



Developing for Sustainability

By many of today's yardsticks, Nobleford, pop. 689, should be quietly settling into its sunset years as a prairie town well past its glory. But there were people in Nobleford who were not prepared to watch the town die. When a water crisis arose in 2003, Council of the day saw the need for a new and larger water supply, they understood Nobleford needed a plan for sustainability in its future.

Next, Nobleford developed an economic development plan and a vision of future sustainability. From that belief sprang innovation, some key decisions, and, above all, a determination to become the community that could truly be a place attractive to families and businesses.

In the past, Kirk Hofman, CAO of the village, says any new residential area developed would take a decade or two to fill. Things have changed: phase one of the new plan included 40 lots; they were sold in six months. Not bad, thought Hofman, until the 40 lots in phase two sold in four hours, and the third 41 were sold by the stroke of a pen. So now residential lots are snapped up as soon as they become available, tax revenue has been increased while property taxes have dropped.

The Village marketed the community by creating an environment that made news. Solid partnerships were developed with businesses key to Nobleford's survival; they relocated with the ability to provide a high quality of life for their employees.

An award-winning business that opened in Nobleford offered the employees an incentive on the price of a home if they moved to the town. Townhouses and condos combined with single-family homes, create affordable, quality housing.

Nobleford's population is up significantly since the last census, the highest growth of any community south of Okotoks. "We're now developing a vision for the future," says Hofman. "I anticipate even bolder strokes." Nobleford was once in danger of losing Noble Central School, which would have meant busing its children elsewhere. Today, the school is thriving from kindergarten to Grade 12; the quality of education, says Hofman, equals the provincial average. Meanwhile, the Nobleford Community Complex is serving 60 children in the Mennonite education system. New land is being set aside for another school.

In the end, it may come back to water. The town's raw water is supplied by the Lethbridge Northern Irrigation District's main canal line east of the Oldman River Dam. It comes inclean, circumventing feedlot runoff and upstream of any urban sewage. The water is pumped into four reservoirs and so the village has enough capacity for its own uses, as well as, the ability to offer water to other communities.

And so Nobleford has pulled off a rare coup for a prairie town. It has become a hotbed of development, a community for families and a good neighbor to others.

Did you know:

- Nobleford was incorporated as a village in 1918 with a population of 100.
- Nobleford's first mayor was Charles S. Noble.
- Nobleford became its own developer of 45 acres and built residential and commercial lots.
- Nobleford attracted Twister Pipe Ltd. from Calgary.
- In 2008, Nobleford's tax mill rate decreased by 46%.
- Nobleford was recognized in the Excellence in Investment /Business Attraction and Excellence in Business Growth /Expansion Categories at SouthGrow's 2007 Recognition Event.

For more information contact:

Village of Nobleford

P.O. Box 67
Nobleford, Alberta T0L 1S0
Ph: (403) 824-3555
Fax: (403) 824-3553
Email: admin@village.nobleford.ab.ca
Website: www.village.nobleford.ab.ca

SouthGrow Regional Initiative

P.O. Box 1202,
Lethbridge, Alberta T1J 4A4
Phone: (403) 394-0615
Toll Free: 1-888-989-8488
Email: info@southgrow.com
Website: www.southgrow.com

