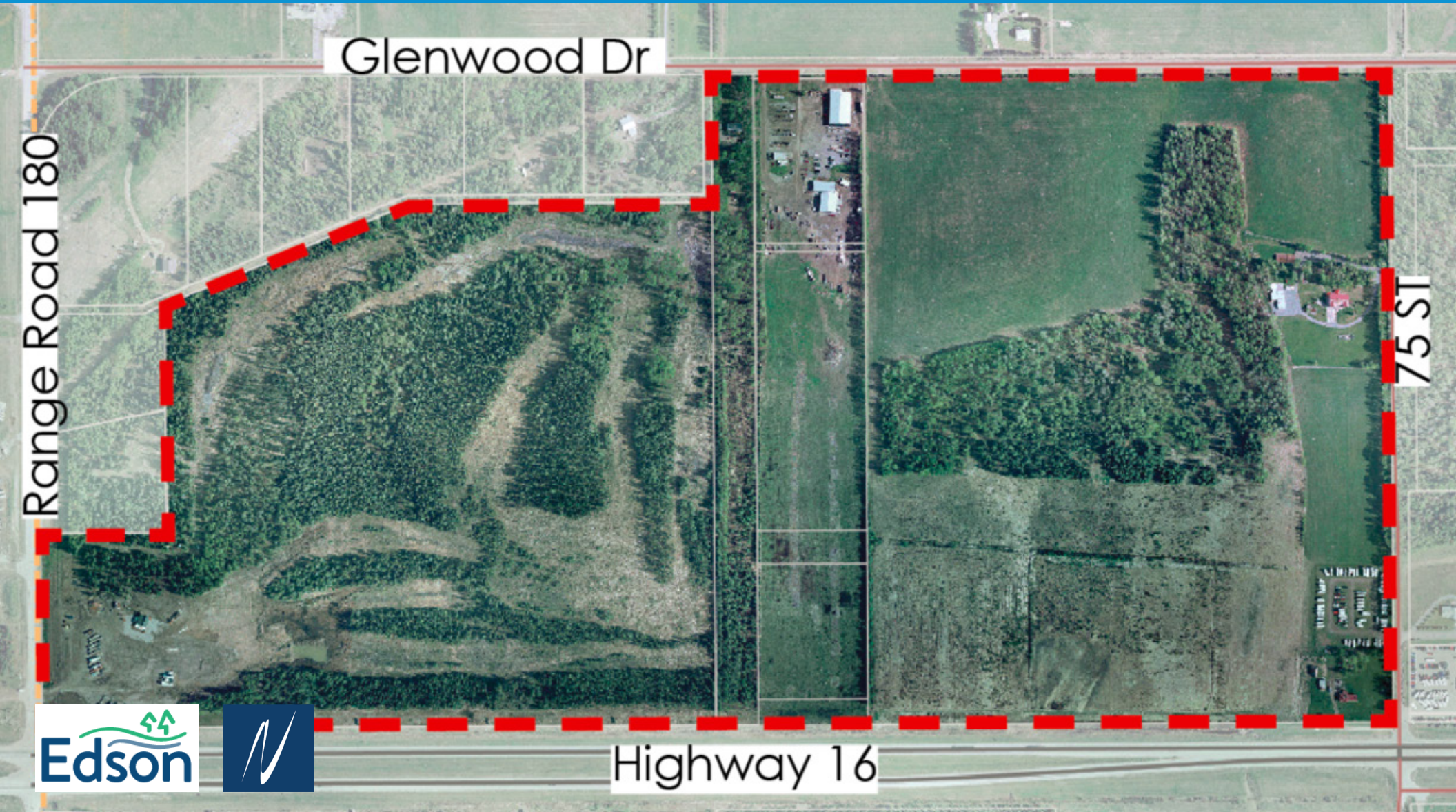




West End Neighbourhood Concept Plan

WHAT WE HEARD REPORT PHASE I

May 28, 2020 | Virtual Workshop



Highway 16

75 ST

WHAT WE DID

Section No. 1

The West End Neighbourhood Concept Plan (NCP) will become a new plan adopted by resolution by Town Council for lands in the western end of Town. The NCP will build upon the Edson West Area Structure Plan that was previously adopted by both the Town of Edson and Yellowhead County.

On May 28, 2020, the first public engagement event for the West End NCP occurred. While it was desired for this event to be held in person, regulations on social distancing related to the COVID-19 pandemic caused the event to go virtual, being hosted via GoToMeeting instead. This event was intended to “kick-start” the project with local residents within the plan area and learn about the project, and share their ambitions and aspirations for their lands. This event brought 3 of the 4 landowners to the table with Invistec and administration to discuss the future of the West End over the course of one and a half hours.

The event began with an introduction to the project background, including a breakdown of the planning hierarchy, and was followed by each landowner explaining their aspirations for their lands. An engagement conversation between the landowners, Invistec, and administration occurred, providing all parties with insight on the future of the plan area.



**3 LANDOWNERS
ADMINISTRATION
INVISTEC
MAY 28, 2020
WEST END NCP**

WHAT WE HEARD

Section No. 2

The goal of the workshop was to learn about the history of each landowner's lands, hear from the landowners about their goals and aspirations, listen to the commentary on the previous process, and identify any concerns with the previous land use concept.

Established Landowners

The landowners in the Plan Area are longtime residents of Edson who have owned these lands for many years. The landowners understand the potential for the land and want to ensure their interests and voices are heard during this process as the NCP develops for the area. A sense of fairness and compromise was expressed and understood to ensure everyone's interests can be identified and achieved in the NCP.

Land Uses

The participants saw benefits of incorporating estate residential land uses in the NCP's land use concept, but were torn on if it was the best use. Proper buffering would be required if these uses were incorporated into the plan. It was generally agreed upon that highway commercial uses were logical to maximize on the visibility available from Highway 16.

Communication / Process

The participants felt that their feedback was not valued or heard in past projects for the area, but this process had been a better experience so far. Ensuring a high level of communication and a clear process that is transparent for the landowners is crucial to the success of this project in both the short and long term.

***"IN THE PAST,
WE HAVE NOT
FELT HEARD."***
- PARTICIPANT



NEXT STEPS

Section No. 3

We will use the feedback received to date to guide the development of West End NCP, which includes the land use concept, vision statement, policies, and implementation strategy. Engagement with the landowners and stakeholders will be ongoing throughout the entire process.

Future Engagement Opportunities

- Draft Land Use Concept/Vision in June 2020
- Draft NCP in July 2020
- Public Open House in August 2020
- Public Hearing at Council in November 2020

Note: Dates are still tentative; check the Town's website for latest updates

Project Status



Stay Updated

We'd like to stay in touch with all interested landowners, residents, and stakeholders throughout the process. If you have any questions, suggestions, or concerns regarding the project, please feel free to reach out to us.

Thank you for your participation and support during the project and we look forward to working together on the West End NCP.

For comments, questions, or concerns, please contact:

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