

CITY BUILDING

What We Heard Report: Zoning Bylaw Renewal Initiative Engagement

Phase 3: Finalize and Adopt | May 2023

zoningbylawrenewal@edmonton.ca
edmonton.ca/ZoningBylawRenewal

August 2023

SHARE YOUR VOICE
SHAPE OUR CITY

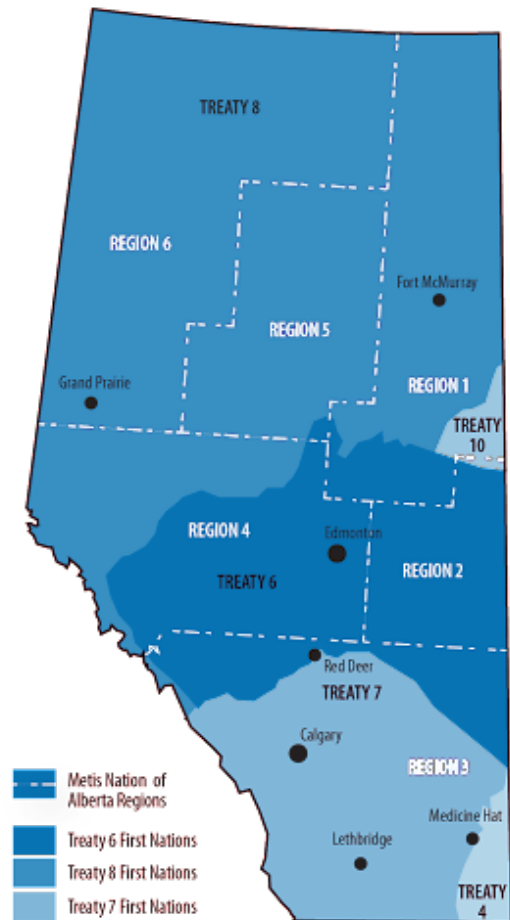
Edmonton

Acknowledgements

We acknowledge the traditional land on which Edmonton sits, the Territory of the Treaty 6 First Nations and the Métis Nation of Alberta Region 4. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as nêhiyaw (Nay-hee-yow), Dene (Deh-neyh), Anishinaabe (Ah-nish-in-ah-bay), Nakota Isga (Na-koh-tah ee-ska), and Niitsitapi (Nit-si-tahp-ee) 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. Edmontonians inhabit, share, and steward this land. We owe our presence here – the city's vitality and very existence – to the land itself and the cultures that help build this city. City planning and zoning are all about land. Land is used for many things, and is tied to the practice of culture. The City hopes the new Zoning Bylaw will address and reconcile regulations that may create inequities for First Nations, Inuit and Métis people in Edmonton and Treaty 6.

The Zoning Bylaw Renewal team thanks everyone who participated in public engagement activities. Your contributions are greatly appreciated and we are enthusiastic to share your values and ideas as reflected in these pages.



How This Document is Organized

This What We Heard report summarizes the City of Edmonton's Zoning Bylaw Renewal Initiative's city-wide engagement efforts and results that took place in May 2023.

TABLE OF CONTENTS

Introduction

Purpose of This Report	4
Overview: Zoning Bylaw Renewal Initiative.....	4
Timeline and Progress.....	5

Engagement Overview

Engagement Process.....	6
Resources Supporting Engagement.....	7

What We Heard

How Feedback Was Sorted and Analyzed.....	8
Top 12 Key Themes.....	9

Engagement Approach

Who We Heard From	17
How We Listened	18

What Happens Next

Appendix: Engagement Activities	27
---------------------------------------	----

Previous public engagement summaries can be found in the following documents on edmonton.ca/ZoningBylawRenewal:

- + [Public Engagement Summary \(2018 – 2023\)](#)
- + [Zoning Bylaw Renewal Public Engagement Snapshot \(October 2018 – October 2023\)](#)
- + [Phase 2: What We Heard Report \(September – December 2022\)](#)
- + [Youth Engagement Report \(2022\)](#)
- + [What We Are Hearing \(June – July 2021\)](#)
- + [City Plan Engagement Data Analysis: Zoning \(September 2020\)](#)
- + [GBA+ & Equity Toolkit: Community Conversations Summary \(November 2020\)](#)
- + [What We Heard: Discussion Papers \(July – October 2020\)](#)
- + [Public Engagement Events: What We Heard \(2018 – 2019\)](#)

Introduction

PURPOSE OF THIS WHAT WE HEARD REPORT

This report focuses on the city-wide engagement activities and results that took place from May 1 to 31, 2023 during Phase 3 of the Zoning Bylaw Renewal Initiative: Finalize and Adopt. During this phase, the City of Edmonton (City) focused on refining the [draft Zoning Bylaw](#) and the "Know Your Zone" Rezoning Map. Edmontonians were invited to provide their feedback on the draft Zoning Bylaw and Rezoning Map, as well as the [Overview of the New Zoning Bylaw](#), a summary of the proposed Zoning Bylaw. Some sections of the draft Zoning Bylaw (Special Area Zones and certain administrative sections of the bylaw) that were still under development in September 2022 and not included as a part of Phase 2 Engagement, were also released for feedback in May 2023.

This report provides a summary of the **top 12 themes** that received the most comments during Phase 3 engagement. A detailed analysis of all themes can be found in a separate report, Phase 3 Public Engagement Sentiment Analysis, which will be published on edmonton.ca/ZoningBylawRenewal.

OVERVIEW: ZONING BYLAW RENEWAL INITIATIVE

Since 2018, the City has been hosting online and in-person engagement events and conversations with Edmontonians on the Zoning Bylaw Renewal Initiative. The Zoning Bylaw Renewal Initiative is a comprehensive, multi-year overhaul of Edmonton's current Zoning Bylaw that involves rethinking how, what and why the City regulates in terms of land development.

Reshaping Edmonton's existing Zoning Bylaw presents an opportunity to align city-building tools – from strategy to regulations – to ensure all Edmontonians have the necessary tools to build an equitable, sustainable and climate-resilient city as envisioned in [ConnectEdmonton](#) (the City's Strategic Plan) and [The City Plan](#) (the City's Municipal Development Plan).

Initiative Goal

To develop a strategic, simplified and streamlined Zoning Bylaw to enable people, places and businesses to thrive and prosper.

What is the Zoning Bylaw?
Visit edmonton.ca/ZoningBylawRenewal to learn more about this important city-building tool.

The Zoning Bylaw Renewal Initiative consists of four projects:



Creating a new **Zoning Bylaw**



Rezoning land city-wide to align with the new Zoning Bylaw



Providing **technology** to manage the new Zoning Bylaw and improve the online customer experience



Ensuring a smooth transition to the new Zoning Bylaw and technology through thoughtful **implementation**

TIMELINE AND PROGRESS

The Zoning Bylaw Renewal Initiative is divided into four phases, each presenting different opportunities for Edmontonians to learn and engage with the project. This report reflects on the public engagement activities that took place in May 2023 for **Phase 3** of the initiative: **Finalize and Adopt**.



A detailed initiative timeline can be found on the [Zoning Bylaw Renewal Projects and Timeline webpage](#).

On May 1, 2023, the City publicly released a refined draft of the new Zoning Bylaw reflecting feedback received from community members, industry and technical and internal City reviewers during Phase 2 in 2022. The refined draft was the foundation for the initiative's final phase of engagement which took place from May 1 to 31, 2023. Feedback from this phase of engagement will be used to inform final refinements to the draft Zoning Bylaw and Rezoning Map before they are presented to City Council for approval.

Public engagement goals during this phase included:

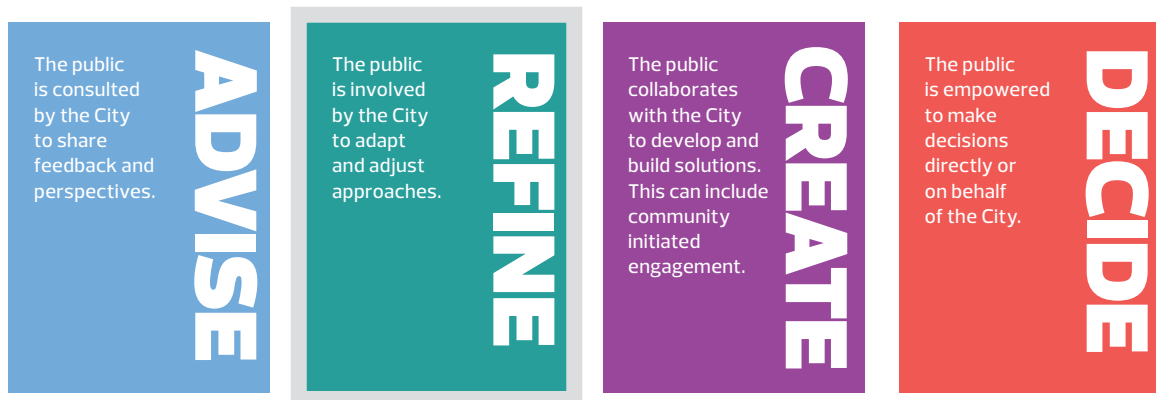
- + Creating awareness about the Zoning Bylaw Renewal Initiative.
- + Providing diverse stakeholders with opportunities to meaningfully participate.
- + Informing further refinements to the draft Zoning Bylaw and the Rezoning Map.

What is the refined draft of the Zoning Bylaw?

The refined draft Zoning Bylaw (which was released in May 2023) is an updated version of the draft Zoning Bylaw that was shared for feedback in 2022 for Phase 2 engagement.

Engagement Overview

The City's public engagement spectrum defines the public's level of influence in engagement processes. During May 2023, the public was engaged at the **'Refine' level** which meant Edmontonians were invited by the City to adapt and adjust the draft Zoning Bylaw and Rezoning Map.



The City of Edmonton's Public Engagement Spectrum

ENGAGEMENT PROCESS

Phase 3 engagement was built on previous feedback received in Phases 1 and 2. From May 1 to 31, 2023 residents, business owners, community representatives, industry stakeholders, members of business and community institutions and more provided feedback on:

- + [The draft Zoning Bylaw](#): regulations that determine what can be built where in Edmonton
- + The "Know Your Zone" Rezoning Map: an interactive online map that shows a property's current zone and future proposed zone

Edmontonians were also invited to provide feedback on the Zoning Bylaw's proposed changes through the [Overview of the New Zoning Bylaw](#), a document that includes the general intent of each proposed zone, key highlights of the proposed changes and the current Zoning Bylaw 12800 zone equivalencies.

More information on the engagement activities that took place during Phases 1 and 2 can be found on edmonton.ca/ZoningBylawRenewal.

An overview of all public engagement activities and processes through the different project phases can be found in the [Public Engagement Summary](#) and [Public Engagement Snapshot](#) documents.

Special Areas

As part of the Zoning Bylaw Renewal Initiative, the City reviewed its Special Areas and their associated Special Area Zones. The City released the [Approach to Special Areas](#) document for feedback from September to December 2022. This document provided details on the proposed approach to Special Areas, including details on the analysis to determine which Special Areas are proposed to be retired and rezoned, as well as which Special Areas are still required to achieve unique city-building outcomes.

The draft Special Area Zones were released in May 2023 as part of the refined draft of the new Zoning Bylaw. Recognizing that the draft Special Areas Zones were not available during Phase 2, the City released the draft zones on April 17, 2023 to allow Edmontonians additional time to review the zones prior to engagement beginning in May. The City also released the [Overview of Special Area Zones](#) document in May 2023, which highlights the proposed Special Area Zones contained in the draft Zoning Bylaw and information on Special Area Zones proposed for retirement.

RESOURCES SUPPORTING ENGAGEMENT

The Zoning Bylaw Renewal Initiative was the first City project to utilize an online guided feedback tool. The tool provided Edmontonians and stakeholders opportunities to navigate and provide feedback directly on the draft Zoning Bylaw and Overview of the New Zoning Bylaw. It also allowed Edmontonians to view and respond to comments left by others, encouraging dialogue between different stakeholders.

Educational materials were created to support Edmontonians with public engagement during Phase 3. These materials highlighted the draft bylaw's proposed changes and simplified complex zoning-related topics:

- + [A Glossary of Terms](#)
- + [Trending Topics Document](#)
- + [Small Scale Zone Modelling](#)
- + [Residential Zone Modelling](#)
- + [Commercial and Mixed Use Zone Modelling](#)
- + [Special Areas Overview](#)
- + [Proposed Zone Equivalencies](#)
- + [Rationale for Retiring the Mature Neighbourhoods Overlay](#)
- + [Rationale for Retiring the Main Streets Overlay](#)

What We Heard

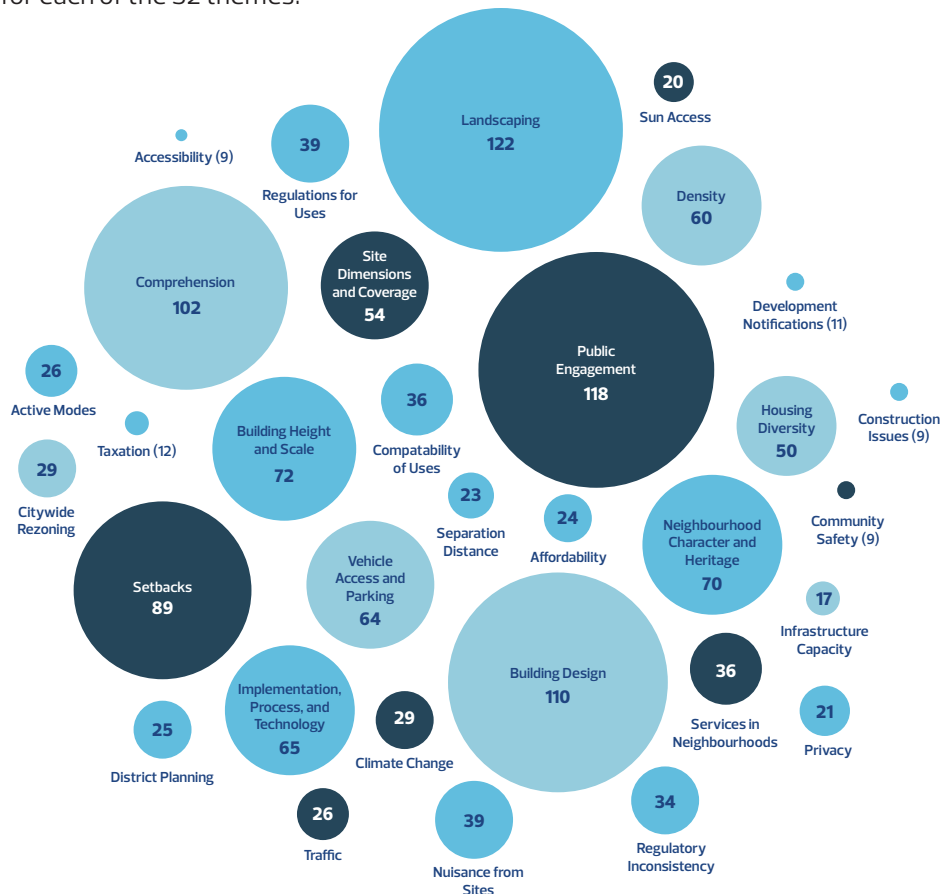
The City received more than **1,400 comments*** during the May engagement period through engagement events and online feedback platforms. Feedback was categorized by stakeholder type and sorted into **32 themes** which were analyzed using a digital sentiment analysis tool that identified how participants felt (sentiment) about each theme.

While most themes remained consistent with the themes presented in the [Phase 2 What We Heard report](#), some were adjusted for clarity, consolidated to prevent overlap between discussion points or separated into new themes to better reflect feedback received throughout May 2023 engagement activities. The diagram below highlights the revised themes and the number of comments received for each of the 32 themes.

HOW FEEDBACK WAS SORTED AND ANALYZED

All feedback received during the May engagement period was recorded and reviewed by the Zoning Bylaw Renewal Team. This report reflects comments provided by all engagement participants, however, it also provides highlights from participants who identified themselves as one of the following stakeholder types:

- + Residents (property owners and renters)
- + Community league representatives (residents involved in community leagues)
- + Industry representatives (developers, builders and consultants)



*Comments include feedback collected through all engagement activities (such as information sessions, 'Chat with a Planner' the guided feedback tool, etc.)

TOP 12 KEY THEMES

Of the 32 total themes recorded during this engagement period, a summary of the **top 12 themes** that received the most comments are identified in this report. A detailed analysis of all 32 themes can be found in a separate report, **Phase 3 Public Engagement Sentiment Analysis**, which will be published on edmonton.ca/ZoningBylawRenewal.

1. Landscaping (122 comments)

Definition: Comments related to the proposed landscaping regulations in the draft Zoning Bylaw. This included the provision and protection of public and private trees, how landscaping elements (such as trees, shrubs, plants and paving) would be regulated on private property and the relationship between landscaping and climate resiliency.

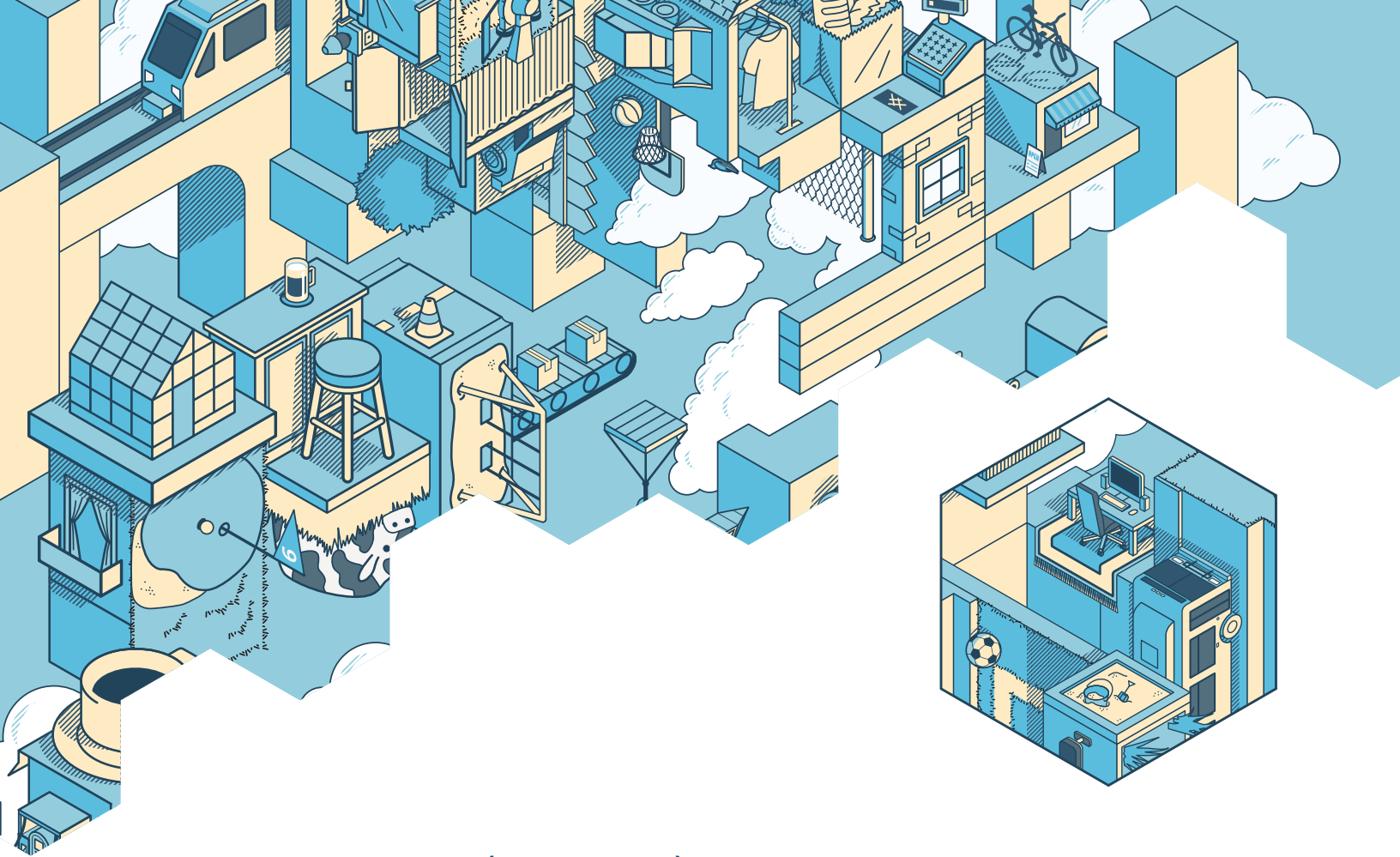
Summary: The majority of comments identified either suggested approaches for regulating landscaping or identified issues about how landscaping is currently being regulated. Respondents also advocated for replacing the maximum 70% site coverage limit with impermeable materials (i.e. materials such as asphalt that restricts water from penetrating the ground) with a new regulation requiring a minimum 30% of a site to be 'green asset area'.¹ Other respondents noted the importance of maintaining trees and shrubs and incorporating low impact development (LID)² strategies and green roofs into developments to help achieve climate resiliency.

Some highlights of what we heard include:

- + Need for green infrastructure (e.g. rain gardens) to support climate resiliency in urban areas.
- + Greater clarity is required on the administrative and permitting processes related to landscaping regulations.
- + Concerns around the impacts of the proposed front setbacks and site depth on the viability of landscaping.
- + Support for incentivizing low impact development (LID).
- + Requests to reintroduce a 50:50 ratio of deciduous to coniferous trees for small scale residential development.
- + Suggestions to increase or maintain minimum planting requirements for small scale residential development.
- + Concerns regarding alternative forms of ground cover that may be permitted (e.g. artificial turf, rocks and non-organic impermeable materials).

¹'Green asset area' is not a defined term in the draft Zoning Bylaw, but was a term commonly used by respondents who provided their feedback throughout engagement. In the context of the feedback received, 'green asset area' refers to an area on a site where landscaping such as ground cover, shrubs, plants, and trees could grow.

²Low impact development (LID) is an approach to capturing stormwater runoff through plants, engineered soils or natural processes close to its source. For example, the use of absorbent landscaping, bioretention basins or gardens, box planters, naturalized drainage ways, and permeable pavement.



2. Public Engagement (118 comments)

Definition: Comments related to the Zoning Bylaw Renewal Initiative’s public engagement process. For this phase, the public was invited to provide feedback on the proposed regulations in the refined draft Zoning Bylaw and Rezoning Map.

Summary: While some respondents noted satisfaction with the level of public engagement undertaken as part of the Zoning Bylaw Renewal Initiative, the majority of comments noted concerns or dissatisfaction with the engagement to date. Some comprehension issues, such as the length of the Zoning Bylaw, as well as a lack of visuals and modelling issues were noted. Some respondents requested that engagement timelines be extended. Some respondents noted that they were not aware that previous engagement had taken place. Some thought that the May engagement period was the only opportunity for engagement and that one month to provide feedback was insufficient.

Some highlights of what we heard include:

- + The length of the engagement period (from 2018 to date) was adequate and provided numerous opportunities to learn about the project and provide feedback.
- + The one-month engagement period in May was not long enough to adequately review the draft Zoning Bylaw.
- + Concerns with accessibility of draft Zoning Bylaw, including the length of the bylaw and the need for more illustrations and graphics.
- + More in-person and online public engagement activities were requested, as well as more engagement sessions in areas where redevelopment is likely to occur.
- + Requests to extend the public engagement timeline for the Zoning Bylaw Renewal Initiative.

3. Building Design (110 comments)

Definition: Comments related to building design and architecture, including comments regarding building articulation, setbacks for tall buildings, window placement, rooftop terraces, how accessory buildings (e.g. garages) are orientated on a site, colour, design elements such as front porches and the City's ability to support good design.

Summary: Respondents noted strong preferences for attached garages in developing areas, whereas preferences were split between opposition and support for rear attached garages in redeveloping areas. Many comments noted concerns with the design of infill housing and the potential effects on adjacent neighbours. Issues were raised about the clarity and ability to effectively implement design regulations.

Some highlights of what we heard include:

- + Incentivize developments that provide building design techniques to enhance the aesthetics of the development.
- + Need for a greater diversity of built forms to improve the accessibility of housing (e.g. allowing for rear or front attached garages and ground-oriented units to support 'aging in place').
- + Emphasis on maintaining the character of mature neighbourhoods, including support for maintaining regulations within the Mature Neighbourhood Overlay.³
- + Need for greater clarity on the definition of a main street and design requirements for main streets as the Main Street Overlay⁴ is proposed to be retired.
- + Allow for more design flexibility for exterior facades and to accommodate the logistical requirements of sites in commercial zones (e.g. loading).

4. Comprehension (102 comments)

Definition: Comments related to the clarity and ease of interpreting the proposed Zoning Bylaw regulations. This included word choice, feedback on interpretation of definitions or regulations and questions on the intent or impact of proposed regulations.

Summary: Respondents identified a range of comprehension issues related to the interpretation of definitions and development regulations, including regulations for building design, height, parking and Direct Control zones. Respondents also identified difficulties when navigating the bylaw. Many comments noted that more explicit language regarding what can and cannot be developed in zones is needed.

Some highlights of what we heard include:

- + Clarify the types of dwellings permitted in different zones and on different lots.
- + Clarify why the (CB) Commercial Zone was introduced.
- + Clarify changes to parking and recreational vehicle regulations.
- + Clearer definitions are needed for terms and definitions such as 'regulation', 'administration', 'construction', 'infrastructure' and 'health services'.
- + Clarify process requirements for variance requests and rezoning applications, including the process for changes to zone modifiers.
- + Concerns about the accessibility and legibility of the Rezoning Map.
- + Difficulties in navigating the Zoning Bylaw and comprehending technical language.

³ The Mature Neighbourhood Overlay (MNO) in Zoning Bylaw 12800 is a set of additional regulations intended to regulate residential development in Edmonton's mature neighbourhoods by supporting contextual and pedestrian-oriented design.

⁴ The Main Streets Overlay (MSO) in Zoning Bylaw 12800 is a set of additional regulations intended to guide development in Edmonton's main-street style commercial areas and support a more pedestrian-oriented built form.

5. Setbacks (89 Comments)

Definition: Comments related to setbacks. A setback is the distance that a development, or specified portion of it, must be from the lot line.

Summary: Feedback on setbacks was mixed amongst stakeholders. There was both support and opposition for reduced front setbacks in residential zones. Some respondents recommended further reducing front setbacks in residential zones, while others recommended increasing front setbacks. Some respondents recommended maintaining the current rear setback regulations in residential zones under Zoning Bylaw 12800, while others recommended reducing the minimum rear setbacks.

Some highlights of what we heard include:

- + Concerns with reducing front setbacks in residential zones, including the potential to result in varying front setbacks along a street (i.e. some buildings would be located closer to the street than others).
- + Support for reducing front setbacks in residential zones to help decrease underutilized front yard space in lieu of more rear yard space.
- + Concerns with the potential impacts of reduced setbacks on the types of trees that can exist on the lot (i.e. smaller setbacks may reduce planting space and sun access for some species of trees).
- + Concerns that proposed side setbacks in residential zones may limit space for window well egresses, prompt concerns around fire safety and negatively impact lot grading and drainage.
- + Mixed recommendations for front setbacks included reducing setbacks, increasing setbacks and maintaining the existing contextual front setback regulation within Mature Neighbourhood Overlay.

6. Building Height and Scale (72 comments)

Definition: Comments related to building height (i.e. the height of a building measured from the ground to the highest point of the structure) and building scale (i.e. the overall size of a building).

Summary: Many respondents noted concerns with allowing increased height in traditionally low-density residential neighbourhoods, noting issues like limited sun access and shadowing impacts. Some respondents identified concerns that increased height may not contribute to housing affordability and density. Some respondents supported the proposed maximum height in residential zones to provide greater flexibility in housing forms and configurations. Some respondents recommended further increases to the proposed maximum height, while others recommended decreases.

Some highlights of what we heard include:

- + Support for additional height as a way to make better use of smaller sites, enable higher ceilings and light inside of homes.
- + Concerns regarding the compatibility of homes with varying heights (e.g. a new three-storey development built to the maximum height located next to an existing single-storey bungalow).
- + Concerns with taller buildings casting shadows on neighbouring lots, including impacts to solar panels on neighbouring properties.
- + Recommendations to decrease maximum height to 8.9 m in redeveloping areas and 10.0 m in developing areas.
- + Proposed 10.5 m height provides greater design flexibility and enables rooftop patios and three-storey development.
- + Concern that increased heights in residential areas will result in taller single-detached homes that do not contribute to increased density and are less affordable than existing homes.
- + Concerns that increased heights will enable multi-unit housing with units that are less affordable than existing homes (either to own or rent).

7. Neighbourhood Character and Heritage (70 comments)

Definition: Comments related to how proposed regulations may change the “look and feel” of existing neighbourhoods including potential impacts to community heritage and historic buildings.

Summary: The majority of comments shared concerns about increased residential densities and infill development negatively impacting neighbourhood character and heritage preservation.

Some highlights of what we heard include:

- + Perceptions of negative impacts of three-storey multi-unit housing on neighbourhood character and history. Impacts included increased massing, loss of airflow, loss of sunlight, loss of privacy, loss of property enjoyment for neighbours and increases to traffic and on-street parking demand.
- + Questions and concerns around the impacts of the Zoning Bylaw Renewal Initiative on heritage areas.
- + Concerns about increased density resulting in the gradual loss of private urban forests and reducing green space, including support for protection of trees on private property.
- + Noted the importance of preserving historic building facades.

8. Implementation, Process, and Technology (65 comments)

Definition: Comments related to the development process (include the rezoning process), implementation and technology considerations. This includes the consistency of decision making and the application of discretion by Development Planners.

Summary: Respondents were concerned about how the proposed regulations would be enforced by the City. Some respondents provided recommendations to improve the development permit process.

Some highlights of what we heard include:

- + The City should require refundable or transferable landscape deposits.
- + The Zoning Bylaw should identify the scope and limits of a Development Planner’s discretion.
- + Suggestions for enforcing tree plantings using remote video inspections.
- + Greater enforcement is needed for minor home-based businesses and construction issues.
- + Suggested improvements to online mapping tools, such as the ability to convert units of measurement.

9. Vehicle Access and Parking (64 comments)

Definition: Comments related to the provision or design of vehicle parking, site circulation and driveways.

Summary: A large proportion of respondents were concerned about increased on-street parking demand as a result of increased density. Other concerns were noted related to limiting front attached garages, designing buildings to accommodate vehicles, the environmental impacts of surface parking lots, and parking minimums.

Some highlights of what we heard include:

- + Buildings designed to accommodate vehicles discourage walking, biking or taking public transit.
- + Concerns that more density will create a greater demand for on-street parking.
- + Support for reduced parking requirements as it reduces the amount of pavement or concrete on a site.
- + Recommendations to reduce water runoff from surface parking lots and driveways by reducing the use of hardscaping (e.g. asphalt) and integrating natural landscaping elements to support drainage.
- + The City should consider the need for garage parking for charging electric vehicles and the possible conversion of gas stations into electric vehicle charging stations.

10. Density (60 comments)

Definition: Comments related to the number of residential dwelling units on a single site and the shift to densification of neighbourhoods more broadly.

Summary: Many respondents were in support of increased density. Comments in support of density noted factors such as affordability, business and neighbourhood vitality and transit ridership. Many respondents expressed concerns of added density in specific contexts, including mature neighbourhoods and traditionally low-density neighbourhoods. Concerns with added density included potential impacts on existing infrastructure and services (water, sanitary, and power) and property values.

Some highlights of what we heard include:

- + Density makes for a more livable city and helps ensure that communities can 'age in place'.
- + Density is vital for neighbourhoods as it supports local businesses and increases tax revenue for the City.
- + Densification needs to be undertaken carefully around existing and future LRT stations while prioritizing environmental considerations.
- + Regulations that enable building "in and up" versus building "out" are well balanced.
- + Concerns about negative effects of increased density on property values.
- + Concerns that existing infrastructure and services (water, sanitary and power) will not have the capacity to accommodate added density.
- + Increased densification in residential zones needs careful management to ensure there are no negative effects on sun access, capacity of schools and provision of fire response.

11. Site Dimensions and Coverage (54 comments)

Definition: Comments related to site coverage (i.e. the total area on a site that is covered by buildings and structures) and lot sizes.

Summary: Feedback on site coverage, site dimensions and the size of lots was mixed. Some respondents advocated for increased site coverage while others advocated for decreased site coverage. The majority of respondents acknowledged the importance of achieving a balance between site coverage and landscaping.

Some highlights of what we heard include:

- + Recommendations to limit the scale of residential infill developments.
- + Recommendations to decrease minimum lot size and increase site coverage to enable diverse housing types (e.g. narrow row housing).
- + Recommendations to decrease site coverage to provide more space for landscaping.
- + Greater consideration should be given for allowing smaller lot sizes because they lead to unique and creative land use solutions.
- + Clarify if new lots can be created in the Rural Residential (RR) Zone.
- + Preference to maintain a maximum site coverage of 18% for backyard housing

12. Housing Diversity (50 comments)

Definition: Comments related to how the Zoning Bylaw may support a variety of housing types.

Summary: The majority of respondents provided positive comments about increased housing diversity opportunities in residential neighbourhoods. However, some respondents raised concerns related to increasing housing diversity such as impacts to affordability, neighbourhood character, impacts to privacy, loss of mature trees and increased on-street parking demand.

Some highlights of what we heard include:

- + Concerns that redevelopment will result in existing housing that is more affordable being replaced with new development that is not affordable.
- + Concerns that infill housing will lack two- to three-bedroom units.
- + Support for diverse housing types that accommodate various income levels, family sizes and aging in place.
- + Recommendations to allow backyard housing for aging parents or renters in the Agricultural Zone (AG).
- + Support for multi-generational housing, work-from-home units, multi-unit housing and infill housing which help to accommodate young, working families.

Who We Heard From

During this phase of engagement the City heard from a wide variety of stakeholders, including:










- + Residents
- + Community league representatives
- + Non-profit organizations
- + School boards and other public agencies
- + Business operators and owners
- + Business improvement area representatives
- + Developers and builders
- + Development industry representatives and consultants
- + Signage industry representatives

The City engaged with specialized stakeholders through regular check-in meetings and presentations with the following groups:

- + Business Improvement Areas
- + Canadian Home Builders' Association – Edmonton Region (CHBA-ER)
- + Commercial Real Estate Development Association (NAIOP)
- + Edmonton Federation of Community Leagues (EFCL)
- + Infill Development in Edmonton Association (IDEA)
- + Subdivision and Development Appeal Board (SDAB)
- + Urban Development Institute – Edmonton Metro (UDI-EM)

How We Listened

Engagement Snapshot

-  **2** virtual information sessions
-  **6** Industry and community meetings (200+ participants)
-  **20** 'Chats with a Planner'
-  **84** emails recieved via zoningbylawrenewal@edmonton.ca
-  **18,297** visitors to Engaged Edmonton webpage
-  **9,688** views and **701** direct comments received through the guided feedback tool
 - + **6,703** views and **599** comments on the draft Zoning Bylaw
 - + **2,985** views and **102** comments on the Overview of the draft Zoning Bylaw
-  **50** virtual ideas post-its
-  **1** in-person portable signs workshop
-  **1** online permanent signs workshop

Engaged Edmonton

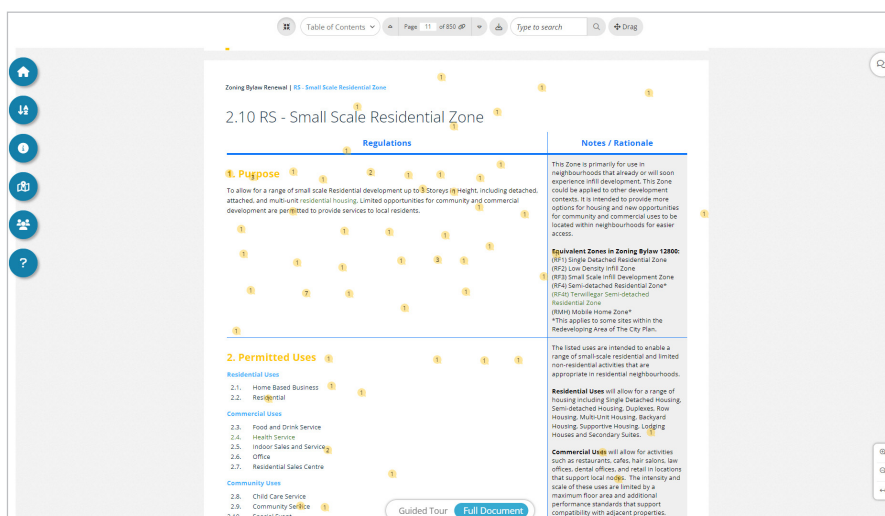
The Zoning Bylaw Renewal Engaged Edmonton webpage served as a hub to collect feedback from residents and other stakeholders during Phase 3 engagement. The page was open for input from May 1 to May 31, 2023 at the Refine level. Through Engaged Edmonton, Edmontonians could provide their feedback on the Zoning Bylaw directly using the Guided Feedback tool, share their feedback on the Rezoning Map using a Google Form or provide their comments using the 'Ideas' tool at their convenience. Engaged Edmonton also served as an education hub, offering a variety of resources to help residents and stakeholders engage more meaningfully. Over the month of May, the Zoning Bylaw Renewal Initiative Engaged Edmonton webpage received **18,297 visits**.

Guided Feedback Tool

Edmontonians were invited to share their feedback on the latest draft of the Zoning Bylaw and supporting documents, including the Overview of the New Zoning Bylaw, using the guided feedback tool. This tool enabled participants to explore the documents and provide comments and questions throughout.

The guided feedback tool included features to support stakeholders with reviewing and providing their feedback, such as:

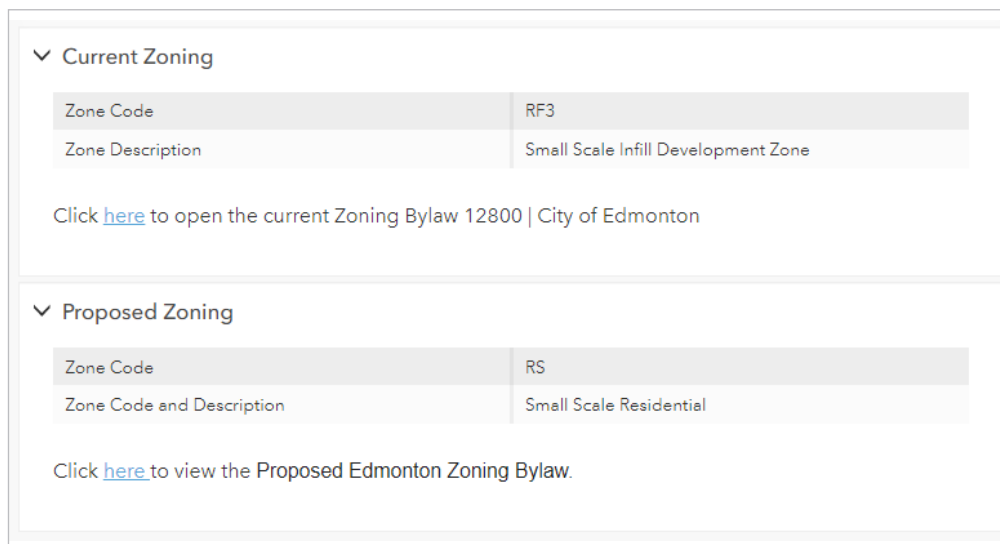
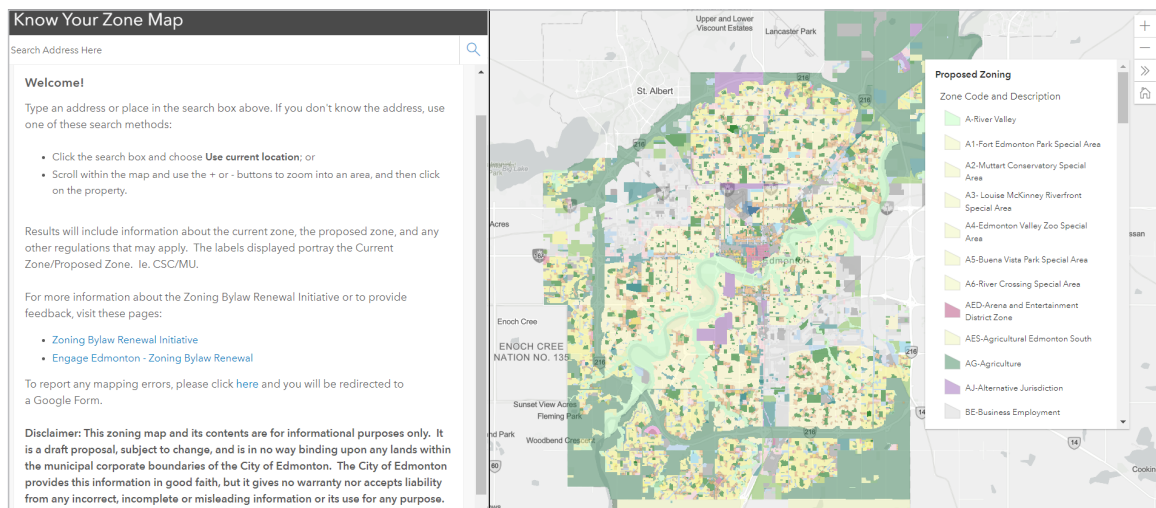
- + A guided tour to highlight key sections of the bylaw and how it functions
- + Simplified overview information for each zone
- + A glossary of key terms
- + A direct link to register for engagement opportunities
- + A direct link to the "Know Your Zone" Rezoning Map



⁷ The Engaged Edmonton webpage remained open during the two-month Advise-level engagement extension and closed for feedback on July 30, 2023.

“Know Your Zone” Rezoning Map

Edmontonians were invited to get to “know their zone” by using an interactive map. They were encouraged to enter their home address, place of work or favourite coffee shop to learn more about the current and proposed zoning for that address. The Zoning Bylaw Renewal Team gathered feedback on the map, including mapping errors, using a Google Form.



‘Ideas’ Tool: Virtual Post-its

Comments were also collected through the ‘Ideas’ tool which was found on the Engaged Edmonton project website. Edmontonians could share their comments, questions, ideas or concerns around the refined draft of the draft Zoning Bylaw using a virtual post-it. This tool allowed Edmontonians to view and respond to comments left by others, encouraging dialogue between different stakeholders. A total of **50 Ideas** were collected.

Information Sessions and Workshops

Virtual Interactive Information Sessions

The Zoning Bylaw Renewal Team hosted **two 90-minute interactive online information sessions** for Edmontonians to learn more about the proposed changes to Edmonton's Zoning Bylaw. Sessions were open to residents, industry stakeholders, local business owners and operators, community league representatives, non-profit groups, agencies and other groups. Participants were invited to ask questions, leave comments using virtual post-it notes or highlight concerns around trending topics recorded in the refined Zoning Bylaw draft. In total, **80** participants attended the two online sessions.

INFORMATION SESSION 1: MAY 18, 2023

In the first information session, each participant was assigned to one of three virtual breakout groups where they had the opportunity to converse with the Zoning Bylaw Renewal Team's subject matter experts. Emergent themes explored in this session included:

- + Changes to building design, infrastructure capacity and general impacts of new regulations on residential development
- + Managing the transition of current land use to proposed uses and its impacts on Edmontonians
- + The new Zoning Bylaw's connection to other City-led projects and policies
- + Impact of new regulatory processes on businesses
- + Zone Modifiers and how they are used

At the end of the workshop, participants were asked to provide feedback on the Information session format and agenda. Based on the

feedback received, the second information session was adjusted to improve participant experiences. Examples include providing attendees with more opportunities to speak with subject matter experts, allowing for a greater number of questions to be addressed and providing more space for discussion between participants.

INFORMATION SESSION 2: MAY 24, 2023

In the second session, participants were assigned to one of two virtual breakout groups where they had the opportunity to converse with the Zoning Bylaw Renewal Team's subject matter experts. The two groups covered topics related to residential development and services in communities. Participants had the option to discuss only one or both themes. Emergent topics related to the two themes explored in this session included:

- + Questions around housing densification and affordability
- + Impacts of densification on traffic congestion
- + Questions about home-based businesses regulations including types of signs allowed and the permitting process
- + Implications of new zones on infrastructure planning
- + Permissible land uses and activities in certain zones and separation distances between different land uses
- + Planning for green space and land use across Edmonton, specifically in mature neighbourhoods
- + Accessibility of community services

Specialized Stakeholders

Signs Information Sessions

Uncluttering and Understanding Signage

The Zoning Bylaw Renewal Team hosted two signs-information sessions, an in-person session with the Portable Signs Industry and a virtual session with the Permanent Signs Industry. The purpose of the sessions was to provide industry members a summary of the changes made to the draft regulations in the refined draft Zoning Bylaw. The Permanent Sign Industry workshop was attended by **8** participants, and the Portable Sign Industry workshop was attended by **6** participants.

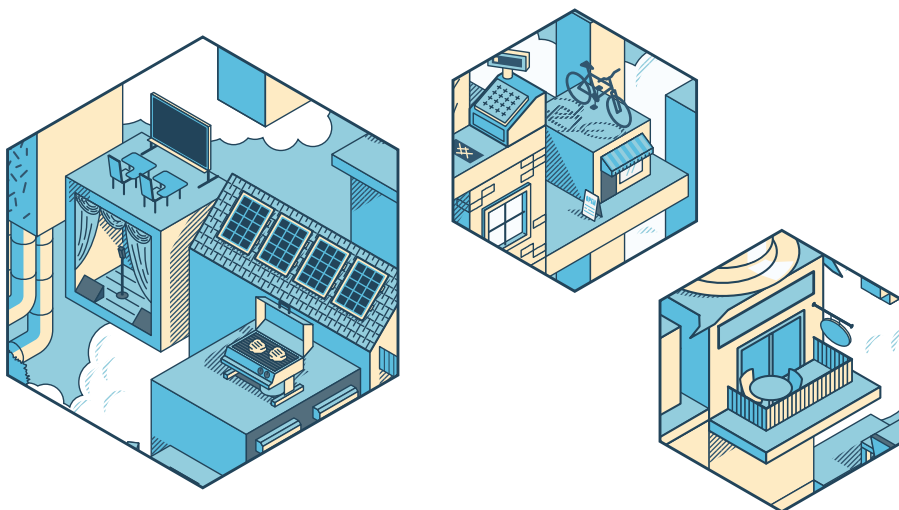
Urban Institutions

The City circulated the draft (U) Urban Institution Zone to the Northern Alberta Institute of Technology (NAIT), Concordia University of Edmonton, MacEwan University and The Orange Hub for feedback. The draft (UW) Urban Warehouse Zone was also shared with Norquest College for feedback.

Meetings and Presentations

Throughout May 2023, regular online and in-person meetings were held between the Zoning Bylaw Renewal Team and specific stakeholder groups share project information and engagement opportunities.

A summary of stakeholder meetings may be found in the Appendix: Engagement Activities.



Direct Contact with the Zoning Bylaw Renewal Team

In addition to the workshops and meetings, other opportunities were offered which allowed Edmontonians to engage "on demand" and directly with the Zoning Bylaw Renewal Team. These included:

Chat with a Planner

Conversations with a Zoning Bylaw Renewal Planner, named 'Chat with a Planner', were offered online or by phone from May 1 to 31, 2023. These conversations provided residents and other stakeholders with one-on-one opportunities to ask questions and share feedback with a planner from the Zoning Bylaw Renewal Team. A total of **20 chats** were held.

To accommodate requests that were received in the final weeks of May, the project team held a few additional 'Chat with a Planner' meetings in the first two weeks of June with:

- + MacEwan University
- + Development industry representatives
- + Property owners and residents
- + Edmonton Public School Board

Questions and Answers

The Engaged Edmonton project webpage also provided a platform for the public to ask the project team specific questions. Questions collected through the platform were reviewed by the project team and a direct response was provided via email. A total of **13 Questions** were received and answered in May 2023.

Email

Edmontonians were invited to contact the Zoning Bylaw Renewal Team and provide their feedback by email at zoningbylawrenewal@edmonton.ca. The email was shared on the project website, social media posts, Engaged Edmonton pages, newsletters, Conversation Starters, presentations, workshops and via 311. A total of **84 emails** were received.

EXTERNAL EVENTS

In addition to hosting engagement sessions, upon request, the Zoning Bylaw Renewal Team attended three District Engagement events hosted by the Edmonton Federation of Community Leagues (EFCL) as guests to better understand public concerns regarding the new Bylaw and answer questions.

A detailed timeline of all engagement activities that were conducted in May can be found in the Appendix: Engagement Activities.

How We Communicated with Edmontonians

Throughout the Zoning Bylaw Renewal Initiative, the City made a concerted effort to bring Edmontonians along on the journey, helping them understand how zoning impacts Edmonton, its residents and their experiences.

In earlier phases of public engagement, educational materials, including videos and podcasts, were created to help Edmontonians understand zoning concepts and their connection to The City Plan. These communications materials also helped build both project and public engagement awareness to ensure potential participants were aware of upcoming opportunities to share feedback. The goal of this approach was to provide Edmontonians with the necessary background information and context to meaningfully engage during Phase 3.

Various communications approaches were used throughout this phase of engagement to:











- + Create awareness about the Zoning Bylaw Renewal Initiative.
- + Highlight the connection between the Zoning Bylaw and city building, as well as break down complex zoning-related topics.
- + Highlight proposed changes to the draft Zoning Bylaw in a clear and concise way.
- + Inform Edmontonians on how and when to participate in engagement opportunities.

From May 1 to 31, 2023, a broad range of digital and traditional tactics were implemented to reach diverse Edmontonians and invite them to participate. Previous tactics were analyzed to determine which platforms would be most effective, leading to a digital-first campaign approach (Google, Facebook, Instagram, Reddit and YouTube ads) that garnered over **6.8 million impressions** (representing the number of times a piece of content was displayed to a target audience).

To ensure diverse demographics were reached, traditional methods like newspaper and radio ads were also included and the City's existing communications channels (e.g. social media, websites, newsletters) were utilized.

See the Communications Snapshot below for highlights.

Communications Snapshot

-  Google ads: **4.3 million** impressions
-  Social media ads: **1.3 million** impressions
-  **3,782** people engaged with our social media ads
-  Engaged Edmonton webpage: **18,297** visitors
-  Newspaper ad: **152,000** impressions
-  **27** digital signs in Ice District
-  Digital signs in **18** LRT stations
-  **79** radio spots
-  **101,000** YouTube video views
-  **262,800** Reddit impressions

What Happens Next



The City is listening to and learning from Edmontonians in order to make the final refinements to the draft Zoning Bylaw and map. Feedback gathered from this phase of engagement is being used to further refine the new Zoning Bylaw and the Rezoning Map in preparation for the City Council public hearing in October 2023.

Extended Engagement

During the **Refine-level** public engagement period in May, Edmontonians asked for the opportunity to continue sharing feedback on the draft Zoning Bylaw. In response, the City added a two-month **Advise-level** engagement period from **June 1 to July 30, 2023**.

Edmontonians were invited to continue providing their input on the draft Zoning Bylaw by:

- + Taking a short online survey on [Engaged.Edmonton.ca](https://engaged.edmonton.ca)
- + Submitting a virtual idea using the ideas tool on [Engaged.Edmonton.ca](https://engaged.edmonton.ca)
- + Emailing the Zoning Bylaw Renewal team at zoningbylawrenewal@edmonton.ca

For the Advise-level engagement period, the City will review all feedback and perspectives gathered. Any new or previously unconsidered comments may be used to refine the draft Zoning Bylaw and map in preparation for the City Council public hearing in October 2023.

Preparation for Public Hearing

On October 16, 2023, the final draft of the new Zoning Bylaw and Rezoning Map will be presented to City Council at a Statutory Public Hearing, where the public will be invited to share their opinions with City Council. Pending the bylaw's approval at the public hearing, the new bylaw and map will come into effect on January 1, 2024.

For regular project updates, please visit edmonton.ca/ZoningBylawRenewal, call 311 or contact the Zoning Bylaw Renewal Team by email at zoningbylawrenewal@edmonton.ca

Edmontonians can receive monthly updates about the Zoning Bylaw Renewal Initiative and related city-building projects by signing up for [The City Building Newsletter](#).

Appendix: Engagement Activities

Public Virtual Interactive Information Sessions

VIRTUAL INFORMATION SESSION SCHEDULE (2023)

SESSION	DATE	TIME
Information Session 1	Thursday, May 18, 2023	6:30 p.m. – 8:00 p.m.
Information Session 2	Wednesday, May 24, 2023	6:30 p.m. – 8:00 p.m.

SIGNS WORKSHOP SCHEDULE (2023)

WORKSHOP	DATE	TIME
Portable Sign Industry (in-person)	Thursday, May 2, 2023	2:00 p.m. – 3:30 p.m.
Permanent Sign Industry (virtual)	Friday, May 3, 2023	3:00 p.m. – 4:30 p.m.

CHAT WITH A PLANNER MEETINGS (2023)

STAKEHOLDER GROUP	DATE	STAKEHOLDER GROUP	DATE
Resident	May 4, 2023	Resident	May 30, 2023
Resident	May 9, 2023	Resident	May 30, 2023
Resident	May 17, 2023	Resident	May 30, 2023
Unspecified	May 17, 2023	Macewan University	June 1, 2023
Unspecified	May 17, 2023	Developers and Builders	June 5, 2023
Resident	May 18, 2023	Resident	June 5, 2023
Resident	May 23, 2023	Resident	June 7, 2023
Development Industry Representatives and Consultants	May 23, 2023	Developers and Builders	June 7, 2023
Development Industry Representatives and Consultants	May 23, 2023	Developers and Builders	June 7, 2023
Resident	May 24, 2023	Development Industry Representatives and Consultants	June 7, 2023
Resident	May 30, 2023	Edmonton Public School Board	June 12, 2023
Business Improvement Area Representatives	May 30, 2023	Development Industry Representatives and Consultants	June 13, 2023
Resident	May 30, 2023		
Resident	May 30, 2023		

Note: Participants were asked to identify which stakeholder group best represented them during their 'Chat with a Planner' meeting. Some participants did not specify which stakeholder group they identified with.

Meetings and Presentations with Specialized Stakeholders

MEETINGS AND PRESENTATIONS SCHEDULE (2023)

TYPE	STAKEHOLDER	DATE
Presentations	Canadian Home Builders' Association – Edmonton Region (CHBA-ER)	Tuesday, May 23, 2023
	Commercial Real Estate Development Association (NAIOP)	Thursday, May 11, 2023
	Infill Development in Edmonton Association (IDEA)	Wednesday, May 24, 2023
	Urban Development Institute – Edmonton Metro (UDI-EM)	Tuesday, May 16, 2023
	CHBA Building U Education Symposium	Wednesday, May 10, 2023
	Business Improvement Areas (BIAs)	Thursday, May 11, 2023

EXTERNAL EVENTS ATTENDED BY THE PROJECT TEAM

The following external events were hosted by the Edmonton Federation of Community Leagues (EFCL). Upon request, the Zoning Bylaw Renewal project team attended three events where they listened to community feedback and answered participants' questions.

TYPE	DATE	TIME
Information Sessions	May 9, 2023	6:30 p.m. – 8:30 p.m.
	June 1, 2023	6:30 p.m. – 8:00 p.m.
	June 3, 2023	3:30 p.m. – 5:00 p.m.

FOR MORE INFORMATION

Zoning Bylaw Renewal Initiative
zoningbylawrenewal@edmonton.ca
edmonton.ca/ZoningBylawRenewal