

## Bylaw 18210

### Text Amendment to the Zoning Bylaw - Update to the Main Streets Overlay Area of Application Maps

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#### Purpose

To amend the Area of Application maps for the Main Streets Overlay to include those areas that were previously covered by the Pedestrian Commercial Shopping Street Overlay, and unintentionally omitted when Bylaw 18171 came into effect. This Bylaw also contains a minor text amendment to regulation 27 of the Overlay to clarify the intent.

#### Readings

Bylaw 18210 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree "That Bylaw 18210 be considered for third reading."

#### Advertising and Signing

This Bylaw has been advertised in the Edmonton Journal on Friday, October 27, 2017, and Saturday, November 4, 2017. The Bylaw can be passed following third reading.

#### Position of Administration

Administration supports this Bylaw.

#### Report

The Pedestrian Commercial Shopping Street Overlay was originally intended to maintain the pedestrian-oriented character of commercial areas, comprised of shopping streets in close proximity to residential areas of the City. However the area of application has not been widely applied nor had the regulations seen a substantial review since its adoption in 2001. The purpose of the update to this overlay was to review the existing regulations and expand its area of application under a new Main Streets Overlay. On September 11, 2017, Administration brought forth Bylaw 18171 - Text Amendment to Zoning Bylaw 12800 - To introduce the Main Streets Overlay, reduce parking requirements in strategic areas, and add a new use of Breweries, Wineries and Distilleries.

The intent was to apply the Main Streets Overlay to all properties previously covered by the Pedestrian Commercial Shopping Street Overlay, however certain properties covered by the existing Overlay were unintentionally omitted from the new boundaries of the Main Streets Overlay. These areas included a number of properties:

- south of 103a Avenue along 95 Street in the Quarters
- south of 103a Avenue to 102 Avenue between 97 Street and 96 Street in the Quarters

- south of 79 Avenue between 105 Street and Gateway Boulevard in Old Strathcona
- between 127 Avenue and 132 Avenue on either side of Fort Road

Maps illustrating the Main Streets Overlay and those areas to be incorporated into its boundaries can be found in Attachment 2 - Updated Main Streets Overlay Area of Application.

In addition to updating the map, Administration is proposing a minor text amendment to regulation 27 of the Main Streets Overlay. The intent of the regulation was to require a Comprehensive Sign Design Plan for all new buildings or when significant exterior alterations are proposed for an existing building. A Comprehensive Sign Design Plan is a plan showing how the signage of a building or a site will look at full build out. The intent of this plan is to ensure that future sign development is consistent and meets the intent of Zoning Bylaw 12800. The wording, however, results in a requirement for a Comprehensive Sign Design Plan for all new development permits, including change of use applications or minor exterior alterations to an existing building. The proposed regulation, as amended, is shown in Attachment 3 - Markup. This will provide clearer direction to the Development Officer as to when to request a Comprehensive Sign Design Plan.

Taken together, these minor administrative amendments will help achieve the intended outcomes of the Main Streets Overlay, and support quality development in Edmonton's established shopping streets.

### **Policy**

The update of the Main Streets Overlay supports *The Way We Grow*, Edmonton's Municipal Development Plan:

- Policy 5.2.1.7 - Support traditional retail shopping streets as centres of community activity by:
  - Encouraging good quality development of a type, density and form compatible with the character of the area and adjacent uses.
- Policy 5.2.1.8 - Identify and encourage the creation of key pedestrian streets in each quadrant of the city to provide a focus for a walkable urban lifestyle.
- Policy 5.6.1.1 - Encourage new buildings adjacent to pedestrian streets to support pedestrian activity by providing visual interest, transparent storefront displays, pedestrian amenities and connections to interior spaces.
- Policy 6.2.1.3 - Design commercial centres based on a main streets concept to better accommodate pedestrians.

### **Corporate Outcomes**

This Bylaw contributes to the corporate outcomes "Edmonton is attractive and compact," by introducing the Main Streets Overlay to enhance the quality of development along the city's main streets.

### **Public Consultation**

Administration circulated the updated maps for a period of one week. In addition, Administration highlighted the mapping oversight at the September 11, 2017, City Council Public Hearing and committed to Council to bringing the aforementioned updated maps to the next possible Public Hearing.

### **Attachments**

1. Bylaw 18210
2. Updated Main Street Overlay Area of Application Maps
3. Markup