

**12021 - Jasper Avenue and the area generally located between
Jasper Avenue and the River Valley, from 124 Street to 116 Street
Position of Administration: Support**



Summary

Bylaw 20932 proposes a rezoning from a Direct Development Control Provision (DC1.11619) to a Direct Control Zone (DC) to allow for the continued use of an existing high-rise tower and the development of a new high-rise building at approximately 31-storeys. As the subject site is currently part of a larger area-specific DC1, this DC1 must be rezoned to remove the site and is included as part of Bylaw 20932. No changes, apart from administrative updates to uses and definitions, are proposed for the area-specific DC1.

Public engagement for this application included a pre-application notice (from the applicant), a mailed notice, site signage, information on the City's webpage and an Engaged Edmonton webpage. Approximately 39 people were heard from, with approximately 28% in support and 72% in opposition. Most concerns were related to obstruction of views and sunlight and traffic congestion.

Administration supports this application because it:

- Replaces a surface parking lot with a tall high-rise building at a location along Jasper Avenue that is well suited for an increase in density where access to transit and other daily services are readily available.
- Supports The City Plan's targets for infill development and trips taken by transit.
- Aligns with the Central District Plan which supports a tall high-rise building at this location.

Application Details

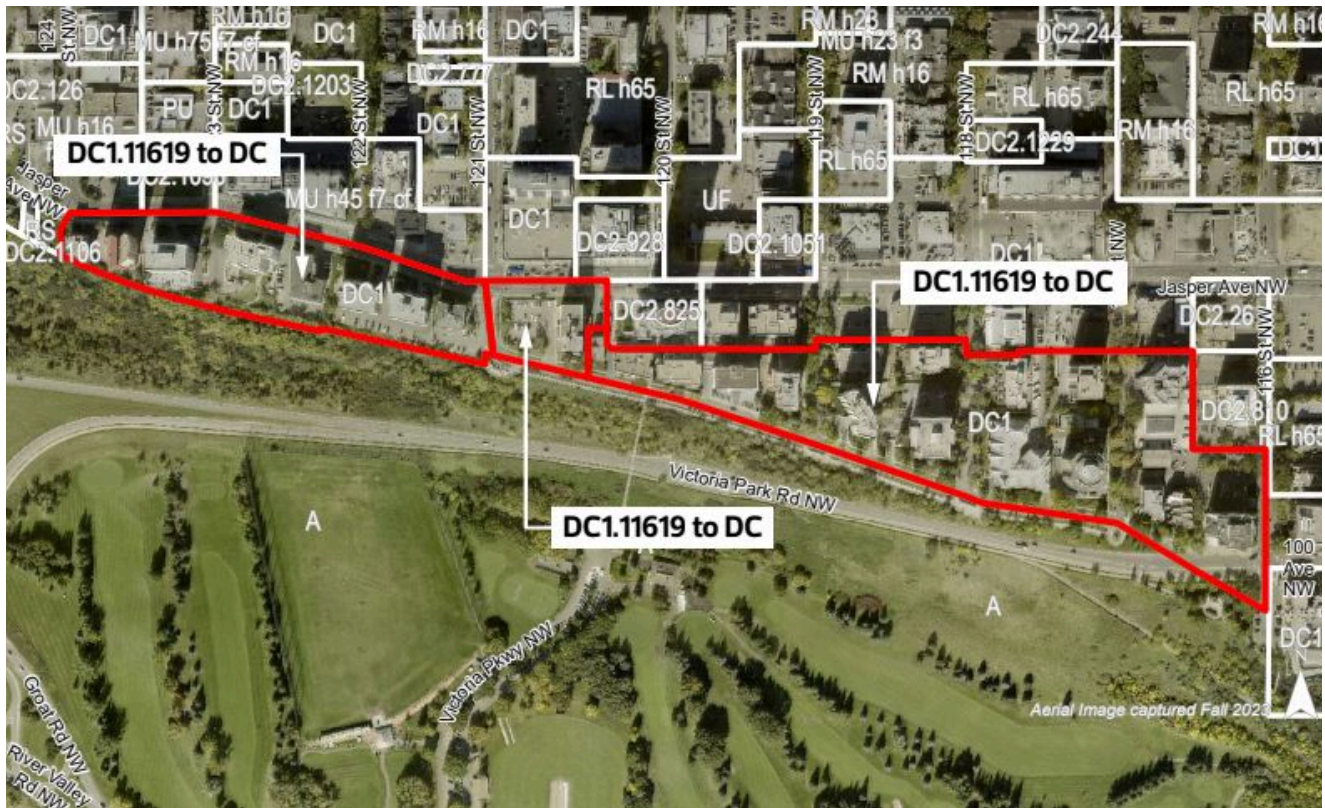
This application was submitted by Situate Inc. on behalf of Jasper House GP Inc.

The purpose of the proposed Direct Control Zone (DC) is twofold:

1. to allow for the continued use of an existing high rise tower (Jasper House) within the eastern portion of the site; and
2. to allow for the development of a new high rise tower within the western portion of the site at approximately 31 storeys.

Because this site is currently part of a much larger area-specific DC1 Zone, it must be removed the DC1's associated map appendix. This means that this larger DC1 Zone, originally adopted in 1997, must also be rezoned whereby uses and definitions need to be updated to conform with the current Zoning Bylaw 20001. A track changes document can be found in Appendix 1. Given the development rights are not changing in this Direct Control Zone, Administration is proposing to waive the pre-application notification requirement of the Zoning Bylaw.

Site and Surrounding Area



Aerial view of application area

	Existing Zoning	Current Development
Subject Site	Direct Development Control Provision (DC1)	12-storey apartment building (Jasper House) Surface parking lot
North	Direct Development Control Provision (DC1) Site Specific Development Control Provision (DC2.928)	26-storey apartment building (The Pinnacle) 32-storey apartment building (The Citizen)
East	Direct Development Control Provision (DC1) Site Specific Development Control Provision (DC2.825)	6-storey apartment building (River Cliff Place) 36-storey apartment building (The Pearl)
South	River Valley Zone (A)	River Valley
West	Direct Development Control Provision (DC1)	9-storey apartment building (Bristol Tower)



View of the site looking southeast from the intersection of Jasper Avenue and 121 Street



View of the site looking northeast from 100 Avenue (The Victoria Promenade)

Community Insights

This application was brought forward to the public using a broadened approach. This approach was selected because the application proposes a large-scale development in the form of a tall high-rise building. The broadened approach included:

Pre-Application Notice (from applicant), March 12, 2021

- Notification radius: 120 metres
- Number of recipients: 648
- Number of responses (as reported by the applicant): 32
- Main comments received (as reported by the applicant):
 - The scale of the proposed new building will reduce views and access to sunlight for surrounding residents.
 - This proposed new building will further exacerbate parking and traffic congestion issues that the area is already experiencing.
 - Suggestion to reduce the size of the proposed building between 10 and 15 storeys.

Mailed Notice, June 2, 2022

- Notification radius: 120 metres
- Recipients: 648
- Responses: 9
 - In support: 0
 - In opposition: 8
 - Questions only: 1

Engaged Edmonton Webpage, June 17, 2024 to June 30, 2024

- Site visits: 806
- Aware: 598
- Informed: 274
- Engaged: 31
 - In opposition: 20
 - In support: 11

Site Signage, July 3, 2024

- Two rezoning information signs were placed on the property so as to be visible from Jasper Avenue, 121 Street and 100 Avenue.

Webpage

- edmonton.ca/rezoningapplications

Notified Community Organizations

- Oliver Community League Name
- 124 Street Business Association

Common comments heard

- The height of the building is too tall, obstructing views and reducing access to sunlight for surrounding residents. (13x)
- The increased traffic produced by this development will create safety issues for pedestrians and cyclists along 100 Avenue and Victoria Promenade. (13x)
- The proposed development will remove an unattractive surface parking lot in favour of a building that will bring more people and commercial services to the area. (7x)

A full “What We Heard” Public Engagement Report is found in Appendix 2.

Application Analysis

The City Plan

Combining both the Municipal Development Plan and the Transportation Master Plan, The City Plan is the city's strategic direction for planning and development. Recognizing the essential connection between land use and transportation, The City Plan identifies key areas within the city in a Nodes and Corridors system where population, business and employment growth are to be focused.

The subject site is identified as being within the Centre City, Edmonton's distinct cultural, economic, institutional and mobility hub with the highest density and mix of uses. Centre City is well served by all modes of transportation including the convergence of mass transit, cycling and walking. As such, increasing development intensity on this site, as proposed, will contribute to several of The City Plan's Big City Moves and their development targets:

- 'A Rebuildable City' - 50% of new units to be accommodate through infill, with a strong focus on Nodes and Corridors; and

- 'A Community of Communities' - 50% of trips are made by transit and active transportation.

Central District Plan

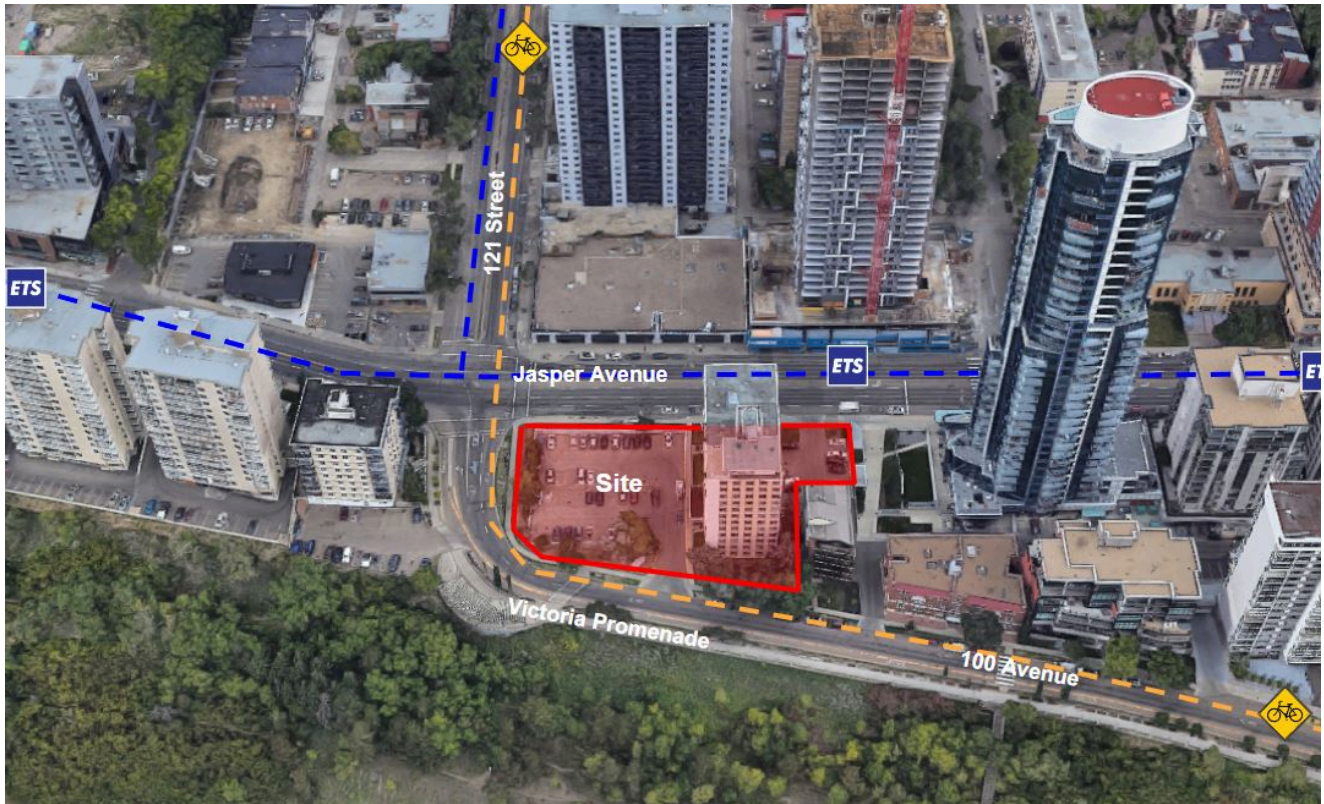
The District Policy and District Plans have received first and second reading from City Council and are now at the Edmonton Metropolitan Regional Board before they return to Council for consideration of third reading. Given this, the following analysis is provided for Council's consideration.

The Central District Plan identifies the subject site as being within Centre City, Edmonton's distinct cultural and economic hub. Centre City includes the highest density and mix of land uses and provides a critical mass of housing, employment and civic activities served by all modes of transportation. The proposed rezoning will support the continued growth and development of Centre City by allowing for a tall high-rise building that will contribute to the area's dense housing stock and provide employment opportunities through commercial uses, at a location that is well served by variety of active and mass transit including frequent bus service along Jasper Avenue and bike infrastructure along 100 Avenue and 121 street.

At approximately 31-storeys, the District Policy would define the proposed building to be a 'tall high-rise', which is any building taller than 21-storeys. The Central District Plan supports this type of built form at this location because it is within Centre City, which is intended to be Edmonton's highest density and mix of land uses, and is adjacent to an arterial roadway (Jasper Avenue) where commercial services and high-frequency transit are readily accessible.

Land Use Compatibility

The site is well positioned for an increase in development intensity as it is situated along the southern edge of Wìhkwêntôwin and along Jasper Avenue, one of Edmonton's premier commercial main streets. Land within Wìhkwêntôwin with frontage along Jasper Avenue is generally considered compatible with taller and denser forms of development, where transit and commercial amenities are readily accessible. Active transportation is also available along 100 Avenue and 121 Street and function as key connectors through the neighbourhood. Given this, the immediate area surrounding this site has experienced a notable change in the last decade with the development of several large scale projects along Jasper Avenue such as The Pearl, The Citizen, the Hat at 122, The Oliver and The McLaren, most of which are also considered tall high-rise built forms.



Site analysis context

The subject site, located at the southeast intersection of Jasper Avenue and 121 Street, is currently occupied by a 12-storey residential building (Jasper House) within the eastern area of the site and a surface parking lot within the western area of the site. Image 1 below illustrates the current site condition.

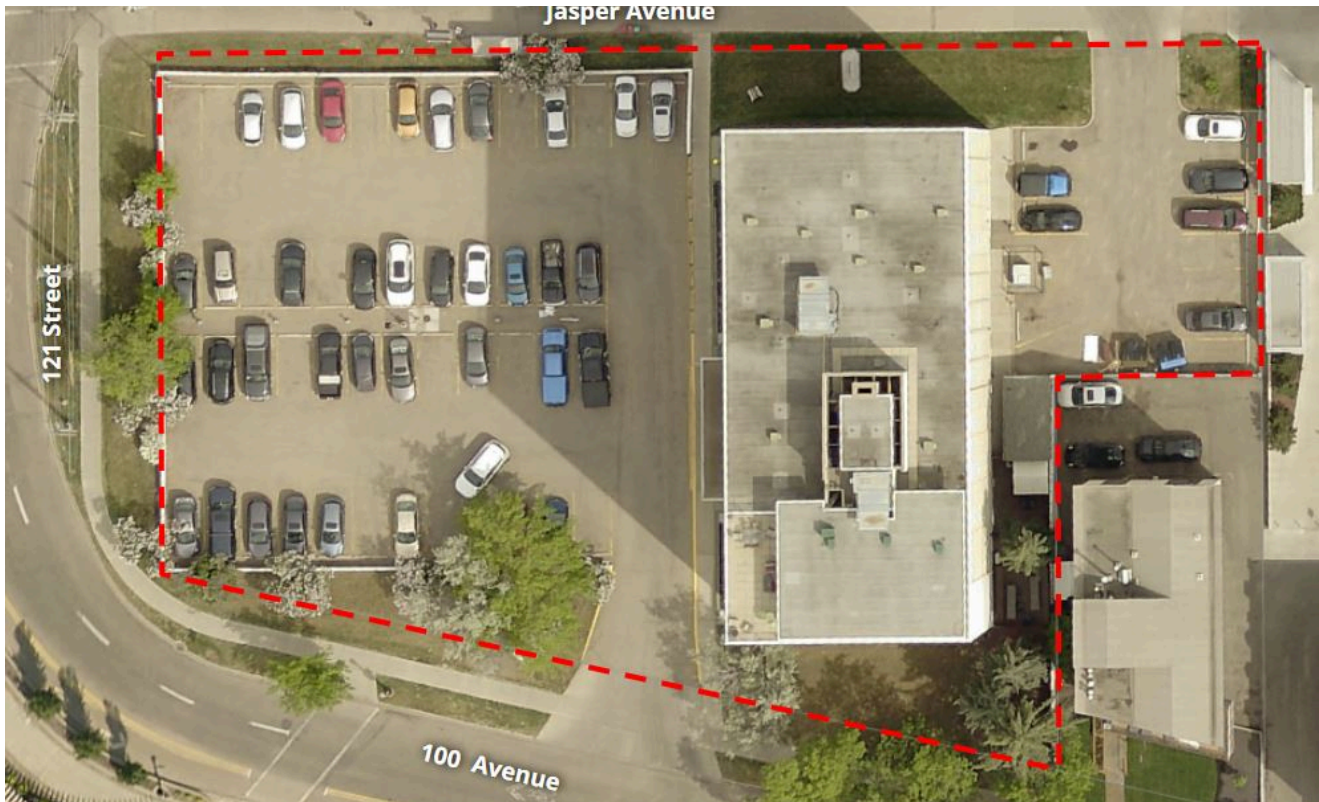


Image 1: Current site condition (property line denoted by dashed red line)

The purpose of the proposed DC Zone is twofold: to allow for the continued use of the existing Jasper House building and allowing for the development of an approximately 31-storey high-rise building in place of the existing surface parking lot in the western area of the site. Image 2 below shows the proposed site plan with the siting of both buildings and how the space between these buildings is intended to function. This area includes a well-lit and convenient pedestrian link between Jasper Avenue NW and 100 Avenue NW.

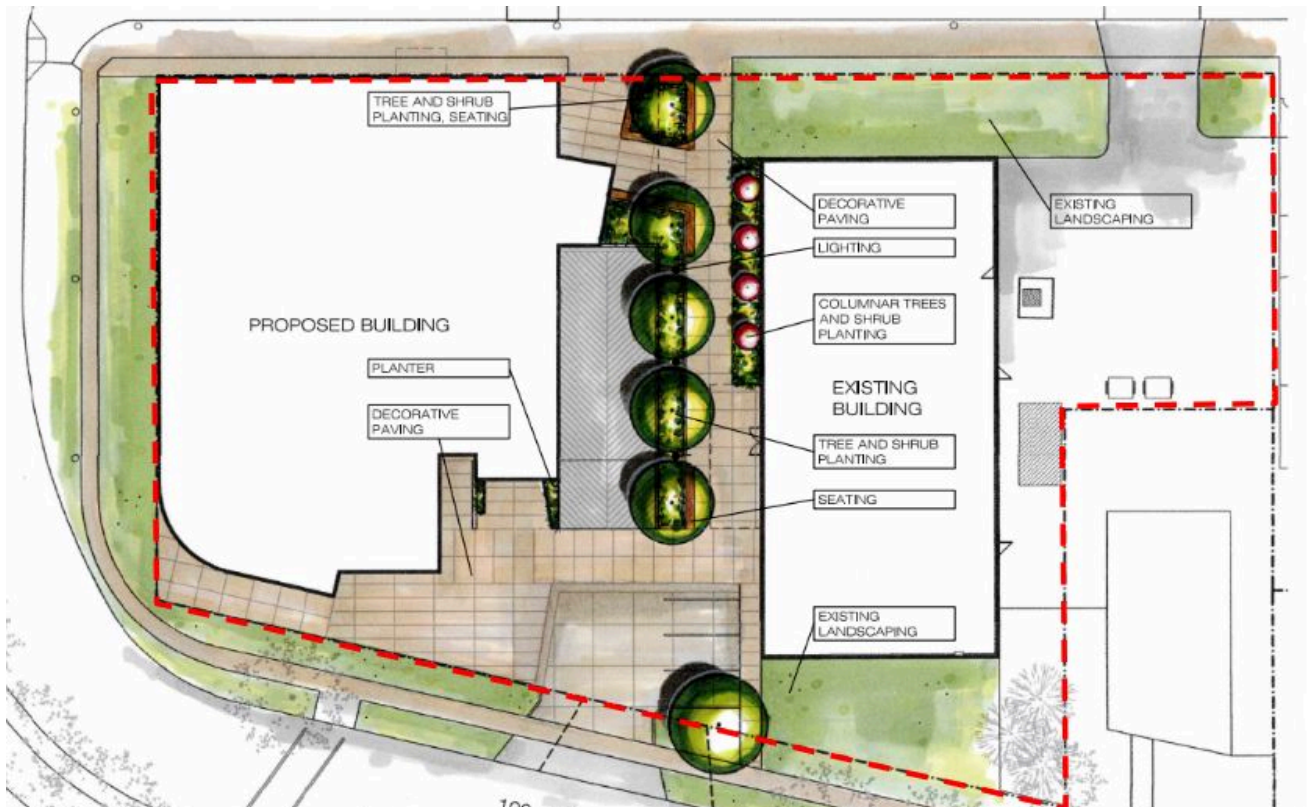


Image 2: Proposed site plan and landscaping

The table below is a comparison between the existing and proposed zones. Though the proposed DC exceeds the height of the existing DC1 significantly, the table also includes recent examples of DCs along Jasper Avenue within a close proximity to this site that allow for the tall high-rise development and are similar in height and other key characteristics to this proposed DC. With the Central District Plan supporting tall high-rise development within the Centre City and along an arterial roadway, like Jasper Avenue, this is the scale of development that can be reasonably expected along this corridor.

	DC1 Provision Current	DC Zone Proposed	DC2.825 (The Pearl) Constructed	DC2.928 (The Citizen) Constructed
Typical Uses	Residential Commercial ground level	Residential Commercial ground level	Residential Commercial ground level	Residential Commercial ground level
Maximum Building Height	45 metres (15 storeys)	108 metres (31 storeys)	119 metres (36 storeys)	114 metres (33 storeys)
Maximum Podium Height	n/a	14 metres (1 commercial storey)	12 metres (1 commercial storey)	14 metres (1 commercial storey)
Tower Setback from Jasper Avenue	n/a	4.0 meters	6.0 meters	6.0 meters
Maximum Floor Area Ratio	3.0	11.0	6.5	9.7
Maximum Floor Plate Size	n/a	825 m ²	670 - 440 m ²	850 m ²

Tall Building Performance Standards

Tall buildings by their very nature produce larger impacts, particularly in the form of larger shadows and obstruction to surroundings views. This is reflected in the concerns heard from surrounding residents, as outlined in the engagement section of this report. These impacts can be partially mitigated through adherence to best practices for tall building design; namely, the provision of a slim floor plate and appropriate separation distance from other towers.

Floor Plate Size

At 825 m², the proposed floor plate size is considered to be slim, particularly when compared to the Zoning Bylaw's closest equivalent standard zone (the Mixed Use Zone) which allows for a floor plate size of up to 850 m². A slimmer floor plate, as proposed, will produce a narrower shadow that will move more quickly across impacted land throughout the day, meaning shadow impacts on affected properties won't be long lasting. A sun/shadow analysis is attached as Appendix 3 to this report.

Tower Separation

Tower separation ensures an adequate distance is provided between towers to ensure comfort for residents and to mitigate adverse microclimatic effects such as downwashing from wind. The Zoning Bylaw, as derived from the aforementioned equivalent MU Zone, would require a minimum separation distance of 25 meters and this is considered the standard for which new tower development should adhere to.

Between the existing Jasper House building on-site and the new high-rise building, there is only a separation distance of 13 meters. Though this is deficient relative to the minimum 25 meter separation standard of the Zoning Bylaw, the new tower is sited as far as is reasonably possible from the existing tower, while still adhering to other best practices for tower form and function.

When towers are closer than they should be, downwashing from wind is of concern for the surrounding public realm where pedestrian comfort may be reduced. A Wind Impact Study was submitted and reviewed as part of this application. The study determined that the surrounding public realm, namely Jasper Avenue, 100 Avenue (including the Victoria Promenade) will remain comfortable for pedestrians year round. The pedestrian space between the towers will remain comfortable as well, aided by the trees that will be required to be planted in this area (see image 2) which help to mitigate wind down washing and improve pedestrian comfort.

The proposed tower maintains a more than adequate distance from all other towers on adjacent properties. These include:

- The Pearl (approximately 83 metres separation distance)
- The Citizen (approximately 58 metres separation distance)
- Bristol Tower (approximately 32 metres separation distance)

To further mitigate impacts from this deficiency to improve views and comfort to residents of the adjacent towers, the DC Zone requires that the floor plate of the new tower employ an angled and recessed floor shape (highlighted in yellow image 3 below).

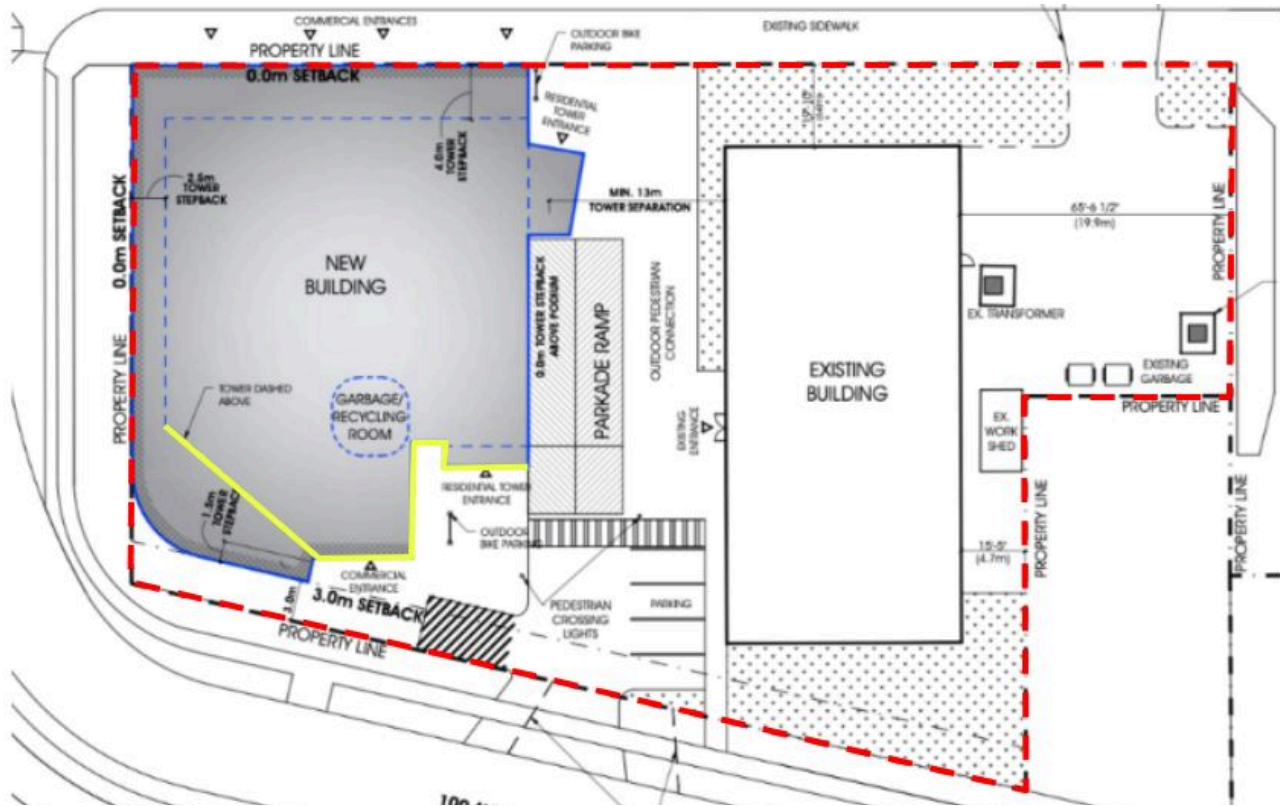


Image 3: Articulated floor plate

Mobility

A Transportation Impact Assessment (TIA) was submitted in support of this application. The TIA notes site access as a primary concern for the proposed development as the site does not have alley access and it is bordered by two significant multimodal corridors: Jasper Avenue NW (and the Imagine Jasper Avenue project) to the north, and 100 Avenue NW/121 Street NW to the south and west (Victoria Promenade and upcoming Wîhkwêntôwin Neighbourhood Renewal).

Administration worked with the applicant team throughout this application on a number of alternative site access plans. Overall, the site is designed such that no new vehicular access is needed. The current access along Jasper Avenue NW will remain to accommodate loading and waste servicing for the existing Jasper House building only. The current access to 100 Avenue NW will also remain, but will be adjusted to accommodate vehicular access and on-site waste servicing for the new high-rise building. Image 4 below identifies the site access locations in blue from Jasper Avenue and 100 Avenue. Further consideration of this access strategy is included below.

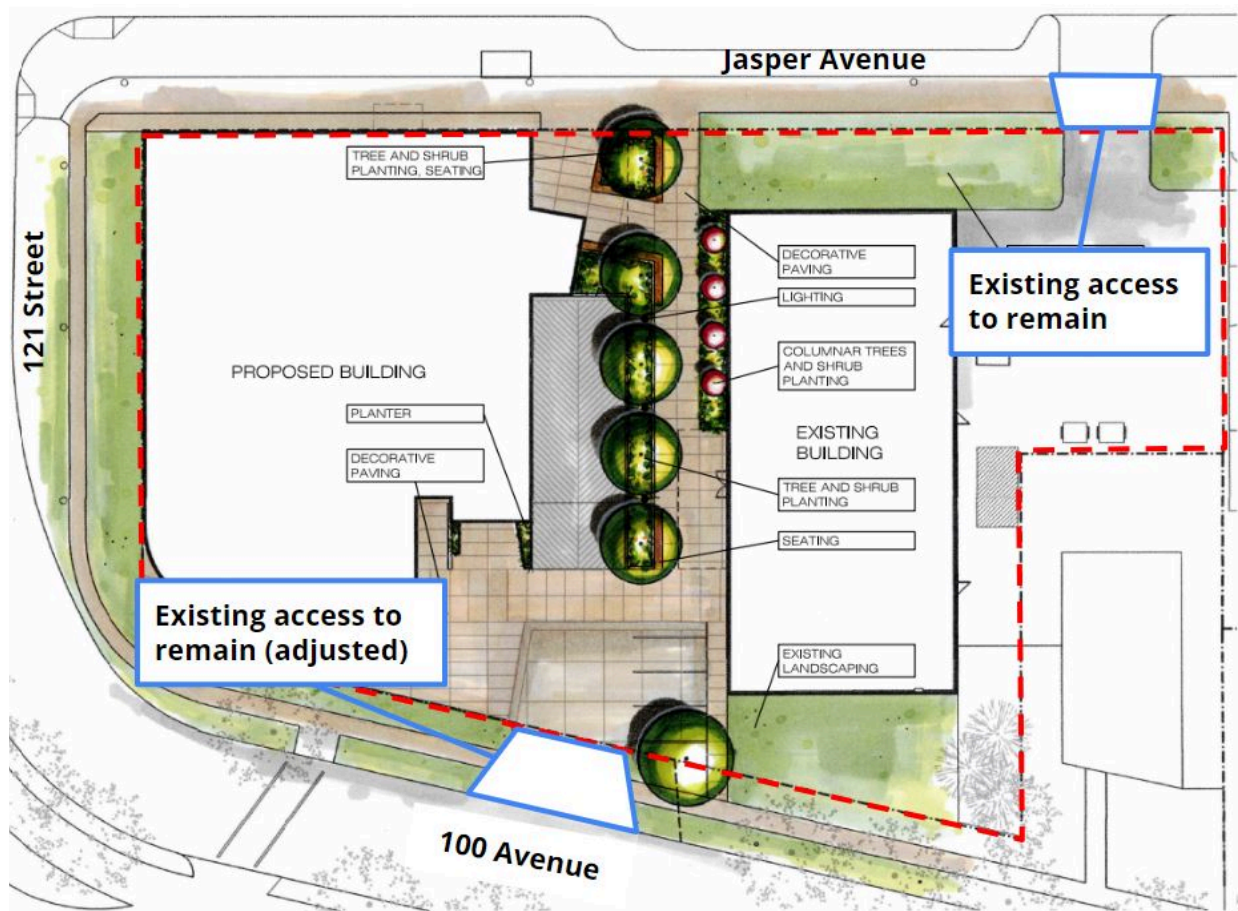


Image 4: Site access

Jasper Avenue

Detailed design of the Imagine Jasper Avenue (IJA) project Phase 2 (between 114 Street and 124 Street) is currently underway. A key priority of IJA has been to strengthen the public realm and pedestrian safety by removing vehicle access points where feasible. Administration was supportive of maintaining one access point for both Jasper House and the subject site (rather than two accesses). The applicant was not able to meet this requirement, with waste servicing in particular being challenging to accomplish on-site.

Given that a second access to Jasper Avenue would also impact a planned bus stop immediately adjacent to the site, and that relocating this stop would unduly impact transit timing and service for the corridor, current access to 100 Avenue NW is maintained to serve as a primary access to the new building.

121 Street

Site access along the brief segment of 121 Street adjacent to the site is limited due to the planned raised cycle tracks that are a part of IJA. An application-proposed waste servicing lay-by lane concept in this area was also reviewed and ultimately unsupported due to this constraint.

100 Avenue

Planning and design for Wìhkwêntôwin Neighbourhood Renewal is ongoing and plans for 100 Avenue NW (Victoria Promenade) have not yet been developed. While retaining the existing access maintains a potential conflict point, the north side of 100 Avenue NW is characterized by several vehicular accesses that service large apartment buildings which will need to be considered in the planning of this corridor. The Renewal team supported maintaining site access to 100 Avenue understanding these constraints.

Public Contributions

To comply with City Policy C599 - Community Amenity Contributions in Direct Control Provisions, this application is required to provide a total of \$1,113,046 of public amenity contributions. The applicant has chosen to satisfy this requirement by providing the following:

- twenty eight 3-bedroom dwellings designed to be attractive to families by having access to a common amenity area specifically designed for children and higher levels of bicycle storage space, among other criteria (credit of \$35,000 per dwelling)
- the installation of public art.

Urban Design

On July 19, 2022 this application was reviewed by the Edmonton Design Committee (EDC). The EDC provided a recommendation of non-support and identified several key concerns regarding the proposed building's form and function:

- Transitions and interface with the public realm, namely Jasper Avenue through appropriate setbacks and stepbacks.
- Separation space between the proposed tower and the existing Jasper House building.
- Parkade access from Jasper Avenue does not contribute to a vibrant main street intended for pedestrian and transit priority.

The DC Zone was modified to address most of the above concerns which included providing a larger tower stepback along Jasper Avenue and moving parkade access off of Jasper Avenue back to its current location on 100 Avenue. Other modifications to the DC Zone text and appendices were made to ensure the podium is providing a high quality interface with the public realm, the interior plaza is well defined through a combination of decorative pavers, seating area and landscaping (see image 2), and that the tower is demonstrating a high level of design to contribute to the skyline (see image 5).

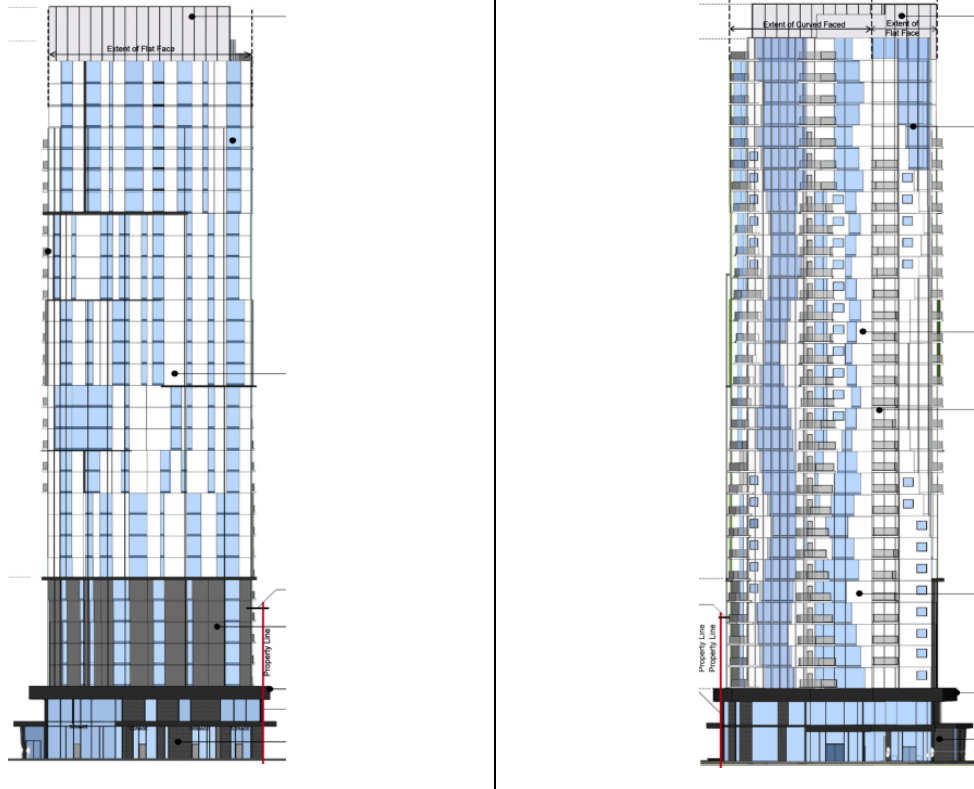


Image 5: North and south building elevations

The letter from the EDC is found in Appendix 4. At the Development Permit stage, the applicant will be required to present their detailed drawings to the EDC, where further modifications and improvements can be made.

Geotechnical Review

Due to the close proximity between this site and the slope of the River Valley, a geotechnical report was prepared and reviewed as part of this application which included a desktop review of the background information for the site, historical air photo review, a site reconnaissance including the valley slope adjacent to the site conducted during non-snow covered conditions, site specific geotechnical drilling program and a detailed quantitative slope stability analysis. The report was reviewed by the City's Geotechnical Engineer who concurred with the findings of the report that the land can be used safely for the intended development.

Utilities

The applicant has submitted a Drainage Servicing Report that has been reviewed and accepted by Development Services for the purpose of supporting this rezoning application.

Development allowed under the proposed zone would be required to include on-site stormwater management techniques utilizing a controlled outflow rate to mitigate its impact on

the existing drainage infrastructure. Details of the required stormwater management will be reviewed at the Development Permit stage.

Edmonton Fire Rescue Services has performed a risk-based Infill Fire Protection Assessment and determined that upgrades to water infrastructure will not be required. This could potentially be re-evaluated at the development permit stage. The applicant/owner will be responsible for all costs associated with providing required water supply including any changes to the existing water infrastructure required by the proposed zoning.

Appendices

1. Area-Specific (Area 7) DC1 Track Changes
2. "What We Heard" Public Engagement Report
3. Sun/Shadow Analysis
4. EDC Letter

Written By: Stuart Carlyle

Approved By: Tim Ford

Branch: Development Services

Section: Planning Coordination

Regular Font Existing Text in Zoning Bylaw 20001
~~Strikethrough:~~ Proposed deletion from Zoning Bylaw 20001
Underline: Proposed addition to Zoning Bylaw 20001

All subsections and references to subsections will be renumbered in accordance with the addition and removal of regulations.

DC1-11619 (Area 7) - portion of Sub Area 5 located between Jasper Avenue and the River Valley, from 124 Street to 116 Street

Regulations	Notes / Rationale
<p>1. Area of Application</p> <p>A portion of Sub Area 5 located between Jasper Avenue and the River Valley, from 124 Street to 116 Street, designated DC1 (Area 7) in Bylaw 11619, amending the Land Use Bylaw.</p>	<p>Removal of reference to the Oliver Area Redevelopment Plan and the old Land Use Bylaw 5996 which is no longer in effect.</p>
<p>2. Purpose Rational</p> <p>To provide an area for high rise residential uses with design requirements to ensure that the siting and design of buildings does not unduly interfere with adjacent properties' views of the River Valley; and to provide opportunity for the conversion of existing low density residences to small scale, low impact commercial uses.</p>	<p>Updating title for consistency with language standards of Zoning Bylaw 20001</p>
<p>3. Uses</p> <p>The following uses are prescribed for lands designated DC1 (Area 7) pursuant to Section 710.3 of the Land Use Bylaw:</p> <ul style="list-style-type: none"> 3.1. Apartment Housing Residential 3.2. Business Support Services Indoor Sales Service 3.3. Child Care Services 3.4. Foster Homes 3.5. Group Homes 3.6. Group Homes, Limited 3.7. Health Services 3.8. Home Occupations, Major Home Based Business 3.9. Home Occupations, Minor 3.10. Minor Impact Utility Services Minor Utility 3.11. Personal Service Shops Body Rub Centre 3.12. Professional, Financial and Office Support Services Office 3.13. Professional Offices 3.14. Retail Stores, Convenience 3.15. Secondary Suites 3.16. Single Detached Housing 3.17. Stacked Row Housing 3.18. Fascia Sign 3.19. Freestanding Sign 3.20. Portable Sign 3.21. Projecting Sign 	<p>Listed uses are from the Land Use Bylaw 5996 which is no longer in effect. As such, all uses need to be replaced with their equivalent use in the current Zoning Bylaw 21000.</p> <p>The list of overall uses will decrease, as the Zoning Bylaw 20001 has consolidated many uses in an effort to simplify the Zoning Bylaw and provide more flexibility for land use.</p>
<p>4. Development Regulations Criteria</p> <p>The following development criteria shall apply to the prescribed uses pursuant to Section 710.4 of the Land Use Bylaw:</p> <ul style="list-style-type: none"> 4.1. The maximum Floor Area Ratio is shall be 3.0. 	<p>Removal of most references to sections of Land Use Bylaw 5996 and updating some to reference the equivalent section of Zoning Bylaw 20001.</p>

- 4.2. The maximum Height ~~is shall not exceed~~ 45 m ~~(147.6 ft.)~~ or 15 storeys.
- 4.3. ~~Where the Site Abuts an Alley~~, vehicular access to a garage or parking area ~~must shall~~ be from an abutting ~~Lane lane, where a lane abuts a site.~~
- 4.4. Commercial uses ~~must shall~~ not be in any freestanding structure separate from a structure containing Residential uses, and ~~must shall~~ not be developed above the lowest storey, except in the case of the conversion of the area's existing older Residential structures.
- 4.5. All other standards for siting, Setbacks, Landscaping, Amenity Areas and building design will be determined for individual applications on the basis of an evaluation of the following development criteria by the Development ~~Planner Officer~~. Specifically, individual developments ~~must shall~~:
 - 4.5.1. prevent, as much as possible, the blocking of views of the River Valley for the surrounding existing developments; a view impact study ~~must shall~~ be submitted with the application;
 - 4.5.2. indicate the shadowing impact of the proposed buildings on sunlight penetration for surrounding existing developments in accordance with ~~Section 16.3 of the Land Use Bylaw of Section 7.140 Subsection 9 of the Zoning Bylaw~~;
 - 4.5.3. ensure articulation of design elements, especially on the lower floors in keeping with an environment that is more closely related to pedestrian protection and pedestrian scale;
 - 4.5.4. be physically compatible with adjacent developments with respect to finish, texture and building design treatment; and
 - 4.5.5. indicate the impact of the proposal on soil stability and drainage where development is adjacent to the River Valley.
- 4.6. All exterior trash collection areas ~~must shall~~ be screened from view in accordance with ~~Section 69.4(4) of the Land Use Bylaw Section 5.120 Subsection 4 of the Zoning Bylaw~~.
- 4.7. ~~Signs must comply with Section 6.90 of the Zoning Bylaw, including Subsection 5 of Section 6.90.~~
- 4.8. ~~Notwithstanding other regulations in this District:~~
 - 4.8.1. ~~Minor Home Occupations shall be developed in accordance with Section 84 of the Land Use Bylaw.~~
 - 4.8.2. ~~Major Home Occupations shall be developed in accordance with Section 85 of the Land Use Bylaw.~~
 - 4.8.3. ~~Professional Offices shall be developed in accordance with Section 88 of the Land Use Bylaw.~~
 - 4.8.4. ~~Essential Utility Services shall be developed in accordance with Section 90 of the Land Use Bylaw.~~
 - 4.8.5. ~~Group Homes shall be developed in accordance with Section 91 of the Land Use Bylaw.~~
 - 4.8.6. ~~Child Care Services shall be developed in accordance with Section 93 of the Land Use Bylaw.~~
 - 4.8.7. ~~Secondary Suites shall be developed in accordance with Section 99 of the Land Use Bylaw.~~

What We Heard Report

Wìhkwêntôwin

LDA22-0148



Public Engagement Feedback Summary

Project Address: 12021 - Jasper Avenue NW

Project Description: Rezoning from a Direct Development Control Provision (DC1) to a Direct Control Zone (DC). The purpose of the DC is twofold:

1. to allow for the continued use of an existing high rise tower (Jasper House) within the eastern portion of the site; and
2. to allow for the development of a new high rise tower of approximately 31 storeys within the western portion of the site.

Engagement Format: Online Engagement Webpage - Engaged Edmonton:
<https://engaged.edmonton.ca/jasperhouserezoning>

Engagement Dates: June 17 - June 30, 2024

Number Of Visitors:

- Engaged: 31
- Informed: 274
- Aware: 598

See “Web Page Visitor Definitions” at the end of this report for explanations of the above categories.

The number of “Engaged” visitors also includes emails and phone calls with feedback which were received outside of the Engaged Edmonton format.

About This Report

The information in this report includes summarized feedback received between June 17 to June 30, 2024 through online engagement via the Engaged Edmonton platform and emails or phone calls with feedback submitted directly to the file planner.

The public feedback received will be considered during the planning analysis to ensure the review of the application takes local context into consideration and is as complete as possible. It will also be used to inform conversations with the applicant about potential revisions to the proposal to address concerns or opportunities raised.

This report is shared with all web page visitors who provided their email address for updates on this file. This summary will also be shared with the applicant and the Ward Councillor, and will be an appendix to the Council Report should the application proceed to a public hearing.

The planning analysis, and how feedback informed that analysis, will be summarized in the City's report to City Council if the proposed rezoning goes to a future City Council Public Hearing for a decision. The City's report and finalized version of the applicant's proposal will be posted for public viewing on the City's public hearing agenda approximately three (3) weeks prior to a scheduled public hearing for the file.

Engagement Format

The Engaged Edmonton webpage included an overview of the application, information on the development and rezoning process and contact information for the file planner. Two participation tools were available for participants: one to ask questions and one to leave feedback.

The comments are summarized by the main themes below, with the number of times a similar comment was made by participants recorded in brackets following that comment. The questions asked and their answers are also included in this report.

Feedback Summary

This section summarizes the main themes collected.

Number of Responses:

In Opposition: 20

In Support: 11

The most common **concerns** heard were:

Increased Traffic and Parking Congestion: 100 Avenue is already experiencing congestion, creating safety concerns for pedestrians and cyclists who also use 100 Avenue and the Victoria Promenade. These issues will be further complicated during the construction phase, where roads may be blocked and on-street parking will be used by construction workers and the residents of the existing Jasper House building who will be losing their parking temporarily.

Building Size: The proposed height of the building will obstruct the views of surrounding residents and will reduce access to sunlight, resulting in reduced property values.

The most recurring comments of **support** heard were:

Location: This is a suitable location for this proposed development, given that this area is already characterized by high-rise development and adding density will create more demand for services and amenities that residents can benefit from.

Removal of a Surface Parking Lot: The proposed development is an improvement over the existing surface parking lot which detracts from the area's vibrancy.

What We Heard

The following section includes a summary of collected comments with the number of times a comment was recorded in brackets (comments received once do not have a number).

Reasons For Opposition

Building Height

- The height of the building is too tall, obstructing views and reducing access to sunlight for surrounding residents. (13x)

Mobility/Safety

- The increased traffic produced by this development will create safety issues for pedestrians and cyclists along 100 Avenue and Victoria Promenade. (13x)
- During the construction phase, roads may be blocked and on-street parking will be used by construction workers and the residents of the existing Jasper House building who will be losing their parking temporarily. (10x)
- On-street parking is already limited and this development will put a further strain on parking in the area. (5x)
- The proposed development will disrupt the quaint and quiet nature of the Victoria Promenade. (5x)

Other

- Concern that the river valley bank will not be stable enough to handle this proposed development. (7x)
- The proposed development lacks greenspace. (4x)
- Impacts from this proposed development will reduce property values of surrounding landowners. (2x)
- Concern that lighting will be installed on the top of this proposed building, similar to the lighting on the Citizen, which has been disruptive to surrounding residents.
- The site is too small for the proposed development and should remain as is.

Reasons For Support

- The proposed development will remove an unattractive surface parking lot in favour of a building that will bring more people and commercial services to the area. (7x)

- The additional density from this proposed development will attract more amenities and services to the area that all residents can benefit from. (5x)
- This is a prime location for the proposed development as it will increase density within the core of the city along a major transit corridor (Jasper Avenue). (5x)
- The proposed development aligns the goals and objectives The City Plan by contributing to the infill growth targets and trips made by transit.

Suggestions For Improvement

- Reduce the size of the proposed building to be closer in height to the existing Jasper House building. (3x)
- Site access should be moved to Jasper Avenue to alleviate safety concerns for pedestrians and cyclists along 100 Avenue and the Victoria Promenade (2x)

Questions & Answers

- 1. I am just curious why exactly this needs public consultation after the recent ZBR? I would have assumed that something like this would be immediately eligible for development based on the surrounding buildings. Is this entire area not already up zoned to support this type of housing? Thanks**

The zone that currently applies to this site is a (DC1) Direct Development Control Zone which remains unchanged between the old Zoning Bylaw 12800 and the new Zoning Bylaw 20001. DC Zones are a site-specific or area-specific agreement between City Council and a land landowner(s) which remain unchanged through time. The site currently is zoned to allow for a building up to 15 storeys. As the landowner's intention is for a building at more than double this height (among other regulatory factors), a rezoning is necessary. When a rezoning is being considered by the City, public engagement is a required component, as defined in both the Municipal Government Act and the Zoning Bylaw.

- 2. My husband and I live in the Pearl on the 28th floor. As recently retired entrepreneurs, we have actively contributed to the growth of Edmonton, running our businesses here and supporting our community and its economy. We are not just residents, but stakeholders in the future of our city. That said, your project will impact our view to the west of us. We chose to invest heavily in living where we do because of our ability to enjoy the views around us. Your proposed 31-story building will also affect others in our building and our neighbours to the north. What studies have you done to mitigate this impact?**

Studies that were submitted as part of this application can be found on the right-hand side of this webpage under "Documents". These studies will inform part of the City's review to determine the suitability of the proposal.

- 3. SO WHY ISN'T THE EXISTING STRUCTURE BEING TAKEN DOWN? THIS IS A SINGLE PLOT THAT IS BEING DEVELOPED TO HAVE 2 BUILDING ON IT. DESTROYING THE AREA WITH A 30 FLOOR BUILDING BLOCKING THE VIEW OF THE RIVER VALLEY FOR THE 4 BUILDINGS SURROUND THE SITE/PARKING LOT. WHERE IS THE ENVIRONMENTAL IMPACT AS WELL AS THIS IS A MAJOR CORRIDOR FOR BIRDS THAT HAS ALREADY BEEN PUSHED TO THE MAX WITH THE OVER EXPANSION OF THE AREA. ALSO WHERE IS THE IMPACT OF HAVING AN UNDERGROUND PARKADE THAT HOUSE HOUSES VEHICLES FOR 42 FLOORS OF TENANTS BETWEEN 2 BUILDINGS. ALSO I WANT TO SEE DENSITY IMPACTS ON THE TRAFFIC OF JASPER AVE. THE ONLY WAY THIS PROJECT SHOULD BE ALLOWED TO MOVE FORWARD IS IF THE EXISTING STRUCTURE IS TAKEN DOWN, WHICH IS WHAT THE CITY HAS DONE FOR THE LAST 90 YEARS... THIS EXISTING BUILDING HAS NO HERITAGE OR VALUE TO BE KEPT ON SITE.**

The applicant has proposed a plan that will maintain the existing Jasper House tower, while allowing for the development of a new tower. Though an assessment that is specific to impacts on birds is not a requirement for reviewing proposed development, the applicant has been encouraged to consider the use of bird-friendly glass or other exterior features that would reduce bird collisions. Impacts related to the additional traffic generated by this proposal can be reviewed in the Traffic Impact Assessment under the documents section of this webpage.

- 4. Has any provision been made for parking during construction for the people who live in Jasper House? If so, what is it, and if not, why not? A lot of cars (about 40 or so?) park in the Jasper House parking lot, and available on-street parking in this area is already at a premium.**

Response from Applicant:

The project team has been in talks with the owner of a parking lot half a block north of the site on 121 Street to rent all the parking stalls if needed. There may also be opportunities to rent parking spaces from the nearby religious institutions if more parking spaces are required.

Web Page Visitor Definitions

Aware

An aware visitor, or a visitor that we consider to be 'aware', has made one single visit to the page, but not clicked any further than the main page.

Informed

An informed visitor has taken the 'next step' from being aware and clicked on something. We now consider the visitor to be informed about the project. This is done because a click suggests interest in the project.

Engaged

Every visitor that contributes on the page, either by asking questions or leaving a comment, is considered to be 'engaged'.

Engaged and informed are subsets of aware. That means that every engaged visitor is also always informed AND aware. In other words, a visitor cannot be engaged without also being informed AND aware. At the same time, an informed visitor is also always aware.

Next Steps

The public feedback received will be considered during the planning analysis and will be included in the administration report for City Council. The administration report and finalized version of the applicant's proposal will be posted for public viewing on the [City's public hearing agenda](#) website approximately three (3) weeks prior to a scheduled public hearing for the file.

When the applicant is ready to take the application to Council:

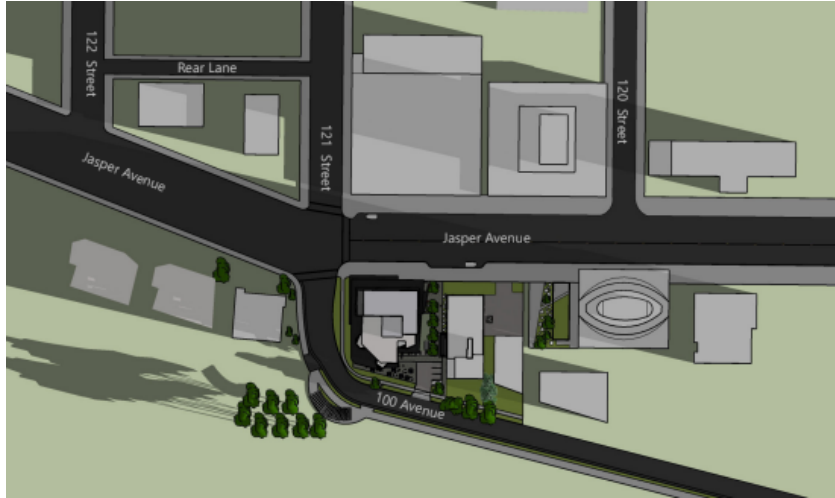
- Notice of Public Hearing date will be sent to surrounding property owners and applicable nearby Community Leagues and Business Associations.
- Once the Council Public Hearing Agenda is posted online, members of the public may register to speak at Council by completing the form at edmonton.ca/meetings or calling the Office of the City Clerk at 780-496-8178.
- Members of the public may listen to the Public hearing on-line via edmonton.ca/meetings.
- Members of the public can submit written comments to the City Clerk (city.clerk@edmonton.ca).

If you have questions about this application please contact:

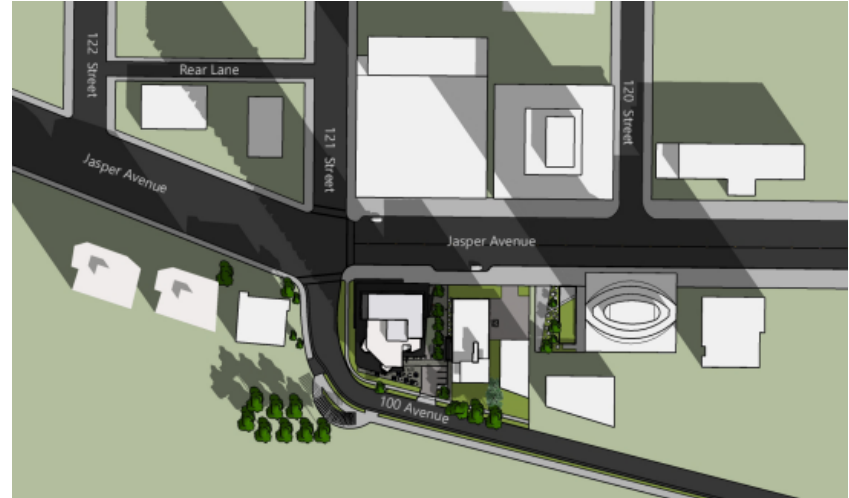
Stuart Carlyle, Planner
780-496-6068
stuart.carlyle@edmonton.ca

Spring / Autumn Equinox (March 21 / September 21)

7:30am (sunrise)



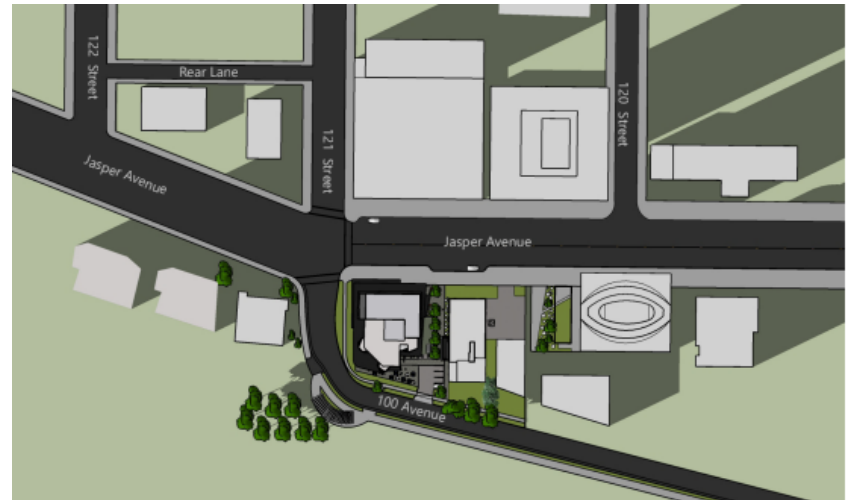
10:30am



1:30pm



4:30pm



7:30pm (sunset)

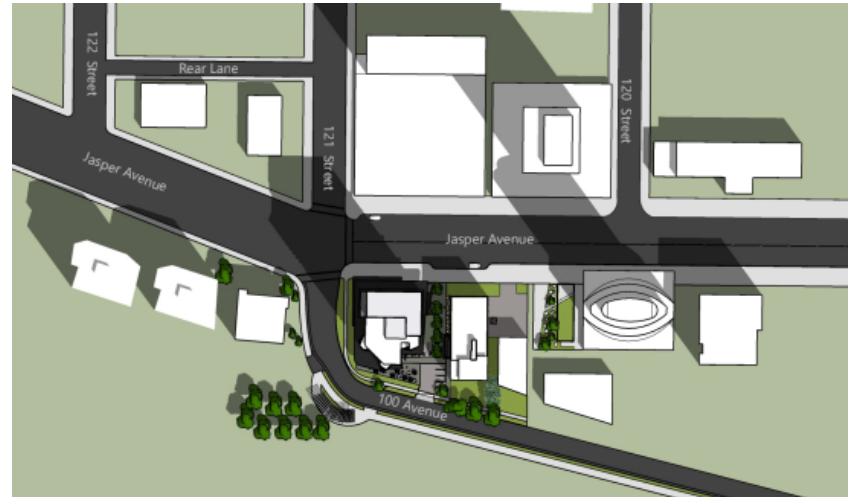


Summer Solstice (June 21)

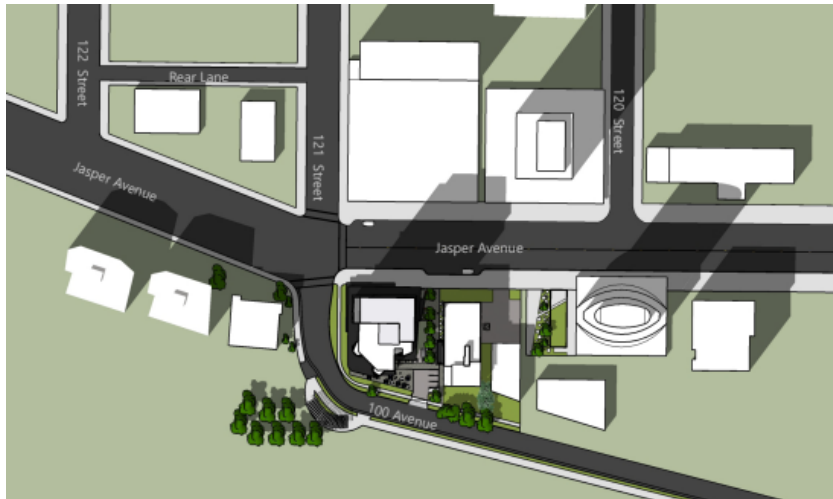
5:05am (Sunrise)



11am



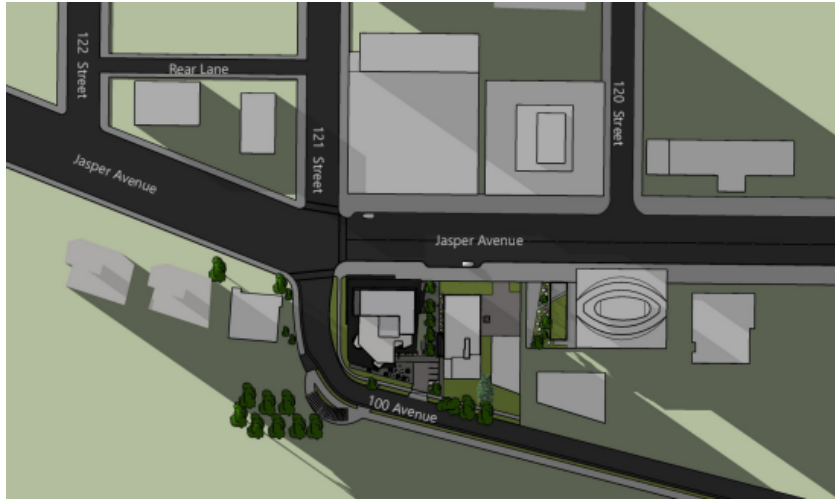
2pm



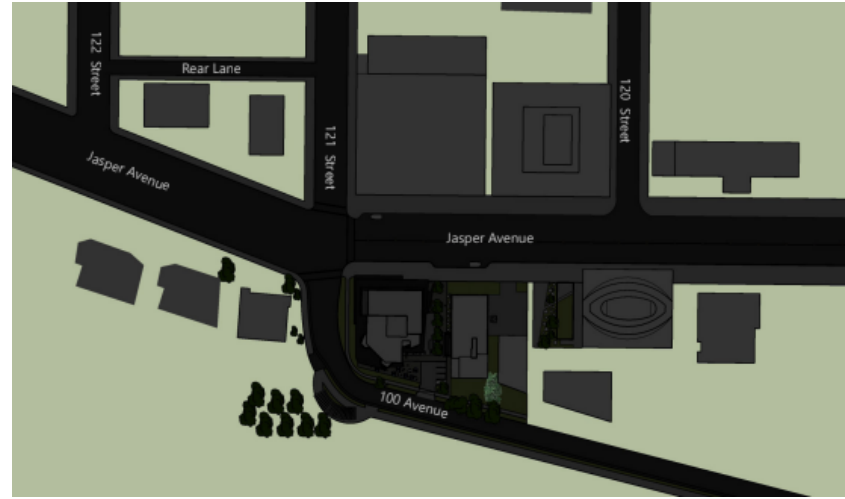
5pm



8pm

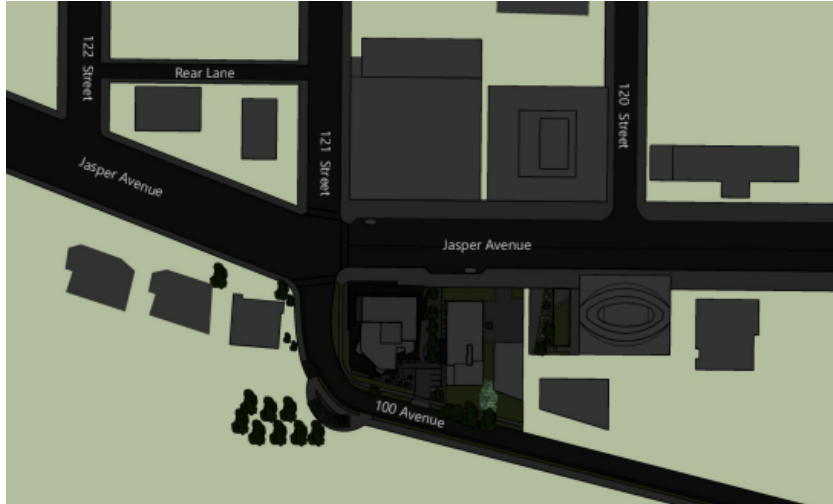


10:00pm (sunset)

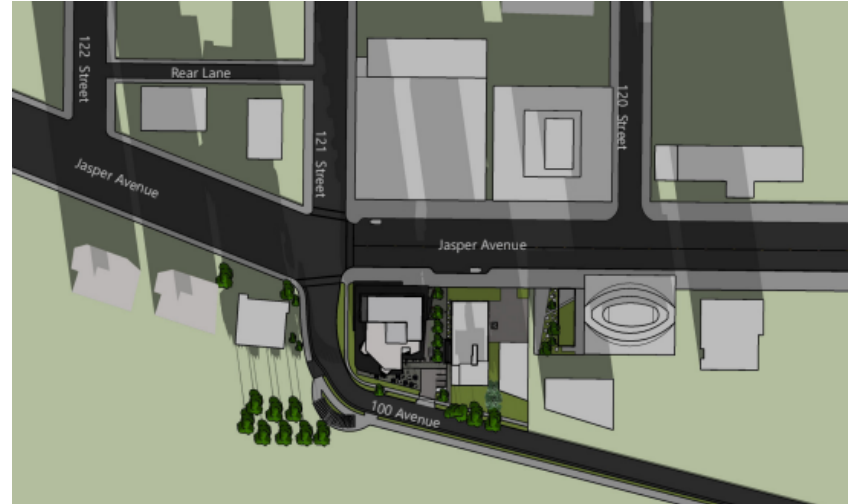


Winter Solstice (December 21)

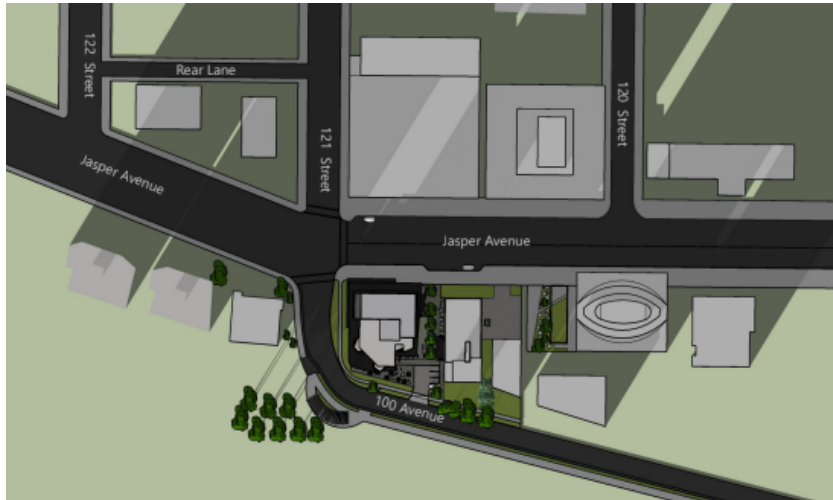
8:45am (sunrise)



11:45am



2:45pm



4:15(sunset)





EDMONTON ♦ DESIGN ♦ COMMITTEE

July 21, 2022

Kim Petrin, Branch Manager
Development Services, Urban Planning and Economy
3rd Floor, 10111 - 104 Avenue NW
Edmonton, AB T5J 0J4

Dear Ms. Petrin:

Re: **Jasper House (RZ)**
Jeff Booth - Situate

As determined by the Edmonton Design Committee at the meeting on July 19, 2022, I regret to pass on the Committee's recommendation of **non-support** for the **Jasper House** (rezoning) project, submitted by Situate.

Though the Committee supports the redevelopment of this important site, the project as presented includes a number of key issues that have not been resolved and are of concern:

- **Building setbacks and stepbacks.**
- **Building separation between the existing Jasper House and the proposed new building.**
- **The location of the parkade access on Jasper Avenue does not contribute to the creation of a premier Main Street that is focused on providing a vibrant and safe pedestrian realm and minimizing conflict with transit.**
- **The interface between the public and private realm at the street level surrounding the site, but particularly along Jasper Avenue.**

Additional concerns of the Committee include:

- **Ensuring the development regulations within the zoning commits the architectural design along Jasper Avenue to be consistent between the east commercial building and the tower podium (as proposed).**
- **Ensuring the development regulations describe requirements to ensure the architectural treatment of the parkade ramp structure, surfacing, etc., is of a high quality, is sensitive to the architectural language of the project and its adjacency to the public realm of both Jasper Avenue and the internal plaza.**
- **Exploring opportunities to increase tower separation and reduction in building massing. The Committee supports a reduction in tower floor plate and increase in height to achieve this.**
- **Considering increasing building stepbacks to reduce the monolithic appearance of the building and provide a more human-scaled presence along Jasper Avenue.**

- **Ensuring development regulations provide clarity with respect to the intended use of the plaza and the design features required to support its use, whether programmed or passive (i.e. mechanical and electrical servicing, amenities).**
- **Refining the architectural expression of the tower to have a holistic and cohesive expression and identity (form and materiality) on the skyline.**

You will notice that a copy of this letter is also being sent to the applicant. I hope this will inform your future discussions with the applicant as this project proceeds.

Yours truly,



Janice Mills,
EDC Chair

Edmonton Design Committee

JM/ps

- c. Jeff Booth - Situate
Stuart Carlyle- City of Edmonton
Claire St. Aubin- City of Edmonton
Edmonton Design Committee