

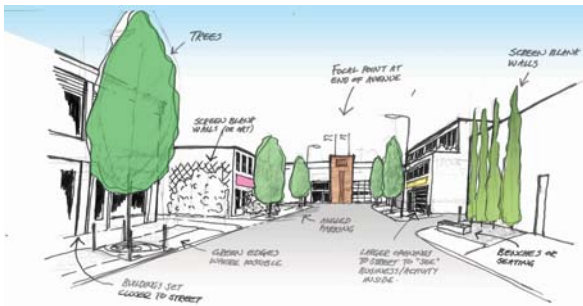
# Strathcona Junction

## 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 Council approved vision and guiding principles. It establishes a land use concept and planning policies to guide the 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 ushers in networked urban living in which working, shopping, and playing are no longer separated, rather laid out in a walkable street pattern featuring amenities, gathering places, and heritage resources, and connected to adjacent residential development.*



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



Potential new heritage streetscape in Strathcona Junction

## Guiding Principles

### Healthy Communities

Sustainable development and clean industrial operations are encouraged in Strathcona Junction. 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 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. Streets, sidewalks, boulevards, and alleys are designed to be safer, accessible, and attractive for pedestrians, cyclists, and motorists alike. On-site parking is limited, attractive and integrated. Densities are increased and supported by enhanced transit and pedestrian amenity.

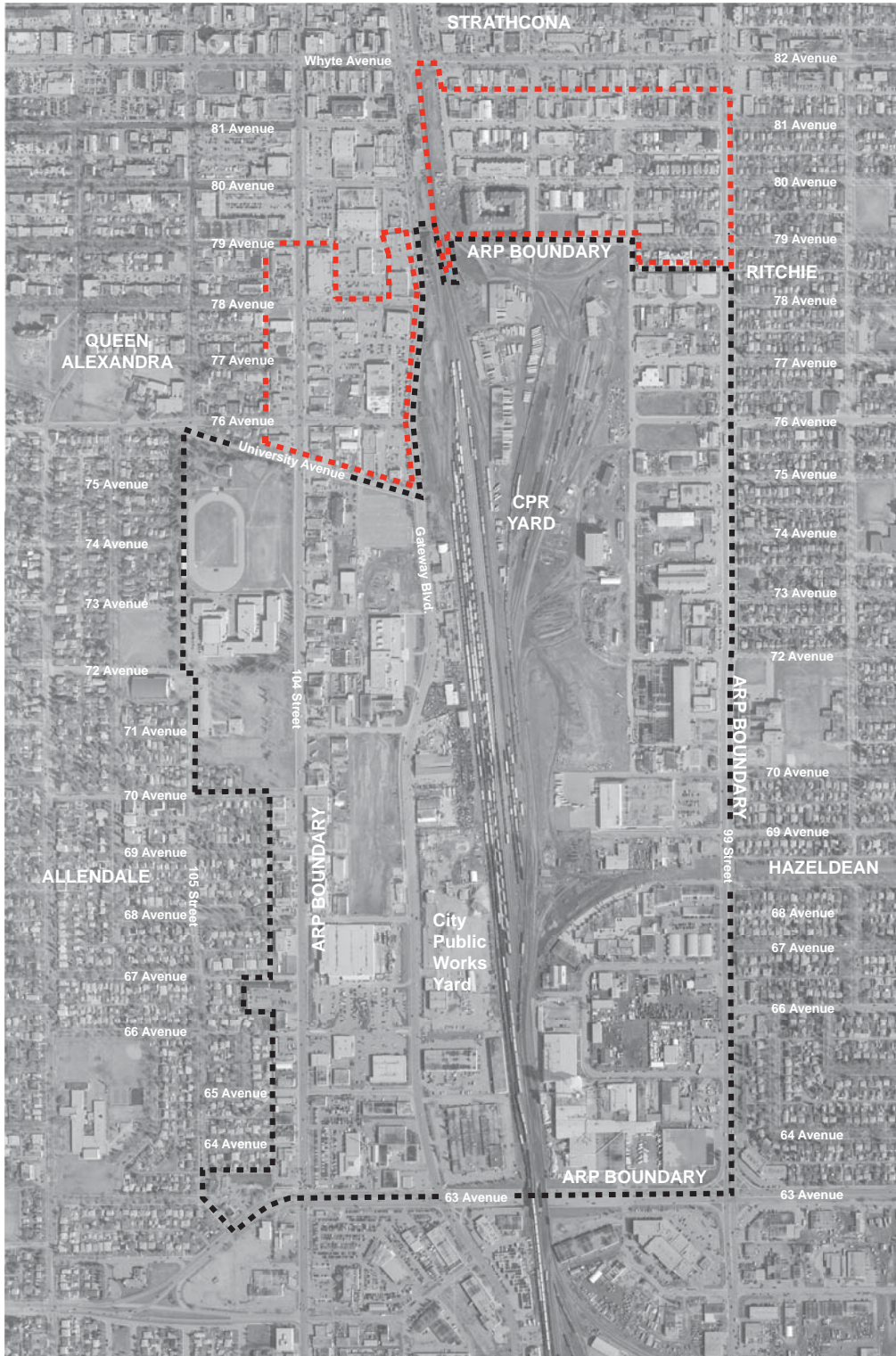
### Sense of Place

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, historic resources, and features that represent community values are created and protected.

### Connectivity and Movement

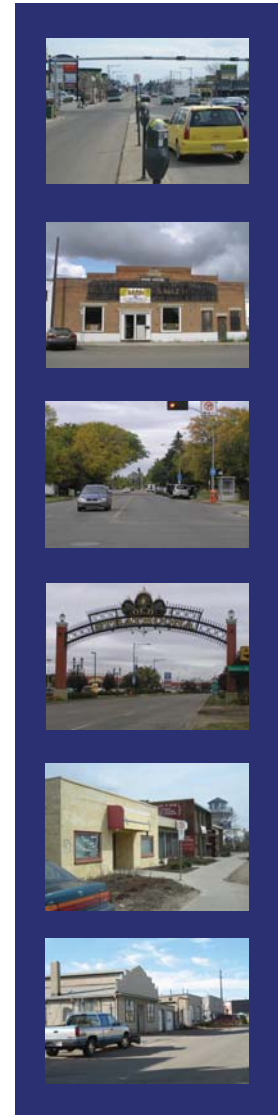
Strathcona Junction is gradually integrated with surrounding neighbourhoods through a well-designed street network that allows people to travel easily between destinations using a variety of travel modes. Connections are improved to the river valley and Mill Creek Ravine, downtown, adjacent neighbourhoods, and within the area. 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 large-site redevelopments are fine-grained and connected.

# Affected Areas



**LEGEND**

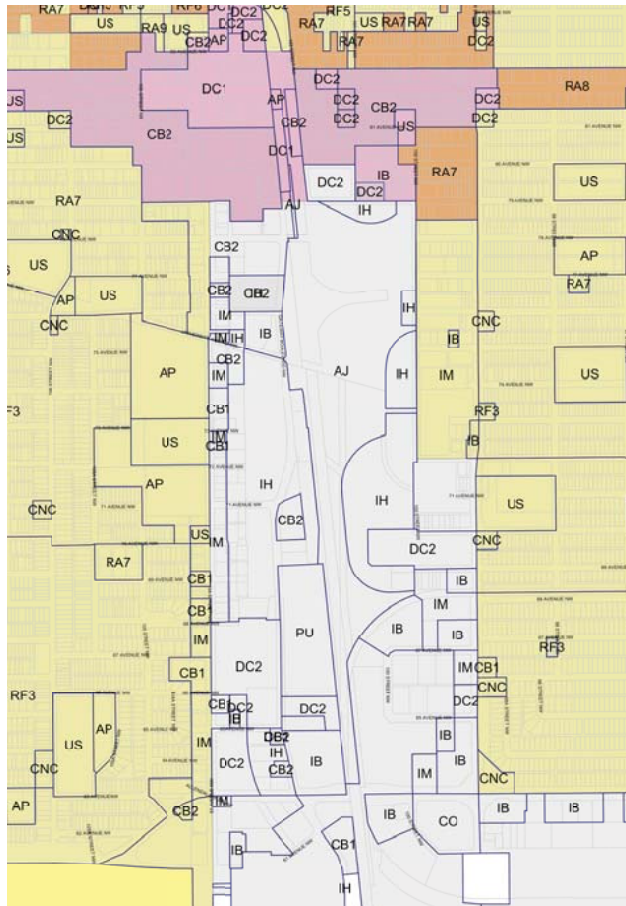
- New Strathcona Junction ARP Boundary
- \_\_\_\_\_ Strathcona ARP Boundary
- - - - - Strathcona ARP Amendment Boundary



# Current & Proposed Zoning

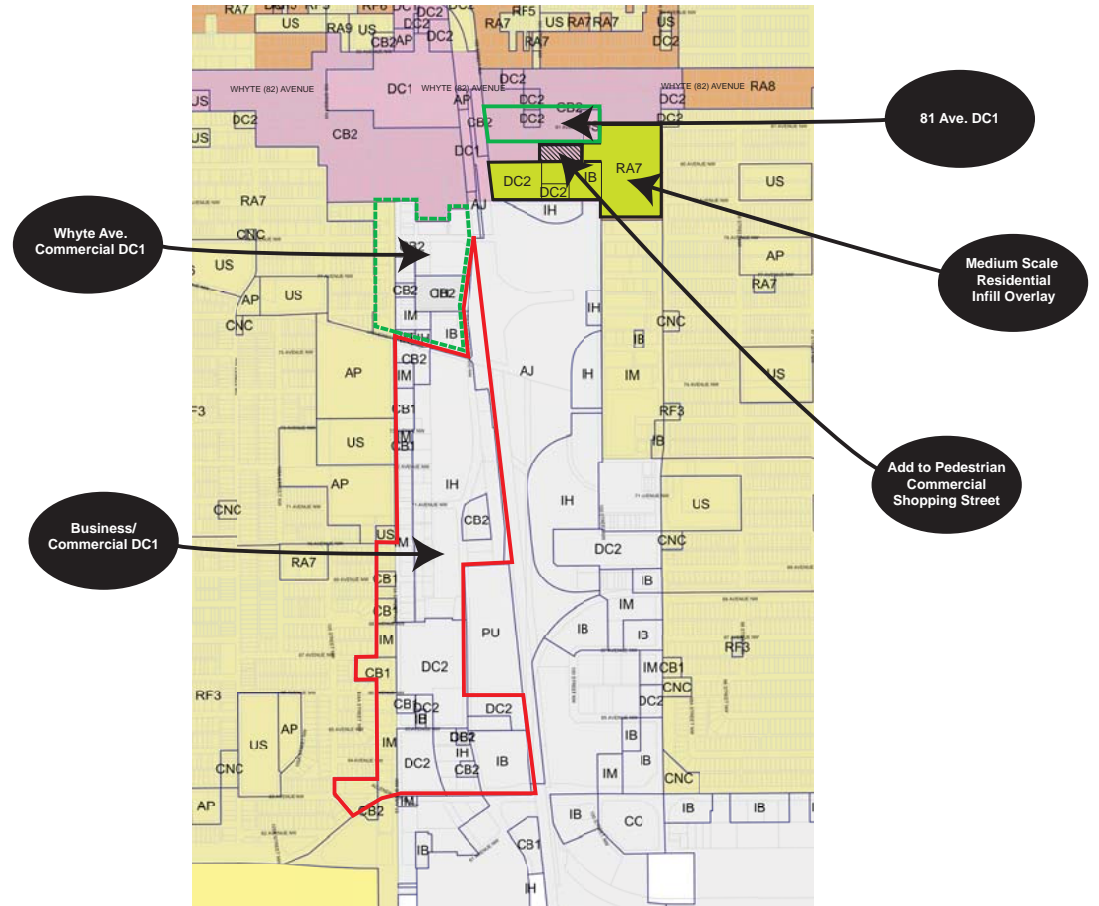


## Current Zoning



Legend  
 Medium Density Residential Overlay  
 Pedestrian Commercial Shopping Street Overlay  
 Whyte Avenue Commercial Overlay  
 Medium Neighbourhood Overlay

## Proposed Zoning



Legend  
 Medium Density Residential Overlay  
 Pedestrian Commercial Shopping Street Overlay  
 Whyte Avenue Commercial Overlay  
 Medium Neighbourhood Overlay

Whyte Ave. Commercial DC1

Business/Commercial DC1

81 Ave. DC1

Medium Scale Residential Infill Overlay

Add to Pedestrian Commercial Shopping Street

# Implementation

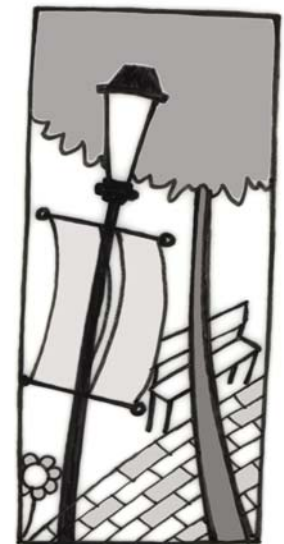
## How will the Plans be implemented? What are DC1s?

A key way to implement the plans is with the application of custom zoning, or Direct Development Control Provisions (DC1s). A general purpose of a DC1 Provision is to provide for detailed, sensitive control of the use, development, siting and design of buildings and disturbance of land. They are 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 land uses, or when they do not have the appropriate development regulations.

## There are three proposed DC1s that are part of the plans:

The draft Strathcona Junction DC1 would apply to Area 1 on the plan's future land use map. It proposes a broad range of allowable uses, including industrial, commercial, entertainment and recreation uses as well as some residential uses. It also contains built form and streetscaping requirements to ensure that redevelopment is more pedestrian oriented and urban in its format.

There are two proposed DC1s for the Strathcona ARP. Both would allow for pedestrian commercial shopping as the primary use. One is for the area west of the CP freight yard that is being added to the Whyte Avenue Commercial Area of the ARP. It contains built form and streetscaping requirements. The second DC1 is for properties fronting onto 81 Avenue, between 102 and 100 Streets. It would ensure future development is compatible with the scale and character of buildings with historic false fronts.

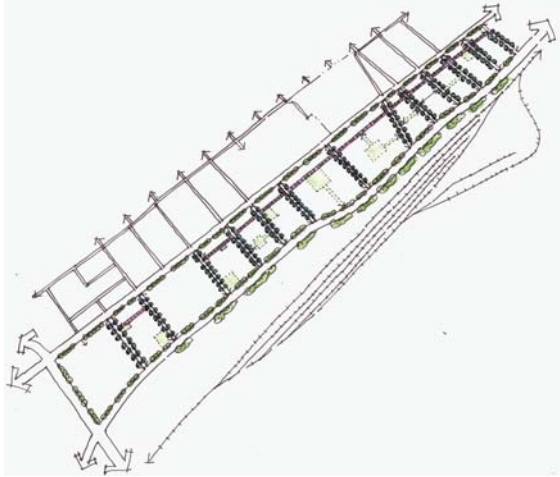


Please read the proposed draft DC1s as they are key. Please look at copies provided today and ask questions!

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

## Size Limitations

The requirement for new roadways to be dedicated and constructed, as well as for the laneway to be retained, will limit the size of new large format commercial development. Stores will not be able to be larger than the new smaller urban blocks.



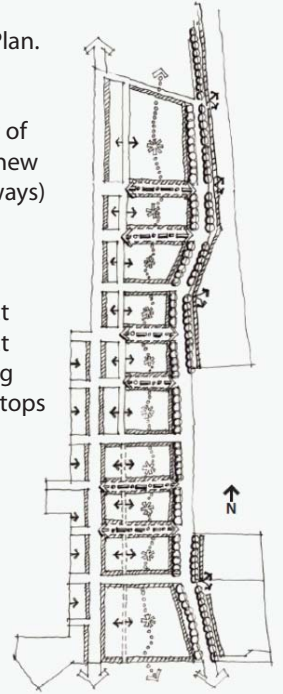
## Urban Design Criteria

Concept Plan included in direct Development Control Provision (DC1)

All future redevelopment must be in general accordance with this Concept Plan. Some deviation may be acceptable.

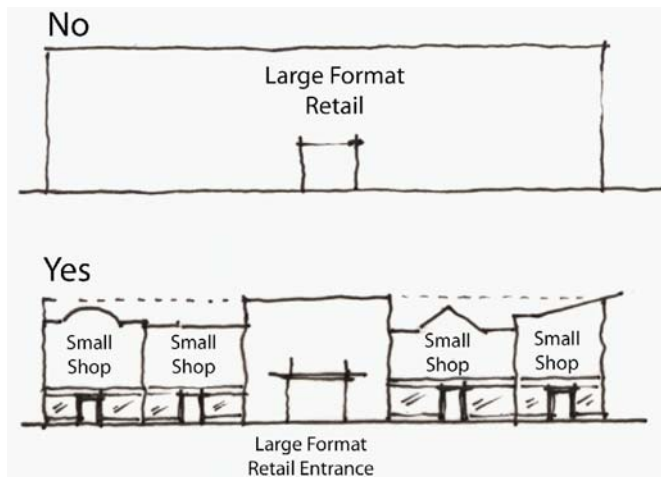
New development east of the alley east of 104 Street, must be arranged to create new urban spaces (such as plazas and walkways) that provide gathering places for pedestrians.

Large site 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.



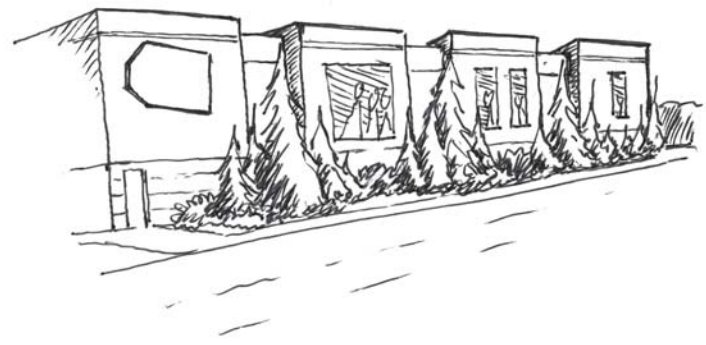
## Multiple Storefronts

All large scale retail development must have multiple storefronts with separate entrances on the main facade.



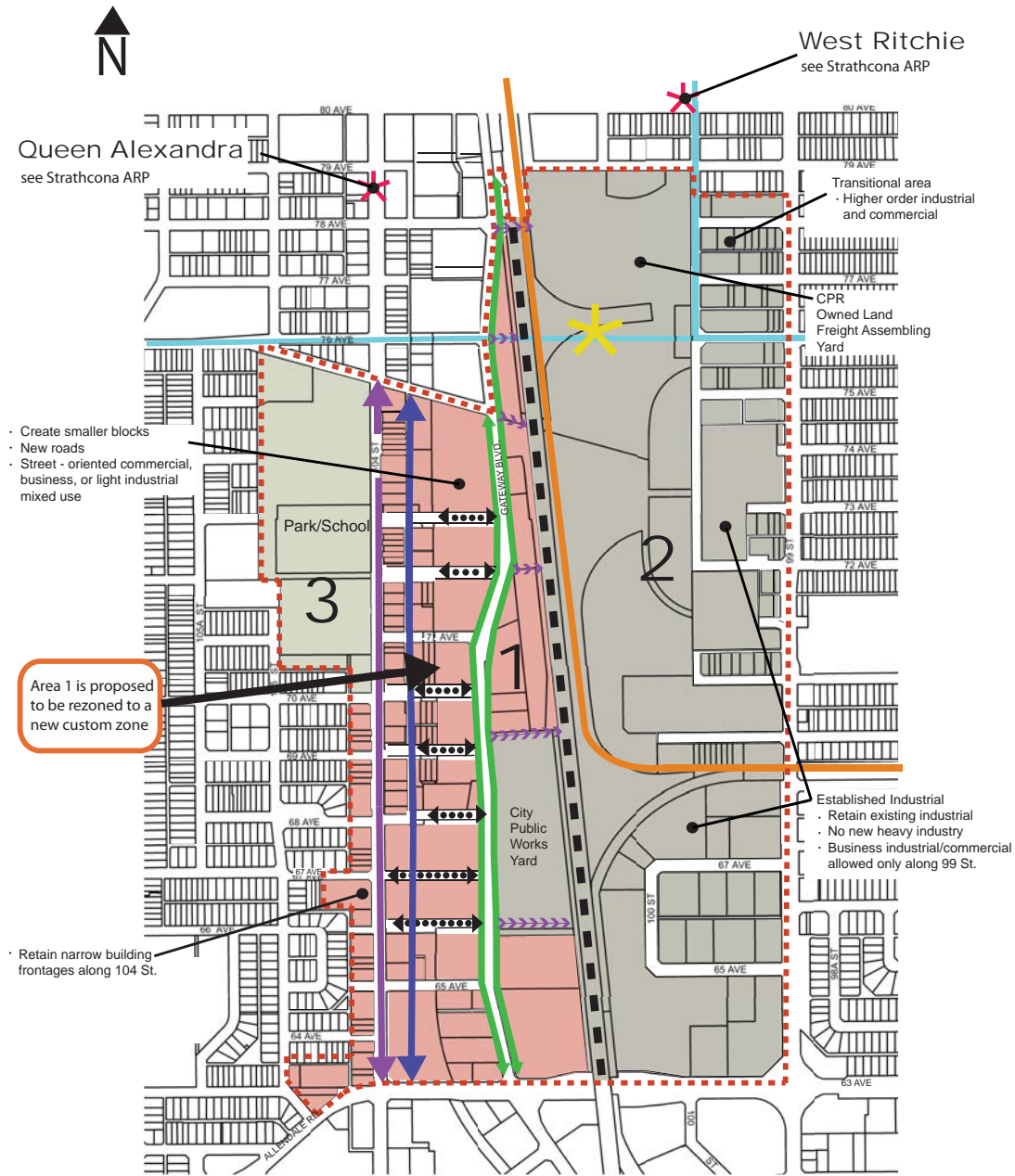
## Facade Treatment

If a side of a building faces Gateway Boulevard and this facade does not have any windows, then it must be either screened with evergreen trees and/or have a wall mural/art to add visual interest.



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

# Strathcona Junction ARP Future Land Use Map



- Create smaller blocks
- New roads
- Street - oriented commercial, business, or light industrial mixed use

Area 1 is proposed to be rezoned to a new custom zone

- Retain narrow building frontages along 104 St.

Transitional area  
• Higher order industrial and commercial

CPR  
Owned Land  
Freight Assembling  
Yard

Established Industrial  
• Retain existing industrial  
• No new heavy industry  
• Business industrial/commercial allowed only along 99 St.

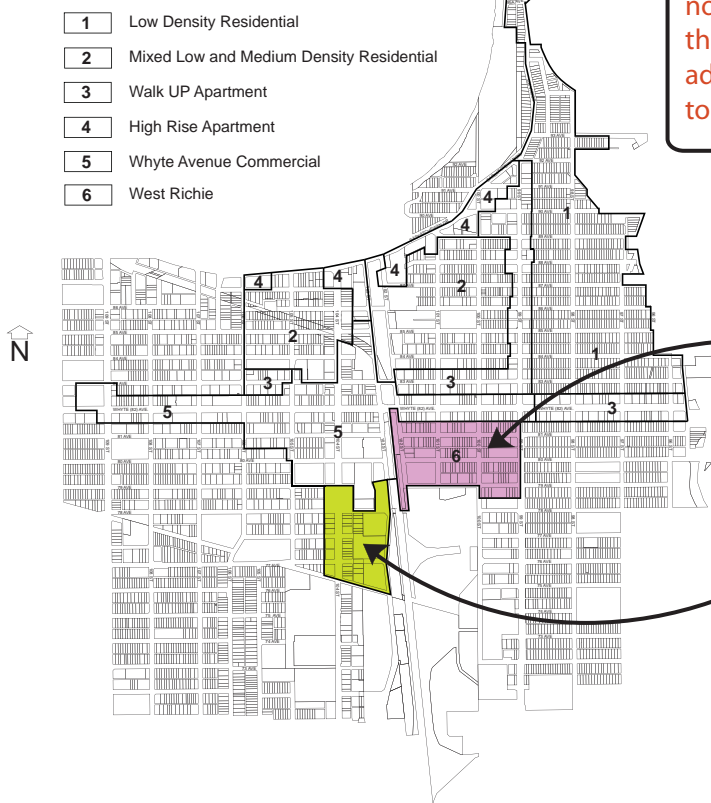
### Legend

- |                       |                                      |
|-----------------------|--------------------------------------|
| 1 Business/Employment | Gateway Enhancement                  |
| 2 Industrial          | North-South Protected Alley          |
| 3 Parks/Schools       | Pedestrian Main Street               |
| Major Constraint      | Proposed New Roads                   |
| ARP Boundary          | Bicycle Facility                     |
| Roadway Dedication    | Potential Multi-Use Trail Corridor   |
|                       | Potential High Speed Rail to Calgary |



# Strathcona ARP Amendment

## Land Use Concept



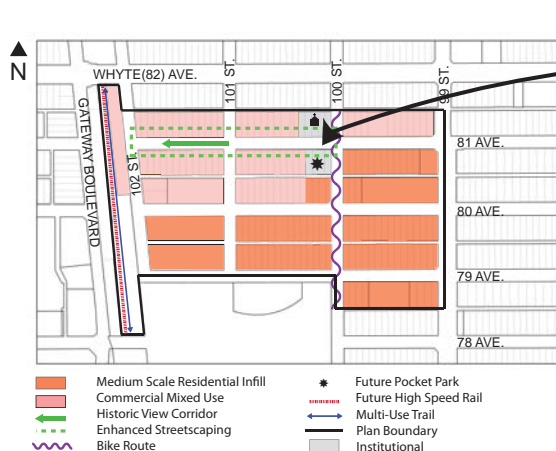
- 1 Low Density Residential
- 2 Mixed Low and Medium Density Residential
- 3 Walk UP Apartment
- 4 High Rise Apartment
- 5 Whyte Avenue Commercial
- 6 West Richie

The area west of the CP rail yard north of University Avenue, as well as the West Richie area are now addressed in proposed amendments to the existing Strathcona ARP.

Create a new West Richie Area with own specific policies

Area added to Whyte Ave Commercial Area (Was not previously in Plan) To be rezoned to new custom zone

## West Ritchie Future Land Use Concept



Streetscaped area along 81 Ave to be rezoned to new custom zone

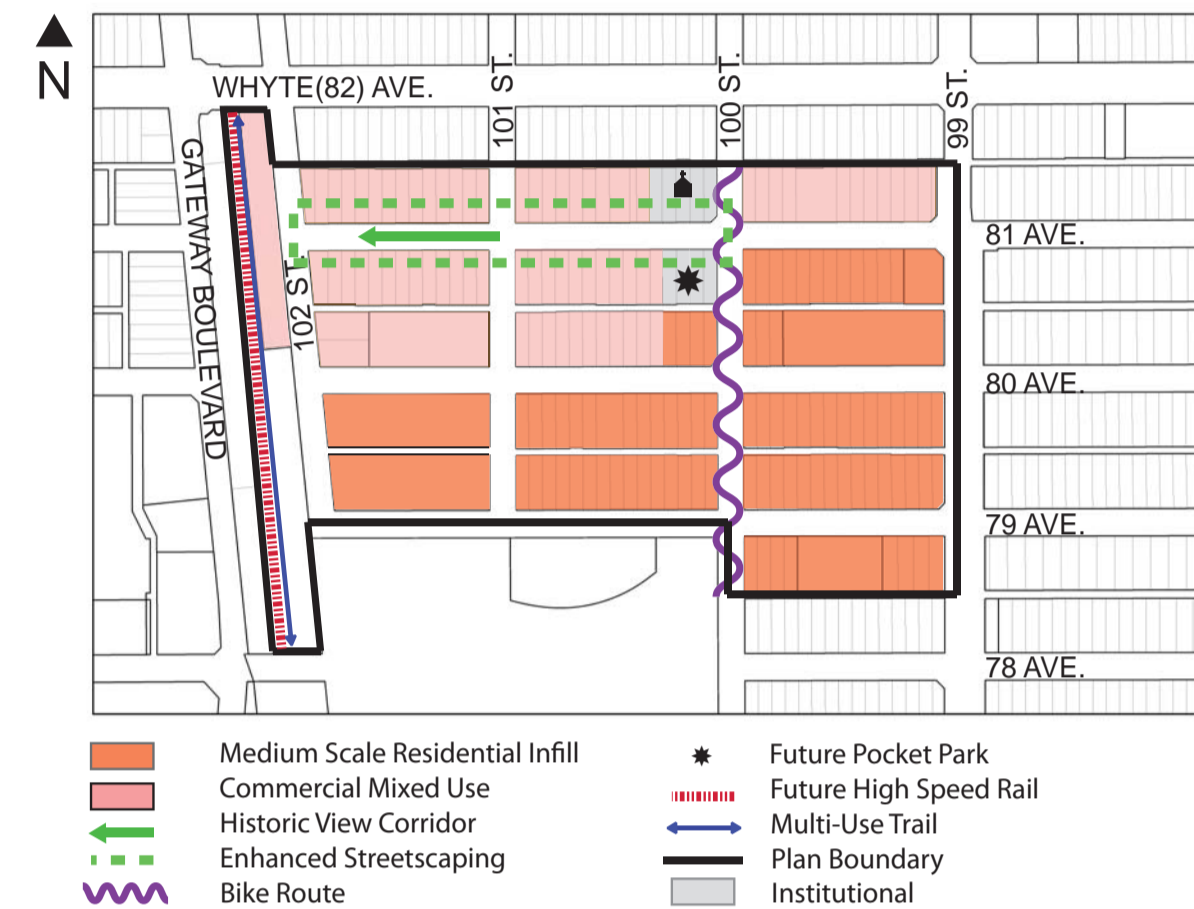
- Medium Scale Residential Infill
- Commercial Mixed Use
- Historic View Corridor
- Enhanced Streetscaping
- Bike Route
- Future Pocket Park
- Future High Speed Rail
- Multi-Use Trail
- Plan Boundary
- Institutional

# West Ritchie Draft Concept

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

## Urban Village

Figure 6 - West Ritchie Future Land Use Concept



- West Ritchie will evolve into a street-oriented urban village where people can live, work, shop and socialize.
- The urban village will complement Whyte Avenue and transition well with existing industrial development to the south.

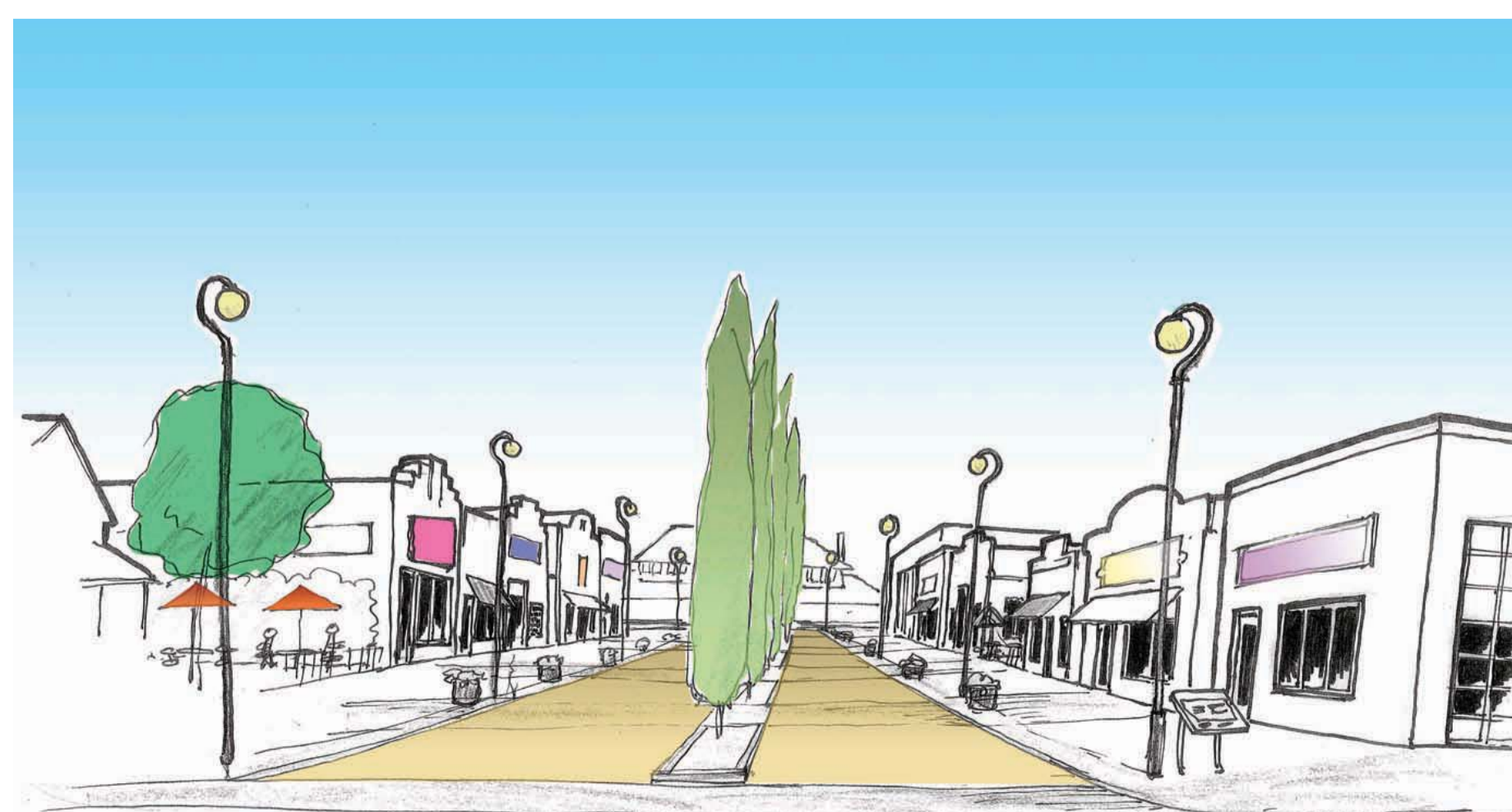
- A four-storey height limit will be in place throughout the area.
- All new developments will utilize alleys to maximize local circulation and connectivity.

## 81 Avenue Character Street

- A historical character street, 81 Avenue, will be the focal point of the West Ritchie urban village.
- The street will be lined with small-scale, mixed-use commercial, office or residential development, with required first floor commercial uses.
- Improvements to the street will enhance the existing false front / “boom town” character of the area.



Existing streetscape on 81 Avenue



Potential “character area” streetscape on 81 Avenue

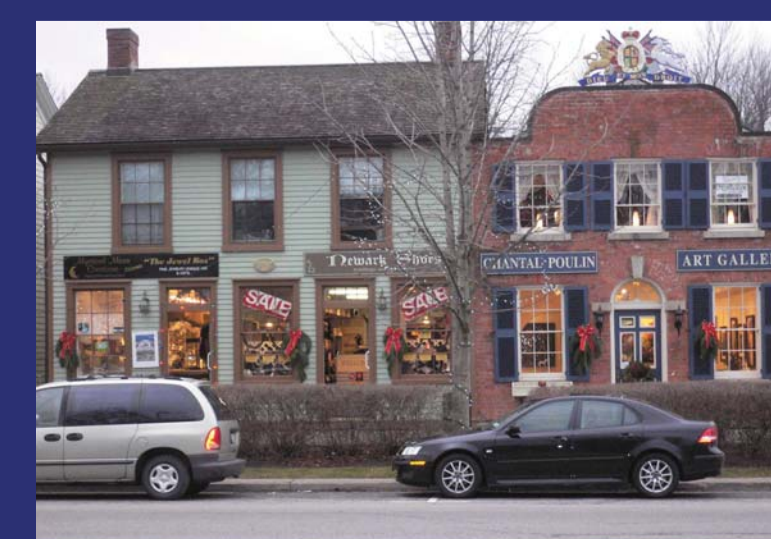
## CHARACTER STREETS



Distillery District, Toronto



French Quarter, New Orleans



Queen Street, Niagara-on-the-Lake



# 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

## Open House III (June 2010)

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



## City Council Public Hearing (Fall 2010)

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

