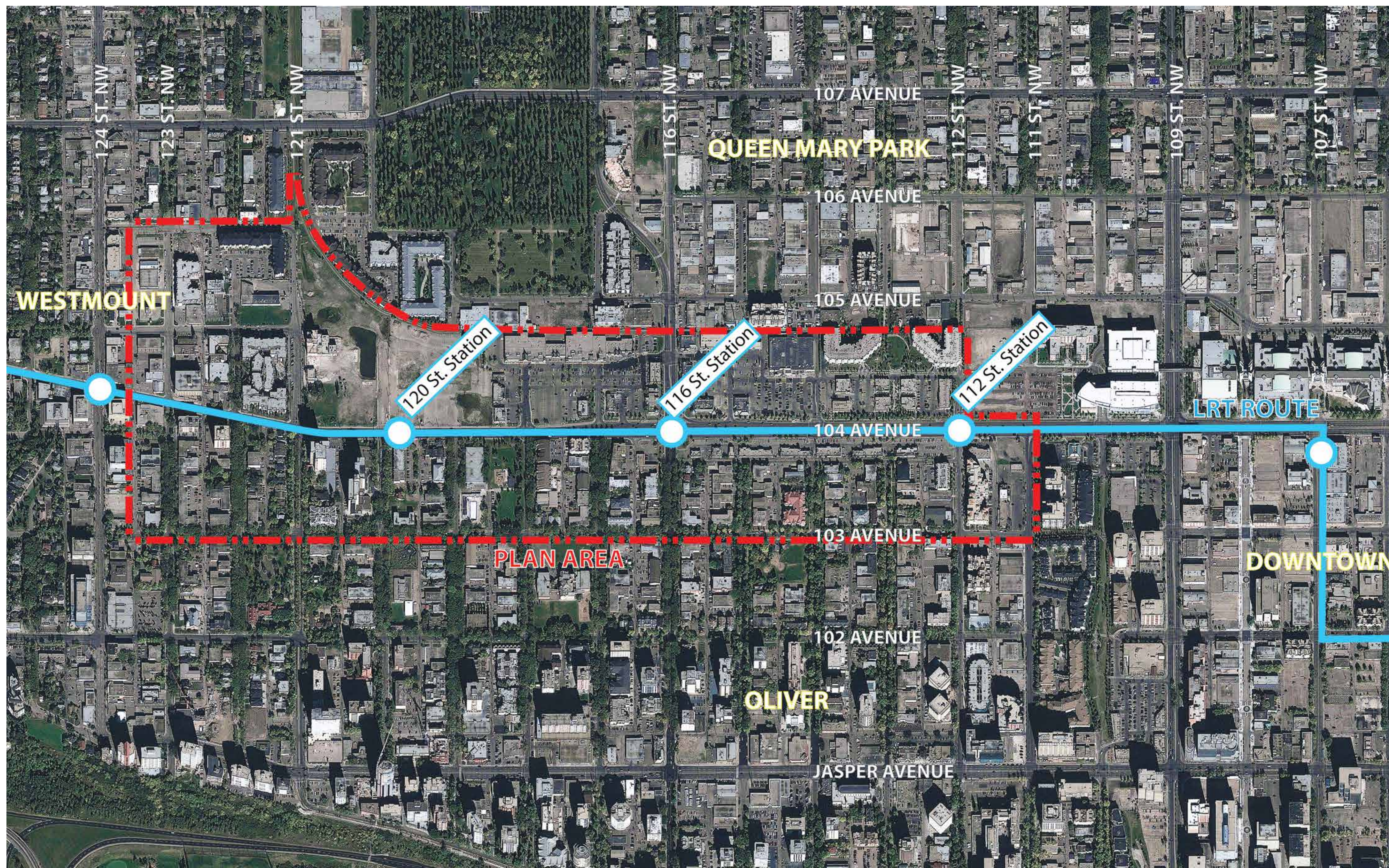


# 104 AVENUE CORRIDOR PLAN

## Welcome to the 104 Avenue Corridor ARP Public Workshop #3

The City has initiated a planning process to guide future growth and change along 104 Avenue between 111 and 123 Streets. Tonight's workshop has been designed to present the draft Area Redevelopment Plan (ARP) for the Corridor and collect feedback on its policies and directions.



### About the ARP

The City of Edmonton is planning for a more sustainable future by encouraging transit oriented development (TOD) around existing and future Light Rail Transit (LRT) stations. Plans for a city-wide LRT network have been prepared based on LRT's potential to influence development patterns, and now planning for areas around some of the stations in that network is beginning. In May 2014, the City initiated planning for the Oliver portion of the 104 Avenue Corridor due to its proximity to the downtown and growth potential along the future west leg of the Valley LRT Line (Phase 2 – Downtown to Lewis Estates). The 104 Avenue Corridor ARP process has examined City policy, land use, built form, community facilities, transportation, heritage, and urban design in order to develop a vision for the evolution of the Corridor.

The ARP provides a framework for future transit oriented development, including recommendations for:

- Where and how redevelopment should occur along the Corridor;
- The location and design of land uses such as housing, employment, and commercial retail;
- Investments in the public realm such as improved streetscapes or new open spaces; and
- Opportunities to enhance mobility by supporting pedestrians and cyclists and accommodating parking.

An implementation plan to guide the Corridor towards this vision is currently under development.

### Who is preparing the ARP?

The City has retained a multi-disciplinary consulting team led by Urban Strategies Inc. to assist with development of the 104 Avenue Corridor ARP in consultation with stakeholders and the community. Other consulting team members include ISL Engineering & Land Services and Cushman & Wakefield.

### What opportunities for public and stakeholder input have been provided?

Each of the four phases of the 104 Avenue Corridor ARP work plan has contained or will contain opportunities for community input. Tonight is the last of three public workshops that have taken place. Workshop #1, held in June 2014, introduced the project and gathered input on the strengths of the Corridor today and opportunities for change. Workshop #2, held in September 2014, presented three conceptual scenarios for the development of the Corridor.

### What are the next steps?

After this workshop, the draft 104 Avenue Corridor ARP will be revised based on the feedback received. The final ARP will be posted on the website and presented to City Council in the spring.

### Tonight's Agenda

**6:00 - 6:30** Registration, meet the project team, and informal tour of display panels

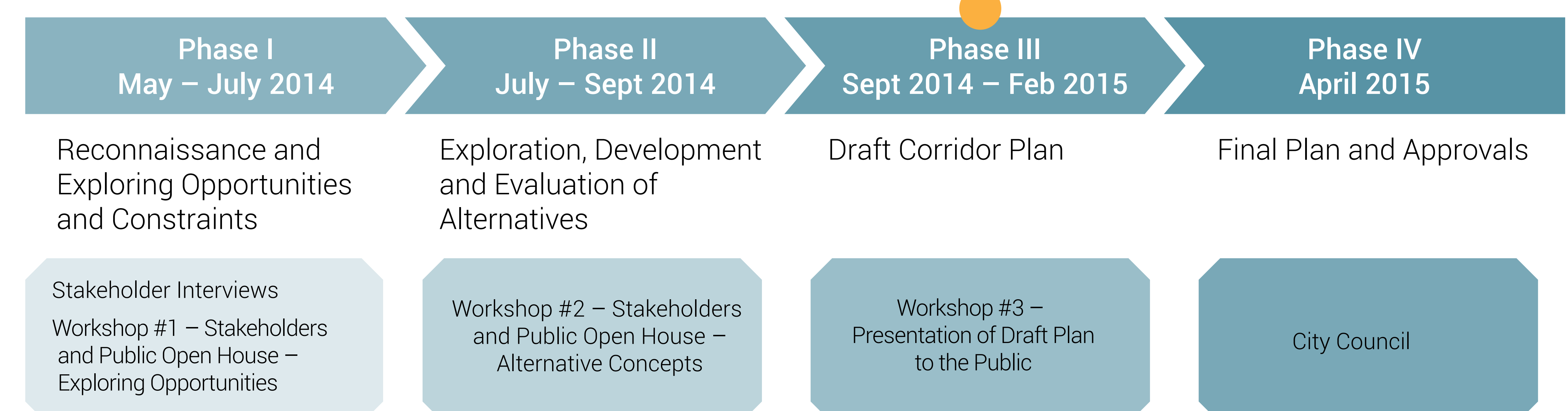
**6:30 - 7:00** Presentation

**7:00 - 8:30** Informal panel viewing and filling out comment sheets

Visit the project website for more information about the event, surveys, and regular project updates:  
[edmonton.ca/104AvenueCorridorPlan](http://edmonton.ca/104AvenueCorridorPlan)



We are here

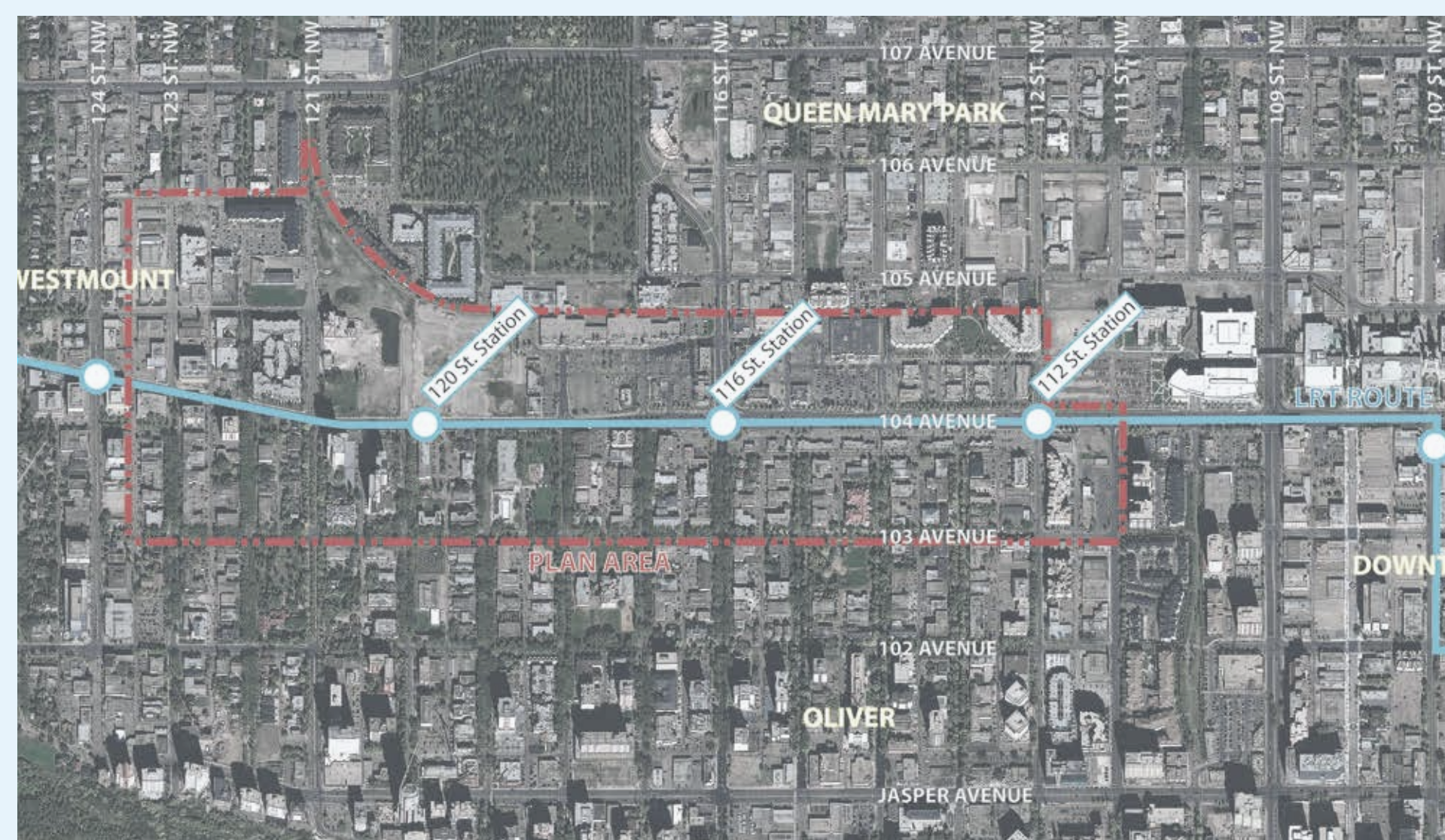


# 104 AVENUE CORRIDOR PLAN

## What's in the 104 Avenue Corridor ARP?

The draft 104 Avenue Corridor ARP presents a vision for the Corridor's development over the next 25+ years, as well as the policies and implementation strategies necessary to bring the vision to fruition. Below is a roadmap to the ARP document, the major sections of which are elaborated on the following panels.

### Introduction



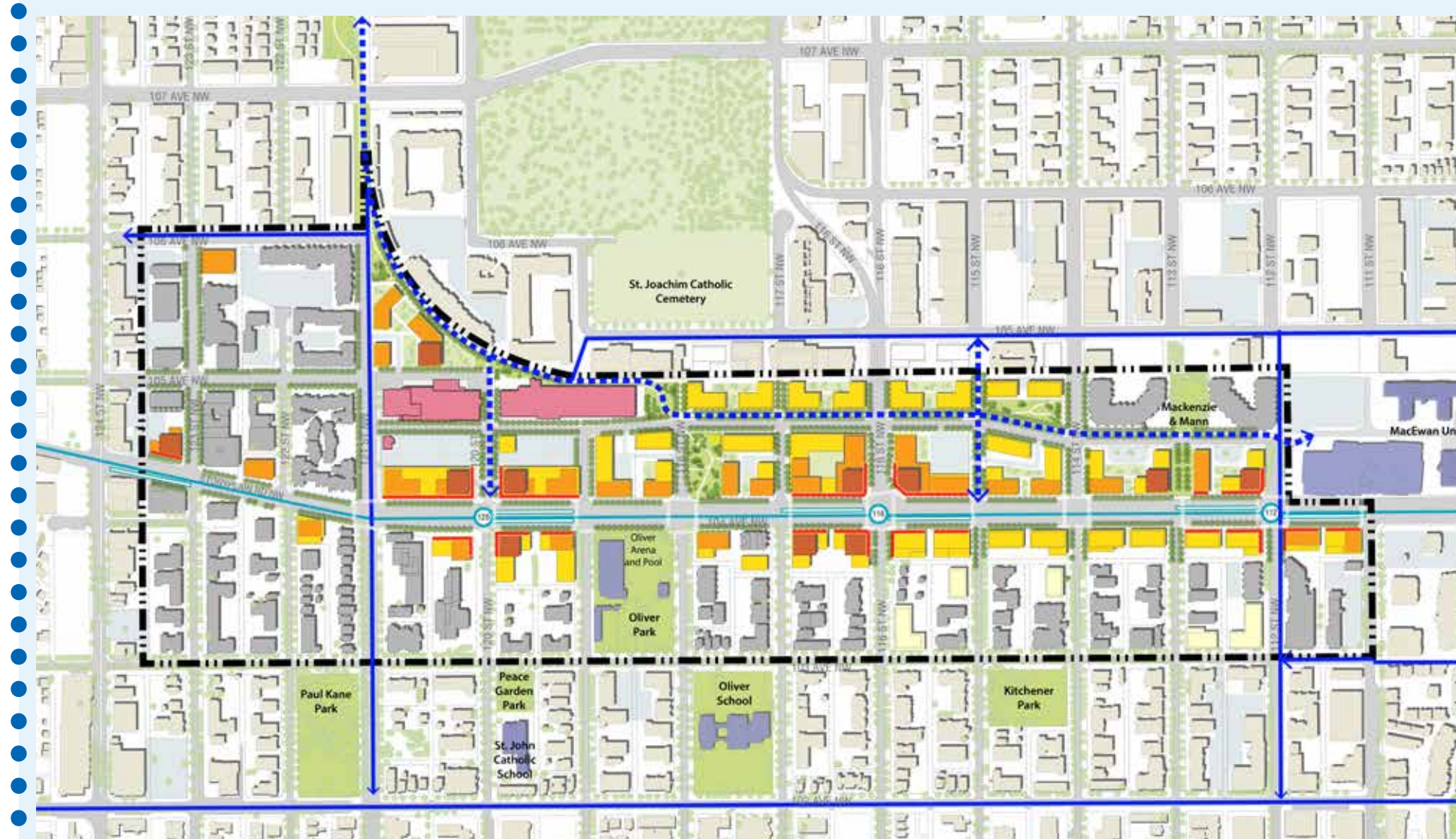
The first section of the ARP introduces the Plan Area and its situation within the surrounding neighbourhoods and the broader city context. It briefly explores the history of the area to trace the influences that have shaped its development over the past eight decades.

### Context



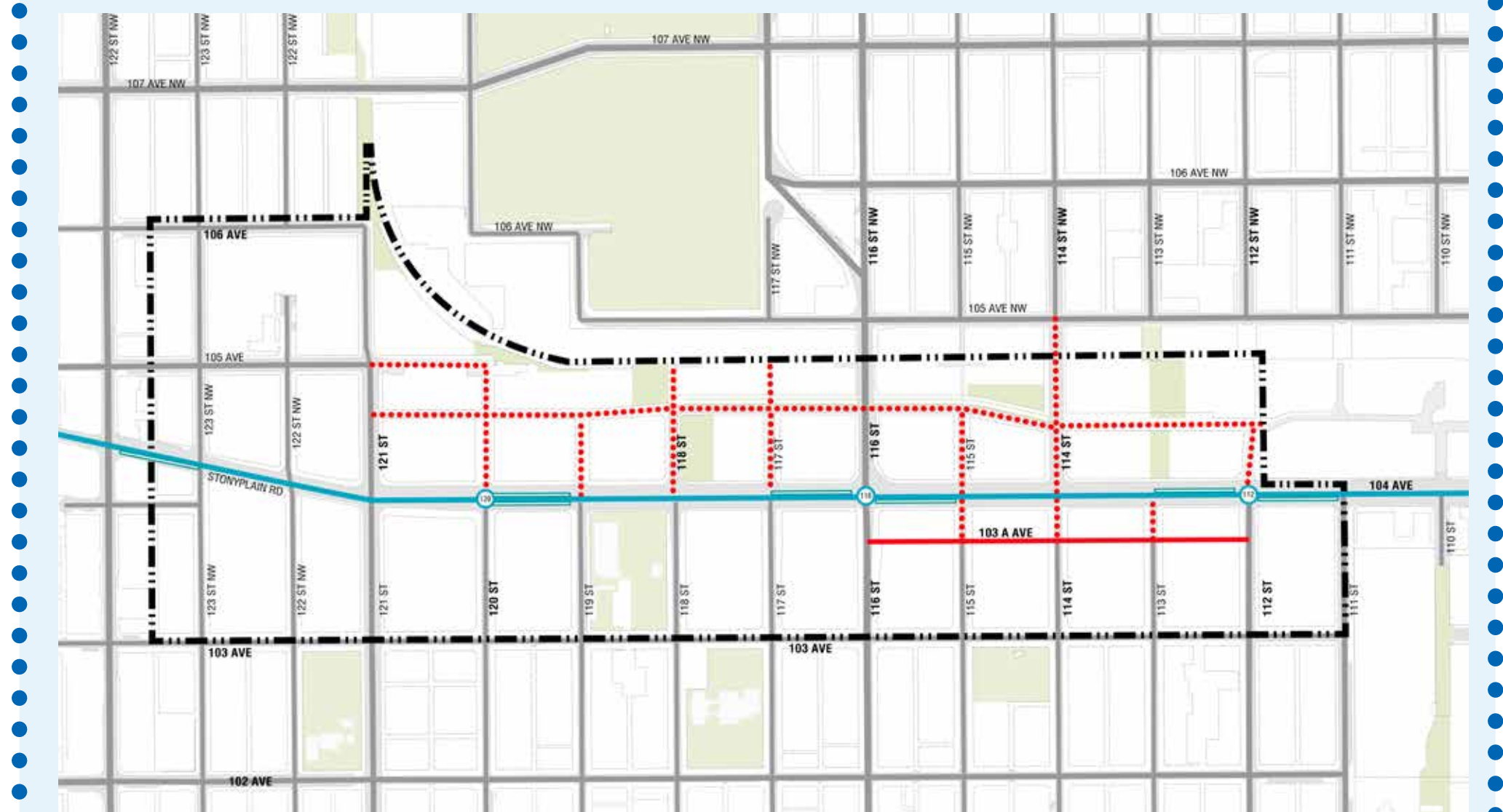
The second section of the ARP describes the policies and legislation with which the ARP must align and the existing physical context of the Corridor. It summarizes the findings of mobility, servicing and utilities and market assessments of the Corridor, the last of which informs the assumptions about amounts of residential, office and retail development during the lifetime of the ARP.

### Vision, Guiding Principles & Demonstration Concept



The vision and guiding principles articulate the ambitions for the Corridor's development into a transit oriented urban community over the next 25 years. The demonstration concept provides a visual representation of a potential future for the evolution of the 104 Avenue Corridor in a manner consistent with the vision and principles.

### Mobility



The mobility network is a fundamental building block to the achievement of the 104 Avenue Corridor ARP. The policies in this section are designed to set the framework upon which the other components of transit oriented development can be established.

### Public Realm



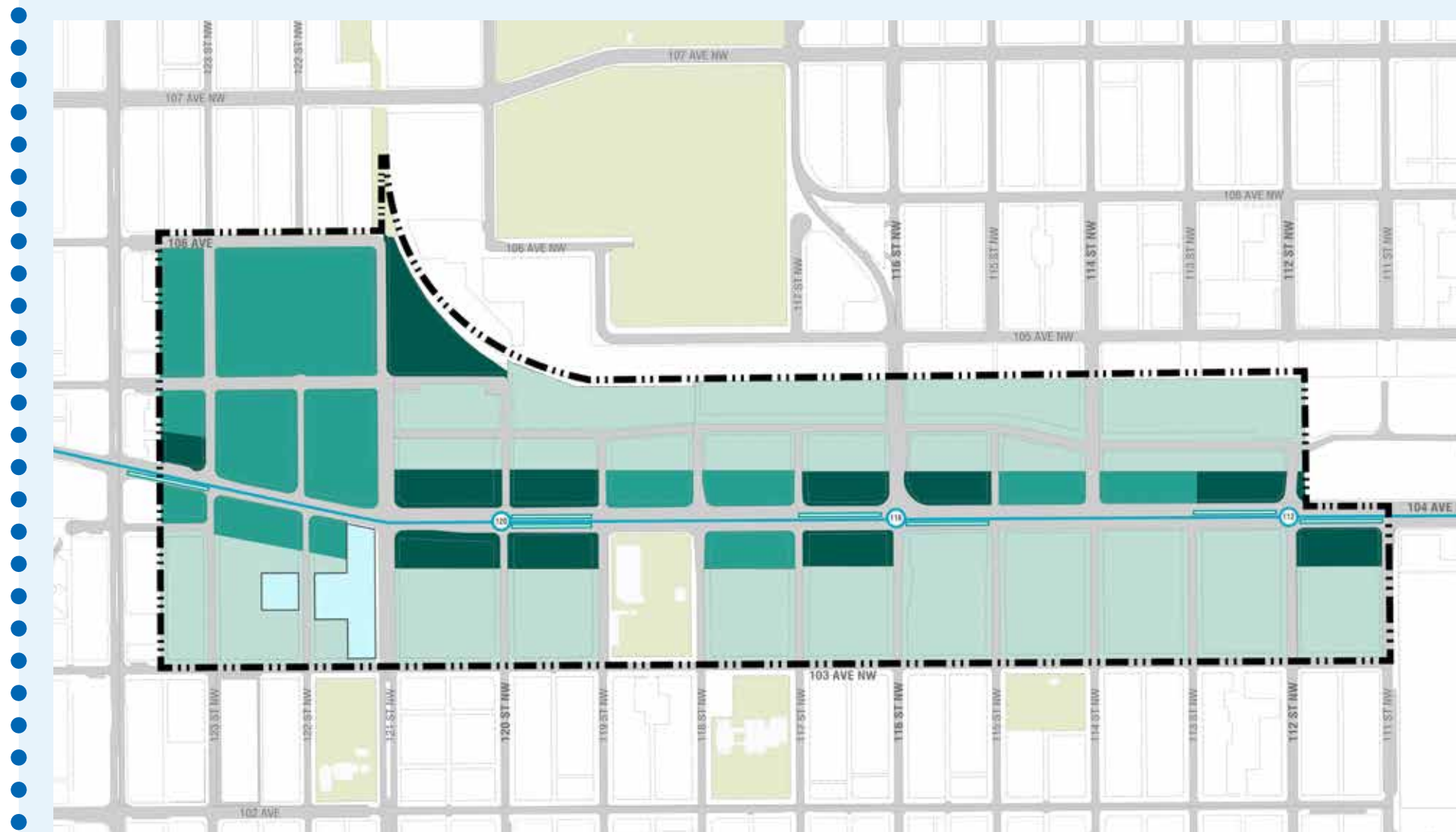
The ARP's policies on the public realm are designed to ensure that as it evolves the Corridor offers a diversity of high quality open spaces and a comfortable pedestrian experience. Policies for 104 Avenue give special attention to the pedestrian realm along the Corridor's central spine, and a recommended cross section presents an alternative configuration of the street within the Council approved ROW.

### Land Use



The Corridor is envisioned to develop as a primarily mixed-use area, with the exception of the Oliver neighbourhood south of 104 Avenue which will retain its residential character. The land use policies give direction on the appropriate location of different land uses, with a particular focus on at grade uses adjacent to LRT stations.

### Built Form



The ARP's built form policies provide direction and guidance to ensure that new development in the Corridor adopts a standard of design excellence that complements the neighbourhood and enhances the character and image of the community over time.

### Implementation



The final section of the ARP outlines the steps that the City, in partnership with the community and industry, will need to undertake to implement transit oriented development within the Corridor. An implementation roadmap, which will provide detailed direction and guidance for evaluating development proposals in the Corridor, is currently under development.

# 104 AVENUE

## CORRIDOR PLAN

### The Corridor Today

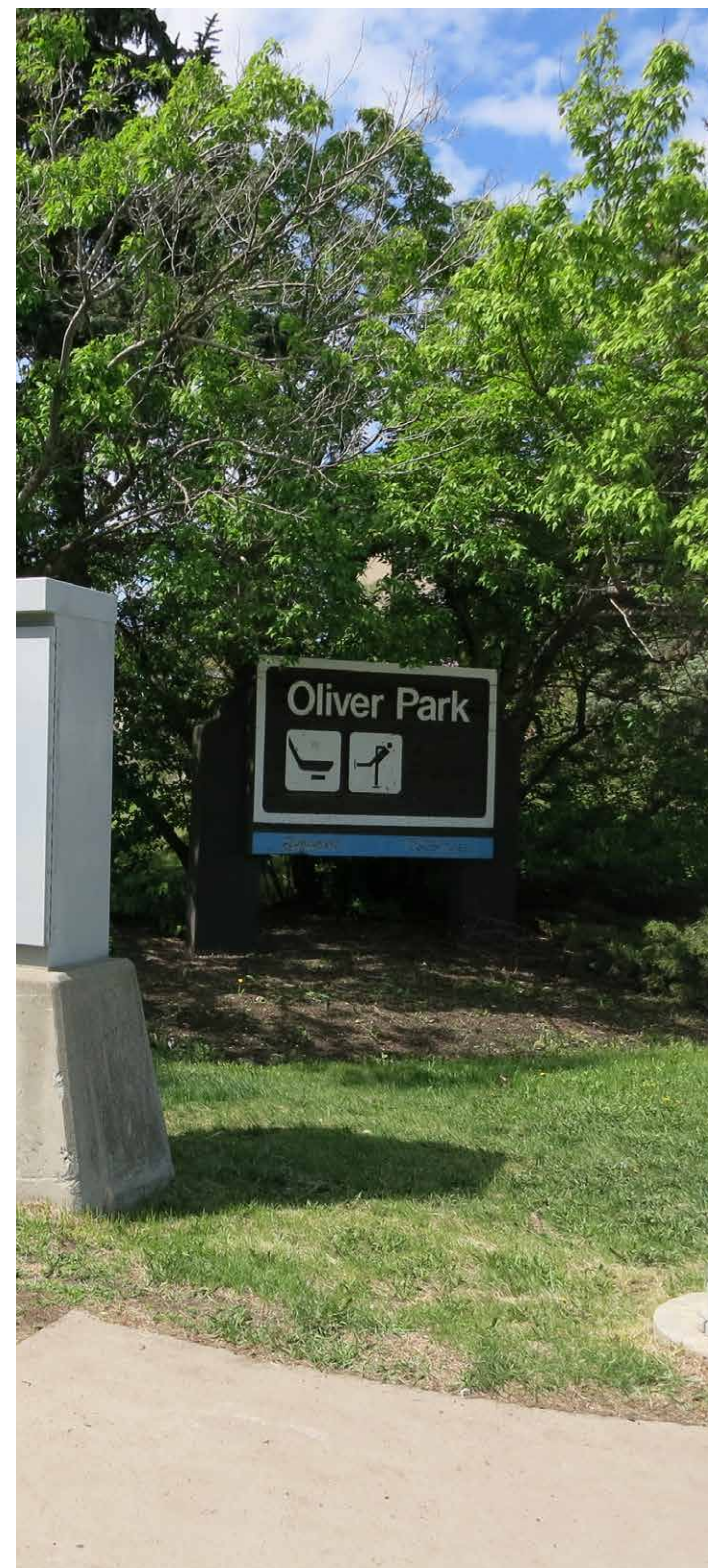
Today, the plan area is a desirable and densely populated area comprised of residential uses ranging from high-rise apartments to single family homes and a wide variety of commercial uses, from small-scale law offices to large-scale retail box stores.



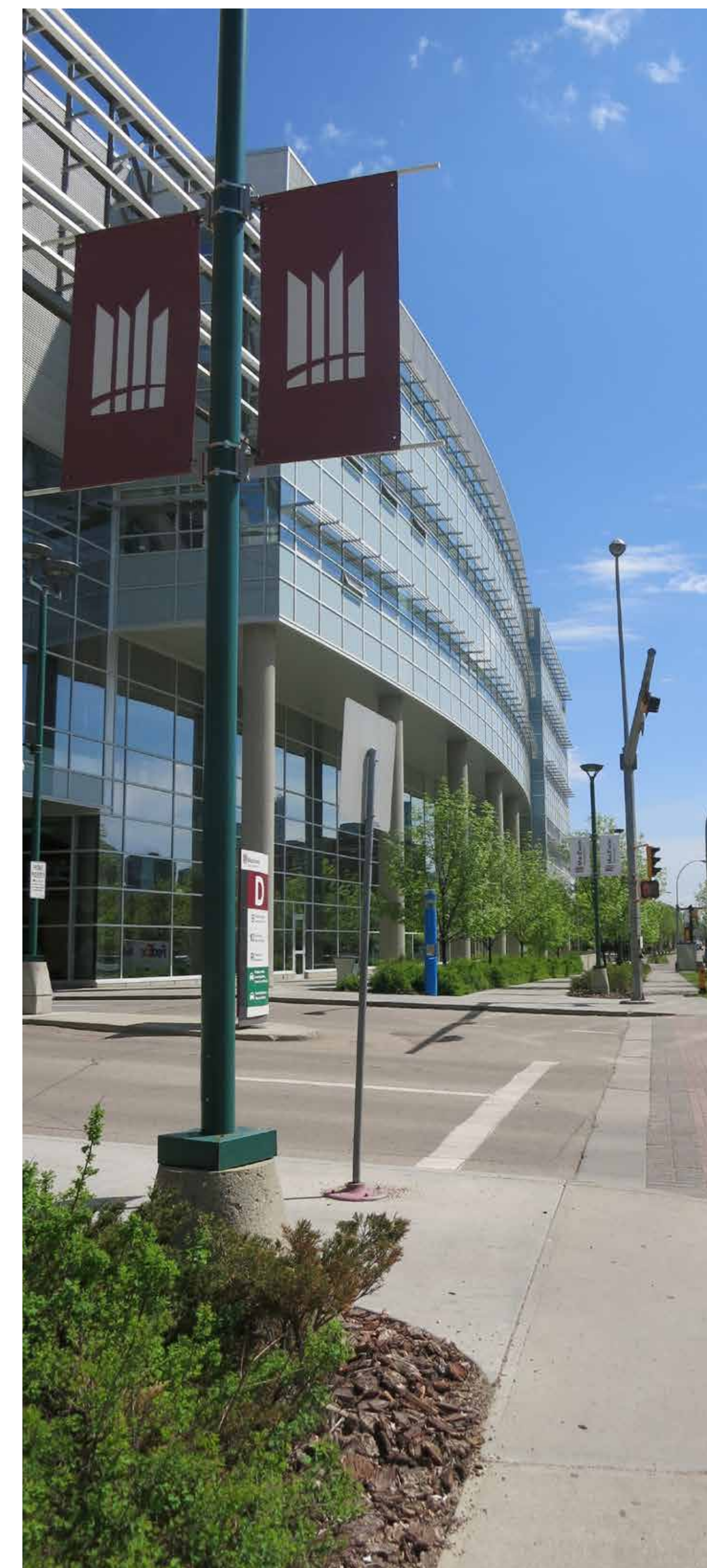
Big Box Retail along 104 Avenue



The Molson Building



Oliver Park



MacEwan University

The plan area is defined by suburban style commercial developments along 104 Avenue, a variety of architectural periods and styles throughout the neighbourhoods, a mature tree canopy along neighbourhood streets, and multiple green spaces to the south of 104 Avenue including Oliver Park and Peace Garden Park. Given its location and proximity to destinations such as Downtown, the North Saskatchewan River Valley, MacEwan University and transit, the area is attractive to young professionals, families, students and seniors. Recent rezonings and multi-family development within and surrounding the plan area indicate a continued market for multi-unit mid- and high-rise developments with a mix of uses. With the future introduction of three LRT stations along 104 Avenue within the plan area, further population and employment growth is anticipated.



Mature tree canopy of the Oliver neighbourhood

# 104 AVENUE CORRIDOR PLAN

## Vision

As a gateway to Downtown, the 104 Avenue Corridor will evolve over the next 25 years towards a compact, well designed built environment incorporating a mix of uses in support of transit oriented development. Over time, the large-format retail plazas and surface parking lots along 104 Avenue will redevelop in a more urban format including residential units, offices, and retail. Incremental infill will renew the housing stock in the Oliver neighbourhood while respecting the unique character of the area. New development will cater to different income levels and family types and emphasize sustainability and design excellence.

The fine-grained street network of surrounding areas will be extended through the 104 Avenue Corridor, providing improved connectivity for all modes of transportation. Improved sidewalks, new bike lanes and shared-use paths will prioritize the needs of pedestrians and cyclists. Diverse new open spaces will connect with key pedestrian and cyclist routes to enhance open space provision in the community. 104 Avenue itself will become an urban boulevard providing a comfortable pedestrian experience with a generous public realm framed by development and animated by active uses adjacent to the LRT stations.

## Guiding Principles

The vision and guiding principles for the 104 Avenue Corridor ARP were developed and refined based on feedback received at past public engagement events. They informed the development of the demonstration concept and mobility, public realm, land use and built form policies of the ARP.

### 1. Recognize that the Corridor will evolve over time

The private and public investments that will transition the 104 Avenue Corridor into a compact, walkable and vibrant neighbourhood will occur over many years, responding to an evolving market and the timing of LRT construction. Flexibility is required to permit less intense uses in the near term that do not preclude future intensification and creation of the new open spaces, roads, pathways, and cycling connections set out in this ARP.

### 2. Pursue environmentally sustainable design excellence

New development in the 104 Avenue Corridor will adopt a standard of design excellence that will complement the neighbourhood and enhance the character and image of the community over time. A focus on high quality and enduring design and innovative technologies in both built form and the public realm will support long term sustainability in the Corridor.

### 3. Improve connectivity within and across the Corridor

The 104 Avenue Corridor ARP offers the opportunity to establish both north-south and east-west connectivity that has never been possible in the area due to the historic context of the CN rail yard. A fine-grained transportation network will be created, building on the existing network by connecting interrupted road segments and introducing new roads, bike routes and pathways. The barrier effect of 104 Avenue will be reduced, helping to stitch together the neighbourhoods of Oliver and Queen Mary Park.

### 4. Improve the public realm and focus on enhanced place making

As the Corridor develops over time, it is important for new development to foster a distinct sense of place and create diverse new community open spaces such as neighbourhood parks, squares, urban plazas and pocket parks. These new places can be visually and symbolically integrated within the neighbourhood by such means as extending the surrounding neighbourhoods' boulevard trees into the Corridor's new streets and celebrating community history through public art.

### 5. Create an improved pedestrian experience throughout the Corridor, recognizing that transit users are pedestrians

Ensuring a safe, comfortable, and visually interesting environment is an essential component of creating a transit-supportive neighbourhood. Recognizing that most transit journeys begin and end as a pedestrian movement, a more comfortable pedestrian experience must be created. The pedestrian experience will be improved both through new development that will provide visual interest and amenity and through improvements to the public realm such as increases in sidewalk widths and landscaping and provision of pedestrian amenities.

### 6. Leverage transit investment through transit oriented development

Transit oriented development maximizes the return on transit investment by creating dense, vibrant, and functional environments that increase levels of transit ridership. The greatest development intensification will take place around the Corridor's station areas in order to support transit and walking to major institutions, employment centres, retail areas and destinations. This will be supported by connections for pedestrians and cyclists near LRT stations and the introduction of open spaces, seating, services, and amenities.

### 7. Encourage mixed use development using a range of built form typologies to create an attractive and interesting built environment

A diversity of uses, building typologies and housing types creates a comfortable and dynamic area for different users at all times of the day. The 104 Avenue Corridor will provide a mix of residential and commercial unit sizes to accommodate a variety of family types, income levels and types and sizes of businesses and ensure economic health and resiliency. A range of building typologies, such as mid-rise and tower buildings, with appropriate transitions to their surroundings, will create a human-scaled environment that is sensitive to context while accommodating intensification.



A Potential Future for the Corridor



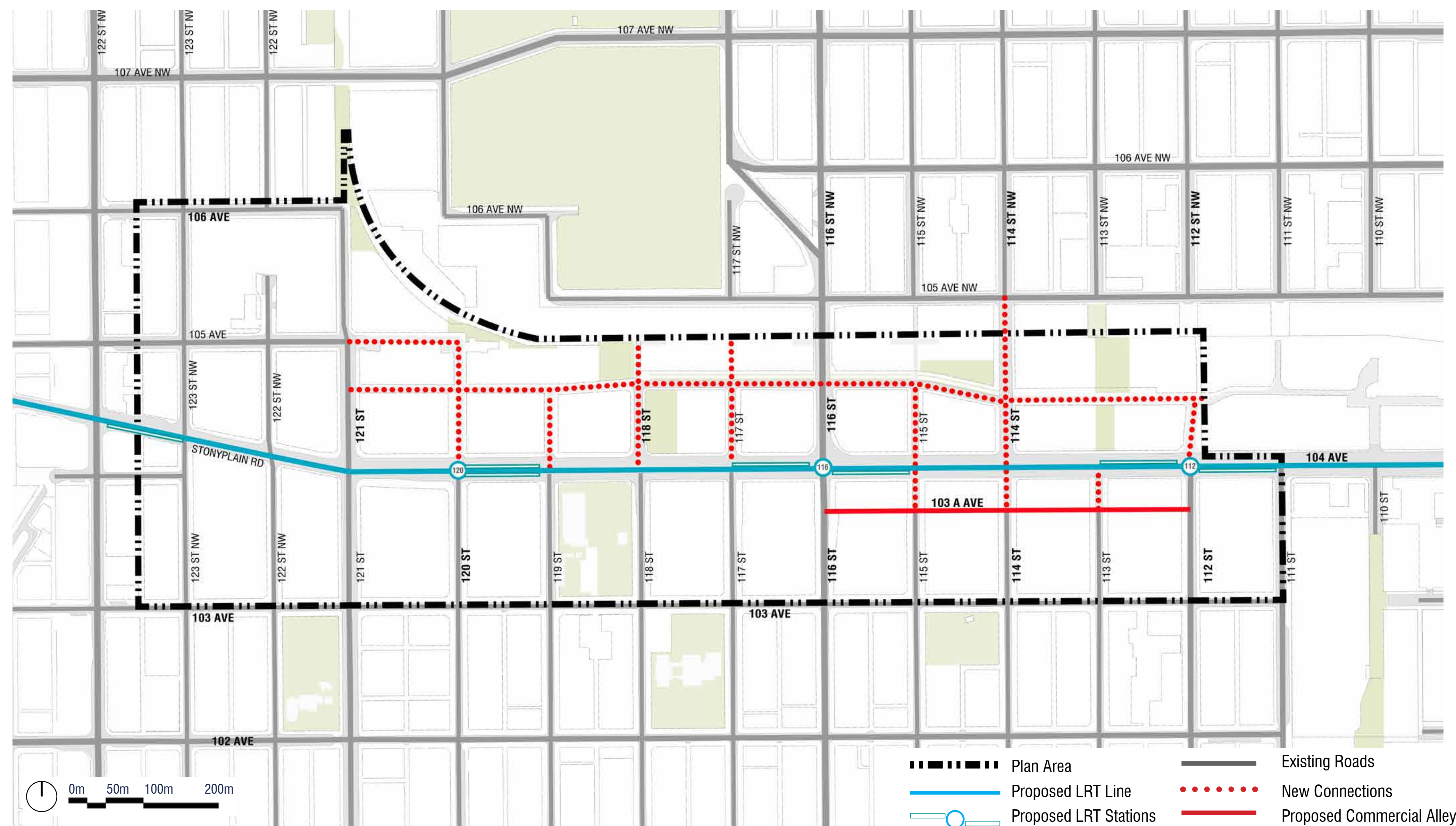
High Quality Streetscape and Pedestrian Amenities

# 104 AVENUE CORRIDOR PLAN

## Mobility

The mobility network sets the tone for the evolution of the 104 Avenue Corridor into a more urban part of the city that supports and connects the surrounding neighbourhoods and acts as a gateway to Downtown. It is designed to ensure comfortable and convenient travel within and throughout the Corridor for all modes of transportation, while prioritizing the needs of pedestrians and cyclists. With improved north-south connectivity, it provides greater accessibility to 104 Avenue for users of the new LRT and stitches together the neighbourhoods of Oliver and Queen Mary Park.

### Road Network



An essential component of transit oriented development is the establishment of an interconnected network of roads that facilitates active transportation and transit use. The grid pattern in the Corridor was disrupted by the CN rail yard, which has left a legacy of extremely large land parcels and disconnected roads. The road network in the 104 Avenue Corridor ARP has been designed to establish both north-south and east-west connectivity throughout the Corridor. At the same time, it rationalizes land parcels, creating appropriately sized development blocks that can be redeveloped as market conditions allow. Implementation of this road network could take the form of public roads or private roads that look and function like public roads and integrate seamlessly into the road network.



TOD development around Light Rail Transit



Narrow street with parking on both sides

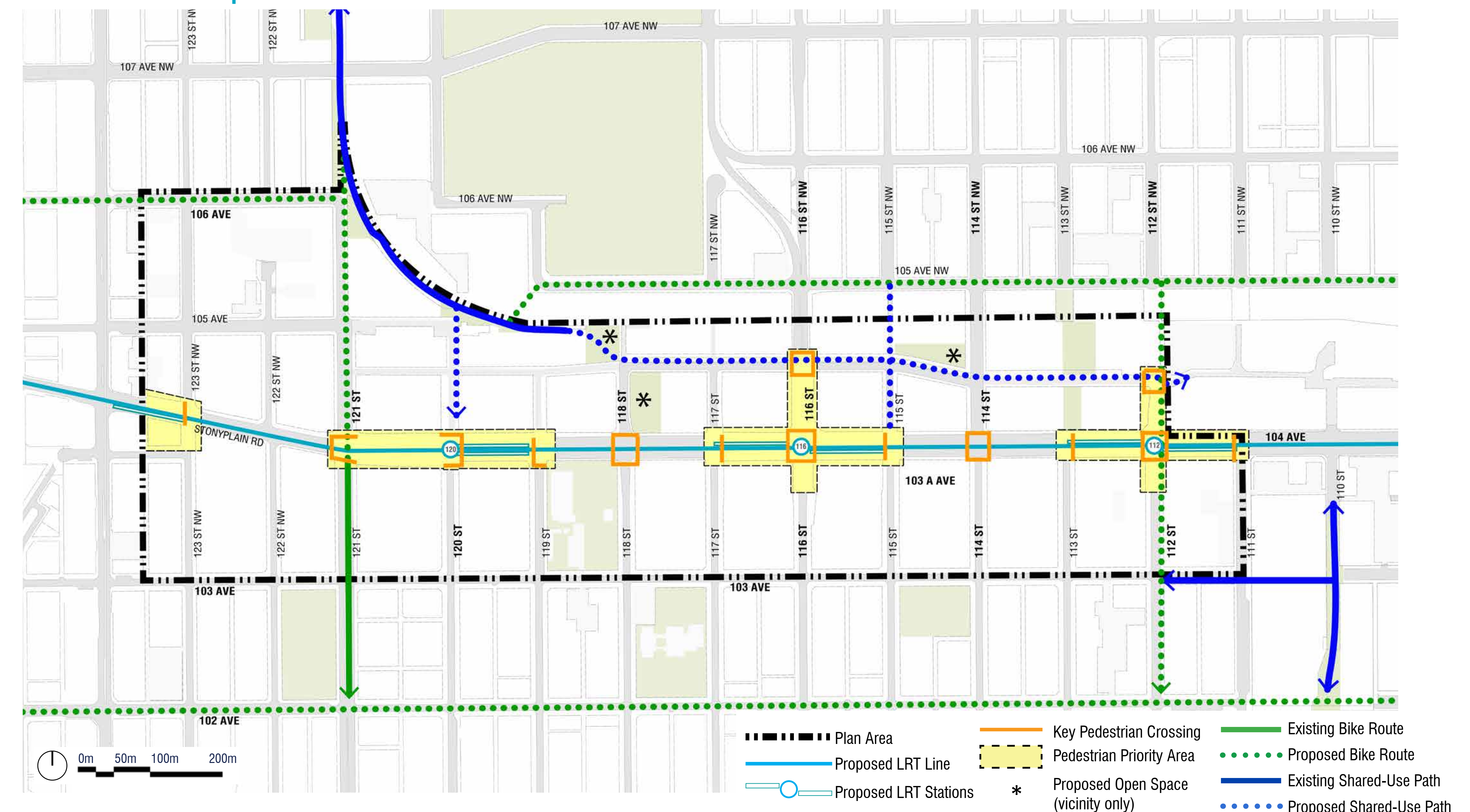


Active transportation facilities



Shared use path

### Active Transportation Network



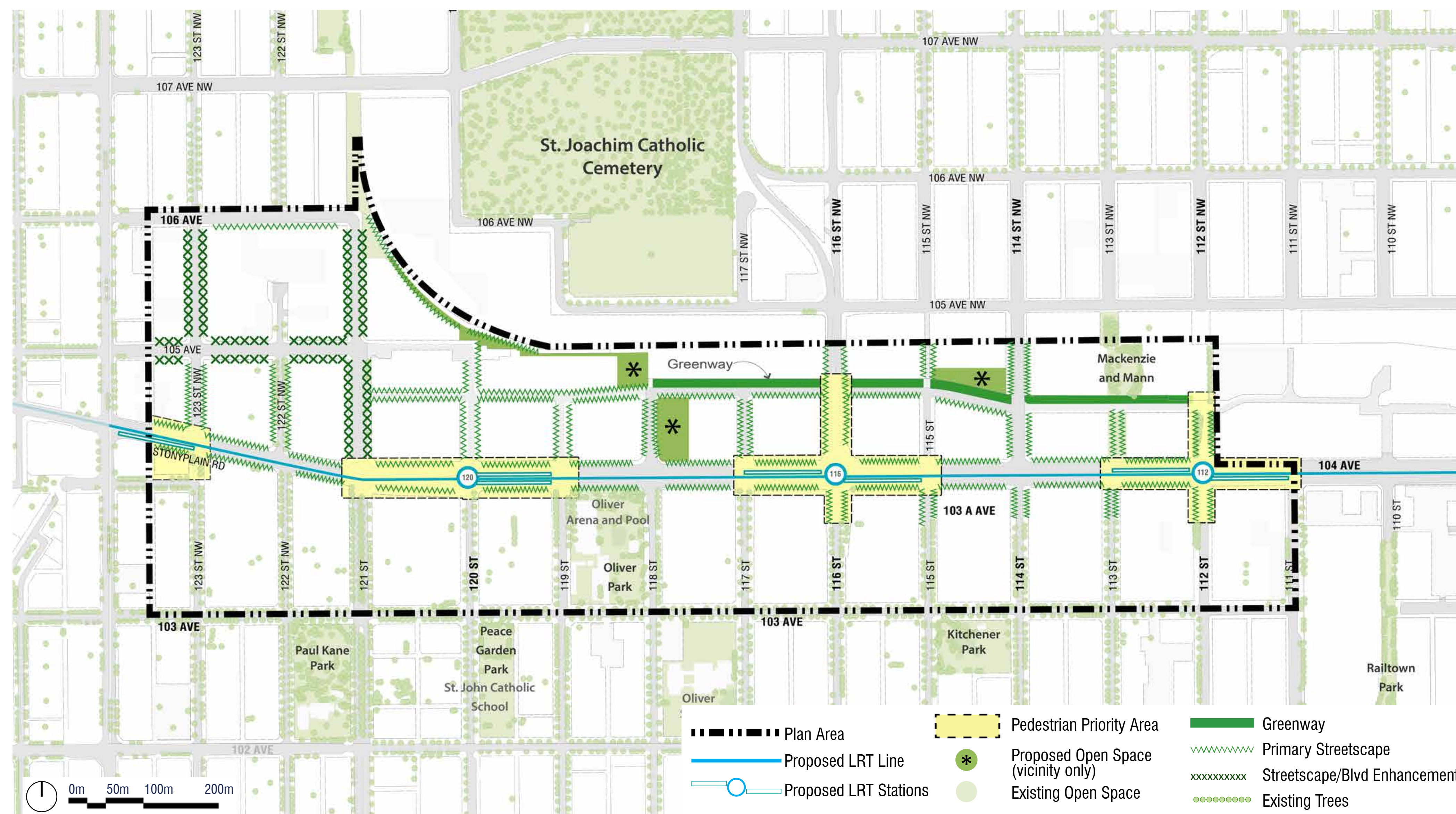
A well-connected pedestrian and cycling network, with amenities and facilities along the way, will encourage walking and cycling both to and throughout the Corridor. The active transportation network in the 104 Avenue Corridor ARP recognizes that LRT users are pedestrians as well, and prioritizes their safety, convenience and comfort. Where it is not feasible to connect roads, pedestrian and cyclist connections will be established to ensure a complete active transportation network.

# 104 AVENUE

## CORRIDOR PLAN

### Public Realm

A high quality public realm that offers a range of experiences contributes to the identity, livability and character of a neighbourhood. It also encourages transit use and active transportation by making journeys more enjoyable. The 104 Avenue Corridor ARP identifies a number of improvements to the public realm, including new parks, streetscape improvements, a focus on improving the pedestrian experience on 104 Avenue, and a new east-west “greenway”.



### Parks and Open Space

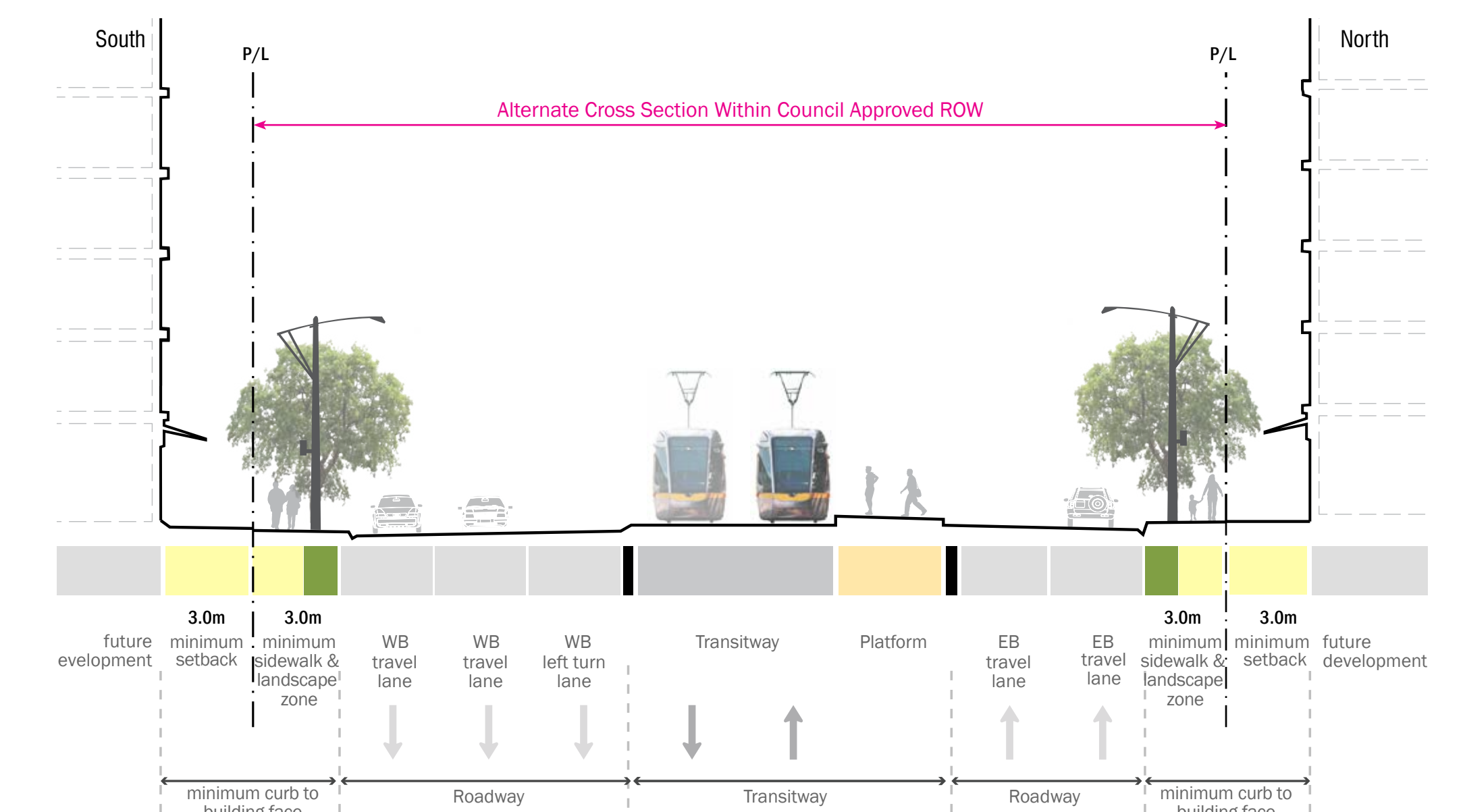
Parks and open spaces offer neighbourhood residents and transit users an opportunity to sit, relax, connect with others, or be active. The creation of new parks, squares and open spaces staged with new development will provide visual relief, create opportunities for leisure, help define the Corridor's character, and support its long term sustainability. The public realm concept for the Corridor illustrates conceptual locations for new parks and open spaces.

### Streets and Lanes

Streets and lanes perform a vital role as carriers of people, vehicles and goods. Just as importantly, streets and lanes are the primary locations where people experience a neighbourhood.

#### Pedestrian Priority Area

The areas surrounding and leading to each LRT station require special consideration due to the added complexity of activity that they must support and have been designated in the ARP as “Pedestrian Priority Areas.” These areas are distinguished from the rest of the Corridor in order to direct effort and investment into creating a safe, comfortable and attractive environment for pedestrians in the places that will receive the most use.

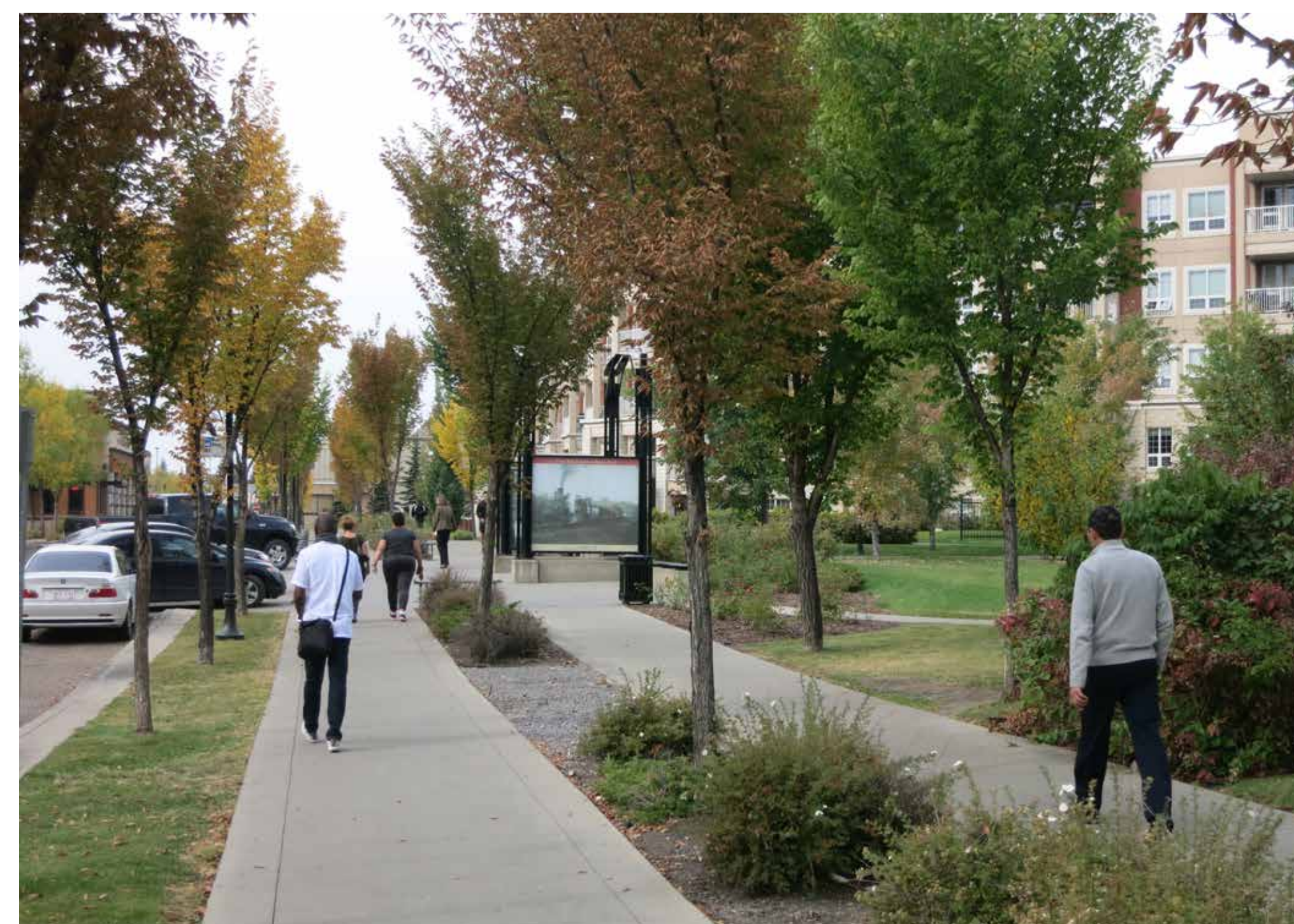


#### 104 Avenue Cross Section

104 Avenue is the central spine of the Corridor and is envisioned to evolve into an urban boulevard, supporting greater density of development. With the introduction of the LRT, it will have increased demands placed upon it and will have to accommodate larger volumes of pedestrian traffic. Providing an environment that makes pedestrians feel safe and comfortable on 104 Avenue is essential to promoting the urban development of the Corridor and supporting transit use. This cross section illustrates the recommended configuration within the Council approved ROW width, with the addition of a mandatory setback to establish a generous public realm.



Active Open Space



Enhanced Streetscape and Public Realm



Pedestrian Crossing to LRT Station



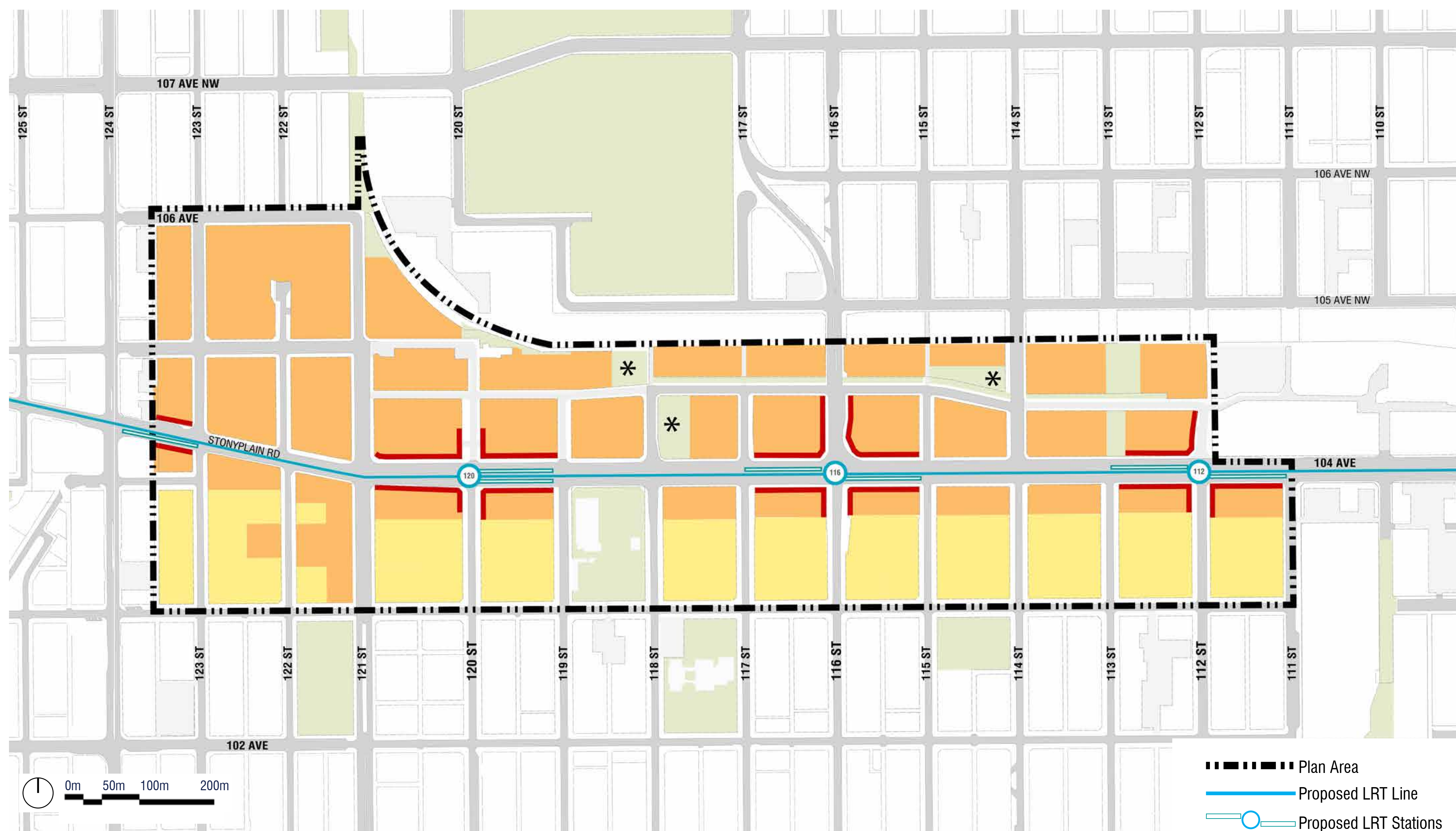
Pedestrian Friendly Environment

# 104 AVENUE

## CORRIDOR PLAN

### Land Use

The land use plan and policies are designed to guide the transition of the 104 Avenue Corridor into a diverse, livable and transit-supportive community. The greatest concentration and mix of uses is directed near future LRT stations, creating nodes of activity along the Corridor. This ensures that the transit system is easily accessible to a large number of people and that transit riders can conveniently reach home, work and amenities. While future commercial uses will be provided in a more urban format than is seen along the Corridor today, new development will maintain the amount and breadth of retail and services that the Corridor currently provides, as these uses are a major asset to the neighbourhood.



### Land Use

A variety of land uses are planned along the Corridor. The majority of the Corridor will be mixed use, with uses either vertically integrated within one building or located adjacent to each other on a block. The area south of 104 Avenue and the interior of the Oliver neighbourhood will remain predominately residential, reinforcing its current character.

#### Mixed-Use

Areas that permit a broad range of uses, for example residential, office, institutional and retail. These uses may be integrated horizontally – in different buildings on the same site – but are encouraged to be integrated vertically within the same building.

#### Residential

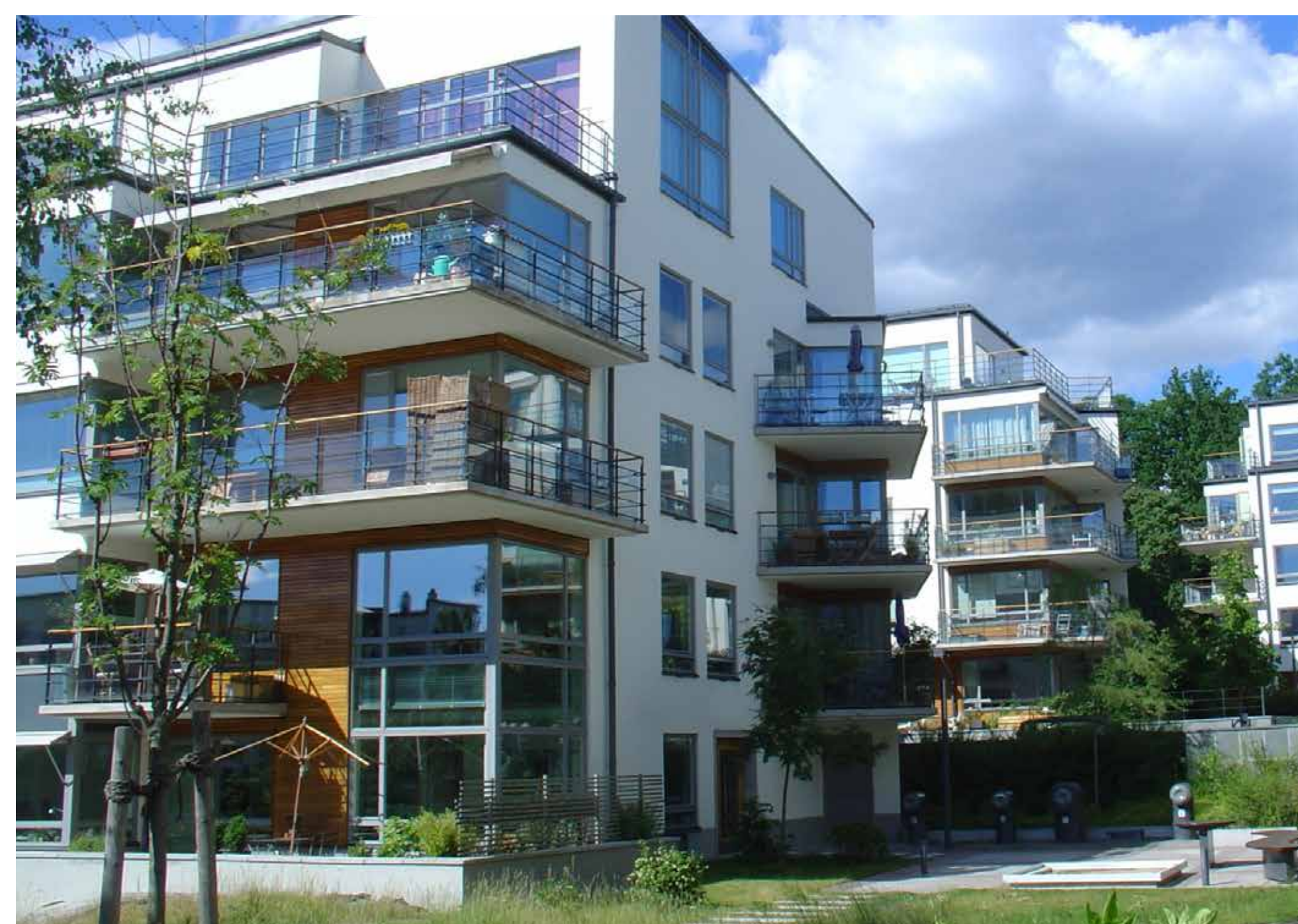
Residential areas that are relatively stable, but can accommodate sensitive redevelopment of individual parcels that are complementary to existing development.

#### \* Open Space (vicinity only)

Areas designated for public open space, which may take various forms appropriate to the location and the needs of the community, including parks, plazas, squares and playgrounds.

#### Active At-Grade Frontage

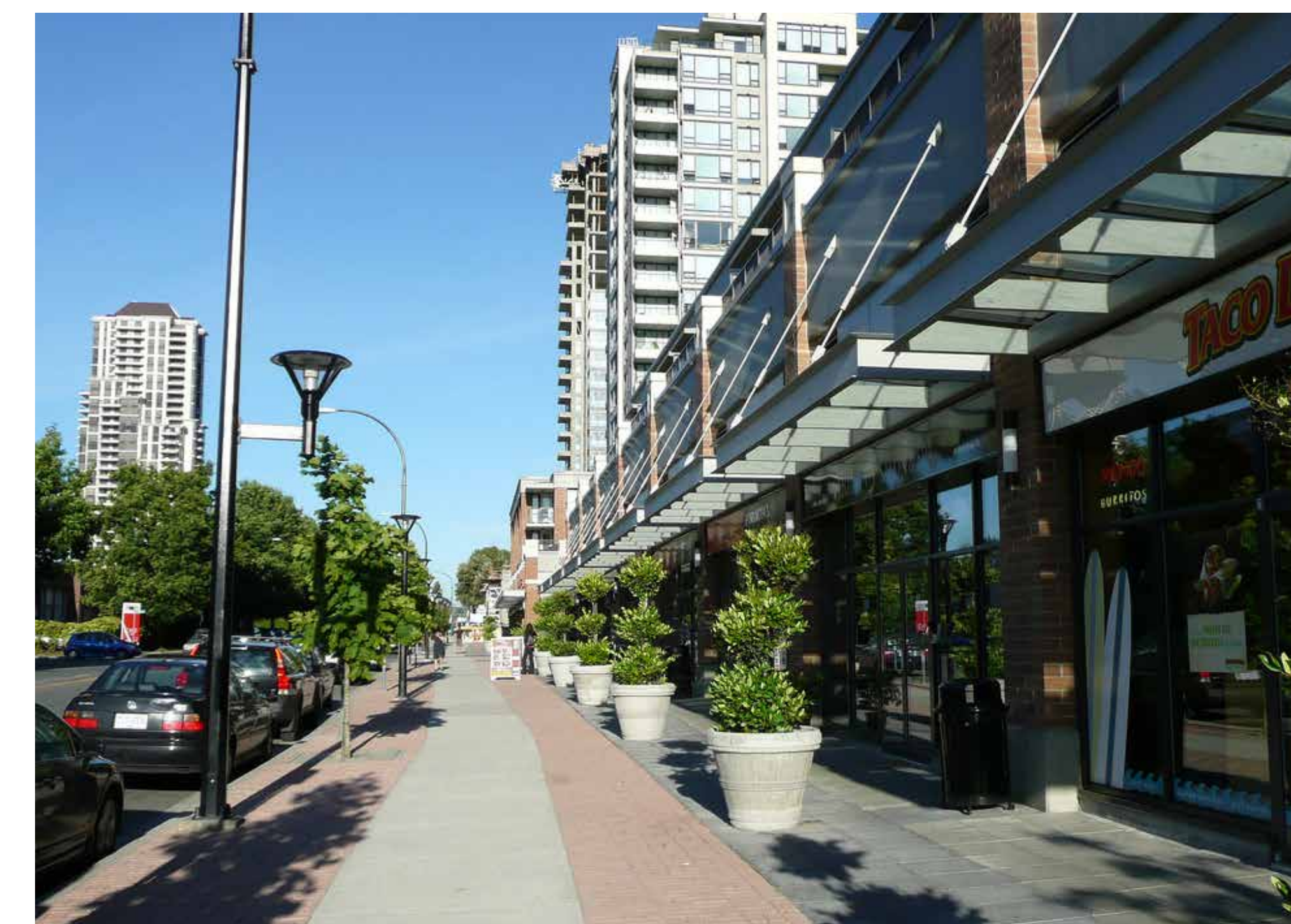
Frontages that are required to contain active uses such as retail, restaurants, institutional (e.g. libraries) or community uses (e.g. daycares) at ground level. Design features that promote a high degree of visual and physical interaction between the building interior and adjacent public realm, such as large transparent windows and prominent entrances, are encouraged.



Mid-Rise Residential Development



Grade-related "big box" Retail in a Mixed-Use Urban Format



Mixed-Use Multi-Unit Residential with Active At-Grade Frontages



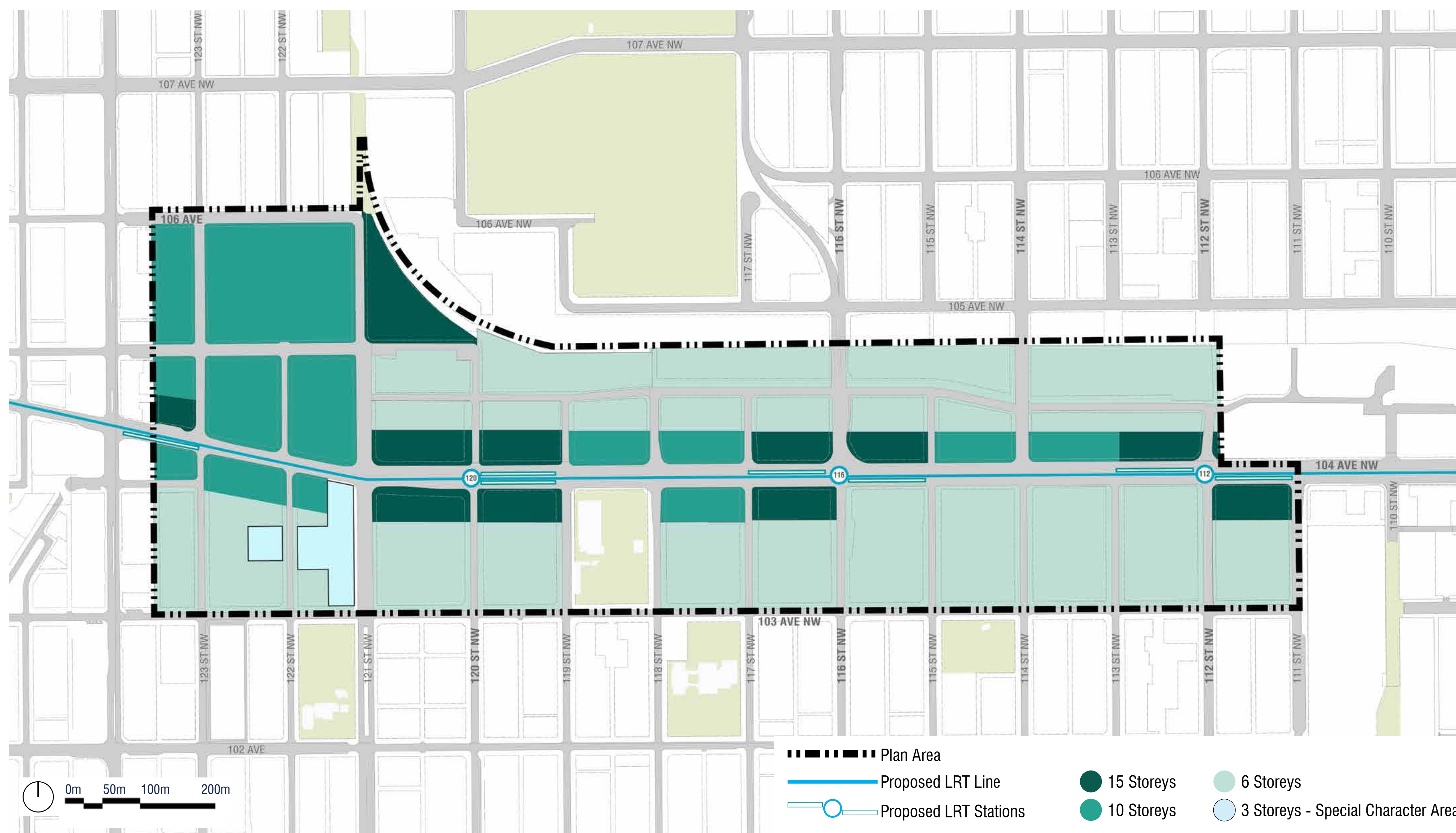
Street Retail Focused at Key Intersections

# 104 AVENUE

## CORRIDOR PLAN

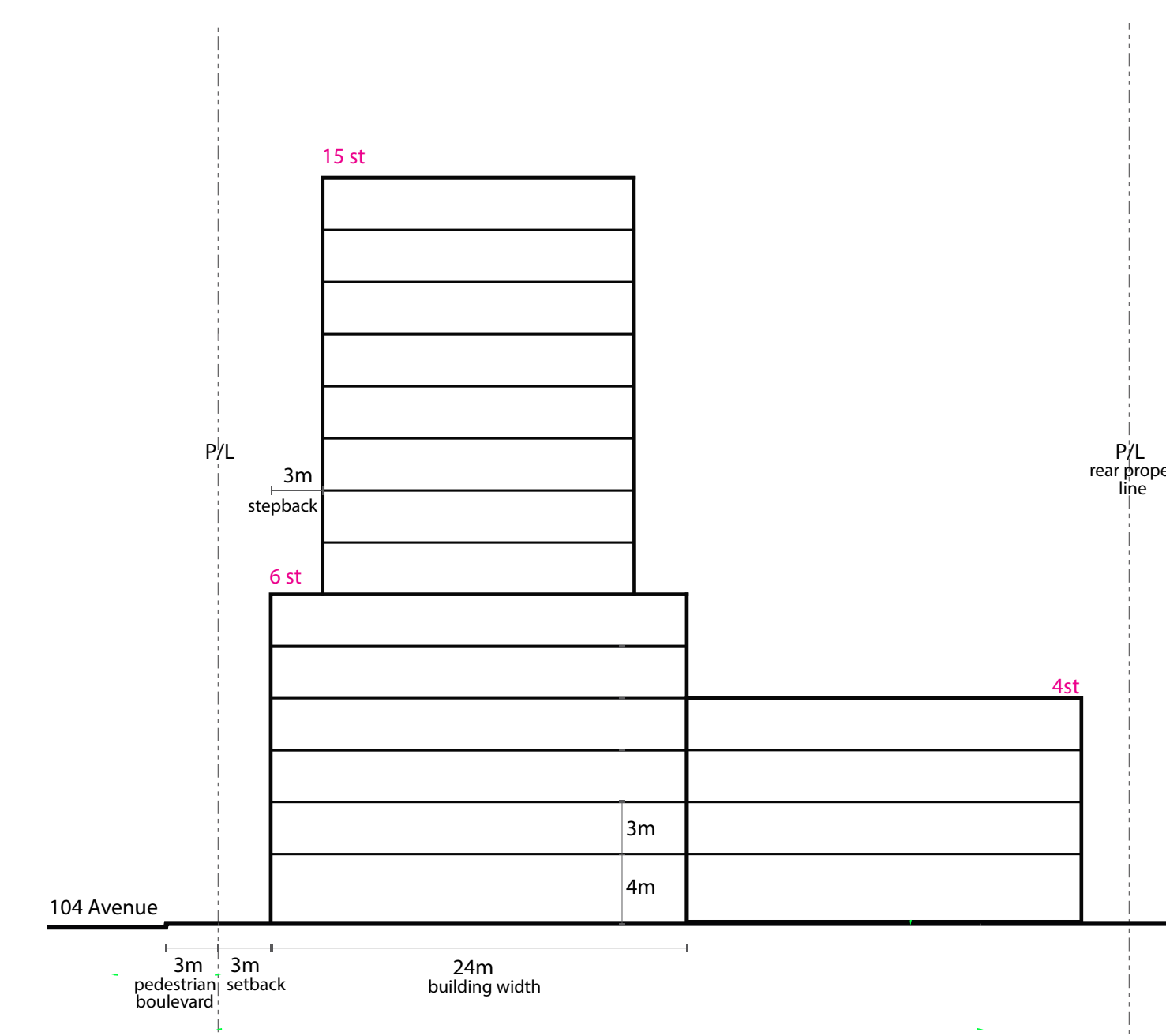
# Built Form

The way development is sited and designed influences how roads, sidewalks and other public spaces feel. As the Corridor redevelops into medium and high density development, the greatest height and density will be directed to appropriate locations and new development will be designed to create a comfortable, inviting, and interesting experience for transit users, pedestrians and cyclists.

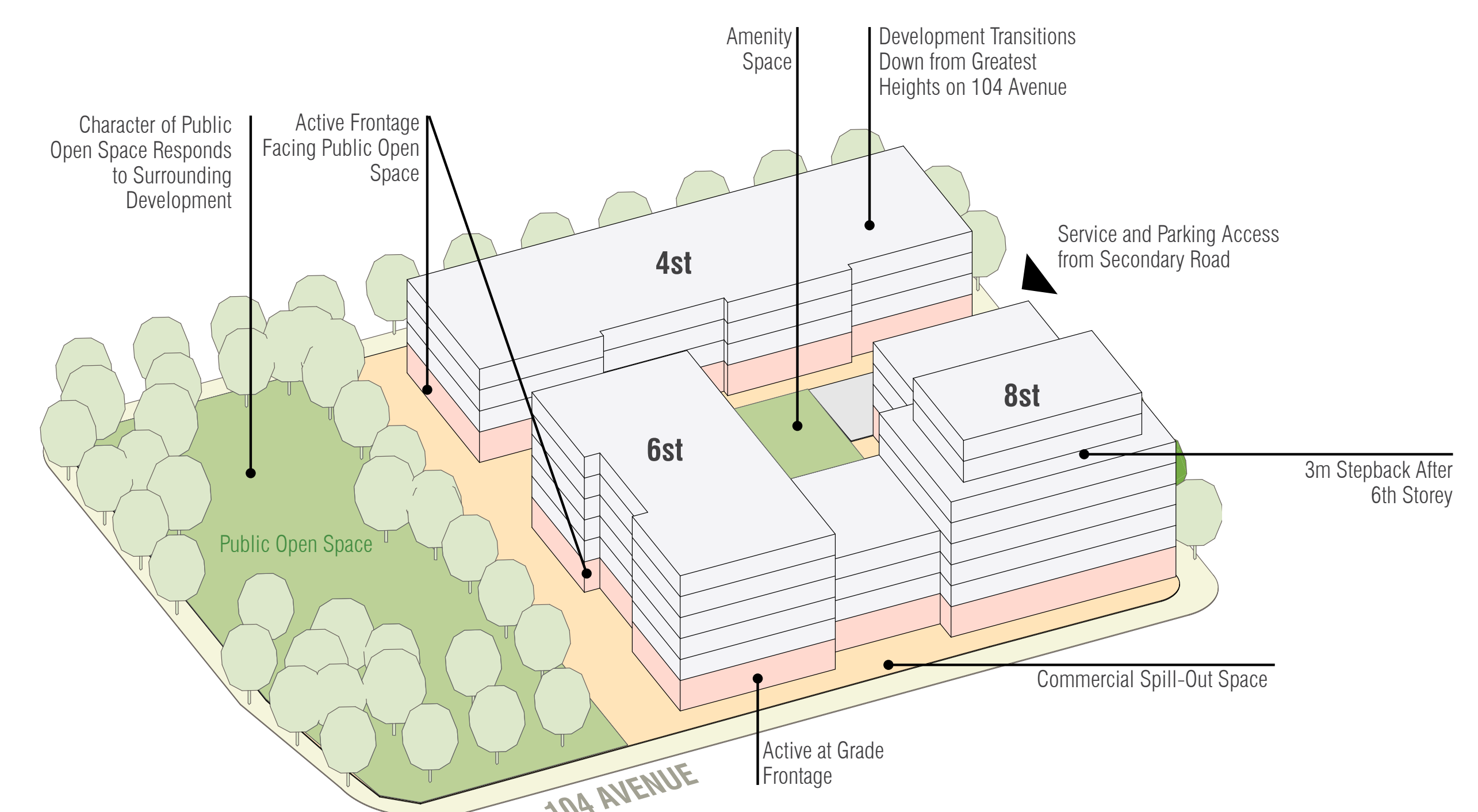


## Building Height Strategy

To promote the greatest intensity of development closest to transit, the tallest buildings are generally permitted on the blocks surrounding LRT stations, with slightly lower buildings permitted along the balance of 104 Avenue. The exception is the area on the south side of 104 Avenue between 112 Street and 116 Street, where the narrow depth of parcels and inability to increase this depth due to the presence of 103A Avenue (to be converted to a Commercial Alley) does not permit the conditions necessary for a higher building to transition appropriately to the area south of 104 Avenue. To ensure that new development is sensitive to existing conditions surrounding the Corridor, mid-rise buildings and smaller scale buildings are directed to areas that are not directly adjacent to 104 Avenue.



Tower-Podium Building Format



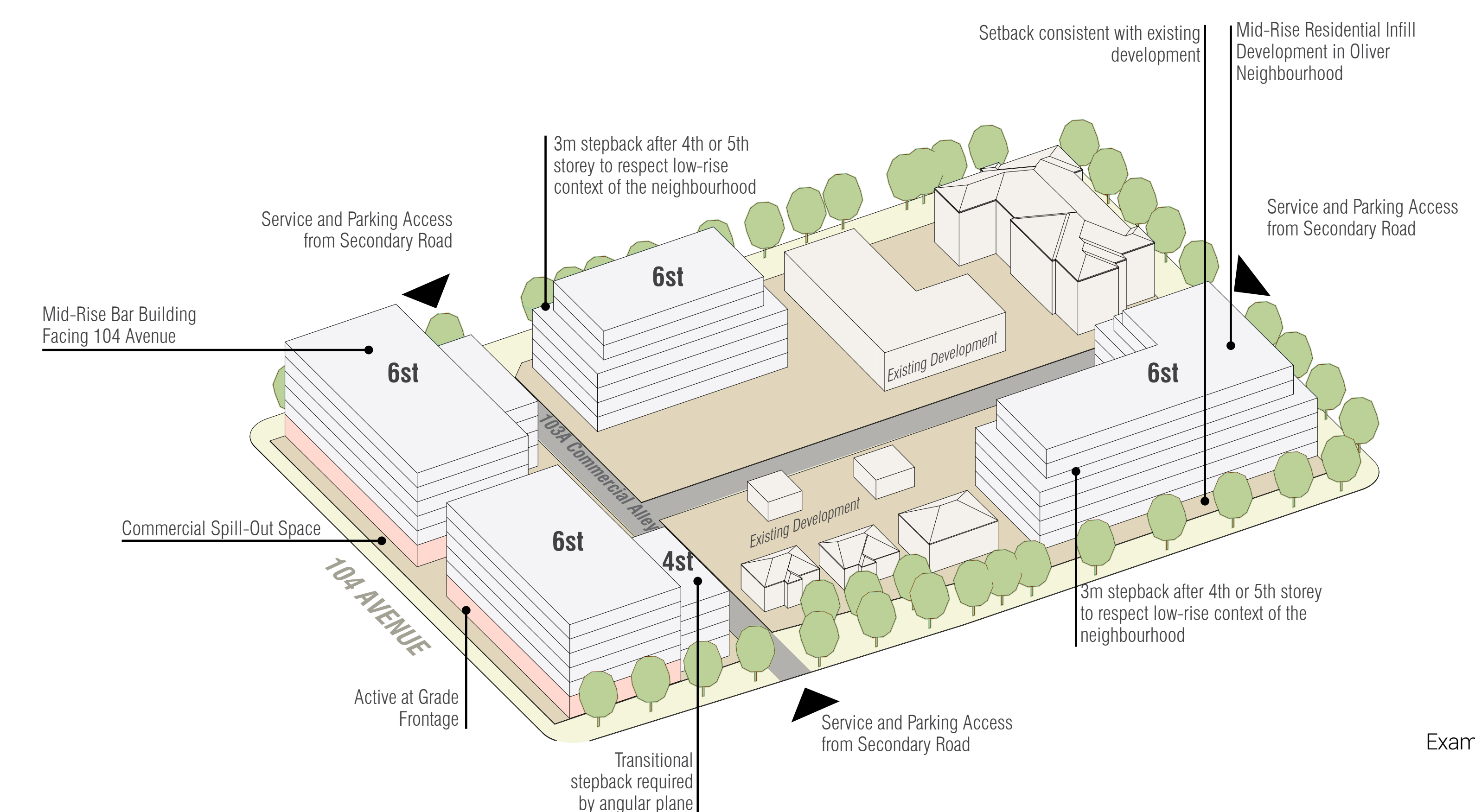
Example of Mixed-Use Block with Mid-Rise and Low-Rise Development



Low-rise development and mid-rise bar building with setback



High Rise Tower -Podium Building



Example of Block south of 104 Avenue

# 104 AVENUE

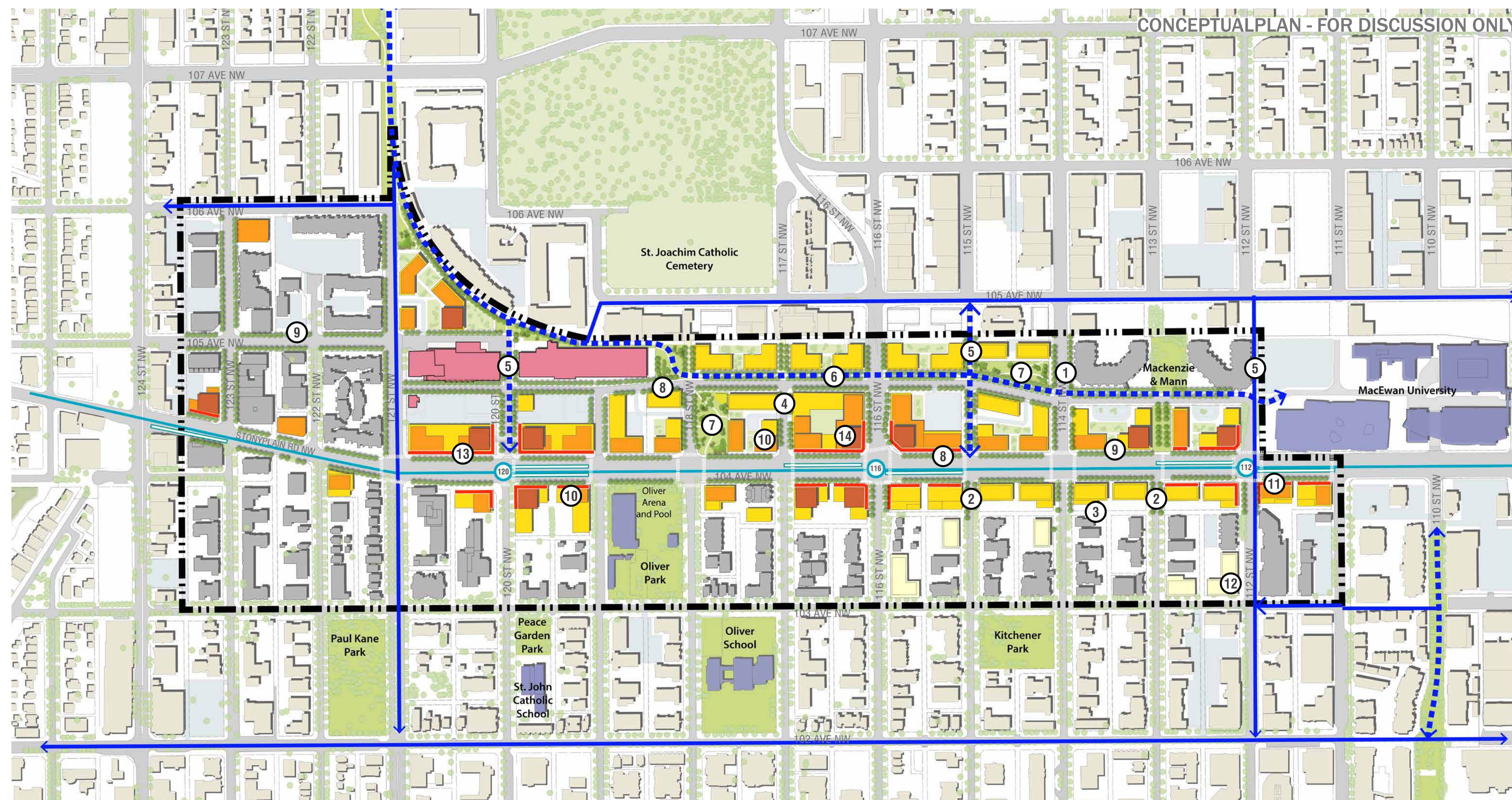
## CORRIDOR PLAN

Do you agree with the proposed Road and Active transportation network?

Do you agree with the proposed improvements to the parks and open spaces, pedestrian priority areas, and enhanced streetscaping particularly on 104 Avenue?

# 104 AVENUE CORRIDOR PLAN Demonstration Concept

The demonstration concept illustrates what the 104 Avenue Corridor could look like more than 25 years into the future when the majority of sites are built out. It is a representation of a potential physical outcome of the implementation of the policies of the ARP. The concept is not meant to be representative of which sites are anticipated to develop during this time period, but rather is a depiction of the scale, form and character of place that is envisioned for the Corridor.



## Mobility

- ① 114 Street is connected from 103A Avenue to 105 Avenue.
- ② 113 Street and 115 Street are connected as roads or pedestrian connections.
- ③ 103A Avenue is converted to a Commercial Alley to permit larger development parcels on 104 Avenue.
- ④ Street grid is extended to parcels north of 104 Avenue.
- ⑤ New bike routes provide access to LRT stations.
- ⑥ A new east-west "greenway" improves connectivity and provides a unique experience for pedestrians and cyclists.

## Public Realm

- ⑦ New neighbourhood open spaces provide gathering places for the community (locations shown are conceptual)
- ⑧ Enhanced streetscaping creates a positive pedestrian experience throughout the Corridor.
- ⑨ Over time, streets north of 104 Avenue, west of and including 121 Street are reconfigured to provide a more generous pedestrian boulevard.

## Land Use

- ⑩ Mixed-use development is encouraged along and north of 104 Avenue
- ⑪ Active at-grade frontages with uses such as restaurants and retail stores are required adjacent to each LRT station.
- ⑫ Infill residential development takes place south of 104 Avenue over time (locations shown are conceptual)



## LEGEND

- Plan Area
- Proposed LRT Line
- Proposed LRT Stations
- Bike Route
- Shared Use Path
- Active at Grade Frontage
- Mixed Use - 6 Storeys
- Mixed Use - 10 Storeys
- Mixed Use - 15 Storeys
- Residential - Max 6 Storeys
- Retail
- Cultural / Institutional
- Existing building within Plan Area
- Existing Buildings
- Driveways/Surface Parking



## Built Form

- ⑬ Greatest density of development is concentrated around LRT stations
- ⑭ Large format retail is provided in an urban format

# 104 AVENUE

## CORRIDOR PLAN

Do you agree with the proposed Land Use of a mix of uses along and north of 104 Avenue and maintaining the residential character of areas south of 104 Avenue?

Do you agree with the proposed Built Form in terms of building heights, massing and transitioning of development, and site and building design?

Overall, do you like the Draft Area Redevelopment Plan? Why or why not?

Please remember to fill out the Survey and return it before you leave or complete it online. Thank You!