Land Acknowledgment

The Town of Jasper respectfully acknowledges that we live, work, and gather in a beautiful valley where three rivers meet - this place we cherish is Treaty 6 and Treaty 8 territory, and within the Jasper House Métis District.

For generations, this land has been a place of movement and connection - a meeting ground, gathering place, travelling route, home and ancestral burial grounds for the Dane-zaa, Aseniwuche Winewak, As'inî'wa'chi Ni'yaw, Nêhiyawak, Anishinaabe, Secwépemc, and Îyethka Nakoda Wîcastabi along with Mountain Métis and Métis peoples.

We honour and recognize these deep and enduring relationships with the land.

We recognize that Indigenous Peoples were forcibly removed from this area and that many people have had limited opportunities to maintain an ongoing relationship with the land on which the Town of Jasper now sits.

The Municipality has invited Indigenous Partners of Jasper National Park to participate in the Town Plan project and will meet with those who wish to participate. The knowledge and perspectives shared by Indigenous Partners will help inform a Town Plan that supports the Municipality's commitment to Truth and Reconciliation.

We are engaging with Indigenous Partners separately on their own terms.

Building respectful relationships starts with learning.

Visit our website to explore resources and learn about your role in supporting Truth and Reconciliation.

Jasper-Alberta.ca/p/Truth-and-Reconciliation

Transfer of Authority: Land Use Planning and Development

The Municipality of Jasper and Parks Canada are working together to facilitate the transfer of land use planning and development authority from Parks Canada to the Municipality of Jasper.

Land Use Planning and Development

Land use planning and development is how communities decide where homes, public uses, parks, roads, and businesses should be built. Development rules provide direction for what types of buildings and surrounding spaces should look like. Land use planning helps create safe, sustainable, and vibrant communities.

The proposed transfer means that land use planning and development **decisions will be made at the local level** by an elected municipal council, rather than Parks Canada.

Town Plan Connection
The Municipality must develop a Town Plan to receive planning and development authority within the Jasper townsite from Parks Canada.

Authority over Land Use Planning and Development

Under the *Canada National Parks Act*, land use planning and development authority for the Town of Jasper currently rests with Parks Canada. Parks Canada oversees land use planning and development by:

+ Developing, implementing, and maintaining community plans
+ Making land use planning decisions
+ Issuing permit approvals and variances
+ Establishing and collecting permit fees
+ Approving land subdivisions
+ Managing development reviews and appeals
+ Ensuring compliance and enforcement

Parks Canada and the Municipality of Jasper are working together to transfer these responsibilities to the Municipality.

The Municipality of Jasper has the powers and authorities of a "town" as defined in the *Alberta Municipal Government Act*, except for those related to land use planning and development, annexation, and the environment. The Municipality of Jasper is also working with the Government of Alberta to assist with the transfer.

Timeline of Key Steps

2022

Request for Authority
In July 2022, the Municipality of Jasper asked Parks Canada to consider transferring responsibility for land use planning and development in the townsite to the Municipality.

2023

Public and Indigenous Consultations
Public and Indigenous consultations were held in early 2023 to seek feedback on the delivery of land use planning and development services within the Town of Jasper boundaries. A What We Heard Report was published in October 2023.

2024

Bill C-76
After the July 2024 Jasper Wildfire, the Government of Canada made transferring planning and development authority to the Municipality of Jasper a legislative priority by passing Bill C-76 in October 2024.

Bill C-76 removed legal barriers to the Municipality of Jasper exercising land use planning and development authority. However, additional steps are required before the Municipality of Jasper can fully assume land use planning and development authority.

2025

Letter of Understanding
In September 2025, Parks Canada and the Municipality of Jasper signed a Letter of Understanding. The letter represents the commitment of both parties to collaborate on a process for transferring certain land use planning and development authorities to the Municipality.

The letter confirmed an agreement to prepare changes to the Agreement for the Establishment of Local Government in the Town of Jasper (signed in 2001). It also notes that rebuilding and permit work after the 2024 wildfire remain the community's main focus, which may impact anticipated timelines.

2026

Progress
Parks Canada and the Municipality of Jasper are actively working together on tasks to support the transfer of authority. More information will be shared as tasks progress.

Jasper's Town Plan

What is a Town Plan

A Municipal Development Plan is a municipality's long-term vision for how the community will grow and change over time.

The Municipality of Jasper is developing a **Town Plan that will establish a long-term vision for how the Town of Jasper will grow and change over time**. It will establish policies to help guide municipal decisions about things like the visitor economy, housing, transportation, parks, community services, and future development within the town boundary.

The Town Plan will be the Municipality's highest-level statutory plan once adopted by Council and certified by Parks Canada. All other municipal plans and bylaws must be consistent with the Town Plan.

Requirements

The municipality must meet the legislative requirements of both Alberta and Parks Canada, and the Town Plan must serve two purposes:

+ **Municipal Development Plan** under Alberta's *Municipal Government Act*.
+ **Community Plan** under the federal *Canada National Parks Act*.

For simplicity, Jasper's Municipal Development Plan and Community Plan will be called the **Town Plan**.

As a **Municipal Development Plan**, the Town Plan must guide decisions about:

+ Future land use
+ Where and how future development will occur
+ Transportation needs and connections within the municipality
+ Municipal services, programs, facilities, and infrastructure needed to support the community

As a **Community Plan**, the Town Plan must:

+ Align with the Jasper National Park Management Plan and any guidelines established by the Minister about appropriate activities within the townsite
+ Provide a growth management strategy
+ Be consistent with the principles of No Net Negative Environmental Impact and Responsible Environmental Stewardship and Heritage Conservation
+ Describe lands within the townsite, designated commercial lands, and the maximum commercial floor area established by the *Canada National Parks Act*

The Town Plan **will not propose changes to the commercial floor area limits or town boundary established** in the *Canada National Parks Act*.

Jasper Community Sustainability Plan

The Jasper Community Sustainability Plan is Jasper's current Community Plan. The plan was created in 2011 and has served its lifespan. The Town Plan will build on the work completed through the Jasper Community Sustainability Plan.

Recent municipal plans and studies

The Town Plan will include **policies based on current community needs and priorities**. It will also advance the municipality's direction on various topics in municipal plans, policies, and studies such as the:

+ Transit Business Plan (2026 – 2031)
+ Utilities Master Plan (2025)
+ Public Participation Strategy (2025)
+ Climate Adaptation Action Plan (2025)
+ Jasper Destination Stewardship Plan (2023)
+ Active Transportation Feasibility Study (2023)
+ Transportation Strategy & Action Plan (2023)

Project Schedule

There will be opportunities to share your input during the project.

Spring/Summer 2025 and Fall 2026

Phase 1: Town Values

Fall 2026

Phase 2: Community Levers and Preferences

Winter 2027

Phase 3: Policy Statements and Future Land Use Concepts

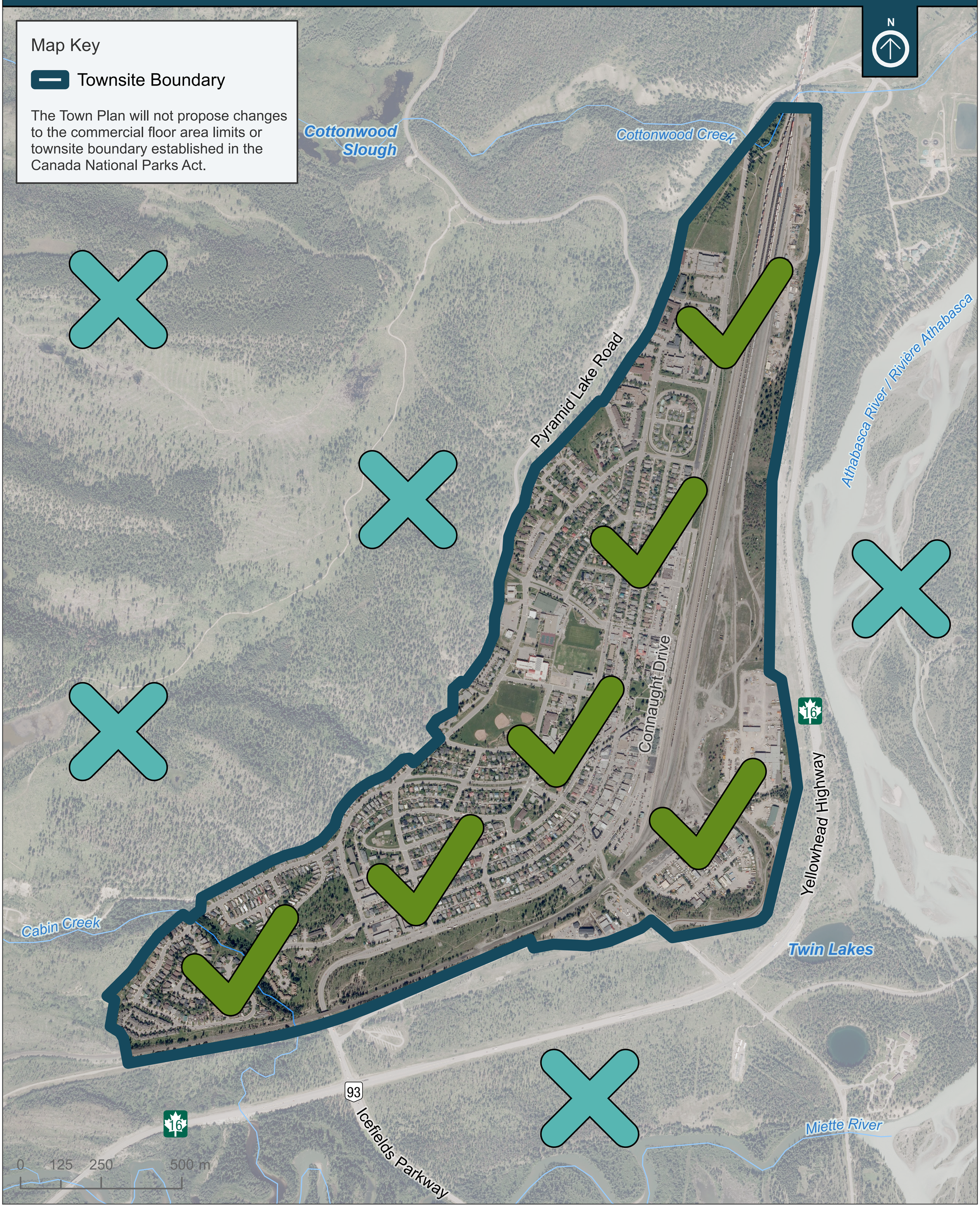
Spring 2027

Phase 4: Draft Town Plan

Jasper's Town Plan Area

MUNICIPALITY OF JASPER

Jasper's Town Plan Area



Jasper's Town Values

Town values were developed based on input from Jasperites from April to June 2025. On June 17, 2025, Council directed Administration to incorporate the values of "belonging, connection, nature, responsible, thriving and inclusive" in the creation of Jasper's Town Plan.

Why We Need Town Values

Values are guideposts that help us choose our direction as a community.

How Jasperites Chose the Values

New town values were developed by Jasperites through community engagement in 2025. Hundreds of residents, including some who were still displaced by the wildfire, took part in in-person and online workshops, surveys, and youth-oriented activities. Residents were given several opportunities to participate in April, May, and June.

Jasper's New Town Values

The six values will guide the development of the new Town Plan. A statement was created for each value to describe what it means for the Town of Jasper. Key words are also included to express what's important about the value for Jasperites.

Belonging

Jasper is a welcoming community with affordable housing options and rewarding employment opportunities for all residents.

Key words:
+ Affordable housing
+ Affordable living
+ Community stability
+ Resident retention
+ Supply of housing

Nature

Jasper is a mountain national park community that offers access to an active outdoor lifestyle and an opportunity to connect with nature.

Key words:
+ Connection to nature
+ Ecological resilience
+ Lifestyle
+ Recreation
+ Stewardship

Thriving

Jasper is a thriving community where all residents have an opportunity to innovate and grow with our visitors.

Key words:
+ Activities
+ Destination stewardship
+ Local economy
+ Visitor economy
+ Quality of life

Connection

Jasper is a socially connected and safe community with strong relationships and social supports.

Key words:
+ Community
+ Relationships
+ Safety
+ Sense of place
+ Small town feel

Responsible

Jasper is a responsible community guided by good governance, environmental stewardship, accountability, and transparency.

Key words:
+ Truth and Reconciliation
+ Communication
+ Intersection of governments
+ Services, amenities, and programs
+ Partnerships

Inclusive

Jasper is an inclusive community for residents of different backgrounds, abilities, ages and orientations, with opportunities and activities in all seasons.

Key words:
+ Equity
+ Inclusive and accessible town services
+ Multi-generational
+ Open-minded
+ Peer-to-peer support

Is anything missing from the values?

Please leave a sticky note.

Community Levers and Preferences

Community Levers

Community levers are the factors that shape how Jasper looks, feels, and functions. They are relatable aspects of everyday life that we can reflect on as we make decisions about Jasper's future. The levers can be adjusted over time to reflect community preferences.

Jasper's six community levers include:

Environment

The ecosystems that sustain all life within the townsite and the national park.

Housing

All types of housing and shelter available to permanent and seasonal residents.

Movement

The ways in which residents, visitors and goods move to, within and around Jasper, and the facilities that support them.

Economy

The economic, market, tourism, and fiscal factors that influence and shape the community.

Relationships

The interpersonal, cultural, and social connections that support community.

Built Form and Character

The physical elements of Jasper, including the design, size, shape, location and number of buildings, parks, and open spaces.

Community Preferences

Questions for each community lever are posted around the room. We invite you to share your thoughts to help us better understand your preferences for each community lever. **Think about how the Town Plan values can guide our preferences for each community lever**. Your input will help us prepare policies that reflect the community's aspirations.

How your input will be used

Input received will be summarized in a What We Heard Report. The report will be shared with the community prior to engagement for phase 3 of the town plan project, which will be held in early 2027.

Your input will help us write Town Plan policies by identifying community preferences. Feedback will be considered alongside the direction already established in existing municipal plans and studies.

Share your thoughts during the drop-in open house or through the online survey.

Visit the project website to learn more:

EngageJasper.ca/Town-Plan

Environment

The ecosystems that sustain all life within the townsite and the national park.

The well-being of Jasper, both the town and national park, is closely linked to the health of the environment.
Decisions we make about development and community programs can help protect the environment.
We want to know about your preferences for the future of Jasper's environment.

MUNICIPALITY OF JASPER

What is your preference for Jasper's impact on the environment?

Please leave sticky notes to show your preference for each policy topic, with a note about why.

Approach / Policy topics	Greenhouse gas emissions	Climate adaptation	Extreme weather events	Green technologies	Energy use
Proactive	We **actively pursue opportunities** to reduce Jasper's greenhouse gas emissions.	We **actively pursue opportunities** to improve the community's ability to adapt to a changing climate.	People **have excellent access** to facilities and programs to support them during extreme weather events.	Our buildings and developments **reduce impacts** on the environment or **contribute positively**.	Our energy use **minimizes** environmental impacts and **contributes positively** to the environment.
Reactive	We **act as we can** to minimize our greenhouse gas emissions.	We take **advantage of opportunities** as they arise to improve the community's ability to respond to climate hazards.	People have **some access** to facilities and programs to support them during extreme weather events.	Our buildings and developments **somewhat reduce impacts** on the environment.	Our energy use **reduces** environmental impacts where practical.
Passive	We take **little action** to further reduce our greenhouse gas emissions.	We take **little action** to prepare for climate hazards.	People have **limited access** to facilities and programs to support them during extreme weather events.	Our buildings and developments **maintain existing environmental requirements** but go no further.	Our energy use **does not prioritize further reducing** environmental impacts.

Economy

The economic, market, tourism, and fiscal factors that influence and shape the community.

A strong economy supports jobs, local businesses, and community well-being year-round. We want to know more about your preferences for Jasper's economy in the future.

MUNICIPALITY OF JASPER

What is your preference for Jasper's economy?

Please leave a sticky notes to show your preference for each policy topic, with a note about why.

Approach / Policy topics	Visitor economy	Local business	Policy development	Prosperity
Proactive	Our economy does well during busy tourist seasons and **we explore opportunities within our commercial limits to diversify** our economy to **create year-round stability**.	We create opportunities for residents and visitors to **support local businesses year-round**.	**We align** public and private sector efforts to better **serve the community's long-term needs**.	Large and small businesses, community organizations, and the municipality **partner and collaborate together to better serve everyone's interests**. Residents have **access** to programs and services that enable participation in the economy.
Reactive	Our economy does well during busy tourist seasons and **we support businesses during quieter seasons**.	We **support local businesses as needed** year-round.	**We coordinate** public and private sector efforts as needed to **serve the local community**.	Large and small businesses, community organizations, and the municipality **coordinate their efforts to better serve everyone's interests**. Residents have **access to some** services and programs to enable participation in the economy.
Passive	Our economy does well during busy tourist seasons and **slows down during quieter seasons**.	We make a **few deliberate efforts to support local businesses** year-round.	We make a **few deliberate efforts** to coordinate public and private sector efforts.	Large and small businesses, residents, community organizations, and the municipality **each look after their own interests**.

What policy topics are we missing?

Please leave a sticky note.

Housing

All types of housing and shelter available to permanent and seasonal residents.

Since 2014, our rental vacancy rate has stayed at or near 0%, leaving very few options for residents. This persistent lack of housing has led to rising costs for both renters and purchasers, increasing strain on workers, families, and local businesses. We want to know about your preferences for the future of housing in Jasper.

MUNICIPALITY OF JASPER

What is your preference for addressing Jasper's housing challenges?

Please leave sticky notes to show your preference for each policy topic, with a note about why.

Approach	Policy topics	Housing supply	Housing options
Proactive		We **take bold actions** to significantly increase housing supply and **address Jasper's housing challenges**.	People **have many housing** options and choices that meet their needs and budget.
Reactive		We **continue to support efforts** that increase housing supply, but supply remains an ongoing challenge.	People have **some housing options** and choices that meet their needs and budget.
Passive		We **take no additional action** to increase housing supply and accept the challenges of having a limited housing supply.	People have **limited housing options** and fewer choices that meet their needs and budget.

Relationships

The interpersonal, cultural, and social connections that support community.

Relationships are the foundation of a strong community. Jasper holds many important relationships with those in and outside the townsite.
We want to know about your preferences for the future of Jasper's relationships.

MUNICIPALITY OF JASPER

What is your preference for Jasper's relationships with others?

Please leave sticky notes to show your preference for each policy topic, with a note about why.

Approach	Policy topics	Relationships with Indigenous Partners	Relationships with community partners	Relationships among community members	Relationships with visitors	Relationships with other governments (municipal, provincial, federal)	Relationships with other communities
Proactive		We **collaborate with many Indigenous Partners** to build and foster relationships that strengthen our communities.	We **collaborate with many** to build and foster relationships that strengthen the community.	We **foster relationships among community members** to improve our resilience.	We **welcome visitors and foster relationships** between community members and visitors.	We **cultivate relationships** with our government partners to **advocate for our needs**.	We **collaborate with other communities** to build and foster relationships.
Reactive		We **collaborate with some Indigenous Partners** when needed to build and foster relationships that strengthen our communities.	We **collaborate with some** when needed to build and foster relationships that strengthen the community.	We **occasionally support community members** to build relationships with each other.	We **welcome visitors and interact** with each other as opportunities arise.	We work with other governments **as needed** to **advocate for our needs**.	We **collaborate with other communities when needed** to build and foster relationships.
Passive		We **work occasionally with Indigenous Partners** to maintain existing relationships.	We **work occasionally with others** to maintain existing relationships.	We **leave community members** to build relationships with each other on their own.	We **minimize our interactions** with visitors.	We have **few relationships** with other governments.	We **work occasionally with other communities** to maintain existing relationships.

Movement

The ways in which residents, visitors and goods move to, within and around Jasper, and the facilities that support them.

There are many ways to move around town. Different modes of transportation include walking, pushing a stroller, using mobility devices, biking, riding public transit, and driving. People of different ages and abilities find it easier to move around using certain modes than others because of the design of our streets. We want to know more about your preferences for moving around town.

MUNICIPALITY OF JASPER

What is your preference for the future of transportation networks within the Town of Jasper?

Please leave sticky notes to show your preference for each policy topic, with a note about why.

Approach	Policy topics	Street experience	Parking	Movement options	Active transportation (e.g. walking, riding bicycles, or using scooters)	Transit	Overall approach
Proactive		Jasper's streets offer an **inviting mix of movement and spaces** for people to gather and enjoy Jasper.	We look for and implement **creative strategies to mitigate parking pressures**.	People have **convenient and reliable options to move around town with ease**.	**Most people are comfortable** using active transportation to move around town. **Streets are designed to minimize conflicts** between pedestrians, bicycles, scooters, and vehicles. There is a **network of convenient and reliable movement connections**.	People have **reliable access** to public transit with **amenities that provide comfort**.	We **plan and design our transportation networks** to provide safe, convenient, and comfortable connections for people walking, biking, taking transit, and driving personal vehicles during all seasons.
Reactive		Jasper's streets offer a **disjointed mix of movement and spaces** for people to gather and enjoy Jasper.	We **manage parking pressures as they appear**, rather than get ahead of it.	People **without access** to a personal vehicle have **inconsistent options to move around town**. People **with access** to personal vehicles **move around town with ease**.	**Some people are comfortable** using active transportation to move around town. As we can, **we design streets to minimize conflicts** between pedestrians, bicycles, scooters, and vehicles. People experience **gaps in infrastructure**.	People have **some access** to public transit with **amenities that provide comfort**.	We **improve our transportation networks when opportunities arise** to provide safe, convenient, and comfortable connections for people walking, biking, taking transit, and driving personal vehicles during all seasons.
Passive		Jasper's streets are **primarily oriented** to the **movement of vehicles**.	We take **no action to address parking pressures**, and frustration increases.	People **without access** to personal vehicles find it **challenging to move around town**. People **with access** to personal vehicles **move around town with ease**.	**Some people are comfortable** using active transportation to move around town. **People biking share streets with vehicles**. **Conflicts occur** between pedestrians, bicycles, scooters, and vehicles.	People have **limited access** to public transit.	We make **no deliberate changes** to how our transportation networks are designed.

Movement

What do you like about moving around town now? Please leave sticky notes.

	Walking	Wheelchair/mobility devices	Rolling (bicycle, scooter, skateboard)	Bus/transit	Vehicles
In warmer months (June, July, August, and September)					
In colder months (December, January, February)					

Movement

What could be improved to help you move around town in the future? Please leave sticky notes.

Factors that influence your experience moving around town	Walking	Wheelchair/mobility devices	Rolling (bicycle, scooter, skateboard)	Bus/transit	Vehicles
Safety What improvements would make you feel safer when moving in this way?					
Connections What improvements could be made to better connect destinations when moving in this way?					
Ease What improvements could be made to improve ease of moving in this way?					
Enjoyment What improvements could be made to make moving in this way more enjoyable?					

Built Form and Character

The physical elements of Jasper, including the design, size, shape, location and number of buildings, parks, and open spaces.

Jasper's character is shaped by many different types of buildings and spaces. These include residential areas, commercial areas, visitor-focused areas, industrial and commercial areas, community service areas, and parks and open spaces. We want to know about your preferences for how buildings and spaces in these areas look and function as they are redeveloped over time.

MUNICIPALITY OF JASPER

What is your preference for new or redeveloped buildings in town sharing a consistent look that reflects Jasper's mountain character in each of the following areas?

Please leave sticky notes to show your preference for each area, with a note about why.

Approach	Area	**Residential areas in town** (neighbourhoods)	**Commercial areas in town** (shopping, restaurants, personal services, and upper-storey apartments)	**Visitor-focused areas in town** (hotels and attractions)	**Industrial commercial areas in town**	**Community service areas in town** (recreational facilities, schools, library, and places of worship)
High priority Buildings follow a consistent design style that reflects Jasper's mountain character.						
Moderate priority Buildings reflect Jasper's mountain character, but flexibility is allowed for different architectural styles.						
Low priority Buildings reflect many architectural styles.						

Built Form and Character

What is your preference for how public spaces in town (sidewalks, gathering spaces, landscaping, and streets) look and function in each of the following areas?

Please leave sticky notes to show your preference for each area, with a note about why.

Approach	Area	**Residential areas in town** (neighbourhoods)	**Commercial areas in town** (shopping, restaurants, personal services, and upper-storey apartments)	**Visitor-focused areas in town** (hotels and attractions)	**Industrial commercial areas in town**	**Community service areas in town** (recreational facilities, schools, library, and places of worship)
High priority High-quality public spaces that share a consistent look and encourage people to gather and spend time in these spaces.						
Moderate priority Comfortable public spaces that share different looks.						
Low priority Functional and well-maintained public spaces.						

Built Form and Character

Parks and open spaces

Parks and open spaces in Jasper provide residents and visitors with access to nature within the townsite.

MUNICIPALITY OF JASPER

Which of the following should be priorities for the future of parks and open spaces in town?

Please leave sticky notes to show your priorities, with a note about why. Select all that are important to you.

Provide amenities that are accessible to all residents in all seasons.	**Create seating areas and community gathering spaces that support social connections.**	**Improve pathway connections within parks and open spaces.**	**Expand recreational opportunities.**
Protect natural areas.	**Increase naturalized areas and native vegetation.**	**Enhance lighting while following Dark Sky guidelines.**	**Other (please write your comment on a sticky note).**