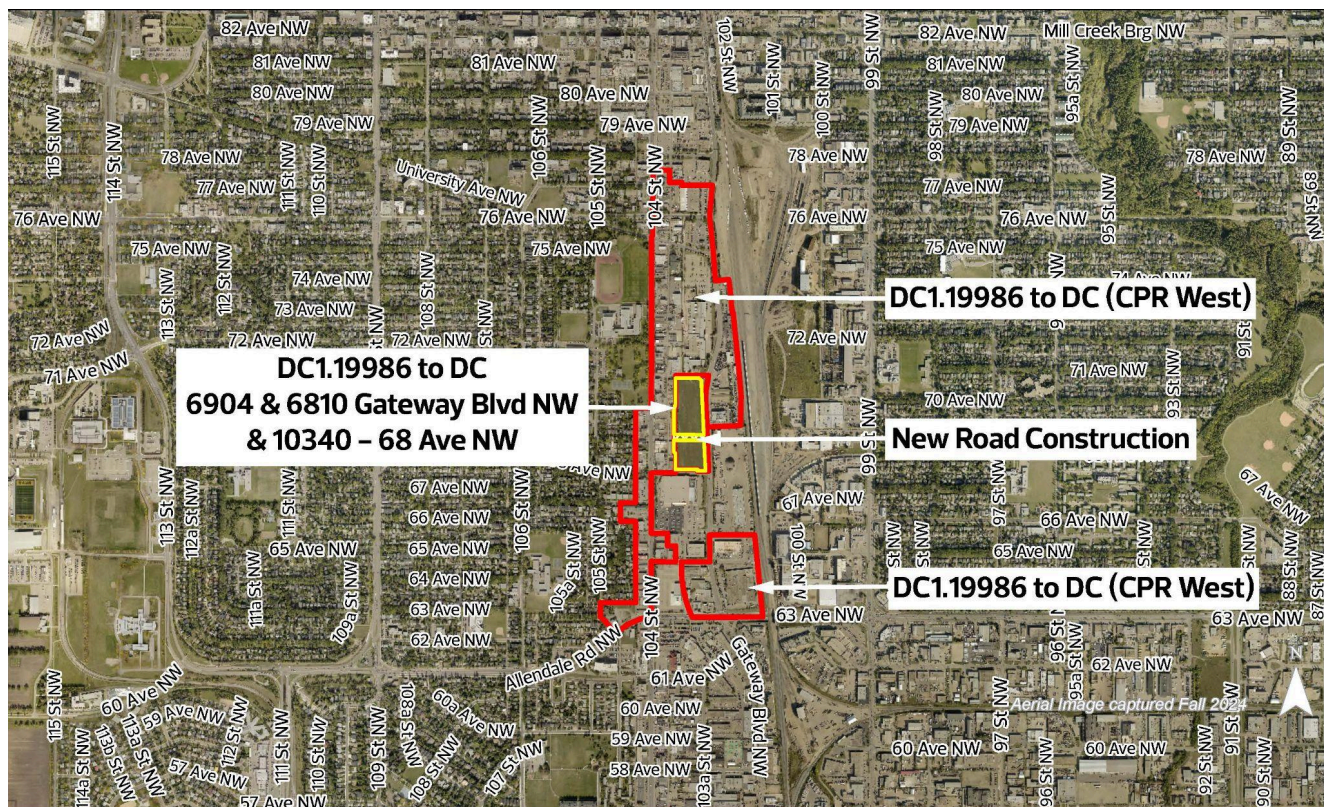


Position of Administration: Support



Public engagement for this application included a pre-application notice (from the applicant), a mailed notice, site signage and information on the City's webpage. Administration heard from 2

people with concerns about street parking and the proposed connection of 69 Avenue NW through the site.

Administration supports this application because it:

- Contributes to the Big City Move of “Catalyze and Converge” by locating employment within a Primary Corridor.
- Ensures compatibility with surrounding land uses and continues to allow for the future transition of the area to a more walkable urban environment.
- Includes customized regulations to ensure that the impacts of a car dealership are appropriately mitigated.

Application Details

This application was submitted by Stantec.

Rezoning

The proposed site specific DC Zone for 6904 & 6810 - Gateway Boulevard NW and 10340 - 68 Avenue NW would allow development with the following key characteristics:

- A variety of residential, commercial, community uses as well as limited industrial, basic service and agricultural uses.
- Maximum height of 16.0 metres (approximately 4 storeys)
- Maximum Floor Area Ratio of 3.5.

This proposed DC Zone is very similar to the Mixed Use Zone (MU) but with modifications to facilitate the development of a car dealership and associated uses. The proposed DC Zone also requires the construction of an extension to 69 Avenue NW to connect it with Gateway Boulevard NW.

The new CPR West DC Zone would continue to facilitate the transition of the area to become a pedestrian-oriented, urban style commercial mixed use area.

Plan Amendment

The Scona District Plan directs both 69 Avenue NW and 70 Avenue NW to be constructed through the site to connect Calgary Trail NW with Gateway Boulevard NW. The proposed amendment would remove this requirement for 70 Avenue NW and two maps in the Scona District Plan are proposed to be amended to show only 69 Avenue NW being constructed through the site.

Site and Surrounding Area

The remainder of this report will focus only on the site specific DC Zone for 6904 & 6810 - Gateway Boulevard NW and 10340 - 68 Avenue NW.

	Existing Zoning	Current Development
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Subject Site	CPR West Direct Control Zone (DC1.19986)	Vacant
North	CPR West Direct Control Zone (DC1.19986)	Commercial/industrial mix
East	CPR West Direct Control Zone (DC1.19986) Public Utility Zone (PU)	Commercial/industrial mix CPKC Railyard City of Edmonton Southwest District Yard
South	Direct Control Zone (DC2.654)	Indoor Sales and Service
West	CPR West Direct Control Zone (DC1.19986)	Commercial/industrial mix



View of site looking north from 68 Avenue NW



View of site looking south from 71 Avenue NW

Community Insights

This application was brought forward to the public using a basic approach. This approach was selected because it raises little response to pre-application and initial application notifications. The basic approach included:

Pre-Application Notice (from applicant), Aug 27, 2024

- Notification radius: 60 metres (just around the land proposed for the site specific DC Zone)
- Number of recipients: 108
- Number of responses (as reported by the applicant): 4
- Main comments received (as reported by the applicant):
 - Do not want to see 70 Avenue NW extend through to Gateway Boulevard NW. Would impact existing building to the west.
 - Worried the extension of 69 Avenue NW will lead to expansion into private land north and south.
 - Lack of parking in the area is causing businesses to fail.

Mailed Notice, March 13, 2025

- Notification radius: 60 metres (around the entire rezoning area)

- Recipients: 927
- Responses: 2, both with concerns.

Site Signage, April 3, 2025

- Three rezoning information signs were placed on the property so as to be visible from 71 Avenue NW, Gateway Boulevard NW and 68 Avenue NW.

Webpage

- edmonton.ca/rezoningapplications

Notified Community Organizations

- Allendale Community League
- Queen Alexandra Community League
- Scona District Community Council
- Old Strathcona Business Association

Common comments heard:

- The new 69 Avenue NW connection needs to be wide enough to accommodate street parking.
- Worried new car dealership won't provide enough employee parking which will spillover into the streets and impact other businesses.
- Street parking is already very congested with illegal long term parking and the city is not doing enough enforcement.

Application Analysis



Site analysis context

The City Plan

In facilitating development of a large vacant site in a Primary Corridor, this application supports the Big City Move of “Catalyze and Converge” which strives to have nodes and corridors supporting 50% of all employment in Edmonton.

Scona District Plan

The site is within the Gateway Boulevard/Calgary Trail Primary Corridor in the Scona District Plan. The plan also identifies this area as a Pedestrian Priority Area with an Urban Greenway and Citywide Mass Transit along Gateway Boulevard NW.

The proposed DC Zone, largely resembling the Mixed Use Zone (MU), aligns with the intent for Primary Corridors well. Primary Corridors are areas along an arterial roadway that serves a citywide or metropolitan-level mobility function and as a destination in itself. Primary Corridors support residential and employment growth. They are also meant to be dense and vibrant urban areas, so the introduction of the uses and special regulations designed to facilitate a car dealership are not an ideal fit for a Primary Corridor. To address this, the proposed DC Zone has regulations to help mitigate negative impacts associated with this kind of development such as enhanced landscaping around the edges, pedestrian connections through the site and active modes connections from the site to the broader network. These DC regulations also help ensure that policies related to the Pedestrian Priority Area, Urban Greenway and Citywide Mass Transit are met.

There are Area-Specific Policies that apply to this area related to mobility, urban design, land use and signage. All applicable policies that are required to be met are met by the proposed DC Zone. However, there is a policy that encourages buildings to be built to the minimum setbacks along public roadways to achieve a street-oriented level of design. The proposed DC Zone allows for a 25 metre setback between buildings and Gateway Boulevard NW. While some of this is needed for enhanced landscaping/screening to meet other policies, most of it is designed to accommodate a row of parking and a drive aisle. Administration strongly encouraged the applicant to reduce this distance and limit parking to the north and south of the buildings, but the applicant chose to include it as it was seen as critical for their car sales business.

The proposed amendment to the District Plan would remove the requirement for the connection of 70 Avenue NW to Gateway Boulevard NW. Given that 69 Avenue NW will be extended and there are existing connections at 71 Avenue NW and 68 Avenue NW, Administration considers this an acceptable trade off to facilitate the development of the vacant site.

Land Use Compatibility

The current DC1 Zone that includes this site and the surrounding land is designed to facilitate the transition of the area to become a more pedestrian-oriented, urban style commercial mixed use area. Both proposed DC Zones continue this intent and there are no notable changes to the development scale or intensity between the various zones. As stated above, the proposed DC Zone for the car dealership has customized regulations to ensure compatibility and connections with the surrounding area.

Mobility

This application amends the Scona District Plan to remove 70 Avenue NW as a future Avenue. The future 70 Avenue NW is challenging to construct due to land ownership, it limits the site's layout and developability, and would introduce an additional conflict point to Gateway Boulevard NW. Access to the site will be from 69 Avenue NW and 71 Avenue NW. Upon redevelopment, the owner will be required to construct the following:

- 69 Avenue NW from its current terminus east of Calgary Trail NW to Gateway Boulevard NW, including a shared pathway on the north side of 69 Avenue NW.
- Removal of the existing accesses and lay-by from Gateway Boulevard NW.

The rezoning site is connected to multiple transportation options. There are neighbourhood bike routes along Gateway Boulevard NW and Calgary Trail NW. The nearest district connector bike routes are along 63 Avenue NW and 106 Street NW. ETS operates bus routes nearby on 63 Avenue NW, 76 Avenue NW and 106 Street NW. The site is generally between a 500 metre to 800 metre walking distance to bus stops on 106 Street NW. The future mass transit network in the area is anticipated to include a Bus Rapid Transit (BRT) route on Calgary Trail NW. Design of Calgary Trail NW is still to be determined, but infrastructure required on the corridor is anticipated to include improved sidewalks, new/rebuilt bus stops and dedicated lanes for transit.

A pedestrian signal and crosswalk was constructed at Calgary Trail NW & 68 Avenue NW in 2024, and on Gateway Boulevard NW south of 71 Avenue NW in 2025. A safe crossing at 71 Avenue

NW and Calgary Trail NW will be considered through the Rollie Miles Athletic Field District Park Renewal.

Urban Design

This application was reviewed by the Edmonton Design Committee (EDC) on June 16, 2025. The EDC provided a letter of support, with some suggestions for improvement mostly related to landscaping ensuring a positive pedestrian experience around the edges of the large site.

Some of the suggestions were incorporated into the proposed DC Zone and others are best suited to be considered at the development permit stage when more detailed drawings are prepared. The future development permit for new building construction will also be reviewed by the EDC.

The letter from the EDC is found in appendix 1.

Utilities

EPCOR Drainage-owned facilities protected by utility right-of-ways (URW's) exist within the rezoning site. The URW's must remain to ensure that no structure will encroach or be constructed within the URW, in order to protect and provide access to the existing drainage infrastructure.

Development allowed under the proposed zone would be required to include on-site stormwater management techniques utilizing a controlled outflow rate to mitigate its impact on the existing drainage infrastructure. Details of the required stormwater management will be reviewed at the Development Permit stage.

Low Impact Development (LID) is recommended for the development allowed under the proposed zone. Details of any proposed LID would be reviewed at the Development Permit stage.

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

Appendices

1. EDC Letter

Written By: Andrew McLellan

Approved By: Tim Ford

Branch: Development Services

Section: Planning Coordination



EDMONTON • DESIGN • COMMITTEE

June 17, 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: **Wheaton Cadillac (RZ)**
Yolanda Lew- Stantec

As determined by the Edmonton Design Committee at the meeting on June 16, 2025 I am pleased to pass on the Committee's recommendation of **support** for the Wheaton Cadillac project, submitted by Stantec.

The Committee welcomes this proposed development, and in the interest of ensuring a high standard of urban design recommends the Applicant:

- Consider completing an overlay of the 5 Lynchian pattern elements identified in **Section 2.5 Urban Pattern: Placemaking** to assess the development intent, the hierarchy of pattern elements, and inform the Zoning design regulations and appendices. Specific focus should include:
 - Identifying a hierarchy of nodes and locations to define entryways, inform wayfinding, and define vehicular and pedestrian connectivity (and pathway development);
 - Defining edge conditions, including the siting of buildings to form a Gateway Boulevard edge and reduce level of parking/vehicle sales area and increase the level of landscape along this edge;
 - Defining the appropriate level of landscape along other site edges; or the appropriate level of landscape to define internal edges of the site (e.g., parking/vehicle sales areas, roadway/pedestrian pathway connectors, etc.).
- Consider the use of setback maximums vs. minimums at primary building locations with a focus on orientation of the facade of the building to Gateway Boulevard.
- Recommend that the design of 69 Avenue through the development apply a more pedestrian-friendly approach to street design, incorporating treed boulevards on both sides of the street (rather than mono walk and path) and narrowing the carriageway as much as possible from its current ~9m width.
- Continue to explore opportunities to facilitate improved pedestrian connection along 68 Avenue.

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 dark ink, appearing to be 'Craig Dorward', with a large, stylized loop at the end.

Craig Dorward,
EDC Chair

Edmonton Design Committee

CD/ps

- c. Yolanda Lew- Stantec
Andrew McLellan- City of Edmonton
Claire St Aubin- City of Edmonton