



Whyte Avenue Corridor Study

# Public Workshop #1

June 16, 2016

The Edmonton logo, consisting of the word 'Edmonton' in white, sans-serif font, set against a dark blue square background.

# Tonight's Agenda

6:00 Open House / Tour Display Panels

6:30 Presentation

7:00 Table Breakout Discussions

8:30 Wrap up and Next Steps

On-going activities: display viewing, questions, comments

**We will be starting in 5 minutes...**

Welcome



# Project Updates

[edmonton.ca/planWhyte](http://edmonton.ca/planWhyte)



# Tonight's Presentation

- Project Overview
- The Context
- What We've Seen and Heard So Far
- Thoughts about Future Change
- Breakout Group Discussions

# PROJECT OVERVIEW



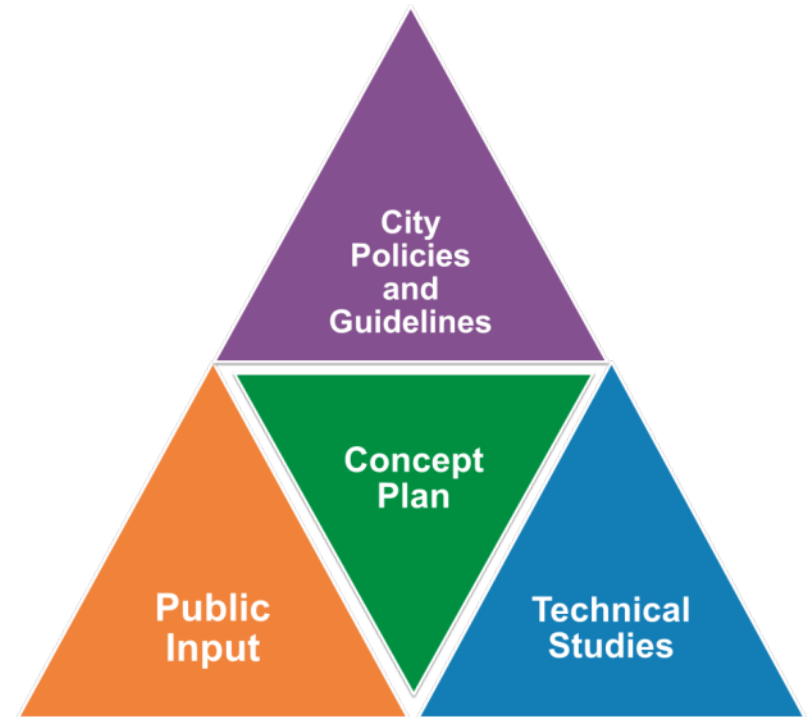
# Meeting Purpose

- Introduce the project
- Share information
- Gather your feedback



# How Decisions are Made

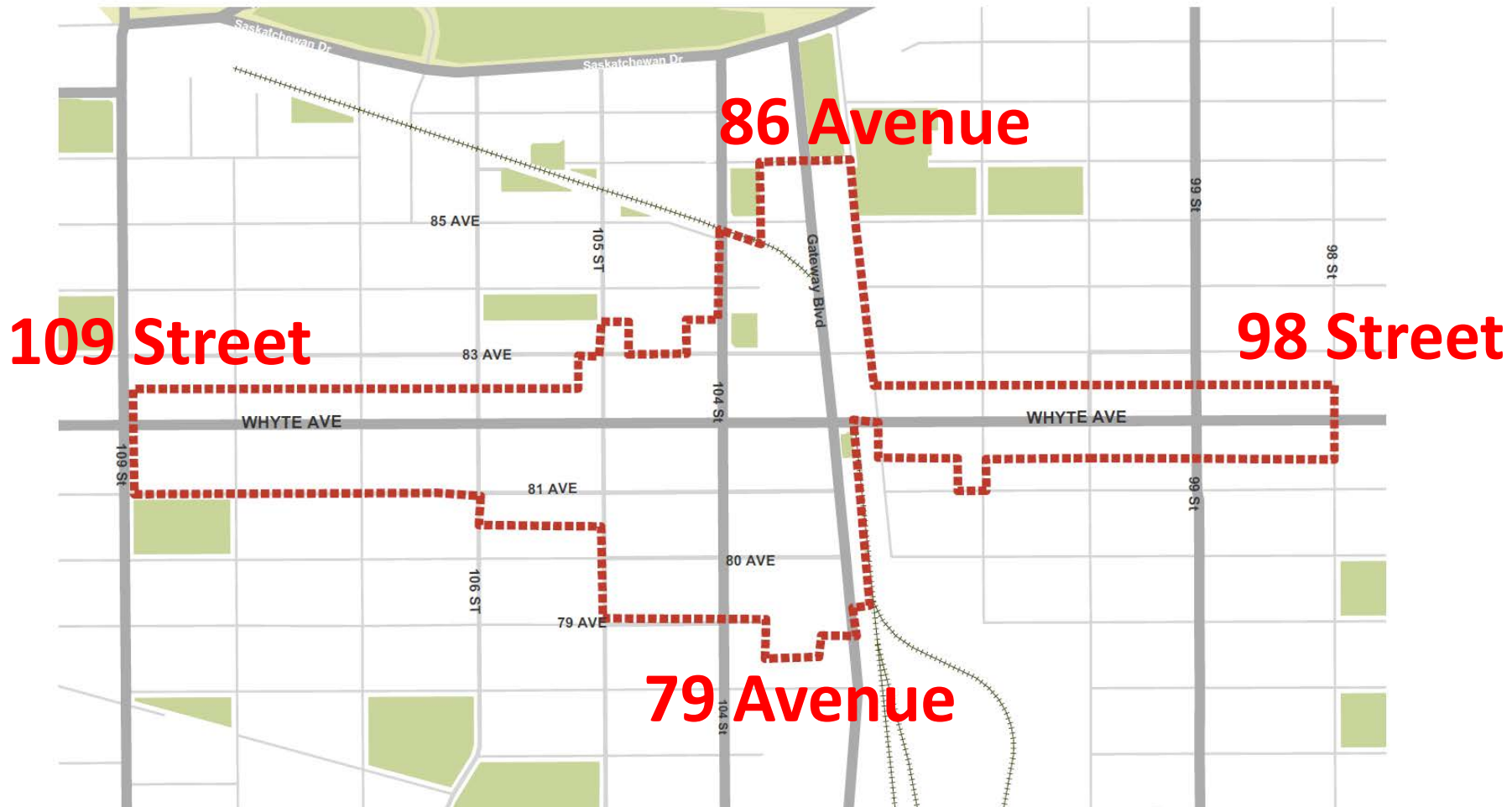
- Your input is one key element of the City's decision-making process



# Study Purpose

1. To understand how Whyte Avenue's heritage, character and livability can be strengthened; and
2. To explore opportunities for additional development potential for the area over the next 20-25 years.

# Study Area



# What will the study accomplish?

- Create design vision, principles and concept
- Identify recommendations for
  - Heritage preservation
  - Potential development opportunities
  - Urban design
- Amendment to the Strathcona Area Redevelopment Plan (ARP)

# What will the study not do?

- Expropriate land
- Signage Enforcement
- Conduct detailed design and or construction
- Designate heritage buildings



# Why are we doing this study now?

- Continued development pressure on area
- Current City policy framework
- City Council expectation



# Project Team

- Project Lead is Sustainable Development with support from:
  - Planners
  - Urban Designers
  - Heritage Planners
  - Local Economic Development staff
  - Transportation Engineers
  - Community Recreation Co-ordinators
  - Consultants

# Project Timeline



● We are here

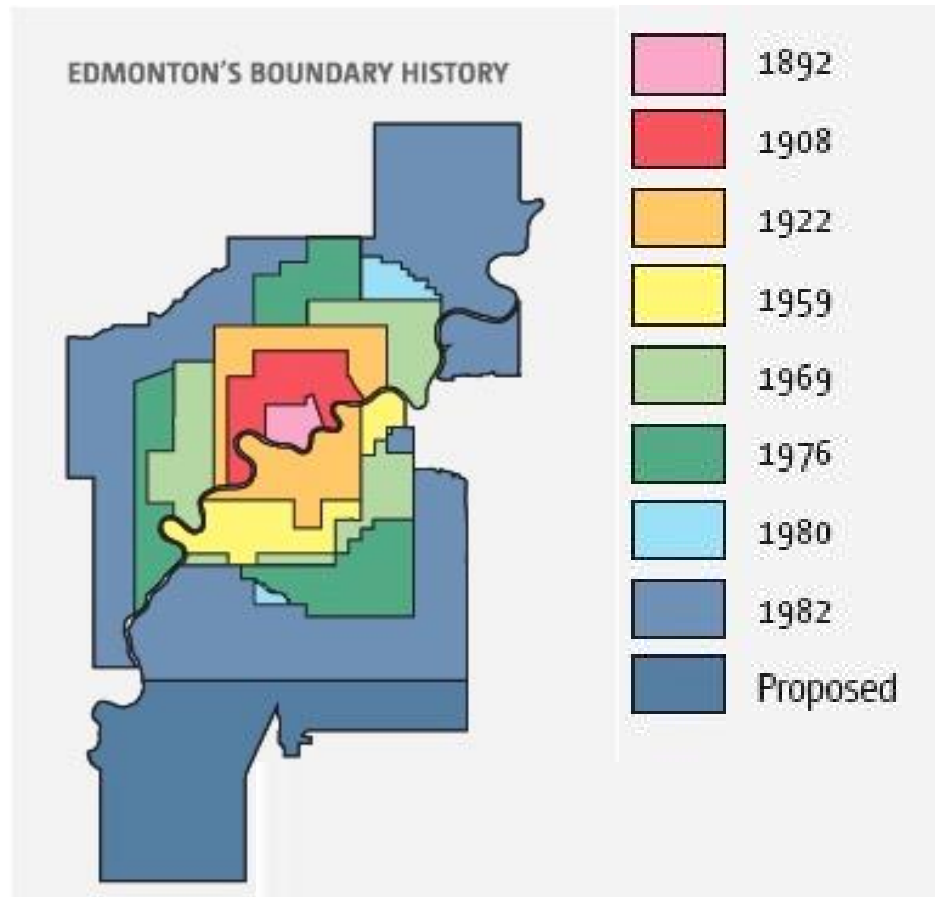


Opportunities for public involvement

# THE CONTEXT



# City Growth



# City Policy Framework

- Transform urban form
- Shift transportation modes
- Improve livability
- Preserve and sustain the environment
- Ensure financial stability

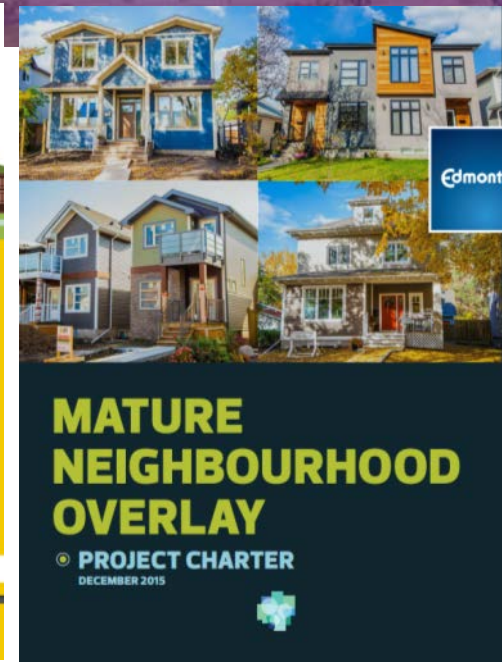
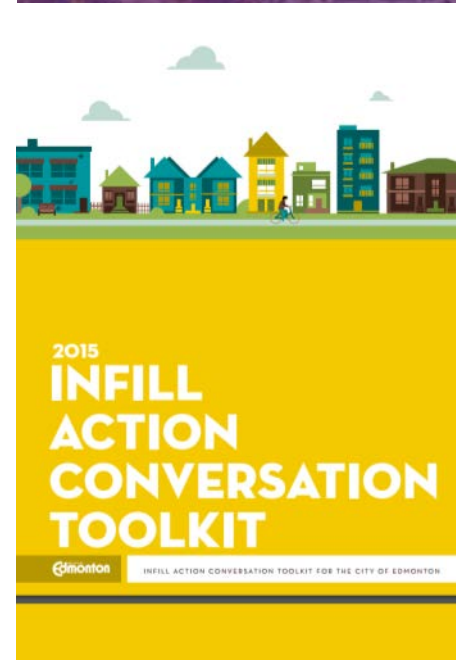


# Residential Infill



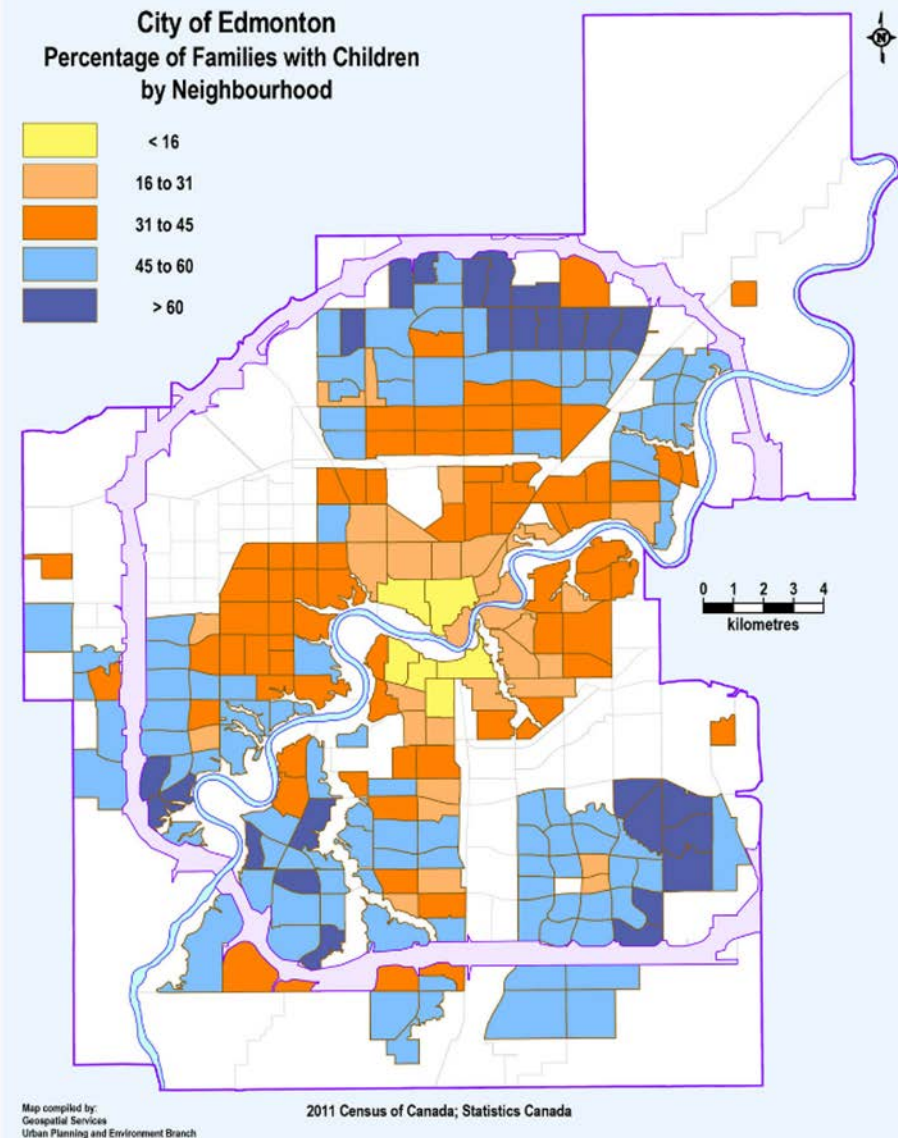
# Residential Infill

- Infill is important to building a greener city and more sustainable Strathcona



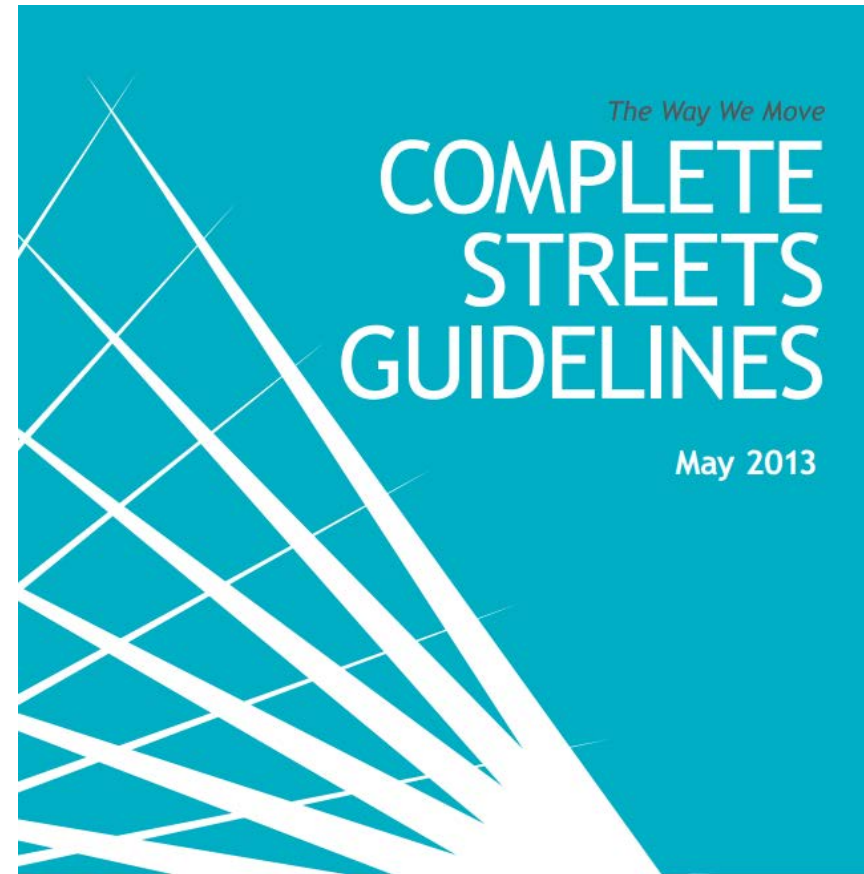
# Residential Infill

- Necessary in order to revitalize businesses and communities
- Helps ensure housing choices for all types of people who want to make Strathcona their home.



# Complete Streets Guidelines

- Context sensitive design approach
- Designed to integrate all road users safely
- Main Streets are both a Link and a Place
  - Improvements can lead to revitalization
  - Support a mix of street-oriented land uses

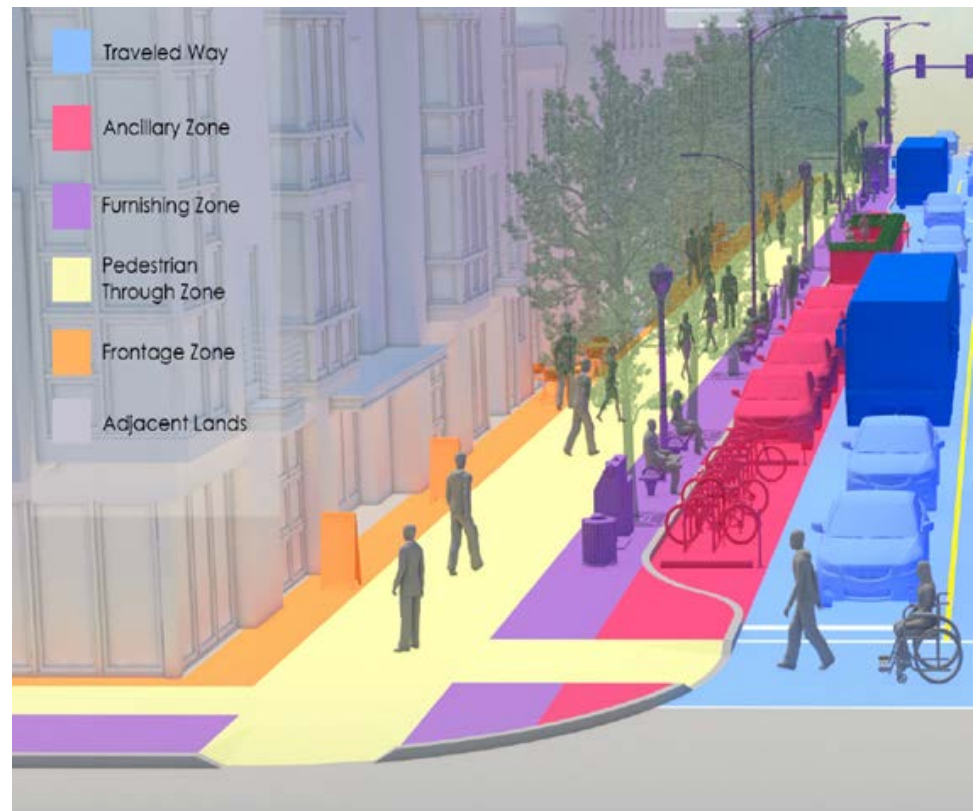


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# Main Streets Principles

- Vibrant, All Seasons People Places
- Provide Travel Options
- Support a Network of Streets
- Adaptable
- Contribute to Sustainability
- Cost Effective & Provide Value



# Urban Design Framework

URBAN  
DESIGN  
FRAMEWORK

# WHAT WE HAVE SEEN & HEARD



## What we have heard so far...

Heritage is crucial to the area's character – Building over 4 storeys should not be allowed in the core area, but maybe a bit higher outside it – Independent retail shops are key to area – The area is highly walkable and should continue to favor people over cars – Festivals add to the areas vibrancy – Concern over construction in the Downtown putting pressure to hold more events in Old Strathcona – Need more housing options for students – There is demand for more residential in the area – Any change should not negatively impact the pedestrian experience – No tall building shadows on north side of Whyte Avenue – Back alleys can be improved for people to get around – Development should honor the history and architecture of the area – Increased density will bring more traffic, parking and congestion to the area – Community needs a strong voice – Future development should compliment heritage character of area – Whyte Avenue is important to all Edmontonians

# History and Heritage



# Local Economy



# Local Economy



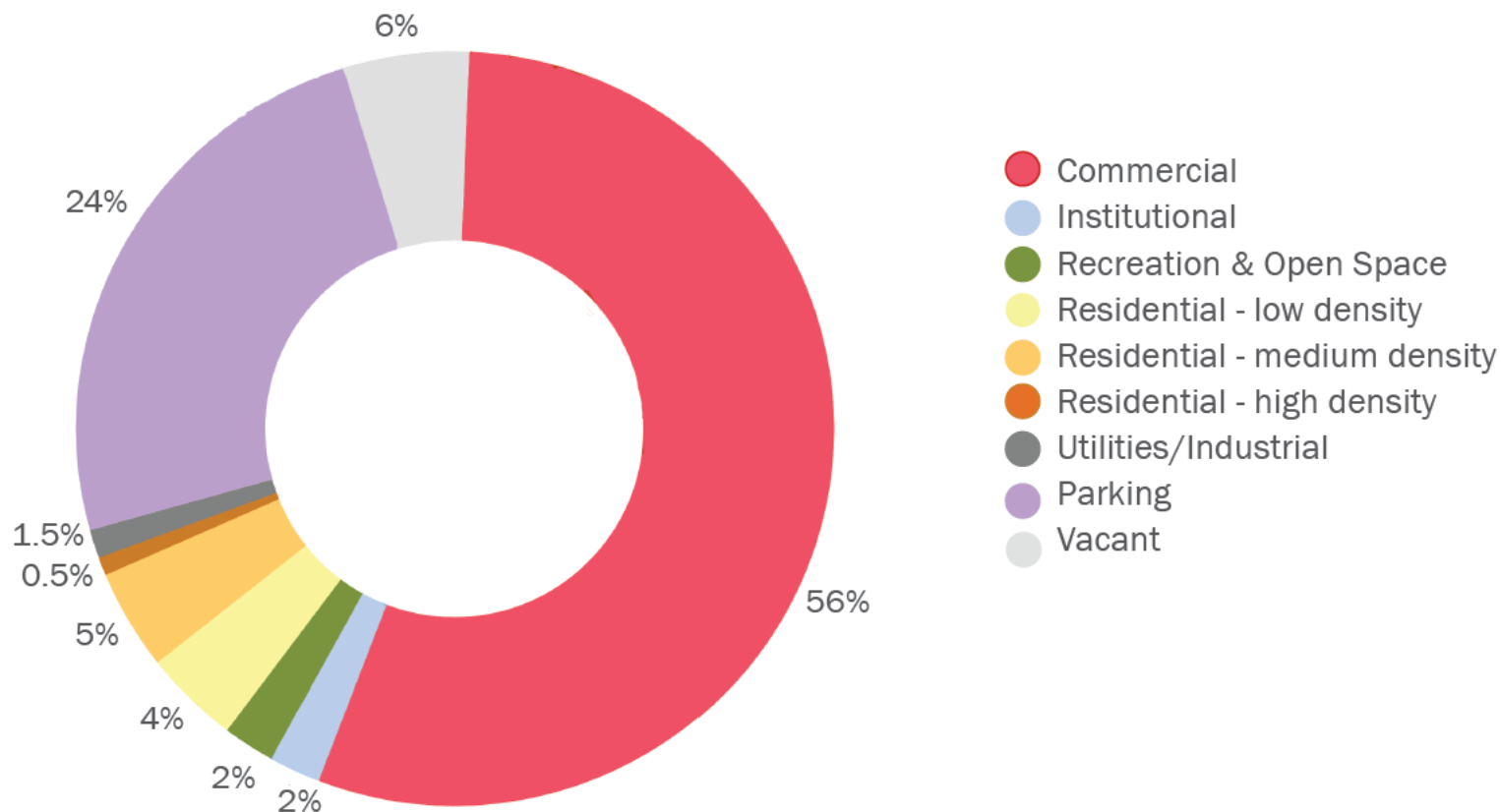
# Arts and Culture



# Land Use



# Land Use Concentrations



## Land Use – Commercial



## Land Use – Parking



## Land Use – Institutions



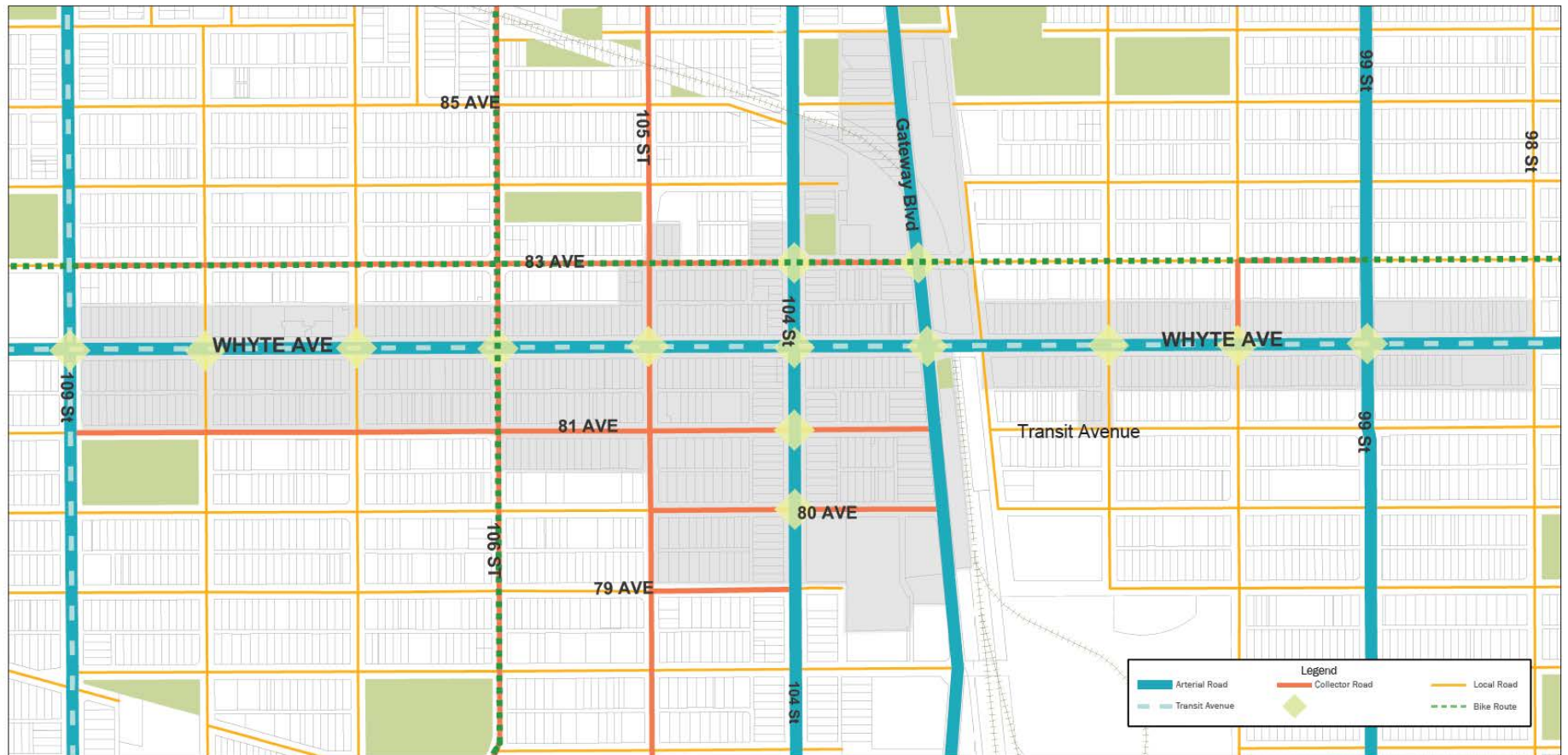
## Land Use – Residential



# Land Use – Parks and Open spaces



# Transportation Network



# Mobility – Walking



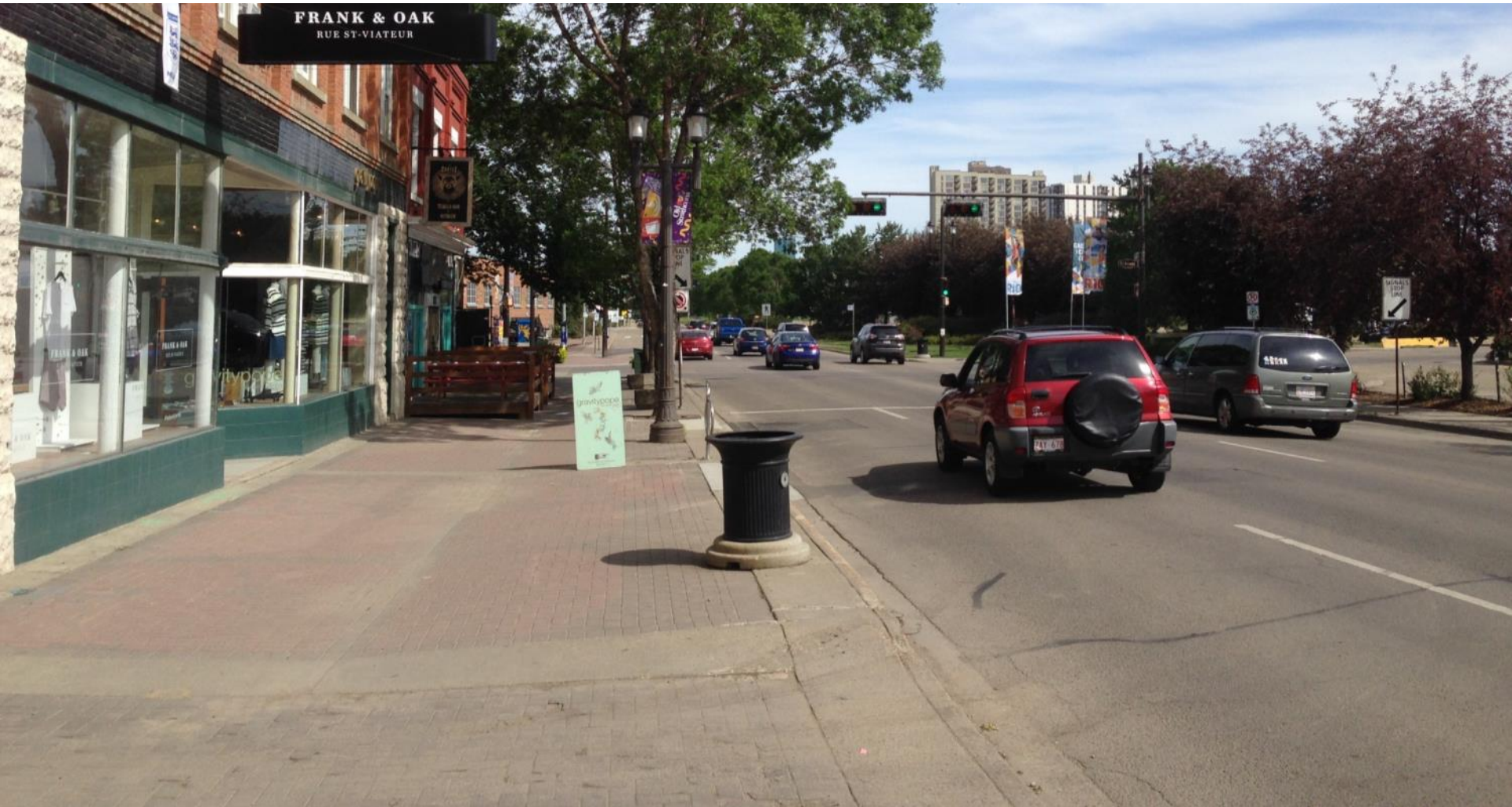
# Mobility – Walking



# Mobility – Cycling



# Mobility – Driving



# Mobility – Driving



# New Developments



# THOUGHTS ABOUT FUTURE CHANGE

# How can the area's heritage be strengthened?



**Are there opportunities for new, more intensive housing? What form should this take?**



## Can we introduce vertical mixed use?



**Are there opportunities for larger businesses and could they be designed to fit into the area?**



# What can be done to improve open spaces and public realm?



# Are there gaps in the pedestrian or cycling network?



# How can the character of Whyte Avenue be further strengthened through urban design?



WE WANT TO HEAR FROM YOU

# IN COMMEMORATION

IN 1991 THE RE-CONSTRUCTED MCINTYRE FOUNTAIN WAS UNVEILED. THE DONORS FOR THIS PROJECT PROVIDED NAMES TO BE INSCRIBED ON BRICKS WHICH WERE ORIGINALLY PLACED AROUND THE BASE OF THE FOUNTAIN. DUE TO A NEED FOR REPAIRS THE BRICKS WERE REMOVED AND THE NAMES RECORDED HERE.

## UNITED CYCLE, EST. 1928, PAYS TRIBUTE TO THEIR LONG TERM EMPLOYEES AND FIVE GENERATIONS OF THE BROOKS FAMILY

FRANK BASTIN  
FRANKIE BASTIN  
DARKEN BOER  
ART BONNYMAN  
JEREMY BRESCHANI  
BOB BUTTAR  
KIM DUEP  
FRED FURSE  
DUANNE FURUNESS  
STEVE GOODALL  
JODY HALL  
BRENDA HANSON  
KEN HUTCHCOCK  
KELLY HODGSON  
PAUL JACKLIN  
SYD JACKLIN  
DILYS KINAS  
DICK KOS

NGOC LAM  
ALBERT LIAW  
CINDY MARTEL  
WIENY MARTENS  
DANNY MISCHUK  
R. MONTAGUE (FOUNDER)  
KEITH PEARS  
DARCEE PERRY  
DEL REID  
JIM ROTH  
MIKE ROTH  
DARRELL SAUNDERS  
BRIAN SHARUGA  
NATHAN SHARUGA  
LIONEL SHERBANUK  
RAY STORIE  
MEL STRATICHUK  
RON TOWNSEND

DOUNG TRAN  
THU TRAN  
XOUNG TRAN  
PAM VAN NHA  
GLEN VISSER  
LES VISSER  
JUDY WOROSCHUK  
GREG YAREMA  
BRAUNT  
NETTIE

RALEIGH & MABEL BROOKS  
NORA BROOKS  
PHYLLIS BROOKS  
KEITH BROOKS  
WILFRED BROOKS  
TOMMY BROOKS  
REG & LOIS BROOKS

IOLA (BROOKS) & JOE BOTS  
LISA BOTS  
JASON & SHAUNA BOTS  
PARKER BOTS  
WILF & SHIRLEY BROOKS  
KELLY (BROOKS) & ALLEN YOUNG  
SYDNEY YOUNG  
REID YOUNG  
LEAH (BROOKS) & JEFF STUPARYK  
HANNAH STUPARYK  
HAYDEN STUPARYK  
ROD & CHERYL BROOKS  
SHANNON BROOKS  
AMANDA BROOKS  
LAURIE BROOKS  
JAMIE BROOKS

## THE OLD STRATHCONA FOUNDATION WISHES TO ACKNOWLEDGE THE STAFF & BOARD OF 1989-91

DON BELANGER  
LIZ IGGULDEN  
LIZ MACKINNON  
SUSAN RASKO  
RUTH ZUK

JUDY BERGHOFER  
VIOLET BRETIN  
LOIS CAMPBELL  
WES CANDLER  
JANICE CHAPMAN  
KEITH DUGGAN  
JOSEPH FRAS

MARTIN JACKSON  
AUDREY MARTYN  
ROB MCCOLL  
SHEILA MCKAY  
DONNA MORRISON  
TED NORTH  
JOHN O'CALLAGHAN

LOWELL OLSEN  
MILLS PARKER  
ALISON RUSSELL  
RON SCHLEGELMILCH  
KEN TINGLEY  
PATRICK WARD  
DON WETHERELL

THE ROYAL CANADIAN LEGION PRESIDENTS STRATHCONA BRANCH NO. 150

# Breakout Session

- Introductions
  - Break into groups, introduce yourselves, select a speaker to report back for the group
- Brainstorming
  - Work your way through the workbooks (15-20 minutes per section), record your thoughts in the workbook to leave us
- Reporting
  - The Speaker will report back on the highlights of the group discussion
- Next Steps
  - The project team will wrap up the session and discuss next steps

## Wrap Up and Next Steps



**THANK YOU**

[edmonton.ca/planWhyte](http://edmonton.ca/planWhyte)

