

# What We Heard Report

## Village at ICE District

### LDA19-0253

Edmonton

## Public Engagement Feedback Summary

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<b>Project Address:</b>	Lands north of Rogers Place, between 105 Avenue and 106 Avenue and from the lane between 101 street and 102 street to 104 street.
<b>Project Description:</b>	<p>Proposed rezoning from two existing (DC1) Direct Development Control Provisions to a new Special Area Zone called the (CMUV) Central McDougall Urban Village Zone and the (AP) Public Park Zone. A portion of the existing DC1 Provision (Area 5 - Precinct C) would remain on the north edge of the rezoning area.</p> <p>The proposed rezoning would allow for the development of a high-density, mixed-use urban village containing a maximum of 2,500 new residential units, retail and commercial space as well as a new public park of at least 2000 m<sup>2</sup>. Development of the area would happen over many years and include a variety of buildings, with maximum allowable heights of between 26 and 90 metres (approximately 6 to 25 storeys) and a maximum overall floor area ratio of 10.0</p>
<b>Project Website:</b>	<p><a href="https://www.edmonton.ca/residential_neighbourhoods/neighbourhoods/ice-phase-2-rezoning">https://www.edmonton.ca/residential_neighbourhoods/neighbourhoods/ice-phase-2-rezoning</a></p> <p>The application's project webpage can be found in this <a href="#">link</a>.</p>
<b>Engagement Format:</b>	<p><a href="https://engaged.edmonton.ca/VillageAtIceDistrict">https://engaged.edmonton.ca/VillageAtIceDistrict</a></p>
<b>Engagement Dates:</b>	April 4 - April 24, 2022
<b>Number Of Visitors:</b>	<ul style="list-style-type: none"><li>• Engaged: 24</li><li>• Informed: 212</li><li>• Aware: 511</li></ul> <p>See "Web Page Visitor Definitions" at the end of this report for explanations of the above categories.</p>

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## About This Report

The information in this report includes summarized feedback received from April 4 - April 24, 2022, through online engagement via the Engaged Edmonton platform and emails submitted directly to the file planner.

The public feedback received will be considered during the planning analysis to ensure the review of the application takes local context into consideration and is as complete as possible. It will also be used to inform conversations with the applicant about potential revisions to the proposal to address concerns or opportunities raised.

This report is shared with all web page visitors who provided their email address for updates on this file. This summary will also be shared with the applicant and the Ward Councilor and will be an Appendix to the Council Report should the application proceed to a Public Hearing.

The planning analysis and how feedback informed that analysis will be summarized in the City's report to City Council if the proposed rezoning goes to a future City Council Public Hearing for a decision. The City's report and finalized version of the applicant's proposal will be posted for public viewing on the City's public hearing agenda approximately three (3) weeks prior to a scheduled public hearing for the file.

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## Engagement Format

The Engaged Edmonton web page included an overview of the application, information on the development and rezoning process and contact information for the file planner. Two participation tools were available for participants: one to ask questions and one to leave feedback.

The comments are summarized by the main themes below, with the number of times a similar comment was made by participants recorded in brackets following that comment. The questions asked and their answers are also included in this report.

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## Feedback Summary

This section summarizes the main themes collected.

Number of Responses: 24

In Support: 13

In Opposition: 4

Mixed: 7

The most common **concerns** heard were:

**Displacement of people experiencing houselessness:** Respondents are concerned about how the proposed development might affect this vulnerable population. The intended development does not comprehensively address how they will be accommodated.

The most recurring comments of **support** heard were:

**Mixed-use development and increase in density:** Respondents who provided supportive comments firmly believe that the proposed development will facilitate mixed-use development and increase the density in the downtown area.

**Utilizing Vacant lots:** Respondents believe that the intended development focuses on utilizing vacant parking lots and making the neighbourhood safe, livable and pedestrian friendly.

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## What We Heard

The following section includes a summary of collected comments with the number of times a comment was recorded in brackets.

### Reasons For Opposition

#### Affordable Housing/Houselessness

- The intended development does not address affordable housing and houselessness (2x)

#### Other

- The proposal will not improve pedestrian experience in ICE District (1x)
- Engagement is a "farce" (1x)

### Reasons For Support

- Mixed-use development and increase in density (6x)
- Vibrant, livable and safe neighbourhood (3x)
- Utilizing vacant parking lots in downtown (3x)
- Proximity along the LRT station (3x)
- Pedestrian and bike friendly (3x)
- Entertainment opportunities for downtown residents and MacEwan students (2x)
- Adjacent residential developments will benefit from the proposal (1x)
- A park/gathering space for the residents (1x)

### Suggestions For Improvement

- Collaborate with Boyle Street Community Services and draft a plan to assist the population they service, which can be affected from the proposed development (2x)
- A percentage of taxes generated from new development can be dedicated to new shelter programs supporting the houseless population (2x)
- Greater focus on environmental impacts in the design process (2x)
- If condos are proposed, it should consist of moderate size units, larger units and multiple bedrooms for different household sizes to address the shortage of larger units (2x)
- Some condo options should be dedicated to students and low-income people (2x)
- Half of the residential units should be dedicated to rental units (1x)
- Increase the height at the south end and reduce it on the north end (1x)
- Improve pedestrian experience on 105 ave (1x)
- More retail options should be considered throughout the area, especially on 104 ave (1x)
- No need for more luxury condos or cramped studios and one bedroom apartments (1x)
- 50 per cent affordable housing, including supportive housing, should be included in the proposal (1x)
- Provide low levels of vehicle parking (1x)
- Surrounding bike infrastructure should be upgraded (1x)
- Safe bike lanes and transit connections are needed in the neighbourhood (1x)
- A geoexchange system similar to Blatchford should be included in the proposal (1x)
- A food forest with permaculture principles should be considered (1x)
- Elevated park should be a priority in the first phase of the development (1x)
- Climate resilient and native plant species should be included (1x)

- Respect the surrounding area (1x)
  - Historical elements should be included in the proposed development (1x)
  - Consider public places such as basketball courts and garden/green space with accessible washrooms (1x)
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## Questions & Answers

### 1. Are vulnerable people being pushed out to make way for this proposal or will they be accommodated?

The land subject to this rezoning is mostly vacant and not commonly used for any purpose by vulnerable people or anyone else. Some of this vacant land is used for vehicle parking, and there is one small church and one office building that are included in the rezoning area. There are no formal residential uses of the land currently and no buildings that provide services or shelter to vulnerable people. As such, redevelopment of this land is not seen as having any kind of displacement effect in this area.

### 2. Where does this proposal address the Boyle Street Community Center and the people to whom it provides services?

The Boyle Street Community Services building is outside of the rezoning area and nothing is proposed to change for it or the people it serves with this application.

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## Web Page Visitor Definitions

### Aware

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

### Informed

An informed visitor has taken the 'next step' from being aware and clicked on something. We now consider the visitor to be informed about the project. This is done because a click suggests interest in the project.

### Engaged

Every visitor that contributes on the page, either by asking questions or leaving a comment, is considered to be 'engaged'.

Engaged and informed are subsets of aware. That means that every engaged visitor is also always informed AND aware. In other words, a visitor cannot be engaged without also being informed AND aware. At the same time, an informed visitor is also always aware.

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## Next Steps

The public feedback received will be considered during the planning analysis and will be included in the administration report for City Council. The administration report and finalized version of the applicant's proposal will be posted for public viewing on the [City's public hearing agenda](#) website approximately three (3) weeks prior to a scheduled public hearing for the file.

When the applicant is ready to take the application to Council and Administration makes a recommendation of Support or Non-Support:

- Notice of Public Hearing date will be sent to surrounding property owners and applicable nearby Community Leagues and Business Associations.
- Once the Council Public Hearing Agenda is posted online, members of the public may register to speak at Council by completing the form at [edmonton.ca/meetings](http://edmonton.ca/meetings) or calling the Office of the City Clerk at 780-496-8178.
- Members of the public may listen to the Public hearing on-line via [edmonton.ca/meetings](http://edmonton.ca/meetings).
- Members of the public can submit written comments to the City Clerk ([city.clerk@edmonton.ca](mailto:city.clerk@edmonton.ca)).

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If you have questions about this application please contact:

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