

WHAT WE HEARD REPORT

South Scona Parking Lot Redevelopment Application (LDA18-0414)

PROJECT ADDRESS: 8019 - 105 Street NW

- PROJECT DESCRIPTION:**
- Amendment to the Strathcona Area Redevelopment Plan (ARP)
 - Rezoning from (CB2) General Business Zone to (DC2) Site Specific Development Control Provision Zone to allow for the development of a high density mixed-use development

TYPE OF ENGAGEMENT	DATE	RESPONSES/ # OF ATTENDEES
DC2 pre-application notification	April 16, 2018	1 email, 2 phone calls
Advanced Notification	August 13, 2018	1 phone call
Public Engagement Drop-in	October 9, 2018	13 attendees

ABOUT THIS REPORT

The information in this report includes responses to the application notification and feedback gathered during and after the October 9, 2018 Public Engagement Drop-in. This report is shared with everyone who has emailed the file planner directly, and all attendees who provided their email address during the event on October 9, 2018. This summary will also be shared with the applicant and the Ward Councillor. If/when the proposed rezoning and plan amendment advances to Public Hearing, this report will be included in the information provided to City Council.

MEETING FORMAT

The meeting format was a station-based open house where attendees were able to view display boards with project information and ask questions of City Staff, the landowner, the architect and their transportation consultant. Participants were invited to share their feedback on a “Graffiti wall” by offering general feedback as well as by answering three questions:

Planning Coordination
CITY PLANNING



- What does council need to know or understand about this application?
- What you like about this application?
- What do you not like about this application?

In addition to the comments on the “Graffiti wall”, we also received 3 forms with written comments and 2 two emails with follow-up comments. The comments & questions we received are summarized by main themes below.

WHAT WE HEARD

The concerns heard were:

- **Public Realm:** Additional features could be added that would soften and create a more inviting public realm such as trees, a fountain and places to sit.
- **Podium design:** The design of the podiums should do better in reflecting the character of Old Strathcona. The podiums should also have more entrances to create a safer environment.
- **Tower design:** Improvements should be made to the current tower designs.
- **Community Amenity Contributions:** The proposed family-oriented housing is not enough. The cash contribution should go towards a recreation centre.
- **Zoning:** The zoning should remain as is.
- **Market considerations:** The development of tall towers may absorb a portion of the market that could otherwise provide medium scale built forms on other vacant pieces of land within the area that would contribute to Edmonton’s “missing middle”. If there isn’t enough market demand for this project to be fully built out, portions may remain blocked off which is not desirable from a pedestrian perspective.

The comments of support heard were:

- **Podium design:** the podium height is appropriate as is the use of brick as a material.
 - **Public Realm:** the mid-block pathway is a good idea and contributes to the area’s public realm.
 - **Parking:** the requirement for bicycle parking is good.
 - **Tower Design:** support for the use of materials (brick and black glass). The project creates a landmark for this area.
-

ANSWERS TO QUESTIONS

Why are we amending PlanWhyte before it is implemented?

- PlanWhyte will serve as a guiding document until the Strathcona ARP is amended by Council to include those suggestions found within the study. Within PlanWhyte, the subject site falls within the Urbanization District which encourages the most intensive development within the study area. This includes a suggested tower height of 50 m, though the study recognizes that taller towers could be considered, if proposed heights respond to their site size and context. Additionally, if heights are to exceed 50 m (currently proposed at 50 m, 60 m and 66 m, respectively), the proposed development should demonstrate a higher performance standard for the pedestrian experience and commitment to good urban design principles. This will factor into Administration discussions with the applicant and its' recommendation to City Council, if and when this application proceeds to a Public Hearing for Council's consideration.
-

If you have questions about this application, please contact:

Stuart Carlyle, Planner
780-496-6068
stuart.carlyle@edmonton.ca