



EDMONTON CDC

Meeting Notes McCauley Development Concept Team January 22, 2019

In attendance: Mark Holmgren (Edmonton CDC), Lily Mounma (McCauley Community League), Miranda Ringma (Zocalo), Ernst von Meijenfeldt (E3 Architecture), Karen Gingras (Edmonton CDC)

During introductions everyone was asked “Why McCauley? Why did they choose to live or to work in McCauley?” Responses were:

- 20 years in McCauley, family and children in the area. Want to be part of growing community
- 8 years, E3 bought St. Stephen’s church, it was going to be torn down, they knew of the building from a client on 118 Ave. originally started as event space for Studio 96 and became E3 space as well. Because of the building and involvement in the Quarters plan, very aware of the neighbourhood, McCauley=vibrant.
- 30 years – 15 years the business started up. Thought why not? It is home. Potential is huge, allowed us to invest, made financial sense, bought adjacent land to the business site to keep the property out of Santos owner hands as they wanted it for parking.

The next discussion centred on what the members of the team hope the development will do for the community and for the street. Those hopes included:

- Full of creative energetic stuff
- Adds vitality, not dead
- Adds pedestrians
- Continue the commercial corridor
- Walkable street to downtown
- Add storefronts – no medical or businesses related to medical (eg. Pharmacies)
- Living above, selling what they produce
- Maker studios
- Afford for people who want to start out
- Have 95 st. business community
- Don’t be overly ambitious, not an AC118
- Well done and go big (disagree with don’t be overly ambitious)
- Things that contribute to the neighbourhood
- Some form of ownership
- Retain old world look and feel
- Hesitant to have offices on the street level – doesn’t support walkability – people hide away in an office
- Can’t have an island – need continuity between Little Italy
- Need to have an anchor

- Need to have residences for single people and couples and couples with kids
- When a start up business, helps to be in a relationship as helps to have someone with regular income.
- Succeeding in business if you want to live there
- The development contributes to the brand of the street – like “church St”.

The next agenda topic was regarding the draft Terms of Reference. People felt that the terms of reference could be amended as follows:

- Under the heading “role” add that the role includes developing 3 sketches of potential developments to be shared with the community with the intention of narrowing the sketches to one concept.
- Under membership, add that people will be invited to discussions with the team throughout the process and that we consider inviting Christy Morin, Linda from the Works (especially since they are located adjacent to the land) Vikki from Royal Bison Fair, Mack Male and the City’s Revitalization Coordinator – Greg? Weren’t sure of name.
- In the section “Term”, extend the timeline to July 1, 2019. By which time the design phase will be complete and we are ready for the concept drawings
- Focus the meetings on the concepts

When we discussed the sketches, the group thought that at least one drawing could show a development that is a showcase. The development should be high quality, an economical build without sacrificing design.

We also discussed the process, which is a research by design process. The concept team feeds the design process, the design process leads to sketches. The group felt that the support offered was reasonable.

Next meeting 30th or 31st 1:30-3pm. Karen will send invite to everyone and invite additional people as recommended.