

## **10003 - 98 Avenue NW; 9803 to 9856 - 100 Street NW; 9803 - 101 Street NW; and 9903 - Rossdale Road NW**

### **Position of Administration: Support**



### **Summary**

Bylaw 21209 proposes a rezoning from a Direct Control Zone (DC1.19135, Area 1 - Rossdale Brewery) to a new Direct Control Zone (DC) as well as the River Valley Zone (A) and Parks and Services Zone (PS). The proposed DC Zone would allow for an increase in height and density with limited commercial and community uses at ground level, centered around the historic Rossdale Brewery building. Bylaw 21208 proposes an amendment to the Rossdale Area Redevelopment Plan to facilitate the proposed rezoning.

Public engagement for this application included a mailed notice, site signage, information on the City's webpage, an Engaged Edmonton webpage and an in-person public engagement session. Administration heard from approximately 80 people with most concerns related to the proposed

increase in height and that the project would have significant negative environmental and ecological impacts given the location within the river valley and in close proximity to the river.

Administration supports this application because:

- Compared to the existing DC1 Zone, there are more mitigation measures and requirements for building at this unique location and the buildings are further away from the river.
- It will facilitate an increase in residential density in a redeveloping area of the city near downtown amenities, existing transit and active modes of transportation.
- Proposes a scale at a location that aligns with The City Plan and District Policy intention for the core of the city.

## **Application Details**

This application was submitted by Dub Architects on behalf of Five Oaks Inc.

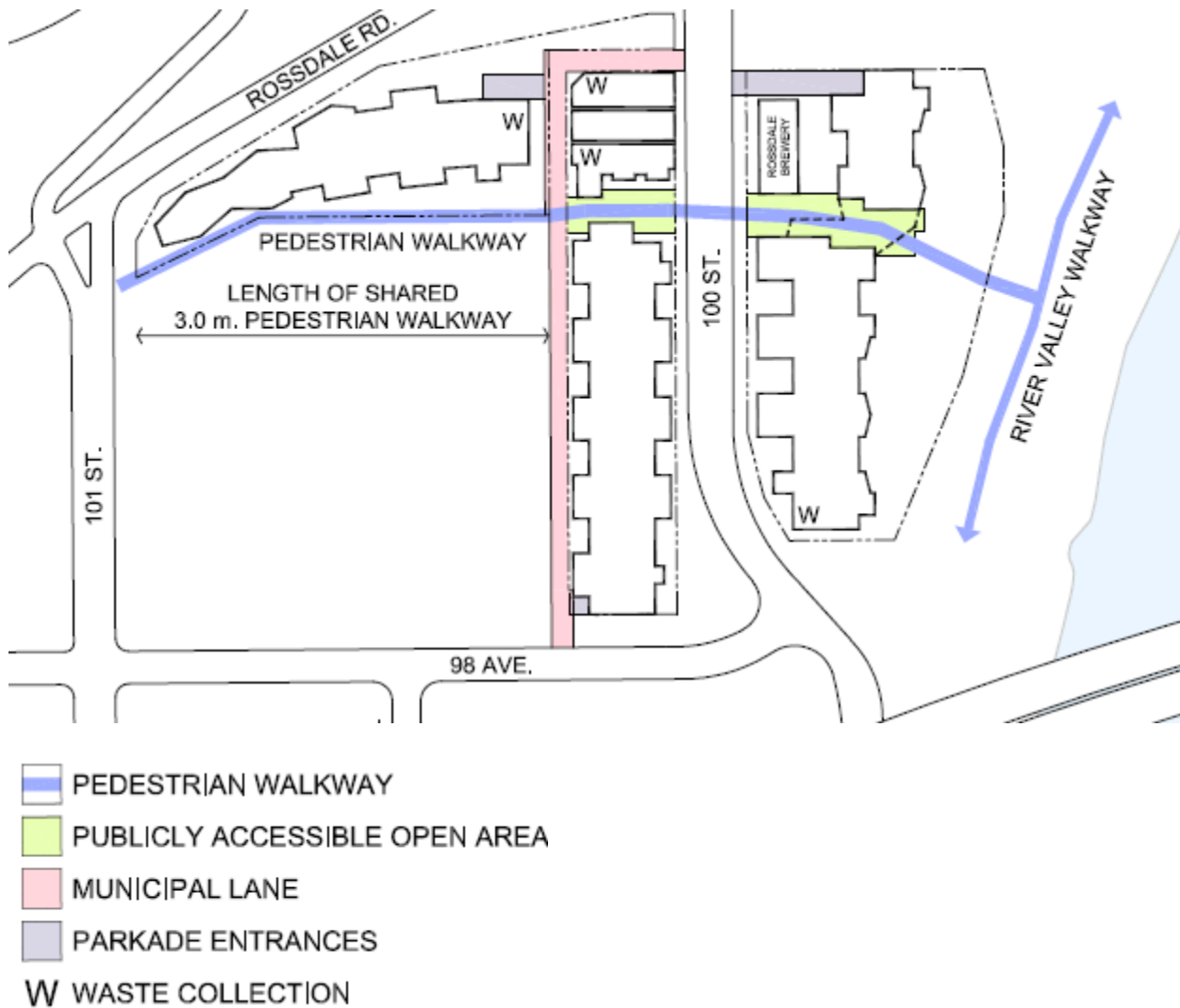
### **Rezoning**

The proposed DC Zone continues to preserve the historic Rossdale Brewery building while allowing development around it with the following key characteristics:

- Heights ranging from 3 to 59 metres (approximately 1 to 17 storeys).
- A maximum of 490 dwellings.
- A maximum floor area ratio of 4.2.
- Compatible commercial uses centered around the Rossdale Brewery.

Compared to the existing DC1 Zone:

- The maximum height increases from 19 to 59 metres.
- The maximum number of dwellings increases from 263 to 490.
- The maximum amount of floor area increases from approximately 47,500 m<sup>2</sup> to 71,300 m<sup>2</sup>.



#### Appendix 4 From Proposed DC Zone

The proposed River Valley (A) and Parks and Services (PS) Zones are for existing City parkland that is under the current DC1 Zone and no changes are proposed for this parkland.

### Plan Amendment

The Rossdale Area Redevelopment Plan currently supports residential and mixed use development of these lands but describes their scale as low and medium density. The proposed amendment would introduce the opportunity for high density development, as allowed by the proposed DC Zone.



## Site and Surrounding Area



Aerial view of application area

	Existing Zoning	Current Development
<b>Subject Site</b>	Direct Control Zone (DC1.19135, Area 1 - Rosssdale Brewery)	Historic Rosssdale Brewery River valley land Diamond Park Vacant land
<b>North</b>	River Valley Zone (A)	Rosssdale Road McDougall Hill
<b>East</b>	River Valley Zone (A)	North Saskatchewan River
<b>South</b>	Direct Control Zone (DC2.1116) Small-Medium Scale Transition Residential Zone (RSM h12.0) River Valley Zone (A)	97/98 Avenue NW Small scale multi-unit housing
<b>West</b>	Direct Control Zone (DC2.1116) Medium Scale Residential Zone (RM h16.0)	Small scale and low rise multi-unit housing





*View of site looking east from 100 Street NW at the historic Rossdale Brewery building*



*View of site looking south from the historic Rossdale Brewery building*





*View of site looking north from 98 Avenue NW*



*View of site looking east from 101 Street NW*



## Community Insights

This application was brought forward to the public using an expanded approach. This approach was selected because it is a unique proposal at a sensitive location, and of a scale that will significantly change the landscape. The expanded approach included:

### Mailed Notices, January 9, 2023 & March 1, 2024

- Notification radius: 120 metres
- Recipients:
  - 2023 - 354
  - 2024 - 538 (starting in 2024, Zoning Bylaw 20001 required notices to be sent to all mailing addresses, not just landowners)
- Responses: 12

### Public Engagement Session, March 12, 2025

- Attendees: 66

### Engaged Edmonton Webpage, March 3, 2025 to March 16, 2025

- Visited the page: 768
- Submitted a question or forum response: 48

### Site Signage, January 20, 2023

- Four rezoning information signs were placed on the property so as to be visible from Rossdale Road NW, 100 Street NW, 98 Avenue NW and 101 Street NW.

### Webpage

- [edmonton.ca/rezoningapplications](https://edmonton.ca/rezoningapplications)

### Notified Community Organizations

- Rossdale Community League
- Downtown Edmonton Community League
- Edmonton Downtown Business Association

City Administration also reached out to over 30 Indigenous Nations and groups, sharing details of the application and offering to meet to discuss it further. Five initial responses were received and an in-person meeting with one group was arranged to share information and collect feedback.



## Positions Shared:

- In Support: 19
- In Opposition: 54
- Mixed: 7

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

- The proposed height is too tall (x37).
- This project would have significant negative environmental and ecological impacts on the river's riparian area and the river itself, especially during storm events (flood risk, hydrology, wildlife, ecosystem, erosion potential, runoff) (x26).
- Not a suitable location for development as it is too close to the river bank (especially the east building), and in the river valley and floodplain, which should be preserved and enhanced (especially in an era of extreme weather events) (x25).
- This proposal would create too much vehicle traffic and congestion in the area (could affect pathways, parking, exits/entrances to/from the neighbourhood and downtown, road noise) (x23).
- Appreciation for the scale of the current zone and the density it provides (5 storey maximum), but the scale of this proposal is inappropriate and unnecessary (x18).
- Not enough appropriate/adequate parking to support a large volume of residents, guests, and business customers (e.g. during baseball games) (x14).
- Support for the preservation of the brewery (x13).
- Support for increased density and associated benefits in Rosedale (adding people to the neighbourhood, life on the street, vibrancy, creating a customer base in the community so that businesses and amenities can open and thrive) (x13).
- The density in the proposed zone is too high for this location (x13).
- Not enough consideration of disruption of wildlife corridors (this would create a very high risk of bird strikes, as outlined in the Environmental Impact Assessment) (x11).
- Support for the architectural regulations and renderings (e.g. enhances overall community look, seamless integration with the surrounding environment, bold architecture that is needed in Edmonton) (x10).
- Support for commercial opportunities here (long awaited walkable commercial for nearby residents, allows residents to access services without having to go up the hill downtown) (x10).

A full "What We Heard" Public Engagement Report is found in appendix 1.

## Application Analysis



Site analysis context

## The City Plan

This application presents a challenge in reconciling different aspects of The City Plan.

“Climate Resilience” is one of the 4 strategic goals of The City Plan, with several outcomes, intentions and directions focused on this, including:

- Edmonton protects, expands and improves access to its natural systems and open spaces in support of biodiversity and the health and enjoyment of all Edmontonians.
- Promote the conservation and restoration of natural systems to improve ecological connectivity and reduce habitat fragmentation.
- Steward ecological networks and systems to ensure ongoing function, long-term sustainability and ecological connectivity within Edmonton and the region.

While this land already has zoning that would allow for urban development, increasing the intensity of this development in an ecologically important area where there are potential climate change flood risks is not necessarily aligned with the idea of climate resilience.

In contrast, there are two Big City Moves of “A Rebuildable City” and “A Community of Communities” with the following targets:

- 50% of new units added through infill city wide.
- 600k additional residents will be welcomed into the redeveloping area.
- 50% of trips are made by transit and active transportation.
- 15-minute communities that allow people to easily complete their daily needs.

Placing 500 new dwellings and neighbourhood-serving commercial space in the core of the city with the associated connections and amenities nearby would help contribute to these targets in a meaningful way.

## Policy Review

The Central District Plan defers to the Rossdale Area Redevelopment Plan (ARP) for planning direction.

The site falls within the North Rossdale sector of the Rossdale ARP. The North Rossdale Concept speaks to a major activity node with commercial retail and recreation/entertainment uses incorporating the existing brewery building. A mix of low and medium density housing is planned for the land around the brewery building. The proposed DC Zone maintains this direction for the brewery building, but proposes to increase the intensity of the surrounding residential development to high density through 3 high rise towers.

Though not perfectly aligned, the proposed amendments to the Rossdale ARP support the intent for development in this area in The City Plan and Central District Plan. This is discussed in more detail in further sections of this report.

As a plan amendment is needed to facilitate the rezoning, the District Policy requires that such an amendment be guided by direction in the District Plan and District Policy. The District Policy does not provide direction to support high rise buildings outside of Nodes and Corridors; however, additional scale can be considered if the site meets a minimum of two contextual criteria. These criteria are outlined in the table below, with an associated assessment of whether this site is compliant or not:

<b>District Policy Criteria for Consideration of Additional Scale</b>	<b>Analysis</b>	<b>Compliance (Yes or No)</b>
<b>In a Node or Corridor Area or within 100 metres of a Node or Corridor Area</b>	Most of the land is within 100 metres of the Centre City Node.	Yes, mostly
<b>Within 400 metres of a Mass Transit Station</b>	Current mass transit stations are more than 400 metres away, though future bus rapid transit development may result in a stop approximately 400 metres away.	Not currently
<b>Along an Arterial Roadway or a Collector Roadway</b>	One of the three buildings is along Rossdale Road NW, an arterial roadway.	Yes, partially



<b>At a corner site or adjacent to a park or open space</b>	Two of the three buildings are corner sites and all three are adjacent to parks or open space.	Yes
<b>Adjacent to a site zoned for greater than Small Scale development</b>	Some of the land is adjacent to RM h16.0 and DC2 zoning which allows for greater than small scale development.	Yes, partially

Because of this unique location and the large amount of land, it is difficult for all of the land to meet the above criteria, but 4 of the 5 are currently met to some degree, with the 5th potentially being met in the future.

### Land Use Compatibility

The most notable change with this proposal is the increase in maximum height, which is almost tripling, even though the number of units and the amount of floor area is less than doubling. It is important to note that the terraced design of the buildings is such that it is only the tallest terrace of each building that is at 59 m of height, with the height continually decreasing down from there with each terrace.

Long buildings with a terraced design is a departure from more typical point tower designs where aspects of a slim tower floor plate and sufficient tower separation are the main tools to mitigate the impacts of taller buildings. While the buildings have good separation from each other, 30+ metres, the lengths at 100+ metres and the larger floor plates at 1000 m<sup>2</sup>+, create considerable shadow impacts particularly for the portions of the buildings above 23 metres in height (see Appendix 2). There are very few nearby buildings that would experience these shadows though there would be impacts on surrounding natural areas (see Open Space & Ecology section below).

An initial wind assessment was reviewed and showed that wind comfort over most grade-level pedestrian-sensitive locations across the site are expected to be suitable for the anticipated uses without mitigation. The introduction of the proposed development is not expected to significantly influence pedestrian wind comfort at neighbouring areas beyond the development site and wind conditions over the nearby Diamond Park and Rosedale Park are generally expected to be similar as they are now, with improvements expected at select locations.

The proposed DC Zone requires a more detailed wind impact study at the development permit stage and the buildings must include design features to minimize adverse microclimatic effects such as wind tunneling, snow drifting, rain sheeting both on and off site.

Overall, the proposed increase in height and density does not introduce additional land use impacts that are significant enough to outweigh the benefits of the proposal. In addition, the proposed DC Zone decreases some impacts related to building proximity to the river and contains more requirements for studies, reports and mitigation measures to be implemented at

the development permit stage. Below is a comparison of development permit level requirements between the current and proposed DC Zones.

<b>Zoning Comparison Table Development Permit Requirements</b>	<b>DC1.19135 Zone Current</b>	<b>DC Zone Proposed</b>
<b>Green roofs to assist with drainage and avian wildlife movement</b>	Yes	Yes
<b>Crime Prevention Through Environmental Design (CPTED) considerations</b>	Yes	Yes
<b>Winter design considerations</b>	No	Yes
<b>Detailed Wind Impact Study</b>	No	Yes
<b>Arborist Report and Tree Preservation Plan (for public trees)</b>	No	Yes
<b>Historical Resources Act approval (archaeological impacts)</b>	No	Yes
<b>Proof of Water Act approval (river hydrology impacts)</b>	No	Yes
<b>Bird collision deterrent measures</b>	No	Yes
<b>Light pollution reduction measures</b>	No	Yes
<b>Additional/more detailed ecological, flood risk , geotechnical and hydrogeotechnical investigations, as required.</b>	No	Yes

Because of the additional measures contained within the proposed DC Zone, while the project will be bigger, it is anticipated to better integrate with the surrounding context and have better mitigation of potential issues resulting from building in this unique location.

## Environment

The proposed DC Zone has regulations requiring additional environmental site assessment work at the development permit stage, and then an environmental risk management plan and/or remedial action plan, as required. The Development Planner will impose any conditions necessary on the permit to ensure that the site is suitable for the full range of uses contemplated in the development permit application.

## Heritage

The Rossdale Brewery Building is the oldest standing brewery in Edmonton and the oldest standing unaltered brewery in the province. It was built in 1905 by W.H. Shepard, owner of the Strathcona Hotel, at a time when the brewing industry was flourishing in Alberta. The building is a basic industrial building of a type fairly common in the pre-War era, of which few examples now exist.

The building was designated as a Municipal Historic Resource in 2013 in association with the existing DC1 Zone. The proposed DC Zone continues the requirement for preservation of the building and for all exterior alterations and additions to be sympathetic to, and compatible with, the existing building and guided by the designation bylaw and the Standards and Guidelines for the Conservation of Historic Places in Canada.

The increased scale proposed in the DC Zone reduces the prominence of the historic Rossdale Brewery, whereas the existing DC1 zoning allows a scale of development that is more contextual relative to the brewery size. Administration considers this a tradeoff given the brewery building is currently vacant and it is hoped that the rezoning will lead to filling the building with viable uses supported by the surrounding residential development to help ensure its ongoing use and maintenance.

## Mobility

A Transportation Impact Assessment (TIA) was completed to review transportation impacts and mobility opportunities for the surrounding network. The report concludes that the existing and future adjacent road network in the North Rossdale sector can provide acceptable levels of service with the addition of traffic generated by the site. Off-site improvements are recommended to enhance active modes connectivity and public realm adjacent to the site. The proposed DC Zone includes the construction of:

- A shared pathway between the River Valley trail system and 101 Street NW.
- A mid-block pedestrian crossing at 100 Street NW with potential traffic calming elements such as a raised crosswalk and curb extensions.
- Improvements to the public realm along both sides of 100 Street NW and 98 Avenue NW, such as, upgrading the sidewalks, decorative pavers, pedestrian scaled lighting, and the addition of new boulevard trees.

ETS currently operates numerous bus routes on McDougall Hill Road NW and the site is generally within a 300 metre walking distance of a nearby bus stop.

District and city-wide mass transit bus routes are anticipated to operate on McDougall Hill Road NW and Bellamy Hill Road NW in the future mass transit network associated with the 1.25 million population scenario of the Edmonton City Plan.

## Open Space & Ecology

Open Space and Ecology reviewed the proposed changes with respect to Diamond Park and the North Saskatchewan River valley system.



## Diamond Park

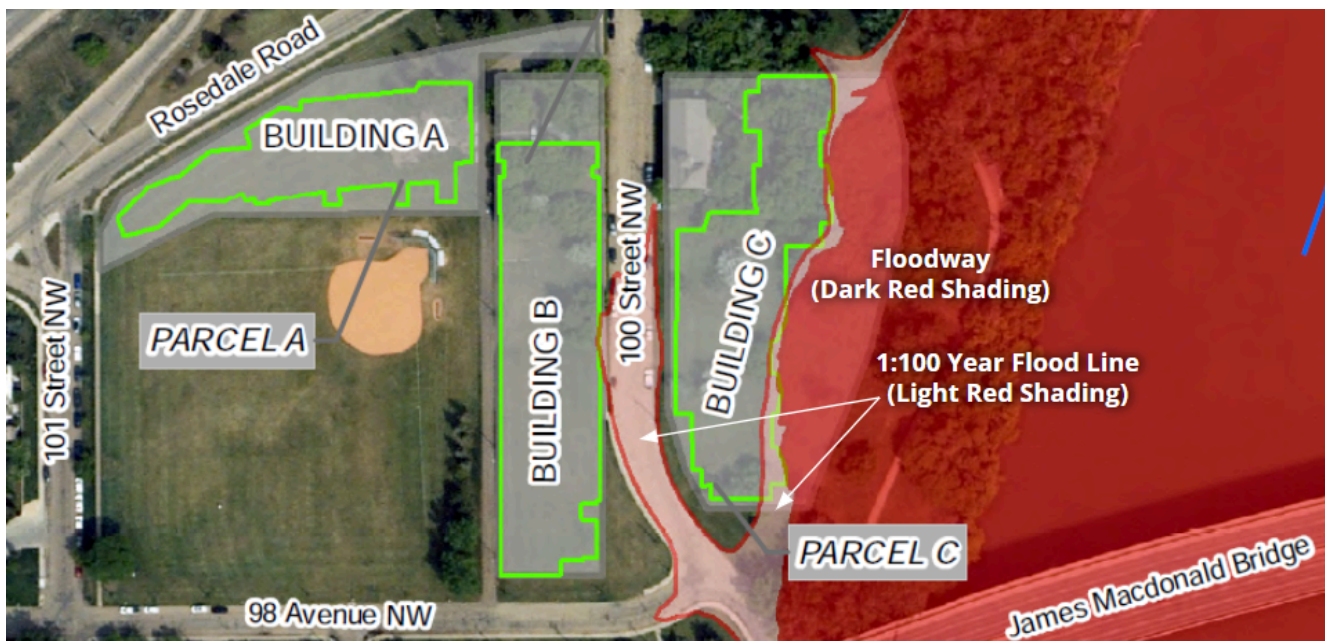
The park is expected to continue to provide nearby parkland for residents to enjoy and the proposed DC Zone retains the requirement for a connecting trail through the site to the river valley trail system, further expanding recreational access for residents.

## North Saskatchewan River Valley

Ecological impacts have been identified through the review of an Ecological Implications Analysis, but many of the more detailed technical studies needed to assess mitigation and remaining impacts have been deferred to the development permit stage as they can only be identified and responded to with detailed design.

The central river valley is a narrower corridor relative to other parts of the valley. As a result, the proposed increased height, density, shadowing, light pollution and noise cause more acute impacts. These include the potential to deter wildlife movement, slow or lessen vegetative growth, increase bird collisions and increase negative animal interactions with communities and roadways. Techniques to reduce bird collisions and reduce light pollution will be required with the development permit.

Administration reviewed a Flood Risk Assessment and Mitigation Report to inform the review of this application. This report identified a number of anticipated boundaries related to flood impact risk. Administration worked with the applicant to redesign the shape of the proposed buildings on this site to be outside of the “floodway”, which is where fast moving water is anticipated in a significant flood event (see Image 1 below).



*Image 1 - Estimated Floodway - Flood Risk Assessment and Mitigation Report*

All three buildings are almost entirely outside of the 1 in 100 year flood line (also known as the “flood fringe”) and where there is a high ground water table. This is a change from the existing DC1 zoning where the most easterly building (Building C) is allowed much closer to the river and within the “floodway” (see Images 2 and 3 below).

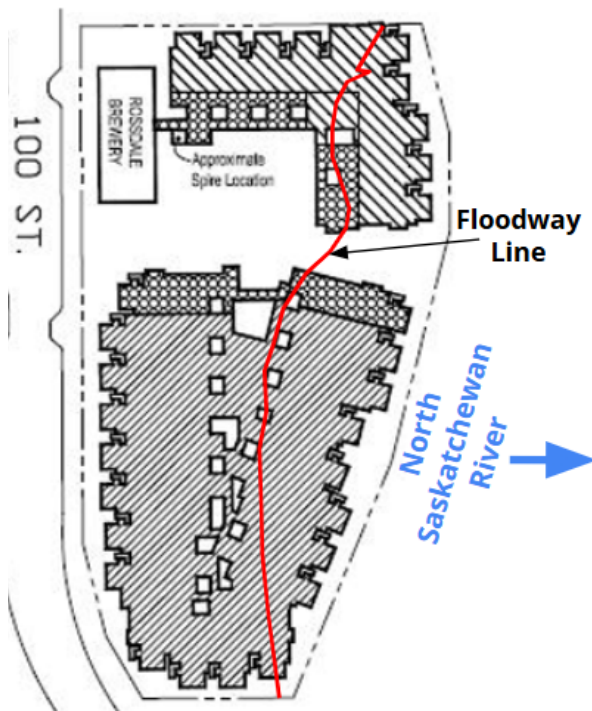


Image 2 - Current DC1 Zone - East Building Footprint

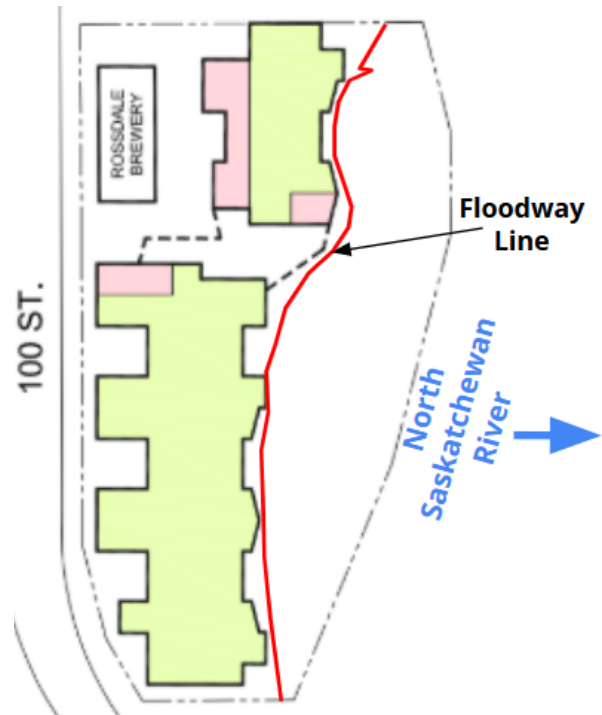


Image 3 - Proposed DC Zone - East Building Footprint

Importantly, this modelling is assessing flood risk at ground level, but there is the potential for underground parkades in the buildings, which could be impacted at lower levels of flooding, depending on how deep the parkade is. Underground parkades could act as a flood barrier during a 1 in 100 year event and could also increase the risk of contamination or other pollutants entering the river if flood waters reached the parkades.

This area of Rosssdale has a high water table, and it is expected that buildings here will have some impacts on surface water, ground water and the river. Studies quantifying these impacts will be required with the development permit, but engineering to address these risks is expected to be complex, and it is possible that not all risks can be removed.

#### Climate Change Factor

There are emerging best practices in flood risk assessment that factor in climate change to determine flood risk lines like the 1 in 100 year line. In recognition of the variability associated with climate change, Administration asked the applicant to model an additional risk factor. The applicant considered a 10% water discharge increase to the existing 1 in 100 year model and the climate change factor showed a potential increase in the flood extent and depth (see Image 4 below).

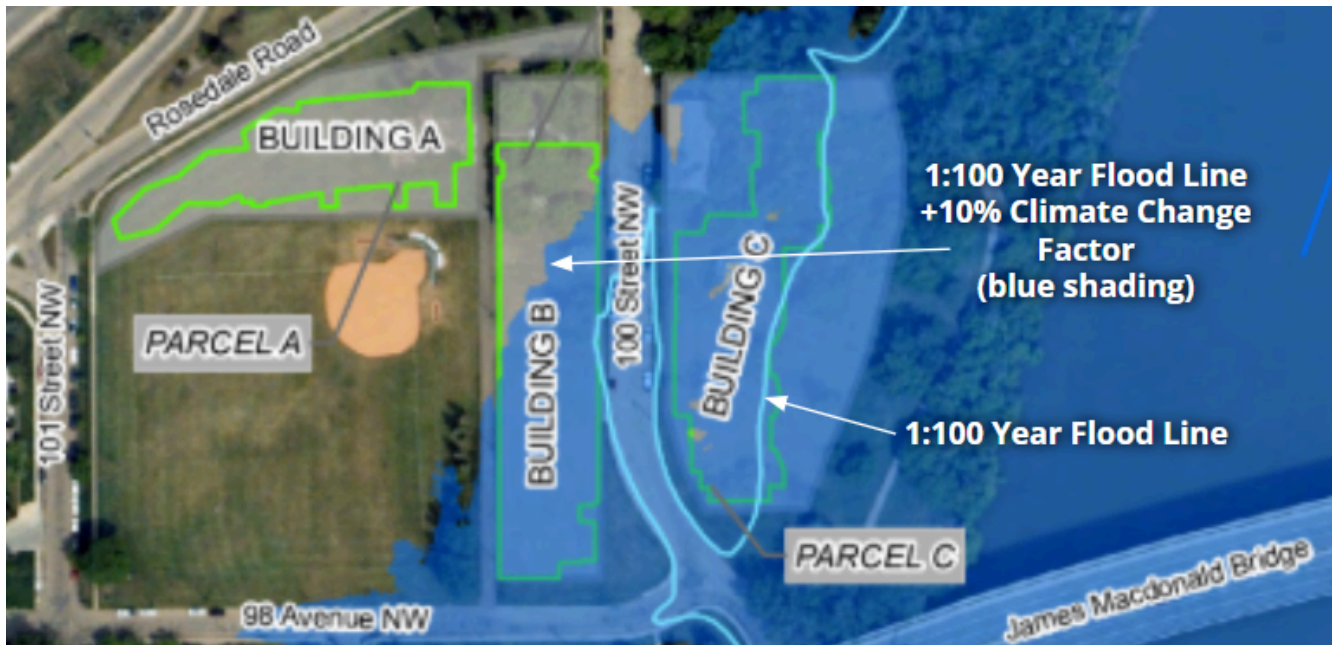


Image 4 - Estimated Flood Impacts - 1:100 +10% Climate Change Factor Added - Flood Risk Assessment and Mitigation Report

In the climate change factor scenario, Building C is entirely within the anticipated flooded area and Building B is also mostly within. This is an indication that future flood impacts in this area could be noticeably more significant in the future due to climate change.

The proposed DC Zone recognizes the complexity and sensitivity of increasing development intensity in this location. As itemized in the Development Permit Requirements table earlier in this report, many additional geotechnical, hydrogeotechnical and environmental studies, checkpoints and mitigation measures are required compared to the existing DC Zone. A development permit will not be issued until these reports are to the satisfaction of experts within Administration and required mitigation measures outlined in the reports are incorporated into the building and site design. The applicant team is aware of these requirements and the risks associated with the uncertainty of approvals at the later stages of development.

## Public Contributions

With the proposed increase in floor area ratio, City Policy C599 requires approximately \$1,068,500 in public amenity contributions. The proposed DC Zone contains the requirement for the following contributions to meet this policy:

- A publicly accessible shared pathway from 101 Street NW through the site, connecting to the river valley trail system to the east of the site.
- Improvements to the public realm along both sides of 100 Street NW and 98 Avenue NW near the site, including decorative pavers, pedestrian scaled lighting, and the addition of new boulevard trees.
  - If Rosedale Neighbourhood Renewal already substantially completes this work before the development permit stage of this project, \$500,000 will instead be contributed to



the creation of, or improvement to, an off-site public amenity such as parks, gardens or open spaces within the boundaries of the Rossdale neighbourhood.

- New marked pedestrian crossing for the new shared pathway across 100 Street NW as well as across Rossdale Road NW from the southwest corner of the intersection with 100 Street NW.
- \$100,000 toward the acquisition and placement of public art at the site.

## Urban Design

The proposed DC Zone was reviewed by the Edmonton Design Committee (EDC) on January 7, 2025 and a letter of support was provided for the project. The EDC also provided recommendations to improve the design at the more detailed development permit stage. These recommendations were related to ensuring integration of the new buildings within the surrounding river valley context and ensuring ground level interfaces with the streets, pathways and parks around the site.

The letter from the EDC is found in Appendix 3.

## Utilities

The applicant submitted a Drainage Servicing Report that was reviewed and accepted by Administration for the purpose of supporting this rezoning application. The proposed redevelopment consists of three sites. Sanitary servicing for the northwest site is proposed to be provided through the installation of a new sanitary main along the lane south of Rossdale Road NW. The remaining sites will be connected through existing sanitary sewers. Storm sewer servicing to the proposed rezoning area is proposed to be provided by upgrading parts of the existing storm sewers along 101 Street NW.

Development allowed under the proposed zone would be required to include on-site stormwater management techniques utilizing an engineered outflow rate to mitigate its impact on the existing drainage infrastructure.

There is a deficiency in on-street fire protection adjacent to the property in terms of hydrant spacing and flow rates. The developer will be required to address this deficiency at the development permit stage. Edmonton Fire Rescue Services (EFRS) may be able to perform an Infill Fire Protection Assessment (IFPA) at the development permit stage to potentially alter or lessen on-street fire protection infrastructure upgrades, assuming certain criteria are met.

The applicant/owner will be responsible for all costs associated with infrastructure changes required by this application.

## **Appendices**

1. "What We Heard" Public Engagement Report
2. Sun Shadow Study
3. EDC Letter

Written By: Andrew McLellan

Approved By: Tim Ford

Branch: Development Services

Section: Planning Coordination

# What We Heard Report

## Rossdale Centre

### LDA22-0542

Edmonton

## Public Engagement Feedback Summary

**Project Address:** 10003 - 98 Avenue NW; 9803 to 9856 - 100 Street NW; 9803 - 101 Street NW; and 9903 - Rossdale Road NW

**Project Description:** The current zone is a Direct Control Zone (DC1.19135, Area 1 - Rossdale Brewery) and the proposed zones are a new Direct Control Zone (DC) as well as the River Valley Zone (A) and Parks and Services Zone (PS) for existing City parkland that is under the current DC1. The proposed DC Zone would continue the preservation of the historic Rossdale Brewery building while allowing development around it with the following key characteristics:

- Heights ranging from 3 to 59 metres (approximately 1 to 17 storeys).
- A maximum of 490 dwellings.
- Compatible commercial uses centered around the Rossdale Brewery.

An amendment to the Rossdale Area Redevelopment Plan is also proposed to facilitate this rezoning.

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

In-person Open House

Mailed notices leading to email and phone correspondence

**Engagement Dates:** Online Engagement Webpage: March 3 - 16, 2025  
In-person Open House: March 12, 2025

**Number Of Engagement Participants:**

- Visited Engaged Edmonton page: 768
- Submitted a question or forum response online: 48
- Attended the Open House: 66
- Submitted a feedback form at the Open House: 20
- Contacted the planner directly: 12

## About This Report

The information in this report includes summarized feedback received from January 2023 to March 2025, including through online engagement, an in-person open house and by directly contacting the file planner by phone or email.

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 everyone who emailed the file planner and all web page or open house 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.

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## 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 engagement opportunity was communicated to the public through mailed notices and as part of the City's weekly public service announcements (PSA).

The open house was a drop-in style event with the City having display boards with details of the application and process, and the applicant/developer with boards highlighting aspects of their proposal. There were opportunities to provide written or verbal feedback as well as ask questions and discuss the proposal with City and applicant staff.

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## Feedback Summary

The comments collected on Engaged Edmonton, at the open house and through phone calls and emails are summarized into the main themes below. The questions asked and their answers will be included in the following section of this report.

Number of Responses:

In Support: 19

In Opposition: 54

Mixed: 7

The most common **concerns** heard were:

**Concerns Associated with Development within the River Valley:** There is a strong concern with the idea of development (especially of this scale) taking place within the river valley. Concerns include increased flood risk, negative impacts on the surrounding river valley



ecosystem, hydrology, erosion, and local wildlife. Many people referred to the fact that this development would be within an identified floodplain, and the impacts of a flood in the area would be worsened by this development and its infrastructure, affecting the future building, its tenants and the existing residents of Rossdale.

There is also significant concern that this development would negatively impact the public's ability to enjoy this area of the river valley, including affecting views within, and of, the river valley. Due to its location within the river valley and the historically significant River Crossing area, there were also repeated concerns about the need for meaningful Indigenous engagement when development happens, aimed at honouring the history of the place, empowering the original inhabitants of the area and ensuring the proposal benefits Indigenous peoples.

**Development Scale, Density, and Design:** Many people expressed the notion that 17 storeys as a maximum height is significantly too tall for this location. Some shared that the scale in the existing zone is fair (five storey maximum), while others stated that no development should happen here at all (especially east of 100 Street NW). The common sentiment was that 17 storeys would be far too tall. Concerns about the neighbourhood's ability to support the proposed level of density were also commonly brought up. Some residents also expressed concern that in combination with the scale, the proposal's architecture would not match the heritage character of the neighbourhood, and would negatively stand out.

**Transportation & Parking:** A common concern heard was that the Rossdale road network would not be able to adequately accommodate the increased traffic and parking generated in the area by the increased density and commercial activity proposed, leading to congestion, lack of parking availability, and noise. Others pointed out that there is a lack of public transit connectivity to the site, and the proposal's lack of transit integration.

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

**Preservation & Reactivation of the Rossdale Brewery Building:** Many people supported the retention of the historic brewery building, as well as the proposed activation of the landmark as a potential destination.

**Rossdale Revitalization:** Belief that the combination of increased density and commercial activity that the proposal would bring to Rossdale could help revitalize the area and bring life to the neighbourhood. Many stated that Rossdale is in need of local commercial activity, and highlighted the way in which this proposal could both provide that commercial activity, and add to the customer base in Rossdale, helping ensure businesses in the area can open and thrive.

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## What We Heard

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

## Reasons For Opposition

### Ecology, Flood Risk, & River Valley Concerns

- This project would have significant negative environmental and ecological impacts on the river's riparian area and the river itself, especially during storm events (flood risk, hydrology, wildlife, ecosystem, erosion potential, runoff) (x26).
- Not a suitable location for development as it is too close to the river bank (especially the east building), and in the river valley and floodplain, which should be preserved and enhanced (especially in an era of extreme weather events) (x25).
- Not enough consideration of disruption of wildlife corridors (this would create a very high risk of bird strikes, as outlined in the Environmental Impact Assessment) (x11).
- Concerns with 1:100 year flooding and uncertain flood risk during a time of climate change (100 year flood zone overlaps with building C, but with the added effects of climate change, it would likely overlap with building B as well) (x6).
- This build will take away from all Edmontonians ability to enjoy the city's river valley experience (partially because it is so close to the public shared use pathway to the East) (x6).
- High financial/insurance risk to City, developer, and future residents due to potential of flooding (x6).
- The bank is located in an extremely high flood zone, as noted in the technical studies, and the proposal would bring a high volume of people into that flood zone (x5).
- Council and administration should see the long-term benefits and cost savings of protecting the river valley ecosystem. Better setbacks will help with cooling temperatures in summer, absorbing water, and cleaning the air of our city (x4).
- This puts Edmonton at risk of ending up like High River did after the flood in 2013 (instead we should learn from them and not develop in floodplain) (x4).
- This development would cause light pollution in the river valley, including "trespass" lighting beyond the development's property boundaries (x3).
- High rise not acceptable within river valley / flood protection overlay, should be mid-rise max (8 storeys) (x3).
- Environmental impacts will ultimately negatively impact the public and taxpayers, and yet nowhere in the technical reports is the value of ecosystem services provided by the flood plain accounted for, nor is the loss in taxes if the area floods and homes and businesses are destroyed (x3).
- This development completely ignores the purpose of the new Zoning Bylaws 2.25 Flood Protection Overlay which is, "To mitigate the potential negative effects of a flood event and ensure the safety of those living in lands partially or wholly contained within the defined floodplains of the North Saskatchewan River and its tributaries" (x2).
- This project would set precedent for future high density development in Riverdale, Cloverdale and other floodplain areas, impacting the ribbon of green that is unique to Edmonton (x2).
- The City should purchase and preserve this area for public parks (x2).
- Other residents in the neighbourhood will be at risk of the storm water system being over capacity during high rain events due to this proposal, and it would be unfair to ask the local residents to bear the increased risk of flood to their home from the project (x2).
- The river valley should be preserved for future generations, as it was preserved for us (x2).

- With Edmonton's population booming, we are going to want our river valley intact and healthy for all (x2).
- Natural space in the river valley should be preserved instead of the ball diamond.
- Spaces along the river are too precious for aggressive development such as this, especially considering it would bring more vehicle traffic to the area.
- In favour of densification, but not in the river valley.
- Would negatively impact the wilderness of the River Valley, and thus Edmonton's tourism efforts, as the River Valley draws tourists here.
- If this rezoning is approved, it undermines the credibility of the City's zoning framework and invites similar applications that bypass the ecological protective measures that are in place.
- Construction can alter natural drainage patterns, potentially channeling water in ways that weren't previously present, leading to localized flooding in unexpected areas.
- No underground development should be allowed in areas where the water table exists or is predicted.
- In light of past flooding events in the area (1825, 1899, 1915) and the Calgary flood, building here would make absolutely no sense.
- Because of being in the floodplain, these buildings would require massive piling just to keep stable.
- Cities are recapturing greenspace all over the world, we shouldn't lose it here.
- We should never mass buildings so close to the valley.
- Insurance Bureau of Canada 2024 report touching on how housing should not be built in flood plains:  
<https://www.ibc.ca/news-insights/news/summer-2024-shatters-records-for-severe-weather-damage-over-7-billion-in-insured-losses-from-floods-fires-and-hailstorms>
- Climate Institute article about risks of developing in a high flood zone:  
<https://climateinstitute.ca/flood-insurance-risks-canada/>
- It's surprising that a large development such as this is being considered for this location (considering the potential for view obstruction, land erosion, and flooding), although, if the developer is willing to take on that risk, maybe it's where we should be looking to build new residences.

### **Scale & Density Concerns**

- The proposed height is too tall (x37).
- Appreciation for the scale of the current zone and the density it provides (5 storey maximum), but the scale of this proposal is inappropriate and unnecessary (x18).
- The density in the proposed zone is too high for this location (x13).
- Scale does not align with the character or scale of the existing neighbourhood, it would stand out in a bad way (x9).
- Wrong location for this scale, especially east of 100 Street NW (close to river), where there should be no development (x7).
- The building looks to engulf/dwarf the existing brewery building; preserving the brewery makes sense only if the building itself is of a size that is significant in relation to the surrounding buildings (x5).
- 17 stories would create shadowing (x2).
- Keep it smaller (4 stories would be a better height) (x2).

- Please focus on a more human and nature-scaled building.
- The brewery should remain the most significant building in the area, in terms of size.
- I support and encourage development of our neighbourhood but not with high rises.
- The renderings do not show the height aspect of this development, hiding the true height impact.
- 1 to 17 storeys is too broad, it would be nice to have a clearer understanding.
- Noise from the HVAC required for buildings of this size will significantly impact nearby residents.
- Taller buildings cause more pollution.
- There's already very high density here under the current zoning.
- The proposal is too close to single family homes.
- Given Rosedale's unique location and infrastructure constraints, adding this level of density without a comprehensive traffic mitigation plan is irresponsible.
- Support for SOME development here, but alarmed to see this level of development.
- Low to medium density instead.
- Two story buildings should be the maximum height of any building if it is necessary to build here.

### **Transportation & Parking**

- This proposal would create too much vehicle traffic and congestion in the area (could affect pathways, parking, exits/entrances to/from the neighbourhood and downtown, road noise) (x23).
- Not enough appropriate/adequate parking to support a large volume of residents, guests, and business customers (e.g. during baseball games) (x14).
- No transit integration; tenants and homeowners will need to walk up to downtown or over to the Muttart LRT Station to access public transit (it's hard to get there without a car, and so it would bring many more cars into the neighbourhood) (x7).
- No traffic/road plan to accommodate additional cars (including fire rescue service access to south Rosedale) (x2).
- Bike commuting from this development will likely be common in the fair weather months but limited during the winter city season, meaning that people will drive here in the winter months.
- The site has insufficient connectivity to downtown.
- Should a new homeowner choose to use an electric vehicle, any flooding into below ground parking garages will place the building at risk of spontaneous fires.

### **Architecture/Design Concerns**

- The aesthetic of development doesn't match the existing heritage and natural character of the surrounding neighborhood (x8).
- Rendering is harsh/ugly (x4).
- This would be an eyesore for the river valley and the neighbourhood (x4).
- Earlier floor plans showed a stronger connection to the street of ground floor residential units, but this appears to have been lost in these latest renderings, which show a smooth facade that ignores its setting.



## **Views**

- View disruption for those in the river valley (i.e. trail walkers and bikers) (x5).
- Proposal would block views for residents of existing condos and apartments in Rosssdale (x3).
- This building would negatively affect/block many views of the city's skyline from the south (x3).
- Destroys the view from downtown.
- City risk of lower property tax revenue due to potential decrease in property tax for residential units whose views of the river valley will be blocked.

## **Indigenous Involvement & Local History**

- In the plans there is zero consideration of how to honour this land by involving Indigenous peoples, elders, and knowledge keepers on how to preserve and use this land, despite the significant historical and cultural significance of this area for many Indigenous peoples (e.g. valley as a source of food, river as a highway of travel and trade, Rosssdale as a launch pad for trade by HBC and NWC) (x3).
- The lack of Indigenous engagement in this process disregards the cultural significance of Rosssdale, undermining community inclusivity and respect for local heritage.
- Nowhere in this plan does it show that Indigenous Peoples can and should benefit from development in this area that was their home prior to contact in the 1800s.
- The river bank should be preserved as it is a historical site for Indigenous people (was a source of food, significant location of trade, means of transportation and community).
- Many comments in favour mention that this is private land, but where is evidence of engagement with Indigenous peoples who inhabited this land from time immemorial before colonization in 1830? What about the land acknowledgments about how settlers only reside on this land? The city should keep this Pandora's box firmly shut.

## **Develop Elsewhere**

- There are plenty of other areas in the downtown core that are underutilized or unused entirely, and these areas should be used for density and creative architecture before we start removing green space and natural areas from the heart of our city (x4).
- There's no need to invade natural spaces, developers should develop in the many other areas of Edmonton that are actually prime for it, such as around Argyll road.
- There are already too many vacant, unused, or underutilized buildings in the surrounding areas.
- The developer should invest in buildings downtown that boast views of the river valley rather than destroying the river valley itself.
- This developer should focus on renovating office towers into condos. Then the river valley can remain a park space for all those people, and the rest of Edmonton too.
- Develop the powerplant instead.
- The development would be more appropriate for something near Canada Place or the minimum-security jail site on Jasper and 96th street.

## **Baseball Diamond Concerns**

- Too close to the baseball diamond, buildings are at risk of being hit by foul balls from the diamond (x3).

- The proposal does not seem to consider the park area and ball diamond.
- This will result in the removal of the baseball diamond due to noise pollution.

### **Other**

- General discontent with all parts of the proposal (x7).
- This is just a show to get land rezoned and increase value, no trust that housing will get built (x3).
- Edmonton needs affordable housing, and this would not deliver. Units won't even be accessible to middle income people (never mind students, young adults, working poor, single parents) (x3).
- The proponent is planning to build (both on the surface and underground) on every inch possible on those lots, leaving very little space for natural drainage, and contributing very minimal green space (more greenspace is needed in the plans) (x3).
- I am aware and acknowledge that it is a privately owned lot, but that does not mean that owners can develop in the river valley, and are allowed to build whatever they want without consideration for the people living in the vicinity (x2).
- The proposal would cause overcrowding in the little greenspace that exists in the community (x2).
- The City should deny this rezoning proposal and another smaller and more gentle community-centric development should be explored to better suit the neighborhood and river valley, that will allow for everyone who lives in the area to maintain their quality of life, safety and security from flood risks and overdensification (x2).
- No added benefits or amenities to current residents and the neighborhood at large (x2).
- A 17 storey building would ruin the vision of 'villages in the green' created when the river valley neighborhoods (Riverdale, Cloverdale, Rosssdale) were retained in the 1980s (x2).
- A building under this proposed zoning would be less affordable than a building under the current zoning (current zoning could use wood as building material).
- No respect for the old brewery.
- The location is not close enough to an LRT station to align with the City's planning policy for density (20 minute uphill walk to nearest stations).
- The City cannot manage a complex of this scale.
- Residential density alone doesn't bring vibrancy and walkability; it needs to be well connected to the city and have amenities and services nearby, which this site does not.
- Commercial development is desperately needed in Rosssdale, but this scale of building and its lack of alignment with the character of the neighbourhood is not the right way to do it.
- There is no mitigation plan or proposed risk assessment for flood damage.
- As it stands, residents in this area are ineligible for flood protection from insurers.
- The Dogpatch Pub and Little Brick Cafe are examples of successful neighborhood commercial developments that attract visitors with small scale pedestrian friendly built form; a cafe or bar at the base of a 17 story building would not create a similar ambiance.
- Central Edmonton does not need density, as it does not have a low density sprawl problem, the suburbs do.
- This development would cause significant risk to the health and safety of Edmontonians living in this neighborhood.
- Leave this land alone, or sell it to the city for a kids park, dog park, etc.

- Do not change from the existing zone.
- We could do much more interesting things with the area than create exclusion zones in our wild spaces that are only accessible to a small part of the population. This area could become a draw either as a recreation space or an interpretive area with small businesses. Rather than a dead zone it could become a destination.
- The notion of a convenience store is appealing but it may not be a highly profitable venture.
- I would love the city to take a breath on this and do further research before giving an architect with a lot of pull in the city a carte blanche to over-build in Rossdale.

### Reasons For Support

- Support for the preservation of the brewery (x13).
- Support for increased density and associated benefits in Rossdale (adding people to the neighbourhood, life on the street, vibrancy, creating a customer base in the community so that businesses and amenities can open and thrive) (x13).
- Support for the architectural regulations and renderings (e.g. enhances overall community look, seamless integration with the surrounding environment, bold architecture that is needed in Edmonton) (x10).
- Support for commercial opportunities here (long awaited walkable commercial for nearby residents, allows residents to access services without having to go up the hill downtown) (x10).
- Support for revitalisation/activation of the historic brewery (x8).
- This proposal would be a gem that would bring excitement and revitalization to Rossdale and the city, aligning with some of the City's goals (x7).
- Support for the idea of environmental considerations and green design (green roofs, integration of the river valley, sustainable designs) (x5).
- Dub Architects/Five Oaks have a solid reputation of always doing a good job with buildings whenever they get around to building them (x4).
- The proposal contributes to having a high quantity of diverse housing options in a highly sought after community to reside in, contributing to relative affordability and allowing more people to live here who wouldn't otherwise (x3).
- Support for investment here (pulling businesses to the area, investing in Edmonton's oldest community, investing in the river valley) (x3).
- In support, but concerned that it won't happen and rezonings will continue (hoping it will actually get built) (x3).
- Thoughtful use of underutilized space (x3).
- General support for the proposal and its positive impact on the community (x3).
- The project could give a much-needed sense of continuity with Downtown scale-wise (x2).
- This development could be a catalyst for further development that brings the various plans in the area to life (Rossdale Business Plan, Rossdale ARP, Rossdale Transportation Study, and Touch the Water Plans), which would make full use of existing services, attract people to the area, and bring vibrancy and prosperity to the city (x2).
- Having more people living close to downtown will contribute to Rossdale and Downtown's vibrancy and will be great for local businesses in both areas (x2).
- Support because we are in need of more development in Rossdale.
- This proposal would be a beautiful addition to the river valley lifestyle.



- It would create local gathering spaces.
- Support for underground parking for both residents and commercial.
- Support for renderings, as they do not appear to be 17 stories tall.
- Support for the preservation of the ball diamond.
- We need to protect the river valley, however, it's worth noting that the portion east of 100 St is not part of Rossdale Park and used to be single-family houses, so it already has been developed at least once.
- This project could bring some more vitality to the area, and perhaps spur some more development that could include an adaptive reuse of the power plant and projects that celebrate the Indigenous history and present of the area.
- Good location for this type of density.
- Very little impact (of any) on neighbouring residences, which are far enough away from this development.
- Rossdale is a fantastic area that has long been underdeveloped and is in great need of a strong vision like this.
- While concerns such as flooding and maintaining river valley accessibility should be addressed, they should not be seen as deterrents but rather as important considerations to ensure the success of the project.
- I find the proposed height appropriate, especially given the ongoing housing crisis.
- Support for giving many more people access to the river valley with this development (especially if public access is maintained and enhanced).
- Despite the importance of the river valley, the central river valley already has neighborhoods and services, and the proposed rezoning is in an existing neighborhood. Considering this, a lack of development here is no better for the river valley than this proposal.
- Rossdale could be central Edmonton's next great neighbourhood with walkable areas, markets, restaurants, etc., and this development could not only get the ball rolling, but throw it far in the distance on this vision.
- We're in a housing crisis, so let's build more housing.
- A development like this will help us meet our City Plan goals around infill and active and public transportation.
- Support for the massing and terracing involved in the proposal.
- This development would be well connected to downtown via pedestrian walkways.
- This is the scale and sensitive low/mid-rise product that we are lacking in that area.

## **Suggestions**

### **Ecology, Flood Risk, & River Valley**

- We should at least insist on sticking to old zoning and giving any height or density bonus only in exchange for moving development back, away from the river (x2).
- Retain green areas.
- If the building was set back and there was a natural or recreation area in front of the apartments for all people to enjoy I think it would be ok (there would still be high flood risk though).

- I support this rezoning overall, however, as the proposed development is adjacent to the River Valley, additional screening to ensure adherence to the City's environmental and climate resilience goals should be undertaken during the detailed design review process.
- More consideration must be given to the Draft Flood Risk Assessment & Mitigation Report which shows the context of the development footprint and appears to assume the rivers edge, floodway and flood fringe will remain static and unchanged.
- If the city swapped the diamond park land for the old brewery building and all the lots along the river, the developer could construct a normal 5 storey wood frame multi-family condo building on the consolidated land (like the ones in Riverdale and Cloverdale) and all the sensitive riverbank land in the floodplain and wildlife corridor could be preserved. The city could lease out the old brewery to a non-profit for a cafe.
- Keep the development west of 100 Street and leave the Rossdale park area free of development.

### **Scale & Density**

- Keep taller buildings on the west side of 100 Street, away from the east side (river side) (x2).
- The historic brewery building should be a more central focus of the development; a public gathering area /destination node with connection to river valley walkways and obvious pedestrian routes, not hidden and dwarfed by a much taller structure.
- The building height should decrease the closer it gets to the river, instead of putting the highest building right on the edge of the river.

### **Transportation & Parking**

- Hard to get there, needs more/better transit integration (x3).
- Need a better plan for parking and traffic (More commercial parking needs to be considered) (x3).
- Parking must have a drainage system.
- Decrease height of proposal to allow for more visitor parking below (2 spots/suite plus visitor parking).
- There must be parking and traffic considerations for construction vehicles.
- There must be some parking.
- Accommodation for electric cars.
- Bicycle parking publicly available.
- EMS access during major event peaks should be considered.
- Emergency management should be considered; fire trucks often use these roads.

### **Indigenous Involvement & Local History**

- Indigenous elders and knowledge keepers should be involved in directing how to honor and use this land (x2).
- That Administration prepare a report to Committee that: Outlines a potential governance structure that empowers Indigenous MOU partners and communities with historical and cultural connections to Rossdale to provide direct input on the implementation of the River Crossing Business plan, Touch the Water and future developments on the Rossdale flats location; and summarizes the City of Edmonton's current approach to private

development and land use on locations of special cultural, spiritual or historical significance.

### Architecture & Design

- Rather than the proposed modern look, building exteriors should fit the existing heritage character of the neighborhood better and/or embrace cooler architecture (x6).
- Plans look desolate; add more plants and trees, and biophilic design for greater integration with the natural landscape (x2).
- More brick needs to be incorporated at least on the bottom few floors (as tall as the brewery) to keep uniform and reflect the brickyard that used to be here.

### Other

- Include affordable housing (x5).
  - There should NOT be affordable units; only wealthy people should be able to live in Rossdale (x2).
  - The city should swap its land west of 100 street (the ball diamond) for the private land east of 100 street.
  - Make plans for waste management and infrastructure services.
  - When reviewing technical reports, the City should do so objectively, and should highlight the details.
  - Include public storm shelter from rain and cold.
- 

## Questions & Answers

### 1. What are the lengths of the buildings?

The lengths of the buildings are not regulated by the proposed DC Zone. However, the applicant has advised that the two buildings west of 100 Street NW are currently planned at approximately 110 metres in length and the building to the east of 100 Street NW is currently planned at approximately 128 metres in length.

### 2. **This proposal affects all users of the river valley, far beyond Rossdale. I only heard about it in the news this week. What was the scope of engagement with the wider community? Why did I not see a billboard on my commute to downtown about this? Are there any steps planned for further engagement beyond the immediate neighbourhood, e.g. River Valley Alliance?**

In addition to mailed notices sent to surrounding property owners and residents, four signs were also placed around the properties that would be visible to river valley users passing near the sites.

Alongside the digital engagement opportunities, there was an Open House hosted on March 12, 2025. These engagement opportunities were shared through a Public Service Announcement and social media posts to reach a broader audience.



Moving forward, residents are welcome to speak at Council Public Hearing, where a decision will be made on this rezoning proposal. You can register to speak at Public Hearing through [this link](#). Written comments can also be submitted to City Council through the [Office of the City Clerk](#). Edmontonians can also [watch the Public Hearing online](#).

The Public Hearing date has yet to be decided, but you can receive a notice of this by signing up to the [mailing list](#).

**3. Who would be responsible for paying for infrastructure upgrades and costs -- eg. new roads, new water and sewer service, road repairs etc. for this project? Would the developer pay, or the city (ie. taxpayers)? Also, did the city or the developer pay for the public engagement session on March 12?**

The applicant/owner will be responsible for all costs associated with infrastructure changes required by this application, including repairs to any roads or sidewalks in the area needed as a result of construction activities.

The applicant pays application fees to the City to process these kinds of rezoning applications. This money is used to pay for the review of the application and also public engagement events like the open house on March 12, 2025.

**4. The Rossdale Area Redevelopment Plan, Section 4 Implementation Plan on pp. 51-53, identified 2 phases each with 10 actions, with 14 identified as Capital Projects that various city departments would be responsible for and would be funded through the city's capital budget. Where is the information about what this will cost the city and taxpayers?**

This proposed rezoning is unrelated to the implementation of the West Rossdale Urban Design Plan, as described in pages 51-53 of the [Rossdale Area Redevelopment Plan](#). This is development proposed on private land by a private landowner and the City's budget or finances are not involved. The applicant/owner will be responsible for all costs associated with infrastructure changes required by this application.

**5. What is the Flood Protection Overlay?**

The land proposed for rezoning east of 100 Street NW is within the Floodplain Protection Overlay, which has special requirements to help ensure the safety of those who would live here. The boundaries of the Floodplain Protection Overlay are generally aligned with risk estimates for a 1 in 100 year flood event.

**6. Map 2 on p. 4 of the Rossdale ARP shows 4 private lots. What land does the applicant own? What land is crown land? PS city owned parkland?**

In the [proposed rezoning map](#), land proposed for the DC Zone is privately owned and land proposed for the Parks and Services Zone (PS) or River Valley Zone (A) is City land and is not proposed for redevelopment.

## **7. How is wildlife connectivity affected?**

Impacts on wildlife connectivity are discussed in the [Ecological Implications Analysis](#). Wildlife connectivity could be affected by reducing the wildlife habitat along the river valley area. This site currently is available for wildlife movement but if the buildings are constructed, this could result in a narrow riparian corridor with potential pinch points for wildlife connectivity.

## **8. Has there been any Indigenous consultation?**

**It is well known that the flats were an important area for First Nation and Metis people, and their interactions with Fort Edmonton traders. How is this compatible with Edmonton/Alberta/Canada's reconciliation efforts?**

The City is in the process of carrying out Indigenous Engagement regarding this proposal.

## **9. Why are Green roofs shown but not mentioned in text?**

Green Roofs are shown and also required in the proposed [DC Zone Text](#), Section 4.4.11.

## **10. What arrangement is there for parking? Is parking underground? Above ground? For all three buildings? Is there a parking space planned for each unit? Visitor parking? On street parking?**

The City has an [Open Option Parking](#) strategy. Open Option Parking means that minimum on-site parking requirements have been removed from Edmonton's Zoning Bylaw, allowing developers, homeowners and businesses to decide how much on-site parking to provide on their properties based on their particular operations, activities or lifestyle. Removing parking minimums doesn't necessarily mean that no parking will be provided. Businesses and homeowners know their parking needs best and have an interest in ensuring they are met, making this approach more likely to result in the "right amount" of parking.

In this case, the applicant has indicated the current intent to provide underground parking in each building. Appendix 4 of the [proposed DC Zone](#) shows the intended locations of the parkade entrances. No specific numbers of parking spaces have been decided.

On street parking is managed by the City and not impacted by this proposed rezoning. [Rossdale Neighbourhood Renewal](#) and the [Curbside Management Strategy](#) will determine available street parking resources in this area.

Bike parking would be required at a rate of one parking space per residential dwelling and there are also varying requirements for commercial uses depending on the type and size of the business.

**11. Will the historical plaques in the area be restored and featured? There are 2 in that area that feature the history of Rossdale.**

If you are referring to plaques that are near the shared pathways in the area, these are outside of the scope of this rezoning of private land. With rehabilitation of the Rossdale Brewery building, a historical plaque will be placed on it speaking to the historical significance of the building.

**12. Is the number of units being proposed the same as the existing 2013 DC for this property? How large is the property in hectares?**

No, the number of units proposed is not the same. The current zoning from 2013 allows for approximately 263 dwellings, regulated as 155 dwellings/hectare. The amount of land used for the redevelopment has not changed and is approximately 1.7 hectares. The proposed DC Zone is for 490 dwellings, or approximately 288 dwellings/hectare.

**13. How does this development account for the fact the area is a flood plain? How does it account (and I mean with actual dollar amounts) for the ecosystem services provided by the area as a flood plain in case of a flood, and for the loss in taxes if the area floods and the development is largely destroyed? How does it acknowledge that building in a floodplain makes no sense in this era of extreme weather events, including flooding?**

Recognizing the location of this proposal, a number of studies have been prepared, including a [Drainage Servicing Report](#), [Flood Risk Assessment and Mitigation Report](#), [Geotechnical Investigations](#) and an [Ecological Implications Analysis](#). Some of these reports have factored in variables around climate change as well.

The City does not have an approved framework for calculating the values associated with an ecosystem or a specific ecosystem service. However, the services this area provides are recognized, and impacts considered as part of the prepared studies. There are many requirements and mitigation measures that will come from these reports that the development will be required to implement, if the rezoning is approved by City Council.

**14. Why is the underutilised ball diamond being preserved over the actual natural space of the river valley (which is in the flood protection zone)?**

**Is it possible to sell the baseball diamond to Gene Dub and preserve the bank as a historical site?**

The landowner has the right to propose whatever they want and that is what is reviewed and considered by City Administration and City Council. In the [proposed rezoning map](#), land proposed for the DC Zone is privately owned and land proposed for the Parks and Services Zone (PS) or River Valley Zone (A), such as the ball diamond, is City owned land and therefore the applicant cannot develop on it.

However, Administration's review did explore the idea of "swapping" land with the applicant to move the private development further west and have the City own land closer to the river. Ultimately, the applicant chose not to explore this idea in detail.

**15. With the property so close to the river, why 17 stories? The potential for visual obstruction seems high at a height like the one proposed under the rezoning.**

The [current DC1 zoning](#) only allows for approximately 5 storeys in height. The proposal is for up to 17 storeys, but no decision has been made on this change yet. The landowner has the right to propose whatever they want and that is what is reviewed and considered by City Administration and City Council.

City Administration has identified a number of potential issues with a building of this scale at this location and this has led to a number of studies and reports analysing this further. Links to these reports are found on the right side of the [Engaged Edmonton page](#) in the "Document Library".

However, it is also important to note that the City does not have any applicable policies or regulations in this area to address "visual obstruction" caused by construction of new buildings.

**16. With respect to the easternmost building, are there any concerns about flood risk or changes in hydrology/erosion control?**

**Is this area not included in the flood plain and therefore could possibly get flooded?**

Yes, this land is within an identified floodplain of the North Saskatchewan River. Because of the close proximity to the river, a number of studies have been done to address these potential issues. These include a [Drainage Servicing Report](#), [Flood Risk Assessment and Mitigation Report](#) and [Geotechnical Investigations](#).

In addition, the proposed [Direct Control Zone](#) requires further work at the development permit stage, if the rezoning is approved. This includes a Hydrogeotechnical Report and Water Act approval from the province.

The [Floodplain Protection Overlay](#) also applies which has special requirements to help ensure the safety of those who would live here.

Future development will need to implement mitigation measures as required by the above reports and approval processes.



**17. How will this impact the roads in the area? Has traffic been considered?**

A detailed [Mobility Assessment](#) was prepared and is under review. This assessment includes a review of the potential traffic impacts of development under the proposed zone, including commercial traffic and traffic generated from future residents on the roads in the area.

**18. How does the Rossdale Brewery project move Edmontonian forward in truth and reconciliation?**

In the spirit of reconciliation, and given the location of this proposal near known areas of historical significance, City Administration reached out to over 30 Indigenous Nations and groups to share details of the application and receive feedback.

**19. Is there any affordable housing included?**

Affordable units are not a requirement of development under the proposed zone. That being said, the developer would be free to include affordable units when developing under the proposed zone as they wish.

**20. What is the timeline for construction?**

This application proposes to change the zoning on the site. If approved, the landowner would not be required to develop, and could do so whenever they please. But, in order to be allowed to build to the full scale, the proposed Direct Control Zone requires development and building permits to be secured within 5 years of zoning approval or else the development rights essentially revert back to what they are now (5 storeys).

**21. How is 17 stories considered low-midrise?**

It is not. According to the City of Edmonton District Policy, 17 storeys is considered high rise. High Rise is defined as Buildings from nine to twenty storeys in height.

**22. Is it possible the developer may wish to have the land rezoned to a higher density and maybe flip it at a higher price?**

Yes, it is possible. After a parcel is rezoned, it can be sold without being developed.

**23. Why is this location being considered rather than underdeveloped and vacant land between 103 & 105 Street south of 98 Ave or the plethora of vacant land in other areas of the city?**

As set out in Part 17 of the [Municipal Government Act](#), the City must consider every rezoning application that is submitted. If proposals were submitted in those other

locations, the City would be required to consider them as well. This landowner/applicant can only develop land that they own, which is why they are applying for this rezoning at this location.

## **24. Where is the consultation plan and environmental review?**

In terms of the consultation plan, for all Land Development Applications we seek direction from the [Planning Coordination Public Engagement Charter](#).

For this application, in addition to mailed notices sent to surrounding property owners and residents, four signs were also placed around the properties that would be visible to river valley users passing near the sites.

Alongside the digital engagement opportunities, there was an Open House hosted on March 12, 2025. These engagement opportunities were shared through a Public Service Announcement and social media posts to reach a broader audience.

Moving forward, residents are welcome to speak at a future Public Hearing, where a decision will be made on this rezoning proposal. You can register to speak at Public Hearing through [this link](#). Written comments can also be submitted to City Council through the [Office of the City Clerk](#). Edmontonians can also [watch the Public Hearing online](#).

The Public Hearing date has yet to be decided, but you can receive a notice of this by signing up to the [mailing list](#).

In terms of the environmental review, part of the City's internal review of all Land Development Applications is a review from the City's ecological planners. For ecologically sensitive applications such as this one, they will often request that additional technical documents and reports be produced by the applicant. In this case a number of studies have been prepared, including a [Drainage Servicing Report](#), [Flood Risk Assessment and Mitigation Report](#), [Geotechnical Investigations](#) and an [Ecological Implications Analysis](#). There are many requirements and mitigation measures that will come from these reports that the development will be required to implement, if the rezoning is approved by City Council.

## **25. What will be done about noise?**

If developed, the landowners and tenants will be required to abide by the City of Edmonton [Community Standards Bylaw](#) which regulates noise control. The Bylaw includes the regulation of noise from construction activity, garbage collection, vehicles, and daytime and overnight residential noise.

## **26. Is there anything in the River Valley Bylaw that will impact this proposal?**

One of the Major Goals of the [North Saskatchewan River Valley Area Redevelopment Plan](#) is “to ensure the retention and enhancement of the Rossdale and Cloverdale communities in the River Valley.” In line with this, land use direction for Rossdale is generally regulated by the [Rossdale Area Redevelopment Plan \(ARP\)](#), which supports a variety of types of development, though not of this scale at this location. The [proposed amendment](#) to the Rossdale ARP accompanies this rezoning application.

**27. I believe the City has budgeted \$10 million for acquisition of river valley lands. Could the City consider purchasing the Five Oaks land (1.7 ha) in Rossdale with this fund?**

This site could be considered for river valley land acquisition. The City explored this idea as part of the review of this application but the applicant/landowner is not currently interested in selling at this time.

**28. Do you know if the proposal for a National Urban Park in Edmonton’s river valley will weigh on any decision made on the Brewery application?**

This is not applicable at this time because the land proposed for development is privately owned, not public parkland.

**29. If there are insurance issues down the road, who will be on the hook? The City, the developer, or the people?**

**How will the proposal affect house insurance?**

**If there is parking below grade, what is the insurance risk by the owner?**

**There is great risk of impact from climate change, flooding and fire. Is the development insurable? What are the risks to future residents?**

**Would insurance companies even insure this (new high rise on floodplains; flood risk)?**

**Is auto insurance possible for flood conditions?**

Private land/auto insurance is not something that the City considers as part of a land use application review. Private landowners and vehicle owners are responsible for obtaining their own insurance coverage. The City would expect the developer, future property owners and tenants to all act prudently and insure their property as appropriate.

**30. To what capacity will ‘culture’ (referred to in the DC) be implemented in the plans of use for both the brewery and the land it sits on?**

Zoning does not regulate “culture” and this is not referenced in the proposed DC Zone.

### **31. How will building C be protected from foul balls from the baseball diamond?**

A 1.8 m tall fence is required in the DC, to help mitigate this risk. This is a standard City fencing requirement, used for housing abutting sportfields. The applicant/developer can also factor this potential risk into the design of their building, and choose other techniques to reduce risk.

### **32. What is the City's liability for allowing a project like this when the provincial government has guidelines discouraging building on a flood plain?**

The City recognizes some risk of liability, but it is anticipated that this may be mitigated through development permit conditions/advisements or restrictive covenants placed on title so that the landowner is aware of the risks associated with building here.

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## **Next Steps**

The planning analysis, and how feedback informed that analysis, will be summarized in Administration's report to City Council if the proposed rezoning goes to a future City Council Public Hearing for a decision.

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 residents 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](https://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](https://edmonton.ca/meetings).
- Members of the public can submit written comments to the City Clerk ([city.clerk@edmonton.ca](mailto:city.clerk@edmonton.ca)).

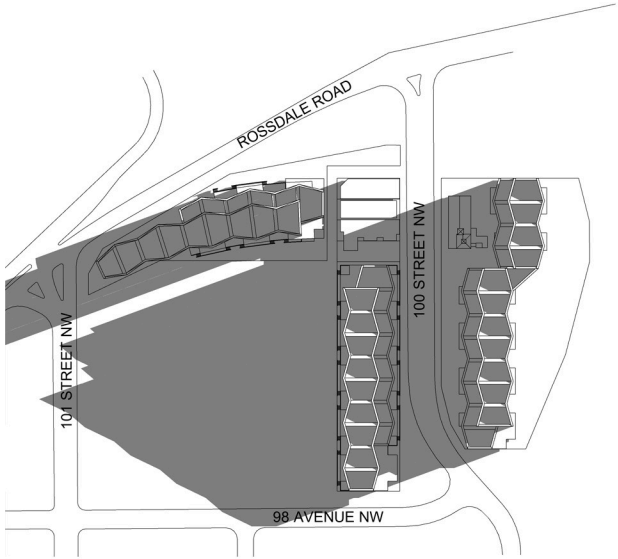
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If you have questions about this application please contact:

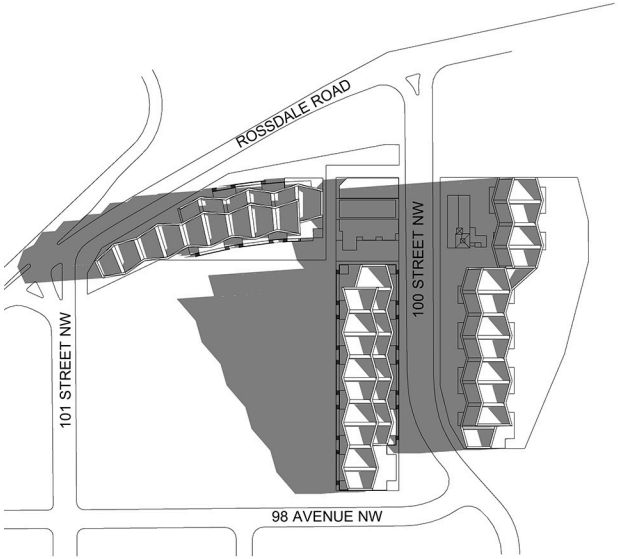
Andrew McLellan, Planner  
780-496-2939  
[andrew.mclellan@edmonton.ca](mailto:andrew.mclellan@edmonton.ca)



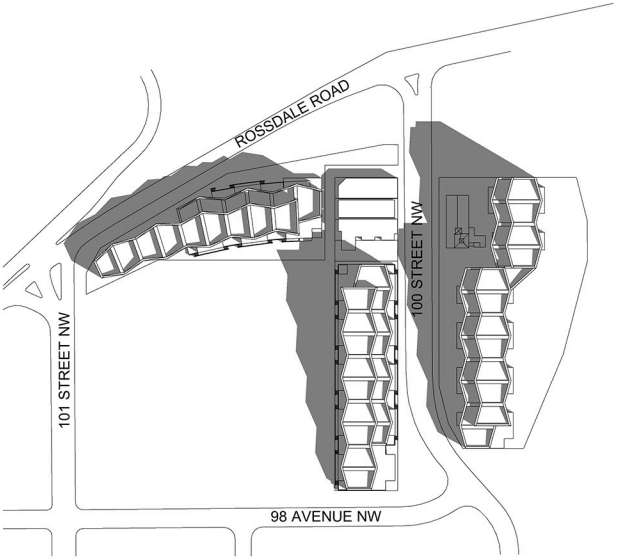
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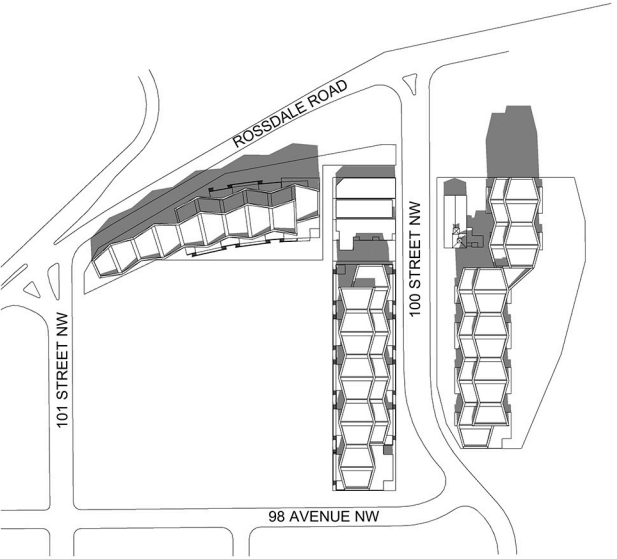
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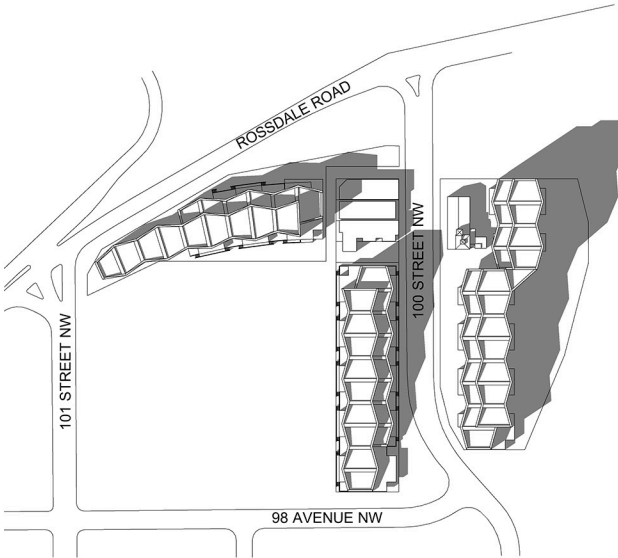
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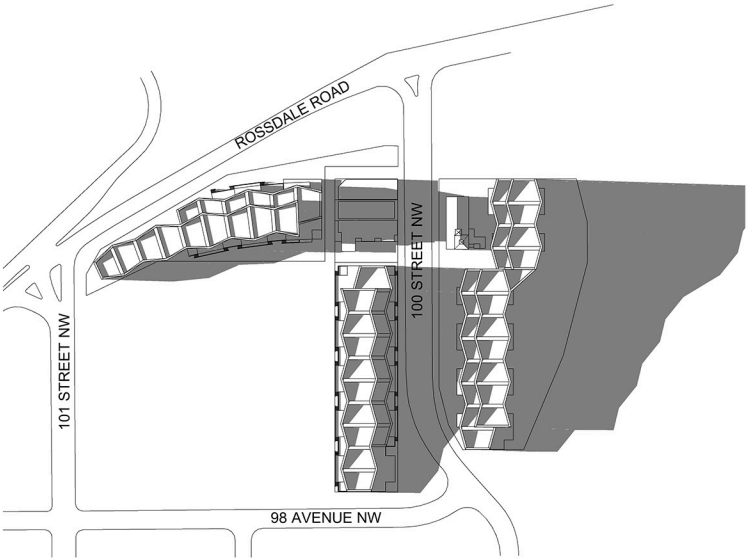
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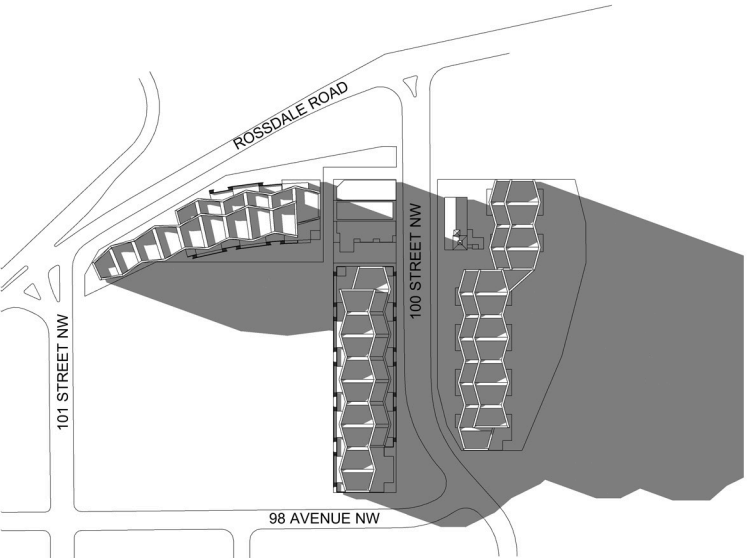
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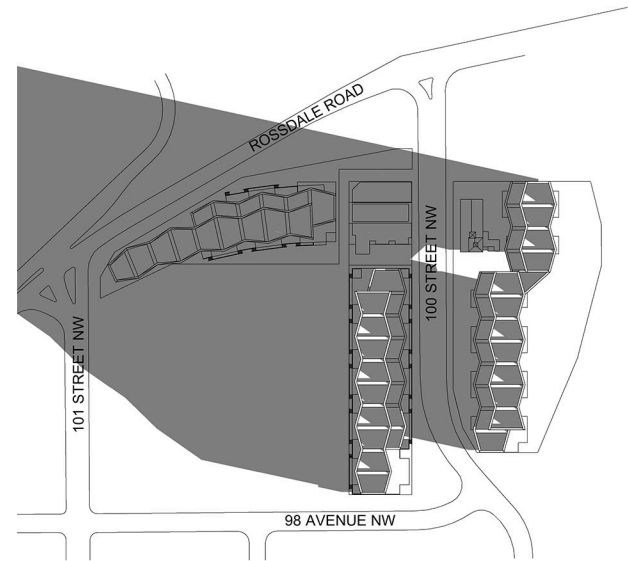


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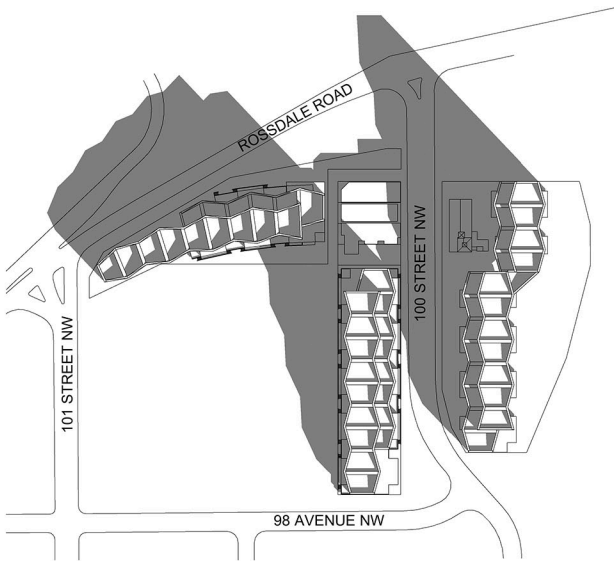


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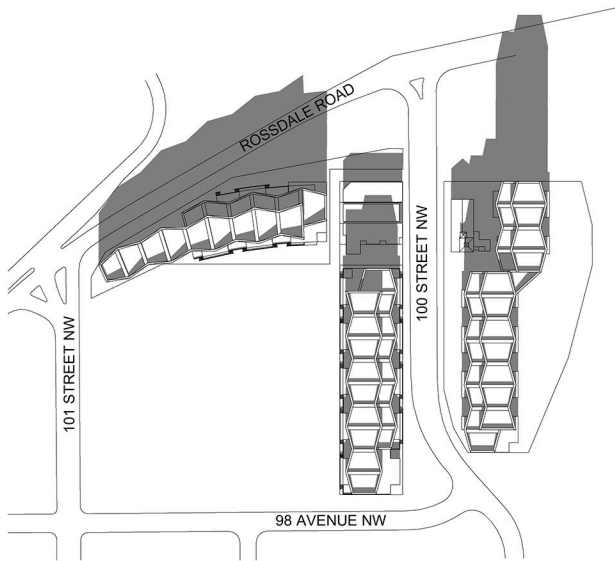
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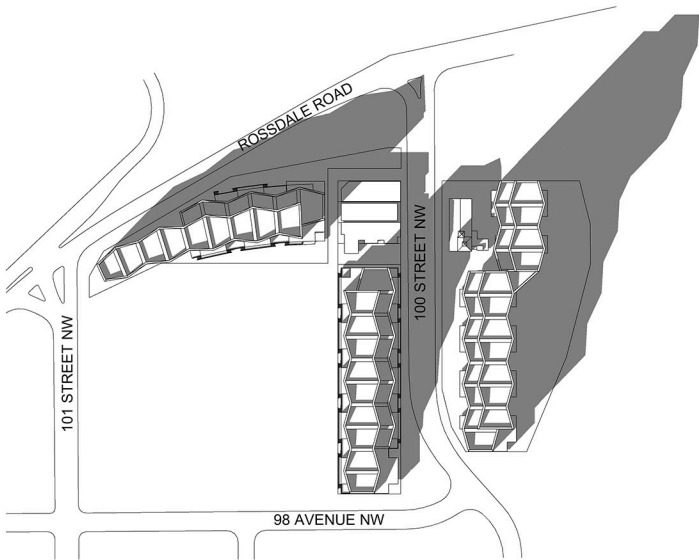
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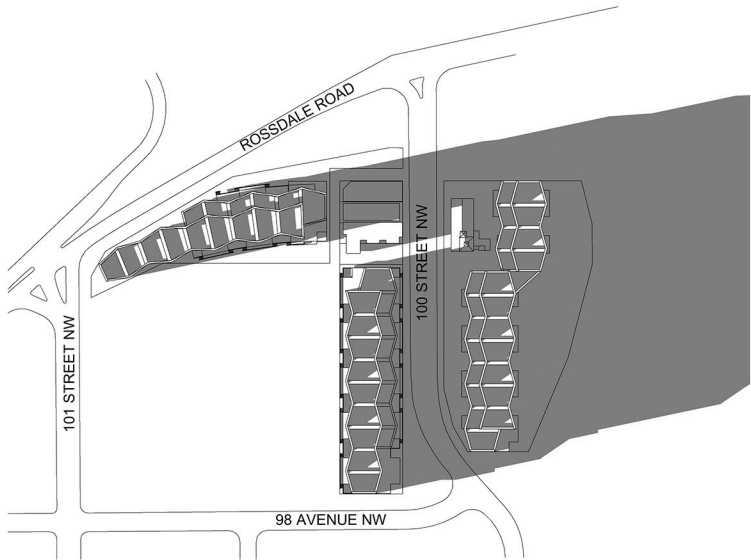
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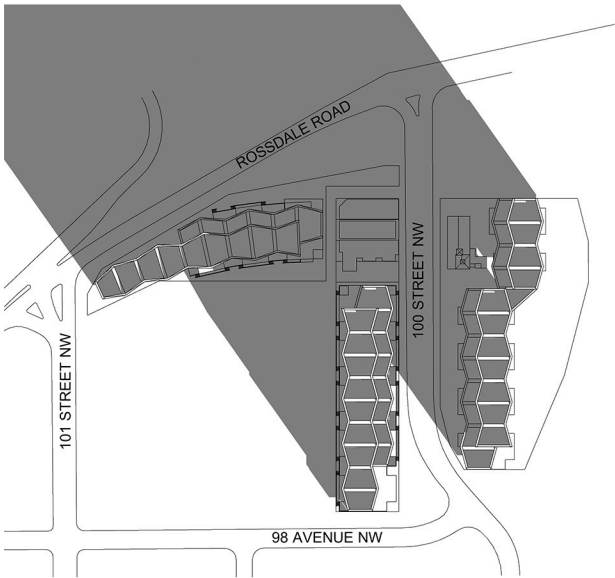


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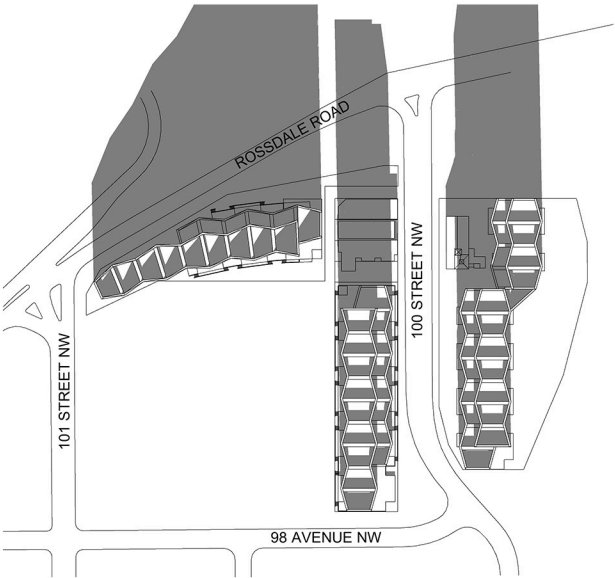


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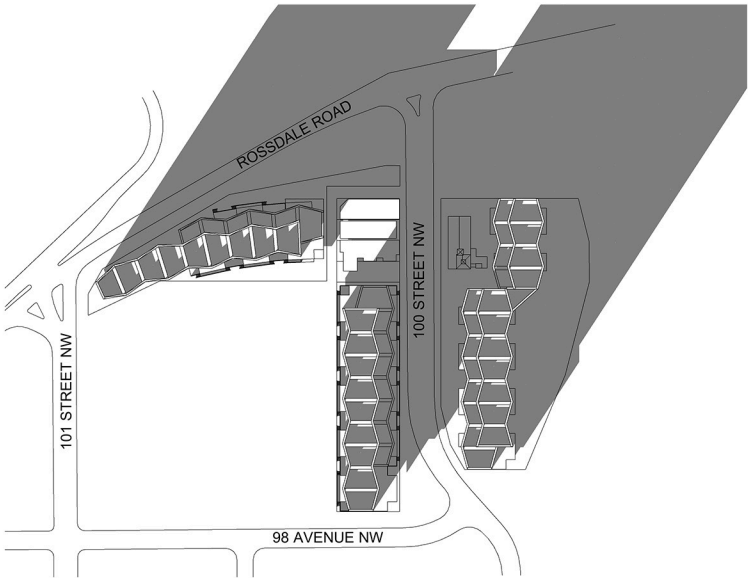
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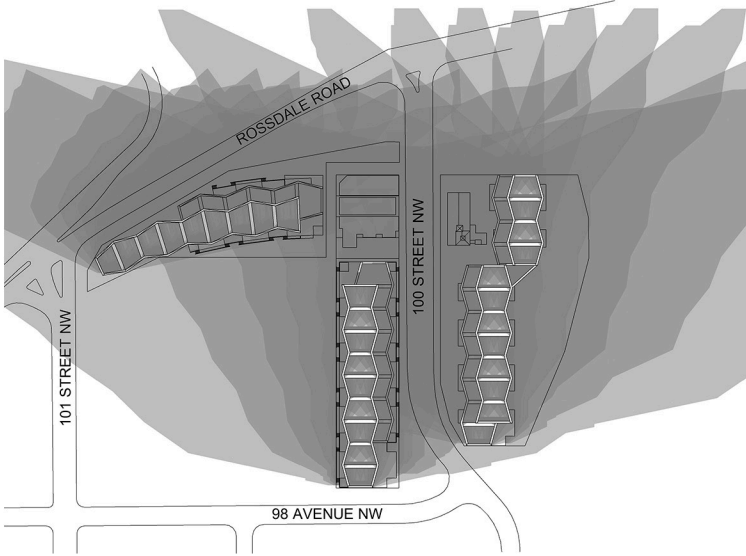
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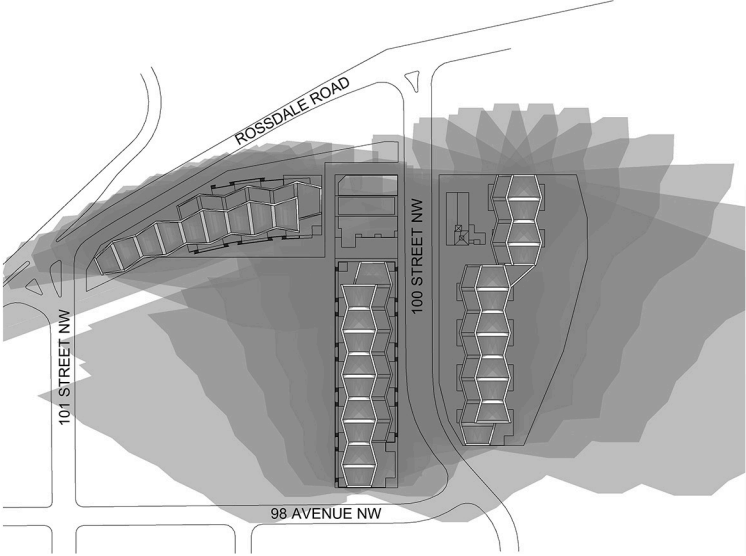
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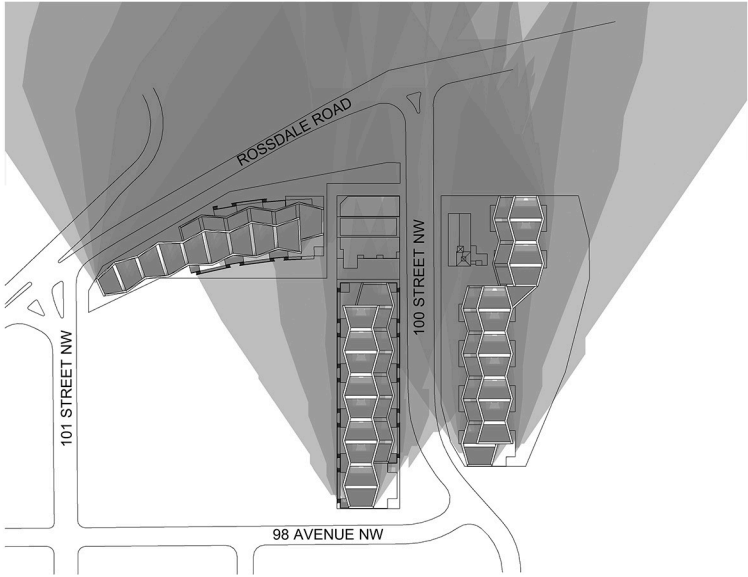
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MARCH 21 / SEPTEMBER 21  
CONTINUAL REPRESENTATION



JUNE 21  
CONTINUAL REPRESENTATION



DECEMBER 21  
CONTINUAL REPRESENTATION



## EDMONTON ♦ DESIGN ♦ COMMITTEE

January 8, 2025

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

Dear Mr. Pawlyk:

Re: **Rossdale Rezoning**  
**Gene Dub- Dub Architecture**

As determined by the Edmonton Design Committee at the meeting on January 7, 2025 I am pleased to pass on the Committee's recommendation of **support** for the **Rossdale** project, submitted by Dub Architecture.

The Committee welcomes this unique landmark development to the Rossdale Area. In completing the DC Rezoning process and prior to progressing with design development, it is recommended that the Applicant assess the DC rezoning and appendices to determine if the level of descriptions and illustrations support the type of character and sense of place envisioned for the development. Consideration should be given to:

- How the proposed building development integrates into the surrounding river valley and historical context, especially with respect to how Building C addresses the river edge (e.g. setbacks, stepbacks, terrace heights, etc.);
- How 100 Street and building edge/development regulations (e.g. setbacks) create a potential positive year-round streetscape and pedestrian realm that integrates with the proposed west/east plaza/mews;
- The interface of Buildings A and B with Diamond Park;
- The use of at-grade building and surface materials, portal & column heights, site furnishings, lighting and other features to animate the site and define the at grade character.

In addition, if the development is intended to be a destination the Applicant should consider how visitor parking will be addressed, including on-street or surface parking.

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,



A handwritten signature in black ink, appearing to read 'Janice Mills'.

Janice Mills,  
EDC Chair

Edmonton Design Committee

JM/ps

- c. Michael Dub- Dub Architecture  
Andrew McLellan- City of Edmonton  
Claire St. Aubin- City of Edmonton  
Edmonton Design Committee