

# Welcome



## Welcome to the Open House for the Strathcona Junction Project!

1. Please sign in
2. Review panels
3. Discuss with City staff
4. Complete the comment sheet



# Process



## Project Initiation (Sept. 2007)

Start in response to a Council inquiry concerning a long-term vision and specific guidelines for the transition of the Canadian Pacific Railway (CPR) lands and surrounding areas recently added to the Strathcona Business Revitalization Zone ) BRZ boundaries. Begin study to establish a vision, and up-to-date land use and urban design guidelines.



## Open House I (Nov. 2007)

Introduction to study.



## Ideas Workshops (Feb. 2008)



## Open House II (June 2008)

First draft development concept presented.



## Executive Committee (Aug. 2008)

Presentation to Executive Committee of City Council; obtained authority to develop an ARP and make changes to existing plans.



## ARP Development (Sept. 2008 - Dec. 2009)



## ARP Revision (Jan. 2010 - June 2010)

Analysis led to the boundary change for the Strathcona Junction ARP, which excluded lands north of University Avenue and included them, along with the West Ritchie area, as part of the Strathcona ARP amendment.



## Open House III (June 2010)

Revised draft of Strathcona Junction ARP, change to Strathcona ARP and accompanying rezonings presented.



## ARP Revision (July 2010 - April 2011)

Reviewed feedback received from Open House III, stakeholders and internal departments. Area north of University Avenue and west of CPR yard added to the Strathcona Junction ARP boundary (and removed from Strathcona ARP amendment). Proposed DC1 provisions, modified area of application of Medium Scale Residential Infill Overlay in West Ritchie. Refined plan implementation concepts.



## Open House IV (April 2011)

Updated, revised draft of Strathcona Junction ARP, change to Strathcona ARP amendment and change to proposed DC1 rezonings, change in application of Medium Scale Residential Infill Overlay in West Ritchie

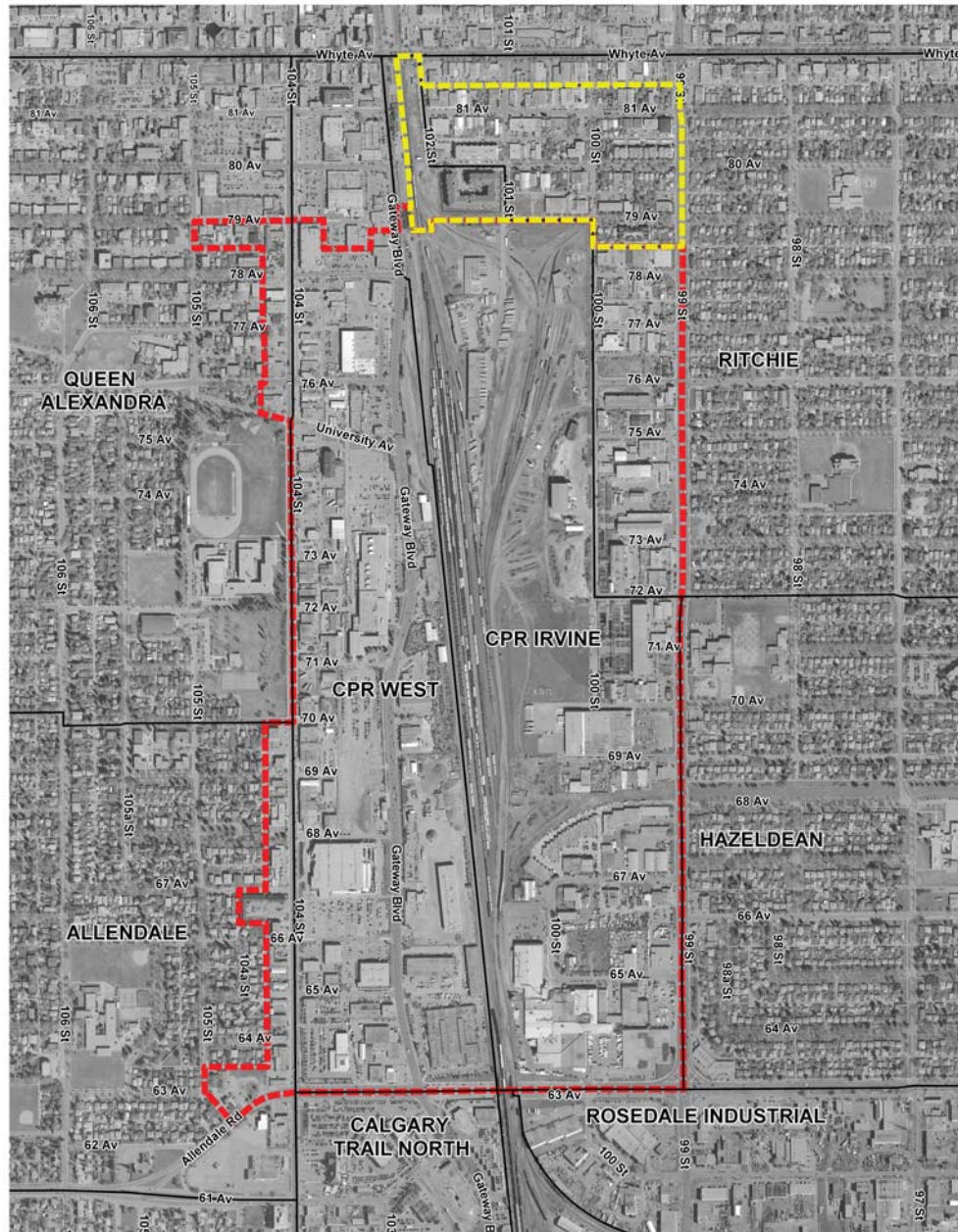


## City Council Public Hearing (Spring 2011)

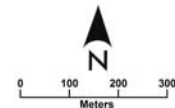
Target for Council consideration of ARPs and rezonings. Notice will be given when date is set.



# Affected Areas



--- Boundary of proposed Strathcona Junction ARP  
--- Strathcona ARP Amendment Boundary





# Strathcona Junction

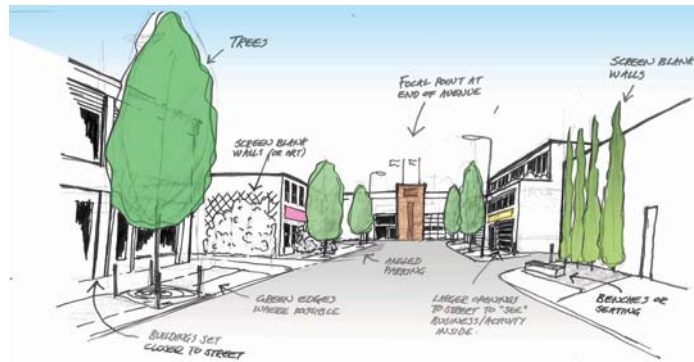


## What is the Strathcona Junction Area Redevelopment Plan (ARP)?

The Strathcona Junction Plan (ARP) provides a planning framework to guide development and revitalization in the Junction area consistent with a vision and guiding principles detailed below. It establishes a land use concept and planning policies to guide redevelopment over the next 30 years. The ARP ensures that built form, open spaces, and streets are planned to form places that are attractive, pedestrian friendly, and memorable. The ARP facilitates a movement from mainly industrial uses with a low visual appeal toward higher quality industrial and office/commercial uses with limited residential opportunities.

### Plan Vision

*Strathcona Junction is an impressive entrance to the central city – 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, architecture and the environment. Over time, the plan will usher in a local urbanism. Working and shopping will exist within a walkable, amenity-rich street network that connects to adjacent residential areas.*



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

## Guiding Principles

### Healthy Communities

Employment areas are valued. Gathering places, activities and amenities are available and convenient with access to important services. The impacts of arterial roadways and continued rail operation are mitigated and residential development is located appropriately.

### Urban Character

Urban design and architecture are regulated to create character areas with street-oriented buildings. Densities are increased. Development is sensitively scaled to be compatible with the character of surrounding areas, with a mix of land uses where practical. Streets, sidewalks, boulevards, and alleys are designed to be safe, accessible and attractive for pedestrians, cyclists and motorists alike. On-site parking is limited.

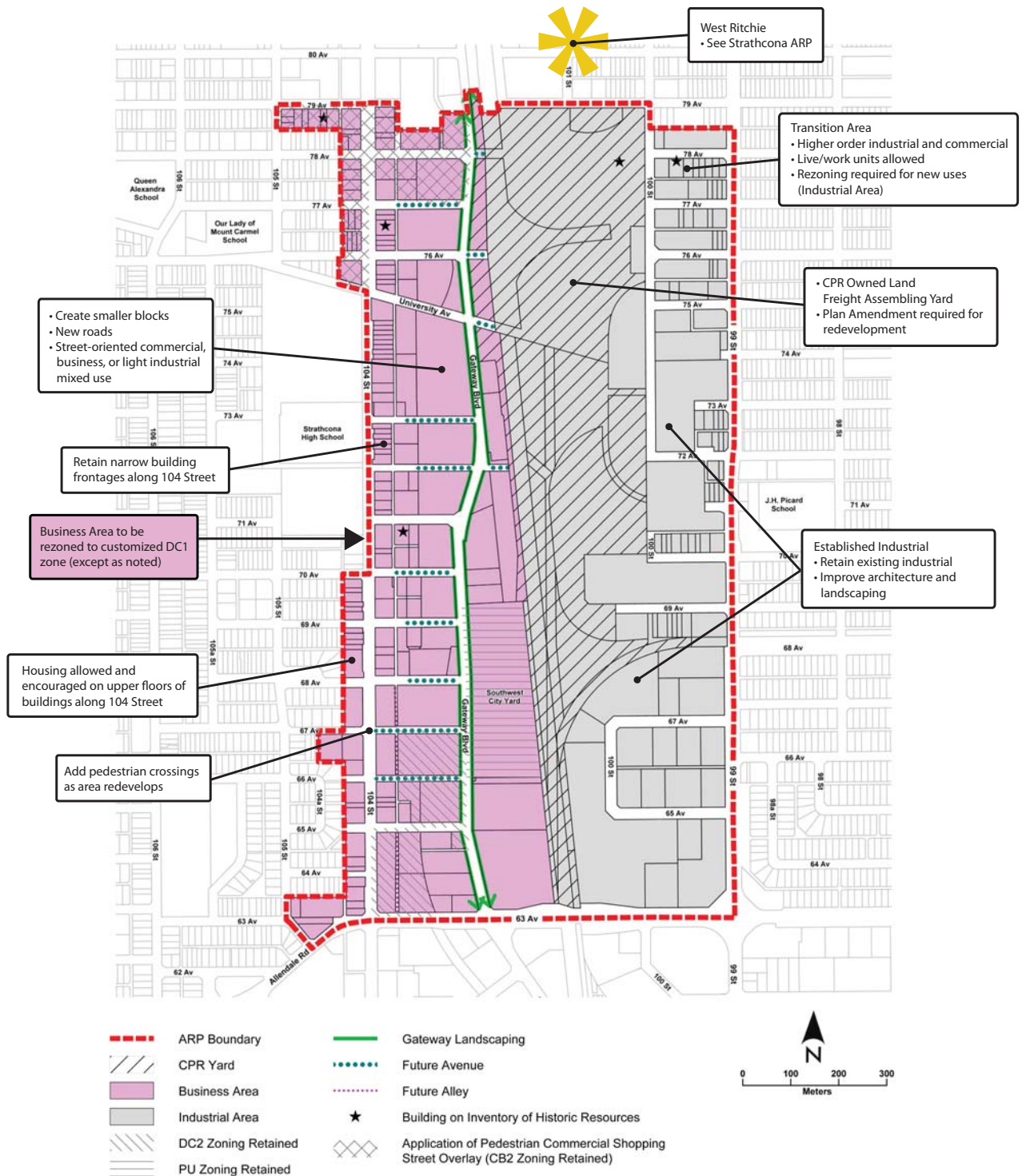
### Sense of Place

The entrance to Strathcona makes a positive impression as an urban destination. The industrial nature of the area is respected for its economic contribution and historic legacy. Focal points, landmarks and historic resources are created and protected.

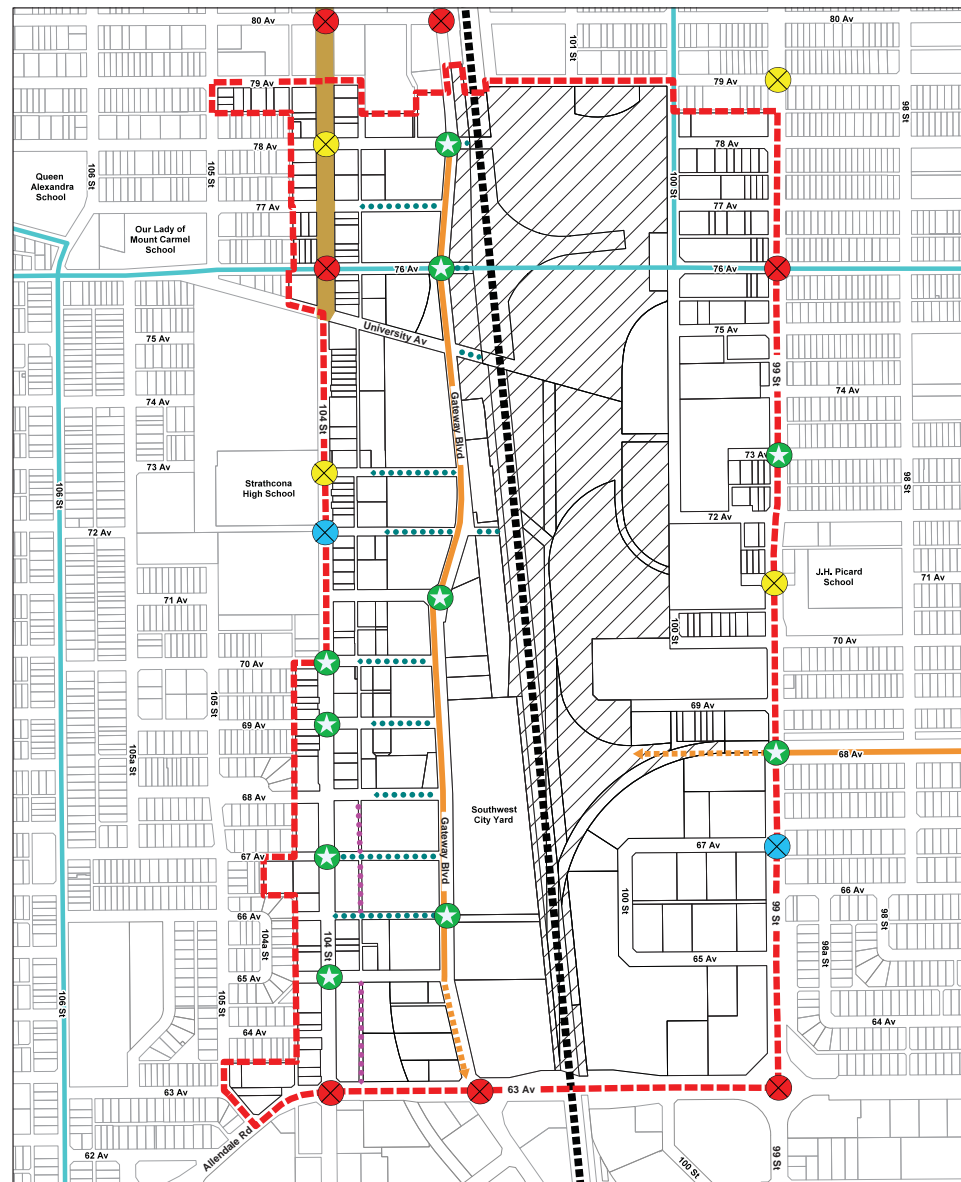
### Connectivity and Movement






Strathcona Junction is more fully integrated with surrounding neighbourhoods over time through additions to the street network. Streets are designed to allow people to travel easily between destinations using a variety of travel modes. The grid street pattern is key feature with a focus on pedestrians as well as improved bicycle routes and transit service. Streets are connected through large blocks, existing alleys are retained, and developments are fine-grained and interconnected.

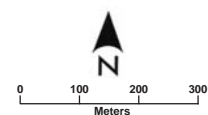
# Strathcona Junction ARP Future Land Use Concept



# Strathcona Junction Transportation Concept

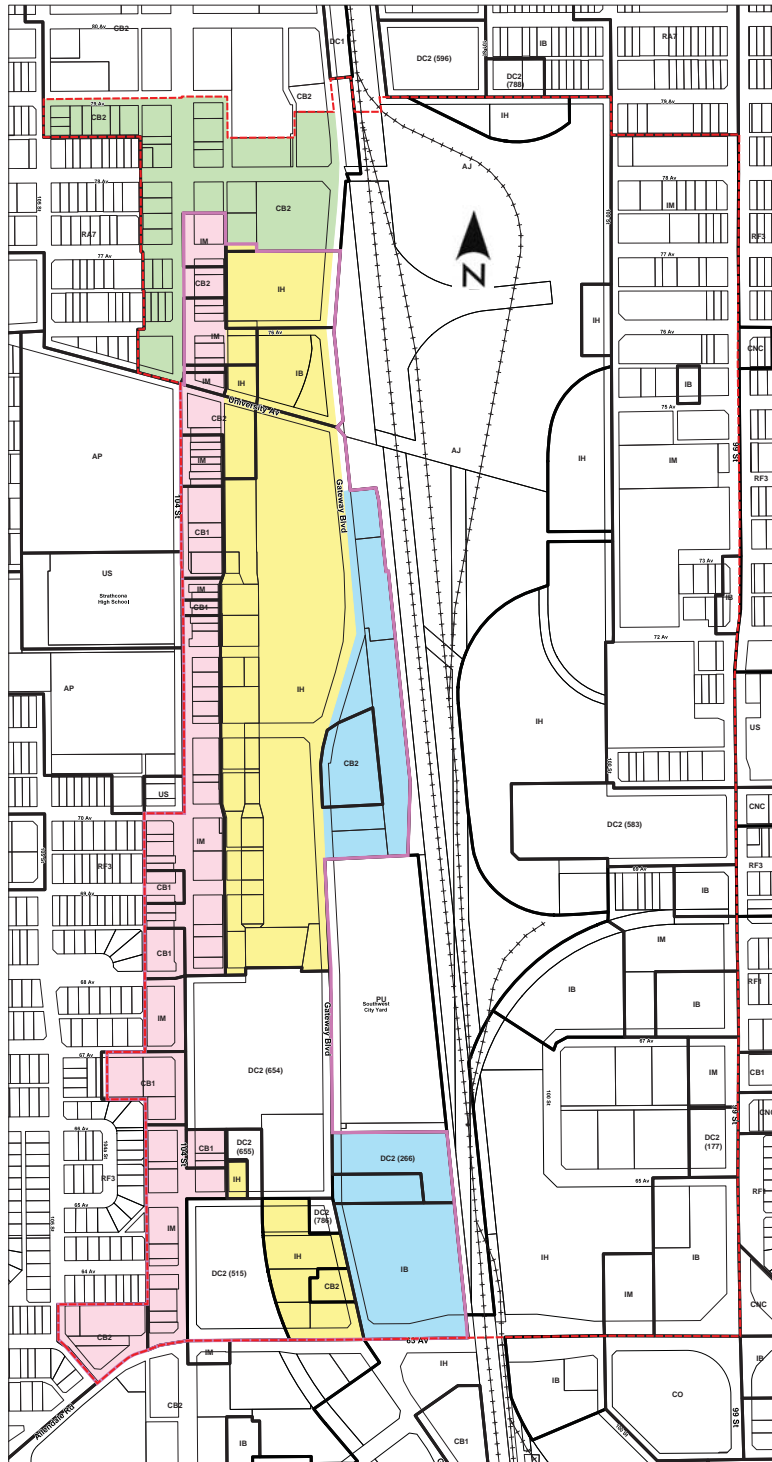


- |  |   |
|--|---|
| <span style="color: red;">---</span> ARP Boundary  | <span style="color: blue;">.....</span> Future Avenue   |
|  CPR Yard | <span style="color: purple;">.....</span> Future Alley  |
| <span style="color: orange;">—</span> Existing Shared-Use Path                               |  Full Signal                 |
| <span style="color: orange;">---</span> Proposed Shared-Use Path                             |  Pedestrian Activated Signal |
| <span style="color: blue;">—</span> Proposed City-Wide Bicycle Facility                      |  Crosswalk                   |
| <span style="color: black;">---</span> Future Passenger Rail                                 |  Future Pedestrian Crossing  |
| <span style="color: brown;">—</span> Review Contra-Flow Lane                                 |   |



# Strathcona Junction

## Current & Proposed Zoning



### Strathcona Junction Area Redevelopment Plan Boundary

#### DC1

#### Strathcona Junction DC1 (Direct Development Control Provision)

- Facilitates transition to pedestrian oriented, urban style commercial mixed use area
- Prohibits permanent structures on future avenue extensions
- Allows for broad range of uses, including many commercial and entertainment uses, along with continued industrial uses and some residential uses\* along 104 Street
- Requires landscaped yards along Gateway Boulevard
- Regulates architecture, open spaces, and streets to help ensure an attractive public realm
- Limits parking and specifies the design of parking lots
- Maximum height for new development:
  - Generally shall not exceed 14m nor four storeys
  - Lands east of 104 Street shall be given consideration for maximum height of 23m or six storeys
- Existing Zoning: IH, IB, IM, CB1, CB2, DC2

#### AREA 1

#### Additional Uses Specific to Area 1\*\*

- Apartment Hotels
- Apartment Housing above ground floor commercial uses
- Bars and Neighbourhood Pubs
- Child Care Services
- General Industrial Uses, existing as of the date of this Bylaw
- Hotels
- Live Work Units
- Nightclubs, east side of 104 Street only
- Public Education Services
- Public Libraries and Cultural Exhibits

#### AREA 2

#### Additional Uses Specific to Area 2\*\*

- Bars and Neighbourhood Pubs
- Child Care Services
- General Industrial Uses
- Hotels
- Motels
- Nightclubs
- Public Education Services
- Public Libraries and Cultural Exhibits
- Warehouse Sales
- Freestanding on-premises signs along Gateway Boulevard

#### AREA 3

#### Additional Uses Specific to Area 3\*\*

- General Industrial Uses
- Nightclubs
- Warehouse Sales
- Freestanding on-premises signs along Gateway Boulevard

#### PCSS

#### Application of Pedestrian Commercial Shopping Street Overlay

- Purpose: To maintain the pedestrian-oriented character of commercial areas, comprised of shopping streets in close proximity to residential areas of the City

\* List of Land Uses is not exhaustive

\*\* Uses may be restricted



# Implementation



## How will the Plans be implemented? What are DC1s?

- A key tool to implement the plans is custom zoning, or Direct Development Control Provisions (DC1s).
- A DC1 Provision can provide for detailed, sensitive control of the use, development, siting and design of buildings and disturbance of land.
- Used when standard zones like the General Business Zone (CB2) or Light Industrial Zone (IL) are not sufficient in that they do not contain the right mix of uses, or when they do, they do not have the appropriate development regulations.

## What are Overlays?

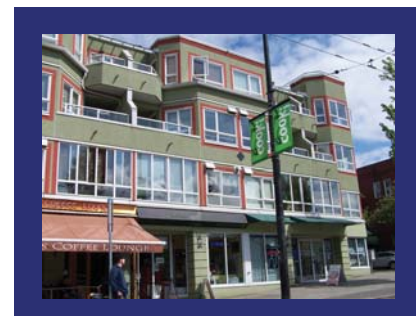
- In situations where the base zone is appropriate, the application of overlays can provide more detailed design and siting regulation where appropriate.

## There are two proposed DC1s and two overlays that are part of the plans:

### Strathcona Junction DC1 Provision

*Refer to Strathcona Junction Current and Proposed Zoning*

- The draft Strathcona Junction DC1 would apply to the area west of the CP Rail Yard and includes a large part of the area shown as "Business Area" as shown on the Development Concept.
- The DC1 Provision provides a transition from the historic pattern of industrial-oriented large lots along Gateway Boulevard to a more pedestrian-friendly mix of smaller-scale commercial uses, including retail, entertainment, recreation and commercial/residential mixed uses along 104 Street.
- It is divided into sub-areas 1, 2 and 3.
  - Area 1 reflects commercial uses on narrower frontages that are compatible with proposed Apartment Housing (above commercial) and Live Work Units along 104 Street.
  - Areas 2 and 3 recognize a wider range of commercial and industrial uses, reflective of the historic pattern of land use in proximity to the CP Rail Yard.
  - Areas 2 and 3 seek to encourage more commercial enterprises and include provisions for development to occur on smaller parcels, reflecting the long range vision of the plan which includes extensions of existing Avenues to connect 104 Street to Gateway Boulevard.
- Built form and streetscaping requirements apply to ensure that redevelopment is more pedestrian-oriented and urban in its format.



*Pedestrian-friendly mixed uses*

### Strathcona Junction: Application of Pedestrian Commercial Shopping Street Overlay

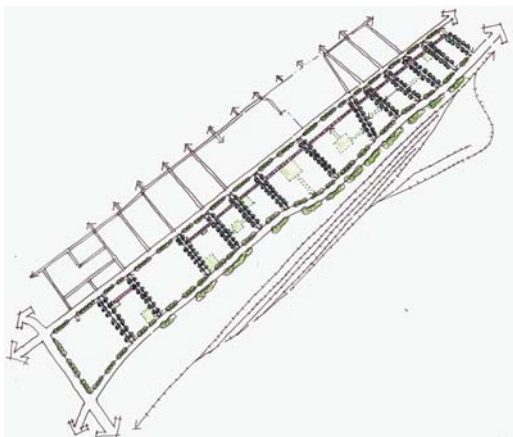
*Refer to Strathcona Junction Current and Proposed Zoning*

- North of University Avenue, along parts of 104 Street, 78th and 79 Avenues, the current (CB2) General Business Zone will remain.
- The Pedestrian Commercial Shopping Street Overlay would be applied to this CB2 area.
- The overlay would require future buildings to be built up to the street, site access to be from alleys where applicable, and require architectural features intended to support pedestrian activity.
- This is consistent with the existing Pedestrian Commercial Shopping Street Overlay to the north as well as the proposed custom DC1 provision that would apply to much of the Business area within the Plan area.



# How do the Strathcona Junction Plan and Zoning Address Large Retail Development?

## Smaller Blocks



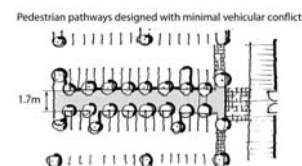
The size of new large development will be limited by smaller block sizes resulting from:

- extending avenue stubs from 104 Street across to Gateway Boulevard; and
- retaining existing alleys

Buildings will not be able to be larger than these new smaller urban blocks.

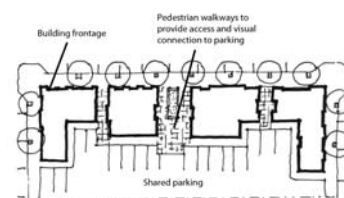
## Urban Design Criteria

New development east of the alley east of 104 Street must be arranged to create new urban spaces (such as plazas and walkways) that provide gathering places for pedestrians.



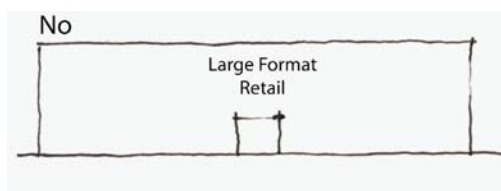
Buildings along the Avenues will be required to be constructed to the street to contribute to the pedestrian experience.

Large retail developments must construct walkways within parking lots to connect building entrances, open spaces, parking spaces, public sidewalks, future transit stops and any other pedestrian destinations.

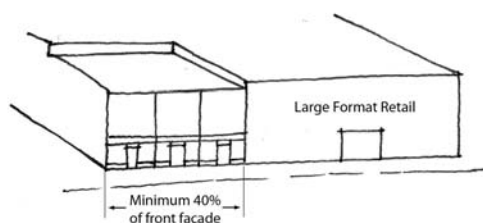


## Multiple Storefronts

Any large retail development must have multiple storefronts with separate entrances on the main façade whereby a minimum of 40% of the front façade is comprised of small store fronts separate from the anchor tenant.



Minimum Requirement



## Façade Treatment

If a side of a large commercial building faces Gateway Boulevard, it must include roof and building façade design elements that add architectural interest and reduce the perceived mass of the building.

This can include articulation of the building through the use of non-reflective windows, projections, recesses, stepback of the building above the first level, arcades, porticos, colonnades, awnings, the use of colour and texture, and wall murals.

Landscaped yards are also required along Gateway Boulevard.

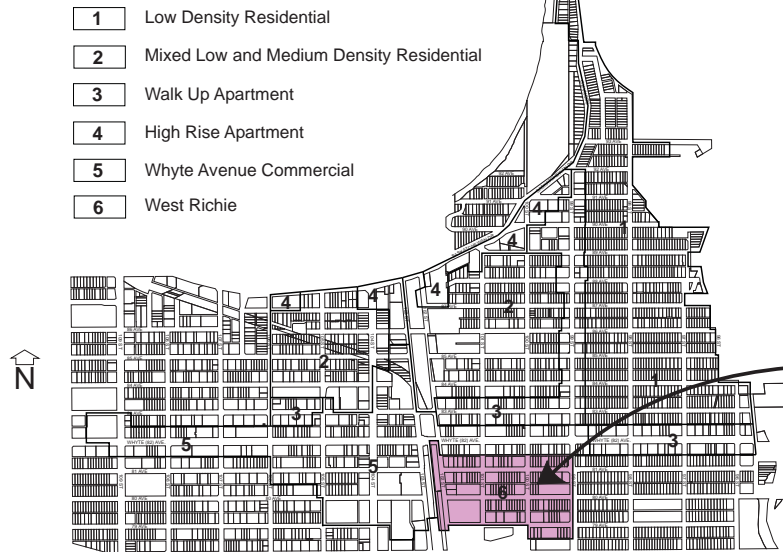


*There are more clauses in the proposed zoning that relate to parking, access, landscaping, etc. Please read them and ask questions!*

# Strathcona Area Redevelopment Plan Amendment

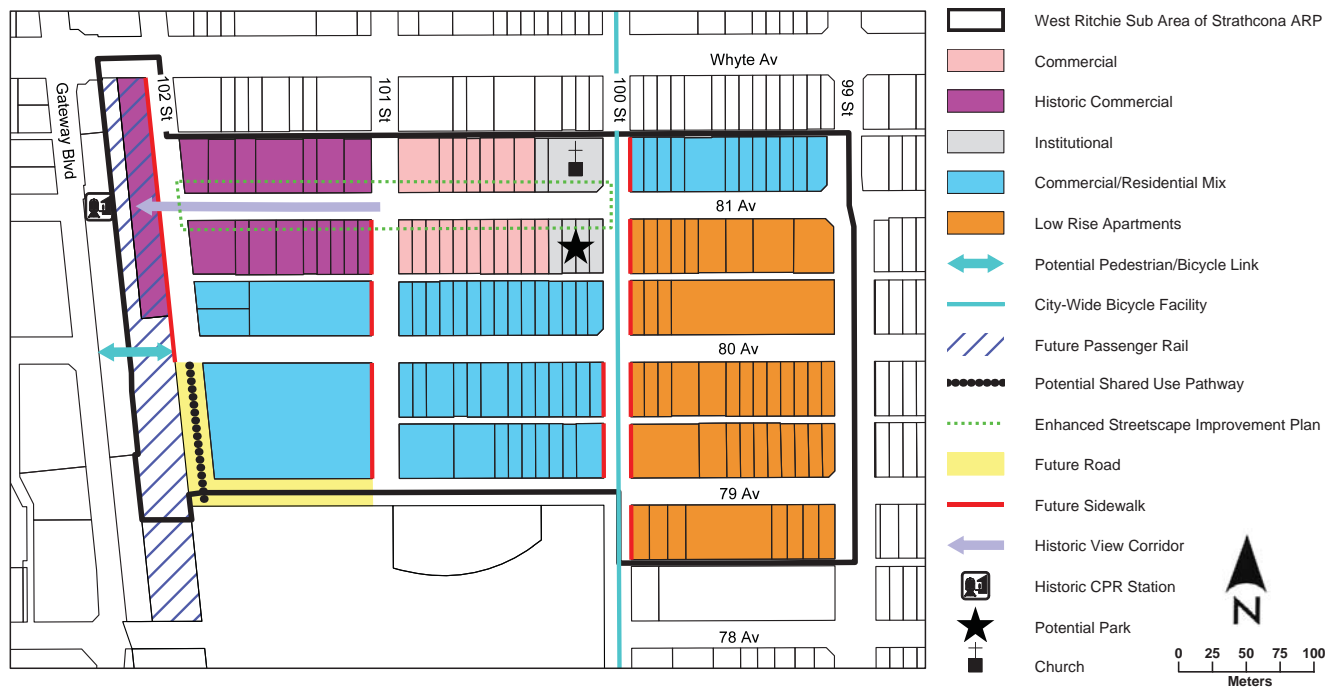


## Land Use Concept



Create a new West Ritchie Sub Area with its own specific policies

## West Ritchie Future Land Use Concept



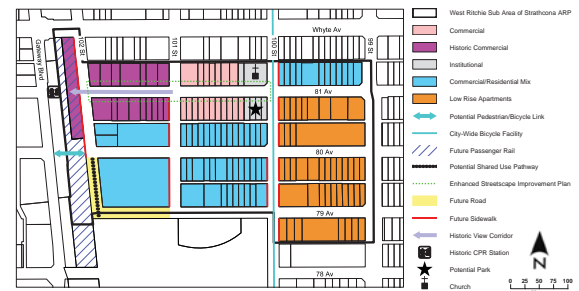
# West Ritchie Draft Concept



*West Ritchie is a vibrant, historic urban village with quality urban design and architecture.*

## Urban Village

- West Ritchie would evolve into a street-oriented urban village where people can live, work, shop and socialize.
- The urban village would compliment Whyte Avenue and transition well with existing industrial development to the south.
- A four-storey height limit would apply throughout the area.



*West Ritchie development concept.*

## 81 Avenue Character Street

- A historic character street, 81 Avenue would be the focal point of the West Ritchie urban village.
- The street would be lined with mixed-use commercial, office or residential development, with required first floor commercial uses.
- Between 101 and 102 Streets, the existing false façade / “boom town” character would be maintained.
- Streetscape improvements between 100 and 102 Streets would further enhance the area.



*Existing streetscape on 81 Avenue.*



*Potential “character area” streetscape on 81 Avenue.*

## Potential Park



*Park concept.*

- The southwest corner of 81 Avenue and 100 Street has been identified as a future park.
- A park in this area would provide a central public gathering point in a revitalized West Ritchie and could celebrate the area’s German history.

## Commercial/Residential Mix

- The City would support the rezoning of the existing (IB) Industrial Business parcels between 79 and 80 Avenue and between 100 and 101 Streets to allow for a mix of commercial and residential uses.



*Mixed use development.*

# West Ritchie

## Current & Proposed Zoning



 **West Ritchie Sub Area of Strathcona Area Redevelopment Plan**

 **Current Zoning Boundaries**

### Existing Overlays:



- Pedestrian Commercial Shopping Street Overlay (Existing)
- Whyte Avenue Commercial Overlay applies to all areas except RA7 and DC2 (596)

### MSRI

### Application of Medium Scale Residential Infill Overlay

#### Purpose

- Accommodate development of Medium Scale Infill Housing (Low Rise Apartments up to four storeys) while maintaining pedestrian-friendly streetscape
- Would replace the existing Medium Density Residential Overlay

### DC1

### Historic West Ritchie DC1 (Direct Development Control Provision)

- Seeks to preserve historic view corridor of CPR Station to west
- Uses are same as General Business Zone (CB2), with the addition of Live Work Units
- Regulations of both CB2 Zone and Pedestrian Commercial Shopping Street Overlay apply, unless otherwise modified by this DC1 Provision
- Requires false façades to be maintained or incorporated into new development
- Creates a unique pedestrian commercial shopping district while ensuring development is compatible with the character of buildings with historic false façades
- Maximum height for new development shall not exceed 14m nor four storeys except Hotels and Apartment Hotels (15m and 4 storeys)
- Existing Zoning: CB2



# Implementation



## Strathcona ARP: Historic West Ritchie DC1 Provision

*Refer to West Ritchie Current and Proposed Zoning*

- The proposed DC1 would apply to the West Ritchie area of the Strathcona ARP, specifically along the west side of 102 Street at 81 Avenue, and along 81 Avenue between 101 and 102 Streets.
- The DC1 provision would allow for pedestrian commercial shopping as the primary use. It would ensure future development is built to the street and compatible with the scale and character of buildings with historic false façades.



*Current false façades in Historic West Ritchie*

- Uses would be the same as allowed in the CB2 General Business Zone, with the addition of Live Work Units, allowing for a mix of commercial and residential uses.
- The DC1 provision would seek to limit new development within the view corridor of the historic CPR station to the west in order to preserve the view, maintaining an important visual “anchor” at the west end of 81 Avenue.

## Strathcona ARP: West Ritchie Application of the Medium Scale Residential Infill Overlay

The Medium Scale Residential Infill Overlay would apply to the area between 99 and 100 Streets that is zoned RA7 Low Rise Apartment Zone (See Current and Proposed Zoning).

- Key change here is that new Overlay would allow Low Rise Apartments to be developed up to four storeys (whereas the existing Medium Density Residential Infill Overlay it replaces only allows three).

**Please read the proposed draft DC1s as they are key. Please look at copies provided today and ask questions!**