

It's Not the Right Fit

**Jasper Park Residents
are Strongly Opposed**

Flawed Process

- **Insufficient Notice**
- **Fettered Discretion – Phone call with me on Dec 15, 2021**
- **Broken Promise – Phone call with me and Amy on Dec 8, 2021**

Fettered its Discretion

City Plan Omissions

Encourage diverse design (1.3.1.3, p. 47)

- 41% soon to be **47%** (Bylaw 19739) of Jasper Park dwellings are apartment units
- We need to diversity housing options

Access to diverse and affordable housing options (Section 2.2, p. 54)

- **While families can live in apartments, in Jasper Park they choose not to**
- Newest apartment has 63 units – less than 10% have families
- Row Housing is under represented and more attractive to families
- Edm market is ready (Edm Journal Dec 3, 2021)

Neighborhood Lifecycle (p. 133)

- important role for communities to **increase** household size

Fettered its Discretion..

Residential Infill Guidelines – NOT CONSULTED

“provide direction to developers, communities, City staff and City Council on how infill development in mature neighbourhoods should occur”

City of Edmonton webpage Jan 28, 2021,

RA7 is NOT aligned with Residential Infill Guidelines

Fettered Discretion

Jasper Place Area Redevelopment Plan – NOT CONSULTED

“a tool to help guide growth and change over the next 15 to 20 years...and is intended to help “make Jasper Place more livable for existing residents and businesses, and to ensure new community members are welcomed and accommodated in the area to support vibrant neighbourhoods, schools and businesses”

Jasper Place Area Redevelopment Plan (2021)

RA7 is NOT aligned with Land Use or the Guiding Principles

Broken Promise – NO ENGAGEMENT

*We will continue to engage with **communities** and development partners to increase and diversify Edmonton's housing supply.*

City Plan, p. 134

Flawed Planning Process



We need to set the record straight...

Disingenuous - *It allows for additional housing choice..*(Admin Report, p. 1)

- 149 Street is lined with apartments
- 47% of Jasper Park dwellings are apartment units on or near the edge (including Bylaw 19739)
- Another apartment is NOT a new housing option.
- Row housing **IS** a new option

RA7 is NOT a new type of housing

Disingenuous: *It increases density on a corner site in close proximity to existing retail and employment opportunities (Admin Report, p.1)*

- ***Only 1.4% of working age residents work at the mall***

**manual survey conducted Jan 28/29, 2022*

*** 2016 Census – working age pop 16-65=909*

Strip Mall **NOT** a significant employer

***Disingenuous:** It aligns with the direction for future development within a Secondary Corridor as directed by the City Plan (Admin Report, p. 1)*

- **95%** of Jasper Park is within a secondary corridor boundary
- Jasper Park is not Oliver - proximity to downtown, has a very, very different dynamic from a live/work/recreation perspective
- 149 Street is not Whyte Ave or Stony Plain Road

Secondary Corridors are **NOT** all the Same

***Disingenuous:** The scale and uses of the proposed RA7 zone are “generally” considered compatible (Admin Report, p. 2)*

- Misleading in its ambiguity

Equally accurate to say it is “generally” **NOT** compatible

Specifically: RA7 Zone is **Not** compatible with surrounding homes

1. Proposed **Mass is 30 times larger** than home to the north
(675^{m³} to 20,476^{m³})
2. Proposed height is **2-3 times higher*** than adjacent properties including the apartment (4.88m, 4.57m 6.1m, 8.84m to 16m)
3. Proposed vehicles **6 times more vehicles** (6 to 37) – not including impact of commercial
4. **100 times** more commercial

* Measurements were taken using a disto (laser distance measuring tool) and are accurate to approximately a foot)

Misleading: Similar increases in density have been approved further south on 150 Street at 89 Ave (Admin Report, p. 4)

These two locations are Very Different

- Existing - across alley from the Bon Ton Bakery and less than 50m from a bus stop.
- Proposed - not located close to any commercial activity and is at least 450m from the nearest bus stop

The size is also very different.

- Existing apartment is 2 ½ stories – approx. 29 ft tall
- Proposed development allows for a building nearly twice as high.

NOT A Precedent for This Rezoning

Disingenuous: This site is bordered to the east by a 3-storey apartment
(Admin Report, p. 2)



RA7 nearly **2X** as high as the apartment to the east

Factually Incorrect: The site is “well connected” to transit

(Admin Report, p. 2)

- Acceptable Walking distance to a bus stop is 400m and a little more for mass transit
- This site is 450 m from the nearest bus stop and 1.1 km from the new LRT.

<https://humantransit.org/2011/04/basics-walking-distance-to-transit.html>

“This site is **NOT** “well connected” to transit.”

Disingenuous: *Employment opportunities are available at the north-west corner of 149 Street and 87 Avenue (Admin Report, p. 2)*

- ***Only 1.4% of residents work at the mall***
- 13/133 strip mall employees live in Jasper Park

The Strip Mall is insignificant as an Employment Opportunity

Disingenuous: Commercial uses in the RA7 Zone are considered compatible with the surrounding residential context as they are low impact... (Admin Report, p. 4)



Disingenuous: NOT a vibrant residential and commercial street (Admin Report, p. 6)

Disingenuous: NOT connect to surrounding communities (Admin Report, p. 6)

150 Street and 90 Ave





A future cross walk is planned at 90 Ave and 149 St

(Admin Report p. 6).



One-Sided
Perspective

Broken Promise – NO ENGAGEMENT

*We will continue to engage with **communities** and development partners to increase and diversify Edmonton's housing supply.*

City Plan, p. 134

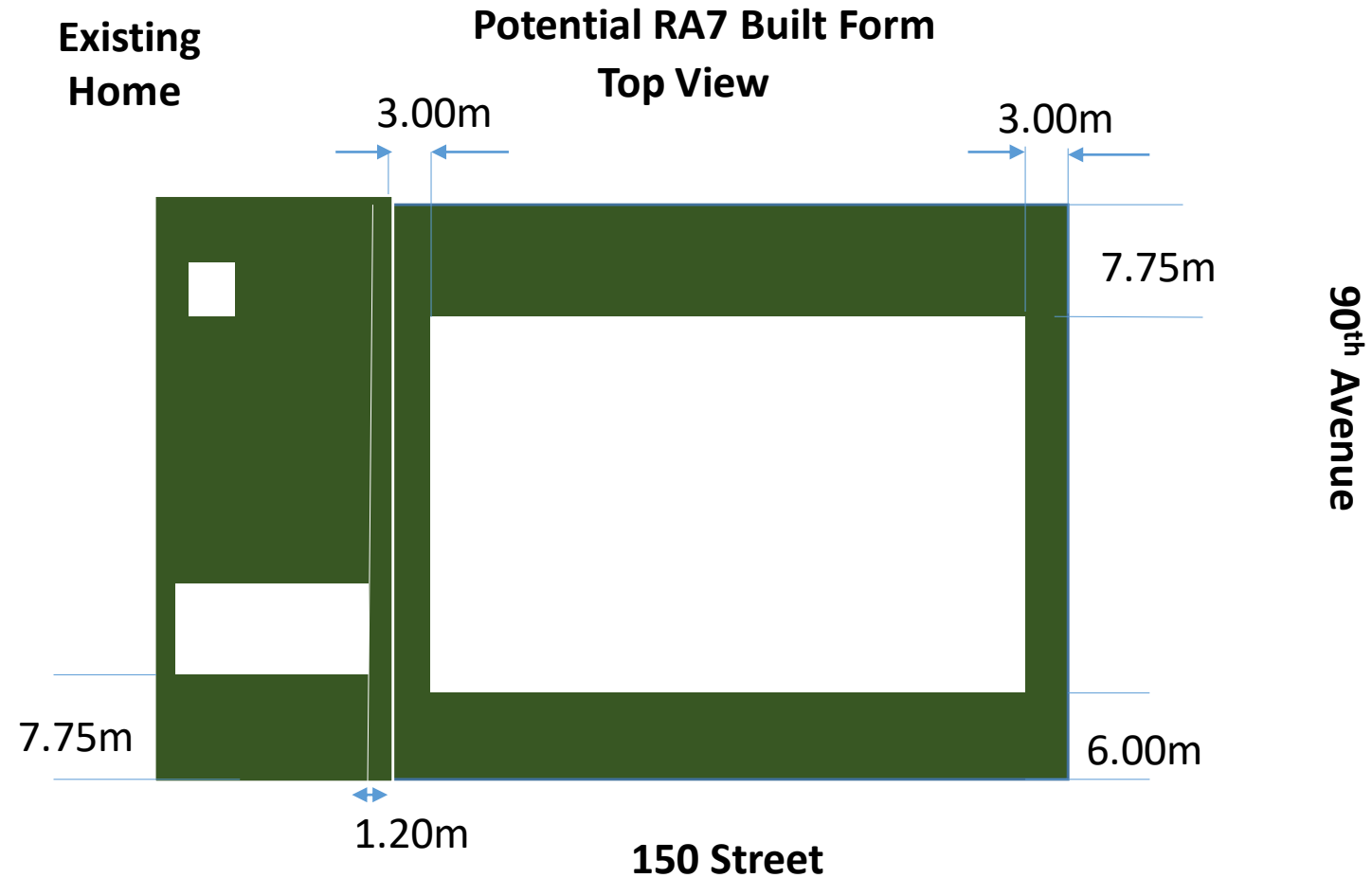
A close-up photograph of a single, irregularly torn piece of aged, yellowish-brown paper. The paper is set against a soft, out-of-focus background of the same color. The word "TRUST" is printed in a bold, black, serif font across the center of the paper. The paper's edges are jagged and uneven, suggesting it was torn by hand. The lighting is warm and directional, coming from the upper left, which creates a subtle gradient and highlights the texture of the paper and the sharp edges of the letters.

TRUST





Disingenuous: New 3.0m setback is anticipated to ease the transition



**Once Approved
there is
NO Guarantee**



Bigger Isn't Always Better



[Discovery Flight + City Tour | Explore Edmonton | Explore Edmonton](#)

On behalf of Jasper Park residents,
we respectfully ask you to
Deny Planning Application LDA21-0448