



Priority Growth Area Rezoning



What We Heard Phase 3A

City of Edmonton
edmonton.ca/PriorityGrowthAreaRezoning

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Land Acknowledgement

We acknowledge the traditional land on which Edmonton sits, the Territory of the Treaty 6 First Nations and part of the Métis homeland. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as Nehiyaw (Cree), Nakota Sioux (Stoney), Anishinaabe (Saulteaux), Niitsitapi (Blackfoot), Dene and Métis peoples. We also acknowledge this place as the home of one of the largest communities of Inuit south of the 60th parallel.

Edmonton is a welcoming place for all people 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.

This acknowledgement is significant to us as planning is about our accountability to the land, and the people that call it home. Land is used for many things, and it is tied to the practice of culture. We owe our presence here — the city's vitality and very existence — to the land itself and the cultures that help build this city.

The project team and report authors thank the stakeholders who participated in engagement activities. Your contributions are greatly appreciated and we are enthusiastic to share your values and ideas as reflected in these pages.

Executive Summary

Project Overview

The Priority Growth Areas are a collection of 19 nodes (urban centres) and corridors (main streets) in the redeveloping area of the city (roughly inside the Anthony Henday) that The City Plan anticipates will experience the most near-term growth.

The City has selected five of these 19 Priority Growth Areas to pursue targeted, City-driven rezonings to leverage existing transit investments and encourage more housing opportunities and business development in these important areas.

The areas selected are:

- Wihkwêntôwin (Oliver) Centre City Node
- 124 Street Primary Corridor
- 156 Street Secondary Corridor
- Stony Plain Road Primary Corridor
- University-Garneau Major Node

This project is split into four main phases: project initiation, Priority Growth Area selection for rezoning, zone selection and refinement based on planning and servicing analysis, and final recommendations and evaluation and monitoring. We are currently in the zone selection and refinement phase which involves confirming which sites will be proposed for rezoning and what zones and zone modifiers will be recommended to guide height and footprints of buildings and which buildings will be required to have ground floor, street-facing commercial space.

Creating a strong system of nodes and corridors that encourages transit-oriented development is an important part of achieving The City Plan vision of a healthy, urban, climate-resilient city where Edmontonians have access to a variety of housing and transportation options and can easily meet their daily needs close to home.

Engagement Approach

The engagement for this phase took place in summer 2024 and involved:

- Three in-person, drop-in public engagement workshops;
- Targeted stakeholders meetings;
- An Edmonton Insight Community survey;
- Online engagement via the City's Engaged Edmonton platform; and
- One-on-one 'Chat with a Planner' meetings.

Engagement materials included an FAQ and other essential documents to help participants understand the project better so they could provide informed and meaningful feedback.

In order to reach a diverse range of stakeholders, the engagement opportunities were widely promoted through social media, road signs, emails, posters, postcards, pop-up events and newsletters to reach as many Edmontonians as possible.

What We Heard We heard a range of perspectives related to the project. Some applied to all of the selected Priority Growth Areas while others were specific distinct areas of the city. Feedback included a mix of positive and negative sentiments on a range of topics such as parking and traffic, density, and heritage preservation. Feedback was considered along with policy and technical considerations to inform the next steps of the project.

What We Did Based on the five engagement tactics, three key elements guided the development of our first draft rezoning proposal.

First, we received input on where land should be rezoned, with stakeholders highlighting areas they believe are best suited for development and those that should be excluded.

Second, feedback was solicited regarding the allowable height ranges for buildings on the sites proposed for rezoning. While District Plans outlines where low to tall high-rise buildings can be located, each of these categories includes a range of possible heights. Suggestions were offered on whether specific locations should permit taller or shorter structures within these ranges.

Lastly, we collected feedback on where ground floor commercial space should be required on sites proposed for rezoning. Feedback emphasized that mandatory commercial spaces can sometimes make redevelopment unviable and suggested that, in certain areas, these should be an option rather than a requirement.

Next Steps

The feedback collected was considered alongside relevant policy and technical factors to further refine the sites proposed for rezoning in each selected area. This includes the zones and zone modifiers being recommended for each site proposed for rezoning to guide the maximum height and footprints of buildings and which buildings will be required to have ground floor, street-facing business space.

The public will have additional opportunities in fall 2024 to provide input on the revised set of sites proposed for rezoning in each area before they are presented to City Council for final consideration in early 2025.

Project Overview

The City Plan - Edmonton's combined Municipal Development and Transportation Master Plan -sets out the development framework needed to support Edmonton as it grows to a population of two million people. It seeks to shift how we grow, targeting 50 percent of development to happen in the redeveloping area of the city (roughly inside the Anthony Henday) with an emphasis on encouraging greater development intensification in our network of nodes (urban centres) and corridors (main streets). A strong system of nodes and corridors and encouraging transit oriented development is an important part of creating a healthy, urban climate resilient city where everyone has easy access to amenities and services to meet their daily needs.

The Priority Growth Areas are collections of 19 nodes and corridors in the redeveloping area of the city anticipated to experience the most near-term growth. The Priority Growth Areas and density targets and boundaries were introduced by The City Plan and formalized in district plans. The City analyzed these 19 areas using a robust technical review and has selected five for targeted, City-initiated rezonings to help encourage more housing opportunities and business investment in these important areas.

The five areas selected are:

- Wihkwêntôwin (Oliver) Centre City Node
- 124 Street Primary Corridor
- 156 Street Secondary Corridor
- Stony Plain Road Primary Corridor
- University-Garneau Major Node

Within each node and corridor selected, the City identified focus areas with parcels of land it believed would help enable The City Plan's vision and receive the most benefit from proactive, City-initiated rezoning.

The City then gathered stakeholder and public feedback on these focus areas, including input on considerations such as maximum building heights and footprints and which buildings should be required to have ground-floor, street-facing businesses. This feedback was then used, along with technical and policy considerations, to further narrow down which sites within the focus areas should be rezoned and what new standard zones and zone modifiers should be recommended for each site proposed for rezoning. This report summarizes what we heard.

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.

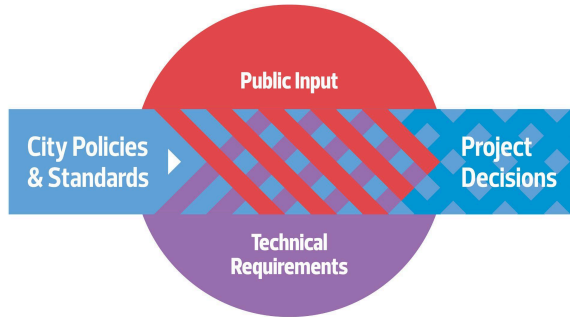
The visual below illustrates the City of Edmonton's Public Engagement Spectrum:

Increasing influence of the public



The current phase of the Priority Growth Area Rezoning 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 Advise level was selected as the project will be working within the policy framework of both The City Plan and District Plans, both of which were developed through multiple years of extensive Create and Refine levels of engagement.

A combination of City policies and programs and technical requirements and public and stakeholder input will provide directions on how input will be used to inform which parcels of land are selected for rezoning and to which new, standard zone.



Who was Engaged

The City is dedicated to involving those impacted by its decisions, seeking a broad range of opinions, experiences and insights to ensure a well-rounded decision-making process. Guided by the City's Gender-Based Analysis Plus (GBA+) framework, this project aims to consider various identity factors, remove barriers to inclusion, and promote equitable outcomes.

Public:

The general public were engaged through a variety of methods including online and in-person opportunities. In addition to three in-person workshops, online engagement and opportunities to book a one-on-one chat with a planner was open for six weeks. To accommodate the scale of the project and the timing over the summer, the engagement period was extended beyond the usual two-week timeframe. An online survey was also used to reach a wider range of Edmontonians.

There was an emphasis on notifying Edmontonians who live and spend time in the selected areas through targeted advertisements, such as geo-targeted social media, road signs and other advertisements.

Each of the engagement opportunities and how we promote them is summarized in the "How we Engaged" chart on the next page.

Stakeholder Groups:

In addition to the broader public, the project team held various targeted meetings with other stakeholders who are impacted by the project. These groups included:

- Business Improvement Areas (BIAs)

- Edmonton Federation of Community Leagues (EFCL)
- Development Industry Groups
- School Boards
- University of Alberta



Additional Engagement:







Various community groups and residents also reached out to request additional engagement opportunities or submitted specific project feedback that has also been included for consideration. Examples include residents from the Westmount neighbourhood, the Glenora Community League, the Old Glenora Conservation Association, the Parkallen Community League, and the Garneau Community League.






How We Engaged

This engagement phase utilized different approaches designed to ensure broad accessibility and meaningful participation from a diverse range of stakeholders. By integrating digital tools with in-person methods, a range of opportunities were created for the public to engage with the rezoning process.




In total, the project attracted over 3,000 individuals through online platforms; substantial input was gathered through various formats, including interactive mapping tools, online survey, in-person drop-in workshops, and stakeholder meetings, to ensure a good understanding of public perspectives.

Resources & Tactics	Description	Audience	Format	Statistics
Engagement				
 3 Engaged Edmonton Webpages	A central platform for accessing and managing engagement activities across all three areas.	Public	Online engagement	3,024 visitors
 Questions and Comments	Questions and comments from the public were collected and responded to either privately or on the Engaged Edmonton platform	Public	Online engagement	16 questions / comments

Resources & Tactics	Description	Audience	Format	Statistics
 Interactive Mapping Tool	An interactive mapping tool across all three areas was used on the Engaged Edmonton webpages, allowing participants to pin locations and provide feedback directly on the map regarding the proposed rezoning areas.	Public	Online engagement	401 contributions
 Online Survey	An online survey was available on the project webpage and distributed through the Edmonton Insight Community to gather feedback.	Public	Online engagement	1,725 respondents
 Chat with a Planner	5 weeks where members of the public could book a 30-45 minute one-on-one meeting with the project team to discuss specific concerns, ask questions, or provide feedback.	Public	Online	27 participants
 3 In-person drop in Workshops	The project team hosted workshops on August 14, 15, and 21 to engage in conversations with members of the public and gather feedback.	Public	In-Person	183 attendees
 Stakeholder meetings	Meetings were organized to engage key individuals and groups in discussions about the proposed rezoning, gathering their insights and concerns	Stakeholders	In-person/ Online	10 meetings
 Project Email	For direct communication with the project team, the public was invited to share feedback or inquiries through the project email address: pgarezoning@edmonton.ca	Public	Online	21 email correspondences

Resources & Tactics	Description	Audience	Format	Statistics
Communication				
 Emails to Businesses and Organizations	Emails sent to community leagues, Business Improvement Areas, citizen advisory committees and development industry associations promoting the engagement opportunities and soliciting feedback.	Stakeholder & Public	Online	~127 emails
 Newsletters	Engagement opportunities were publicized in the City's Building Edmonton, City Building and Business Improvement Area newsletters. Opportunities were also promoted to City staff through the Your City News internal city-wide staff newsletter.	Internal & Public	Online	3 external-facing City newsletters, reaching over 3,000 subscribers
 Online Advertising¹	Geo-targeted Facebook and Instagram newsfeed ads promoting the engagement opportunities. Engagement opportunities were also promoted on the City's facebook, instagram and X accounts.	Public	Online	Over 660K impressions, more than 3.95K clicks to the campaign landing page, reaching over 478K user accounts
 Pop-up events	Brief, informal opportunities for community members, to learn about the project, share their thoughts, and ask questions.	Public	In-Person	10 pop ups, 129 attendees
 Public Service Announcements (PSAs)	The City's weekly Public Engagement PSA informed residents of engagement opportunities throughout the engagement period.	Public	Online	6 PSAs

¹ Online Advertising Source: DDB Summer 2024 PGA rezoning campaign performance report.

Resources & Tactics	Description	Audience	Format	Statistics
 Posters	Posters were placed at recreation centres, Edmonton Public Library (EPL) branches and at pop-up events in the areas selected for rezoning to inform the public about the proposed rezoning and encourage them to engage in the feedback process.	Public	In-Person	Distributed in 4 recreation centres, 7 library branches & 10 pop up events
 Postcards	Postcards were distributed at pop-up events and provided to stakeholders to help them inform their members about the proposed rezoning and encourage them to engage in the feedback process.	Public/ Stakeholders	In-person/ Digital	Distributed at 13 pop-up events
 Road signs	Road signs were installed in strategic locations within the selected areas to alert residents about the proposed rezonings and provide information on how to participate in the engagement process.	Public	In-Person	10 signs, estimated 2.361M impressions

What We Asked

The various engagement methods captured a broad range of insights with specific concerns addressed/brought forward through targeted questions.

What we asked about	Why we asked it	Where we asked it
Focus areas: Which sites do you think should be selected for rezoning for this project?	We asked participants for their feedback on what areas should be selected for rezoning and their rationale behind each decision to help inform selecting areas with the most redevelopment potential.	Workshop/ Online/ Survey/ Stakeholder meetings

What we asked about	Why we asked it	Where we asked it
Zone selection: What height and building footprints are appropriate for these areas, in alignment with the City's existing planning framework?	We asked participants what scale of building they wanted to see to identify what height and setbacks would be most appropriate within the ranges outlined in the City's District Planning framework.	Workshop/ Online/ Survey/ Stakeholder meetings
Commercial modifier: Which buildings should be required to have ground-floor, street facing businesses?	We asked participants for their perception on ground floor street facing businesses and whether it should be mandatory or optional and what criteria should be considered when determining these sites.	Workshop/ Online/ Survey/ Stakeholder meetings
Discussion on specific Priority Growth Areas and properties	We asked participants which specific Priority Growth Area or property they wanted to discuss to allow them to bring attention to areas that mattered to them or were of concern.	Chat with a planner, Workshops

What We Heard

Summary

Five main engagement tactics were used:

- 1) In-person Workshops
- 2) Online Survey
- 3) Online Engaged Edmonton Pages
- 4) Chat with a Planner
- 5) Stakeholder Meetings

These tactics involved both in-person and online opportunities to meet individuals diverse engagement needs.

1) In-person Workshops Feedback

The five selected PGAs were divided into three regions for the purposes of stakeholder engagement. An in-person workshop was conducted in each of these regions. Collectively, the three workshops attracted a total of 183 participants.

The workshops sought feedback from Edmontonians regarding the selection of focus areas for rezoning, building heights, and commercial modifiers to determine which buildings should be required to have ground floor, street facing business space.

Participants were provided with an overview of the project's history and milestones, along with an outline of the shortlisted Priority Growth Areas. The participants at all three workshops were asked to provide their comments on sticky notes and place them on maps, or fill out a general comment form to summarize their feedback. Engagement results were coded and grouped in the themes summarized in the following chart for each workshop.

Themes	Definitions
Density	Comments that relate to a change in the population or housing density in a given area due to redevelopment
Heritage Preservation & Conservation	Wish to maintain the status quo or express interest in preserving buildings, natural features such as trees etc.
Shadows	Concerns that larger buildings will cast shadows
Schools and Services	Lack of school capacity or amenities
Privacy	Concern that taller buildings lead to a loss of privacy
Land use type	Commercial or residential use or building heights comments
Traffic and parking	Vehicular congestion and comments related to parking
Noise and pollution	Concerns relating to additional noise and pollution due to redevelopment which may also include construction
Affordability	Considerations related to the cost of housing, land speculation or property taxes
Support Transit	Desire to support Edmonton's transits investments with density or other mechanisms
Infrastructure	Insufficient hard infrastructure (roads, pipes, etc)
Safety	Perceptions around personal safety and crime
Increased Vibrancy	Relating to more social and/or commercial activity in an area
Expand Commercial Area	Desire for additional ground floor commercial areas
Reduce/ Restrict Commercial Activity	Desire to limit or restrict ground floor commercial or limit certain types of commercial uses
Encourage Local Businesses	Emphasis on supporting local and small businesses from the Edmonton area
Other	Comments that did not fall into any of the other categories listed above

University-Garneau Workshop Themes (315 Comments)

- 122 comments on focus areas, 88 on potential height, 39 on commercial frontage, 66 general comment forms



Heritage Preservation and Conservation (77 comments)

Participants stated there are many heritage and character areas in this neighbourhood (in particular north and south Garneau). Some also indicated they did not want to see any commercial development in these areas. The preservation of mature trees was also noted several times.

"Keep North Garneau as low height residences only, keep historical small scale + family oriented (N of 87 Ave), Make N.Garneau part of historical Garneau district." - Workshop participant



Density (68 comments)

Comments relating to density were mixed, with 35 people expressing positive opinions, 25 negative, and eight neutral. Some people expressed a desire to densify the University lands and generally felt density made sense along main streets like 87 Ave and 109 Street. Those opposed felt that Garneau is already dense and that a percentage of small scale housing should be preserved. Several participants stated that other neighbourhoods should have to densify before more housing is added to Garneau.

Land Use Type (30 comments)

Most of the comments relating to the land use type were not supportive of rezoning, with seven generally supportive of rezoning, 17 opposed and six neutral. The most common concerns related to keeping the RS zoning designation (small-scale residential) in north and south Garneau and maintaining roughly a third of the neighbourhood for small-scale residential. City staff also heard about the importance of transitions (not allowing larger buildings close to small-scale housing and that too much density north of 88 Ave would threaten investments along 109 Street). Other comments supporting the project indicated a desire for taller buildings, a need for more housing and a feeling that low density is not appropriate next to the University of Alberta.

Traffic and Parking (16 comments)

The general sentiment was that people still need cars and there is a lack of parking in the area. Several comments mentioned a lack of parking with new developments. However, some noted they wanted to see less parking lots in the area. Traffic congestion and pedestrian safety was noted, particularly around the school zone and a bottle neck along 87 Ave.

Affordability (9 comments)

Participants expressed a desire for affordable housing and to maintain homes that are affordable to families. Some felt this could be achieved through mid-rise developments. Several comments emphasized that density does not equal affordability.

Schools and Services (9 comments)

Participants desire the protection and expansions of green spaces in the neighbourhood and family friendly housing to ensure school enrollment levels are maintained.

Reduce/Restrict Commercial (9 comments)

Participants who wanted to reduce the commercial frontage modifier (a zoning tool that requires non-residential development on the ground floor of a building) felt it should not be mandatory and it should be left to the market. Others specifically mentioned keeping mandatory commercial development off 88-90 Ave, 82 Ave between 110 and 111 Street, and keeping it on 109 Street and away from other residential areas.

Expand Commercial Area (7 comments)

Those who supported more commercial areas suggested ground floor commercial along bike lanes, west of 111 Street between 82- 84 Ave, on 86 Ave, and in neighbourhood interiors.

Infrastructure (5 comments)

Comments about insufficient infrastructure in the area and a desire to expand bike lanes.

Safety (3 comments)

Safety was flagged related to parking and safe crossings in the neighbourhood.

"Too close to school- too congested for cars if building a massive building (N 87 Ave + 109 street). Unsafe for pedestrians." - Workshop participant

Support Transit (2 comments)

Comments indicated the bus lanes along 82 Ave should be improved and to encourage families to live along LRT.

Shadows (1 comment)

Concerns were expressed related to taller buildings casting shadows along 109 Street and between Saskatchewan Drive and 86 Ave.

Encourage Local Businesses (1 comment)

Neighbourhood business creates better services and stable taxes.

Other Comments (73 comments)

Various other general comments were captured for consideration. Some included: Lack of/quality of consultation; need to work better with Community Leagues; lack of maintenance for vacant lots/poor enforcement of City Bylaws; considering climate change mitigation; the need to factor in specific groups such as seniors and students; comments in opposition to the District Plan policy; opposition to private developments in Windsor Park; and statements encouraging the City to consider rezoning elsewhere (ex. Millwoods, Castledowns, Century Park, Blatchford, etc).



"Will there be compensation (financially) for construction around 87 ave + 109 street (Red Portion) \$1000/month is not enough." - Workshop participant

156 Street/ Stony Plain Road Workshop Themes (158 Comments)

- 69 comments on focus areas, 27 on potential height, 45 on commercial frontage, 17 general comment forms

Density (34 comments)

Comments referenced support for density (23 comments), opposition to density (6 comments) or referenced density in a neutral manner (5 comments). Those in support generally expressed a desire to see additional height and housing and in particular, would like to see more density in neighbourhoods near LRT stations or the intersections of arterial roads. Some spoke to the desire for transition, with tall buildings being closer to the corridors. Those in opposition to density expressed a concern with density in interior neighbourhoods and the impact on small businesses.

Traffic and Parking (16 comments)

Many comments related to busy streets, a need for traffic calming and pedestrian safety, or a desire for more underground parking or parkades. Some wanted more bike parking, less street parking and narrow lanes along Stony Plain Road between 173 and 163 Street.

Land Use Type (15 comments)

Comments on the land use type were mixed with 5 generally supportive of rezoning, seven generally in opposition and three neutral. Participants not in support did not want to see any rezoning and for heights to be limited to three storeys. Other comments spoke to excluding properties that have caveats registered on title, while those in support described a desire for very permissive heights in Priority Growth Areas.

“Rezone only north and south of stony plain road. Hgh rises only one block north and south of Stony Plain road and ground floors should be slated for retail.” - Workshop participant

Heritage Preservation and Conservation (13 comments)

Participants highlighted the desire to protect historic single family homes in Glenora and original buildings on Stony Plain Road between 149 and 156 Street and mature trees.

Affordability (13 comments)

Participants stated that supply does not create affordability and expressed fears of gentrification. There were some comments wanting more non-market and affordable housing in the area.

Reduce/Restrict Commercial Activity (8 comments)

Those who wanted to limit commercial activity highlighted that they did not want commercial in RS zoned areas or near 139 Street. Participants also mentioned not wanting to see big box stores, cannabis, liquor or pawn shops and would like to see stricter distance between these uses.

“Discourage concentrated poverty predators (cannabis, liquor, pawn shops) and encourage health promoting businesses (bakery and fish shop).” - Survey Respondent

Schools and Services (8 comments)

Concerns were expressed about lack of school and police services and to preserve green spaces while adding more amenities.

Expand Commercial Area (7 comments)

Some participants wanted to see more commercial opportunities, especially on the intersections of 156 Street and 87, 91, 92 and 95 Ave.

Support Transit (4 comments)

Comments indicated general support for density around LRTs, some wanting mid-rise and others wanting to see the radius expanded to 800 meters.

Shadows (4 comments)

Emphasis was placed on the need to take care to mitigate the impacts of shadows on nearby properties.

Infrastructure (2 comments)

Prefer cycle tracks instead of bike lanes in dense areas.

Privacy (2 comments)

Participants felt tall buildings impact privacy and that rezoning should be limited to one block north and south of Stony Plain Road.

Increased Vibrancy (2 comments)

Desire to see more developments like West Block.

Noise and Pollution (1 comment)

A comment expressed concern with noise for residents in bigger buildings.

Safety (2 comments)

One comment emphasized safety for businesses and commuters and another indicated they did not want supportive housing in the area because of their belief it would increase crime.

Other Comments (26 comments)

Other comments referenced included property values, redeveloping vacant/derelict lots, environmental sustainability, waste bins, private rezoning, preference to see other neighbourhoods densify first, stairs on Stony Plain Road and businesses in the Orange Hub.

124 Street/Wîhkwêntôwin Workshop Themes (287 comments)

- 170 comments on focus areas, 46 on potential height, 59 on commercial frontage, 12 general comment forms

Density (57 comments)

Of the 57 participants who spoke about density, 27 were generally supportive of density, 21 not supportive and nine were neutral. Those who wrote about supporting density wanted to include all of 124 Street, have mid-rise housing everywhere, and see density more targeted and generally on corridors instead of interior neighbourhoods. Non-supportive comments indicated protecting Westmount and keeping those areas to a maximum of three storeys. Some wanted to see developments on Jasper Ave and south of 104 Ave limited to four storeys as they believed highrises would destroy the sense of community.

Heritage Preservation and Conservation (34 comments)

Several comments expressed that the east side of 124 Street in Westmount has heritage character that should be protected and preserved like the Westmount character area west of 124 Street. Preserving the mature trees in the Westmount area was also mentioned. One participant urged people to designate their properties



to protect their heritage value; however, others mentioned that designation is too restrictive to their property rights.

Expand Commercial Area (19 comments)

Areas along bike lanes, within neighbourhoods, along the LRT, primary corridors, near parks and along 102 and 103 Ave were some of the locations identified to expand commercial opportunities.

Traffic and Parking (17 comments)

Comments expressed concerns with a lack of street parking and enforcement, heavy traffic, noise, speeding and a need for commercial parking. One respondent felt parking was not needed in Wìhkwêntôwin.

Land Use Type (17 comments)

Comments on land use were mixed, with 6 being supportive of higher density housing types, 4 negative and 7 neutral. Comments indicated that high rise made sense on Jasper Ave; on major intersections; and generally on main roads. Two storeys were desired east of 124 Street between 107 to 111 Ave. Some expressed concerns with wind tunnels and others wanted to preserve setbacks.

Schools and Services (16 comments)

Some expressed a concern that the area does not have enough public amenities to support more density. This included open space, libraries, hospitals, fire services, ambulances and dog parks.

"Don't have the public amenity to support this level of density." - Workshop participant

Support Transit (9 comments)

Participants generally felt taller buildings near LRT made sense and that there is a need to activate LRT stations.

Encourage Local Businesses (9 comments)

Participants did not want to see more box stores, chain businesses and business repetition. They wanted to encourage small businesses as well as encourage businesses in secondary suites.

"Avoid commercials that we don't need. Encourage community oriented businesses. No repetition (we already have 6 pharmacies - no more)." - Workshop participant

Affordability (8 comments)

Participants expressed a need for affordable housing and not just luxury high rises.

Reduce/Restrict Commercial (8 comments)

Some participants did not want to see more commercial opportunities on 103 Ave and 123 Street. There was also a desire to avoid vehicle oriented businesses, cannabis shops, liquor stores and parkades.

Shadows (7 comments)

There were concerns with shadows shading the LRT and negatively impacting resident's solar panels, particularly resulting from buildings over 6 storeys.

Increase Vibrancy (7 comments)

Many people noted the strong community feel and neighbourhood connections in the communities surrounding 124 Street. There was a recognition that residents enjoyed shopping on 124 Street and wanted to integrate it with low rise neighbourhoods. Some wanted to animate the street with commercial frontages rather than vacancies or advertisements covering the businesses.

Infrastructure (4 comments)

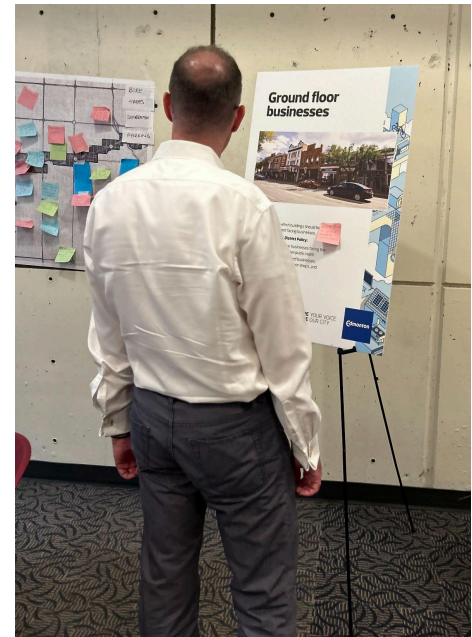
Participants were concerned with the combined sewer systems and density putting additional stress on old infrastructure.

Privacy (3 comments)

Comments stated there is a need for setbacks to consider privacy of homes behind buildings.

Other Comments (72 comments)

Some additional comments related to stop signs, signal timing, snow clearing, bike lanes, festive lights, phasing the zoning, environmental concerns, family oriented units, the desire to rezone other areas first and feedback to advertise and communicate the engagement opportunities more widely.



"Cleaning snow at 4am near residential units is not great. Bylaws needed to enforce business operation hours and avoid sound pollution- Workshop participant"

2) Online Survey Feedback

An online Edmonton Insight Community survey was conducted from September 17th to 23rd to gather input on key elements of the Priority Growth Area Rezoning Project and received 1,724 responses. Participants were asked for feedback on three main areas: the proposed focus areas for rezoning (excluding parks and designated heritage buildings), placement of the tallest buildings and which buildings should be required to include ground-floor, street-facing businesses. The insights gathered from this survey will help refine the rezoning proposals. Refer to Appendix A for the complete analysis of demographics data from survey respondents.

Overall Survey GBA Plus Spotlight

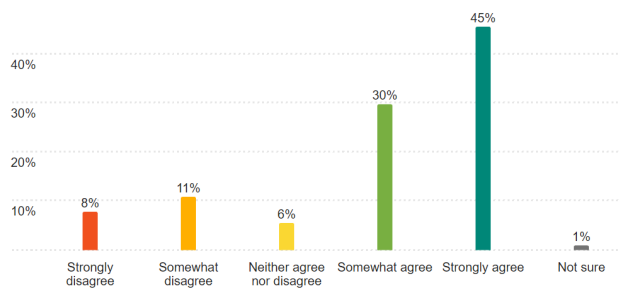
The survey reached diverse groups across the Stony Plain Road and 156 Street Corridors, the University-Garneau Major Node, and the Wîhkwêntôwin Node and 124 Street Corridors, capturing a range of opinions within these areas. The majority of respondents visit these areas for various reasons, such as shopping, school, or leisure, with visiting being the most selected response in each case (54% for Stony Plain Road and 156 Street Corridors, 51% for University-Garneau, and 77% for Wîhkwêntôwin Node and 124 Street Corridors).

The analysis of how different demographics engaged with key survey questions, such as support for rezoning and business location preferences, revealed that younger and middle-aged individuals (25-44) were more open to development and growth opportunities indicating a higher level of support for increased housing and business initiatives. In contrast, older individuals (55+) were more uncertain or opposed to having more housing and business development opportunities.

The data also highlights the opportunity to reach underrepresented groups, particularly in the University-Garneau and Stony Plain Road areas where the proportion of youth respondents (18-34) was low. More information on the survey demographics can be found in Appendix B .

Centre-City Wîhkwêntôwin Node and the 124 Street

Q: While all nodes and corridors are anticipated to experience more growth, how much do you agree or disagree with having more housing development and business opportunities in the Centre-City Wîhkwêntôwin Node and the 124 Street Primary Corridor?



1,017 Responses

Survey respondents were asked how much they agreed or disagreed with having more housing development and business opportunities in the

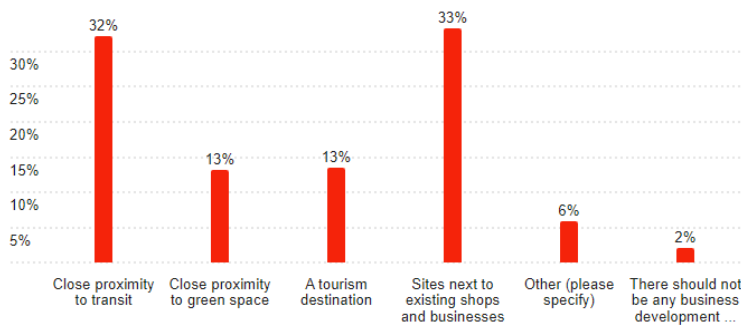
Centre-City Wîhkwêntôwin Node and the 124 Street Primary Corridor. 45% strongly agreed with the proposed development, and 30% somewhat agreed. On the other hand, 11% somewhat disagreed, while 8% strongly disagreed.

Q: Why do you disagree with having more housing development and business opportunities in the Centre-City Wîhkwêntôwin Node and the 124 Street Primary Corridor?

In the survey, respondents (n=173) were asked why they disagreed with more housing

development and business opportunities in the Centre-City Wìhkwêntôwin Node and the 124 Street Primary Corridor. The most frequently cited reason was 43% of respondents that mentioned the area was already too dense, leading to issues like congestion and strain on infrastructure and services. This was followed by concerns about traffic, parking, and congestion, accounting for 28% of the responses. Other notable reasons included affordability and heritage preservation & conservation, each at 9%. Lastly, 19% of respondents cited other reasons.

Q: Thinking about business development opportunities within the Centre-City Wìhkwêntôwin Node and the 124 Street Primary Corridor, what criteria do you think should be considered when determining which sites selected for rezoning should have ground floor, street-facing businesses?



1,017 responses

When respondents were asked about the best criteria for selecting sites with ground-floor, street-facing businesses in the Centre-City Wìhkwêntôwin Node and 124 Street Primary Corridor, two

key factors stood out: proximity to existing shops and businesses (33%) and access to transit (32%). These two factors were almost equally prioritized, suggesting that people value both the convenience of established commercial areas and ease of transportation for customers and employees.

A smaller portion of respondents (13%) emphasized the importance of locating businesses near green spaces or tourist destinations, reflecting a desire to integrate commercial activity with appealing environments or high-traffic visitor areas. Meanwhile, 6% of respondents suggested other, unspecified criteria. Only 2% of respondents were opposed to any business development in these areas.

Q: You mentioned that there should not be any business development in the Centre-City Wìhkwêntôwin Node and the 124 Street Primary Corridor. Please explain your reasons for this view and any specific concerns you have.

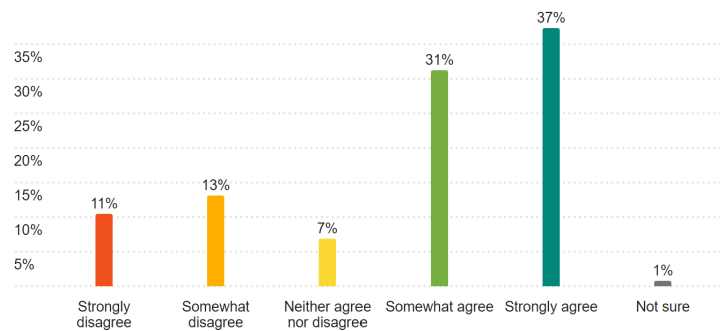
Respondents who expressed concerns in this survey (n=43) provided various reasons. A total of 21% (9 respondents) cited traffic, parking, and congestion as their main concerns, while 19% (8 respondents) mentioned density specifically expressing concerns about the area's existing density, indicating a desire to maintain the current level of development and avoid further expansion. Heritage preservation and conservation were reasons for 12% (5 respondents), encouraging local businesses was indicated by 10% (4 respondents), and another 10% (4 respondents) had reducing or restricting commercial activity as a reason. Safety was a concern for 7% (3 respondents), and 19% (8 respondents) selected other reasons.

"There are enough businesses in the area. If you add more it will take away from the already established businesses."- Survey Respondent

"Parking is already a disaster and increased street parking is causing visibility issues with pedestrians. I walk in this area all the time with my children and motorists have almost hit us several times."- Survey Respondent

University-Garneau Major Node

Q: While all nodes and corridors are anticipated to experience more growth, how much do you agree or disagree with having more housing development and business opportunities in the University-Garneau Major Node?



901 responses

Respondents were asked how much they agreed or disagreed with having more housing development and business opportunities in the University-Garneau Major Node. The majority of respondents supported growth, with 37% strongly agreeing and 31% somewhat agreeing.

On the opposing side, 11% of respondents strongly disagreed, while 13% somewhat disagreed, reflecting a smaller but notable portion of the population concerned about further growth. 7% remained neutral, neither agreeing or disagreeing, and 1% were unsure.

Q: Why do you disagree with having more housing development and business opportunities in the University-Garneau Major Node?

In the survey, respondents were asked why they disagreed with more housing development and business opportunities in the University-Garneau Major Node. Based on 201 responses, the primary concerns are as follows:

- Density: 34% of respondents expressed concerns regarding increased population density.
- Traffic, Parking, and Congestion: 28% cited concerns related to potential traffic, parking difficulties, and overall congestion.
- Heritage Preservation and Conservation: 21% emphasized the importance of protecting the area's heritage and conservation efforts.
- Infrastructure: 4% raised issues related to the capacity and adequacy of infrastructure.
- Affordability: 4% indicated concerns about affordability and housing costs.

- Other: 9% provided responses that fell outside the scope of the survey question/project

Q: Thinking about business development opportunities within the University-Garneau Major Node, what criteria do you think should be considered when determining which sites selected for rezoning should have ground floor, street-facing businesses?



901 responses

Respondents from the University-Garneau Major Node were asked about business development opportunities within the area and what criteria they

think should be considered when determining which sites selected for rezoning should have ground-floor, street-facing businesses. 33% prioritized proximity to existing shops and businesses, while 30% emphasized close proximity to transit. Smaller proportion of respondents valued other factors, with 13% citing tourist destinations and 12% highlighting close proximity to green spaces. Additionally, 8% mentioned other considerations, while 4% expressed opposition to any business development.

“High rises with main floor commercial spaces should be the focus.”- Survey Respondent

“I think ALL new development in this area should be zoned mixed-use walkable, so that all ground-floor suites could be residential or commercial, depending on need at the time, with everything wheel-chair accessible as a matter of course.”- Survey Respondent

Q: You mentioned that there should not be any business development in the University-Garneau Major Node. Please explain your reasons for this view and any specific concerns you have.

Survey respondents (n=73) were asked about business development in the University-Garneau Major Node and the responses include:

- Traffic, parking, and congestion: This was the most significant concern, mentioned by 39% of the respondents.
- Heritage Preservation & Conservation: 27% of the respondents highlighted concerns regarding the impact of development on heritage sites or conservation efforts.
- Reduce/Restrict Commercial Activity: About 10% of the respondents expressed a desire to limit or reduce commercial activity in the area.

- Density: 9% of the participants were concerned about the potential increase in population density that business development might bring.
- Other Concerns: An additional 15% of respondents mentioned various other concerns that were not directly related to the question or development focus.

“ Spaces near universities, especially in this area, need housing that's affordable and not falling apart. I lived in this area for a year and had to leave because the building I was in ended up having mold and settling to the extent that one of my windows starting falling out of the wall during the winter. While it is important to consider business development, housing in an area with so many students is equally important.” - Survey Respondent

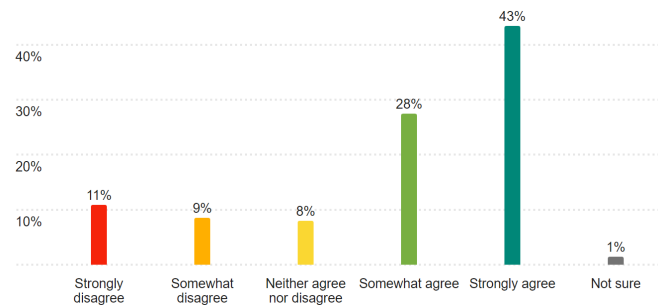
“The area is already very populous. Traffic and congestion in the area is terrible and I feel like there is already many high rise apartments or other types of group housing in this area. I do not think the city's infrastructure in and around this area is supported enough for more housing”.- Survey Respondent

Stony Plain and 156 Street Corridors

Q: While all nodes and corridors are anticipated to experience more growth, how much do you agree or disagree with having more housing development and business opportunities in the Stony Plain Road and 156 Street Corridors?

876 responses

Respondents were asked about future housing development and business opportunities in the Stony Plain Road and 156 Street Corridors. 43% respondents strongly supported the idea, while 28% somewhat agreed. In contrast, 11% of respondents strongly opposed further development, and 9% somewhat disagreed. A smaller group, 8%, remained neutral, neither agreeing or disagreeing, and 1% were unsure.

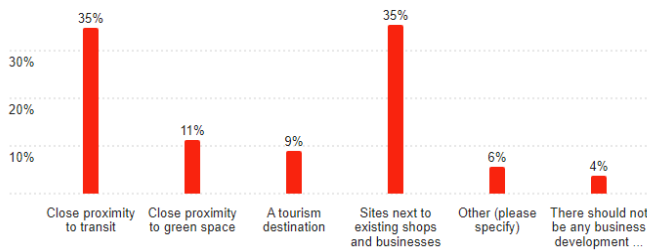


Q: Why do you disagree with having more housing development and business opportunities in the Stony Plain Road and 156 Street Corridors?

Survey respondents (n=156) were asked why they disagree with having more housing development and business opportunities in the Stony Plain Road and 156 Street Corridors. Based on 156 responses, the most prominent concern, cited by 50% of respondents, is density, indicating worries about overcrowding or overdevelopment. The second most

common reason is traffic, parking, and congestion, with 17% of respondents, Heritage preservation & conservation accounts for 9%, highlighting the importance of maintaining the area’s historical and cultural elements and 7% were related to safety. Other comments accounted for (11%).

Q: Thinking about business development opportunities within the Stony Plain Road and 156 Street Corridors, what criteria do you think should be considered when determining which sites selected for rezoning should have ground floor, street-facing businesses?



876 responses

Respondents were asked about the criteria they believe should be considered when selecting sites for rezoning to include ground-floor, street-facing businesses in the Stony Plain Road and 156 Street Corridors.

About one-third of respondents, 35%, prioritized proximity to transit, while an equal percentage (35%) emphasized that these businesses should be situated next to existing shops and businesses. Other factors included proximity to green spaces, which 11% of respondents valued, and the site's closeness to tourism destinations, with 9% of participants highlighting this as a criteria. Additionally, 6% cited other considerations not listed in the options, and 4% opposed any business development in the area, indicating a small yet present opposition to further commercial growth.

Q: You mentioned that there should not be any business development in the Stony Plain Road and 156 Street Corridors. Please explain your reasons for this view and any specific concerns you have.

Survey respondents (n=57) were asked to explain why they believe there should not be any business development in the Stony Plain Road and 156 Street Corridors, detailing their specific concerns. Out of 57 responses, the most frequently cited reason, accounting for 33%, is density, stating that the area is already too dense. Traffic, parking, and congestion 19%, safety, reduce/restrict commercial activity, encourage local businesses all account for 7% responses each, Heritage Preservation and conservation with 9% and Other responses with 12%.

“It’s already congested, the apartment buildings already have brought a lot of theft from homes in these areas by known people Living in these low income apartments.” - Survey Respondent

“I think that there is plenty of business and housing already. It is mainly residential south of Stony Plain road and there is a mixture of apartments and duplexes and single family homes.

Some of the houses are old and small, but I would like to see a single family home replaced with a single family home. Maybe a duplex. But I don't want it to get a crowded feeling. Where people struggle to find a place to park. Obviously Stony Plain Road is a business road so it can stay that way." - Survey Respondent

3) Online Engaged Edmonton Pages

The three Engaged Edmonton web pages for the distinct areas included a variety of tools including:

- Newsfeed with information on the project
- Discussion forums/threads included asking for feedback on which sites should be selected for rezoning, the height and footprint for buildings located on those sites and which buildings should be required to have ground-floor, street facing businesses.
- Ask a question for responses from the project team
- Interactive mapping tool where participants were asked to use specific color-coded pins that allowed participants to select sites and provide their feedback on the proposed areas.

University-Garneau Engaged Edmonton Page

1.5k Visits

This refers to the total number of times a user has accessed the website, whether it's through a single visit or multiple visits over time

913 Aware Participants

An aware visitor, or a visitor that we consider to be 'aware', has made one single visit to the page, but not clicked any further than the main page.

501 Informed Participants

An informed visitor has taken the 'next step' from being aware and clicked on something

- *48 contributed to the discussion threads, 3 asked questions and 29 placed pins on the interactive map*

Building Footprints (4 comments)

Discussion focused on a desire to remove all setbacks versus requiring setbacks that reflect the built form, land use and sustainability.

Commercial Opportunities (5 comments)

Some participants wanted to see no restriction on commercial activities, others wanted opportunities limited to arterials for better access, such as 109 Street, 112 Street and 82 Ave. A participant was also concerned with the enforcement needs of commercial uses such as noise and parking issues.

Building Height (9 comments)

One participant wanted no restrictions on building heights in the focus area. Other participants spoke about protecting historic areas (88-90, 81-80 Ave), limiting midrise near the school, 4 storeys as a transition from single family homes, limit of 6 storeys on 82 Ave, concern with traffic impacts on 87 Ave and discussion on transition and livability with a recognition of the density already permitted within the existing zoning.

Focus Areas (19 comments)

Comments referenced the importance of removing 88-90 Ave from the focus area and prioritizing density along arterials (109 Street, 82 Ave and 87 Ave) with a focus on preserving heritage homes and some small scale housing types. Others spoke of the importance of density near major institutions/employment centres and opportunities for redevelopment in the neighbourhood such as parking lots.

General Comments (39 comments)

Many of the comments referenced the important heritage character and trees in the area and indicated it should be preserved both generally and specifically to north and south Garneau. There were also comments about adding density in other neighbourhoods such as Windsor Park, Belgravia and McKernan). Many recognized Garneau is already a dense, vibrant 15 minute community. Parking and traffic congestion as a result of density were mentioned, while others suggested this could encourage more mode shift. Opportunities for additional density included east Garneau, 82 Ave, 109 Street or right next to transit and finding ways to encourage redevelopment on vacant lots. Other comments included a need for student housing close to the University, more green space, appropriate land use transitions, consideration for phasing and references to the withdrawn Garneau Area Redevelopment Plan.

Mapping Tool (259 contributions)

Participants indicated their choices related to access to amenities, major roads, walkability and identified key vacant, underutilized or derelict properties. They also wanted to see commercial development along major roads, but some also cautioned that patios along loud arterial roads can be undesirable. Pins that indicated they did not want to see rezoning were reflected in the comments to preserve heritage and low scale residential housing.

156 Street/Stony Plain Road Engaged Edmonton Page

1.2k Visits

This refers to the total number of times a user has accessed the website, whether it's through a single visit or multiple visits over time

811 Aware Participants

An aware visitor, or a visitor that we consider to be 'aware', has made one single visit to the page, but not clicked any further than the main page.

420 Informed Participants

An informed visitor has taken the 'next step' from being aware and clicked on something

- *13 contributed to the discussion threads, 32 asked questions and 8 placed pins on the interactive map*

Building Footprints (3 comments)

There is a desire for removing setbacks to improve safety, encourage vibrancy and better integration. Comments also related to upgrading alleys and consistent street walls.

Commercial Opportunities (3 comments)

Comments acknowledged that commercial is better suited to Stony Plain Road rather than 156 Street, but requiring too much commercial will not help revitalize the street. There is a desire for walkable small scale commercial along Stony Plain Road, including options like coffee shops and bakeries and less car focused businesses.

Focus Areas (3 comments)

Comments acknowledged that areas around the LRT were good, but some wanted to see a larger focus around transit stations (400 m or 800 m) and to see the areas around the 133 Street LRT station included.

Building Height (4 comments)

One participant felt that building height should not be restricted anywhere in the focus areas. Others wanted to see towers at the intersection of Stony Plain Road and 156 Street, near the Valley Line West Stations and near the Jasper Place transit center.

General Comments (10 comments)

The general comments related to a desire for expanded focus areas including a focus on the Glenora area near the 133 station and comments about transitions that consider neighbourhood characteristics.

Mapping Tool (50 contributions)

Participant pins were often linked to locations along LRT stations, major intersections, vacant lots, areas adjacent to existing high rises or have good access to other amenities. The comments reflected a desire for mixed used urban villages in areas that are pedestrian focused or areas people felt could be improved. Some noted opportunities to house vulnerable Edmontonians. Areas identified to not be rezoned included areas with lots of infill housing and fragmented land ownership.

124 Street/Wîhkwêntôwin Engaged Edmonton Page

1.8k Visits

This refers to the total number of times a user has accessed the website, whether it's through a single visit or multiple visits over time

1,280 Aware Participants

An aware visitor, or a visitor that we consider to be 'aware', has made one single visit to the page, but not clicked any further than the main page.

562 Informed Participants

An informed visitor has taken the 'next step' from being aware and clicked on something

- *23 contributed to the discussion threads, 2 asked questions and 17 placed pins on the interactive map*

Building Footprints (1 comment)

One participant made a comment indicating that setbacks should not be required and there should be some consistency with setbacks between buildings.

Commercial Opportunities (2 comments)

One comment related to allowing commercial development without restrictions and the other referenced preserving the existing residential area from 107 to 111 Ave between 122 and 123 Streets.

Focus Areas (4 comments)

Comments expressed interest in expanding the focus area to consider Unity Square and Brewery District as well as interior areas of Wìhkwèntòwin with its rich amenities and to take advantage of neighbourhood renewal. Other areas for expansion included the entirety of 124 Street and more areas along the Valley Line West LRT. One comment expressed a concern with the pressure put on the school system due to additional density.

Building Height Discussion (8 comments)

Participants concerned with height included lack of privacy, access to sunlight and home values. Other participants did not want to see restrictions on height around mass transit and made reference to the beneficial cooling effect shade can have in the summers. There were comments relating to preserving the heritage/character east of 124 Street and a desire for alignment with the City's Climate Change Strategy in protecting access to sunlight and greenspace. Some responses noted that height along Victoria Promenade/100 Ave should be restricted to protect views of the river valley.

General Comments (21 Comments)

Comments mentioned the loss of rezoning application fees and Community Amenity Contributions associated with Direct Control rezoning. Other participants expressed concern with rezoning residential areas, heritage homes and generally a desire for no rezoning in the area. Alternatively, some expressed a desire for rezoning 400/800m around transit stations or even wider. There were also concerns with new housing being affordable enough for people to move into.

Mapping Tool (92 Contributions)

Contributions on the mapping tool highlighted properties that were felt to be ideal for rezoning due to being vacant, underutilized, in desirable locations, lacking existing housing, being in poor condition, considered an ideal size for a larger building, in close proximity to amenities, or large surface parking lots with redevelopment potential. Others identified areas where buildings should remain low rise, including existing low rise residential developments and the heritage area in west Westmount. Participants also indicated some areas that transition should take place from higher to lower densities.

4) Chat with a Planner Feedback

The project team offered a Chat with a Planner feature to enable stakeholders to have more in depth conversations on the project, get additional background information or talk about specific properties. In total 27 individual meetings were held that lasted between 30 minutes to an hour and contained a mixture of land owners and other interested stakeholders. Most meetings were virtual and some in-person requests were accommodated. Of the 27

meetings, 6 of the meetings were related to the project broadly, 11 were focused on 124 Street/Wihkwêntôwin, 4 on 156 Street/Stony Plain Road and 6 on University-Garneau. The general themes from those conversations have been summarized below.

Revise the Focus Areas

Many conversations focused on reducing the scope of the focus areas for the future rezoning proposal; however, others expressed a desire to see more properties rezoned. Some participants did not want to see any areas rezoned, and some wanted specific areas removed to preserve neighbourhood character, such as the crescent along 156 Street, the Westmount area east of 124 Street between 107 and 111 Ave, large portions of Glenora, and Garneau north of 87 Ave and South of 82 Ave. Generally, many participants identified properties along arterial roads as the preferred location for additional density.

The portion of Wihkwêntôwin between 104 Avenue and Jasper Avenue and the lands north of 104 Ave were two areas that some participants expressed an interest in including in the project due to the redevelopment potential and location in a highly sought out neighbourhood.

Housing Diversification

There was emphasis on the need for housing diversity that included ground-oriented family-oriented units, particularly in Garneau. Discussions around housing types in Garneau also included consideration of the student population and the contribution they have to the population of the University-Garneau Node. Additional housing geared towards seniors was also advocated for in several neighbourhoods.

Heritage Character

Participants spoke about the importance of heritage in Glenora, east Westmount and Garneau and how rezoning these areas, and the adjacent lands, would negatively impact this character. The protection of mature trees was also identified in these neighbourhoods.

Traffic and Parking

Various traffic and parking volume concerns were raised. In addition to general traffic concerns (congestion and on-street parking), speed in school zones and gridlock around the University of Alberta were also highlighted.

Standard zones vs. Direct control zones

Some landowners strongly felt that standard zones are preferred because they provide more flexibility, which could result in more creativity. Alternatively, some advocated for the use of Direct Control zones to enable control over design and for potential Community Amenity Contributions.

Support Redevelopment Along the LRT

Various participants emphasized the importance of higher density development around future LRT stations to support ridership and allow people to live with less dependence on private vehicle ownership.

Mid-rise Redevelopment is Important

Participants had diverse opinions on how tall buildings should be. Some responses stated that buildings should not be any taller than four or six storeys, including along major

roadways. Other participants felt that six storeys was an ideal building size as it supported additional density at a human scale and was financially viable.

Ground Floor Commercial

A recurring theme was that commercial development should be optional. Mandating it discourages redevelopment, can lead to long periods of vacancy, makes it difficult to respond to changes in the markets or results in the oversaturation of businesses that some residents find undesirable. Some participants emphasized that it was better to see development rather than for a site to sit vacant because a commercial tenant could not be found.

When discussing the best place for ground floor commercial, many respondents indicated a desire for businesses along major roadways. We also heard that the market favoured south facing retail and in locations along people's commute home.

Market Demand

Conversations emphasized the desirability of some neighbourhoods over others. In general, several participants indicated that there was more market interest in 124 Street/Wihkwêntôwin and University-Garneau while 156 Street and Stony Plain Road have a longer timeline to redevelop. The project team also received comments on the importance of allowing more people to live in these desirable neighbourhoods.

Neighbourhood Identity

Various participants emphasized the important local context of each area. In some areas, such as Garneau and Westmount, participants indicated that these neighbourhoods have unique built forms and strong community connections that are important to preserve. However, in other areas, participants emphasized that a stronger community identity would help improve vibrancy, such as portions along Jasper Ave with high commercial vacancies.

Future Engagement and Communications

Emphasis was placed on seeing residents in their neighbourhoods as resources to work with in the planning process. City staff heard requests for additional engagement and communications with the neighbourhoods that included mailouts.

Over Densification

Many participants expressed the sentiment that their neighbourhood had already experienced too much density and the City should look to alternative places to densify, such as Downtown, in commercial or industrial areas, the quarters, in new neighbourhoods, and Blatchford to name a few.

Other

Other topics discussed included barriers to redevelopment such as infrastructure, permitting times, access management, and waste. Some participants spoke about different tools that should be explored to incentivize redevelopment due to the many vacant or underutilized lots in these neighbourhoods. Finally, general concerns related to densification such as shadows, wind tunnels, privacy, affordability and land speculation were also mentioned.

5) Stakeholder Meeting Feedback

As part of Phase 3A Engagement, the Project Team met with several targeted groups including:

- Edmonton Federation of Community Leagues
- Business Improvement Areas (BIA)
 - 124 Street and Area
 - Downtown
 - Crossroads
 - Old Strathcona
 - Stony Plain Road
- Industry Representatives
 - BILD Edmonton Metro
 - IDEA Infill Development in Edmonton Association
 - NAIOP Edmonton Commercial Real Estate Development Association
- Edmonton School Boards
 - Edmonton Public
 - Edmonton Catholic
 - Conseil Scolaire Centre-Nord
- Other in-person group meetings (Requested by Leagues):
 - Garneau Community League
 - Glenora Community League

The general themes from these meetings have been summarized below.

Refine the Focus Areas

Some community members indicated a desire to see a reduction of the focus areas including the following areas:

- Remove areas in Garneau currently zoned for small-scale development to preserve lower density, family oriented housing types (North of 87 Avenue and south of 82 Avenue)
- Ensure that Windsor Park is not included in the future rezoning proposal
- Remove the portion of Westmount east of 124 Street
- Do not rezone any land in Glenora, particularly where the Carruthers Caveat is registered on land titles

Various other comments were made by stakeholders including the following areas to consider adding for proposed rezoning:

- More of 124 Street should be included north of 111 Ave
- The commercial areas west of 125 Street along 102 Ave in the 124 Street Primary Corridor
- Land north of 104 Ave in Wihkwêntôwin
- Land between 104 Ave and Jasper Ave in Wihkwêntôwin

Comments were also made that 156 Street does not have the market viability of other areas and should not be a focus.

Support Existing Commercial Businesses

There was a general sentiment from the BIAs that businesses need additional support. This may include the need for incentives or grants, especially for those struggling during Valley Line construction.

Some BIAs indicated that removing the commercial frontage modifier in some locations could be beneficial by helping to increase the local population.

Support Other Amenities

Many comments were made about the need for additional amenities in redeveloping areas. This included comments like a desire for a post secondary school in the Stony Plain area, the need for neighbourhood renewal for main streets, bridge widening and a desire for additional park space.

Ground Floor Commercial in Key Locations

It was emphasized that too much ground floor commercial without sufficient local density threatens market viability. Changing trends since the Covid-19 pandemic and a shift in retail shopping result in a desire for more flexibility around commercial spaces. Many advocated for no mandatory ground floor commercial anywhere, allowing the market to determine the need.

There was a desire for ground floor businesses around LRT stations, tourism nodes and main streets. It was also noted that commercial areas on main streets like Jasper Ave and 124 Street should have setbacks that accommodate patios.

Residents from the Glenora Community League indicated they did not want any additional commercial in the area, although some felt additional commercial around 142 Street may be appropriate.

District Planning Height Policy

Some stakeholders identified concerns with District Plan policies that supported additional density while others encouraged higher densities to align with the maximum supported by District Plans.

Address Other Redevelopment Barriers

Infrastructure (burying power lines, water capacity, etc.) was consistently identified as a barrier and concern for redevelopment. Several comments mentioned that infrastructure requirements should not be based on the maximum build out of the zone, but determined by the density proposed at the permitting stage.

Engagement/Communication

The Edmonton Federation of Community Leagues emphasized the importance of engaging with the Leagues and sharing information with them. Other stakeholders provided feedback indicating they wanted to receive mailouts, have additional engagement opportunities and see information related to the project in plain language with accessible maps of the areas.

School Board Considerations

All school boards are feeling pressure to meet the demands of a growing City, especially for older grades and highschool students. However, capacity issues in Edmonton are most critical in the areas of the City surrounding the Anthony Henday. As development and

redevelopment occur, the school boards review land development applications to anticipate and inform their future capital budgets for consideration by the Province to accommodate new students.

Area specific feedback from Community Leagues

Additional feedback from Leagues included concerns with property and utility costs, appropriate transition and design of high quality buildings, walkability, parking, traffic, inability to enter and exit neighbourhoods, and heritage/character/community preservation.

What We Did

How Input was used

Based on the five engagement tactics listed above, three key elements guided the development of our first draft rezoning proposal. First, we received input on where land should be rezoned, with stakeholders highlighting areas they believe are best suited for development and those that should be excluded.

Second, feedback on building sizes regarding the allowable height ranges. While District Plans outlines where low to tall high-rise buildings can be located, each of these categories includes a range of possible heights. Stakeholders offered suggestions on whether specific locations should permit taller or shorter structures within these ranges.

Lastly, we collected feedback on where ground floor commercial space should be required on sites proposed for rezoning. Feedback emphasized that mandatory commercial spaces can sometimes make redevelopment unviable and suggested that, in certain areas, these should be an option rather than a requirement.

This feedback, in combination with technical and policy considerations, was used to make several revisions to the initially proposed focus areas.

Revisions to the University-Garneau Priority Growth Area

The University-Garneau focus area was revised to focus along major roadways and where rezoning can enable a transition from existing high-rise buildings. This meant that portions of the Priority Growth Area north of 87 Ave and south of 81 Ave have been removed from the focus area.

Remaining sites were assessed based on the policy direction for a Major Node to determine what scale of development could be supported. This results in the tallest buildings being located along major roadways such as 109 Street, 87 Avenue and 82 Avenue. Six storeys, the low end of a medium-rise building, is proposed for properties on local roads allowing for transition from high-rise buildings along arterial roads.

The commercial frontage modifier, which requires ground floor businesses, is proposed to be focused along 82 Avenue and the northern portion of 109 Street, which functions as a commercial hub for the neighbourhood. The commercial modifier was removed for portions of 109 Street between 83 to 86 Ave to provide more flexibility in those areas.

Revisions to the 156 Street and Stony Plain Road Priority Growth Areas

The 156 Street and Stony Plain Road corridor focus areas remain concentrated around the future Valley Line West LRT Stations. Three parcels were added at the east side of the Stony Plain Corridor adjacent to the 124 Street Primary Corridor and present redevelopment opportunities in close proximity to the future 124 Street LRT station.

The zones with the greatest heights are generally located at major intersections and surrounding future LRT stations. Other zones were selected to transition away from the stations towards the edge of the corridors where possible. The commercial modifier requiring mandatory ground floor commercial development is focused where already required around future LRT stations to promote them as mixed use hubs and destinations.

Revisions to the 124 Street and Wîhkwêntôwin Priority Growth Areas

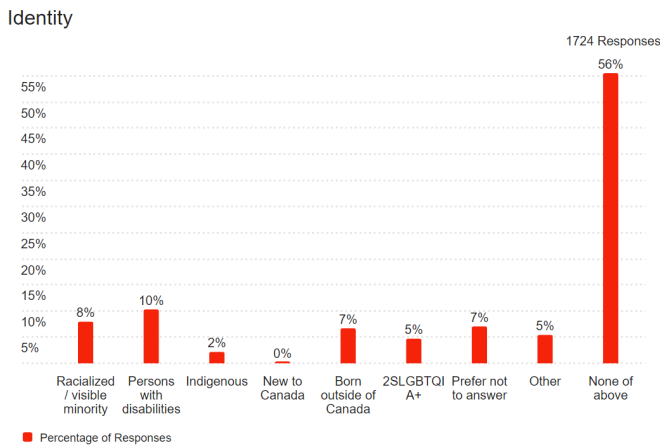
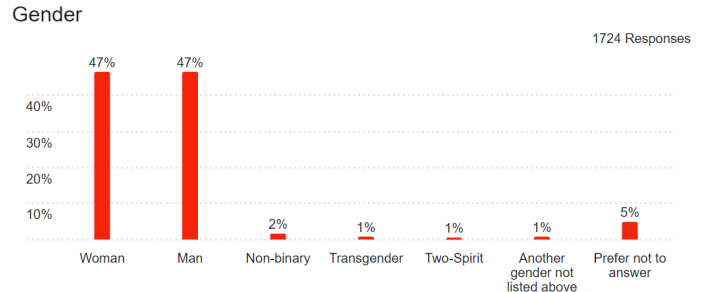
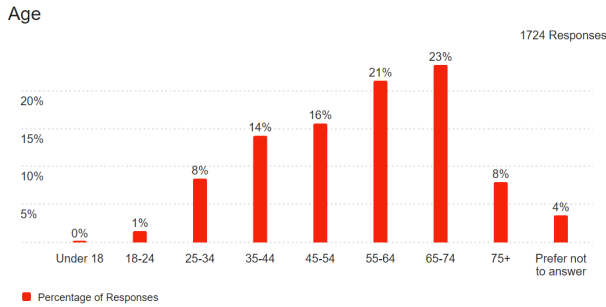
The 124 Street and Wîhkwêntôwin Priority Growth Areas were refined by reducing the focus area east of 124 Street between 108 and 111 Avenue as these properties are further away from future LRT stations. The focus area was expanded to include the interior of Wîhkwêntôwin (between 102 and 103 Ave) and along 102 Avenue west of 124 Street to reflect the area's redevelopment potential. Properties that could not be effectively rezoned to a standard zone due to policy requirements were also removed.

Within Wîhkwêntôwin, zones were selected to encourage the highest densities on Jasper Ave and 104 Ave, with lower transitional densities between these areas. Along 124 Street, more height was focused around the future LRT station and major intersections. The Commercial modifier was maintained by future LRT stations, along 124 Street south of 109 Ave and generally along Jasper Ave.

Next Steps

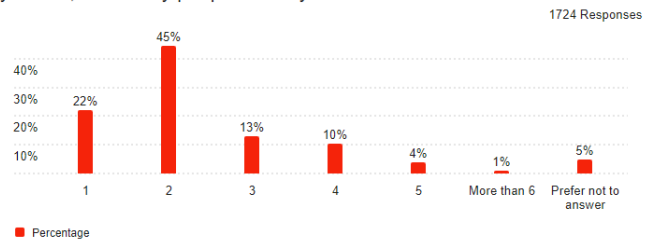
The feedback collected was considered alongside relevant policy and technical factors to further refine the sites proposed for rezoning in each selected area. This includes the zones and zone modifiers being recommended for each site proposed for rezoning to guide the maximum height and footprints of buildings and which buildings will be required to have ground floor, street-facing business space. The public will have additional opportunities in fall 2024 to provide input on the revised set of sites proposed for rezoning in each area before they are presented to City Council for final consideration in early 2025.

Appendix A: Survey Demographics



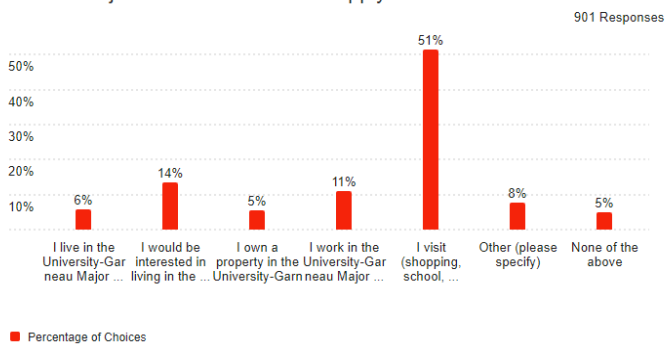
Profile of Respondents:

D1 - We would like to get a little more information about you. The answers to these questions will be presented as a whole. The City will not publish your individual information. They will be used to ensure the City is capturing diverse perspectives to inform the project. Including yourself, how many people live in your household?



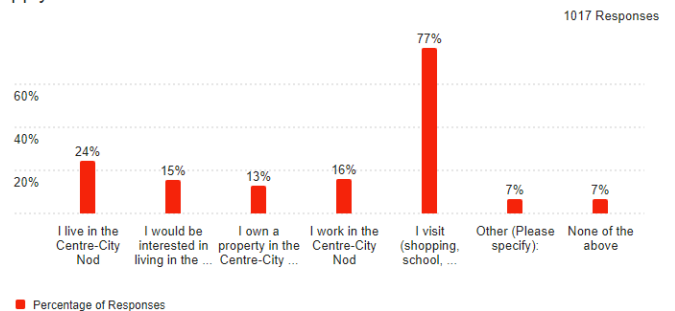
University-Garneau Major Node:

Q10 - Which of the following applies to you regarding the University-Garneau Major Node? Select all that apply. - Selected Choice



Centre-City Wihkwêntôwin Node

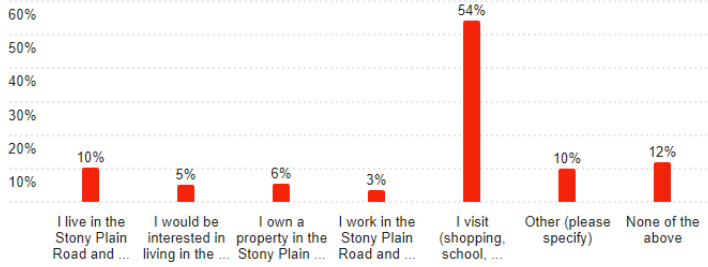
Q1 - Which of the following applies to you regarding the Centre-City Wihkwêntôwin Node and the 124 Street Primary Corridor? Select all that apply. - Selected Choice



Stony Plain Road and 156 Street Corridors:

Q19 - Which of the following applies to you regarding the Stony Plain Road and 156 Street Corridors? Select all that apply. - Selected Choice

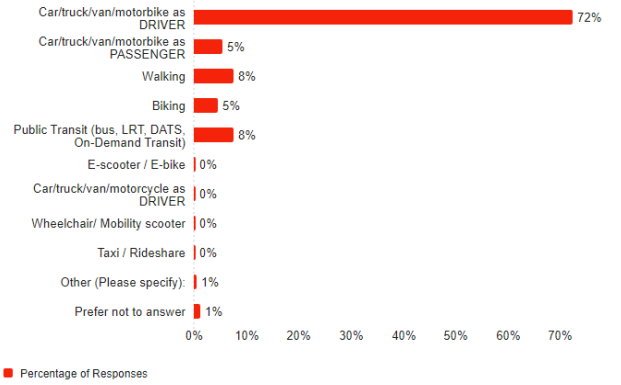
876 Responses



■ Percentage of Choices

PrimaryTransport

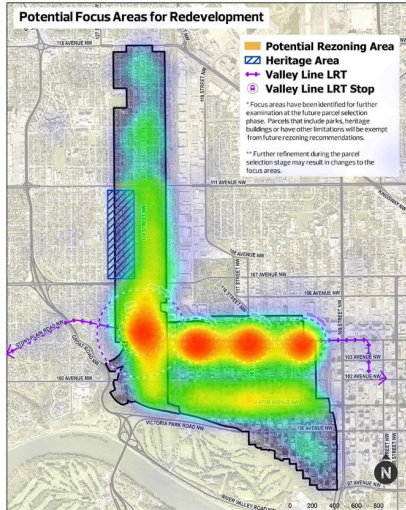
1724 Responses



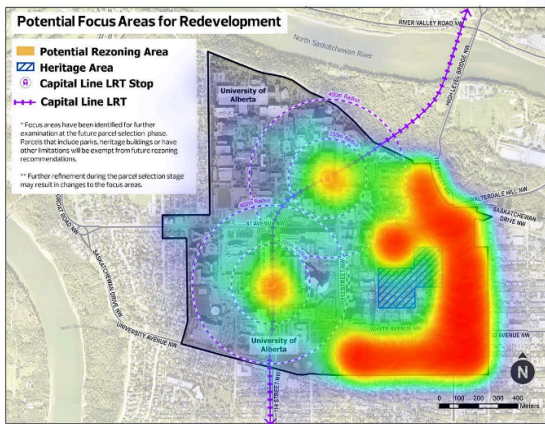
■ Percentage of Responses

Appendix B: Heat Maps

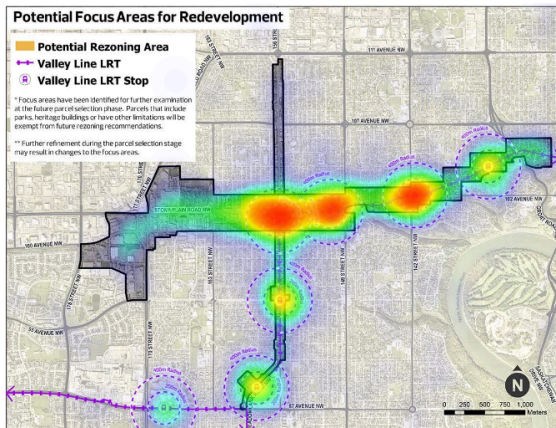
Respondents were asked to identify specific locations within the Priority Growth Area that they believed should be rezoned to permit taller buildings. The heat maps illustrate the frequency of individual selections, with darker shades of red representing a higher number of selections. Respondents were allowed to make up to five selections.



124 Street/Wihkwentowin

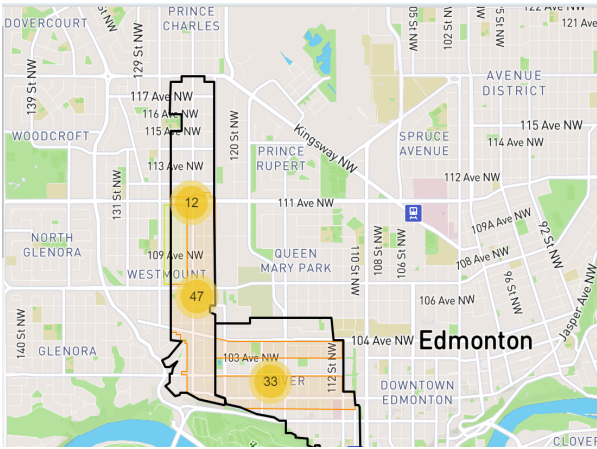


University-Garneau

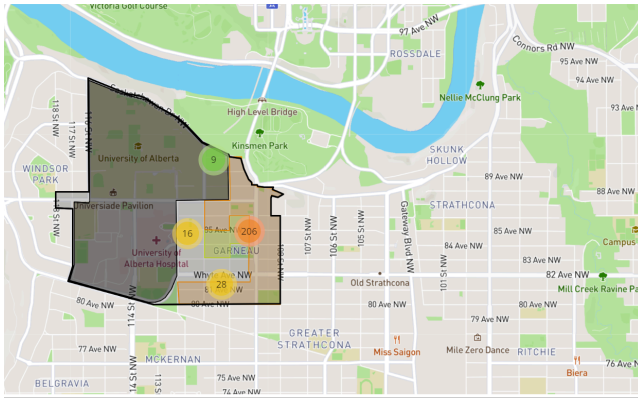


156 Street/ Stony Plain Road

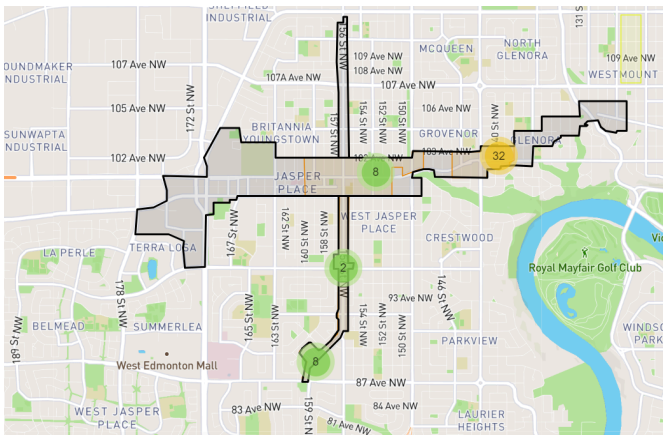
Appendix C: Interactive Mapping Tool



124 Street/Wihkwentôwin



University-Garneau



156 Street/ Stony Plain Road

Appendix D: Engagement Pictures

