

What We Heard Report

Wihkwêntôwin

LDA22-0148

Edmonton

Public Engagement Feedback Summary

Project Address: 12021 - Jasper Avenue NW

Project Description: Rezoning from a Direct Development Control Provision (DC1) to a Direct Control Zone (DC). The purpose of the DC is twofold:

1. to allow for the continued use of an existing high rise tower (Jasper House) within the eastern portion of the site; and
2. to allow for the development of a new high rise tower of approximately 31 storeys within the western portion of the site.

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

Engagement Dates: June 17 - June 30, 2024

Number Of Visitors:

- Engaged: 31
- Informed: 274
- Aware: 598

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

The number of “Engaged” visitors also includes emails and phone calls with feedback which were received outside of the Engaged Edmonton format.

About This Report

The information in this report includes summarized feedback received between June 17 to June 30, 2024 through online engagement via the Engaged Edmonton platform and emails or phone calls with feedback 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 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.

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

This section summarizes the main themes collected.

Number of Responses:

In Opposition: 20

In Support: 11

The most common **concerns** heard were:

Increased Traffic and Parking Congestion: 100 Avenue is already experiencing congestion, creating safety concerns for pedestrians and cyclists who also use 100 Avenue and the Victoria Promenade. These issues will be further complicated during the construction phase, where roads may be blocked and on-street parking will be used by construction workers and the residents of the existing Jasper House building who will be losing their parking temporarily.

Building Size: The proposed height of the building will obstruct the views of surrounding residents and will reduce access to sunlight, resulting in reduced property values.

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

Location: This is a suitable location for this proposed development, given that this area is already characterized by high-rise development and adding density will create more demand for services and amenities that residents can benefit from.

Removal of a Surface Parking Lot: The proposed development is an improvement over the existing surface parking lot which detracts from the area's vibrancy.

What We Heard

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

Reasons For Opposition

Building Height

- The height of the building is too tall, obstructing views and reducing access to sunlight for surrounding residents. (13x)

Mobility/Safety

- The increased traffic produced by this development will create safety issues for pedestrians and cyclists along 100 Avenue and Victoria Promenade. (13x)
- During the construction phase, roads may be blocked and on-street parking will be used by construction workers and the residents of the existing Jasper House building who will be losing their parking temporarily. (10x)
- On-street parking is already limited and this development will put a further strain on parking in the area. (5x)
- The proposed development will disrupt the quaint and quiet nature of the Victoria Promenade. (5x)

Other

- Concern that the river valley bank will not be stable enough to handle this proposed development. (7x)
- The proposed development lacks greenspace. (4x)
- Impacts from this proposed development will reduce property values of surrounding landowners. (2x)
- Concern that lighting will be installed on the top of this proposed building, similar to the lighting on the Citizen, which has been disruptive to surrounding residents.
- The site is too small for the proposed development and should remain as is.

Reasons For Support

- The proposed development will remove an unattractive surface parking lot in favour of a building that will bring more people and commercial services to the area. (7x)
- The additional density from this proposed development will attract more amenities and services to the area that all residents can benefit from. (5x)

- This is a prime location for the proposed development as it will increase density within the core of the city along a major transit corridor (Jasper Avenue). (5x)
- The proposed development aligns the goals and objectives The City Plan by contributing to the infill growth targets and trips made by transit.

Suggestions For Improvement

- Reduce the size of the proposed building to be closer in height to the existing Jasper House building. (3x)
- Site access should be moved to Jasper Avenue to alleviate safety concerns for pedestrians and cyclists along 100 Avenue and the Victoria Promenade (2x)

Questions & Answers

- 1. I am just curious why exactly this needs public consultation after the recent ZBR? I would have assumed that something like this would be immediately eligible for development based on the surrounding buildings. Is this entire area not already up zoned to support this type of housing? Thanks**

The zone that currently applies to this site is a (DC1) Direct Development Control Zone which remains unchanged between the old Zoning Bylaw 12800 and the new Zoning Bylaw 20001. DC Zones are a site-specific or area-specific agreement between City Council and a land landowner(s) which remain unchanged through time. The site currently is zoned to allow for a building up to 15 storeys. As the landowner's intention is for a building at more than double this height (among other regulatory factors), a rezoning is necessary. When a rezoning is being considered by the City, public engagement is a required component, as defined in both the Municipal Government Act and the Zoning Bylaw.

- 2. My husband and I live in the Pearl on the 28th floor. As recently retired entrepreneurs, we have actively contributed to the growth of Edmonton, running our businesses here and supporting our community and its economy. We are not just residents, but stakeholders in the future of our city. That said, your project will impact our view to the west of us. We chose to invest heavily in living where we do because of our ability to enjoy the views around us. Your proposed 31-story building will also affect others in our building and our neighbours to the north. What studies have you done to mitigate this impact?**

Studies that were submitted as part of this application can be found on the right-hand side of this webpage under "Documents". These studies will inform part of the City's review to determine the suitability of the proposal.

- 3. SO WHY ISN'T THE EXISTING STRUCTURE BEING TAKEN DOWN? THIS IS A SINGLE PLOT THAT IS BEING DEVELOPED TO HAVE 2 BUILDING ON IT. DESTROYING THE AREA WITH A 30 FLOOR**

BUILDING BLOCKING THE VIEW OF THE RIVER VALLEY FOR THE 4 BUILDINGS SURROUND THE SITE/PARKING LOT. WHERE IS THE ENVIRONMENTAL IMPACT AS WELL AS THIS IS A MAJOR CORRIDOR FOR BIRDS THAT HAS ALREADY BEEN PUSHED TO THE MAX WITH THE OVER EXPANSION OF THE AREA. ALSO WHERE IS THE IMPACT OF HAVING AN UNDERGROUND PARKADE THAT HOUSE HOUSES VEHICLES FOR 42 FLOORS OF TENANTS BETWEEN 2 BUILDINGS. ALSO I WANT TO SEE DENSITY IMPACTS ON THE TRAFFIC OF JASPER AVE. THE ONLY WAY THIS PROJECT SHOULD BE ALLOWED TO MOVE FORWARD IS IF THE EXISTING STRUCTURE IS TAKEN DOWN, WHICH IS WHAT THE CITY HAS DONE FOR THE LAST 90 YEARS... THIS EXISTING BUILDING HAS NO HERITAGE OR VALUE TO BE KEPT ON SITE.

The applicant has proposed a plan that will maintain the existing Jasper House tower, while allowing for the development of a new tower. Though an assessment that is specific to impacts on birds is not a requirement for reviewing proposed development, the applicant has been encouraged to consider the use of bird-friendly glass or other exterior features that would reduce bird collisions. Impacts related to the additional traffic generated by this proposal can be reviewed in the Traffic Impact Assessment under the documents section of this webpage.

- 4. Has any provision been made for parking during construction for the people who live in Jasper House? If so, what is it, and if not, why not? A lot of cars (about 40 or so?) park in the Jasper House parking lot, and available on-street parking in this area is already at a premium.**

Response from Applicant:

The project team has been in talks with the owner of a parking lot half a block north of the site on 121 Street to rent all the parking stalls if needed. There may also be opportunities to rent parking spaces from the nearby religious institutions if more parking spaces are required.

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:

- 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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