

THE QUARTERS DOWNTOWN

Summary Report

The Quarters Downtown Streetscape
Public Information Session
March 27, 2013



THE QUARTERS DOWNTOWN

March 28, 2013

Our Reference: 13494

City of Edmonton

Attention: Mary Ann Debrinski
Director, Sustainable Development,
Housing and Economic Sustainability
1100, HSBC Bank Place
10250 101 St. NW
Edmonton, AB T5J 3P4

**Reference: City of Edmonton
The Quarters Downtown Streetscape
March 27, 2013 Public Information Session
Comment Form Summary**

The public information session for The Quarters Downtown Streetscape project was held to present the specific reconstruction and streetscaping details of 96 Street (The Armature) from Jasper Avenue to 103A Avenue. The session was one of a series of community and stakeholder consultations that have been ongoing through the planning process for The Quarters. The feedback gathered during this session will assist in providing guidance for successful redevelopment of the area.

The information session was held on March 27, 2013 from 4 - 8 p.m. at the Boyle Street Plaza. Representatives from ISL Engineering and Land Services and the City of Edmonton staffed the event.

To create awareness about the information session, invitations were developed and distributed to stakeholders via email on March 13, 2013. Ads were developed and placed in the Edmonton Journal and the Edmonton Sun on March 16/17 and 23/24, 2013 (Appendix A) and road side signs were placed in the project area. The display boards and comment form from the event are included as Appendix B and C respectively.

47 people signed in for the open house and total attendance was 59 people. 24 comment forms were completed and returned at the open house.

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Results:

1. What interests are you representing when completing this questionnaire? *(Please check all that apply)*

Less than a quarter (12 or 20%) of people that attended the event were residents of the area. 8 or 14% of participants were property owners in the area. Other participants identified themselves as: employees of organizations in the area (1 or 2%), not for profit in the area (1 or 2%), volunteer in the area (6 or 10%), business owner in the area (1 or 2%), post-secondary student (2 or 3%), shopper in the area (4 or 7%), transit user (4 or 7%) and other (6 or 10%).

- | | |
|--|---|
| <u>12</u> Resident of the area <i>(Please record the first 3 digits of your postal code : T5H x12, T5B x1, T5J x2)</i> | <u>1</u> Business owner in the area <i>(Please record the first 3 digits of your postal code: T5H x1)</i> |
| <u>1</u> Employee of an organization located in the area | <u>2</u> Post-secondary student |
| <u>1</u> Service provider in the area (not for profit) | <u>4</u> Shopper at businesses in the area |
| <u>8</u> Property owner in the area | <u>4</u> Transit user |
| <u>6</u> Volunteer in the area | <u>6</u> Other: (please specify) <u>Edmonton Resident(x2), Environmental & Earthworks Company, Consultant for projects in area, community member, listing property for sale, Bike Rider</u> |

2. Please help us prepare for future projects by taking the time to answer a few questions about your experience. Please rate your level of agreement with the following statements, on a scale where 1 means Strongly Disagree and 5 means Strongly Agree.

21 participants (36%) agreed or strongly agreed with the following statement **"The information presented was useful and informative."** A further 2 or 3% strongly disagreed, 1 participant felt neutral and 35 participants or 59% did not respond. 35 participants (59%) did not respond to the statement **"The project representatives were helpful, friendly and accessible."** 19 or 32% agreed or strongly agreed with the statement. 3 participants (5%) felt neutral and 2 or 1% of participants strongly disagreed. 21 participants (36%) agreed or strongly agreed with the following statement **"The project representatives were helpful, friendly and accessible."** A further 2 or 3% strongly disagreed, 1 participant felt neutral and 35 participants or 59% did not respond. 19 participants (32%) agreed or strongly agreed that they were able to find satisfactory answers to their questions. 1 participant (2%) felt

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neutral and 2 (3%) strongly disagreed with the statement: “I was able to find satisfactory answers to my questions.”. Regarding the statement: “I have a better understanding of the project because of my attendance tonight.”, 17 participants (29%) agreed or strongly agreed, 5 participants (8%) felt neutral and 1 participant (2%) strongly disagreed.

	1 Strongly Disagree	2	3 Neutral	4	5 Strongly Agree
The information presented was useful and informative.	2	0	1	11	10
The information was easy to understand.	2	0	3	7	12
The project representatives were helpful, friendly and accessible.	2	0	1	3	18
I was able to find satisfactory answers to my questions.	2	0	1	9	10
I have a better understanding of the project because of my attendance tonight.	1	0	5	4	13

3. How did you hear about this event? *(Please check all that apply)*

When asked how they heard about the event, 8 participants (14%) said they heard about it from an email notice, 6 (10%) people read the ad in the newspaper, and 5 participants (8%) said they saw the road side signs. Others heard about the event via facebook/twitter, City of Edmonton website, their community league or word of mouth. 31 participants (53%) did not respond to this question.

- 6 Newspaper advertisement
- 5 Portable street sign
- 8 Email notice
- 3 Facebook/Twitter

- 3 City of Edmonton website
- 1 From my community league
- 2 Word of mouth
- 0 Other (please specify) _____

4. Which aspects of this event did you find most valuable? *(Please check all that apply)*

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Participants that responded to this question said that interaction with project representatives was most valuable followed by the display boards and the animated videos.

11 Display boards

17 Interaction with project representatives

3 Other (please specify) Animated video (x3)

5. Please provide your comments about The Quarters Downtown Streetscape project and/or the information presented tonight.

Aesthetics

- I liked the concept for the street lights
- The quality of the streetscape – double rows of trees, high quality surface finishes and growing median for

tress/vegetation will be a great addition to the Edmonton's urban core – adding positively to our downtown. Great work.

Positive Feedback

- It will be transformational that will stimulate development. It is a good investment by the city.
- Perfect. Build it.
- I am very happy to see downtown to look better for everyone
- Great project – good to see it come to reality
- Very glad to see the area being revitalized. This is a much better use of tax dollars than building more suburbs!
- I'm very happy to see this finally going forward, I especially like the bicycle friendly component & encourage easier access to & from this area to bike trails in Louise McKinney Park. Retail in this area is crucial.

- I am glad effort is being made to improve and urbanize this area. I am glad there is an emphasis on creating density and that the area will be pedestrian friendly. I wonder how long it will take to affect/improve the surrounding neighbourhoods. Too long perhaps? I hope nearby residents are open to the project. Education of the benefits will be important.
- Edmonton needs this. Hoping the construction phase is smooth and quick. Build the park space ASAP. Whyte needs a huge leg-up like this; there is already enough established Business & foot traffic to support this there.

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Concerns

- The homeless will be sleeping in the park.
- As part of the area development the old apartment building near Jasper Ave and 96th St. need to be torn down along with buildings on Jasper Ave (peep show, etc). Owners need to develop properties or if possible force owners to tear them down.
- I was familiar with much of the project due to many years involvement with the Boyle Street community league. I came to see if there was more information and planning, including more about the community garden.
- Very pleased this area is being developed, however, am quite concerned about the effects it will have on the area to the immediate north.
- The presentation was really only concerned with ¼ (armature) as opposed to the whole. Possibly should be concerned with interrelations of the pieces of the vision. Hopefully this will spend much needed re-development of the area. Directional orientation of best maps were problematic.
- Personally, I'm very uncomfortable with being filmed without consent at these info sessions.

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Appendix A: Ad

THE WAY WE GROW

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A public information session is being held to present design and construction details of Phase 1 of The Quarters Downtown Streetscape project.

The project includes reconstruction and streetscaping of 96 Street (The Armature) from Jasper Avenue to 103A Avenue. Construction for Phase 1 of The Quarters Downtown Streetscape project is scheduled to start in Spring 2013.

DATE & TIME

DROP-IN
WEDNESDAY, MARCH 27
4:00 - 8:00 PM

LOCATION

BOYLE STREET PLAZA
MULTI PURPOSE ROOM
9538 - 103A Avenue

Attend the public information session to view displays, ask questions of the project team and provide comments.

For those unable to attend this session, more information will be available online at www.edmonton.ca/thequartersdowntown following the meeting.

Learn more about, and get involved in, City issues affecting you and your neighbourhood. Go to www.edmonton.ca/publicinvolvementcalendar for a list of public involvement opportunities.



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Appendix B: Display Boards

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WELCOME!

The Quarters Downtown Streetscape Public Information Session March 27, 2013 4 - 8 p.m.

This public information session is being held to present information on the design and construction details of The Quarters Downtown Streetscape project.

Please take a comment form, visit the stations around the room to view the plans and design elements, and talk to members of the project team.

Drop your completed comment form in the basket by the door before you leave.

Thank you!



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PROJECT BACKGROUND

The City of Edmonton is leading the redevelopment of The Quarters Downtown .

- Council has approved the investment of \$56 million in infrastructure and public amenities to attract further investment and encourage growth in this part of downtown.
- The City has undertaken construction of a storm sewer tunnel and utility relocations in 2012 and 2013.
- Construction of The Quarters Downtown Streetscape will occur from 2013 to 2015 and includes reconstruction and streetscaping of 96 St. from Jasper Ave. to 103A Ave. and the south side of 104 Ave. between 96 St. and 95 St.
- 96th St. will become The Armature – four blocks of urban public open space that is a true public park and high-quality public realm. The Armature will be bold and aspirational, presenting a new urban character that is undeniably about Edmonton.



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PUBLIC INVOLVEMENT

- Beginning with the visioning process in 2006, community and stakeholder consultation has been ongoing throughout the planning process.
- Nov 2010: Armature Concept Plan Open House.
- June 2011: Public Open House regarding The Quarters Downtown Community Revitalization Plan
- Sept 2012: Community Workshop
- Dec 2012: Public Open House regarding programming of New City Park
- Mar 2013 (tonight): Public Information Session regarding design and construction of the Quarters Downtown Streetscape Project.





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PROJECT SCHEDULE

See Construction Staging /Traffic Information Display.

- Early April to Early June, 2013: Construction of shallow storm and water main on 96 Street
- Early June, 2013 to Summer 2014: Reconstruction of 96 Street from Jasper Avenue to 102A Avenue
- Summer/Fall 2013: Construction of 104 Avenue Streetscape
- Summer 2014 to Summer 2015: Reconstruction of 96 Street from 102A Avenue to 103A Avenue

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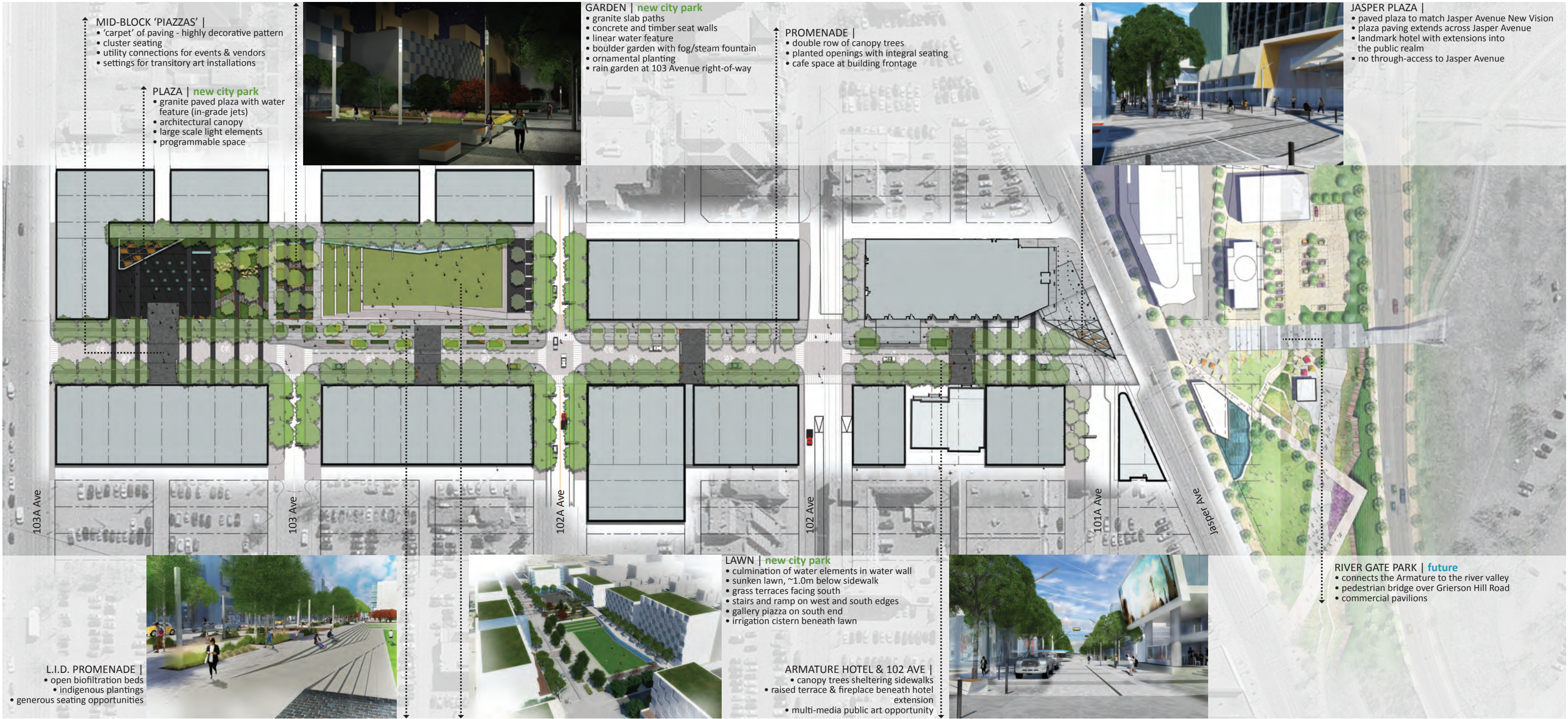




TOP: view from Jasper Plaza looking northeast to hotel retail frontage
 BOTTOM: view from 102 Avenue looking South to Hotel Terrace, Jasper Avenue and the River Valley



TOP: view from mid-block between 102 Avenue and 102A Avenue looking southeast
BOTTOM: view of mid-block north of 102A Avenue looking northwest



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Appendix C: Comment Form

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Information Session – The Quarters Downtown Streetscape

March 27, 2013

Boyle Street Plaza

9538 103A Avenue NW, Edmonton

Please leave your comments regarding the plans for The Quarters Downtown Streetscape. If you have specific issues or concerns you wish to discuss in person, one of the project team representatives will be pleased to speak with you tonight.

1. What interests are you representing when completing this questionnaire? *(Please check all that apply)*

- | | |
|---|---|
| <input type="checkbox"/> Resident of the area <i>(Please record the first 3 digits of your postal code _____)</i> | <input type="checkbox"/> Business owner in the area <i>(Please record the first 3 digits of your postal code _____)</i> |
| <input type="checkbox"/> Employee of an organization located in the area | <input type="checkbox"/> Post-secondary student |
| <input type="checkbox"/> Service provider in the area (not for profit) | <input type="checkbox"/> Shopper at businesses in the area |
| <input type="checkbox"/> Property owner in the area | <input type="checkbox"/> Transit user |
| <input type="checkbox"/> Volunteer in the area | <input type="checkbox"/> Other: please specify _____ |

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I was able to find satisfactory answers to my questions.					
I have a better understanding of the project because of my attendance tonight.					

[illegible][illegible]

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