



# Parc Laurier Rezoning

## Laurier Heights

CN to MU h23.0 f3.7 Rezoning  
**Bylaw # 20998**

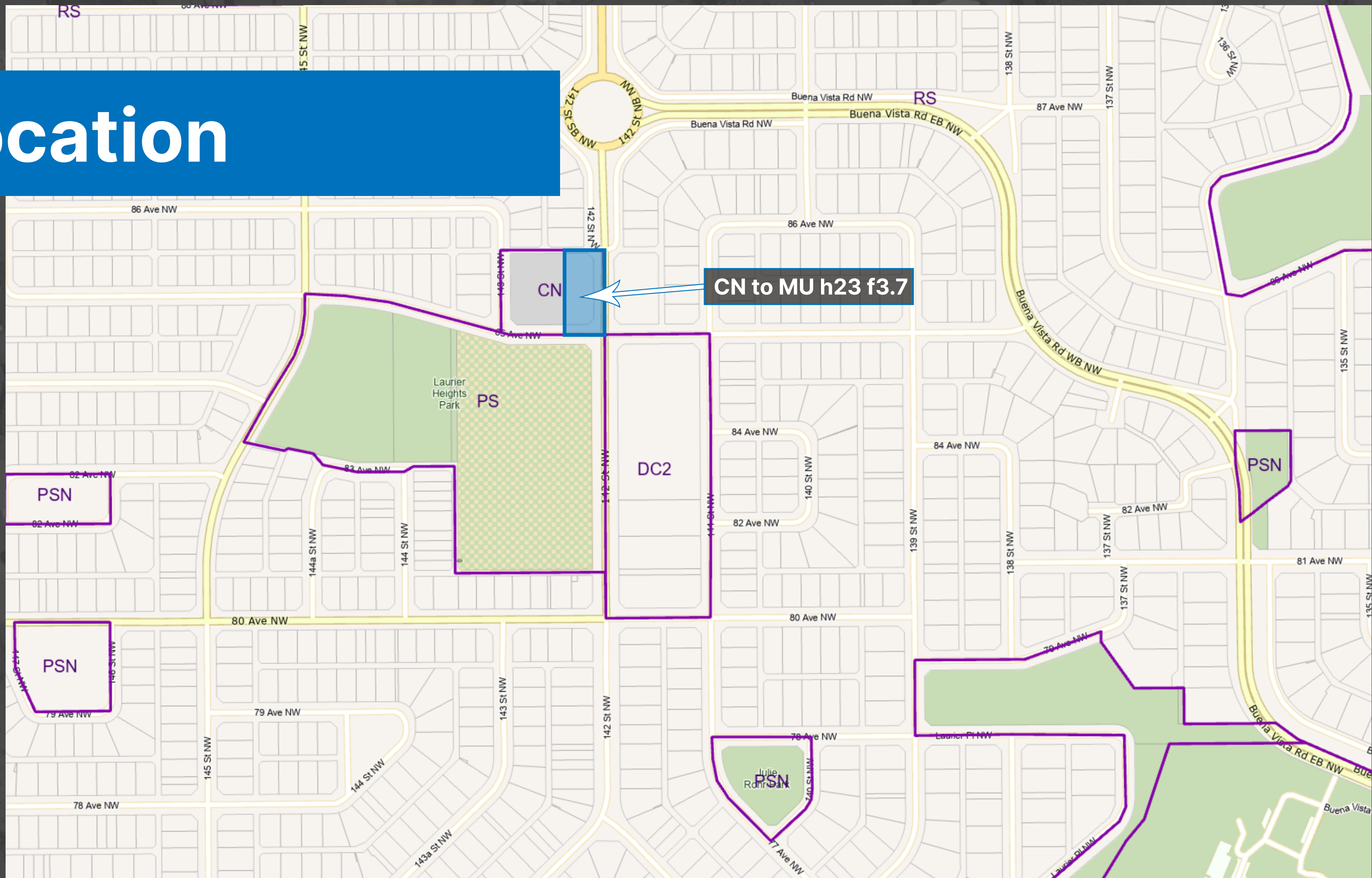
Presented By:  
Clarity Development Advisory

Public Hearing Date:  
December 9, 2024



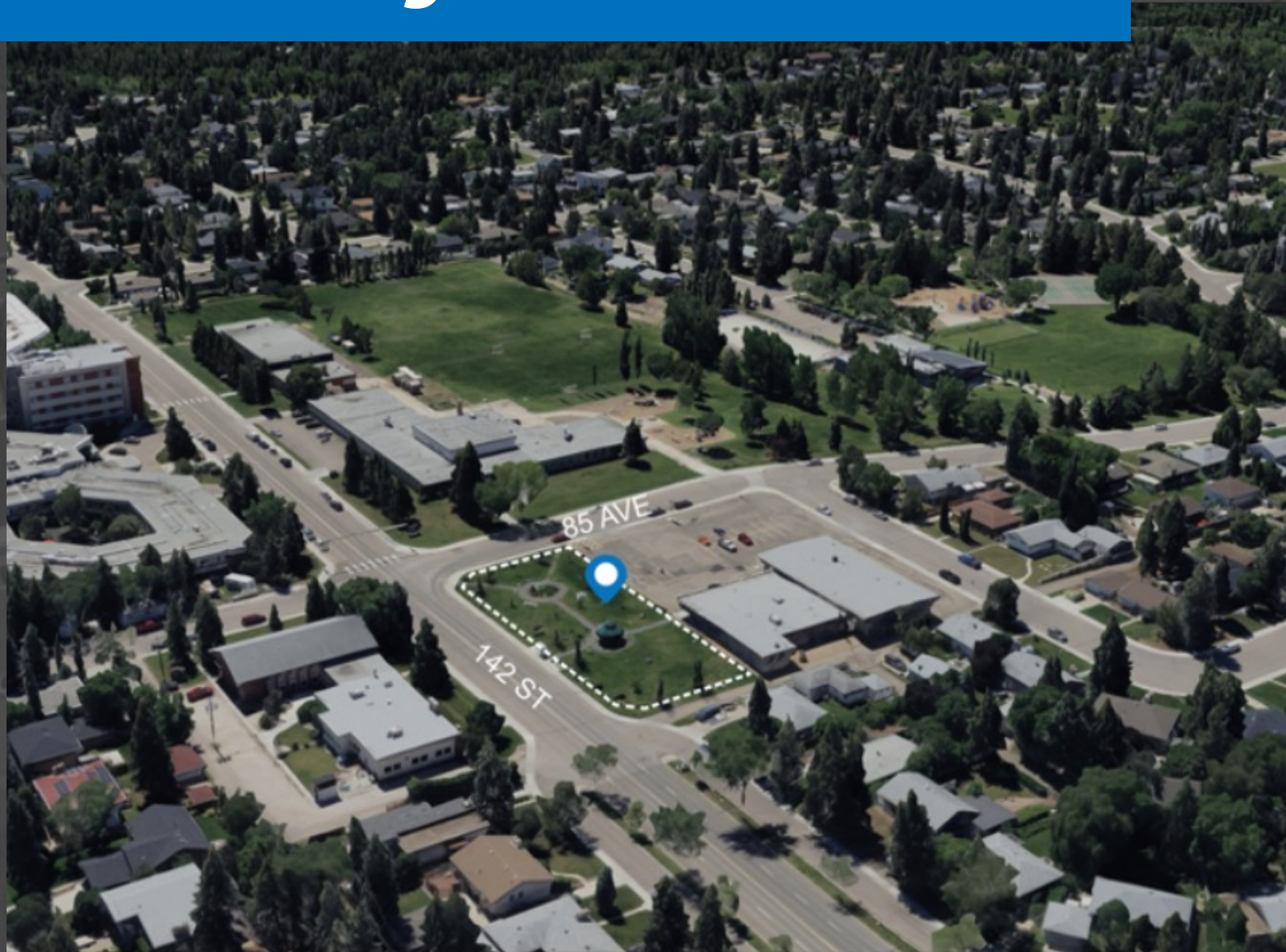


# Location





# History



**1957 to 1994**  
ESSO Service Station



**2012 to 2024**  
Temporary Gazebo Park



# MU – Mixed Use Zone

Maximum Height

**23.0 m**

Maximum FAR

**3.7**

- Enhances the public realm and publicly accessible amenities to create vibrant, and walkable destinations at a pedestrian scale.
- Street-oriented residential, community, commercial or mixed-use building.
- Enables a wide range of uses that support housing, services & business opportunities.

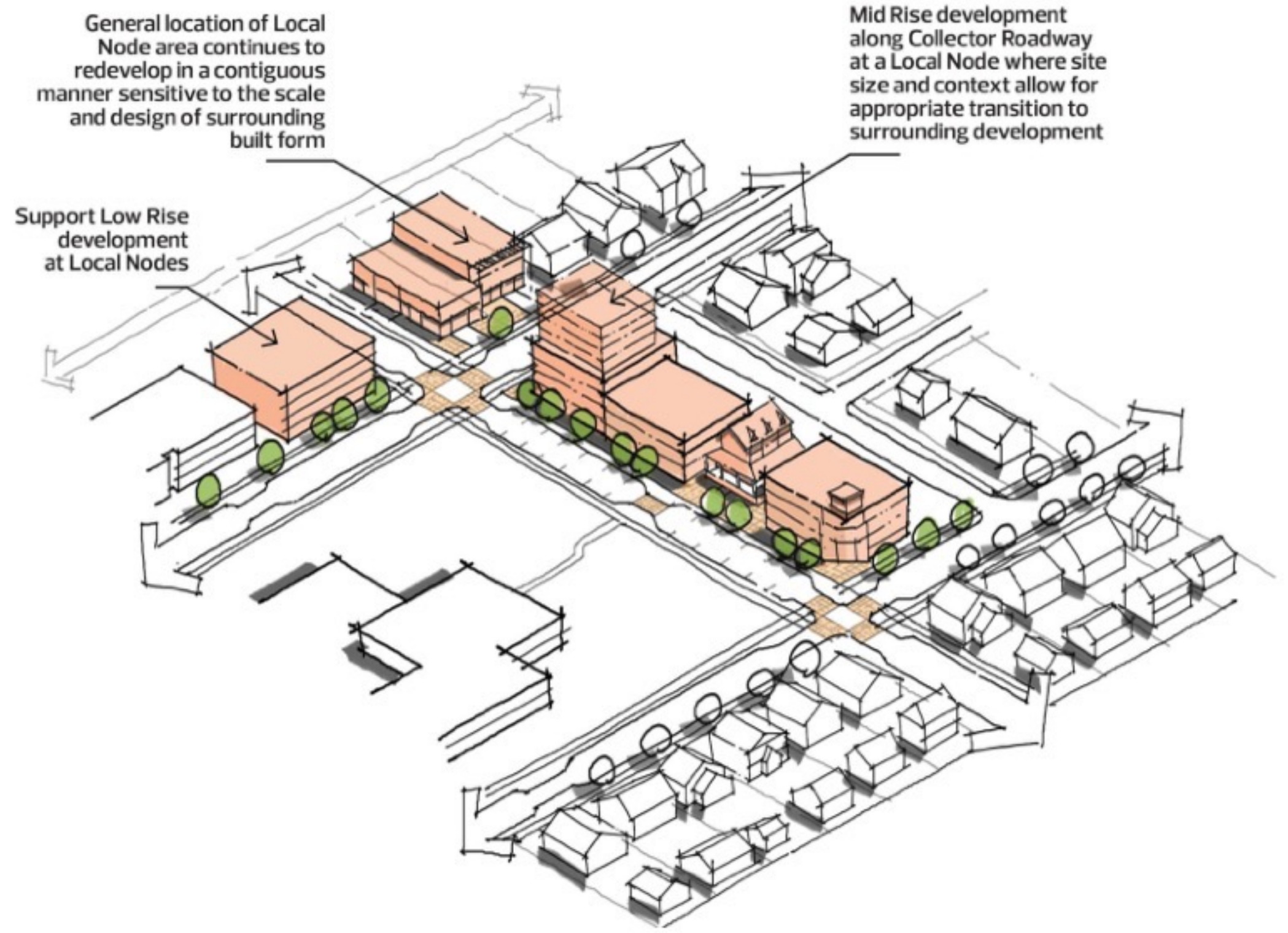


# LOCAL NODES

Community focal points for businesses, services, gathering and housing with more development intensity.

## Uses Include:

- Commercial businesses
- Parks
- Community Spaces
- Cultural Facilities
- Schools
- Places of Worship
- Housing







**Church**

**Canterbury  
Foundation**

**SITE**

**142 Street Collector**

**Laurier Heights  
School**

**Commercial  
Strip**

**Ice Rink**

**Playground**

**Community  
League**

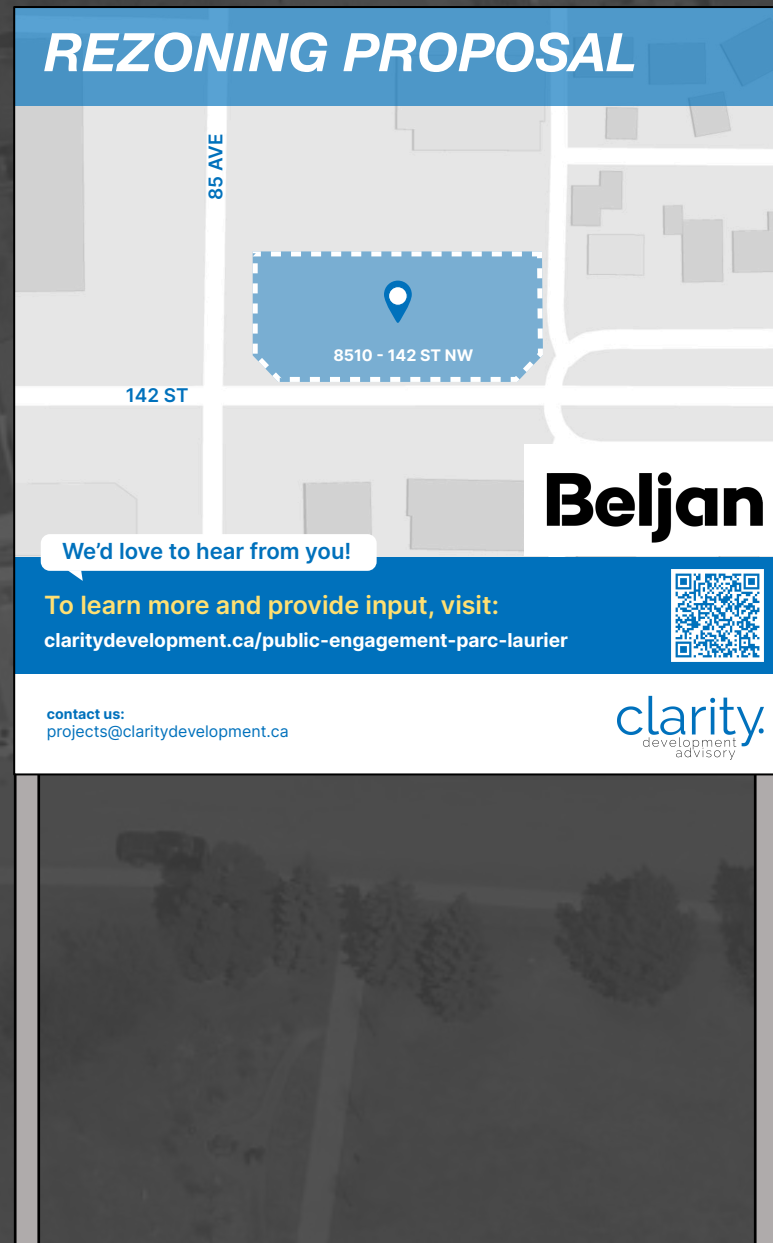
**87 Avenue Secondary Corridor**





# Community Outreach

- Site Signage
- Letter Drop to 75 Surrounding Addresses
- Community League channels (email, newsletter, socials)



**REZONING PROPOSAL**

85 AVE  
142 ST  
8510 - 142 ST NW

**Beljan**

We'd love to hear from you!

To learn more and provide input, visit:  
[claritydevelopment.ca/public-engagement-parc-laurier](http://claritydevelopment.ca/public-engagement-parc-laurier)

contact us:  
[projects@claritydevelopment.ca](mailto:projects@claritydevelopment.ca)

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advisory



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**Beljan**

August 14, 2024

RE: Proposed Rezoning - 8510 - 142 Street NW

Dear Neighbour,

On behalf of Beljan Development, we wanted to inform you about an upcoming rezoning application in Laurier Heights. Beljan Development is well-known for its commercial and mixed-use developments in central Edmonton, with a focus on creating vibrant and sustainable communities. (see projects: <https://beljandevlopment.com/projects>)

The application proposes to rezone the former gas station parcel at the northwest corner of 142 Street NW and 85 Avenue NW from CVM (Neighbourhood Commercial Zone) to MU h23 f3.7 (Mixed Use Zone). Under the proposed MU Zone, Beljan intends to develop a six-storey mixed use development with commercial uses at the ground level and residential units above. We understand the importance of the surrounding community and want to assure you that we are committed to working to understand any concerns you may have.

We have created a webpage with more information about the project and frequently asked questions. The website can be accessed at the following link and QR code. If you have a question that is not listed on the webpage, feel free to let us know and we can add it to the page. This project is still in the very early stages, but we have included several missing concepts on the webpage that give an idea of what Beljan is hoping to build.

<http://www.claritydevelopment.ca/public-engagement-parc-laurier>



We value your feedback and if you have any questions about the rezoning or development process, you are more than welcome to get in touch with us. There is a comment form on the webpage where your feedback and questions can be submitted.

Thank you very much for your time.

Sincerely,

Clarity Development Advisory



Ranon Soans | Planner  
e. [projects@claritydevelopment.ca](mailto:projects@claritydevelopment.ca)

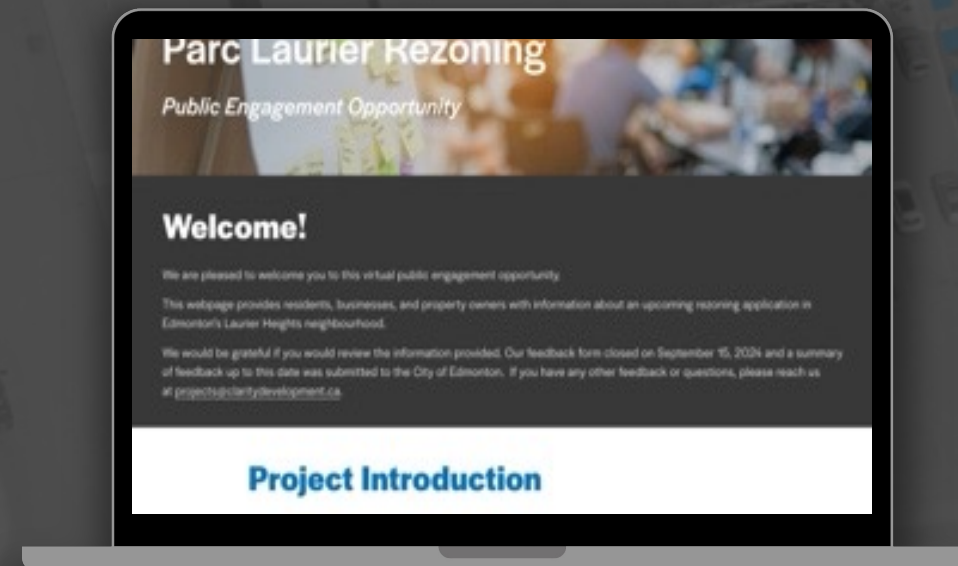
**We Build On Ideas.**  
[www.claritydevelopment.ca](http://www.claritydevelopment.ca)

Clarity Development Advisory | 4354, 1010 - 104 ST NW, Edmonton, AB, T5J 1A1 | 780-453-8344 | [info@claritydevelopment.ca](mailto:info@claritydevelopment.ca)



# Community Outreach

- Public Engagement Webpage
- Collection of Feedback



Webpage Launch	August 14, 2024
Webpage views to Date	1,492
Respondents	43



# Stakeholder Outreach

- **Emails and Meetings with Laurier Heights Community League**
- **Letters to Neighbouring Churches, School, and Canterbury Foundation**
- **Presentation to Canterbury Foundation management**
- **Public Meeting with Canterbury Manor Residents**
- **Presentation to Laurier Heights School Council and attendees**





# What We Heard



## Concerns

- **Height**
- **Traffic (parking, safety)**
- **Loss of green space**
- **Insufficient community engagement**
- **Strain on existing infrastructure**
- **Construction disruptions**



# What We Heard



## Support

- Desire for high-quality **housing options for downsizing**
- Confidence in the **developer's reputation / previous projects**
- Importance of **new housing choices** for sustainability
- More local businesses, services and **walkable amenities**
- Mixed-Use development will enhance **community vibrancy**
- Interest in **high-quality design** reflecting neighbourhood character and architecture





# Thank you.

Presented By:

**clarity.**  
development  
advisory

Public Hearing Date:  
December 9, 2024

# Beljan