

# WELCOME to the

River Crossing  
Business Plan



## Public Open House

22 May 2019

Today we are seeking your perspectives on the **preferred land use concept** and draft **River Crossing Business Plan**.

# PROJECT AREA

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# WHAT IS A BUSINESS PLAN?

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## PURPOSE OF THE PLAN

The River Crossing Business Plan project seeks to chart a course for the successful redevelopment of the West Rosedale area. Building on previous plans and studies for the area, the Business Plan will:

- Describe the context in which River Crossing will grow and thrive;
- Outline how the development of River Crossing supports the City of Edmonton's vision for a diverse and engaging core;
- Propose a new redevelopment concept based on a series of objectives;
- Establish a business case outlining methods for revenue and cost management;
- Lay out a phased implementation plan that maximizes the City's investment and supports the economically-sound development of the area.

## FOUNDED ON HERITAGE

The River Crossing Heritage Interpretive Plan was approved by Council in July 2017. The plan highlights the rich heritage of the River Crossing area, provides guidance and ideas on how to tell the stories of the area, and identifies a path forward to support future interpretation.

The interpretive plan has been foundational in preparing the Business Plan to ensure heritage is reflected in the area's redevelopment.

AREA CONTEXT

VISION & GOALS

REDEVELOPMENT  
CONCEPT

BUSINESS CASE

IMPLEMENTATION  
PLAN

Edmonton

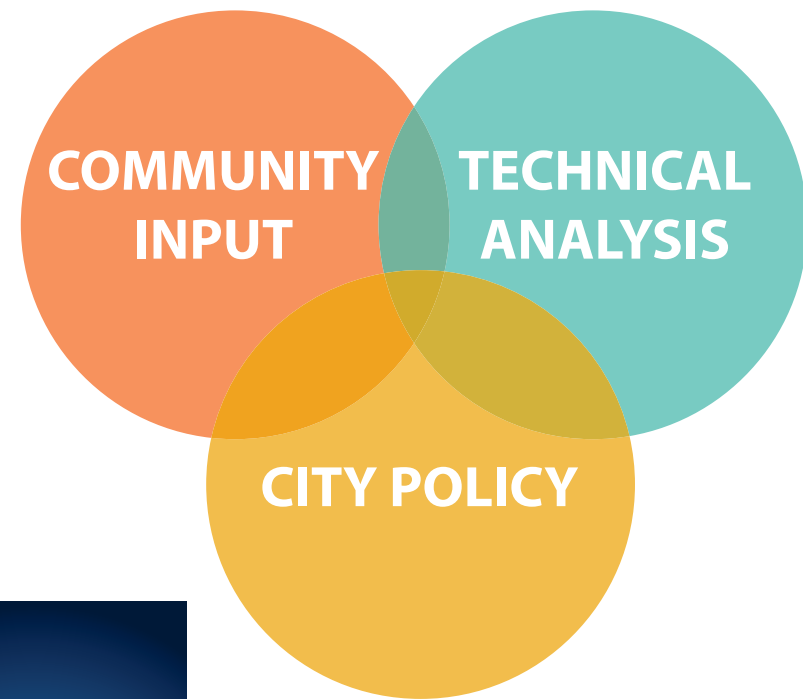
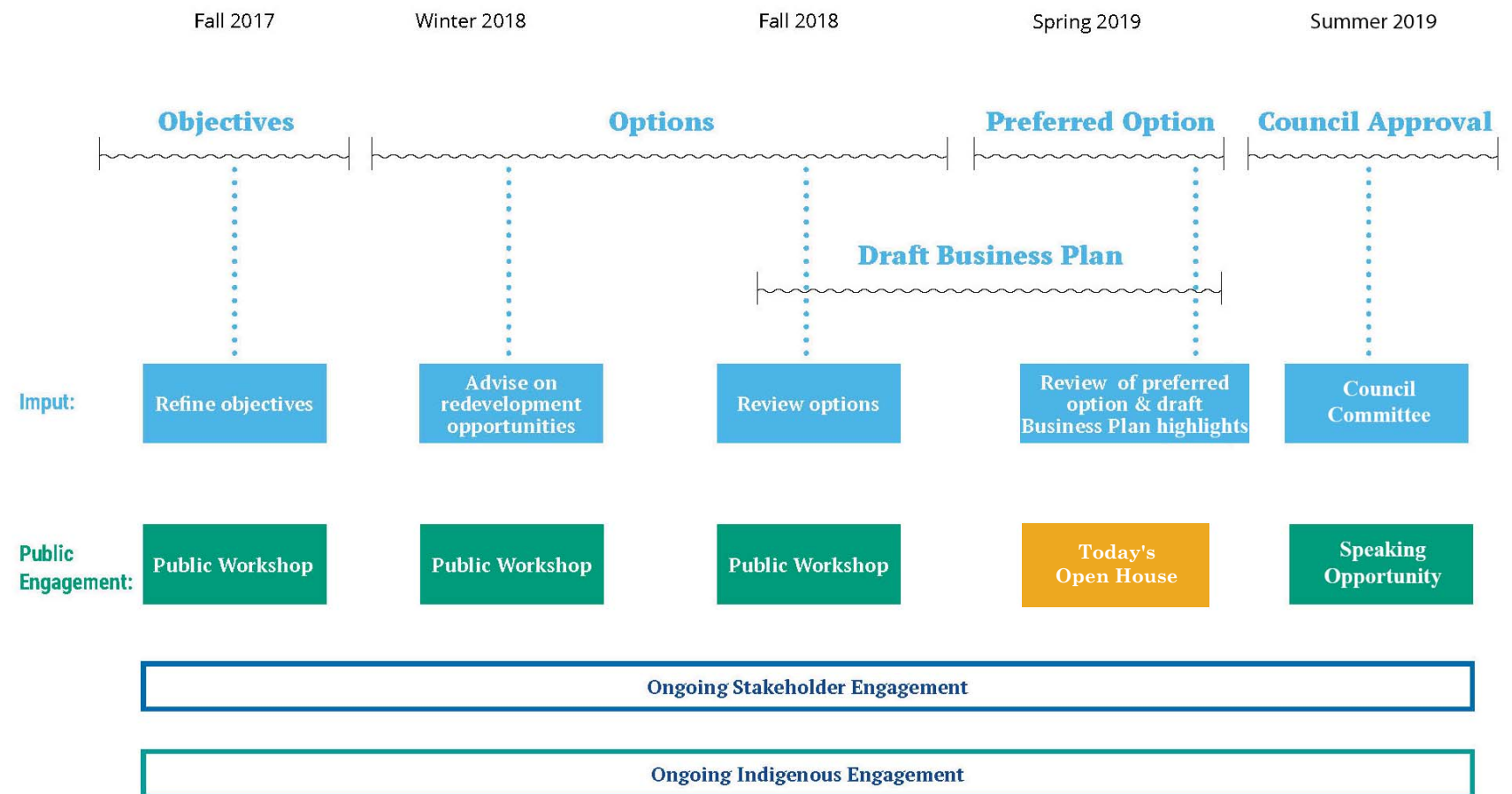
River Crossing  
Business Plan



# PROCESS & ENGAGEMENT

The River Crossing initiative began in 2016 with the preparation of the Heritage Interpretive Plan, followed by the Business Plan starting in 2017. Throughout both projects, the City engaged the public, stakeholder groups and Indigenous communities to ensure their perspectives were considered.

Public engagement for the Business Plan included four in-person events and online surveys to gather feedback at each step of the process.



Technical analysis has been important in understanding the area and how redevelopment might impact the neighbourhood and the wider city. Analysis has included transportation modelling, open space assessments, market analysis and infrastructure assessments.

Together, community engagement, technical analysis and City policy directions informed the preparation of the River Crossing Business Plan.



# VISION & OBJECTIVES

Make Rossdale a more vibrant and diverse community.

Establish River Crossing as a mixed-use neighbourhood with high-quality design.

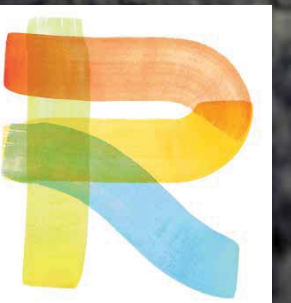
Change the road network to facilitate River Crossing's development while ensuring it remains a gateway to downtown.

Honour the area's significance for Indigenous peoples and settlers and connect to the present.

Make River Crossing a special destination for Edmontonians and visitors to explore and cherish.

Incorporate ecological practices into the area's design and contribute to sustainability across generations.

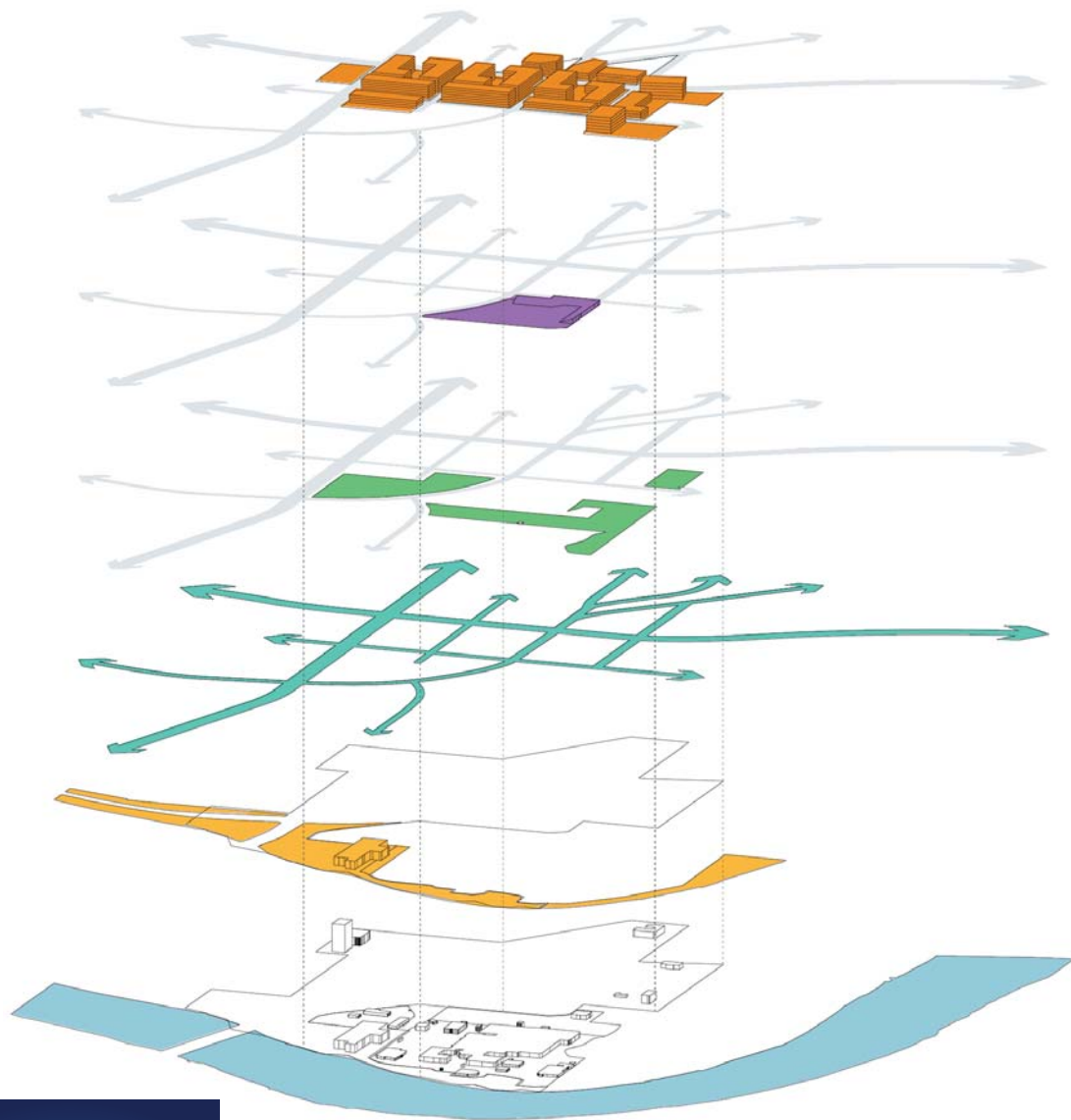
Attract private development in River Crossing through public investment and partnerships in city-building.



# REDEVELOPMENT CONCEPT

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The redevelopment concept for River Crossing is built on five big ideas, below. The big ideas reflect the vision and objectives laid out for the area, balancing the needs of the local community and the wider city, while respecting the location's important heritage and environmental characteristics.



## Connect and Grow the Community

Underutilized land within River Crossing is developed to knit together neighbourhoods and add commercial services that are currently lacking.

## Revitalize the Ballpark

RE/MAX Field is retained as a link to Edmonton's sports history and reimagined as an urban-facing facility used year-round for cultural activities and other events in addition to baseball.

## Create Signature Open Spaces

New open spaces capture the imagination of the city, offering a range of places to gather and celebrate River Crossing's deeply layered history.

## Simplify Roads

Overbuilt roads are simplified and redesigned to facilitate development, accommodate all modes of transportation and lend character to River Crossing.

## Activate the Riverfront

Through the Touch the Water project and adaptive reuse of the Rossdale Power Plant, Edmonton residents connect with the river.

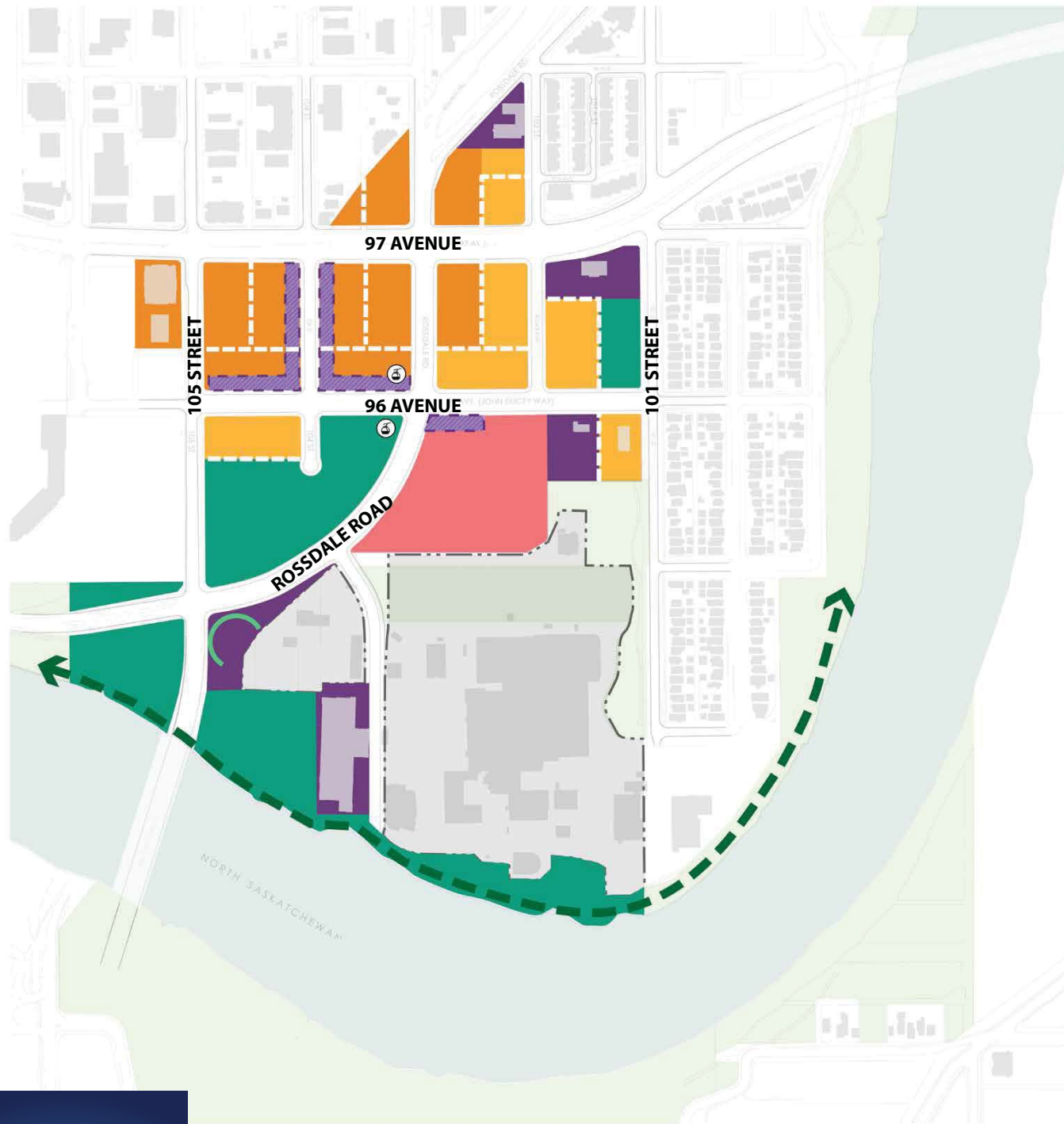


# LAND USE CONCEPT

The land use concept includes a range of housing densities and building heights, retains the existing ballpark, and directs commercial development to 104 Street and 96 Avenue. New city-wide amenities compliment existing neighbourhood-level open spaces.

The concept mixes community and destination to bring amenities that serve the existing neighbourhood, new residents and visitors.

-  Low-midrise housing (4-6 storeys)
-  Mid-highrise housing (8-15 storeys)
-  At-grade commercial
-  Public and cultural
-  RE/MAX Field
-  Open space
-  EPCOR property
-  Streets
-  Touch the Water Promenade
-  Traditional Burial Grounds and Fort Edmonton Cemetery
-  Potential opportunity for gondola station



# DEVELOPMENT FORM

## HOUSING GUIDELINES

Low-midrise housing will be 4-6 storeys in height and could include stacked townhouse and apartment style development. This style is directed toward the east of plan area and south to provide a transition from existing single family and townhouse development towards higher density buildings downtown.

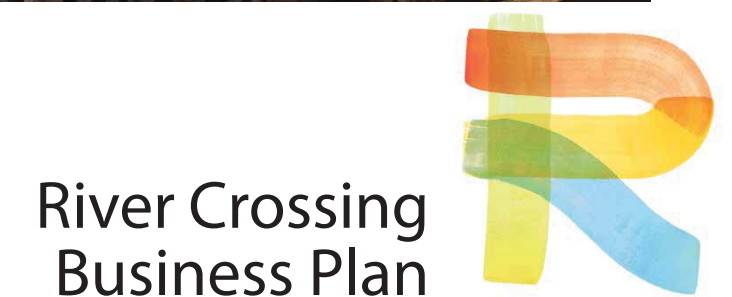
Mid-highrise housing is to be up to 15 storeys. Buildings over 22m in height would require a podium to create a more human-scale street environment. Higher housing forms are directed closer to existing higher-density development to transition to the downtown character and to avoid taller buildings overlooking open spaces.



## COMMERCIAL DEVELOPMENT

The concept guides street-level commercial uses to locate along 96 Avenue and 104 Street. These areas will be designed to create active street fronts to improve year-round experience.

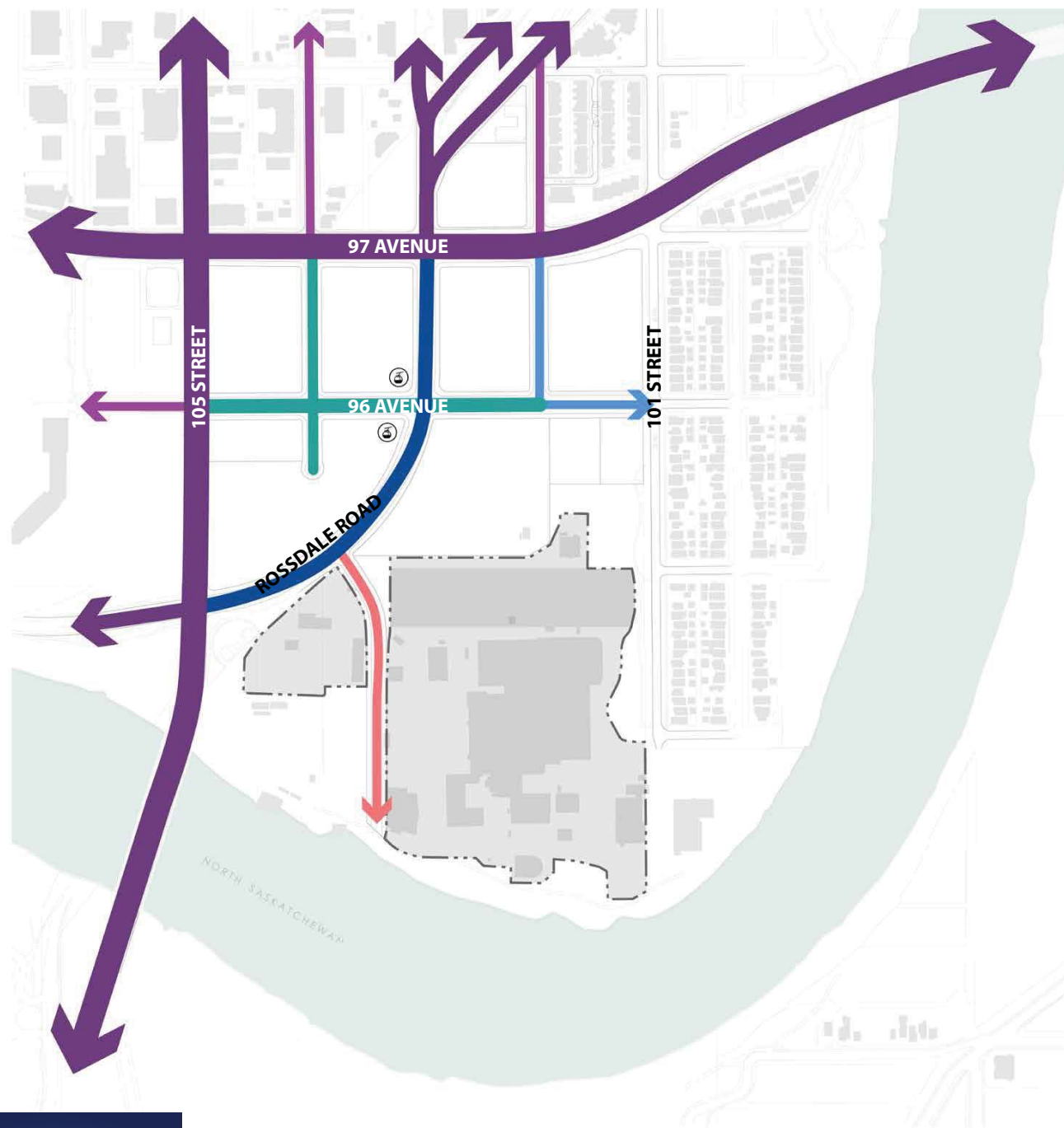
Some additional commercial uses could be added to the ballpark to improve visitor experience and neighbourhood demand throughout the year.





**Do you have any suggestions or comments about the proposed land use concept?**





The concept for River Crossing proposes major changes to the road network. Rossdale Road is changed to a two-way street and 104 Street is transformed into a local shopping street. This contributes to a more appealing environment for all users, and improves the character of the neighbourhood.

The intersection at Rossdale Road and 97 Avenue is simplified to reduce the complexity of the road network.

102 Street is extended between 96 and 97 Avenue, creating new multi-modal connections along this neighbourhood-level street and facilitating development.

-  Existing arterial road
-  Existing local road
-  Street-oriented arterial road
-  Street-oriented collector road
-  Street-oriented local road
-  Power Plant / EPCOR access
-  EPCOR property
-  Potential opportunity for gondola station



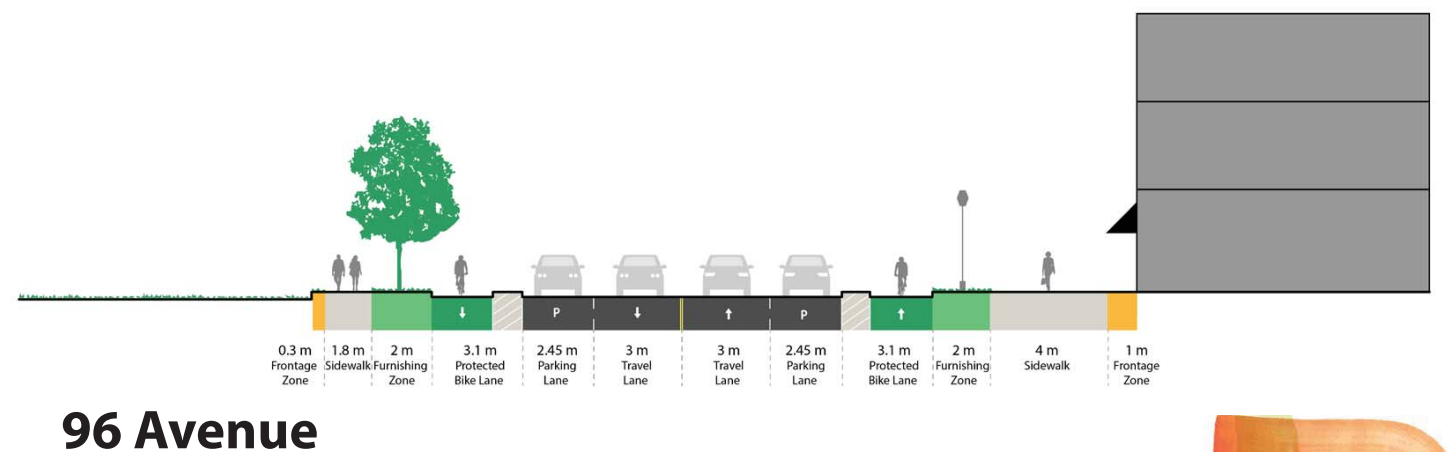
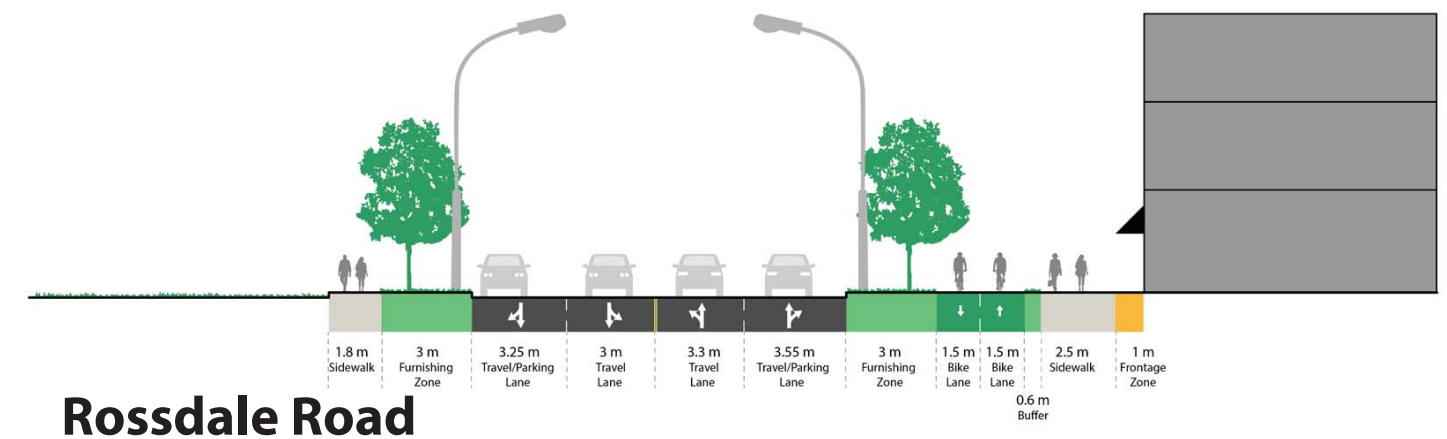
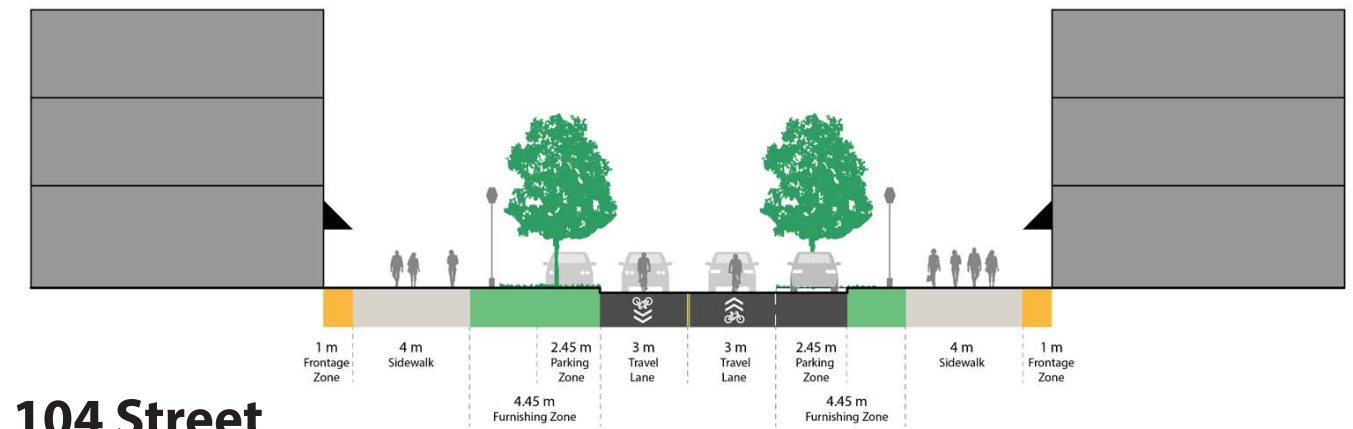
# STREET CHANGES

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## WHAT'S DIFFERENT?

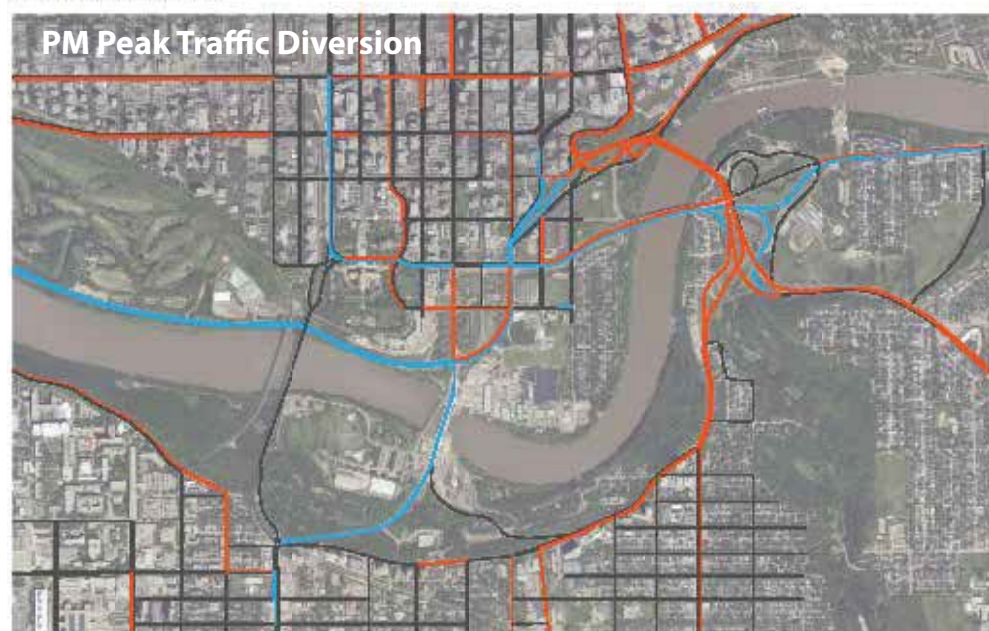
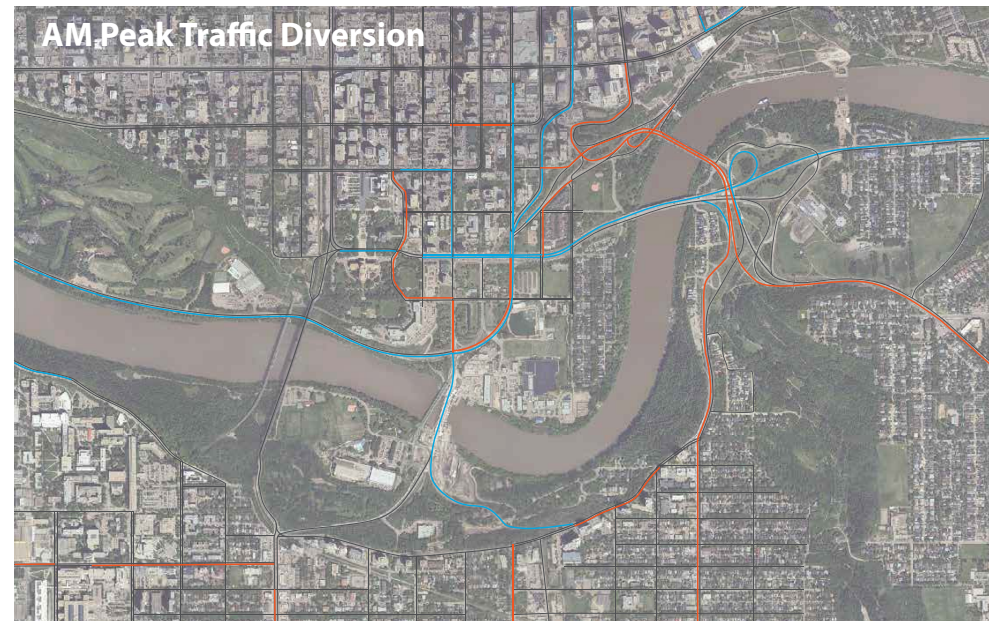
Proposed changes to streets within River Crossing include:

- **104 Street** converted to local, pedestrian-oriented retail street. Wider sidewalks and boulevards for street furniture improve the street for all users. The street ends south of 96 Avenue to allow for a larger open space.
- **Rossdale Road** becomes a two-way street. During morning and afternoon peak travel times, it operates with two lanes in each direction. During lower-traffic times, the outside lanes are used for parking. A separate cycling path is included on the south/east side of the road, connecting the river valley trail network and toward downtown.
- **96 Avenue** is two lane, with on-street parking. Protected bike lanes and wider sidewalks provide better environments for cycling and walking.
- Sidewalks throughout the area are widened to improve accessibility and additional space is provided for street furniture and boulevard trees.



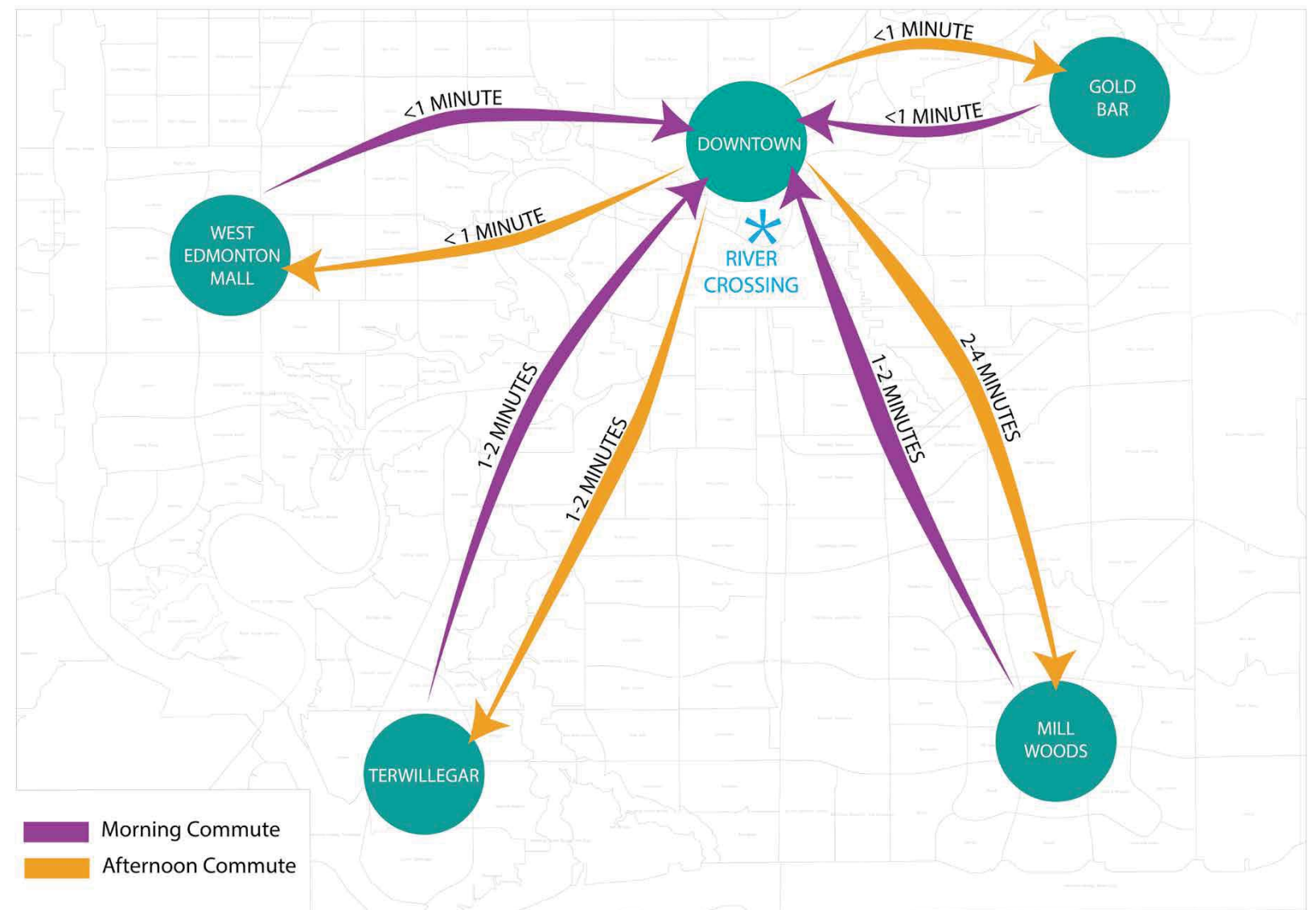
# TRAVEL TIMES

Changes to the road network will affect traffic patterns. Some roads will see increased traffic at peak times and others will experience decreases.



- Increased traffic
- Decreased traffic
- No significant change (<100 vehicles)

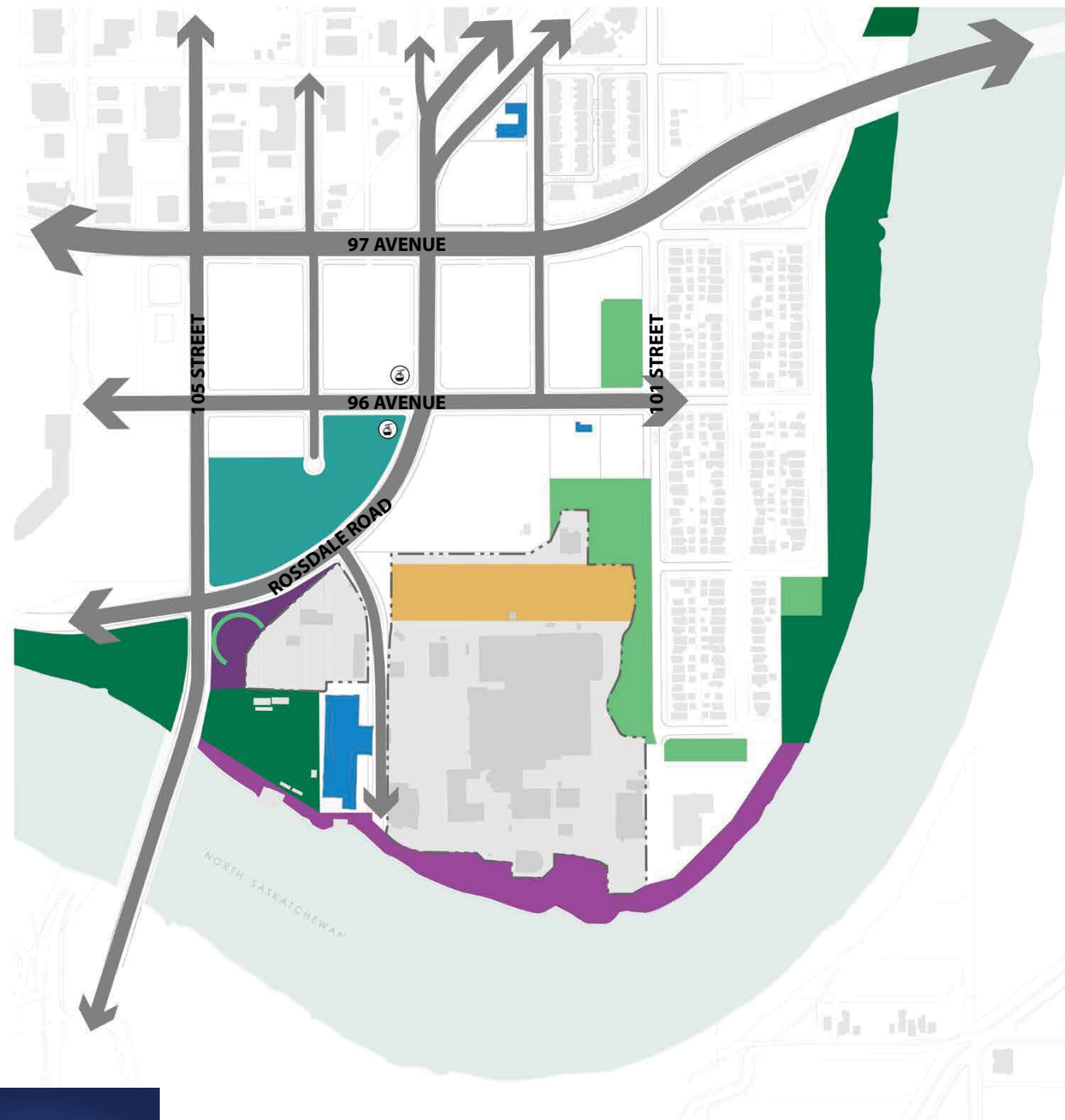
## Future vehicle travel time impacts due to proposed redevelopment



**Do you have any suggestions or comments about the proposed changes to the road network?**



# PUBLIC AMENITIES



River Crossing will offer a variety of public amenities and open spaces, to serve various functions for residents and visitors.

A portion of the Donald Ross School site is preserved as open space. This creates a buffer between existing low density housing and new development, while also serving as green space.

-  Public amenity buildings
-  Interpretive park
-  Neighbourhood open space
-  EPCOR water reservoir (Public access easement)
-  Waterfront open space
-  Touch the Water Promenade
-  Traditional Burial Grounds and Fort Edmonton Cemetery
-  EPCOR property
-  Potential opportunity for gondola station



## INTERPRETIVE PARK

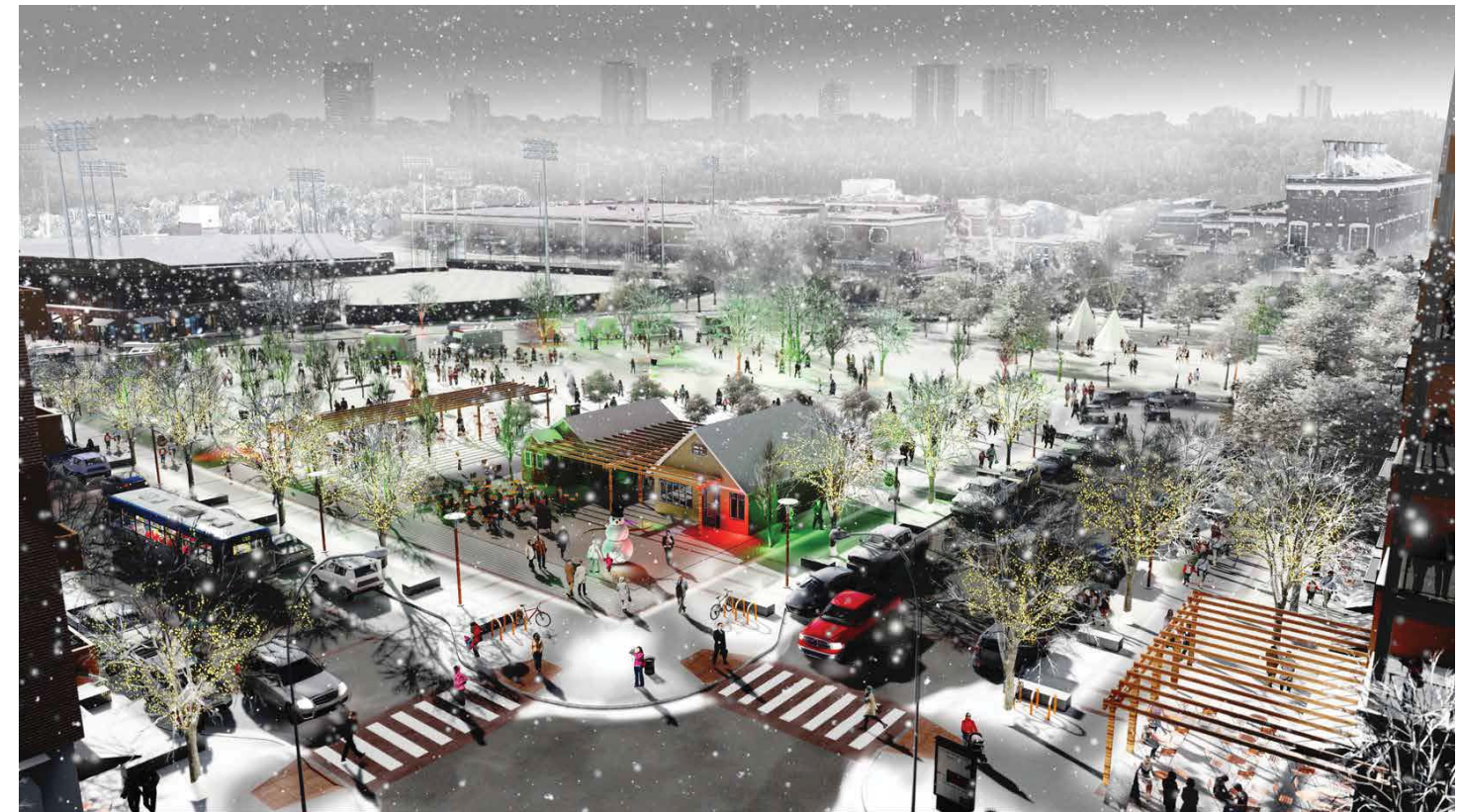
The interpretive park is meant to reflect Edmonton's Indigenous and settler heritage. It provides space for sharing stories and holding ceremony near the Traditional Burial Ground and Fort Edmonton Cemetery. Intended to be a programmable space for all Edmontonians, the park will be co-designed with Indigenous communities and the community to reflect the long and continuing relationship with the area.



## URBAN PLAZA

The urban plaza will sit in the northeast portion of the interpretive park. It will be another room for residents and will support events in RE/MAX Field and the interpretive park. Other neighbourhood-level open space amenities could be included.

The plaza is one potential location for a gondola stop.



# PUBLIC REALM & OPEN SPACE

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## RE/MAX FIELD

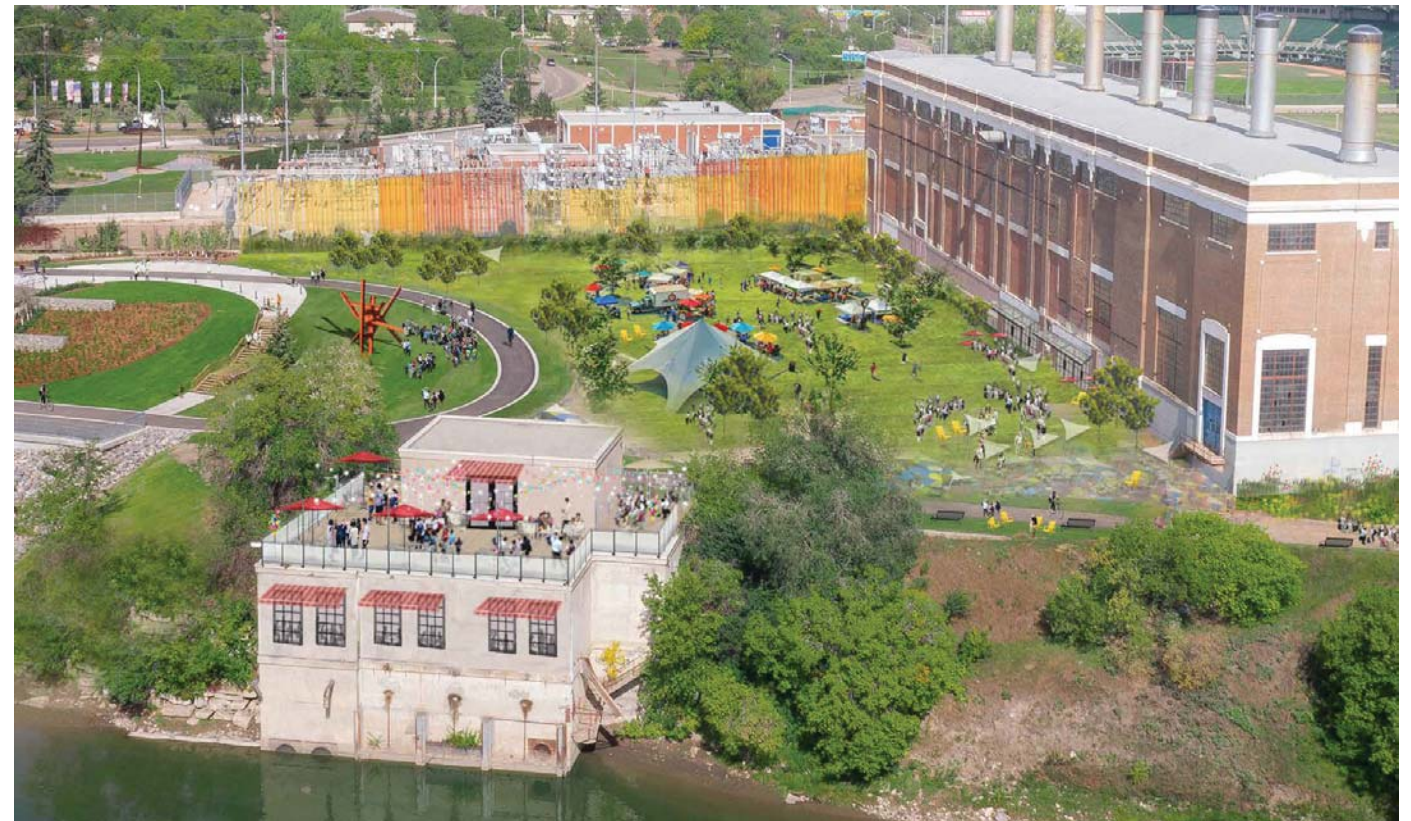
A revitalized RE/MAX Field will honour the long history of sports in Rosssdale. The ballpark operator will be encouraged to diversify activities and community events for better year-round use. Depending on market interest, additional commercial uses can be added to the facility to serve the neighbourhood and visitors.



## RIVERFRONT ACTIVATION

The Rosssdale Power Plant will become an important new destination for Edmontonians and visitors alike. Touch the Water promenade will significantly improve access to this historic piece of riverfront.

Temporary uses and activities can be hosted in this outdoor space while historic buildings are rehabilitated for use.





**Do you have any suggestions or comments about the public realm and open spaces?**



River Crossing will not occur overnight. Build-out is expected to take 20-30 years and will be carefully staged over time.

## PHASE 1 (year 0-3)

- Planning approvals
- Governance
- Detailed design

## APPROVALS, GOVERNANCE, DESIGN

Key decisions will be required by Council to make changes to existing plans and zoning, determine who will be responsible for development, and determine how improvements will be funded. Detailed design work will be required for road network and open space development. This will include more public engagement.

## PHASE 2 (year 1-5)

- Land sales
- Funding
- Affordable housing
- Infrastructure and open space

## INITIAL INFRASTRUCTURE DEVELOPMENT

Once governance is finalized, work can begin on selling land, securing funding, and acting on affordable housing initiatives. With funding secured, work can begin on improvements to roads, underground infrastructure, and open spaces.

## PHASE 3 (year 1-15)

- Governance
- Building assessment and improvements
- Funding

## POWER PLANT REHABILITATION

Determining who will be responsible for managing the Rossdale Power Plant is an important first step. Building improvements to allow the public to access and use the facility will be subject to funding and its timing.

## PHASE 4 (year 4-on)

- Full buildout
- Infrastructure and open space improvements

## REAL ESTATE DEVELOPMENT

Once parcels have been created and infrastructure improvements are made, real estate development can occur. Revenue from this can be directed to any outstanding infrastructure or open space needs.



# IMPLEMENTATION ACTIONS

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## PHASE 1 (year 0-3)

- Community feast
- National Historic Site application
- Design of streets, underground services, interpretive park, and Touch the Water
- Open space activation
- Affordable housing planning
- Flood mitigation work
- RE/MAX Field 10-year lease
- Updates to Rossdale Area Redevelopment Plan and zoning
- Governance and funding planning

## PHASE 2 (year 1-5)

- Initial marketing and programming
- Initial land sales and development
- Heritage interpretation
- Infrastructure and open space investment
- Affordable housing construction
- Securing funding

## PHASE 3 (year 1-15)

- Rossdale Power Plant building assessment
- Limited, strategic renovations to power plant
- Power plant governance decisions
- Sequenced power plant activation
- Funding for additional power plant upgrades

## PHASE 4 (year 4-on)

- Real estate development
- Infrastructure and open space completion
- River Crossing destination promotion
- Tourism initiatives

Ongoing public and Indigenous engagement will be included at key steps throughout the implementation of River Crossing.



## COSTS

The estimated total capital investments for the streets, underground servicing, and open spaces is estimated to be \$78 million. This includes new infrastructure and renewal of existing infrastructure within the project boundary.

**\$61 million**

- New streets
- New underground infrastructure

**\$17 million**

- Open space improvements

**TOTAL: \$78 million**

Costs for revitalization of the Rossdale Power Plant and future investment in RE/MAX Field are not included.

Due to increased public infrastructure, City operating costs will also increase in the area.

## REVENUES

City Council has allocated \$9.7 million for River Crossing in its 2019-2022 capital budget. The Business Plan is recommending those funds be allocated to:

- Design of new streets and underground servicing.
- Design of interpretive park.
- Rossdale Power Plant building assessment and conservation plan.
- Limited, strategic renovations to the Rossdale Power Plant.

The City also has a budget for base-level maintenance of the power plant.

Additional revenues will come from sources including City land sales, property tax, and rents in the Rossdale Power Plant. Partnerships with other orders of government and corporate / private philanthropy could also supplement revenues and City investment.



## CITY'S ROLE

The City is reviewing what it can do to realize city-building projects like River Crossing. Options on the table include:

- Establishment of public benefit corporation to develop the area.
- Development of the improved servicing infrastructure by the City.
- Joint venture / City-private partnerships.
- Sale of land "as is" to private development.

## PARTNERSHIPS

The City may partner with one or more groups regarding development, operations, and programming within River Crossing. This could include private firms, other levels of government, Indigenous nations, non-profit organizations and community partners.

A partner is expected to operate the plant once limited, strategic renovations are completed. This partner would open up portions of the complex and do additional renovations as funds permit. A non-profit partner could:

- Joint venture with a commercial developer.
- Sublease to retail operations, other private businesses, and/or arts and cultural organizations.
- Program events.
- Seek funding from senior levels of government and philanthropic donors that the City could not access.



## REFINING THE PLAN

Based on your feedback today, together with ongoing internal review by the City of Edmonton and its partners, the draft River Crossing Business Plan will be refined.

A full draft of the Business Plan will be made available on our project website for you to review.

## COUNCIL APPROVAL

Once refinements are made, the proposed Business Plan will be presented to the City of Edmonton's Urban Planning Committee for consideration. At the meeting, interested citizens may provide written comment, or present directly to Councilors to speak in favour of the plan or to express concerns.

## STAYING INFORMED

The project team will ensure you are updated on refinements to the Business Plan and informed of key dates through our project newsletter. You can sign up at the project website:

[www.edmonton.ca/rivercrossingplan](http://www.edmonton.ca/rivercrossingplan)

## KEY DATES

### 2 JULY 2019

Draft River Crossing Business Plan available online for public review.

### 20 AUGUST 2019

River Crossing Business Plan scheduled to go to Urban Planning Committee for consideration. Members of the public may submit comments or register to present directly to the Committee to comment on the proposed plan.

Depending on the decision of Urban Planning Committee, the proposed River Crossing Business Plan may be presented to City Council for approval.



**Is there anything else you think the project team needs to consider as we finalize the River Crossing Business Plan?**



Thank you for participating in the workshop!

Please remember to fill out the workshop comment forms.

## Stay connected!



Sign up for our newsletter or check our website for updates.

[rivercrossing@edmonton.ca](mailto:rivercrossing@edmonton.ca)

[www.edmonton.ca/RiverCrossing](http://www.edmonton.ca/RiverCrossing)

After the workshop, the project team will:

- Share back a summary of input from engagement
- Use input to refine the draft Business Plan prior to taking it to Council

