

WHAT WE HEARD REPORT

Rezoning Public Engagement Session Feedback Summary LDA18-0478 - Downtown

PROJECT ADDRESS: 9955 - JASPER AVENUE NW
10073 - 100 STREET NW
10085 - 100 STREET NW

PROJECT DESCRIPTION: Proposed rezoning from (DC2-E) Development Agreement to (DC2) Site Specific Development Control Provision to allow for a 185.0m mixed use building.

PROJECT WEBSITE: edmonton.ca/downtown

EVENT TYPE: Public Engagement Session

MEETING DATE: Tuesday, April 30, 2019

NUMBER OF ATTENDEES: 43

ABOUT THIS REPORT

The information in this report includes feedback gathered during the April 30th, 2019 public engagement session. This report is shared with all attendees who provided their email address during the event. This summary will also be shared with the applicant and the Ward Councillor. If/when the proposed rezoning advances to Public Hearing, these comments will be summarized in a report provided to Council.

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PROPERTY HISTORY

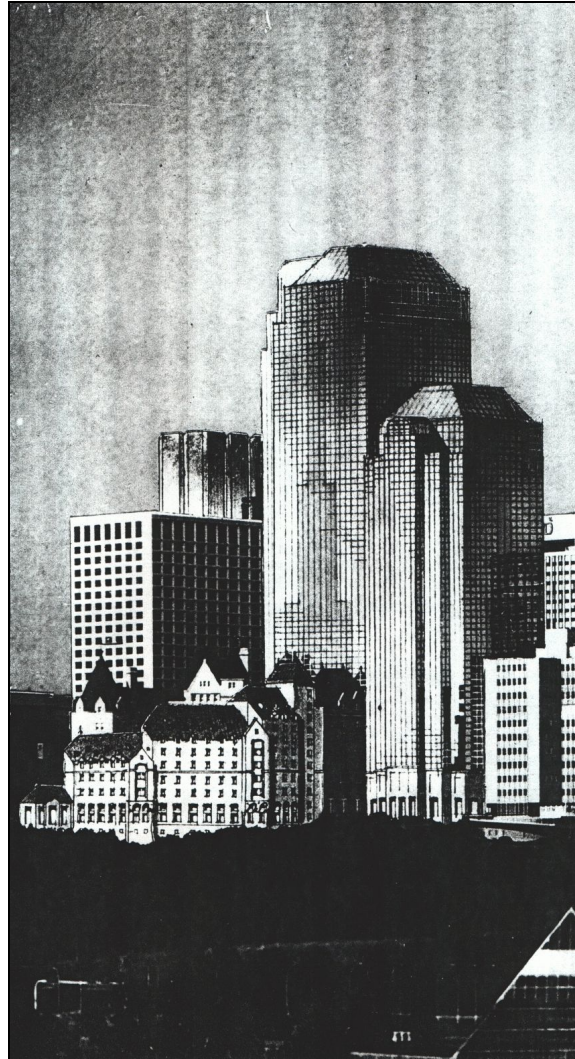
In 1983, Edmonton City Council approved the [Hotel MacDonald Agreement DC2\(E\)](#), which designated the Hotel MacDonald as a historic resource.

This agreement allowed the Hotel MacDonald to construct an addition which would expand the hotel south towards the river valley. As part of this agreement, the “air rights” for the hotel property was transferred to two adjacent sites to the north and east of the hotel.

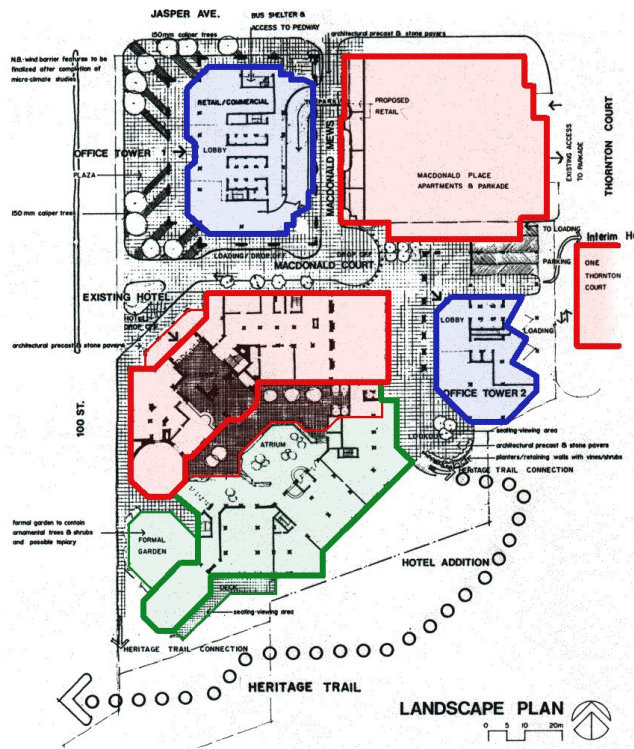
The site north of the hotel, which is the subject of this rezoning application, permitted the development of an office tower with the following approximate characteristics:

- 39 storeys in height;
- A Floor Area Ratio of 12.5;
- A Tower Floor Plate of 1,000 m²;
- Underground parking.

As part of this agreement it was required that, until construction began on the north property, the site would be landscaped as a park and remain open to the public. Since that time, this property has acted as a privately owned park.

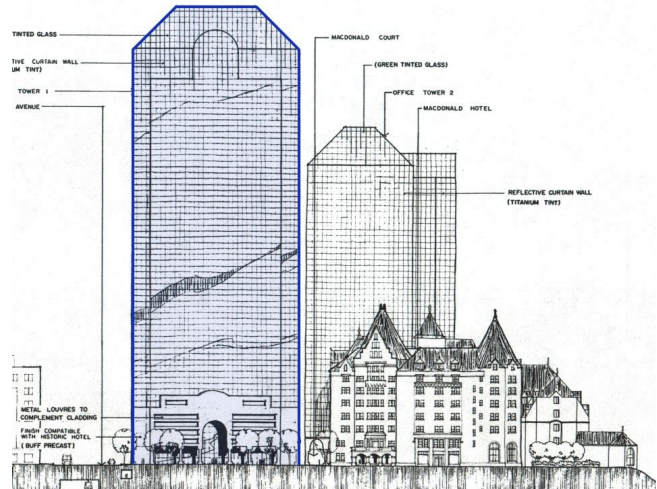


ABOVE - RENDERING OF PROPOSED OFFICE TOWERS APPROVED AS PART OF DC2(E) IN 1983



LEFT - SITE PLAN FROM DC2-E SHOWING THE EXISTING BUILDINGS (RED), THE EXPANSION TO THE HOTEL (GREEN), AND THE TWO APPROVED OFFICE TOWERS.

BELOW - ELEVATION FROM DC2-E SHOWING THE APPROVED TOWER (BLUE) IN RELATION TO THE HOTEL MACDONALD FROM THE WEST.



MEETING FORMAT

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

- What do you LIKE about this application?
- What do you NOT like about this application?

13 feedback forms were also received. The comments & questions we received are summarized by main themes below.

The number of times a comment was received by participants are recorded in brackets following that comment.

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WHAT WE HEARD

The following information summarizes feedback form responses and the main themes that emerged.

General:

- Developers and large companies seem to be able to do whatever they want (x2)
- Project is not providing enough community amenities, services or support (x2)
- Developer should design units for families with three bedrooms (x2)
- Council should reject development at this site (x2)
- General support of the design of the building (x2)
- This project only benefits the wealthy (x2)
- The developer should provide larger units so people don't move to the suburbs to get more space
- Private landowners should not have complete control over what they can do on their properties
- Dissatisfaction that City staff did not approach me to ask if I had questions
- People from the suburbs will not use transit to get downtown
- General concerns regarding climate change and development

Interface with the Hotel MacDonald:

- Concerns regarding the preservation of views to the hotel (x3)
- This proposal seems to give better sightlines to the Hotel MacDonald than the original design
- The government needs to do more to protect the quality and views of historic buildings
- Visiting VIPs will not want to stay in the hotel if there is a large tower shadow over it
- More importance on historical and architectural legacy needs to happen
- Project does not respect the history of the Hotel MacDonald

Density, Height & Location:

- Empty lots should be developed first (x3)
- The City should focus on redeveloping The Quarters, Rosedale and vacant lots

- Too much density on such a small site will create more problems
- Height is not a concern for this proposal, but the location is
- Large projects should be spread out in the downtown

Green Space:

- The existing park is an important resource and should not be removed (x2)
- Park should be renamed due to racist history of Frank Oliver
- More park space is needed downtown not less
- The park should be retained for a better use

GRAFFITI WALL COMMENTS

WHAT DO YOU LIKE ABOUT THIS PROPOSAL?

- General support of the proposed design (x13)
- General support of the inclusion/preservation of some greenspace (x7)
- Like consideration of Hotel MacDonald & views (x4)
- Supportive of density to the area (x3)
- Like some of the materials in consideration (x2)
- General support for use of the space (x2)
- Like the integration with the street (x2)
- General support of the proposal (x2)
- Like the inclusion of street level commercial
- Saw proposal as a reasonable size
- Appreciated the landscaping

WHAT DO YOU NOT LIKE ABOUT THIS PROPOSAL?

- General concerns of the built form's effects on the Fairmont Hotel and patrons (x6)
- Concerns of the building height affecting skyline and surrounding massing (x3)
- General opposition to the proposal (x3)
- Concern over multiple driveway access points affecting cyclists and pedestrians

- Concern for a broader prioritization of landscapes and the public realm
- Public and private spaces designed to be more welcoming to people
- Raised concern over privacy for both hotel patrons and tower users
- Want to see more consideration for winter appropriate elements
- Architecture at odds with the surroundings
- Shadow concerns for neighbouring lands
- Desire to see a cobblestone roadway
- General opposition to towers
- Want more family units

Land Use:

- General opposition to the site location for the proposal (x6)
- Concern over potential non-residential uses as redundant or unsuitable for the area (x4)
- Concern over proposed uses exceeding market demand in the area (x3)
- Concern over change of access to pedway and LRT

Green Space:

- General dissatisfaction with the loss of greenspace in the area (x5)
- Desire to see more grass and natural elements in design

ANSWERS TO QUESTIONS

Where will people park?

- Parking is proposed to be located within an underground parkade that will exit to the private road located on the east of the property. Currently the applicant is proposing a parking spaces with a minimum of 0.4 and a maximum of 1.75 parking spaces per unit which approximately works out to 1.25 parking parking spaces per dwelling.

Will the feedback from this event be used?

- Feedback collected from public engagement events are used for three main purposes:
 - to inform conversations with the applicant about making revisions to the application to address concerns raised;



- to collect local insight and ensure that the City's planning analysis considers all applicable factors; and
 - to inform Council on the feedback received so they have an understanding of the opinions of residents prior to making a decision on the application.
 - This "What We Heard Report" will be included as part of Administration's report to City Council if/when the proposed rezoning advances to Public Hearing
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If you have questions about this application please contact:

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