

**TOWN OF FAIRVIEW  
FAIRVIEW, AB  
REPORT BY: REDBRICK REAL ESTATE SERVICES**

# **HOUSING STRATEGY**

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**2024**

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## 1.0 Executive Summary

With a thoughtful and targeted approach, Fairview can leverage its unique advantages as a small town to effectively address its current housing challenges and position itself well for growth in the future. Like many small rural communities in Canada, Fairview is facing challenges with regards to its aging population and aging housing stock. However for Fairview, this also poses an opportunity. Fairview has unique assets within its community with regards to affordable housing, post secondary education opportunities and trades training, high potential for local investor investment, and its growing healthcare industry. All of these factors combined create a unique opportunity for Fairview to create jobs, train and retain its youth, and attract new residents and families to the community.

In order to do this effectively, Fairview needs a comprehensive Housing Strategy that will enable its residents, new and existing, to find housing that meets their needs and income so the community can thrive and grow. After completing an assessment of Fairview's current housing market, its challenges and opportunities, and its current housing gaps, the following goals and objectives were established for Fairview's Housing Strategy:

Housing Strategy Goals and Objectives:

- A. **Increase the Number of Rental Units:** Provide more rental housing options to accommodate a diverse population and peak rental needs.
  - a. Incentivize Development of Rental Properties
  - b. Zoning and Land Use Adjustments
  - c. Promote Accessory Dwellings
  - d. Promote Long Term and Short Term Rental Options
- B. **Improve Housing Stock Quality:** Enhance the condition, safety, and energy efficiency of existing homes.
  - a. Housing Rehabilitation Programs
  - b. Enforce Building Codes and Standards
- C. **Support New Housing Development:** Encourage the development of diverse housing types to accommodate the varying needs of Fairview residents and attract and retain new residents and investment.
  - a. Financial Incentives for Developers
  - b. Streamlining Approval Processes
  - c. Infrastructure and Community Investments
  - d. Marketing and Promotion

- D. **Support Affordable Housing Initiatives:** Ensure housing remains affordable for all income levels as economic pressures change.
  - a. Affordable Housing Projects
  - b. Rent Subsidy Programs
- E. **Support Collaboration Between Housing Stakeholders:** Provide opportunities for housing stakeholders to collaborate and engage in discussions regarding housing solutions and attract and retain new residents and investment.
  - a. Collaborative Projects
  - b. Housing Taskforce or Committee
  - c. Rural Housing Symposium

Conclusion:

This comprehensive housing strategy leverages Fairview’s unique advantages as a small town to address its housing challenges effectively. By focusing on opportunities, resourcefulness, flexibility, and innovation, Fairview can set a benchmark for other municipalities of similar size and scale, ensuring that it remains a desirable community for current and future residents. Implementing these strategies will not only meet the immediate housing needs but also foster long-term sustainable growth and community well-being. These strategies cannot, and should not, all be implemented at once. They are meant to be implemented in phases in order to maximize the benefit of the efforts and resources committed, and be sustainable long term. The Implementation Plan section of this report outlines the priorities for Years 1-2 and how to phase in the remaining activities needed over a 10 year period.

## **2.0 Introduction**

Fairview, Alberta, is a vibrant community with diverse housing needs. As the community continues to develop and the demographics change, it is essential to be proactive and implement housing strategies that will assist in providing residents with access to safe, affordable, and diverse housing options. If this strategy is implemented effectively, it would set Fairview apart from other municipalities facing an affordability crisis and add to the desirability of choosing Fairview over other communities in Alberta.

The advantage Fairview has as a smaller community is that its challenges are small in size and can be overcome if timely and proactive action is taken. This is a significant advantage that a small town has over a larger city, even though it will have fewer resources. A small town can be resourceful, more flexible and more innovative with its solutions, and implement them at a smaller scale with larger impact. For that reason, this housing strategy aims to provide clear strategies and priorities to address the housing challenges in Fairview with the resources it has to ensure the town meets the needs of its current and future residents.

## **3.0 Foundation for Developing the Housing Strategy**

The Housing Market Research and Needs Assessment in Phase 1 assisted in laying the foundation for the development of the Housing Strategy. During Phase 1 we collected information from market research and stakeholders that formulated the basis for our Community Asset Mapping summary below, and helped identify Challenges and Opportunities in the existing housing market. While some of the Challenges and Opportunities may appear outside of housing specifically, they affect and influence the need for different types of housing and are interrelated. All of the information from Phase 1 formed the basis of the Strategy Goals and Objectives in Section 4.

### **A. Community Asset Mapping**

The following Community Asset Mapping table can be used as an initial resource for future stakeholder engagements and consultation events to further the conversation. This list is a starting point and should grow as more stakeholders are engaged and more community assets identified.

<b>Community Asset Mapping</b>	
Individuals & Businesses	<ul style="list-style-type: none"> <li>● Local Builders and Developers</li> <li>● Local Trades and Suppliers</li> <li>● Local Property Managers and Service Providers</li> <li>● Local Business Owners that provide services, employment, and retain/attract residents</li> <li>● Realtors</li> <li>● Hotel Owners</li> <li>● Local Investors looking to invest in new or existing housing</li> <li>● General Community - Renters and Homeowners, Student Renters</li> <li>● Medical and Health Professionals</li> <li>● Education Professionals</li> <li>● Local Farmers</li> <li>● Local Lenders</li> </ul>
Associations & Organizations	<ul style="list-style-type: none"> <li>● North Peace Housing Foundation</li> <li>● CMHC</li> <li>● Hospital Foundation</li> <li>● Northwestern Polytechnic</li> <li>● Church Communities</li> <li>● Seniors Service Providers - Homecare, Meals on Wheels, etc</li> <li>● FCSS Services</li> <li>● Heart of the Peace Community Investment Cooperative</li> <li>● Government of Alberta and Federal Government</li> <li>● MD of Fairview</li> <li>● Food Bank</li> <li>● Farmers Market</li> <li>● Chamber of Commerce</li> <li>● Local Farming Associations</li> </ul>

Physical Assets	<ul style="list-style-type: none"><li>● Hospital, Health Centre</li><li>● Northwestern Polytechnic Facilities</li><li>● Library</li><li>● Fine Arts Centre</li><li>● Playgrounds and parks</li><li>● Hockey and Skating Arena (indoor and outdoor)</li><li>● Seniors Housing - Garrison Manor, Harvest Lodge</li><li>● Seniors Facilities - Legion, Golden Age Center</li><li>● Fairview Regional Aquatic Centre and Fitness Centre</li><li>● Bowling Alley</li><li>● Curling Rink</li><li>● Daycare, Dayhomes, and After School Care</li><li>● EEO, STM, and FHS for K-12 Education</li><li>● Fairview Golf Course</li><li>● Cummings Lake Recreation Area</li><li>● Peace River Valley</li><li>● Dunvegan Facilities and Gardens</li></ul>
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**B. Challenges and Opportunities**

<b>Key Challenges and Opportunities</b>	
<b>Challenges</b>	<b>Opportunities</b>
<p><b>Affordability Challenges</b></p> <ul style="list-style-type: none"> <li>● Rising cost of living.</li> <li>● New construction pricing a challenge.</li> <li>● High inflationary markets add risk.</li> <li>● Loss of skilled trade labour in stagnant markets.</li> <li>● Existing housing market supply is low.</li> </ul>	<p><b>Affordability Opportunities</b></p> <ul style="list-style-type: none"> <li>● Expand NWP trades programs and work with the building industry to utilize trade students for local housing construction.</li> <li>● Ensure property taxes are and remain affordable for all classes of households.</li> <li>● Encourage and incentivize the development of more diverse housing options and higher density.</li> <li>● Look for procurement strategies that will allow purchasing materials wholesale vs at retail prices.</li> </ul>
<p><b>Rental Housing Availability Challenges</b></p> <ul style="list-style-type: none"> <li>● Not enough rental stock.</li> <li>● Investment properties can be hard to manage and many individual investors are intimidated by the process.</li> <li>● Renter turnover and concerns regarding damage to properties.</li> <li>● Finding quality housing products to rent out as a landlord.</li> <li>● Not enough family rentals on the market (3+ bedrooms).</li> <li>● Financing challenges - banks are risk averse.</li> </ul>	<p><b>Rental Housing Opportunities</b></p> <ul style="list-style-type: none"> <li>● Renovating older homes.</li> <li>● Repurposing and renovating houses and student rental units at the college.</li> <li>● Encouraging adding suites or accessory units to current single family dwellings.</li> <li>● Repurpose existing commercial buildings.</li> <li>● Encouraging multi-unit apartment buildings.</li> <li>● Encouraging mixed-use dwellings.</li> <li>● CMHC affordability incentives for rental - educate investors on available incentives.</li> <li>● Community Investment Models.</li> <li>● Education for investors and landlords regarding rental property ownership to help mitigate risks and increase confidence.</li> <li>● Collaborating with industry professionals to ensure services match market needs and demand.</li> </ul>



<p><b>Seniors Housing Needs</b></p> <ul style="list-style-type: none"> <li>● Gaps in different levels of seniors housing and services that prevent seniors from being able to stay.</li> <li>● Not enough volunteers for required seniors services.</li> <li>● Maintenance needs at existing seniors facilities.</li> <li>● Under funded services and facilities.</li> <li>● Need investors for more seniors housing.</li> <li>● More seniors discounts and affordable goods and services.</li> <li>● Lack of doctors, staff and health aides to provide necessary healthcare.</li> </ul>	<p><b>Seniors Housing Opportunities</b></p> <ul style="list-style-type: none"> <li>● Encourage more development of senior friendly properties.</li> <li>● Ensure Fairview provides walkable neighbourhoods with accessibility to all services.</li> <li>● More community awareness and involvement to volunteer or work in the seniors services environment. Youth looking for volunteer and work opportunities could be engaged more.</li> <li>● Work to continue to keep housing affordable in Fairview to offset the rising cost of living.</li> <li>● Define Provincial/Federal/Municipal responsibilities and services and identify the current gaps. Advocate for funding and resourcing where gaps exist in senior housing stock.</li> <li>● Find service providers that can play matchmaker to assist seniors in accessing available programs and funding.</li> </ul>
<p><b>Challenges of Attracting and Incentivizing Investors</b></p> <ul style="list-style-type: none"> <li>● Population trends for Fairview show an aging and decreasing population. Work has to be done by all stakeholders to reverse this trend.</li> <li>● Financial Institutions are risk averse and want to invest more in higher populated and growing areas.</li> <li>● Local construction, development, and property management services appear limited to outside investors compared to other markets.</li> </ul>	<p><b>Opportunities to Attract and Incentivize Investors</b></p> <ul style="list-style-type: none"> <li>● Focus first on local investors as they have other reasons to invest besides mainly financial.</li> <li>● Look for ways to work with local financial institutions that understand the rural market and are willing to provide unique solutions for rural communities - Alberta based and/or Credit Unions.</li> <li>● Educate the local real estate industry and realtors regarding investment opportunities and properties to better service investors' needs.</li> <li>● Encourage and incentivize small businesses to start, grow and expand to grow employment opportunities.</li> </ul>

**Challenges of Attracting and Retaining Young Families**

- Limited education options compared to urban centers.
- Childcare capacity and options.
- Limited sport choices for kids (club sports, AA hockey, etc).
- Need more employment options to retain youth and attract more families.
- Limited quality rental housing for families.
- Challenges retaining our current population.
- Town isn't growing in size and population.
- Youth are leaving.

**Opportunities to Attract and Retain Young Families**

- Work to ensure there is available quality housing for young families - to purchase or rent.
- Marketing campaign to promote affordable living in a small town and being able to work remotely to urban residents. Highlight Fairview's best attributes.
- Encourage and incentivize small businesses to grow and thrive here to generate jobs.
- Entrepreneurial programs to incentivize youth and current residents to start businesses and stay in Fairview.
- Work with schools and education organizations to ensure school choice and programming offered is enhanced. Encourage collaboration between NWP and the current junior and senior high schools.
- Support the daycare and local dayhomes (private and under daycare).
- Encourage people to support local businesses to maintain local employment and invest dollars back into their community.
- Enhance your main street with upgrades to attract residents that are used to living in urban environments.
- Ensure Fairview provides walkable neighbourhoods with accessibility to all services.
- Maintain and enhance all the recreational facilities currently available for families.
- Develop a strategic plan to enhance and improve the recreation facilities in Fairview in partnership with other stakeholders.

#### 4.0 Housing Strategy Goals and Objectives

While there are many opportunities for Fairview to address the challenges it is facing, the following goals and objectives will provide a focused strategy to ensure that Fairview's current housing needs are met now and into the future.

- A. **Increase the Number of Rental Units:** Provide more rental housing options to accommodate a diverse population and peak rental needs.
- B. **Improve Housing Stock Quality:** Enhance the condition, safety, and energy efficiency of existing homes.
- C. **Support New Housing Development:** Encourage the development of diverse housing types to accommodate the varying needs of Fairview residents and attract and retain new residents and investment.
- D. **Support Affordable Housing Initiatives:** Ensure housing remains affordable for all income levels as economic pressures change.
- E. **Support Collaboration Between Housing Stakeholders:** Provide opportunities for housing stakeholders to collaborate and engage in discussions regarding housing solutions and attract and retain new residents and investment.

#### 5.0 Action Plan

##### A. Increase Rental Units

The Housing Market Research & Needs Assessment identified gaps in the rental housing supply and the need for an increase in both long term and short term rentals in the area. The following tactics are approaches to increasing both.

##### 1. Incentivize Development of Rental Properties

- **Tax Incentives:** Offer property tax breaks or reductions for developers who build new rental units or convert existing buildings into rental properties. These would be new incentives in addition to the current development incentives already in place. It could be incremental based on the added value to the property as a result of the new development, or based on an incentive per new rental unit added to the inventory as a way to promote rental over owned units. This would also include the conversion of commercial retail, office or industrial spaces to residential rental units.

## 2. Zoning and Land Use Adjustments

- **Mixed-Use Zoning:** Encourage mixed-use zoning in strategic areas to allow for residential units beside or above commercial properties. This would be along nodes and corridors where larger underground services exist with higher traffic.
  - For example, consider 113th St (Secondary Hwy 732) for commercial small business opportunities mixed in with residential housing along that road. This is a high traffic road that would produce opportunities for home based businesses or small commercial buildings that are an appropriate size and use for this area.
- **Density Bonuses:** Allow higher density developments in certain areas if they include a percentage of rental units.
  - For example, current zoning and bylaws allow a building square footage that provides a certain number of residential units and density based on site coverage and building heights. These parameters of site coverage and/or height could be increased based on the project providing rental units vs owned units.

## 3. Promote Accessory Dwellings

- **Bylaw Amendments:** Review zoning bylaws to encourage accessory dwellings on single-family home lots and create a streamlined process. Building heights, site coverage, and front and rear setbacks can be reviewed to ensure they are not restricting accessory dwellings from being built.
- **Education:** Provide education opportunities for homeowners and contractors regarding the process for adding accessory dwelling units.
- **Tax Incentives:** Offer tax incentives for homeowners to create accessory dwellings. This would be incremental incentives in relation to the increase in property value as a result of the additional accessory dwellings.
- **Examples:**
  - Review the following publication by BC Housing that provides comprehensive guidelines and approaches to promoting Accessory Dwelling Units.  
<https://www.bchousing.org/publications/accessory-dwelling-units-case-studies.pdf>
  - The City of Edmonton's new Bylaw amended January 2024 provides more flexibility than previous versions with regards to the addition of Accessory Dwelling Units on residential lots. Review and implement applicable changes that would be appropriate for Fairview's size and scale.

#### 4. Promote Long Term and Short Term Rental Options

- **Regulate Long Term and Short-Term Rentals:** Continue to ensure all rentals are safe, compliant, and respectful of community standards. Provide an easy to access complaint process for renters to submit concerns and questions.
- **Education and Resources:** Educate local residents on the needs and opportunity for more rental housing, illustrating the investment opportunity and market gaps. Direct users to information on developing, owning, and managing long-term and short-term rentals, including legal obligations, safety standards, and guest/tenant management. Promote workshops and training sessions to help homeowners navigate the process of setting up and managing long-term and short-term rentals.
- **Incentives:** Offer incentives for homeowners to make necessary safety and accessibility upgrades.

#### B. Improve Existing Housing Stock Quality

##### 1. Housing Rehabilitation Programs

- **Home Repair Incentives:** Partner with provincial and federal programs to educate residents and provide financial incentives to homeowners for essential repairs and upgrades, focusing on safety and energy efficiency. This would include accessibility retrofits for aging in place infrastructure for seniors.
- **Energy Efficiency Rebates:** Partner with provincial and federal programs to educate residents and offer rebates for energy-efficient upgrades, such as insulation, windows, and heating systems.
- **Renewable Energy Rebates:** Partner with provincial and federal programs to educate residents and offer rebates for renewable energy upgrades.
- **Contractor Education:** Educate local contractors on the growing business opportunities for more rental units and renovation projects.
- **Example Programs:**
  - Canada Greener Homes Loan (Federal Government for Homeowners)
  - Clean Energy Improvement Program (Provincial Program for Municipal Governments to implement)
  - Green Municipal Fund (Federal Program for Municipal Governments)
  - Energuide Program through Natural Resources Canada (Education for Builders and Homeowners)
  - Local Energy Efficiency Partnerships, LEEP (Education for Builders)

## 2. Enforce Building Codes and Standards

- **Regular Inspections:** Ensure there is frequency and rigor of building inspections to ensure compliance with safety and quality standards.
- **Education and Support:** Offer workshops and resources to help homeowners understand and meet building codes and standards. Promote building inspector education programs for anyone who wants to become certified or learn more about building quality residential.

## C. Support New Housing Development

### 1. Financial Incentives for Developers

#### 1. Tax Incentives

- **Property Tax Breaks:** Offer temporary property tax reductions or exemptions for developers constructing new housing units. Offer increased incentives for developers that are developing higher density developments, energy-efficient or adaptable housing units that can accommodate changing household sizes and demographics.
- **Development Fee Waivers:** Reduce or waive development fees for projects that include higher density developments, energy-efficient and adaptable housing units that can accommodate changing household sizes and demographics.

#### 2. Land Cost Subsidies

- **Discounted Land Sales:** Sell municipal land to developers at discounted rates if they commit to building residential units to a certain standard and within a certain time frame. This is a longer term strategy to be implemented when there is higher demand and construction viability for new housing units.

## 2. Streamlining Approval Processes

### 1. Expedited Permitting

- **Fast-Track Approvals:** Establish and promote a fast-track approval process for housing projects that meet specific criteria. While approvals in small towns may already seem fast-tracked compared to cities, there are ways to create an incentivized approach to “good development” that meets Fairview’s development goals.
- **Dedicated Planning Support:** Provide dedicated support staff to assist developers through the permitting process efficiently.

## 2. Zoning Flexibility

- **Flexible Zoning Regulations:** Review and adjust existing zoning regulations to allow for higher-density developments, mixed-use projects, and a variety of housing types. Developers prefer to avoid rezoning properties if possible as they are seen as a higher risk property to investors.
- **Pre-Approved Development Plans:** Create pre-approved development plans or zones where developers can build with fewer hurdles. For example, zones where no infrastructure upgrades are needed to accommodate increased density, or pre-approved housing designs that are permit ready.

## 3. Infrastructure and Community Investments

### 1. Infrastructure Upgrades

- **Utility Improvements:** Invest in upgrading water, sewer, and electrical infrastructure to support new developments if required. New development should always be encouraged first through zoning along higher capacity infrastructure.
- **Transportation Enhancements:** Improve pedestrian pathways to make new residential areas more accessible. To support a senior friendly and family oriented community, it is critical to ensure there are accessible and maintained pedestrian pathways in all neighbourhoods and streets, in all directions. (Reference <https://www.880cities.org/> )

### 2. Community Amenities

- **Green Spaces and Parks:** Develop and maintain attractive parks, playgrounds, and recreational areas to enhance the community appeal. Ensure these areas are accessible to pedestrians from all areas of the community.
- **Support Public Services:** Ensure high-quality public services are available in partnership with other levels of government, including schools, healthcare facilities, and emergency services, to attract families.
- **Strategic Planning:** Work with key partners and stakeholders to develop a strategic plan for all community amenities and find ways to enhance and support public services. Community Amenities attract and retain residents, and often take significant investment and efforts by all stakeholders to make them a success. This requires extensive collaboration, cost sharing, and resourcefulness for small communities to create, maintain and operate and requires both public and private investment.

## 4. Marketing and Promotion

### 1. Promote Fairview's Advantages

- **Quality of Life Campaigns:** Highlight the town's quality of life, using the content provided from the Housing Livability Survey completed in February 2024. Use effective social media campaigns using video content and individual ambassadors and influencers.
- **Economic Opportunities:** Showcase local employment opportunities, affordable housing, business incentives, and Fairview's strategic location.

### 2. Local Developer Outreach

- **Education:** Host local investor and developer meetings to illustrate the current investment opportunities in the market and where the gaps currently exist in housing. For example, new Seniors Housing projects are already underway and under development in Fairview, and there is a growing demand for more as more healthcare services become available.
- **Public-Private Partnerships:** Look for opportunities to partner with local private developers on joint venture projects where the projects have a high benefit to the community. Get input from the community regarding which projects they would like to see prioritized and then seek local private developer partners.

### 3. Outside Developer Outreach

- **Trade Shows and Conferences:** Participate in real estate trade shows and conferences to network with potential developers and the construction industry, once population growth is projected to occur.
- **Marketing Materials:** Develop professional marketing materials and an online presence to attract developers and investors and showcase development incentives being offered.

### 4. Economic Development Initiatives

- **Business Incentives:** Provide incentives for businesses to start or move to Fairview, creating job opportunities for residents.
- **Entrepreneur Support:** Support local entrepreneurs with grants, mentorship, and business development services.
- **Investment Opportunities:** Highlight potential investment opportunities in the area for local and outside investors. Some of these opportunities could include, but are not limited to:
  - i. Renewable Energy Projects
  - ii. Agri-tourism and Agri-business
  - iii. Heritage and Cultural Tourism



- iv. Small Business Incubators
- v. Health and Wellness Tourism (Retreat Centers, Outdoor Activities, Health and Wellness Services)
- vi. Educational and Training Centers

## D. Support Affordable Housing Initiatives

### 1. Affordable Housing Projects

- **Public-Private Partnerships:** Partner with private developers and non-profit organizations to build affordable housing units.
- **Density Bonuses:** Allow higher density developments in certain areas if they include a percentage of affordable units.
- **Problem Property Conversion:** Assist non-profit housing organizations to acquire properties that have been considered problem properties in the community. Work with these organizations to either rebuild, remodel or tear down and replace these homes.

Example:

- City of Edmonton's "2023 to 2026 Approach to Problem Properties"  
<https://www.edmonton.ca/sites/default/files/public-files/2023-26-Approach-to-Problem-Properties.pdf?cb=1720048069>

### 2. Rent Subsidy Programs

- **Provincial and Federal Programs:** Leverage existing provincial and federal rent subsidy programs to assist low-income residents and educate residents on the supports that are currently available. Provide easy to access links to their websites and resources for residents to access. Example: <https://www.alberta.ca/affordable-housing-programs> and <https://www.alberta.ca/canada-alberta-affordable-housing-agreements>
- **Local Subsidies:** Establish a local rent subsidy fund to provide short term temporary assistance to residents in need. Provide opportunities for higher income residents to contribute to this fund in partnership with the municipality, as a way to give back and help those in need during difficult times. Create an easy process for applicants with clear requirements to qualify.

## E. Support Collaboration Between Housing Stakeholders

### 1. Collaborative Projects

- **Non-Profit Collaboration:** Work with non-profit housing organizations to assist in the development or renovation of affordable housing projects.
- **Post Secondary Collaboration:** Work with post secondary institutions such as Northwestern Polytechnic and Northern Lakes College, to encourage continuing education opportunities, and trade enrollment and job placements for students. This will support DIYers, and encourage students to stay and give local contractors local skilled labour to hire.
- **Procurement Strategies:** Work with local organizations and businesses to find ways to purchase materials wholesale to reduce costs of building. Northern communities often have to pay increased costs for materials in addition to labour, which greatly impacts overall construction cost. Materials like lumber are produced and manufactured locally.
- **Financing & Investment Collaboration:** Work with local lenders, businesses and investors to determine if the following strategies can be further explored and developed:
  - Microloans for small scale property improvements or small business improvements.
  - Community Development Investment Co-operatives - so local community members can invest in larger scale projects they would not typically be able to invest in, earning returns while supporting local development.
  - Community Land Trusts - this is typically for larger municipalities, however may have some traction as Fairview grows.
  - Business Improvement Area - formed by the businesses in a specific area to jointly raise and administer funds for improvement projects and promotional activities. For example, Fairview's main street businesses could form a BIA in partnership with the Town of Fairview to make improvements, enhance, and promote Fairview's main street.

### 2. Housing Taskforce or Committee

- **Community & Industry Stakeholders:** Form a Housing Taskforce or Committee that meets regularly to develop and inform these strategies further and provide feedback regarding the Town of Fairview's housing initiatives.

### 3. Rural Housing Symposium

- **Educate Residents and Other Rural Communities:** After a few years of success of implementation of these strategies and seeing tangible and measurable results, host a Rural Housing Symposium in Fairview to establish your reputation as a leader in this area. This will build momentum, bring more collaboration and partnership opportunities to Fairview and encourage even more investment in the community.

### 6.0 Implementation Plan

- **Year 1-2: Planning and Pilot Projects**
  - Implement Strategies A-3 and A-4
  - Implement Strategies B-1 and B-2
  - Implement Strategies C-4.1, C-4.2 and C-4.4
  - Implement Strategies D-2
  - Implement Strategy E-1 and E-2
  - Start with pilot programs to test implementation and demand.
  - Focus on education and expanding rental unit opportunities within existing housing units.
  - Promoting renovations and retrofits of existing homes should be a priority to preserve and best utilize the existing housing stock.
  - Focus on local developer and investment partnerships.
- **Year 3-5: Expansion and Scaling Up**
  - Implement Strategies A-1 and A-2
  - Implement Strategies C-1 and C-2 and C-3.2
  - Implement Strategy D-1
  - Expand successful pilot programs town-wide.
  - Initiate larger-scale housing projects.
  - Increase frequency of inspections and workshops.
- **Year 6-10: Long-Term Sustainability**
  - Implement Strategies C-3.1 and C-4.3
  - Implement Strategy E-3
  - Review and adjust policies based on outcomes.
  - Continue to promote sustainable development and smart growth.
  - Ensure long-term funding and support for housing initiatives.
  - Market and promote success and position Fairview as a leader in Western Canada for small municipalities.

<b>Implementation Plan</b>			
<b>Strategy: A. Increase Rental Units</b>	<b>Year 1-2</b>	<b>Year 3-5</b>	<b>Year 6-10</b>
1. Incentivize Development of Rental Properties		Yes	Yes
2. Zoning and Land Use Adjustments		Yes	Yes
3. Promote Accessory Dwellings	Yes	Yes	Yes
4. Promote Long Term and Short Term Rental Options	Yes	Yes	Yes
<b>Strategy: B. Improve Existing Housing Stock Quality</b>	<b>Year 1-2</b>	<b>Year 3-5</b>	<b>Year 6-10</b>
1. Housing Rehabilitation Programs	Yes	Yes	Yes
2. Enforce Building Codes and Standards	Yes	Yes	Yes
<b>Strategy: C. Support New Housing Development</b>	<b>Year 1-2</b>	<b>Year 3-5</b>	<b>Year 6-10</b>
1. Financial Incentives for Developers		Yes	Yes
2. Streamlining Approval Processes		Yes	Yes
3. Infrastructure and Community Investments			
1. Infrastructure Upgrades			Yes
2. Land Cost Subsidies		Yes	Yes

4. Marketing and Promotion			
1. Promote Fairview’s Advantages	Yes	Yes	Yes
2. Local Developer Outreach	Yes	Yes	Yes
3. Outside Developer Outreach			Yes
4. Economic Development Initiatives	Yes	Yes	Yes
<b>Strategy: D. Support Affordable Housing Initiatives</b>	<b>Year 1-2</b>	<b>Year 3-5</b>	<b>Year 6-10</b>
1. Affordable Housing Projects		Yes	Yes
2. Rent Subsidy Programs	Yes	Yes	Yes
<b>Strategy: E. Support Collaboration Between Housing Stakeholders</b>	<b>Year 1-2</b>	<b>Year 3-5</b>	<b>Year 6-10</b>
1. Collaborative Projects	Yes	Yes	Yes
2. Housing Taskforce or Committee	Yes	Yes	Yes
3. Rural Housing Symposium			Yes

## 7.0 Long-Term Monitoring and Adjustments

- **Regular Assessments**
  - **Housing Market Analysis:** Conduct regular housing market analyses to assess demand and adjust strategies accordingly.
  - **Industry Feedback:** Engage with contractors, developers and the real estate industry to gather feedback on policies and incentives, making necessary adjustments.
- **Community Feedback**
  - **Resident Surveys:** Use surveys and community meetings to gather resident feedback on housing needs and satisfaction levels.

- **Advisory Committees:** Establish advisory committees comprising residents, developers, and business owners to guide housing policies.

## 8.0 Conclusion

With a thoughtful and targeted approach, Fairview can leverage its unique advantages as a small town to effectively address its housing challenges. By increasing the availability of rental units, improving the quality of existing housing stock, supporting new housing development, supporting affordable housing initiatives, and supporting collaboration between housing stakeholders, Fairview has the potential to create impactful solutions that larger cities may struggle to implement swiftly. This housing strategy outlines clear, actionable steps to ensure that the town not only meets the current housing needs but also prepares for future demands. By embracing these strategies, Fairview can establish itself as a model for other municipalities, demonstrating how small towns can proactively manage housing affordability and quality, ultimately enhancing its appeal and solidifying its position as a desirable place to live in Alberta.