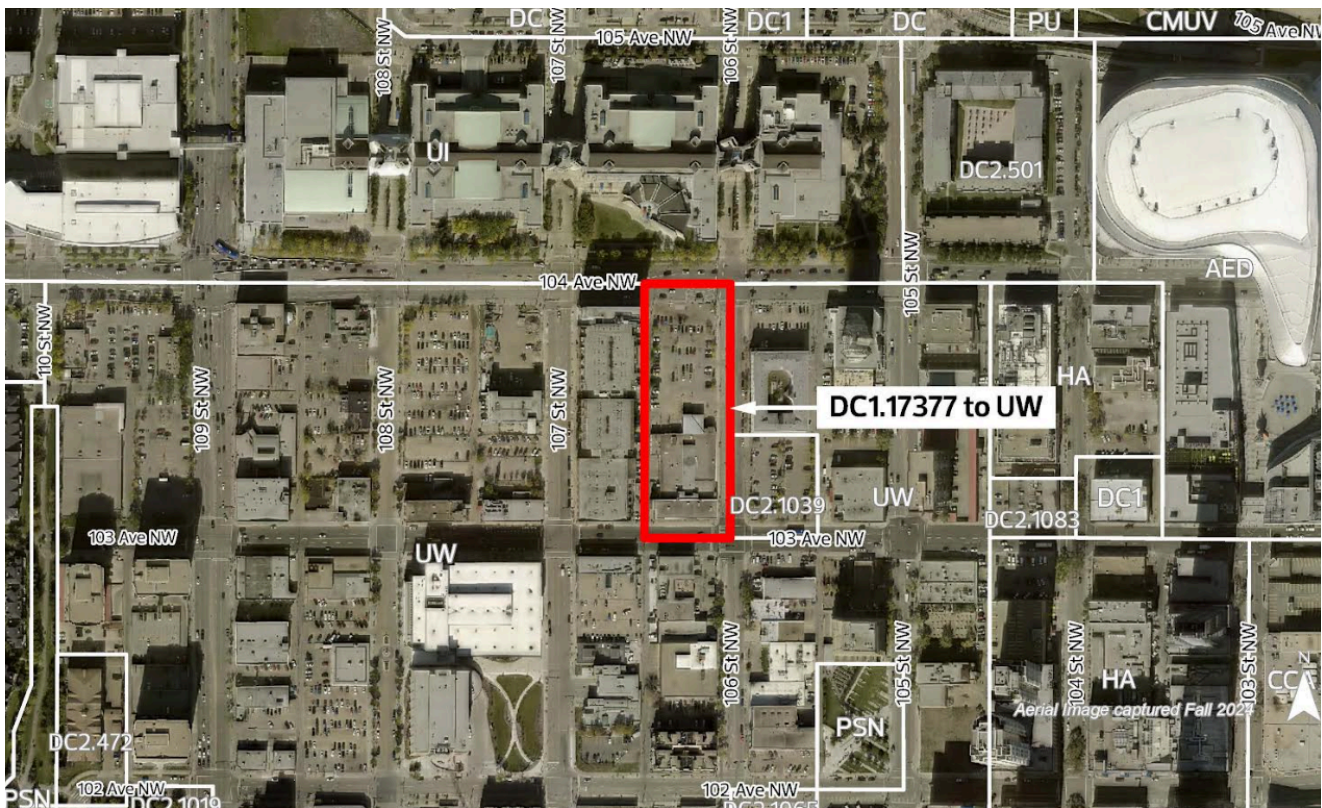


10609 - 104 Avenue NW & 10616 - 103 Avenue NW Position of Administration: Support



Summary

Bylaw 21299 proposes a rezoning from a Direct Control Zone (DC1.17377) to the Urban Warehouse Zone (UW) to allow for mixed use development that reflects the urban warehouse character of the area.

Public engagement for this application included a mailed notice, site signage and information on the City's webpage. Administration heard from 9 people with most concerns related to congestion in the alley and a desire for more comprehensive plans/details of the project.

Administration supports this application because it:

- Allows for the development that is in alignment with the Capital City Downtown Plan’s vision for this area
- Requires architectural regulations to ensure new development is adhering to the area’s urban warehouse characteristics
- Allows for more people to live within walking distance of numerous amenities, transportation options, large institutions, and employment areas.

Application Details

This application was submitted by Faction Inc.

Rezoning

The proposed Urban Warehouse Zone (UW) would allow development with the following key characteristics:

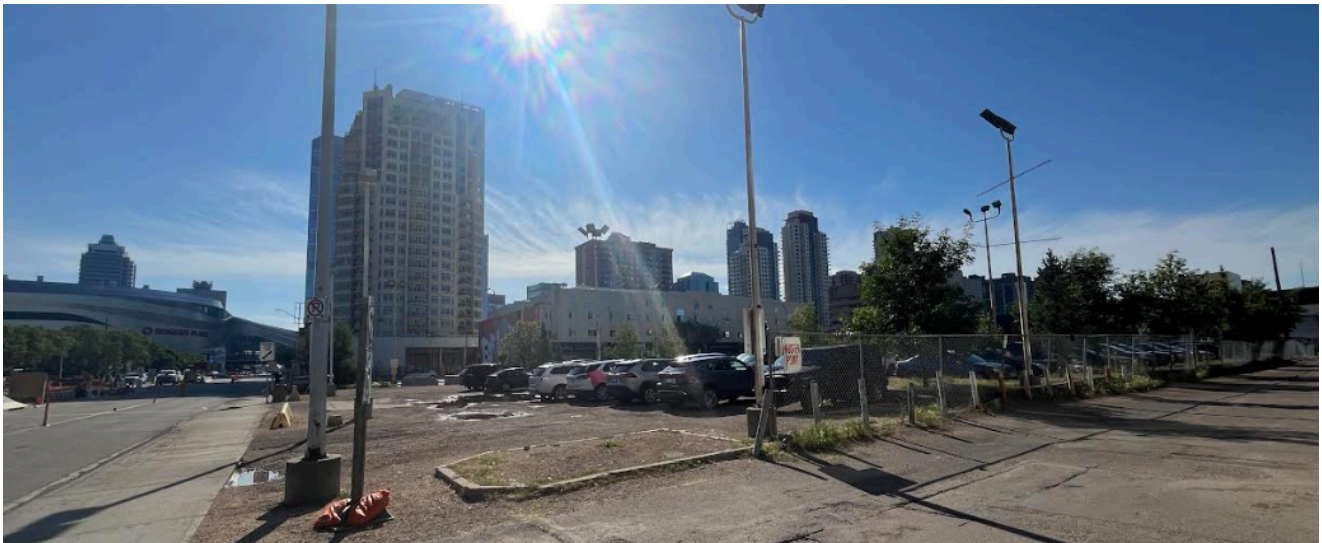
- A mix of uses, including residential, commercial, and institutional.
- A maximum height of 50 metres (approx. 14 storeys).
- A maximum floor area ratio of 6.0.
- Design regulations that are meant to ensure that the area's urban warehouse character is maintained.

Site and Surrounding Area

	Existing Zoning	Current Development
Subject Site	Direct Development Control Provision (DC1.17377)	Massey Ferguson Building (Inventory of Historic Resources) Surface parking lot
North	Urban Institution (UI)	MacEwan University Campus
East	Urban Warehouse Zone (UW) Site Specific Development Control Provision (DC2.1039)	Jefferson Lofts Surface parking lots
South	Urban Warehouse Zone (UW)	Commercial/office building
West	Urban Warehouse Zone (UW)	7th Street Lofts



View of the site looking northwest from the intersection of 103 Avenue and 106 Street (Massey Fergus showroom in the foreground)



View of the site looking east from 104 Avenue and the lane

Community Insights

This application was brought forward to the public using a basic approach. This approach was selected because the proposed Urban Warehouse Zone aligns with Capital City Downtown, allowing for mixed use development that reflects the area's urban warehouse character. The basic approach included:

Mailed Notice, June 25, 2025

- Notification radius: 60 metres
- Recipients: 790
- Responses: 9

- In support: 0
- In opposition: 0
- Mixed/Questions only: 9

Site Signage, July 15, 2025

- Two rezoning information signs were placed on the property so as to be visible from 103 Avenue, 106 Street and 104 Avenue.

Webpage

- edmonton.ca/rezoningapplications

Notified Community Organizations

- Downtown Community League
- Downtown Business Association

Common comments heard

All respondents who contacted City staff about this application identified themselves as residents of the 7th Street Lofts, the adjacent building to the west of this site. The following key concerns were outlined by these respondents:

- The alley is experiencing congestion as a result of loading activity for their building being redirected from 107 Street due to curbside limitations from the Valley Line West LRT. Respondents asked the City to consider that new development on the subject site use 106 Street for vehicular access.
- Respondents requested additional information and further engagement about new development on this site such as height, number of units, garbage collection, on-site parking details, balcony placement and location of mechanical systems.
- Assurances that the Massey-Ferguson Building would be preserved.

Regarding vehicular access from 106 Street, City staff directed respondents to the Downtown-specific regulations of the Zoning Bylaw which require that all vehicular activity be from the alley. City staff also directed respondents to the Capital City Downtown Plan which emphasizes that streets be prioritized by pedestrians and cyclists and reminded respondents that 106 Street has a protected bike lane. For these reasons, the City will not support access from 106 Street and new development is expected to adhere to the Zoning Bylaw and take access from the alley. A more detailed analysis of the alley and site access can be found under the 'Mobility' section of this report.

Respondents were informed by City staff that, at the rezoning stage, there are no specific project details. Should the rezoning be supported, detailed drawings (site plan, building elevations, etc.) will be reviewed by City staff for conformance with the Zoning Bylaw. To bridge the gap between the limited information at the rezoning stage and the detailed design at the Development Permit stage, City staff shared an Urban Design Brief that was prepared by the applicant. The Urban Design Brief provided a high-level overview of the applicant's intent which included a 3D model

and a preliminary site plan. This information was shared with respondents with the caveat that project information is subject to change and that Administration's recommendation and Council's decision will be based on the UW Zone, not the Urban Design Brief. Respondents were directed to the different areas of the Zoning Bylaw that require the City to consider impacts to roadways and surrounding properties such as waste collection, lighting and alley functionality through its review of the Development Permit.

City staff informed respondents of the applicant's intent to retain the Massey Ferguson Building through a separate municipal designation Bylaw for the purposes of protecting and incorporating the building into new development. More information on the Massey Ferguson Building can be found under the 'Heritage' section of this report.

Application Analysis



Site analysis context

The City Plan

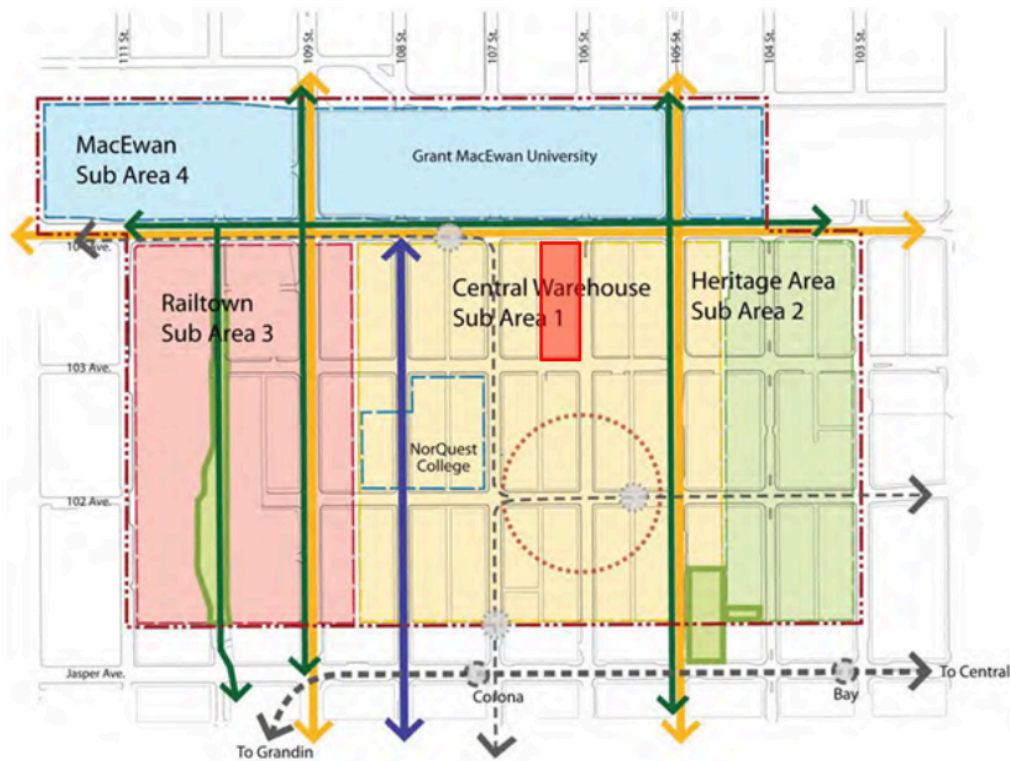
The City Plan identifies key areas within the city in a Nodes and Corridors system where population, business and employment growth are to be focused. The subject site is designated as being within Centre City, Edmonton's distinct cultural and economic hub. Centre City includes the highest density and mix of land uses and provides a critical mass of housing, employment and civic activities served by all modes of transportation.

With the proposed rezoning allowing for a mix of uses in a high-rise built form at a location that is well connected to mass transit, educational and employment opportunities, the proposal will support the continued development of Centre City as envisioned by The City Plan.

Policy Review

In the Central District Plan, the site is located within the Centre City Node and meets all of the District Policy's criteria for a high rise building, being within 400 meters of two future LRT Stops, at the intersection of two arterial roads (104 Avenue and 106 Street), and surrounded by properties already zoned for high rise development.

The site is also subject to The Capital City Downtown Plan and these additional policies guide recommendations for this rezoning proposal. The Capital City Downtown Plan designates the site as part of the Warehouse Campus Neighbourhood and the Central Warehouse subarea where medium to high density residential infill is supported.

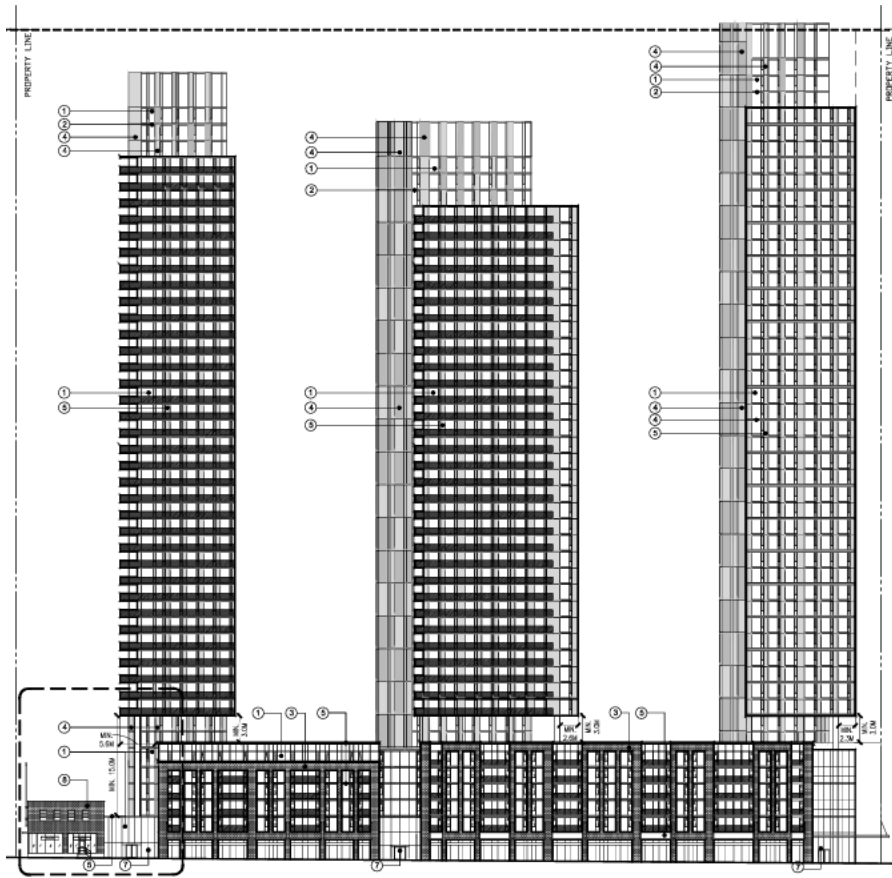


Warehouse Campus Neighbourhood (subject site outlined in red)

To facilitate development within the Central Warehouse Sub-Area, the Urban Warehouse Zone was created and applies to most of the land within this area, as shown in the image above. The proposed rezoning of this site from the current DC1 to the UW Zone will align this site with the original intent and vision for development within this sub-area which is to support medium to high density mixed use development that reflects the urban warehouse character of the area.

Land Use Compatibility

The current DC1 Zone that applies to this site, approved in 2015, allows for significant development in the form of three tall high-rise towers anchored on a podium structure. Below is an elevation appended to the DC1, illustrating the extent of development.



At only 50 meters in height and an FAR of 6.0, the proposed UW Zone will yield development of a more modest scale than what is contemplated by the current DC1. A comparison of key regulations are outlined in the table below.

	DC1.17377 Current	UW Zone Proposed
Typical Uses	Mixed use	Mixed use
Maximum Height	135 - 150 m*	50 m
Maximum Floor Area Ratio	16.0	6.0

Minimum Front Setback (106 Street)	0 - 1.5 m	1.5 m
Minimum Flanking Side Setback (104 Avenue)	0 - 1.5 m	1.5 m
Minimum Rear Setback (Alley)	0 - 1.5 m	0 m

**Due to a sunset clause in the existing DC1 which required development to commence by 2022, height is now reduced to 60 metres*

Both zones allow for a variety of residential, commercial and community uses and have comparable setbacks. While this proposal reduces the size of the building that could be developed, the increased flexibility of the Urban Warehouse zone will still enable development that aligns with the long-term vision of the Centre City Node and the Capital City Downtown Plan. Additionally, re-establishing the Urban Warehouse Zone will provide more consistent zoning in the area and enable more people to live within a quick walk of numerous amenities, transportation options, and employment opportunities.

Heritage

The two-storey Massey Ferguson Building is listed on the Inventory of Historic Resources in Edmonton. Originally constructed in 1947, it is an excellent example of the International Style of architecture. A one-storey addition, constructed in 1953 to the immediate north of the original building, is not included under the Inventory listing. The 1947 building was designed by noted Edmonton architects William and Richard Blakey for the Massey Harris Company and was used as a showroom and office for agricultural equipment. At the time, the Massey Harris Company was the largest agricultural equipment manufacturer in the British Empire, and with the significant post-Second World War growth in the Edmonton area, and increased demand for food production, the company developed a new two-storey showroom for its products in the Downtown. In 1953, the company would merge with the Ferguson Company of Ireland to become the Massey Harris Ferguson Company, which was shortened to the Massey Ferguson Company in 1958. The Downtown Edmonton building was used as the main showroom and distribution centre for the region.

The owners have applied to designate the 1947 building as a Municipal Historic Resource. The west, south and east elevations of the building will be preserved and integrated into the new development on the site. The 1953 addition will be demolished.

Mobility

The site is well served by multiple travel modes. It has strong pedestrian access to the downtown area and MacEwan University, and is located close to neighborhood connector bike routes along 106 Street and 102 Avenue. ETS operates numerous bus routes near the rezoning site on 103 Avenue, 104 Avenue and 109 Street, and the Valley Line West LRT (VLW) is currently under construction near the site, with the NorQuest stop located along 107 St directly to the west. A range of services are available on these corridors, including frequent and rapid bus routes. Mass transit bus routes are also anticipated to operate nearby in the future 1.25 million population mass transit network.

Vehicular access for the site is required to be from the abutting alley only in accordance with the proposed zone requirements. It is understood that congestion has increased in the alley for current users due to the construction of the VLW along 107 Street. The abutting North-South alley is currently wide enough to support two-way traffic and it is planned to be upgraded through the upcoming Downtown BIA Alley Renewal Project.

The site is expected to have a lower density under the proposed UW zoning than under the previous DC1 zoning, meaning fewer vehicle trips along the alley.

Utilities

A Drainage Servicing Report was reviewed and accepted with this application, and directs the future sanitary and storm servicing requirements. Onsite stormwater management and a reduced discharge rate are requirements of the proposed development.

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

Written By: Stuart Carlyle

Approved By: Tim Ford

Branch: Development Services

Section: Planning Coordination