What We Heard Report
Idylwylde
LDA26-0227

Public Engagement Feedback Summary

Project Address: 7907- 86 Avenue NW

Project Description: The City has received a rezoning application from EINS Development Consulting Ltd for 7907- 86 Avenue NW. The current zone is the **Small Scale Residential Zone** (RS) and the proposed zone is the **Medium Scale Residential Zone** (RM h16) which would allow:

- Multi-unit residential development with commercial opportunities at ground level
- A maximum height of 16 metres (approximately 4 storeys)
- A floor area ratio of 2.3

Engagement Format: Online Engagement Webpage - Engaged Edmonton: https://engaged.edmonton.ca/Idylwylde86ave

Engagement Dates: From September 14, 2026 - September 27, 2026

Number Of Visitors:

- Visited the page: 400
- Submitted a question or forum response: 58
- Contacted the planner directly: 67
- Petition signatures: 273

About This Report

The information in this report contains summarized feedback received between September 14 and September 27, 2026 through online engagement via the Engaged Edmonton platform as well as all emails or phone calls submitted directly to the file planner to October 6, 2026.

The public feedback received will be considered during the planning analysis to ensure the review of the application takes local context into consideration. These findings will also be used to inform conversations with the applicant regarding potential revisions to the proposal to address any concerns or opportunities that arise.

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

Engagement Approach & History

Initial engagement included sending advance notices on July 20, 2026 to property owners and residents within a 60-metre radius, as well as relevant community leagues and business associations. The notices directed recipients to contact the project planner with feedback on the application.

At the request of residents, a file planner and a transportation engineer were invited and attended a community-organized meeting on August 06, 2026, to answer questions and address concerns. Feedback forms were distributed during the event to collect written input and questions, though none were completed.

Participants requested additional online opportunities to participate, and an Engaged Edmonton page was launched to facilitate further public input.

Engaged 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 to utilize: a question and answer tool, and a forum tool to leave feedback.

Summary of Participation

- Phone calls or emails: 51
- Engaged Edmonton posts and questions: 58
- Attendees at the community-hosted event: 67 (approximately)

Feedback Summary

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 by participants and their answers are also included in this report.

<u>This section summarizes the main themes collected.</u>

Number of Responses on the Engaged Edmonton page: 58

In Support: 9

In Opposition: 44

Mixed/Questions: 5

Number of Responses received over phone or email: 51
In Support: 4
In Opposition: 43
Mixed: 4

The most common **concerns** heard were:

Traffic congestion: Respondents felt there is already significant traffic congestion in the neighbourhood. A significant portion of this volume is driven by Vimy Ridge High School, located approximately 360 metres from the proposed development, which attracts students from across the city. Respondents believe that additional residents and the planned 79 Street bike lane will add to local safety and congestion concerns.

Limited on-street parking: Concerns were raised regarding increased competition for public street parking from new residents of both the subject property and other nearby developments. The absence of minimum on-site parking requirements in the Zoning Bylaw further heightens apprehension about potential parking spillover across the community.

Misalignment with Policy: Residents believe that a building of this size should not be approved outside of the Node and Corridor System and that the subject site lacks the supportive contextual factors from District Policy 2.5.2.5 to consider additional scale.

Insufficient Infrastructure: Participants stated that the existing infrastructure, such as water, sewer, and waste collection systems, were not designed to support the proposed level of density. Many cited the need for various technical studies, such as a sun shadow study, transportation impact assessment, drainage servicing report, and parking assessment.

Neighborhood Character: Residents feel the development will negatively impact the neighborhood's character. Many residents are worried that new developments will cause the area to lose its charm and originality, particularly if the development has poor design or is too large. Some forum participants expressed apprehension towards commercial spaces, stating it would not be successful, resulting in empty spaces, or might include non-desirable business types.

Physical Characteristics of Development: Residents voiced the height, scale, and massing would be out of character with existing buildings and negatively impact sunlight and privacy on their own properties.

Inappropriate Density: Many residents raised concerns that existing infill has resulted in the neighbourhood already being heavily populated. There are also concerns that additional density would exacerbate many of the ongoing challenges in the neighbourhood such as traffic and crime.

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

Supporting Density Targets and Housing Opportunities: Some participants feel this is a positive step towards improving housing availability within the city, noting their community as a convenient location for new residents. Some residents encourage this development as a cost-effective way for the city to grow while supporting density targets and welcoming additional neighbours.

Location: The site is located within walking distance of numerous amenities such as Vimy Ridge High School, mass transit (Bonnie Doon LRT Stop), park space and the Bonnie Doon Shopping Centre. The proximity to these amenities makes this a convenient location for future residents that would likely reduce the need for car ownership over time.

Business Opportunities: Ground floor businesses would be enriching for the neighbourhood. Participants expressed that businesses could offer meeting spaces for the community and increase walkability. However, some residents did have reservations that this was optional under the proposed zone.

Improved Vibrancy: Many respondents felt that the proposed rezoning would be a better use of the land as opposed to a surface parking lot. Additional residents would help support existing businesses and increase the neighbourhood's vibrancy.

Enhanced Safety: Some residents feel the increase in foot traffic would improve the overall safety of the community, as more people will be present on the street.

What We Heard

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

Reasons For Opposition

Traffic/Parking/Safety

- Will increase traffic congestion in the neighbourhood (64)
- Will increase competition for public on-street parking (60)
- Increased traffic combined with narrow streets will decrease safety and access for emergency vehicles (15)
- Additional population will increase crime (6)

Insufficient Supporting Infrastructure:

- Infrastructure in the neighbourhood is old and not designed to accommodate this many people. The City must require technical studies such as transportation impact assessments, sun shadow studies, parking assessments, drainage servicing reports, etc (39)

Lack of policy support

- This proposal should be refused as it is not located within a node or corridor. Additionally, the site does not meet the supportive contextual factors for additional scale under District Policy 2.5.2.5 (26)

Built Form/Site Layout/Neighbourhood Character
- A four storey building is too tall for this area and will negatively impact privacy and sunlight for nearby properties (24)
- A building of this size is not compatible with the neighbourhood and will negatively change its character (22)

Density
- There is too much density being added to this neighbourhood, with even more being added to surrounding neighbourhoods like Holyrood and Bonnie Doon (14)
- The City is not sufficiently considering cumulative density as a factor in its recommendation (4)

Other:
- Infill results in decreased property values (10)
- Commercial uses are not wanted here and will not be successful in this location (9)
- Public engagement was insufficient and not enough people were notified (9)
- Concerned about a loss of landscaping (both private and public) (6)
- The development will not be able to adequately accommodate waste collection (6)
- Increased density and redevelopment will create noise and other nuisance conditions (5)
- Infill is not affordable (4)
- New developments are poorly designed and building practices substandard (4)
- These developments are not family or senior friendly (3)
- Multi-unit development will allow more renters to live in the neighbourhood (2)

Reasons For Support
- This site is within close proximity to lots of amenities including park space, public transportation (LRT and Bus), and shopping (11)
- Commercial businesses would be a great addition to the neighbourhood (8)
- Excited for increased foot traffic and vibrancy, which should decrease crime (5)
- A surface parking lot is a poor use of this land (5)
- This helps support Edmonton's density goals (3)
- The proposed scale is reasonable (3)
- Infill improves affordability (1)
- This property has sufficient size to support larger buildings (1)

Questions & Answers

Questions & Answers from the Engaged Edmonton Ask a Question tool:

1. **When is the City Planning Department going to require planned building design information before a decision to approve a rezoning application ?** Approving applications for re-zoning such as the example of residential small scale to medium scale without proposed building information details necessarily allows the developer to build to the maximum allowances of the applied for zoning. The City is essentially approving blindly ; raising the question what planning is the City actually engaged in ?

Response from the Project Team:
Detailed building design and architectural plans are not required at the rezoning stage of the **land development process** as decisions being made at this stage are about the broad proposed use of the land. With that said, when evaluating a rezoning request, City Administration does review the maximum height, massing, and intensity permitted under the proposed zone to ensure surrounding infrastructure can support it, and that the proposed zoning is appropriate for the location. Detailed design elements like floor plans, site layouts, and building materials, are subsequently reviewed and enforced during the Development Permit stage.

2. **When is the City going to reinstate on-property parking requirements for new development?** The City's 'Open Option Parking' policy naively relies on private developers in the misguided hope that developers will allocate sufficient parking on-site for property developments. It is extremely irresponsible for the City to have adopted this (hopeless) policy ; which has been further exacerbated by the removal of on-street parking in selected areas for other City initiatives.

Response from the Project Team:
There are currently no plans to reinstate parking minimums. Under Edmonton's **Open Option Parking** policy adopted in 2020, minimum parking requirements were removed from the Zoning Bylaw. This means no parking minimums apply to this site under either the existing **Small Scale Residential Zone (RS)** or the proposed **Medium Scale Residential Zone (RM)**. Instead, property owners and businesses decide how much private on-site parking to provide to meet their needs. That said, Administration has observed higher ratios of proposed parking stalls per unit with medium scale development.

City Administration is reviewing on-street parking on the adjacent road network as part of its planning analysis for this application. Existing cycling infrastructure and future planned improvements are also being reviewed.

More broadly, the City's **Curbside Management Strategy**, is exploring how public curbside spaces across the city can be used for efficiently and equitably.

3. **Proper bike storage.** Given that the neighbourhood is already quite walkable and that 79th St is slated to get a bike lane, will the city require the proposed building have safe, secure bycicle parking for its residents? I see this as an amenity that is lacking in many apartment buildings in this city.

Response from the Project Team:

The Zoning Bylaw requires safe, secure bicycle parking, to be provided in all new multi-unit housing developments. There are specific standards to ensure it's easily accessible and protected from theft (Reference **Section 5.80.8** of the Zoning Bylaw).

The Zoning Bylaw requires one bike parking space to be provided per unit, and bike parking is also required for commercial uses based on floor area. Additionally, a minimum of 85% of these spaces must be for **Long Term Bike Parking**.

4. **When is the City going to correct their currently flawed practice of not considering surrounding area development proposals and approved projects.**
   In considering whether to approve the application to re-zone the address 7907 - 86 Avenue in Idylwylde , it was stated (when asked) by a City Planner attending an August 06th 2026 meeting in Idylwylde that the decision to approve the application (and presumably other similar applications being received by the City ; i.e. as the City's current planning practice) ... does not consider surrounding development proposals and existing development projects (several being exampled to the Planner).

Response from the Project Team:
Thank you for your question.

Rezoning proposals are reviewed by several subject matter experts both within and outside of City Administration.

The technical review, which includes the City's Transportation and Drainage engineering teams, examines the cumulative impact of nearby developments and the proposed zones' potential impact on infrastructure capacity. Any costs associated with infrastructure upgrades required by future development would be the responsibility of the applicant/owner.

The Land Use Planner will review the proposal's alignment with City Council approved land use policies (**the District Plans and Policy**) as well as planning principles. Currently, the Council-approved District Policy and plans do not set a maximum population either at the City or neighbourhood level.

5. **Has traffic, foot and vehicle, been considered given the proximity to the school?**
   Residents have noted that there has been difficulties and dangers associated with traffic around the school and playground. There have been close calls with drivers and pedestrians. Does it make sense to bend the framework in this situation simply because the land is large enough for a development of the proposed size?

Response from the Project Team:
A formal Transportation Impact Assessment (TIA) study is not required for this application. Given the property's size and proposed zoning, the anticipated traffic generation falls below the threshold that triggers a formal study.

However, City Administration is conducting a review of existing traffic and site-generated traffic for the proposed zoning. Existing parking along the adjacent road network, traffic safety measures, and the Active Transportation Network expansion project along 79 Street are also

being reviewed. As well as examining the collision history and traffic safety infrastructure near the site and adjacent school.

The full findings of this internal traffic review will be summarized in the planning analysis attached to the Council report which will be publicly accessible and presented to City Council before they make a decision on this proposed rezoning at a future Public Hearing.

As part of a Vision Zero Street lab (neighbourhood traffic calming) project in 2024, a driver feedback sign was installed along 79 Street between 85 Avenue and 86 Avenue and two speed humps were installed along 86 Avenue between 83 Street and 79 Street near the rezoning site. Curb extensions were also placed on the north and south legs along the east side of 79 Street at the 86 Avenue intersection.

6. **How do you expect vehicles to safely navigate these streets?** The increase in density that's already occurring is making it increasingly difficult to allow traffic to drive down the blocks because there are fewer and fewer places to pull over to let an oncoming vehicle come through and there's not enough room for two vehicles to pass when there are parked cars on both sides. The bike lane down 79th Street will make this far worse, so how are Vehicles supposed to navigate the neighborhood with this increased density?

Response from the Project Team:
The City's Safe Mobility team conducted public engagement from September 12 - October 3, 2023 to gather feedback on the Idylwylde community lived experiences with neighbourhood traffic and traffic safety concerns. **The Idylwylde Street Lab plan** was created and a number of traffic safety measures (speed humps, curb extensions and centre medians) were identified and installed in November 2024.

7. **Have you considered the impact of parking?** Have studies been completed and considered regarding the impact of this change on parking and cycling in the neighborhood?

Response from the Project Team:
Under Edmonton's **Open Option Parking** policy adopted in 2020, minimum parking requirements were removed from the Zoning Bylaw. This means no parking minimums apply to this site under either the existing **Small Scale Residential Zone (RS)** or the proposed **Medium Scale Residential Zone (RM)**. Instead, property owners and businesses decide how much private on-site parking to provide to meet their needs. That said, Administration has observed higher ratios of proposed parking stalls per unit with medium scale development.

City Administration is reviewing on-street parking on the adjacent road network. Existing cycling infrastructure and future planned improvements are also being reviewed.

8. **Concerns about the proposed one-way and new infrastructure.** 1) Please clarify whether the proposed one-way starts at 98ave and ends at 76ave? 2) Can the city ensure the re-development includes adequate parking for residents and/or commercial customers? 3) Can local infrastructure handle increased demand represented by existing, let alone increased rezoning designation?

Response from Project Team:
Thank you for your question.

1. The roadway will change to a one-way southbound route from 90 Avenue to 76 Avenue.
2. Under Edmonton's **Open Option Parking** policy adopted in 2020, minimum parking requirements were removed from the Zoning Bylaw. This means no parking minimums apply to this site under either the existing **Small Scale Residential Zone (RS)** or the proposed **Medium Scale Residential Zone (RM)**. Instead, property owners and businesses decide how much private on-site parking to provide to meet their needs. That said, Administration has observed higher ratios of proposed parking stalls per unit with medium scale development.
3. Rezoning applications are reviewed by internal and external subject matter experts including transportation, drainage, and utility teams to assess infrastructure impacts. The applicant/owner will be responsible for all costs associated with infrastructure upgrades required to support the development.

9. **City planners are ignoring community members concerns.** I attended a meeting there and the city panner seemed to be ignoring any concerns of community members. Over 100 have signed a petition against this, many are posting and are outraged by this. Rules for such a development seem to be being bent or ignored to served developers wishes. This development is overdoing the density for this neighbourhood.

Response from the Project Team:
Under Edmonton's planning framework, every land development application undergoes a structured review process:

- **Policy Alignment:** City Administration evaluates proposals against high-level goals in the **City Plan** and specific directions in the relevant **District Policy and plans**. This includes assessing site-specific factors such as site size, orientation, access to transit, proximity to parks, and active transportation networks.
- T**echnical Review:** Planners coordinate with internal and external subject matter experts including transportation, drainage, and utility teams to assess infrastructure impacts.
- **Summarizing Public Input:** Feedback from community members helps highlight local context and concerns. A summary of all public comments, including petitions, is included in the formal package submitted to City Council to ensure they are aware of public opinion prior to making a decision on a rezoning proposal.
- **City Council Decision:** City Administration provides a technical recommendation based on policy alignment and agency reviews, but **City Council is the ultimate decision-maker** on all rezoning applications.

Public feedback is a core part of the rezoning process, and all input gathered through meetings, online submissions, and petitions is carefully compiled and shared with City Council. Council weighs the policy framework, technical evaluations, and community feedback during a Public Hearing before voting on whether the proposed zoning is appropriate. Community members can

also participate directly by submitting written comments to the City Clerk or registering to speak to Council at the hearing.

10. **Not a node or corridor.** Why is this rezoning being considered at all, if the lots do not fall within a node or corridor? Should the cities Southeast District Plan not be followed?

Response from the Project Team:
There are places outside of nodes and corridors where larger buildings may be considered appropriate.

Under Edmonton's planning framework, proposals in areas designated as Urban Mix are evaluated under **District Policy 2.5.2.5**. This policy directs Administration and City Council to consider rezoning applications that would allow larger buildings based on site-specific contextual factors.

These contextual factors include:

1. Appropriate site size to support the additional scale
2. Location and orientation of the site on the block
3. Location in or proximity to a Node or Corridor Area
4. Proximity to and frequency of transit service
5. Design and function of adjacent roadways (such as being located along an arterial road)
6. Proximity to park or open space
7. Proximity to active transportation networks
8. Scale and uses permitted on adjacent sites.

Administration is still undertaking its full review of this proposed rezoning, which includes evaluating the application for alignment with relevant City plans and policies (eg **City Plan, District Policy and plans**, etc), technical considerations (eg. drainage, transportation, etc) as well as gathering public feedback. The findings of Administration's review will be used to inform a recommendation to City Council of support or non-support for the proposed rezoning. City Council will then make the final decision on the proposed rezoning at a future public hearing.

11. **What type of business would go in the main floor?** Businesses would be better suited to be at the mall and not in the middle of residential area. This would cause too much traffic congestion. 90th Avenue and 79 Street already has a strip mall. We do not need one in this area.

Response from the Project Team:
Specific building plans are not required at this stage in the development process, so it is not yet known whether commercial space will be included or which specific businesses might occupy the site.

If commercial or community space is built, the proposed **Medium Scale Residential Zone (RM)** allows for a range of permitted uses. The list below outlines the types of uses allowed, along with a few common examples of businesses that could fall under each category:

- **Community Service:** Community halls, social or recreational gathering spaces, and cultural centers.
- **Food and Drink Service:** Cafes, juice bars, and restaurants.
- **Health Service:** Medical and dental offices, health clinics, and counseling services.
- **Indoor Sales and Service:** Hair salons, pharmacies, retail stores, art studios, and animal clinics.
- **Minor Indoor Entertainment:** Fitness facilities, gyms, board game cafes, and indoor recreation spaces.
- **Office:** Professional, administrative, management, consulting, or financial services.
- **Library**
- **Child Care Service**

12. **Why is such a big building going in a quiet residential area?** The type of building proposed is better suited on a main artery road not in the middle of residential area.

Response from the Project Team:
Under Edmonton's planning framework, proposals in areas designated as Urban Mix are evaluated under **District Policy 2.5.2.5.** This policy directs Administration and City Council to consider rezoning applications that would allow larger buildings in these areas based on site-specific contextual factors.

These contextual factors include:

1. Appropriate site size to support the additional scale
2. Location and orientation of the site on the block
3. Location in or proximity to a Node or Corridor Area
4. Proximity to and frequency of transit service
5. Design and function of adjacent roadways (such as being located along an arterial road)
6. Proximity to park or open space
7. Proximity to active transportation networks
8. Scale and uses permitted on adjacent sites.

Administration is still undertaking its full review of this proposed rezoning, which includes evaluating the application for alignment with relevant City plans and policies (eg **City Plan, District Policy and plans**, etc), technical considerations (eg. drainage, transportation, etc) as well as gathering public feedback. The findings of Administration's review will be used to inform a recommendation to City Council of support or non-support for the proposed rezoning. City Council will then make the final decision on the proposed rezoning at a future public hearing.

13. **If a 4 story apartment building goes in where are the people supposed to park vehicles?** 86 Avenue has parking only 1 side as it is a very narrow street and cannot handle heavy traffic and emergency vehicles would not be able to go down it if there is parking on both sides. This is a quite residential area and this would make it very congested.

Response from the Project Team:

Under Edmonton's **Open Option Parking** policy adopted in 2020, minimum parking requirements were removed from the Zoning Bylaw. This means no parking minimums apply to this site under either the existing **Small Scale Residential Zone (RS)** or the proposed **Medium Scale Residential Zone (RM)**. Removing parking minimums doesn't necessarily mean that no parking will be provided. Instead, the rules allow property owners and businesses to decide how much private on-site parking to provide to meet their needs.
Here is how parking applies to this specific site:

- On-Site Parking Intent: The applicant has shared their intent to provide surface-level parking on the property. In addition, the City typically observes that developers continue to build private on-site parking for medium-scale developments to meet market demand.
- Curbside Space: To manage public street parking and traffic efficiency, the City is actively developing a **Curbside Management Strategy**, which evaluates how public curbside spaces are best utilized across Edmonton neighborhoods.

14. **Have full traffic and parking studies been completed for this proposal?** Have full traffic and parking studies been completed for a 4-storey building? And has the 79 Street revision been factored in? This area has already struggled with traffic and safety. Measures have been taken to try and help with that with our current zoning. We are worried that this rezoning would make more safety issues especially on residential streets surrounding this location. Will studies be made public if/when they are done?

Response from the Project Team:
A formal Transportation Impact Assessment (TIA) study is not required for this application. Given the property's size and proposed zoning, the anticipated traffic generation falls below the threshold that triggers a formal study. However, City Administration is conducting a review of existing traffic and site-generated traffic for the proposed zoning. Existing parking along the adjacent road network, traffic safety measures, and the Active Transportation Network expansion project along 79 Street are also being reviewed. The findings of this internal traffic review will be summarized in the planning analysis attached to the Council report which will be publicly accessible when it goes to public hearing.

15. **Why is the city framework for these types of development not being followed?** The proposed development is not within a node or corridor that the city is reserving for exactly this type of development. I'd like to know why.

Response from the Project Team:
There are places outside of nodes and corridors where larger buildings may be considered appropriate.

Under Edmonton's planning framework, proposals in areas designated as Urban Mix are evaluated under District Policy 2.5.2.5. This policy directs Administration and City Council to consider rezoning applications that would allow larger buildings based on site-specific contextual factors.

The contextual factors that may support a larger building at this site include:

- **Site Size & Orientation:** The large 4,929 m^2 corner lot allows building placement that keeps primary shadowing impacts largely within the site or on the road.
- **Proximity to Transit & Nodes:** The site is about 75 metres from the Bonnie Doon District Node boundary, 425 metres from the Bonnie Doon LRT Stop, and near frequent bus service on 83 Street.
- **Active Transportation & Open Space:** The site is within walking distance of Dermott District Park, Idylwylde Park, and green space on 84 Avenue, while directly abutting a planned District Connector Bike Route on 79 Street.

Administration is still undertaking its full review of this proposed rezoning, which includes evaluating the application for alignment with relevant City plans and policies (eg **City Plan, District Policy and plans**, etc), technical considerations (eg. drainage, transportation, etc) as well as gathering public feedback. The findings of Administration's review will be used to inform a recommendation to City Council of support or non-support for the proposed rezoning. City Council will then make the final decision on the proposed rezoning at a future public hearing.

Next Steps

The planning analysis, and how feedback informed that analysis, will be summarized in City Administration's report to City Council if the proposed rezoning goes to a future City Council Public Hearing for a decision.

The 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:

- Notice of Public Hearing date will be sent to surrounding property owners and 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:

Jordan McArthur, Planner II
(780) 496 - 2622
jordan.mcarthur@edmonton.ca