

# WHAT WE HEARD REPORT

## Rezoning Engage Edmonton Feedback Summary

### LDA20-0321 - Strathcona

---

- PROJECT ADDRESS:** 10119, 10125, and 10135 - 85 AVENUE NW
- PROJECT DESCRIPTION:** The application proposes to rezone the site from the (RF5) Row Housing Zone and (RA7) Low Rise Apartment Zone to the (RA8) Medium Rise Apartment Zone to allow for medium rise multi-unit housing with a maximum height of 23 metres (approximately six storeys).
- An associated application has been made to amend the Strathcona Area Redevelopment Plan to facilitate the proposed rezoning.
- PROJECT WEBSITE:** [https://www.edmonton.ca/residential\\_neighbourhoods/neighbourhoods/strathcona-planning-applications.aspx](https://www.edmonton.ca/residential_neighbourhoods/neighbourhoods/strathcona-planning-applications.aspx)
- ENGAGEMENT FORMAT:** Online Engagement Webpage - Engaged Edmonton <https://engaged.edmonton.ca/gatewaystrathcona>
- ENGAGEMENT DATES:** November 23 - December 6, 2020
- NUMBER OF VISITORS:**
- Aware: 143
  - Informed: 33
  - Engaged: 13
- \*See “Web Page Visitor Definitions” at the end of this report for explanations of the above categories.

TYPE OF ENGAGEMENT	DATE	RESPONSES/ RECIPIENTS
Initial Advance Notice from the City (Rezoning)	November 2, 2020	Recipients: 85 Responses: 0
Strathcona Planning Applications Webpage	November 19, 2020	N/A



Sign Posted on Site	November 12, 2020	N/A
Public Engagement Notice from the City (Online Engage Edmonton)	November 18, 2020	Recipients: 85
Public Engagement, City Hosted Event (online format)	November 23, 2020 - December 7, 2020	Responses in support: 4 Responses with concerns: 6 Responses in mixed/neutral position: 3

**ABOUT THIS REPORT**

Information in this report includes responses to the advanced notices and feedback gathered through the Engaged Edmonton platform between November 23, 2020 - December 7, 2020. This report will be shared with those who emailed the file planner, and/or provided an email address on the Engaged Edmonton website, as well as with the applicant and the Ward Councillor.

Input from Edmontonians will be used to inform conversations with the applicant about potential revisions to the proposal to address concerns or opportunities raised. Feedback will also be summarized in the report to City Council if/when the proposed rezoning advances to a future City Council Public Hearing for a decision.

**ENGAGEMENT FORMAT**

The engagement session was an online format where attendees were able to view a website with project, planning process, and contact information. Participants were encouraged to ask questions of City Staff and the applicant in an online “Share Your Thoughts” & “Ask Your Questions” - format.

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.

**WHAT WE HEARD**

- Support: 4
- Opposed: 6
- Mixed/Neutral: 3



## COMMENTS

### Site/building Design

- Buildings south of Whyte Avenue should be three storeys or less
- Building height will not fit the surrounding context (X6)
- The RF5 portion should be rezoned to RA7 to better fit the surrounding area
- Would be more appropriate on a main thoroughfare like 99 street (X2)
- No effort to transition the scale of massing as it approaches the more fine-grained areas to the east
- Tall buildings create shadows (on Whyte Avenue or the park) (X5)
- Would like to see a comparative shadow study to clearly see the difference in shadowing between the proposed 6 storey massing and a 4 storey massing
- Medium rise building is not excessively tall/is not a major change from four storeys (X2)
- The proposed six storey building is more appropriate than a tower
- Will be an improvement over the aging apartments in the neighbourhood that don't interact well with the street
- Support ground level units that relate to the street
- Building design lacks articulation and will be imposing from street level
- Concerned about overall aesthetics of the building

### Parking, Traffic and Vehicular Access

- Should be as little parking as possible
- Vehicular access should be from the alley
- Support inclusion of underground parking
- Would like to see traffic impact assessment of adding this much density adjacent to the schools, and impact on street parking
- Area is congested in mornings and afternoons; addition of this many units will cause issues

### Use:

- Row housing would be more appropriate than apartments (X2)
- Support higher density housing interior to Strathcona near amenities like schools (x2)
- Would like to see commercial development within the building
- Will be a nice place for families to live/support inclusion of family-oriented units (X4)
- Unlikely to have enough bedrooms to attract families
- Will not contribute to housing diversity because there are already many apartments and few single houses and duplexes remain west of 99 street

- Loss of senior's housing hurts Strathcona's inclusivity, diversity of demographics, and prospects for residents to "age in place"; can a subset of units be prioritized for seniors, or subsidized units?

**Location:**

- Location has good street connections
- Will make the area safer by activating the area and putting eyes on the street

**Housing Cost:**

- Row housing units unlikely to be affordable

**Construction:**

- As much material as possible should be reclaimed from the demolished buildings
- Would like to see this built as a net zero or near-net zero building

**Process, Notification, Transparency:**

- Concerned about Strathcona ARP not being followed
- Community should put a restrictive covenant in place like Glenora
- Public engagement is a sham

---

## Rezoning/Statutory Plan Information

Zoning regulates what types of buildings are allowed on a site (eg. residential or commercial) and the basic size and shape of those buildings. It does not regulate building materials, architectural style, who can live or work in the buildings, or whether the property is rented or owned. The City's Development Services Branch reviews the rezoning application based on:

- Approved policies, plans and guidelines;
- Planning analysis (how the proposed zone fits into the neighbourhood);
- Technical information (traffic impacts, water and sewer capacity, etc.); and
- Public input (feedback from the public will be summarized in the final report to Council).

---

## 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 clicking 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.

---

### **FUTURE STEPS:**

- When the applicant is ready to take the application to Council:
  - Notice of Public Hearing date will be sent to surrounding property owners
  - Once the Council Public Hearing Agenda is posted online, you 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.
  - You may listen to the Public hearing on-line via [edmonton.ca/meetings](http://edmonton.ca/meetings).
  - You can submit written comments to the City Clerk ([city.clerk@edmonton.ca](mailto:city.clerk@edmonton.ca)) or contact the Ward Councillor, Ben Henderson directly ([ben.henderson@edmonton.ca](mailto:ben.henderson@edmonton.ca)).

---

### **IF YOU HAVE ANY QUESTIONS ABOUT THIS APPLICATION, PLEASE CONTACT:**

**Name:** Jeff Booth

**Email:** [jeff.booth@edmonton.ca](mailto:jeff.booth@edmonton.ca)

**Phone:** 780-496-5672