

Topic: Wave One Development Area Policies (DAP) and Area Structure Plans (ASP) – Public Engagement Plan

Introduction

This report presents the Public Engagement Plan (PEP) for the Wave One DAP and ASP Project. See Attachment 1 for the full PEP.

Council Public Engagement Policy C-AD51: Public Engagement requires that the PEPs for County initiated plans, studies, or reports be presented to Council. The proposed PEP aligns with the intent of Policy C-AD51 for Municipal Development Plan (MDP) and ASP amendments through the scope provided in the below Analysis Section.

Facts (Background Information):

The Wave One DAP and ASP Project represents the first implementation phase of the ASP Prioritization Project that was approved by Council on February 10th, 2026. This Wave modernizes the County's approach to Area Structure Plans by creating the River's Edge Development Area Policies within the County's Municipal Development Plan (MDP), rescinding the Woodbend-Graminia Area Structure Plan, and rescinding the Entwistle Area Structure Plan.

The goals of the ASP Prioritization Project are being carried forward into Wave One implementation, including:

1. Align ASP policies to the County's statutory and non statutory plans/initiatives;
2. Streamline services to reduce overall red tape;
3. Make ASPs living documents that are flexible and adaptable; and
4. Create policies and plans that are user friendly.

Attachments 2 and 3 show the location of the proposed River's Edge DAP and the location of the existing Entwistle and Woodbend Graminia ASPs respectively.

The Acheson ASP Update is also a part of Wave One but was accelerated at the direction of Council and the Senior Leadership Team to unlock future industrial and commercial development opportunities. Public Engagement for the Acheson ASP Update is already underway.

Analysis:

Public Engagement Plan

The proposed Wave One PEP will be carried out over two stages from May, 2026 to January, 2027 and includes the following engagement methods:

Entwistle ASP Rescinding

- Public Open House
- Chats with a Planner at Entwistle Community Recreation Centre
- Council Economic Diversification Committee Presentation
- Community Mailout / Letter Drop
- Project Webpage Online Engagement

River's Edge DAP Adoption / Woodbend Graminia ASP Rescinding

- Two (2) Public Open Houses
- Council Committee Presentations
- Community Leader's Workshop
- Project Webpage Online Engagement
- Take Home Engagement*
- Community Leader's Debrief*

*Take-home engagement and post take-home engagement debrief with community leaders is pending a successful application for grant funding.

Advertising

Advertising for these engagement events may include but is not limited to hardcopy posters, roadside signs, newspapers, YourParkland webpage(s) and project subscriber blasts, County digital boards, County website and social media posts, and promotional videos.

Timelines

Planning Coordination is proposing the following timelines for information sharing:

Item	Description	Duration
1	Governance and Priorities Committee Presentation – PEP Presentation	May 5 th , 2026
2	Stage 1 What We Heard Report Published	Late June, 2026
3	Stage 2 What We heard Report Published (River's Edge DAP / Woodbend-Graminia ASP Only)	Early October, 2026
4	Tentative Public Hearing (Entwistle ASP Rescinding)	October 13 th , 2026
5	Tentative Public Hearing (River's Edge DAP / Woodbend-Graminia ASP)	January 12 th , 2027

Please see the attached Public Engagement Plan for more detailed information.

Alignment with Council Strategic Plan 2022-2025

The Project aligns with the following Strategic Pillars:

Pillar A - Complete Communities

- A1: To ensure that County infrastructure meets the needs of residents, businesses, and industry.
- A2: To create a sense of belonging and well-being by enriching our communities with relevant amenities.

Pillar - Strategic Economic Diversification

- B1: To explore strategies that encourage new businesses to locate in Parkland County, with strategic emphasis on Acheson and the Wabamun area.
- B2: To add emphasis to recreation and rural tourism to diversify the County's economic opportunities.
- B3: To attract diversified energy investment in Parkland County.
- B4: To support existing and new businesses in Parkland County with a focus on micro and small businesses.

Pillar C - Respected Environment and Agriculture

- C1: To develop a policy framework that ensures the protection of environmentally significant areas.
- C2: To recognize the importance of preserving prime agricultural land available for production.
- C3: To support our agricultural community.

Pillar - Responsible Leadership

- D1: To ensure that County Council is supported by a robust and current framework of bylaws, policies, and plans.
- D2: To strive for organizational excellence in delivering County services and programs to residents, businesses, and community groups.

Conclusion/Summary:

Administration supports the proposed approach for the Wave One DAP and ASP Public Engagement Plan and recommends that the Governance and Priorities Committee (the "Committee") accept the report for information.

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Department: Development Services

Date written: April 20, 2026

Wave 1 Development Area Policies and Area Structure Plans Project Public Engagement Plan

KEY DATES:

River's Edge Development Area Policies / Woodbend Graminia Area Structure Plan Rescinding	
Stage 1 – Inform	
Public Engagement Advertising and Webpage Launch	Week of May 18 th -22 nd , 2026
Council Committees Touch Base	June, 2026
Public Open House	Week of June 8 th -12 th , 2026
Webpage Online Engagement Options	May 18 th -June 12 th , 2026
Publish What We Heard Report	Week of June 15 th -19 th , 2026
Stage 2 – Confirm	
Public Engagement Advertising and Webpage Launch	Week of August 17 th -21 st , 2026
Council Committees Touch Base	August, 2026
Community Leader's Workshop	Week of August 17 th -21 st , 2026
Take Home Engagement*	August 17 th – September 18 th , 2026
Community Leader's Debrief*	Week of September 21 st -25 th , 2026
Public Open House	Week of September 21 st -25 th , 2026
Webpage Online Engagement Options	August 17 th -September 25 th , 2026
Publish What We Heard Report	Week of September 28 th to October 2 nd , 2026
Approvals	
First Reading	December 8 th , 2026
Public Hearing**	January 12 th , 2027
Second Reading**	January 12 th , 2027
Third Reading**	January 12 th , 2027

*Take-home engagement and post take-home engagement debrief with community leaders is pending a successful application for APPI 2026 Innovation Grant Funding.

**All dates post-First Reading are tentative until Council passes a motion to carry First Reading and set the Public Hearing, Second Reading, and Third Reading dates. Council or administration may still adjust these dates based on level of concern submitted through circulation and general engagement of the Bylaw.

Entwistle Area Structure Plan Rescinding	
Stage 1 – Inform	
Public Engagement Advertising and Webpage Launch	Week of May 18 th -22 nd , 2026
Council Economic Diversification Committee Touch Base	June, 2026
Chats with a Planner at Entwistle Community Rec Centre	Once Monthly May-August, 2026
Mailout / Letter Drop	Week of May 18 th -22 nd , 2026
Public Open House	Week of June 8 th -12 th , 2026
Webpage Online Engagement Options	May 18 th -June 12 th , 2026
Publish What We Heard Report	Week of June 22 nd -26 th , 2026
Approvals	
First Reading	September 8 th , 2026
Public Hearing*	October 13 th , 2026
Second Reading*	October 13 th , 2026
Third Reading*	October 13 th , 2026

*All dates post-First Reading are tentative until Council passes a motion to carry First Reading and set the Public Hearing, Second Reading, and Third Reading dates. Council or administration may still adjust these dates based on level of concern submitted through circulation and general engagement of the Bylaw.

ENGAGEMENT PURPOSE

To inform and gather input from the general public and project interest holders for the:

- Rescinding of the Entwistle and Woodbend-Graminia Area Structure Plans (ASPs);
- Creation of the River’s Edge Development Area Policies (DAP) within the County Municipal Development Plan; and
- Amending of other planning documents required to ensure continuity in the County’s planning framework (i.e. amendments to Municipal or Intermunicipal Development Plans and Land Use Bylaw regulations)

PUBLIC ENGAGEMENT APPROACH

This Project consists of two (2) engagement stages. Stage 1 includes both Entwistle and River’s Edge engagement, while Stage 2 includes only River’s Edge as it is the more complex area of the Project and warrants an additional engagement stage

Stage 1 Engagement (Both Entwistle and River’s Edge / Woodbend-Graminia)

PUBLIC OPEN HOUSES

- Proposed Dates & Times: During the week of June 8th-12th, 2026, 4-7pm
- Proposed Locations:
 - Entwistle – Entwistle Recreation Centre or Entwistle Hall (pending availability)
 - River’s Edge – Clymont Hall or Woodbend Hall (pending availability)
- Proposed Engagement Tools
 - Project information boards
 - Feedback Frames with options to indicate level of support for proposed policy amendments

- Feedback Wall where participants can view Frequently Asked Questions, project definitions, and post their feedback with sticky notes
- Ability to talk with Subject Matter Experts and other County Staff about the project

YOURPARKLAND WEBPAGE ONLINE QUESTION AND ANSWER TOOL

- Proposed Date & Time: Week of May 18th - Week of June 12th, 2026, 8am launch and closure
- Tool will allow project subscribers to ask questions about the project to County Subject Matter Experts
- Questions and answers that do not contain personal information will be posted on the website for other subscribers to view
- Questions and answers that do contain personal information will be hidden and replied to privately

COUNCIL COMMITTEES TOUCH BASE

- Proposed Dates and Time: June, 2026 (exact time and location to be determined pending on Committee schedules)
- Entwistle: Present to Economic Diversification Committee
- River's Edge: Present to Community Sustainability Committee, Agricultural Service Board, and Economic Diversification Committees
- Provide the Committees with an overview of the project and proposed policy amendments
- Allow Committee an open forum to ask questions and provide feedback
- Advertise other public engagement events and opportunities for input

CHAT WITH A PLANNER (ENTWISTLE SPECIFIC)

- Proposed Dates & Times: Once a month from May -September, 8:30am-4:30pm (exact dates to be determined based on Planning and Development summer Entwistle visitation schedule)
- Proposed Location: Entwistle Recreation Centre
- Proposed Engagement Tools
 - Ability to talk with Subject Matter Experts and other County Staff about the project

Stage 2 Engagement (River's Edge / Woodbend Graminia Only)

PUBLIC OPEN HOUSE

- Proposed Date & Time: During the week of September 21st-25th, 2026
- Proposed Locations:
 - Clymont Hall or Woodbend Hall (pending availability)
- Proposed Engagement Tools
 - Project information boards
 - Feedback Frames with options to indicate level of support for proposed policy amendments
 - Feedback Wall where participants can view Frequently Asked Questions, project definitions, and post their feedback with sticky notes
 - Ability to talk with Subject Matter Experts and other County Staff about the project

YOURPARKLAND WEBPAGE ONLINE QUESTION AND ANSWER TOOL

- Proposed Date & Time: Week of August 17th – September 25th 2026, 8am launch and closure
- Tool will allow project subscribers to ask questions about the project to County Subject Matter Experts
- Questions and answers that do not contain personal information will be posted on the website for other subscribers to view
- Questions and answers that do contain personal information will be hidden and replied to privately

COUNCIL COMMITTEES TOUCH BASE

- Proposed Dates and Time: August, 2026 (exact time and location to be determined pending on Committee schedules)
- Present to Community Sustainability Committee, Agricultural Service Board, and Economic Diversification Committees
- Provide the Committees with an overview drafted Development Area Policies related planning amendments (if any) and what was heard from Stage 1 engagement
- Allow Committee an open forum to ask questions and provide feedback
- Advertise other public engagement events and opportunities for input

COMMUNITY LEADER'S WORKSHOP

- Proposed Dates & Times: Week of August 17th-21st, 2026, 5-7pm (exact day to be determined pending location availability)
- Proposed Location: Clymont Hall, Graminia Hall, or Woodbend Hall (pending availability)
- Proposed Engagement Tools
 - Small-group facilitated discussion and activities
 - Ability to talk with Subject Matter Experts and other County Staff about the project
 - May include dry run of take-home engagement pending success of APPI Innovation Grant application

TAKE-HOME ENGAGEMENT GAME NIGHTS

- Note: This engagement tool is dependent upon the success of pending success of an APPI Innovation Grant application
- Proposed Dates & Times: August 24th to September 18th, 2026, evening
 - Exact dates to be determined by Community Leaders
 - A Community Leader is a Project Interest Holder that has volunteered to host a game night
 - Community Leaders to be identified through Stage 1 Engagement and Stage 2 advertising
- Proposed Location: Community Leader's residence or place of their choosing
- Proposed Engagement Tools
 - A fun, simple, and interactive game that Community Leaders can take home to host a game night with their families and neighbours
 - Game may ask prompting questions about concerns, hopes, and ideas are for Development Area Policies in River's Edge

- Video instructions
- Funds to assist Community Leaders with hosting a meal at their game night

COMMUNITY LEADER'S DEBRIEF

- Note: This engagement tool is dependent upon the success of pending success of an APPI Innovation Grant application
- Proposed Dates & Times: Week of September 21st-25th, 2026, 5-7pm (exact day to be determined pending location availability)
- Proposed Location: Clymont Hall, Graminia Hall, or Woodbend Hall (pending availability)
- Proposed Engagement Tools
 - Small-group facilitated discussion and activities regarding what was learned from take-home engagement activity
 - Ability to talk with Subject Matter Experts and other County Staff about the project

INTEREST HOLDERS

Please see the attached list of internal and external project interest holders. Internal interest holders will be engaged throughout the project through working groups and referrals, while external interest holders will be invited to participate in the project public engagement events, and will have the finalized policy amendments sent to them as part of the circulation process prior to First Reading.

RISKS AND MITIGATIONS

Strong Negative Public Reaction:

Interest holders within the ASP areas could have very strong reactions and diverse opinions regarding future land use. Interest holders may also have strong attachment to specific existing ASP policies that they rely on to ensure surrounding development is compatible with their own property. This project represents a shift in where secondary land use policy will lie in the County's planning framework, which could create uncertainty and frustration amongst interest holders.

MITIGATION

- Provide multiple avenues for engagement (In-person formal Open House, Chats with a Planner, interest holders workshops, project webpage Q&A tool)
- Be clear on key messaging and expectations throughout the entire project (policy change is occurring to provide more predictability, clarity, and certainty to the County's planning processes)
- Provide consistent touchpoints to Senior Leadership Team and Council through the Director of Planning and Development Services to ensure that the project is going in the right direction and has buy-in

Low Public Engagement Turnout

Risk of low engagement turnout due to lack of interest or lack of understanding of the project and its potential impacts, or hazardous conditions (wildfire, thunderstorms, power outages, etc.)

MITIGATION

- Advertise engagement events early and widely
- Ensure in-person engagement locations take place in buildings with suitable ventilation and emergency equipment, preferably County -operated facilities or modernized Community Halls
- Provide alternate means of engagement to in-person Open House (project webpage Q&A tool, monthly Chats with a Planner, building parkland email, etc.)

COMMUNICATIONS TACTICS

Communications Tactic	Estimated Run Time	Responsibility	Launch Date
Posters in Parkland County Centre and Entwistle Community Recreation Centre	Run prior to and during public engagement period	Planning Coordination provides content and distributes Comms to create poster	May 18 th – September 25 th , 2026
Newspapers (Community Voice, Pembina Post, Spruce Grove Examiner / Stony Plain Reporter)	Two weeks of ads in run-up to public engagement Stages 1 and 2	Planning Coordination provides content Comms to create ads and launch	Submit to papers so that ads can run in mid-late May, 2026 for Stage 1, mid-late July for Stage 2
Letter drop / Mailouts	Deliver to addresses in Entwistle prior to public engagement Stage 1	Planning Coordination	Mail or deliver in mid-late May, 2026
Roadside Signs	Run for two weeks prior to Public Open Houses	Planning Coordination provides content Comms creates ads and launches	Stage 1 – Week of May 18 th – 22 nd , 2026 Stage 2 – Week of August 17 th -21 st , 2026
YourParkland Page(s)	Create project webpage(s) on YourParkland. Launch at the opening of the advertising period for project engagement. Include project milestones, purpose, engagement materials, FAQs, and a Q&A Tool	Planning Coordination provides content, launch, and maintains Comms to create webpage(s)	May 18 th , 2026 – January 29 th , 2027
YourParkland Page Subscriber Blasts	Recurring email updates prior to public engagement up until the Notice of Public Hearings	Planning Coordination	May 18 th , 2026 – January 12 th , 2027



Wave 1 DAP and ASP Public Engagement Plan

Parkland County Centre and Entwistle Community Recreation Centre Digital Boards	From confirmation public engagement launch until Public Hearing Dates	Planning Coordination provides content Comms to create ads and launch	May 18 th , 2026 – January 12 th , 2027
County Social Media Posts	Run prior to and during public engagement period	Planning Coordination provides content Comms to create ads and launch	May 18 th , 2026 – January 12 th , 2027
County Website News Ticker and Events Calendar	Run prior to and during public engagement period	Comms	May 18 th , 2026 – January 12 th , 2027
Social Media Posts	Run prior to and during public engagement period	Planning Coordination provides content Comms to create ads and launch	May 18 th , 2026 – January 12 th , 2027
Promotional Video on YourParkland page	Run prior to and during public engagement period. Pending capacity of Comms team	Planning Coordination provides content Comms to create ads and launch	May 18 th , 2026 – January 12 th , 2027



APPROVALS

Created By: Derek Macdonald, Planner II,
Planning Coordination

March 18th, 2026

Reviewed By: Natasha De Sandi, Manager,
Planning Coordination

March 27th, 2026

Approved By: Justin Young, Director, Planning
and Development Services

April 9th, 2026

A handwritten signature in black ink, appearing to be "Justin Young", written over a horizontal line.

Date & Signature

River's Edge External Interest Holders

Type	Identified Group
Community Groups and Associations	
Community Groups	North Saskatchewan Watershed Alliance (NSWA)
	Edmonton Area Land Trust
	River Valley Alliance
	Clifford E. Lee Nature Sanctuary
	Edmonton River Valley Conservation Coalition
	Nature Conservancy of Canada
	Ducks Unlimited Canada
	University of Alberta Botanic Garden
Community Leagues	
Community Leagues	Clymont Community League
	Graminia Community League and Social Society
	The Woodbend Community Society
Industry Groups	
Advocacy/Industry Groups	Greater Parkland Regional Chamber of Commerce
Private Companies	
Private Organizations	Blackhawk Golf Club & Estates
	Edmonton Petroleum Golf and Country Club
	Blue Meadows (Edmonton Police Association)
Agencies / Public Organizations	
Indigenous Nations	Enoch Cree Nation
Adjacent Municipalities	City of Edmonton
	Town of Devon
	Leduc County
National / Provincial Organizations	Alberta Transportation and Economic Corridors
	Alberta Environment and Protected Areas (Wetlands)
	Alberta Environment and Protected Areas (Water Act)
School Divisions	Parkland School Division
	Evergreen Catholic School Division
Airports	Parkland Airport

Entwistle External Interest Holders

Type	Identified Group
Community Groups and Associations	
Community Groups	4H Club-Parkland/Evansburg District Council
Community Leagues	
Community Leagues	Entwistle Community League
Industry Groups	
Advocacy/Industry Groups	Greater Parkland Regional Chamber of Commerce
	Evansburg & Entwistle Chamber of Commerce
Private Companies	
Private Organizations	CN Rail
Agencies / Public Organizations	
Adjacent Municipalities	Yellowhead County
National / Provincial Organizations	Alberta Transportation and Economic Corridors
	Alberta Environment and Protected Areas (Wetlands)
	Alberta Environment and Protected Areas (Water Act)
	Alberta Forestry and Parks (Parks Division - Edmonton)
School Divisions	Parkland School Division
	Evergreen Catholic School Division

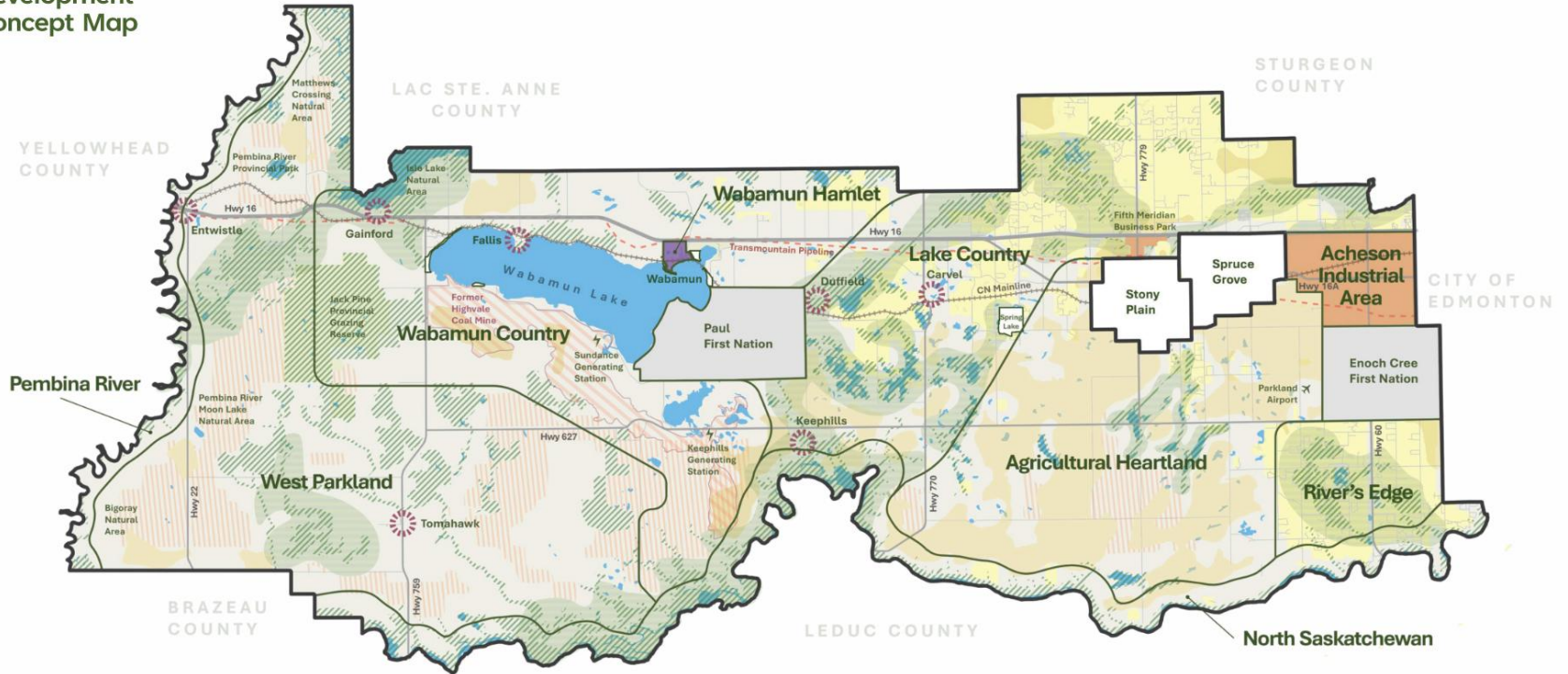
Internal Interest Holders

Department or Work Unit	Contacts Name
Engineering Services	Jody Hancock
Strategic Growth	Clarence Wong
Governance and Engagement	Lois Tyerman
Economic Growth	Denise Carlson
Planning and Development Services	Justin Young
Planning Advisory	Brandon Langille
Agriculture and Environment	Krista Quesnel
Community Services	Brandon Sidhu
Assessment and Tax	Michelle Kirchmayer
Subdivision Planning	Jessica Harnden
Development Planning	Aman Jhawer
Fire	Brian Cornforth
Legislative Services	Odessa Bartel
Senior Leadership Team	Dana Schlecker

Attachment 2: Municipal Development Plan Development Concept Map

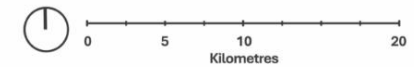
Parkland County Municipal Development Plan
Chapter 2: Development Concept

2.3 Development Concept Map



Legend

- Municipal Boundaries
- Special Area Boundaries
- First Nation Reserves
- Villages & Summer Villages
- ✿ Hamlets
- Highway and Major Road Corridors
- - - Interregional Pipeline Corridors
- Interregional Rail Corridors
- Former Mine Areas
- Water
- Rural Agricultural Areas
- Prime Agricultural Areas
- Major Employment Areas
- Priority Growth Hamlets
- Country Residential Areas
- High Priority Landscapes
- Environmentally Significant Areas
- Confined Feeding Operation Compatible Areas

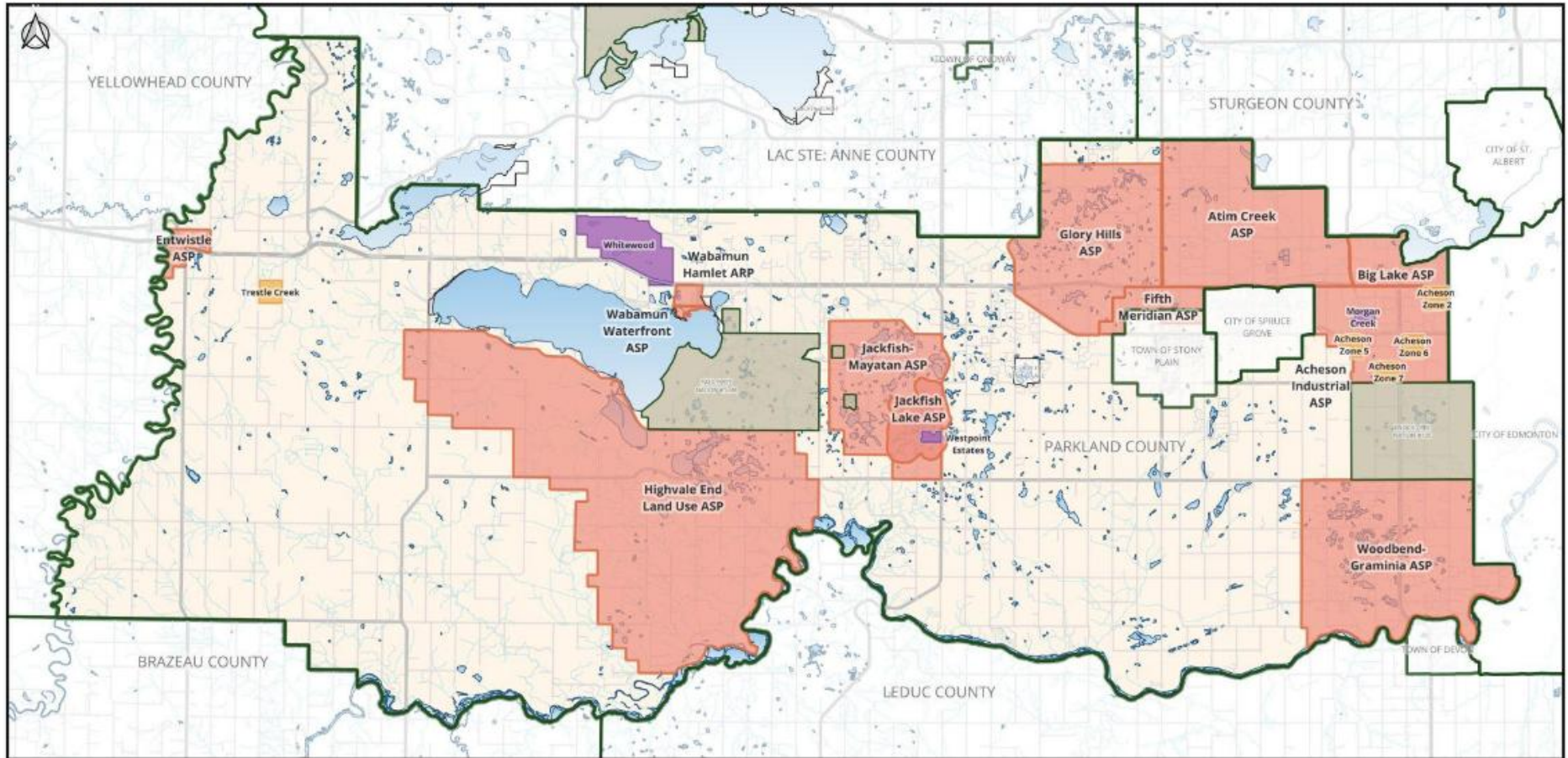


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Figure 4. Development Concept Map

Attachment 3: Parkland County Secondary Plans In Effect

Map of In-Effect Plans



Legend

- Conceptual Schemes
- Outline Plans
- Area Structure Plans
- Parkland County
- Waterbodies
- First Nation Reserve Lands

