



## NEWS RELEASE

For Immediate Release

### Long-Term Development Plans for Northeast Olds

**December 6, 2023 Olds**— The Town is preparing an area structure plan for a section of land in the northeast corner of town, located north of Highway 27 and east of Highway 2A. This land was annexed from Mountain View County in 2022 and is intended to be developed for commercial and industrial use.

An area structure plan allows the Town to make a long-term strategy to grow and adapt to the developing needs of residents, business, and industry. The Municipal Development Plan identified this land for future industrial growth in 2020. To develop the land responsibly, input is desired from the citizens of Olds to influence the development of our community.

This plan is designed to improve investment attraction opportunities for the local economy. New businesses stimulate the economy by creating more job opportunities, more spending and by generating more tax revenue, leading to a healthier economic environment. Increased tax revenue can be reinvested into local infrastructure like roads, parks, public services, improving the quality-of-life standards for our residents.

We are seeking resident input and encourage you to get involved! Development of the area structure plan will take place in three phases, starting December 2023:

**Phase 1: Preliminary Studies.** The project team will be gathering important data and analyzing the existing land and adjacent uses to determine the most suitable road and servicing layout.

**Phase 2: Concept Development.** Based on the preliminary studies, the project team will prepare draft concepts and engage with the public, adjacent landowners, and other key stakeholders to gather feedback on potential concepts.

**Phase 3: Plan Development.** Based on feedback from public engagement, the project team will refine the concept and develop a final area structure plan to present to Council for adoption.

To stay informed on this project, please visit [olds.ca/engagement](https://olds.ca/engagement) for updates and opportunities to engage.



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