

Public Engagement and Insight Survey Results

Administration set up an information table and staff were available to speak to stakeholders and the public at the downtown Engage Edmonton event on November 15, 2018. Advance notice was provided to all of the registered stakeholders and the surrounding community leagues. Feedback was collected to inform adjustments to the proposed opportunity area boundary, as well as draft regulations for the design of stores. The comments received through this feedback was mixed.

In relation to the proposed boundary, some individuals felt that the current rules were sufficient and did not need to change, and that there were a sufficient number of liquor stores already in the area. Others supported reducing barriers for liquor stores in the downtown core, although were concerned about singling out liquor stores and regulating their specific design. Conversations about the design of liquor stores focused primarily on:

- Improving the appearance by making liquor stores look more inviting by providing clearly visible entry and exits, and reducing visual clutter in window areas.
- Improving pedestrian access and reducing travel distances from parking lots, especially from parking lots located at the rear of a building.

Administration circulated a draft version of this report for review and feedback on November 22, 2018, for a 4 week period, to the following stakeholders:

- Edmonton Federation of Community Leagues
- Downtown Community League
- Oliver Community League
- Boyle Street Community League
- Central McDougall Community League
- McCauley Community League
- Westmount Community League
- Downtown Business Improvement Area Association
- North Edge Business Improvement Area Association
- Chinatown Business Improvement Area Association
- 124 Street Business Improvement Area Association
- Three local community service/shelter providers
- Liquor store industry stakeholders
- Alberta Liquor Store Association
- Alberta Gaming and Liquor Commission
- Alberta Health Services
- Edmonton Police Service
- Urban Development Institute

- National Association for Industrial and Office Parks (NAIOP) Commercial Real Estate Development Association
- Edmonton School Boards

Report Circulation Comments

From Liquor Store Industry Stakeholders:

- One liquor store retailer indicated concern about the proposed Opportunity Area and the potential impact it may have on the Downtown liquor store market if large retailers take over the area and push out small businesses.
- Feedback from major liquor store retailers were supportive of the approach to lessen the separation distance requirement; however, one expressed concern for design regulations that would have prescribed a specific percentage of windows on liquor storefronts facing public roadways. The feedback indicated that although the regulations would work in some areas of the city, it would not be practical to apply on a city wide basis. As a result of this feedback, specific percentages of window area was removed from the proposed regulations. To ensure windows provided remain transparent, Administration kept the proposed regulation that will limit window signage.
- Comments were also received on the proposed regulations relating to customer access, such that the requirement should indicate the access is oriented to public and internal roadways.

As a result of this feedback, Administration removed this requirement but retained the proposed requirement that would ensure that windows maintain transparency and unobstructed sight lines, and updated the customer access provisions.

From Business Improvement Area Association stakeholders:

- Only the 124 Business Improvement Area Association provided comments on the proposed Opportunity Area Boundary noting:
 - although they were supportive of Administration's previous recommendation to remove the 500 metre separation distance citywide in CR_5604, that they were not supportive of eliminating any distance restriction within the proposed Opportunity Area.
 - the proposed boundary was inequitable, continues to enable a false monopoly for existing retailers, and would result in the clustering of liquor stores along the 124 Street corridor.
 - 124 Street does not have a relatively high density of workers or residents, and is not yet a major or mature shopping corridor.
 - support for a separation of distance similar to Cannabis Retail Sales (200 m) or that Administration exclude the 124 Street corridor from the Opportunity Area boundary.

As a result of this input, Administration modified the proposed boundary to exclude 124 Street, making the most westerly extent of the boundary 122 Street.

Insight Survey and Open Link Survey Results

Administration conducted a survey on the proposed Liquor Store Opportunity Area boundary through both the Insight Community which ran from November 13 to 20, 2018, and an open link survey for the general public, which ran from November 15th to December 21, 2018. The November Insight Community survey provided more responses with 2191 participants. The open link survey gathered responses from only 61 participants.

In general the feedback received from the Insight Community was mixed in terms of whether participants supported the proposed Liquor Store Opportunity Area, with 25% somewhat or strongly oppose, 32% somewhat or strongly support, and 33% neither support nor oppose the boundary. However, when looking at the 162 responses from those living in the Downtown and Oliver neighbourhoods, more than half indicated support for the proposed Opportunity Area boundary.

In collecting feedback from the Insight Community on whether participants would change the proposed boundary, 80% indicated that they would not, and 20% indicated that they would. A common theme for those who desired change indicated that they felt the city had a sufficient number of liquor stores and wanted to see the current regulations remain.

November Insight Community Mixed Topic Survey Results

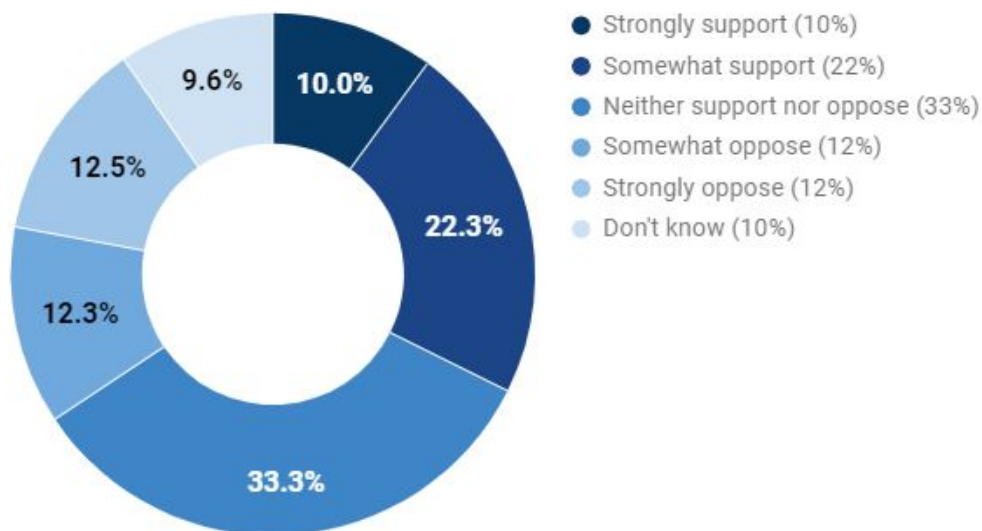
Question 1: What neighbourhood do you live in?

(2191 participants)

We heard from people in 273 different neighbourhoods. The neighbourhoods with the greatest representation for this survey included Oliver (4%), Strathcona (4%), Downtown (3%) and Westmount (2%).

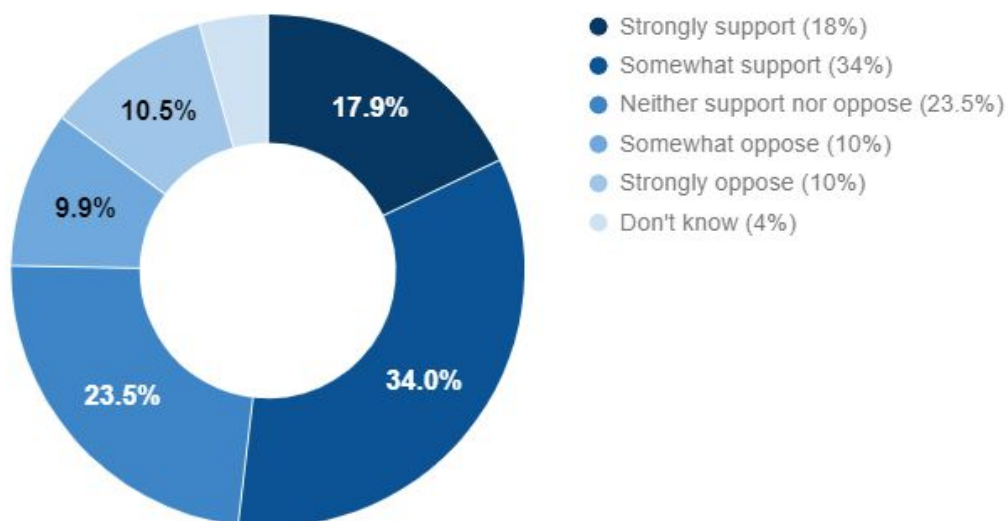
Question 2: Please rate your level of support or concern for the proposed opportunity area.

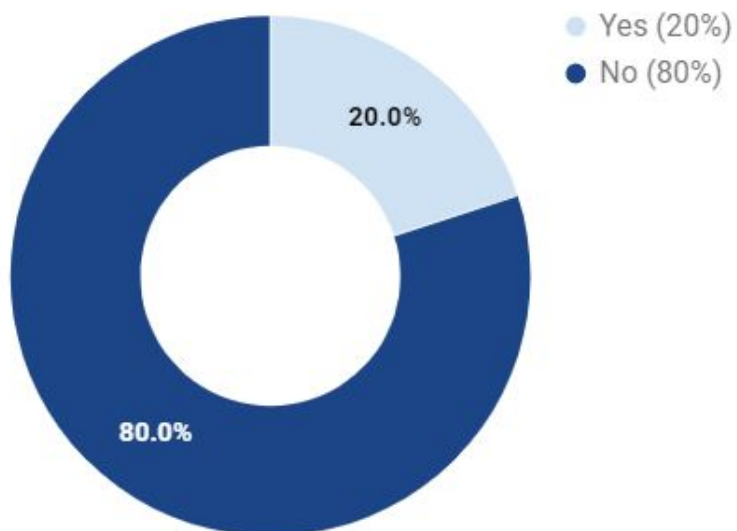
(2191 participants)



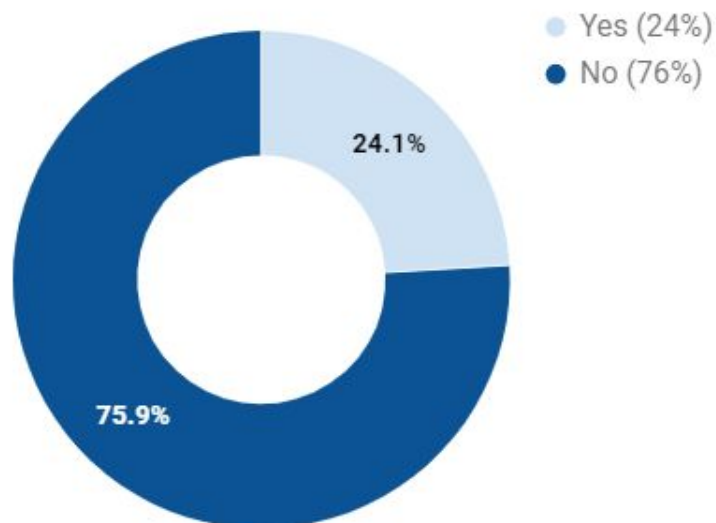
For comparison, the participants that lived in the Downtown and Oliver neighbourhoods, provided the following response for this question:

Downtown & Oliver *(162 participants)*



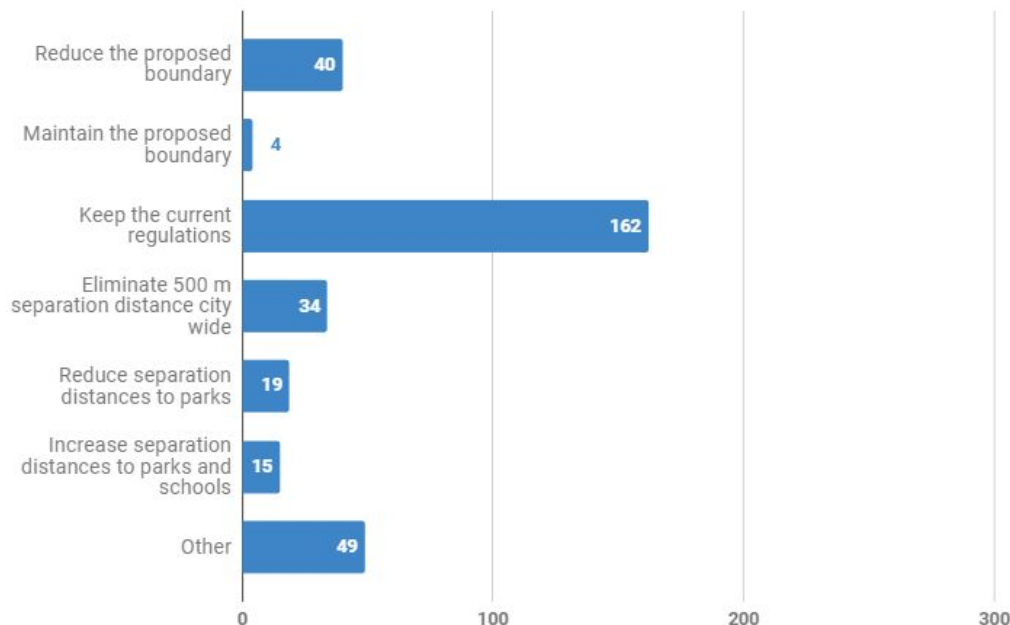
Question 3: Would you change anything about the proposed boundary?*(2191 participants)*

For comparison, the participants that lived in the Downtown and Oliver neighbourhoods, provided the following response for this question:

Downtown & Oliver *(162 participants)*

Based on the responses provided for the previous question, participants who selected that they would change the proposed boundary were then asked how they would change the proposed boundary. Of the 438 comments received, 162 participants indicated a desire to keep the current regulations and felt that the city has a sufficient number of liquor stores.

Question 3 a: How would you change the proposed boundary?
(438 participants)



For those who lived in the Downtown and in Oliver, 39 participants noted more nuanced changes. Some of the responses with similar themes included:

- Modify the boundary (13)
 - Expand the boundary in all directions (5)
 - Expand the boundary to the entire Downtown (2)
 - Expand the boundary to more areas of Oliver (3)
 - Extend the boundary south towards 99 Avenue (3)
- Remove the separation distance to parks and schools (4)
- Let the market decide, eliminate the separation distance (6)
- Keep the current regulations, there are too many liquor stores (11)

Open Link Survey Results

Given the low sample size, the results from the open link survey should be interpreted with caution

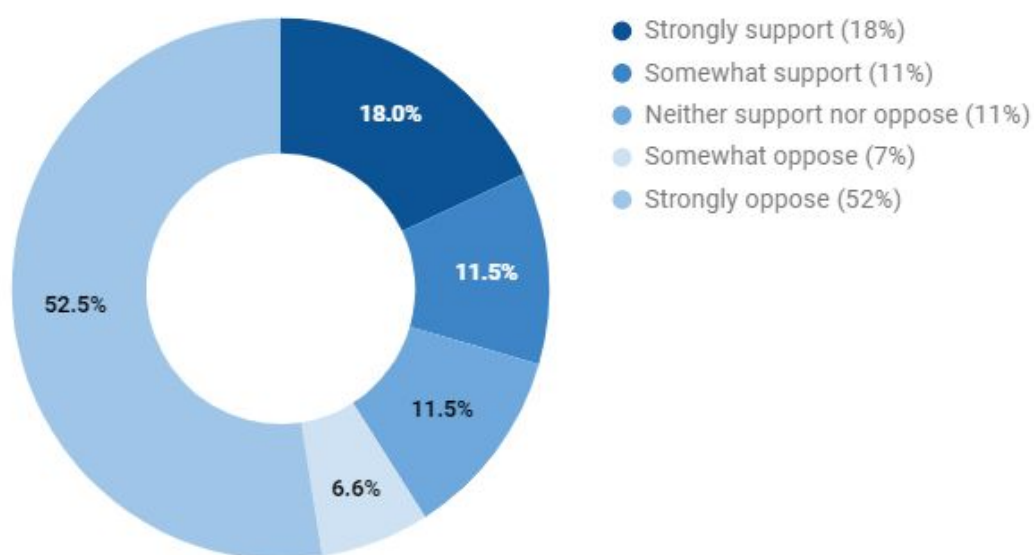
Question 1: What neighbourhood do you live in?

(61 participants)

The neighbourhoods with the greatest representation for this survey included Downtown (26%) and Oliver (24%).

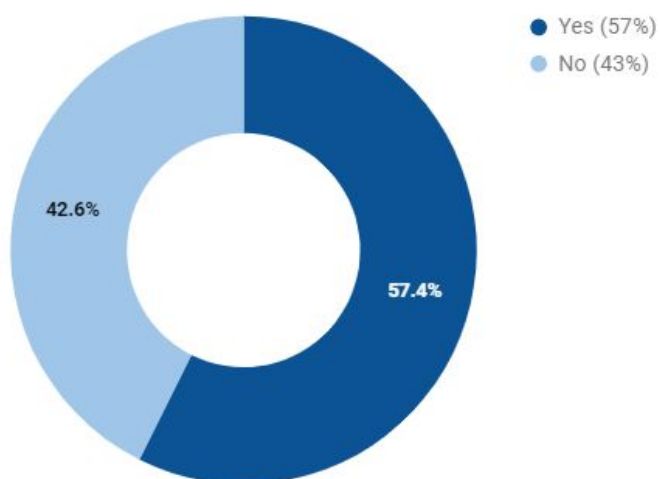
Question 2: Please rate your level of support or concern for the proposed opportunity area.

(61 participants)



Question 3: Would you change anything about the proposed boundary?

(61 participants)



Based on the responses provided for the previous question, participants who selected that they would change the proposed boundary were then asked how they would change the proposed boundary.

Of the 34 comments received, there were a number of comments that indicated a desire to reduce the proposed boundary, by reducing areas in the Oliver neighbourhood. Participants felt that neighbourhood is already well served by liquor stores. Other participants felt that more of the proposed boundary should be expanded south towards 99 Avenue.

Question 3 a: How would you change the proposed boundary?
(34 participants)

