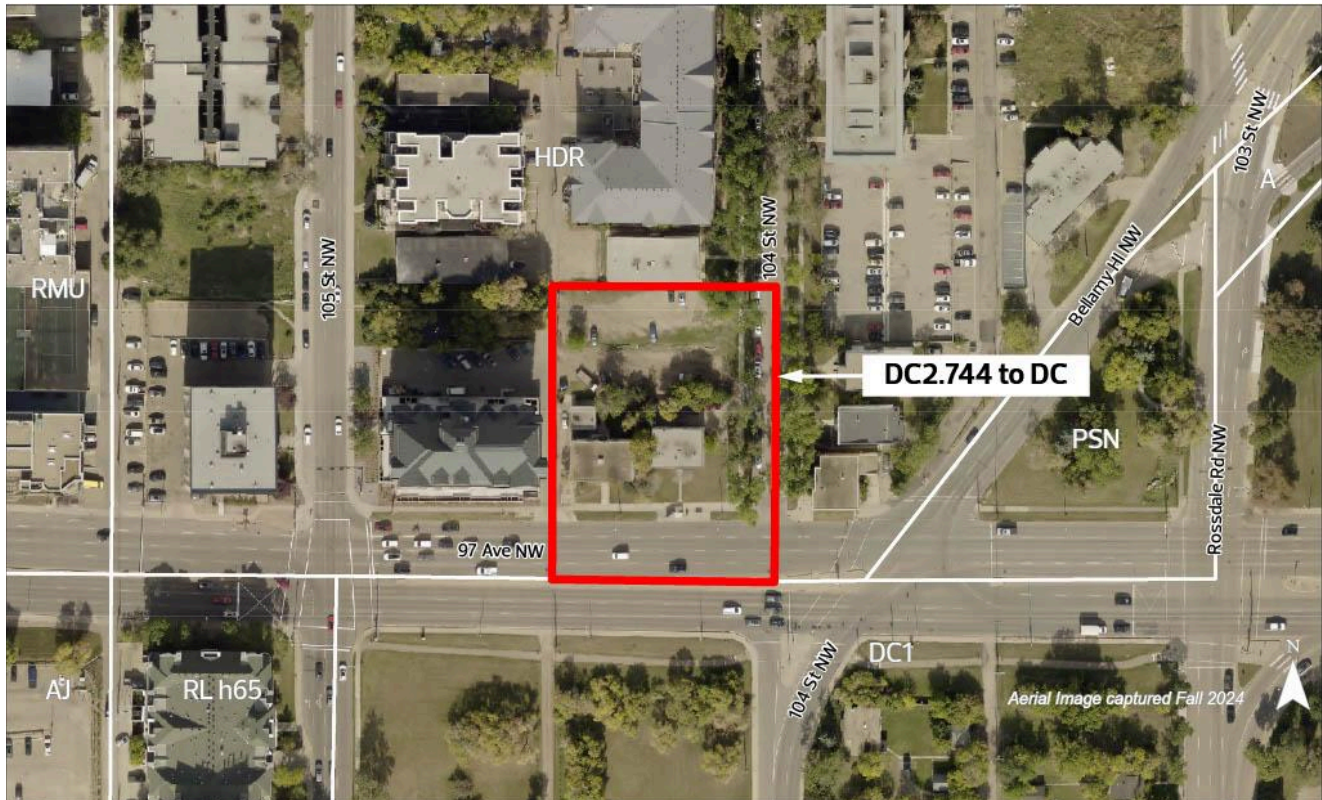


10406 - 97 Avenue NW

Position of Administration: Support



Summary

Bylaw 21393 proposes a rezoning from the Direct Control Zone (DC2.744) to a new Direct Control Zone (DC) to allow for mid-rise multi-unit residential development with an opportunity for limited commercial and community uses and ensuring a pedestrian-oriented ground-level interface.

Public engagement for this application included a pre-application notice, a mailed notice, site signage, and information on the City's webpage. Administration heard from 3 people, with 2 in support and one in opposition. Most concerns are related to what will happen to existing tenants affected by the proposed rezoning and that the proposed redevelopment will block the view and sunlight of adjacent property owners.

Administration supports this application because it:

- Is compatible with the surrounding land use.

- Aligns with the Capital City Downtown Plan.
- Contributes to the goal for a more compact city achieved through the big city moves of “A Rebuildable City” and “A Community of Communities” by supporting the creation of new infill units and contributing to the creation of 15 minute districts where residents can easily meet their daily needs.

Application Details

This application was submitted by Clarity Development Advisory on behalf of the Landowner.

Rezoning

The proposed Direct Control Zone (DC) would allow development with the following key characteristics:

- Maximum height of 28.0 metres (approximately 8 storeys).
- Maximum floor area ratio of 4.0.
- Limited opportunities for commercial uses at the ground floor.
- The maximum number of dwellings is 139.

Site and Surrounding Area

	Existing Zoning	Current Development
Subject Site	Direct Control Zone (DC2.744)	Small scale multi-unit housing
North	High Density Residential Zone (HDR)	Small scale multi-unit housing
East	High Density Residential Zone (HDR)	Small scale multi-unit housing and abandoned building
South	Direct Control Zone (DC1.19719)	Open space
West	High Density Residential Zone (HDR)	Multi-unit housing/high rise



View of the site looking northwest from the intersection of 97 Ave NW & 104 St NW

Community Insights

This application was brought forward to the public using a basic approach. This approach was selected because the pre-application or first advance notice of the proposed land use change garnered few responses, and the proposal aligns with the Central District Plan & District Policy and and Capital City Downtown Plan. The basic approach included:

Pre-Application Notice/First Mailed Notice, March 17, 2025

It is noteworthy to mention that the applicant initially proposed a Large Scale Residential Zone (RL h50.0) and a mailed notice was sent to the surrounding landowners. The applicant then revised their application to a new DC Zone. Since the proposed DC Zone allows for a built form which would be smaller than what is allowed under the existing DC2.744 and initially proposed RL h50.0 Zone, the first mailed notice is considered by the administration as a pre-application notice.

- Notification radius: 61 metres
- Number of recipients: 493
- Number of responses: 4
- Main comments received:
 - There is increased traffic and parking congestion in the area, especially during the rush hours. A 15 storey building would increase the congestion in the area. (x3)
 - The alley is in a state of disrepair. (x2)

- Garbage is being discarded from containers along the alley by the homeless population and residents do not want to deal with another similar situation. (x2)
- The proposed redevelopment will cause loss of privacy and sunlight to the adjacent property owners. (x2)
- The proposed redevelopment does not align with the character of the neighbourhood. (x2)
- A low rise development is best suited for this location. (x2)
- The whole approach is unprofessional. No communication, such as an email or note, was provided to the residents of the on site building regarding the land use changes.
- It is unclear what this rezoning would mean for the individuals who have made homes in these apartments.
- Families do not want to move downtown and the proposed development is unnecessary when there is a lot of vacancy in the new buildings in the downtown area.
- Individuals living on site do not have enough money to relocate and there is no mention of compensation.
- Building more apartments downtown is not going to make it more busy.
- The infrastructure servicing this site needs to be replaced.
- There are no amenities nearby to support additional density.
- There is an empty lot one and a half block away from the site which is better suited for the proposed redevelopment.
- The building management is not capable of handling the proposed redevelopment.
- The proposed redevelopment is expected to reduce property values for the owners of the building located to the west who have east-facing views.

Mailed Notice, August 21, 2025

- Notification radius: 60 metres
- Recipients: 491
- Responses: 3
 - In support: 2
 - In opposition: 1

Site Signage, August 30, 2025

- One rezoning information sign was placed on the property so as to be visible from 97 Avenue NW & 104 Street NW.

Webpage

- edmonton.ca/rezoningapplications

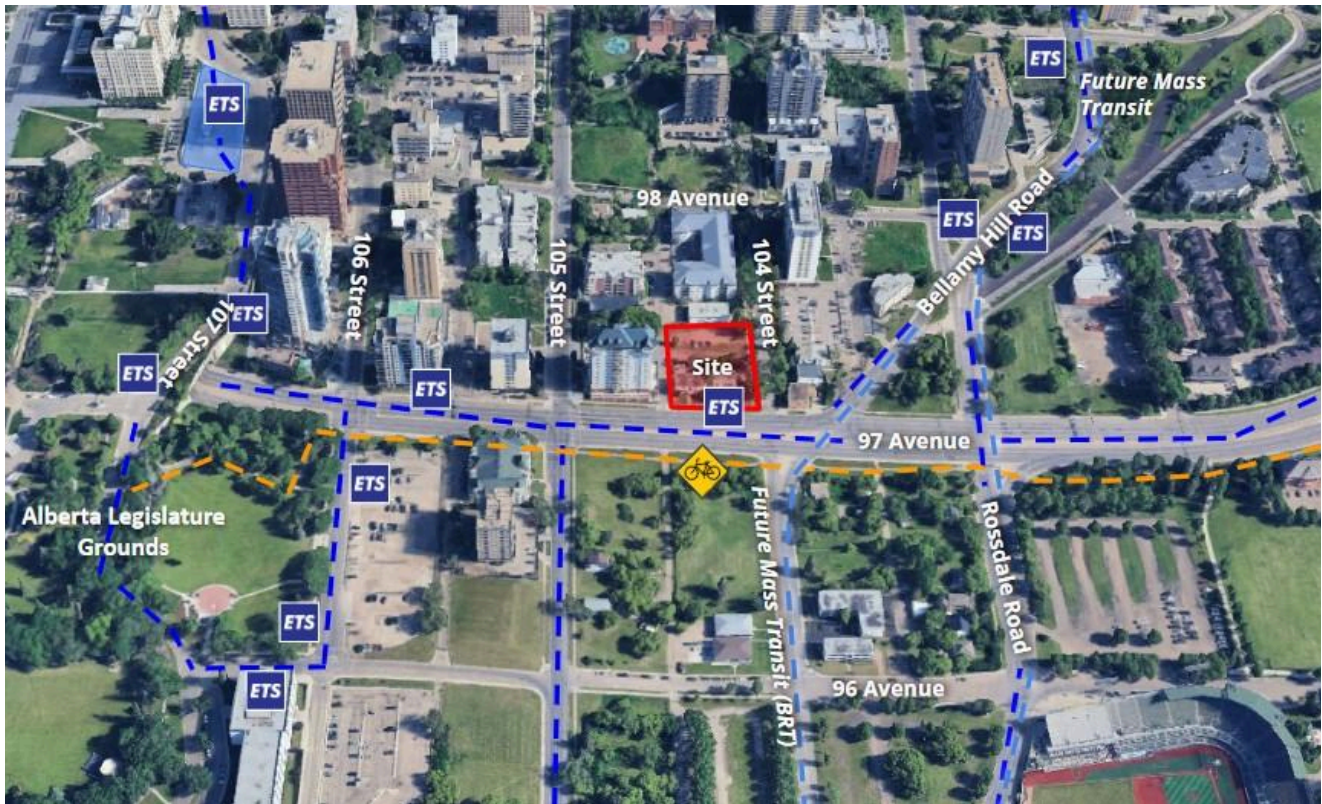
Notified Community Organizations

- Downtown Edmonton Community League
- The Rossdale Community League
- Downtown Business Improvement Area

Common comments heard:

- Adding more density in this area would be a huge benefit as it will give the community an opportunity to access various commercial amenities and will create a sense of a smaller community.
- Redeveloping the area would bring more residents to downtown.
- Support this kind of infill plan.
- Concerns over what will happen to the existing tenants with a short supply of rentals available at high rates.
- The redevelopment plan should have an enclosed designated area for the recycle, garbage dumpsters and green bins.
- The proposed redevelopment will block the view and sunlight of adjacent property owners.

Application Analysis



Site analysis context

The City Plan

The proposed rezoning contributes to the big city moves to be a Rebuildable City and a Community of Communities by facilitating new infill development in close proximity to an open space, active modes of transportation, and enabling people to complete their daily needs within 15 minutes.

District Plans

In the Central District Plan, the subject site is located within 'Subarea P3 Capital City Downtown Plan' (Map 8: Area-Specific Policy Subareas) which refers to the Capital City Downtown Plan for further planning direction.

Capital City Downtown Plan

In the Capital Downtown Plan, the subject site is located within the McKay Avenue Residential Sub Area 1 which supports a highly desirable, walkable, quiet, yet high-density neighbourhood with local convenience and personal service shops, small-scale restaurants and minor businesses located along 104 Street NW & 99 Avenue NW. The subject site abuts 104 Street NW and the proposed DC Zone aligns with the development intent of the Sub Area 1

McKay Avenue Residential Sub Area 1 is subject to 11 land use and development policies. These policies (indicated in the table below) are either supported by the proposed DC Zone or deemed

not applicable. It is noteworthy to mention that standard zone regulations could not satisfy the Sub Area 1 policies. Therefore, the applicant pursued the DC Zone.

Policy	Rationale
<p>MA 1.1 High Density Residential Neighbourhood - Reinforce the sub-area as Downtown’s primary high-density residential neighbourhood by allowing predominantly residential uses with limited complementary convenience retail uses.</p>	<p>The proposed DC Zone mirrors the Medium Scale Residential Zone (with few exceptions). It allows predominantly residential uses with limited opportunities for low intensity commercial uses at the ground floor.</p>
<p>MA 1.2 Infill Residential Development - Support residential infill redevelopment with a variety of housing types appropriate to the sloping conditions of the valley escarpment at medium-to high-densities to maintain the diversity of the housing stock in the area.</p>	<p>The proposed DC Zone allows for mid rise infill residential development in the form of multi-unit housing.</p>
<p>MA 1.3 Amenities for Density - Ensure the necessary support services, community facilities and recreational amenities are provided to meet the needs of residents of the area; encourage proponents of major new developments to provide specific amenities in exchange for increased density or height.</p>	<p>Not applicable - The proposed DC Zone allows for reduced height or smaller built form when compared to existing DC2.744.</p>
<p>MA 1.4 Acquisition and Development of Park Land - Acquire land for neighbourhood-level parks and open space in the McKay Avenue Residential Area, dependent upon the findings of the Downtown Parks and Open Space Master Plan; Consider developing a central gathering place, a pedestrian-oriented community main street, to serve as a major community focal point and catalyst for residential development in the Area. Work closely with community residents and other stakeholders to plan and develop these park spaces.</p>	<p>Not applicable</p>
<p>MA 1.5 Community Main Streets - Encourage the continuity of retail, entertainment and service uses along both 104 Street and 99 Avenue, to provide for continuous pedestrian-oriented shopping streets linking McKay Avenue to the special historic area in the</p>	<p>The proposed DC Zone allows for limited opportunities for commercial uses at the ground floor.</p>

Warehouse Campus Neighbourhood to the north and the Capital City District and 109 Street to the west.	
MA 1.6 Commercial Uses in Residential Buildings - Commercial uses in residential buildings should feature highly visible, individual entrances, oriented to the street and sidewalk.	The proposed DC Zone mandates that non-residential uses on the ground floor must have separate external entrances from residential entrances along 97 Avenue NW and 104 Street NW.
MA 1.7 Building Massing, Tower Step-backs - Building massing is to be based on offering a strong sense of street address, protecting and framing views in the context of adjoining properties, and overall appearance from the river valley.	The proposed DC Zone regulations intend to meet this policy.
MA 1.8 Tower Floor Plate Controls and Tower Separation - Restrict tower floor plate sizes of buildings and regulate the separation distances between towers in the McKay Avenue Residential Area in order to minimize shadow impacts and maintain the availability of views and sunlight.	Not applicable - The proposed DC Zone allows for a mid rise development.
MA 1.9 Pleasant Walking Environment - Develop a highly walkable nature of the sub area by requiring detailed landscaping and ensuring residential dwellings provide direct street access at grade, including valley slope conditions.	The proposed DC Zone regulations intend to meet this policy.
MA 1.10 Street Level Architecture and Connectivity - Encourage a rhythm of individual apartment, row house, and shop entrances along the street to provide a high level of natural surveillance, architectural interest and social interactions.	The proposed DC Zone regulations intend to meet this policy.
MA 1.11 Integration of Heritage Architecture - Support the conversion or rehabilitation of older buildings to retain the character of the area.	Not applicable

Land Use Compatibility

When compared with the existing DC2.744 Zone, the proposed DC Zone would allow for an expanded list of uses, reduced height, floor area ratio & maximum number of dwellings, and increased setbacks.

	DC2.744 Current	DC Proposed
Typical Uses	Multi-unit Housing Limited commercial	Limited Residential Limited Commercial
Maximum Height	82.0 m	28.0 m
Maximum Floor Area Ratio	8.0	4.0 - 5.4
Minimum Front Setback (97 Avenue NW)	1.0 m - 3.0 m	4.5 m
Minimum Interior Side Setback	1.0 m - 4.0 m	3.0 m
Minimum Flanking Side Setback (104 Street NW)	0.45 m - 2.3 m	3.0 m
Minimum Rear Setback (Alley)	0.0 m	3.0 m
Maximum Number of Dwellings	173	139

The subject site is located on a corner lot, at the edge of Downtown, abutting an arterial road (97 Avenue NW), is approximately 2782 m² in area, and currently accommodates small scale multi-unit housing. With a maximum height of 28.0 metres and a floor area ratio of 4.0, the proposed DC Zone allows for a smaller structure than what is permitted under the existing DC2.744 Zone.

The subject site is surrounded by roadways on three sides, which act as a buffer and help to reduce the impacts of the proposed redevelopment. Additionally, to mitigate the impacts of the proposed redevelopment on the abutting site, the proposed DC Zone requires an interior setback of 3.0 m, which is slightly greater than the average interior setback of 2.33 m required in the existing DC2.744 Zone. Therefore, the proposed DC Zone would have minimal impact on the abutting property and is appropriate for this location.

Edmonton Design Committee (EDC)

Since the proposed DC Zone mirrors the design regulations of a standard zone, an exemption was requested from the EDC for the rezoning stage and an exemption was granted. At the development permit stage, the applicant would be required to get an approval from the EDC.

Mobility

The rezoning site is well-connected to transportation options. It is located next to an existing neighbourhood bike route along 97 Avenue NW and a future neighbourhood bike route along 104 Street NW.

ETS operates frequent bus service on 97 Avenue NW. A bus stop is located adjacent to the site on 97 Avenue NW and must remain in its current location with site redevelopment. A Bus Rapid Transit (BRT) route is anticipated to operate nearby on Bellamy Hill Road NW in the 1.25 million population mass transit network. Design of the corridor is still to be determined, but infrastructure required to accommodate BRT is anticipated to include improved sidewalks, rebuilt bus stops and a dedicated lane for transit.

Upon redevelopment, vehicular access will be restricted to the abutting alley west of the site and the existing accesses from 104 Street NW and 97 Avenue NW will be removed. Relocation of any power poles in the rear lane that interfere with access will also be required. This rezoning is anticipated to have minimal impact on the transportation network. Due to the site's location in the Capital City Downtown Plan, vehicle parking maximums in section 5.80 of the Zoning Bylaw apply.

97 Avenue NW is included in the Rossdale Transportation Network project, which will include reconstruction of the right-of-way and reconfiguration of the 104 Street NW intersection. A concept plan is completed but the project is unfunded and there is currently no timeline for construction.

Utilities

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.

Recommendations and requirements for development from geotechnical engineers must be followed in addition to the City's requirements for top of bank development.

There is a deficiency in on-street fire protection adjacent to the property in terms of hydrant spacing. 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.

Written By: Abhimanyu Jamwal

Approved By: Tim Ford

Branch: Development Services

Section: Planning Coordination