

# Council highlights

## **Bylaw 12/2016 ~ Heartland Stage 2 Area Structure Plan Amendment – First Reading & Public Hearing Setting**

Administration shared a report outlining proposed changes to the Heartland Stage 2 Area Structure Plan. The changes would support a related application for Heartland Stage 14, which proposes changing the site from medium-density residential to neighbourhood commercial use. Both applications were brought forward to Council for consideration.

Council gave First Reading to Bylaw 12/2026 and set the Public Hearing for Monday, October 5, 2026 at 5:30pm.

## **Bylaw 13/2016 ~ Heartland Phase 14 Land Use Amendment – First Reading & Public Hearing Setting**

Administration presented a proposed land use change for Heartland Phase 14 that would allow for an additional commercial area in the community, alongside the existing commercial area on Heartland Boulevard. The proposal would change the site from medium-density residential to neighbourhood commercial use.

A related amendment to the Heartland Stage 2 Area Structure Plan was also presented to ensure the community's planning framework reflects the proposed change.

Council gave First Reading to Bylaw 13/2026 and scheduled a Public Hearing for Monday, October 5, 2026, at 5:30 p.m.

## **Community Growth Mid-Year Report ~2026**

Administration shared an update on the work within the Community Growth section for the first six months of 2026, which includes both Planning Services and Safety Codes.

Council received the report for information.

## **Delegation ~ Cochrane Tourism Association**

Callandra Caufield, Executive Director of the Cochrane Tourism Association, attended to discuss a proposed regional tourism partnership involving the Town of Cochrane, Town of Sundre, and Sundre Tourism Association, with potential expansion to other municipalities in the Cochrane, Sundre, Bighorn region. The proposed Memorandum of Understanding would demonstrate shared interest in exploring the partnership in support of CTA's destination marketing organization application, due October 1, 2026.

Council received the report and presentation for information.

## **Council Strategic Plan ~ Final Adoption**

The Strategic Plan establishes Council's strategic direction and priorities for Administration.

On June 15, 2026, Council conditionally adopted the foundational elements of the

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Council Strategic Plan including the Vision, Mission, Promise to the Community, Strategic Priorities, and Objectives; and further, directed Administration to return in Fall 2026 with an implementation framework that incorporates key supporting projects, initiatives and anticipated timelines.

Council formally adopted the Council Strategic Plan in its entirety, including the implementation framework, key supporting projects, and anticipated timelines.

## Digital Signs

The Town has two digital signs that have reached the end of their operational lifecycle and require significant investment to remain functional. Both the technology and physical infrastructure are outdated, increasingly difficult to maintain, and no longer align with evolving community communication trends. Administration reviewed several options, including full replacement of the digital signs, complete removal, or repurposing the existing infrastructure.

Council directed Administration to pursue a competitive Request for Proposals process to explore a long-term operating partnership with a private entity to lease, upgrade and manage one of the Town's existing digital sign locations for third-party local advertising, while repurposing the remaining sign location into placemaking and gateway signage.

Council also directed Administration to bring a proposed signage advertisement policy to guide the RFP process to a future Council Meeting.

## Council Advocacy Priorities

Council adopted new advocacy priorities to guide direction for the next four years. They are organized around three focus areas: Transportation Networks and Economic Connectivity, Community Infrastructure, and Community Wellbeing. Together, these priorities reflect areas where Cochrane requires coordinated action, investment, or decision-making by other orders of government and regional partners. By approving the priorities, Council confirms the key issues Administration should advance while maintaining flexibility to respond to emerging advocacy opportunities as they arise.