

The background of the entire page is a light gray map of the Town of Crossfield. The map shows a network of streets, with some major roads highlighted in a slightly darker gray. There are also some circular features, possibly representing roundabouts or parks.

TOWN OF CROSSFIELD

Municipal Development Plan What We Learned Report

URBAN SYSTEMS

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FILE:

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1.0 PROJECT BACKGROUND

The Town of Crossfield (the Town) is updating the Municipal Development Plan (MDP). The current MDP was adopted in 2018, and with priorities evolving over time, specific areas of the MDP are being updated to better align with the current priorities of the day, as it relates to Council and the Community's vision for future growth. The document will also be re-formatted, with illustrations added, to make it more user-friendly and easier to navigate.

Engagement is an important component of the MDP process, serving as a tool to understand and reflect community priorities, values, and aspirations. By involving the Crossfield community in the MDP update process helps ensure that the MDP is grounded in the lived experiences and future visions of those who call the Town home. In addition to gathering input, engagement also plays an important role in building awareness and understanding of the MDP itself—what it is, why it matters, and how it will shape the future of the community.

2024 Engagement

The purpose of the public engagement conducted in 2024 was to inform residents about the updated vision and desired outcomes and gather their perspectives on what is most important to them. This feedback provided Council with valuable insights into community priorities. It also sought input on what aspects of the Town residents wish to protect and improve over time.

In 2024, the public was engaged through various methods, including through social media, informational posters with survey links, an online survey via SurveyMonkey, and a booth at the September 10th, 2024, Community Fest. At the festival, residents were asked to identify which key areas addressed by the MDP—such as housing, parks, recreation, and infrastructure—were most important to them.

2025 Engagement

The purpose of engagement conducted in 2025 was to share back the draft MDP with the community, outline how the MDP was updated, and summarize how engagement feedback was used to inform the updates.

2025 engagement involved social media updates to raise awareness of engagement opportunities, informational posters with links and QR codes directing community members to engagement opportunities, an online survey, and an in-person Information Session where the Town presented active projects currently in development and seeking community feedback (including the MDP).

2.0 ENGAGEMENT SUMMARY

In 2024, residents of Crossfield shared their priorities for the future of the community through the 2024 MDP Survey and by participating in Community Fest. Key themes that emerged included enhancing recreation and public amenities, improving walkability and bike-friendliness, enhancing parks and green spaces, supporting commercial diversification, upgrading infrastructure, and maintaining Crossfield's small-town character.

The input from 2024 engagement informed the development of the draft MDP. Notable updates included:

- **Community Identity Statement & Desired Outcomes:** An identity statement that describes what the community wants to achieve was added, as well as a list of desired outcomes that reflect community priorities.
- **Community Character and Growth:** The addition of Land Use Policy Areas to guide development in a way that reflects and preserves Crossfield's small-town character. This approach supports a more intentional and character-focused pattern of growth.
- **Recreation, Walkability, and Public Spaces:** New policy objectives aim to enhance recreation opportunities, walkability, and bike-ability. Key actions include launching a Park Inventory to identify future green space needs, updating sidewalk and crossing design standards, and requiring public parks and or green space in new residential developments to be functional and or contribute positively to the existing open space network.
- **Application Framework:** To encourage a broader range of local business opportunities, the draft plan proposes more flexible land use policies, streamlined development application processes, and interim servicing options to support development that vary in land use and scale.
- **Infrastructure and Financial Sustainability:** Infrastructure planning has been strengthened through the use of density targets, which help balance growth with financial sustainability, ensuring a consistent level of service for residents.

In 2025, the Town released the draft MDP for public review and feedback through the 2025 Survey and an in-person Information Session event. Engagement during this phase focused on sharing back the input we heard in 2024 and demonstrating how the feedback was addressed and or incorporate into the new draft MDP. This session also aimed to confirm alignment with community values and identify any areas for refinement. Community members expressed general support for the draft, particularly its emphasis on recreation, open space, and measures to promote thoughtful growth.

This feedback will guide the final revisions to the MDP, ensuring the plan continues to reflect community priorities and provides a clear, long-term roadmap for Crossfield's future.

3.0 TACTIC OVERVIEW

2024 Engagement

SURVEY

A survey was conducted from August 29th, 2024, until September 12th, 2024. The survey was available online through the Town of Crossfield's website and was promoted through the Town's social media including Facebook, Instagram, and Twitter. Promotional posters featured a QR code and link to direct community members to the survey. The survey was also included in the Town's monthly e-News distribution list. The survey was made available at the Town's civic centre for individuals to fill out paper copies.

In total, 146 individuals responded to the survey.

POP-UP BOOTH

A pop-up booth took place on September 10th, 2024, from 4-7pm at the Town's Community Fest event. The booth included information about the MDP update, and an opportunity to participate in an engagement activity designed to understand the community's priority areas in the MDP. The activity was aimed to be inclusive to both adults and children (approximately 5 and older). Town project team members and Council attended the booth to answer questions and facilitate the engagement activities.

In total, approximately 108 community members participated in the activity.

For participating in either the survey or engagement booth activity, community members could enter into a draw to win family-friendly games.

The survey was promoted at the pop-up booth through QR codes and through paper copies for individuals to fill out on-site.

2025 Engagement

SURVEY

A survey was conducted from March 14th, 2025 – April 4th, 2025. The survey was available online through the Town of Crossfield's website and was promoted through the Town's social media including Facebook, Instagram, and Twitter. Promotional posters featured a QR code and link to direct community members to the survey. The survey was also included in the Town's monthly e-News distribution list. The survey was made available at the Town's civic centre and at the in-person Information Session for individuals to fill out paper copies.

In total, 54 individuals responded to the survey.

INFORMATION SESSION

An in-person Information Session was held on March 26th, 2025, from 3-8pm at the Crossfield & District Community Centre. The event was held to showcase the Town's active project that are currently in active engagement, offering community members a one-day event to provide their feedback on multiple projects.

The session included informational posters that summarized the updates to the MDP and how community feedback was used to further refine proposed changes. The project team was in attendance to discuss the updates and answer questions from community members.

The survey was promoted at the Information Session through QR codes and through paper copies for individuals to fill out on-site.

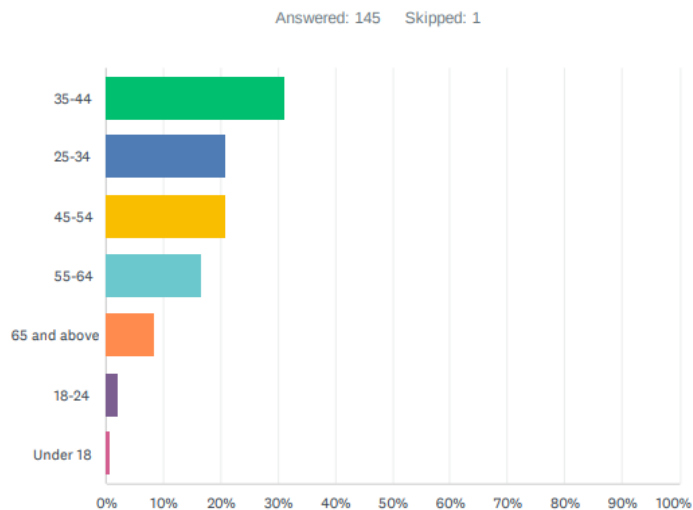
In total, 28 community members participated in the Information Session.

4.0 ENGAGEMENT RESULTS

2024 SURVEY

The Municipal Development Plan (MDP) survey was designed to gather insights from community members to shape the future growth and development of the municipality. The survey, consisting of 9 targeted questions, focused on understanding the demographics of respondents, what aspects of the community were most important to them, and their values and priorities for future development. The survey responses will be used to inform the MDP's community's vision, ensuring that local policies and initiatives aligned with residents' needs and aspirations.

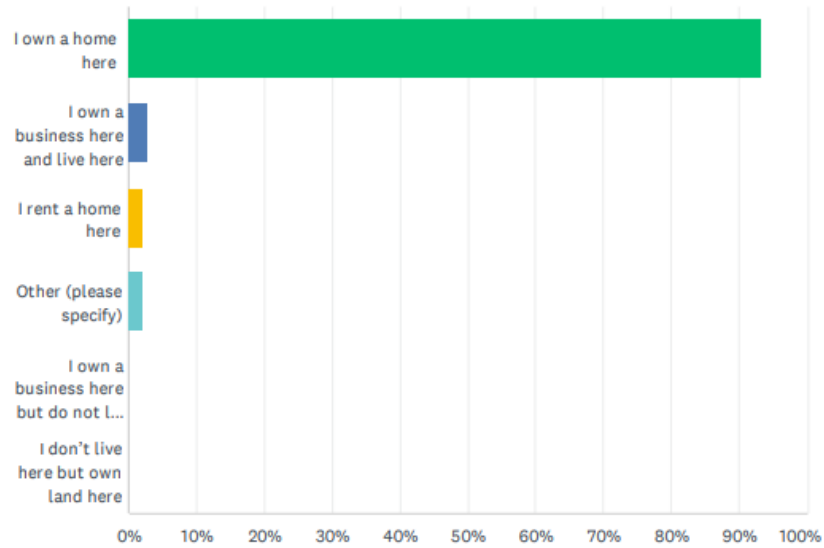
Q1: WHAT IS YOUR AGE?



ANSWER CHOICES	RESPONSES
35-44	31.03% 45
25-34	20.69% 30
45-54	20.69% 30
55-64	16.55% 24
65 and above	8.28% 12
18-24	2.07% 3
Under 18	0.69% 1
TOTAL	145

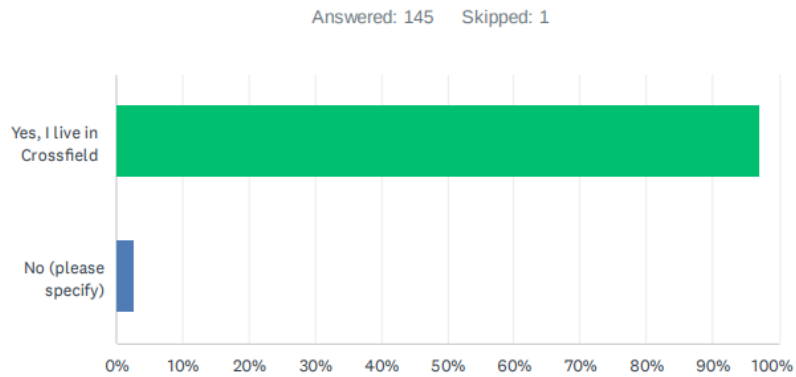
Q2: WHAT IS YOUR CURRENT RELATIONSHIP TO CROSSFIELD?

Answered: 145 Skipped: 1



ANSWER CHOICES	RESPONSES	
I own a home here	93.10%	135
I own a business here and live here	2.76%	4
I rent a home here	2.07%	3
Other (please specify)	2.07%	3
I own a business here but do not live here	0.00%	0
I don't live here but own land here	0.00%	0
TOTAL		145

Q3: DO YOU CURRENTLY LIVE IN CROSSFIELD? PLEASE NOTE THAT THIS DOCUMENT WILL ONLY APPLY TO LAND SITUATED WITHIN CROSSFIELD TOWN LIMITS.

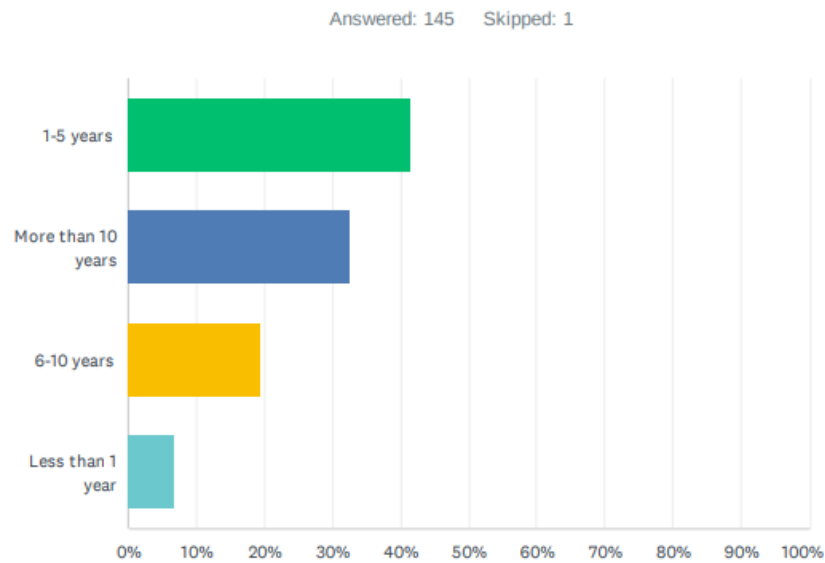


ANSWER CHOICES		RESPONSES	
Yes, I live in Crossfield		97.24%	141
No (please specify)		2.76%	4
TOTAL			145

Other responses included:

- Farms near Crossfield
- Calgary
- Airdrie

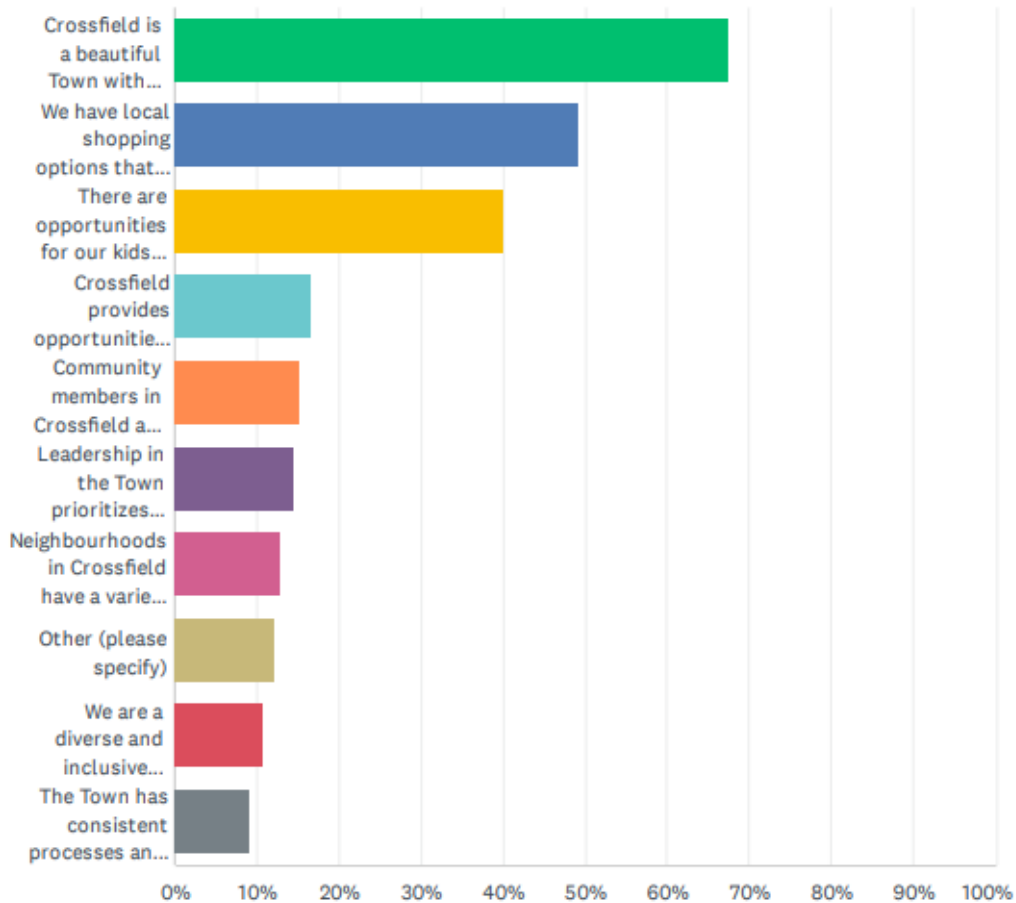
Q4: HOW LONG HAVE YOU LIVED IN CROSSFIELD?



ANSWER CHOICES	RESPONSES	
1-5 years	41.38%	60
More than 10 years	32.41%	47
6-10 years	19.31%	28
Less than 1 year	6.90%	10
TOTAL		145

Q5: IF YOU OVERHEARD SOMEONE DESCRIBE CROSSFIELD 20 YEARS FROM NOW, WHAT COMMUNITY DESCRIPTIONS WOULD MAKE YOU MOST PROUD TO CALL THIS TOWN HOME? PLEASE PICK YOUR TOP 3.

Answered: 132 Skipped: 14



ANSWER CHOICES	RESPONSES	
Crossfield is a beautiful Town with desirable, attractive public parks and spaces	67.42%	89
We have local shopping options that fulfill our needs	49.24%	65
There are opportunities for our kids to work and live in the community when they have finished schooling	40.15%	53
Crossfield provides opportunities for diverse economic growth	16.67%	22
Community members in Crossfield are engaged and informed	15.15%	20
Leadership in the Town prioritizes open and consistent communication around the state of the community	14.39%	19
Neighbourhoods in Crossfield have a variety of housing types that support different demographic and income needs	12.88%	17
Other (please specify)	12.12%	16
We are a diverse and inclusive community with a committed group of volunteers	10.61%	14
The Town has consistent processes and decision making	9.09%	12
Total Respondents: 132		

Other responses included:

- Safe place for children
- Has the benefits of a small town
- Less housing development
- Affordability
- The Town is fiscally responsible and attracts residents and businesses
- None of these options apply to Crossfield

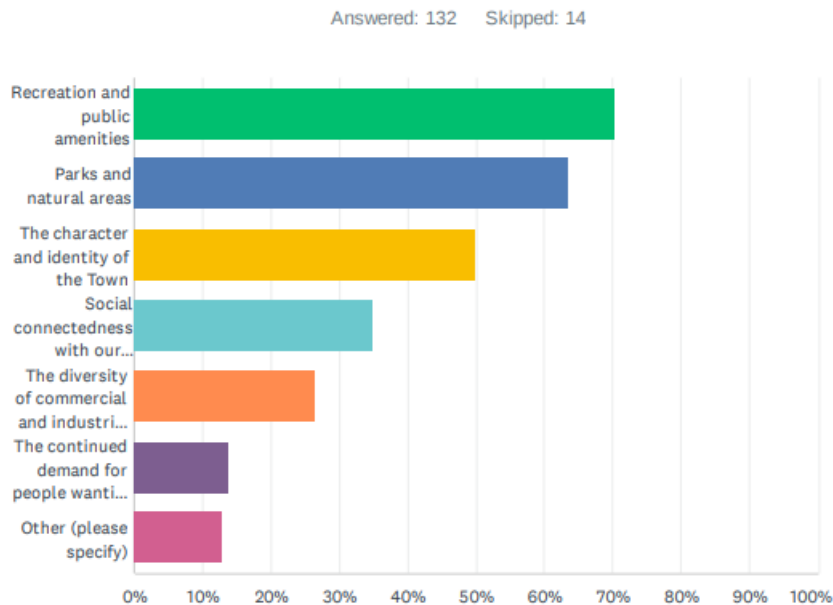
Q6: IF YOU COULD ONLY USE ONE WORD OR SENTENCE TO DESCRIBE WHAT YOU VALUE MOST ABOUT CROSSFIELD, WHAT WOULD THAT BE?

A Word Cloud was created to illustrate the responses to Question 6. Responses were analyzed and themed into key words and then generated into the Word Cloud graphic. The themes that were more common have been represented with larger text, and themes that were less common have been represented with smaller text, and

Answered: 124 Skipped: 22



Q7: AS THE COMMUNITY CONTINUES TO GROW AND EVOLVE, WHAT WOULD YOU CONSIDER THE MOST IMPORTANT CHARACTERISTICS TO PRESERVE THAT MAKE CROSSFIELD SPECIAL? PLEASE PICK YOUR TOP 3.



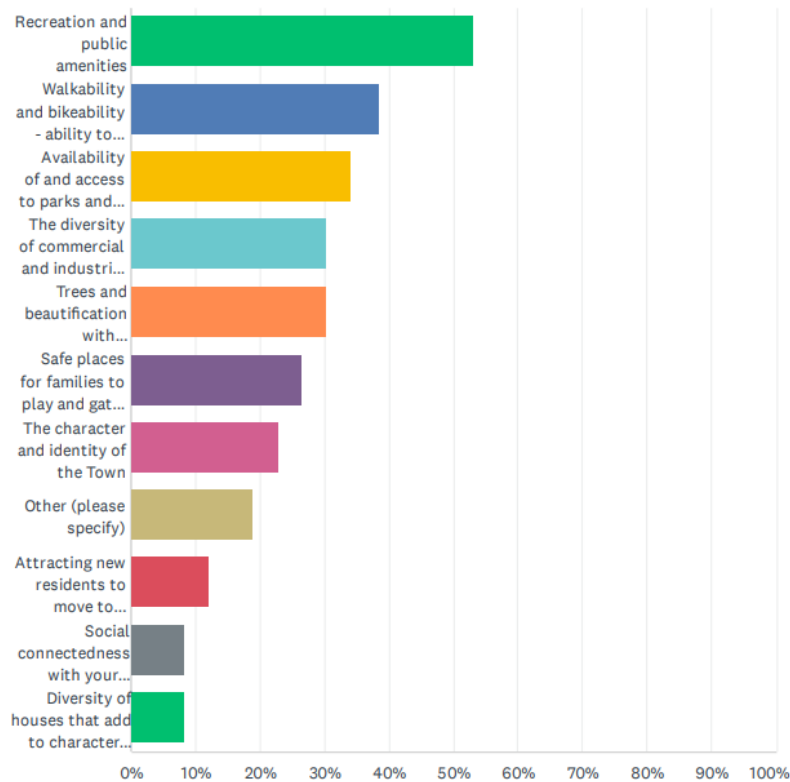
ANSWER CHOICES	RESPONSES	
Recreation and public amenities	70.45%	93
Parks and natural areas	63.64%	84
The character and identity of the Town	50.00%	66
Social connectedness with our neighbours	34.85%	46
The diversity of commercial and industrial businesses	26.52%	35
The continued demand for people wanting to move to Crossfield	13.64%	18
Other (please specify)	12.88%	17
Total Respondents: 132		

Other responses included:

- History and character of the Town
- Safety and low crime rates
- Affordability
- Larger lot sizes

**Q8: WHAT ARE THE THINGS ABOUT YOUR COMMUNITY THAT YOU WANT TO IMPROVE?
PLEASE PICK YOUR TOP 3.**

Answered: 132 Skipped: 14

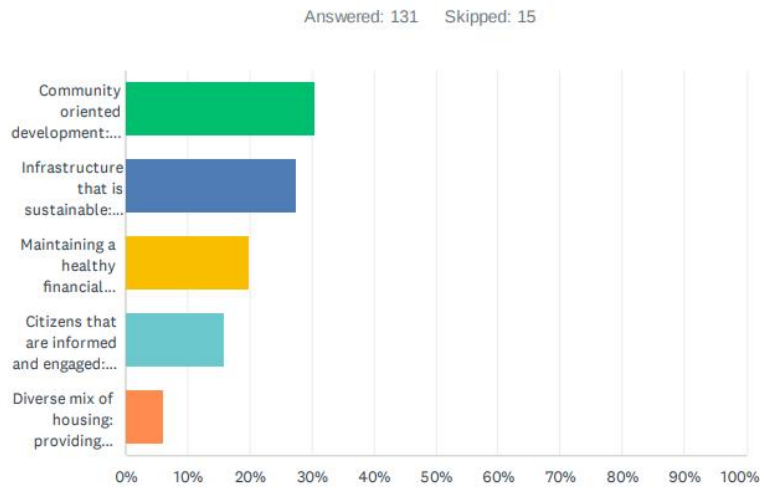


ANSWER CHOICES	RESPONSES	
Recreation and public amenities	53.03%	70
Walkability and bikeability - ability to bike and walk places, in a relatively direct manner	38.64%	51
Availability of and access to parks and green spaces	34.09%	45
The diversity of commercial and industrial businesses	30.30%	40
Trees and beautification with landscaping, public art, and architectural standards	30.30%	40
Safe places for families to play and gather	26.52%	35
The character and identity of the Town	22.73%	30
Other (please specify)	18.94%	25
Attracting new residents to move to Crossfield	12.12%	16
Social connectedness with your neighbours	8.33%	11
Diversity of houses that add to character of the neighbourhood, and provide places to live for a range of demographics and tenures	8.33%	11
Total Respondents: 132		

Other responses included:

- Diversity of businesses, more places to work in Crossfield
- Lower property taxes
- Local healthcare options
- Police presence to deter crime
- More park amenities like benches and gathering areas
- Condition of roads
- Dog parks, or designated off-leash areas
- Development that aligns with small town living
- School amenities
- Community mailboxes
- Increased dialog between community and Council

Q9: THE UPDATE TO THE PLAN HAS IDENTIFIED THE FOLLOWING DESIRED OUTCOMES THAT THE COMMUNITY WILL CONTINUE TO WORK TOWARDS. ALL OF THESE ARE IMPORTANT FOR OUR COMMUNITY, HOWEVER IF YOU HAD TO CHOOSE ONE AS A PRIORITY FOCUS AREA, WHICH IS THE MOST IMPORTANT TO YOU?



ANSWER CHOICES	RESPONSES	
Community oriented development: grow in a family-friendly way that enhances quality of life and fosters community interaction.	30.53%	40
Infrastructure that is sustainable: balancing short-term growth with long-term infrastructure management (i.e., ensuring Town can maintain and replace servicing overtime)	27.48%	36
Maintaining a healthy financial position: balancing residential and non-residential tax revenues to maintain and replace infrastructure efficiently for long-term stability and quality service.	19.85%	26
Citizens that are informed and engaged: getting the community involved in discussions and decisions helps residents understand and shape the Town's goals, encouraging everyone to take responsibility and feel a sense of ownership for Crossfield's future.	16.03%	21
Diverse mix of housing: providing diverse and attainable (i.e., available and affordable) housing to meet community needs, foster a resilient economy and vibrant community.	6.11%	8
TOTAL		131

2024 POP-UP BOOTH

An engagement activity was conducted at the pop-up booth to collect feedback on community priority areas within the MDP.



Upon entering the booth, participants were given 3 marbles to vote for the policy areas that were most important to them. The results are outlined in the table below.

Topic Area	Description	Votes
Public Spaces & Amenities	Public spaces and amenities contribute to the aesthetic of the community and help attract and retain residents and businesses. They can include streetscapes, public parks, recreation areas/facilities, decorative art and furniture.	93
Natural & Open Spaces	Maintaining natural, open spaces provides opportunities for people to engage with nature, preserves habitats for wildlife, and can help manage stormwater and flooding.	92
Infrastructure & Servicing	Infrastructure and services (roads, water, sewer, garbage collection, snow clearing, fire protection) play a key role in maintaining a strong and healthy community.	47
Community Character & Design	Community character and design include a cohesive blend of historic and new buildings, integration of public and private spaces, a focus on a central community core or main street, and attractive public spaces enhanced by landscaping and public art.	36
Mix of Business & Land Use	Mix of land use refers to how different types of land uses (e.g., residential, commercial, industrial) are physically and functionally integrated in the community.	36
Mix of Housing Types	Diverse housing options that are based on community need, and include considerations for affordability and accessibility at all stages of life.	20

Other community comments included:

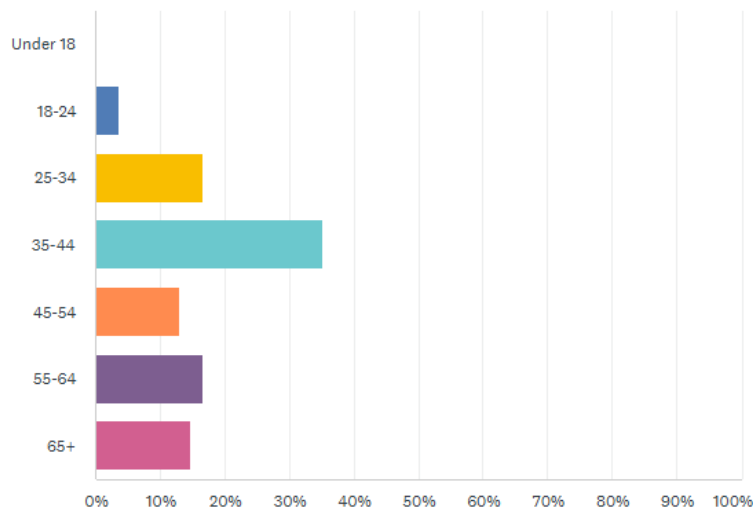
- Connectivity and transportation around the Town, including the functionality of Provincial Highways and upgrading access to the Town through off-ramps
- Interest in maintaining open spaces while managing development opportunities (around Vista Crossing)
- Concerns around sewage servicing, odor, and an interest in potential upgrades
- Importance of engaging seniors in Town processes

2025 SURVEY

The purpose of the 2025 survey was to share back engagement outcomes that informed the development of the MDP, outline the proposed updates to the MDP, and to confirm whether these changes align with community priorities. By gathering feedback, the survey aimed to ensure that the revised plan reflects the community's values, needs, and long-term vision for growth and development.

Q1: WHAT IS YOUR AGE GROUP?

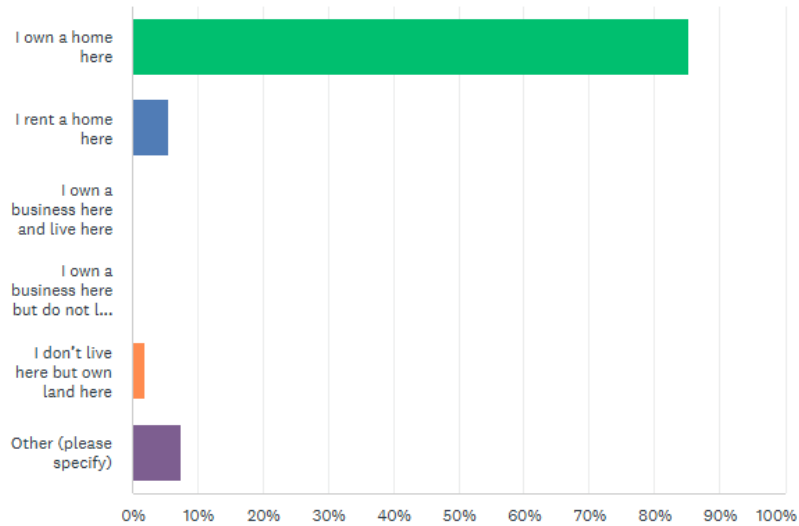
Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES
Under 18	0.00% 0
18-24	3.70% 2
25-34	16.67% 9
35-44	35.19% 19
45-54	12.96% 7
55-64	16.67% 9
65+	14.81% 8
TOTAL	54

Q2: WHAT IS YOUR CURRENT RELATIONSHIP TO CROSSFIELD?

Answered: 54 Skipped: 0



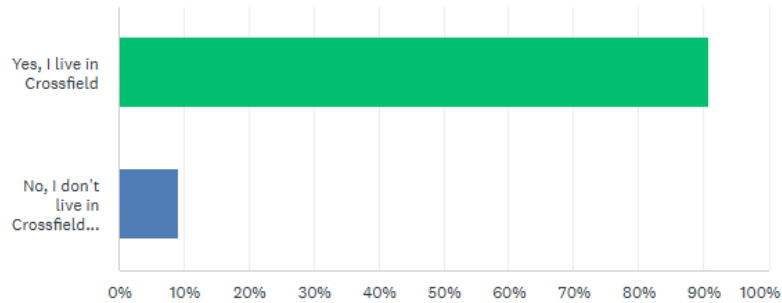
ANSWER CHOICES	RESPONSES	
▼ I own a home here	85.19%	46
▼ I rent a home here	5.56%	3
▼ I own a business here and live here	0.00%	0
▼ I own a business here but do not live here	0.00%	0
▼ I don't live here but own land here	1.85%	1
▼ Other (please specify)	Responses 7.41%	4
TOTAL		54

Other responses included:

- I live in Rocky View County
- Employed in Crossfield
- Working with developers in Crossfield

Q3: DO YOU CURRENTLY LIVE IN CROSSFIELD? PLEASE NOTE THAT THIS DOCUMENT WILL ONLY APPLY TO LAND SITUATED WITHIN CROSSFIELD TOWN LIMITS.

Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes, I live in Crossfield	90.74%	49
▼ No, I don't live in Crossfield (please specify where)	Responses 9.26%	5
TOTAL		54

Other responses included:

- Rocky View County
- Calgary

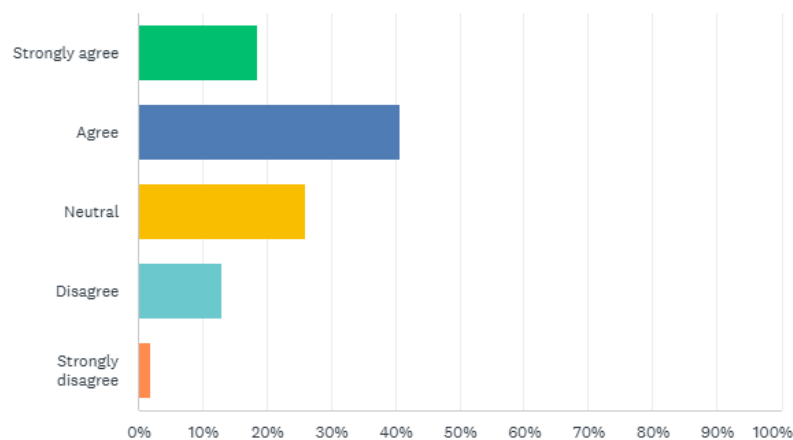
A community identity statement was added to the MDP, developed from community feedback, to serve as a guiding vision for the Town's growth and development. This statement helps in the decision-making process in evaluating policies, plans, and projects by asking, "Does this align with the identity of the community?"

Community Identity Statement:

"We are dedicated to fostering a safe, socially connected, and vibrant community through enhanced public spaces, a range of attainable housing, resilient infrastructure, sustainable growth, and a clear, consistent decision-making process that supports a diverse, strong economy. We strive to enrich the quality of life of our residents, current and new."

Q4: TO WHAT EXTENT DO YOU AGREE THAT THIS STATEMENT REFLECTS CROSSFIELD'S IDENTITY AND VISION FOR THE FUTURE?

Answered: 54 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	18.52%	10
Agree	40.74%	22
Neutral	25.93%	14
Disagree	12.96%	7
Strongly disagree	1.85%	1
TOTAL		54

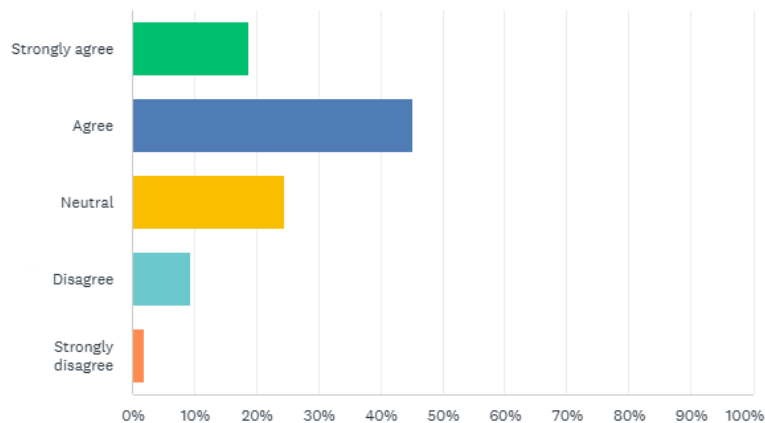
The desired outcomes have been added to the MDP to provide a guiding framework that balances immediate priorities with long-term aspirations, ensuring the plan remains adaptable over time. The desired outcomes were informed by what we heard from the community, and Council's priorities. As the Town evolves, these outcomes may shift to reflect changing needs and inform updates to the identity statement. While some outcomes may never be fully achieved, they serve as a foundation for ongoing recommendations and actions that support the community's growth and resilience.

Desired Outcomes:

1. **Community-Oriented Development** – Foster a family-friendly environment with safe spaces for social connection to strengthen community bonds.
2. **Diverse Mix of Housing** – Provide a range of housing options to attract and retain a diverse population, workforce, and support all stages of life to thrive in Crossfield.
3. **Sustainable Infrastructure** – Balance short-term growth with long-term asset management to ensure cost-effective, resilient infrastructure.
4. **Healthy Financial Position** – Maintain a stable financial foundation by balancing residential and non-residential tax revenues.
5. **Informed & Engaged Citizens** – Encourage active participation and ensure residents have a voice in shaping the Town's future.

Q5: TO WHAT EXTENT DO YOU AGREE THAT THESE DESIRED OUTCOMES REFLECT THE KEY PRIORITIES NEEDED TO ACHIEVE THE TOWN'S OVERALL VISION FOR FUTURE GROWTH AND DEVELOPMENT?

Answered: 53 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	18.87%	10
Agree	45.28%	24
Neutral	24.53%	13
Disagree	9.43%	5
Strongly disagree	1.89%	1
TOTAL		53

We heard through the fall 2024 MDP Survey and through conversations at Community Fest on September 10th, 2024 that residents of Crossfield value the “Character and Identity of the Town” as a priority in the MDP. The following questions outline the updates made to the MDP related to maintaining the character of the Town and ask for feedback on whether these updates effectively address those priorities.

Land Use Policy Areas

The updated Land Use Policy Areas in the MDP take a place-based approach, focusing on character, scale, form, function, and use to preserve Crossfield’s identity while guiding its future development.

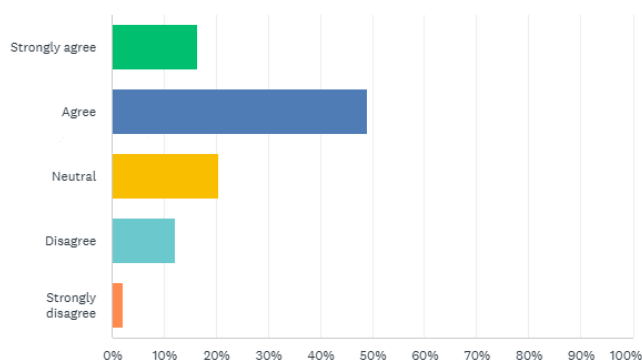
Traditionally, an MDP plans future development by assigning specific land uses (e.g., industrial, commercial, residential) to different areas of the town. This new approach first defines the desired character and identity for each area of Crossfield, then outlines the land uses and design considerations needed to achieve that character. For example, instead of an area being solely commercial or solely industrial, the new approach allows for a mix of uses, provided that certain design considerations are met (e.g., ensuring a smooth transition with screening/landscaping and appropriate building form & height when introducing new uses or intensifying).

Each policy area includes policy and identifies desired characteristics to help inform development, ensuring growth is accommodated in a way that maintains the Town’s unique identity and character.

For example, the oldest residential area within Crossfield is now defined as the Central Core Neighbourhood Policy Area. This policy area is characterized by single-family homes in various styles and sizes, connected by a network of sidewalks. The housing varies in condition, age, and affordability. Opportunities for infill development in this area will focus on repurposing vacant properties, such as the areas between Munson Street and Ross Street, and between Saskatchewan Street and Ross Street. Policies in this area focus on sensitive intensification that maintains and enhances the neighborhood character. In order to achieve desired character for this area, policies include preserving trees, transitioning building heights, ensuring pedestrian connections, and using screening methods to separate different areas.

Q6: DO YOU AGREE THAT UPDATING THE MDP TO USE LAND USE POLICY AREAS WITH CHARACTER-ORIENTED GUIDELINES WILL HELP PRESERVE CROSSFIELD’S UNIQUE CHARACTER AS THE TOWN GROWS?

Answered: 49 Skipped: 5



ANSWER CHOICES	RESPONSES	
Strongly agree	16.33%	8
Agree	48.98%	24
Neutral	20.41%	10
Disagree	12.24%	6
Strongly disagree	2.04%	1
TOTAL		49

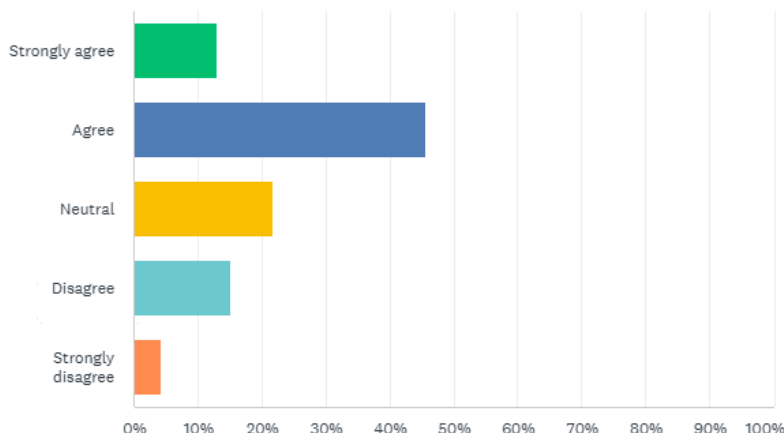
The updated plan encourages designing new neighborhoods in a flexible way, so they aren't just carbon copies of nearby areas. It's important to consider the sensitive intensification of existing areas, and increases in density within new development, taking into account how much revenue densification can generate compared to the costs of providing services and maintaining Town infrastructure over time. This financial stability allows the Town to continue to provide a defined level of service to its residents. To achieve this while also preserving the Town's character and identity, specific design requirements have been added to the MDP as described in the Land Use Policy Areas above. By thoughtfully planning and designing new developments, the Town can grow and thrive financially, while still feeling like home to its residents.

The updated MDP includes an amended density target for the Town to implement. For new residential, the target density is 6 units per acre (UPA). Unlike the current MDP, the proposed target is not a minimum or maximum, but rather a recommended density that developers are encouraged to meet.

- If a development exceeds the target density, the developer must show how the proposal will fit in with the surrounding area's character and align with the community's desired outcomes.
- If a development is below the target density, the developer must work with the Town to assess the financial impact, ensuring it will generate enough revenue to cover maintenance and replacement costs.

Q7: TO WHAT EXTENT DO YOU AGREE THAT THE UPDATED DENSITY TARGET AND ADDITIONAL MEASURES WILL HELP TO ALLOW FINANCIALLY RESPONSIBLE GROWTH WHILE ALSO MAINTAINING CROSSFIELD'S UNIQUE CHARACTER?

Answered: 46 Skipped: 8



ANSWER CHOICES	RESPONSES	
Strongly agree	13.04%	6
Agree	45.65%	21
Neutral	21.74%	10
Disagree	15.22%	7
Strongly disagree	4.35%	2
TOTAL		46

We heard through the fall 2024 MDP Survey and through conversations at Community Fest on September 10th, 2024, that the top 3 things that residents feel are important to improve are:

- 1) Recreation and public amenities,
- 2) Walkability and bike-ability (ability to bike and walk places, in a relatively direct manner), and
- 3) Availability of and access to parks and green spaces.

The following questions aim to communicate and seek feedback a number of the updates made to the MDP that aim to reflect these priorities

Recreation & Public Amenities

The new "[Green Space and Recreation](#)" Land Use Policy Area includes a focus on enhancing natural assets through placemaking efforts, which could include adding public art, seating areas, and gathering spaces.

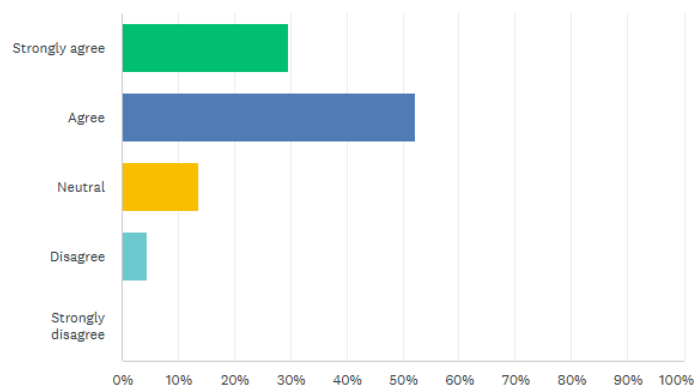
A new policy in the [Land Use Management](#) section of the MDP encourages adding supporting uses in the Downtown area, which could include recreation facilities and tourism destinations.

An action item in the MDP proposes [completing a "Parks Inventory"](#) to assess existing community parks and identify opportunities for larger-scale parks or amenities that can meet a broader range of recreation and social needs for residents.

These changes aim to enhance public spaces and improve community parks to offer more recreational opportunities for residents.

Q8: DO YOU AGREE THAT THESE CHANGES WILL HELP TO IMPROVE RECREATION AND PUBLIC AMENITIES IN CROSSFIELD?

Answered: 44 Skipped: 10



ANSWER CHOICES	RESPONSES	
Strongly agree	29.55%	13
Agree	52.27%	23
Neutral	13.64%	6
Disagree	4.55%	2
Strongly disagree	0.00%	0
TOTAL		44

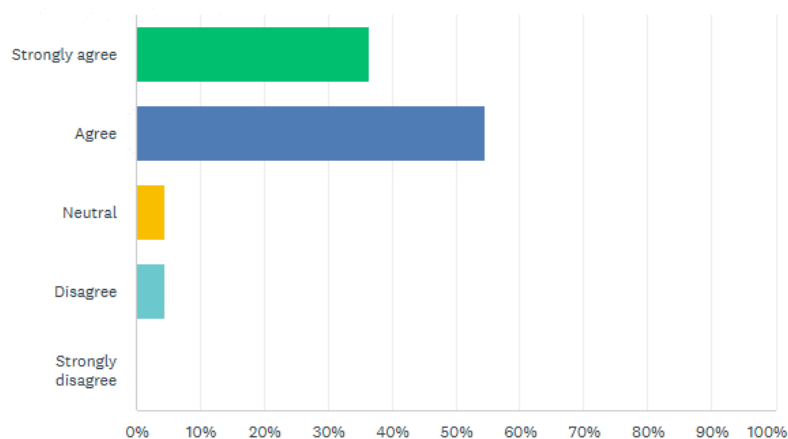
The updated Land Use Policy Areas in the MDP include language/policy to help create a more walkable and bike-friendly community. The new policies aim to improve pedestrian and cyclist connectivity by:

- **Expanding and maintaining pathways** to link key amenities, parks, businesses, and neighborhoods.
- **Enhancing sidewalks** and laneway access points to improve safety and accessibility.
- Implementing **safe street design measures**, such as introducing bulb-outs at crosswalks to slow traffic and enhance visibility.

These improvements aim to make Crossfield a safer, more connected, and active community for everyone.

Q9: TO WHAT EXTENT DO YOU AGREE THAT THE UPDATES DESCRIBED ABOVE WILL HELP CREATE A MORE WALKABLE AND BIKE-FRIENDLY COMMUNITY?

Answered: 44 Skipped: 10



ANSWER CHOICES	RESPONSES	
Strongly agree	36.36%	16
Agree	54.55%	24
Neutral	4.55%	2
Disagree	4.55%	2
Strongly disagree	0.00%	0
TOTAL		44

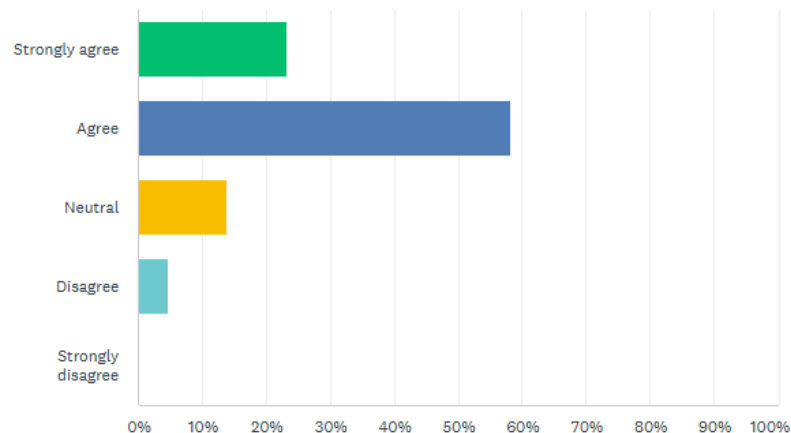
Crossfield's updated Municipal Development Plan (MDP) aims to enhance access to parks and green spaces for all residents. The proposed policies focus on:

- Ensuring new residential developments provide functional and accessible public park spaces through the addition of minimum size requirements, to ensure public parks are large enough to provide recreational opportunities, such as community playgrounds and pocket parks.
- Preserving existing natural areas to provide all neighborhoods with better access to parks, open spaces, and trails.
- Only classify lands as reserves (public park space) if the proposed open space contributes positively to the existing open space system by providing spaces for relaxing and or recreational activities, and spaces that are not encumbered by any form of restriction that limits the use of, or development on the land.

These updates are designed to support recreation, community gathering, and environmental sustainability while ensuring all residents have access to high-quality green spaces.

Q10: TO WHAT EXTENT DO YOU AGREE THAT THE UPDATES DESCRIBED ABOVE WILL IMPROVE AVAILABILITY AND ACCESS TO PARKS AND GREEN SPACES FOR ALL RESIDENTS IN CROSSFIELD?

Answered: 43 Skipped: 11



ANSWER CHOICES	RESPONSES	
Strongly agree	23.26%	10
Agree	58.14%	25
Neutral	13.95%	6
Disagree	4.65%	2
Strongly disagree	0.00%	0
TOTAL		43

Q10: DO YOU HAVE ANY OTHER COMMENTS ABOUT THE CROSSFIELD MDP?

Responses included a desire to:

- Redevelop and beautify areas in the Town (including the East side of Railway Street and the Railroad Building) and explore public art and mural opportunities
- Be inviting and affordable to diverse small business operators
- Expand allowed businesses and discretionary businesses in industrial and commercial areas to encourage businesses locating in Crossfield
- Expand pathway networks (i.e. around Murdock Park and storm pond)
- Maintain current natural areas, trees, wetlands, and manage invasive species
- Enhance long-term infrastructure planning in the Town
- Maintain the small town feel of Crossfield and its unique charm
- Ensure new development fits seamlessly into the existing community
- Maintain older areas as they are
- Develop amenities for biking, pickle ball, dog parks, skate parks, a pool
- Offer options to develop larger lots and wide streets

Responses outlined concerns related to:

- Developers exceeding density targets
- Storm water management and pooling water on roads
- Strengthening requirements for developers to preserve wetlands and natural areas
- Crossfield developing like Airdrie or Calgary
- The proposed provisions for a diverse range of housing

General comments included:

- Interest in the Vista Crossing Area Structure Plan and amendments and how it relates to the MDP
- Offer more options for mail services in Crossfield
- Improve level of service with policing to enhance safety in the Town
- Incorporate highway signage on Highway 2A to highlight Crossfield's service offerings and attract more visits to the Town
- More community events

2025 INFORMATION SESSION

An Information Session was held to provide an update to the community on the Draft MDP document and share back how the document was updated and how community feedback was incorporated into the Plan.

At the event, 12 informational posters were presented to the public to outline the project process, what has changed from the previous MDP document, and next steps for the MDP to be adopted by Council. The information posters were posted to the online project page on the Town of Crossfield's website for community members who were not able to attend the event.

Feedback from the event was collected through the online survey. At the Information, attendees could fill out paper copies of the survey or take home a QR code business card to do the survey online.

What Has Changed?

LAND USE POLICY AREAS

- The land use section of the MDP has been reimagined with the introduction of seven "Land Use Policy Areas."
- Traditionally, land use planning forecasts appropriate development types and patterns based almost exclusively on use.
- The updated approach instead **defines neighborhoods, districts, and corridors based on desired character, scale, form, function, and use.**
- This place-based approach to planning and development focuses on defining what mix of uses function together to **collectively preserve the existing identity of Crossfield, and** further establish the Town as an identifiable and memorable place.
- Each policy area includes policy and desired characteristics to help inform development, and ensures **growth is accommodated in a way that maintains the Town's unique identity and character.**

Downtown Core



LAND USES

Primary

- Commercial - retail
- Mixed use
- Commercial - office

Secondary

- Parks and open space
- Civic/institutional
- Residential

BUILDING TYPES

- Neighbourhood - Mixed Use (commercial on ground floor with residential above)
- Apartment
- Neighbourhood - Office/Commercial (commercial on ground floor with office above)

DESCRIPTION OF POLICY AREA

The downtown core is applicable to the traditional downtown and represents the greatest mix of uses throughout the town. Crossfield benefits from an attractive historic core and preserving the existing character, while allowing for incremental improvements over time will bring more people into the core and improve the sustainability of the local businesses.

Attached and stacked housing is encouraged to increase development densities around existing infrastructure and provide opportunities for vertical integration of mixed-use, infill, rehabilitation, and adaptive reuse of existing buildings create new opportunities for businesses and preserve existing and historic structures.

CHARACTERISTICS

Block Character

- Maintain the same block character as existing development
- Provide connectivity between blocks and developments

Street Character

- Primarily commercial streets with on-street parking on one side of the street
- Connected street and sidewalk network for cars and pedestrians
- No dead-end streets or cul-de-sacs, unless deemed necessary due to site constraints

Site Considerations

- Orient pedestrian entrances to the primary street
- Maintain auto and service entrances to laneway or secondary streets

Public Uses And Spaces

- Public outdoor areas and gathering spaces are integrated into the neighbourhood
- Public or semi-public spaces are used to enhance the pedestrian experience

Design Considerations

- Promote a variety of high quality architectural standards to enhance the pedestrian experience
- Enhance quality of place through incorporating trees and landscaping into public realm
- Streetscapes are enhanced with public art and amenities
- Parking lots should be located at the side or rear of the principal building, screened from view
- Appropriate building heights should be determined by assessing potential impacts on adjacent areas, ensuring that the development is well integrated into the existing area

Transitions

- A "stepped down" approach used to transition from higher intensity uses
- Screening (i.e., trees, fences, etc.) used to buffer residential and non-residential uses at the edges of the neighbourhood
- Adaptive re-use of outdated buildings is encouraged to transition vacant/underused structures into development that support the vitality of the neighbourhood

Example of proposed Land Use Policy for Downtown area



What Has Changed?

COMMUNITY IDENTITY STATEMENT & DESIRED OUTCOMES

The **Community Identity Statement** was added to the MDP, developed from community feedback, to serve as a guiding vision for the Town's growth and development.

This statement helps in the decision-making process by asking, "Does this align with the identity of the community?"

“ We are dedicated to fostering a safe, socially connected, and vibrant community through enhanced public spaces, a range of attainable housing, resilient infrastructure, sustainable growth, and a clear, consistent decision-making process that supports a diverse, strong economy. We strive to enrich the quality of life of our residents, current and new. ”

Desired Outcomes were informed by what we heard from the community, and Council's priorities, and intend to help achieve the Community Identity Statement.



Community-Oriented Development – Foster a family-friendly environment with safe spaces for social connection to strengthen community bonds.



Diverse Mix of Housing – Provide a range of housing options to attract and retain a diverse population, workforce, and support all stages of life to thrive in Crossfield.



Sustainable Infrastructure – Balance short-term growth with long-term asset management to ensure cost-effective, resilient infrastructure.



Healthy Financial Position – Maintain a stable financial foundation by balancing residential and non-residential tax revenues.



Informed & Engaged Citizens – Encourage active participation and ensure residents have a voice in shaping the Town's future.



What Has Changed?

COMMUNITY AMENITIES & PARKS

Recreation & Public Amenities

- We heard from the community that it is important to enhance public spaces provide additional opportunities for recreation.
- Proposed changes focus on:
 - Enhancing natural assets with things like public art, seating, and gathering spaces.
 - Encouraging the addition of recreation and tourism facilities in Downtown area.
 - Action item to complete a "Parks Inventory" to assess community parks and identify opportunities for larger-scale amenities



Walkability & Bike-ability

- We heard from the community that it is important to create a more walkable and bike-friendly community
- Proposed changes focus on:
 - Expanding and maintaining pathways to link key amenities, parks, businesses, and neighborhoods.
 - Enhancing sidewalks and laneway access points to improve safety and accessibility.
 - Implementing safe street design measures, such as introducing bulb-outs at crosswalks to slow traffic and enhance visibility.

Public Open Space

- We heard from the community that open spaces and areas for residents to gather are a high priority
- Proposed changes focus on:
 - Ensuring new residential developments provide functional and accessible public park spaces through the addition of minimum size requirements.
 - Preserving existing natural areas to provide all neighborhoods with better access to parks, open spaces, and trails.
 - Only classify lands as reserves (public park space) if the proposed open space contributes positively to the existing open space system.



What Has Changed?

POLICY & PROCESS UPDATES



Streamlined Planning Process: We've clarified planning requirements and frameworks to provide better guidance for future development.

The updated MDP has a clear planning application framework that outlines the steps necessary to develop in Town (e.g., application requirements).



Support for Business Growth: A flexible approach to servicing development will accommodate interim servicing solutions where feasible, to help facilitate phased development where needed.



Density Target: Update encourages developers to meet target density, if they are exceeding, they must provide rationale on how they are maintaining and enhancing desired character of the area.



Clearer Policy Direction: We've refined the structure of the plan and aligned policies more closely with community priorities, summarized as "Desired outcomes" and "Strategic objectives" in each section of the Plan.



Improved Implementation & Monitoring: We've outlined clear steps to track progress and put the plan into action.



What Has Changed?

LAND USE POLICY AREAS



Central Core Neighbourhood

- Crossfield's oldest residential areas
- Diverse single-family homes in various styles and sizes, housing varies in condition, age, and affordability.
- Opportunities for infill development in this area, focus on repurposing vacant properties, while maintaining/enhancing the existing character and identity.



Mixed Residential Neighbourhood

- New, mainly residential development with a mix of housing types and densities.
- Designed to enhance the sustainability of the Town by accommodating higher densities and introduction of low intensity neighbourhood scale commercial (e.g., a corner-store).
- Attracting high-quality development with careful attention to scale and design to ensure desirable neighborhood character is maintained.



Established Neighbourhood

- Mainly of single-family homes with uniform designs and sizes, featuring a mix of gridded and curvilinear streets well-connected by sidewalks.
- New development should enhance neighborhood character and identity of the Town.
- Opportunities for intensification limited to the addition of accessory dwelling units (secondary suites).



What Has Changed?

LAND USE POLICY AREAS



Downtown Core

- Greatest mix of uses in Crossfield, benefiting from an attractive historic character that should be preserved while allowing for gradual improvements to attract more people and support local businesses.
- Supports increasing development densities with introduction of medium to high density residential (apartments above stores), encourages a mix of uses within buildings.
- Creates opportunities for infill development and rehabilitation of existing buildings, while preserving the historic look and feel of Downtown.



Green Space and Recreation

- Crossfield's most significant natural areas, community parks, and recreational facilities that are essential for active and passive recreation, healthy lifestyles, community beautification, and ecological value.
- These areas, including lands dedicated as Municipal Reserve, will be integrated into the Town's parks and open space system to meet community recreation and public space needs.



What Has Changed?

LAND USE POLICY AREAS



Employment Centre

- These areas are for the growth and expansion of large employers for primarily industrial use (secondary uses include office, warehouse space etc) requiring access to major transportation corridors and large on-site parking.
- When designing sites in this area, focus on making them safe and easy for pedestrians to navigate, reducing parking to create more usable space, and improving the look of the site with features like landscaping and large windows on the ground floor.
- Residential uses are not compatible here, and a buffer is needed where industrial areas border other neighborhoods to ensure adequate separation.



Urban Corridor

- Mainly commercial and service-related developments, from standalone businesses to large commercial centers, including big box retailers and high-intensity service industries along major roads for maximum visibility and accessibility.
- Developments should integrate with pedestrian networks while accommodating car traffic, contributing significantly to the local economy and tax base by maximizing land productivity.

