



Urban Planning and Economy

UPE01509 District Planning Project and Engagement Update

UPE01520 District Planning Process - Review of Area Redevelopment Plans

Edmonton

edmonton.ca/districtplanning

ConnectEdmonton Goals



HEALTHY
CITY



URBAN
PLACES



REGIONAL
PROSPERITY



CLIMATE
RESILIENCE

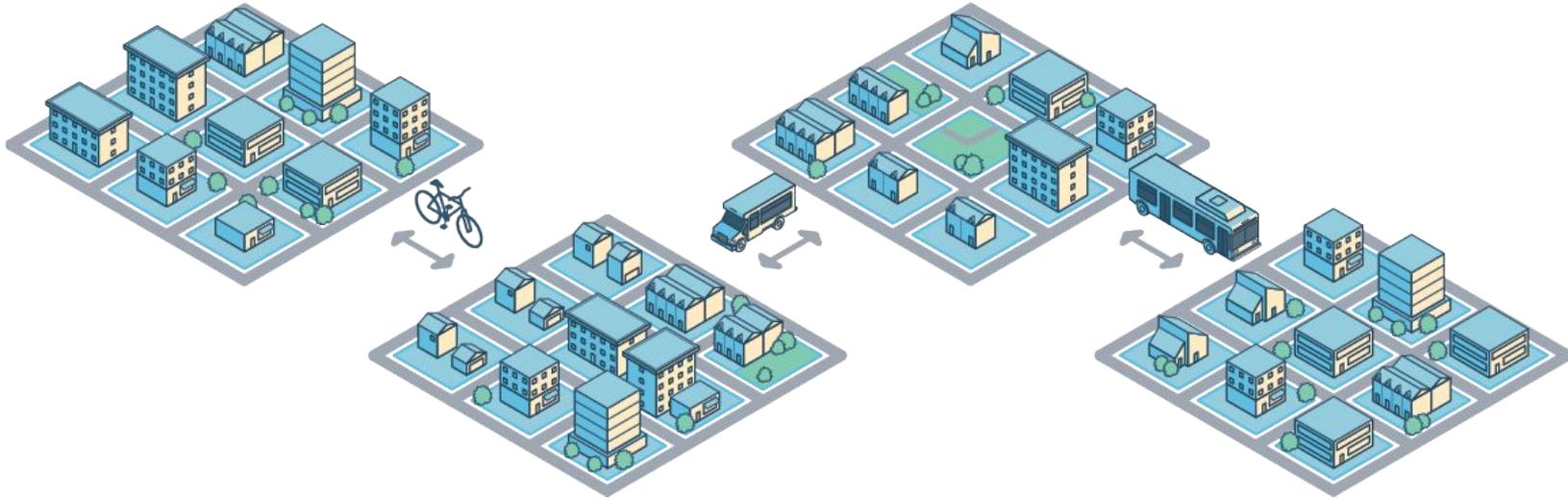


**CITY
PLAN**

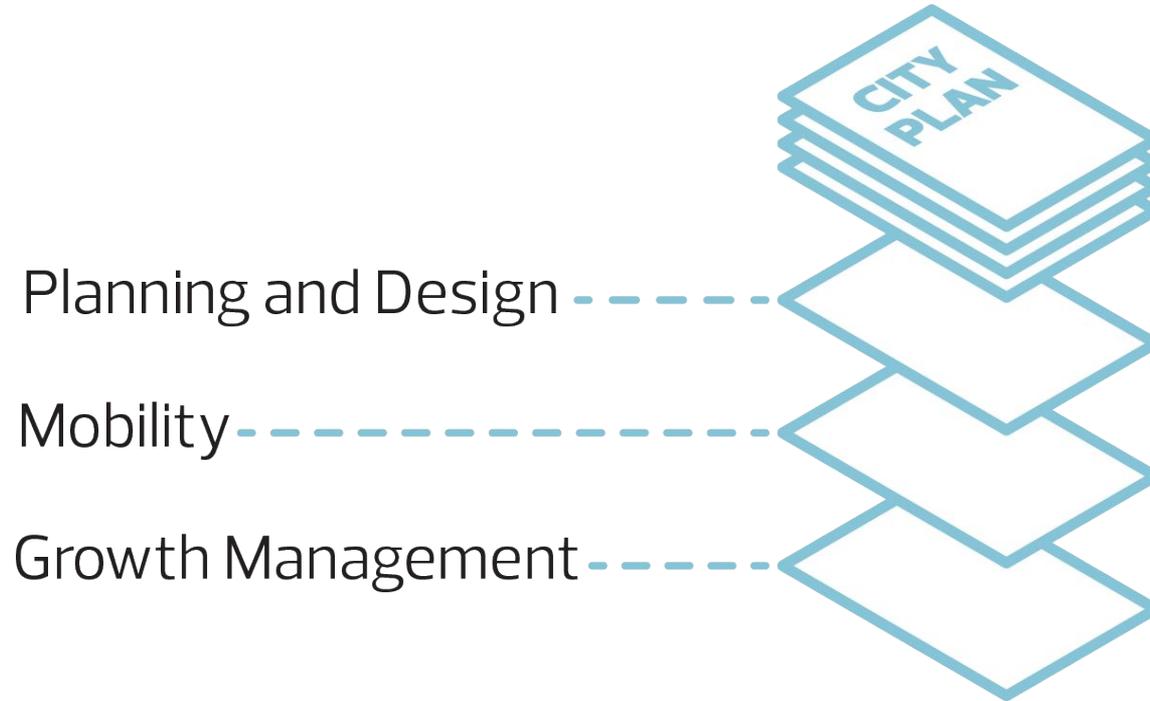
Edmonton

Big City Move

Community of Communities



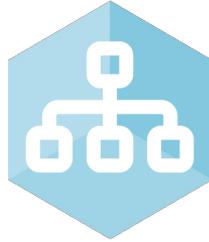
Systems and Networks



Why District Planning?



Inform decisions
in the shorter
term to realize
objectives



Simplify
planning
framework

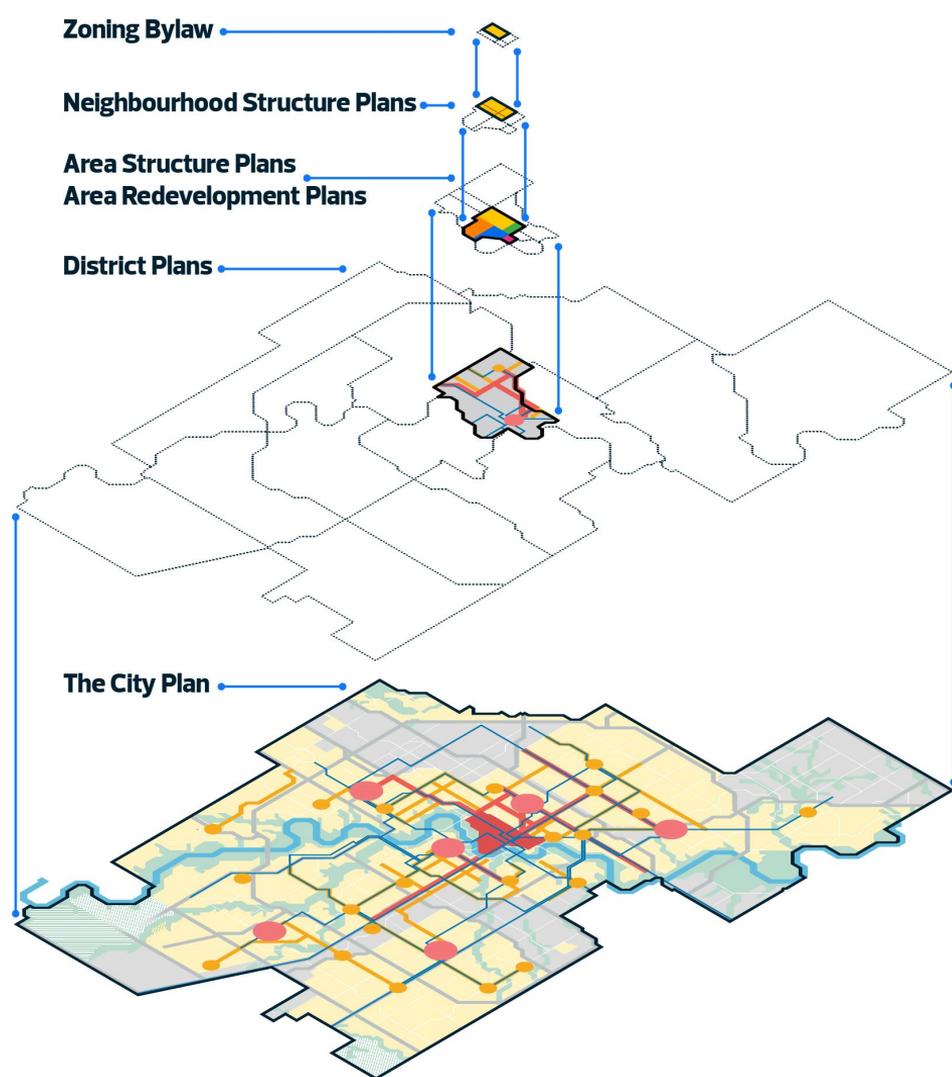


Reduce policy
conflict



Integrate
systems and
networks

How will District Plans be Used?



Recent Updates

+ Public Release of Drafts

- District General Policy
- 15 district plans
- List of area plans with proposal to repeal, amend or retain

+ Project Integration

- Zoning Bylaw Renewal
- Communication & Engagement

+ Internal Circulation

- Reviewed comments provided various internal areas

+ Feedback Analysis

- Analyzed feedback collected from public engagement
- Refined documents

Thank You Edmonton



How We Are Listening

END: District Planning Deliverables

USABILITY

- + Are the documents user-friendly?

DIRECTION

- + Are we on the right path?

REFINEMENTS

- + What needs to be refined?

INFORMATION

- + Do you understand the concept and vision?

START: The City Plan

District Planning Engagement and Communications Snapshot

PHASE 1 (2021):

Engagement Activities

- 8 Online information sessions
- 33 Monthly stakeholder meetings

Communication Activities

- 1 Video presentation

PHASE 2 (2022):

Refine–Level Engagement Activities

- 17 Engaged Edmonton webpages
- 12 Pop-up events
- 13 Online workshops
- 2 Online surveys
- 14 Open houses
- 35+ Monthly stakeholder meetings

Communication Activities

- 1 Making Space podcast series
- 3 City Building videos
- 6 Conversation Starters
- 12 Monthly newsletters
- 2 Paid social media campaigns
- 3 Print advertisements
- 1 Taxation notice insert
- 3 Types of outdoor signage

PHASE 3 (2023):

Advise–Level Engagement Activities

- Spring 2023:**
Public engagement

Communication Activities

- Q1 2023:**
Promotion of public engagement

What We Learned

HERITAGE AND CULTURE



Expanded view of unique heritage and culture of each district.

DIRECTING GROWTH



Clarity in intent in prioritizing development and investment for growth to 1.25M

DOCUMENT USABILITY



Online platform to support access and usability

GUIDANCE FOR SPECIFIC AREAS



Future integrated project work to address local concerns

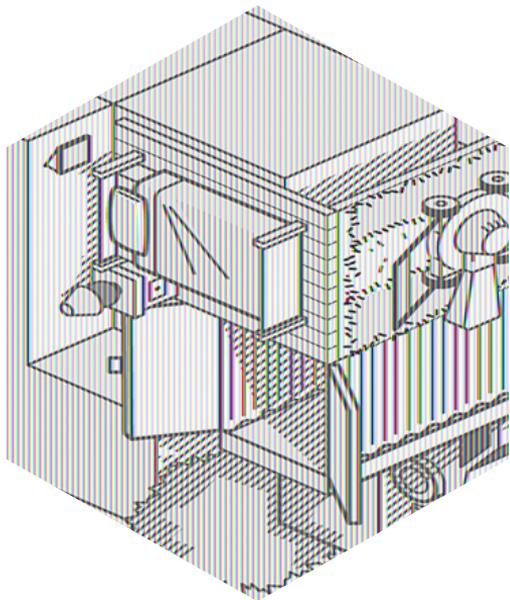
Area Redevelopment Plans

Second Review

- + Ongoing analysis
- + Additions will be release in March with revised project documents
- + Include in upcoming project engagement



Next Steps



- + Revised documents released - **March 2023**
- + Engagement - **March/April 2023**
- + Bylaw preparation - **May - July 2023**
- + Public Hearing - **August 2023**
- + **edmonton.ca/districtplaning**

Thank you!
Questions?

The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue rectangular background. The background of the slide is a light blue color with a decorative pattern of 3D cubes in various shades of blue on the right side.

Edmonton