

City of Jasper Comprehensive Plan

*Steering Committee Meeting
August 1, 2025*



future*→*iQ

JS&A



GOOD MORNING!

Present Today



Courtney Powell, AICP
Project Manager



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Senior Designer



David Beurle
Stakeholder/Public Participation



Josh Gunselman
Director Community
Development/Planning

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A blue-tinted photograph of the Astra Theatre building. The building is a multi-story brick structure with a prominent vertical sign that reads "ASTRA" in large, stylized letters. Above the sign is a star emblem. Below the main sign, there is a smaller sign that says "THANKS FOR CELEBRATING THE 50TH ANNIVERSARY". To the right, there is a storefront with a sign that says "GOLD". In the foreground, there are some people and a sign that says "Coming Spring 2022 the Next".

PROJECT BACKGROUND/ OVERVIEW

Starting Point

Adopted: August 21, 2019 | 10-Year Vision

1. Impact Our Economy

- Attract businesses & talent
- Promote Jasper as a Giga City

2. Impact Our Community

- Enhance downtown & riverfront
- Improve transportation & connectivity

3. Impact Our Legacy

- Celebrate identity & arts
- Protect environmental assets

4. Impact Our Livability

- Expand housing options
- Improve parks & services



Impact Jasper: Key Initiatives & Priorities

- **Economy:**
 - Business incubator, shovel-ready sites
- **Community:**
 - Cultural district, food truck ordinance, public art
- **Legacy:**
 - Tree planting, riverfront cleanup, renewable energy
- **Livability:**
 - Indoor recreation center, diverse housing, broadband





Today's Project

The City of Jasper is undertaking a comprehensive **planning initiative to guide its future growth, development, and community well-being.**

The project emphasizes:

- **Community-driven visioning** to ensure the plan reflects local values and aspirations.
- **Scenario-based strategic planning** to prepare for future challenges and opportunities.
- **Data-informed decision-making** to support sustainable and equitable growth.
- **Implementation-focused recommendations** to ensure the plan leads to real, measurable outcomes.

Address key areas:

- **Land use**
- **Housing**
- **Transportation**
- **Infrastructure**
- **Economic development**
- **Public services**
- **Environmental sustainability**



Visioning



Creating



Enacting

1 INITIAL PLANNING ASSESSMENTS

• Project plan and kickoff • Online project portal and branding • Engagement & Communication Plans • Community Profile Report • Monthly Steering Committee Meetings • Weekly City Staff Meetings



2 COMMUNITY VISIONING

• Community Survey • Key stakeholder interviews • Community Visioning Sessions • Data visualization on portal • Jasper Think-Tank • Think-Tank Report • Presentation of Community Vision to Common Council

2025

August – December

- Steering Committee Meetings
- Community Visioning Sessions
- Think Tank Workshop

3 PLAN DEVELOPMENT

• Roundtable Work Session • Future Summit • Future Summit Report • Analysis & Case Studies • Task Force Meetings • Discussion Boards • Prioritization Survey • Storymap & Land Use Map • Implementation Matrix • Public Open House



4 FINAL PLAN & PRESENTATION

• Review of draft plan; revisions incorporated • Final presentations of Jasper Comprehensive Plan



2025/ 2026

December – May

- Steering Committee Meetings
- Presentation of Community Vision to PC
- Future Summit
- Pillar Task Force Meetings
- Public Open House on Draft Plan



5 PLAN IN ACTION

Implementation

2026

June – July

- Steering Committee Meeting
- Final presentations/training

...update in 10 years

Goals & Objectives

- **Celebrate Jasper's Unique Identity**
 - Embrace the city's heritage, arts, culture, recreation, and education
- **Promote Sustainable and Strategic Growth**
 - Guide development that aligns with community values
- **Support Economic Vitality**
 - Strengthen Jasper through innovation and workforce development
- **Enhance Community Engagement**
 - Foster meaningful participation from residents and stakeholders
- **Ensure Infrastructure Readiness**
 - Assess and plan for infrastructure needs to support future growth
- **Create an Actionable and Implementable Plan**
 - Provide tools and guidance for decision-making and plan execution





Role of the Steering Committee

- **Guidance and Oversight**
 - Provide strategic direction throughout the planning process.
 - Ensure the plan aligns with community values and long-term goals.
- **Community Representation**
 - Serve as a liaison between the planning team and the broader community.
 - Represent diverse stakeholder interests and perspectives.
- **Review and Feedback**
 - Review draft materials, data, and recommendations.
 - Offer feedback to refine goals, strategies, and implementation steps.
- **Support Public Engagement**
 - Promote participation in workshops, surveys, and public meetings.
 - Help build trust and transparency in the planning process.
- **Champion the Plan**
 - Advocate for the plan's adoption and implementation.
 - Encourage ongoing community involvement and accountability.



STEERING COMMITTEE INTRODUCTIONS

A scenic view of a river with a bridge, a large wooden mill building, and lush greenery under a blue sky with clouds. The scene is overlaid with a semi-transparent blue filter. The text "GUIDED DISCUSSION" is prominently displayed in white, bold, sans-serif font on the left side of the image.

GUIDED DISCUSSION



BRANDING INSPIRATION



NEXT STEPS/ Q&A



Comprehensive Plan Summary

The City of Jasper has embarked on a 14-month comprehensive master planning process that will update its 2019 Comprehensive Plan. The City anticipates the new Plan will express a progressive vision that promotes thoughtful, managed growth and development, promotes the health, safety and welfare of the community and continues to position Jasper as a regional hub of economic and social activity.

Key Meeting Dates for 2025

- **Steering Committee Meetings**

- August 14, 2025, from 8:00am – 9:00am (virtual – link forthcoming)
- September 9, 2025, from 3:00pm – 4:00pm (virtual – link forthcoming)
- October 31, 2025, from 1:00pm – 3:00pm (in-person)
- December 5, 2025, from 1:00pm – 3:00pm (in-person)

- **Think Tank Workshops**

- Day 1: October 31, 2025, from 8:00am – 12:00pm (in-person)
- Day 2: November 1, 2025, from 9:00am – 1:00pm (in-person)

- **Planning Commission**

- December 3, 2025, at 7:00pm (in-person – presentation of the Community Vision)

- **Future Summit**

- December 6, 2025, from 9:00am – 12:00pm (in-person)

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