areas while promoting a greener way of living. We consider the natural environment when planning and promote sustainable development patterns. We make decisions to address environmental impacts that result from development actions.

HOW WE WILL USE THIS PLAN

This strategic plan takes an ambitious approach to achieving our vision for Stony Plain. It outlines the commitments and key actions we will address over the next few years. As we move forward, this plan will be used as the foundational framework to mobilize strategies, actions, and resources. Our decision-making processes will rely on this plan to provide the criteria for decision-making.

MUNICIPAL DEVELOPMENT PLAN

The Municipal Development Plan is the leading document identifying our long-term vision and the strategic pillars to achieve Stony Plain's future state.

These pillars feed into our Strategic Planning process to provide a foundation for the determination of commitments and key actions.

STRATEGIC PLAN

Council reviews and updates the Strategic Plan annually. This allows for a renewed consideration of what has been accomplished and to contemplate what new strategic commitments and key actions are required to reach Council's vision for the community.

This also allows for adjustment and nimbleness to evolving or new challenges and opportunities.

CORPORATE PLAN

Stemming from the Strategic Plan, the Corporate Plan is developed by Administration. The Corporate Plan is three years in scope and identifies key actions and projects linked to the Strategic Plan commitments.

The purpose of the Corporate Plan is to allocate financial and human resources to the tangible actions and priorities, thus the attainment of Stony Plain's long-term vision.





[GOVERNANCE & PARTNERS]

We embrace and foster partnerships and relationships that support community values, collaborative leadership, and sustainable growth.

We Commit to

Pursuing partnerships and advocating with regional entities, municipalities, and other orders of government to provide infrastructure, programs, and services for a growing urban municipality.

KEY ACTIONS

Ensure Stony Plain's interests are represented on local and regional committees, boards, and visible in plans.

Strengthen the unique partnerships required to advance the redevelopment of Old Town South.

Explore opportunities to further improve services for residents and businesses through Edmonton Metropolitan and Tri-Municipal regional collaboration.

Strengthen our relationships with other orders of government advocating for the needs of Stony Plain and our region's success.

Strengthen relationships with local and regional First Nations, Inuit, and Métis peoples.

Cultivating a strong organizational structure and the processes that deliver effective and efficient services.

KEY ACTIONS

Enhance our organizational excellence and resiliency through improved service efficiency and effectiveness.

Enhance our workforce by providing adequate resources and infrastructure to support productivity and employee well-being.

Embrace a priority and performance measurement culture and link our strategic vision and decision-making processes with our financial realities.

Engaging with our residents and stakeholders to ensure integrated decision-making and collaborative leadership.

KEY ACTIONS

Conduct meaningful and relevant engagement with the public to support our future vision, strategies, and delivery of services.

Provide open dialogue with residents and businesses during community events and other direct means of communication.

[COMMUNITY DEVELOPMENT]

We develop and deliver events, amenities, and value-add services that create a safe, culturally rich, diverse, and self-sufficient community.

We Commit to

Developing cultural aspects of our community.

KEY ACTIONS

Celebrate our community through the promotion of local art, culture, and history.

Design, place, conserve, and promote public art guided by the Art in Public Places Strategy.

Enhancing the safety and protection of our community.

KEY ACTIONS

Advocate to CN Rail to ensure rail lines are safe, including enhancements to pedestrian and vehicle crossings.

Provide safe pedestrian corridors throughout the community.

Ensure public safety service levels are responsive to emerging areas of concern and meet the needs of the community.

Guide emergency preparedness to ensure safe and timely action in the event of a community emergency.

Deliver programs and support in collaboration with partners to prevent and reduce poverty.

Fostering a sense of community belonging and inclusion.

KEY ACTIONS

Enhance civic engagement opportunities through volunteerism, neighbourhood development, and leadership opportunities.

Consider opportunities guided by the Together We Shine initiative and to support diversity and immigration, focusing on the positive advantages associated with an inclusive community.

Continue to encourage innovative and diverse housing options that will support a wide range of residential needs.

Involve youth and future generations as valued members of our community.





[SUPPORTIVE INFRASTRUCTURE]

We focus on short and long-term capital planning supported by best practices for asset management to maintain, improve, and develop the infrastructure and amenities that support a high quality of life.

We Commit to

Managing community and corporate infrastructure and assets to ensure continued delivery of services for a growing population.

KEY ACTIONS

Continue to plan, design, and build the redevelopment and growth of Old Town South.

Strengthen community connectivity through diverse modes of transportation planning and infrastructure.

Monitor, maintain, and invest in municipal facilities to ensure effective service delivery and accessibility to meet the community needs.

Developing facilities and amenities to meet the needs of our current and future residents and stakeholders.

KEY ACTIONS

Advance the planning for the next phases of the recreation facility.

Enhance outdoor spaces to support community health and wellness.

[ECONOMIC OPPORTUNITY]

We promote economic opportunities through proactive actions that support our current business community and attract new business to Stony Plain.

We Commit to

Strengthening our vibrant business community.

KEY ACTIONS

Advocate to the Government of Alberta to be a partner in development opportunities adjacent to Highways 16A, 779, and 628.

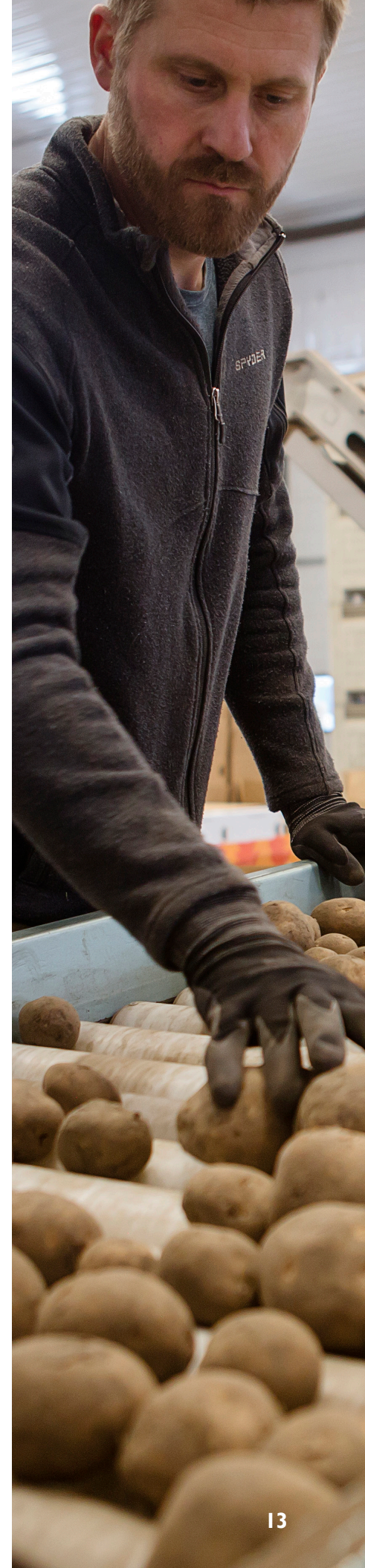
Create opportunities for a more prosperous climate and job creation with guidance from the Economic Development Strategy & Action Plan.

Enhance our downtown and tourism offering through destination marketing, events, and program collaboration with the business community and regional partners.

Improve the digital infrastructure gaps to meet our growing community needs.

Contribute to and explore partnerships to strengthen the role of Edmonton Global to benefit our region, attract investment, and generate new business.

Foster further development of the North Business Park and highway commercial areas through advancing recommendations in the Highway Development Strategy.





[ENVIRONMENTAL RESPONSIBILITY]

We take practical, balanced, sustainable actions to protect the environment for our residents, today and in the future.

We Commit to

Focusing on environmental sustainability by protecting and managing our environmental impact to meet current needs without compromising the ability of future generations to meet their needs.

KEY ACTIONS

Pursue opportunities for regional waste, organics, and recycling facilities.

Leverage funding opportunities and support from provincial and regional partners.

Consider initiatives that are guided by the Environmental Master Plan and Urban Agricultural Plan.

Build community support for environmental initiatives through effective communication and education.





stonyplain.com

STONY PLAIN STRATEGIC PLAN 2025-2028