

Priority Growth Area Rezoning

Edmonton

What We Heard Phase 3B Engagement Fall 2024

City of Edmonton
edmonton.ca/PriorityGrowthAreaRezoning

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Land Acknowledgement

We acknowledge the traditional land on which Edmonton sits, the Territory of the Treaty 6 First Nations and part of the Métis homeland. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as Nehiyaw (Cree), Nakota Sioux (Stoney), Anishinaabe (Saulteaux), Niitsitapi (Blackfoot), Dene and Métis peoples. We also acknowledge this place as the home of one of the largest communities of Inuit south of the 60th parallel.

Edmonton is a welcoming place for all people who come from around the world to share Edmonton as a home. Together we call upon all of our collective honoured traditions and spirits to work in building a great city for today and future generations.

This acknowledgement is significant to us as planning is about our accountability to the land, and the people that call it home. Land is used for many things, and it is tied to the practice of culture. We owe our presence here — the city's vitality and very existence — to the land itself and the cultures that help build this city.

The project team and report authors thank all those who participated in engagement activities. Your contributions are greatly appreciated and we are enthusiastic to share your values and ideas as reflected in these pages.

Executive Summary

Project Context

[The City Plan](#) and [District Plans](#) identify 19 Priority Growth Areas, which are collections of nodes (urban centres) and corridors (main streets) in the redeveloping area of the city (roughly inside the Anthony Henday) anticipated to experience the most near-term growth. At the direction of City Council, the City has analyzed these 19 areas and selected five where targeted, City-driven rezonings are being pursued to leverage existing transit investment and encourage more housing opportunities and business development. The areas selected are: the Wîhk-wêntôwin Node, 124 Street Primary Corridor, 156 Street Secondary Corridor, Stony Plain Road Primary Corridor and the University-Garneau Major Node.

This project was split into four main phases: project initiation, Priority Growth Area selection for rezoning, zone selection and refinement based on planning and servicing analysis, final recommendations, and evaluation and monitoring. We are currently in the zone selection and refinement phase which involves confirming which sites will be proposed for rezoning and what zones and zone modifiers will be recommended. The zone and zone modifiers will guide factors like height and footprints of buildings and which buildings will be required to have ground floor, street-facing commercial space.

Engagement Approach

To support the zone selection and refinement (Phase 3 of the project), the City conducted two rounds of public engagement.

During the first round in summer 2024 (Phase 3A), the public was asked to provide feedback on three questions in relation to the five selected Priority Growth Areas: which properties should be rezoned, what the maximum height of new buildings should be on properties selected for rezoning, and which buildings should be required to have commercial space on the ground floor.

Having considered this input, a second round of engagement (Phase 3B) was conducted in fall of 2024. Phase 3B engagement focused on gathering input on an updated draft rezoning proposal, which was informed by feedback received during the earlier phase of engagement.

Phase 3B (fall 2024) included similar engagement tactics as those used during Phase 3A (summer 2024) engagement and included:

- Engaged Edmonton page (discussion forum and question and answer tools)

- Industry, community league/group, and BIA meetings
- Workshops
- Direct correspondence with the Planners (Chat with a Planner, Email)

These engagement opportunities allowed for the opportunity to provide feedback on the revised draft rezoning proposal, either by sharing it directly with the project planners or as part of a more public discussion.

Engagement Findings and Outcomes

Common feedback themes emerged from the diverse range of opinions and unique local context gathered from each neighbourhood during the Phase 3B engagement in fall 2024.

In response to what properties should be rezoned, some participants suggested that vacant properties, industrial areas, and other neighbourhoods should be prioritized for redevelopment. Additionally, others expressed a preference for increased density along busy streets and near LRT stations.

Feedback on maximum building heights varied by neighbourhood, but local context mattered. Participants generally supported taller buildings in areas that already had them and worried about how larger developments might impact existing smaller homes.

Finally, we received limited and mixed feedback on the location of ground floor businesses. Many participants value the vibrancy of commercial shopping areas, but also noted the changing retail landscape. Some expressed the need for increased density to support businesses and cautioned that excessive commercial space requirements can result in vacancies and less desirable businesses.

With consideration of this feedback, a range of changes and adjustments were made across the Priority Growth Areas. These included the removal of blocks with access challenges, historic building concentration, or limited opportunities for transitioning from taller structures. In certain cases, areas located closer to LRT stops and in areas with denser built forms saw more intense rezoning, and increased density was added along certain arterial roads.

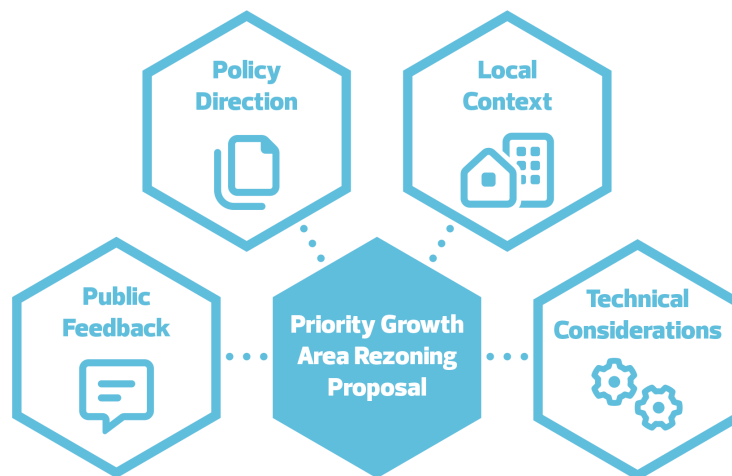
Project Overview

The Priority Growth Areas are a collection of 19 nodes (urban centres) and corridors (main streets) in the redeveloping area of the city (roughly within the Anthony Henday) that The City Plan anticipates will experience the most near-term growth. The City has selected five of these areas where targeted, City-driven rezonings are being pursued to leverage existing transit investment and encourage more housing opportunities and business development. The five selected areas are: Wihkwêntôwin Centre City Node, 124 Street Primary Corridor, 156 Street Secondary Corridor, Stony Plain Road Primary Corridor, and University-Garneau Major Node.

Establishing a strong system of nodes and corridors that fosters transit-oriented development is critical to realizing The City Plan's vision of a healthy, urban, and climate-resilient city. This vision includes Edmontonians having access to diverse housing and transportation options which enable them to fulfill their daily needs within their local communities. City-led rezoning can help create opportunities for these needs to be met by supporting the development of neighbourhoods with more amenities and housing diversity.

In order to shape how zonings in the five selected Priority Growth Area nodes and corridors could be revised in order to promote development, the project team considered multiple factors, such as legislated requirements, technical requirements, City policies, local context, and public input.

Therefore engagement feedback collected in summer 2024 (Phase 3A) was along with legislation, policy and technical requirements, to help create a draft rezoning proposal. This proposal was then presented to communities who were given the opportunity to share their thoughts in fall 2024 (Phase 3B).



Engagement Approach

In Phase 3A (summer 2024) City staff gathered feedback from communities regarding proposed, targeted rezonings in the five selected Priority Growth Areas. Feedback was specifically solicited to help inform which properties should be rezoned and what new zone and zone modifiers should be applied to these sites to guide factors like building heights and ground floor business requirements.

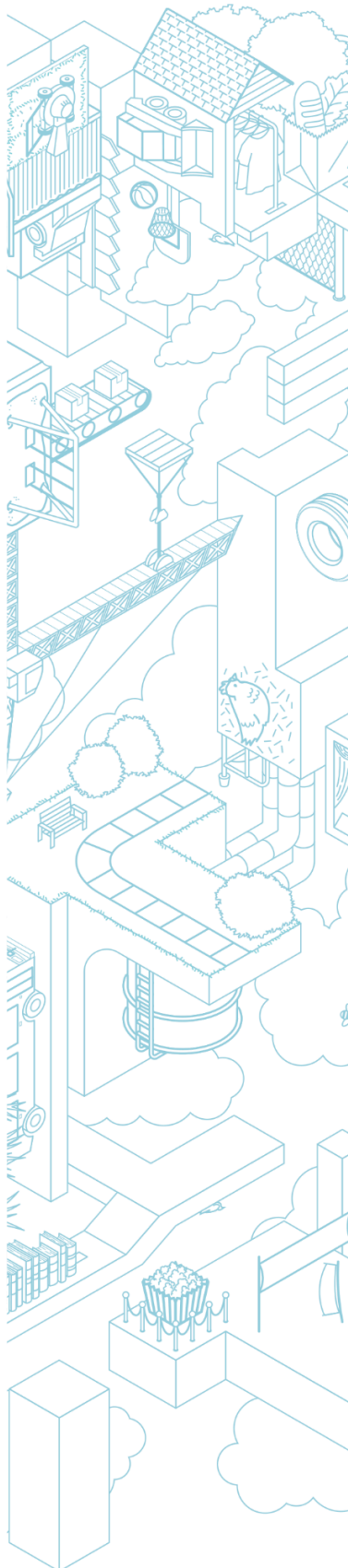
This feedback informed revisions to the rezoning proposal that were then presented back to the public for further comments in fall 2024 (Phase 3B). The goal of Phase 3B engagement was to build on the engagement from Phase 3A and allow communities in Edmonton to comment again on whether they supported the proposed rezonings. For additional details on what was heard during Phase 3A, please see the [Phase 3A What we Heard Report](#).

Engagement Spectrum

The Priority Growth Area Rezoning project falls within the **Advise** level of the engagement spectrum. The Advise level was selected as the project is working within the The City Plan and District Planning policy direction, both of which were developed through multiple years of extensive Create and Refine levels of engagement.



This visual shows the [Public Engagement Spectrum](#): the four ways the public can participate in City of Edmonton activities. As you move within the spectrum, there is an increasing level of public influence and commitment from the City and the public.

**MARCH – MAY 2024****[ADVISE] Priority Growth Area Selection**

Edmonton's 19 Priority Growth Areas were narrowed down to five areas through:

- Detailed technical analysis
- 7 Stakeholder meetings

AUGUST 2024**[ADVISE] Targeted Rezoning Site Selection Engagement**

Edmontonians were invited to help inform which sites and zones should be selected through:

- 3 Drop in Workshops
- 27 'Chat with a Planner' sessions
- 3 Engaged Edmonton Webpages
- 10 Stakeholder Meetings
- 1 Online Survey

SEPTEMBER – OCTOBER 2024**Draft Rezoning Proposal**

Draft rezoning proposal developed using public input, along with technical and policy considerations.

NOVEMBER 2024**[ADVISE] Draft Rezoning Proposal Engagement**

Edmontonians were invited to provide feedback on the draft rezoning proposal through:

- 3 Drop in Workshops
- 22 Chat with a Planner sessions
- 3 Engaged Edmonton Webpages
- 7 Stakeholder Meetings

DECEMBER 2024 – FEBRUARY 2025**Draft Rezoning Proposal Revisions**

Draft rezoning proposal revised based on public input and technical considerations.

MARCH – APRIL 2025**Final Draft Rezoning Proposal Release**

Released early to allow Edmontonians time to review and ask questions.

MAY 2025**Public Hearing**

Final rezoning proposal will be presented to City Council for a decision. Edmontonians will be able to share their thoughts by:

- Registering to speak
- Submitting comments

ADVISE = Advise-level Public Engagement

Engagement Focus

To focus feedback on matters where public input could be authentically used, engagement topics were centered around three main questions:

- 1) Where are the best opportunities for redevelopment?
- 2) In alignment with District Policy, where should more or less height be allowed?
- 3) Where should ground floor businesses be required or optional?

Engagement Methods

Feedback on the draft rezoning for Phase 3B (fall 2024) was collected through a variety of digital and in person tactics. These included forum discussions and a Q&A on the City's digital engagement platform (Engaged Edmonton), chat with a planner virtual and phone meetings, and three open-house style in-person workshops. A series of meetings were also held with the Edmonton Federation of Community Leagues, industry associations, local school boards and business improvement associations.

These tactics were chosen to help ensure that Edmontonian communities and groups were able to provide feedback in a manner that was most comfortable. As with Phase 3A, feedback was again collected based on the Priority Growth Area in question. This allowed City Staff to collect both high level thoughts about the proposed rezoning and also comments on local context. This feedback helped develop the proposed rezonings, such as by identifying the best areas for taller buildings and opportunities to support shopping streets.

For a more detailed overview of the engagement tactics used in Phase 3B, review the [Appendix A](#) of this document.

Communication Methods




A broad range of communications tactics were used to promote engagement opportunities well ahead of time, allowing a minimum of 1-2 weeks notice. This helped ensure those that might be affected by changes in the Priority Growth Areas were able to schedule time for and participate in an engagement opportunity that best suited their needs. Communications for Phase 3B also included an adjustment in notifications methods based on feedback collected in Phase 3A, particularly the inclusion of mailed postcards.






Supporting documentation was also provided on the project website and incorporated into the engagement opportunities to ensure people understood what phase the project was in, what





the key details of the project were, and how their feedback would influence the project at this stage. It also emphasized how the project and Priority Growth Areas selected fit into the City's overall direction and goals, such as the City Plan and District Plans.



Engagement and Communications Snapshot (Phase 3A and 3B)

The engagement and communication statistics below outline the number of participants, events, and types of feedback collected in both the 3A (summer 2024) and 3B (fall 2024) phases of engagement. As Phase 3A helped directly support engagement in the following Phase 3B, presenting these statistics together helps provide a broad view on the types and extent of input communities have had over forming the final rezoning proposals in the Priority Growth Areas.

Tactic	Description	Audience	Metrics	
	Engagement		Phase 3A Summer 2024	Phase 3B Fall 2024
 Engaged Edmonton Webpages	A hub to access all engagement opportunities and project materials, where participants could share feedback through the discussion forum, Q&A, or in the case of Phase 3A only, an interactive maps tool. <i>**See bottom of table for further details</i>	Public (Online)	Visitors 3,024 Respondents 114 Comments or Questions 564	Visitors 931 Respondents 80 Comments or Questions 147
 Online Survey	An online survey was available on the project webpage and distributed through the Edmonton Insight Community to gather feedback in Phase 3A.	Public (Online)	Respondents 1,725	N/A
 Project Email	For direct communication with the project team, the public was invited to share feedback or inquiries through the project email address: pgarezoning@edmonton.ca	Public / Stakeholder (Online)	Emails 21	Emails 40

Tactic	Description	Audience	Metrics	
 Chat With a Planner	Meetings where members of the public could book a 30-45 minute one-on-one virtual or phone meeting with the project team to discuss specific concerns, ask questions, or provide feedback.	Public (Online / In Person)	Meetings 27	Meetings 22
 Drop In Workshops	The project team hosted workshops in August and November to engage in conversations with members of the public and gather feedback.	Public (In Person)	Events 3 Attendees 183	Events 3 Attendees 234
 Stakeholder Meetings	Meetings were organized to engage key individuals and groups in discussions about the proposed rezoning, gathering their insights and concerns	Stakeholder (Online / In Person)	Meetings 10	Meetings 7
Communications			Phase 3A <i>Summer 2024</i>	Phase 3B <i>Fall 2024</i>
 Pop Ups	Brief, informal opportunities for community members, to learn about the project and ask questions.	Public (In Person)	Events 10 Attendees ~129	N/A
 Email Outreach	Emails sent to the public, community leagues and groups, Business Improvement Areas, citizen advisory committees and development industry associations promoting the engagement opportunities and soliciting feedback.	Public / Stakeholder (Online)	Emails Sent ~127	Emails Sent ~504

Tactic	Description	Audience	Metrics	
 Postcards	Postcards were distributed to inform the public on the proposed rezoning and encourage them to engage in the feedback process.	Public (In Person)	Number of pop-up events where postcards were shared 10	Postcards Mailed 43,855
			<i>*Phase 3A distributed postcards at in-person pop up events</i>	<i>*Phase 3B sent postcards directly to inform participants via mail.</i>
 Signs	Signs were installed in strategic locations within the selected areas to alert residents about the proposed rezonings and provide information on how to participate in the engagement process.	Public (In Person)	Road Signs 10	Lawn Signs 60
			Estimated Impressions ~2.36 M	Estimated Impressions N/A
			Digital Signs 11	Digital Signs 11
 Online Advertising	Geo-targeted Facebook and Instagram newsfeed ads promoting the engagement opportunities. Engagement opportunities were also promoted on the City's facebook, instagram and X accounts.	Public (Online)	Impressions 660k+	Impressions 719k+
			Click throughs 3.95k+	Click throughs 4.19k+
			User Accounts Reached 478k+	User Accounts Reached 117.8k+
 Newsletters	Engagement opportunities were publicized in the City's Building Edmonton, City Building and Business Improvement Area newsletters. Opportunities were also promoted to City staff through the Your City News internal city-wide staff newsletter.	Internal / Public (Online)	Articles in external-facing City newsletters 3	Articles in external-facing City newsletters 3
			Combined subscribers reached 3,000	Combined subscribers reached 3,000

Tactic	Description	Audience	Metrics	
 Public Service Announcements (PSAs)	The City's weekly Public Engagement PSA informed residents of engagement opportunities throughout the engagement period.	Public (Online)	PSAs 6	PSAs 3
 Posters	Posters were placed at recreation centres, Edmonton Public Library (EPL) branches and at pop-up events in the areas selected for rezoning to inform the public about the proposed rezoning and encourage them to engage in the feedback process.	Public (In Person)	Places posters were distributed 4 recreation centres 7 library branches 10 pop up events	Places posters were distributed 4 recreation centres 7 library branches

***Statistics for Phases 3A and 3B on the Engaged Edmonton platform may vary based on which tools were used and host platform. For instance, Phase 3A utilized the mapping tool function, allowing respondents to post a pin on an interactive map and leave written comments. Phase 3B did not have this feature, using instead written responses on the discussion-based forum tool as well as the Q&A tool, both of which Phase 3A also used.*

In both cases, "Visitor" refers to the number of people who visited the Engaged Edmonton site at least once, "Respondent" refers to a unique participant who contributed at least one piece of feedback on any tool, and "Questions or Comments" refer to at least one piece of feedback collected on any of the Engaged Edmonton tools.

Engagement Findings and Outcomes

High Level Overview of Findings (What We Heard)

Across all PGAs, respondents noted that design and aesthetics are important and that they were worried about how new developments would look, how they would fit in with the existing neighborhoods and if they would make the streets more lively. Many comments emphasized the importance of building design and its harmony with the neighbourhood.

Other common themes across all neighbourhoods included how density might affect crime (opinions were split), that the project seemed too focused on developers (especially in Garneau), and that the City should focus on developing other areas first.

In the Stony Plain Road and 156 Street Corridors some respondents liked the balanced approach and focus on future LRT stops, however, others felt the rezoning area should be expanded. Some residents were against rezoning properties with the Carruthers Caveat, and others wanted to focus on main roads and leave out neighborhood interiors. Infrastructure, traffic, shadows, noise and school capacity concerns were also discussed.

Within the University-Garneau Major Node, the feedback showed a mixed response to the proposed rezoning. Some respondents opposed the proposed rezoning due to concerns about heritage preservation, increased density and preserving small scale housing. There were differing views on building heights, ground floor businesses, and the need for increased density. Concerns were also raised about infrastructure, traffic, and the engagement process.



City Planners discuss the University-Garneau PGA rezoning proposal with residents at City Arts Centre

The 124 Street and Wihkwêntôwin areas feedback also highlighted a range of opinions. Some respondents requested expanding the rezoning area and expressed concerns about the impact of taller buildings on older small scale housing. Concerns were raised about the lack of

housing diversity and affordability, as well as the potential strain on infrastructure and amenities due to increased density.

Detailed engagement feedback separated by Priority Growth Area is available in the [individual area summaries](#) section table below. Feedback collected that was more closely related to other City departments, like Alley & Neighbourhood Renewal, Taxation, Open Space, or the Police, has been recorded and shared with those departments where applicable.

High Level Overview of Outcomes (How We Responded)

Areas within the Stony Plain Road and 156 Street Corridors that were further from LRT Stops and located inside communities were removed from the project. Additionally, maximum heights at the intersections of Stony Plain Road and 156 and 149 Street near future LRT stations were reduced.

Within the University-Garneau Major Node, certain blocks were removed due to access challenges, a higher concentration of historic

buildings, or limited opportunities for transitioning from taller structures. The community expressed a preference for increased density along arterial roads, so additional properties were added along 82 Avenue. Maximum heights were reduced where development was located south of and shared a lane with small-scale housing or was adjacent to buildings on the historic registry.

In the 124 Street and Wîhkwêntôwin areas, the most significant change was the inclusion of Wîhkwêntôwin between 102 and 103 Avenues into the proposed rezonings area. The most intense zoning was directed to areas located closer to LRT stops and in areas with denser built forms. Similar to the University-Garneau Priority Growth Area, portions of the 124 Street Priority Growth Area were removed to reflect heritage buildings, small fragmented land holdings and limited opportunities for transitioning from taller structures.



City Planners discuss The Stony Plain Road and 156 Street PGA rezonings with residents at the Orange Hub

The changes above allow for additional housing and a consistent, phased approach, while supporting the anticipated densification over time of all portions of the Node and Corridor network, including areas not rezoned with this project. A more detailed breakdown of how engagement feedback was considered in the drafting of the proposed rezonings is also presented in the [individual area summaries](#) section table below, separated by Priority Growth Area.

Stakeholder Meetings Summary

Discussion focus in the stakeholder meetings varied depending on which stakeholder group was present. Discussions often centered around clarifying information. Overall, these conversations included:

- Broad communication and engagement strategies
- Information sharing within stakeholder networks
- Supporting existing and future businesses
- Contextually appropriate building heights
- Focusing development on parcels near LRT stops and arterials

Individual Area Summaries

The following section presents a detailed summary of the feedback collected about the draft rezoning proposal in November 2024 (Phase 3B), as well as the associated changes that were influenced by this feedback.

The section does this by first presenting a grid, separated by engagement tactic type (workshop, direct correspondence, Engaged Edmonton forums, etc) that shows the number of times a comment was collected that showed support, opposition, or was neutral about the proposed rezoning. The 'neutral' tally indicates the number of times a comment or response was received in one of these engagement opportunities that did not necessarily show direct support or opposition to details of the proposed rezoning, but instead was a general comment, out of scope of the project, or a question. Support and opposition are those comments which did directly share their respective sentiment.

This grid is followed by a table that presents the themes heard in that feedback, combining content from all the engagement tactics. So, for instance, the sentence, "Nine responses showed mixed opinions on the proposed rezoning area" implies that 9 comments out of the total number of comments received share this sentiment. A number in brackets following a sentence also indicates the number of times that comment was received.

Stony Plain Road and 156 Street

This section outlines the feedback collected in the Stony Plain Road and 156 Street Priority Growth Area, as well as the associated changes this feedback helped influence. For an overview of what the following grid and table numbers mean, as well as a brief explanation of terms used, please see the [Individual Area Summaries](#) introduction.

Workshop
Support: 23
Opposition: 45
Neutral: 89

Email
Support: 2
Opposition: 6
Neutral: 3

Chat with a Planner
Support: 4
Opposition: 1
Neutral: 3

Engaged Edmonton
Support: 9
Opposition: 4
Neutral: 0

Total = 189

<i>What we heard</i>	<i>How we responded</i>
Rezoning Area	
<p>The proposed rezoning area generated mixed reactions from the community. Three comments liked the balanced approach and focus on future LRT stops, while five thought the rezoning area was too small and wanted more of Glenora included, especially the future 133 Street station. Five comments were against rezoning properties with the Carruthers Caveat and five wanted to focus on main roads and leave out neighbourhood interiors. Two comments thought it was unfair to make more people live on noisy roads.</p> <p>While lower than in the other Priority Growth Areas, some suggested that the City focus on developing other neighbourhoods first, such as:</p> <ul style="list-style-type: none"> - Commercial properties along 170 & 178 Street - Industrial areas - Other neighbourhoods - Vacant sites 	<p>Areas within the Stony Plain Road and 156 Street Corridors that were further from LRT Stops and located at the edge of the corridor or inside communities were removed from the project to focus on sites with greater redevelopment opportunities.</p> <p>It was not within the scope of this project to examine proactive, City-initiated rezonings of properties outside of the identified Priority Growth Areas.</p>
Building Height	
Views on maximum building heights were divided. Eight comments preferred lower heights, suggesting a maximum of 4-6 storeys, with some	Maximum heights along Stony Plain Road near the future 149 and 156 street LRT stations were

<p>advocating that multi-unit buildings only be allowed on arterial roadways or expressing concerns about excessive heights around LRT stations. On the other hand, six preferred more height around LRT stations, particularly on 142 Street, citing existing tall buildings in the area. Three comments noted that they would prefer to treat all the intersections and LRT Stops the same. Another two wanted height to reflect existing buildings in the area.</p>	<p>reduced to provide a more consistent development pattern in the area.</p>
Business	
<p>Opinions on where to require ground floor businesses were also split. Two comments desired more businesses and two felt there was already too much commercial space which leads to less desirable business types. Additionally, some property owners expressed a desire to operate businesses from their properties within the neighborhood interiors, while others said it is difficult to find tenants.</p>	<p>Mandatory ground floor commercial zoning was focused around existing major commercial streets, community hubs and LRT stations to balance feedback that we should focus efforts while making commercial optional in other areas.</p>
Density	
<p>Eighteen comments showed support for additional density. These comments mentioned that density will help with affordability and support the future LRT Line, with six respondents saying the area is too car dependent and oversupplied on parking. Four comments shared concerns about redevelopment leading to gentrification and three expressed concern that the neighbourhoods are too dense and that the existing RS- Small Scale Residential Zone already allows for excessive density.</p>	<p>The draft proposal has been revised to focus density, particularly around LRT stations. Areas at the edge of the corridor where the existing built form remains small scale have been removed from the project.</p>
Infrastructure & Amenities	
<p>Several comments were worried about infrastructure in the area and the possible effects of bigger buildings. These concerns centered on issues such as public street parking (17), traffic (6), shadows (2), noise (2), school capacity (1), protecting view (1) and infrastructure (1).</p>	<p>As part of this project the City is working with a transportation consultant and EPCOR to conduct the relevant infrastructure studies. The City has also informed the school boards to assist with their capital planning processes.</p> <p>Some impacts from taller buildings are anticipated as the city densifies over time. The tradeoff is that redevelopment will create greater housing choice and benefit more people with access to nearby amenities. As nodes and corridors redevelop with larger buildings over time, the perceived impact</p>

	<p>from individual buildings may be lessened.</p> <p>These impacts can be mitigated through design at the Development Permit stage.</p>
Engagement	
<p>Eleven comments noted that the engagement process needed to be better, either due to experiencing difficulty with the Engaged Edmonton platform, feeling they had been ignored, not having enough time to engage, or experienced late postcard deliveries.</p> <p>Three comments found that the information provided was helpful and that they supported the City's changes.</p>	<p>A variety of online and in person engagement tactics were used to encourage diverse perspectives and accommodate different schedules and preferences on methods for providing feedback. A mapping tool was not used in Phase 3B to respond to challenges with navigating the map and placing pins on properties in Phase 3A.</p> <p>A number of communications channels were also used to help ensure people were aware of the engagement opportunities and how to participate. Notification methods were changed for Phase 3B based on feedback we heard during Phase 3A, particularly on the inclusion of mailed postcards.</p> <p>A full summary of all the engagement and communications tactics and their metrics are available in the Engagement and Communications Snapshot section of this report.</p> <p>When the What We Heard Report for Phase 3B is shared publicly, it will be accompanied with instructions for how to participate in the upcoming May 2025 public hearing and share their thoughts on the proposed rezonings directly with members of Council. Feedback received throughout the project will also be summarized in the report and presentation to Council to ensure they are aware of the public's perspectives prior to making a decision on the proposed rezonings.</p>
Other	
<ul style="list-style-type: none"> - Lot depths in Glenora will make redevelopment challenging (3) - These neighbourhoods need more housing choice (3) 	<ul style="list-style-type: none"> - Standard zones have been selected to enable more flexibility, but variances may still be required or if the applicant has unique needs that require more site specific zoning at the time of development they can make a private application to meet these unique needs. - The new zones being applied in the proposal are intended to enable a variety of housing types in

	these neighbourhoods.
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University Garneau

This section outlines the feedback collected in the University Garneau Priority Growth Area, as well as the associated changes this feedback helped influence. For an overview of what the following grid and table numbers mean, as well as a brief explanation of terms used, please see the [Individual Area Summaries](#) introduction.

Workshop

In Support: 34
In Opposition: 95
Neutral: 179

Email

In Support: 0
In Opposition: 13
Neutral: 3

Chat with a Planner

In Support: 2
In Opposition: 3
Neutral: 1

Engaged Edmonton

In Support: 1
In Opposition: 39
Neutral: 7

Total = 383

<i>What we heard</i>	<i>How we responded</i>
Rezoning Area	
<p>Ten comments shared that the proposed rezoning area was appropriate or too limited, suggesting adding areas north of 87 Avenue, DC1-Direct Control zoned lands, Windsor Park, and areas south of 81 Avenue. Three others expressed appreciation for the incorporation of feedback from the summer engagement in revising the proposed rezoning area.</p> <p>Many opposed the proposed rezoning. Heritage concerns were frequently mentioned, with 33 responses worried that rezoning would lead to demolition of heritage housing. Property owners also expressed concerns about joining the historic registry, citing cost or limitations on their land.</p> <p>Respondents suggested that a Direct Control Zone (which is a site specific zone) or other policy lever would be a preferred method for preserving older buildings. Additionally, 37 comments advocated for retaining more of the Small-Scale Residential Zone, citing people prefer smaller-scale dwellings and that this would ensure a greater variety of housing options in the area.</p>	<p>The project team worked with the City's Heritage Planners to inform which lots were selected for proposed rezoning. The project team also continues to advocate for property owners to obtain more information about the process for adding their property to the historic registry.</p> <p>It was outside of the scope of this project to examine the use of Direct Control Zoning or the creation of other policy levers to preserve older buildings. It was also not within the scope of this project to examine proactive, City-initiated rezonings of properties outside of the identified Priority Growth Areas.</p>

<p>There were 21 comments opposing rezoning on 81 Avenue, 2 asking not to rezone east of 109 Street, and 34 proposing the City prioritize development in other areas such as:</p> <ul style="list-style-type: none"> - Arterial roads (such as 109 Street) - Vacant properties - Neighbourhoods with less density or the suburbs - Whyte Avenue - Properties that don't fit the aesthetic of the area - Blatchford 	
Building Height	
<p>While six comments felt the proposed heights were too low and should align more closely with District Policy for the area, a larger number felt they were too high. Forty-seven comments preferred a transition to the heights of existing smaller buildings rather than to future tall buildings along arterial roads.</p> <p>However, there was no consensus on appropriate height next to a single detached home, with suggestions ranging from three to eight storeys. The Garneau Community League recommended five storeys along the west side of 109 Street and four storeys elsewhere with the possibility of six on corner lots.</p> <p>There was also feedback that taller buildings should be restricted to arterial roadways, while others argued against this, citing increased noise pollution for these residents and advocated for reducing the width of roadways in the area.</p>	<p>Maximum heights were reduced along 87 Avenue where properties are located south of existing small-scale residences to reduce shadowing impacts from taller buildings. Six storeys are still proposed on the north side of 81 Avenue as this enables a transition from existing high-rise buildings along 82 Avenue.</p>
Business	
<p>On the requirement for ground-floor businesses, feedback was mixed. Two comments expressed a desire for more businesses in the area, while two others noted the challenges of filling commercial spaces. Additionally, three comments felt there are already enough businesses and favored making new stores optional.</p>	<p>Ground floor business has been made optional between 86 and 83 Avenue. This focuses commercial space around the community hub at the northern end of 109 Street and along Whyte Avenue, one of the primary shopping streets in Edmonton.</p>
Density	
<p>Seven comments acknowledged the need for increased density and fourteen expressed</p>	<p>We recognize there are mixed opinions about adding more density. The proposal aims to</p>

<p>support. They referenced potential benefits like lower taxes and reduced car dependency.</p> <p>Twenty-two comments shared that Garneau was already sufficiently dense or even overly dense. Others noted that the neighbourhood currently has high levels of vacancy with residents indicating numerous for rent signs in the area.</p> <p>Additional concerns included potential tax increases and decreased property values. Regardless of their position, many residents expressed a desire for more three-bedroom dwellings.</p>	<p>provide opportunities for additional housing while taking an incremental approach to aligning the community with the long term vision for a Major Node as outlined in The City Plan and Scona District Plan.</p> <p>The proposed rezoning focus area was reduced between Phase 3A and Phase 3B of the project but no additional parcels were removed from the rezoning focus area after Phase 3B. However, heights were reduced in several areas in response to concerns raised.</p>
Affordability	
<p>Regarding affordability, six comments expressed concern that the project would worsen the situation, citing industry tendency to build expensive homes and the number of existing luxury housing in the area. Two comments suggested that increased density would improve affordability by expanding the housing supply.</p>	<p>Proactive rezoning looks to ease the upward pressure on housing costs by allowing for increased supply. However, it's just one of several efforts aimed at addressing the wide range of factors that influence affordability.</p> <p>Other efforts the City is taking to improve affordability include, enabling homes to be built quicker, changing tax rates for rental buildings, constructing purpose built affordable housing and developing surplus school sites for additional housing.</p>
Infrastructure & Amenities	
<p>Some comments noted concern about the infrastructure in the area and the possible effects of bigger buildings. The comments focused on issues such as traffic (19) and public street parking (14), among others: sun and shadow (9,) drainage, water, power (6), privacy (2), noise (2), and wind.</p> <p>An additional 5 comments asked how amenities like green space, bicycle infrastructure, and transit would keep up with the growing population and how density might impact existing infrastructure such as alleys.</p>	<p>As part of this project the City is working with a transportation consultant and EPCOR to conduct the relevant infrastructure studies. The City has also informed the school boards to assist with their capital planning processes.</p> <p>Some impacts from taller buildings are anticipated as the city densifies over time. The tradeoff is that redevelopment will create greater housing choice and benefit more people with access to nearby amenities. As nodes and corridors redevelop with larger buildings over time, the perceived impact from individual buildings may be lessened.</p> <p>These impacts can be mitigated through design at the Development Permit stage.</p>
Engagement	

<p>There were mixed feelings about the engagement. Four comments stated it was insufficient, that they did not like the online tools, and that the maps were hard to understand.</p> <p>Five comments thought the engagement was good, saying that previous feedback had been used, that staff listened to their concerns, and the process was well-organized and informative.</p>	<p>A variety of online and in person engagement tactics were used to encourage diverse perspectives and accommodate different schedules and preferences on methods for providing feedback. A mapping tool was not used in Phase 3B to respond to challenges with navigating the map and placing pins on properties in Phase 3A.</p> <p>A number of communications channels were also used to help ensure people were aware of the engagement opportunities and how to participate. Notification methods were changed for Phase 3B based on feedback we heard during Phase 3A, particularly on the inclusion of mailed postcards.</p> <p>A full summary of all the engagement and communications tactics and their metrics are available in the Engagement and Communications Snapshot section of this report.</p> <p>When the What We Heard Report for Phase 3B is shared publicly, it will be accompanied with instructions for how to participate in the upcoming May 2025 public hearing and share their thoughts on the proposed rezonings directly with members of Council. Feedback received throughout the project will also be summarized in the report and presentation to Council to ensure they are aware of the public's perspectives prior to making a decision on the proposed rezonings.</p>
Other	
<ul style="list-style-type: none"> - Protect trees and historic plants (10) - No more rezoning should be approved (5) - Rezoning will allow redevelopment of contaminated land (4) - Rental properties are poorly managed (4) 	<ul style="list-style-type: none"> - These comments have been shared with both the Heritage Planning and Open Space Teams for their consideration - This project intends to implement long term policy direction for a Major Node. While an incremental approach was taken, we anticipate that all properties within the major node may still be rezoned in the future as is the property owners' right. The properties included in the project may also be rezoned in the future. - City employees are aware of potential environmental concerns in the area and have collaborated with Engineering Services to ensure that Environmental Site Assessments are

	<p>completed as required for any future rezoning or development.</p> <p>- Concerns about nuisance conditions associated with private property are out of scope for this project but can be shared with the City's Community Standards Enforcement Officers by calling 3-1-1.</p>
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124 Street and Wîhkwêntôwin

This section outlines the feedback collected in the 124 Street and Wîhkwêntôwin Priority Growth Area, as well as the associated changes this feedback helped influence. For an overview of what the following grid and table numbers mean, as well as a brief explanation of terms used, please see the [Individual Area Summaries](#) introduction.

Workshop

In Support: 23
In Opposition: 45
Neutral: 89

Email

In Support: 0
In Opposition: 5
Neutral: 4

Chat with a Planner

In Support: 4
In Opposition: 4
Neutral: 0

Engaged Edmonton

In Support: 7
In Opposition: 9
Neutral: 1

Total = 191

<i>What we heard</i>	<i>How we responded</i>
Rezoning Area	
<p>Feedback included four requests to expand the rezoning area, particularly north of 104 Avenue and south of Jasper Avenue. There were also three suggestions to expand the boundaries of the 124 Street Primary Corridor and three for a more equitable treatment of Wîhkwêntôwin and Westmount. Concerns were also raised about the impact of larger buildings on historic homes, with some comments suggesting a reduction or removal of areas with historical homes.</p> <p>Twelve comments stated that the City should prioritize development in other areas before</p>	<p>It is not within the scope of this project to examine rezoning properties outside of the identified Priority Growth Areas, nor to expand the boundaries of the Node and Corridor Network.</p> <p>Sites were selected for their redevelopment potential and where there were opportunities to replace older Direct Control Zones. With respect to land north of 104 Avenue, there are requirements for road and open space dedications that would be challenging to achieve under standard zoning.</p> <p>Small-scale residential areas located further from the LRT (such as those east of 124 Street and</p>

<p>increasing density in these two neighborhoods such as:</p> <ul style="list-style-type: none"> - Only rezoning in Wîhkwêntôwin - Only on vacant lots - Blatchford - Industrial lands - Empty buildings or malls - Areas that already have tall buildings - In less dense neighbourhoods - Downtown - Brewery District 	<p>north of 107 avenue), lacking transition from existing high-rise buildings (properties west of 124 street and north of Stony Plain Road), or having small fragmented parcels were removed from the proposed rezoning area as the project focused on sites with greater redevelopment potential.</p>
Building Height	
<p>Concerns about the impact of building height on older housing were frequently expressed in the 24 responses received. Many respondents felt that taller buildings near older homes and businesses would negatively impact or even destroy the area's character, and suggested that only small-scale buildings should be allowed nearby. One comment suggested downzoning near these areas. Similar to feedback received in Garneau, property owners expressed resistance to joining the historic registry due to concerns about cost and potential limitations on their land. Respondents indicated that a Direct Control Zone or other policy lever would be the preferred method for preserving older buildings.</p> <p>Feedback on the proposed building heights was mixed. Six comments expressed concerns that the proposed heights were excessive and out of scale with existing neighborhood buildings, suggesting a maximum height limit between 2 and 6 storeys. Six additional comments specifically mentioned that the proposed heights along 124 Street were too tall, with two of them advocating for lower heights on the west side of the street. One comment noted that the proposed heights were insufficient, particularly for the Wîhkwêntôwin area.</p>	<p>The proposed heights west of 124 Street were reduced to reflect local context; meanwhile, additional height is now proposed along 104 Avenue east of 124 Street to better benefit the location of future LRT Stops.</p> <p>It is outside of the scope of this project to examine the use of Direct Control Zoning or the creation of other policy levers to preserve older buildings. It is also not within the scope of this project to examine proactive, City-initiated rezonings of properties outside of the identified Priority Growth Areas.</p>
Business	
<p>When asked about where the City should mandate ground-floor businesses, ten comments expressed a desire for more shops in the area, including in the neighborhood's interior. We also heard that the current shopping streets, particularly Jasper</p>	<p>Changing the road right-of-way is outside of the scope of this project and creating a more pedestrian friendly experience is better supported through detailed design at the development permit stage.</p>

<p>Avenue and 104 Avenue, are too focused on vehicles and there is a desire for more pedestrian-friendly shopping environments.</p> <p>Several respondents expressed concerns about the commercial viability of the area, with two comments noting the difficulty in filling commercial spaces and four suggesting an oversaturation of businesses. Those in support of more optional commercial spaces also highlighted the negative effects of wide roads and heavy traffic, suggesting that vibrant streets could also be achieved through lane reductions, street furniture, and increased green space.</p>	<p>Traditional retail streets and proximity to transit were both identified as important features for locating commercial spaces. Mandatory commercial spaces have been focused along traditional shopping streets (Jasper Avenue and 124 Street) as well as around future LRT Stops.</p>
<h2>Density</h2>	
<p>Fifteen comments said they supported the proposed zones and additional density. Reasons included improved vibrancy and support for business (5), support for non-vehicular modes of transportation (3), reduced tax liabilities (2) and allowing more people to live close to amenities (2).</p> <p>Others shared their concerns that more density would reduce or remove the diversity of housing in the community with two comments stating that citizens prefer single detached homes and the City needs to preserve small-scale options in both neighbourhoods.</p>	<p>We recognize there are mixed opinions about adding additional density. The proposed rezonings aim to provide opportunities for additional housing while taking an incremental approach to aligning the community with the long term vision for the area.</p> <p>Small-scale residential areas located further from the LRT, lacking transition from existing high-rise buildings, or with more small fragmented parcels, were removed as the project focused on sites with greater redevelopment potential. The proposed heights west of 124 Street were reduced to reflect local context; meanwhile, additional height is now proposed along 104 Avenue east of 124 Street to better benefit the location of future LRT stops.</p>
<h2>Affordability</h2>	
<p>Concerns about housing affordability were higher in these two Priority Growth Areas. Eight comments expressed concern that redevelopment would result in the loss of more affordable buildings and want to see steps taken to protect these properties. On the commercial side, five comments worried that rezoning could raise the rents on local businesses and force them to close. Some suggested a tax incentive could help mitigate this potential impact.</p>	<p>By allowing for increased supply, proactive rezoning looks to ease the upward pressure on costs. However, it is just one of several efforts aimed at addressing factors that influence affordability.</p> <p>Other efforts the City is taking to improve affordability include, enabling homes to be built quicker, changing tax rates for rental buildings, constructing purpose built affordable housing and developing surplus school sites for additional housing.</p>

Infrastructure & Amenities

Several responses were concerned with infrastructure in the area or with the potential impacts from larger buildings. Sun and shadow was the most noted concern (18) followed by public street parking (11), wind (8), traffic (8), privacy (3) and protecting views, school capacity, drainage, and noise (1.)

An additional 11 comments asked how amenities such as parks, recreation spaces, libraries, grocery stores, and particularly cycling infrastructure would accommodate additional people. Two residents requested more information on what other levels of government or city departments are doing to address this.

A variety of online and in person engagement tactics were used to encourage diverse perspectives and accommodate different schedules and preferences on methods for providing feedback. A mapping tool was not used in Phase 3B to respond to challenges with navigating the map and placing pins on properties in Phase 3A.

A number of communications channels were also used to help ensure people were aware of the engagement opportunities and how to participate. Notification methods were changed for Phase 3B based on feedback we heard during Phase 3A, particularly on the inclusion of mailed postcards.

A full summary of all the engagement and communications tactics and their metrics are available in the [Engagement and Communications Snapshot](#) section of this report.

When the What We Heard Report for Phase 3B is shared publicly, it will be accompanied with instructions for how to participate in the upcoming May 2025 public hearing and share their thoughts on the proposed rezonings directly with members of Council. Feedback received throughout the project will also be summarized in the report and presentation to Council to ensure they are aware of the public's perspectives prior to making a decision on the proposed rezonings.

City departments through *Breathe* and *The Approach* will explore how public amenities can be improved in these neighbourhoods.

Engagement

Feedback on public engagement was positive. Eighteen comments noted that the engagement experience was positive and shared that the workshops were engaging and informative. They expressed feeling listened to and appreciated that the City responded to feedback during previous engagement.

Seven comments noted that engagement was insufficient. Complaints included a general lack of

A variety of online and in person engagement tactics were used to encourage diverse perspectives and accommodate different schedules and preferences on methods for providing feedback. A mapping tool was not used in Phase 3B to respond to challenges with navigating the map and placing pins on properties in Phase 3A.

A number of communications channels were also

<p>awareness and understanding of recent land use changes (The City Plan, District Plans, Zoning Bylaw Renewal), that online engagement was difficult to use and more in person options were needed, that they did not feel listened to, and that notification methods needed to be improved. A few comments suggested that City staff should go door to door to notify affected properties and businesses.</p>	<p>used to help ensure people were aware of the engagement opportunities and how to participate. Notification methods were changed for Phase 3B based on feedback we heard during Phase 3A, particularly on the inclusion of mailed postcards.</p> <p>A full summary of all the engagement and communications tactics and their metrics are available in the Engagement and Communications Snapshot section of this report.</p> <p>When the What We Heard Report for Phase 3B is shared publicly, it will be accompanied with instructions for how to participate in the upcoming May 2025 public hearing and share their thoughts on the proposed rezonings directly with members of Council. Feedback received throughout the project will also be summarized in the report and presentation to Council to ensure they are aware of the public's perspectives prior to making a decision on the proposed rezonings.</p>
Other	
<ul style="list-style-type: none"> - Require buildings to be made of concrete (3) - Rezoning will lower property values (1) - Unfair to only rezone some properties as they will see increases in property values (1) - Need more three bedroom units (1) 	<ul style="list-style-type: none"> - Building materials are regulated by the Alberta Building Code and are outside the scope of this project. - Administration and Council can only take into account land use considerations, and not other factors such as property values, when evaluating zoning changes. - Many of the selected zones include floor area ratio incentives to encourage larger 3 bedroom dwellings.

Next Steps

The final rezoning proposal will be released for the public to review in March and presented to City Council at a Statutory Public Hearing on May 20, 2025, where the public will be invited to share their opinions.

For regular project updates, please visit edmonton.ca/prioritygrowtharearezoning and [join the mailing list](#).

Questions? Call 311 or contact the project team by email at pgarezoning@edmonton.ca.

Appendix: Engagement Tactics Detailed (Phase 3B)

Email: Edmontonians were able to submit feedback and questions about the project directly to the project team using the project email (pgarezoning@edmonton.ca). This email was distributed widely in most communications about the project, as well as being found on the edmonton.ca page and Engaged Edmonton pages.

Engaged Edmonton: Engaged Edmonton is the City of Edmonton's official digital engagement platform. Available to any member of the public who registers to make an account, the engagement tools used in this Phase 3B were live from November 4 to 24, 2024. The tools used were the Forum and Q&A, as well as a hyper link to the Chat with a Planner sign up page:

- **Forum Tool:** Provided participants with the opportunity to leave feedback as written comments, as well as an option to respond to or 'like' / 'dislike' other respondents' comments. Discussions were broken out into four separate forums (General, Height, Area Rezoning, and Commercial) to help guide conversation.
- **Q&A Tool:** Participants can ask a question directly to the Project Team. Responses to these questions are then posted automatically on the Engaged Edmonton page once answered, typically within 5-10 business days. In some instances where one respondent posts many questions and is already known to the Project Team, they may respond to that participant directly through an already established channel.

Chat with a Planner: Participants were able to schedule a 1-on-1 chat with a Planner on the Project Team, hosted on Google Meet. In these meetings, participants would be able to ask questions to the Planner and provide feedback on the proposed rezonings. These sessions were available from November 4 to 22, 2024. These meetings were open to allow participants ample time to find a time slot that fit their schedules, as well as accommodate those who could not attend the in-person sessions.

Stakeholder Meetings: Various in-person and virtual meetings were held with key stakeholders. The following groups were engaged throughout the process:

- Edmonton Federation of Community Leagues
- Business Improvement Areas (BIA)
 - 124 Street and Area
 - Stony Plain Road
- Industry Representatives
 - BILD Edmonton Metro
 - IDEA Infill Development in Edmonton Association
 - NAIOP Edmonton Commercial Real Estate Development Association
 - Building Owners and Managers Association of Edmonton and North (BOMA)
- Glenora Community League

The following list of Community Organizations were notified about stakeholder engagement opportunities:

Old Glenora Conservation Association	Scona District Council
Britannia-Youngstown Community League	Terra Losa Community League
Canora Community League	West Jasper Place/Sherwood Community Leagues
Crestwood Community League	Westmount Community League
Garneau Community League	Wihkwentowin Community League
Glenora Community League	Windsor Park Community League
Glenwood Community League	124 Street Business Improvement Association
Grovenor Community League	The Crossroads Business Improvement Association
High Park Community League	The Downtown Business Improvement Association
Inglewood Community League	Old Strathcona Business Improvement Association
Jasper Park Community League	Stony Plain Road Business Improvement Association
Mayfield Community League	
Meadowlark Park Community League	
Queen Alexandria Community League	

Workshops

The five selected Priority Growth Areas were divided into three regions for the purposes of stakeholder engagement. An in-person workshop was conducted in each of these areas in November as part of Phase 3B:

- 156 Street Secondary Corridor and Stony Plain Road Primary Corridor: November 7, 2024 at The Orange Hub
- Wìhkwêntôwin (Oliver) Centre City Node and 124 Street Primary Corridor: November 12, 2024 at Wìhkwêntôwin School
- University-Garneau Major Node: November 13, 2024 at The City Arts Centre

The participants at all three workshops were asked to provide their comments on sticky notes and place them on maps, or fill out a general comment form to summarize their feedback. General background information was provided about the project timeline, City Plan and District Plan Policy, standard zones and zone modifiers. The public was asked to offer their feedback on the:

- Revised set of sites proposed for rezoning in each selected area;
- New, higher-density standard zones within the Zoning Bylaw proposed for each site based on The City Plan and District Plan policy direction; and
- Zone modifiers recommended for each site, which will guide the maximum height and footprint of buildings to control the scale of development and identify which buildings will be required to have ground-floor, street-facing business space.

Each workshop also provided an introductory video covering the project history and why these specific priority growth areas were selected. The video explained how The City Plan and District Plans related to the surrounding neighborhoods. Attendees were then given comment forms and could view information on the Zoning Bylaw, development process, and District Plan Policy. City staff were available at various tables containing maps of the proposed rezoning area, potential zones and where ground floor businesses would be required.