

MAY
2023



GROWING GRIESBACH NORTHEAST CORNER ENGAGEMENT SUMMARY



Canada Lands Company
Société immobilière du Canada



LAND ACKNOWLEDGEMENT

The Village at Griesbach is on traditional land within Treaty 6 Territory. We honour the Indigenous peoples—Cree, Dené, Sauteaux, Nakota Sioux and Blackfoot. We acknowledge this territory as Métis homeland and the home of the Inuit. As we have been welcomed, our city is a welcoming place for people who come from around the world to share Edmonton as home. Together, we rely on diverse and shared traditions to build a great city for current and future generations.

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1.0

INTRODUCTION

Canada Lands Company has prepared a preferred Master Plan for the Northeast Corner of the community of Griesbach.

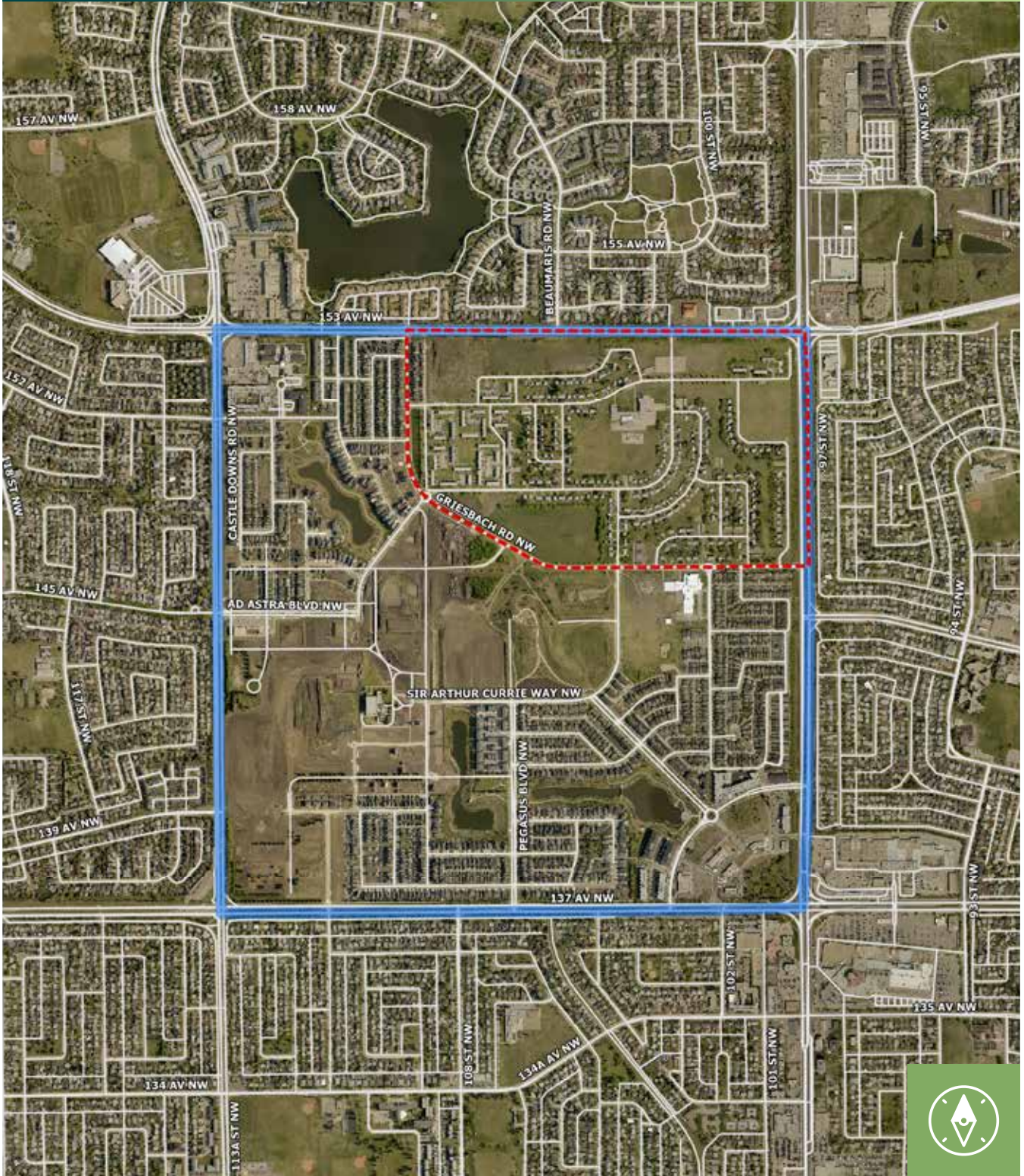
A Master Plan outlines what is envisioned to occur in a neighbourhood. It includes a range of land uses, employment opportunities, public facilities, and services.



An inclusive engagement program provided the opportunity for the community to participate in discussions and share their perspectives during the development of the Northeast Corner Master Plan. This report summarizes the engagement and public outreach efforts undertaken throughout the project, and how community feedback ultimately influenced the preferred Master Plan concept.

1.1 ABOUT THE PROJECT

The Griesbach Northeast Corner is a 63-hectare (155-acre) parcel of land located within the northeast corner of the Village at Griesbach in north Edmonton. The Griesbach neighbourhood has a rich Canadian military history dating back to the 1950s. Canada Lands Company began the process of planning a future community starting with the approval of the Griesbach Neighbourhood Area Structure Plan (NASP) in 2002 and finally acquiring the property formally in 2003. Today the development of Griesbach is about 60% complete. The Northeast Corner is the last remaining undeveloped portion of the community. The Griesbach Neighbourhood Area Structure Plan amendment will be submitted to the City of Edmonton in the Spring of 2023.

FIGURE 1: GRIESBACH NORTHEAST CORNER



-  Project Area
-  Griesbach Neighbourhood

1.2 GRIESBACH NORTHEAST CORNER PROJECT TIMELINE

Below is a timeline of the steps we're taking to build a diverse, residential development that will thrive for generations to come.



2002

Griesbach Neighbourhood Area Structure Plan was approved and was subsequently formally acquired by Canada Lands Company in 2003.



2002-2022

Canada Lands Company has developed over half of the Village at Griesbach. One of Edmonton's award-winning communities.



SPRING 2022

Growing Griesbach is launched to support the development of the Northeast Corner.



SPRING 2022 – WINTER 2023

Public engagement activities to support the development of the preferred Northeast Corner Master Plan concept.



SPRING 2023

Griesbach Neighbourhood Area Structure Plan amendment submitted to the City of Edmonton.



SPRING – SUMMER 2023

City-led engagement on the Griesbach Neighbourhood Area Structure Plan amendment.



FALL 2023

Anticipated City of Edmonton Approvals on the Griesbach Neighbourhood Area Structure Plan amendment application.

1.3 ABOUT CANADA LANDS COMPANY

Canada Lands Company is a federal Crown corporation specializing in real estate development and attractions management. For almost 30 years, the company has developed some of the most sought-after communities in Canada while serving as the innovative steward of some of Canada’s most iconic attractions: the CN Tower and Downsview Park in Toronto, and the Montréal Science Centre and the Old Port of Montréal. The company curates memorable experiences and enriches the everyday lives of Canadians by embracing the potential of the places and spaces that it owns and operates. Canada Lands operates in two distinct, but related business sectors to produce the optimal return on its activities, to the benefit of all Canadians and the federal government.

For more information, please visit <https://www.clc-sic.ca>

1.4 THE GRIESBACH COLLABORATIVE

The Griesbach Collaborative is an interdisciplinary team of professionals created specifically for the Northeast Corner Master Plan. The Collaborative brings together a range of award-winning professionals and local experts to deliver on the aspirational goals for this master planned community.



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PLANNING
DESIGN
ENGAGEMENT

SOLES & COMPANY

SCATLIFF + MILLER + MURRAY



2.0

WHAT WE DID

Extensive engagement took place from Spring 2022 through to Winter 2023.

2.1 SUMMARY

Stakeholder, community, public and Indigenous engagement provided the opportunity for a variety of audiences to participate in meaningful discussions and share unique perspectives about the project, ultimately strengthening project decisions and supporting the development of the Northeast Corner Master Plan.

Prior to planning the events, members of the project team met with community leaders to determine engagement tactics that would motivate participation and interest in the project.



11

Meetings
Scheduled



04

Public
Events



OVER
500

Stakeholders
Reached



88

Survey
Responses



01

Great
Master Plan

Inclusivity

Inclusivity was central to the engagement strategy for the Northeast Corner Master Plan. A Diversity and Gender Based Analysis+ Framework was used to develop the Public Engagement and Communications Plan. The GBA+ lens means that populations that may be difficult to reach or those with barriers to participation are included in the process. Intentional tactics to include these populations were built into the planning process and carried through the duration of the project.

Accessibility

The multi-award-winning firm of Level Playing Field were key players on the project team, providing a full range of accessibility consulting services ensuring that accessibility was front and centre in all aspects of the project, including engagement opportunities and implementing Universal Design principles and accessible best practices.

- All engagement communications and events were designed to be accessible to those with visual, physical and hearing impairments. An American Sign Language interpreter was present at events.
- Engagement events offered options to include those with limited or no access to technology.
- Translations in French and Syrian were available at engagement events, with other languages available upon request.

Indigenous Engagement

The Griesbach Collaborative welcomed two respected Indigenous Consulting partners, Dr. Allen Benson and Teneya Gwin of Eleven Eleven Consulting, to facilitate long-term relationship building with Confederacy of Treaty 6 and Metis Nation IV. Indigenous engagement activities included:

- Advising the project team on protocol to build long-term mutual relationships with Treaty 6 and Metis leaders and their communities.
- Research and information on the role of Indigenous peoples in the military and possible processes for commemoration.

Community Input Panel

The project team applied an important phrase when developing the public engagement and communication plan: “Nothing about us without us.” Simply put, this means that the people in the community must be involved in planning the engagement design and must have a choice of delivery options for their engagement sessions.

A Community Input Panel (CIP) was created to act as representatives of the community, businesses, residents and stakeholders who had an interest in the project. The CIP included residents of the Residential Housing Units, Francophone, school council and community league members, business owners and a range of ages, ethnicities, and religions.

Northeast Corner Resident Engagement

The Northeast Corner houses residents in over 500 rental units. A Resident Transition Plan was developed as a resource for Northeast Corner residents. The plan outlines support and resources available to assist current residents with their future transition, anticipated in two to five years from the time residents were informed of the project. A meeting was held with Major General Griesbach School to ensure they were aware of the project and the potential impact on some of their student families. CLC is committed to providing regular updates to the current residents to ensure they are aware of project timelines and support is in place through the Resident Transition Plan.

January 2022: CLC hosted information sessions with residents of the Northeast Corner. The sessions, hosted at two different times, introduced the project and notified residents of the need to find new housing in two to five years.

February 2022: A questionnaire was developed to help understand the housing needs and preferences of Northeast Corner Residents. The questionnaire helped the team understand resident's needs.

March 2022: A Resident Transition Coordinator (Westcorp) was brought in to assist residents with the transition. The Coordinator liaises directly with the residents and supports them by:

- Answering questions by phone and email.
- Learning about family's housing needs and preferences.
- Providing information and referrals to rental property managers.
- Notifying residents of alternative housing opportunities that may arise.
- Assessing and addressing other needs as required.

May 2022: CLC established a Resident Transition Plan to outline resources required to support Northeast Corner Residents identified by the questionnaire and through engagement.

February 2023: A resident information session was hosted prior to the final Master Plan public engagement events to ensure Northeast Corner Residents were able to learn about the most recent project updates. The virtual meeting allowed the project team to address their unique interests and questions.



2.2 PUBLIC ENGAGEMENT

The Griesbach Collaborative created and implemented an inclusive, transparent, and comprehensive public engagement and communications strategy for the project. The strategy is founded on our commitment to ensure that participants have consistent access to accurate and timely project information, fair opportunities to participate, and that questions and comments are addressed in a timely manner. The engagement program included the following tactics:

<p>June 2022</p> <hr style="width: 20px; margin-left: 0;"/> <p>4,500 views</p>	<p>Website Launch</p> <p>The Northeast Corner Master Planning team began its engagement process in June of 2022 with a launch designed to lay the foundation for the project. It was intended to:</p> <ul style="list-style-type: none"> • Introduce the project to the community and public • Generate excitement and anticipation • Establish brand recognition • Draw people to the website to learn about the project
<p>PHASE 1 : VISION AND PRINCIPLES</p>	
<p>June 11, 2022</p> <hr style="width: 20px; margin-left: 0;"/> <p>350+ participants</p>	<p>Spring Celebration in Griesbach Central Park</p> <p>The family friendly, outdoor event included a large tent with storyboards, activities designed to garner feedback, intercept surveys by engagement team members, as well as word games and prompts for children and adults.</p> <p>The Spring Celebration was advertised through:</p> <ul style="list-style-type: none"> • Postcard mail drop to all households and businesses in the Village at Griesbach and within 500 metres of the project area • Family-oriented postcard hand delivered to 500 families in the community • Posters in windows of local businesses, postcards in stores and restaurants • Newspaper ads • Notices in the community league newsletter and a special announcement sent to community league members by the community league
<p>June 16, 2022</p> <hr style="width: 20px; margin-left: 0;"/> <p>19 participants</p>	<p>Public Open House</p> <p>A traditional public open house was advertised alongside the Spring Celebration to provide a different method for engagement with the community. The goal for these first events was to hear from the community and learn about their vision and ideas for the Northeast Corner before we started the design on the Master Plan.</p>

<p>July 2022</p> <hr/> <p>6 participants</p>	<p>First Community Input Panel Meeting</p> <p>The first Community Input Panel meeting was held following the public events. The Panel was formed by direct invite to stakeholders. The first meeting included discussion on their Vision and Values for the Northeast Corner Master Plan, what they liked about their community that they would like to see continued, and new ideas for the Northeast Corner that currently did not exist. They also advised on engagement techniques and how to best include residents of Griesbach in the project.</p>
<p>June – August 2022</p> <hr/> <p>59 responses</p>	<p>Online Visioning Survey</p> <p>The survey was promoted through the public events and launched on June 12. The survey provided another means of collecting early community feedback to help inform the first draft concepts.</p>
<p>PHASE 2 : MASTER PLANNING AND DESIGN: TWO CONCEPT PLANS</p>	
<p>Sept. 2022</p>	<p>Second Community Input Panel Meeting</p> <p>The purpose of the meeting was to present and receive comments on the draft Concept Plans. The Community Input Panel also offered input into the presentation that would be made to the community and ideas on how to attract people to the online event.</p>
<p>Sept. 22, 2022</p> <hr/> <p>62 registered</p>	<p>Virtual Engagement Session</p> <p>A virtual design webinar was hosted for the community to view two draft design concepts. The early concepts were based on public input. The session allowed participants to ask questions and share their ideas.</p> <p>The virtual engagement session was advertised through:</p> <ul style="list-style-type: none"> • Postcard mail drop to households and businesses in the Village at Griesbach and within 500 metres of the project area • Postcards in stores and restaurants • Social media ads: geographically targeted Facebook ads • Notices in the community league newsletter and a special announcement sent to community league members by the community league
<p>Sept. 2022</p> <hr/> <p>9 responses</p>	<p>Online Survey on Draft Concepts</p> <p>A survey was launched on the project website and shared with participants at the virtual session. The survey was designed to gather questions and comments on the two draft concepts. The survey was promoted in conjunction with the session, and promotion continued up to the survey closing date. This included postcards, social media, and Community League advertising.</p>

PHASE 3 : REVIEW AND CELEBRATION OF MASTER PLAN

Feb. 9, 2023

65 participants

Community League and Community Input Panel Reception & Public Open House

A public open house and private reception were hosted to conclude the Master Plan engagement. The events shared the preferred plan with the community and celebrated the completion of the Master Plan.

February 2023

20 responses

Online Survey

The final survey asked the community to reflect on whether the preferred Master Plan incorporated the feedback received through engagement. The survey was shared at the open house and posted on the website.

March 2023

40 participants

Presentation at Griesbach Community League AGM

CLC and B&A were invited to attend the Griesbach Community League AGM to share information on the preferred Master Plan. The open house boards were used to share information about the Northeast Corner Master Plan with the AGM participants.



3.0

WHAT WE HEARD

The Village at Griesbach currently enjoys strong community spirit, a feeling of being connected to each other and a desire to continue to create a welcoming, harmonious community. Participants want to make sure that whatever is being planned recognizes, honours and facilitates strong community connections.

Amenities were seen as the best way to foster community cohesion. Recreational opportunities, gathering spaces and connectivity were seen as significant aspects to include in the Master Plan. Skating rinks along with biking and walking opportunities were frequently mentioned. Parks and green space for pathways and gathering spaces were also discussed. Firepits, picnic shelters, warming huts and a community Christmas tree were suggested to add beauty to the area and would be amenities that do not currently exist in the community. Amenities also included small-scale commercial development such as a grocery store, wine bar, and restaurants.

“

I think if this actually all comes to fruition, it will look really good.

”

“

Canada Lands Company is a fantastic developer. This will be amazing.

”

** We have included verbatim quotes from participants in Community Input Panel meetings, public in-person events, virtual meetings and comments that appear in the surveys.*

Throughout engagement, participants were invited to use three words to describe a modern neighbourhood that they would like to see incorporated into the Village at Griesbach. The most common words were:



3.1 THEME: HOUSING TYPES AND DENSITY

Participants enjoy the abundance of single-family homes in the community but acknowledge the need to increase both density and diversity. When asked 'what would you like to avoid?', the number one response was tall condos and apartment buildings. Four to six stories were seen as optimum for apartment and condominium units. Participants were concerned that towers would disturb the character and feel of the community. Residents felt that Griesbach did not have the infrastructure or services that the density from towers would require. Overall, participants agreed that balance in housing typology and diversity is important.

“

Diversity in people, social economics, housing is a plus. It makes our community more interesting.

”

Diversity also included housing types—small homes, intergenerational homes and a range of housing types were highlighted. Housing opportunities should be available for single people, couples, families and seniors so that all aspects of the community could be represented and included. The ability to create a community that embraced all seasons of life was important to Griesbach residents. They wanted to be able to transition from family homes to smaller units that were attainable for adult children and seniors.

“

Intergenerational neighbourhood has great potential – families would like to all continue to live in the community throughout their life cycle; downsizing by parents, first homes for young adults, ability to have 3 generations in one home, senior accommodations and opportunities to age in place ...this would make our community complete.

You need to incentivize developers to develop mature living opportunities.

”

People encouraged the team to ensure architectural controls were maintained. A few did not agree with the increased density.

“

This just doesn't feel or look unique enough. It doesn't keep the Griesbach feel. It's too dense. It needs less residential density and more open space. Please keep the architectural guidelines and history alive.

”

How we incorporated this theme into the Master Plan:

The Master Plan was guided by the following design principle: Griesbach Northeast Corner will offer a range of housing types, including affordable housing products identified by Edmonton's City Plan. The variety of residential types envisioned by the Plan includes:

- Mid-rise apartments and multi-family building forms
- Pedestrian Villages
- Mixed residential, including Townhomes, which include 3-story and stacked housing types
- Semi-detached homes
- Single-family detached homes



3.2 THEME: DESIGN IDEAS TO ENCOURAGE GATHERING

Gathering space, both formal and informal were important to residents. There was a strong desire to see interesting shops and commercial opportunities integrated into the residential environment. People wanted somewhere attractive to meet with friends using patios, small cafes, or outdoor spaces designed for gathering.

“

We need a mix of community gathering places for markets, selling lemonade, ice cream, wine bar. Find ways to truly make it into a village.

Let's create places to meet, usable open space, programmable, a big community use space, fire pits, communal space—a place we can meet.

”

Street design as well as housing typology should create deliberate opportunities to create community such as front porches, neighbourhood spaces and natural gathering areas. People enjoy seeing neighbours 'hanging out on the street'; design treatments need to encourage hanging out and gathering.

“

Right now, neighbours sit around in the alleys with neighbours—how can the project design create spontaneous and organic gathering spaces?

Every year several streets hold block parties. Make the streets in the Northeast Corner the kind that can support block parties or other localized events.

”

How we incorporated this theme into the Master Plan:

The Master Plan includes a variety of spaces that will encourage community gathering, such as:

- Pedestrian-oriented streets.
- Inviting Green Streets and Greenways with great sidewalks and enhanced boulevards.
- A variety of open spaces and parks, including neighbourhood squares, plazas, shared streets, Pocket Parks and green space dispersed evenly throughout the neighbourhood.
- A Vibrant Neighbourhood Square and connected park spaces that can be used year-round.
- Facilities and amenities such as fire pits, benches, public art, and community gardens.
- A variety of proposed amenities within the Shared Street that are walkable and connect the community.



3.3 THEME: CONNECTIVITY

Currently, the Northeast Corner is seen as disconnected from the rest of Griesbach. For the development to be successful, a deliberate and intentional effort needs to be made to connect the Northeast Corner to the rest of the community. The connectivity can occur in several ways — pathways, road design, walking trails, park design and sight lines to community monuments, were suggested to increase connectivity.

“

Would be great to have a pathway through the maples. You could consider boardwalks that are sensitive to the ecosystem.

”

“

Currently the Northeast Corner is cut off from the rest of the community. Deliberately create ways to connect the new development with the rest of the community.

”

People like the idea of shared streets as well as identifiable place-making, destinations and gathering spaces along the routes that are connecting the future community.

“

We need to figure out how the NE Corner connects to the existing Griesbach community and surrounding area. Where are key destinations located and how can they be made more accessible?

”

How we incorporated this theme into the Master Plan:

Designed with pedestrian-scale in mind, the mobility network and trail system reference the principles of City of Edmonton's Complete Streets, encouraging walkability and active, safe streets within the community.

The Master Plan includes:

- A network of green streets that connects the entire neighbourhood.
- Plentiful parks to ensure open spaces are accessible within a 2-minute walking radius from every location within the community.
- A Shared Street connecting Griesbach Central Park to the Pedestrian Village District.
- A connecting trail, lighting and supporting landscaping (including seating), is intended to encourage walkability and accessibility for the whole community, year-round.
- A mobility design to facilitate walkability and choice for pedestrians, cyclists and vehicles.



3.4 THEME: SUSTAINABILITY

Sustainability and environmental considerations were frequently mentioned. Sustainability was repeatedly highlighted as an important consideration in all phases of engagement.

People strongly supported the concept of sustainability and encouraged the entire community to develop more sustainable practices. Future proofing was discussed with examples such as rough in stations for car charging, incentives to builders who used solar panels or build net zero homes, and low impact landscaping as ways to increase sustainability while creating an attractive community. Bioswales, rain gardens and to use boulevard for green initiatives were seen as examples of opportunities to innovate and embrace sustainability.

“

This is a major opportunity for micro-district energy or to do creative work around landscaping and sustainable approaches to greening.

Sustainability programs would be something new that would make Griesbach stand out from other communities.

Get creative about sustainability. For instance, make stormwater an amenity. Biodiversity important, plant things other than grass.

CLC leadership can influence sustainability through a carbon budget, policy framework, affordability.

This is an opportunity to build sustainability into the overall plan. We are at ground zero and it should be easy to design with sustainability in mind.

”

How we incorporated this theme into the Master Plan:

Sustainability goals were identified as important to the Griesbach Northeast Corner. These goals were applied to the Master Plan, and based upon creating a complete community while addressing changing climate and community needs into the future.

- **Community, Health, and Culture:** The Northeast Corner of Griesbach will be designed to nurture local identity and heritage, empowering the community and promoting a culture of sustainable living.
- **Equity and Local Economy:** The Northeast Corner of Griesbach will create a safe, equitable place to live and work, and will support local prosperity.
- **Land and Water:** The Northeast Corner of Griesbach will protect and restore the land for the benefit of people and wildlife.
- **Travel and Transportation:** The Northeast Corner of Griesbach will be designed to reduce car dependence and the need for daily travel.
- **Waste and Energy:** The Northeast Corner of Griesbach will be designed and constructed to maximize energy efficiency, upcycling, reuse, and recycling.



3.5 THEME: COMMEMORATION, HERITAGE AND CULTURE

Participants acknowledged the commemoration of the military legacy set Griesbach apart from other communities in Edmonton. While significant, they also felt the history had been well commemorated and that it is time to commemorate and acknowledge other parts of the community which may not have had significant profile when the previous phases of Griesbach were being established.

“

We think we need to go back further. We need to acknowledge that we are on Treaty Six Territory and educate, like we did in the other monuments, the residents about Treaty Six.

”

Acknowledging the role and treatment of Indigenous veterans was suggested by the community and resonated with people; it was viewed as an extension of the military theme. Incorporating the Department of National Defense’s apology and recognition of Indigenous involvement in the military was a theme that participants embraced.

The community suggested many ways the design can include and honour the rich history of this community, including public art, interpretive signage, celebrations of culture, and architecture, among others.

“

We have several commemorations to all branches of the military. We have enough traditional military—let’s be leaders in acknowledging the role of Indigenous and Metis soldiers in the World Wars.

Add interesting, contemporary, high-quality public art, but be practical and fiscally responsible. Use materials that are not fraught with theft (i.e., copper plaques).

”

How we incorporated this theme into the Master Plan:

The Master Plan creates places to accommodate various types of commemoration in public open spaces. Commemoration opportunities can be found throughout Griesbach Northeast Corner and include:

- Specific landscaping, materials and planting provide commemoration opportunities along trail systems.
- Preservation of the 'Heritage Maple Grove' along Canadian Forces Trail.
- A Commemoration Plaza and public open spaces are designed to accommodate calendar celebrations, commemorative events, or private reflection spaces for individuals.
- Opportunities to commemorate through plaques, place naming, public art and landmarks.



4.0

THE COMMUNITY RESPONSE

The preferred Northeast Corner Master Plan was revealed at the February 2023 public engagement events. Participants were asked to consider if the Master Plan incorporated the community's feedback and reflected their input. Overall, the response was positive with participants expressing excitement for the proposed spaces, amenities and vision outlined by the Master Plan.

Some expressed concerns about architectural controls. A few participants were concerned that the increased density might impact the community character they enjoy today.

“

I love the small outdoor meeting places with tables/benches, trees. I love the neighbourhood squares, pocket parks, wonderful gathering places and walkways.

I really like that the pocket parks are within a 2-minute walk. Your kids can go to the park and you can always keep an eye on them.

I want to see lots of greenery, and I don't want to lose the mature trees.

”

FIGURE 2: ILLUSTRATIVE MASTER PLAN



“

My favourite part of the Master Plan are all of the paths and trails that connect through the community.

This pedestrian village idea is important. It connects to the rest of the community and makes the existing community want to be a part of the new development.

”

5.0

NEXT STEPS

Canada Lands Company appreciates the feedback we have received throughout the engagement process. Next steps include:

- The Northeast Corner Master Plan will inform the amendment to the Griesbach Neighbourhood Area Structure Plan (NASP). The concept will continue to be updated and refined through future approval processes.
- The Griesbach NASP amendment will be prepared and submitted to the City of Edmonton in Spring 2023.
- The NASP will proceed through the City of Edmonton Land Development Application Process. Canada Lands Company will continue to provide updates on the project, visit growinggriesbach.ca

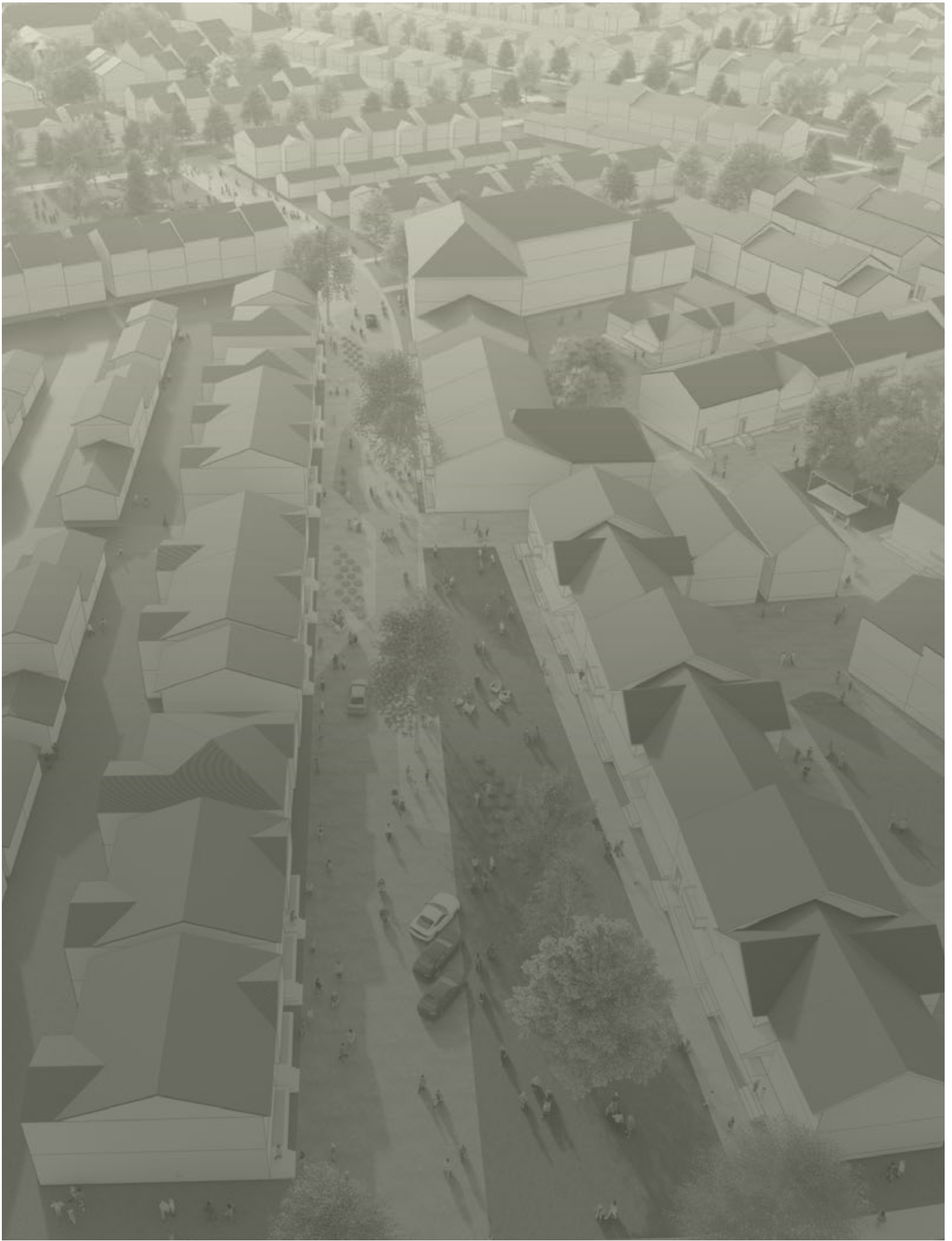
Please continue to visit the project website for project updates or to contact the project team. We will continue to document and respond to all questions and comments. Thank you for your participation in the process.

STAY IN TOUCH

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