

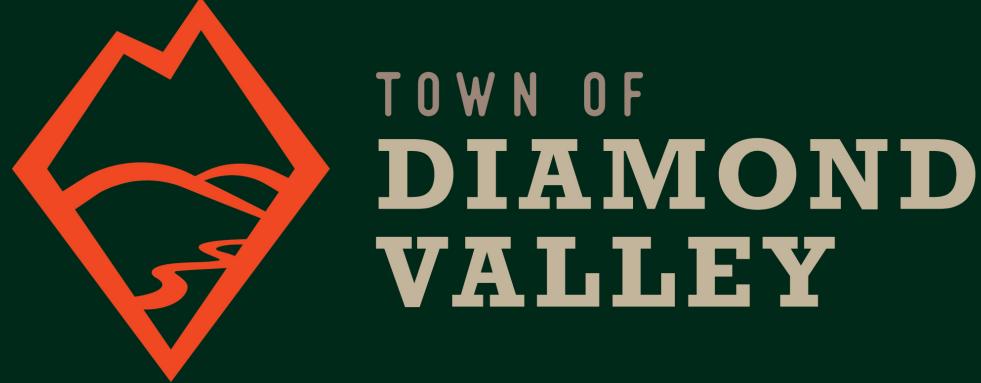
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WELCOME

**TO ROUND 2 OF PUBLIC ENGAGEMENT FOR THE
DRAFT MUNICIPAL DEVELOPMENT PLAN**

JUNE 2025



TOWN OF
**DIAMOND
VALLEY**

INFRASTRUCTURE AND SERVICES

OUR CHALLENGE:

Many of Diamond Valley's essential infrastructure systems, like water, sewer, stormwater pipes, roads, recreation and public buildings, are aging. Many need major repairs or complete replacement. Maintaining and upgrading this infrastructure is costly, and while the Town actively pursues provincial and federal grants to help fund these improvements, available funding doesn't always cover the full cost. Property taxes contribute to infrastructure funding, but the current tax base alone isn't enough to keep up with all repair and replacement needs. The big challenge is the Town must balance limited resources, grant opportunities, and long-term planning to maintain reliable services and meet growing demands.

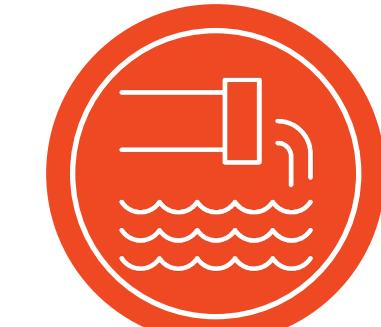
WHY DOES THIS MATTER?

Maintaining a strong and reliable infrastructure network is critical to the health and safety of residents. Falling behind on infrastructure repairs can pose several risks:



WATER SYSTEMS:

Leaking and broken pipes can waste water, reduce quality and capacity, and lead to contamination, posing health risks.



STORM SYSTEMS:

Poor maintenance can lead to flooding, damaged properties (distruction of roads/bridges) and disrupt daily life.



SEWER SYSTEMS:

Outdated systems can cause backups, breakages and overflows, leading to pollution, and health hazards.



ROADS:

Roadways must be maintained for the safety and protection of drivers and pedestrians.



COMMUNITY BUILDINGS:

Buildings like the Town Hall or the community centre might become unsafe or have to close.

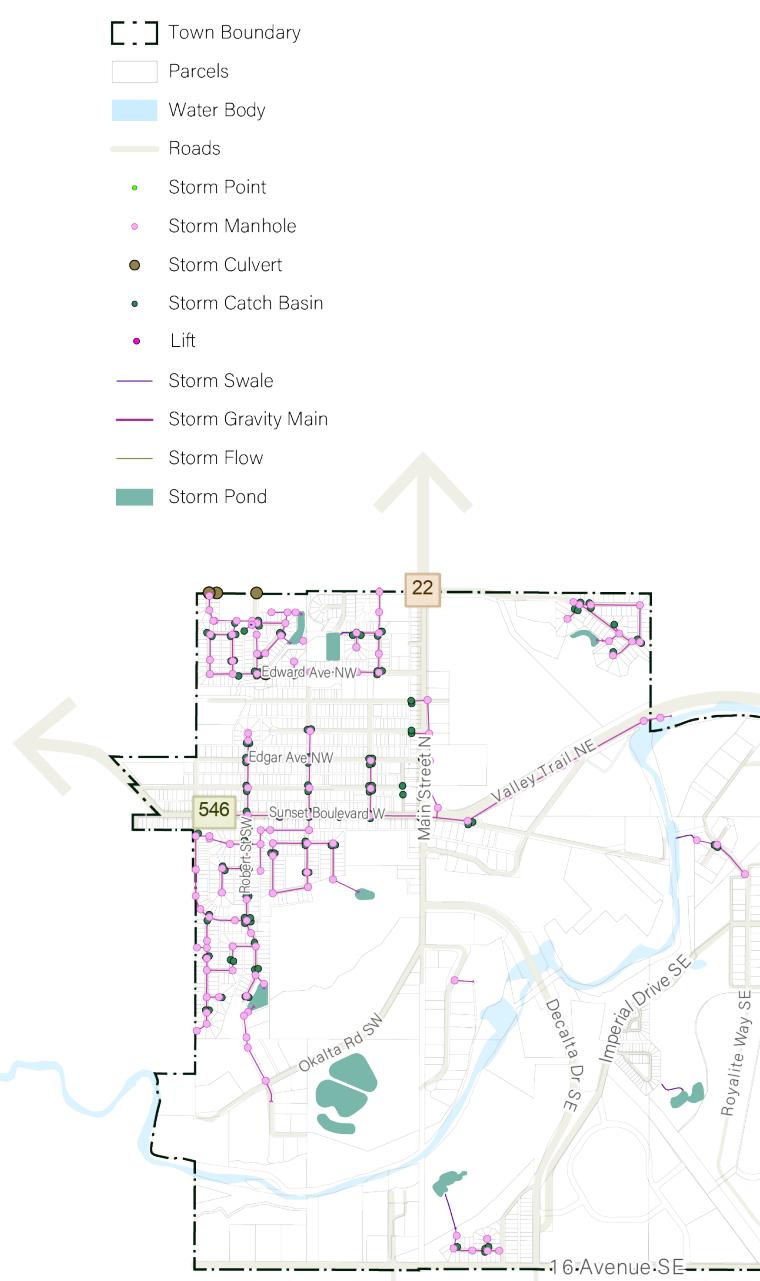
HOW DOES THE DRAFT MDP TACKLE THIS CHALLENGE?

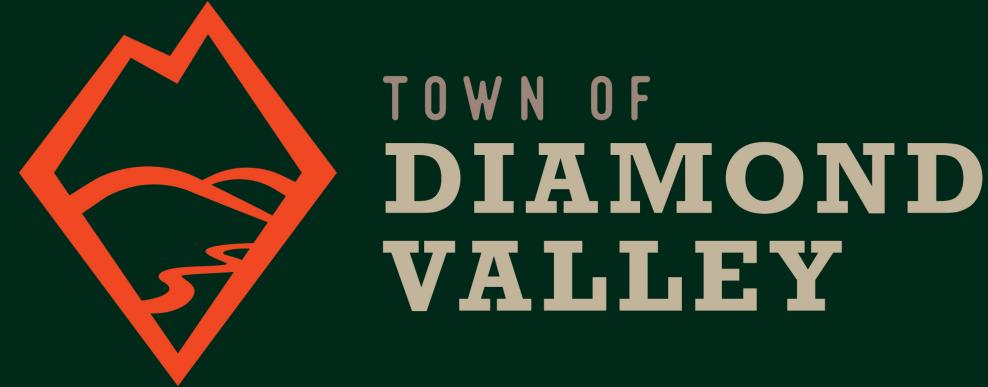
The MDP focuses on strengthening the Town's fiscal resilience by exploring tools that help increase revenues through balanced land use decisions. The Growth Strategy presented in Section 6 proposes a strategic approach to future development that balances non-residential (commercial, industrial development), and residential growth.

MDP policies consider:

- Maintaining of an up-to-date Infrastructure Management Plan (Policy 4.2.1);
- Proactively budgeting for maintenance and upgrades of aging infrastructure (Policy 7.1.2);
- Regularly inspecting and evaluating infrastructure performance to reduce risk and mitigate impacts from service interruptions (Policies 7.1.1, 7.1.9, 7.2.3);
- Following asset management best practices (Policies 7.1.7, 7.1.5, 7.3.5); and
- Capitalizing on existing serviced lands (Policies 7.2.1, 7.3.1, 7.3.3).

Stormwater Infrastructure

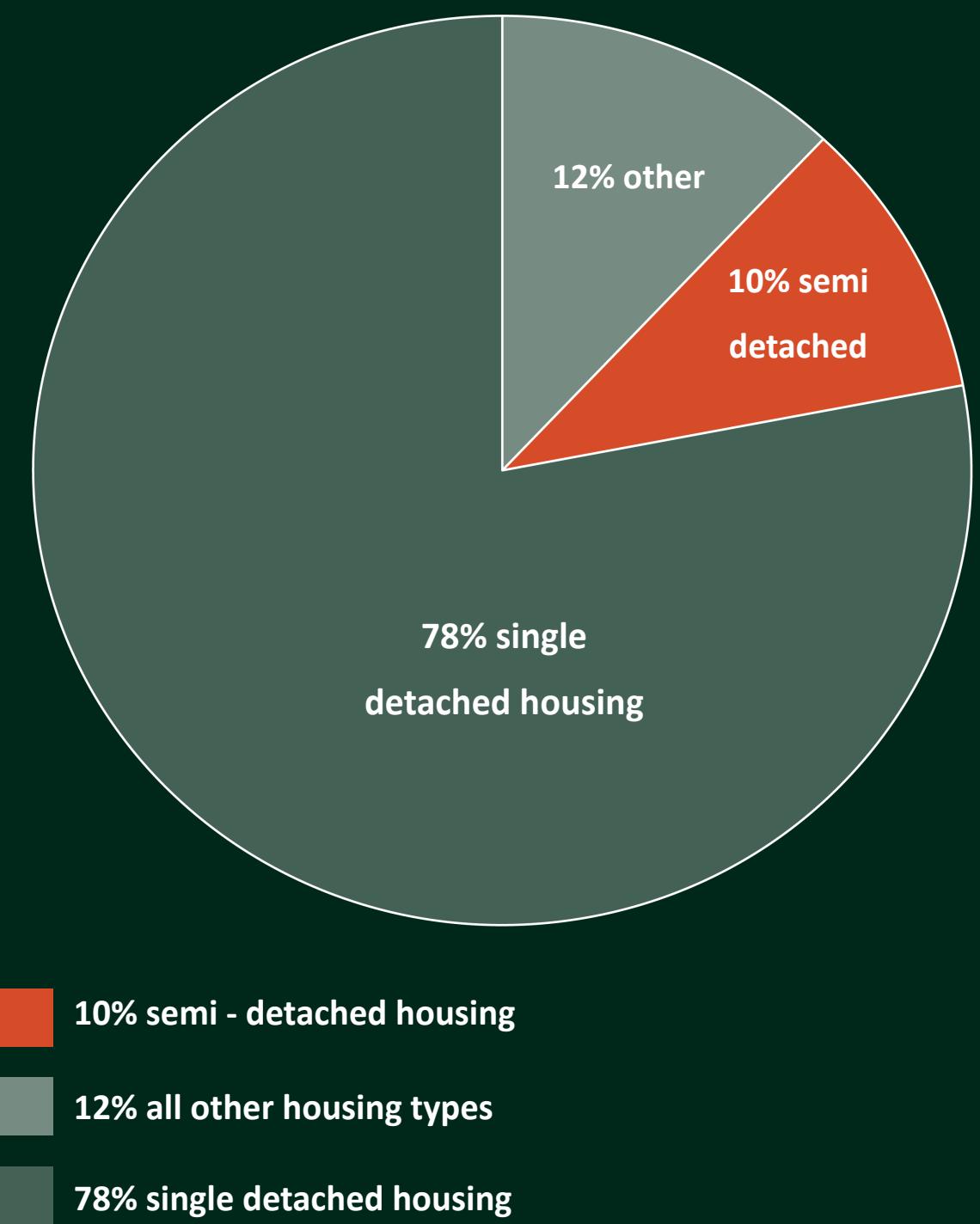




HOUSING

OUR CHALLENGE:

Diamond Valley faces a housing challenge – it lacks variety in housing type and tenure, making it difficult for people of different ages, incomes, and lifestyles to find housing that suits their needs. Housing in Diamond Valley is primarily single-detached homes (78%) and semi-detached homes (10%). Other dwelling types are present but in limited numbers.



Additionally, the Town is not in a financial position to absorb new infrastructure costs associated with greenfield development and has limited water capacity. As the Town's neighbourhoods transition, new homes can be built in existing neighbourhoods while leveraging existing roads, infrastructure networks, and amenities.

HOW DOES THE TOWN'S HOUSING CHALLENGE IMPACT THE COMMUNITY?

Different people in Diamond Valley have different housing needs:

- **Young adults** (students, graduates, early-career workers) often seek affordable rentals like apartments or secondary suites and limited options may force them to delay independence or move away.
- **Young families** need more space but still rely on affordable housing types such as townhomes or duplexes. These options provide room for children while remaining cost-effective.
- **Middle-income earners and essential workers** (e.g. teachers, tradespeople, healthcare staff) need reasonably priced housing to live where they work. Lack of options can make it difficult to retain workers and support local services.
- **Seniors** looking to downsize or age in place often require accessible, low-maintenance homes like bungalows or apartments with elevators. Without these options, some are forced to leave the community they've long been part of.

HOW DOES THE DRAFT MDP TACKLE THIS CHALLENGE?

The MDP aims to provide a range of housing options and plans for strategic and balanced residential growth, promoting development that is sensitive to the town's character.

MDP policies consider:

- Prioritizing infill and redevelopment of existing properties to fulfill housing needs while capitalizing on existing services and infrastructure (Policies 6.1.1, 6.1.2, 6.1.8);
- Encouraging density in appropriate areas (Policies 6.1.4, 6.1.5);
- Encouraging complete neighbourhoods that have a mix of residential development and neighbourhood-scale commercial development (Policy 6.1.3);
- The development of Infill Design Standards to address sensitive transitions between different uses and densities (6.7.1); and
- The creation of a Housing Needs Assessment for the Town of Diamond Valley to further quantify the Town's unique needs, considering demographics (e.g., seniors housing) (6.1.11).

GENTLE DENSITY

Gentle density refers to the addition of housing in a manner that blends naturally into existing neighbourhoods, without significantly altering the community's appearance or character. The Town is well-positioned to clearly articulate how new development will enhance established neighbourhoods while creating spaces and places that accommodate a diverse demographic with varying housing needs. When supported by Infill Design Guidelines, new development can blend seamlessly into the existing built form.

Examples of form-based gentle density:



RESIDENTIAL AREAS AND DEVELOPMENT APPROACHES

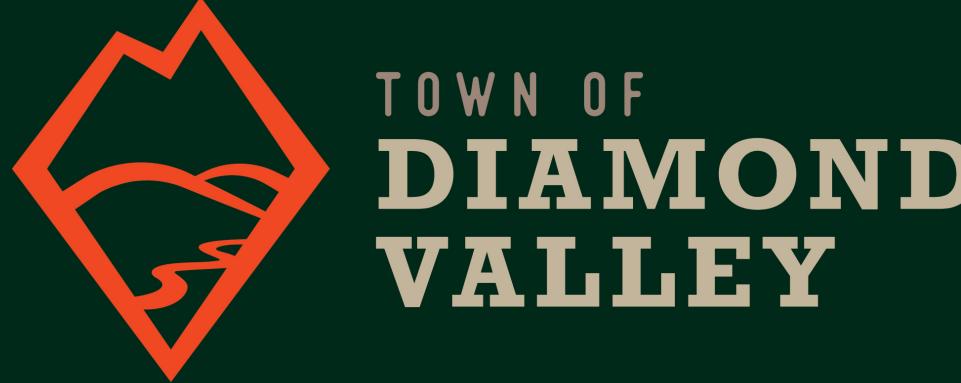
The MDP outlines several residential areas and development approaches to support Diamond Valley's growth in a way that is thoughtful, inclusive, and financially sustainable.

Each area and development approach has a distinct purpose:

- **Established Community Areas:** These areas are characterized by tree-lined streets and mature homes within walking distance of downtown amenities and town service that will gradually evolve through sensitive infill and redevelopment to meet changing housing needs.
- **Country Residential Areas:** These areas offer a rural lifestyle with large lots and limited services, where minimal redevelopment is expected except where infrastructure extensions are feasible.
- **Flex Planning Area:** This is a long-term, undeveloped area intended for future mixed-use growth that balances residential, commercial, and open space needs in a financially sustainable way.
- **Infill Development:** These are underused or vacant lands within existing neighbourhoods targeted for redevelopment to maximize infrastructure use, revitalize communities, and limit outward expansion.
- **Mixed-Use Development:** These areas integrate commercial and residential uses, often with shops below and homes or offices above, to support vibrant, walkable communities and local business growth.

Residential
Land Use Areas

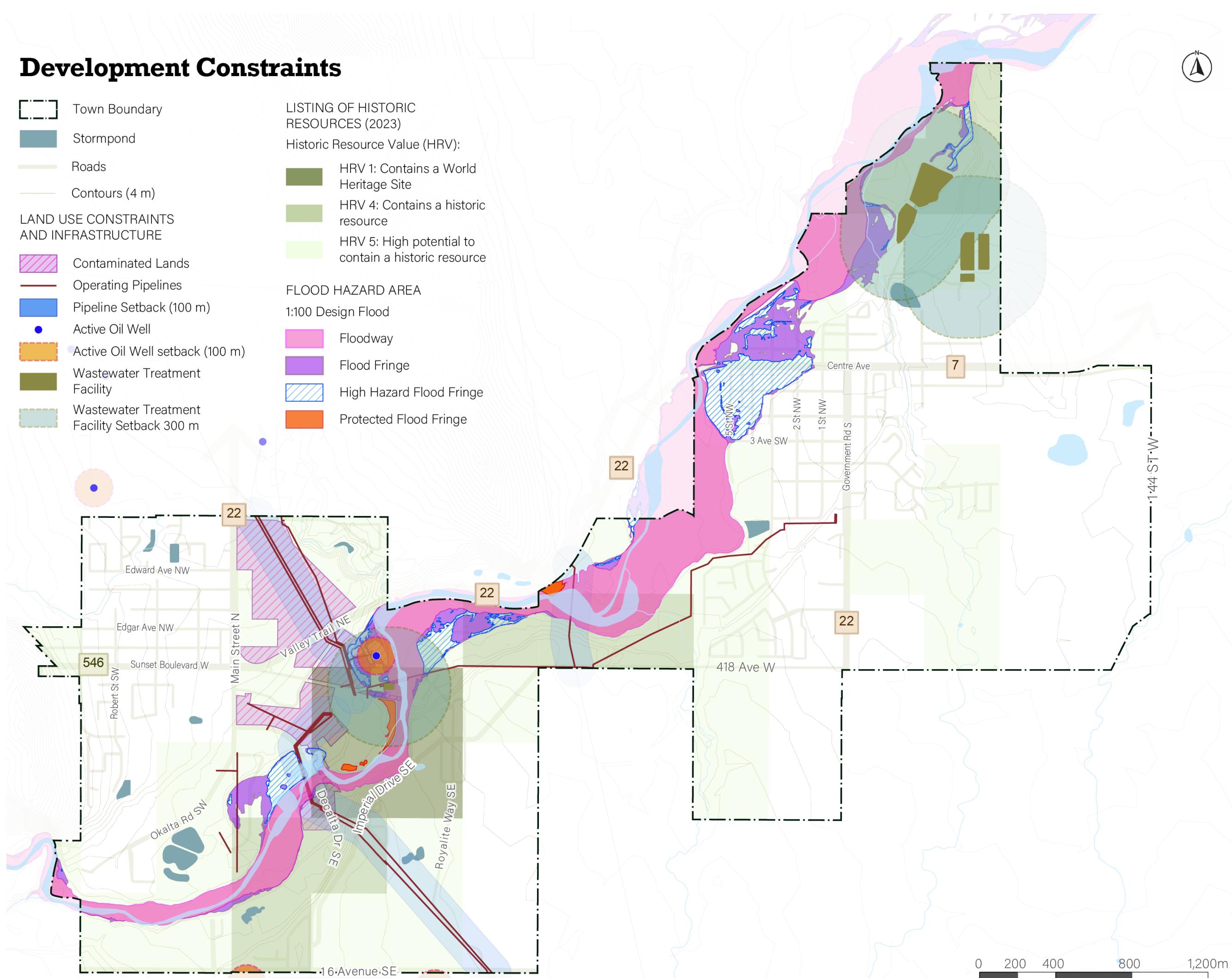
Development
Approaches



ENVIRONMENT AND DEVELOPMENT CONSTRAINTS

CONSTRAINTS:

The land and open spaces within Diamond Valley have various man-made and environmental constraints, including brownfield sites, flood hazard areas, and steep slopes, which can pose challenges for future planning.



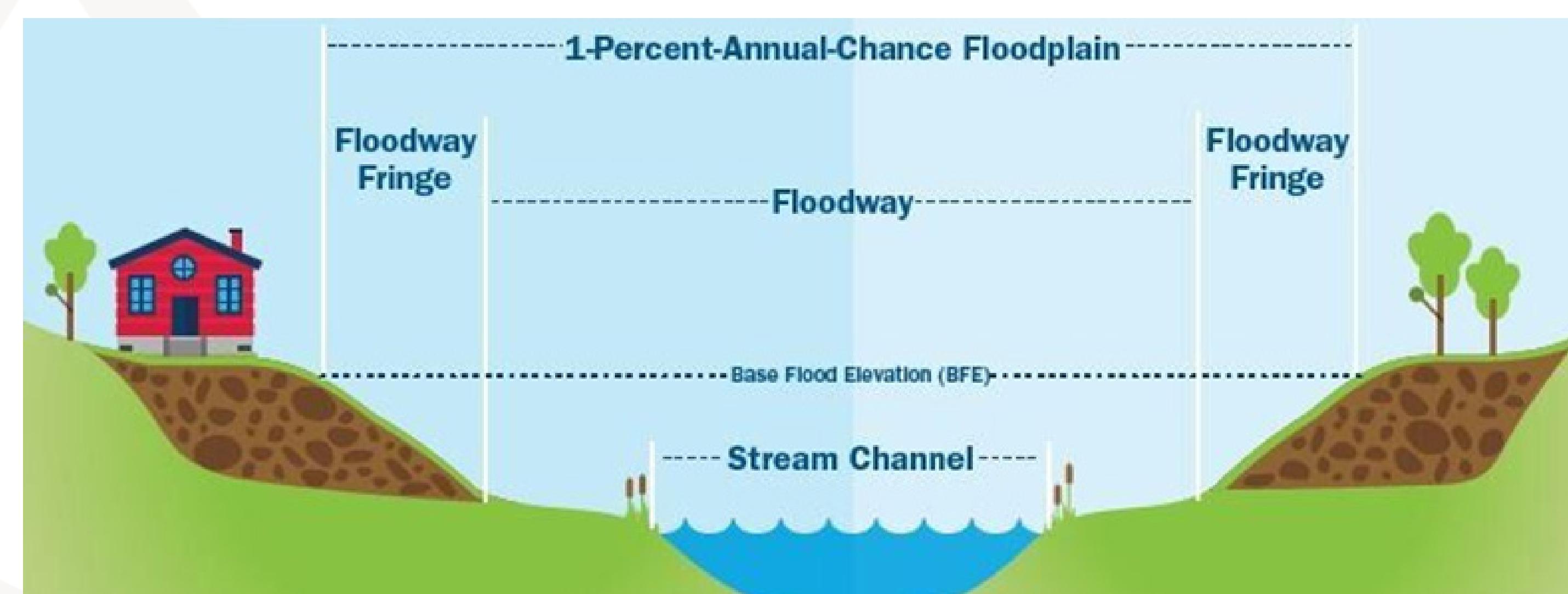
A map with all of the Town's development constraint areas are shown above.

FLOOD HAZARD

Development is not allowed in the floodway. However, some of the Town's existing areas are within the flood fringe. The MDP promotes risk mitigation from flooding to enhance public safety and avoid costly future damage to infrastructure.

MDP policies consider:

- Limiting or controlling development in the floodway and flood fringe (Policies 5.2.1, 5.2.2, 5.2.6); and
- Implementing flood mitigation measures and protecting at-risk areas within the flood fringe (Policies 5.2.4, 5.2.5).



Floodway vs Flood Fringe - Image by: City of Winter Springs

ENVIRONMENT AND RECREATION

During the first round of engagement, we heard that protecting nature and enhancing recreation spaces is a priority. Diamond Valley is surrounded by natural beauty, from the Sheep River to open fields and forests. These areas support wildlife, provide clean water, offer flood protection, and promote recreation, all of which boost mental and physical health.

MDP policies consider:

- Reviewing land and building regulations to protect riparian and environmentally sensitive lands (Policies 8.1.1, 8.1.2, 8.1.3, 8.1.4);
- Enhancing scenic recreational areas while offering education opportunities about local ecosystems (Policies 8.1.8, 8.2.2, 8.2.4); and
- Creating dark sky regulations to maintain Diamond Valley's star-filled nights (Policies 8.3.1, 8.3.2).

BROWNFIELD DEVELOPMENT

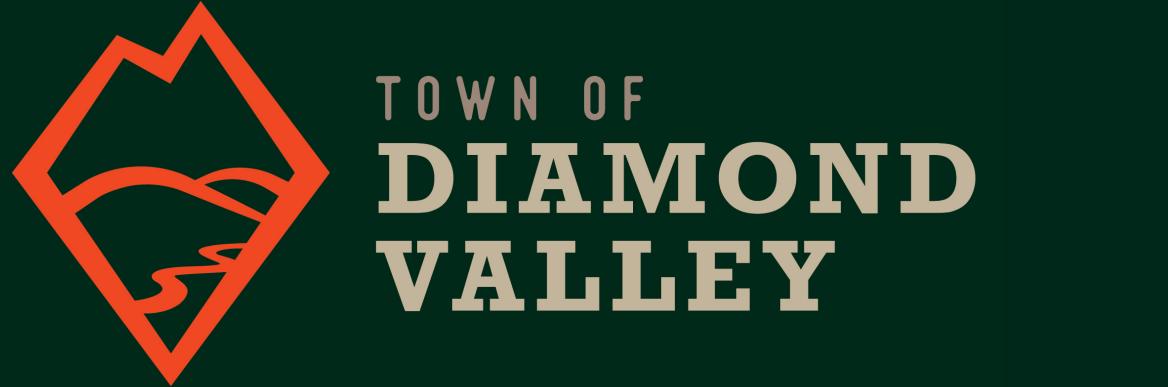
There are a significant number of brownfield sites in Diamond Valley. Some are known contaminated lands, however, there are likely more that will require appropriate study and reclamation. A brownfield property is land that was previously developed and became contaminated from past activities, such as:

- Factories
- Oil and gas infrastructure
- Gas stations
- Laundromats

Contaminated properties have significant potential for redevelopment within the community and already has access to infrastructure that should be capitalized on. However, environmental remediation cannot be undertaken by the Town alone, and must be done in collaboration with the province and landowner.

MDP policies consider:

- Pursuing provincial funding to support the remediation of contaminated brownfield sites (Policy 5.1.1); and
- Working with landowners of contaminated sites, and encouraging the use and redevelopment of brownfield sites when they undergo the necessary site assessments, so that redevelopment is safe (Policies 5.1.2, 5.1.4, 5.1.5).



AMALGAMATION AND GOVERNANCE

AMALGAMATION AND GOVERNANCE APPROACH:

The amalgamation of Turner Valley and Black Diamond transition has been challenging, involving integrating new administrative systems, aligning policy, and managing high staff turnover. Despite these issues, the importance of amalgamation should not be overlooked. It offers a sustainable approach by using resources more efficiently, streamlining services, and creating a unified development strategy.

With a combined population of less than 6,000, amalgamation was a logical step from geographical, political, developmental, and operational perspectives. It required political will, compromise, and decision-making over several years.

The Town is committed to addressing challenges from amalgamation and governance through:

- Transparency
- Fiscal Resilience
- Informed Decision Making

REBUILDING TRUST THROUGH TRANSPARENCY

Transparency means the openness, accessibility, and accountability of municipal decision-making, policies, and operations. It means that residents, businesses, and other affected groups can clearly see how decisions are made, understand the rationale behind them, and easily access relevant information.

MDP policies consider:

- **Sharing the “why” behind decisions (Policy 4.1.3);**
- **Providing clear, accessible information (Policy 4.3.4); and**
- **Involving residents in decision-making when it matters most (Policies 4.1.1, 4.1.2, 4.1.4).**

FISCAL RESILIENCE

Fiscal resilience enables the Town to weather economic uncertainties, direct investment where needed most, and provide essential services with minimal interruption. While there is no silver bullet for achieving fiscal resilience with the Town's current financial state, the Town can prioritize actions to take incremental steps forward to get on a path to fiscal resilience. To do that, requires change.

The MDP Growth Strategy and Land Use Concept propose a balanced development approach that will enable residential growth where it is supported by existing infrastructure (biggest cost to the municipality), and prioritizing non-residential growth to increase the Town's property tax base.

The MDP policies consider:

- **Conducting an annual review of tax structures, revenues and services (Policy 4.3.2);**
- **Exploring funding opportunities (provincial or federal), or private partnerships for the cost-effective provision of services (Policy 4.3.4); and**
- **Initiatives and strategies to support existing businesses and promote new businesses in the Town’s Downtown, Highway / Service Commercial, and Employment Areas (Section 6.3, 6.4, 6.5).**

WHAT MUNICIPAL SERVICES DO MY TAXES PAY FOR?

Example of Assessed Value

\$500,000
Commercial
Building **\$500,000**
Residential
Building



The commercial property of the same assessed value pays \$1,872.18 more in taxes.

2024 DIAMOND VALLEY TAX RATES	
Non-Residential	Residential/Farmland
0.001214344	0.00839909

	16%	Recreation & Culture Parks, recreation, library etc.
	17%	Administration/Council Town departments and services
	15%	Public Safety Fire, emergency, enforcement
	14%	Infrastructure Services Roads, lanes, sidewalks
	30%	Civic Operations Water, sewer, waste
	3%	Community Services Special Events, communications etc.

The MDP Growth Strategy and Land Use Concept prioritizes non-residential growth to increase the Town's non-residential tax base.

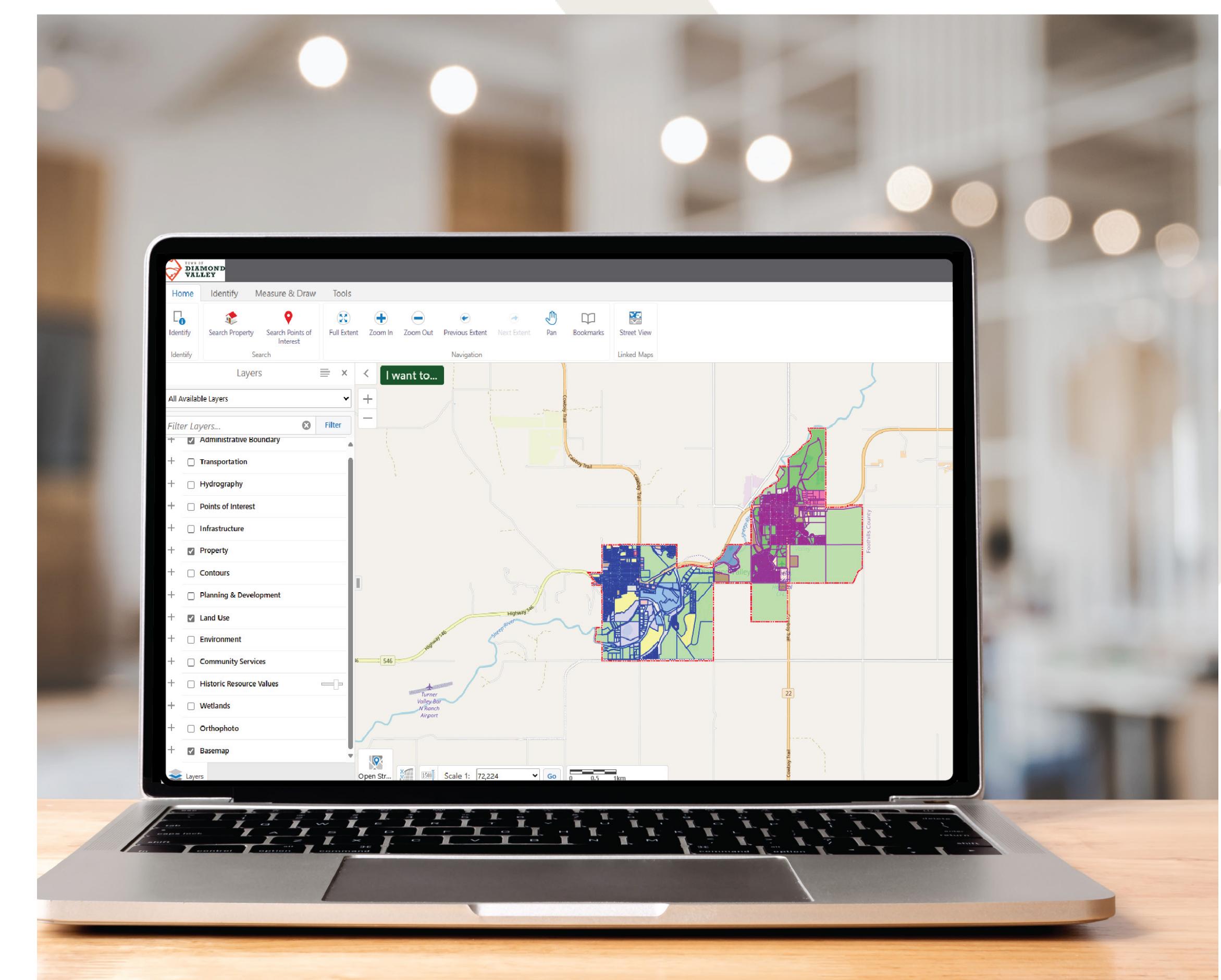
DECISION MAKING WILL BE BASED ON FACTUAL DATA

The MDP emphasizes the importance of transparent decision-making, and communicating the “why” behind decisions is crucial to achieving this goal. Decisions should be based on tangible and factual evidence distilled from data so that the public can expect clear explanations for the Town’s decisions, which helps build trust.

The MDP aims to provide a framework for the Town to leverage data-driven approaches, optimizing resource allocation, enhancing service delivery, and planning for future needs more precisely.

MDP policies consider

- Making land use and infrastructure choices that protect the Town's long-term financial stability (Policy 4.3.2);
- Sharing data with municipal departments and the public (Policies 4.3.1, 4.3.4); and
- Adopting key performance indicators so policies within the MDP can be measured, tracked, and presented on the Town website to gauge the effectiveness (Policy 4.3.5).



Information shared with residents should be clearly articulated through data, visuals and other communication tools like public resources such as up to date WebMap.

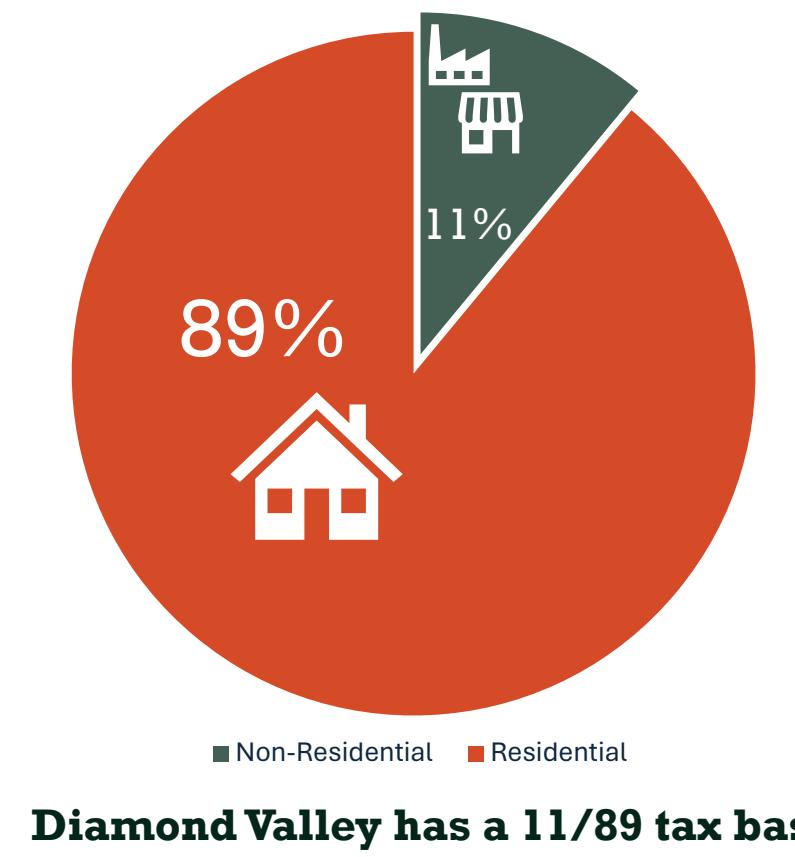
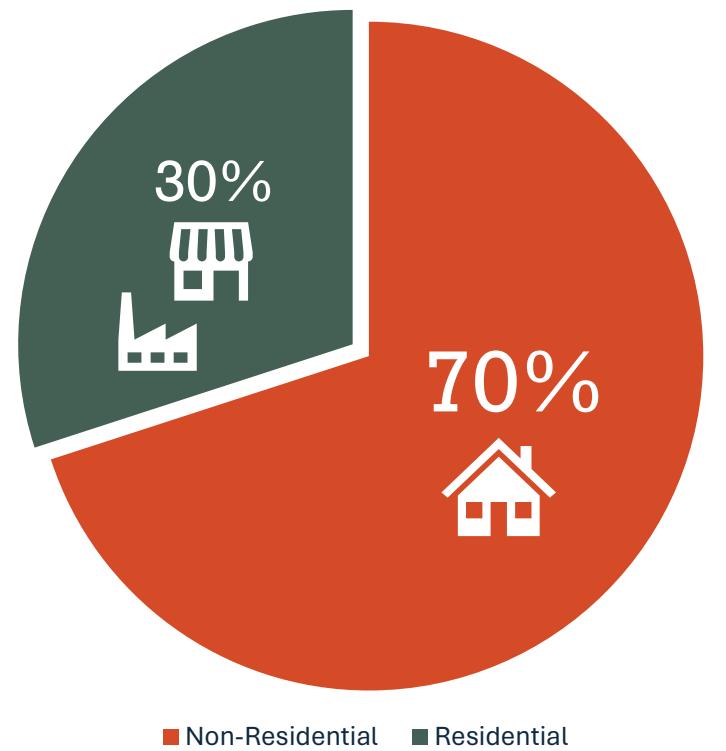
ECONOMIC DEVELOPMENT STRATEGY

OUR ECONOMIC DEVELOPMENT APPROACH:

Dedicated efforts in attracting and retaining businesses that directly contribute to the Town's employment base, shopping opportunities, and overall fiscal resilience. The Town should endeavour to create an environment where businesses can thrive by supporting local entrepreneurs and home-based businesses and promoting the Town as a destination for commerce and tourism.

The Goal: Reach a 20% non-residential tax base.

Most municipalities aim for a 70/30 tax base ratio



EMPLOYMENT AREAS

Employment Areas in the town are limited to lands in east Diamond Valley with proximity to Highway 7, as well as the brownfield Turner Valley Gas Plant lands, which require environmental remediation. It is imperative that the Town preserves Employment Areas to enable, attracting potential businesses.

The MDP policies consider:

- Establishing designated areas for light industrial parks and business hubs (Policies 6.5.1, 6.5.10);
- Supporting a wide variety of local and regionally significant trades, healthcare, and professional services (Policies 6.5.5, 6.5.6, 6.5.7); and
- Maintaining employment areas to help create jobs to retain young talent and families (Policy 6.5.1).



Diamond Valley's tax ratio is tipping towards residential

WHY IS NON-RESIDENTIAL DEVELOPMENT IMPORTANT?

- To maximize revenue from the higher tax rate brought in by non-residential development. Most municipalities aim for a 70/30 tax base ratio – 70% residential and 30% non-residential.

In Diamond Valley, the town has experienced a disproportionate amount of residential development that generally places greater pressure on infrastructure vs non-residential development, resulting in the ratio of residential taxes being significantly higher.

HIGHWAY/SERVICE COMMERCIAL AREAS

The Town offers a range of commercial services and will continue to provide areas for commercial expansion. Highway/Service Commercial Areas are predominantly located along major provincial highways outside Downtown Areas, with goods or service offerings geared to locals and travellers. Highway / Service Commercial Areas are key contributors to the Town's economy and also attract and retain residents who have convenient access to the things they need. They also have the potential to integrate other uses, such as public and residential, in a mixed-use capacity.

The MDP policies consider:

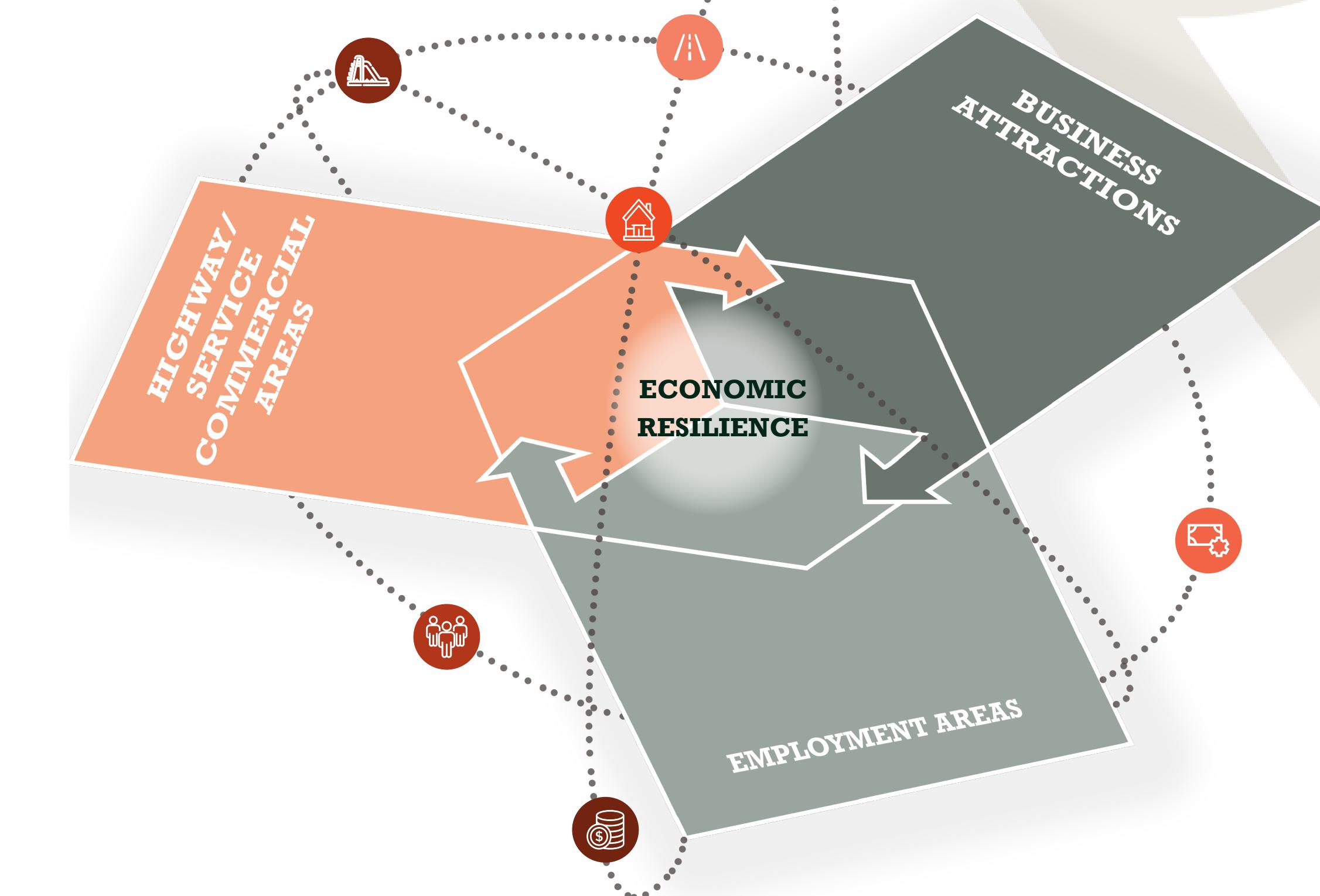
- Maintaining a 10-year inventory of serviceable commercial lands for commercial development (Policy 6.4.3);
- Accommodating and encourage a variety of flexible and diverse commercial opportunities (Policies 6.4.1, 6.4.7); and
- Exploring ways to enable the commercial "missing middle" (Policy 6.4.2).

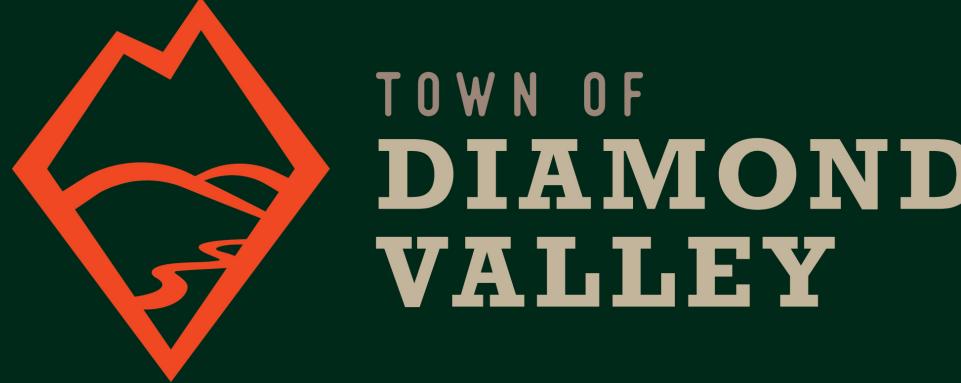
BUSINESS ATTRACTION

Although the Town has an Economic Development Strategy, many of its ideas haven't been fully implemented due to limited resources. With smart planning and community support, Diamond Valley can become a place where businesses succeed, jobs are created, and residents enjoy a strong local economy that supports a high quality of life.

The MDP has policies consider:

- Strengthening Diamond Valley's investment readiness (Policies 6.9.1, 6.9.2, 6.9.7);
- Diversifying the local economy through targeted initiatives (Policies 6.9.5, 6.9.8);
- Growing the Town's non-residential tax ratio (Policy 6.9.6); and
- Leveraging partnerships to promote tourism as an economic development generator (Policy 6.9.10).





DIAMOND VALLEY'S DOWNTOWNS

DOWNTOWN APPROACH:

Diamond Valley has the unique opportunity of having two downtowns. As Diamond Valley moves forward, Downtown Turner Valley and Downtown Black Diamond are anticipated to thrive together, creating a cohesive and unique small-town experience while retaining their distinct characters.

DOWNTOWN VISION

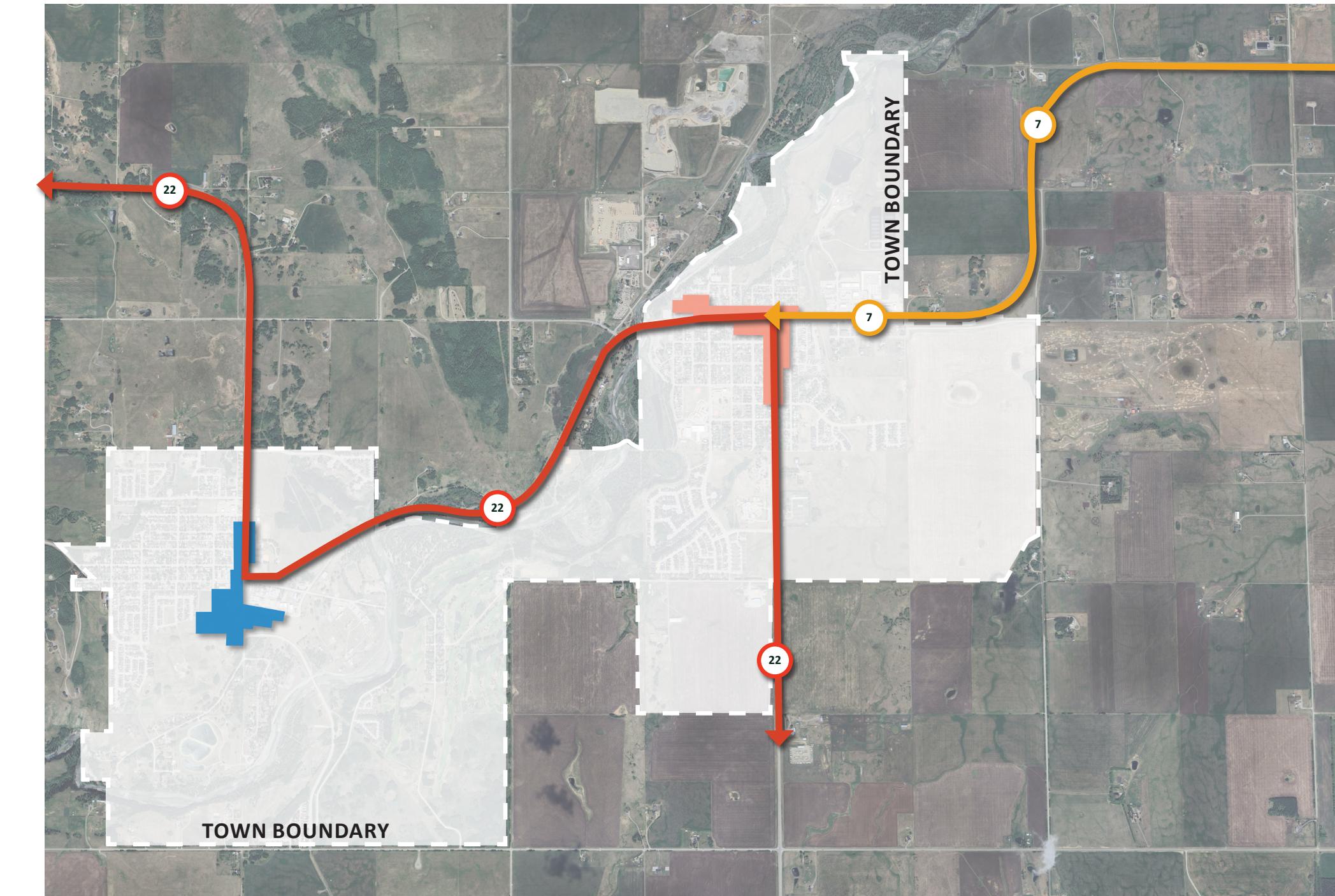
Thoughtful planning plays a critical role in designing the future of the Downtown Areas to establish strong placemaking and functionality, offering a quality of life and new enterprise opportunities.

A SHARED FUTURE

These two downtowns can grow together while keeping their own identities. Both downtowns are located along Highways 22 and 7, which are controlled by the Province. This makes it difficult to invoke the small town charm that Diamond Valley has, but the MDP has policies to address this through design elements, economic development, and activation.

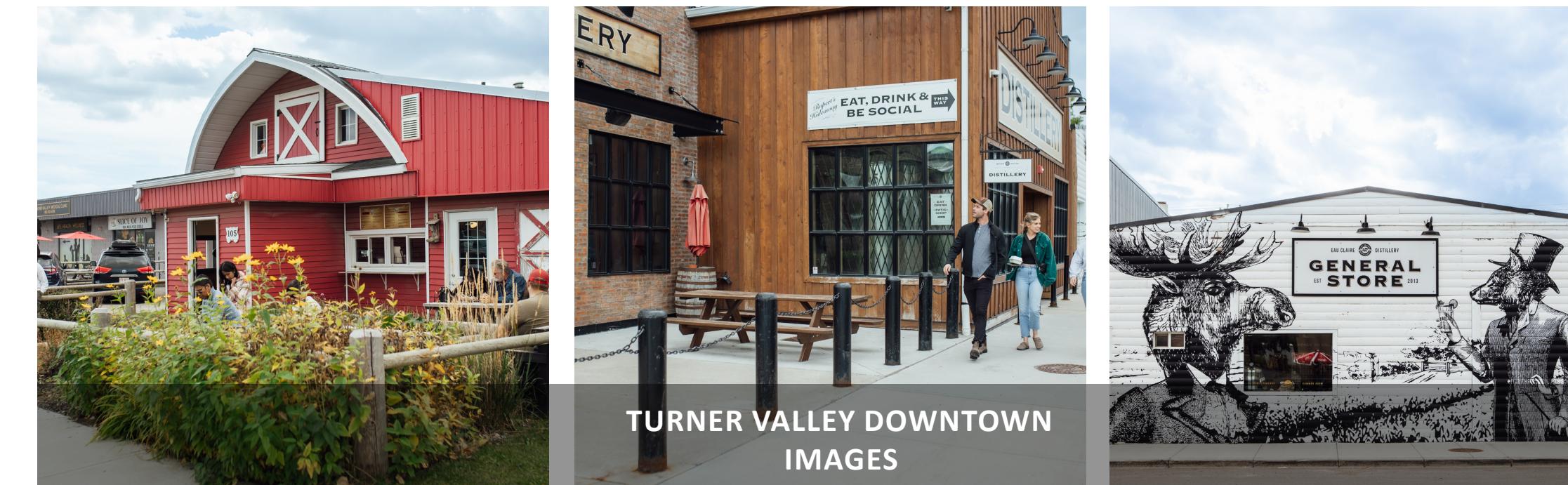
DOWNTOWN CHARACTER

Diamond Valley is lucky to have two downtowns, each with its own unique vibe:



DOWNTOWN AREAS MAP (ENTIRE TOWN BOUNDARY)

TURNER VALLEY DOWNTOWN: A BLEND OF HISTORIC CHARM AND MODERN LOCAL BUSINESSES

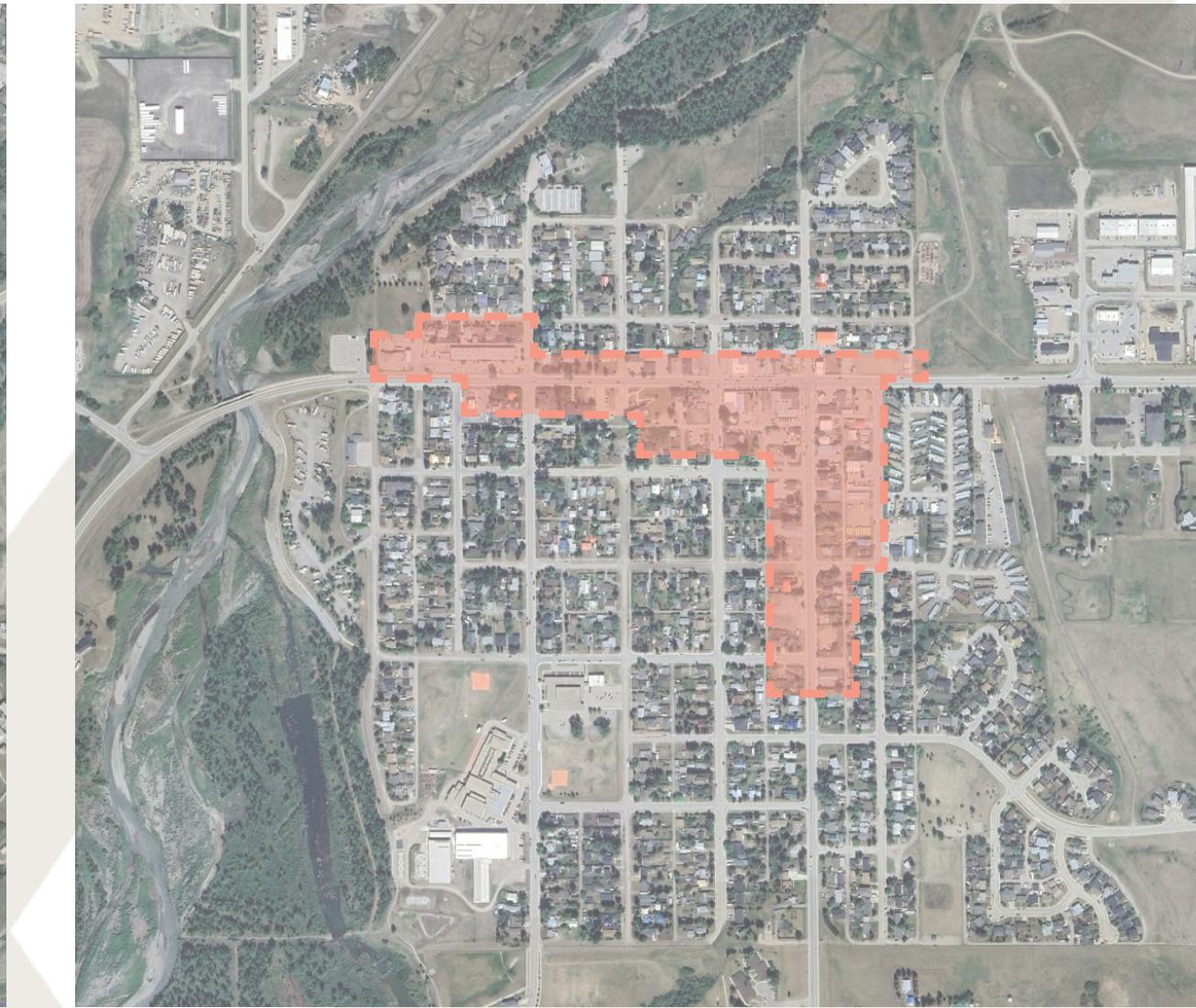
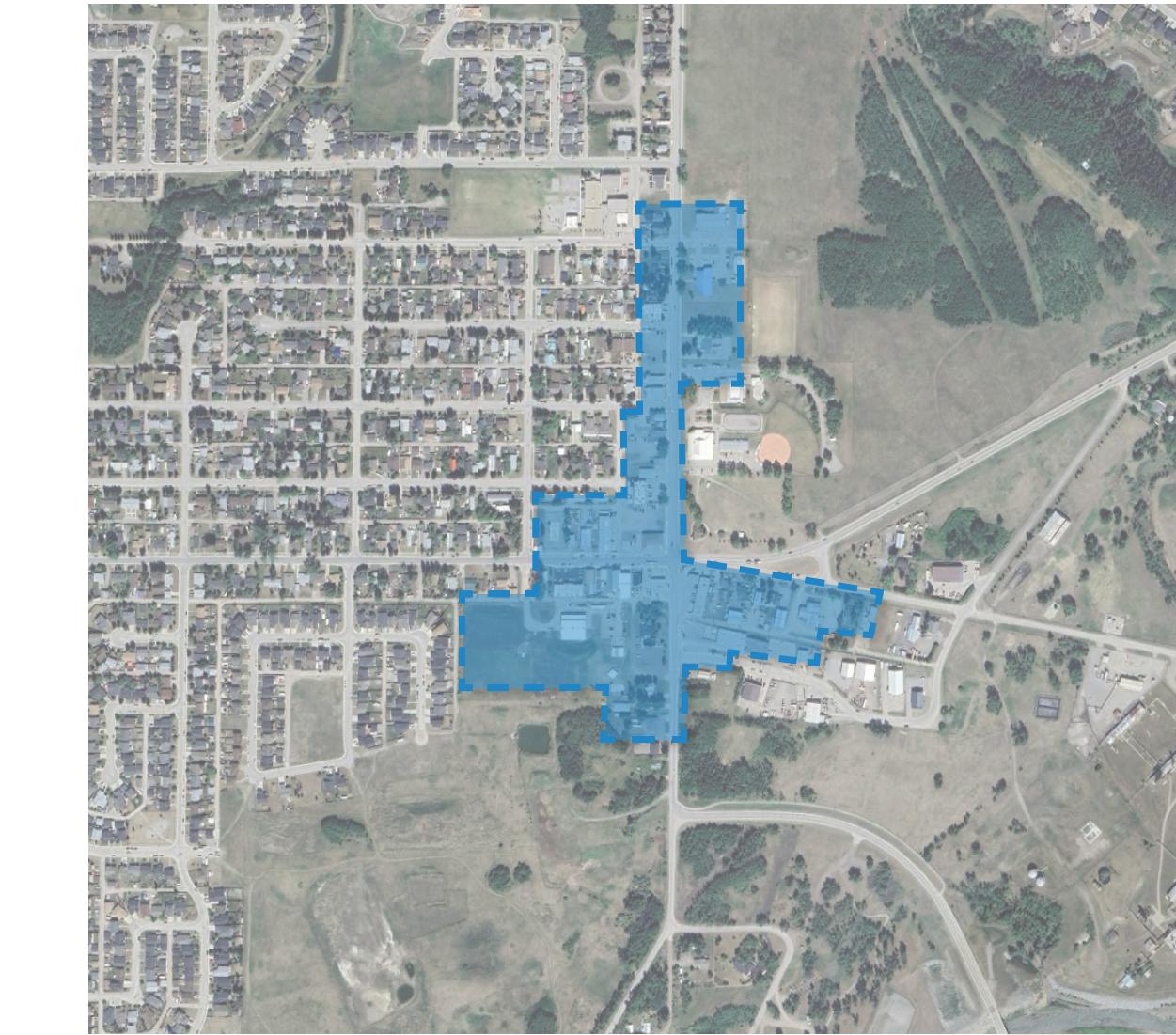


- Cozy, small-town feel
- Vintage buildings
- Local shops, cafés, craft producers, and historic landmarks

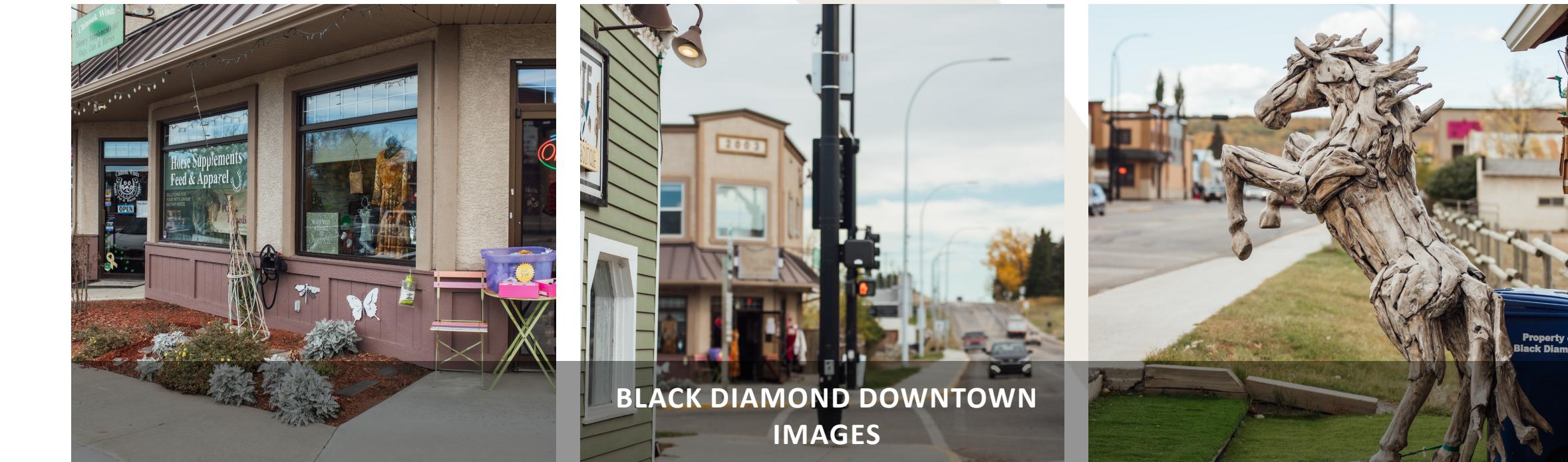
LEGEND

- Highway 7
- Highway 22

- Turner Valley Down Town Area
- Black Diamond Down Town Area



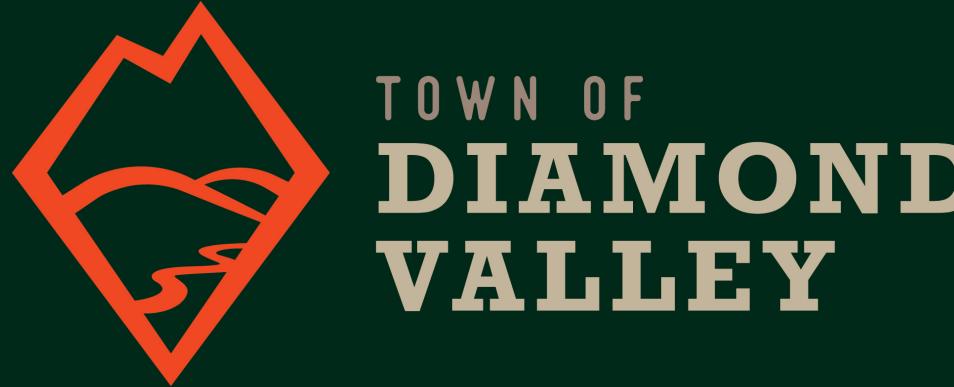
BLACK DIAMOND DOWNTOWN: ARTISTIC, CREATIVE, AND FULL OF ENERGY



- Art galleries and artisan shops
- Tasty local restaurants
- A hub for tourists and culture lovers

HOW CAN WE ENHANCE OUR DOWNTOWN AREAS? THE MDP CONSIDERS (SECTION 6.3):

ACTIVATION	DESIGN ELEMENTS	ECONOMIC DEVELOPMENT
<ul style="list-style-type: none">• <i>Creating a wayfinding strategy (signage, maps, branded markers) to guide people between the two downtowns</i>• <i>Hosting joint downtown events like tasting tours, art walks, and markets</i>• <i>Allowing and encouraging pop-up shops, markets, art shows, and events in vacant spaces</i>	<ul style="list-style-type: none">• <i>Maintaining a walkable, people-first downtown — no drive-thru or vehicle-first designs</i>• <i>Encouraging active frontages: patios, sidewalk displays, big windows that connect indoors and outdoors</i>• <i>Using consistent Downtown Design Standards to enable both areas grow in compatible ways while keeping their unique feel</i>• <i>Keeping residential uses above or behind retail spaces to support street activity</i>• <i>Beautifying public-facing spaces with landscaping, art, and building upgrades spaces</i>	<ul style="list-style-type: none">• <i>Exploring a Community Revitalization Levy to help fund downtown upgrades</i>• <i>Supporting a mix of uses: retail, restaurants, services, community gathering spaces, and mixed-use buildings</i>• <i>Making it easy for small business owners with application incentives and fee reductions</i>• <i>Keeping existing light industrial artisan zones (i.e. breweries and wineries) and better connect them with downtown through events or tours</i>



GROWTH STRATEGY

WHAT IS A GROWTH STRATEGY?

The Growth Strategy is a visual display of the Town's approach to growth, which is implemented through the Land Use Concept. The Growth Strategy is a conceptual playbook for future land use decisions, while the Land Use Concept is a more prescribed blueprint for growth linked directly to MDP policies.

The Diamond Valley Growth Strategy provides the key directions for how the Town will grow and develop in the future in alignment with the MDP vision for a vibrant and fiscally resilient community.

The Growth Strategy prioritizes fiscally responsible development that aligns with community values. Fiscally responsible development results in a net long-term financial benefit to the Town. Examples include:

- Commercial and industrial development;
- Mixed-use development; and
- Medium (or higher) density residential development.

Lower density residential development cannot fiscally support the infrastructure required to service this form of development. However, enabling smaller lots and different housing forms creates an opportunity to capitalize on the existing infrastructure while obtaining revenue without the need for new infrastructure.

GUIDING GROWTH PRINCIPLES

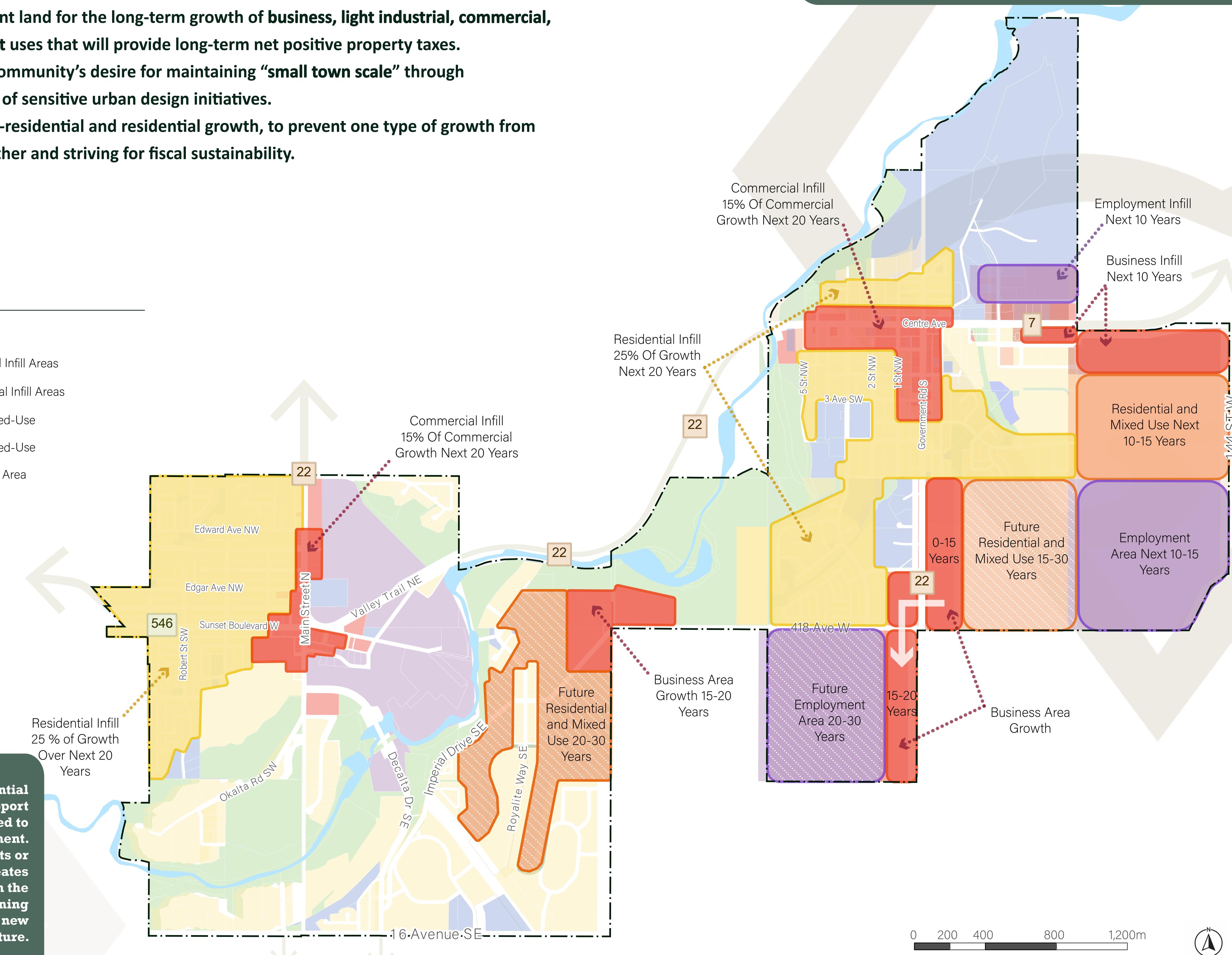
The Growth Strategy will take place incrementally and is intentional in its goals and purpose.

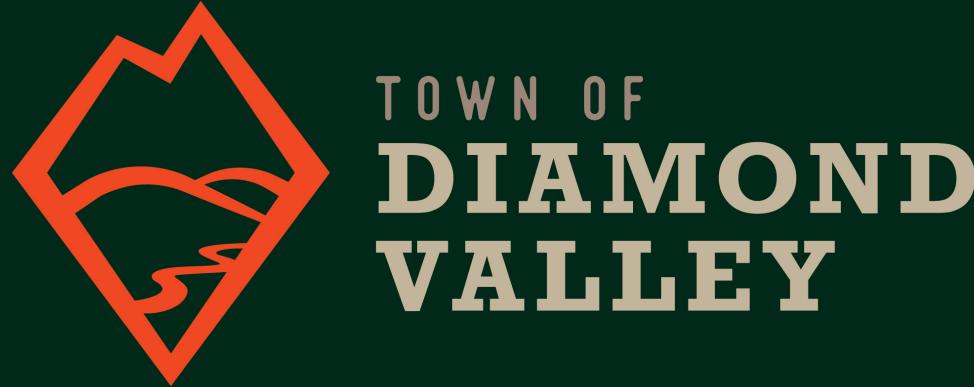
The guiding principles are

- Prioritizing the development of **Infill Areas**, particularly on vacant lands, to capitalize on the existing infrastructure resources (e.g., sanitary/water/storm and roads).
- Encouraging remediation of **brownfield lands** to enable re-development of existing serviced lands that can add vibrancy to these areas.
- Encouraging a **mixture of land uses** in Infill Areas, where appropriate, to address housing needs and business opportunities.
- Enabling sufficient land for the long-term growth of **business, light industrial, commercial, and employment** uses that will provide long-term net positive property taxes.
- Embracing the community's desire for maintaining "**small town scale**" through implementation of sensitive urban design initiatives.
- "**Balancing**" non-residential and residential growth, to prevent one type of growth from outpacing the other and striving for fiscal sustainability.

Infill development is the development of vacant or underused parcels within existing urban areas or the redevelopment of buildings on a site that have exceeded their lifecycle.

Infill Areas in Town include any existing established neighbourhoods, and may contain brownfield sites. Infill is a fiscally responsible alternative to growing outward in undeveloped greenfield sites that result in additional infrastructure to manage when the existing infrastructure is failing and not being fully capitalized.





LAND USE

LAND USE MAP:

The Land Use Concept visualizes where different types of development will go. The concept is enabled through policies within various sections of the MDP.

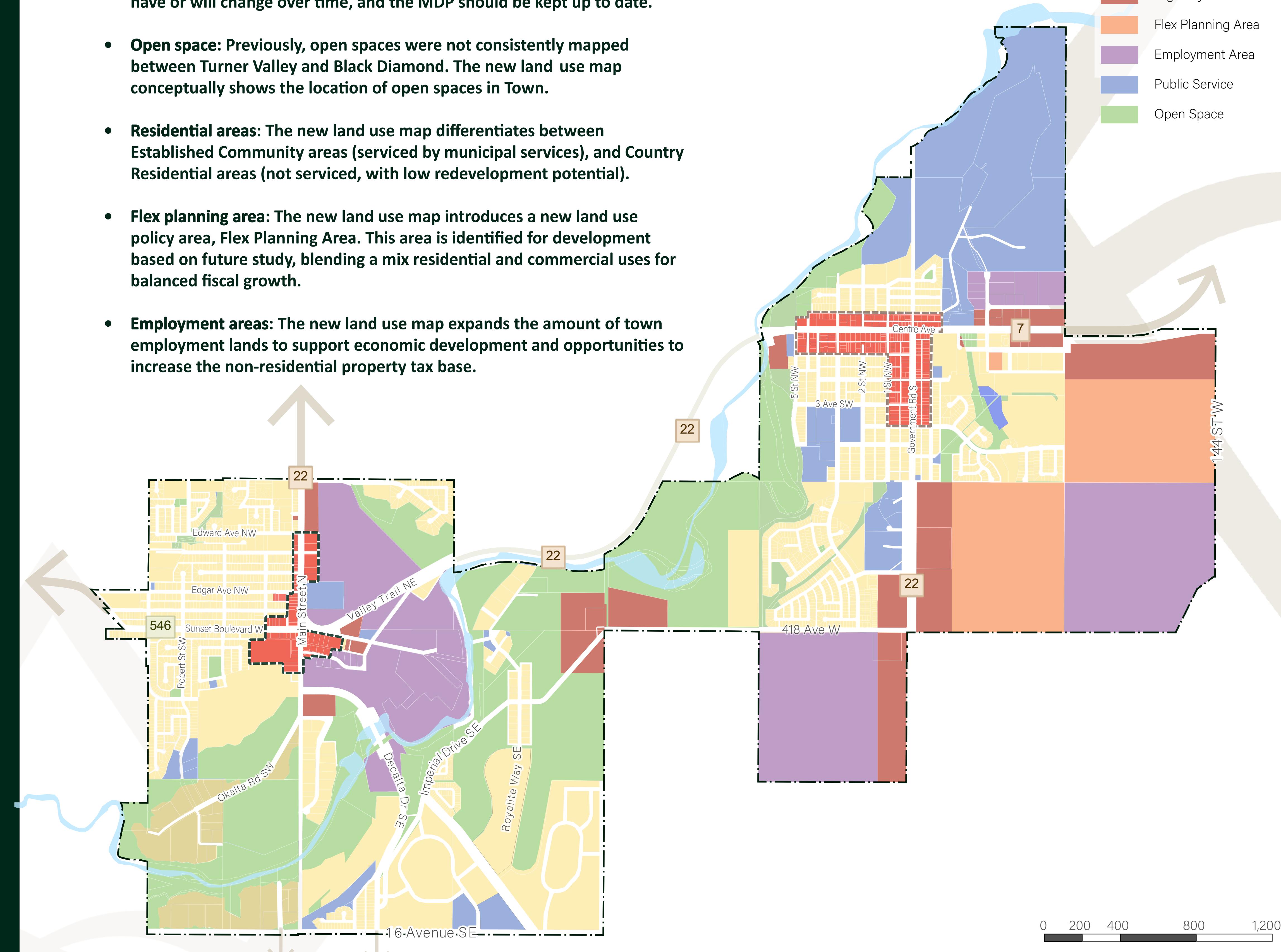
The Growth Strategy and Land Use Concept are intended to guide all future land use decisions made by the Town.

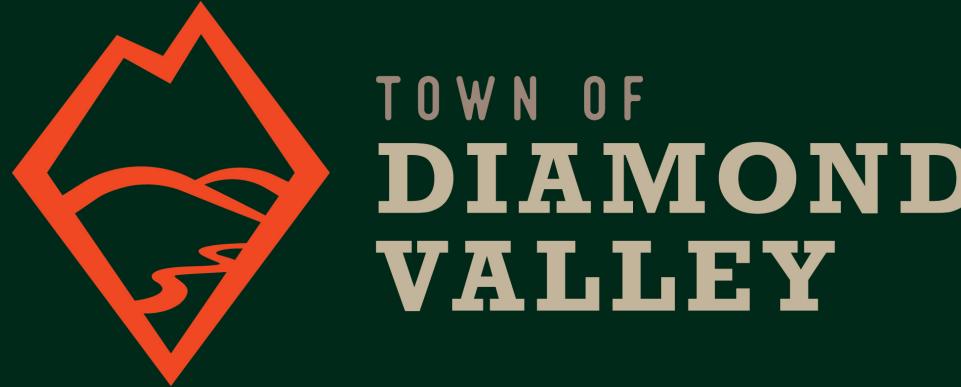
All subordinate statutory and non-statutory plans and policies must align with the MDP and demonstrate alignment with the Land Use Concept and this MDP.

PROPOSED LAND USE CHANGES

The new Municipal Development Plan establishes a unified and updated land use strategy:

- Coordinated land use approach:** Previously, the Town had a Turner Valley MDP and a Black Diamond MDP, with different land use maps and different land uses. The new MDP standardizes these land uses into one cohesive strategy.
- Updated land uses:** For many existing parcels of land, the MDP land use concept reflects what is already built. In some cases, the use of parcels have or will change over time, and the MDP should be kept up to date.
- Open space:** Previously, open spaces were not consistently mapped between Turner Valley and Black Diamond. The new land use map conceptually shows the location of open spaces in Town.
- Residential areas:** The new land use map differentiates between Established Community areas (serviced by municipal services), and Country Residential areas (not serviced, with low redevelopment potential).
- Flex planning area:** The new land use map introduces a new land use policy area, Flex Planning Area. This area is identified for development based on future study, blending a mix residential and commercial uses for balanced fiscal growth.
- Employment areas:** The new land use map expands the amount of town employment lands to support economic development and opportunities to increase the non-residential property tax base.



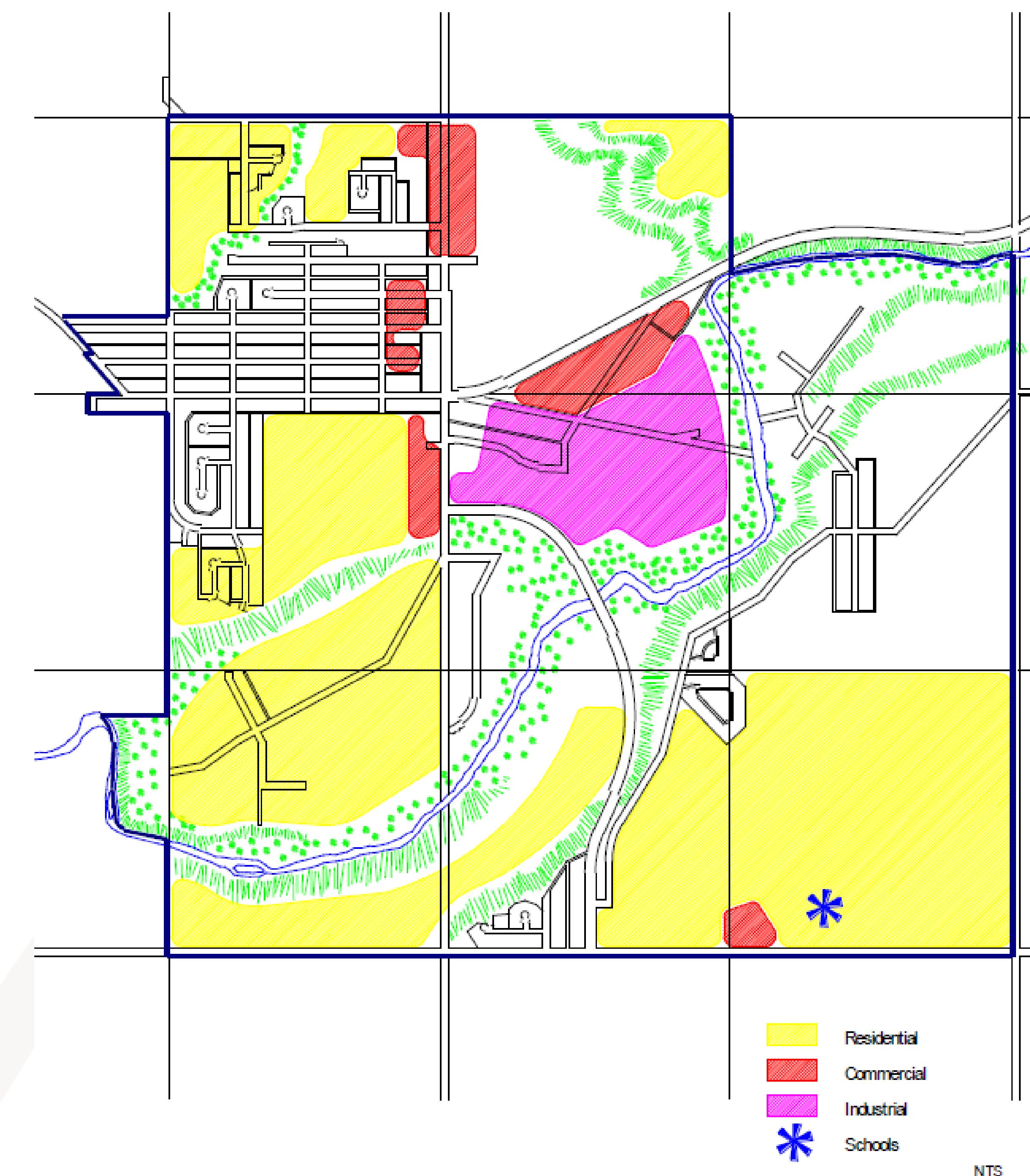


LAND USE MATTERS

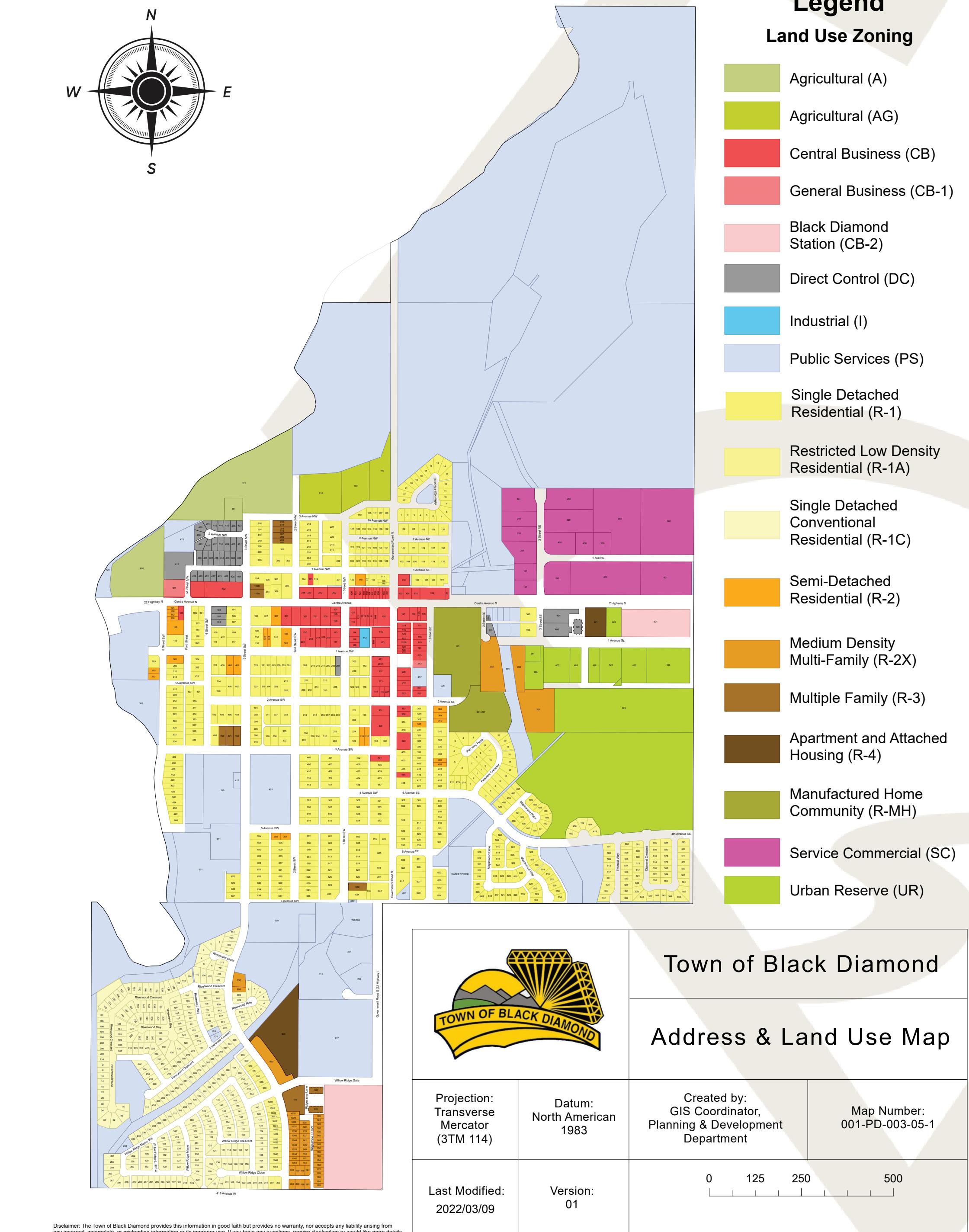
WHAT YOU'RE LOOKING AT - PREVIOUS LAND USE MAPS:

These two maps show the previous land use plans for the former Towns of Turner Valley and Black Diamond, before amalgamation. Each community had its own Municipal Development Plan (MDP), with different land use categories, and policies.

Now that Turner Valley and Black Diamond have joined together as Diamond Valley, we have used this opportunity to create one coordinated and consistent plan for how land is used across the entire community. A unified land use map means clearer decision-making, better long-term planning, and more efficient use of services. It also helps support economic growth, protect open spaces, and reflects development that aligns with the community's shared goals. Refer to the previous board to see how the proposed land use map brings everything together for a stronger, more connected Diamond Valley.



PREVIOUS TOWN OF TURNER VALLEY LAND USE MAP



PREVIOUS TOWN OF BLACK DIAMOND LAND USE MAP