Town Values & Residential Density and Parking Policies

Let's Build the Future of Jasper Together

Let’s talk about:

- **The values that are important to Jasper**
- **How to welcome more homes in Jasper**

From April to June 2025, the Municipality of Jasper invites Jasperites to help create town values and advise on pathways to increase residential density.

Being clear on our values will help us choose the land use policy tools to welcome more homes in Jasper and will be a first step in creating a new town plan for Jasper in 2026.

Visit the project website to learn more and join the mailing list to receive project updates.

engagejasper.ca/town-values-and-residential-density

Phases

There are three phases of in-person and virtual community engagement.

Phase 1: Develop values (April 7 – 12)

Phase 2: Confirm values and explore density and parking (May 5 – 10)

Phase 3: Confirm density and parking (June 2 – 10)

Engagement agreements

1. We hold all stories or personal material confidential.
2. We listen to each other with compassion and curiosity.
3. We ask for what we need and offer what we can.
4. We agree to pause at a signal when we feel the need to pause.
5. We embrace confusion as a creative space for emergence.
6. We stretch together into our highest mutual possibilities.
7. We expect something novel, vital and important to happen at any time.

Community engagement approach

Jasper Social Assessment Survey

Community sorts through survey results to identify shared values

Town Plan Values

2026: Continue work on Town Plan

Community engagement about density and parking policies

Current Housing Data

Current Housing Data

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Current Housing Data

Density and Parking
(amendments to Land Use Policy)

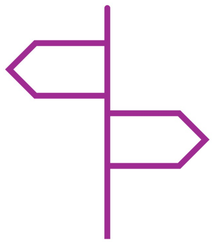
Engagement approach timeline

MUNICIPALITY OF JASPER

	March 2025	April 2025	May 2025	June 2025
Town Plan Values	**COLLECT DATA** • Jasper Social Assessment Survey	**ENGAGE** (April 7-12) • Identify values in-person and online • Targeted and open invite **What We Heard Report**	**ENGAGE** (May 5-10) • In-person and online • Targeted and open invite • Confirm values **What We Heard Report**	**Council RFD (June 24)** • Values to guide Town Plan development in 2026 and decision-making
Land Use Policy: Density + Parking	**Council RFD** (March 11) • Engagement Approach	**COLLECT DATA** • Current housing data	**ENGAGE** (May 5-10) • Explore density • Explore parking • What do we want policy to do? **What We Heard Report**	**ENGAGE** (June 2-10) • Test and confirm policy changes **Council RFD (June 24)** • Amendments to Land Use Policy: ○ Residential density ○ Parking minimums

Background information: Values

Why does Jasper need values?



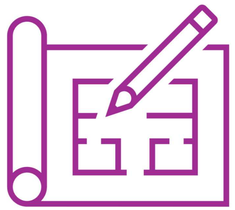
- Values are guideposts that help us choose our direction as a community.
- The last time we identified values was in the 2011 Jasper Community Sustainability Plan.
- The Municipality of Jasper is working with Parks Canada to replace this plan with the Jasper Town Plan.
- Initial work on the Jasper Town Plan starts with values that will help shape further community work on the Plan in 2026.
- In the meantime, the values will help guide land use and community decision-making.

Why not use the values in the Jasper Community Sustainability Plan?



- Post-wildfire disaster, the values embedded in the Jasper Community Sustainability Plan (2011) may or may not be relevant.
- With new rebuilding opportunities and the future transfer of land use planning and development authorities, Jasper has a chance to chart our own future based on current values.

When will land use planning and development authorities be transferred from Parks Canada to the Municipality of Jasper?



- The first step to transfer land use and planning authorities from Parks Canada to the Municipality of Jasper took place in the fall of 2024 when Bill C-76 received royal assent in Parliament.
- Parks Canada, the Municipality of Jasper and the Government of Alberta are working on the subsequent steps that need to be taken.
- In the meantime, Parks Canada and the Municipality of Jasper planning and development staff are working closely together. Stay tuned.

Background information: Housing

Why does Jasper need more homes?

- The vacancy rate in Jasper has been near 0% since 2014.
- Jasper is experiencing a housing crisis with an inadequate housing supply and high costs for housing.
- Most of the structures lost in the Jasper Wildfire Complex in 2024 were homes.
- By welcoming more homes, we provide housing options to Jasperites and help address the housing crisis.

What is the Housing Action Plan (HAP)?

The Housing Action Plan, adopted by Council in March 2025, outlines eight actions to increase housing availability and affordability:

1. Update Land Use Policy to incent development and promote density.
2. Explore changes to parking requirements tied to housing.
3. Promote the accessory dwelling unit and secondary suite incentive program.
4. Expedite and simplify the housing development permit process.
5. Develop financial tools for affordable housing development.
6. Develop a land and asset acquisition strategy for community housing.
7. Continuous assessment of housing needs.
8. Community engagement to develop a new Town Plan.

Which actions is the spring/summer 2025 engagement informing?

Community engagement is needed to confirm the choices Jasper wishes to make about housing. While the Housing Accelerator Fund Initiatives and the Housing Action Plan suggest a course of action to resolve the housing challenge in Jasper, a community-based discussion and decision are needed.

The community engagement from April to June 2025 is focused on the first two actions:

1. Update Land Use Policy to incent development and promote density.
2. Explore changes to parking requirements tied to housing.

What is the Housing Accelerator Fund (HAF)?

$9.4M

The **Housing Accelerator Fund is a federal program** administered by Canada Mortgage and Housing Corporation (CMHC) that provides targeted funding to municipalities to accelerate housing development of net new units. The program is **designed to eliminate barriers** to housing supply by focusing on systemic, long-term changes that enable sustainable growth. It supports innovative policy solutions while ensuring that housing construction aligns with local priorities.

In February 2025, the Canada and Mortgage and Housing Corporation announced **$9.4M of funding for Jasper** through the Housing Accelerator Fund. The Jasper Housing Accelerator Fund application included a **target of 240 net-new units** and an annual housing supply growth rate of 17%. This goal is achievable if initiatives in the Housing Action Plan are fully implemented. Funding is contingent on meeting these targets, along with implementing the initiatives outlined in the Housing Action Plan.

Jasper's current housing situation

Specific housing challenges



Limited land availability

Jasper's location within a national park limits expansion, as all land is owned by the Crown and administered by Parks Canada. **The town's footprint is set in legislation.** The boundary is in place to uphold the community's small-town character and limit the impact of development on the surrounding park. This does not allow for typical urban sprawl. Current development opportunities are limited to less desirable lands with high development costs. This leads to limited residential growth, and as tourism increases and more workers are needed, leads to a consistent vacancy rate of zero.



Seasonal population

Jasper experiences significant fluctuations in population, particularly during peak tourist seasons, when the town requires additional temporary housing for workers. Addressing the housing need for peak season, while not over developing is a challenge for developers. Seasonal housing need was assessed and is included in the 2022 Housing Gap Analysis.



Tourism reliance

The local economy's dependence on tourism drives a strong demand for affordable, short-term housing for staff. However, the **available housing stock is predominantly high-cost,** permanent residences. Significant increases in rental and purchase price for homes are misaligned with the prevailing wage base, effectively excluding many first-time buyers from the market and intensifying pressure on the rental sector.



Development restrictions

The development of new housing requires proponents to adhere to specific requirements and obtain development approval from Parks Canada. This process is governed by national regulations and local land use policies, as well as architectural guidelines designed to preserve the integrity of the national parks. While they ensure the integrity of the Park, **changes to these policies and design standards could increase housing density and improve the financial viability of new housing developments.**

Policies exist that cover zoning, parking, setbacks and site coverage, among other details, and changing these restrictions could increase development opportunities and result in increased density.

Jasper's housing situation

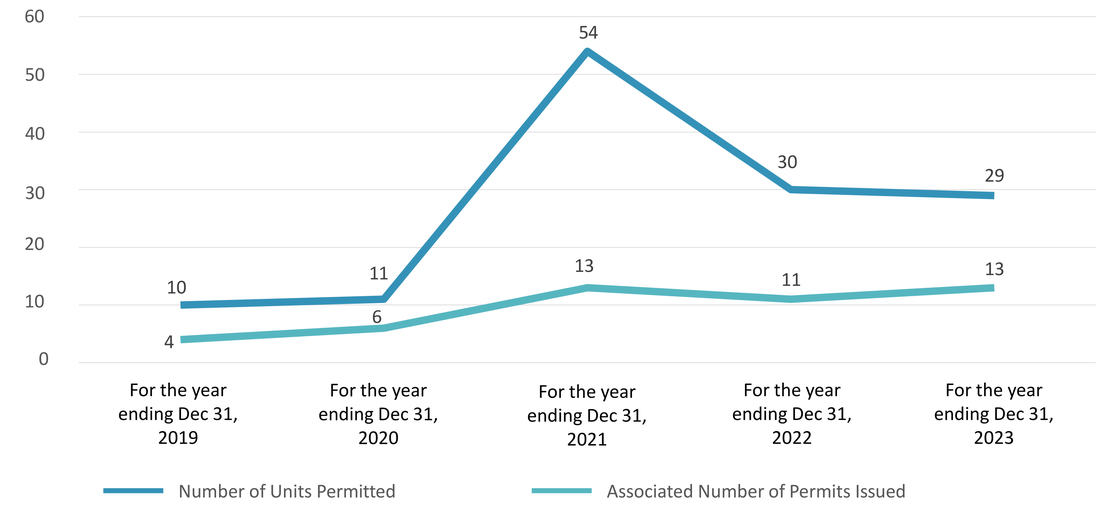
Housing supply

- 1,835 dwelling units existed in Jasper as of December 2023.
- **806 dwelling units were lost** as a result of the 2024 Jasper Wildfire Complex:
  - 617 permitted dwelling units.
  - 189 unpermitted dwelling units (approximate).
- **300 households in interim housing** in 2025 (approximately).

Units and permits year over year

- Total dwelling unit growth in Jasper (2021-2023): 3.32%.
- Total dwelling unit growth in Canada (July 2024): 22.0%.

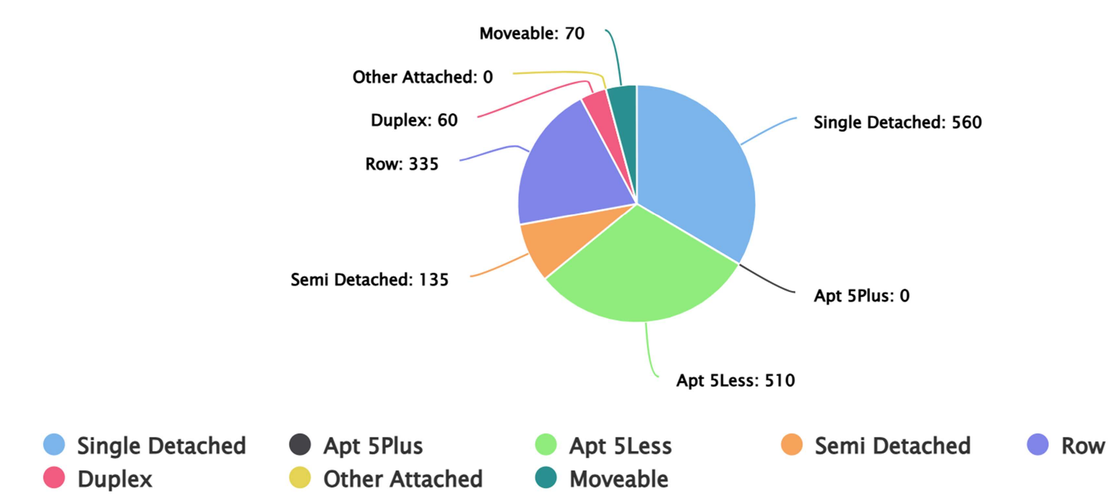
Net New Units out of Development Permits



Housing type by structure

- The largest portion of dwellings are single detached homes.
- The cost to rent or own single detached homes is disproportionately high in the Jasper.
- **This highlights the need for densification,** through upzoning or other means, to address a shortage of "missing middle" inventory and provide residents with increased affordable and suitable housing options.
- Missing middle housing refers to a range of multi-unit housing types—such as duplexes, triplexes, townhomes, and small apartment buildings. These housing options are typically low- to mid-rise, blend into existing neighborhoods, and offer more affordable and diverse living choices.

Source: Statistics Canada. Census.
Last Updated: April 2022



Jasper's housing situation

Apartment vacancy rate

- Jasper consistently faces a **critically low vacancy rate** for purpose-built rentals.
- The constant 0% vacancy rate in Jasper illustrates demand is not being met.
- The demand on the rental market results in increased rental rates, over the provincial average, due to lack of competition in a strained market.

Apartment Vacancy in Jasper Compared to Provincial and National Average 2014-2023

Year	Jasper Apartment Vacancy Rate	Provincial Apartment Vacancy Rate	National Vacancy Rate
Data Source	*GoA – Apartment Vacancy and Rental Cost Survey*	*CMHC – Alberta Historical Vacancy Rates: CMHC Rental Market Survey*	*CMHC – Canada Historical Vacancy Rates: CMHC Rental Market Survey*
2023	0.0	2.1	1.5
2022	0.0	3.7	1.9
2021	0.0	6.5	3.1
2020	*	6.9	3.1
2019	*	5.4	2.3
2018	0.0	5.5	2.4
2017	0.0	7.4	3
2016	0.4	8.4	3.7
2015	0.2	5.6	3.5
2014	0.0	2.1	3

Source: Statistics Canada; Government of Alberta - Apartment Vacancy and Rental Cost Survey
**No Government of Alberta - Apartment Vacancy and Rental Cost Survey data available for years 2019 and 2020*

Affordability of apartment rentals

- Apartment rental rates in Jasper are **higher than the average provincial rates.**

2023 average apartment rental rates in Jasper

Bachelor	1 bedroom	2 bedroom	3+ bedroom
$668 more	**$387 more**	**$386 more**	**$338 more**

than the provincial average

Comparison of Apartment Rental Rates – Local/Provincial/National Rates

Year	Type of Unit	Jasper Average Rent	Provincial Average Rent	National Average Rent
2023	Bachelor	$1683	$1015	$1019
	1-bed	$1632	$1245	$1246
	2-bed	$1834	$1448	$1360
	3-bed+	$1900	$1562	$1479

Source: Government of Alberta – 2023 Apartment Vacancy and Rental Cost Survey; CMHC Rental Market Survey

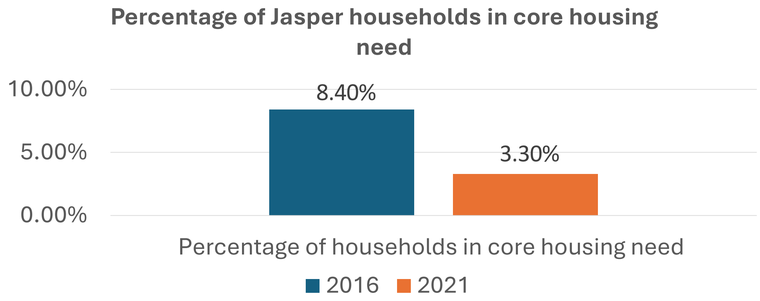
Living wage

- Living wage is defined as the hourly wage a worker needs to earn to cover their basic expenses and have a modest standard of living.
- Living wage calculations consider community-specific costs of living, including rent, food, transportation, and childcare, while also factoring in government transfers and deductions.
- **Jasper's living wage is $31.40/hour** as calculated in 2024 by the Alberta Living Wage Network (ALWN), double the **provincial minimum wage of $15.00/hour.**
- Of the 21 Alberta communities participating in the ALWN, **Jasper has the highest living wage**. The next three communities, at a living wage of $24.50, $24.45 and $24.30 are Barrhead, Calgary, and Airdrie. $6.90 separates Jasper's living wage and the next highest community.

Jasper's housing situation

Core housing need

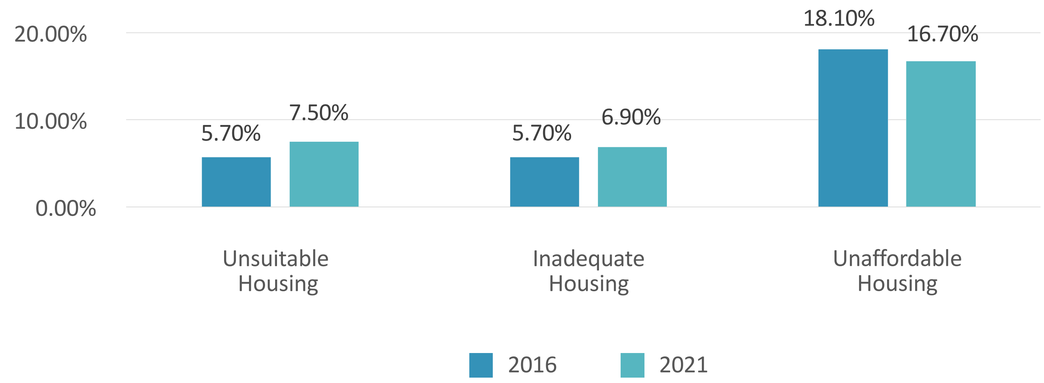
- In 2021, **3.3%** of households in Jasper lived in **core housing need**.
- A household is considered to be in **core housing need** if it meets two criteria:
  1. A household is **below one or more** of the **adequacy, suitability** and **affordability** standards.
  2. The household would have to **spend 30% or more** of its before-tax household income **to access housing that meets all three standards.**



Source: Statistics Canada 2016 and 2021 Census

Households in unsuitable, inadequate, or unaffordable housing

Percentage of Jasper households in unsuitable, inadequate, or unaffordable housing



Source: Statistics Canada 2016 and 2021 Census

Unsuitable housing

- **Unsuitable housing** means the dwelling lacks enough bedrooms for the household size.
- In 2021, **7.5%** of Jasper households lived in **unsuitable housing.**

Inadequate housing

- **Inadequate housing** means the dwelling requires significant repairs (plumbing, electrical, or structural issues).
- In 2021, **6.9%** of Jasper households lived in **inadequate housing.**

Unaffordable housing

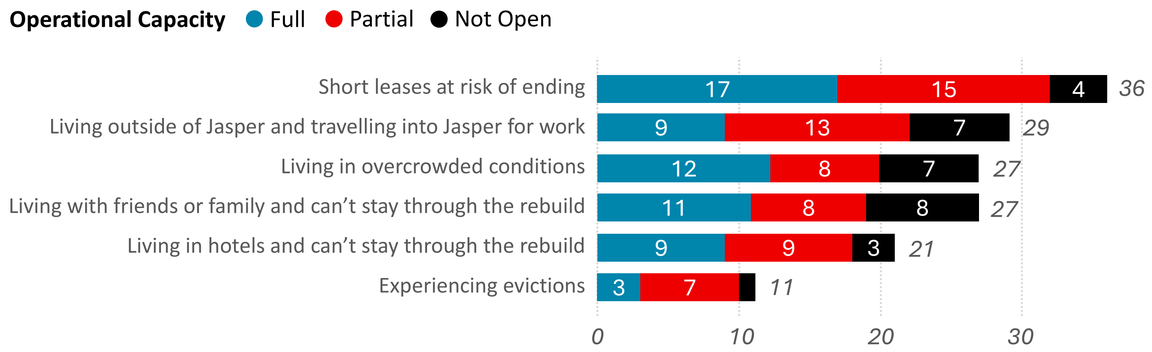
- **Unaffordable housing** means that rent or mortgage payments, consume 30% or more of a household's before-tax income.
- In 2021, **16.7%** of Jasper households lived in **unaffordable housing.**

Jasper's housing situation

Housing gap

- The 2022 Housing Gap Analysis calculated the **2021 deficits** as:
  - **150 dwelling units** for the **year-round population.**
  - **609 dwelling units** for the **seasonal population** (based on a three-person household).
- The **2042 deficits** are projected as:
  - **322 dwelling units** for the **year-round population**.
  - **804 dwelling units** for the **seasonal population** (based on a three-person household).
- According to the 2021 Census, Jasper's permanent population is 4,738 residents. The 2022 Housing Gap Analysis projects a permanent population of 5,464 in 2042.

Operating capacity vs. staff accommodation challenges



Source: Jasper Wildfire Interim Staff Accommodation Initiative Survey (January 2025)