

Bylaw 17260

Adoption of Jasper Place Area Redevelopment Plan

Purpose

To adopt the Jasper Place Area Redevelopment Plan covering the neighbourhoods of Britannia Youngstown, Canora, Glenwood and West Jasper Place.

Readings

Bylaw 17260 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree "That Bylaw 17260 be considered for third reading."

Advertising and Signing

This Bylaw has been advertised in the Edmonton Journal on Friday, June 19, 2015, and Saturday, June 27, 2015. The Bylaw can be passed following third reading.

Position of Administration

Administration supports this Bylaw.

Previous Council/Committee Action

At the May 5, 2015, Executive Committee meeting, the following motion was passed:

That prior to bringing the Jasper Place Area Redevelopment Plan forward for consideration at a City Council Public Hearing, Administration include consideration of the following:

- reference to the general application of the Zoning Bylaw 12800, and the Mature Neighbourhood Overlay
- language indicating that the commercial uses for 100 Avenue be removed
- clarification of the intent for small scale commercial development across from the park, including a consideration of possible Direct Control zoning
- a pedestrian crossing strategy for 100 Avenue
- a strategy for mature area parks acquisition
- the requests, as appropriate, outlined in page 1 of the handout submitted by the speakers representing the West Jasper Place Community Residents and League, at the May 5, 2015, Executive Committee meeting.

Report

Jasper Place is an established community where people live, work and play. It includes the four neighbourhoods of Britannia Youngstown, Canora, Glenwood and West Jasper Place, as well as portions of the Stony Plain Road Business Revitalization Zone.

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FOR FUTURE MEETINGS**

In 2009 City Council endorsed a Revitalization Strategy for Jasper Place, which included a long term action plan to complete a plan for the Jasper Place neighbourhoods. The Jasper Place plan area will also receive three new LRT stations as part of the Valley Line LRT expansion, creating an opportunity to realize the City's vision of focusing redevelopment around transit.

Bylaw 17260 proposes to adopt the Jasper Place Area Redevelopment Plan. This plan was developed over the last two and a half years, and has been guided by existing City policies, feedback from the local community and a series of technical studies. The plan provides guidance on future land use and City investment in Jasper Place, and will help to guide change and growth over the next 15 to 20 years. The plan policies are focused on:

- Enhancing the Stony Plain Road commercial corridor as a vibrant, mixed use pedestrian shopping area
- Improving the sense of safety by increasing activity and overlook in public spaces
- Increasing housing choice by introducing more housing options
- Providing additional opportunities for housing in proximity to existing bus transit and future LRT
- Promoting quality development that enhances local character
- Ensuring parks and open spaces meet the needs of the neighbourhoods
- Providing adequate infrastructure now and in the future

The plan is an important step in achieving the goals of transforming Edmonton's built form and creating more livable communities.

Policy

This Bylaw aligns with Edmonton's Municipal Development Plan (The Way We Grow) and Transportation Master Plan (The Way We Move). It also reflects direction from Edmonton's Transit Oriented Development Guidelines and Residential Infill Guidelines.

Corporate Outcomes

This Bylaw contributes to the corporate outcomes "Edmonton is attractive and compact," "The City of Edmonton has sustainable and accessible infrastructure," "Edmontonians use public transit, and active modes of transportation," and "Edmonton is a safe city," as it creates opportunities for new housing opportunities in mature neighbourhoods makes use of existing infrastructure and identifies investments needed to support community amenity, focuses redevelopment around transit and supports a walkable neighbourhood and encourages safe communities through environmental design.

Public Consultation

Public consultation was undertaken with the support of the Office of Public Engagement and spanned over two and a half years of the plan development. Consultation included:

- five public open houses

- four information & feedback sessions
- outreach at roughly 20 community events including a public market, Big Bin Event, Christmas teas, Community League meetings, Community Safety Fair, Community League Day events, and Business Revitalization Zone Association events and meetings
- one drop-in feedback session
- community based Evidence Team to support the Learning Scenarios
- email list with over 350 subscribers
- six mail outs to all households
- road side signs and newspaper notices for major events
- extensive project website and use of social media
- online surveys
- one-on-one conversations and correspondence with community members

A full summary of public consultation is contained in Attachment 2a.

Attachments

1. Bylaw 17260
2. Sustainable Development report