

### INTRODUCTION

On March 22, 2016, Executive Committee directed Administration to update the Pedestrian Commercial Shopping Street Overlay. To achieve this update, Administration undertook a review of existing regulations, best practices from other municipalities and an analysis of Edmonton's streets to identify where the Overlay should be applied. Once draft regulations had been crafted, Administration held various public engagement events throughout February and March 2017, to gather feedback on the proposed regulations and to confirm that the area of application meets Edmontonians' perceptions of what and where the city's Main Streets lie. Through this process Administration was able to solicit feedback from over 2,300 interactions with public and key stakeholders.



**FOR MORE INFORMATION**

311  
[www.edmonton.ca/pedestrianshoppingstreets](http://www.edmonton.ca/pedestrianshoppingstreets)

The reception to the draft regulations was generally positive among key stakeholders and the general public. Feedback from these engagement events has been used to inform and update the draft regulations in advance of the June 23, 2017 Executive Committee meeting.

### **Summary of Consultation**

The feedback received indicated that the area of application was reflective of the city's main streets and transit oriented development areas. For example, approximately 70% of survey respondents indicated they felt the new boundaries of the Overlay reflected the city's main streets. When asked if there are other areas of the city where respondents felt the Overlay should be applied, the majority of the responses confirmed what was already being proposed.

The public consultation program, as illustrated above – including the open houses, surveys and workshops– provided respondents and opportunity to work through the regulations as proposed and to provide feedback on their general support or nonsupport. There was opportunity to provide comments for Administration to revise the draft regulation if respondents generally did not support what was being proposed. Specifically, the survey questions focused on gauging support for the proposed design regulations the height and design of the streetwall of new development, reduced parking requirements in main street areas, and combining of Alberta Avenue Pedestrian Commercial Shopping Street Overlay into the Main Streets Overlay.

The proposed change to increase the height of a new development where the building would be stepped back and for what width the stepback should be that did not see unanimous support for the proposed regulation. Current regulations require new developments to be stepped back at two storeys and by a minimum distance of 4.5 m. Administration has proposed to increase the height to four storeys (14.5 m) and reduce the width to 2.5 m. By a slim majority, retaining the two storey height and 4.5 m stepback were supported by the survey respondents. However, in consultation with Business Improvement Areas, other areas of Administration and key stakeholders, the four storey recommendation was supported. As a result of this feedback, Administration has proposed to increase the width of the stepback, from 2.5 m to to 3.0 m.

The remainder of the survey results can be viewed in greater detail below.

In addition to an earlier visioning workshop, the surveys, workshops were held with Business Improvement Area partners. Participants were able to review the draft regulations and provide feedback directly to the project team for consideration.

The Business Improvement Areas workshop highlighted the key avenues for change to the Overlay and allowed participants to express areas of support and areas for change. Specifically, there was support for the 1.0 m setback regulations, requirements for large street-fronting windows that are clear of obstructions or signage, encouraging rooftop patios, and the proposed four storey building podiums with a 3–4 m stepback.

Areas where the BIAs did not support the proposed regulations included the proposal to allow residential development at grade, provided the development is constructed to a commercial development standard. They also did not support maintaining the maximum stucco requirements of 25% that was found in the Alberta Avenue Overlay. Based on this feedback, these regulations have been removed. Another regulation that has been modified based on BIA input was the 10.06 m spacing of commercial units. It was suggested that vestibules or shared entrance features could be used to protect businesses from colder weather, in line with the city's Winter City Strategy. This change has been incorporated into the proposed Main Street Overlay regulations.

# Public Consultation Summary

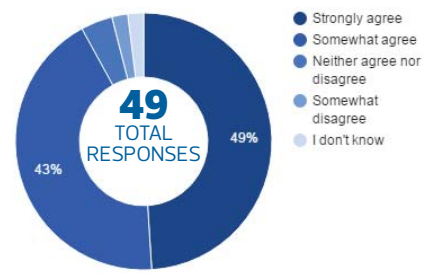
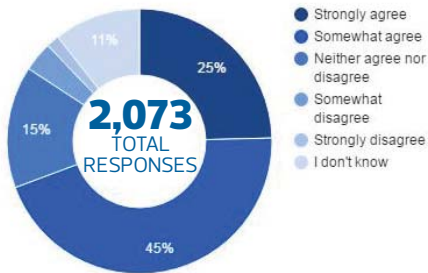
## What We Heard: Main Streets Overlay Review

### SURVEY RESULTS

#### Question 1: Proposed Areas of Application

The Pedestrian Commercial Shopping Street Overlay currently only applies in a limited number of areas. The City is proposing to expand the Overlay to other main streets in Edmonton and within 200m of existing and future transit areas. What is your level of agreement with the following statements?

*The new boundaries capture Edmonton's main streets.*



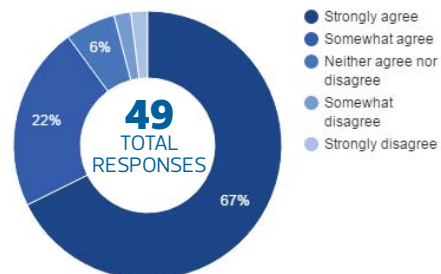
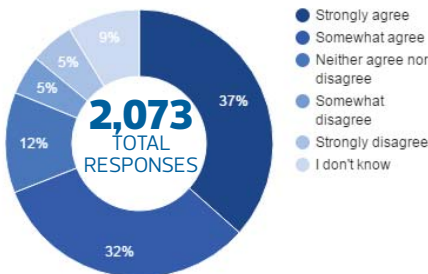
#### Insight Survey Results

	Responses
Strongly Agree	510
Somewhat Agree	927
Neither Agree or Disagree	309
Somewhat Disagree	75
Strongly Disagree	33
I don't know	219

#### Stand Alone Survey Results

	Responses
Strongly Agree	24
Somewhat Agree	21
Neither Agree or Disagree	2
Somewhat Disagree	1
Strongly Disagree	0
I don't know	1

*It makes sense to expand the boundaries to these areas.*



#### Insight Survey Results

	Responses
Strongly Agree	758
Somewhat Agree	673
Neither Agree or Disagree	252
Somewhat Disagree	99
Strongly Disagree	110
I don't know	181

#### Stand Alone Survey Results

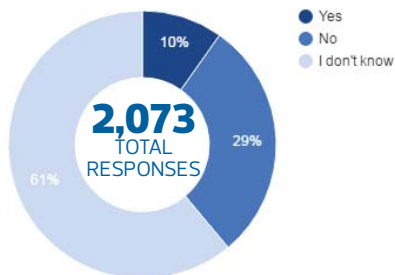
	Responses
Strongly Agree	33
Somewhat Agree	11
Neither Agree or Disagree	3
Somewhat Disagree	1
Strongly Disagree	1
I don't know	0

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

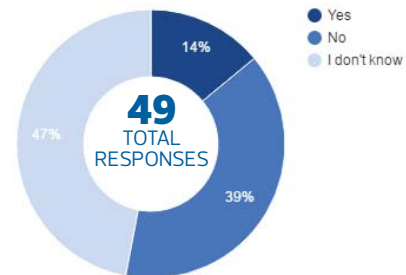
### Application to other areas

Are there other areas where you want the Overlay to be applied to?



Insight Survey Results

	Responses
Yes	203
No	604
I don't know	1266



Stand Alone Survey Results

	Responses
Yes	7
No	19
I don't know	23

Please tell us what other areas you want the Overlay to be applied to.

The response to this question highlighted three main themes, commercial development along major arterial corridors, the Downtown area and that Pedestrian Oriented Development should be generally encouraged throughout the City.

It was also mentioned that it should be encouraged in smaller neighbourhood commercial, as well as in large commercial centres and the importance of being in areas serviced by transit.

	Responses
Major Corridors	45
Downtown	36
Generally Encouraged around City	27
Transit Oriented Development	17
Neighbourhood Commercial	17
Commercial Areas	15
New Development	10
Mature Areas	10
Redevelopment Areas	9
Generic Large Scale Areas	8
Other	9
TOTAL RESPONSES	203

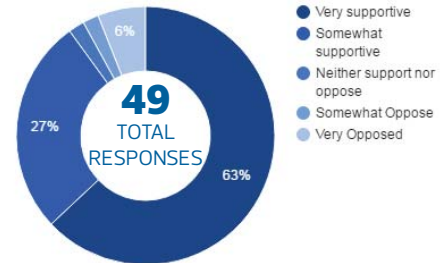
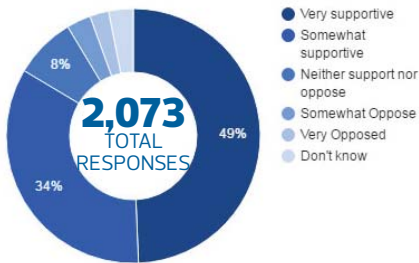
# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

### Question 2: Design Regulations

The overlay is proposed to include a number of regulations that encourage a pedestrian-friendly environment along Edmonton's shopping streets, and reflect the City's Winter City Design Guidelines.

A 1 to 2.5 metre setback from the front property line to accommodate street related activities such as wider sidewalks, bicycle parking, and patio seating



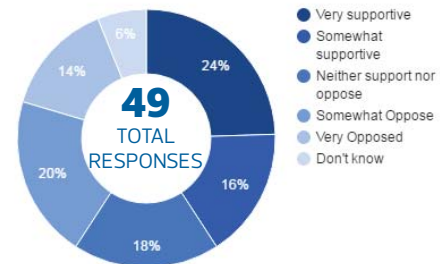
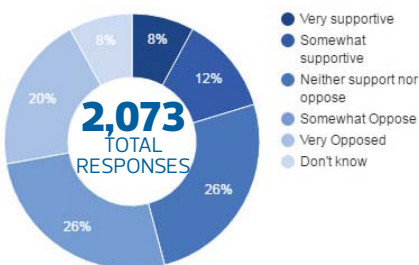
#### Insight Survey Results

	Responses
Very Supportive	758
Somewhat Supportive	673
Neither Support nor Oppose	252
Somewhat Oppose	99
Very Opposed	110
I don't know	181

#### Stand Alone Survey Results

	Responses
Very Supportive	31
Somewhat Supportive	13
Neither Support nor Oppose	1
Somewhat Oppose	1
Very Opposed	3
I don't know	0

Buildings should be built to the front property line (0 m Setback)



#### Insight Survey Results

	Responses
Very Supportive	1023
Somewhat Supportive	709
Neither Support nor Oppose	162
Somewhat Oppose	64
Very Opposed	50
I don't know	65

#### Stand Alone Survey Results

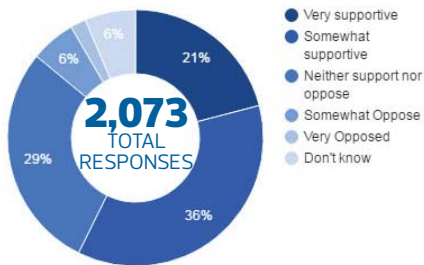
	Responses
Very Supportive	12
Somewhat Supportive	8
Neither Support nor Oppose	9
Somewhat Oppose	10
Very Opposed	7
I don't know	3



# Public Consultation Summary

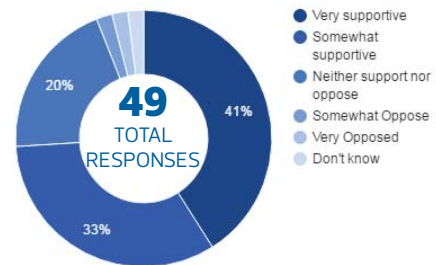
## What We Heard: Main Streets Overlay Review

Store frontages are 10 metres wide to encourage more shops and entrance ways.



Insight Survey Results

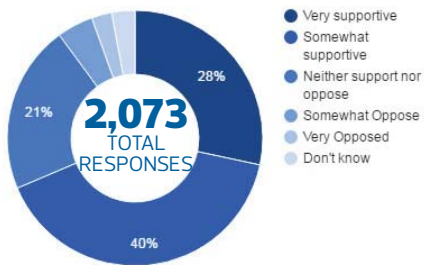
	Responses
Very Supportive	434
Somewhat Supportive	754
Neither Support nor Oppose	594
Somewhat Oppose	117
Very Opposed	41
I don't know	133



Stand Alone Survey Results

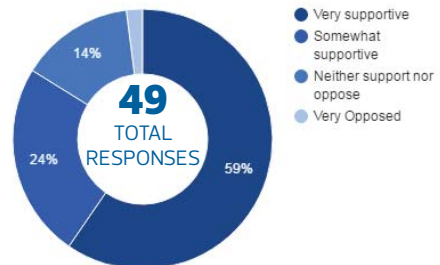
	Responses
Very Supportive	20
Somewhat Supportive	16
Neither Support nor Oppose	10
Somewhat Oppose	1
Very Opposed	1
I don't know	1

Decorative lighting be included as a design feature on new buildings



Insight Survey Results

	Responses
Very Supportive	588
Somewhat Supportive	834
Neither Support nor Oppose	442
Somewhat Oppose	95
Very Opposed	53
I don't know	61



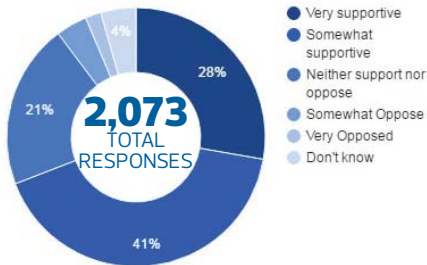
Stand Alone Survey Results

	Responses
Very Supportive	29
Somewhat Supportive	12
Neither Support nor Oppose	7
Somewhat Oppose	0
Very Opposed	1
I don't know	0

# Public Consultation Summary

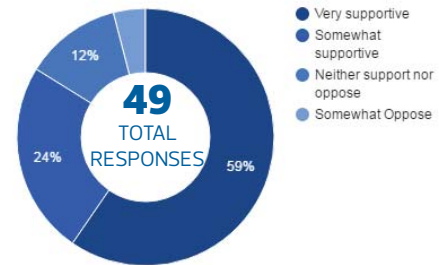
## What We Heard: Main Streets Overlay Review

*Entrance features should be included as a design feature on new buildings*



**Insight Survey Results**

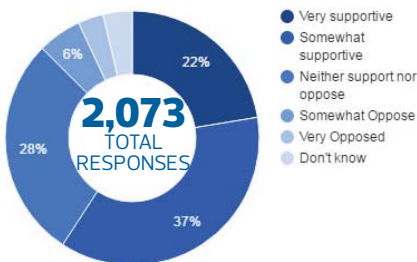
	Responses
Very Supportive	575
Somewhat Supportive	858
Neither Support nor Oppose	427
Somewhat Oppose	81
Very Opposed	41
I don't know	91



**Stand Alone Survey Results**

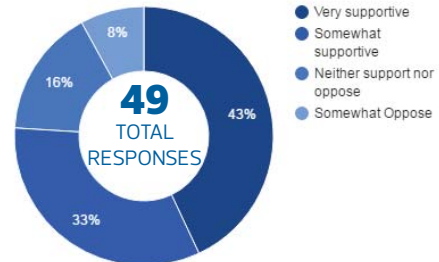
	Responses
Very Supportive	29
Somewhat Supportive	12
Neither Support nor Oppose	6
Somewhat Oppose	2
Very Opposed	0
I don't know	0

*Varied roof design should be included as a design feature on new buildings*



**Insight Survey Results**

	Responses
Very Supportive	464
Somewhat Supportive	763
Neither Support nor Oppose	586
Somewhat Oppose	116
Very Opposed	67
I don't know	77



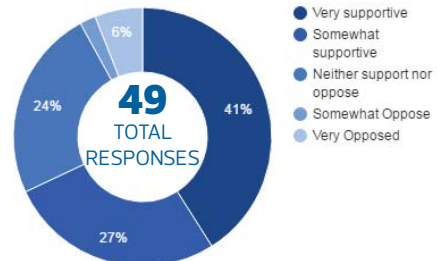
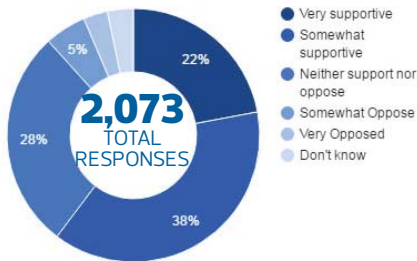
**Stand Alone Survey Results**

	Responses
Very Supportive	21
Somewhat Supportive	16
Neither Support nor Oppose	8
Somewhat Oppose	4
Very Opposed	0
I don't know	0

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

*Awnings and canopies should be included as a design feature on new buildings*



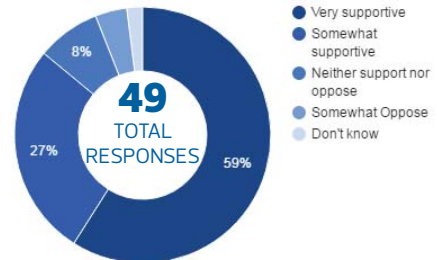
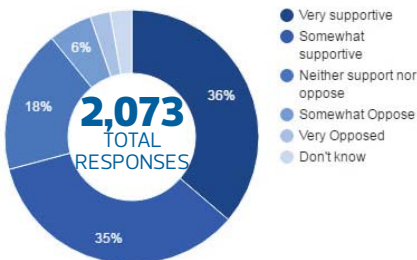
### Insight Survey Results

	Responses
Very Supportive	457
Somewhat Supportive	793
Neither Support nor Oppose	580
Somewhat Oppose	110
Very Opposed	64
I don't know	69

### Stand Alone Survey Results

	Responses
Very Supportive	20
Somewhat Supportive	13
Neither Support nor Oppose	12
Somewhat Oppose	1
Very Opposed	3
I don't know	0

*Landscaping for all seasons should be required to be provided*



### Insight Survey Results

	Responses
Very Supportive	752
Somewhat Supportive	717
Neither Support nor Oppose	379
Somewhat Oppose	115
Very Opposed	53
I don't know	57

### Stand Alone Survey Results

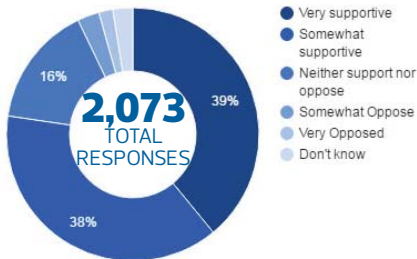
	Responses
Very Supportive	29
Somewhat Supportive	13
Neither Support nor Oppose	4
Somewhat Oppose	2
Very Opposed	0
I don't know	1



# Public Consultation Summary

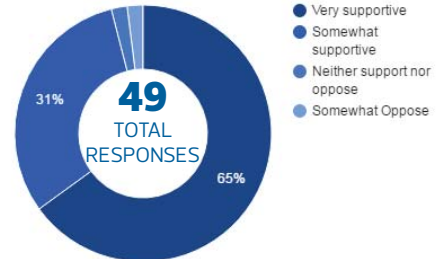
## What We Heard: Main Streets Overlay Review

Ground floor Commercial shops should have large windows that allow pedestrians to see inside



### Insight Survey Results

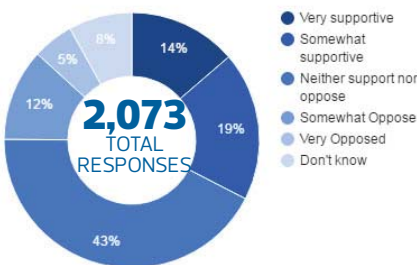
	Responses
Very Supportive	809
Somewhat Supportive	794
Neither Support nor Oppose	322
Somewhat Oppose	58
Very Opposed	37
I don't know	53



### Stand Alone Survey Results

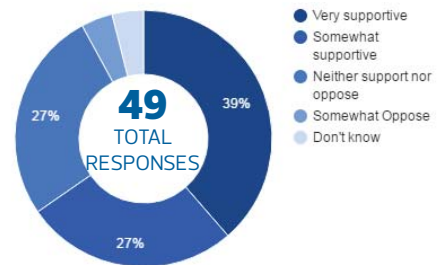
	Responses
Very Supportive	32
Somewhat Supportive	15
Neither Support nor Oppose	1
Somewhat Oppose	1
Very Opposed	0
I don't know	0

Stucco should be limited to a maximum of 25% of the building



### Insight Survey Results

	Responses
Very Supportive	284
Somewhat Supportive	391
Neither Support nor Oppose	882
Somewhat Oppose	242
Very Opposed	107
I don't know	167



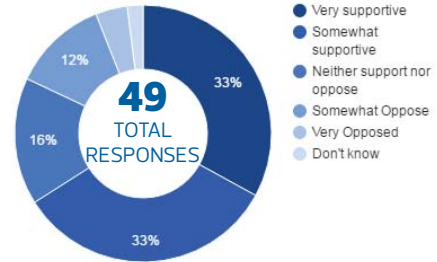
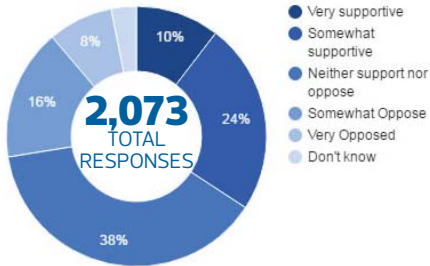
### Stand Alone Survey Results

	Responses
Very Supportive	19
Somewhat Supportive	13
Neither Support nor Oppose	13
Somewhat Oppose	2
Very Opposed	0
I don't know	2

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

Require buildings to be painted in bright colours



### Insight Survey Results

	Responses
Very Supportive	216
Somewhat Supportive	493
Neither Support nor Oppose	793
Somewhat Oppose	339
Very Opposed	167
I don't know	65

### Stand Alone Survey Results

	Responses
Very Supportive	16
Somewhat Supportive	16
Neither Support nor Oppose	8
Somewhat Oppose	6
Very Opposed	2
I don't know	1

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

### Question 3: Streetscapes

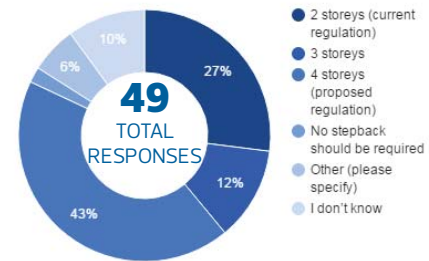
The size of buildings along main streets can affect how welcoming a street feels to pedestrians, and the amount of sunlight that shines on the street. The current overlay requires any buildings over 2 storeys to be stepped back by 4.5 m above the second floor. The City is proposing to increase this height to 4 storeys before a stepback is required. The stepback is also proposed to be reduced to 2.5 m. The purpose of this change is to encourage new development along main streets while making sure new buildings aren't too high and overshadow the street.

How many storeys do you think should be allowed before a stepback is required?



#### Insight Survey Results

	Responses
2 Storeys (current regulation)	632
3 Storeys	277
4 Storeys (proposed regulation)	565
No Stepback should be required	119
Other (see below)	67
I don't know	413



#### Stand Alone Survey Results

	Responses
2 Storeys (current regulation)	13
3 Storeys	6
4 Storeys (proposed regulation)	21
No Stepback should be required	1
Other (see below)	3
I don't know	5

### Other (Please specify)

When asked what other considerations should be made regarding stepbacks highlighted three main themes:

- That the number of stories should be contextual with the street
- Less than four stories
- That people weren't sure.

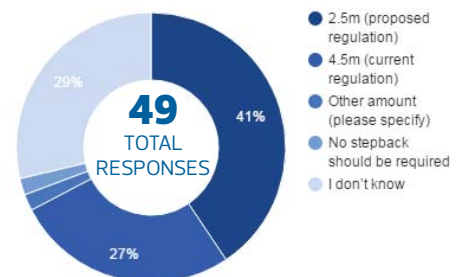
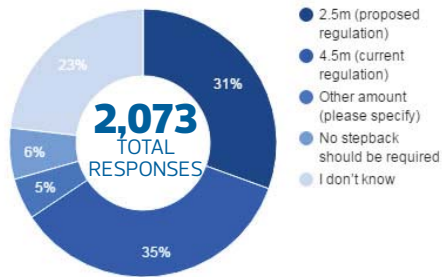
The importance of sunlight on the street was also highlighted.

	Responses
Number of stories should be contextual with the street	18
Less than 4 stories	14
Unsure/Don't Care	10
Depends on which direction the building is facing/lower on the south side to allow sun exposure	9
4-6 stories	8
Let the market/developer decide	4
Number of stories should be related to street width	3
Other	4
<b>TOTAL</b>	<b>70</b>

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

How far back do you think the setback should be?



### Insight Survey Results

	Responses
2.5 m (proposed regulation)	633
4.5 m (current regulation)	728
Other amount (see below)	103
No Stepback should be required	128
I don't know	481

### Stand Alone Survey Results

	Responses
2.5 m (proposed regulation)	20
4.5 m (current regulation)	13
Other amount (see below)	1
No Stepback should be required	1
I don't know	14

### Other (Please specify)

The response to this question highlighted three main themes:

- That setbacks should be 3 m and under
- that they should be between 3–5 m
- that they should be contextual with the street and sidewalk width

The importance of sunlight on the street was also highlighted and to accommodate a patio area.

	Responses
Step backs should 3 m and under	25
Step backs should be between 3–5 m	22
Stepbacks should be contextual with street/sidewalk width	12
Other	12
Unsure/Don't care	11
Stepback should be to optimize sun exposure	8
Over 5 m to accommodate a patio area	8
Stepback should be relative to height	4
Let the market decide	2
<b>TOTAL</b>	<b>104</b>

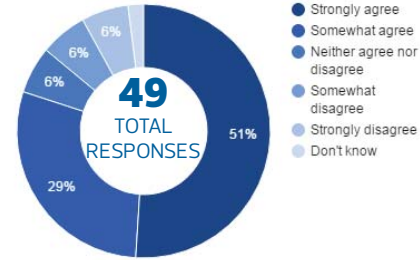
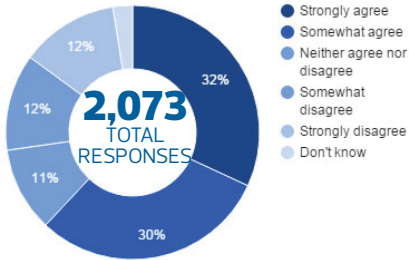
# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

### Question 4: Parking

Many of Edmonton's commercial main streets were built before the City had its current parking requirements. As a result, meeting the current parking requirements in these areas is very challenging and could require entire buildings to be demolished for parking lots. The existing overlay reflects this reality by providing a reduction in parking for commercial uses along main streets. City staff are proposing additional reductions in the overlay, particularly for eating and drinking establishments like restaurants and bars, and apartments above commercial uses. What is your level of agreement with the following statements?

*I support reduced parking requirements on main streets.*



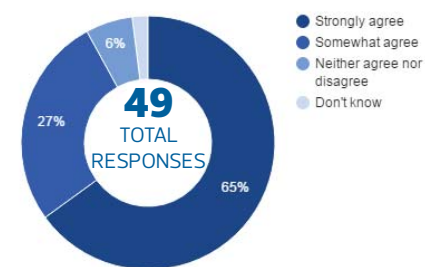
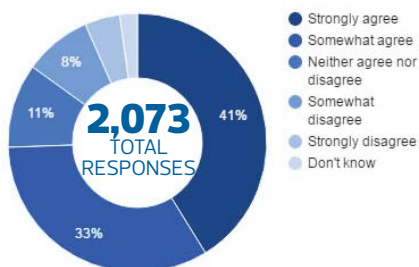
#### Insight Survey Results

	Responses
Strongly Agree	661
Somewhat Agree	624
Neither Agree or Disagree	223
Somewhat Disagree	255
Strongly Disagree	258
I don't know	52

#### Stand Alone Survey Results

	Responses
Strongly Agree	25
Somewhat Agree	14
Neither Agree or Disagree	3
Somewhat Disagree	3
Strongly Disagree	3
I don't know	1

*Parking requirements should not create barriers to new businesses opening.*



#### Insight Survey Results

	Responses
Strongly Agree	854
Somewhat Agree	689
Neither Agree or Disagree	218
Somewhat Disagree	175
Strongly Disagree	91
I don't know	46

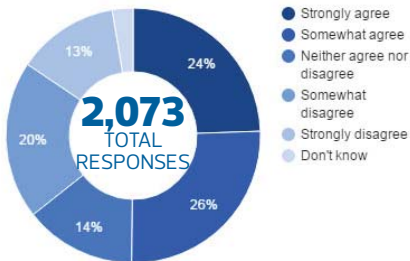
#### Stand Alone Survey Results

	Responses
Strongly Agree	32
Somewhat Agree	13
Neither Agree or Disagree	3
Somewhat Disagree	0
Strongly Disagree	0
I don't know	1

# Public Consultation Summary

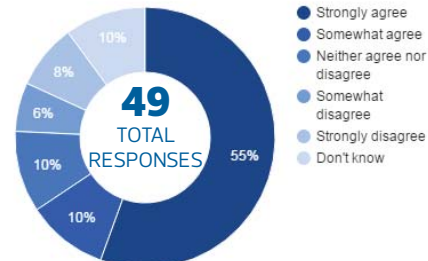
## What We Heard: Main Streets Overlay Review

*Parking minimums for businesses should be removed altogether so that they can decide what works best for them and their customers.*



### Insight Survey Results

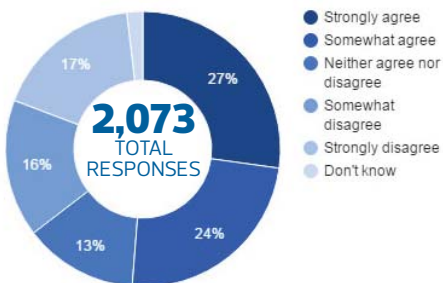
	Responses
Strongly Agree	507
Somewhat Agree	533
Neither Agree or Disagree	294
Somewhat Disagree	416
Strongly Disagree	268
I don't know	55



### Stand Alone Survey Results

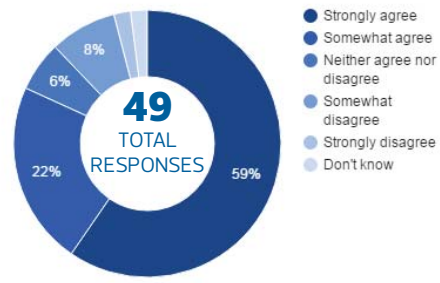
	Responses
Strongly Agree	27
Somewhat Agree	5
Neither Agree or Disagree	5
Somewhat Disagree	3
Strongly Disagree	4
I don't know	5

*Reduced parking can encourage more people to walk, bike, or take transit to main streets*



### Insight Survey Results

	Responses
Strongly Agree	564
Somewhat Agree	498
Neither Agree or Disagree	277
Somewhat Disagree	335
Strongly Disagree	360
I don't know	39



### Stand Alone Survey Results

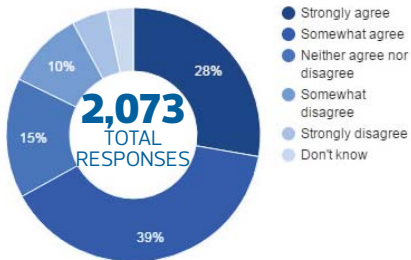
	Responses
Strongly Agree	29
Somewhat Agree	11
Neither Agree or Disagree	3
Somewhat Disagree	4
Strongly Disagree	1
I don't know	1



# Public Consultation Summary

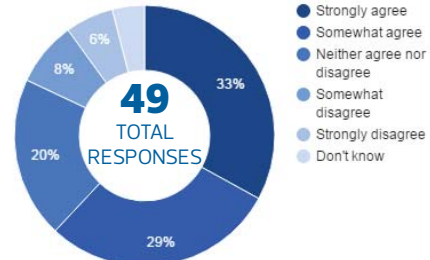
## What We Heard: Main Streets Overlay Review

Residential neighbourhoods are negatively impacted by on-street parking from nearby main street areas.



Insight Survey Results

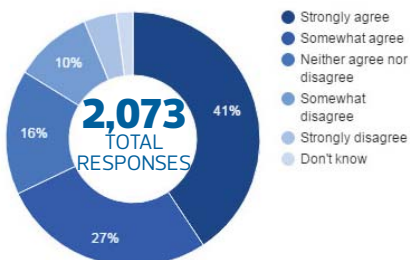
	Responses
Strongly Agree	575
Somewhat Agree	813
Neither Agree or Disagree	316
Somewhat Disagree	205
Strongly Disagree	95
I don't know	69



Stand Alone Survey Results

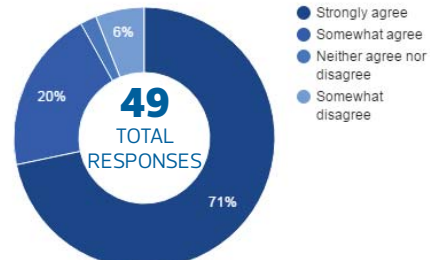
	Responses
Strongly Agree	16
Somewhat Agree	14
Neither Agree or Disagree	10
Somewhat Disagree	4
Strongly Disagree	3
I don't know	2

Surface parking should not be a dominant feature of main street areas.



Insight Survey Results

	Responses
Strongly Agree	843
Somewhat Agree	565
Neither Agree or Disagree	329
Somewhat Disagree	206
Strongly Disagree	86
I don't know	44



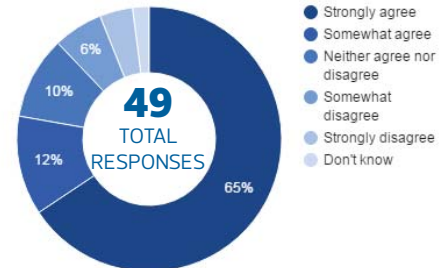
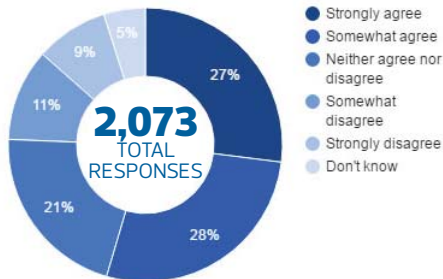
Stand Alone Survey Results

	Responses
Strongly Agree	35
Somewhat Agree	10
Neither Agree or Disagree	1
Somewhat Disagree	3
Strongly Disagree	0
I don't know	0

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

*Lower parking requirements support vibrant main streets.*



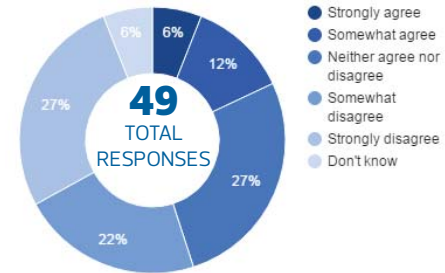
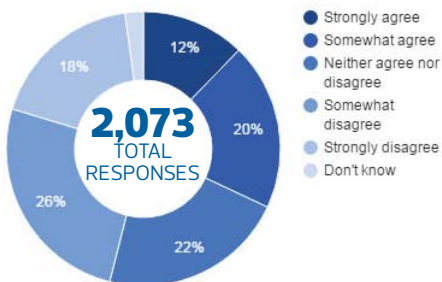
### Insight Survey Results

	Responses
Strongly Agree	560
Somewhat Agree	571
Neither Agree or Disagree	437
Somewhat Disagree	225
Strongly Disagree	178
I don't know	102

### Stand Alone Survey Results

	Responses
Strongly Agree	32
Somewhat Agree	6
Neither Agree or Disagree	5
Somewhat Disagree	3
Strongly Disagree	2
I don't know	1

*Each business should provide enough parking to accommodate all their customers.*



### Insight Survey Results

	Responses
Strongly Agree	254
Somewhat Agree	409
Neither Agree or Disagree	455
Somewhat Disagree	534
Strongly Disagree	376
I don't know	45

### Stand Alone Survey Results

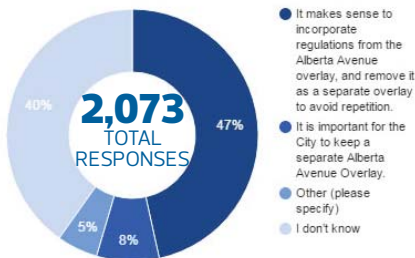
	Responses
Strongly Agree	3
Somewhat Agree	6
Neither Agree or Disagree	13
Somewhat Disagree	11
Strongly Disagree	13
I don't know	3

# Public Consultation Summary

## What We Heard: Main Streets Overlay Review

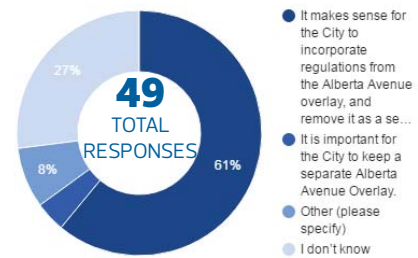
### Question 5: Alberta Avenue Pedestrian Commercial Shopping Street Overlay

The Alberta Avenue Pedestrian Commercial Shopping Street Overlay is a set of regulations similar in content to the Pedestrian Commercial Shopping Street Overlay but only applies along 118 Avenue. The regulations in the Alberta Avenue Overlay make a lot of sense for main streets across Edmonton. As such, City staff are proposing to incorporate all the regulations from the Alberta Avenue Overlay into the main Pedestrian Commercial Shopping Street Overlay. The Alberta Avenue Overlay would then be removed and the main Pedestrian Commercial Shopping Street overlay applied to Alberta Avenue. Which statement best describes your opinion?



#### Insight Survey Results

	Responses
It makes sense for the City to incorporate regulations from the Alberta Avenue overlay, and remove it as a separate overlay to avoid repetition	965
It is important for the City to keep a separate Alberta Avenue Overlay	166
Other (please specify)	109
I don't know	833



#### Stand Alone Survey Results

	Responses
It makes sense for the City to incorporate regulations from the Alberta Avenue overlay, and remove it as a separate overlay to avoid repetition	30
It is important for the City to keep a separate Alberta Avenue Overlay	2
Other (please specify)	4
I don't know	13

### Other (Please Specify)

The response to this question highlighted that the overlay should be sensitive to characteristics of different neighbourhoods to allow for differences and variety and that more information is required for people to form an opinion.

	Responses
Overlays should be sensitive to characteristics of neighbourhoods (positive and negative)	33
Other	32
More Information required	28
Makes sense to include	11
Unsure/Don't Care	8
Should not include	3
TOTAL	115

### Question 6:

Do you have any other feedback you would like to provide to City staff as it prepares changes to the regulations along the city's pedestrian-oriented commercial shopping streets?

### The response to this question highlighted three main themes:

- that parking and the ability to drive is important
- that the city needs to support pedestrian-oriented development
- that the design of new development along main streets be higher quality in design

#### Parking / Ability to drive is important

Of the 755 written comments, 162 dealt specifically with parking. The majority of these comments were in opposition to the reduction of parking requirements along the city's main streets. Opinions were expressed that transit and cycle infrastructure was less efficient than driving and parking in the area, or that by reducing parking requirements, you will deter individuals from shopping in Main Street areas.

#### Pedestrian Friendly consideration is important

Responses regarding pedestrian friendly considerations was varied and diverse. Many respondents supported the regulations that encouraged a pedestrian-friendly street, such as the 1.0 m setback requirements. However, others felt the city was being too prescriptive and should allow developers or the market decide on the best type of built form. Others felt that too many restrictions with colours, lighting and surfaces (like stucco), you tend to get less diversity and more of the same type of built form.

#### Inclusive Design

The majority of feedback under this topic included comments related to the design of the street infrastructure, such as curb ramps, universal design and safe street crossings for pedestrians.

#### Other Comments

The remaining comments focused on the design regulations, transit, the winter city strategy and pedestrian safety.

	Responses
Parking / Ability to drive is important	162
Pedestrian Friendly consideration is important	109
Inclusive Design (incorporating all transportation modes and accessibility needs)	87
Design/Regulation Suggestion	72
Further Consideration required	64
Transit is important	55
Winter / Weather should be considered	53
Other	51
Safety	43
Don't Over regulate/let businesses decide	32
Cycling is important	27
<b>TOTAL</b>	<b>755</b>