

## WHAT WE HEARD REPORT

### Rezoning Engaged Edmonton Feedback Summary LDA20-0343 - Woodcroft

---

**PROJECT ADDRESS:** 13512 & 13530 - 115 Avenue NW

**PROJECT DESCRIPTION:** This application proposes to rezone 13512 and 13530 - 115 Avenue NW from [\(RF1\) Single Detached Residential Zone](#) and [\(RF3\) Small Scale Infill Development Zone](#) with the [Mature Neighbourhood Overlay](#) to [\(RA7\) Low Rise Apartment Zone](#).

The proposed rezoning would allow for low rise multi-unit housing, such as an apartment or row housing, with a maximum height of 16 metres (approximately 4 storeys). In addition to low rise multi-unit housing, the proposed (RA7) Low Rise Apartment Zone would also allow the option to develop some small-scale ground floor commercial uses. The applicant has stated their intent is to construct an apartment building.

The application originally proposed to rezone the site to [\(RA8\) Medium Rise Apartment Zone](#), which would allow development of approximately 6 storeys, but has since been revised to propose the lower intensity (RA7) Low Rise Apartment Zone.

The site is located in the Woodcroft neighbourhood near Westmount Shopping Centre, Coronation Park, and Telus World of Science. The Westmount Transit Centre is within walking distance of the site (just over 400 metres away). The site is approximately 1565 square metres and is surrounded on all sides by roads and lanes.

The current zoning of the site allows for lower intensity residential development than what is proposed with a maximum height of 8.9 metres (approximately 2-3 storeys). The portion of the site zoned (RF3) Small Scale Infill Development Zone currently allows multi-unit or row housing, while the portion of the site zoned (RF1) Single Detached Residential Zone currently allows for single or semi-detached housing.

**PROJECT WEBSITE:** [https://www.edmonton.ca/residential\\_neighbourhoods/neighbourhoods/woodcroft-planning-applications.aspx](https://www.edmonton.ca/residential_neighbourhoods/neighbourhoods/woodcroft-planning-applications.aspx)

**ENGAGEMENT FORMAT:** Online Engagement Webpage - Engagement Edmonton  
<https://engaged.edmonton.ca/stoneriverwoodcroft>

**ENGAGEMENT DATES:** January 18 - January 31, 2021

**NUMBER OF VISITORS:**

- Aware: 374
- Informed: 94
- Engaged: 75

\*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 9, 2020	Recipients: 116 Responses with concerns: 5 Responses in support: 1
Sign Posted on Site	November 23, 2020	N/A
Woodcroft Planning Applications Webpage	December 11, 2020	N/A
Public Engagement Notice from the City (Online Engage Edmonton)	January 12, 2021	Recipients: 1552
Opportunity also promoted in the weekly Public Engagement PSA	Each Monday from January 18-31	
Public Engagement, City Hosted Event (online format)	January 18 - January 31, 2021	Responses in support: 27 Responses with concerns: 50 Responses with mixed/neutral position: 2

**ABOUT THIS REPORT**

Information in this report includes responses to the advanced notices, feedback gathered through the Engaged Edmonton platform between January 18 - January 31, 2021 and emails received



before, during, and after the Engaged Edmonton event. 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 containing an overview of the proposed development, information on the rezoning and 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.

Comments that do not follow the etiquette for moderation on Engaged Edmonton were removed. <https://engaged.edmonton.ca/moderation>

---

## WHAT WE HEARD

Support: 28

Opposed: 55

Neutral/Mixed: 2

---

## COMMENTS

### Traffic and Parking

- Will worsen parking issues (x31)
- Will worsen traffic issues (x22)
- A parking plan/underground parking should be considered (x4)
- Will make it difficult to walk down alley (x1)
- Alley should be a one-way (x1)
- 135 Street should be a one-way with bike lane (x1)

### Site/Building Design

- Shouldn't be anything larger than a single detached or duplex on the site (x17)
- Will cast a shadow on nearby properties (x10)
- Will impact privacy (x7)
- Do not want tall buildings/should be a maximum of two storeys (x7)
- Will increase noise (x4)
- Townhouses would be more appropriate (x3)
- Will have little shadow impact (x1)

### Location/Neighbourhood:

- Not the right location for this proposal/out of place (x15)
- Will help renew/revitalize the community (x7)
- Will make the neighbourhood more affordable (x7)
- Area already has housing diversity (x6)
- Will support nearby businesses (x5)
- This is a good location for the proposal (x3)
- Bought my home to live in an RF1/single family neighbourhood (x3)
- Will make use of transit (x3)
- Will attract amenities to the area (x1)
- Will support schools in the area (x1)
- Neighbourhood should stay the way it is now (x1)
- Neighbourhood has enough affordable housing (x1)

### Density:

- Already enough higher density development in the area (x9)
- Support increased density/apartments (x6)
- Do not want any more infill in the area (x4)
- Do not want more density in the area (x3)
- Need to stop urban sprawl (x3)
- Area should only have single detached houses (x1)
- Support infill (x1)
- Infill increases taxes (x1)
- Higher density development does not actually increase neighbourhood population (x1)
- Infill drives families out of neighbourhoods (x1)
- Change in proposal from RA8 to RA7 is a false compromise (x1)
- RF3 zoning would be more appropriate (x1)

Use:

- No need for commercial space in the area (x13)
- Will be good for families (x6)
- Would like commercial space (x5)
- Will increase housing diversity/options (x4)
- Proposed zoning is too broad (x2)
- Site should be green space (x1)

Crime and Social Disorder

- Apartments/proposed development will increase crime (x5)
- High density results in drug use, gang wars and riots (x1)
- Do not want low income renters in the area (x1)

Safety

- Increased traffic is a safety risk (x4)
- Will increase safety in the area (x2)
- Construction may present a risk because of ATCO gas facility on site (x1)

Infrastructure:

- Would like to see community beautification/infrastructure improvements (x1)
- Does not deal with neighbourhood infrastructure holistically (x1)
- Infrastructure in the area is not designed for higher density (x1)
- There are flooding issues in the area (x1)

Construction:

- Construction will destroy sidewalks and roads (x1)
- Infill results in demolition of liveable homes (x1)
- Infill causes property damage (x1)

Other:

- Will increase home values/tax revenue for the city (x4)
- Will increase sustainability (x4)
- General support (x3)
- Rezoning will set a precedent for future development (x2)
- Appears people from outside the neighbourhood are providing feedback (x2)
- City supports infill to increase tax revenue (x1)

- Will decrease property values (x1)
- Stop increasing taxes (x1)
- Aligns with CityPlan (x1)
- Does not conform to Residential Infill Guidelines (x1)
- General opposition (x1)

---

## QUESTIONS & ANSWERS

1. What kind of parking is planned on the property. I do not agree with the recent city parking requirements, there must be sufficient parking on the property i.e. 1.5 stalls per unit.
  - On June 23, 2020, City Council approved Open Option Parking, which provides developers' flexibility to choose the amount of parking that they feel is appropriate for their projects. The parking supply for this project will accordingly be determined at the development permit stage. It's important to note that this approach to parking doesn't necessarily mean that no parking will be provided. It is actually more likely to result in the "right"; amount of parking as developers know the parking needs of their potential customers better than the City and have an interest in ensuring they are met.
2. I would like to see a taller building with commercial storefronts on the main floor. I would like something like a neighborhood pub. Is something like that included?
  - The maximum height in the RA7 zone is 14.5 m for flat, mansard and gambrel roofs, or 16.0 m for a roof type with a pitch of 18.4 degrees or greater (approximately 4 storeys). Bars and Neighbourhood Pubs are not allowed in the RA7 zone. The RA7 allows a small number of lower impact commercial opportunities including retail stores, health services, and specialty food services, among others.

---

### 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:**

- This application is scheduled for the April 20, 2021 City Council Public Hearing:
  - Notice of Public Hearing date will be sent to surrounding residents
  - 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, Bev Esslinger directly ([bev.esslinger@edmonton.ca](mailto:bev.esslinger@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