

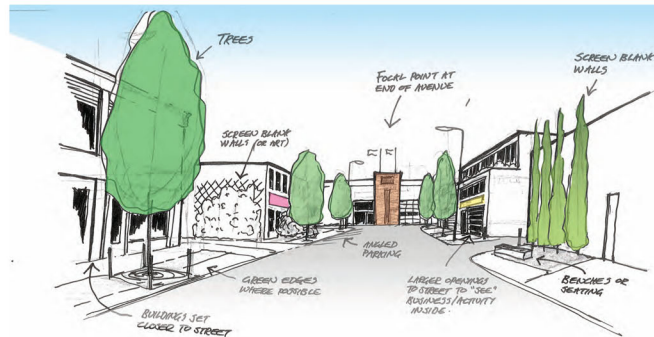
Strathcona Junction

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.

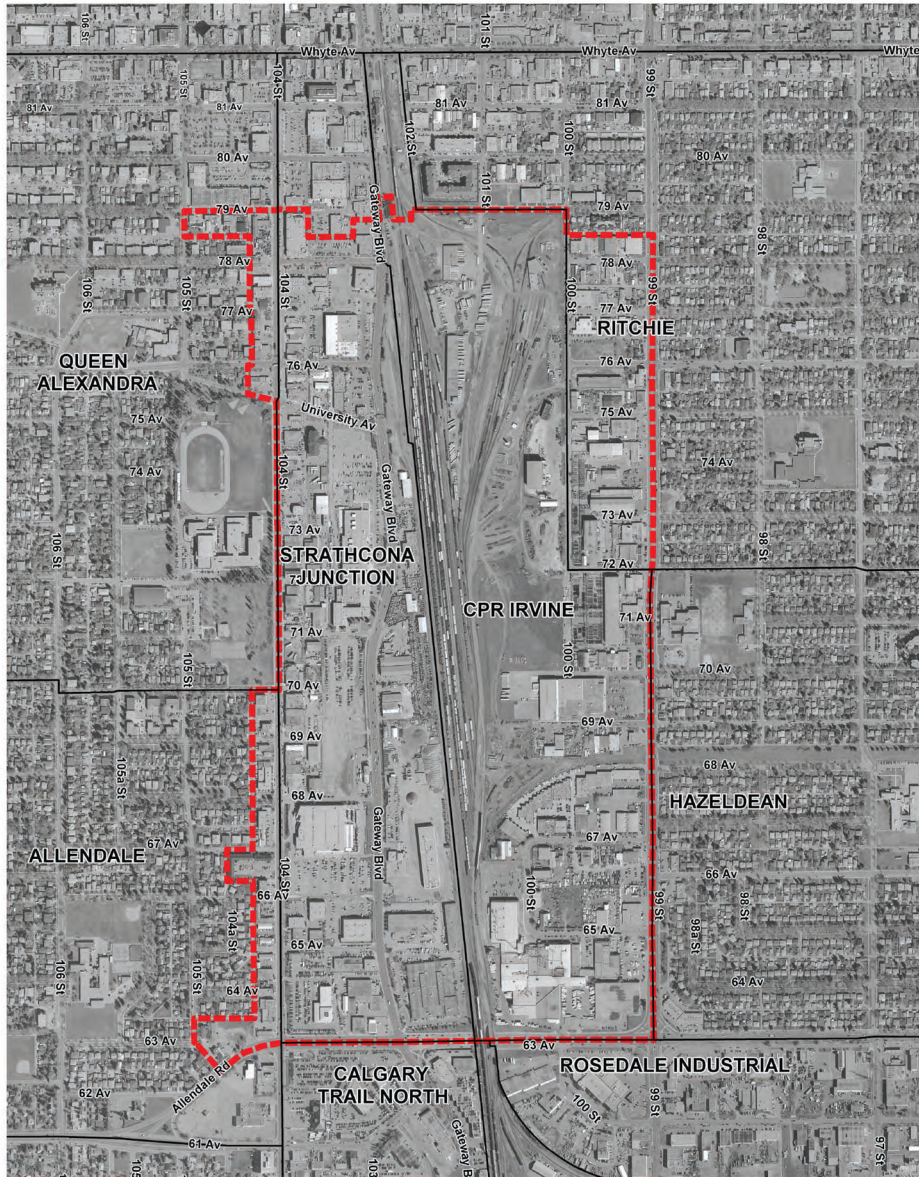
Sense of Place

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.

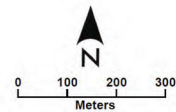
Connectivity and Movement

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



Boundary of the Strathcona Junction ARP



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.



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.



ARP adopted by City Council (July 2011)

Strathcona Junction ARP formally adopted by City Council. The approved Plan identifies two key implementation actions including amending the Edmonton Zoning Bylaw to apply a Direct Development Control Provision (DC1) and apply the Pedestrian Commercial Shopping Street Overlay to a portion of the Plan area.



OPEN HOUSE

Open House (March 2012)

To discuss a proposed amendment to the Strathcona Junction Area Redevelopment Plan, including rezoning of land between 63 Avenue and 79 Avenue between 104 Street and the CPR line, and the application of the Pedestrian Commercial Shopping Street Overlay .

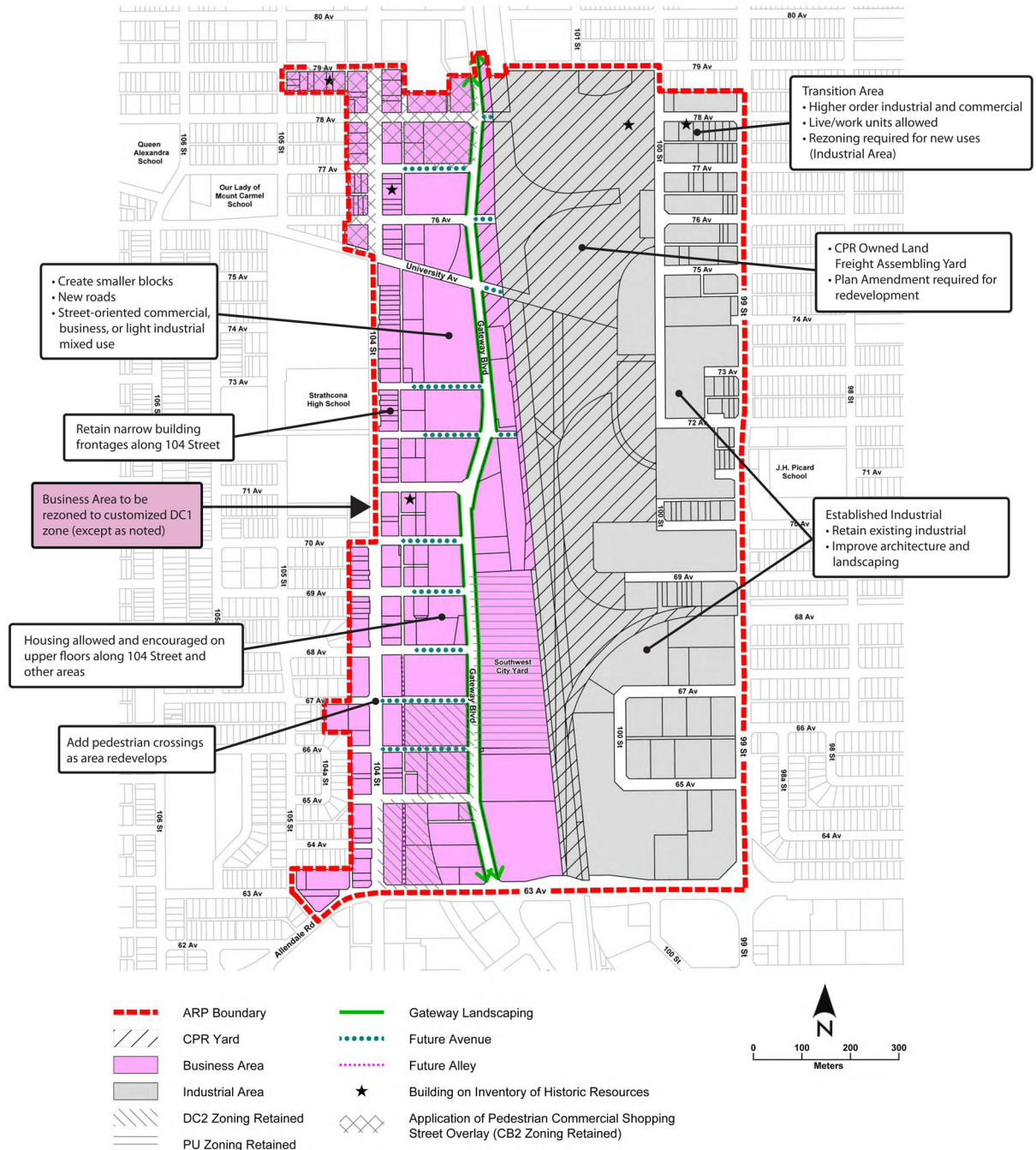


City Council Public Hearing (Spring 2012)

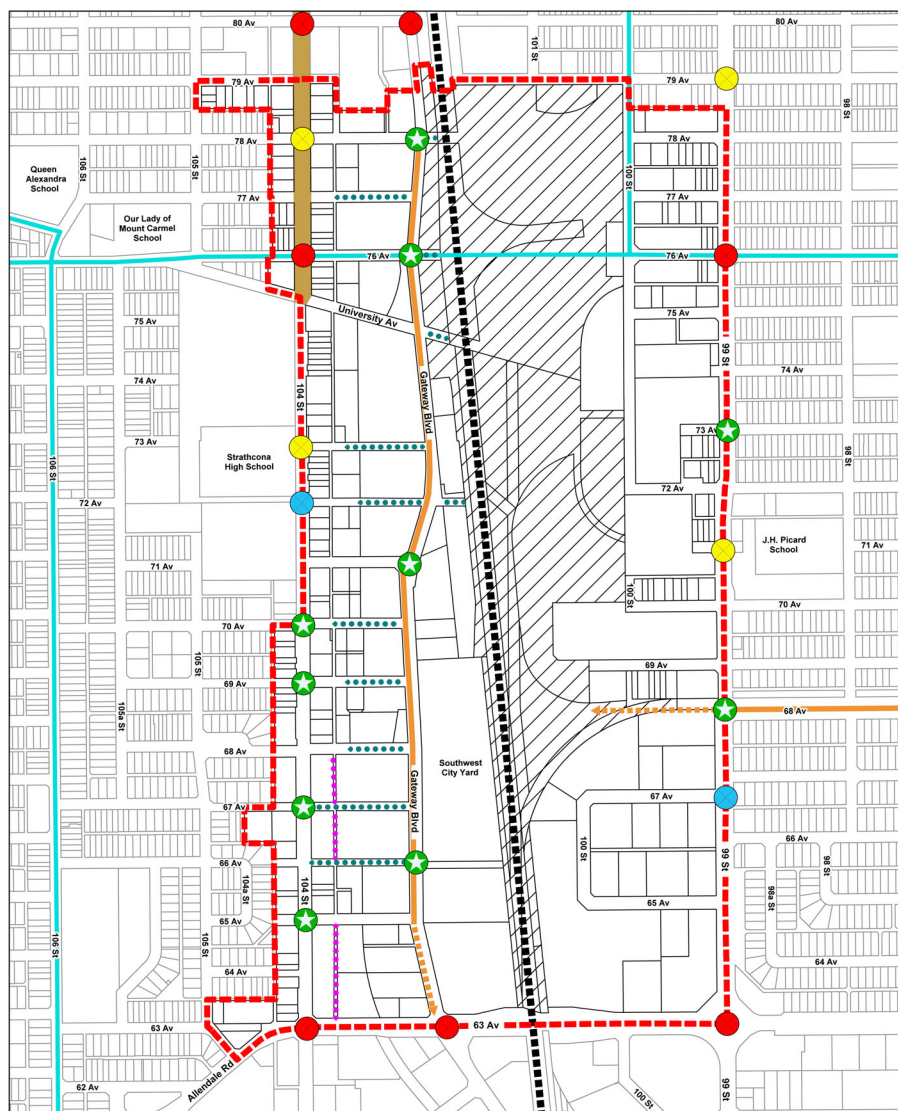
Target for Council consideration of Plan amendment, rezoning and application of the Pedestrian Commercial Shopping Street Overlay. Notice will be given when date is set.

Strathcona Junction

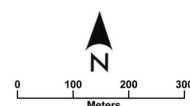
ARP Future Land Use Concept



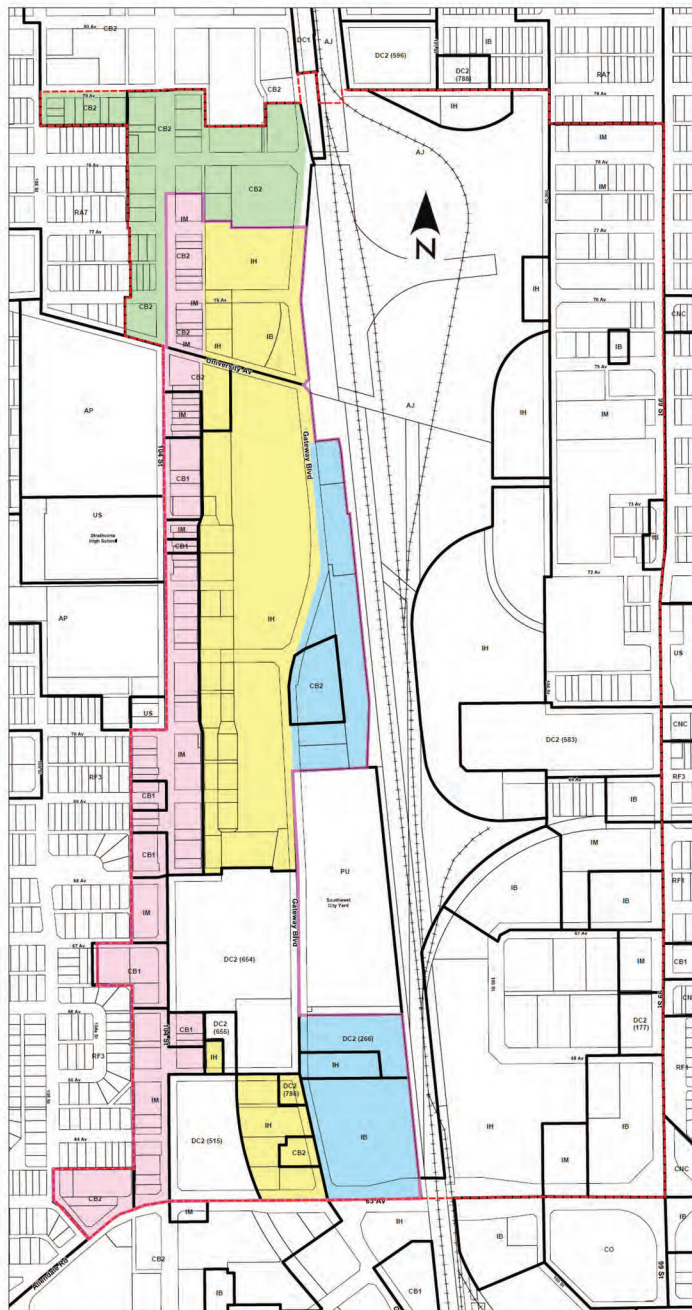
Strathcona Junction Transportation Concept



- ARP Boundary
- Future Avenue
- Existing Shared-Use Path
- Future Alley
- > Proposed Shared-Use Path
- Full Signal
- Proposed City-Wide Bicycle Facility
- Pedestrian Activated Signal
- Future Passenger Rail
- Crosswalk
- Review Contra-Flow Lane
- ★ Future Pedestrian Crossing



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*
- 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 non-residential 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 (to a maximum floor area of 6500 m²)
- Freestanding on-premises signs along Gateway Boulevard
- Apartment housing above non-residential uses in some locations

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

Implementing the Strathcona Junction ARP

- A key tool to implement the Strathcona Junction ARP is custom zoning, or a Direct Development Control Provision (DC1).
- A DC1 Provision can provide for detailed, sensitive control of the use, development, siting and design of buildings and disturbance of land.
- A DC1 Provision is 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 is one proposed DC1 and an overlay as part of this application:

Strathcona Junction DC1 Provision

- 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 non-residential uses) 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. In some areas housing above non-residential uses would be supported.
 - 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.



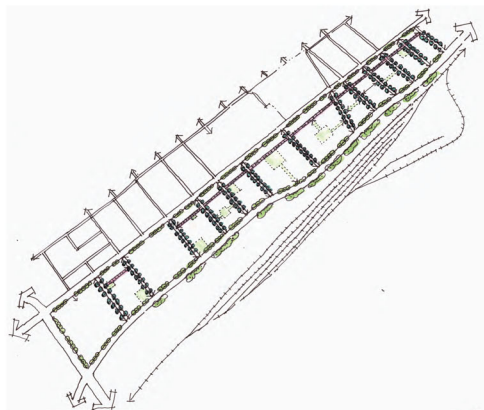
Pedestrian-friendly mixed uses

Strathcona Junction: Application of Pedestrian Commercial Shopping Street Overlay

- 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 will the proposed Zoning address Large Retail Development?

Smaller Blocks



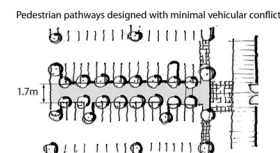
The size of new large development will be limited by smaller block sizes resulting from:

- 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.

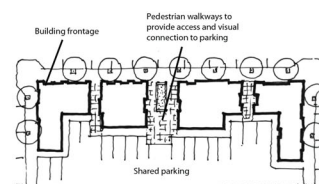
Urban Design Criteria

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.



Incorporating a Mix of Uses

Large retail stores (over 3500m²) will incorporate a mix of uses including at grade retail commercial and a minimum of one of the following uses: office commercial and/or residential located above non-residential uses. In addition large retail stores will be limited to a maximum 6500m².



Vertical mix of uses including commercial or residential



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, and the use of colour and texture.

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!