

What We Heard Report

West Jasper Place

LDA25-0039

Edmonton

Public Engagement Feedback Summary

Project Address: 9501, 9505, 9507, 9515 & 9519 - 155 Street NW.

Project Description: The City has received a rezoning application from Span Architecture to rezone 9501, 9505, 9507, 9515 & 9519 - 155 Street NW. The current zone is the Small Scale Residential Zone (RS). The proposed zone is the Medium Scale Residential Zone (RM h16.0) which would allow:

- A maximum height of 16.0 metres (approx. 4 storeys)
- A Floor Area Ratio of 2.3
- Limited opportunities for ground floor commercial uses

Note: This rezoning application was revised from the original proposal to include two additional lots (9515 & 9519 - 155 Street NW).

Engagement Format: Phone and Email Engagement:
Received emails and phone calls in response to mailed and online engagement notices

Online Engagement Webpage - Engaged Edmonton:
<https://engaged.edmonton.ca/WestJasperPlace155St>

Engagement Dates: Mailed Notice: January 29, 2025

Online Engagement Webpage (revised application): April 28, 2025 - May 11, 2025

**Number Of
Engagement
Participants:**

Online Engagement Webpage

- Visited the Engaged Edmonton page: 245
- Shared a question or comment on Engaged Edmonton: 18

About This Report

The information in this report includes summarized feedback received between April 28 and May 11, 2025 through online engagement via the Engaged Edmonton platform. This report also summarizes the feedback submitted directly to the file planner via email or phone call.

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 Engaged Edmonton 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.

Engagement Format

The initial notice of proposed land use changes was mailed to residents and businesses within 60 metres of the subject site. It included details about the application, as well as contact information of the file planner and applicant to allow recipients to provide feedback.

Following a request from the applicant to update the application to include two additional lots, residents living within 120 metres of the rezoning site were notified of the revised application and the associated Engaged Edmonton webpage for online engagement.

The Engaged Edmonton page 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 to Initial Mailed Notice:

- In Opposition: 8
- Mixed: 1

Number of Responses to Engaged Edmonton Notice:

- In Support: 8
- In Opposition: 10

The most common **concerns** heard were:

Height & Sun Shadow: Respondents expressed that the proposed height of 16 metres is too tall for the neighbourhood, does not align with the existing character of the area, and would cast shadows on adjacent properties.

Density: Respondents noted that there are already high-density developments in and around the neighbourhood, and believe that additional density is unnecessary.

Parking: Respondents indicated that the medical facility across 155 Street NW is already contributing to the parking congestion in the area, and are concerned that the proposed redevelopment will further exacerbate the issue.

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

Location: The site's proximity to a future LRT Station, and existing commercial development makes it an ideal location for additional density.

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

Height, Sun Shadow, and Neighbourhood Character

- The proposed redevelopment will block sunlight and cast shadows on properties to the north and other adjacent properties. (9x)
- The proposed building height is too tall and would alter the existing character of the neighbourhood. (8x)

Density, Safety, and Commercial Uses

- There are existing high-density developments in and around the neighbourhood; therefore, proposed additional density is considered unnecessary. (7x)
- The safety of residents may be compromised if commercial uses are permitted on the site, as this could lead to increased crime in the area. (3x)
- The new Zoning Bylaw already allows for a wide range of housing types and supports increased density in the core of the neighbourhood. (2x)
- Existing commercial businesses in the area meet current needs; proposed additional commercial development is unnecessary. (2x)
- Concern that the City's approach to introducing more density in the area has been poorly planned.
- The unlit alley raises safety concerns, particularly in light of the potential for a large influx of new residents.

Traffic and Parking

- Existing residents and employees of the medical facility across the street use all of the available street parking, which has led to parking congestion in the area. (7x)
- Street parking is further limited due to ongoing LRT construction.
- Construction of the LRT along 156 Street NW has increased traffic congestion on 155 Street NW.
- To bypass heavy traffic on 95 Avenue NW, vehicles are using local roads as shortcuts.
- The proposed zoning allows for commercial uses, which may further increase traffic congestion in the area.
- Recent development (row housing) in the area has contributed to local parking congestion.

Other

- Due to infill development, the neighbourhood is losing trees on private properties. (4x)
- Some residents feel that the City ignores concerns raised by the residents. (4x)
- There will be a significant reduction in privacy for adjacent property owners. (3x)
- Infill development is not affordable, and the City's infill strategy is financially driven, rather than aimed at improving housing affordability. (3x)
- The proposed redevelopment does not provide an appropriate transition to the adjacent properties. (2x)
- Rising housing and rental prices from redevelopment are reducing housing affordability in the neighbourhood. (2x)
- There is a lack of open/park space in the neighbourhood, and the City has failed to fulfill its promise to provide more. (2x)
- The existing infrastructure is inadequate to support additional density. (2x)
- The proposed redevelopment will cause issues related to waste management. (2x)
- The developer is building only one and two bedroom units, which are unaffordable for most residents. (2x)
- The proposed redevelopment will reduce the value of adjacent properties.
- The residents are concerned that the high-density development proposed for the Priority Growth Areas on 156 Street NW and Stony Plain Road will not benefit the community and that the current planning strategy is not appropriate.
- District Policy to consider additional scale has turned the neighbourhood core into an apartment/transit ghetto.
- The proposed rezoning could set a precedent for similar development in the core of the neighbourhood.
- Post-pandemic, it has become more difficult to access transit as the number of bus routes have decreased. The cost of taking transit will likely increase to offset the operating cost of new LRT lines.
- The proposed redevelopment will increase the noise level in the neighbourhood.
- The drainage system in the area is constantly under construction and there are ongoing issues with sewage smells along 95 Avenue NW.
- The proposed redevelopment may cause uncertainty for potential homebuyers in the area.
- The City prioritizes developer interests over protecting the integrity and liveability of existing neighbourhoods.
- The City should pause development along 95 Avenue NW, between 156 & 149 Street NW.

- Some respondents indicated a need for more information on the proposal.

Reasons For Support

- The subject site is located next to an existing commercial development and in close proximity to a future LRT station, making it an ideal location for medium-scale mixed-use development. (7x)
- The proposed redevelopment presents an opportunity to introduce additional commercial amenities to the neighbourhood.
- The subject site has ample space for parking, and the proposed redevelopment could help support retail traffic to nearby existing businesses.

Suggestions For Improvement

- 4 - 6 storey development should be restricted to Primary and Secondary Corridors. (4x)
- The design of the proposed redevelopment should be finalized simultaneously with the rezoning, and residents should have greater say in the approval process.
- The developer should provide affordable housing.
- The City should allow incentives or changes to tax policies to encourage redevelopment on sites with older apartments.
- Before permitting rezoning in the core of neighbourhoods and Priority Growth Areas, the City must conduct further research on the impacts of over-densification in these areas.
- Underground parking should be required for higher-density developments.
- Any plans to increase density in the neighbourhood should require accessible green spaces, and the City should consider buying private properties to convert into green spaces.
- Higher-density infill should be distributed more equitably across the city rather than concentrated in specific neighbourhoods that already have a high number of infill projects.
- The proposed redevelopment should only allow for commercial uses that are needed by the community.
- The area needs more affordable housing.
- The City should continue investing in infrastructure and services in this area to support increased density.
- As an alternative to proposed redevelopment, the developer should consider building 8-unit houses.
- The City should focus on promoting mixed-use development with small-scale commercial development spread throughout the neighbourhood.

Next Steps

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 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 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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