



EDMONTON CDC

McCauley Design Concept Team

April 9, 2019

Meeting Minutes

Attendees: Mark Holmgren, Todd Janes, Miranda Ringma, Anna Bubel, Vikki Wiercinsky, Karen Gingras

Karen provided a verbal report about what she learned in terms of the three broad concepts suggested at the March meeting.

In terms of interest, there was no interest to date from members of the cycling community in a cycling centric development.

The makers' space concept has marginal interest and the general key success factors are:

- Narrow scope
- Makers' space with low cost equipment such as ceramics, glass blowing, textiles

The food related concept has more interest because for example, there is more opportunity for an attraction or in other words an anchor.

After much discussion, the team felt that adding having an anchor was another minimum requirement, in addition to parking and street activation; and what ever is built needs to have commitment for occupancy prior to building. The location is prime for advertising as it is on a busy street and is on a ground level LRT.

They supported keeping the food related concept where a greenhouse, for example but not necessarily, was the anchor. The greenhouse could be on the laydown yard or south facing on the lands known as the Paskin site. The land could support organic food related businesses, Eatery, food hall, distiller, brewer and/or small retail shops such as a bakery, coffee roaster, small restaurant, with patio space.

Housing could be located on top – again with commitment for occupancy. It was noted that renting is becoming the norm.

Much discussion was held around a second concept and while the concept of makers' space was considered, the question became – what is the main attraction – the anchor?

It could be a niche draw, so doesn't have to be a "big brand" but there needs to be an anchor. It could be a tech school, or something like EQ3(Winnipeg based). Home Hardware, Lee Valley – or some time of down town hardware store could be an anchor. IKEA is also considering smaller locations and Miranda may be able to connect with someone within IKEA to determine if they would be interested in this location.

A third concept that could be explored is a performance venue that would not compete with AC118. A small scale nightclub. Karen could speak with someone from the Yardbird Suite to see what they thought of this idea.

Next steps:

- Todd to try to connect Karen with ED at Alberta Craft Council
- Karen to connect with Lee Valley, Michael's, Home Hardware, (and other hardware companies)
- Miranda connect with IKEA
- Karen connect with Yardbird Suite – (non profit society operates it) what do they think of this idea?

Next meeting – Karen to send Doodle to pick time.

Note that after the meeting, Todd suggested adding Sunterra to the list of potential anchors for the food related anchor. Karen will find connections with Sunterra.

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