

What We Heard Report

Marquis Town Centre

LDA23-0184 & LDA22-0453

Edmonton

Public Engagement Feedback Summary

Project Address: 1004 - 195 Avenue NW, 130 - 195 Avenue NW, 18850 - Meridian Street NW, 19350 - Meridian Street NW, 19650 - Meridian Street NW, 20304 - Meridian Street NW, 803 - 195 Avenue NW

Project Description: Application to rezone the Marquis Town Centre lands in the Marquis Neighbourhood (LDA23-0184).

This application proposes to rezone several existing parcel's zones,

FROM: (AG) Agricultural Zone; (AP) Public Parks Zone; (CB2) General Business Zone; (RA9) High Rise Apartment Zone; (PU) Public Utility Zone; (MMUT) Marquis Mixed Use Transition Zone; (MRC) Marquis Retail Centre Zone; (MMS) Marquis Main Street Zone; (MED) Marquis Entertainment District.

TO: (AGU) Urban Reserve Zone; (AP) Public Parks Zone; (CB2) General Business Zone; (CSC) Shopping Centre Zone; (MRC) Marquis Retail Centre Zone; (NA) Natural Area Protection Zone; (PU) Public Utility Zone; (RA7) Low Rise Apartment Zone; (RA8) Medium Rise Apartment Zone; (RF5) Row Housing Zone; (RLD) Residential Low Density Zone.

The proposed zones allow for many uses and activities. The following lists a prominent use that may be developed under each zone:

- (AGU) Urban Reserve Zone - Rural Farm
- (AP) Public Parks Zone - Public Park
- (CB2) General Business Zone - Commercial Uses
- (CSC) Shopping Centre Zone - Commercial Uses
- (MRC) Marquis Retail Centre Zone - Commercial Uses
- (NA) Natural Area Protection Zone - Natural Areas
- (PU) Public Utility Zone - Utility infrastructure/ telecommunications, etc
- (RA7) Low Rise Apartment - Apartment Housing
- (RA8) Medium Rise Apartment - Apartment Housing
- (RF5) Row Housing Zone - Row Housing
- (RLD) Residential Low Density Zone - Single and Semi Detached Housing

LDA22-0453: Horse Hill Area Structure Plan and Marquis Neighbourhood Area Structure Plan Amendments

An accompanying application under LDA22-0453 has been made to amend the Marquis Neighbourhood Structure Plan (NSP) to align with the proposed rezoning.

A summary of changes includes the following:

- Updates to land use designations.
 - Reducing the Town Centre Commercial area.
 - Increasing the mix of residential land uses including low density, medium density, and high density residential.
 - Reconfiguring a public park designation.
- Updates to the transportation network
 - Relabelling the future proposed LRT line to a mass transit line to reflect The City Plan, which identifies that mass transit includes not just LRT as it has in the past, but also bus-based mass transit. This allows for future flexibility to implement the mass transit type that will best serve an area's needs as Edmonton grows and develops.
 - Realignment of the future proposed mass transit line.
 - Relocation of the Transit Centre along 195 Avenue arterial roadway.
 - Adjustments to the primary road network.

An amendment to the higher-level Horse Hill Area Structure Plan (ASP) is also proposed, to align with the NSP amendments.

Engagement Format:

Online Engagement Webpage - Engaged Edmonton:
<https://engaged.edmonton.ca/marquistowncentre>

Engagement Dates:

November 13, 2023 through December 3, 2023.

Number Of Visitors:

- Engaged: 3
- Informed: 66
- Aware: 190

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

About This Report

The information in this report includes summarized feedback received between November 13, 2023 to December 3, 2023 through online engagement via the Engaged Edmonton platform and emails submitted directly to the file planner.

The public feedback received will be considered during the planning analysis to ensure the review of the application takes local context into consideration and is as complete as possible. It will also be used to inform conversations with the applicant about potential revisions to the proposal to address concerns or opportunities raised.

This report is shared with all web page visitors who provided their email address for updates on this file. This summary will also be shared with the applicant and the Ward Councilor, and will be an Appendix to the Council Report should the application proceed to a Public Hearing.

The planning analysis, and how feedback informed that analysis, will be summarized in the City's report to City Council if the proposed rezoning goes to a future City Council Public Hearing for a decision. The City's report and finalized version of the applicant's proposal will be posted for public viewing on the City's public hearing agenda approximately three (3) weeks prior to a scheduled public hearing for the file.

Engagement Format

The Engaged Edmonton webpage included an overview of the application, information on the development and rezoning process and contact information for the file planner. Two participation tools were available for participants: one to ask questions and one to leave feedback.

The comments are summarized by the main themes below, with the number of times a similar comment was made by participants recorded in brackets following that comment. The questions asked and their answers are also included in this report.

Feedback Summary

Number of Responses:

In Support: 0

In Opposition: 1

Mixed Comments/General Feedback: 2

What We Heard

The following section includes a summary of collected comments:

Reasons For Opposition

- Development on prime agricultural land should be retained with focus on development to be in infill settings instead of expanding servicing further out. Servicing costs will burden citizen's income through an increase in taxes.
- Additional public consultation is required to gauge on the proposed changes to the planned LRT.
- A dedicated LRT right-of-way must be reserved at this time in order to secure the area for future LRT needs and avoid issues of turning as in the case of the proposed 90 degree turn.

Suggestions For Improvement/General Comments

- Combine the commercial area and the higher density areas together, allowing shops where people are and build vertically in support of more mixed use developments.
 - The proposed amendments have some positive changes including isolating the Town Centre without dissecting it by way of major arterials.
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Web Page Visitor Definitions

Aware

An aware visitor, or a visitor that we consider to be 'aware', has made one single visit to the page, but not clicked any further than the main page.

Informed

An informed visitor has taken the 'next step' from being aware and clicked on something. We now consider the visitor to be informed about the project. This is done because a click suggests interest in the project.

Engaged

Every visitor that contributes on the page, either by asking questions or leaving a comment, is considered to be 'engaged'.

Engaged and informed are subsets of aware. That means that every engaged visitor is also always informed AND aware. In other words, a visitor cannot be engaged without also being informed AND aware. At the same time, an informed visitor is also always aware.

Next Steps

The public feedback received will be considered during the planning analysis and will be included in the administration report for City Council. The administration report and finalized version of the applicant's proposal will be posted for public viewing on the [City's public hearing agenda](#) website approximately three (3) weeks prior to a scheduled public hearing for the file.

When the applicant is ready to take the application to Council (the Administration makes a recommendation of Support or Non-Support):

- Notice of Public Hearing date will be sent to surrounding property owners and applicable nearby Community Leagues and Business Associations.
- Once the Council Public Hearing Agenda is posted online, members of the public may register to speak at Council by completing the form at edmonton.ca/meetings or calling the Office of the City Clerk at 780-496-8178.
- Members of the public may listen to the Public hearing on-line via edmonton.ca/meetings.
- Members of the public can submit written comments to the City Clerk (city.clerk@edmonton.ca).

If you have questions about this application please contact:

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