

DEVELOPMENT
SERVICES
AUG 18, 2025



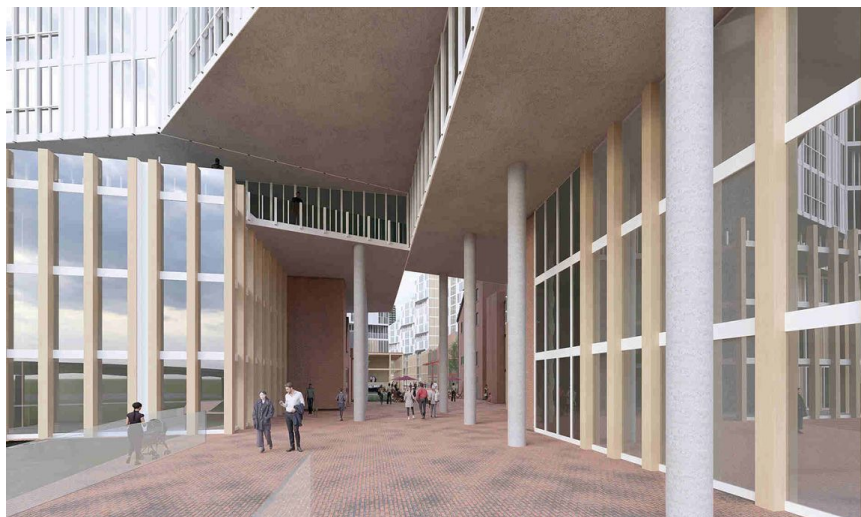




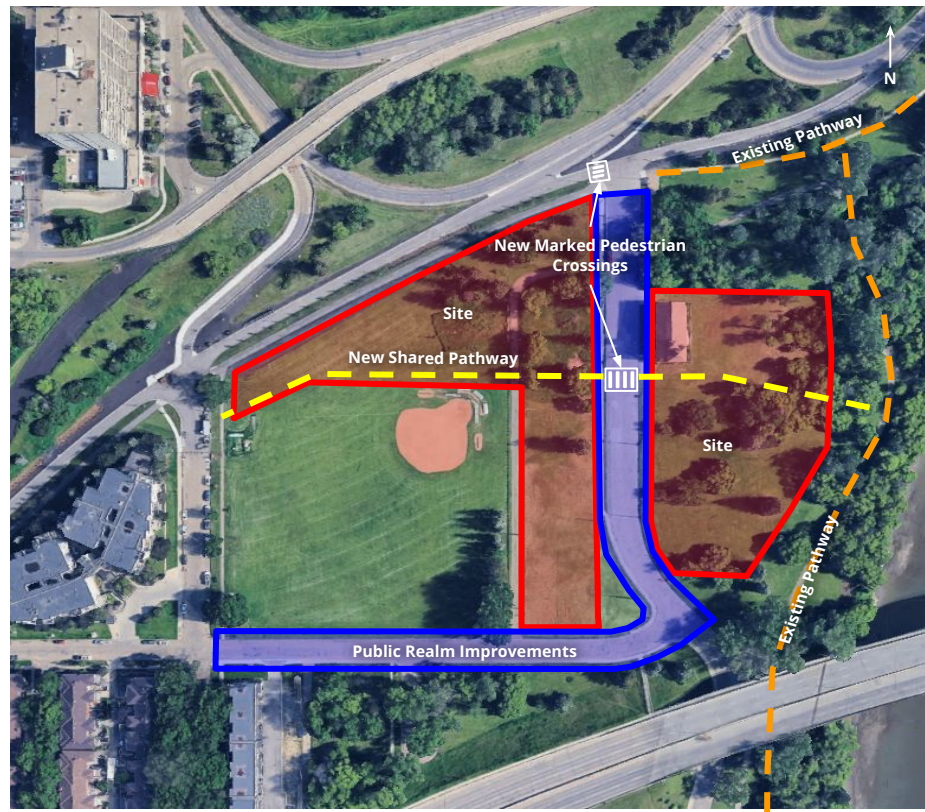
CURRENT DC2 ZONE MASSING
(facing northeast)



PROPOSED DC ZONE MASSING
(facing northwest)



RENDERING OF SHARED PATHWAY THROUGH SITE



REQUIRED CONTRIBUTIONS

6 COMMUNITY INSIGHTS

Respondents (80)

Opposition (54)

- Ecological impacts and risks associated with development close to the river and natural areas (x51).
- Too tall (x37).
- Traffic, parking and other transportation concerns (x37).

Support (19)

- Brewery preservation (x13).
- Increased density and associated benefits (x13).
- Good architectural regulations and renderings (x10).

Mixed (7)



CITY WEBPAGE
Nov 9, 2022



MAILED NOTICE
Jan 9, 2023
Mar 1, 2024



OPEN HOUSE
Mar 12, 2025



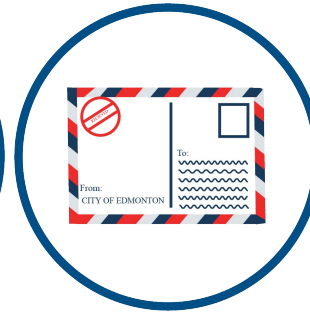
1:1 COMMUNICATION



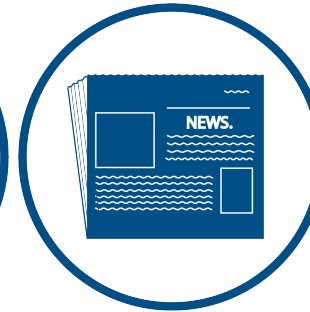
ONLINE
ENGAGEMENT
Mar 3, 2025



SITE SIGNAGE
Jan 20, 2023



PUBLIC HEARING
NOTICE
Jun 5, 2025



JOURNAL AD
Jun 13 & 21, 2025



VIEW OF CONCEPT SITE FROM
JAMES MACDONALD BRIDGE



VIEW FROM EASTERNMOST PARTS OF SITE

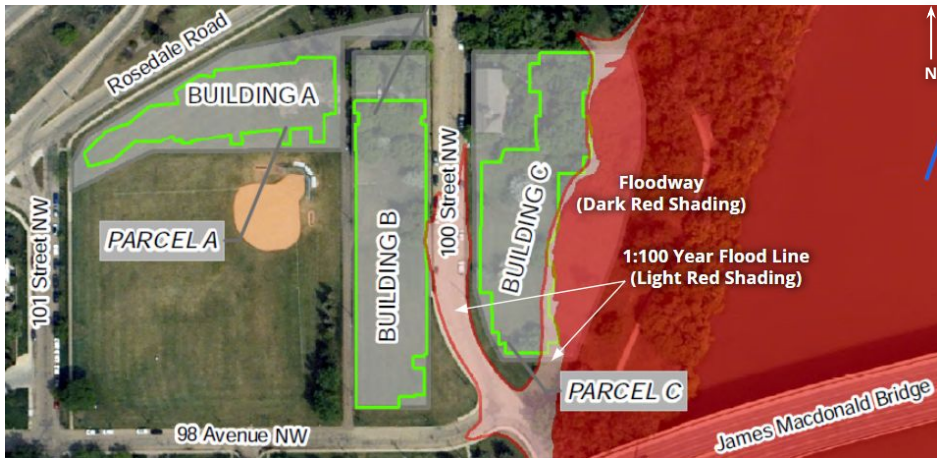


Rossdale Brewery (2025)

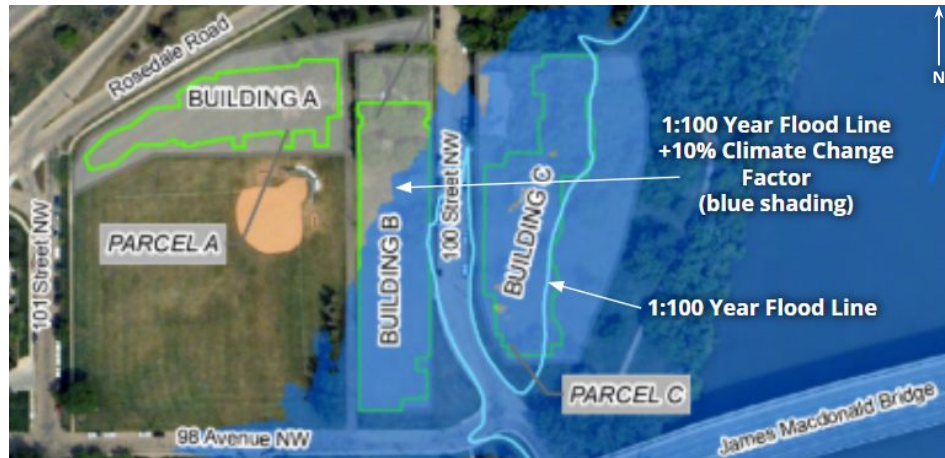


Rossdale Brewery integrated into the site concept

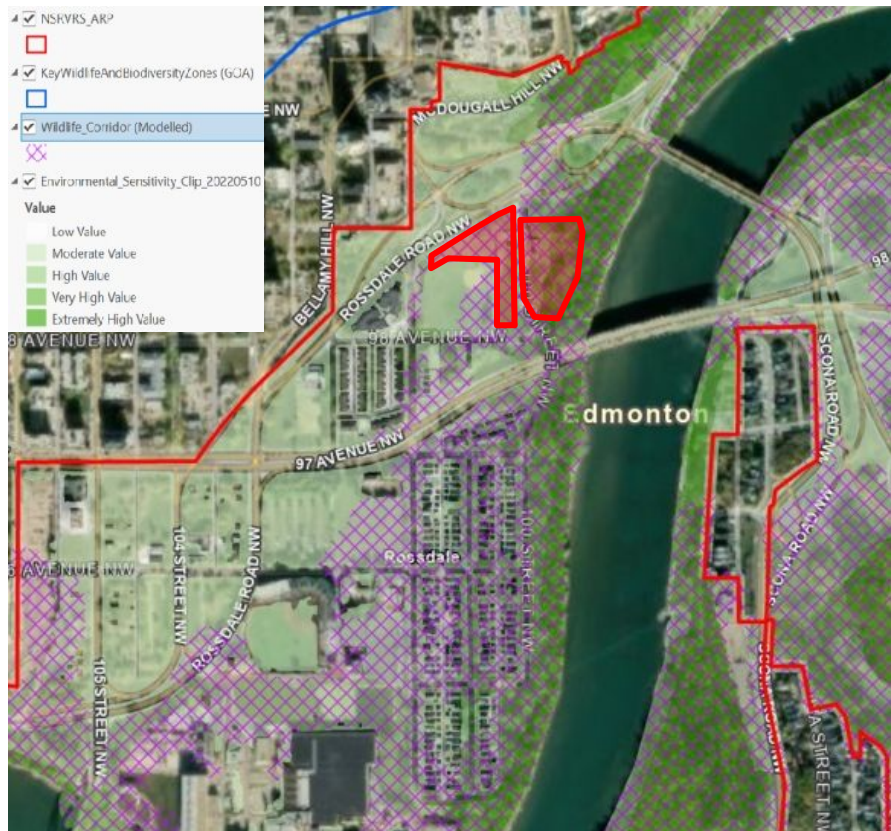
9 ANALYSIS - FLOOD RISK



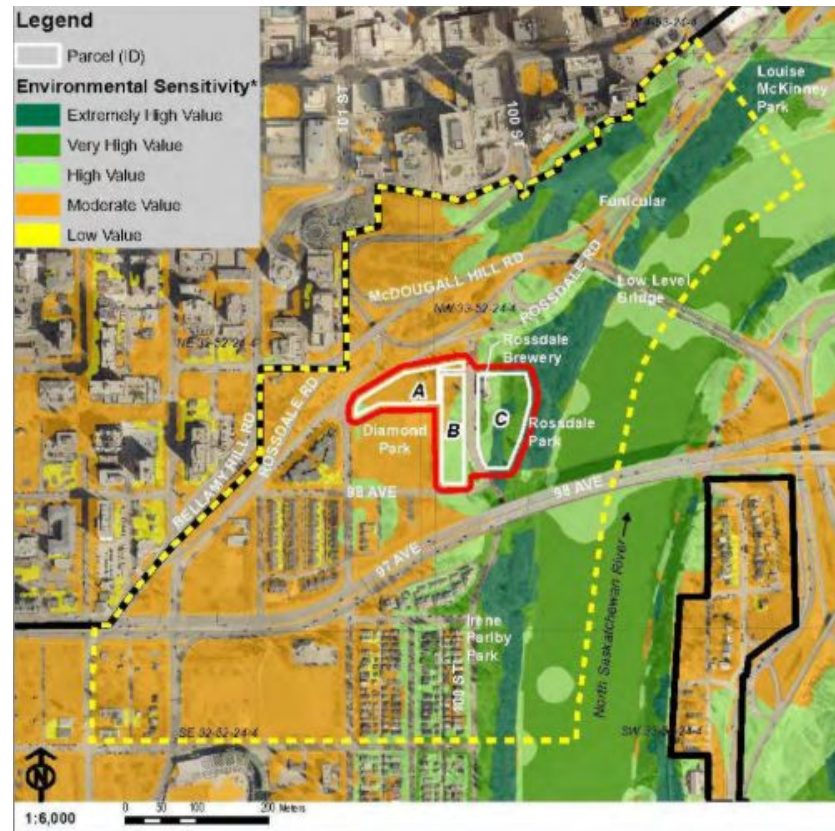
Estimated 1 in 100 Year Flood Line and Floodway



Flood Line with +10% Climate Change Factor



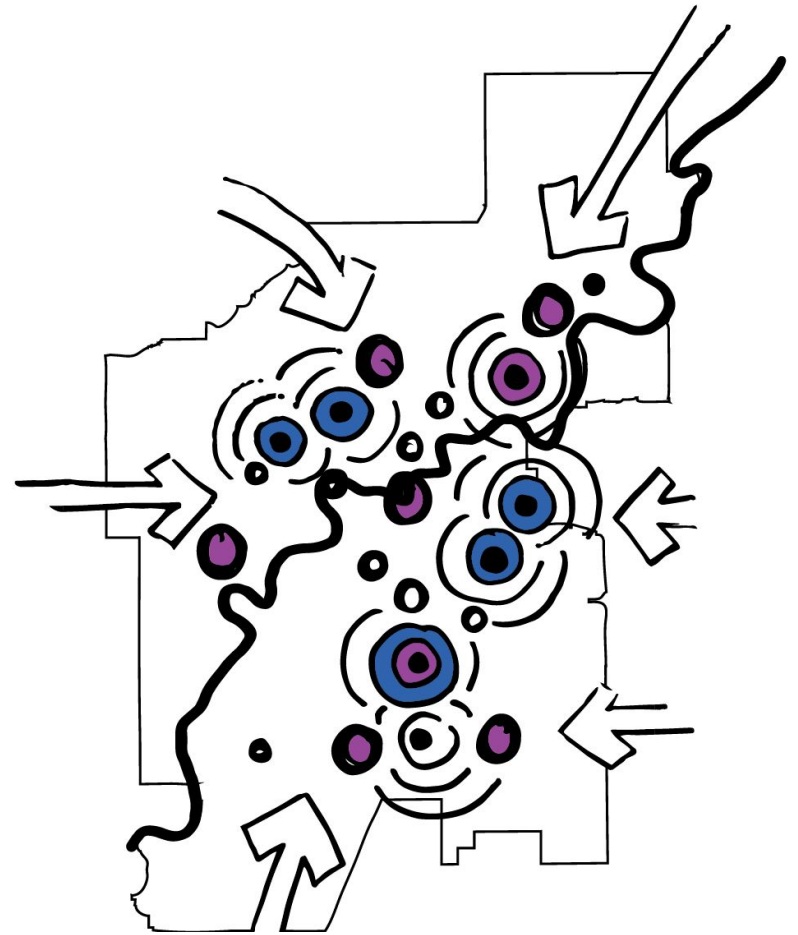
Ribbon of Green - technical mapping, CoE June 2025



Ecological Implications Analysis - Spencer Environmental
Management Services Ltd. January 2024

Strategic Goal: Climate Resilience

- Promote the conservation of natural systems, improve ecological connectivity and reduce habitat fragmentation
- Protect, expand and improve access to natural systems and open spaces in support of biodiversity and the health and enjoyment of all Edmontonians.



Big City Move: Rebuildable City

12 PROPOSED ZONING - REQUIREMENTS

Development Permit Requirements	Current - DC1	Proposed - DC
Green roofs for runoff and bird movement	✓	✓
Proof of Water Act approval	X	✓
Bird collision deterrent measures	X	✓
Light pollution reduction measures	X	✓
Arborist Report and Tree Preservation Plan	X	✓
Additional ecological, flood risk, geotechnical and hydro geotechnical investigations	X	✓



Edmonton