



What We Heard Report: Station Pointe Rezoning

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Project Background

The City is exploring changing Station Pointe's zoning from Direct Control (DC1) to the standard zone of Low Rise Apartment housing (RA7) to encourage development. This would mean moving away from requiring high density or tower apartments, and moving towards lower density housing such as townhomes and low rise apartments.

Project Timeline



In this stage, the City is engaging the community and stakeholders on the opportunities and challenges of rezoning **Station Pointe** from the current **Direct Control (DC1)** zone to the standard **Low-Rise Apartment Housing (RA7)** zone.

The City will analyze the information gathered and use it to inform a rezoning application and report to council.



What Was Done: Stage 2

In Stage 2 of the project, the City had conversations with stakeholders, attended a workshop put on by the Balwin and Belvedere Neighborhood Revitalization groups, and held a drop-in engagement session.

ACTIVITY	TIMELINE
Outreach	
+ Stakeholder Conversations	<i>April – June 2019</i>
+ Revitalization Workshop	<i>May 4, 2019</i>
Engagement	
+ Drop-In Engagement Session	

Through these sessions, and through several meetings and conversations, the City engaged a variety of internal and external stakeholders and community members:

City of Edmonton

City Councillors

City Operations

- + Yellow Head Trail Expansion Team

Communications and Engagement

Urban Form and Corporate Strategic Development

- + City Planning
- + Economic and Environmental Sustainability
- + Neighborhood Revitalization
- + Real Estate and Housing

External Stakeholders

Fort Road Business Association

Urban Land Institute

Urban Development Institute

Real Estate Advisory Committee

Canada Home Builders Association

Infill Development in Edmonton Association

Community Stakeholders

- + Belvedere Community League
- + Balwin Community League

General Public

Balwin and Belvedere residents

Surrounding community residents

Engagement Summary

A drop-in engagement session was held to gather information about the opportunities and challenges of rezoning Station Pointe from its current DC1 (Direct Control) zoning to the standard RA7 (Low Rise Apartment) zone. City staff also attended an workshop put on by the Balwin & Belvedere Neighborhood Revitalization group.

Participants were shown a series of boards outlining the background of Station Pointe, reasons for changing Station Pointe's zoning, a comparison of the development that would occur under both the current DC1 (Direct Control) and proposed RA7 (Low Rise Apartment Housing) zones, and the factors that Administration is considering in deciding to change the zoning*. They were invited to share their feedback on the proposed zoning changes. This feedback will be used to inform a rezoning application and council report.

Invitations to the drop-in engagement session were posted on various social media platforms, advertised in newspapers, and mailed to 1000+ community residents.

**Engagement
Session
Attendance**

WORKSHOP

75

DROP-IN ENGAGEMENT SESSION

31



I am in favor of the RA7 if it means that this is what it takes to get this site completed. I want RA7 units that look attractive resulting in increased sales and vibrancy in the area.

Lets get this done!

– Community Member



* see Appendix A for the engagement session content

Results and Findings

All of the community members and stakeholder groups provided us with critical feedback, with many choosing to take the opportunity to have open-ended conversations with the project team. We recorded over 50 comments about the opportunities and challenges of rezoning Station Pointe, and had over 40 conversations with community members.

Density

- + **neutral about lowering density**
Most people seemed neutral to lower density in Station Pointe – they preferred development of any kind.
- + **transit oriented development**
Some community members expressed concerns that lowering the density did not align with Transit Oriented Development guidelines, and previous plans for Station Pointe.

Development

- + **prioritizing development**
We heard that people would prefer to see the site developed, regardless of the density.
- + **commercial uses**
Most people indicated that they did not want to see commercial uses removed from the zoning, however the “general retail” use in the RA7 zone seemed to be adequate.
- + *We heard from the Business Improvement Area board that Station Pointe Lands provide an opportunity to test how to accommodate flexibility in regulatory system and that the area started as a commercial area and maybe should go back to commercial*
- + **food desert**
Some people indicated that there was a need for amenities such as a grocery store in the area.

Parking

- + **ensure adequate supply**
We heard that community members wanted to ensure that parking was included on site, to prevent competition for on-street parking within the existing neighbourhoods.

Housing tenure

- + **tenancy vs. owner-occupancy**
Some people expressed a concern that rezoning to a Low Rise Apartment zone would encourage rental units, as opposed to home ownership.

Beautification

- + **development will help clean up the area**
We heard that people wanted to see development on the site sooner rather than later, so that the area will look nicer. Development was seen as a catalyst for cleaner streets and adjacent neighbourhoods.

“ This will hopefully reduce the garbage and graffiti from continuing to accumulate.
– Community Member

”

Contextual

+ social challenges

We heard that many people felt the negative impacts of social challenges in some of the surrounding communities were affecting the development of Station Pointe.

+ how we got here

Many people had questions and comments about how we got to this point – and why the City built Station Pointe in the first place.



Glad there will be commercial space. Would help encourage people to live in Belvedere.

– Community Member



Out of Scope

The following feedback was out of scope for this project, however was forwarded to the appropriate team.

+ affordable housing

Many people let us know that they were against affordable housing in the area – however, zoning does not regulate based on income level or rental prices.

+ 66 street

We heard that some people were concerned there was not access from 66 street onto Station Pointe – they saw this as another barrier to development.

+ yellow head trail expansion

Many people chose to let us know their thoughts on the Yellow Head Trail Expansion project, and how the project interfaced with 66th street and the adjacent communities.

+ traffic

We heard that people were concerned about traffic circulation in the Belvedere area in general.

As a Result, What Has Changed?

The level of interest exceeded expectations, and we heard clearly that the success of Station Pointe is important to the community and stakeholders. The project team will draft a rezoning application and report to council that takes into account the community's concerns about commercial uses, parking requirements, and prioritizing development.

All of the feedback received in Stage 2 was reviewed by the project team. Based on this feedback, the following will be incorporated into the rezoning application and report to Council:

- + **Development over density:** lower density is alright, if that's what it takes for development to be successful at Station Pointe.
- + **Amenities:** the community feels that commercial amenity space is needed – options such as a food store were important.
- + **TOD:** while the community felt that Station Pointe was disconnected from the Belvedere LRT station, they also saw the station as an asset – the rezoning application should take into account Station Pointe's proximity to transit.
- + **Revitalization:** the rezoning application and report to Council should align with neighborhood revitalization efforts in the adjacent Balwin and Belvedere communities to address some of the social challenges of the area.
- + **Transparency:** the community has concerns about affordable housing in the area. The rezoning application and report should be transparent about the role of zoning and the City's direction with respect to affordable housing.



This is still a Transit Oriented Development opportunity.

– External Stakeholder



Would like to see commercial uses – things that were at this location before Fort Road was expanded.

– Community Member



What's Next

The City will use the feedback gathered from the engagement sessions held, and draft a rezoning application and report to Council.

ACTIVITY	TIMELINE
Engagement (Stage 2)	
+ Stakeholder Conversations	<i>April – June 2019</i>
+ 2 Drop-In Engagement Sessions	<i>May 2019</i>
+ What We Heard Report	<i>July 2019</i>
Analyze (Stage 3+4)	
+ Analyze Data	<i>July 2019</i>
+ Draft Rezoning Application and Council Report	<i>July – August 2019</i>
Council Report (Stage 5)	
+ Rezoning Application and Report to Council	<i>Fall 2019</i>



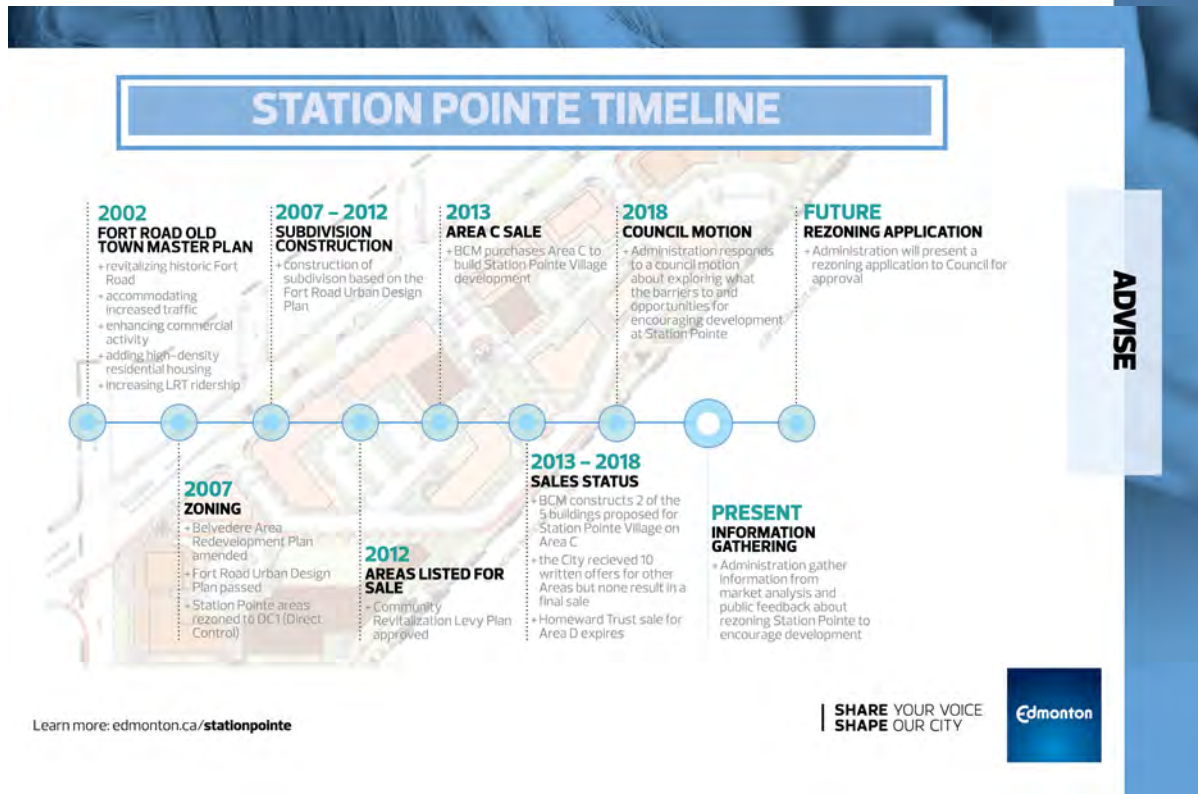
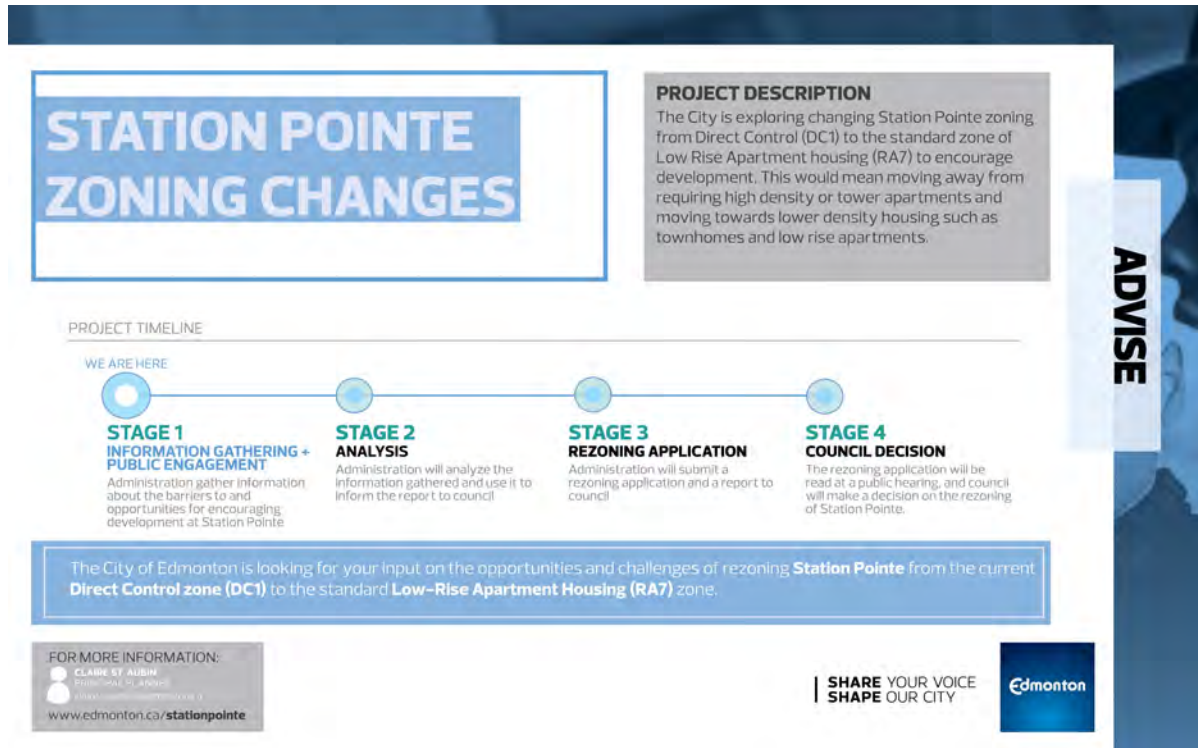
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Please visit edmonton.ca/stationpointe

Appendix A: Station Pointe Rezoning Engagement Content



CONTEXT



Learn more: edmonton.ca/stationpointe

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ADVISE

WHY CHANGE STATION POINTE'S ZONING?



VIBRANCY

Encourage more people and new homes in the neighbourhood



REVITALIZATION

More people means more local shopping and reinvestment in the neighbourhood



HOUSING CHOICE

More modest, affordable home choices in the neighbourhood



OPPORTUNITY

Options for people and families to live near jobs, schools, transit and parks.

Learn more: edmonton.ca/stationpointe

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ADVISE

WHAT WOULD CHANGE?

	PROPOSED ZONING: RA7	CURRENT ZONING: DC1
USE	Housing is the main use, with limited commercial uses allowed	Requires mixed use along Fort Road, commercial on ground level and residential above
DENSITY	Allows for townhomes to low-rise apartments (4 storeys) Approximately 548 Housing Units	Requires tall / tower apartment buildings Approximately 1400 Housing Units
PARKING	Surface parking allowed	No surface parking (parking must be in a structure)

Learn more: edmonton.ca/stationpointe

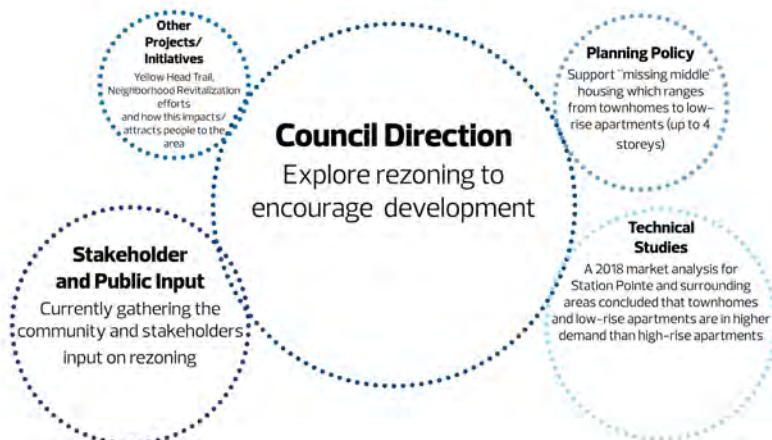
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FACTORS

In deciding to change the zoning of Station Pointe, the City is considering many factors:



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