

What We Heard Report

Edmonton Design
Committee 2024-25
Work Plan - Phase 2

edmonton.ca/edc
March 2025

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

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Land Acknowledgement

The City of Edmonton acknowledges the traditional land on which we reside is in Treaty Six Territory. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as nêhiyaw (Cree), Dené, Anishinaabe (Saulteaux), Nakota Isga (Nakota Sioux), and Niitsitapi (Blackfoot) peoples. We also acknowledge this as the Métis' homeland and the home of one of the largest communities of Inuit south of the 60th parallel. It is a welcoming place for all peoples who come from around the world to share Edmonton as a home. Together we call upon all of our collective, honoured traditions, and spirits to work in building a great city for today and future generations.

Executive Summary

On March 5, 2024, City Council approved the 2024-25 Edmonton Design Committee ('EDC' or 'the committee') work plan, which included three tasks: reviewing and updating the EDC standards and procedures, preparing new EDC principles of urban design, and identifying potential changes to the scope of EDC review (e.g. the EDC geographic boundary).

An initial engagement took place from May to June 2024, gathering input on the standards and procedures, the principles of urban design, and the scope of EDC review.

After analyzing and considering this feedback, proposed changes were identified to the EDC's standards and procedures, new proposed principles of urban design, and potential scope. Stakeholders were then invited to take part in a second phase of engagement from November 2024 to January 2025, and asked to provide input on how they felt about the proposed changes. This feedback could then be used to determine whether they felt the proposed changes would promote positive interactions with the Edmonton Design Committee.

From this phase 2 engagement, there were a number of key take aways:

- There is general support for a proposed mission statement and the improved guidance on committee recommendations: however, there is a continued need to define and limit the scope of committee review.
- There is continued support for informal presentations, but some concern that encouraging greater use of informals will lead to more red tape, more demands on the committee, and reduce the amount of public involvement with the committee. There is limited support for making informal presentations mandatory.
- There is general support for the new submission and evaluation process, and in particular, the focus on less written materials and greater visuals. There is still some concern regarding the subjectivity of the committee, and there is a need to build winter city design into the evaluation criteria.
- There is general support for the potential changes to the scope of EDC review (including the EDC boundary), and in particular, the focus on centre city and primary corridors; however, there is some concern regarding the impact of this work on the committee's workload. Further consideration is needed on areas of the city beyond this potential boundary, and ensuring the committee's review is focused on those projects that are publicly accessible and highly visible.

As a result of this valuable input, we are now able to finalize the three work plan tasks prior to the end of the 2024-25 EDC term, which concludes on April 30, 2025..

Project Overview

Project Background

The Edmonton Design Committee was established by City Council in 2005 to ‘improve the quality of the City’s urban design. Edmonton Design Committee Bylaw 20673 specifies that the EDC shall meet this mandate primarily by providing recommendations regarding development applications and advice regarding urban design policies and principles. This generally translates into the review of development permit applications (within the EDC boundary); comprehensive rezoning applications (both within the EDC boundary and for large sites); City of Edmonton plans and policies; and City of Edmonton capital projects.

On March 5, 2024, City Council approved the 2024-25 Edmonton Design Committee work plan, which included three tasks: reviewing and updating the EDC standards and procedures, preparing new EDC principles of urban design, and identifying potential changes to the scope of EDC review (e.g. the EDC geographic boundary).

In May and June 2024 (phase 1), we engaged with the design and development industry - architects, landscape architects, planners and their clients - who regularly interact with the committee. We asked them how well the standards and procedures were working, and about their experience interacting with the EDC; their feedback on new principles of urban design drafted by the committee; and if the EDC is focusing on the most impactful projects in the most impactful areas of Edmonton.

Based on the feedback gathered in phase 1, we continued our update of the standards and procedures, the development of new principles of urban design, and the identification of potential changes to the scope of EDC review. The second phase of engagement, which took place between November 2024 and January 2025, was intended to give stakeholders an opportunity to review and comment on this work.

Work Plan Scope

The Edmonton Design Committee 2024-25 Work Plan includes reviewing the following:

- **EDC standards and procedures** which establish roles and responsibilities and otherwise direct the day-to-day function of the committee. The EDC standards and

procedures were developed in 2021 and came into use in 2022. As part of this work, the EDC committed to the regular review of the standards and procedures.

- **EDC principles of urban design** which provide the benchmark against which development applications are reviewed by the committee. Previous engagement identified the need to update these principles, and in 2023, the EDC drafted new principles with the intent to reflect current Council priorities as well as best practices in urban design; create clear expectations for submissions and their evaluation; and ultimately, improve processes and overall project quality.
- **Scope of EDC Review** including the current EDC boundary as well as the process for exempting projects from review. The boundary was also flagged in 2023 as requiring review; however, based on the complexity of this issue, the 2024-25 work plan only endeavours to validate the need to modify the boundary and identify potential scenarios for further review.

For a full description of the project tasks and timelines, please refer to [Appendix A](#).

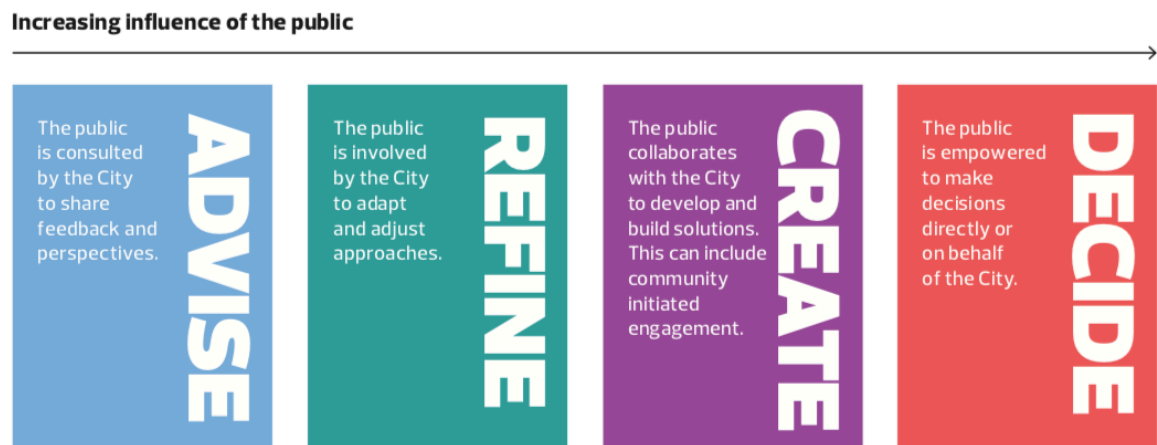
Engagement Approach

Engagement Goals

The [Public Engagement Spectrum](#) explains the four roles the public can have when they participate in City of Edmonton public engagement activities. As you move within the spectrum, there is an increasing level of public influence and commitment from the City and the public.

The current phase of the Edmonton Design Committee 2024-25 Work Plan project falls within the **Advise** level of the spectrum: *The public is consulted by the City to share feedback and perspectives that are considered for policies, programs, projects, or services.*

The visual below illustrates the City of Edmonton's Public Engagement Spectrum:



In this current phase of engagement, we sought input from the design and development industry on how the proposed changes to the standards and procedures, the new proposed principles of urban design, and the potential changes to the scope of EDC review (e.g. geographic boundary) would impact their experience interacting with the committee, and ultimately the quality of their projects.

Who We Engaged

While the general public does have the opportunity to interact with the committee, it is the design and development industry - architects, landscape architects, planners and their clients - who interact with the EDC on a regular basis. As a result, the engagement strategies specifically targeted the design and development industry. This was also consistent with the phase 1 of engagement.

How We Engaged

To reach a wide range of stakeholders in the design and development industry, an online survey and one-on-one interviews were employed, ensuring there were multiple options for participation, both virtually and in-person.

Phase 2 engagement began on November 4, 2024. The original timeline was extended to January 10, 2025 to ensure stakeholders had ample opportunities for engagement.

Online Survey

An online survey was available from November 4, 2024, to January 10, 2025. The survey provided the design and development industry with an opportunity to provide feedback on the three work plan tasks. The survey was available on the Edmonton Design Committee website (edmonton.ca/edc). A breakdown of which industries were represented in the survey can be found in [Appendix B](#).

One-On-One Interviews

We interviewed 8 stakeholders from the design and development industry from November 4, 2024, to January 10, 2025. The interviews were offered in both in-person and virtual formats.

Communications Approach

The communications approach to support phase 2 engagement included:

- Using the EDC website (edmonton.ca/edc) as the main source of information on the
- Direct emails to organizations within the design and development industry:
 - Alberta Association of Architects (AAA)
 - Alberta Association of Landscape Architects (AALA)
 - Association of Professional Engineers and Geoscientists of Alberta (APEGA)
 - BILD Edmonton Metro
 - Building Owners and Managers Association (BOMA)
 - Canadian Home Builders Association (CHBA)
 - Commercial Real Estate Development Association (NAIOP)
 - Edmonton Construction Association
 - Media Art Design Edmonton (MADE)
 - Royal Architectural Institute of Canada (RAIC)
- Direct emails to recent applicants to EDC (approximately 80 were contacted).

Overall, the engagement opportunities were designed to engage with a diverse range of stakeholders to understand their unique perspectives and experiences.

What We Asked

The primary focus of this second round of engagement was to ask stakeholders about the EDC standards and procedures, principles of urban design (including submission guide) and scope of EDC review - which were advanced in response to the initial phase 1 engagement with the design and development industry.

As part of the online survey we asked about stakeholder's previous involvement with the committee and the work plan project. 21 of 22 respondents identified that they had appeared before the EDC or had taken part in an EDC submission. 9 respondents identified that they had been involved in the phase 1 engagement, 11 noted that they had not been involved, and 2 were not sure. For a graphed breakdown of these findings, see [Appendix B](#).

In addition to these general questions, the online survey and one-on-one interviews were focused on:

- Proposed changes to the EDC standards and procedures, and in particular a new mission statement, new approach to informal submissions, and new guidance on Committee recommendations

- Proposed new principles of urban design, along with the new EDC submission guide, which includes new submission and evaluation processes.
- Potential changes to the scope of EDC review, including aligning the boundary with nodes and corridors; reviewing projects adjacent to major transportation corridors; reviewing all large site rezoning applications; and updating the project exemption process.

For a full description of what questions were asked and why, please refer to [Appendix C](#).

What We Heard

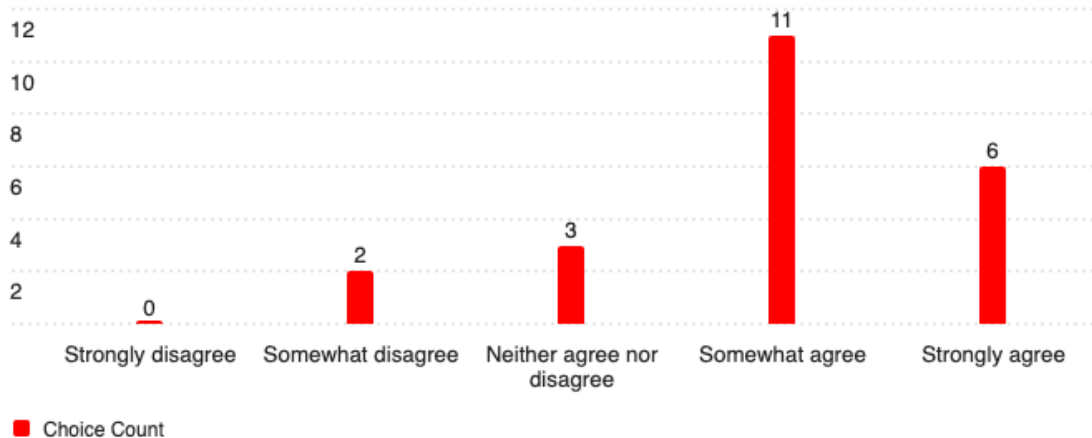
Updated Standards and Procedures

Design and development industry stakeholders were asked to provide input on how the proposed changes to the standards and procedures, and in particular, a new mission statement, new approach to informal submissions, and new guidance on committee recommendations, would impact their experience interacting with the EDC.

Support for a New Mission Statement

We identified to respondents that we were considering a new mission statement, intended to help applicants better understand the purpose and value of the committee, and structure their submissions and presentations to take best advantage of the committee’s insights.

The table below summarizes responses to the question, **do you agree or disagree with the following statement: The mission statement would improve my interaction with the EDC? (22 responses)**



When asked whether or not they agreed or disagreed that the proposed mission statement would improve their interaction with the EDC, 18 out of 22 respondents noted they either somewhat or strongly agreed. 2 respondents noted they somewhat disagreed with this statement, and 3 neither agreed nor disagreed.

When asked to elaborate on their level of agreement with the proposed mission statement, we received 17 comments. The responses indicated:

- General support for the proposed mission statement, and in particular, its clarity regarding the committee's goals and its influence, its increased focus and role clarity (e.g. detailed design out of scope), and attention to flexibility and practicality.
- Concern regarding the impact of the mission statement on the day-to-day function of the committee.
- Concern that the mission statement was too aspirational; that there is a need to limit the EDC's criticism of projects.

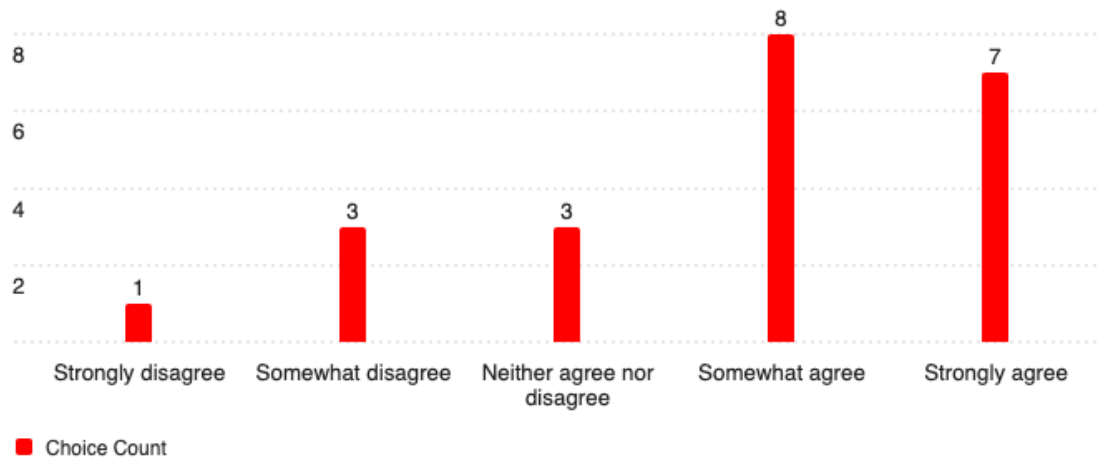
From the one-on-one interviews, participants shared the following in regard to a new mission statement:

- General support for the mission statement - it could benefit both applicants (to focus their presentations) and committee members (to keep them in scope), but needs to be clear and continually inform the committee's discussions.
- That the proposed mission statement should help to improve each project rather than allowing the committee to be overly prescriptive.
- That the proposed mission statement should encourage continual improvement by the committee, and acknowledge challenges faced by industry.

Support for a New Approach to Informal Submissions

We identified to respondents that we were considering a new approach to informal submissions, intended to give the committee the ability to exempt projects from formal review, to encourage greater use of informals and ultimately increase opportunities for committee recommendations to be integrated early in the design process.

The table below summarizes responses to the question, **do you agree or disagree with the following statement: The new approach to informal submissions would improve my interaction with the EDC? (22 responses)**



When asked whether or not they agreed or disagreed that the proposed approach to informal submissions would improve their interaction with the EDC, 15 out of 22 respondents noted they either somewhat or strongly agreed. 4 respondents noted they somewhat or strongly disagreed with this statement, and 3 neither agreed nor disagreed.

When asked to elaborate on their level of agreement with the proposed approach to informal submissions, we received 18 comments. Respondents indicated:

- General support as informal submissions are often seen as supporting good design, and in addition, this proposed process could make the committee more efficient.
- Concern over the value of informal submissions in general (i.e. more red tape), and what incentive do applicants have to make use of them?
- There is a need for more information and detail on the proposed process to exempt projects from formal review.
- Concern that the increase of informal submissions (and potential decrease in formal submissions) could result in less opportunity for public involvement with the EDC.
- That, in general, informals (and formals) should be made less formal.

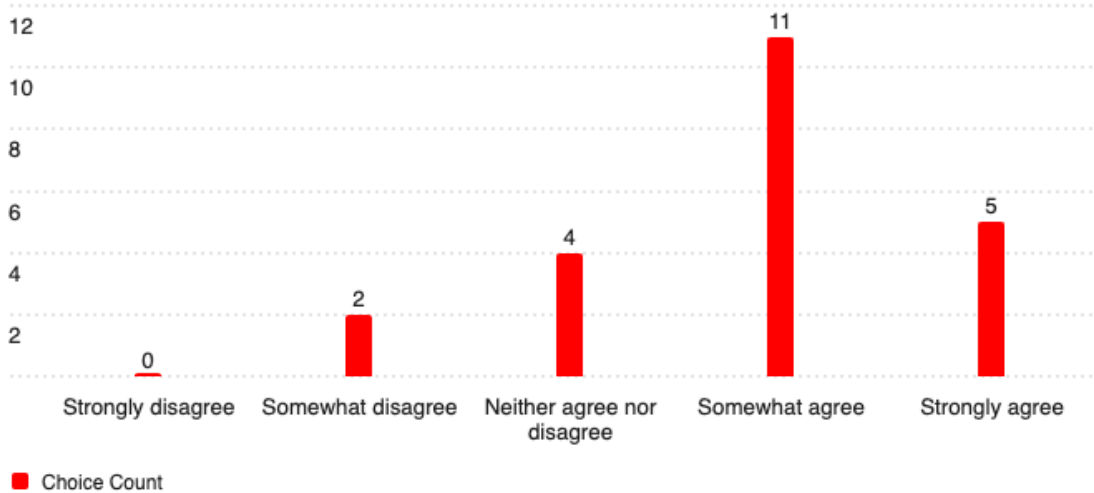
From the one-on-one interviews, participants indicated:

- Support for increasing the use of informals, as they foster a more collaborative approach, can reduce costs, and reward design excellence.
- Support for the idea of exempting projects at the formal stage - can benefit project timelines. However, there is some concern that there may be instances where some changes might happen during the circulation phase that are beyond the control of the applicant (e.g. comments from transportation) - there will need to be a clear process to address what happens in these instances.

Support for New Guidance on Committee Recommendations

We identified to respondents that we were considering new guidance on committee recommendations, intended to focus the scope of EDC’s review, manage the expectations of applicants and ultimately maximize the impact of the committee.

The table below summarizes responses to the question, **do you agree or disagree with the following statement: The new guidance on committee recommendations would improve my interaction with the EDC? (22 responses)**



When asked whether or not they agreed or disagreed that the proposed new guidance on committee recommendations would improve their interaction with the EDC, 16 out of 22 respondents noted they either somewhat or strongly agreed. 2 respondents noted they somewhat disagreed with this statement, and 4 neither agreed nor disagreed.

When asked to elaborate on their level of agreement with the new guidance on committee recommendations, we received 17 comments. Respondents indicated:

- General support for recommendations that are clear, consistent and focused, avoiding personal, subjective preferences.
- The need to ensure that all previous committee comments - whether or not they were addressed by the applicant - are included in a formal submission.
- Concern regarding the EDC and code issues (e.g. building code, energy code, fire code), as well as the EDC being mindful of project budgets, boundaries, professional scope and liabilities.
- The need to ensure that detailed design is not in the EDC’s scope of review.

Survey respondents were also asked if they supported making informal presentations mandatory. Respondents indicated:

- Mixed support for this concept. Those in favor of making informals mandatory acknowledged their contribution to good design outcomes. Those against felt this would make the EDC a mandatory two-step process.
- Some support if projects could be exempt at the formal stage, while others preferred to 'strongly encourage' informal submissions, looking for other ways to incentivize their use (e.g. expedited development review).
- That informals (whether mandatory or optional) and formals could be more specific to project type, location and scale.
- That, in general, informals (and formals) should be made less formal.

From the one-on-one interviews, participants indicated:

- Mixed feelings about this making informals mandatory. While some acknowledged their role in good design, there was concern that this could add time and cost to projects, and could dramatically increase committee workload. There was also concern that applicants forced to take part in a mandatory informal might not fully leverage its benefit.
- That it may be appropriate to require mandatory informals based on project type, location and scale; e.g. on higher visibility projects.
- The need to further test this idea to better understand its impact.
- That instead, the focus should be on encouraging informals, and better communication early in the process that a project needs EDC review.

Overall Comments on EDC standards and procedures

Finally, survey respondents were asked what else needs to be considered in the revision of the EDC standards and procedures. Respondents indicated the need to:

- More fully integrate the EDC into the approval process for complex sites and projects.
- Address discrepancies between the perspectives of the EDC and administration.
- Incorporate more architectural input in project synopsis.
- Make public the education and background of EDC members.
- Develop easy to understand submission instructions.
- Monitor committee members and ensure their review remains in scope.
- Include clients in informal / formal presentations.

- Incorporate additional standards on climate / environment.
- Revisit submission requirements (e.g. sheet size, file size) and develop better file sharing (e.g. Google Drive).
- Clarify the impact of EDC recommendations on the permit approval process.
- Improve the EDC collaborative process to mitigate frustration and misunderstandings with designers and their clients.
- Have Committee members turn their cameras on during the meeting, to improve the interaction with applicants.
- Consider disbanding the EDC.

From the one-on-one interviews, participants indicated:

- A need to ensure that comments made by the committee are taken into consideration by the applicant.
- An appreciation for the more collaborative approach embodied in this work.
- A desire for a 'draft' watermark or similar disclaimer to be placed on projects that are viewed by the public.
- A preference to explore meeting dates that do not conflict with public hearing.
- An opportunity to further encourage and celebrate design excellence - potentially reducing permit fees, and promoting projects within the public realm.

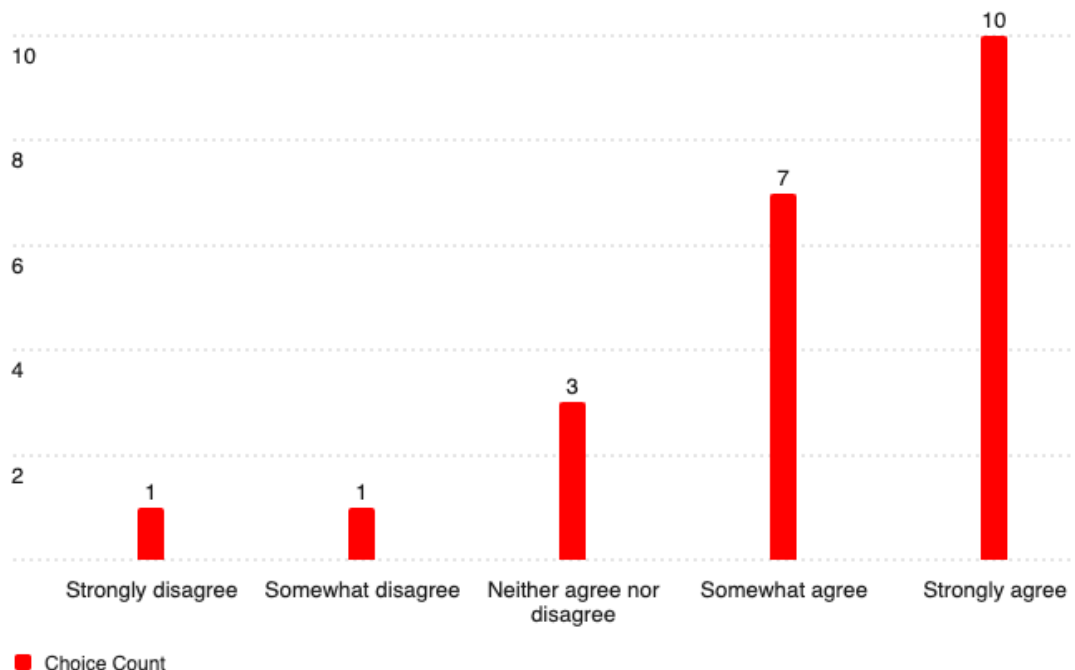
New Principles of Urban Design

Design and development industry stakeholders were asked to provide input on how the new principles of urban design, and in particular the new submission and evaluation processes, would impact their experience interacting with the EDC.

Support for a New Submission Process

We identified to respondents that we are continuing to develop new principles of urban design that better align with Council priorities and reflect current best practice, simplifying submission requirements and clarifying expectations for project evaluation, which will all be captured in a new submission guide.

The table below summarizes responses to the question, **do you agree or disagree with the following statement: The new submission process would improve my interaction with the EDC? (22 responses)**



When asked whether or not they agreed or disagreed that the new proposed submission process would improve their interaction with the EDC, 17 out of 22 respondents noted they either somewhat or strongly agreed. 2 respondents noted they somewhat or strongly disagreed with this statement, and 3 neither agreed nor disagreed.

When asked to elaborate on their level of agreement with the new submission process, we received 11 comments. Respondents indicated:

- That the principles aligned well with Council mandates and industry standards.
- That the submission process was simpler and less onerous, and there was support for the more focused presentation requirements.
- Some concern that the principles were slightly high level, and more context was needed.
- The need to provide three-dimensional graphics in the submission. Likewise, there was some interest in more closely aligning the drawing requirements with that of the development permit process.
- Some concern that there was no apparent change in the submission process.

From the one-on-one interviews, participants indicated:

- Support for the more concise process and suggested page limits.
- Support for the general approach of less writing and more visuals - the basic concept of a project should be able to be communicated in 1-2 pages. There was interest in

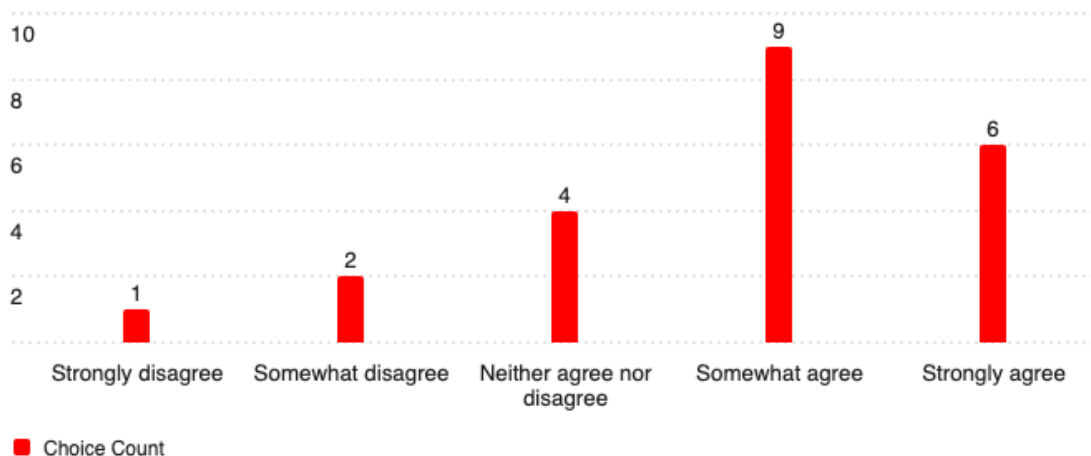
repurposing existing visuals (e.g. annotating DP drawings) rather than creating new illustrations.

- Support for the requirements of focusing on changes made in response to the feedback at the informal.
- An opportunity to use graphics developed by firms as examples, and also to raise public awareness of urban design and EDC.
- The need to workshop or test how the principles can be met in submissions.
- The need to consider affordability in the principles, and to communicate that not all principles may be applicable to all projects.
- The need to provide more description of the principles of urban design, with examples.

Support for a New Evaluation Process

We identified to respondents that we are working to make the evaluation process straightforward, clear and impactful by focusing specifically on how the project aligns with the principles of urban design, responds to its context and achieves the applicant’s design intent.

The table below summarizes responses to the question, **do you agree or disagree with the following statement: The new evaluation process would improve my interaction with the EDC? (22 responses)**



When asked whether or not they agreed or disagreed that the new proposed evaluation process would improve their interaction with the EDC, 15 out of 22 respondents noted they either somewhat or strongly agreed. 3 respondents noted they somewhat or strongly disagreed with this statement, and 4 neither agreed nor disagreed.

When asked to elaborate on their level of agreement with the new evaluation process, we received 11 comments. Respondents indicated:

- That the evaluation criteria is seen as clear, evidence-based, and reasonable, and the process is straightforward.
- Concern that personal opinion and judgement may still be a factor, and that one committee member can unfairly impact the deliberation process.
- The need to better document the comments and recommendations of committee members.
- Concern that there was no apparent change in the evaluation process.

From the one-on-one interviews, participants indicated that it was important that the evaluation process made clear that not all principles or considerations would be necessarily applicable to all projects.

Finally, we received 13 responses about what was missing from or should be changed, in the submission guide or the principles of urban design. Respondents indicated:

- Concern as to why EDC is a mandatory process.
- That winter city and seasonal design considerations should be included.
- The need to review the scope of EDC review - projects or portions of projects that are not publicly accessible (e.g. rooftops) should be exempt from the EDC review.
- The need for greater clarity around committee objectivity and subjectivity.

From the one-on-one interviews, participants indicated the need to:

- Include references to winter city design, placemaking and wayfinding in the principles of urban design.
- Emphasize the use of graphics to communicate the applicant's design narrative.
- Develop webinars or similar tools to communicate to industry how to create an effective EDC submission.

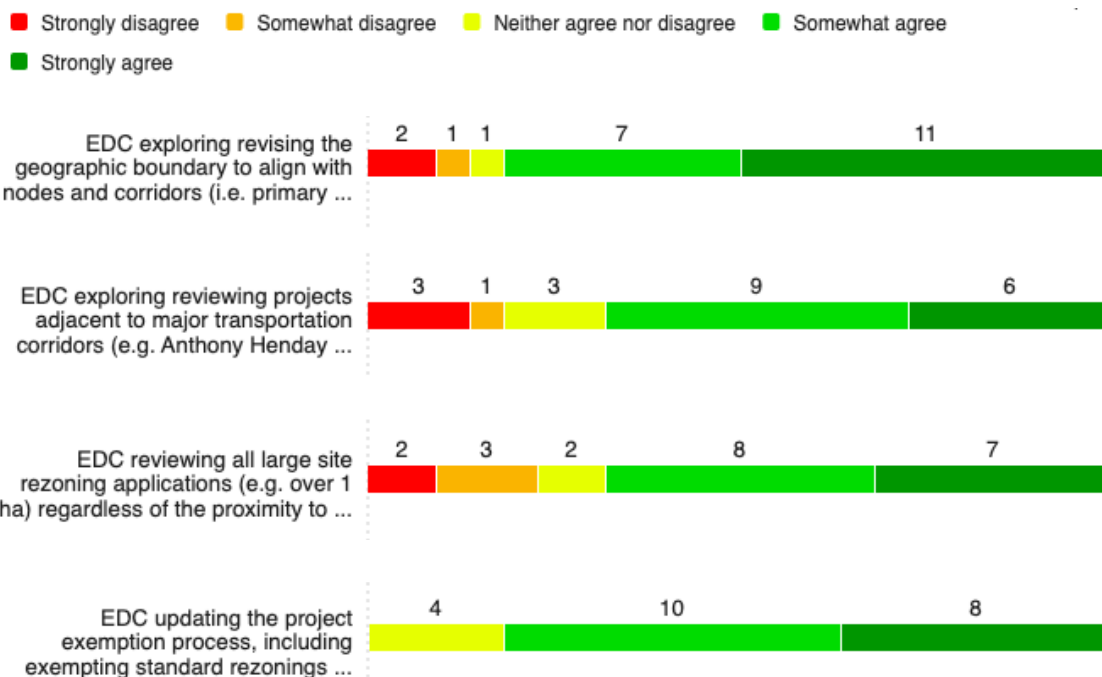
Changes to The Scope of EDC Review

Design and development industry stakeholders were asked to provide input on potential changes to the scope of EDC review proposed by the committee.

Comments on Changing The Scope of EDC Review

We identified to respondents that EDC is evaluating its scope of review, including its geographic boundary and exemption criteria, and has identified some potential changes to maximize the focus and impact of the committee.

The table below summarizes responses to the question, **to what extent do you agree or disagree with the following potential changes? (22 responses)**



In summary, the responses from the online survey indicate that respondents generally agree with the potential changes to the scope of EDC review, with the strongest support for revising the boundary to align with nodes and corridors (11 strongly agree and 7 somewhat degree) and updating the project exemption process (8 strongly agree and 10 somewhat agree).

When asked to elaborate on their level of agreement with the potential changes, we received 11 comments. Respondents indicated:

- General support of the nodes and corridors approach, but some concern about significant projects that are outside of these areas.
- A concern about EDC exempting standard rezonings.
- A need to reconsider the EDC scope. Can smaller projects require less process? Why are storefront improvements exempted? Why do certain projects (e.g. Kathleen Andrews Transit Garage) need EDC review? Is EDC at odds with prioritizing

- development in nodes and corridors? Can alternative means be employed (e.g. prescriptive design controls)? Can the urban design team be better utilized?
- A concern that the EDC may not be able to handle the increased volume of project reviews.

From the one-on-one interviews, participants indicated:

- Support for centre city and primary corridors, but that secondary corridors may not warrant EDC review and be too much for the committee at this time.
- Support for reviewing large site rezonings and projects adjacent to major transportation corridors and at key entries to the city. It was noted that for certain roadways, noise attenuation is needed - which may limit the ability to implement design recommendations in these areas. -
- The need to focus on scale, visibility and prominence; for example, sites on corridors. The interior of neighbourhoods was not seen as a priority, except in inner city settings.
- Some concern regarding the capacity of the committee to deal with these changes.

We received 11 survey responses about what other changes should be considered in the types of projects being reviewed by the committee? Respondents indicated:

- That the experiences of other Canadian municipalities should inform this work.
- That areas near schools, institutions, hospitals, etc, as well as shopping areas / malls, tourist areas, should also be included as part of the review, and priority should be given to publicly accessible buildings.
- That areas subject to alternative jurisdictions (e.g. UofA) should be removed from EDC review.

From the one-on-one interviews, participants also indicated:

- A desire to see the committee review projects in high visibility locations frequented by residents and visitors, including City Hall and shopping areas such as South Edmonton Common.
- Potential value in the committee looking at large site (standard) rezonings if there is a master plan associated with the project.
- A need to be aware of the amount and type of information required at the rezoning stage vs. a development permit.

Finally, we received 13 survey responses from respondents on any other further feedback on their interactions with the EDC or its impact on the quality of their projects. Respondents indicated:

- The need for the EDC process to be easier and less onerous. One respondent suggested that the EDC should not exist, and that urban design considerations instead be handled through District Plans and the Zoning Bylaw.
- That recommendations of the EDC and administration are sometimes out of alignment.
- The need for the EDC to have a strong vision and understanding of its purpose, with consistent and clear focus on urban design matters rather than building code, energy code, fire code, etc.
- That the timing of EDC input is sometimes too late from an investment perspective.
- That the EDC should be more focused on plans and bylaws.
- The need for the EDC to hold architects and developers accountable for submitting poor quality projects.

From the one-on-one interviews, participants also indicated:

- A concern that the amount of work going into an EDC submission outweighed the input received from the committee.
- Concern over too much design being required during the rezoning process (particularly for direct controls) - making informals mandatory may be a way to address these issues.

Next Steps

How Input Will Be Used

The feedback gathered from the design and development industry will be used by the committee as it continues to finalize:

- Updated EDC standards and procedures.
- New principles of urban design / EDC submission guide
- Potential changes to the scope of EDC review (including the EDC boundary) which will be finalized in next year's work plan

Thank You

Input from the design and development industry is essential to the work plan process and will guide improvements that ensure the continued effectiveness, efficiency and relevance of the Edmonton Design Committee as it strives to meet its Council Mandate to 'improve the quality of the City's urban design.'

Appendix A

Detailed Work Plan

Task 1 / Project Planning

- Finalize project plan and project schedule Apr 2024
- Finalize engagement and communications plan
- Plan and facilitate information gathering session(s) with the EDC

Task 2 / phase 1 Stakeholder Engagement

- Initiate communications in advance of engagement rollout May - Jun 2024
- Deliver phase 1 engagement program using an online survey, small group conversations and 1x1 interviews
- Present engagement findings in What We Heard Report

Task 3 / Draft Deliverables

- Initiate the preparation of draft standards and procedures, draft principles of urban design, and potential EDC boundary scenarios Jul - Sep 2024
- Review with the EDC sub-committee and revise as needed
- Review with the EDC committee and revise as needed

Task 4 / phase 2 Engagement / Council Information Report

- Initiate communications in advance of engagement Oct - Dec 2024
- Deliver phase 2 engagement program using online survey and 1x1 interviews (to be confirmed)
- Prepare Council Information Report (+/- 12 weeks, concurrently)
- Present engagement findings in a What We Heard and Did Report

We are here

Task 5 / Final Deliverables

- Revise standards and procedures, principles of urban design and preferred EDC boundary scenarios (for further review) Jan - Apr 2025
- Review by the EDC sub-committee and revise as needed
- Finalize and sign off by the EDC committee
- Prepare Briefing Note for sign off by City Manager

Appendix B

Engagement Participant Demographics

Figure 1 / What is your primary role in industry relative to the Edmonton Design Committee (EDC)? Select all that apply (22 responses)

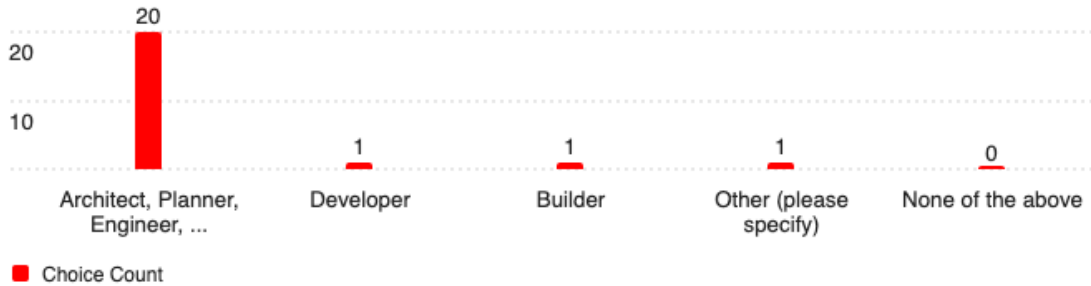


Figure 2 / Have you ever appeared before the EDC or been involved in a presentation to the EDC? (22 responses)

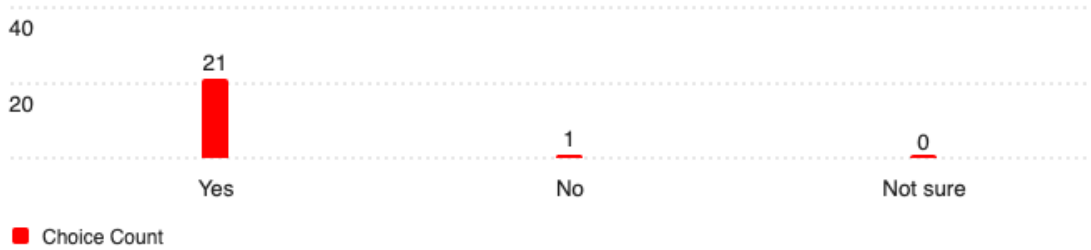
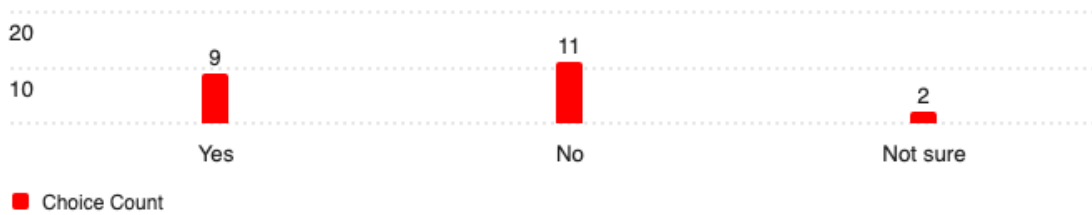


Figure 3 / Were you involved in the first phase of engagement for the Edmonton Design Committee review (May-July 2024)? (24 responses)



Appendix C

What We Asked

WHAT WE ASKED	WHY WE ASKED THIS
General	
<p>What is your primary role in industry relative to the Edmonton Design Committee (EDC)?</p>	<p>To understand the level of interaction stakeholders have had with the EDC, and background that they were coming from when providing feedback.</p>
<p>Have you ever appeared before the EDC or been involved in a presentation to the EDC?</p>	<p>To understand whether a stakeholder was bringing their perspective for the first time to the project, or whether their comments are a continuation of feedback given in a previous stage.</p>
<p>Were you involved in the first phase of engagement for the Edmonton Design Committee review (May-July 2024)?</p>	<p>To understand whether a stakeholder was bringing their perspective for the first time to the project, or whether their comments are a continuation of feedback given in a previous stage.</p>
Standards and procedures	
<p>We are considering introducing a mission statement that will help applicants better understand the purpose and value of the committee, and structure their submissions and presentations to take best advantage of the committee's insights. Having read the mission statement, do you agree or disagree with the following statement: The mission statement would improve my interaction with the EDC?</p>	<p>To gather feedback on the potential impact the proposed mission statement will have on applicants' experiences and design outcomes.</p>
<p>Could you please explain the reasons behind your level of agreement or disagreement with the mission statement? Feel free to share any experiences, thoughts or concerns that influenced your responses.</p>	
<p>We are considering a new approach to informal submissions, which is intended to give the committee the ability to exempt projects from formal review, encourage greater use of informals and ultimately increase opportunities for committee recommendations to be integrated early in the design process. Having reviewed the new approach to informal presentations,</p>	<p>To gather feedback on the potential impact the proposed changes to the informal submission process will have on applicants' experiences and design outcomes.</p>

do you agree or disagree with the following statement: The new approach to informal submissions would improve my interaction with the EDC?

Could you please explain the reasons behind your level of agreement or disagreement with the new approach to informal submissions? Feel free to share any experiences, thoughts or concerns that influenced your responses.

Specifically, would you support exploring making informal presentations mandatory?

To gauge industry response to this potential future action.

We are considering new guidance on committee recommendations which is intended to focus the scope of EDC's review, manage the expectations of applicants and ultimately maximize the impact of the committee. Having reviewed the new guidance on committee recommendations, do you agree or disagree with the following statement: The new guidance on committee recommendations would improve my interaction with the EDC?

To gather feedback on the potential impact the proposed guidance on committee recommendations will have on applicants' experiences and design outcomes.

Could you please explain the reasons behind your level of agreement or disagreement with the new guidance of committee recommendations? Feel free to share any experiences, thoughts or concerns that influenced your response.

What else do we need to consider as we revise the EDC standards and procedures?

To gather any other feedback on what improvements to the standards and procedures, or any aspect of the EDC in general, could be made to improve applicants' experiences and design outcomes.

New principles of urban design / Submission Guide

The EDC is preparing new principles of urban design that better align with Council priorities and reflect current best practice, simplifying submission requirements (with a greater emphasis on neighbourhood and site factors) and clarifying

To gather feedback on the potential impact the new submission process will have on

expectations for project evaluation, which will all be captured in a new submission guide. Based on industry feedback, we are continuing to focus on project submissions and evaluation. We are working to make the submission process simpler and less onerous through continued revision and clarifications of the principles of urban design, focusing on schematic level design and requiring more succinct packages with fewer drawings and less text. Having read about the new submission process, do you agree or disagree with the following question: The new submission process would improve my interaction with the EDC?

applicants' experiences and design outcomes.

Could you please explain the reasons behind your level of agreement or disagreement with the new submission process? Feel free to share any experiences, thoughts or concerns that influenced your responses.

We are working to make the evaluation process straightforward, clear and impactful by focusing specifically on how the project aligns with the principles of urban design, responds to its context and achieves the applicant's design intent. Having read about the new evaluation process, do you agree or disagree with the following question: The new submission evaluation process would improve my interaction with the EDC?

To gather feedback on the potential impact the new evaluation process will have on applicants' experiences and design outcomes.

Could you please explain the reasons behind your level of agreement or disagreement with the new evaluation process? Feel free to share any experiences, thoughts or concerns that influenced your responses.

In your opinion, what is missing from or should be changed, in the submission guide or the principles of urban design?

To gather any other feedback on what could be added to or changed in the new submission guide, or principles of urban design, to improve applicants' experiences and design outcomes.

Scope of EDC Review

The EDC is evaluating its scope of review, including its geographic boundary and exemption criteria and has identified some potential changes to maximize the focus and impact of the committee. Having read the information about the new changes, please answer the following questions: To what extent do you agree or disagree with the following potential changes:

- EDC exploring revising the geographic boundary to align with nodes and corridors (i.e. primary growth areas or city centre node / primary corridors)
- EDC exploring reviewing projects adjacent to major transportation corridors (e.g. Anthony Henday Drive)
- EDC reviewing all large site rezoning applications (e.g. over 1 ha) regardless of the proximity to a transit centre
- EDC updating the project exemption process, including exempting standard rezonings and identifying general principles to assist administration when the exemption guidelines do not readily apply.

Could you please explain the reasons behind your level of agreement or disagreement with these proposed changes? Feel free to share any experiences, thoughts or concerns that influenced your responses.

What other changes should be considered in the types of projects being reviewed by the committee?

To gather feedback to determine if the scope of EDC review is being appropriately focused, and what other changes should be considered?

Would you like to share any further feedback on your interactions with the EDC or its impact on the quality of your projects?

To gather other feedback on any other changes that could be made to improve applicants' experiences and design outcomes.
