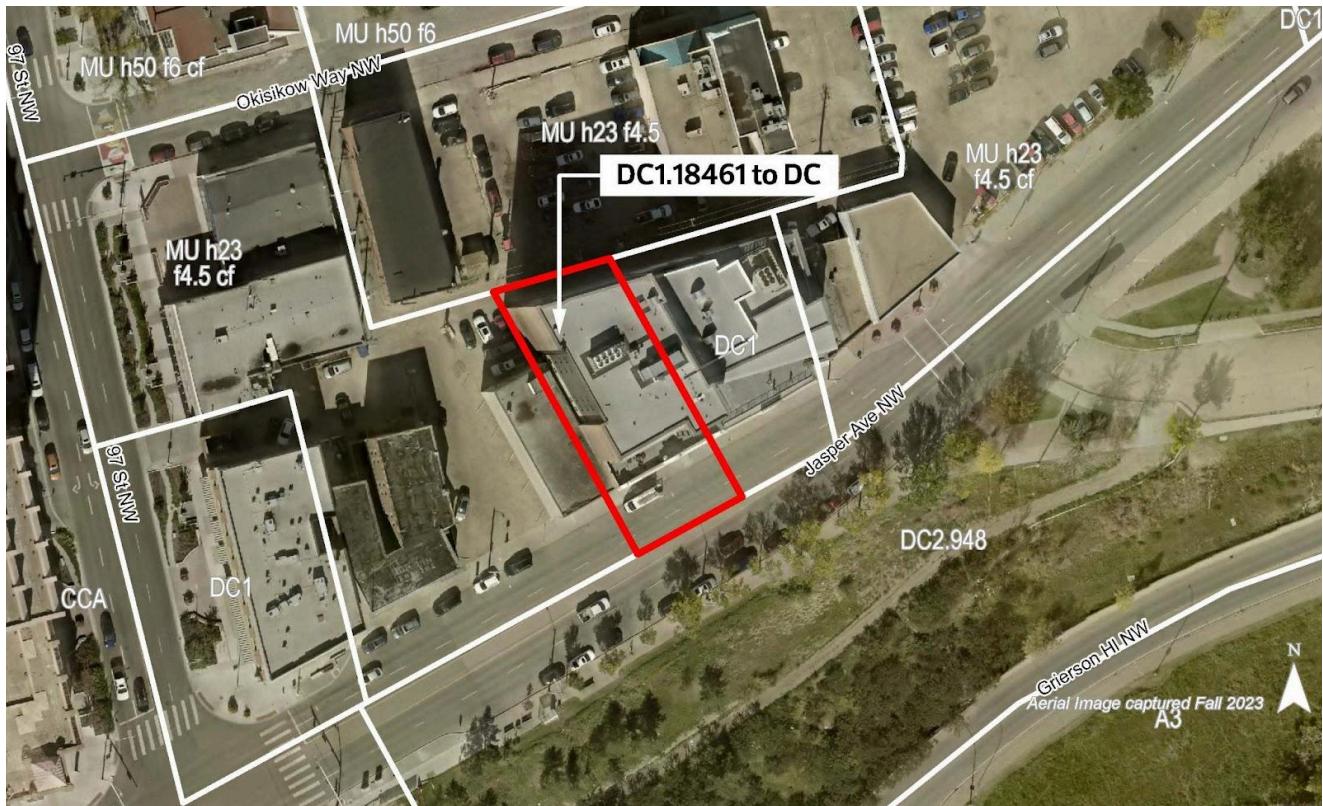


9666 - Jasper Avenue NW Position of Administration: Support



Summary

Bylaw 20908 proposes a rezoning from a Direct Control Zone (DC1.18461) to a new Direct Control Zone (DC) to allow for additional uses and the continued preservation of the Brighton Block, a designated Municipal Historic Resource. Public engagement for this application included a mailed notice and information on the City's webpage. No responses were received.

Administration supports this application because it:

- Proposes uses that are compatible with the site and surrounding area.
- Will help ensure the continued viability and preservation of the Brighton Block.
- Follows direction for heritage preservation and mixed use development in The City Plan, District Policy and The Quarters Downtown Area Redevelopment Plan.

Application Details

This application was submitted by Sparrow Capital Inc. on behalf of the landowners. This application proposes to revise the zoning for the historic Brighton Block in the following ways:

- Adding additional opportunities for home based businesses, cannabis retail stores, indoor self storage, special events and urban agriculture.
- Increasing the maximum floor area ratio from 5.5 to 6.0 to accommodate the use of existing basement space.
- Aligning the zoning with open option parking and the new Zoning Bylaw 20001.

No external changes are proposed to the historic building or the existing modern addition.

Site and Surrounding Area

	Existing Zoning	Current Development
Subject Site	Direct Control Zone (DC1.18461) - Brighton Block	6 storey mixed use building (Brighton Block - Designated Municipal Historic Resource)
North	Mixed Use Zone (MU h23.0 f4.5)	Surface parking lot
East	Direct Control Zone (DC1.18461) - The Quarters (Area 2) Jasper East Area	3 storey mixed use building (Pendennis Hotel - Designated Municipal Historic Resource)
South	Direct Control Zone (DC2.17844)	Vacant land/river valley (zoned for high rise, mixed use)
West	Mixed Use Zone (MU h23.0 f4.5 cf)	3 storey mixed use building



View of site looking north from Jasper Avenue NW

Community Insights

This application was brought forward to the public using a basic approach. This approach was selected because it follows the statutory plan in place and there were no responses to the initial mailed notices. The basic approach included:

Mailed Notice, June 6, 2024

- Notification radius: 60 metres
- Recipients: 227
- Responses: 0

Webpage

- edmonton.ca/rezoningapplications

Notified Community Organizations

- Boyle Street Community League
- Downtown Edmonton Community League

- Edmonton Downtown Business Association

Application Analysis



Site analysis context

The City Plan & District Policy

The District Policy and District Plans have received first and second reading from City Council and are now at the Edmonton Metropolitan Regional Board before they return to Council for consideration of third reading. Given this, the following analysis is provided for Council's consideration.

The City Plan and District Policy encourages the preservation of historic resources and promotes the continued use of heritage places by providing incentives, exemptions and regulatory flexibility that enable adaptive reuse and continued preservation. Allowing a wider range of uses in the historic building will help encourage ongoing use, maintenance and preservation.

In the Central District Plan, there is an Area-Specific Policy which states that for further planning direction, refer to The Quarters Downtown Area Redevelopment Plan.

The Quarters Downtown Area Redevelopment Plan

This site is part of the Heritage Quarter focused on the preservation and enhancement of the historic character of the area, encouraging mixed use commercial and residential development with active frontages facing Jasper Avenue NW and 97 Street NW. Height ranges are anticipated to be between 3 and 15 storeys with the maximum floor area ratio being 6.0. Both the current and proposed Direct Control Zones conform with this direction and the scale is within the required range.

Land Use Compatibility

The proposed new uses of home based businesses, cannabis retail stores, indoor self storage, special events and urban agriculture are all considered suitable on the existing site and are already allowed in the surrounding Mixed Use Zoning. Specific development regulations from Part 6 of the Zoning Bylaw will apply to home based businesses, cannabis retail stores and special events to ensure they are implemented in a compatible manner. This includes minimum separation requirements for cannabis retail stores from schools, parks and other sensitive uses. The proposed DC Zone contains additional regulations for indoor self storage to ensure the size is limited and it does not lead to blank or inactive external walls and windows.

Heritage

The additional uses are compatible with the existing heritage building and no external changes to the building are proposed. All uses need to ensure that no damage is caused to the heritage building, especially with the proposed urban agriculture use which may increase humidity and moisture. Much of the building has been reconstructed, and the main historical components that need extra attention and care are the north and south facades. Future permitting stages of development will be reviewed by the City's heritage planners to ensure the sensitive implementation of any proposed uses.

Written By: Andrew McLellan

Approved By: Tim Ford

Branch: Development Services

Section: Planning Coordination