



Urban Planning and Economy

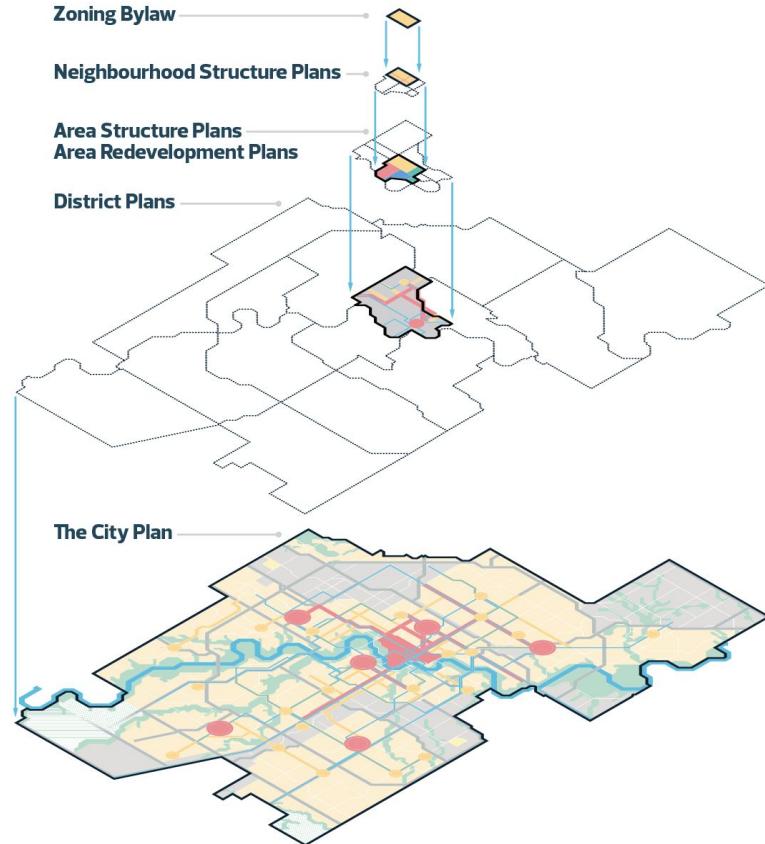
District Planning - 1.25 Million and 2 Million Population Milestones

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Edmonton

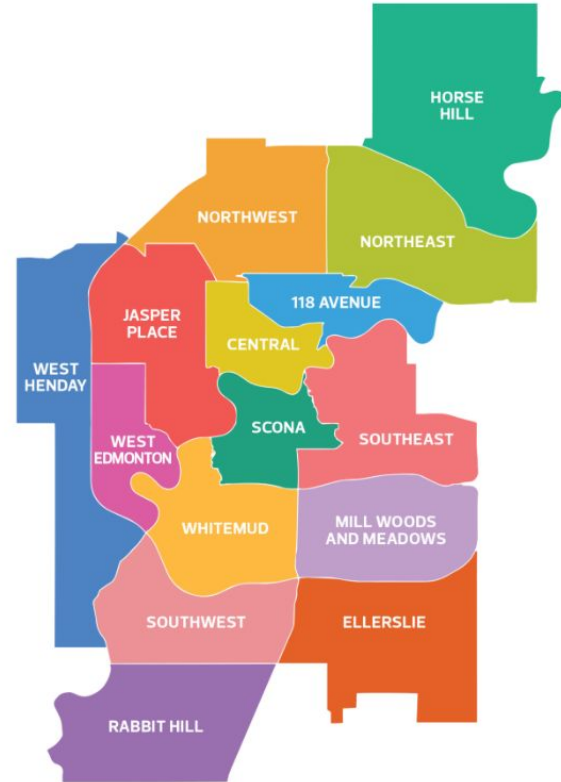
The District Network

“To build complete communities, districts will provide the framework for local services, amenities, land use and infrastructure planning at the local level.”
- The City Plan, Page 95



District Plans will:

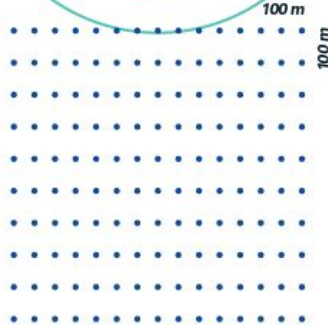
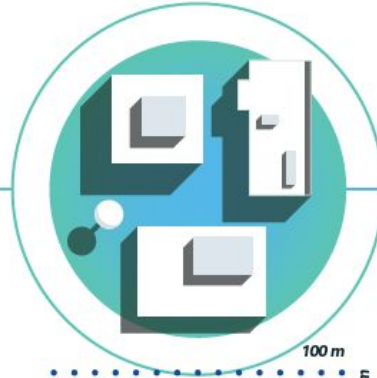
- + Simplify Edmonton's planning system
- + Provide information on City priorities and infrastructure plans
- + **Clarify the direction in the City Plan**
- + **Create a better tool for future work**



District Plans Clarify

District Node

800 M - 1 KM
ACROSS



Minimum 150 people
and/or jobs per hectare

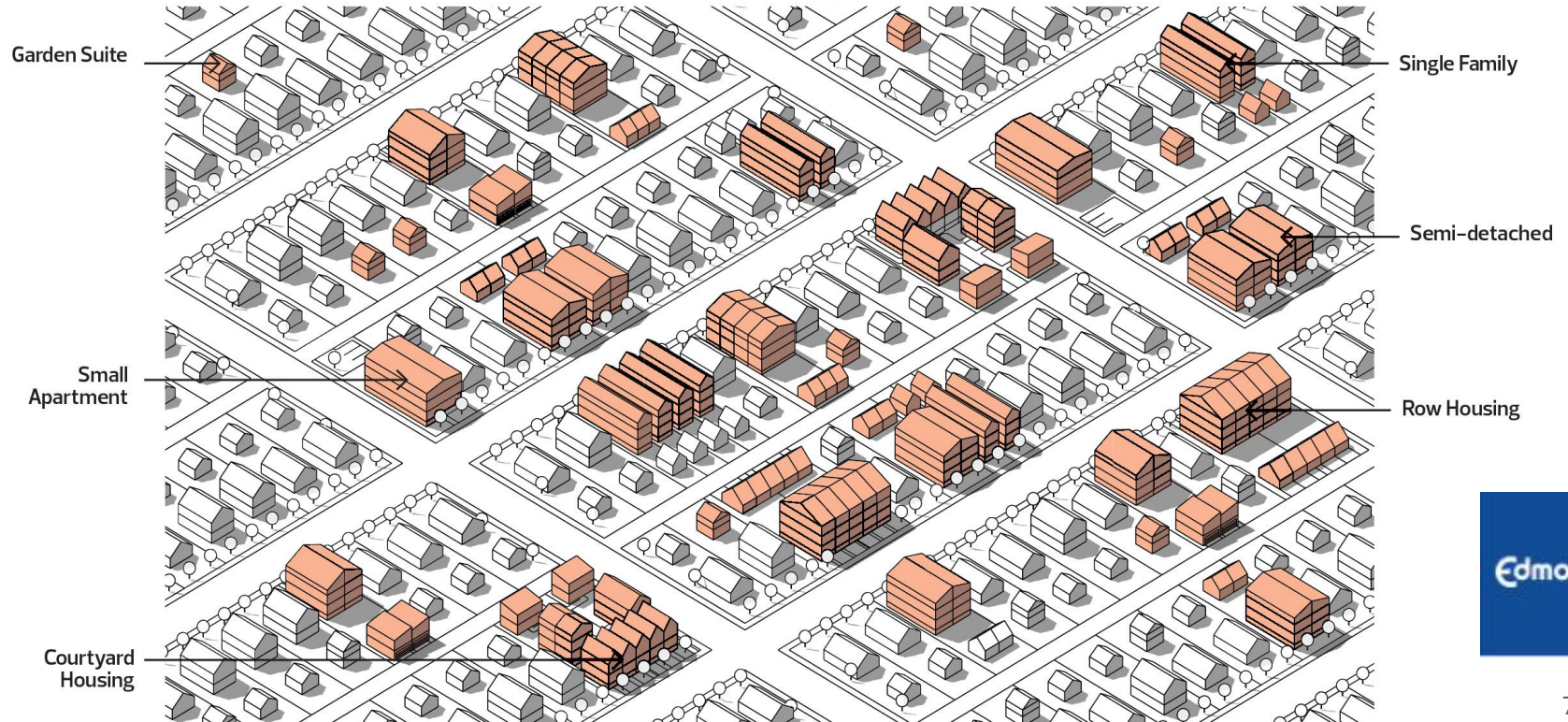
Beyond Nodes and Corridors

Development Opportunities

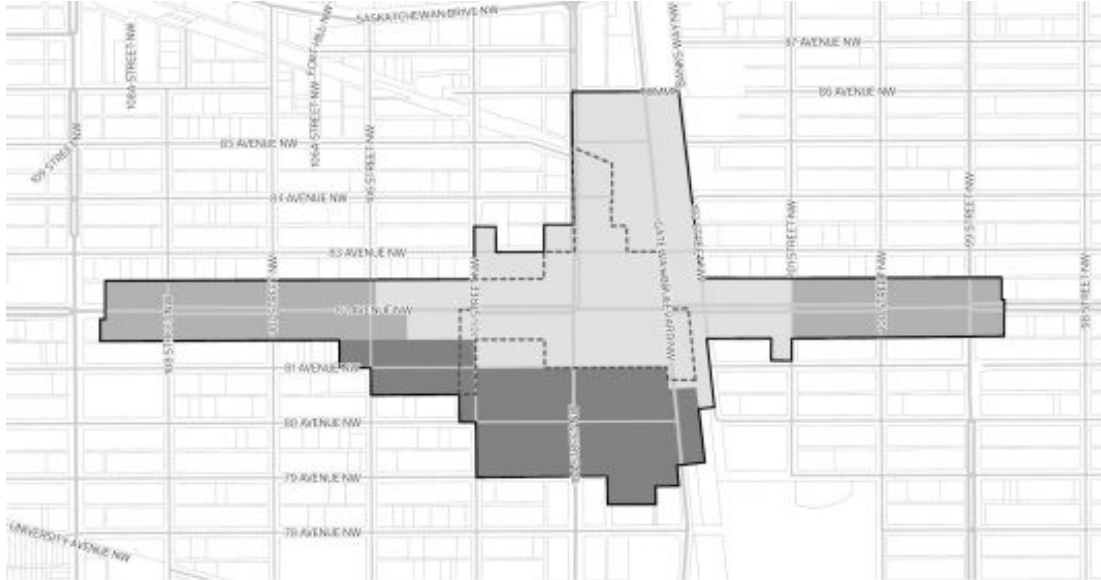
- + At local nodes
- + Within 400m of mass transit
- + At corner sites at the edge of neighbourhoods
- + At or beside shops and apartments
- + As transition from nodes and corridors



Beyond Nodes and Corridors



District Plans Support Local Planning



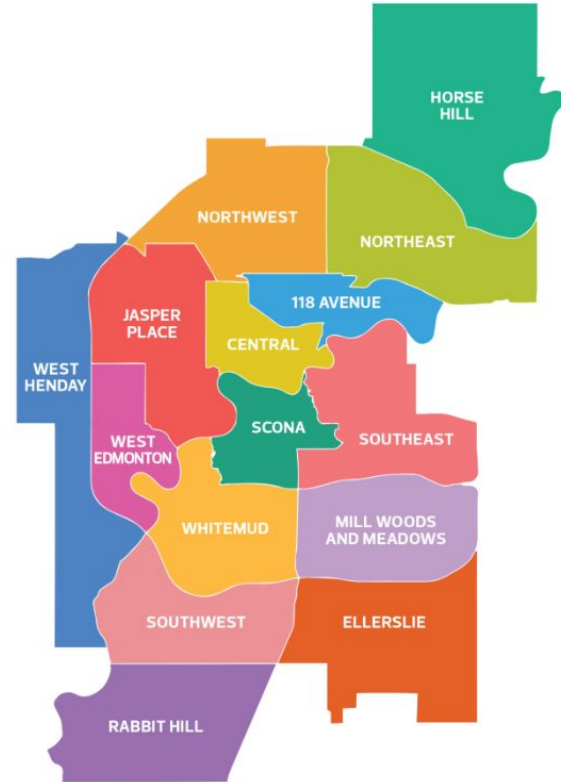
Legend:
Heritage Character Subarea (light gray)
Main Street Subarea (medium gray)
Urbanization Subarea (dark gray)
Provincial Historic Area (dashed line)
Whyte Avenue Commercial Area (solid line)

Scale: 1:12,000

Area-Specific Policy can address local context where the District Policy is too general

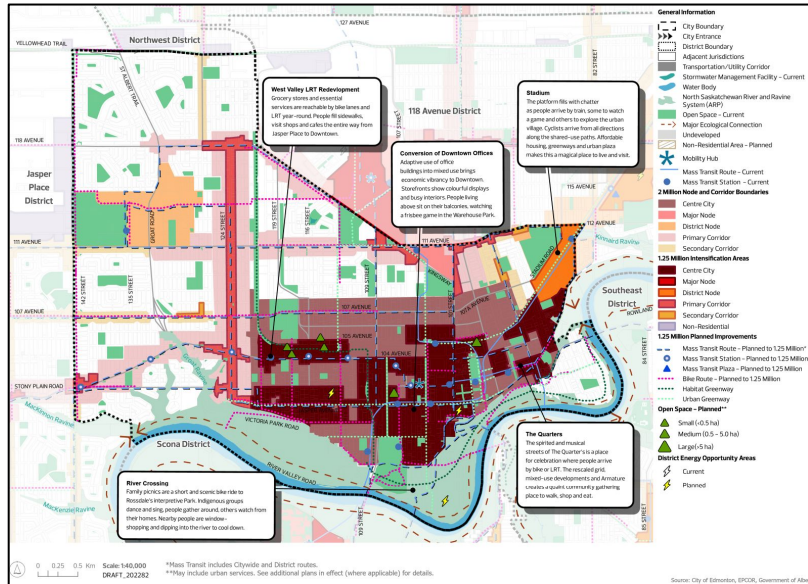
District Plans will not:

- + Propose new ideas or programs
- + Create new growth areas or upzone property
- + Address everything discussed in the City Plan

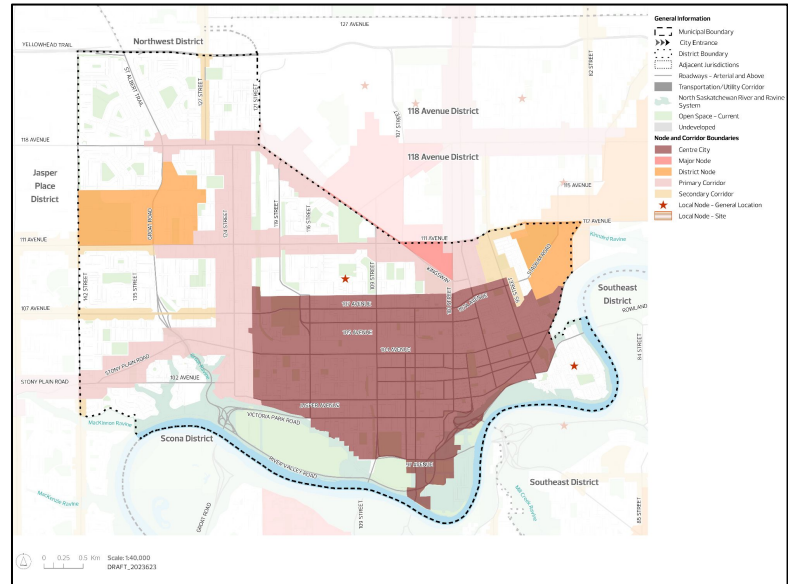


Changes to Draft District Plans since 2022

Removed: 'Node and Corridor 1.25 Million Intensification Areas'



Direction to 1.25 Million map 2022 Draft
(From Central District Plan)



Node and Corridor map 2023 Draft
(From Central District Plan)

Plans Proposed to be Retired and Amended

District	Area Plan	2022 Recommendation	2023 Recommendation
Jasper Place	Jasper Place ARP	Keep	Retire
Scona	McKernan / Belgravia Station ARP	Keep	Retire
Northeast	Clareview Town Centre NASP	Keep	Retire
Central	104 Avenue Corridor ARP	Keep	Retire
Central	Queen Mark Park / Central McDougall ARP	Keep	Amend

Engagement and Next Steps

The City Plan Engagement - Setting the Stage

What We Are Hearing Reports



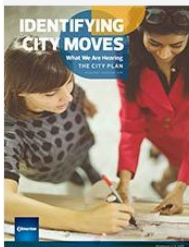
Executive Summary

Learn about the many ways residents have been engaged throughout the project to help create and refine The City Plan.



The City Plan (Phase I)

Public Engagement for The City Plan began early fall 2018. Here's what you told us in September and October of 2018.



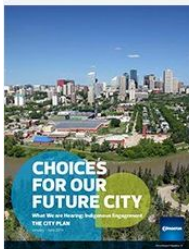
Identifying City Moves (Phase II)

Here's what you told us in November and December of 2018.



Choices for our Future City (Phase III) – City Wide Engagement

Here's what you told us in spring and summer 2019.



Choices for our Future City (Phase III) – Indigenous Engagement

Here's what you told us in spring and summer 2019.



Intentions and Directions for our Future City (Phase IV)

A summary of the results of city-wide engagement for the City Plan that took place between June and December 2019.



Communication + Engagement Approach Phases 1 and 2

District Planning Engagement and Communications Snapshot

PHASE 1 Prototype Testing (2021)

Engagement Activities

- 8 Online public information sessions
- 50 Regular stakeholder meetings
- 2 Stakeholder information sessions
- 1 Stakeholder engagement session

Communication Activities

- 1 Video presentation

PHASE 2 Refine-Level Engagement (2022)

Engagement Activities

- 17 Engaged Edmonton webpages
- 12 Pop-up events
- 13 Online workshops
- 2 Online surveys
- 14 Open houses
- 56 Regular stakeholder meetings

Communication Activities

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

Communications + Engagement Approach Phase 3

District Planning Engagement and Communications Snapshot

PHASE 3 Advise-Level Engagement (2023)

Engagement Activities

- 1** Engaged Edmonton webpage
- 3** Online surveys
- 5** In-person engagement sessions
- 4** Online engagement sessions
- 2** Geographic plan online engagement sessions
- 16** Chat With a Planner meetings
- 59** Regular stakeholder meetings
- 1** Regional information session
- 9** External events

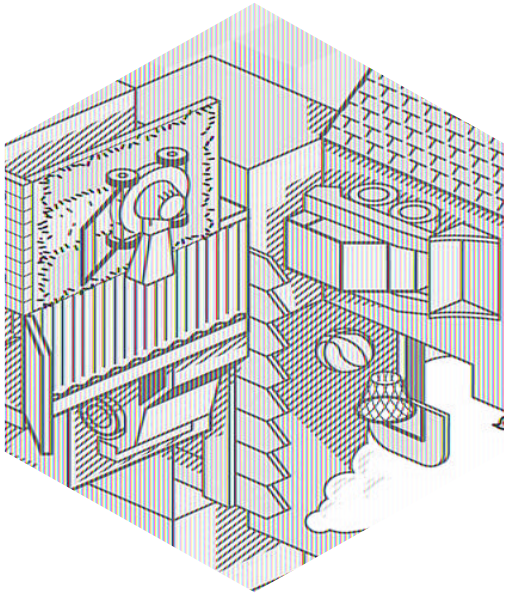
Communication Activities

- 4** Educational documents
- 25** Monthly newsletters
- 1** Radio advertising campaign
- 1** Digital advertising campaign
- 13** Road signs
- 2** Types of digital signs
- 39** Posters in City facilities
- 1** Stakeholder marketing package

How We Communicated

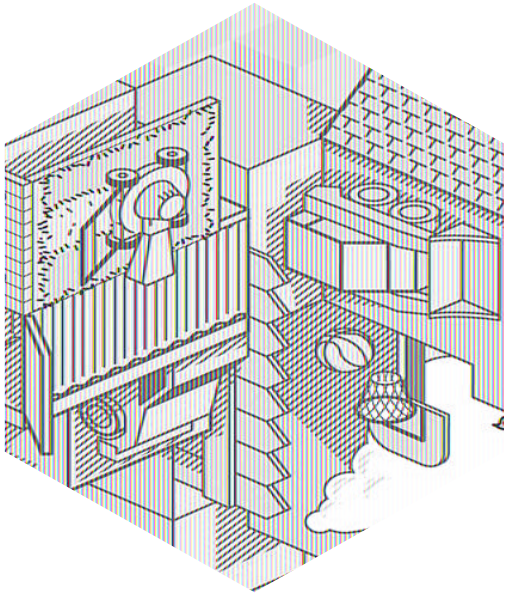
- + Paid advertising campaigns - Digital and print ads, outdoor signage (~4.4M+ Impressions)
- + Taxation notice - mailed to ~400,000 property owners
- + Postcards - 3000+ across 15 districts
- + Web - edmonton.ca/DistrictPlanning section (85,000+ views)
- + Organic City social media - 104 posts
- + Newsletters - 37 newsletters, 2.7K+ subscribers
- + Media - 10 news releases, PSAs & media advisories
- + Stakeholder check-ins (165 presentations and meetings)

What We Are Hearing (so far)



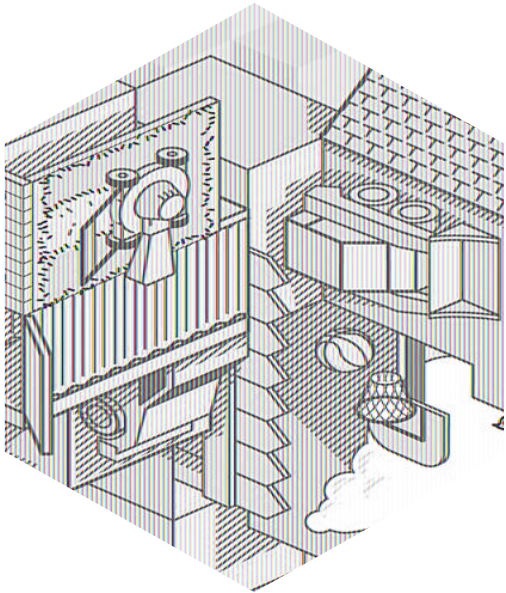
- + Local context matters
- + Address growing pains
- + Prioritize climate action and housing affordability

More Engagement



- + Concerns with The City Plan
- + Local issues
- + Best addressed through other projects

Advancing to Public Hearing



- + Analysis of engagement results
- + Revisions to documents and maps
- + Public Hearing - May 2024

Thank you!

For more info visit
edmonton.ca/DistrictPlanning

The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue square background. The background of the slide is a light blue color with a decorative pattern of overlapping, semi-transparent blue cubes on the right side.

Edmonton