



CITY PLANNING REPORT **REZONING & TEXT AMENDMENT** DOWNTOWN

9955 - Jasper Avenue; 4 Thornton Court NW; & 10065, 10073 & 10085 - 100 Street NW

To allow for a mixed use high rise development, Downtown.



RECOMMENDATION AND JUSTIFICATION

City Planning is in **SUPPORT** of this application because the development:

- improves upon the interface with, and views of, the Hotel Macdonald from the north compared to existing development rights;
- continues to provide publicly accessible open space; and
- is compatible with the surrounding development.

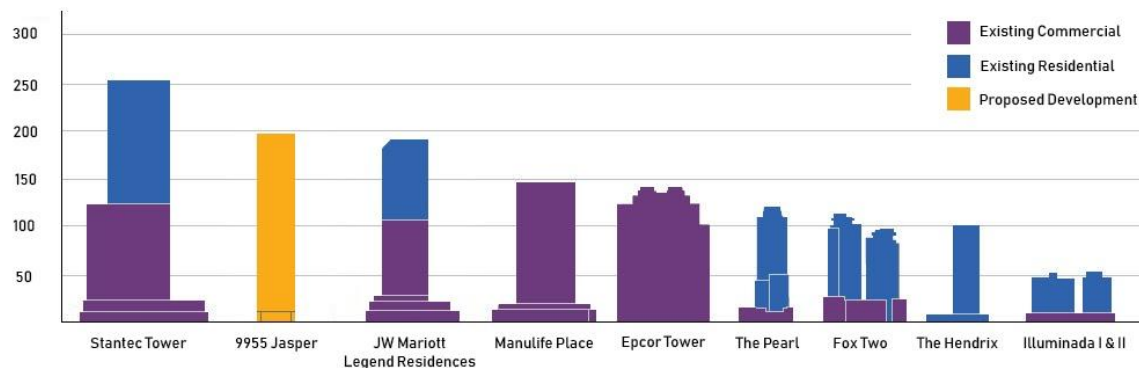
THE APPLICATION

CHARTER BYLAW 18994 to amend the Zoning Bylaw from (DC2(E)) Hotel Macdonald Development Agreement to (DC2) Site Specific Development Control Provision. The proposed DC2 Provision provides the opportunity for a residential high rise with commercial uses at grade. The proposed DC2 Provision has the following key characteristics:

- Maximum height of 185 metres (approximately 60 storeys);
- Maximum Floor Area Ratio of 11.0;
- Maximum 475 residential dwellings;
- Maximum Tower Floor Plate of 750 m²; and
- Vehicular parking provided underground.

An amendment to maps which are appendices to Section 910 of the Zoning Bylaw reflects changes to zoning, maximum height and maximum floor area ratio in the Downtown is also proposed as part of this proposed Charter Bylaw.

In addition, administrative amendments have been undertaken to the development agreements and zoning that apply to this site, the Hotel Macdonald site, and the parcel to the east of the Hotel Macdonald to facilitate this rezoning application.



COMPARISON OF PROPOSED DEVELOPMENT WITH EXISTING HIGH RISE BUILDINGS IN EDMONTON

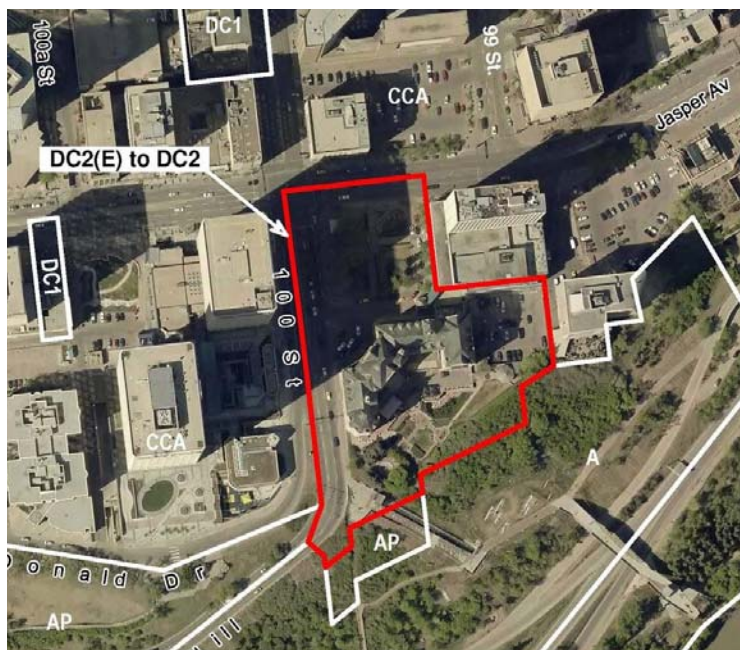
SITE AND SURROUNDING AREA

The subject site of this rezoning is 0.386 ha and consists of three irregular lots fronting Jasper Avenue and 100 Street NW and currently functions as a publically accessible private park. These properties are a portion of a larger site which includes two other lots, one of which is the historic Hotel Macdonald. Combined, these five properties make up an area regulated by the Hotel Macdonald Development Agreement DC2(E).

The site has direct access to various alternative modes of transportation with the Central LRT Station across 100 Street to the west, and pedestrian and bicycle access to the Saskatchewan River Valley to the south via the 100 Street Funicular.

While there is currently an access to the Central LRT Station located directly on site, this is scheduled to be removed as part of the Jasper Avenue New Vision. Jasper Avenue New Vision will also renew and enhance the adjacent pedestrian realm on Jasper Avenue and 100 Street NW when construction commences in 2020.

The site is within the commercial core of downtown and the surrounding area is comprised of high-rise towers and low rise buildings, most of which are historically significant. These buildings support a mix of uses including residential, retail and office space.



AERIAL VIEW OF APPLICATION AREA



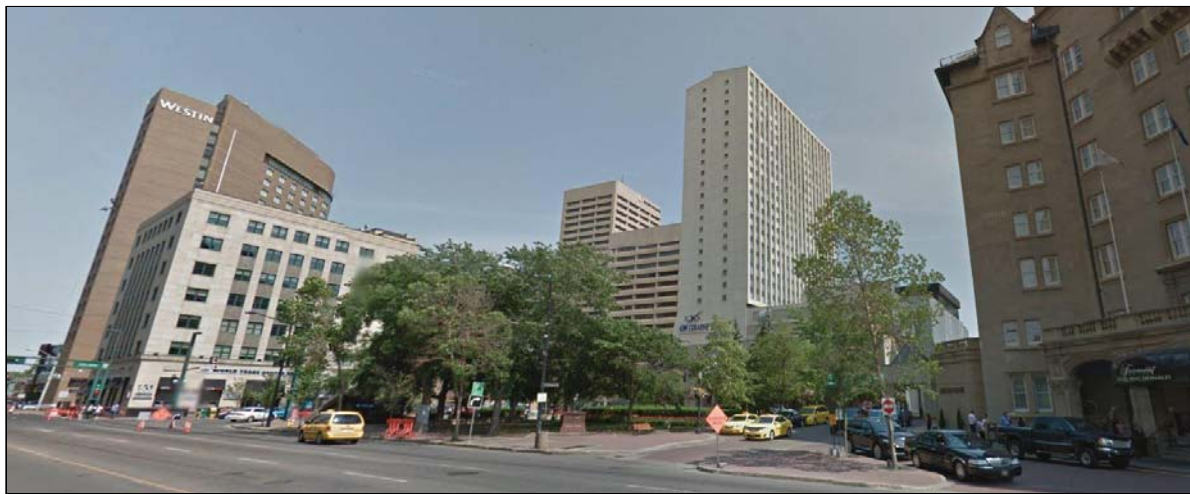
PROPERTIES WITH PROPOSED CHANGES HIGHLIGHTED IN RED

	EXISTING ZONING	CURRENT USE
SUBJECT SITE	<ul style="list-style-type: none"> (DC2(E)) Development Agreement 	<ul style="list-style-type: none"> Publicly accessible private park
CONTEXT		
North	<ul style="list-style-type: none"> (CCA) Core Commercial Arts Zone 	<ul style="list-style-type: none"> Mid rise office buildings (The World Trade Centre Edmonton & The TD Bank Building)
East	<ul style="list-style-type: none"> (CCA) Core Commercial Arts Zone 	<ul style="list-style-type: none"> High rise residential building and high rise commercial building
South	<ul style="list-style-type: none"> (DC2(E)) Development Agreement & Historic Designation Bylaw 7700 	<ul style="list-style-type: none"> The Hotel Macdonald

	<ul style="list-style-type: none"> • (AP) Public Parks Zone • (A) Metropolitan Recreation Zone 	<ul style="list-style-type: none"> • 100 Street Funicular • Saskatchewan River Valley
West	<ul style="list-style-type: none"> • (CCA) Core Commercial Arts Zone 	<ul style="list-style-type: none"> • High rise commercial buildings



VIEW OF SITE FROM THE NORTH WEST ON JASPER AVENUE



VIEW OF SITE FROM THE SOUTH WEST FROM 100 STREET NW

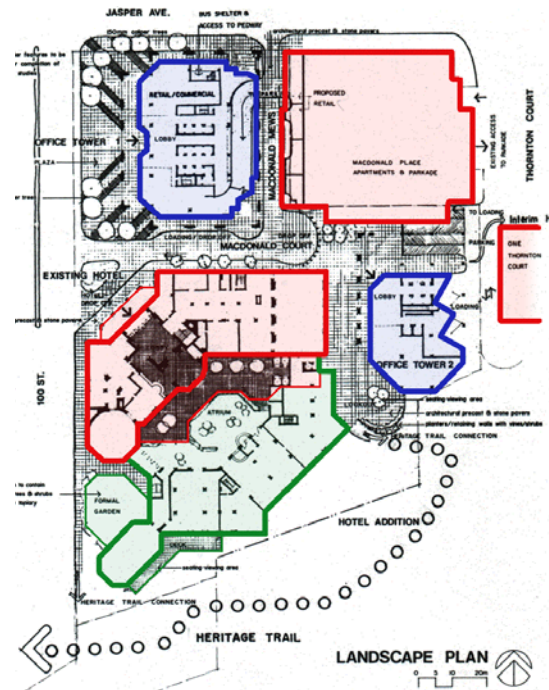
SITE HISTORY

Constructed in 1915, the Hotel Macdonald was the first building in Edmonton to be designated as a municipal historic resource. This was undertaken as part of DC2(E), The Hotel Macdonald Development Agreement, which was approved by City Council in 1983 and was intended to save the hotel, which had fallen into disrepair, from demolition.

As part of this development agreement, the hotel was allowed to expand south towards the Saskatchewan River, and the "air rights" of the hotel property was transferred to two adjacent sites to the north and east of the hotel.



RENDERING OF THE TWO OFFICE TOWERS TO THE NORTH AND EAST OF THE HOTEL MACDONALD



SITE PLAN FROM DC2(E) SHOWING EXISTING BUILDINGS (RED), THE HOTEL EXPANSION (GREEN), AND THE TWO OFFICE TOWERS (BLUE)

The site to the north of the hotel, and the subject of this rezoning application, currently permits the development of an office tower forming Jasper Avenue and 100 Street NW with the following characteristics:

- 39 storeys in height;
- a tower floor plate of approximately 1,000 m²;
- an approximate Floor Area Ratio of 12.5; and
- underground parking.

As part of this agreement it was required that the site be landscaped as a park space and was to remain open to the public until construction of the office tower commenced. Following the approval of this Development Agreement, and the demolition of the 16 storey hotel expansion located on a portion of this property, this site has acted as a privately owned park for the last 30 years.

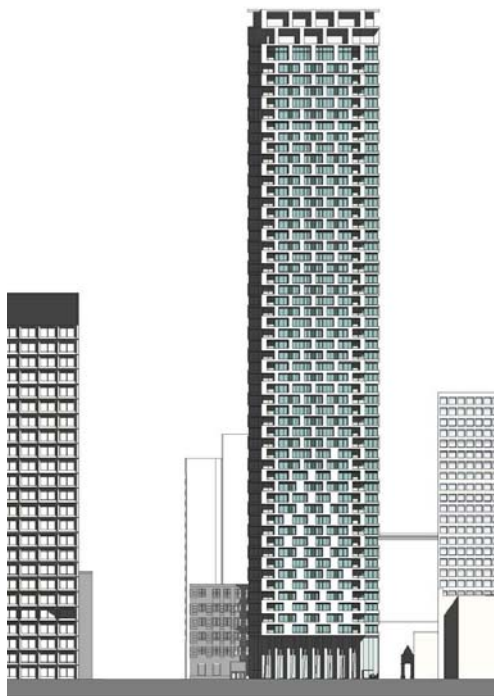
Due to the nature of this development agreement, the entirety of DC2(E) is administratively required to be amended to facilitate the proposed rezoning. While the zoning designation for these properties are changing, no changes are proposed to the development rights for the Hotel Macdonald or the adjacent property to the east. As a result, the subject site (the north tower

site) was evaluated independently as part of the Planning Analysis and Technical Review in this report.

PLANNING ANALYSIS

In general, this application proposes to increase the maximum allowable height of a site adjacent to Jasper Avenue on a privately owned, but publicly accessible park in front of the historic Hotel Macdonald.

While the DC2 Provision proposes an increase in height, the overall intensity of development is a reduction from current development rights and provides a more sensitive transition towards the adjacent hotel which offset the impacts of this additional height.



SOUTH ELEVATION OF THE TOWER WITH
SURROUNDING CONTEXT



WEST ELEVATION OF THE TOWER FRONTING
100 STREET AND SURROUNDING CONTEXT

LAND USE COMPATIBILITY

This site is located in the Downtown where high density development is generally supported, as is reflected in the surrounding (CCA) Core Commercial Arts Zone, and the current development rights for the property which permit an office tower.

The proposed DC2 Provision would allow for a 185 metre (approximately 56 storey) residential tower with a small podium. While this is a substantial increase in permitted height compared to the existing development rights (which allow for a 39 storey tower) the proposal is comparable with the permitted height, density and Floor Area Ratio of the surrounding CCA Zoning. Also, the DC2 Provision proposes a reduction in tower floor plate to an industry best practice of 750 m², and increases to setbacks which result in an overall *reduction* in Floor Area Ratio and a more sensitive interface with the Hotel Macdonald.

The table below provides a comparison of the existing DC2(E) for this site, the CCA Zone which is the standard zone for this area of the Downtown, and the proposed DC2 Provision.

REGULATION	CCA Zone (Surrounding Zoning)	Current DC2(E) Provision* (Current Zoning)	Proposed DC2 Provision
Height Podium Tower	9.0 m - 26.0 m 150 m - 200 m	N/A 128 m	6.0 m - 13.0 m 185.0 m
Floor Area Ratio (FAR)	8.0 - 12.0	12.3	11.0
Maximum Dwelling Units	No Maximum	N/A	475
Tower Floor Plate	No Maximum	1,130 m ²	750 m ²
Setbacks North (Jasper Ave) South (Hotel Macdonald) East West (100 St)	1.5 - 2.5 m 0.0 m 0.0 m 1.5 - 2.5 m	2.0 m 9.6 m 11 m 9.2 m	0.0 - 2.0 m min 20.0 m min 9.0 m min 8.5 m

* DC2(E) regulates development based on the maximum tower floor plate, maximum number of storeys, site plan and elevations. Values in this table have been estimated from this data to allow for a comparison between provisions.

The current DC2(E) allows for a large floorplate commercial tower with no podium and no setbacks. The proposed DC2 Provision proposes a small commercial podium with setbacks from Jasper Avenue and a large setback from 100 Street NW. While there is no setback or typical podium interface to the south, this maximizes the separation of the tower from the Hotel as outlined in the "Interface with the Hotel Macdonald" section below.

Retail uses are proposed to front onto Jasper Avenue and 100 Street NW, with the residential entrance to the tower located in the south setback facing the Hotel Macdonald. These uses are proposed to be glazed (glass) for the podium portion of the building.

The proposed modern design with contemporary materials of the two storey building base offers a juxtaposition to the surrounding historic buildings, including the Hotel Macdonald to the south, and the historic Toronto Dominion Bank and Imperial Bank of Commerce Buildings (World Trade Center) to the north. Together these three buildings create a strong presence of similar height of around six stories and materials. From an urban design perspective, it would

have been ideal if the new development were to complement and reflect this height with its podium/building massing or reference the masonry materials in some way.

While the proposed height and density at this location are not out of character for Jasper Avenue, the context of this proposal with the adjacent Hotel Macdonald highlights the need for sensitive design to address concerns, primarily:

- impacts of tower development on the Hotel Macdonald;
- potential loss of views of the Hotel Macdonald from the north; and
- the loss of publicly accessible park space.

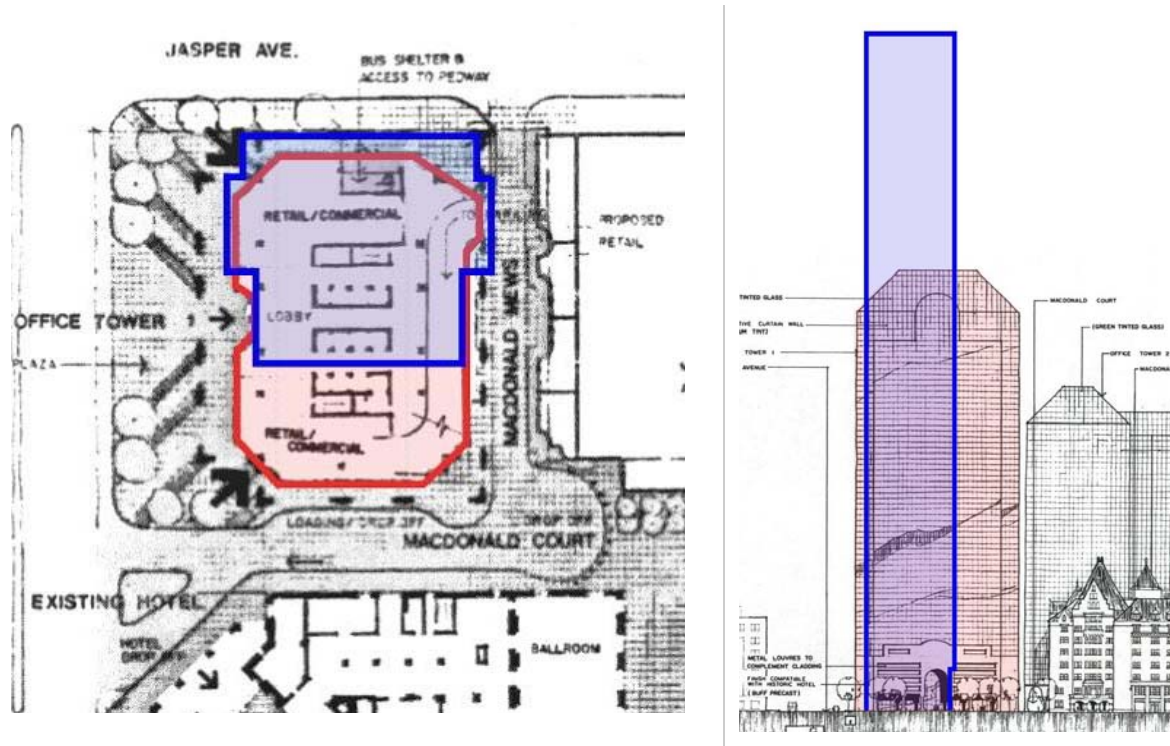
These issues have been addressed through various design decisions including:

- placement of the tower in the northeast of the site;
- reduction in tower floor plate;
- design of the podium at grade; and
- creation of a new publicly accessible park space.

Interface with the Hotel Macdonald

To ensure impacts on the Hotel Macdonald are minimized, and views are maximized, the tower is located on the northeast corner of the site. This placement maintains the increased setback from 100 Street NW and nearly doubles the setback from the hotel to the south. This, in combination with small tower floor plate of 750 m², creates a substantial separation between the proposed tower and the hotel when compared to the current zoning permissions.

The graphics below demonstrate the difference between the existing tower permissions from DC2(E) in red, and the proposed DC2 Provision in blue.

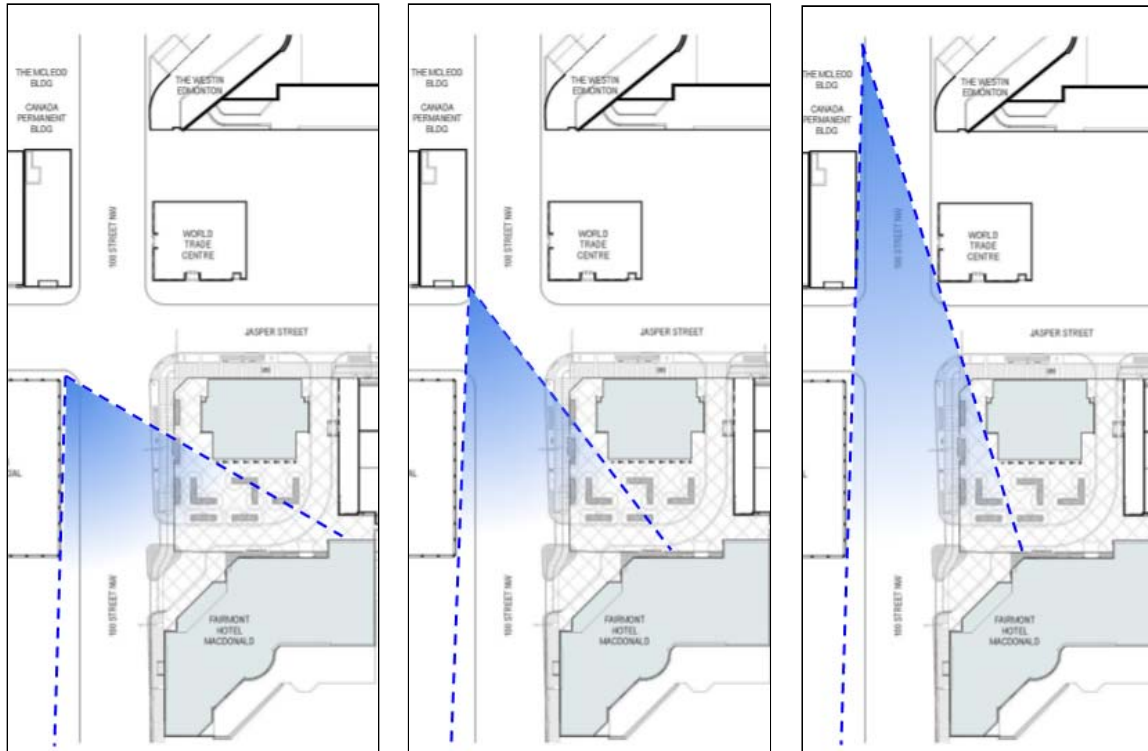


COMPARISON OF EXISTING TOWER DEVELOPMENT RIGHTS (IN RED) AND THE PROPOSED TOWER (IN BLUE)

Impacts of high rise development are generally managed through the use of a podium-tower design which move the mass of a tower away from the public realm. While the DC2 Provision proposes an adequate podium with stepbacks from Jasper Avenue, there is not the expected 4.5 metre setback on the southern facade of the tower.

While this is generally problematic for a tower of this size, the lack of podium on this facade allows the building to maintain the large separation distance from the Hotel Macdonald which maximizes the view corridor to the hotel. The physical impacts of no-podium design, such as wind downwashing, are also onto private property rather than to the public realm on Jasper Avenue or 100 Street NW due to the large proposed west setback (8.5 m).

Combined, these design decisions allow for the preservation of a majority of views towards the Hotel Macdonald's prominent entrance on the northwest facade. While development on this property would result in a loss of views from the north and north west, due to the presence of a building, this DC2 Provision represents an improvement when compared to current zoning permissions.



DIAGRAMS SHOWING FUTURE SIGHTLINES TO THE HOTEL MACDONALD FROM LOCATIONS ON JASPER AVENUE AND 100 STREET NW



VIEW CORRIDOR LOOKING FROM THE NORTH WEST CORNER OF JASPER AVENUE AND 100 STREET TOWARDS THE HOTEL MACDONALD WITH THE PROPOSED BUILDING IN FRONT FROM THE INTERACTIVE MODEL

Public Realm Improvements

The DC2 Provision proposes to establish a privately owned publicly accessible park in the south setback between the proposed tower and the Hotel Macdonald. This publicly accessible space would connect the proposed tower with the hotel through landscaping and materials which are intended to complement the historic elements of the Hotel Macdonald.

As part of the landscaping of this space, the private roadway which acts as the access to the Hotel Macdonald and the tower is proposed to be re-designed as a shared space for both pedestrians and vehicles to further expand the use of this space.

While development of this site represents a net loss of publicly accessible park space compared to what is available today, the dedication of this privately owned publicly accessible park mitigates the impact of this loss and represents a larger space than would be provided through the current development permissions. The existing park space which is on the site today, is also required to remain open until construction for this development commences further mitigating the potential loss of park space in the downtown.



PROPOSED LANDSCAPING OF PUBLICLY ACCESSIBLE PRIVATE SPACE
BETWEEN PROPOSED TOWER AND THE HOTEL MACDONALD

Sun Shadow Impacts

A Sun Shadow Study was provided as part of this application to demonstrate the potential impacts on adjacent properties and the public realm. Appendix X shows potential shadows on equinoxes, the winter solstice, and summer solstice.

Shadows will generally be cast to the north over commercial development on the north side of Jasper Avenue which remains unchanged compared to existing zoning permissions. The additional shadows from the increased height are mitigated as the development proposes a slim tower which will cast smaller shadows and travel over affected properties more quickly.

Due to the tower's height, shadows will be cast over portions of Churchill Square directly to the north between September and March through the winter. That being said, shadows cast on Churchill are from the upper extents of the tower, meaning the shadows will move across the square rapidly due to the small floor plate.

Tower Separation

The minimum tower separation expected in the Downtown is 25 metres which is provided to the north, south, and west, however; the proposal is deficient to the east where a tower separation distance of 15 metres is proposed between this DC2 and the Macdonald Lofts. While this separation distance is deficient, it is not a decrease compared to the existing DC2(E) Provision.

With typical rezoning applications there is an expectation that improvements are made upon existing conditions when seeking increases in development rights. However, increases in separation distances from the Macdonald Lofts would move the tower towards the intersection of Jasper Avenue and 100 Street which would substantially impact potential view corridors towards the Hotel Macdonald.

The Macdonald Lofts is also designed in a manner which has resulted in a limited number of windows on the east and west facades. This design means that while separation distances are reduced, potential privacy impacts from the proposed development will also be minimized.

Considering this context of this proposal, and the design of the Macdonald Lofts, the tower spearactions proposed as part of this application are acceptable.

PLANS IN EFFECT

The Capital City Downtown Plan (CCDP) divides the Downtown in five sub-areas with different strategies and development policies with the intent of creating different 'neighbourhoods' within Downtown. This is implemented through Downtown Special Area Zones which are intended to take advantage of each neighbourhood's unique character.

This site is located within the River's Edge (Sub-Area 4) of the Commercial/Cultural Core Neighbourhood. This district is intended to feature hospitality oriented development such as hotels, convention facilities, and restaurants as well as residential and office developments with retail uses at street level. Development on Jasper Avenue should:

- introduce ground floor retail,
- plazas and green space connections to encourage street activity and connections with the river valley; and
- respect existing view corridors.

The proposed DC2 Provision conforms with the CCDP in that it proposes development rights which are similar in scale with the (CCA) Core Commercial Arts Zone, which is reflective of the plan's vision for this portion of the Downtown, while providing a publicly accessible plaza to both preserve the views towards the Hotel Macdonald, and also to provide an additional outdoor amenity that is open to the public.

EDMONTON DESIGN COMMITTEE (EDC)

On April 30, 2019 this application was reviewed by the Edmonton Design Committee (EDC). The committee provided a recommendation of support with the condition that the Applicant continue to work with Administration to provide greater detail in design regulations and landscape plan in regards to the plaza, specifically:

- The identification and preservation of view corridors through the space and to the Hotel Macdonald;
- The creation of appropriate transitions (ie. spatial quality, materiality, access and movement) to adjacent buildings and open spaces, including the Hotel Macdonald, 100 Street and Jasper Avenue;
- The proposed materiality of the plaza;
- The identification of year round use and programming features (including but not limited to public art, lighting and related infrastructure to support outdoor activities); and
- The creation of the shared space, integrating roadway access into the plaza, with priority given to pedestrian access and safety.

The applicant revised their application to provide a revised landscape plan with additional detail as well as incorporated additional regulations providing clarity on materiality of the proposed plaza, establishing the internal road as a shared space, and ensuring that future landscaping is sympathetic to the adjacent Hotel Macdonald. Any future development permit will also be subject to Edmonton Design Committee Review.

The formal response letter from the Edmonton Design Committee is found in Appendix 2 to this report.

PUBLIC CONTRIBUTIONS

C582 - Developer Sponsored Affordable Housing

The proposed DC2 Provision provides the option for the City to purchase 5% of any proposed residential dwellings at 85% of the market price or receive an equivalent cash in lieu contribution.

C599 - Community Amenity Contributions

Public amenity contributions are not required for this development as the DC2 Provision proposes a decrease in Floor Area Ratio from the current DC2(E).

Notwithstanding this, the application proposes to establish a publicly accessible private park on the plaza located within the south setback.

TECHNICAL REVIEW

All comments from affected City Departments and utility agencies have been addressed.

PARKING, LOADING AND VEHICULAR ACCESS

All vehicular parking is provided underground with access to the parkade from the private roadway through the site connecting Jasper Avenue with 100 Street NW. Loading and waste collection is also from this private road. Vehicular parking is provided entirely underground and at comparable rates to Zoning Bylaw requirements for the CCA Zone which regulates surrounding properties. In addition to these requirements, 40 non-accessory parking spaces are proposed and will be provided underground.

Bicycle parking is proposed to be provided within the underground parkade within secure facilities at a rate of 50% for each developed unit which is an increase over the minimum requirements for the Zoning Bylaw.

PUBLIC ENGAGEMENT

PRE-APPLICATION NOTICE

March 8, 2018

- Number of recipients: 320

As reported by applicant

- Number of responses: 16
- Comments included:
 - o concerns regarding views of the Hotel Macdonald
 - o noted importance of iconic architecture at this location
 - o concerns regarding sun shadow impacts to adjacent properties
 - o concerns regarding traffic and parking impacts
 - o concerns regarding the Robbie Burns statue located on property

ADVANCE NOTICE September 19, 2018	<ul style="list-style-type: none"> • Number of recipients: 351 • No responses received
PUBLIC MEETING April 30, 2019	<ul style="list-style-type: none"> • Number of attendees: 43 • Number of feedback forms received: 13 • A detailed summary of this event and the feedback received is available in Appendix 3 "What We Heard Report" Public Engagement Report - April 30, 2019
WEBPAGE Interactive model to collect additional feedback posted to website on April 19, 2019	edmonton.ca/9955jasperavenuere zoning Number of comments received via the Interactive Model posted to website: 255 A detailed summary on this feedback is available in Appendix 4 Enhanced Engagement Summary Report.

Due to the prominent location adjacent to the historic Hotel Macdonald, additional engagement opportunities were explored to better inform residents on the proposed development. As one of the greatest impacts of the development proposal to the public is the views of the Hotel Macdonald, an interactive massing model of the project was developed by the City to better demonstrate view corridors towards the Hotel Macdonald (accessed through the [project website](#)). The interactive model provided a more accessible means of demonstrating the relationship between the proposed building and the surrounding context in comparison to site plans and elevation drawings typically submitted for rezoning applications.

CONCLUSION

Administration recommends that City Council **APPROVE** this application.

APPENDICES

- 1 Sun Shadow Study
- 2 Edmonton Design Committee Letter
- 3 "What We Heard" Public Engagement Report - April 30, 2019
- 4 Enhanced Public Engagement Report
- 5 Application Summary

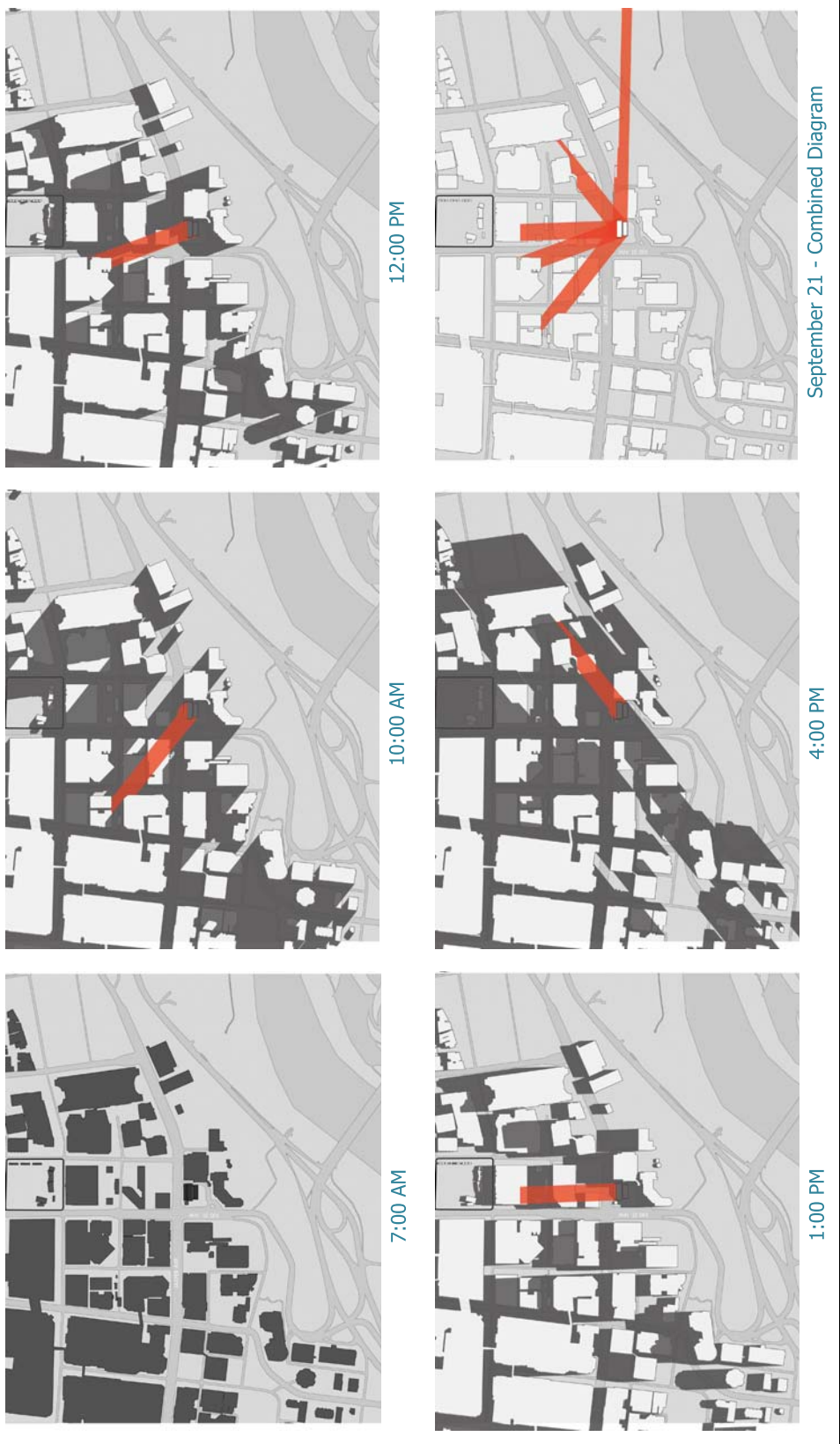
SUN SHADOW STUDY
SPRING EQUINOX - March 21



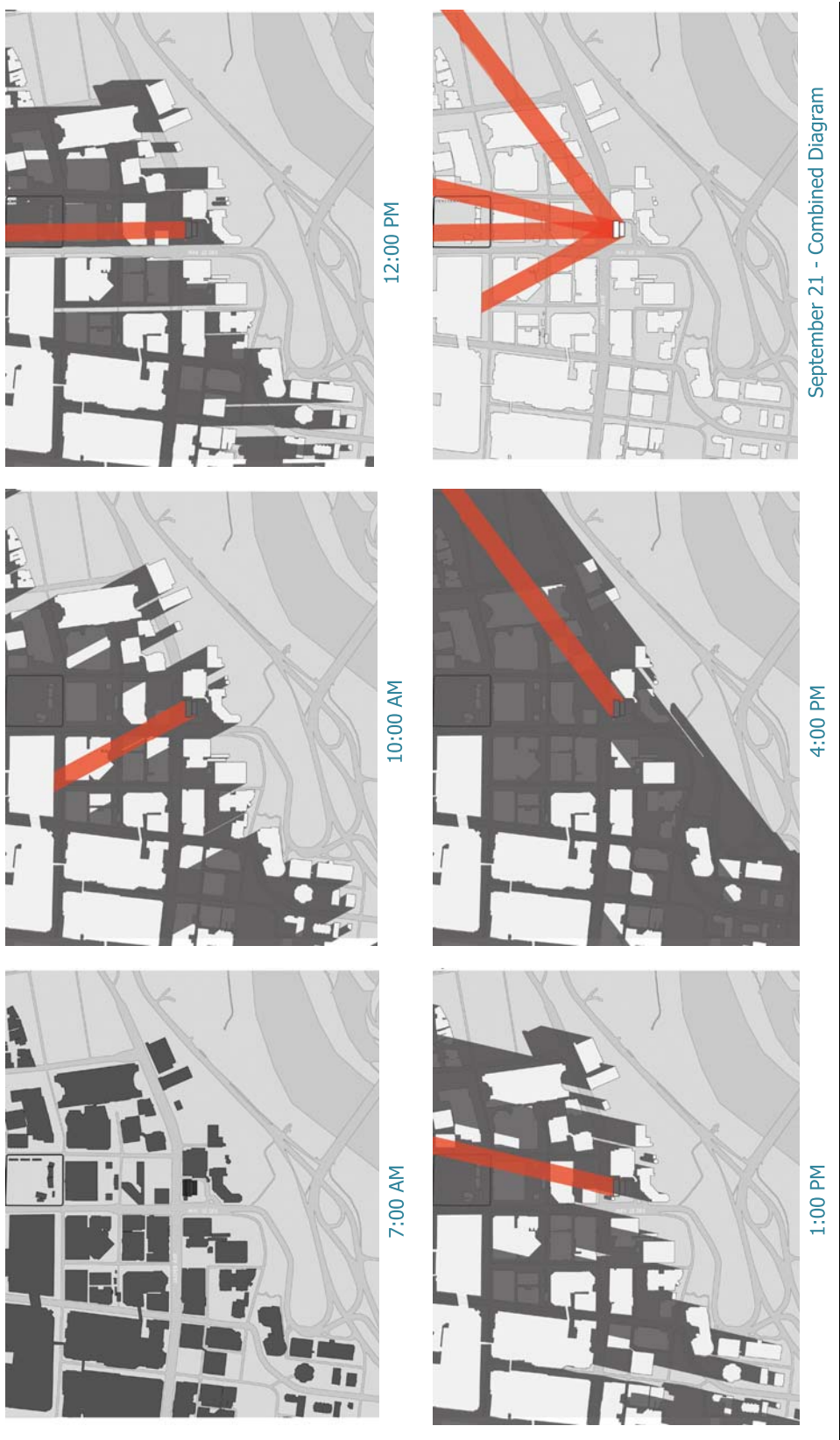
SUMMER SOLSTICE - June 21



AUTUMN EQUINOX - September 21



WINTER SOLSTICE - September 21





EDMONTON • DESIGN • COMMITTEE

May 2, 2019

Mr. Peter Ohm, Chief Planner
City Planning, Sustainable Development
7th Floor, 10111 - 104 Avenue NW
Edmonton, AB T5J 0J4

Dear Mr. Ohm:

Re: **9955 Jasper (Rezoning)**
Elise Shillington- Stantec

As determined by the Edmonton Design Committee at the meeting on April 2, 2019, I am pleased to pass on the Committee's recommendation **of support with conditions** for the 9955 Jasper (rezoning) project submitted by Stantec.

While the Committee appreciates the Applicant's approach to locating and siting the building to create an outdoor plaza and maintain view corridors to the Hotel MacDonald, the Committee recommends the Applicant continue to work with Administration to provide greater detail in the design regulations and the appended landscape plan with regard to the plaza; specifically:

- **The identification and preservation of view corridors through the space and to the Hotel MacDonald**
- **The creation of appropriate transitions (ie. spatial quality, materiality, access and movement) to adjacent buildings and open spaces, including the Hotel MacDonald, 100 Street and Jasper Avenue**
- **The proposed materiality of the plaza**
- **The identification of year round use and programming features (including but not limited to public art, lighting and related infrastructure to support outdoor activities)**
- **The creation of the shared space, integrating roadway access into the plaza, with priority given to pedestrian access and safety.**

The Committee notes that many of the above items have been referenced in the 'Response to Urban Design Principles', but not integrated into the DC regulation and appended Site/Landscape Plan.

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,

Edmonton Design Committee

A handwritten signature in black ink, appearing to read 'Wes Sims', followed by a period.

Wes Sims
Architect AAA
EDC Chair

WS/ps

- c. Stantec - Elise Shillington
City of Edmonton - Andrew Sherstone
Edmonton Design Committee

WHAT WE HEARD REPORT

Rezoning Public Engagement Session Feedback Summary LDA18-0478 - Downtown

PROJECT ADDRESS: 9955 - JASPER AVENUE NW
10073 - 100 STREET NW
10085 - 100 STREET NW

PROJECT DESCRIPTION: Proposed rezoning from (DC2-E) Development Agreement to (DC2) Site Specific Development Control Provision to allow for a 185.0m mixed use building.

PROJECT WEBSITE: edmonton.ca/downtown

EVENT TYPE: Public Engagement Session

MEETING DATE: Tuesday, April 30, 2019

NUMBER OF ATTENDEES: 43

ABOUT THIS REPORT

The information in this report includes feedback gathered during the April 30th, 2019 public engagement session. This report is shared with all attendees who provided their email address during the event. This summary will also be shared with the applicant and the Ward Councillor. If/when the proposed rezoning advances to Public Hearing, these comments will be summarized in a report provided to Council.

Planning Coordination
CITY PLANNING



PROPERTY HISTORY

In 1983, Edmonton City Council approved the [*Hotel MacDonald Agreement DC2\(E\)*](#), which designated the Hotel MacDonald as a historic resource.

This agreement allowed the Hotel MacDonald to construct an addition which would expand the hotel south towards the river valley. As part of this agreement, the “air rights” for the hotel property was transferred to two adjacent sites to the north and east of the hotel.

The site north of the hotel, which is the subject of this rezoning application, permitted the development of an office tower with the following approximate characteristics:

- 39 storeys in height;
- A Floor Area Ratio of 12.5;
- A Tower Floor Plate of 1,000 m²;
- Underground parking.

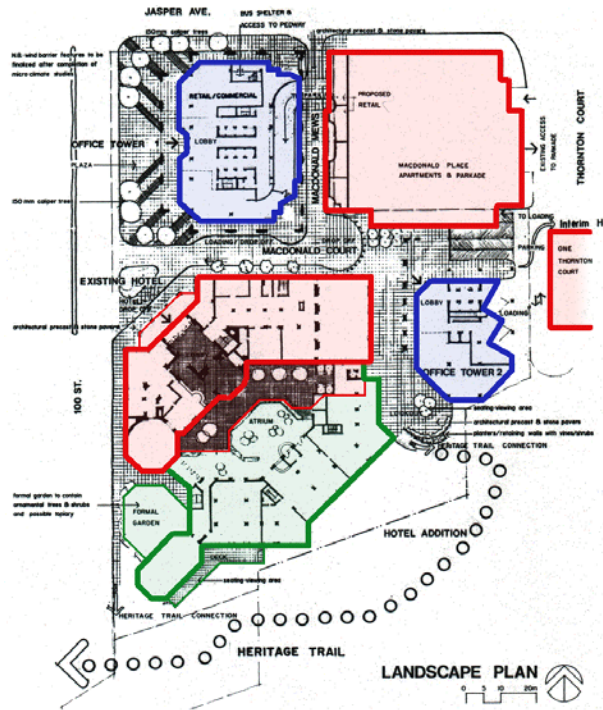
As part of this agreement it was required that, until construction began on the north property, the site would be landscaped as a park and remain open to the public. Since that time, this property has acted as a privately owned park.



ABOVE - RENDERING OF PROPOSED OFFICE TOWERS APPROVED AS PART OF DC2(E) IN 1983

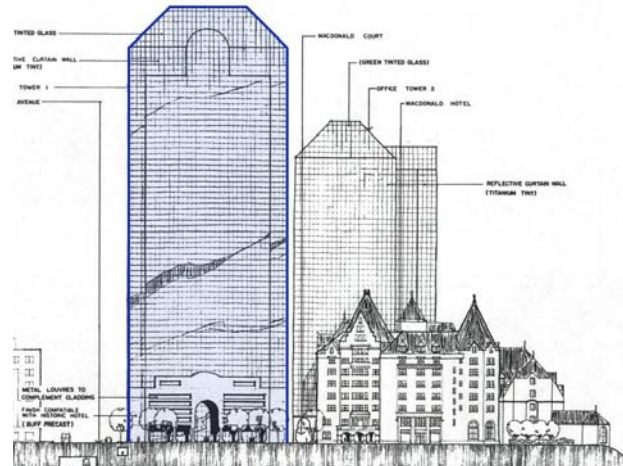
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CITY PLANNING





LEFT - SITE PLAN FROM DC2-E SHOWING THE EXISTING BUILDINGS (RED), THE EXPANSION TO THE HOTEL (GREEN), AND THE TWO APPROVED OFFICE TOWERS.

BELOW - ELEVATION FROM DC2-E SHOWING THE APPROVED TOWER (BLUE) IN RELATION TO THE HOTEL MACDONALD FROM THE WEST.



MEETING FORMAT

The meeting format was a station-based open house where attendees were able to view display boards with project information. Participants were encouraged to ask questions of City Staff, the applicant and the landowner. Participants were invited to share their feedback on a “Graffiti Wall” by offering general feedback as well as by answering the following questions:

- What do you LIKE about this application?
- What do you NOT like about this application?

13 feedback forms were also received. The comments & questions we received are summarized by main themes below.

The number of times a comment was received by participants are recorded in brackets following that comment.

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WHAT WE HEARD

The following information summarizes feedback form responses and the main themes that emerged.

General:

- Developers and large companies seem to be able to do whatever they want (x2)
- Project is not providing enough community amenities, services or support (x2)
- Developer should design units for families with three bedrooms (x2)
- Council should reject development at this site (x2)
- General support of the design of the building (x2)
- This project only benefits the wealthy (x2)
- The developer should provide larger units so people don't move to the suburbs to get more space
- Private landowners should not have complete control over what they can do on their properties
- Dissatisfaction that City staff did not approach me to ask if I had questions
- People from the suburbs will not use transit to get downtown
- General concerns regarding climate change and development

Interface with the Hotel MacDonald:

- Concerns regarding the preservation of views to the hotel (x3)
- This proposal seems to give better sightlines to the Hotel MacDonald than the original design
- The government needs to do more to protect the quality and views of historic buildings
- Visiting VIPs will not want to stay in the hotel if there is a large tower shadow over it
- More importance on historical and architectural legacy needs to happen
- Project does not respect the history of the Hotel MacDonald

Density, Height & Location:

- Empty lots should be developed first (x3)
- The City should focus on redeveloping The Quarters, Rosedale and vacant lots

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- Too much density on such a small site will create more problems
- Height is not a concern for this proposal, but the location is
- Large projects should be spread out in the downtown

Green Space:

- The existing park is an important resource and should not be removed (x2)
 - Park should be renamed due to racist history of Frank Oliver
 - More park space is needed downtown not less
 - The park should be retained for a better use
-

GRAFFITI WALL COMMENTS

WHAT DO YOU LIKE ABOUT THIS PROPOSAL?

- General support of the proposed design (x13)
- General support of the inclusion/preservation of some greenspace (x7)
- Like consideration of Hotel MacDonald & views (x4)
- Supportive of density to the area (x3)
- Like some of the materials in consideration (x2)
- General support for use of the space (x2)
- Like the integration with the street (x2)
- General support of the proposal (x2)
- Like the inclusion of street level commercial
- Saw proposal as a reasonable size
- Appreciated the landscaping

WHAT DO YOU NOT LIKE ABOUT THIS PROPOSAL?

- General concerns of the built form's effects on the Fairmont Hotel and patrons (x6)
- Concerns of the building height affecting skyline and surrounding massing (x3)
- General opposition to the proposal (x3)
- Concern over multiple driveway access points affecting cyclists and pedestrians

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- Concern for a broader prioritization of landscapes and the public realm
- Public and private spaces designed to be more welcoming to people
- Raised concern over privacy for both hotel patrons and tower users
- Want to see more consideration for winter appropriate elements
- Architecture at odds with the surroundings
- Shadow concerns for neighbouring lands
- Desire to see a cobblestone roadway
- General opposition to towers
- Want more family units

Land Use:

- General opposition to the site location for the proposal (x6)
- Concern over potential non-residential uses as redundant or unsuitable for the area (x4)
- Concern over proposed uses exceeding market demand in the area (x3)
- Concern over change of access to pedway and LRT

Green Space:

- General dissatisfaction with the loss of greenspace in the area (x5)
- Desire to see more grass and natural elements in design

ANSWERS TO QUESTIONS

Where will people park?

- Parking is proposed to be located within an underground parkade that will exit to the private road located on the east of the property. Currently the applicant is proposing a parking spaces with a minimum of 0.4 and a maximum of 1.75 parking spaces per unit which approximately works out to 1.25 parking parking spaces per dwelling.

Will the feedback from this event be used?

- Feedback collected from public engagement events are used for three main purposes:
 - to inform conversations with the applicant about making revisions to the application to address concerns raised;

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- to collect local insight and ensure that the City’s planning analysis considers all applicable factors; and
 - to inform Council on the feedback received so they have an understanding of the opinions of residents prior to making a decision on the application.
 - This “What We Heard Report” will be included as part of Administration’s report to City Council if/when the proposed rezoning advances to Public Hearing
-

If you have questions about this application please contact:

Andrew Sherstone, Principal Planner

780-442-0699

andrew.sherstone@edmonton.ca

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ENHANCED PUBLIC ENGAGEMENT SUMMARY

LDA18-0478 - Downtown

PROJECT ADDRESS: 9955 - JASPER AVENUE NW
10073 - 100 STREET NW
10085 - 100 STREET NW

PROJECT DESCRIPTION: Proposed rezoning from (DC2-E) Development Agreement to (DC2) Site Specific Development Control Provision to allow for a 185.0m mixed use building.

PROJECT WEBSITE: edmonton.ca/9955jasperavenuere zoning

FEEDBACK COLLECTED: April 28, 2019 to July 11, 2019

**NUMBER OF
COMMENTS
RECEIVED:** 255 - April 2019 to August 2019

ABOUT THIS PROJECT

Due to the prominent location adjacent to the historic Hotel Macdonald, additional engagement opportunities were explored to better inform residents on the proposed development.

As one of the greatest impacts of the development proposal to the public is the views of the Hotel Macdonald, an interactive massing model of the project was developed by the City to better demonstrate view corridors towards the Hotel Macdonald.

The interactive model provided a more accessible means of demonstrating the relationship between the proposed building and the surrounding context in comparison to site plans and elevation drawings typically submitted for rezoning applications. The model portrayed important viewpoints of the Hotel Macdonald and its grounds, illustrating the potential

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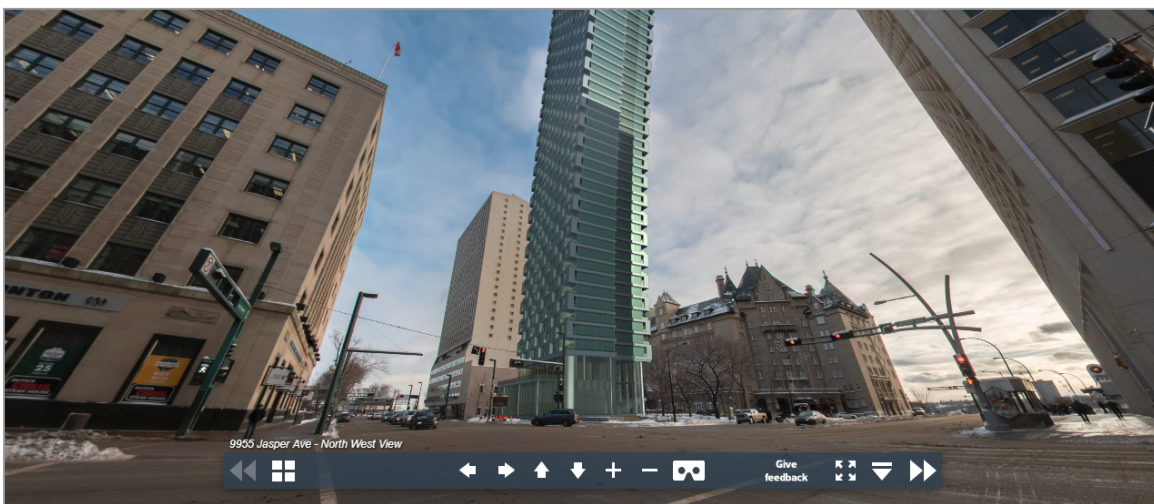


impacts. By allowing the user to view the site as if they were standing on the street, the scale and massing of the proposed tower can be better understood. Three primary view corridors were identified, and corresponding viewpoints were created within the model. These viewpoints are as follows:

- the north west corner of Jasper Avenue and 100 Street NW;
- Jasper Avenue directly north of the Hotel Macdonald; and
- 100 Street NW at the ETS station to the east of the Hotel MacDonald.

Interactive Model

This interactive model illustrates the proposed development in relation to nearby buildings such as the Hotel Macdonald and is for illustrative purposes only. Feedback can be provided directly to the City using the "Give Feedback" button.



ABOVE - VIEW OF THE INTERACTIVE MODEL ON THE CITY'S WEBSITE AT EDMONTON.CA/9955JASPERAVENUEZONING

Links to the City's site were posted on Facebook prior to the City hosted Public Engagement Event on April 30 and the week following.

The information in this report includes feedback gathered from April to August of 2019.

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FEEDBACK RECEIVED

The following information summarizes the main themes from **negative** comments that emerged.

General

- Concerned about the location of this proposal (x95)
- Concerned about preserving the views of and from the Hotel Macdonald (x83)
- Concerned about preserving the Hotel Macdonald as a historic/heritage resource (x54)
- Concerned about the skyline and the Hotel Macdonald silhouette being ruined (x49)
- Concerned about jeopardizing the Hotel Macdonald as an icon/symbol for the city (x27)
- General non-support of the proposal (x18)
- City should be embarrassed that they are considering the proposal (x3)
- Concerned about the impacts on the Hotel Macdonald grounds (x2)
- City should not make amendments to previously approved development plans
- Concerned about the implications on the Hotel Macdonald as a tourist draw

Built Form

- Dislike the overall design of the tower (x73)
- Dislike the height of the tower (x24)
- Concerned that the built form is out of place with existing buildings in the area (x33)
- Concerned about the sun/shadow impacts (x20)
- Dislike the scale and mass of the tower (x13)
- Concerned about wind/wind tunnel impacts (x4)
- Concerned that this proposal doesn't enhance Edmonton's downtown (x2)
- Concerned that the lifting of height restrictions has resulted in developers overcompensating to build up
- Developer should tear down Macdonald Estates to the east and build a shorter tower
- Would have liked to see a design competition where public could have input
- DC2 zoning should include size, placement, architectural control
- Would be supportive if it was designed by Bjark Ingles Group [BIG Architecture]

Green Space

- Concerned about the removal of green space (x49)

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- Concerned about a lack of support for green space (x19)
- Would like to see the city purchase this land and further develop it as public space (x2)
- Would like to see a land swap to preserve the green space here (x2)
- Concerned that the resulting park space would be cramped, dark, and windy
- Concerned about blocking River Valley views

Vehicular and Pedestrian Traffic

- Concerned about impacts to traffic and traffic flow (x11)
- Concerned that this area is already congested and in need of improvements (x4)
- Concerned about the number of proposed parking stalls (x2)
- Concerned that this proposal will disrupt the pedestrian access between Jasper Avenue and the funicular
- Concerns with social issues (homelessness, panhandling, garbage, odors) in the Downtown
- Concerned about traffic delays caused by construction
- Concerned about the increased foot and bicycle traffic

Social Issues and Community Values

- Concerned about the affordability of this development (x9)
- Concerned about support for low income/affordable housing options (x4)
- Concerned about a lack of planning regarding this proposal (x4)
- Concerned about lack of community amenities (x2)
- Concerned that downtown is becoming more inaccessible with parking costs and cuts to ETS bussing routes
- Concerned that this only benefits private property owners and not the public
- Concerned about lack of support for homelessness

Other

- Concerned about resulting increase of vacancy rates and oversaturation of the market (x13)
- Concerned that there are too many towers along Jasper Ave/downtown (x5)
- Concerned this will result in another tear down (x3)
- Concerned that this does not meet city goals or visions for downtown, winter design, urban design, infill, and/or heritage (x2)

- Those responsible for this project should be investigated for violations of the City's Code of Conduct and for conflicts of interest
- Would like to see existing building facades or road conditions improved/replaced before constructing another tower
- Images are not clear if tower is located on the river valley side, or the Jasper Avenue side of the Hotel Macdonald
- Concerned that public consultations are not easily accessible/convenient with having to pay for parking to attend
- Concerned that the infrastructure in this location can't handle that volume of waste/water sewage
- Concerned about permitted uses such as alcohol sales and nightclubs and resulting increased crime
- Concerned that the city should be focusing on positive and environmentally friendly investments
- Would like to see more multi-tenant buildings in other areas of the city to combat urban sprawl
- Concerned about the number of large scale projects that have been going up downtown
- Concerned that this will not benefit Edmonton's economy
- It is spelt the Hotel Macdonald not the Hotel MacDonald

The following information summarizes the main themes from **positive** comments that emerged.

General

- Would like to see this built (x11)
- Believe this is generally a good idea (x9)
- Believe this is a much needed development/addition to Edmonton's downtown (x8)
- Were happy with the graphics/visualization tool (x7)
- Increase in density downtown (x3)
- Believe this is a good alternative as the current zoning could allow something much worse (x2)
- Resulting increase in amenities for all downtown residents
- This development would make the core more livable
- Good location for residential development

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Built Form

- Community members were happy with the overall design (x12)
- Would like to see more architectural attention to better align with the Hotel Macdonald (x3)
- Positioning of the tower allows for clear views of the Hotel Macdonald (x2)
- This will have an amazing impact on the skyline (x2)
- Overall scale and shape are reasonable (x2)
- Will provide nice framing for the Hotel Macdonald from the South view
- Would like to see the tower cut down a few stories

Green Space

- Existing park is underutilized (x5)
- No concerns given that this is privately owned property (x3)
- The new proposed park will be better utilized (x2)
- River Valley green space is only ½ block away (x2)

Other

- Existing LRT entrance will benefit from this (x2)
- Combats urban sprawl (x2)
- Developer could work with the Hotel Macdonald and create new rooms in the proposed tower
- Increase to residents with River Valley views without tearing down existing buildings
- Existing residents in the area don't have a monopoly on the River Valley views
- Would like to see the developer held to high energy standards
- Area around this intersection needs improvement
- Edmonton needs more skyscrapers
- Proximity to LRT is good

APPLICATION SUMMARY

INFORMATION

Application Type:	Rezoning & Text Amendment
Charter Bylaws:	18994
Date of Application Acceptance	August 22, 2018
Location:	Southeast corner of Jasper Avenue and 100 Street NW
Addresses:	9955 Jasper Avenue 10065, 10073 & 10085 - 100 Street 4 Thornton Court
Legal Descriptions:	Lots 2 & 3, Plan NE Lots 2 & 3, Plan 8522037 Lots 4A & 5A, Plan 9221710
Site Area:	12,853 m ²
Neighbourhood:	Downtown
Notified Community Organizations:	Downtown Edmonton Community League Downtown Business Association
Applicant:	Stantec

PLANNING FRAMEWORK

Current Zone:	(DC2(E)) Development Agreement
Proposed Zone:	(DC2) Site Specific Development Control Provision
Plan in Effect:	Capital City Downtown Plan
Historic Status:	Municipally Designated Historic Resource (Bylaw 7700 & Bylaw 9303)

Written By:	A. Sherstone
Approved By:	T. Ford
Branch:	City Planning
Section:	Planning Coordination