



ADMINISTRATION REPORT **REZONING & PLAN AMENDMENT** DOWNTOWN

10301 - 104 Street NW

To allow for a high-rise mixed-use development.



Recommendation: That Charter Bylaw 19860 to amend the Zoning Bylaw from (HA) Heritage Area Zone to (DC1) Direct Development Control Provision and amend two maps within the Special Area Downtown; and Bylaw 19859 to amend the Capital City Downtown Plan be APPROVED.

Administration is in **SUPPORT** of this application because it:

- appropriately locates a high rise mixed use building in walking distance to a variety of amenities, commercial services and alternative modes of transportation including LRT stops, Rapid Bus Routes and the bike grid network;
- retains and designates a portion of a historically significant building which will contribute and enhance the rhythm of the street wall; and
- is in general conformance with the Capital City Downtown Plan.

Report Summary

This land development application was submitted by Stantec on behalf of Limak Investments Inc. on April 6, 2021. This application proposes to rezone a site from the (HA) Heritage Area Zone to a (DC1) Direct Development Control Provision to allow for a mixed use tower. The west facade (facing 104 Street) of the Horne & Pitfield Building that is currently located on site is to be retained and incorporated into the podium of the tower. Following this, the owner is required to apply for this facade to be designated as a Municipal Historic Resource.

This application also proposes to amend the Capital City Downtown Plan which would change a map that designates a portion of 104 Street and 103 Avenue adjacent to this site from a neighborhood street with a residential emphasis to a commercial street. Apart from this amendment, this application generally conforms to the direction of the Capital City Downtown Plan which directs this area as being appropriate for high rise development, provided new development is compatible with the area's historical character and walkable nature.

Two maps within the Zoning Bylaw (Downtown Special Area) are also proposed to be amended to facilitate the proposed rezoning.

The Application

1. BYLAW 19859 to amend the Capital City Downtown Plan to amend a map that designates a portion of 104 Street and 103 Avenue adjacent to this site from a neighborhood street with a residential emphasis to a commercial street.
2. CHARTER BYLAW 19860 to amend the Zoning Bylaw from the (HA) Heritage Area Zone to a (DC1) Direct Development Control Provision and amend two maps within the Special Area Downtown.

The proposed DC1 Provision allows for a mixed use tower with the following characteristics:

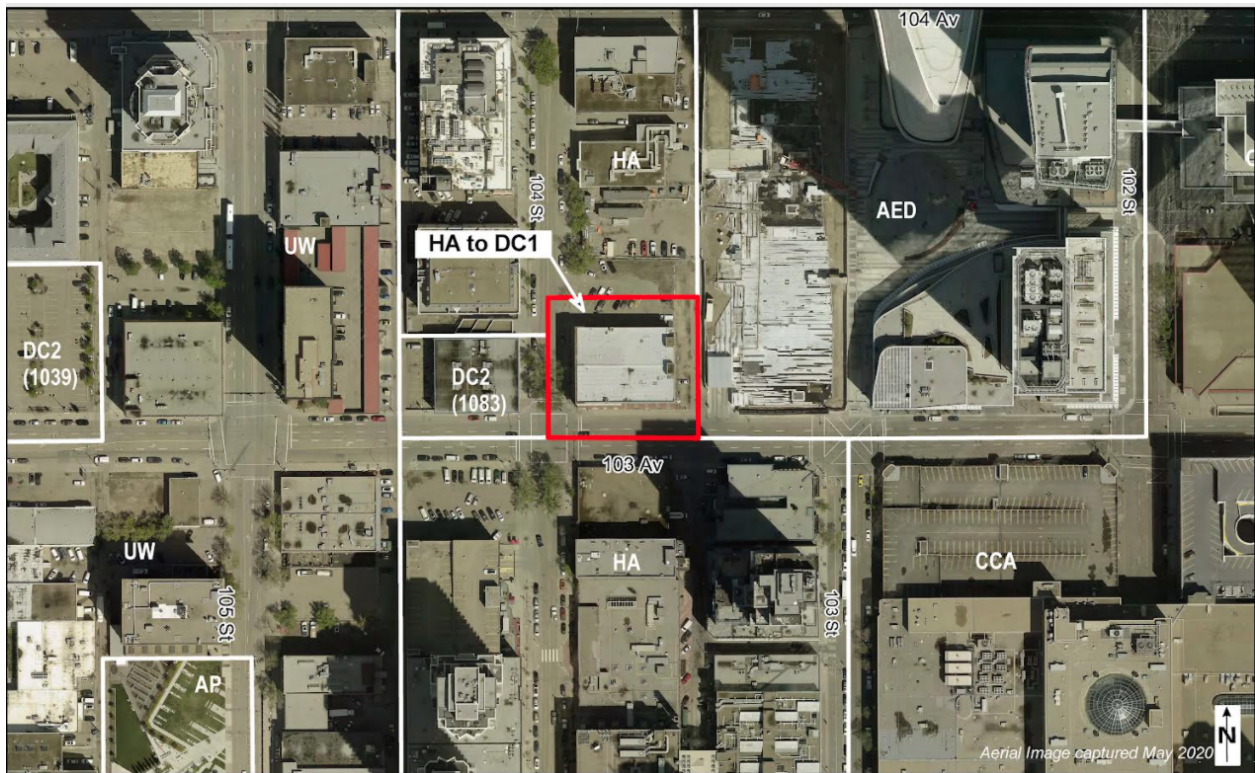
- Tower/podium configuration;
- A maximum tower height of 160 metres (approximately 40 - 45 storeys);
- A maximum floor area ratio (FAR) of 16.0;
- A maximum tower floor plate of 850 square metres; and

- The west facade (facing 104 Street) of the Horne & Pitfield Building that is currently located on site is to be retained and incorporated into the podium of the tower.

Site and Surrounding Area

The subject site is located at the northeast corner of 104 Street NW and 103 Avenue NW and is occupied by a surface parking lot and the historic Horne & Pitfield building which is being used as a self-storage facility. Along 104 Street, between Jasper Avenue and 104 Avenue, there is a range of building types including low and high rise buildings that are historically significant/designated or are designed in a compatible style to the historic streetscape. These buildings support a mix of uses such as apartments, eating & drinking establishments and retail & office space which contributes to the area's vibrancy and pedestrian comfort.

The site is well served by alternative modes of transportation including current and future LRT stops, Rapid Bus Routes (104 Avenue and Jasper Avenue) and the Downtown bike grid network.



AERIAL VIEW OF APPLICATION AREA

	EXISTING ZONING	CURRENT USE
SUBJECT SITE	(HA) Heritage Area Zone	Surface parking lot Horne & Pitfield storage building
CONTEXT		
North	(HA) Heritage Area Zone	Surface parking lot
East	(AED) Area and Entertainment District Zone	Commercial podium structure (3 storeys - under construction)
South	(HA) Heritage Area Zone	Edmonton Emergency Relief Services building (1 storey)
West	(DC2.1083) Site Specific Development Control Provision	Commercial building (2 storeys)



LOOKING SOUTHEAST FROM 104 STREET NW



LOOKING NORTHEAST FROM 103 AVENUE NW

Planning Analysis

CAPITAL CITY DOWNTOWN PLAN

The Capital City Downtown Plan (CCDP) is in effect for this area. The CCDP designates the subject site as being within the Heritage Area of Downtown. This area is recognized for its architectural and historical significance due to the high concentration of historical warehouse buildings. The CCDP directs this area as being appropriate for high rise development, provided new development is compatible with the area’s historical character and walkable nature.

The existing HA Zone is reflective of the CCDP’s direction in that it allows for high-rise development with special attention provided to the podium wall to create a unique pedestrian experience that blends new development with existing historical buildings. The HA Zone has accommodated the development of projects such as the Icon Towers, the Fox Towers, the

Ultima and the Encore Tower. All of these projects illustrate the core function of the HA Zone: to accommodate high-rise development with an appropriate podium street wall that is compatible in scale and architecture with the area's historic character.

The proposed DC1 Provision is in general conformance with the CCDP in that it maintains the core function of the HA Zone by accommodating a high-rise mixed-use tower with a podium that is respectful of the area's historic character through its contextually appropriate scale and the retention and designation of the west facade (facing 104 Street) of the Horne & Pitfield Building. An amendment to one map within the CCDP is required which would change the designation of the portion of 104 Street and 103 Avenue adjacent to this site from a neighborhood street with a residential emphasis to a commercial street.

Apart from an increase in maximum FAR and height, the proposed DC1 Provision is in general conformance with the HA Zone, as illustrated on the following chart:

Zoning Comparison Chart		
Regulation	Existing: (HA) Zone	Proposed: DC1 Provision
Max. Building Height (m)	115	160
Max. Podium Height (m)	20	18
Max. Building Floor Plate (m²)	900	850
Max. Floor Area Ratio	14	18
Min. Tower Setback from 104 Street NW (m)	4.5	4.5
Min. Tower Setback from 103 Avenue NW (m)	4.5	7.0

URBAN DESIGN CONSIDERATIONS

The proposed DC1 Provision provides a podium-tower configuration combined with appropriate setbacks and stepbacks, in line with the intent and existing regulations of the HA Zone. The purpose of these regulations is to create a more comfortable pedestrian experience, as has been successfully demonstrated along 104th Street with similar projects by moving the mass of the towers away from the public realm and creating an urban street wall that is similar in scale, design and rhythm to what existed historically.

Podium/Tower Scale

At a maximum height of 18 metres (approximately 4 storeys), the height of the podium wall is appropriately scaled amongst its surrounding context, and continues the pattern of the 104 Street street wall that fluctuates between 1 and 5 storeys. This is in line with the existing HA Zone which requires that the urban street wall fit into the existing physical landscape, while providing variation along the street wall interface.

The current HA Zone allows for a maximum floor plate of 900 m². The DC1 Provision proposes a maximum tower floor plate of 850 m², creating a slimmer tower that will produce a narrower shadow that will move across the public realm and surrounding properties faster. However, this taller building will produce a longer shadow, impacting additional properties.

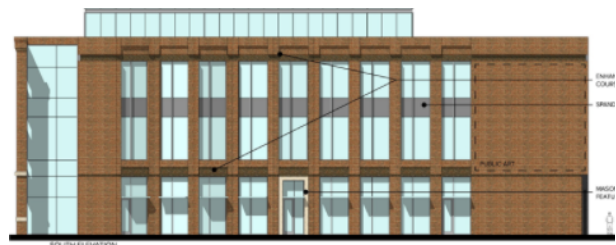
Though the proposed DC1 Provision allows for a taller tower than what is allowed by the existing HA Zone, the site is located along the northern portion of the Heritage Area and directly adjacent to the Arena and Entertainment District where the Downtown's tallest towers are permitted (ranging from 180 meters to 275 meters). As such, a tower up to 160 meters in height is considered suitable for this location.

Architectural Treatment

Notwithstanding the historic west facade of Horne & Pitfield building which is to remain in-situ, exterior building materials for the podium facade walls are to be clad in high quality materials, with special attention given to the facade facing 103 Avenue which is to use brick as the dominant material, in conjunction with vertical and horizontal symmetry provided by the glazing and masonry. Additionally, these exterior finishing materials must wrap the corner to a minimum of 6.0 metres along the lane.



WEST FACADE, FACING 104 STREET, TO REMAIN IN-SITU AND DESIGNATED



SOUTH FACADE, FACING 103 AVENUE

Active Frontages

Active frontages are to be provided along 104 Street NW and 103 Avenue NW by adhering to the following regulations:

- residential and commercial uses shall have well defined and individual entrances at ground level;
- the placement and type of windows shall allow viewing into the building to promote a positive pedestrian-oriented environment;
- the south Façade shall have a minimum of 70% of the linear frontage consist of transparent glazing; and
- weather protection in the form of a canopy, inset doors, or other architectural element shall be provided above all ground level entrances.

Wind and Shadow Impacts

A Wind Impact Statement was submitted as part of this application. The statement determined that, overall, wind conditions that are appropriate for pedestrian use are predicted on and around the project at ground level. However, the Statement did note increased wind speeds are expected around the western building corners and on the podium and that localized wind control measures may need to be considered to improve the wind comfort. As such, the DC1 Provision requires the submission of a Wind Impact Study at the Development Stage. With respect to the findings of the study, the development shall incorporate design features to minimize adverse microclimatic effects such as wind tunneling, snow drifting, rain sheeting both on and off site.

A Shadow Analysis was also submitted as part of this application to demonstrate the potential impacts on adjacent properties and the public realm, which is attached as Appendix 2 to this report. The proposed tower will produce a longer shadow as a result of its taller nature. However, shadow impacts like this are anticipated Downtown where tall tower development is expected. There are no public open spaces that are impacted by this shadow.

CITYPlan Alignment

In The City Plan, the Downtown is being identified within the 'Centre City'. Centre City is Edmonton's distinct cultural, economic, institutional and mobility hub with the highest density and mix of land uses. As an overall guide, it states that the desired overall density in the Centre City is 450 people and/or jobs per hectare and the typical massing/form is high-rise and mid-rise buildings. This application is in alignment with this direction as it proposes a high-rise tower that supports a mix of uses.

The City Plan also encourages the preservation of historic resources, which this application makes a reasonable effort of undertaking by requiring that the owner apply to designate the west facade of the Horne & Pitfield building as a Municipal Historic Resource.

HERITAGE

The Horne & Pitfield building is listed on the Inventory of Historic Resources, but is not a designated Municipal Historic Resource. It is one of the more impressive and historically-significant remaining warehouse structures in the Downtown. The southern portion of the building was constructed in 1911 for Foley Bros., Larson & Co. as a wholesale grocery warehouse. The Foley Brothers were successful entrepreneurs with extensive railway building interests, who had extended their business to grocery sales in 1902. The Edmonton business handled "staple and fancy groceries of all kinds, biscuits and confectionery" including "leading brands of groceries, canned goods, sweet stuffs, tinned and bottled goods". In 1943, the owners became Horne & Pitfield, a firm of wholesale grocers started in Calgary in 1904 by John Horne.

This building was designed by E.C. Hopkins from Montreal, who designed buildings in Vancouver, Calgary, Regina and Edmonton. Hopkins is also credited with the Great West Saddlery Building on 104 Street in the Downtown, and was the designer of the Prince of Wales Armouries in Central McDougall. The Horne & Pitfield Building is an excellent example of Commercial design from the Chicago School of Architecture. The exterior form displays elements such as the strong emphasis on the vertical brick piers, inset full-width windows and brick spandrel panels. The original 1911 building received a two storey extension to the north in 1923. Two upper storeys were added to that extension in 1947 to complete a doubling of the building's size. The additions closely copied the details of the original building.

Due to the historic and architectural significance of the building as part of the Heritage Area Zone, it is the preference of the Heritage Conservation Unit that the entire structure be preserved. Financial incentives would be made available to the owner if the building was designated as a Municipal Historic Resource. The proposed solution of retaining the west elevation in-situ during construction of the new building is a compromise to heritage preservation. However, if the owner retains the west elevation in-situ during construction of the new building, the Heritage Conservation Unit is supportive of this portion of the building being designated as a Municipal Historic Resource, and allocating a limited amount of funding towards its restoration.

EDMONTON DESIGN COMMITTEE (EDC)

On June 15, 2021 this application was reviewed by the Edmonton Design Committee (EDC). The committee provided a recommendation of support with three conditions:

- The Committee encourages the Applicant to explore preserving, retaining and incorporating as much of the existing building into the proposed design.
- If the west facade of the existing building must be reconstructed, the Committee encourages the Applicant to relocate the reconstructed west facade in a manner that minimizes encroachment on the sidewalk frontage zone.
- If the podium incorporates a new south facade, the Committee feels that the design of this facade should not be a duplication of surrounding buildings. The design of the

south facade of the podium should relate to the architectural patterns/forms, articulation and rhythm of the historic building facades and surrounding building/ facade context.

- The Committee encourages the Applicant to enhance the private driveway along the northern boundary with high quality paving materials (eg. unit pavers), pedestrian lighting, landscaping and minimal grade transitions (eg. curbs)
- While the Committee appreciates that the proponent is attempting to design a tower that is differentiated from and defers to the podium, the Committee encourages the proponent to revisit the mass and articulation of the tower to minimize the visual weight and dramatic variation in the appearance of the tower as it rise, and in particular the extended balconies. The Committee encourages the Applicant to consider the use of inset balconies to reduce the visual mass of the tower.

The DC2 was modified to address these comments and, in particular, a requirement for the retention, in-situ, of the west façade of the historic Horne & Pitfield building and assurance that the south Facade of the podium shall establish a unique building architecture that recognizes the historic character of the area but is not a duplication of nearby older buildings.

The formal response letter from the Edmonton Design Committee is found in Appendix 3 to this report.

PUBLIC CONTRIBUTIONS

C599 - Community Amenity Contributions

A required contribution for this proposal of \$325,622 is required to comply with City Policy C599 Community Amenity contributions in Direct Control Provisions. The proposed application complies with this policy through the provision of the following amenities:

- acquisition and installation of public art;
- streetscape improvements, including the planting of new boulevard trees; and
- the preservation and designation of the west façade of the historic Horne & Pitfield building.

Technical Review

Transportation

Administration has reviewed a Transportation Impact Assessment (TIA) in support of this application. The TIA noted the existing deficient pedestrian space on 103 Avenue NW adjacent to the site. The proposed development improves this condition through a setback and public realm improvements, including a wider walkway, enhanced street furnishings, lighting and

boulevard trees on its south side. No other major infrastructure improvements are recommended to the existing roadway network in relation to this site at this time.

Earlier iterations of the development concept included a private one-way, eastbound only access to this site from 104 Street NW. It was determined that this would compromise the pedestrian priority of 104 Street NW, which is designated as a downtown "Signature Street" where vehicle traffic and accesses should be limited.

Access to this site will accordingly be from the abutting north-south lane only. The southerly portion of this lane is to be converted to one-way southbound only in the near future as adjacent developments to the east are constructed, so inbound access to this site will be from 104 Avenue NW only. There is potential that the future combined traffic impact on this lane will exceed typical operational capacity limits. Options to mitigate any effects will be considered as the remainder of the block redevelops. This may include converting the lane back to two-way operations to provide access relief via 103 Avenue NW, or restricting the 104 Avenue NW alley access to right-in and right-out only.

The TIA recommends some Transportation Demand Management measures that have been included in the proposed DC1 provision:

- a maximum vehicle parking limit, similar to other Zones in the Capital City Downtown Area Redevelopment Plan; and
- secure bicycle parking for residential uses at a rate 50% higher than required by the Zoning Bylaw, as well as a bicycle wash, maintenance, and repair station on-site.

Drainage

A Drainage Servicing Report was reviewed by Administration for the purpose of supporting this rezoning application. On-site stormwater management will be required to mitigate the impacts of development that would be allowed under the proposed zone. Details of the required on-site stormwater management will be reviewed at the Development Permit stage. Otherwise, the existing drainage infrastructure in the area will be sufficient to accommodate development allowed under the proposed zone.

EPCOR Water

Water service is available to this site from the existing 150 mm water main along 104 Street. Hydrant spacing is deficient in this area and may require upgrades. Further review of this will be undertaken at the Development Permit stage.

All other comments from affected City Departments and utility agencies have been addressed.

Community Engagement

<p>ADVANCE NOTICE April 7</p>	<ul style="list-style-type: none"> ● Number of recipients: 598 ● Number of responses in support: 1 ● Common comments included: <ul style="list-style-type: none"> ○ A sunset clause should be utilized to ensure that what is proposed gets built in the next 10 years, or lose these development rights
<p>PUBLIC ENGAGEMENT SESSION June 14, 2021 to June 27, 2021</p>	<p>https://engaged.edmonton.ca/LaReinaTower</p> <ul style="list-style-type: none"> ● Engaged: 11 ● Informed: 32 ● Aware: 172 ● Support: 4 ● Mixed: 2 ● Opposed: 5 ● Common comments included: <ul style="list-style-type: none"> ○ Existing building is a significant piece of Edmonton’s history. ○ Residents are upset that the heritage component will only be used as a facade. ○ Residents are not fond of the design. ○ Development would bring more services and development to the area. ○ Development is within an allowable height. ● See Appendix # for a full “What We Heard” Report
<p>WEBPAGE</p>	<p>edmonton.ca/downtownplanningapplications</p>

Conclusion

Administration recommends that City Council **APPROVE** this application.

APPENDICES

- 1 "What We Heard" Public Engagement Report
- 2 Shadow Analysis
- 3 EDC Letter
- 4 Application Summary



WHAT WE HEARD REPORT

Online Public Engagement Feedback Summary

LDA21-0129 - La Reina Tower

PROJECT ADDRESS: 10301 - 104 Street NW

PROJECT DESCRIPTION: Proposed rezoning from [Heritage Area Zone \(HA\)](#) to a [Direct Development Control Provision \(DC1\)](#). The proposed DC1 Provision would allow for a tower with the following key characteristics:

- A maximum tower height of 160 metres (approximately 40 - 45 storeys), with the lower 18 metres (approximately 4-5 storeys) being a podium
- A mix of commercial and residential space
- A maximum floor area ratio (FAR) of 16.0
- A maximum tower floor plate of 850 square metres

Two accompanying applications have been made, the first to amend "[Figure 10: The Urban Design Framework for Downtown Streets](#)" in the [Capital City Downtown Plan](#) to redesignate the portion of 103 Avenue NW and 104 Street NW adjacent to the site from being "Neighbourhood Street - Residential" to "Commercial Street". The second, to amend three maps ([1](#), [2](#), [3](#)) in Section 910 of the Edmonton Zoning Bylaw associated with the Downtown Special Area to reflect the rezoning if it is approved.

PROJECT WEBSITE: edmonton.ca/downtownplanningapplications

ENGAGEMENT FORMAT: Online engagement webpage - Engaged Edmonton: <https://engaged.edmonton.ca/LaReinaTower>

ENGAGEMENT DATES: June 14, 2021 to June 27, 2021

NUMBER OF VISITORS:

- Engaged: 11
- Informed: 32
- Aware: 172

*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 responses to the advanced notices and feedback gathered through the Engaged Edmonton platform between June 13 to June 28, 2021. Because of public health issues related to COVID-19, the City wasn't able to host an in-person public engagement event to share information and collect feedback, as we normally would have done.

This report will be shared with those who emailed the file planner, and/or provided an email address on the Engaged Edmonton Website, as well as with the applicant and the Ward Councillor. Feedback will also be summarized in the report to City Council if/when the proposed rezoning advances to a future City Council Public Hearing for a decision.

ENGAGEMENT FORMAT

The engagement session was an online format where attendees were able to view a website containing an overview of the proposed development, information on the rezoning and planning process and contact information for the file planner. Two 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.

WHAT WE HEARD

Support: 4

Neutral/Mixed: 2

Opposed: 5

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).

Support

Scale/Density:

- Development is within the allowable height. (2x)
- Density would bring more services and development to the area. (2x)
- Development would add to Edmonton's skyline. (1x)

Design:

- Design maintains integrity of the warehouse district. (2x)
- Development would look good on the existing lot. (2x)
- In support if the existing facades are incorporated. (1x)

Other Comments:

- Good example of facade incorporation is the MacLaren development.
- A resident suggested lighting features and pedestrian areas to be included.

Opposition

Heritage/History Lost:

- Believes the existing building is a important piece of history to Edmonton and is disappointed it will be replaced. (5x)
 - Significant because it is one of the last remaining heritage buildings
- Heritage overlay should not be altered to add more density. (1x)
- Believes rezoning heritage sites should not happen without significant due diligence. (1x)
- Residents are upset the heritage component of the building will only be used as a facade for the new development. (2x)
- Upset money is going to this development to create more income for developers instead of preservation of heritage or revitalization. (2x)
- There is a lack of real warehouses in the warehouse district. (1x)

Built Form:

- Development would cause wind tunnel impact. (1x)
 - Wind tunnel would affect the consumers on the commercial area of 104 street eateries.

- Residents are not fond of the design. (2x)
 - Too top heavy and ugly.
 - Development would detract from the character of 104 street.
- Would like the use of the original structure. (1x)

Density:

- Concerned about congestion. (1x)
- Not enough residential demand. (1x)
- No need for more commercial space because of the empty bays in Fox One, Fox Two, Encore Tower, and Edmonton City Centre. (1x)
- Residents are upset about the gravel parking lots and vacant lots. (2x)
 - Concerns about the lack of preservation the building may have and will become a vacant lot.

Other Comments:

- Residents feel the track record of developer must be put into consideration. (2x)
- Would be in support if the city restricts ability for demolitions until the applicant could demonstrate they can move ahead of construction.
- Believes the city should incentivize development on gravel surface parking lots and higher property taxes for empty lots.

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

When the applicant is ready to take the application to Council:

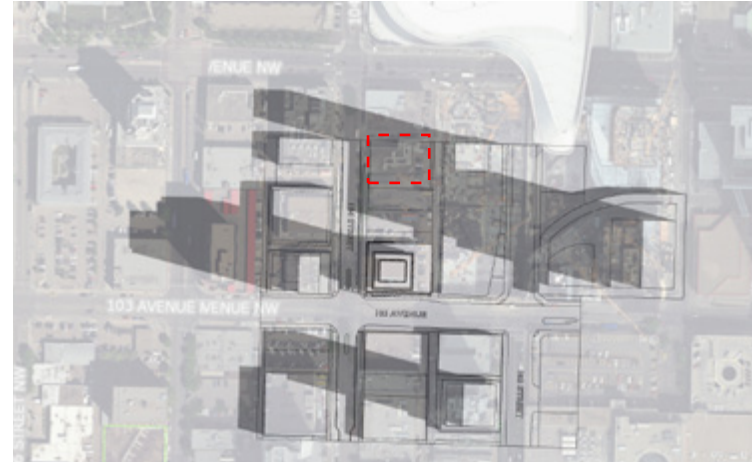
- Notice of Public Hearing date will be sent to surrounding property owners and applicable nearby Community Leagues and Business Associations.
- Once the Council Public Hearing Agenda is posted online, you may register to speak at Council by completing the form at edmonton.ca/meetings or calling the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

If you have questions about this application please contact:

Andrew McLellan, Principal Planner
780-496-2939
andrew.mclellan@edmonton.ca



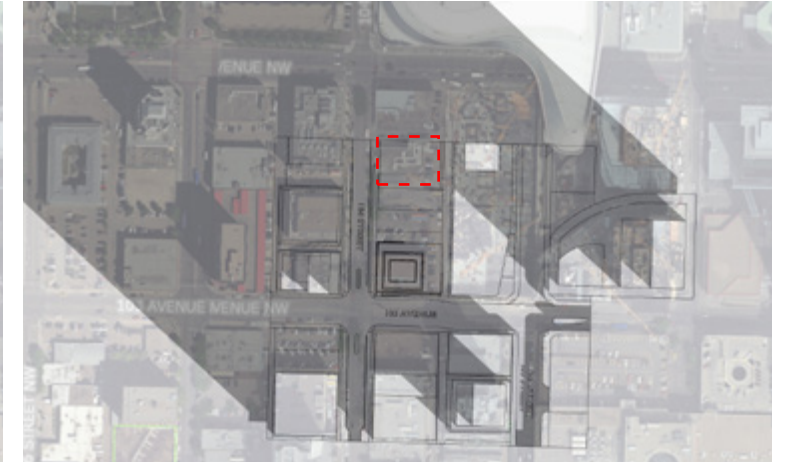
March 21 | 9:00 (UTC -7)



June 21 | 9:00 (UTC -7)



September 21 | 9:00 (UTC -7)



December 21 | 9:00 (UTC -7)



March 21 | 12:00 (UTC -7)



June 21 | 12:00 (UTC -7)



September 21 | 12:00 (UTC -7)



December 21 | 12:00 (UTC -7)



March 21 | 15:00 (UTC -7)



June 21 | 15:00 (UTC -7)



September 21 | 15:00 (UTC -7)



December 21 | 15:00 (UTC -7)



EDMONTON ♦ DESIGN ♦ COMMITTEE

June 17, 2021

Kim Petrin, Branch Manager
Development Services, Urban Planning and Economy
3rd Floor, 10111 - 104 Avenue NW
Edmonton, AB T5J 0J4

Dear Ms. Petrin:

Re: **Limak 10301 – 104 Street NW (DC1 Rezoning)**
Sylvia Summers - Stantec

As determined by the Edmonton Design Committee at the meeting on June 15, 2021, I am pleased to pass on the Committee's recommendation of **support with conditions** for the **Limak 10301 – 104 Street NW (DC1 Rezoning)** project submitted by Stantec.

- **The Committee encourages the Applicant to explore preserving, retaining and incorporating as much of the existing building into the proposed design.**
- **If the west facade of the existing building must be reconstructed, the Committee encourages the Applicant to relocate the reconstructed west facade in a manner that minimizes encroachment on the sidewalk frontage zone.**
- **If the podium incorporates a new south facade, the Committee feels that the design of this facade should not be a duplication of surrounding buildings. The design of the south facade of the podium should relate to the architectural patterns/forms, articulation and rhythm of the historic building facades and surrounding building/ facade context.**
- **The Committee encourages the Applicant to enhance the private driveway along the northern boundary with high quality paving materials (eg. unit pavers), pedestrian lighting, landscaping and minimal grade transitions (eg. curbs)**
- **While the Committee appreciates that the proponent is attempting to design a tower that is differentiated from and defers to the podium, the Committee encourages the proponent to revisit the mass and articulation of the tower to minimize the visual weight and dramatic variation in the appearance of the tower as it rises, and in particular the extended balconies. The Committee encourages the Applicant to consider the use of inset balconies to reduce the visual mass of the tower.**

You will notice that a copy of this letter is also being sent to the applicant. I hope this will inform your future discussions with the applicant as this project proceeds.

Yours truly,

Edmonton Design Committee



Janice Mills
EDC Chair

JM/PS

- c. Sylvia Summers - Stantec
- Andrew McLellan - City of Edmonton
- Holly Mikkelsen - City of Edmonton
- Edmonton Design Committee

APPLICATION SUMMARY

INFORMATION

Application Type:	Plan Amendment & Rezoning
Bylaw & Charter Bylaw:	19859 & 19860
Location:	Northeast corner of 104 Street NW and 103 Avenue NW
Addresses:	10301 - 104 Street NW
Legal Description:	Lots 179 - 181, Block 3, Plan NB1
Site Area:	2090 m2
Neighbourhood:	Downtown
Notified Community Organization(s):	Downtown Edmonton Community League Downtown Business Improvement Area
Applicant:	Stantec

PLANNING FRAMEWORK

Current Zone) and Overlay:	(HA) Heritage Area Zone Special Area Downtown Overlay
Proposed Zone:	(DC1) Direct Development Control Provision
Plan in Effect:	Capital City Downtown Plan
Historic Status:	The Horne & Pitfield building (Listed on the Inventory of Historic Resources)

Written By:
Approved By:
Branch:
Section:

Stuart Carlyle
Tim Ford
Development Services
Planning Coordination