



**CROWSNEST PASS**  
*Naturally Rewarding*

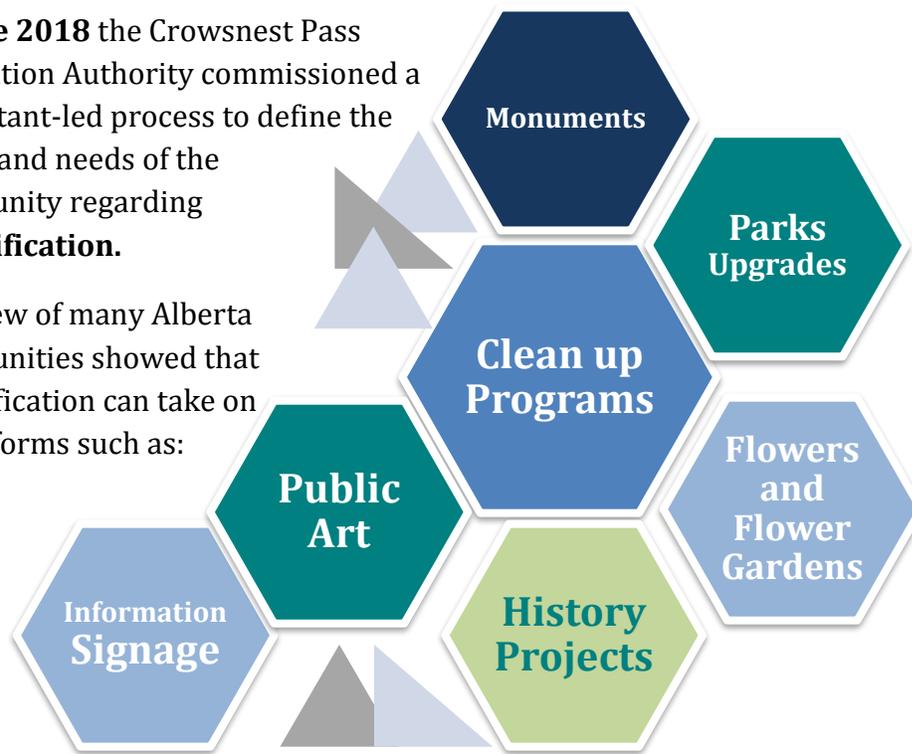
**Community  
Beautification  
Initiatives Report**

**Facilitation by Straight Arrow Consulting Fed.  
November 2018**

# Introduction

In **June 2018** the Crowsnest Pass Recreation Authority commissioned a consultant-led process to define the wants and needs of the community regarding **Beautification**.

A review of many Alberta communities showed that beautification can take on many forms such as:



**BEAUTIFICATION** is the process of making observable enhancements to the aesthetic of a person, place or thing. **Municipal beautification** means enhancing the community to be more attractive as a whole while taking into consideration the diverse values of community residents. Municipal beautification also has a **'value-added'** proposition whereby in making the investment in the community the investors will receive economic or aesthetic return.

## The Value of Beautification

### Sales and Service Businesses

Beautification draws customers, enhances shopper experience, and improves store appeal by creating a positive aesthetic environment that attracts and welcomes customers of local businesses.

Beautification helps business ventures by developing positive environments which allow them to:

- Be Associated with a positive community culture which
- Attracts and Retain Customers
- Attracts and Retain Employees

## Tourism

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**Beautification** helps to draw tourists to a community. Tourists are more inclined to visit communities - where they will shop, stay and explore - that have aesthetic appeal and show thoughtful beautification efforts.

The Value of **Word of Mouth**: When people go to see a new community they often share their experience with friends, family, co-workers, neighbours and – these days – *everyone* on Facebook. They talk about the whole experience including how the community presented itself and how accommodating the community was. An aesthetically pleasing community will be well spoken of.



**Word of mouth** marketing is the most valuable source of marketing. According to a Nielsen study, **92%** of consumers believe suggestions from friends and family more than they do advertising!

## Community Pride

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Beautification strengthens **community pride** by providing a positive, upbeat and pleasing environment in which to live and prosper.<sup>1</sup>

Beautification is very much defined by the values of the community and the community sets their priorities. Beautification is a significant investment in many ways. Monuments, parks, and the commissioning of public art can be expensive to install and maintain. Costs can be minimized through community support, volunteer labour, grants, and public donations.

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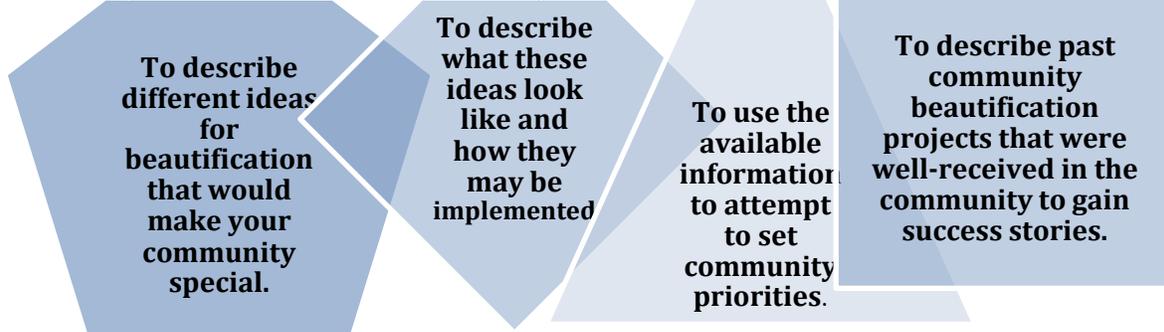
<sup>1</sup> Bisco Werner 1996, Brethour 2007, Frank 2003, McPherson 2004, PNLA 2009, Wolf 1998

## Beautification Process

The Crowsnest Pass Recreation Authority engaged community input in order to ensure that any initiatives had support from the community itself and represented their priorities.

### Community Open House:

Hosted on June 21<sup>st</sup> 2018, with Four objectives:



## Outcome

There was good attendance at the meeting, with approximately 40 participants. The group examined and discussed the following subject areas:

- The group examined **Past Projects** and ranked them by what they felt contributed most to community beautification.
- Developed **new ideas** for beautification through a group brainstorming session.
- Further developed new ideas individually. Individual write-ups included a **project description, accountabilities, cost, location, and special considerations.**
- Established **priorities** by ranking the new ideas.

### Consultant Observations

*-based on doing projects of this type-*

Good attendance numbers based on community size and time of year.

Participants are **passionate** and **proud** of their community.

Participants were engaged in the process and did their best to work within the parameters of the community's resources.

## Community Survey

A community survey, using a web-service called “Survey Monkey,” was organized in order to provide an opportunity for the entire community to respond to the work done by the Community Open House participants. The survey was released in early fall and aimed to reach residents that were unavailable during the summer Community Open House.

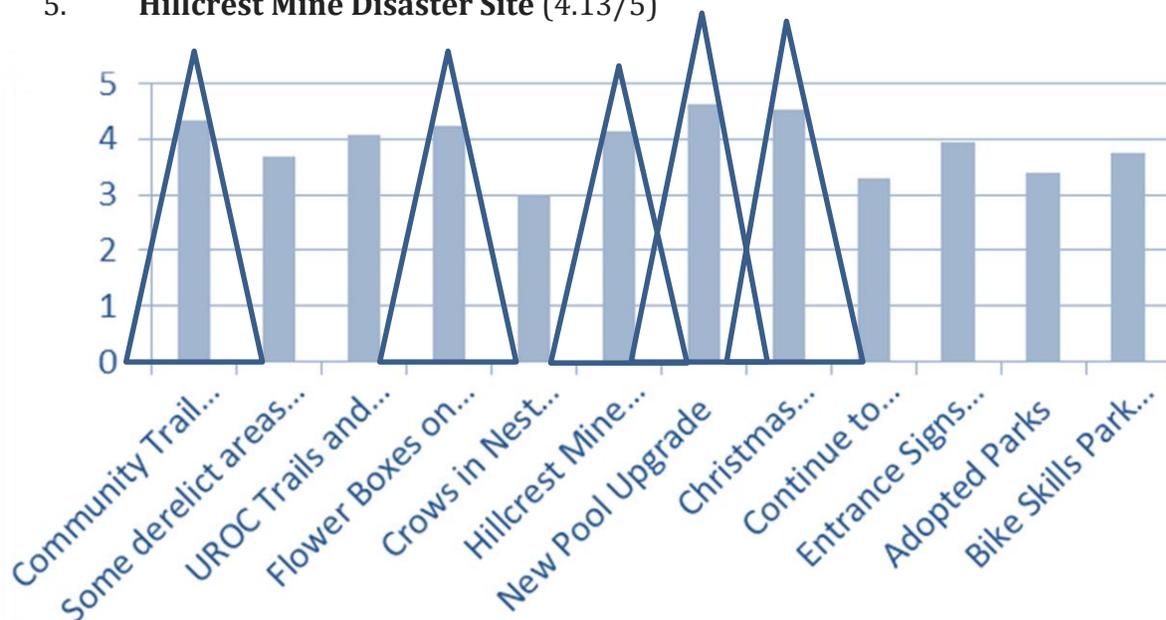
**The survey yielded 169 respondents** from a community of approximately 5600 residents. 169 respondents indicates a margin of error would be + or - (10%) which is acceptable.

### Outcome

#### 1. A Successful History

The survey asked residents to rank Past Projects by success. The following items were listed as the most successful in contributing to the beautification of the community.

1. **New Pool Upgrade** (4.62/5)
2. **Christmas Lights at Gazebo Park** (4.54/5)
3. **Community Trails** (4.32/5)
4. **Flower Boxes on Main Street** (4.25/5)
5. **Hillcrest Mine Disaster Site** (4.13/5)

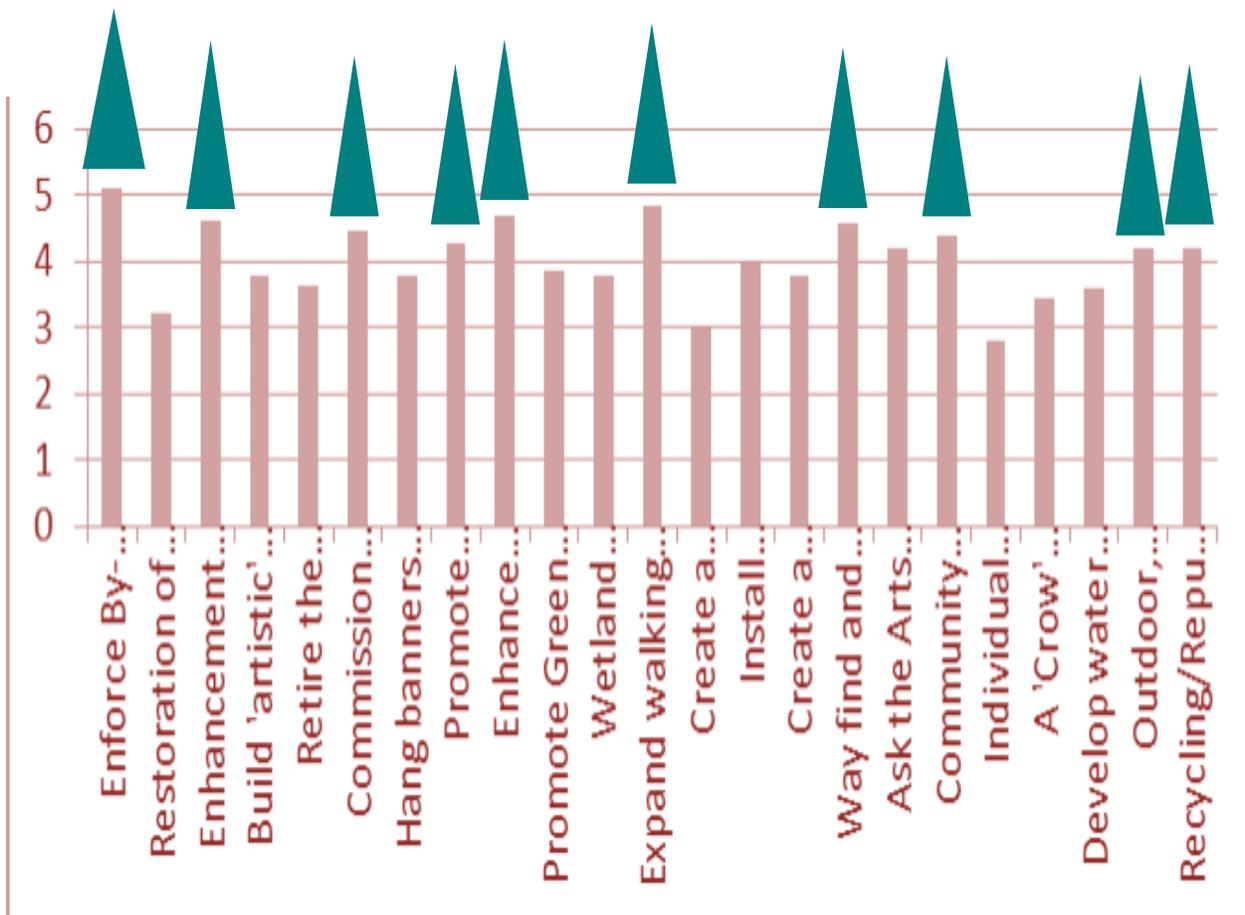


It is interesting to note that some top ranked projects are large and expensive, like the pool upgrades and the trail system. While others, such as the Christmas lights at Gazebo Park and the Flower boxes on Main Street, are relatively inexpensive. The impact of projects does not have a direct relationship with dollars spent.

## 2. Beautification Priorities

The survey asked residents to rank new initiatives by priority. Top priorities ranked by popularity:

1. Enforce By-Laws on **unsightly premises** - especially derelict properties - and encourage community and business clean-up with incentives. (5.1/6)
2. Expand **walking trails** in the community. (4.85/6)
3. Enhance **Flowers and landscaping** in the community. (4.69/6)
4. Enhancement of the **community trails** with facilities and maintenance. (4.6/6)
5. Wayfinding and trailhead **signage** for the trails system. (4.58/6)
6. Commission the **painting murals** on walls of prominent properties. (4.46/6)
7. Community **trail improvement** from Hillcrest to Frank. (4.38/6)
8. Promote **Communities in Bloom** to have a higher profile. (4.29/6)
9. Develop **water infrastructure** on Main Street to support greenery. (4.2/6)
10. Recycling/Repurposing in **aged equipment and debris**. (4.2/6)



### 3. Suggested Initiatives

Question 3 asked, “Do you have an idea for an initiative not listed above?” There were **59 respondents** and 108 non-respondents.

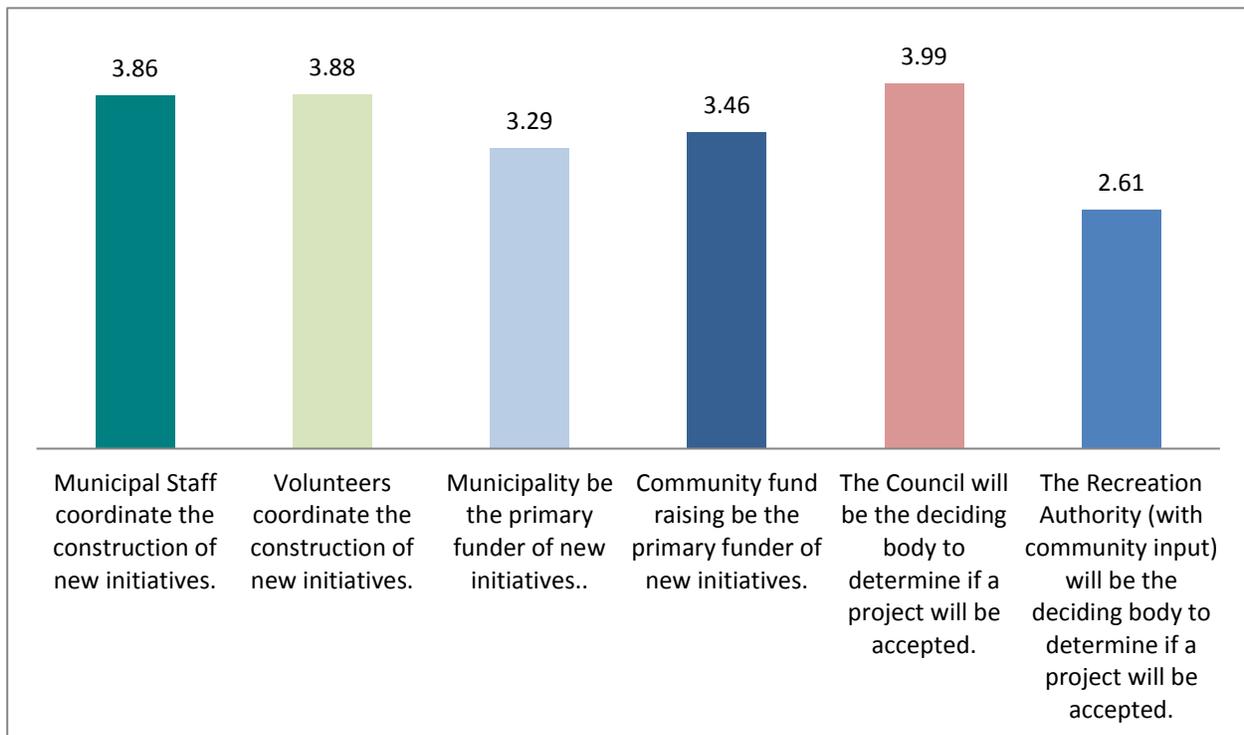
There were no specific initiatives that emerged, however, the common themes revolved around the following (in order of frequency):

1. Community **Clean-up** of individual property and public land
2. Improve **Flowers, Plants, and Landscaping** along main streets and park walkways.
3. Promote **Public Art** at various levels

### 4. Roles and Responsibilities

The community felt that that Council should be the deciding body for the commissioning of beautification initiatives; followed by a tie between Municipal staff and community Volunteers. The Recreation Authority was thought to have a nominal role comparatively.

1. **The Council** will be the deciding body to determine if a project will be accepted.
2. **Municipal Staff** coordinate the construction of new initiatives.
3. **Volunteers** coordinate the construction of new initiatives.



## 5. Other Involvement

Question 5 asked, “Who else should be involved if not the aforementioned parties?” There were **40 respondents** and 127 non-respondents.

In direct response to the question, no common theme of accountability emerged. Responses were very diverse, ranging from community responsibility to various levels of government being responsible. The only response that emerged with some continuity was:

1. Use any available **Grant Funding** to support projects.

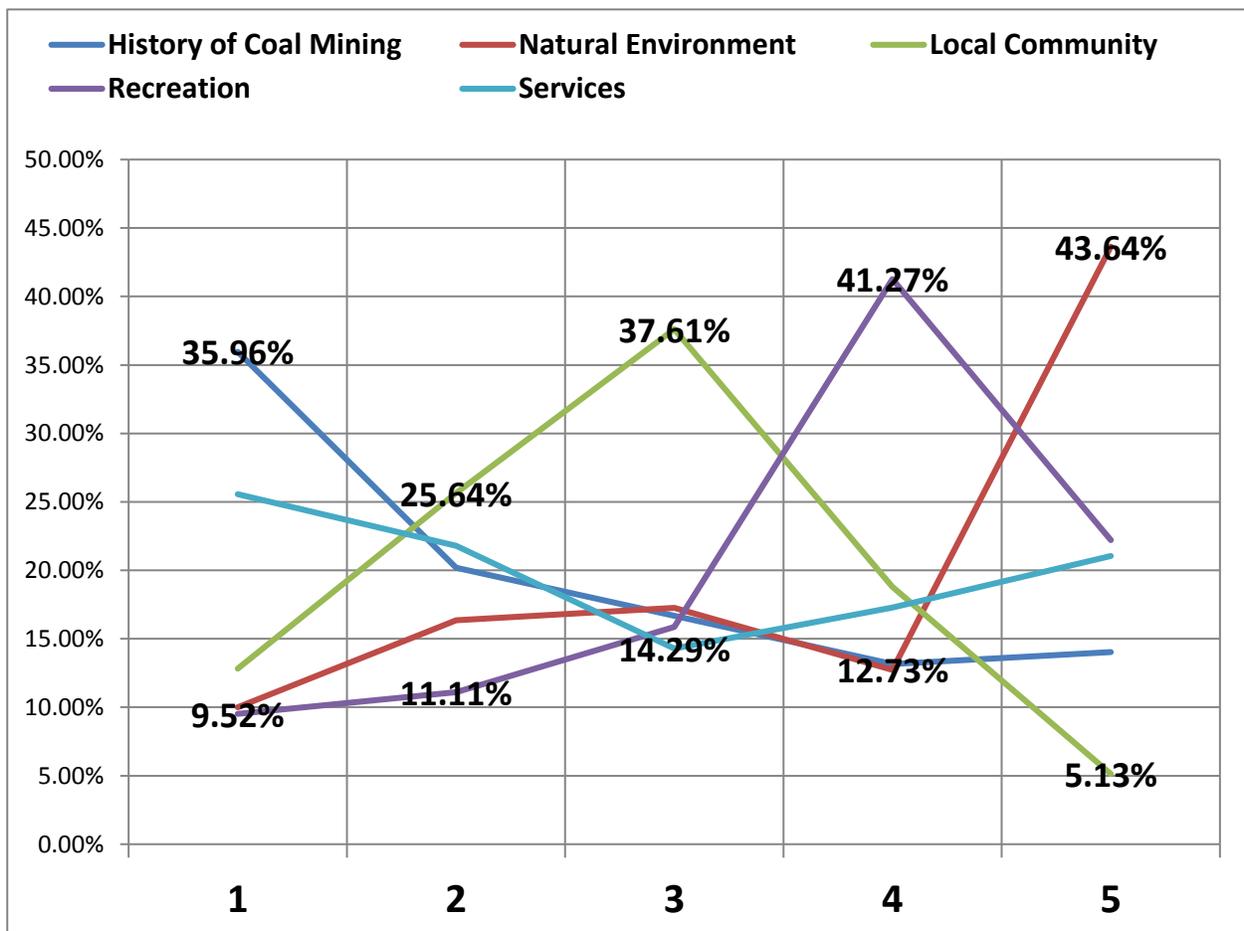
## 6. Community Values

Question 6 asked, “What does the community think is most valued by the community in the beautification process?” The Primary Community value emerged as:

1. We are about the beauty of the **Natural Environment** of the area.

With a secondary community value as:

2. We are about outdoor **Recreation** pursuits of the area like hiking, fishing, etc.



## 7. Other Values

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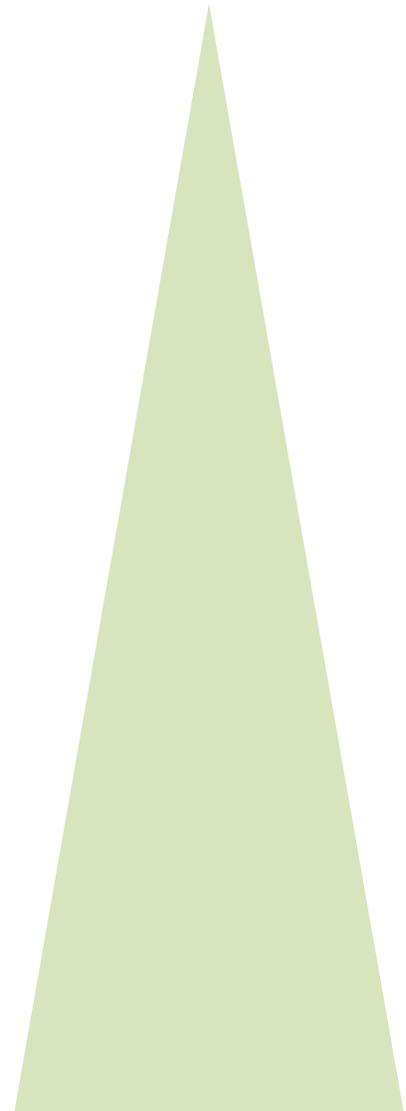
Question 7 asked, “Do you think "We Are" something different than listed above?” There were 26 respondents and 141 non-respondents. The top three themes presented were:

1. We are about the **Natural Environment** and **Recreational** pursuits of the area.
2. We are about the **History** of the area/community.
3. We have a strong **Arts and Culture** theme in the community

## Conclusion

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The following recommendations are taken from the information provided by the participants at the Open House and from the Community Survey questionnaire. The size, financial capacity, and ability of the community to undertake projects, have also been factored into the recommendations. In a number of cases, the preferred initiatives were interconnected and so they were combined for efficiency.



## **Recommendation One: Enforcement of Community Standards Bylaw**

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The most popular initiative was the development of a process to deal with unsightly premises. Of the top initiatives this will combine the following:

- a. The enforcement of Bylaws related to unsightly premises.
- b. The recycling/repurposing of aged equipment and debris.

\*Attachment 1 is the action sheet to support these initiatives

## **Recommendation Two: Trails Upgrades**

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Trail enhancement and development emerged as the second priority. Of the top initiatives this will combine the following:

- a. Enhancement of the Community Trails with facilities and maintenance.
- b. Expand walking trails in the community.
- c. Way find and trailhead signage for the trails system.
- d. Community trail improvement from Hillcrest to Frank.

\*Attachment 2 includes the action sheet to support these initiatives

## **Recommendation Three: Painting murals**

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Painting murals on the walls of prominent/significant buildings emerged as third priority.

\*Attachment 3 includes the action sheet to support this initiative.

## **Recommendation Four: Enhance Flowers and Landscaping**

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Enhance Flowers and Landscaping in the Community emerged as the fourth priority. Of the top initiatives this will include:

- a. Developing water infrastructure on Main Street to support greenery.

\*Attachment 4 includes the action sheet to support this initiative.



## Financial Recommendation

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That the Municipality of the Crowsnest Pass allocate an annual amount of **\$15,000.00** be directly applied to the support of beautification of the community AND further that depending on the initiative that additional funding be found through grants and community donations AND further that to help offset any ongoing maintenance costs that community volunteer support be developed.

## Time Lines and Financial Commitment

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### Recommendation One: Unsightly Premises Bylaw

Recommend an Unsightly Premises Bylaw be **approved in 2019** and the necessary training of staff-related accountabilities be implemented to enforce the bylaw.

### Recommendation Two: Trails Upgrades

Recommend that in **2019** that **municipal** and **volunteer labour** undertake the improvement of trails and signage in the amount of **\$9,000.00** municipal dollars plus any additional fundraising be allocated to this project.

### Recommendation Three: Painting murals

Recommend that in **2019** an amount of **\$3,000.00** of municipal dollars be allocated to painting of murals within the community.

### Recommendation Four: Enhance Flowers and Landscaping

Recommend that in **2019** that a review and subsequent report be developed to determining the cost and feasibility of improving landscaping including the necessary supporting infrastructure. The report is to have a budget of **\$3,000.00** of municipal dollars for development.

**\*Attachment 1: Community Standards Bylaw**

<b>Topic</b>	Clean up and <b>address unsightly premises</b>					
<b>Concept</b>	<ul style="list-style-type: none"> <li>• Clean up unsightly residences/businesses in the community</li> <li>• Clean up waste such as scrap piles, waste and debris on industrial, commercial, and residential properties.</li> <li>• Enforce the bylaw</li> <li>• Offer and organize help for seniors</li> </ul>					
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Present a more positive impression to visitors, a more pleasing atmosphere for residents, and to show pride in our community.</li> <li>• Recognize that unsightly premises detract from our community and undo other beautification efforts</li> <li>• Provide more attractive community for new residents and businesses</li> <li>• Clean-up tends to encourage other related efforts</li> </ul>					
<b>Target</b>	Priority ratings (1 Low to 6 High)					
	Residents: 6	Youth: 6	Adults: 6	Seniors: 6	Tourists: 6	Drivers: 6
<b>Location</b>	<b>High visibilities areas</b> have the highest priority as they will be most impactful					
<b>Parties</b>	<ul style="list-style-type: none"> <li>• Consequences: <ul style="list-style-type: none"> <li>○ Municipality through <b>bylaw enforcement</b> and setting an example</li> <li>○ Leaders committee</li> </ul> </li> <li>• Incentives: <ul style="list-style-type: none"> <li>○ 'Free' house clean-up, painting, and restoration by a body of community volunteers</li> <li>○ Clean-up Society needs to be inspiring</li> <li>○ Scrap recyclers that pick up and pay</li> <li>○ Beautification contest or challenge</li> </ul> </li> </ul>					
<b>Resources</b>	Labour	<b>Bylaw Officer</b>				
	Materials	None required				
	Design	Targeting clean-up sites individually				
	Approvals	<b>Council Approval of Bylaw</b>				
	Timing	<b>2019</b> commence				
	Cost	<ul style="list-style-type: none"> <li>• Increased role of Bylaw Officers</li> <li>• Offset by scrap buyers</li> <li>• Potential Large number of volunteer hours</li> </ul>				

## Attachment 2: Pathways

<b>Topic</b>	Enhancing community trails					
<b>Concept</b>	<ul style="list-style-type: none"> <li>• Enhancement of the community trails with facilities and maintenance.</li> <li>• Expand walking trails in the community.</li> <li>• Way find and trailhead signage for the trails system.</li> <li>• Community trail improvement from Hillcrest to Frank.</li> <li>• Some lighting</li> <li>• Bear smart receptacles</li> <li>• Washrooms</li> <li>• Doggie bag receptacles</li> <li>• Kiosks with animal identification along the walking trails</li> </ul>					
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Encourage more public use of walking trails – keeping the community active</li> <li>• More user-friendly for non-residents</li> </ul>					
<b>Target</b>	Priority ratings (1 Low to 6 High)					
	Residents: 6	Youth: 3	Adults: 5	Seniors: 4	Tourists: 2	Drivers: 1
<b>Location</b>	Community trails					
<b>Parties</b>	Municipality					
<b>Resources</b>	Labour	Municipal Staff and Volunteers				
	Materials	Park Amenities				
	Design	Architect, Engineer, landscaper as required				
	Approvals	Development and building permits				
	Timing	Commence <b>2019</b>				
	Cost	<b>\$9,000.00</b> new dollars plus grants and volunteer donations/labour				

### Attachment 3: Wall Murals

<b>Topic</b>	Murals (on walls of businesses)					
<b>Concept</b>	<ul style="list-style-type: none"> <li>• Huge paintings on empty brick walls (like those popular in Montreal and Europe), water tower, fences etc.</li> <li>• Showcasing local history and stories</li> <li>• Encourage <b>artists and business</b> to pair together, to offer space and provide talent to create murals keeping with the theme of ‘naturally rewarding’ – mountain activities like skiing, biking, hiking, climbing etc.</li> </ul>					
<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Beauty; adds visual interest and showcases unique history and stories</li> <li>• Attract visitors</li> <li>• Emphasize to the community and to visitors all of the positive things our community has to offer</li> <li>• Showcase artists and community pride</li> </ul>					
<b>Target</b>	Priority ratings (1 Low to 6 High)					
	Residents: 6	Youth: 6	Adults: 6	Seniors: 5	Tourists: 6	Drivers: 5
<b>Location</b>	<ul style="list-style-type: none"> <li>• On empty outdoor walls of buildings throughout the community (Spry has already offered their wall!)</li> <li>• Other examples could be: Sears building, Spry, Saloon, Municipal office etc.</li> </ul>					
<b>Parties</b>	<ul style="list-style-type: none"> <li>• <b>Artists collective and Arts Council</b>; local artists in the community</li> <li>• Municipality puts a plan and encouragement in place – maybe helps with grants so that business can make it happen.</li> <li>• Non-profit art groups manage and fundraise with municipal support and bylaw approvals</li> </ul>					
<b>Resources</b>	Labour	<ul style="list-style-type: none"> <li>• Individual artists or teams of artists</li> <li>• Development committee?</li> </ul>				
	Materials	<ul style="list-style-type: none"> <li>• Brushes, tools, paint etc.</li> <li>• Long-lasting and durable paint so that maintenance is minimal</li> </ul>				
	Design	<ul style="list-style-type: none"> <li>• Local artists to collaborate with individual businesses</li> <li>• Municipal buildings approved by Council</li> <li>• Focus on local history/community pride</li> </ul>				
	Approvals	<ul style="list-style-type: none"> <li>• Business/property owners</li> <li>• Municipal Council</li> <li>• Heritage Initiative</li> </ul>				
	Timing	<ul style="list-style-type: none"> <li>• Begin initiatives as soon as possible but establishing the process over the <b>next 5-10 years</b></li> <li>• Ongoing at a rate of <b>1 per year minimum</b></li> </ul>				
	Cost	<ul style="list-style-type: none"> <li>• <b>\$3,000</b> available as a grant</li> <li>• Fundraising by non-profit groups</li> </ul>				

## Attachment 4: Flowers in Downtown

<b>Topic</b>	Flowers on Main Street Infrastructure for watering plant materials					
<b>Concept</b>	Make Main Street attractive and appealing					
<b>Purpose</b>	Main Street uplift					
<b>Target</b>	Priority ratings (1 Low to 6 High)					
	Residents:	Youth:2	Adults:5	Seniors:5	Tourists:5	Drivers:5
<b>Location</b>	Main Street					
<b>Parties</b>	Municipality/Volunteers					
<b>Resources</b>	Labour	Maintenance/Volunteer personnel				
	Materials	Baskets/Flowers/Water infrastructure				
	Design	Report to be developed on feasibility of program				
	Approvals	<b>Council Approval</b>				
	Timing	Fall <b>2019</b>				
	Cost	<b>\$3,000.00</b> for report				