

What to expect when
You're Expecting Construction



**For Residents
& Businesses**


Sylvan Lake

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This brochure guides you through:

- >> What to expect during construction,
- >> How to ask questions and find information, and
- >> Steps to help your business thrive.



How does construction benefit me?

COMMUNITY IMPROVEMENTS

Communities that persevere through construction can be rewarded with many benefits, such as:

- **A vibrant street life**
 - » Creates community by providing an enjoyable place for Lakers to socialize and attend events
- **Long-term stability and creation of local jobs**
 - » Encouraging businesses to grow
 - » Encouraging new businesses to start
- **Costs less for taxpayers over the long term**
 - » It's cheaper to replace aging infrastructure like water, sewer, and storm water lines before they break and cause disruptions. It's also cheaper to replace roads before they get too old
 - » We research and compare many solutions to make sure the one we choose is both long lasting and cost efficient

SAFETY IMPROVEMENTS

Projects improve accessibility and safety for walking and driving. Improvements can include:

- Upgraded storm water system to reduce overland flooding
- Improved street lighting, traffic control devices, and line markings
- Better positioned handicap parking stalls
- Pedestrian traffic light signal beeps for vision impaired
- Wider ramps at pedestrian crossings to make using wheelchairs, assistive devices, and strollers easier
- Textured pads at pedestrian crossings help visually impaired persons to feel the end of the sidewalk
- Better water supply both for fire fighting and everyday use



Benefits of Redeveloped Communities

REDEVELOPMENT REVITALIZES COMMUNITIES

Other communities have successfully completed major projects, including Rocky Mountain House and Lacombe. During construction, both had sections of downtown torn up and closed to traffic, but open to pedestrians. Both communities are now enjoying the benefits of their redevelopment projects.

LACOMBE'S SUCCESS

In 2017, deteriorating sewer mains in Lacombe's downtown core needed replacing. The project also included pedestrian and road safety improvements, along with parking and other functional enhancements to accommodate future growth.

The City of Lacombe completed the project in stages (just like our 50 Avenue project) to minimize the impact on downtown businesses and residents.

Years later, Lacombe is still enjoying the benefits of a revitalized downtown.

ROCKY'S SUCCESS

In 2014, the community embarked on a successful three-phase downtown revitalization project. The project turned the community's distinctive main drag into a fully accessible, pedestrian-friendly area. The project included new sidewalks, new sewer, water, and storm lines, along with a more attractive streetscape with planters and trees.

The Town of Rocky Mountain House now has a downtown core with new pathways, eye-catching planters, public seating, and ornamental lighting. The result is a welcoming and memorable downtown experience for residents and visitors.

REDEVELOPMENT SUPPORTS COUNCIL GOALS

Redevelopment supports Council's vision for Sylvan Lake's future:

- » The Town of Sylvan Lake is a thriving, connected lakeside community that is resident focused, visitor friendly, and the place to do business
- » Position the Town as a preferred location for business investment

2014 Revitalization in Rocky Mountain House



How do I know when construction is coming?

NOTICE OF CONSTRUCTION

- Residents and businesses in a construction area receive a letter before construction starts.
- You may also receive update letters during construction
- Read and save your letters. They outline what to expect and include contact information if you need help or have questions
- Some projects also have in-person visits



What can I expect?

WHAT IS CONSTRUCTION LIKE?

- Construction can be dirty, noisy and inconvenient, so we try to keep construction hours within 7:00 AM - 10:00 PM
- These projects are a community effort. We must tolerate the temporary inconvenience to get a safer, more enjoyable community

STREET ACCESS

- Every construction project is different
- Street access and parking may be fully closed, allow some traffic, or anywhere in between
- Detours and street signs are placed to safely guide drivers and residents
- We make every effort to minimize closures by planning smaller construction sections wherever possible

WATER SHUT OFFS

- You'll get advance notice if we must shut off the water

- For emergency/unexpected repairs, we can't give advance notice, but will give you details

GARBAGE AND RECYCLING

- We will let you know if residential collection schedules and locations temporarily change

RESTORATION

Construction may impact driveways, sidewalks, fences, or landscaping. Although we cannot meet every wish, we do our best to adequately restore impacts:

- We may work one on one with property owners when making restoration decisions
- Sometimes changes are needed on properties that built or landscaped over property lines into public land. All private property touches a Town owned boulevard. This a strip between the road and where your private property begins. We make every effort to resolve these issues with the property owner

Why does construction take so long?

Why can't we do construction projects according to a set schedule?

- Weather is the boss of construction. If we have bad weather, we have to delay projects
- Construction supplies sometimes arrive on time, sometimes they arrive late. For example, if storm water pipes are delivered late, we can't start construction
- Sometimes we find surprises in the ground. We make every effort to survey before

breaking ground, but sometimes we find underground utilities like gas lines that are in unexpected places. This forces us to create a new plan, which can cause a time delay

- There are more surprises that can happen too! We plan things down to the last detail, but plans are never 100% perfect, 100% of the time
- We thank you for all your patience during construction to keep our workers safe!



How do I get updates?

- We post regular updates for active projects here: engage.sylvanlake.ca
- Ask & Answered: Project managers are waiting to answer your project specific

questions in the Ask & Answered section of every project

- If you have a question that's not about a project, ask here: sylvanlake.ca/contactus

Register today to be part of the conversation

engage.sylvanlake.ca

Get updates, ask questions, and give feedback on future projects!



Help for businesses during construction

Major projects are an investment in the future of Sylvan Lake, but they don't come without challenges. If you are a local business owner, you may face the good news/bad news scenario of road construction.

- » Long term, projects will bring in more customers with upgrades like new roads, sidewalks, and landscaping. Your business will also benefit from new underground infrastructure like utilities or storm water system
- » Short term, construction can drive some customers away. The challenge is to keep sales going until the project ends

As a small business owner, you must take proactive steps to mitigate the downsides of road construction. Planning isn't about predicting the future; it is about preparing for it.

Steps 1 - 6 are great starting places to help you build a plan. Search for the go deeper articles online!





1. GET INFORMED AHEAD OF TIME

Our engagement website engage.sylvanlake.ca helps business owners stay up-to-date on project information. Register today to take advantage of:

- Project updates
- Ask & Answered section in every project
- Subscribe to the project to receive major notifications through the newsletter

🔗 Go Deeper: Make weekly a habit of checking for updates here: engage.sylvanlake.ca



2. BUILD A DEDICATED CASH RESERVE

The hard reality of road construction is that your walk-in sales are going to take a hit. As soon as you can, begin setting aside funds. According to Business Link, preparing an emergency fund is a great way to plan for high-risk situations and financial stress.

Knowing what your financial cushion will look like is an important part of a financial risk management plan. It could mean the difference between staying open or having to close.

For example, start implementing what Business Link calls a burn rate (operational cash reserves), which is the cash you need to keep the lights on.

🔗 Go Deeper: 10 Tips to Strengthen Your Freelance Financial Safety Net (BusinessLink.ca)



3. BE YOUR CUSTOMER'S BEST FRIEND

As soon as you know road construction is taking place in your business area, take action to connect with your customers:

- **Before construction starts:**
 - » Build a customer list and get contact consent
 - » Inform your customers what to expect
- **During construction:**
 - » Let customers know you are open for business
 - » Post updates and other important sales about your business on social media
 - » Post easy-to-read maps on social media or other channels to inform your customers about alternate routes to reach your shop
 - » Consider a newsletter to stay in touch

🔗 **Go Deeper:** Importance of Customer Service (MailChimp)

4. TAKE YOUR MARKETING UP A NOTCH

If you don't have a website for your business, now is the time to build one. Awareness is key for your business success if you can't rely solely on walk by traffic.

A website and social media channels are your marketing megaphone. You can offer discount coupons to customers, announce sales and special deals as well as publish construction updates for visitors.

Don't wait for construction to start. Start planning how you will build your online presence. Do it yourself, use tools such as Shopify and Squarespace, or hire an agency.


🔗 **Go Deeper:** Digital Economy Program (Business Link)

5. SHIFT TO NEW SERVICE DELIVERY METHODS

During the pandemic, small businesses scrambled to ensure they could support customers everywhere. During that time, what set apart thriving businesses from the rest, was their ability to deliver exceptional service.

According to LinkedIn, service delivery is not just about meeting customer expectations; it's about exceeding them. It's about creating memorable experiences that keep customers coming back for more and spreading the word to others.

Embrace technology to enhance your service delivery. Depending on your business, look at online portals for buying and selling, chatbots for instant support, and online scheduling tools to simplify appointment bookings.

 **Go Deeper:** 7 Proven Strategies to Enhance Your Service Delivery (LinkedIn)

Invest Sylvan Lake

6. TAKE ACTION PROACTIVELY

Above all, don't wait until you feel the impacts of construction. Successful planning doesn't need to be expensive, but it can take time. Get started on steps 1 - 6 right away. Need more help? Our Economic Development Officer can point you to more resources. 403 887 1185, Ext. 226

 **Go Deeper:** invest.sylvanlake.ca

businesslink.ca

sylvanlakechamber.com

albertacf.com (Community Futures Alberta)



What to expect during construction

Register today to be part of the conversation

engage.sylvanlake.ca

Get updates, ask questions, and give feedback on future projects!

The Town of Sylvan Lake acknowledges that we are located on Treaty 6 territory, the traditional and ancestral territory of the Cree, Dene, Blackfoot, Saulteaux, and Nakota Sioux. We acknowledge that this territory is home to the Métis Settlements and the Métis Nation of Alberta, Region 3.

We are grateful for the Traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. We make this acknowledgment as an act of reconciliation and gratitude to those whose territory we reside on or are visiting.

May 1, 2024

