



# District Planning

Edmonton

Conversation Starter #4

**How will Edmontonians  
Provide Input?**





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District General Policy last year. They told us what they thought and we used their ideas to draft all 15 district plans.

- + The project team put on eight online information sessions open to all Edmontonians in June and July 2021. They were to let people know about the project and see what questions they had.

## Why Engage Now?

Drafting all 15 district plans is a lot of work and the project team is working on a few district plans at a time. We will release all 15 district plans at the same time. We are doing it this way to make sure that each district has a plan to look at and engage. We are ready to hear everything you have to tell us about the District General Policy, as well as the district plan that interests you the most.

We drafted these district plans using The City Plan, as well as all the older plans that have directed development in the past. Getting your ideas on how these drafts can be better is the next step before City Council looks at them and decides whether to approve them.

## Why is it Important to Engage on District plans?

The district plans and the District General Policy will guide new development in communities, such as, where apartment buildings should go. They will help City staff and Council make decisions about what kind of buildings get built and where they get built. We want people to have choices about where they live and in what type of building. We also want people to know that changes might happen in their communities. We want people to know what kind of changes to expect. We think these district plans will help with that.

What we really want to know from people is:

- + How can district plans better align with The City Plan
- + How can district plans be improved to inform planning recommendations and decisions
- + How can district plans be improved so they can guide the physical change in your district
- + Whether district plans are easy to understand and use

## What to Expect From Engagement

The District Planning project engagement will include three parts, each with various ways for you to learn and to tell us what you think.



- + In Part 1, we will let Edmontonians know about the project and when and how they can tell us what they think.
- + In Part 2, we will listen to what everyone says, to adjust the first drafts of the District General Policy and district plans.
- + In Part 3, we will share the updated drafts and collect everyone's thoughts to help the project team make the final district plans.

### Why Engage over Summer?

Project engagement Part 2 is between June 2022 until October 2022. These five months allow Edmontonians time to review and engage on the draft materials with options to engage outside in better weather.

The City uses something that we call our “Engagement Spectrum” to plan how to talk to people about projects. It is a tool that shows how big of a role the public has in making decisions about a project. The engagement approach for the District Planning project will focus on two roles for Edmontonians: Refine and Advise.



City of Edmonton Engagement Spectrum



## How Will My Feedback Be Used?

The district plans were made using content in The City Plan and existing approved plans. Because of that, we are asking for your ideas about very specific parts of the plans. We aren't creating new thoughts, ideas or visions. We are just making sure that what we've put in the district plans matches what's in The City Plan and other plans.

In this regard, we are asking you to share your feedback ("advise" on the spectrum) and also to adapt the district plans that have been already written ("refine"). It's important for everyone to know that we aren't creating new directions or visions in the project.

See **Conversation Starter #3: How are the District General Policy and the District Plans Being Drafted?** to learn more about their content sources and constraints.

## District Planning and the Zoning Bylaw Renewal Initiative

Over the next year, District Planning and the Zoning Bylaw Renewal Initiative will work together to make it easier for Edmontonians, industry and community organisations to tell us what they think.

To read more about the **Zoning Bylaw Renewal Initiative**, visit [edmonton.ca/zoningbylawrenewal](http://edmonton.ca/zoningbylawrenewal) or contact them at 311.

## Who Will be Engaged?

The project team really wants to hear from lots of different people. We know it is important to City Council that we hear from many Edmontonians about these plans. We will use lots of different ways for people to learn about the project and also to tell us what they think.

We hope to hear from:

## Indigenous Engagement

Indigenous Nations and Communities have significant historical and cultural connections to the land in Edmonton. To respect the unique engagement interests, cultural context and capacity of Indigenous Nations and Communities, Indigenous engagement will be carried out through a separate engagement stream.



Residents



Community Leagues



Institutions



Industry and the business community



City Staff







### Using our Existing Networks

We will ask for help from our core stakeholders and existing networks in the community to share communications related to upcoming District Planning engagement opportunities. In working together, we can broaden our reach.

## Part 2: REFINE Engagement

In Part 2, we will ask people what they think about the first drafts of the District General Policy and district plans. People can tell us what they think about:

- + Are the plans clear?
- + Are they missing anything?
- + Is there any wrong information?
- + Do existing plans have an impact?
- + Do they give the right amount of information?
- + Do they have the same direction as the City Plan?

Engagement between June 2022 and August 2022 will focus on the content of the District General Policy. All 15 district plans will be ready for engagement in August 2022. Edmontonians can submit input and feedback on both the district plans and District General Policy until October 2022.

## Part 3: ADVISE Engagement

In Part 3, we will share how what you told us in Part 2 was used to change the draft District General Policy and district plans. We will also tell you what input could not be used and why. You'll also be able to tell us what you think about the final plans, and we will share that with City Council.





## How to Submit Feedback

The District Planning team wants to make sure that they are hearing lots of different ideas in lots of different places. Some ways will be quick and simple and some will take longer and be more in depth. The team will also offer you and others a choice in how you can tell us what you think. Using different online, in-person and self-directed activities will help make sure we hear from as many people as we can.

## Ways We Will Engage



**Pop-up Public  
Engagement Session**



**Community  
Meetings**



**Surveys**



**Coffee  
Chats**



**Public  
Workshops**



**Engage  
Edmonton**



**Child Friendly  
Worksheets**



**Online**



**In-Person**

### What about Covid-19?

District Planning is planning for in-person events for Part 2 and Part 3. Meanwhile, online options will also be available. The project team is designing flexible activities so everyone can participate in whichever format they choose.

## Engagement Activities

There will be activities for everyone, whether you are new to Edmonton's planning process, participated in The City Plan engagement or have been involved for many years. The table below describes the three types of engagement activities: Getting Started, Jumping In and Diving In.



Activities are categorised by how long each activity will take. Events will offer one or a combination of these types of activities. The ideas we collect for each activity will build off each other and help us decide what the next activities will look like.

| Activity Type                     | Description  | Audience                                       | Time                  |
|-----------------------------------|--|--|-----------------------|
| <b>Getting Started Activities</b> | Sharing first reactions to, concerns and ideas about the draft district plans. Ideas will be used to plan future activities and topics to explore.                                     | Open to Everyone                               | 5 to 30 minutes       |
| <b>Jumping In Activities</b>      | Reviewing the draft district plans for gaps, clarity, accuracy.<br><br>Suggesting improvements.<br><br>These activities will happen more than Getting Started or Diving In Activities. | Open to Everyone                               | 30 minutes to 2 hours |
| <b>Diving In Activities</b>       | Engaging in informed discussions with the project team to evaluate the draft district plan materials and share specific feedback and recommendations for refinement.                   | Highly invested community members and industry | 2 to 3 hours          |

## Get Involved

We look forward to hearing from you. Visit [edmonton.ca/districtplanning](https://edmonton.ca/districtplanning) to learn more or contact us at [districtplanning@edmonton.ca](mailto:districtplanning@edmonton.ca) or through 311.

Check out the other Conversation Starters to learn more about:

- What is the District Planning project?
- What are the District General Policy and the district plans?
- How are the District General Policy and the district plans being drafted?
- How are the District General Policy and District Plans Intended to be Used?
- How will the District General Policy and district plans be monitored and updated?