



May 16, 2025

Edmonton City Council  
1 Winston Churchill Square  
Edmonton, AB  
T5J 2R7

RE: Bylaw 21128 - To Allow for Medium and Large-Scale Mixed-Use Development and Medium and Large-Scale Housing

Dear Mayor Sohi and members of City Council:

BILD Edmonton Metro is a non-profit organization representing over 500 companies in the building and development industry. Our members are committed to shaping our region to ensure more people and businesses choose to live, invest, and thrive here.

On behalf of BILD Edmonton Metro and our member companies, I would like to express our support for the City's continued work on establishing Priority Growth Areas as a tool to guide infrastructure investment and growth. As outlined in [BILD Edmonton Metro's Municipal Election Platform](#), initiatives like this support Edmonton's ability to facilitate pathways toward effective infill development and support growth areas, which are both critical city-building strategies.

The identification and prioritization of Priority Growth Areas is a critical step toward ensuring coordinated and efficient development while providing greater certainty for industry and community. This work is foundational to maintaining a competitive land supply, improving transparency in growth planning, and enabling more cost-effective and integrated infrastructure delivery.

We commend the city for its ongoing collaboration with BILD Edmonton Metro, and for actively engaging with our members, listening to their input, and incorporating feedback throughout the development of the Priority Growth Areas — specifically in the following areas:

- Easing upward pressure on housing costs by increasing supply in more parts of the city and reducing red tape through proactive rezoning to support a variety of housing types.
- Concentrating greater height and density around future LRT stations and Major Nodes, while reducing heights and removing impacts on small-scale edge areas to reflect local context and respond to community feedback.



- Concentrating mandatory ground-floor commercial space in key commercial areas, community hubs, and near future LRT stops, such as Jasper Avenue, 124 Street, and Whyte Avenue while making it optional in areas like 109 Street between 86 and 83 Avenue. It is critical to be flexible and allow the market to respond to the need for ground-floor commercial to avoid a scenario where prescriptive requirements lead to vacant street frontage space, outlined further below.

As the City advances the implementation of Priority Growth Areas, which is part of the Nodes and Corridors network outlined in the City Plan, it is important to ensure the framework includes flexibility to accommodate a range of housing types and ground floor commercial spaces and considers the importance of on-going infrastructure analysis to inform investment strategies. In particular:

- The ability for homeowners in established neighbourhoods to rebuild or renovate existing single detached homes should be preserved. A balanced approach that supports both planned intensification and reinvestment in existing housing stock will help maintain neighbourhood vitality and respond to evolving household needs.
- Vacant storefronts, based on commercial space oversupply and insufficient market demand, create a poor interface with the street and diminish the pedestrian experience. Supporting commercial activation requires considering the surrounding retail context and allowing flexibility to right-size frontage requirements in alignment with demand rather than dictates of policy.
- On-going analysis to ensure infrastructure is right-sized and meets the immediate and long-term needs of the affected communities. This includes continuous infrastructure planning and investment that is coordinated with anticipated growth and development patterns to support efficient and sustainable service delivery and minimize costs.

BILD Edmonton Metro is committed to working with Administration to ensure that implementation of Priority Growth Areas is data-informed and reflective of market conditions. Ongoing evaluation of the impact of Priority Growth Areas in achieving intended outcomes will be necessary for adjustments and potential expansion in the future.

We thank Administration and Council for their leadership and meaningful engagement on this initiative, and we hope it serves as a blueprint for future projects. We look forward to continued dialogue and collaboration on Priority Growth Areas and welcome any opportunity to provide further input from BILD Edmonton Metro.



Sincerely,

A handwritten signature in black ink, appearing to read "L. Butterfield".

Lindsey Butterfield, RPP, MCIP  
VP, Government Relations & Policy  
BILD Edmonton Metro

Copy: Office of the City Clerk, City of Edmonton

Eddie Robar	City Manager
Kim Petrin	Deputy City Manager, Urban Planning & Economy
Travis Pawlyk	Branch Manager, Development Services
Kalen Anderson	CEO, BILD Edmonton Metro
Jenn Brown	Chair, Downtown and Major Redevelopment Committee, BILD Edmonton Metro