

What We Heard Report

Richford

LDA24-0038

Edmonton

Public Engagement Feedback Summary

Project Address: 10950 - Ellerslie Road SW

Project Description: The City has received a rezoning application from Invistec Consulting Ltd. The current zone on the site is the Agriculture Zone (AG) and the proposed zones are a Direct Control Zone (DC), Small-Medium Scale Transition Residential Zone (RSM h12.0), Medium Scale Residential Zone (RM h16.0), and the Public Utility Zone (PU). These zones would allow:

- DC Zone - Mixed-use development up to 8 storeys (28 m) in height
- RSM h12.0 Zone - Row Housing & Multi-unit Housing up to 3 storeys (12 m) in height
- RM h16.0 Zone - Multi-unit Housing up to 4 storeys (16 m) in height
- PU Zone - A stormwater management facility and walking paths

This application includes proposed amendments to the Richford Neighbourhood Area Structure Plan to facilitate the proposed rezoning.

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

In-person Open House:
Roberta MacAdams School, located at 2099 Blackmud Creek Dr SW

Phone and Email Engagement:
Postcard notices sent to 488 residents

Engagement Dates: June 3, 2024 - June 23, 2024 (online)
June 6, 2024 (in-person)

TYPE OF ENGAGEMENT	DATE	RESPONSES/ RECIPIENTS
Advance Notice from the City	February 23, 2024	Recipients: 1,137
Online Engaged Edmonton Webpage	June 3, 2024 - June 23, 2024	Webpage visits: 530 Responses opposed: 4 Responses in support: 1 Responses in neutral or mixed position: 2
In-person open house	June 6, 2024	Attendees: 46 Responses opposed: 6 Responses in support: 0 Responses in neutral or mixed position: 0
Public Engagement, Phone Calls and Emails with Planner	February 23, 2024 - June 27, 2025	Calls and emails: 71 Responses opposed: 52 Responses in support: 11 Responses in neutral or mixed position: 8

About This Report

The information in this report includes summarized feedback received between June 3, 2024 - June 27, 2025 through the types of engagement shown above.

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 and open house visitors who provided their email address for updates on this file. This summary will also be shared with the applicant and the Ward Councillor, 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.

Feedback Summary

The most common **concerns** heard with the number of times a comment was recorded in brackets:

Traffic (70): Respondents reported experiencing significant traffic congestion, particularly during rush hours and expressed concerns that increased density would intensify this problem, affecting residents' safety and convenience. They also noted that drivers would use the surface parking lot of the E'Scapes Condominiums to travel between the new residential and commercial developments.

Access Points (44): Respondents have expressed concerns about the limited number of access points, which they believe will be worsened by the growing number of residents. They highlighted that the design could pose significant risks, particularly for first responders navigating the neighbourhood.

Loss of Green Space (38): Residents have noted that the green space greatly contributes to their health and well-being, and removing it would affect their quality of life.

Community Facilities (32): Concerns and questions have been raised about how the development will affect community facilities and services, such as schools, parks, and healthcare centers, and whether these facilities can meet the growing population's demands.

Noise and Air Pollution (32): Concerns about health risks, noise, and air pollution anticipated from the construction of the new development and have asked for measures to be put in place to minimize the impact on the community.

Building Size (19): Residents oppose the height or location of the proposed condominiums.

Property Value (37): A repeated concern was that constructing new condominiums might negatively impact property values.

The most recurring comments of **support** heard were:

Location (8): The site's proximity to public transit and the use of land to address housing needs.

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 residents 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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