

# PROJECT STEPS FOR STRATHCONA JUNCTION

- ✓ **PROJECT INITIATION – September 2007**  
Project charter and public involvement plan.
- ✓ **BACKGROUND RESEARCH – October to December 2007**  
Background research; establishment of advisory committee.
- ✓ **OPEN HOUSE I – November 20, 2007 from 5 to 9 p.m.**  
Open house; introduction to study and public input.
- ✓ **STAKEHOLDER INTERVIEWS & FOCUS GROUPS - November - December 2007**
- ✓ **COMPILE ISSUES – December 2007 and January 2008**  
Summarize key issues identified during Open House and stakeholder interviews and generate key principles from the issues.
- ✓ **IDEAS WORKSHOP I – February 2, 2008 – Trinity Lutheran Church (10014 – 81 Ave)**  
Review the issues and constraints of the study area. Break into groups that are assigned a zone within the study area. Each group will develop goals and objectives that will feed into a vision for the project.
- ✓ **COMPILE VISION – February 2008**  
The Project Team will draft a vision from the first workshop. The advisory committee and City departments will review proposed goals and objectives for feasibility.
- ✓ **IDEAS WORKSHOP II – February 23, 2008 – Trinity Lutheran Church (10014 – 81 Ave)**  
Refine the vision and work on how to achieve it. Come up with a number of possible development concepts for the area.
- ✓ **DRAFT DEVELOPMENT CONCEPT – April to May, 2008**  
The project team uses workshop comments and considerations to create a draft development concept to discuss with the advisory committee.
- ✓ **OPEN HOUSE II – June 25, 2008, 5 to 9 p.m. - Trinity Lutheran Church (10014 - 81 Ave)**  
A draft development concept is presented to the community for review and feedback. The project team is available to answer questions and take comments.
- ✓ **EXECUTIVE COMMITTEE - August 2008**  
Presentation to Executive Committee; obtain authority to develop an Area Redevelopment Plan (ARP) and make changes to existing plans.

**OPEN HOUSE**

For more information contact:

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[www.edmonton.ca/strathconajunction](http://www.edmonton.ca/strathconajunction)



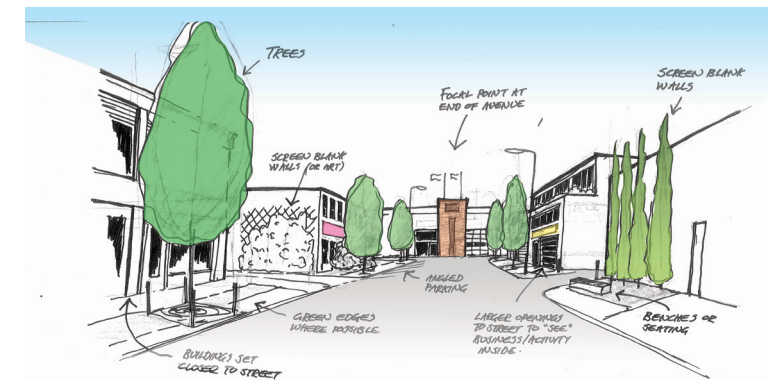
# A VISION FOR STRATHCONA JUNCTION

## Vision

Strathcona Junction is an impressive entrance to the central City and a place where commerce, industry, and culture blend to create a vibrant, green, and human-scale environment. High-quality, compatible, mixed-use development reflects a commitment to excellence in urban design and architecture. The area features amenities, gathering places, heritage resources, and housing for a range of residents.



Potential new heritage streetscape in Strathcona Junction.



Mixed-use streets will be aesthetically pleasing and pedestrian friendly.

## Guiding Principles

### Urban Character

Urban design and architecture are regulated to create character areas with street-oriented buildings and customized height limits. Development is sensitively scaled to be compatible with the character of surrounding areas with a mix of land uses where practical. On-site parking is limited as well as attractive and integrated. Densities are increased and supported by enhanced transit.

### Connectivity and Movement

Connections are improved to the river valley, downtown, adjacent neighbourhoods, and within the area. There is a focus on pedestrians in addition to improved bicycle routes and transit services.

### Sense of Place

The entrance to Strathcona makes a positive impression as an urban destination. The industrial nature of the area is respected for its economic and historic contribution. Strathcona Junction has protected focal points, landmarks, historic resources, and features that represent community values. West Ritchie is recognized as an area with a distinct character.

### Healthy Communities

Strathcona Junction is an environmentally sustainable area with energy-efficient buildings, optimized infrastructure, green links to the river valley, local food production, and safe industrial operations. Gathering places, activities, and amenities are available and convenient with access to important services. The impacts of continued rail operation are mitigated and residential development is located on appropriate sites.

**OPEN HOUSE II:**  
June 25th, 2008  
Trinity Lutheran Church  
5:00pm - 9:00pm

Come give us your feedback on the draft development concept. See back for more details.

Issue 2: June 2008

# A DRAFT DEVELOPMENT CONCEPT FOR STRATHCONA JUNCTION

After public consultation and research about the Strathcona Junction area, the City's Planning and Development Department has put together a draft concept for the area's future redevelopment. On June 25, 2008, we will be holding an Open House to share with you the draft development concept and get your feedback.

The rail right-of-way could provide for improved local transit service in the form of a light rail transit (LRT) or streetcar line.

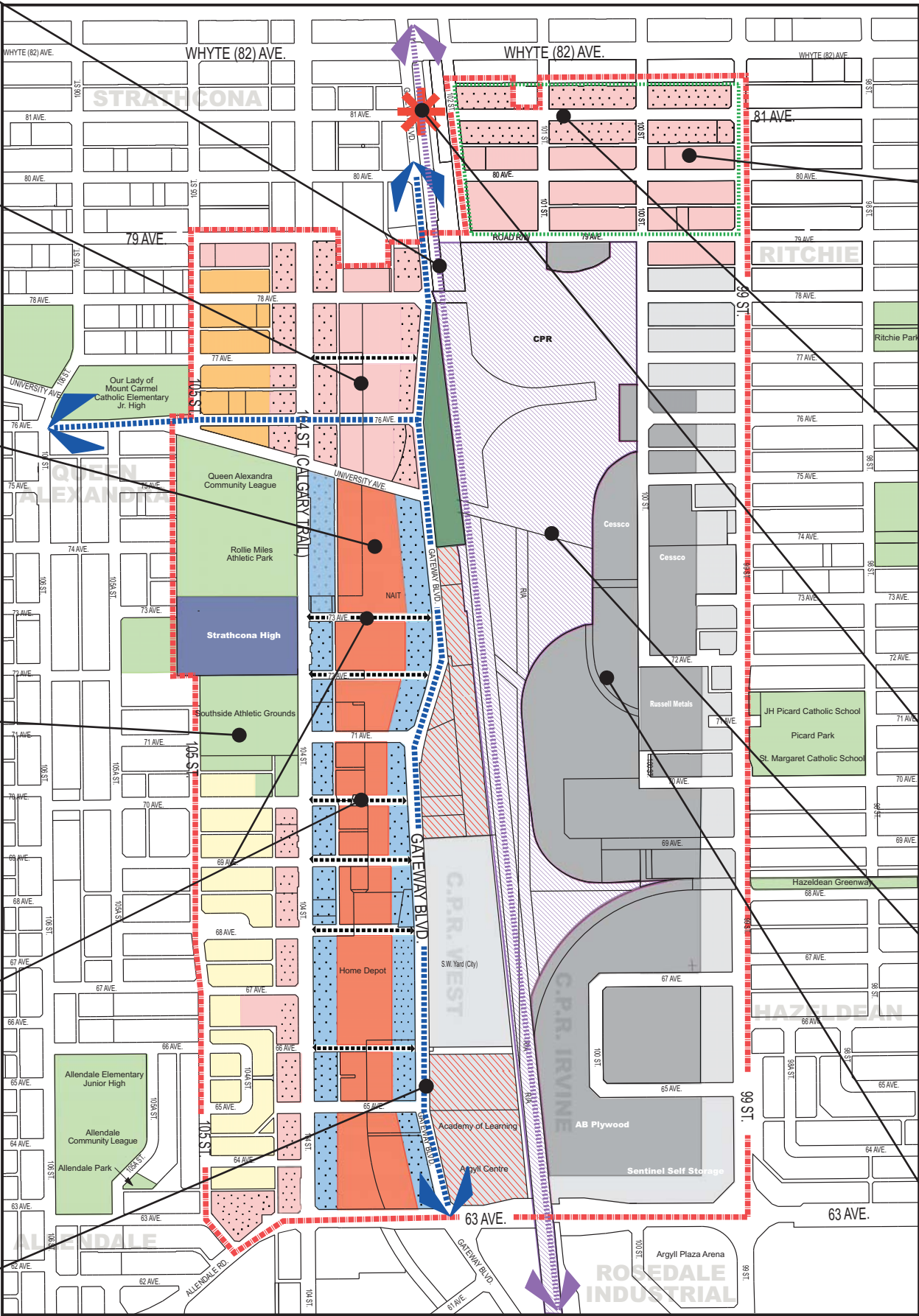
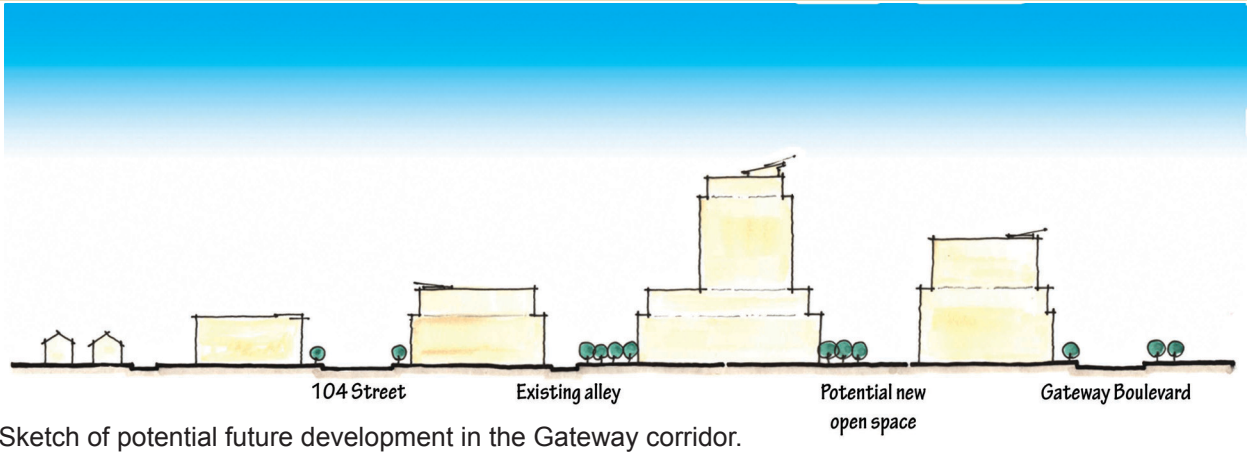
The Gateway corridor north of University Avenue will be a small-scale, commercial mixed-use area that provides sensitive transitions in height from Whyte Avenue to the north.

The lands between Gateway Boulevard and Calgary Trail will be re-imaged and intensified to reflect their status as a main entrance to and exit from the city. All buildings will interact positively with the street, with higher densities permitted at the centre of blocks.

The Southside Athletic Grounds will be transformed from an under-used green field into a high-quality, public community space that meets local community needs.

The street grid pattern will be reconnected at certain locations between Gateway Boulevard and 104 Street to create smaller blocks that are more pedestrian friendly.

A multi-use trail will run the length of the east side of Gateway Boulevard connecting to Edmonton's city-wide bicycle trail system.



West Ritchie will evolve into a street-oriented, urban village where people can live, work, shop and socialize.

A historical character street, 81 Avenue, will be the focal point of the West Ritchie urban village with fine-grained, mixed-use commercial, office, or residential development.

The old railway station could be transformed into a new station for an LRT line or provide a significant heritage feature by a new streetcar stop.

The Canadian Pacific Railway yard will remain. Issues of safety, noise, and aesthetics will be addressed.

The 99 Street industrial corridor will be a superior industrial area with limited commercial uses adjacent to 99 Street. The area will have neighbourhood connections and walkable streets and will provide employment opportunities to local residents.

## Draft Development Concept

### Legend

- |                                       |                                |   |                                |
|---------------------------------------|--------------------------------|---|--------------------------------|
| Low - Density Residential             | Ground level Commercial/Retail | Industrial                                      | Potential Rail Transit         |
| Medium Density Residential            | Green Space/Landscaping        | Industrial Transition Area (limited Commercial) | West Ritchie Urban Village     |
| Mixed-Use (Comm./Res.) 4 Storey max.  | Park/Open Space                | CPR Lands                                       | Study Area Boundary            |
| Mixed-Use (Comm./Res.) 6 Storey max.  | Institutional                  | Proposed Road                                   | Potential Rail Transit Station |
| Mixed-Use (Comm./Res.) 10 Storey max. | Mixed-Use Industrial/Comm.     | Proposed Multi-Use Trail                        |                                |