



## TRI-SITE CONCEPT PLAN ADVISORY GROUP MINUTES

**TIME:** 6pm  
**DATE:** Thursday August 9, 2018  
**PLACE:** Lions Club, 109- 5<sup>th</sup> Ave W

Chairperson: Susan Flowers  
Members Attending: Samantha Chrysanthou  
Valerie McCracken  
Art Norris  
Kevin Firkus

Town of Cochrane  
Administration Attending: Gerry Murphy, Senior Manager Community  
Services  
Nicole Copses, Recording Secretary

Consultants Attending: Leighton Ginther, Urban Systems  
Ori Abara, Urban Systems

Regrets: Jackie Shier  
Jill Bilodeau  
Emily Nattress  
Mike Coldwell, Urban Systems  
Jared Kassel  
Robin Usher

Dinner will be served, curtesy of the Cochrane Lions Club

### 1. Call to Order

Councillor Flowers (Chair) called the meeting to order at 6:00pm

### 2. Agenda

#### 2a Additions, Deletions, Adoption

The Advisory group adopted the Agenda, as presented.

### 3. Adoption of Minutes

3a July 12, 2018

3b July 26, 2018

The Advisory Group deferred the July 12, 2018 & July 26, 2018 Minutes to the next meeting for adoption as quorum was not met.

### 4. Business

4a Project Process and Timing  
i. Overview and current status

Leighton Ginther provided an overview of the Tri-Site Concept Plan Process (attached).

4b Communications and Engagement

Leighton Ginther provided an overview of the Draft Tri-Site Concept Plan Project (attached).

i. Delegation Day 1 – what we heard and learned

The Advisory Group discussed Delegation Day 1

ii Delegation Day 2 – status and required adjustments

The Advisory Group discussed Delegation Day 2 and Samantha Chrysanthou stated that she has a conflict with one of the groups presenting.

The group decided that the Town of Cochrane planning group should be brought into a regular meeting to open up a slot for another group.

iii. Informal engagement updates

Received updates from the Advisory Group on what they have heard from the community.

iv. Online activity update

Gerry Murphy updated the group on how many people have completed the online survey. Survey 1 – 349 surveys complete  
Survey 2 25 Surveys complete.

4c Site Assessments and Scenario Development

i. Site assessment updates

The Advisory Group deferred this business to the September 6<sup>th</sup> meeting.

ii. Walking tour observations

Ori Abara provided an overview of the group's comments from the walking tour. They are located on the Collector app.

iii. Site opportunities and constraints

Leighton Ginther provided an overview of the opportunities and constraints map (attached).

iv. Development principles

The Advisory group discussed what they felt success criteria would look like (attached).

v. Evaluation criteria/filter

The Advisory group discussed what they felt evaluation criteria would look like to decide on which groups to include with the final design of the Tri-Sites (attached).

4d Concept Development and Implementation Strategy

The Advisory Group deferred this business to the September 6<sup>th</sup> meeting.

4e Team Updates and Learning

i. Precedent project sharing

The Advisory Group deferred this business to the September 6<sup>th</sup> meeting.

4f Next Steps and Important Dates

- i. Delegation Day - 2:30 pm Aug 23, 2018, Council Chambers, Cochrane RancheHouse
- ii. Next Advisory Group Meeting 6 pm Sept 6<sup>th</sup>, 2018, Boys & Girls Club
- ii. Idea Round Up Event - 3 pm set up, 4 pm start Sept 12<sup>th</sup>, 2018, Royal Canadian Legion (114 5<sup>th</sup> Ave W)

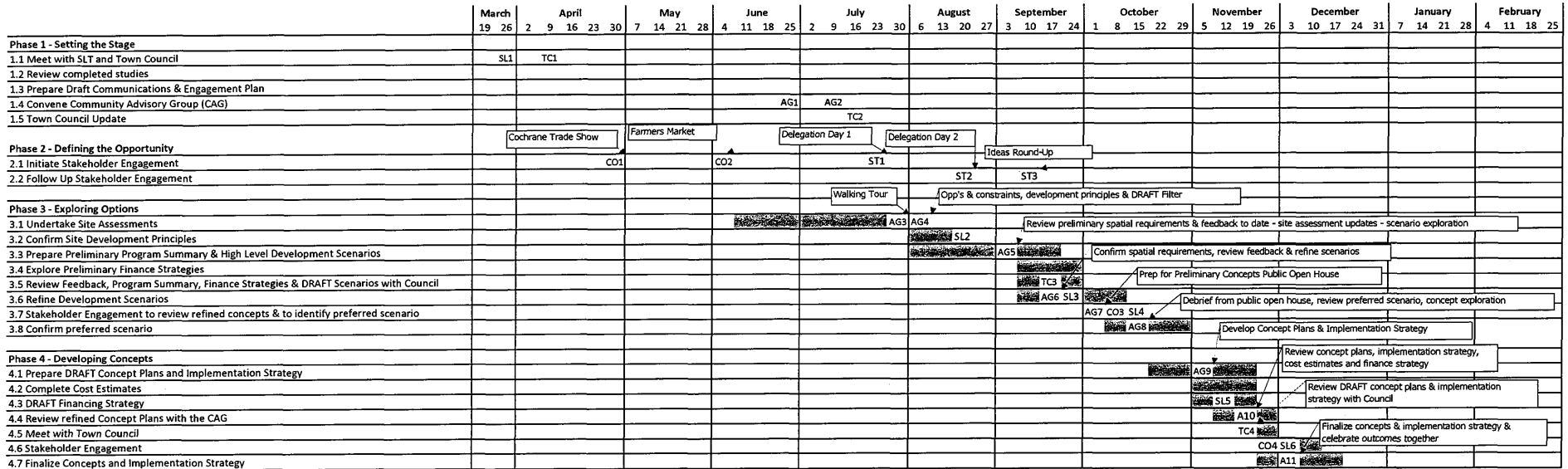
5. Adjournment

Councillor Flowers (Chair) adjourn the meeting at 8:37pm

  
\_\_\_\_\_  
Chairperson

  
\_\_\_\_\_  
Recording Secretary

### Tri-Site Concept Plan Process



**Key Process Themes**

- Communications and Engagement
- Site Assessments and Scenario Development
- Concept Development and Implementation Strategy

- SL - Senior Leadership Team - Town of Cochrane
- TC - Town Council
- AG - Advisory Group
- ST - Stakeholder Meeting
- CO - Community Meeting - Public

# Town of Cochrane – Tri-Sites Concept Plan Project

## Community Advisory Group Communications & Engagement Strategy

### Background

The Town of Cochrane has initiated a highly interactive and community-based planning process to better understand current community activity needs and determine how future needs can be best accommodated on Town-owned sites in the Downtown area. This project will include the development of high-level, preliminary concept plans for three Town-owned sites:

- 5<sup>th</sup> Avenue Rodeo Grounds site
- Former Esso Bulk site
- 1 ac Railway Avenue site

The concept plans will consider land uses; site access, parking and circulation; building location, orientation and scale; and, will offer a general approach to site servicing. With over 16 acres of land available in the downtown area, the central location of these lands provides an opportunity to collaborate and create facilities for the community, by the community.

### Communication & Engagement Process

A highly collaborative process will be used to gather valuable stakeholder and public input at various stages to understand needs for the allocation of activity space, develop options and test different solutions to determine preferred concepts. Engagement will be brought to where people are, to not make them go out of their way to connect. To facilitate this, a Community Advisory Group (CAG) has been formed and will play a large part in engagement. The CAG will be the primary drivers of communications and engagement and will be conduits to the process by way of unplanned conversations with neighbours, friends, family members, and the business community.

### Timeline & Engagement Goals & Tactics

This project consists of 4 stages, each with different goals and tactics for engagement.

#### **MAY – JULY 2018**

**Stage 1 – Setting the Stage:** The goal of this stage is to better understand how and where residents currently engage in community activities and programs in Cochrane, and to determine how best to connect with Cochrane stakeholders, including the public.

### S1.1 Attendance at Town Events

Purpose: To introduce the public to the Tri-Sites Concept Plan Project and to solicit input on stakeholder activity needs. By raising awareness with stakeholders and the public at events they already likely attend (e.g. Trade Show, Farmer's Market, etc.), they will be better prepared for more in-depth engagement further along in the process.

- Timing: May – June
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Preliminary public input on existing and future activity/event needs in Cochrane

### S1.2 Online Survey #1

Purpose: Initiate stakeholder engagement by developing online presence within Town website through Let's Talk Cochrane. To solicit initial public feedback and to gather information regarding types of activities/events that are in demand and to identify community groups that would like to be considered during the process. Online surveys will be used throughout the project, and updated as necessary during different stages of the project.

- Timing: May – July
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Public & stakeholder input on existing and future activity/event needs in Cochrane

### S1.3 Convene Community Advisory Committee & Stakeholder Mapping

Purpose: To introduce CAG to project; discuss project goals and roles and responsibilities; discuss project factors of success and risks; identify key stakeholders, and discuss potential methods for stakeholder engagement.

- Timing: July 12
- Targeted Stakeholders: Community Advisory Group members
- Outcome: Project Success Factors & Risks, Stakeholder Mapping, Preliminary Methods for Engagement

### S1.4 Site Visit

Purpose: To familiarize CAG with the three sites under review, and discuss observations associated with the sites and surrounding environment.

- Timing: July 30
- Targeted Stakeholders: Community Advisory Group members
- Outcome: CAG familiarity with project sites, identification of site opportunities and constraints

## **JULY – SEPTEMBER 2018**

**Stage 2 – Defining the Opportunity:** The goal of this stage is to introduce the project and to share the information gathered in Stage One with stakeholders including cultural organizations, business owners,

and the broader community to solicit their ideas, feedback and aspirations for the long-term advancement of community cultural opportunities in Cochrane. Stakeholder engagement during this stage will facilitate a better understanding of the current spatial needs of community organizations in Cochrane.

### S2.1 Delegation Days

Purpose: For community groups to pitch and present their ideas for the future of the three sites to the Community Advisory Group.

- Timing: July 26 & August 23
- Targeted Stakeholders: Community Organizations & Activity Groups
- Outcome: Identification of Community Groups' spatial needs and expectations

### S2.2 Online Survey #2

Purpose: To solicit feedback from community activity groups and to gather information regarding future needs for activity spaces, as well as types of activities/events that are in demand.

- Timing: July – September
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Input from community activity groups on existing and future activity/event needs in Cochrane; Identification of community group stakeholders

### S2.3 Design Principles & Concept Strategy

Purpose: Meet with CAG to discuss site opportunities and constraints, establish development principles, and discuss concept development and implementation strategy.

- Timing: August 9
- Targeted Stakeholders: Community Advisory Group members
- Outcome: Determination of site opportunities and constraints, development principles, and strategy for concept development.

### S2.4 Ideas Roundup

Purpose: Final opportunity for community groups to pitch and present their ideas for the future of the three sites to the CAG. Receive public input and feedback on ideas received for each site and on key questions for future development.

- Timing: September 12
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Receive all development ideas from community groups. Gain public feedback and input on feedback received to-date as well as some key questions.

### S2.5 Ideas Roundup Engagement Update

Purpose: Provide online update and access to information presented at the Ideas Roundup.

- Timing: Mid-September 2018
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Provide project update that is easily accessible for the public

## S2.6 Online Survey

Purpose: To solicit stakeholder and public feedback on information presented at the Ideas Roundup.

- Timing: Mid-Late September
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Public & stakeholder input on ideas presented at Ideas Roundup.

## SEPTEMBER – NOVEMBER 2018

**Stage 3 – Exploring Options:** The intent of Stage Three is to translate the spatial needs of community organizations in Cochrane into realistic development scenarios. These scenarios will explore multiple sites and will be developed based on a set of principles that will provide design direction pertaining to accessibility, interface and building form. Scenarios will be explored with community stakeholders in order to identify a preferred scenario.

### S3.1 Review & Locate Input Received

Purpose: To discuss information and ideas received through Delegation Days, Ideas Roundup, and through online surveys. Group and assign location(s) for ideas/information received.

- Timing: September – October
- Targeted Stakeholders: Community Advisory Group members
- Outcome: Bubble concepts with spatial assignments and activity groupings for community groups on each site.

### S3.2 Preliminary Concepts Open House for Stakeholders

Purpose: To gain input and feedback from Community Group stakeholders on preliminary bubble concepts with spatial assignments and activity groupings.

- Timing: End of October
- Targeted Stakeholders: Community Organizations & Activity Groups
- Outcome: Receive input from Community Group stakeholders on initial high-level concepts.

### S3.3 Preliminary Concepts Public Open House

Purpose: To gain public input and feedback on preliminary bubble concepts with spatial assignments and activity groupings.

- Timing: End of October
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Receive public input on initial high-level concepts.

### S3.4 Open House Engagement Update

Purpose: Provide online update and access to information presented at the Open House

- Timing: Early November
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Provide project update that is easily accessible for the public



### S3.5 Online Surveys

Purpose: To solicit stakeholder and public feedback on preliminary concepts presented at Open House.

- Timing: Early November
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Public & stakeholder input on preliminary concepts presented at Open House.

## **NOVEMBER – DECEMBER 2018**

**Stage 4 – Finalizing Concept Plans:** The intent of Stage Four is to translate the information collected to date into preliminary concept plans for each of the three sites. The concept plans will demonstrate the general functionality of the site including building form, scale and orientation, land use, accessibility, and other design elements. Accompanying the concept plans will be a clear implementation strategy that identifies key actions, the agency responsible for implementing those actions and the anticipated timing for delivery.

### S4.1 Review Input Received & Finalize Concepts

Purpose: To discuss information and ideas received through the Open Houses. Finalize concepts and incorporate relevant input/feedback.

- Timing: November 2018
- Targeted Stakeholders: Community Advisory Group members
- Outcome: Final concepts for the three sites, with a preferred concept identified.

### S4.2 Finalized Concepts Public Open House

Purpose: Present final concepts for the three sites to stakeholders and the public. Provide information on the decision-making process and next steps.

- Timing: End of November/Early December 2018
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Presentation of final concepts to stakeholders and public.

### S4.3 Open House/Project Completion Engagement Update

Purpose: Provide online update and access to information presented at the Open House. Provide information on the decision-making process and next steps.

- Timing: December 2018
- Targeted Stakeholders: Residents, Businesses, Community Organizations, Other Stakeholders
- Outcome: Provide project update that is easily accessible for the public.

## Stakeholder List

<b>Groups</b>	<b>Organization</b>	<b>Project Interest</b>
<b>Town of Cochrane Internal Stakeholders</b>	Parks & Recreation	Project team
	Town Council	Final decision-maker
	Senior Leadership Team	Connected to other Town departments
	Communications	Running online engagement, social media, physical advertisements, etc
	Economic Development	Business Industry impacts
	Planning & Development	Integration with the rest of the town and existing plans
	Transportation	Impacts to transportation network; future plans for transit
	Infrastructure	Impacts to existing infrastructure; new infrastructure to build and maintain
<b>External Stakeholder Groups</b>	Stoney First Nation	Adjacent First Nations Community
	Cochrane Society for Housing Options	Affordable/Accessible Housing
	Big Hill Lodge	Affordable/Accessible Seniors Housing
	Transit Committee	Alternative modes of transportation
	Seniors on the Bow	Community Activity Group
	CHAPS – Public Art	Community Activity Group
	Legion	Community Activity Group
	Vision Theatre	Community Activity Group
	Arts Council	Community Activity Group
	Rotary Club	Community Activity Group
	Music Society	Community Activity Group
	Big Brothers and Big Sisters	Community Activity Group
	Cochrane and Area Event Society	Community Activity Group
	Non-profit associations	Community Group
	Active Community Associations	Community Representatives
	Bow Valley College	Educational Institution
	SAIT	Educational Institution
	Mount Royal University	Educational Institution
	Local School Boards/Districts	Educational Institution
	Hospice Society	Health and Wellness
	Pregnancy Care Centre	Health and Wellness
	Cochrane Library	Located Adjacent to 1 ac parcel
	Boys and Girls Club	Located on Rodeo Grounds site
	Lions Club	Located on Rodeo Grounds site (operator of annual rodeo)
	Parks and Recreation Committee	Open space facilities
	Springwood Developments	Owners of The Quarry

	Family Community Support Services & Parent Link Centre	Social Services
	Rockyview Employment Centre	Social Services
	Cochrane Challengers	Sports team
	Visitor Information Centre	Town service
	Big Hill Haven	Women's Shelter/Affordable Housing

\*Additional stakeholder mapping to be completed with project team.

## Engagement Reporting & Measuring Success

Key findings, highlights and results from each phase of engagement will be recorded through online updates at the end of each stage. This update will contain a summary of all engagement activities and participants. A final report will be delivered to the Community Advisory Group and to Council, and will include outcomes on each measurement of success discussed below. The report will be concise, easy-to-read, and will make extensive use of graphics and visuals to ensure it is accessible and engaging for City Council, staff, and members of the public.

### Key Measures of Success

A diverse representation of Cochrane community groups, residents, and businesses must be included as part of the Tri-Sites Concept Plan process. Different measures will be used to gauge the success of the Communications and Engagement Strategy. Key measures of success include:

- Fulfilment of Council Mandate through the process
- A public engagement process that influences the final outcome
- Collaborative engagement with a variety of groups and with as many community groups as possible
- A concept that is sustainable, realistic, and implementable
- A concept that has community buy-in
- A concept that is innovative, ensures use by as many groups as possible and will serve the community in the long-term.

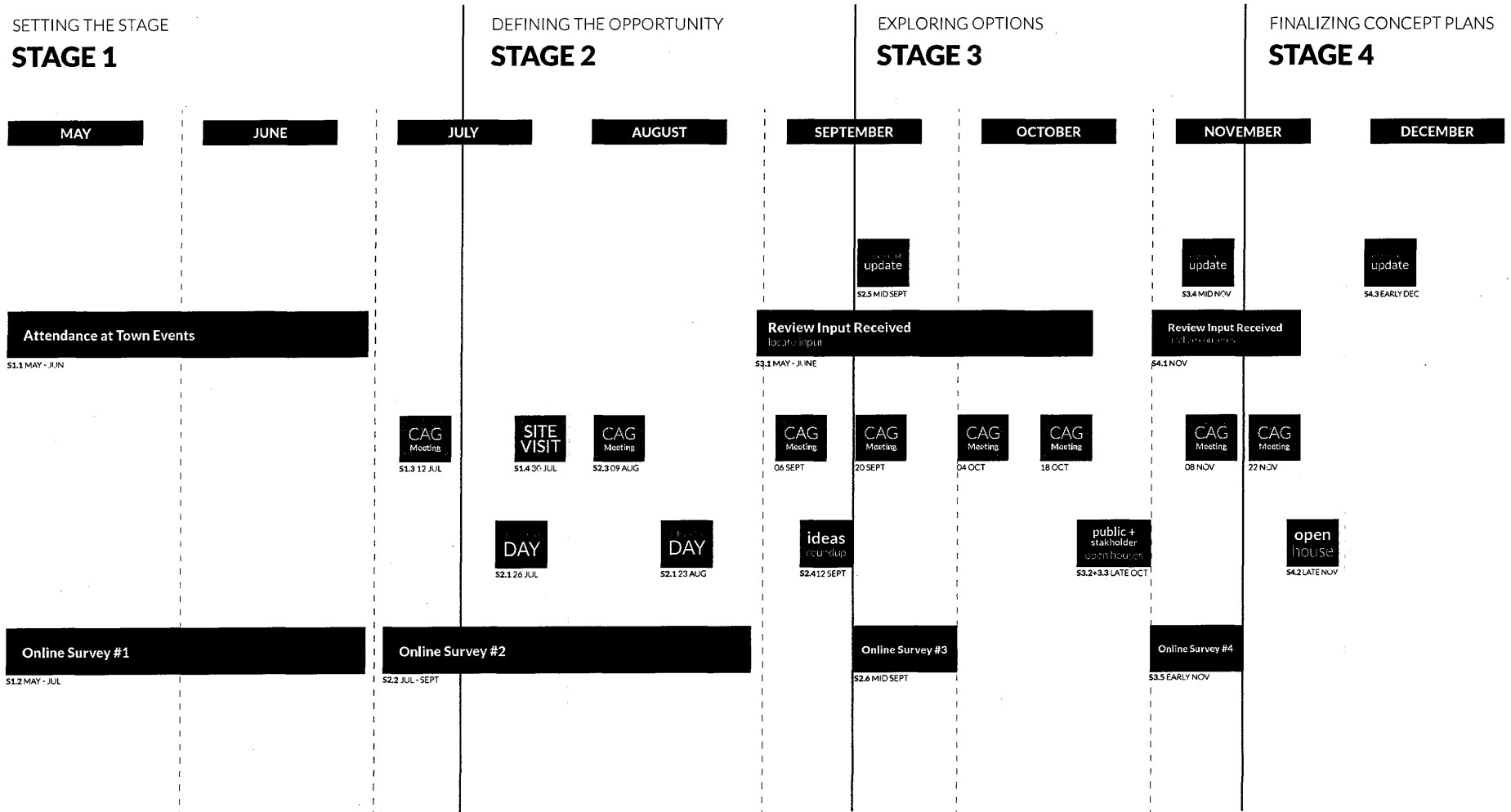
While the project team will work towards the targets identified below, the quality of the input and interactions with the public is also an important factor and should be considered internally when evaluating the success of each round of public consultation.

### Engagement Measures

- Number of surveys completed  
TARGET: An average of 500 participants over the course of the project
- Attendance at public events  
TARGET: An average of 100 interactions at public events
- Attendance at stakeholder events  
TARGET: Participation from all sectors identified/invited
- Engagement participants are reflective of Cochrane's demographics  
TARGET: Representation from all age groups

# Cochrane Tri-Site Concept Plan

## Community Advisory Group Engagement Strategy Timeline





Town of Cochrane  
Tri-Site Project

Opportunities and Constraints

- Legend**
- Storm Main
  - Sewer Main
  - Sanitary Foremain
  - Site Options
  - 5th Ave.
  - Railway North
  - Railway South

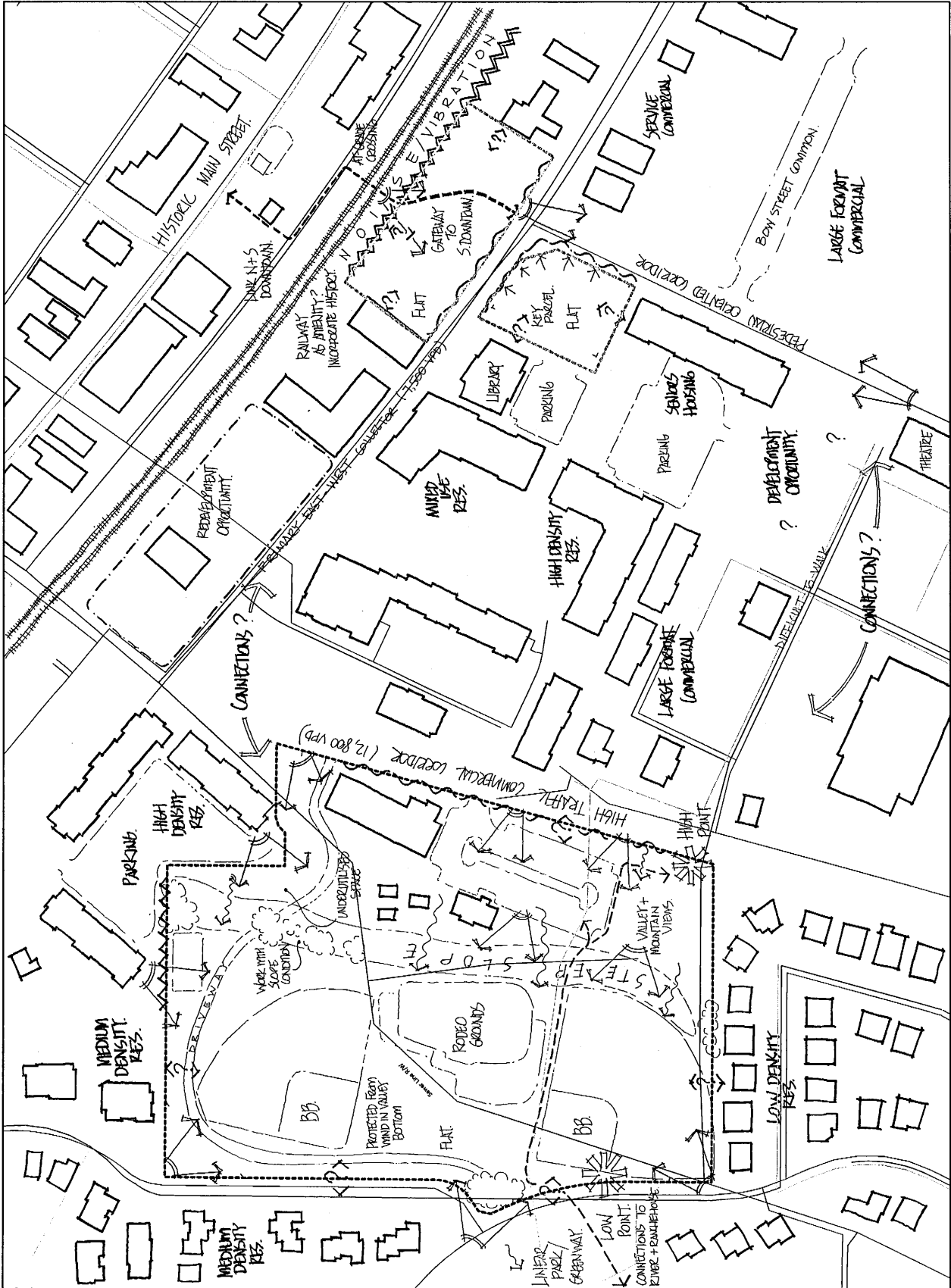
The accuracy & completeness of information shown on this drawing is based on the information shown on the drawing to locate & establish the precise location of all existing information whether shown or not.

Scale: 1:500  
(When plotted at 27.5cm)

Coordinate System: NAD 83 UTM 11N  
Data Sources: - Data provided by the Town of Cochrane

Project #:	1726.0288.01
Author:	JW
Checked:	CA
Status:	DRAFT
Revision:	A
Date:	2018.8.13

URBAN SYSTEMS  
FIGURE 1



## **CAG Meeting (August 9)**

### **Guiding Principles**

- Preserve site conditions – eg: slope, vegetation
- Consider internal and external connectivity
- Reflect heritage
- Ensure plan is long-term, flexible, adaptable
- Consider neighbours: integrate surrounding neighbourhood through respectful transitions
- Capture opportunities for views and ensure views are publicly accessible
- Ensure balance between built and open spaces
- Maximize community value and public service
- Ensure viability and financial sustainability of development plans. The intent is for the lands to be used for public service, but may require private partners
- Sites should be as usable as possible for as many people – a Community Commons

### **Evaluation Criteria**

- Throughout the planning process, ensure no displacement of uses without allocation of space
- Each use must have a strong rationale for location in downtown area.
- High value use
- Idea is financially sustainable, where possible should demonstrate consideration for alternative funding sources
- Use answers demonstrated need and potential in community
- Ensures public access and benefit
- Must be connected or have synergies with other uses
- Must demonstrate how it connects with other uses, synergies with existing downtown businesses and/or adds value to existing uses
- Demonstrates positive social, environmental and economic impact
- Use offers opportunities for adaptability over time and considers future population growth, new technology and other future influences