



July 10, 2016

Carla Semeniuk
Development Planner/
Development Officer
City of Edmonton

RE: 188282372-001 – 10204-104 Street Bar/Neighbourhood Pub Application

The Downtown Edmonton Community League is **not supportive** of this application and are in strong opposition to the proposed 596 occupant 691m² Bar and Neighbourhood Pub at 10204-104 Street.

1. It does not align with the *General Purpose* of the HA (Heritage area zone 910.7 of the Edmonton Zoning Bylaw 12800) zone, that being to 'establish a special heritage character zone..to ensure new developments are pedestrian friendly and **compatible in scale, function... and urban village character** of the area.
2. The proposed development is a **discretionary use** within this zone.
3. A major success of the 1997 Capital City Downtown Plan was the significant investment and improvements to the 104 Street Promenade, resulting in a very successful mixed-use street, **this proposal has the potential to undo or undermine twenty years of work.**
4. As outlined in the Capital City Downtown Plan (2010), the heritage area of the Warehouse Campus Neighbourhood vision is to 'preserve and celebrate the historical character...and enhance the 104 street pedestrian zone', **sensitivity and discretion should be applied in this case.**
5. 104 Street is an excellent example of a properly scaled mixed-use street with considerable residential housing that would be **negatively impacted by noise, disruption** and very late closing hours.
6. This type, size and scale of bar/neighbourhood pub would be much more suitable to major entertainment areas such as Jasper Avenue, Ice District, Whyte Avenue or West Edmonton Mall, **NOT** in the middle of an urban village.
7. While mixed-uses are critical to the success of a Downtown, they must ensure that there is an underlying goal of **reasonable compatibility**, this would not achieve with this application and capacity.
8. This may be a 'negative impact' of the soon to be open Rogers Place, where some business owners want to take advantage of this location and future crowds, with little respect or consideration of the existing character and unique qualities of the neighbourhood.
9. As such, this application will have a negative impact on the **desirability for future residential growth** and investment in the area.
10. The City of Edmonton has just committed to a \$4.1 million investment into **Alex Decoteau Park 1**

block away from this application, a space intended to be an urban oasis with gardens and a community garden. There is a real risk of significant damage and or disorder in this park from patrons spilling out of this establishment late at night.

Simply put, **this proposed development is neither appropriate nor compatible for this site** and would unduly interfere with the amenities of the neighbourhood and materially interfere with or affect the use and enjoyment of the existing and future residents and business owners.

As of the date of submission of this letter, DECL has had notice from a considerable amount of surrounding residents and business owners who are in overwhelming opposition to this application. We expect many letters of opposition will be forthcoming to you.

Please do not hesitate to contact us on this matter.

Sincerely,



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CC. Don Iveson – Mayor
Linda Cochrane – City Manager
Scott McKeen – Councillor , Ward 6
Gary Klassen – General Manager, Sustainable Development
Peter Ohm – Manager, City Planning
Kalen Anderson, Director, City Wide Planning
Shauna Warwick – Philips Lofts
Jon Hall – Cobogo Lofts
Ryan Mayer – Resident
Ed Fong – Devine Wines