



309B Macleod Trail SW  
High River, Alberta Canada T1V 1Z5  
P: 403.652.2110 F: 403.652.2396  
www.highriver.ca

June 26, 2020  
For Immediate Release

## **3-hour Parking Signs Being Installed Downtown**

*3-hour parking will be phased in as downtown users adjust to the Bylaw*

HIGH RIVER AB – New 3-hour parking signs will be installed in the Town’s downtown core shortly. The goal of three-hour parking is to ensure spaces are available for shoppers and customers of businesses in the area. The parking signs will be in place permanently pending a review by Council in early 2021.

“The approved Traffic Bylaw and Downtown Parking have been in the works for three years now, so this should come as no surprise,” said Mayor Craig Snodgrass. “High River has unique businesses that are popular with both residents and visitors. Time limited parking will ensure more turnover to enable people to find parking spots. Parking remains free downtown, and we encourage people who need to park longer to choose nearby free public parking lots.”

Handouts including a parking map will be available at businesses, the Visitor Information Centre in the Museum of the Highwood and on the Town’s website showing the locations of all available downtown parking, including areas where there are no time restrictions.

### **Information about Downtown Parking Phase-In:**

- Effective July 6, 2020 downtown users must follow the 3-hour parking limit within the boundaries outlined in the Traffic Bylaw
- Three-hour parking will be in place on weekdays only, between the hours of 8 am to 5 pm (weekends and holidays are exempt)
- Some parking spots will be designated as 15 minutes only, for temporary loading and unloading or quick stops
- There are no changes to existing accessible parking spots for people with mobility issues
- Enforcement and ticketing will begin after the Labour Day weekend
- Under the bylaw, violations can result in a warning, a ticket or towing of a vehicle. The penalty for parking over 3-hours is \$100.

.../2

“We know it takes time to change habits, which is why we are phasing this in and giving people the summer months to get used to this new bylaw,” adds Mayor Snodgrass. “When people see the map, they will realize it is not a far walk to their business destination from any public parking lot – and probably closer than they would park in a mall. Why not enjoy the scenery, make a few other stops and get your steps in?”

The Traffic Bylaw 4563/2019 was approved by Council on February 10, 2020 following extensive public engagement and a public hearing. Implementation of the Downtown Parking plan was delayed as a result of the Town’s response to COVID-19.

For more information, including the Downtown Parking Map and a Parking FAQ, visit [highriver.ca/downtown-parking](http://highriver.ca/downtown-parking).

- 30 -

**Media Contact:**

Craig Snodgrass  
Mayor – Town of High River  
[www.highriver.ca](http://www.highriver.ca)  
[csnodgrass@highriver.ca](mailto:csnodgrass@highriver.ca)

Ph: 403.652.2110

“Making A Positive Difference Now and For Generations to Come”

Peter Genereux  
Manager of Emergency Management and Protective Services  
[pgenereux@highriver.ca](mailto:pgenereux@highriver.ca)  
Ph: 403-603-3583