



WHAT WE HEARD REPORT

Online Public Engagement Feedback Summary LDA21-0129 - La Reina Tower

PROJECT ADDRESS: 10301 - 104 Street NW

PROJECT DESCRIPTION: Proposed rezoning from [Heritage Area Zone \(HA\)](#) to a [Direct Development Control Provision \(DC1\)](#). The proposed DC1 Provision would allow for a tower with the following key characteristics:

- A maximum tower height of 160 metres (approximately 40 - 45 storeys), with the lower 18 metres (approximately 4-5 storeys) being a podium
- A mix of commercial and residential space
- A maximum floor area ratio (FAR) of 16.0
- A maximum tower floor plate of 850 square metres

Two accompanying applications have been made, the first to amend "[Figure 10: The Urban Design Framework for Downtown Streets](#)" in the [Capital City Downtown Plan](#) to redesignate the portion of 103 Avenue NW and 104 Street NW adjacent to the site from being "Neighbourhood Street - Residential" to "Commercial Street". The second, to amend three maps ([1](#), [2](#), [3](#)) in Section 910 of the Edmonton Zoning Bylaw associated with the Downtown Special Area to reflect the rezoning if it is approved.

PROJECT WEBSITE: edmonton.ca/downtownplanningapplications

ENGAGEMENT FORMAT: Online engagement webpage - Engaged Edmonton: <https://engaged.edmonton.ca/LaReinaTower>

ENGAGEMENT DATES: June 14, 2021 to June 27, 2021

- NUMBER OF VISITORS:**
- Engaged: 11
 - Informed: 32
 - Aware: 172

*See “Web Page Visitor Definitions” at the end of this report for explanations of the above categories.

ABOUT THIS REPORT

The information in this report includes responses to the advanced notices and feedback gathered through the Engaged Edmonton platform between June 13 to June 28, 2021. Because of public health issues related to COVID-19, the City wasn’t able to host an in-person public engagement event to share information and collect feedback, as we normally would have done.

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. 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 for the file planner. Two 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.

WHAT WE HEARD

Support: 4

Neutral/Mixed: 2

Opposed: 5

The following section includes a summary of collected comments with the number of times a comment was recorded in brackets (comments received once do not have a number).

Support

Scale/Density:

- Development is within the allowable height. (2x)
- Density would bring more services and development to the area. (2x)
- Development would add to Edmonton's skyline. (1x)

Design:

- Design maintains integrity of the warehouse district. (2x)
- Development would look good on the existing lot. (2x)
- In support if the existing facades are incorporated. (1x)

Other Comments:

- Good example of facade incorporation is the MacLaren development.
- A resident suggested lighting features and pedestrian areas to be included.

Opposition

Heritage/History Lost:

- Believes the existing building is a important piece of history to Edmonton and is disappointed it will be replaced. (5x)
 - Significant because it is one of the last remaining heritage buildings
- Heritage overlay should not be altered to add more density. (1x)
- Believes rezoning heritage sites should not happen without significant due diligence. (1x)
- Residents are upset the heritage component of the building will only be used as a facade for the new development. (2x)
- Upset money is going to this development to create more income for developers instead of preservation of heritage or revitalization. (2x)
- There is a lack of real warehouses in the warehouse district. (1x)

Built Form:

- Development would cause wind tunnel impact. (1x)
 - Wind tunnel would affect the consumers on the commercial area of 104 street eateries.
- Residents are not fond of the design. (2x)
 - Too top heavy and ugly.
 - Development would detract from the character of 104 street.
- Would like the use of the original structure. (1x)

Density:

- Concerned about congestion. (1x)
- Not enough residential demand. (1x)
- No need for more commercial space because of the empty bays in Fox One, Fox Two, Encore Tower, and Edmonton City Centre. (1x)
- Residents are upset about the gravel parking lots and vacant lots. (2x)
 - Concerns about the lack of preservation the building may have and will become a vacant lot.

Other Comments:

- Residents feel the track record of developer must be put into consideration. (2x)
- Would be in support if the city restricts ability for demolitions until the applicant could demonstrate they can move ahead of construction.
- Believes the city should incentivize development on gravel surface parking lots and higher property taxes for empty lots.

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.

Next Steps

When the applicant is ready to take the application to Council:

- 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, you may register to speak at Council by completing the form at 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.
- You can submit written comments to the City Clerk (city.clerk@edmonton.ca) or contact the Ward Councillor, Scott McKeen directly (scott.mckeen@edmonton.ca).

If you have questions about this application please contact:

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