

planWhyte

Hello!

The City is initiating a land use study for the Whyte Avenue Commercial Area portion of the Strathcona Area Redevelopment Plan (ARP). The goal of this study is to better understand how the area's heritage, character and livability can be further strengthened while exploring opportunities for additional development over the next 20-25 years.

This project is just getting started. On Thursday, June 16th, a community workshop was held to inform local stakeholders about the corridor study process, context, provide an overview of the corridor area and collect community input at this early stage of the process. While we heard from some in the community already, we'd like to hear more.

Edmontonians love Whyte Avenue for lots of different reasons. That's why it's important to us to hear from you.

To learn more about the planWhyte study by check out the materials from the workshop. Next, tell us what you think – fill out the workbook provided to share your thoughts and ideas. As a stakeholder with an interest in the study area, you can tell us about key issues, opportunities and concerns, areas of change, and envisioned improvements and initiatives you'd like the planning team to address through this study.

We welcome your participation and thoughts on Whyte Avenue as it exists today and its potential future.

Submitting the Workbook

This is an online workbook, meaning you can type your answers directly into the text boxes below each question. After you have completed the workbook with your responses, save a copy of it using the "Save As" function. Then, email your copy of the workbook as an attachment to:

planwhyte@edmonton.ca

Alternatively, you can print this workbook and send us your feedback by mail before July 7th to:

Attn: Michael Strong
c/o: planWhyte
6th Floor, HSBC Bank Place
10250 - 101 Street NW
Edmonton, Alberta T5J 3P4

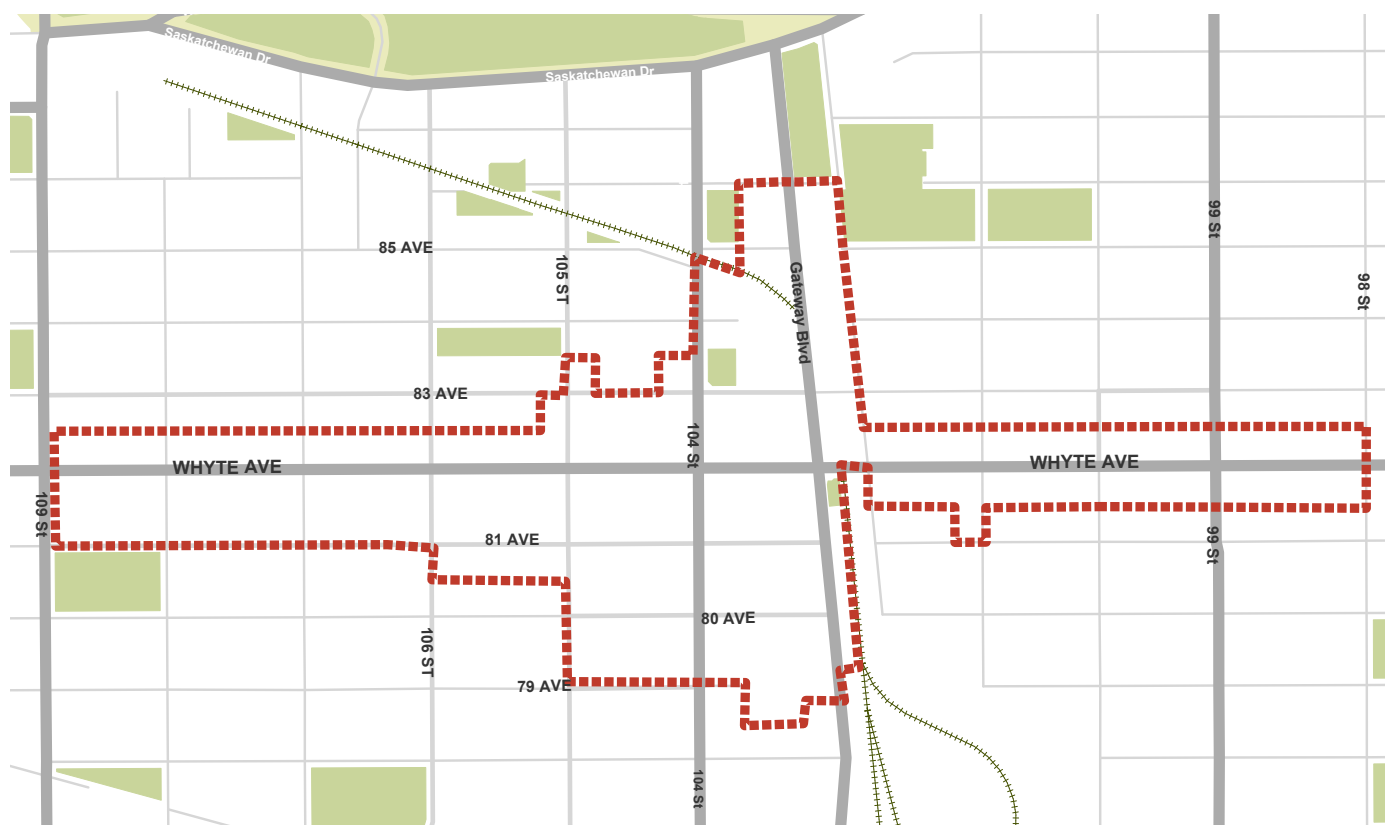
The Workbook

The workbook is divided into three sections: existing conditions, areas of change and stability, and elements associated with the creation of livable communities. Each section has a series of questions that we ask you address by recording your opinions and thoughts.

These will help the planning team understand your aspirations for how the Whyte Avenue corridor might evolve over the next 5, 10 and 20+ years. Please answer the questions in any format you wish – whether it be point form or sentence form. When finished, these will be combined with responses collected from other stakeholders. Thank you!

PLEASE NOTE: For all questions, the length of your response is limited to the space provided by the text box.

Study Area



Plan Area Existing Conditions

The goal of these questions is to find out how you view the Whyte Avenue corridor today, what you like and don't like about the area, and what components you use and frequent. What do you do there? Do you: shop, bank, eat, read or gather with your friends in the area? How do you feel about the buildings that are found within the area? Do you feel safe when walking within or around the area and do you have a place where you like to relax outdoors? These are all important questions when trying to understand how the study area impacts people's daily activity. The questions below will help us compose a snapshot of not only the area's physical characteristics but also the value you place on the different aspects found within and around the corridor area.

1. What is the character of Whyte Avenue? How is it different from other places in Edmonton?
2. Where do you go in the study area? What do you use and what do you do?
3. What do you like within and around the study area and what are its key strengths?
4. What do you dislike within and around the study area and what are the key issues that need to be addressed?

Area of Change and Stability

This second set of questions will help us begin to craft a future direction for the study area by asking you what areas should change over time and what areas should remain the same. “Areas of change” are areas that have potential for future investment. This can be due to surplus land, older and tired buildings, or a community’s need for new and improved services or amenities. However, not all locations within and around the study area are appropriate for change. Some areas are meant to be preserved or enhanced while maintaining the existing character. These places are called “Areas of stability”. We want to know what you think about possible areas of change and stability within the study area. Are there sites that are logical for redevelopment to enhance local or community amenity and community vibrancy?

1. How important is the recognition, integration, and or preservation of heritage within the study area to you? Why?
2. What areas/uses do you think may change or should change within and around the study area? And why?
3. What is the magnitude and type of change you envision in these areas? For example, do you envision new types of buildings? Taller buildings? Minor changes?
4. What are the areas/uses which should be preserved and enhanced within and around the study area?

Creating Livable Communities

These questions help to identify key initiatives and improvements you would like to see within and around the corridor area. It's about creating a vision and understanding the study area's potential to be what you want it to be. These changes and improvements could occur over the next 5, 10 or 20 years and would make the study area part of a more complete community: a place where you'll want to visit, live and work. The questions below will help us understand your ideas and vision for the evolution of the corridor.

1. What new uses and amenities could make the Whyte Avenue corridor area a more interesting and attractive place to live, work and visit?
2. What kinds of public spaces, gathering places and parks could enhance the liveability and attractiveness of the Whyte Avenue area?
3. What improvements could be made for pedestrian, cyclists and transit users in and around the Whyte Avenue corridor?

Let us know what you think!

If you have any further comments or feedback on the information presented today, please let us know and include it below.

Contact Information (if you would like to be part of our email list)

name _____

email address _____

Visit the project website for more information about
the event, surveys, and regular project updates:

edmonton.ca/planWhyte

Thank you!

Your personal information is being collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be used for administrative purposes and to email you status updates concerning the Whyte Avenue Corridor Study. If you have any questions about the collection or use of this information, please contact Michael Strong at 780-496-1909.

