

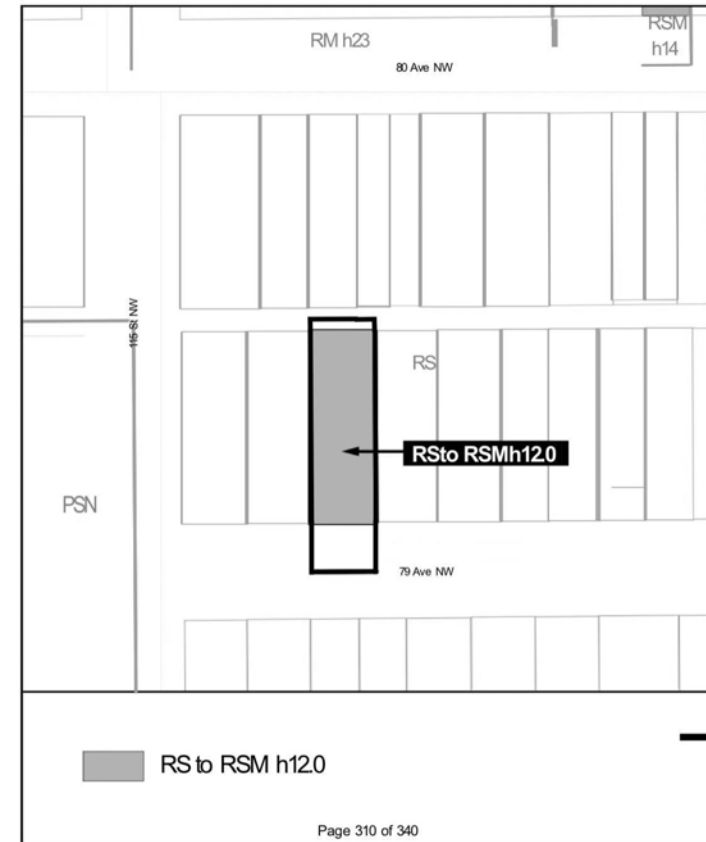
## Bylaw 21133 Summary:

**Rezone from RS to RSM h12.0 at 11450–79 Ave  
NW**

**Approved by the Edmonton Urban Planning  
Department**

**Strategic Criteria Met**

**Supporting City Goals**





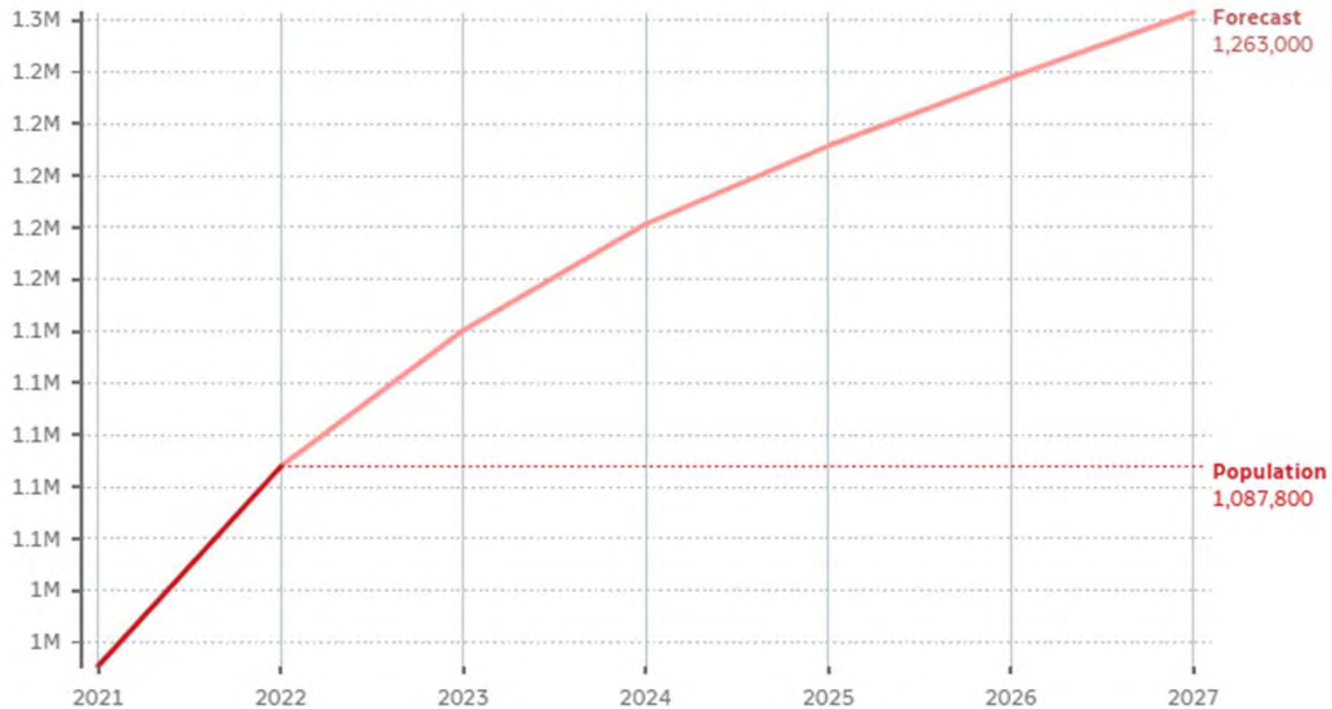
# CHALLENGE

- Edmonton's rapid growth demands smarter housing solutions
- A model that blends affordability, sustainability, and long-term value is needed
- Youth tenants remain significantly underrepresented in conventional planning approaches, despite their growing presence in urban housing markets.
- Annual Rental Increase (2023–2024):  
Edmonton saw a 17.1% year-over-year rent increase in 2024, the highest among Canada's major cities. This pushed the average rent to \$1,479/month (all property types) (*Source: Rentals.ca & CMHC*)

# Edmonton Population Growth

Edmonton's population to grow by about 175K people by 2027, city predicts

Data shown represents the city of Edmonton, not the greater metropolitan area



Population figures as of July 1, 2023.

Source: [Statistics Canada](#), [City of Edmonton](#), [Stokes Economics](#) (Nicholas Frew/CBC)

The emphasis is on maintaining existing infrastructure, she said, rather than adding facilities and services.

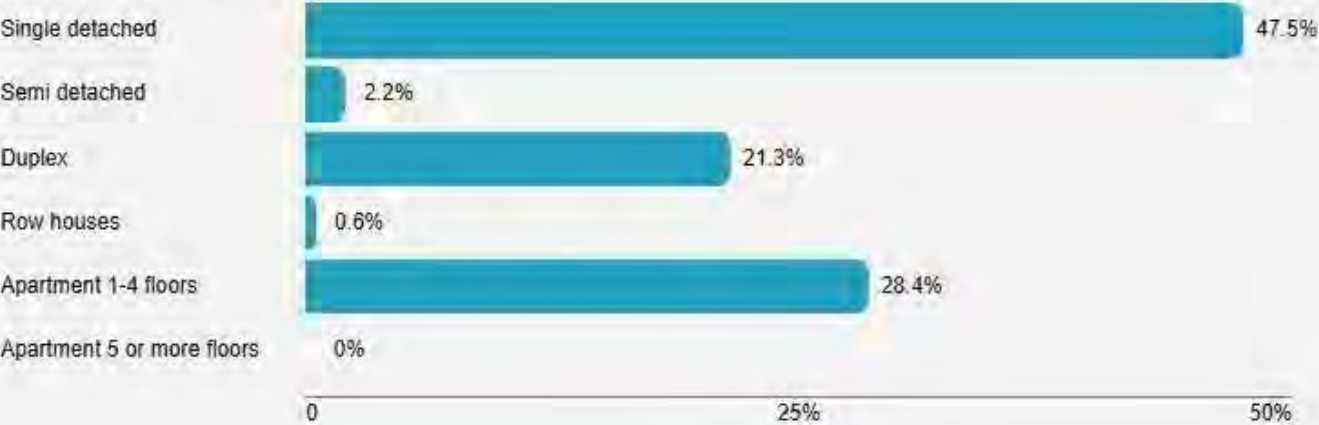
# Local Demographics

-  Income
-  Population
-  Housing
-  Household
-  Education
-  Commute
-  Languages

## Owners vs Renters

Owners	57.2%
Renters	42.8%

## Type of Housing (%)



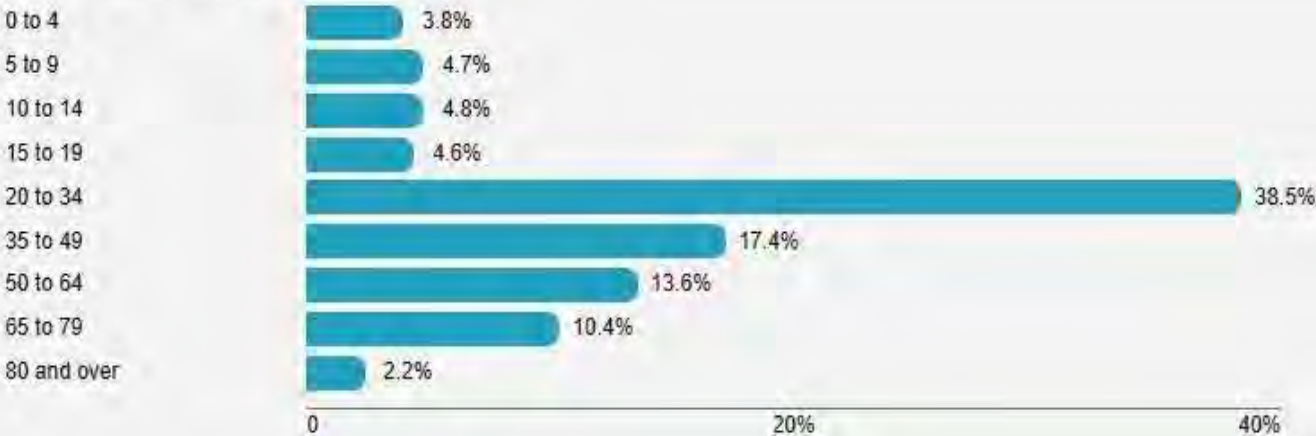
# Local Demographics

- Income
- Population
- Housing
- Household
- Education
- Commute
- Languages

Total Population

  
1,269

Population By Age Group (%)



# Background: Infill vs Non-Infill – Volume & Price Comparison

- **Transaction Volume (since March 2020):**

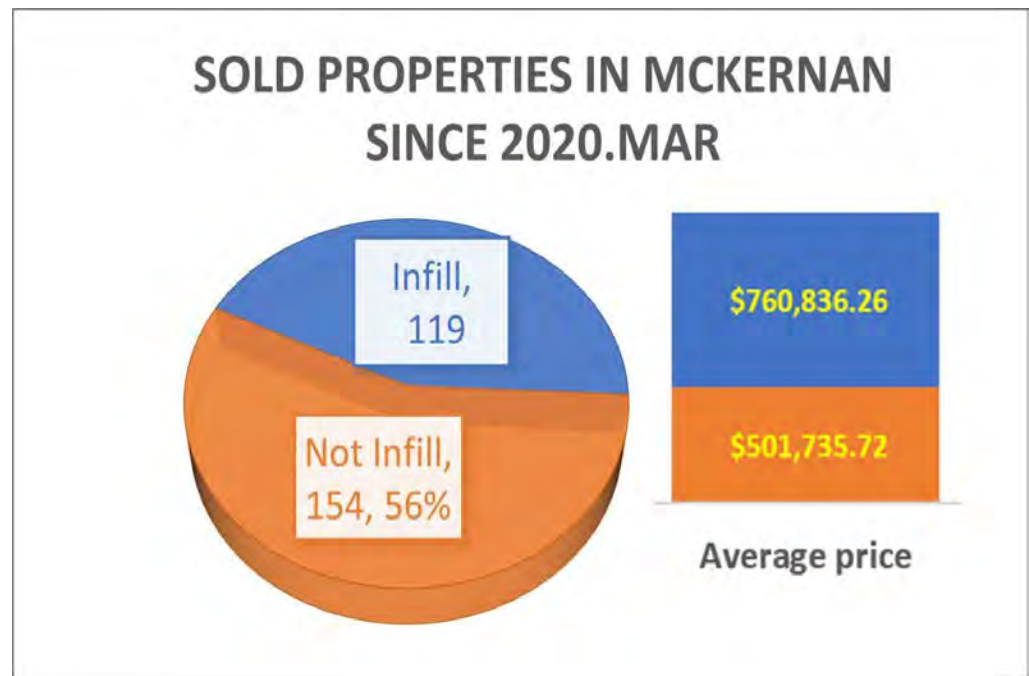
- Infill: 119 units (44%)
- Not Infill: 154 units (56%)

- **Average Sale Price:**

- Infill: \$760,836.26
- Non-Infill: \$501,735.72

- **Value Insight:**

- Infill properties show a 51% premium
- Intensification = both value creation and community modernization



# Edmonton Affordable Housing Crisis

- UA-area rent: \$1,350+/month
- Project target rent: \$1150/month
- It's evident that a significant number of university students in Edmonton opt to live farther from campus due to rental costs and housing availability.
- 72% of students cannot afford to live near campus due to rising housing costs (Source: UASU advocacy communications, 2024)
- City of Edmonton Affordable Housing Action Plan: +5,200 units by 2026

# CONSIDERATIONS

- 01** Community Evolution
- 02** Architectural Design -Policy Alignment
- 03** Students' Perspective
- 04** Cultural integration



01

# Community Evolution



## Common comments heard (number of similar comments in brackets beside comments below):

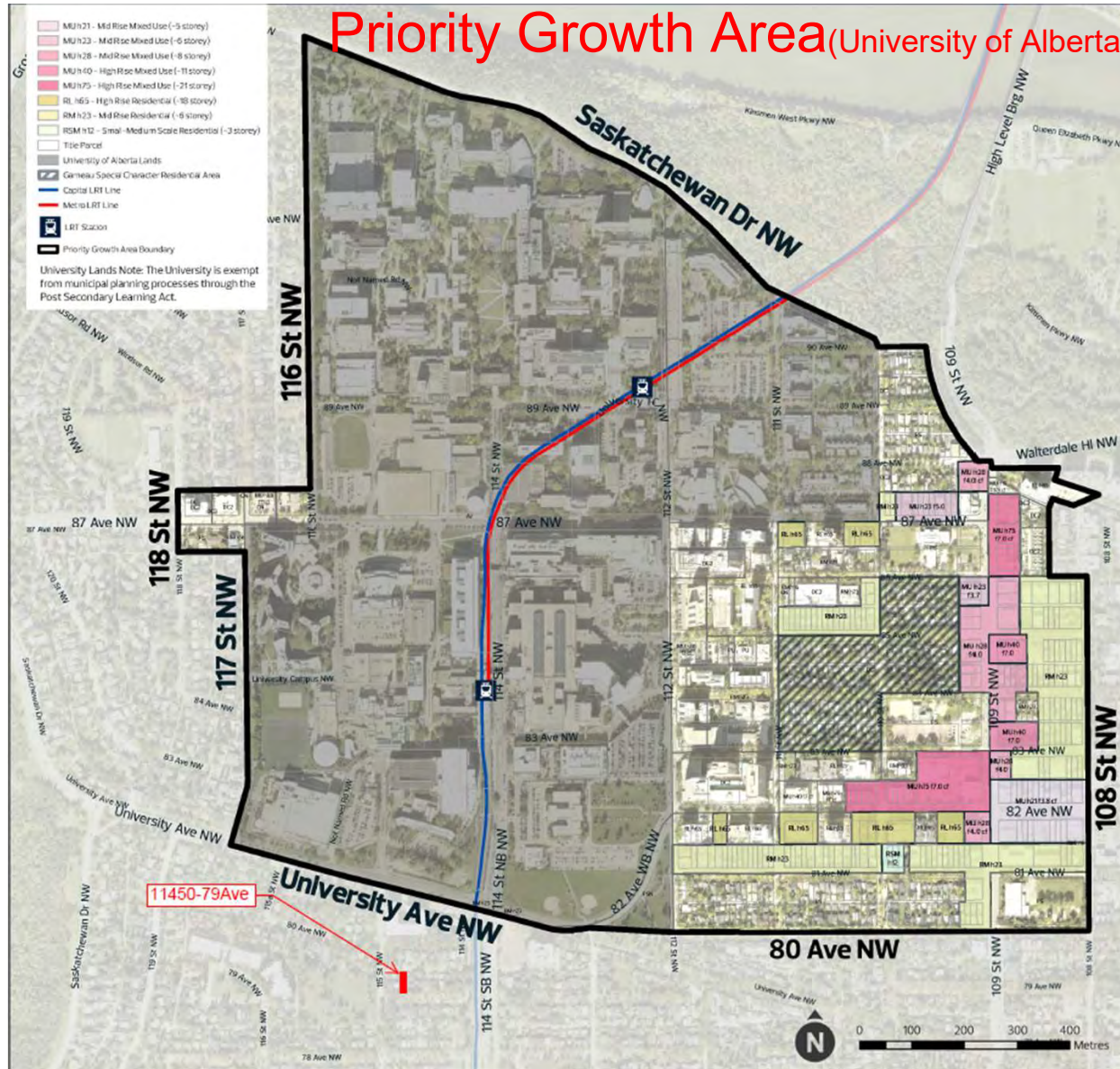
- Traffic congestion is already horrible and would be made worse (x11).
- New RS Zoning allows plenty of infill opportunities that are enough for this area. Don't need more upzonings before letting RS Zoning play out (x9).
- Mid block increases in scale are not in line with the character of the neighbourhood (x5).
- Worried about parking congestion increasing and illegal parking (x5).







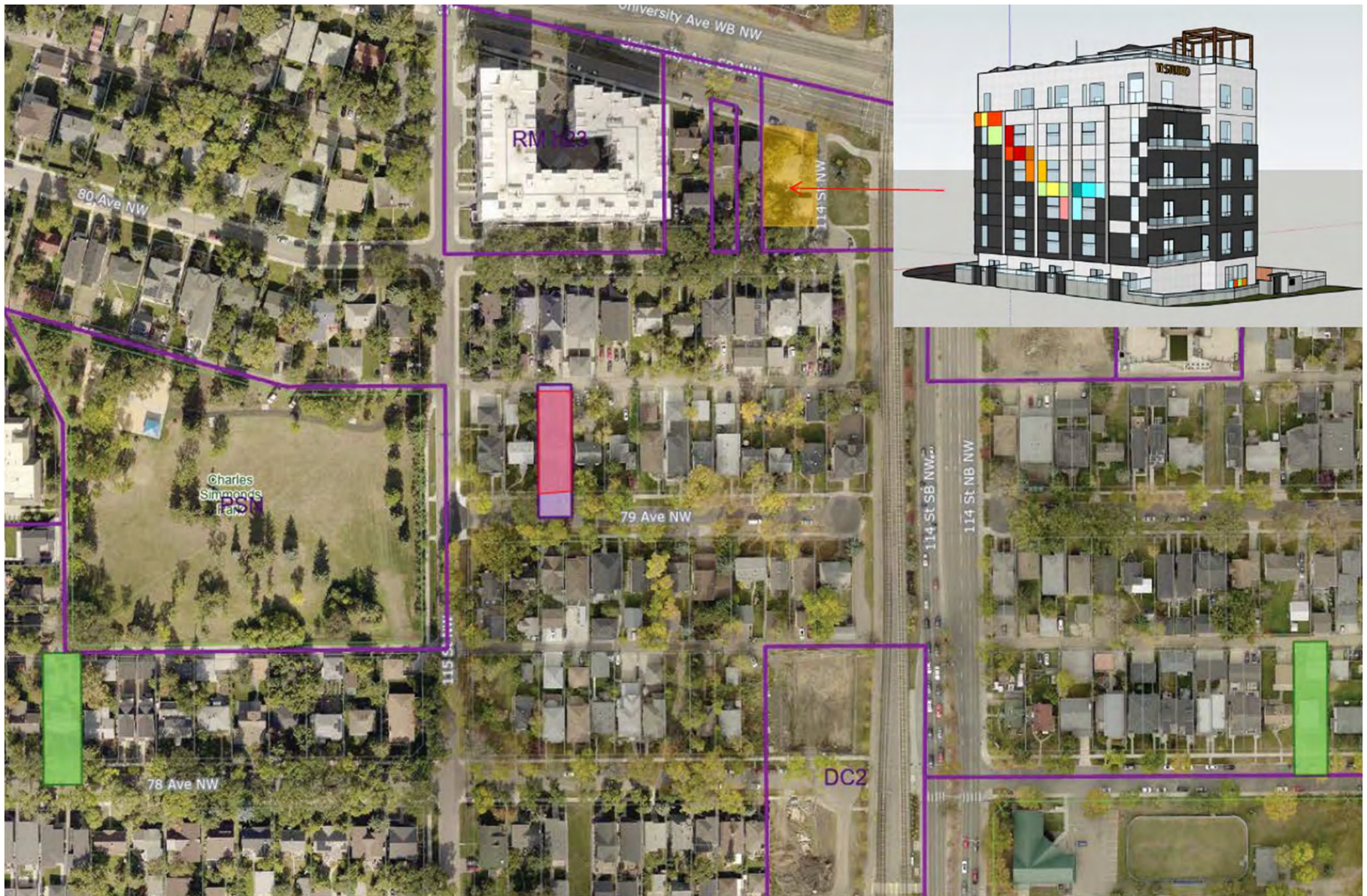
# Priority Growth Area (University of Alberta)



## Common comments heard (number of similar comments in brackets beside comments below):

- Traffic congestion is already horrible and would be made worse (x11).
- New RS Zoning allows plenty of infill opportunities that are enough for this area. Don't need more upzonings before letting RS Zoning play out (x9).
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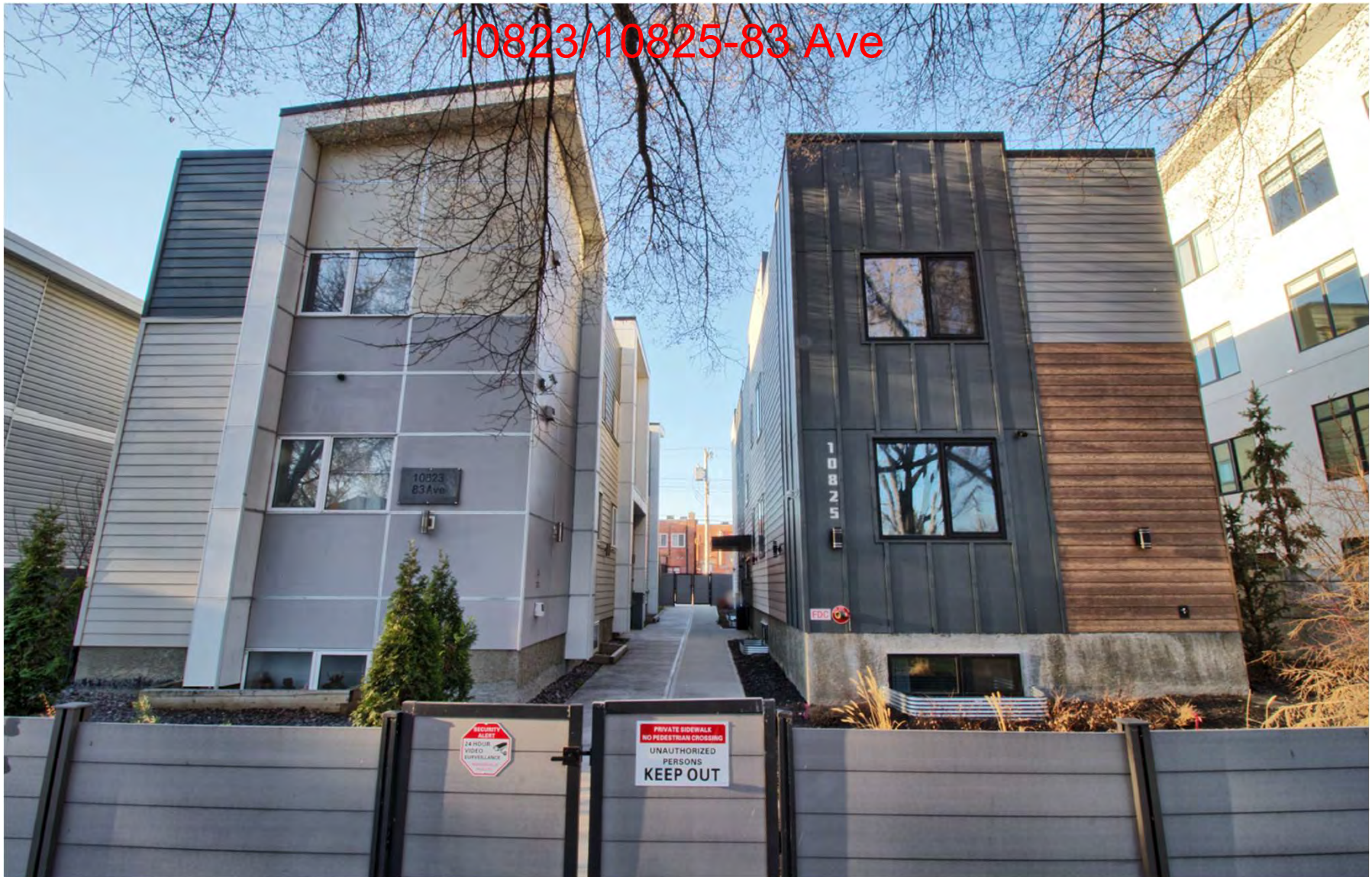


## 11127-82 Ave





10823/10825-83 Ave





9859-85 Ave

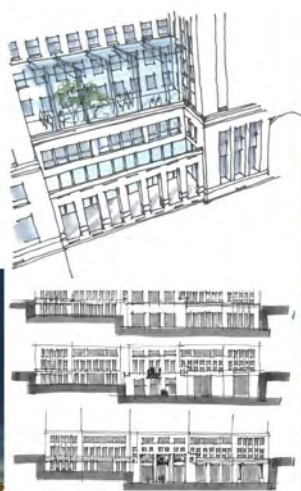
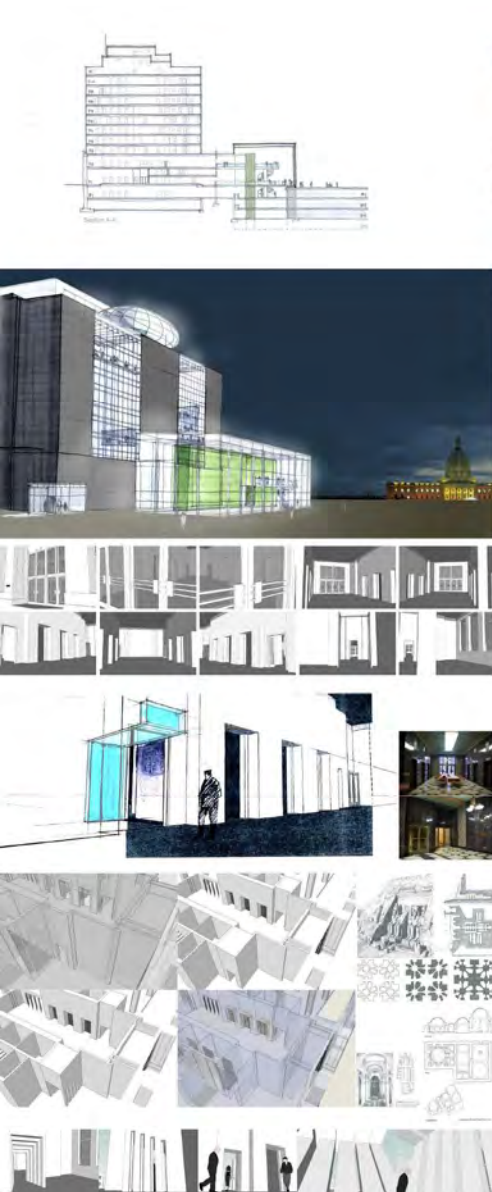


02

## Architectural Design - Policy Alignment







# Edmonton Federal Building and Centennial Plaza Redevelopment

2010

Award of Merit, Civic Design Projects, 2011 Edmonton Urban Design Awards.



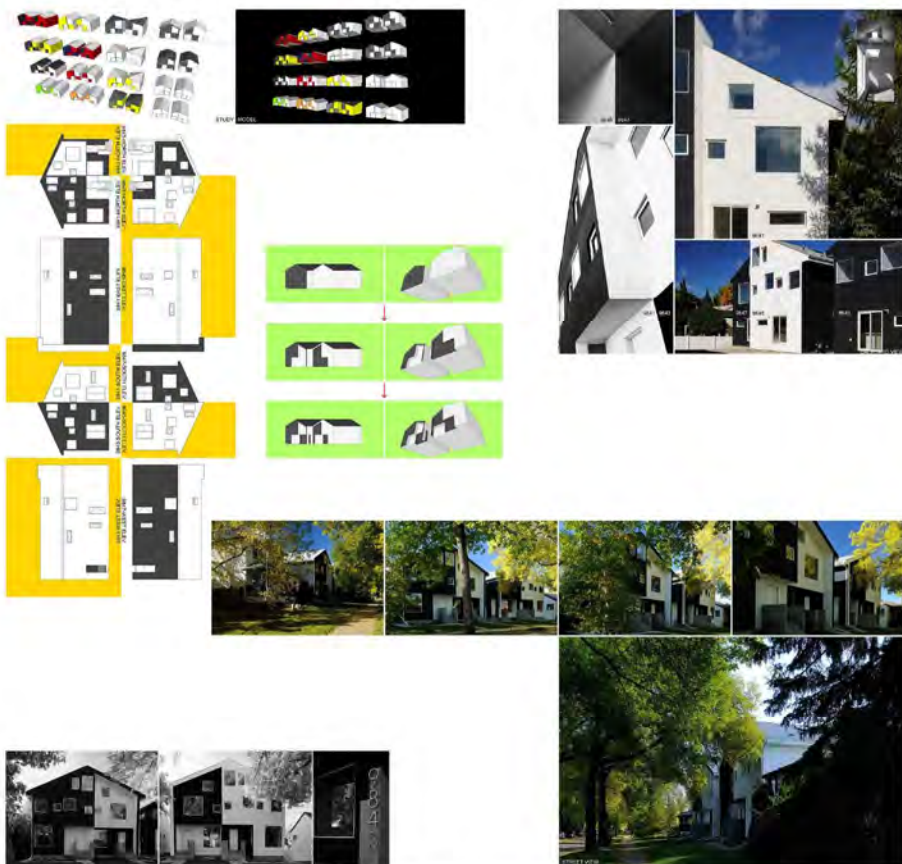


# House Monochrome 2015

Award of Excellence, Implemented Residential Infill, 2015 Edmonton Urban Design Awards.



9841 9843 9845 9847 - 79 AVENUE HOUSE MONOCHROME 1



9841 9843 9845 9847 - 79 AVENUE HOUSE MONOCHROME 2



#### HOUSE-INVERSIONS in L

AREA: LAND STREET, CANADIAN

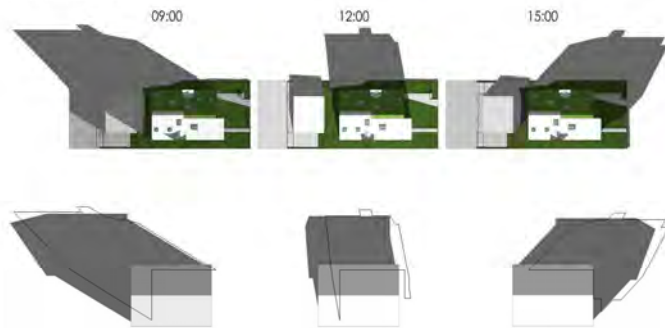


#### CROSS SECTION COMPARISON 2

2012.06.10



3D MODEL CREATED WITH Google SketchUp 8  
 THIS MODEL IS ACCURATELY GEO-LOCATED  
 COUNTRY: CANADA  
 LOCATION: AB  
 LATITUDE: 53.551786N  
 LONGITUDE: 113.505777W  
 SHADOW SETTINGS: UTC-07:00



MODEL FOR THE POSSIBLE BUILDING MASSING NOT EXCEEDING THE MATURE NEIGHBOURHOOD OVERLAYS LIMITS [COMPARISON OPTION-A, 6 IN 12 PITCHED ROOF-SEE AO.07 FOR ITS CROSS SECTION]

#### HOUSE-INVERSIONS in L

AREA: LAND STREET, CANADIAN



#### SUN SHADOW IMPACT STUDY

MARCH 21ST

2012.06.10



#### HOUSE-INVERSIONS in L

AREA: LAND STREET, CANADIAN



#### LONGITUDINAL SECTION COMPARISON

2012.06.10



#### HOUSE-INVERSIONS in L

AREA: LAND STREET, CANADIAN



#### OVERHEAD VIEWS

2012.06.10



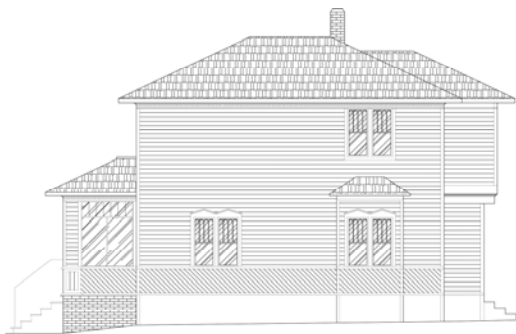




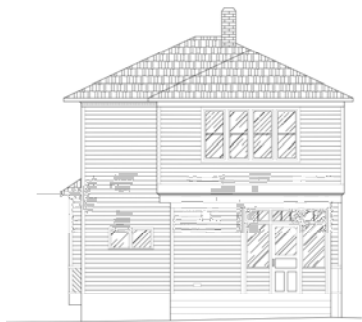
8526 & 8528 106A ST.



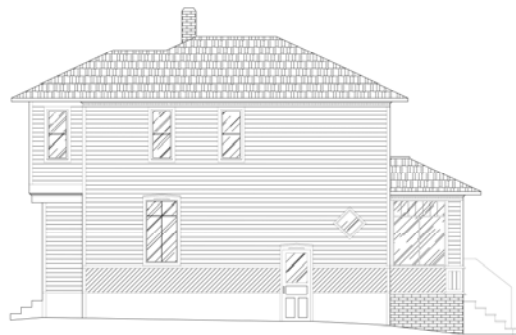
SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION

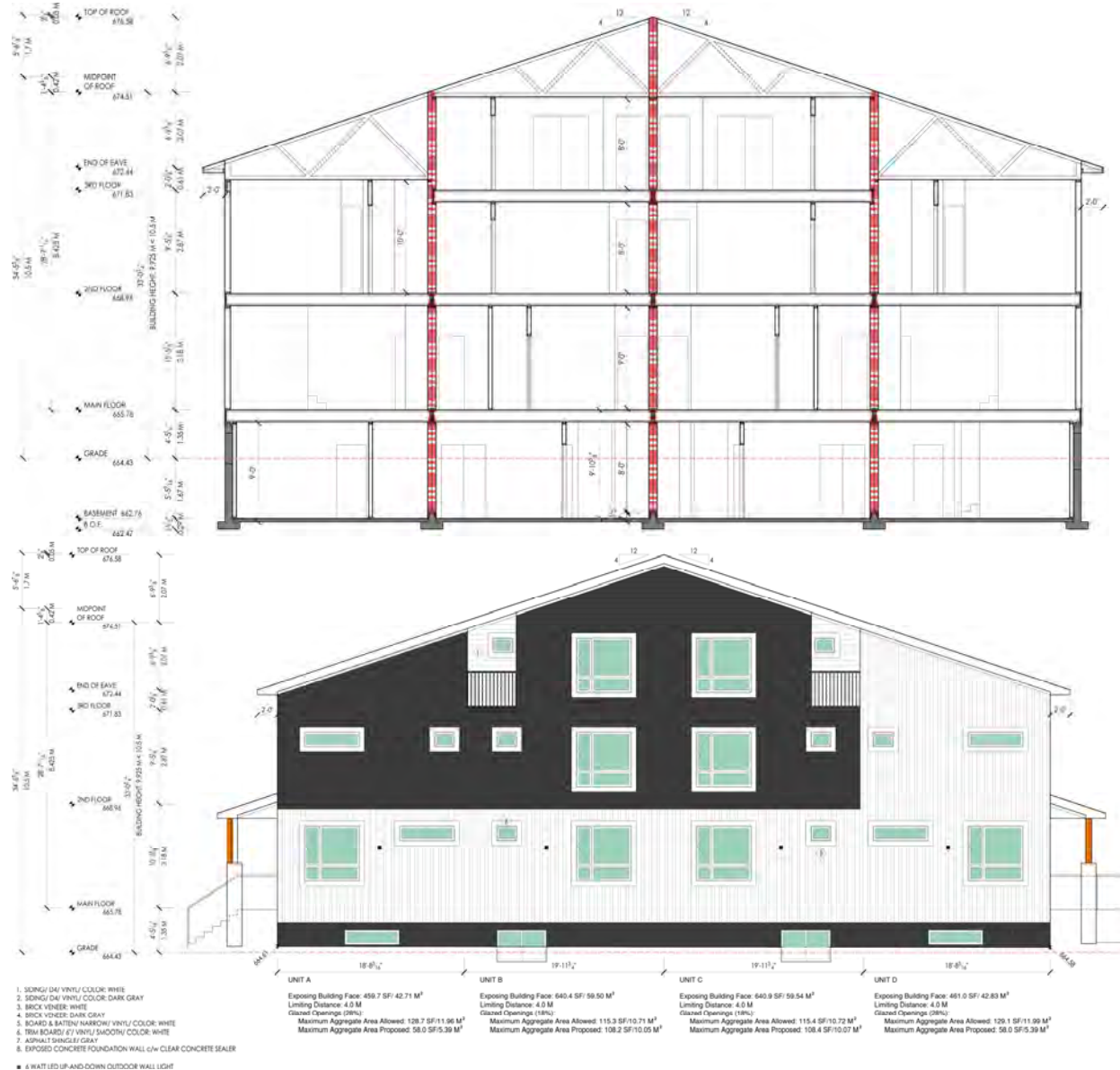




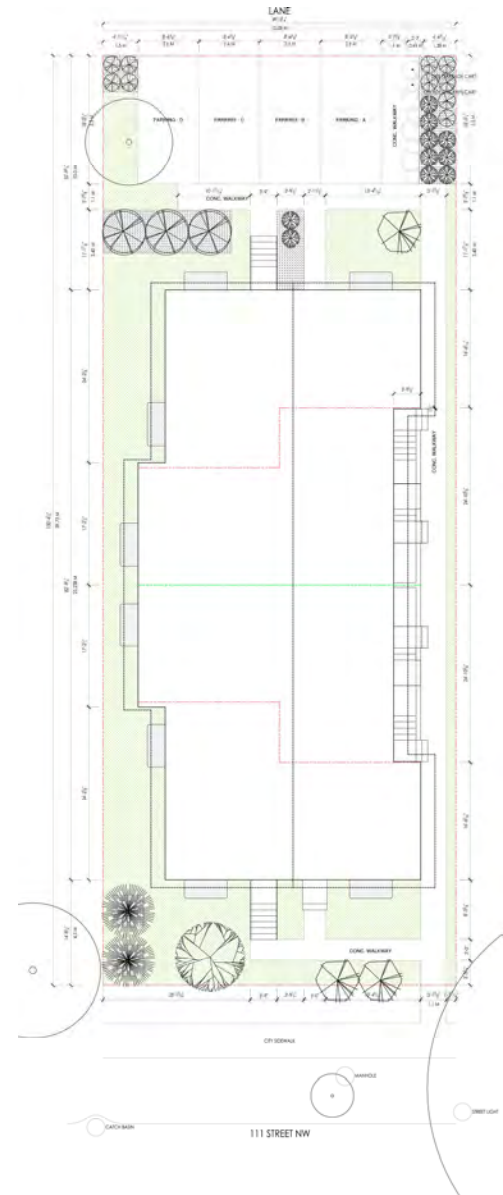
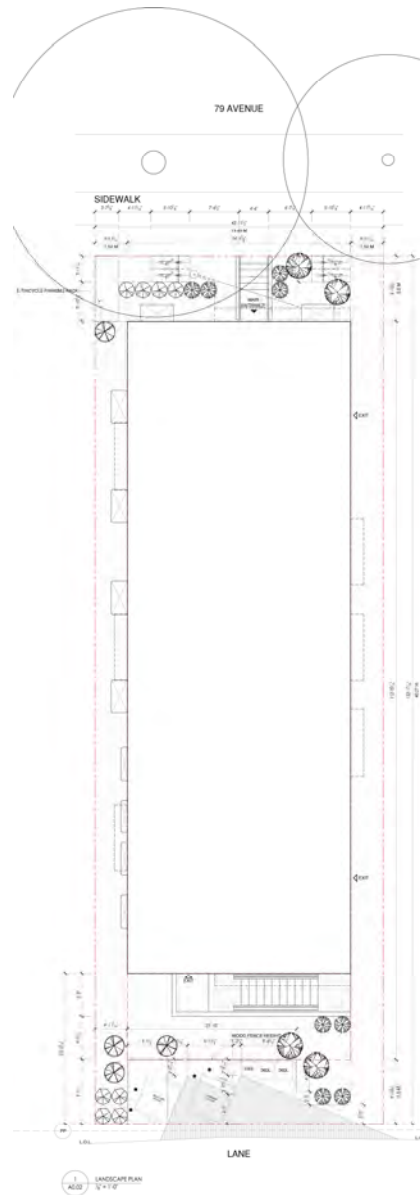
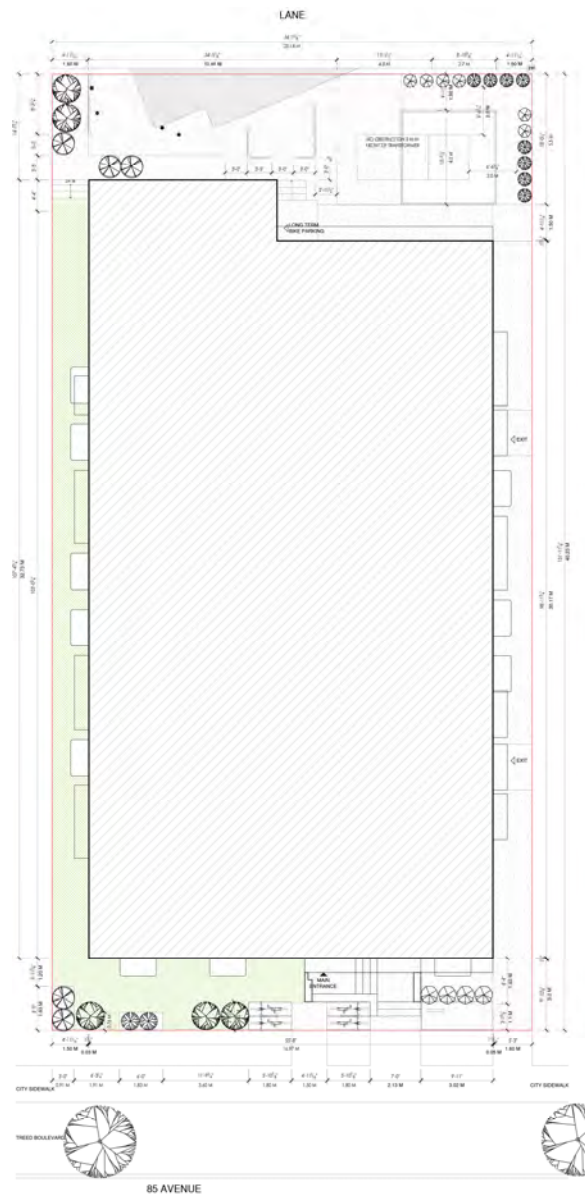
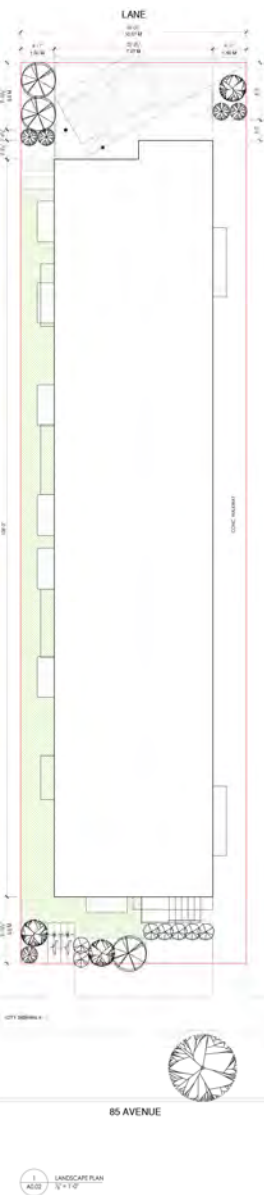


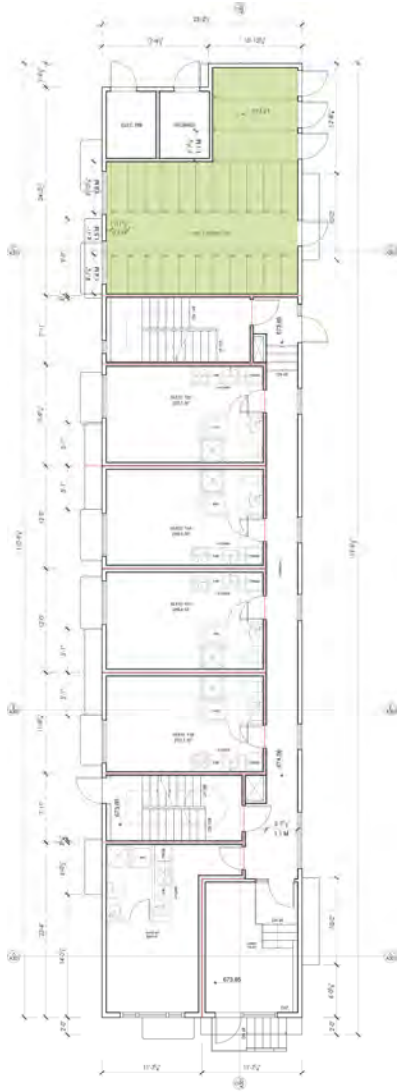
11028 85 AVE – PROPOSED



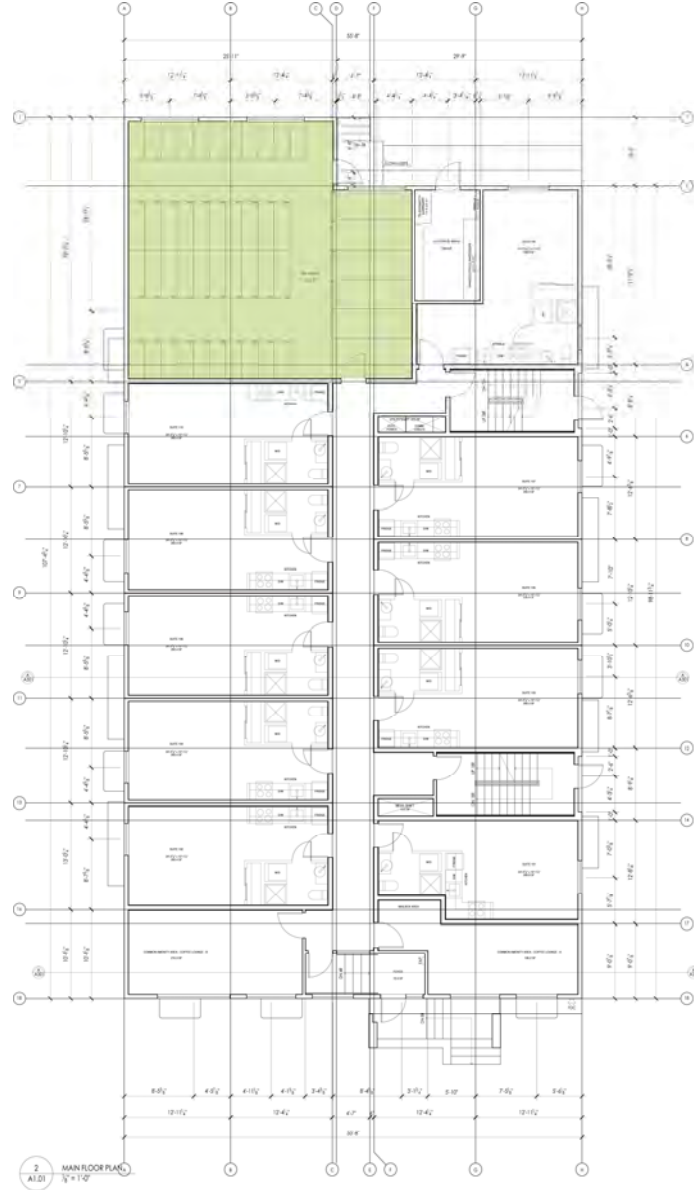


11109 114 ST.

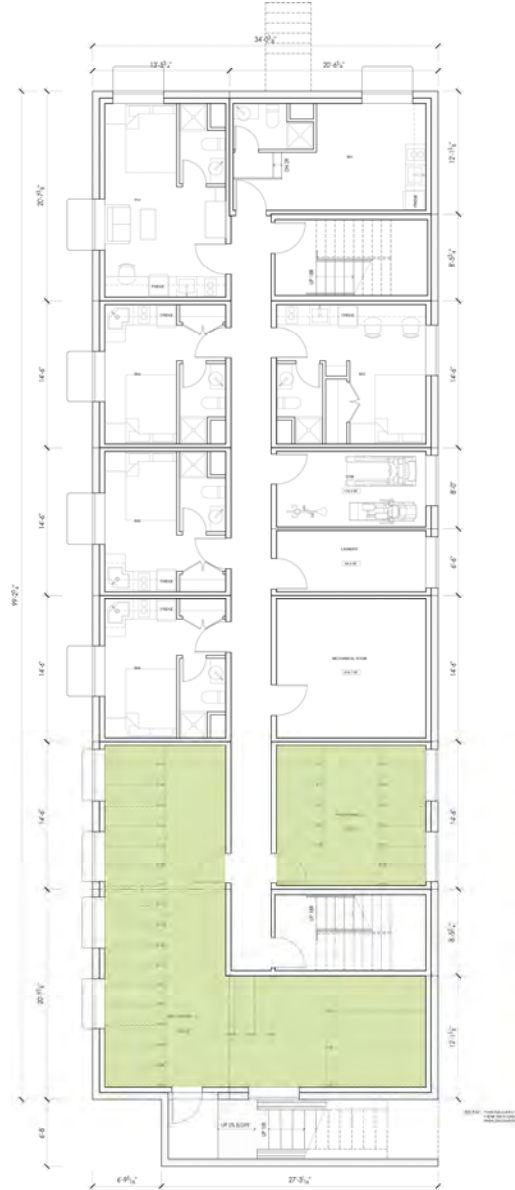




2  
A1.01 MAIN FLOOR PLAN  
1/4" = 1'-0"



2  
A1.01 MAIN FLOOR PLAN  
1/4" = 1'-0"

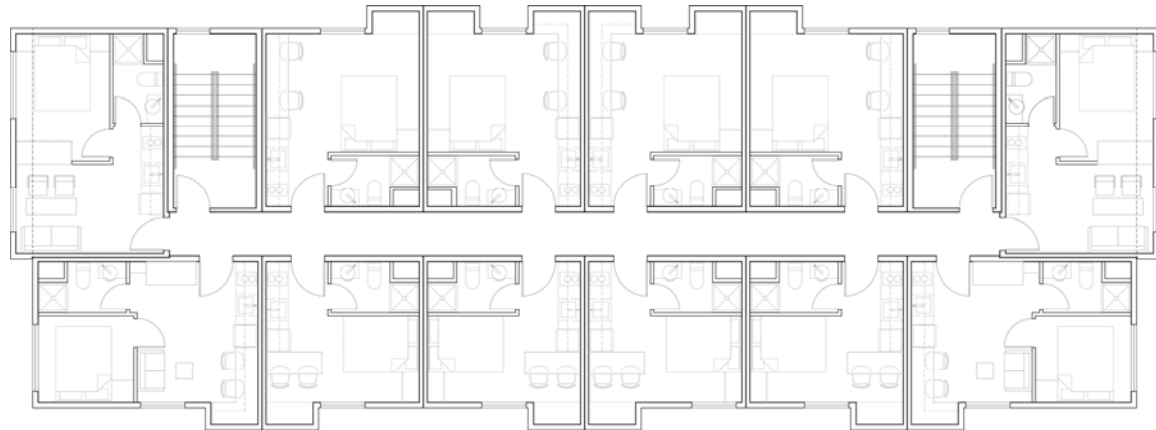


2  
A1.01 MAIN FLOOR PLAN  
1/4" = 1'-0"





9945 79 AVE



**03**

## Students' Perspective



# Beneficiaries of Transportation Reform



## Student A's Perspective



- Car-free lifestyle: LRT commute + local grocery access



- Saves \$612/month vs. car ownership



- Reinvests savings in quality of life



Supporting Data:



- 6 supermarkets, 3 clinics, 12 bus lines within 500m



- LRT commuting cuts carbon footprint by 63%

## Bicycle-Friendly Community in Practice



- **Student B's Perspective**
  - Struggles to find secure indoor bike storage to mitigate theft risk
  - Bachelor style bedrooms
  - LRT Station nearby



04

## Development Intentions



# Development Rationale

- **Designed to add lasting value to the community**
- **Aligned with city growth strategies and the evolving needs of younger generations**
- **Led by a team of seasoned experts dedicated to excellence in every detail**
- **Architected and built to reflect and enhance the character of the surrounding neighborhood**



**THANK YOU!**

