



## NEWS RELEASE

### For Immediate Release

#### **Town of Olds Approves Housing Strategy to Guide Responsible Growth**

Olds, Alta. **July 14, 2025**— Town Council has formally approved the Town of Olds Housing Strategy, marking a major step forward in ensuring the community is well-positioned to meet current and future housing needs. The Strategy was adopted during the July 14, 2025, Council meeting following more than a year of in-depth public engagement, technical analysis, and regional consultation.

"This strategy is about making sure Olds grows the right way, with a strong tax base, attainable housing options, and responsible land use," said Mayor Judy Dahl. "We've heard loud and clear that people want to live here, but they need the right kinds of housing to make that possible. Responsible growth, preserving community character, and respecting citizens' property rights can all be achieved if we work together."

The Strategy was built upon the research and engagement efforts of the last two years, including the 2023 and 2025 Housing Needs Assessments, two public surveys, stakeholder interviews, and open houses, all of which identified strong demand for rental housing, senior-friendly units, and 'missing middle' options like townhomes and fourplexes. It also revealed that there is market demand for approximately 124 new homes per year over the next five years and this can be achieved without overextending existing infrastructure or services.

More than 500 residents, builders, and stakeholders participated in surveys, workshops, and open houses to shape the plan. Their feedback helped ensure the Strategy reflects both market realities and community priorities.

Implementation will focus on removing red tape, improving development readiness, and ensuring the Town plays a proactive but enabling role in increasing its housing stock. The Strategy will also support economic growth by aligning housing supply with workforce and student needs.



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To learn more about the Housing Strategy, visit [www.olds.ca/housing](http://www.olds.ca/housing) or [www.olds.ca/LUB2025](http://www.olds.ca/LUB2025) to have your say on the Land Use Bylaw review, which will play a significant part in implementing the Housing Strategy.

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