

Heritage Places Strategy **What We Heard Report**

PHASE 3 | FULL REPORT

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| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

June 2026

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Project Overview

The City of Edmonton is reimagining how to identify, commemorate and preserve the places that matter most to Edmontonians through the creation of a new **Heritage Places Strategy**. This is about more than historic buildings -- it's about the natural spaces, cultural landscapes and community landmarks that tell our collective story. The strategy will replace Edmonton's current [Historic Resource Management Plan](#) (2009) to create a new strategy that includes diverse histories, voices and places. The strategy will consider [The City Plan](#), the [City of Edmonton's Indigenous Framework](#), reconciliation, climate resilience, economic development and other Council priorities.

Overall Project Goals

The goals of the new Heritage Places Strategy are to:

- Build on the City's heritage program to create a strategy that includes diverse histories, voices and places
- Widen the lens of the heritage program to:
 - recognize the contributions of underrepresented people, places and cultures, including Indigenous Peoples
 - recognize places of cultural heritage, natural heritage in addition to built heritage
 - consider how heritage contributes to our climate resilience objectives, and
- Replace the [Historic Resource Management Plan](#) (2009) and update [C450B Council Policy to Encourage the Designation and Rehabilitation of Municipal Historic Resources in Edmonton](#) (2008).

Project Phases and Timeline

2025													2026					
D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
PHASE 1					PHASE 2										PHASE 3			
Launch & Idea Generation					Draft Recommendations										Heritage Places Strategy Development			

Transition From Phase 2 to Phase 3

Based on the feedback from Phase 2, along with research from other municipalities and analysis of Edmonton's policies, the project team prepared a draft of the Heritage Places Strategy. The draft strategy contains the updated Guiding Principles and updated Pillars, recommended directions and proposed implementation activities to guide the heritage program and partners.



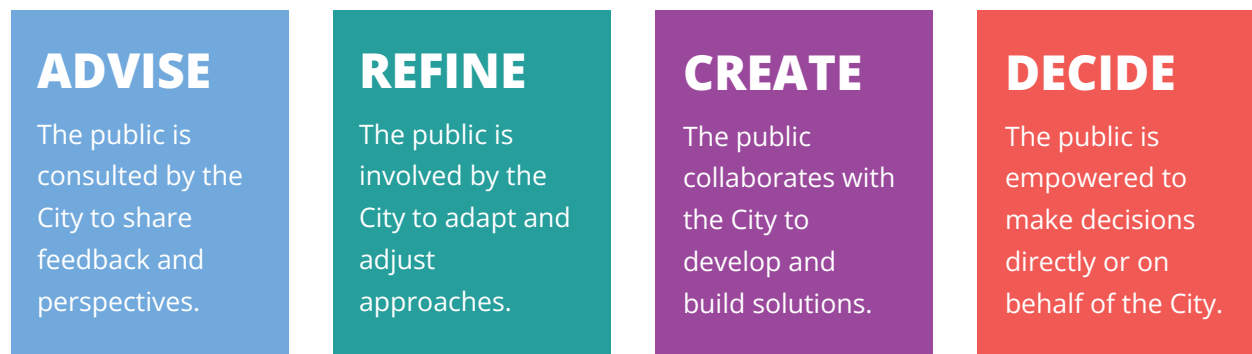
Cover from the draft Heritage Places Strategy (April 2026)

Engagement Approach

Phase 3 engagement took place in spring 2026 and built on the [Phase 2 engagement results](#). The project team engaged with Indigenous partners, heritage partners, community organizations, representatives from communities whose voices may not have been part of heritage planning before and the public through a variety of activities. This What We Heard Report summarizes the feedback collected.

Engagement Goals

The [Public Engagement Spectrum](#) explains the four roles the public can have when they participate in City of Edmonton public engagement activities. From **ADVISE** to **DECIDE**, there is an increasing level of public influence and commitment from the City and the public, as shown below:



The current phase of engagement for the new strategy falls within the **ADVISE** and **REFINE** levels of the spectrum. Members of the public, who may have a variety of views on heritage matters, were invited to participate at the **ADVISE** level, meaning they were asked to share their feedback and perspectives on the draft strategy. The partners, such as heritage and historic organizations, Indigenous partners, developers and community organizations were invited to participate at the **REFINE** level, meaning they were asked to provide more in-depth insights on the draft strategy.

In addition to engagement feedback, the project team also considers City policies and guidelines and research from other cities. This full suite of information ensures that the decisions are consistent with policies and standards, align with best practices and result in the best outcomes for our city.

How We Engaged

In Phase 3, the project team engaged with partners and the public through a variety of activities.

Activities	Description	Audience	Format	Statistics
Engagement				
Conversations with Indigenous Partners	Hosted sessions to gather insights on the draft strategy & way forward.	Indigenous Partners	2 in-person	5 attendees
Learn & Share session with Heritage Partners & Community Orgs	Hosted sessions to gather insights on the draft strategy and consideration for implementation.	Heritage Partners	5 virtual	48 attendees
Engaged Edmonton Webpage	Included the ability for participants to ask questions and provide feedback via online forums.	Public	Online	822 visitors 2 contributions
Online Survey	An online survey was distributed via the Edmonton Insight Community, available on the City's webpage, the Engaged Edmonton page and emailed to partners.	Public	Online	1,609 total responses
Additional Conversations & Written Submissions	Input received via additional meetings or the project email heritagestrategy@edmonton.ca	Partners & Public	Online	4 contributions
Communications				
Social Media & Project Webpage	Project awareness and updates were posted on the City of Edmonton's website, Facebook and X (Twitter) accounts, including paid social media ads.			
Emails & invitations	Emails were sent to partners, organizations, community leagues and members of the public who had signed up for updates informing them about the engagement and to encourage them to spread the word to their networks.			
Postcards	Postcards were mailed to properties on the Inventory of Historic Resources and Register of Historic Resources to inform owners and/or residents about the project and engagement opportunities (945 were sent).			
Public Service Announcement (PSA)	The engagement opportunities were included in the City's weekly PSA.			

Who We Engaged

Indigenous Partners

Indigenous engagement is critical for this project to ensure that Edmonton's approach to heritage management is inclusive of Indigenous ways of knowing and being and supports meaningful reconciliation. Across all phases, engagement took place with representatives of the Confederacy of Treaty Six First Nations, the Enoch Cree Nation and the Otipemisiwak Métis Government, who hold formal Indigenous Partner Agreements with the City (the three main Indigenous Memoranda). These meetings followed Phase 1 and 2 conversations focusing on how the strategy's work could begin in their communities.

Heritage Partners

Heritage partners and community organizations include those who have a strong affinity for heritage, have heritage as a significant part of their mandate, or are interested in exploring their role in heritage planning. This included the Edmonton Heritage Council, Edmonton Historical Board*, several individual community leagues, Edmonton Public Schools, business improvements areas, BILD Edmonton and the infill development community. Representatives were invited to the virtual Learn and Share sessions.

*On April 28, 2026 as part of a governance review, City Council closed down seven of its civic agencies including the Edmonton Historical Board. Engagement with the Edmonton Historical Board took place prior to this decision.

Underrepresented Groups

Organizations representing other heritage and underrepresented groups were contacted again in Phase 3. Representatives from Vision Loss Rehabilitation Alberta and the Francophone community connected directly with the project team. Perspectives from other organizations were captured in the survey responses.

Public

Public refers to residents, property owners, individual members of a heritage/historical organization or community league, or Edmontonians at large. There were three ways for them to share input:

- **Engaged Edmonton**, the City's digital engagement platform, served as an interactive hub providing an overview of the project, allowing people to ask and receive answers to questions about the project and collecting comments on the draft strategy.

- An **online survey** invited people to provide input on the proposed Pillars of the draft strategy. The survey was distributed via the City's webpage, the Engaged Edmonton page, emailed to partners and also sent to the Edmonton Insight Community. The Edmonton Insight Community is an online panel of over 25,000 Edmontonians who receive surveys on various projects led by the City.
- **Additional conversations and written submissions** were welcomed by the project team if residents or other organizations emailed and wished to share additional input.

Engagement GBA+ Analysis

The Heritage Places Strategy seeks to widen the lens of Edmonton's history and recognize currently underrepresented people, places and cultures. The project team took a Gender-Based Analysis Plus (GBA+) approach to better understand how equity can be embedded in the engagement process, in recognizing heritage places and in updating the program's traditional approaches. Through this analysis, the team identified that it was important to engage with groups whose contributions to Edmonton's history are underrepresented. With the help of the City's Indigenous Relations Office, engagement was also planned with the City's Indigenous Memoranda partners.

Similar to Phase 2, the project team sought input from cultural groups with longstanding historical connections in Edmonton who may or may not be familiar with the existing heritage program or other underrepresented groups who may not have participated in the past. Similar to Phases 1 and 2, the project team provided information and invitations to representatives from the 2SLGBTQIA+, Black and African diaspora, Francophone, accessibility and other cultural communities.

The team also sought to better understand the perspectives of different demographic groups through cross-tabulation analysis of the survey results, which are noted in the What We Heard section of this report.

What We Asked

Learn and Share Sessions

In the sessions with Indigenous partners, the project team provided a brief presentation on the draft strategy's main components and asked how work on Indigenous Heritage could begin, with whom, what it might take to do well and what might come next. In the session with heritage partners, the project team provided a similar brief presentation and then asked what people liked about the draft strategy, what may be unclear and what needs to be considered for implementation.

Engaged Edmonton

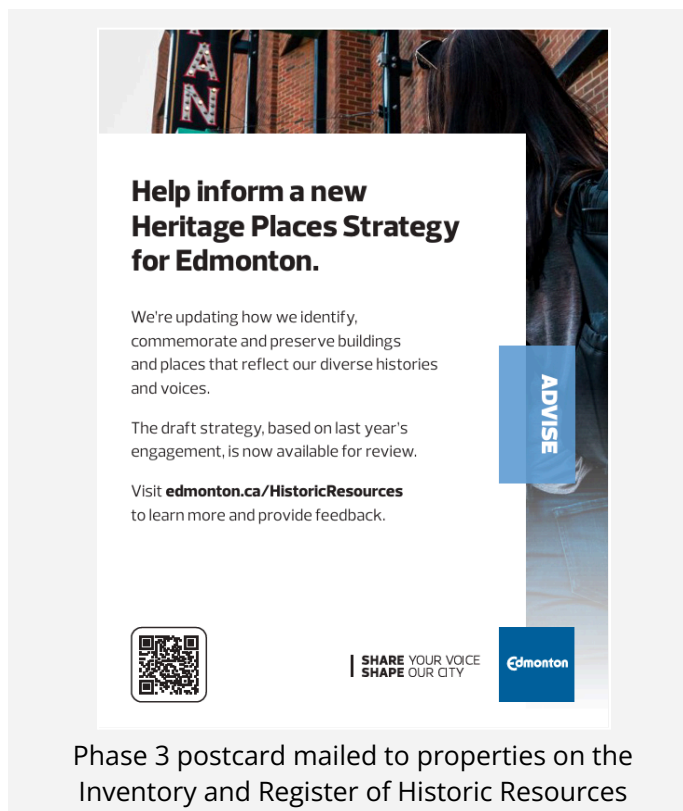
On the Engaged Edmonton webpage, people were asked to provide feedback through two tools:

- **Ask a Question** - invited people to pose questions to the City's project team and see what others had asked.
- **Forum** - invited people to contribute to the discussion threads on each of the Pillars and the Implementation Activities asking them to share thoughts on what may be unclear, what adjustments they would propose and any considerations for implementation.

Online Survey

The Phase 3 survey asked the following questions:

- How much survey respondents agreed or disagreed with the directions under the Natural Heritage Pillar, Indigenous Heritage Pillar, Community and Cultural Heritage Pillar and the Built Heritage followed by why they selected that rating (separate questions for each Pillar),
- How much survey respondents agreed or disagreed that the proposed Implementation Activities will complement and achieve the directions under the Pillars, and
- Was there anything else they would like to share about the draft Heritage Places Strategy project that was not covered in the survey.



What We Heard

This section highlights the themes heard across various engagement activities from Indigenous partners, heritage partners, community organizations and the public.

Activity: Conversations with Indigenous Partners

The project team organized individual sessions with the Confederacy of Treaty Six First Nations and the Otipemisiwak Métis Government in Phase 3 (The project team was unable to host a session with Enoch Cree Nation but will continue to connect with them and collaborate on future opportunities). These sessions built on previous conversations in Phases 1 and 2 and focused on relationship building, engagement with broader communities and requirements for future implementation.

Affirming the Conversation

Partners acknowledged that feedback from previous phases was reflected in the draft strategy and the conversations affirmed the proposed approach is on the right track. This work supports the notion of doing things in a good way and letting the work unfold through capacity and relationship building. An important takeaway is supporting communities to connect with their own communities, as well as Elders and youth, to pursue their own initiatives. The Otipemisiwak Métis Government also highlighted that the strategy is an improvement on the 2009 Historic Resource Management Plan offering new opportunities for relationship building and strengthening. Input from partners suggests that the relationship-centred nature of this work will be important in the strategy, for implementation and what partners are trusting the work to carry.

"We all need to learn to listen and listen to learn."

Communities Connecting With and for Their Own Communities

Partners reiterated that the best way to share about projects or learn from communities is for communities to organize this awareness or outreach themselves. While there is value for the City to meet with these organizations, it would be best for additional outreach to be organized by the community.

"Early inclusion is so important at the beginning of a project."

Whether in strategy development or implementation, partners also emphasized the importance of flexibility. It is important to consider different approaches to engage with and include all residents. Flexibility, consistency and continuous connections with partners would be appreciated.

Importance of Elders and Youth

Partners reiterated that all things be led by Elders and wisdom keepers. This feedback builds on what was heard previously in Phases 2 and 3. While this project faced resource and capacity challenges, additional opportunities to connect and build relationships with Elders will be important for the strategy's implementation.

Similar to this project, partners indicated that anything that is intended to shape the lives or the land requires a process to work with Elders and learn from the knowledge they share. Opening spaces and inviting Elders is crucial to begin things in a meaningful and good way.

Indigenous Representation

Partners emphasized that Indigenous heritages should be woven throughout. This is important not only in its own dedicated, visible section, but also through the other Pillars and the strategy as a whole. This will help make connections to broader themes as the historical and contemporary experiences of Indigenous Peoples often overlap with other underrepresented groups.

PILLAR 2: INDIGENOUS HERITAGE

Indigenous Peoples in Edmonton and across Alberta are part of the historical and ongoing narrative of this place known to many as amiskwaciwāskahikan. The Indigenous Heritage Pillar recognizes the diverse histories, languages, cultural practices, and relationships to land and water held by First Nations, Métis, and Inuit Peoples.

Within Indigenous worldviews, heritage extends beyond physical sites and objects to include stories, living practices, and traditions that continue to shape communities today. The interpretation and recognition of Indigenous heritage are therefore encouraged as living, relational, and ongoing.

The City's Indigenous Framework—including the Four Roles, the Responsibilities of the City, and the Seven Commitments—guides relationship-building with Indigenous Peoples and informs collaborative approaches to heritage planning and stewardship.

Updating Edmonton's approach to heritage to be inclusive of Indigenous ways of knowing and being will contribute to meaningful reconciliation.

Indigenous Heritage Directions:

2.1 Work with the Indigenous communities, rights holders, the City of Edmonton's Memorandum of Understanding partners, Elders, and Knowledge Keepers to support Indigenous heritage initiatives through relationship building.

2.2 Follow the City's Indigenous Framework to ensure that engagement with Indigenous partners supports community-led participation, includes culturally appropriate activities and settings, and seeks input from Elders and Knowledge Keepers.

2.3 Support, in collaboration with Indigenous partners, ceremony and cultural heritage practices, including providing funding for protocol and following trust-based approaches that enable for safe and respectful knowledge-sharing.

2.4 Partner with Indigenous communities to identify places of significance and commemorate the tangible and intangible heritage associated with the places.

2.5 Support appropriate measures to commemorate significant or sacred sites in ways that promote preservation and minimize harm.

2.6 Encourage the recognition of Indigenous heritage across multiple domains, including land, buildings, community, public space, and storytelling.

Excerpt from the draft Heritage Places Strategy (April 2026)

Activity: Conversations with Heritage Partners

Participants from Phases 1 and 2 were invited back to join one of four virtual sessions with the project team. Ultimately, three sessions were organized (an afternoon, a morning and an evening) for heritage/historical organizations, developers, community organizations and other groups. Separate sessions were organized for the Edmonton Historical Board and the Edmonton Heritage Council. The project team provided a series of questions to gauge how participants felt about the draft strategy. High-level themes from the conversations are summarized below.

General Positivity and Appreciation

Heritage partners were generally positive about the draft strategy and liked the refined Pillars and the reduction from five to four Pillars. The draft was seen as “forward thinking” and the Indigenous and Natural Heritage Pillars were praised as well as the reference to intangible heritage.

Continuous Partner and Community Involvement

Building off the Phase 2 conversations, heritage partners agreed that community-led initiatives and leveraging existing heritage opportunities are important. They suggested that their organizations are always looking for new opportunities to work together, share resources, learn and promote heritage. Defining or being clear about roles, responsibilities and accountabilities would help heritage work and collaboration.

“They are trying to find all stories, especially the ones that no one is telling and with Indigenous partners. There are a lot of people there that didn't realize that they could have a story told.”

Strength of the Language

Participants flagged that the draft strategy had little measures for enforcement and asked for more “teeth” for heritage initiatives. They were also concerned about the possible repeal of C450B Council Policy to Encourage the Designation and Rehabilitation of Municipal Historic Resources in Edmonton (2008) and its possible replacement with just an administrative standard or procedure.

Almost every heritage partner session resulted in comments about updating the document’s language to be stronger. Participants felt that the language in the draft (i.e. “support” and “encourage”) did not have the power required to adequately support heritage initiatives. Suggestions

were provided to improve the terminology and language. It was also suggested that the language needs to be carefully considered to ensure that initiatives are supported and adhere to the Historical Resources Act, which legislates the heritage program's work.

Generally, the high-level approach presented in the strategy and the lack of role clarity did not sit well with some heritage partners. It was clear the strategy's directions were written from the City's perspective but lacked guidance for partners (i.e. they are perceived as passive recipients without carved out roles). The terminology (i.e. support, encourage etc.) was all from the perspective of City Administration and Council. Participants suggested a role matrix or changes to determine how those outside of the City can trigger strategy work.

Participants suggested that more formalized definitions (i.e. "Heritage," "Heritage Areas" etc.) and direct and empowering language was required. Some participants also suggested that metrics, targets and outcomes would be a better approach to achieve desired outcomes.

Edmonton Heritage Council participants also suggested that there is a special opportunity to celebrate "public history" in this document, being the interpretation and sharing of history for a broader, public audience. Developing a thoughtful process similar to public art would help promote our shared history more. Adding a reference about UNESCO's Historic Urban Landscape approach in the strategy was also suggested.

*"Public history is any history that occurs outside of university and books
i.e. podcasts, guided tours, installations of historical photos, display of maps"*

Perspectives and Suggested Changes

How the Strategy Fits into Broader Policy (i.e. The City Plan)

Some heritage partners felt that current policy supporting increased neighbourhood density was overriding heritage policy. While redevelopment is important, participants felt new ways were needed to preserve historic buildings that matter to Edmontonians.

Participants also discussed how increased neighbourhood density does not necessarily mean the destruction of heritage. There are plenty of opportunities for development to be complementary to heritage (i.e. the Douglas Manor and future Connaught Armoury developments). More support to preserve heritage and context in addition to new development was suggested.

Beyond The City Plan and statutory City documents, heritage partners highlighted the need to fit in with other documents such as [Connections and Exchanges](#) (which guides Edmonton Arts Council and Edmonton Heritage Council) and the Arts Habitat's [Cultural Infrastructure Plan](#).

Concern About Funding

Funding was flagged by various participants to better understand how the City's heritage team will expand their scope of work while their budget and resources are staying the same, if not reducing. Heritage partners understood that the built heritage portion of the program will continue; however, there were concerns that other Pillars may be challenging to implement without additional funding.

"Is there specific grant funding for each of those four Pillars, or is it one bucket?"

Tools and Incentives

Participants asked about additional tools and incentives being considered for both the built heritage program and the expanded scope of other Pillars. Information was shared about the City's current Rehabilitation and Maintenance Grant Programs (through Municipal Historic Designation) and participants suggested additional ways of supporting heritage properties and resources.

Partners wondered if the existing grant programs were enough for property owners. Beyond aesthetic, external heritage character defining elements (as outlined in the designation bylaws), they suggested that grants should be available to replace utility related components, including furnaces or plumbing etc. While this may not be eligible criteria for funds, consideration may be applied to expand the eligibility criteria to include other elements and combine grant programs to support climate and sustainability initiatives (i.e. insulation, asbestos abatement, solar panels etc).

A participant from the Edmonton Historical Board asked if the City was considering any additional zoning tools, such as a heritage modifier in the Zoning Bylaw to offer regulatory support or criteria. This question may be tied to heritage character areas (discussed next) or new tools that are needed for existing heritage in addition to commemoration efforts.

"Plaques do not represent heritage enough; resources are being lost."

Heritage Areas

Most heritage partner groups had comments about existing and future heritage areas, with some sessions primarily focusing on this theme. Participants generally felt that heritage areas must play a role in the future to preserve more historic houses and the look and feel of Edmonton's mature neighbourhoods. Some conversations suggested that the need to move from our existing site-by-site approach to focus further on area-based protection, likely using a heritage area model based on the areas previously established. Notably, some participants called for the use of maps, outlining key areas that require protection similar to Heritage Conservation Districts developed in other cities.

"It would be awesome if a neighbourhood could protect one street, reflecting what they started with. The earliest phase of development....the land and the buildings."

Residents from the Garneau community referenced that there are language variances across the City's existing heritage areas. This exemplifies the eras of development for these policies - some dating back to the 1980s - and the overall inconsistency for how we monitor and manage them. They also referenced that Garneau's existing area is classified as a "special character area;" however, there is no special character area in the City's current planning framework documents, such as the District Policy. Participants suggested that action is required to align that language across all heritage areas to give City Administration and Council more leverage when monitoring them, reviewing applications and preserving character.

Heritage as an Economic Driver

Heritage partners with development backgrounds suggested that there are heritage projects with a lot of potential and interest around the city. In addition to tools and incentives, collaboration with and support from the heritage unit would help make heritage projects more feasible. Participants referenced the Eric Cormack site in the wîhkwêntôwin neighbourhood. They said there is a lot of development potential on larger sites along with heritage retention. Brownfield site redevelopment, resource preservation and the opportunity to stack grants from various sources was discussed.

There was some discussion around capacity for heritage deconstruction and material reuse. Participants flagged concerns with the increasing rate of demolition for new development, low tipping fees at (private) landfills and rapid tree removal on private property. They suggested that

cutting red tape has enabled demolition and that mechanisms are required to protect historic buildings.

City-Owned Resources

Heritage partners with development backgrounds and from heritage organizations reiterated that the City has a responsibility to pursue and designate City-owned resources. An example participants mentioned were houses in Glenora purchased as part of LRT construction on Stony Plain Road. The houses, now owned by the City, should be sold with conditions that future owners will designate them as Municipal Historic Resources.

4 IMPLEMENTATION ACTIVITY: CITY-OWNED HERITAGE STEWARDSHIP & LEADERSHIP

PURPOSE

The City strives to be a leader in the preservation and management of historic resources, including the retention and adaptive re-use of resources it owns. Historic resources are significant to Edmonton's evolution, important to our sense of identity and place, support the local economy, and encourage residents and the private sector to do the same.

IMPLEMENTATION APPROACH

The City will develop an updated process and prioritization for City-owned heritage resources. This will include additions to the Inventory, designations to the Register, whether City-owned heritage resources should be retained as assets or sold (with the condition of designation), and resources the City acquires for a capital project or on an opportunity basis.

To support the different activities (i.e., additions, designations, retention, disposition, acquisitions), criteria will be developed to help inform the evaluation and prioritization. Potential criteria could include: landmark value, condition assessment, facility costs, funding availability (operation and maintenance), economic benefit, revenue potential (sale or lease), adaptive reuse potential and public use potential.

This approach will involve coordination across departments including the City's Heritage unit with Urban Planning and Economy, Real Estate within Corporate Services, Integrated Infrastructure Services, Community Services and City Operations who all play a role or are responsible for different aspects related to city-owned heritage.

APPROXIMATE TIMELINES

Short-term (0 to 2 years)

- Develop updated process and prioritization

Medium-term (2 to 6 years)

- Make recommendations (additions, designations, retention, disposition, etc)

Long-term (6+ years) / ongoing

- Review and follow updated process

PILLARS ADVANCED

Natural Heritage

1.1 Develop and maintain a survey of significant natural heritage resources.

1.3 Consider, in collaboration with City departments, the inclusion of City-owned natural heritage resources in the Inventory and Register of Historic Resources.

Built Heritage

4.10 Steward the preservation, management, and celebration of City-owned built heritage resources.

Excerpt from the draft Heritage Places Strategy (April 2026)

A participant from Vision Loss Rehabilitation Alberta requested more references throughout the document to support accessibility for all users. While accessibility and inclusiveness are referenced generally in the Guiding Principles more should be considered in the document.

Participants mentioned the challenges to access older historic buildings due to out-of-date building codes and limited adherence to the City's Access Design Guide. Ultimately, more engagement with people with lived experiences to better support accessibility and inclusion was recommended.

Activity: Online Survey

The Phase 3 online survey was made available on the project webpage, the Engaged Edmonton page, shared directly with partners and distributed to the Edmonton Insight Community.

Six (6) questions were asked that included a range of rating scales (i.e. closed-ended questions) and open responses (i.e. open-ended questions) plus common demographic questions at the end. A total of **1,609** responses were received; this includes **1,409** Edmonton Insight Community member respondents and **200** respondents who accessed the survey through the other channels. The responses to the open-ended questions were manually reviewed and coded based on recurring keywords to identify common themes.

Please note: the respondent pool is a voluntary sample and is not statistically representative of the entire city of Edmonton population. Therefore, while the insights are valuable, the results reflect the views of the respondents only. The themes below provide a snapshot from the survey's closed-ended questions and the additional thoughts provided through the open responses. Responses were cross-tabulated with the demographic data to see how different groups responded.

Agreement with Pillars

Respondents were first asked which Pillars they wanted to review and provide feedback on. Of the 1,609 respondents, just over half (903) chose to review all four Pillars while 97 respondents (6%) opted not to provide feedback on any. Depending on which Pillars (Natural Heritage, Indigenous Heritage, Community and Cultural Heritage and Built Heritage) respondents selected, they were asked how much they agree or disagree with the directions under the Pillar.

Of those who responded, a majority agreed with the directions across all four Pillars. Agreement rates ranged from 64 per cent to 83 per cent (somewhat or strongly agree). Built Heritage and Natural Heritage directions received the highest levels of agreement, from 80 per cent and 83 per cent respectively, while Indigenous Heritage and Community and Cultural Heritage directions received agreement from 64 per cent and 66 per cent of survey respondents. Respondents were also invited to share a comment explaining each of their ratings.

Below, Figures 1 to 4 show the number and distribution of responses for each Pillar, cross-tabulation¹ analysis (looking at responses based on different demographic data to see how

¹ Cross tabulation is a statistical technique that organizes data into a two-dimensional table, allowing researchers to analyze the relationship between data points by observing how often specific categories occur together.

different groups responded), followed by a description of open-ended comments provided. Figure 5 shows the number and distribution of responses for the Implementation Activities.

n.b. Percentages may not add up to a 100% due to rounding.

Agreement with Natural Heritage Pillar

Figure 1. How much do you agree or disagree with the directions for Natural Heritage?

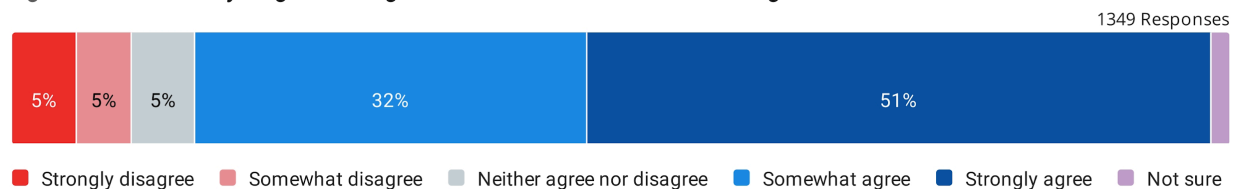


Figure 1: Of the 1,349 respondents who rated directions for Natural Heritage, 83% somewhat or strongly agree (blue), 10% somewhat or strongly disagree (red) and 5% neither agree nor disagree (grey).

Cross-tabulation analysis shows that

- 96% of respondents under the age of 35 agree (somewhat or strongly) with the directions for Natural Heritage

Of the 1,349 respondents who rated directions for Natural Heritage, 767 shared a comment about their rating. For those who selected somewhat or strongly agree, common themes included the importance of preserving the natural heritage to honour it, for our identity, its connections to climate resilience and how it is linked to Indigenous heritage and built heritage. Some respondents wondered if stronger language (“will” or “must” as opposed to “encourage”) would mandate preservation. Other themes included the need for incentives, the role private landowners and developers must play and consideration for physical as well as digital interpretation tools.

“Our city's natural heritage, particularly the river valley and ravines that connect most of our city, are probably the most important of all the things that make our city unique and a great place to live.”

“Natural features are often not given enough consideration as “heritage” resources. They form an essential part of how humans interact with space over time and are instrumental to how we understand our environment.”

For those who selected somewhat or strongly disagree, many comments related to direction 1.6 (“Encourage land developers and private sector partners to incorporate natural heritage commemoration or interpretation into the development or redevelopment of sites”). Respondents expressed concerns about the language to compel land developers and private sector partners to incorporate natural heritage, citing limited success in the past. A related theme was concern for how these directions would be implemented, ranging from a desire to leave natural areas as is, to not wanting to lose access to them, to appropriate management. Other respondents stated that these directions could add extra layers that would restrict development or “grind well intentioned projects” to a halt.

“Although in spirit I agree with the sentiment, in practice Edmonton can't even take care of the plants and trees in their care ... It would be better for you to stay out of this until the City can learn to take care of what it already has.”

“I don't support this policy. It adds unnecessary layers of regulation, approvals, and overlapping designations that drive up costs without clear benefit.”

Agreement with Indigenous Heritage Pillar

Figure 2. How much do you agree or disagree with the directions for Indigenous Heritage?

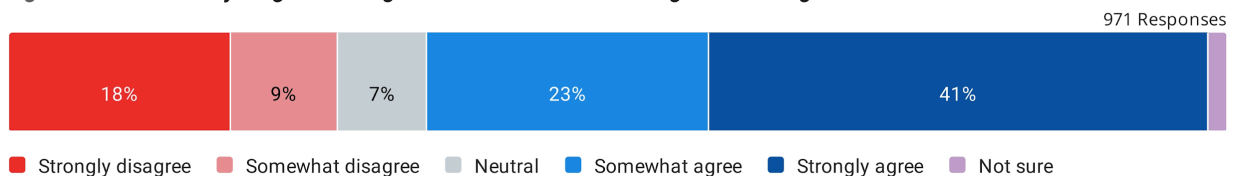


Figure 2: Of the 971 respondents who rated directions for Indigenous Heritage, 64% somewhat or strongly agree (blue), 27% somewhat or strongly disagree (red) and 7% neither agree nor disagree (grey).

Cross-tabulation analysis shows that

- 89% of respondents under the age of 35 agree (somewhat or strongly) with the directions for Indigenous Heritage
- 78% of women showed higher agreement rates with directions for Indigenous Heritage

Of the 971 respondents who rated directions for Indigenous Heritage, 555 shared a comment about their rating. Among those who selected somewhat or strongly agree, common themes included the

need to recognize, preserve and celebrate Indigenous heritage given how much history has been hidden, overlooked or erased. Respondents shared this would contribute to reconciliation, generate visibility, education and awareness for future generations and help to avoid repeating similar mistakes. Respondents also mentioned the importance of Indigenous communities needing to lead these efforts in collaboration with the city.

"It is time that Indigenous People were accepted as not only an important part of the past but part of the present and the future."

"[It's] Important to preserve shared history through Indigenous partnerships and continue engaging with Indigenous communities. Recognizing and listening to different perspectives makes a richer, more vibrant city. "

For those who selected somewhat or strongly disagree, questions related to funding Indigenous heritage initiatives when there are other priorities that need funding (such as affordable housing). Some respondents felt like enough is being done to recognize Indigenous heritage (i.e. renaming of the wards) or that too much emphasis overshadows the heritage of immigrant or cultural groups, promoting divisiveness instead of unity.

"I think we all understand we have different heritage backgrounds, but the more we concentrate on recognition of these, the more we tend to separate into the different heritage groups rather than encouraging people to come together."

"I don't think one culture needs to be singled out for a pillar. It feels exclusionary."

Agreement with the Community and Cultural Heritage Pillar

Figure 3. How much do you agree or disagree with the directions for Community and Cultural Heritage?



Figure 3: Of the 1,304 respondents who rated directions for Community and Cultural Heritage, 66% somewhat or strongly agree (blue), 25% somewhat or strongly disagree (red) and 8% neither agree nor disagree (grey).

Cross-tabulation analysis shows that

- 86% of respondents under the age of 35 agree (somewhat or strongly) with the directions for Community and Cultural Heritage
- 76% of women showed higher agreement rates with directions for Community and Cultural Heritage

Of the 1,304 respondents who rated directions for Community and Cultural Heritage, 721 shared a comment about their rating. For those who selected somewhat or strongly agree, respondents expressed how different heritages deserved to be seen, heard and respected and/or that visibility, recognition and awareness of different heritages can bring people together and strengthen bonds across communities. Respondents also mentioned that Edmonton's diversity and many overlapping histories were important to learn from and share with future generations and that being exposed to that past contributes to a more tolerant, accepting and desirable city.

"Everyone should see themselves in our historical commemorations."

"Community is where history is made. And communities gather around markers that reflect and acknowledge who they are and how they contribute to the fabric of their neighbourhoods and the city. It's also an important element of story-telling and an act of remembering. But most importantly it's affirming to those who are marginalized, forgotten or far from centres of power."

For those who selected somewhat or strongly disagree, there were many comments related to direction 3.3 ("Prioritize place-based, community-led heritage initiatives that reflect the histories

and experiences of 2SLGBTQIA+, Black, Indigenous and People of Colour (BIPOC), immigrant, newcomer, cultural, disability and other traditionally underrepresented communities”). Respondents worried that prioritizing specific groups caused separation, tension, or division based on differences, instead of coming together and promoting all groups. Some felt that prioritizing groups could exclude others. Some respondents felt these directions looked backwards, focused on what was lost and what could not be changed, instead of what the city does moving forward. Instead of these directions, respondents said the city should channel efforts on other priorities like affordability, safety, homelessness, or failing infrastructure.

“I don't support this direction. It feels divisive and overly focused on specific groups instead of serving the broader community. Edmonton is already diverse. This adds programs and spending that look like virtue signalling while basic services and priorities are under pressure. Focus on what benefits all residents, not more layers of policy and cost.”

“It is important to recognize under represented communities, they don't need to be prioritized.”

Agreement on Built Heritage Pillar

Figure 4. How much do you agree or disagree with the directions for Built Heritage?

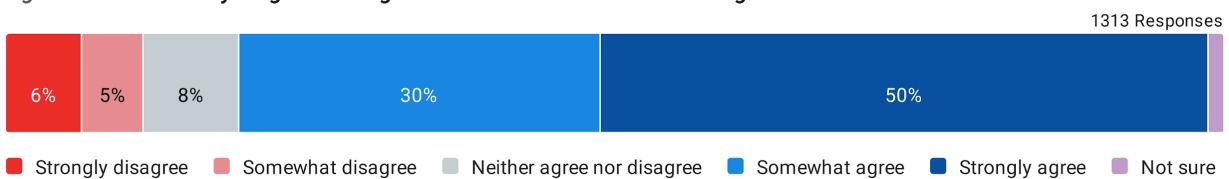


Figure 4: Of the 1,313 respondents who rated directions for Built Heritage, 80% somewhat or strongly agree (blue), 11% somewhat or strongly disagree (red) and 8% neither agree nor disagree (grey).

Of the 1,313 respondents who rated directions for Built Heritage, 723 shared a comment about their rating. For those who selected somewhat or strongly agree, many lauded examples of buildings that have been preserved (e.g., Federal Building, Ritchie Mill, Robertson Wesley Church, Le Marchand Mansion, Rosedale Power Plant). Other respondents worried about those historic buildings, like the former museum and the Princess Theatre, that are unprotected, in need of attention and could be

lost like other significant buildings of Edmonton's past (e.g., Tegler Building, old post office, etc.). Some respondents felt that buildings are torn down too easily due to a culture that values "new" vs "old", the pressures for redevelopment, costs to maintain or buildings left to deteriorate.

Beyond the importance to Edmonton's identity, many respondents said preserving built heritage supports economic development by providing unique places for local businesses, benefits tourism with historic structures or distinct architecture and contributes to climate resilience. Downtown, Westmount, Highlands, 124 Street, Garneau and Strathcona were a few of the neighbourhoods respondents mentioned as having buildings that should be preserved and celebrated. The necessity of grants and incentives to help property owners was another common theme.

"A city that does not preserve its built heritage becomes less interesting and attractive with each building that is torn down. If people do not want to come here to visit and live, there will be less vibrancy and economic stability."

"There are places in Edmonton such as 124th St., Whyte Ave, and Highlands that still have beautiful historic architecture. There are also jewels scattered throughout the city. Evidence shows that living in a beautiful welcoming environment, creates better lifestyles, economics, tourism, and communities."

For those who selected somewhat or strongly disagree, the most common theme was financial with respondents questioning the need for grants and incentives. Reasons against grants and incentives included heritage property owners not needing to be compensated, the City having other priorities to fund and concerns about increased property taxes.

"Property taxes increasing nearly every year, most citizens are somewhat furious with the city wasting money on things like built heritage that don't result in better roads, lower crimes, lower homelessness, etc."

"I am worried that this could jeopardize the redevelopment of certain properties. I am also worried that some buildings which could be considered eyesores would be preserved against the wishes of Edmontonians. In general, I do think it is valuable to

preserve Edmonton's built places, but it needs to be applied sparingly and with a lot of community input."

Agreement with the Implementation Activities

All respondents were invited to share how much they agree or disagree with the six proposed Implementation Activities. Overall, 61 per cent of respondents somewhat or strongly agree that the proposed Implementation Activities will complement and achieve the directions under the Pillars; 18 per cent disagree somewhat or strongly, while 14 per cent neither agree nor disagree and seven per cent are unsure (Figure 5).

Agreement with the Implementation Activities

Figure 5. Overall, how much do you agree or disagree that the proposed Implementation Activities will complement and achieve the Directions under the Pillars?

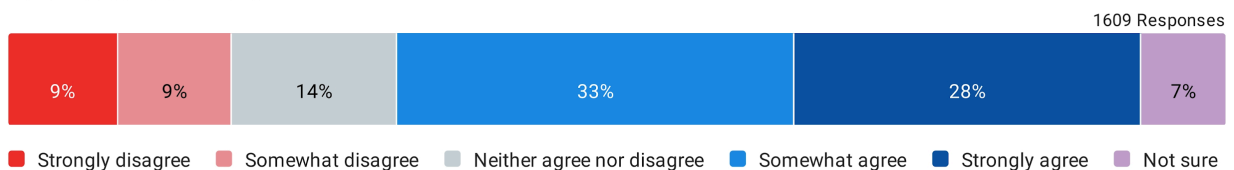


Figure 5 shows that of the 1,609 respondents, 61% somewhat or strongly agree (blue), 18% somewhat or strongly disagree (red), 14% neither agree nor disagree (grey) and 7% are unsure.

Cross-tabulation analysis shows that

- The following groups were more likely to agree (somewhat or strongly agree) with the Implementation Activities:
 - 82% for those under the age of 35
 - 74% for those identifying as 2SLGBTQIA+
 - 71% for those identifying as gender diverse

Additional Comments

The final survey question asked respondents if there was anything else they would like to share about the Heritage Places Strategy project that was not covered in the survey. Of the 1,609 respondents, 600 provided a comment. Some respondents echoed themes previously mentioned: ensuring the heritages of all communities or groups are reflected, concerns about the impact on

taxes, or that heritage should be secondary to other City projects or initiatives (e.g. infill, affordability, homelessness, infrastructure maintenance etc).

A common theme revolved around implementation. Some respondents worried the directions would be hard to achieve due to the strength of the language, competition with other city priorities for budget, or because past efforts to preserve or protect had limited success. Others felt optimistic, seeing implementation as key and ongoing and they were hopeful that additional financial resources would be dedicated to lead this work. Further communication and engagement was another common theme. This included more heritage promotion, awareness and education, continued engagement with residents, community leagues and traditionally underrepresented communities, as well as commitments from developers. Finally, some respondents expressed appreciation for undertaking the strategy to update the City's approach and include aspects like natural heritage or preserving City-owned heritage buildings.

"These priorities need to be RESOURCED with actual MONEY or else we will continue to see Edmonton's heritage burned, demolished, buried, built over or ignored."

"When one travels, the places and customs of heritage areas are strong reasons for what makes a place worthy of visiting, if Edmonton does not emphasize stronger actions to conservation, the places that many people find interesting or unique will be lost and unrecoverable."

Activity: Engaged Edmonton

The Engaged Edmonton webpage received 822 unique visitors and 2 contributions provided under the 'Forum Tool'. On Engaged Edmonton, we shared a draft of the Heritage Places Strategy and other background information.

One respondent said they were in favour of the overall Pillars and Directions as it was past time for the City to “support the many facets of heritage in Edmonton.” However, they were also concerned with the loss of heritage buildings, accelerated with recent rezonings and worried that the City’s heritage team was understaffed and under-resourced (compared to Calgary’s for example) to manage designated buildings, the Inventory and everything else heritage. Under the Built Heritage Pillar, another respondent who owns a heritage home, shared their concern about being able to fund improvements and said the strategy should consider more funding for rehabilitation.

Activity: Additional Conversations and Written Submissions

Similar to the first two phases of engagement, the project team welcomed written submissions or the opportunity to meet with partners, community members or other organizations. The project team met with representatives from the North Saskatchewan River Valley Conservation Society who expressed the importance of heritage recognition along the North Saskatchewan River, especially around the river crossing area. They used the Rosedale Power Plant as an example and suggested that it is one of many places where people should be able to come and learn about the River Valley. They asked about key mechanisms to support this policy on the ground and said that dedicated funding is required to take on this work in a meaningful way.

Of the emailed submissions, one community member shared their frustration about the loss of historic homes in the Wîhkwêntôwin neighbourhood after having helped add these homes to the Inventory of Historic Resources. Another community member inquired about the Gold Bar Farm and suggested possible ways to make it accessible to the public. Finally, one community member shared their appreciation for the draft strategy, the Phase 2 What We Heard Report and suggested neighbourhood ambassadors as well as a newsletter to generate awareness about the City’s initiatives.

Next Steps

Thank you again for your participation! The feedback received from Phase 3 engagement, along with the ongoing research and alignment with policy objectives, will be used to refine the Heritage Places Strategy. Once the strategy has been revised it will be posted to the project web page and shared with partners and the public. The strategy will then be presented to Council's Urban Planning Community in September 2026. To stay up to date, visit edmonton.ca/historicresources.