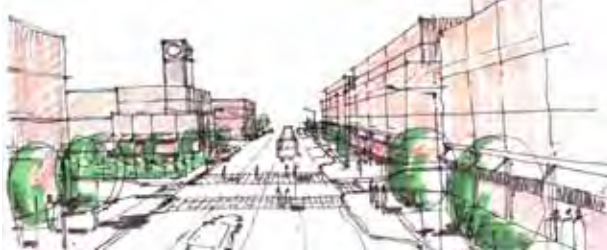




## STONY PLAIN ROAD

urban · design · vision







**“ There is magic to great streets.  
We are attracted to the best of them  
not because we have to go there but  
because we want to be there.”**

-Allan B. Jacobs, Great Streets, 1993

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## EXECUTIVE SUMMARY

The purpose of the Urban Design Vision for Stony Plain Road is to:

- Establish an integrated and long term vision to guide future public and private developments in the area to achieve high quality and functional design, and
- Inform the preparation of the Jasper Place Area Redevelopment Plan (ARP) within the Stony Plain Road Corridor. The future ARP will take precedence over the design recommendations outlined in this Vision, which may be partially or wholly integrated into the ARP as it proceeds.

The Vision will:

1. Determine the best future uses in the area;
2. Provide urban design recommendations that respect and enhance the rich history of the area;
3. Support the future integration of the LRT system;
4. Provide guidance relating to the implementation of this vision, and

5. Enhance the Stony Plain Road corridor as a vital entrance corridor connecting Edmonton's west end and the downtown core.

The Vision make a series of recommendations related to key planning and design principles.

- Develop Stony Plain Road as a transit-oriented, mixed-use urban village;
- Implement streetscape improvements including wider sidewalks, trees, pedestrian lighting and street furniture. A key focus is improving the pedestrian experience between 149 Street and 158 Street;
- Encourage extensive north-south pedestrian movement with crosswalks and pedestrian priority signage at key intersections;
- Maintain on-street parking opportunities, where feasible;
- Encourage pedestrian-oriented, mixed-use development along Stony Plain Road, up to a maximum of four to six storeys;

- Create a pedestrian friendly interface between the future LRT line and the pedestrian realm. This includes shared surface design for LRT and vehicular movement, a central alignment for the LRT and split station platforms to allow for ease of pedestrian crossing;
- Create a public gathering space that is highly connected to the pedestrian shopping street and to the surrounding neighbourhoods;
- Celebrate Edmonton's role as a winter city through seasonal festivals, lighting schemes, colour and environmentally-sensitive design;
- Create a community for everyone, including families, working professionals, seniors and students by fostering a vibrant public realm with a variety of activities, public spaces and opportunities for interaction; and
- Encourage and promote green building and sustainable design practices, quality architecture and urban design in the area.

# **PART ONE: INTRODUCTION**

## **A Vision For The Future**

## 1.1 PURPOSE OF THE URBAN DESIGN VISION

Revitalization efforts have been ongoing in the Stony Plain Road area, beginning in 2004, by the City of Edmonton's Community Services, with assistance from Sustainable Development. Throughout this process, the City has held a number of charrettes, working sessions, interviews and open houses in the study area asking people about their aspirations for the future of Stony Plain Road. This document represents the application of the information gathered in these consultations into a guiding vision for future investment in the area.

The Urban Design Vision is intended to guide and coordinate planning and investment activities within the Stony Plain Road area, including but not limited to:

- Jasper Place Neighbourhood Revitalization;
- Neighbourhood Renewal and Roadway Rehabilitation;
- Area redevelopment planning process for Britania Youngstown, Canora, Glenwood, West Jasper Place and Stony Plain Road Corridor area;
- LRT Planning along Stony Plain Road and;
- Streetscape Improvements

The Urban Design Vision addresses desired future character, land use and urban design considerations along Stony Plain Road and in the surrounding area. It also provides guidance for the future integration of the west LRT line. The Vision acknowledges the dual role of the Stony Plain Road corridor as a vital entrance corridor connecting Edmonton's west end and the downtown core, as a destination retail street and as a residential community.

A well-designed public environment, including parks, streets, squares, transit, bicycle amenity and architecture will help to ensure the ongoing success of the area. The Vision will help to guide future investment in the area so that it may fully contribute to community building and positive renewal.



## 1.2 PROJECT AREA

The project study area, shown in red, is referred to as the Stony Plain Road Corridor. It extends along Stony Plain Road from 149 Street to 170 Street, including the areas north and south of Stony Plain Road between 100 Avenue and 102 Avenue.

The project area intersects portions of four neighbourhoods:

- Britannia Youngstown
- Canora
- Glenwood
- West Jasper Place



### 1.3 RELATIONSHIP TO OTHER INITIATIVES

The Urban Design Vision for Stony Plain Road is being developed in coordination with a number City of Edmonton initiatives. These include:

- |                         |  |
|-------------------------|--|
| Community Services      | <ul style="list-style-type: none"><li>• Jasper Place Revitalization</li></ul>  |
| Sustainable Development | <ul style="list-style-type: none"><li>• Area redevelopment planning process for Britannia-Youngstown, Canora, Glenwood, West Jasper Place and the Stony Plain Road Corridor</li><li>• Façade Improvement Program</li><li>• Development Incentive Program</li></ul> |
| Transportation Services | <ul style="list-style-type: none"><li>• LRT Planning (On-going)</li><li>• Streetscape Improvement Plan (2011-2013) - Consultant Team</li></ul>   |
| Infrastructure Services | <ul style="list-style-type: none"><li>• West Jasper Place Roadway Renewal (2011-2012)</li><li>• Canora Roadway Renewal (2012-2013)</li></ul>   |

## 1.4 RELEVANT PLANNING DOCUMENTS

Relevant City of Edmonton planning documents include:

- The Way We Grow, Municipal Development Plan (2010)
- The Way We Move, Transportation Master Plan (2009)
- The Way We Green, Environmental Strategic Plan (2011)
- The Way We Live, Edmonton's People Plan (2010)
- Proposed Walkability Strategy for Edmonton
- West LRT Lewis Estates to Downtown Recommended Concept Plan (2011)
- Canora Neighbourhood Improvement Plan (1972)
- Jasper Place Revitalization Strategy (2009)
- Project for Public Spaces Charrette and Report (2008)
- 100 Avenue Planning Study (1986)
- Britannia-Youngstown Planning Study (1983)
- Residential Infill Guidelines (2009)
- Transit Oriented Development Guidelines (2012)
- Stony Plain Road BRZ Strategic Plan (2007)



## 1.5 KEY CHALLENGES AND OPPORTUNITIES

The study area is faced with a number of challenges and opportunities. These include:

### 1. Land Use

Challenges:

- Existing zoning limits future mixed-use and higher density development.
- The character and desired land use in the area have changed since the 100 Avenue Planning Study was completed in 1986.

Opportunities:

- Up-zoning can encourage higher density development and new investment along the LRT alignment.
- Implementation of a comprehensive Urban Design Vision and an area redevelopment planning process can guide and encourage pedestrian-oriented development along the corridor.
- Future integration of the LRT can be supported through rezoning.

### 2. Pedestrian Environment

Challenges:

- Narrow, cluttered sidewalks discourage walking and contribute to a negative image of the area.
- Intersections are often unfriendly to pedestrians and can make crossing Stony Plain Road difficult.
- Lack of greenery along streets makes pedestrians feel exposed.

Opportunities:

- A new streetscape improvement initiative is underway to address the pedestrian realm through widened sidewalks and new streetscape treatments, where feasible.
- Rezoning and the future integration of the LRT will encourage walkable, mixed-use development along the corridor.



### 3. Transportation

#### Challenges:

- Conflict currently exists between different modes of transportation.
- The Transit Centre is outdated and is not pedestrian-friendly.

#### Opportunities:

- With the planning of the LRT, there is an opportunity to integrate all modes of transportation.
- There is an opportunity to incorporate bicycle facilities, such as sheltered bicycle racks at key locations along Stony Plain Road.
- There is an opportunity to improve connections to MacKinnon Ravine and the bicycle network through signage and an extension of the shared use pathway system.

### 4. Public Spaces

#### Challenges:

- Butler Memorial Park is under used and lacks adequate surveillance.
- Public spaces lack programming and positive activities.

#### Opportunities:

- With the planning of the LRT along Stony Plain Road, there is an opportunity to expand and improve public spaces close to the LRT platforms and Transit Centre.
- A Town Square concept that incorporates a new Transit Centre and public space could be considered
- Residents are passionate about their community and desire access to high-quality, well designed and well programmed public spaces.

### 5. Business and Retail

#### Challenges:

- Many building facades are in disrepair or lack transparency for pedestrians.
- Large, unattractive signage predominates.
- Retail often under performs and there is an over-concentration of pawn shops, adult stores and services.
- Potential loss of on-street parking along Stony Plain Road.

#### Opportunities:

- Façade Improvement Program, offered by Sustainable Development, is available to qualifying business properties.
- Development Incentive Program, offered by Sustainable Development, is available to qualifying properties and encourages mixed-use developments.
- New signage bylaw is underway.
- Increased density, pedestrian and transit users will support a variety of retail types.



## 1.6 VISION AND STRATEGIC PRIORITIES

The Stony Plain Road Corridor is in a prime position to reclaim its role as a walkable, diverse urban village. High quality urban design along the Corridor will help encourage the vibrant success of the area and will reinforce Stony Plain Road's role as *the* gateway to the Downtown from the west.

Ten Strategic Priorities were derived from discussions at the workshops, open houses, charrettes and committee meetings held between 2008 and 2010. They are:

1. Provide wide sidewalks with a variety of streetscape elements to enhance the pedestrian experience and to encourage extensive pedestrian traffic.
2. Create an easily accessible destination by foot, bike, public transit and vehicle. Acknowledge and enhance Stony Plain Road's dual role as a destination and as a gateway to Downtown.
3. Create a community for everyone, including families, working professionals, seniors and students by creating a vibrant public realm with a variety of activities, public spaces and opportunities for interaction.
4. Encourage and promote quality architecture and urban design in the area.
5. Enhance the connection to the North Saskatchewan River valley through improved wayfinding and an extended, marked pedestrian and bicycle pathway.
6. Celebrate Edmonton's role as a winter city through seasonal festivals, lighting schemes, colour and environmentally-sensitive design.
7. Create a public gathering space that is highly connected to the pedestrian shopping street and to the surrounding neighbourhoods.
8. Maintain on-street parking opportunities to support local businesses and to provide a buffer between pedestrians and vehicular traffic.
9. Encourage and promote green building and sustainable design practices, to help create a livable, walkable and sustainable community along Stony Plain Road and in the surrounding area.
10. Ensure the future LRT line becomes an asset to the village character proposed for Stony Plain Road. Ensure the creation of a pedestrian friendly interface with the future LRT line and stations.



## 1.7 HOW THIS VISION WAS PREPARED

### Key Stakeholder Interviews

Key property owners within the Stony Plain Road study area were interviewed and their vision for the future of their property was discussed. The Office of Great Neighbourhoods also sponsored a series of telephone and on-line surveys, including 400 residential surveys, 100 business surveys, 202 on-site shopper surveys and 272 online workbook surveys.

The following groups were also invited to consult about the Urban Design Vision:

- Jasper Place Revitalization Steering Committee
- Jasper Place Building Group
- Business Revitalization Zone Executive Director and Members
- West Jasper Place, Canora, Britannia Youngstown and Glenwood Community Leagues

### Design Charrettes and Open Houses

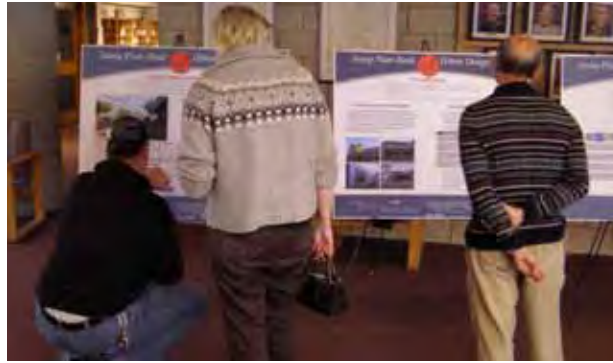
Several Design Charrettes and Open Houses were held on:

- October 6-26, 2006
- May 10, 2007
- November 6, 2007
- March 6-12, 2007
- May 22, 2008
- April-May 2008
- February 7, 2009
- March 25, 2009
- June 15, 2011

### Discussions with City Staff

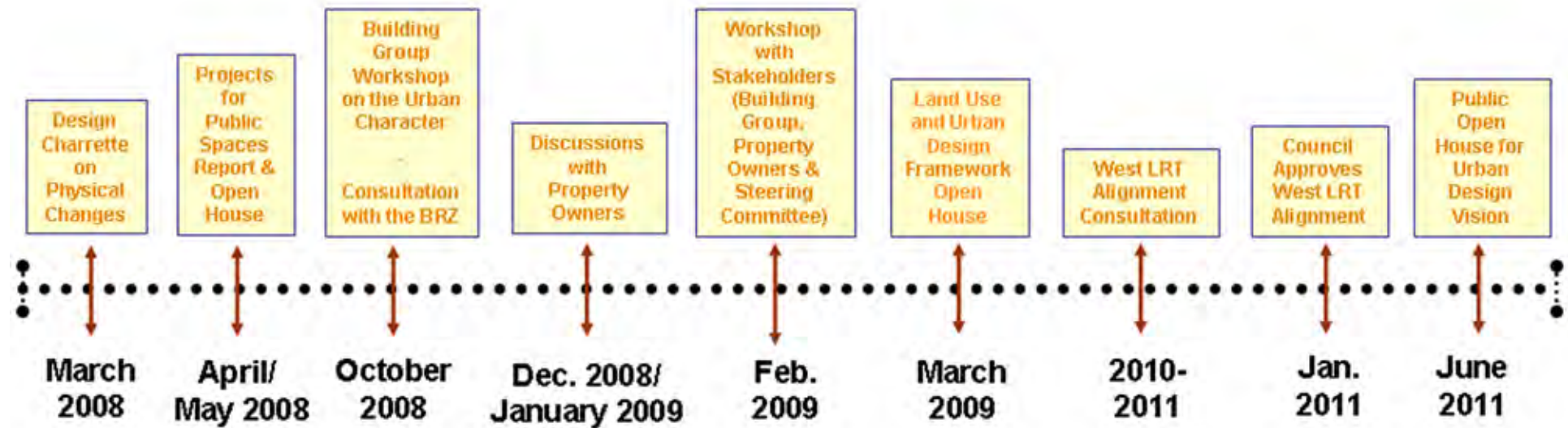
City staff are working together to ensure the success of all public projects. On-going discussions are taking place between:

- Sustainable Development
- Community Services
- Transportation Services
- Infrastructure Services



## Consultation Process

We asked many People about their aspirations and we built upon the results of all feedback.



## PART TWO: AREA ANALYSIS



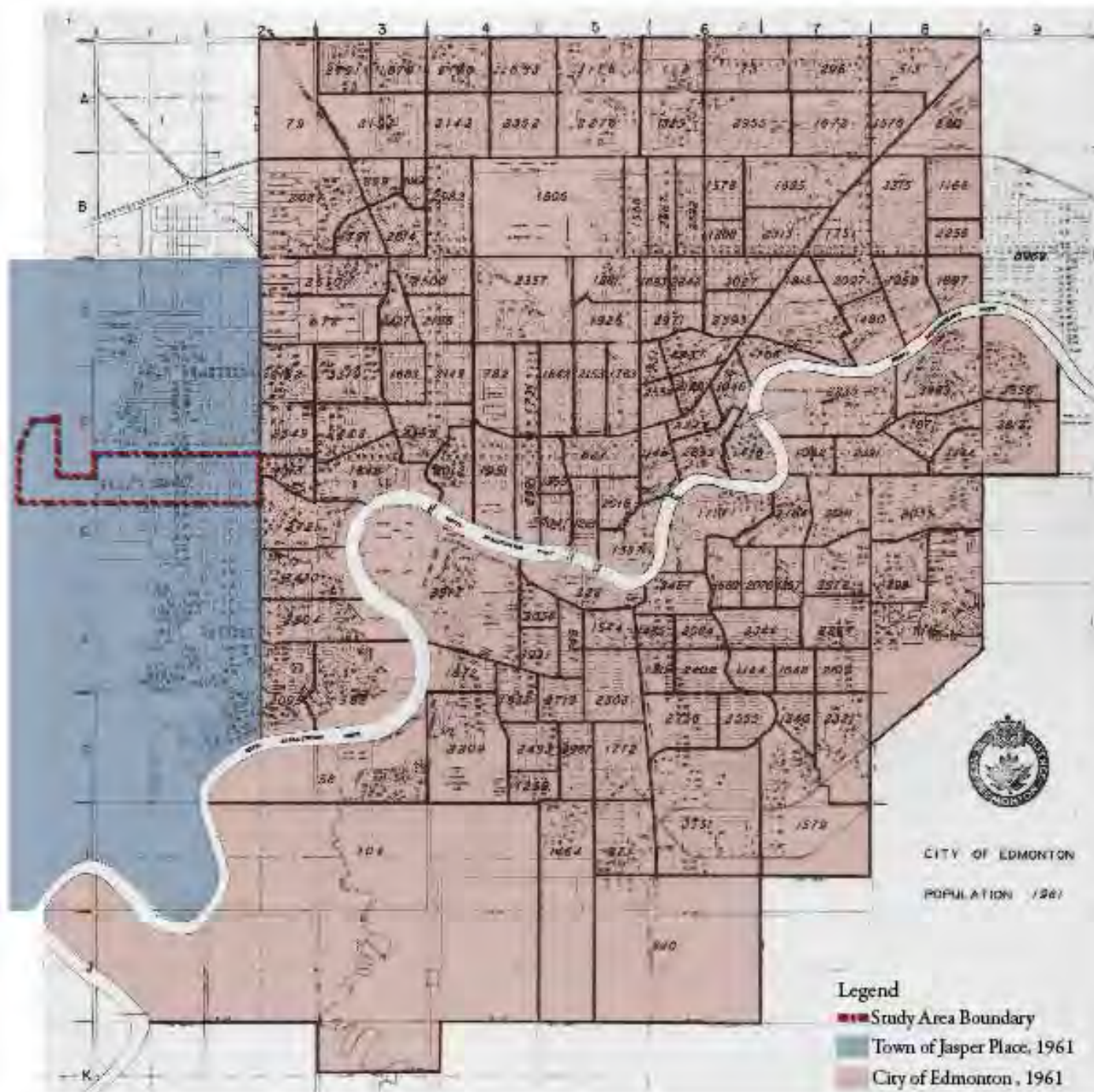
## 2.1 HISTORIC CONTEXT

The Town of Jasper Place became a part of the City of Edmonton on August 17, 1964. At the time of its amalgamation, it was the largest town in Canada with a population of 38,000 people. The town fell within an area bounded by 149th Street to the east, 170th Street to the west, the North Saskatchewan River to the south and 118th Avenue to the north.

During the 1930s, the population grew as many Edmontonians moved to the Town of Jasper Place in order to escape high taxes in the city. Many residents worked in Edmonton and, by the 1940s, the trolley line extended to the modern 149th Street, close enough to Jasper Place to allow returning workers to walk the rest of the way home.

Following the discovery of oil near Leduc in 1947, the population of Edmonton swelled and Jasper Place absorbed some of the overflow population growth. Jasper Place continued to grow and, in the early 1960s, it expanded several of its schools, began construction of a sports centre, and commenced planning for the Meadowlark Park Centre. Unfortunately, such projects placed the town deeply in debt and, with the province refusing to grant extra funds, a plebiscite was held in which residents voted in favor of amalgamation with Edmonton.





Jasper Place, 1948



155 Street and Stony Plain Road, 1952



Jasper Place Recreation Centre, 1963



170 St. and Stony Plain Road, 1970

## 2.2 EXISTING LAND USE AND ZONING

### Existing Land Use

The existing land use contains a mixture of commercial and low to medium density residential units. Institutional uses include Grant MacEwan University and Westlawn Memorial Cemetery. Residential development consists of single family homes and walk-up apartment blocks in varying condition.

Figure 2.2.1 depicts the existing land use.

### Existing Zoning

The east portion of Stony Plain Road, between 149 Street and 157 Street, is currently zoned CB1 (Low Intensity Business Zone) which allows for development of low intensity commercial, office and service uses along arterial roadways that border residential areas. This zone allows a maximum FAR of 2.0 and a maximum height of 12.0 m or three storeys. Where the first storey is commercial, residential uses are permitted up to a maximum FAR of 1.5.

The west portion of Stony Plain Road, between 157 Street and 170 Street, is predominantly zoned CB2 (General Business Zone) which allows for businesses requiring large sites with good visibility and accessibility along, or adjacent to, major public roadways. This zone generally allows a maximum FAR of 3.5 and a maximum height 14.0 m or four storeys. Where the first storey is commercial, residential uses are permitted up to a maximum FAR of 2.0.

The majority of residential sites to the north and south of Stony Plain Road between 102 Avenue and 100 Avenue are zoned RA7 (Low Rise Apartment Zone). This zone allows for the development of low rise apartments at densities of 125 units/ha, a maximum FAR of 1.3 and a maximum height of 14.0 m or 4 storeys.

There is a pocket of RF1 zoning between 158 Street and 161 Street, north of 100 Avenue. This zone is intended to provide primarily for single detached housing and secondary suites under certain conditions.

From 166 Street to 169 Street, north of 100 Avenue, there is an area zoned for light industrial use.

Figure 2.2.2 depicts the existing zoning.



2.2.1 EXISTING LAND USE



\*Information current as of July 14, 2011

22 PART TWO: AREA ANALYSIS





## 2.3 CHARACTER AREAS AND BUILT FORM

### 1. Pedestrian Oriented Commercial

Stony Plain Road, from 149 Street to 158 Street, is lined with predominantly one and two storey commercial buildings. This area is home to a number of pawn shops, adult stores and cash stores which do not serve the local community. Buildings setbacks range from 0 m to 12 m along a 20 m road right of way. There is great variation in terms of building character, quality and condition. Sidewalk widths average 2.0 m and are often cluttered and of varying quality and condition. In its current state, the pedestrian environment is inadequate to support increased pedestrian-oriented commercial development.

### 2. Auto-oriented Commercial

Stony Plain Road, from 158 Street to 170 Street, is lined with predominantly single-storey, auto-oriented commercial. This area is home to a number of automotive repair shops, which serve both the neighbourhood and district patrons. The majority of these businesses have driveways, parking lots and garages at the front of the buildings. The buildings are setback an average of 10 m - 15 m along a 20 m road right of way.

### 3. Mixed Residential

To the south of Stony Plain Road along 100 A Avenue, between 156 Street and 163 Street, is a mixture of single family residential and commercial development. Many of the businesses in this area are located in single storey commercial-style buildings and, in some cases, in converted single family dwellings. Residential setbacks apply.





#### **4. Stable Medium Residential**

To the north and south of Stony Plain Road is stable medium-density residential development. These residential buildings are primarily two to four storey walk-up apartments of varying condition.

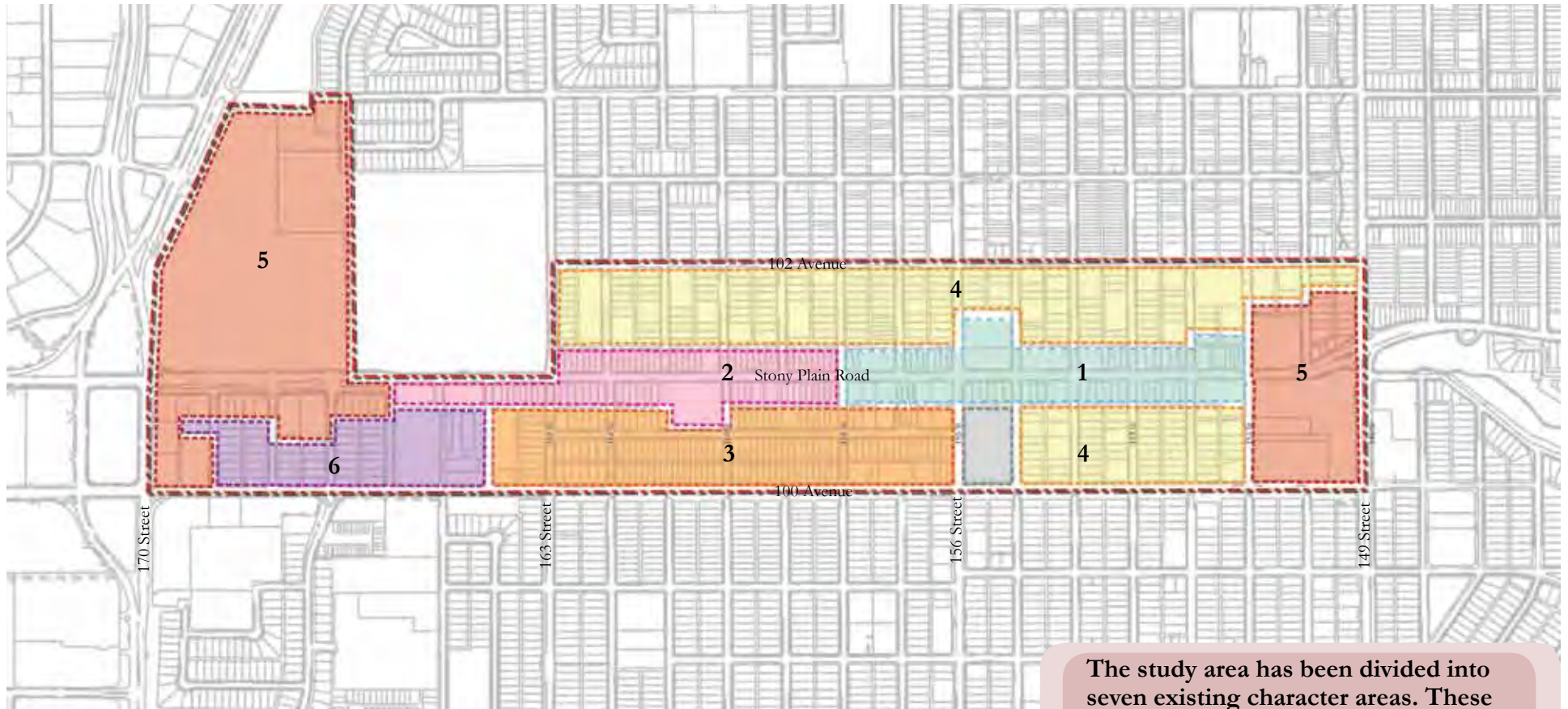
#### **5. Commercial Anchor**

The Stony Plain Road study area is book-ended by two large anchor commercial developments, Mayfield Common to the west and Jasper Gates to the east. These commercial complexes consist primarily of internally-oriented, single-storey, large format retail with large parking areas. These anchor commercial developments draw visitors from outside the neighbourhood, serving as focal destination points.

#### **6. Light Industrial/Commercial**

Between 166 Street and 169 Street, south of Stony Plain Road, development consists predominantly of light industrial/commercial buildings. These buildings are primarily internally-oriented, one and two storey commercial and industrial uses surrounding large parking areas. This area may serve as an employment destination for the neighbourhood and district.

## 2.3.1 EXISTING CHARACTER AREAS



The study area has been divided into seven existing character areas. These include:

- 1 Pedestrian-oriented Commercial
- 2 Auto-oriented Commercial
- 3 Mixed Residential
- 4 Stable Medium Density Residential
- 5 Commercial Anchor
- 6 Light Industrial/Commercial



## 2.4 PEDESTRIAN ENVIRONMENT

### Assets

A number of key assets provide Stony Plain Road with a solid framework to develop into a vibrant, sustainable pedestrian shopping street. It is *the* gateway to downtown Edmonton from the west and is one of a series of shopping anchors between the City Centre Mall and West Edmonton Mall.

Previous public realm improvements provide a solid base to build upon in a new streetscape improvement plan. Stony Plain Road is home to a diverse mixture of building types, many of which are prime opportunities for redevelopment and participation in the Façade Improvement and Development Incentive Fund Programs.

### Issues

The sidewalk widths along Stony Plain Road average 2.0 m, are often cluttered and in varying condition. Private walks are often in disrepair. Steps, snow and ice, newspaper boxes and other barriers limit circulation and wheelchair access on what would otherwise be considered adequate sidewalks.

Numerous travel lanes and traffic which often moves quickly create an unfriendly environment for pedestrians. The intersections at 149 Street and 170 Street are especially problematic, fostering vehicular rather than pedestrian priority.

The above issues are exacerbated by a lack of pedestrian-level lighting, street trees and building façade transparency. Many businesses along Stony Plain Road have covered their windows and there is little sense of having “eyes on the street.”

From an aesthetic point of view, the streetscape improvements that were built in the 1990s have reached the end of their life cycle and require updating and renewal. Planting street trees and other landscaping would help to reinforce the pedestrian character of Stony Plain Road and would help soften the interface between pedestrians and vehicles. A streetscape improvement plan is being completed as part of the Jasper Place Revitalization project.

In its current state, the pedestrian environment along Stony Plain Road does not encourage pedestrian-oriented commercial development.





## 2.5 TRANSPORTATION AND PARKING

### Assets

Along Stony Plain Road, there is an extensive number of surface parking lots. The street is typically fast-moving with high volumes of vehicular commuter traffic. On-street parking is currently available along portions of Stony Plain Road.

Stony Plain Road has the potential to provide a series of activity hubs along a transportation corridor, with access on foot, by car, by bus and, eventually, by LRT.

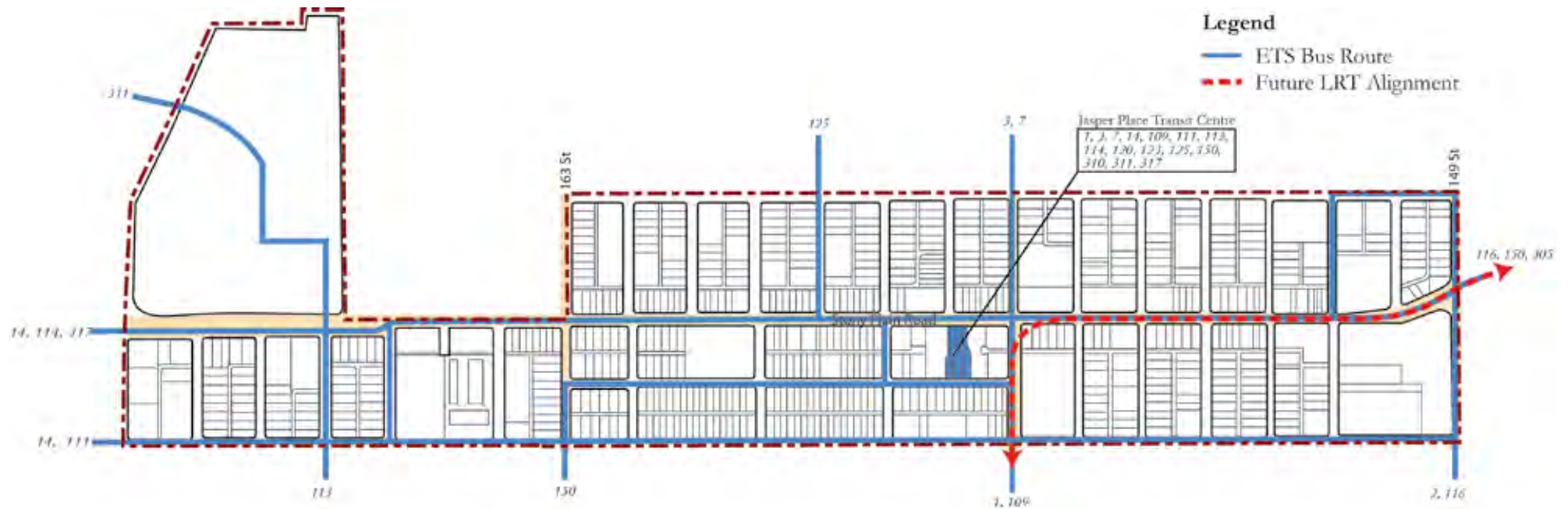
### Issues

A number of conflicts currently exist between the various roles of Stony Plain Road; a transit corridor, vehicular commuter corridor and pedestrian shopping street. A four-lane road with relatively high speed traffic creates an uncomfortable environment for pedestrians to walk, cross and shop.

On-street parking is currently limited along Stony Plain Road and is generally available on an off-peak basis. The success of Stony Plain Road as a vibrant shopping street is greatly affected by the amount of parking provided. It would not be favourable to the commercial area to decrease or remove on-street parking in the future. Attempts should be made to maintain, if not increase, available parking for consumers where feasible.

The freeflow nature of 100 Avenue limits connectivity between the commercial development and the communities of Glenwood and West Jasper Place. Consideration needs to be given to the pedestrian crossings along 100 Avenue to facilitate safe connections between the commercial development to the north and the residential development to the south.





## 2.6 LRT AND PUBLIC TRANSIT

### Assets

Along Stony Plain Road, there is extensive public transit service, including a large Transit Centre and several curb-side bus stops. Numerous bus routes serve the area, transporting passengers to all areas of the city, with express buses to downtown and West Edmonton Mall.

### Issues

The Transit Centre has limited access to and through the site on foot or in wheelchairs. Additionally, there is a lack of visibility to the Transit Centre from Stony Plain Road, making it difficult to locate. The Transit Centre may be redeveloped in the future, at which time it could be integrated with the future LRT platform at 156 Street and Stony Plain Road. Transit shelters and other infrastructure need to be updated.







## 2.7 PARKS AND OPEN SPACES

### Assets

Stony Plain Road is home to Butler Memorial Park, a small pocket park located at the intersection of four neighbourhoods and adjacent to a busy Transit Centre. This park is in a prime position to be redeveloped into a major public space when the Transit Centre is redesigned.

Westlawn Cemetery may provide a substantial green connection between the residential communities, the anchor commercial development at Mayfield Common and the main street in the future.

There is a safe shared use pathway along 100 Avenue that connects the West Jasper Place neighbourhood to the River Valley trail system via MacKinnon Ravine.

### Issues

The Stony Plain Road study area currently has few active public open spaces and parks. Butler Memorial Park is currently under used, lacks natural surveillance and programming. It, therefore, attracts many undesirable activities.

Westlawn Cemetery is privately owned, however, with cooperation from the owner, it may provide an opportunity for nearby residents to access the space for walks and respectful recreation. Improvements can also be made to the interface between the cemetery and the public realm to emphasize the open, green character of the block.

While the proximity of Stony Plain Road to MacKinnon Ravine is an asset, the 100 Avenue shared use pathway lacks visible signage and natural surveillance and is, therefore, under

utilized as a link to the Ravine system and the downtown. With proper wayfinding tools, Stony Plain Road could be marketed as a pedestrian and bicycle corridor, connecting to the city's extensive trail system. Furthermore, there is a lack of bicycle infrastructure, such as bicycle racks, along Stony Plain Road. Such amenities should be focused around the Transit Centre and main shopping anchors.





**“ Streets and their sidewalks, the main public places of a city, are its most vital organs. Think of a city and what comes to mind? Its streets.”**

Jane Jacobs,  
author of “ Death and Life of Great American Cities”, 1961

## **PART THREE: URBAN DESIGN VISION**

## 3.1 VISION STATEMENT

The Urban Design Vision is the product of extensive consultation in and analysis of the Stony Plain Road study area. The Vision is developed to parallel and support the ten strategic priorities for the area, as outlined in section 1.6.

Key planning and design principles of the Urban Design Vision include:

- Develop Stony Plain Road as a transit-oriented, mixed-use urban village;
- Implement Streetscape improvements, including wider sidewalks, trees, pedestrian lighting and street furniture. A key focus is improving the pedestrian experience between 149 Street and 158 Street;
- Encourage extensive north-south pedestrian movement with crosswalks and pedestrian priority signage at key intersections;
- Maintain on-street parking opportunities, where possible;
- Encourage pedestrian-oriented, mixed-use development along Stony Plain Road, up to a maximum of four to six storeys;
- Create a pedestrian friendly interface between the future LRT line and the pedestrian realm. This includes shared surface design for LRT and vehicular movement, a central alignment for the LRT and split station platforms to allow for ease of pedestrian crossing;
- Create a public gathering space that is highly connected to the pedestrian shopping street and to the surrounding neighbourhoods;
- Celebrate Edmonton's role as a winter city through seasonal festivals, lighting schemes, colour and environmentally-sensitive design;
- Create a community for everyone, including families, working professionals, seniors and students by fostering a vibrant public realm with a variety of activities, public spaces and opportunities for interaction; and
- Encourage and promote green building and sustainable design practices, quality architecture and urban design in the area.



## 3.2 GENERAL URBAN DESIGN RECOMMENDATIONS

The purpose of this section is to provide general urban design recommendations for new developments along Stony Plain Road and within the study area. This section identifies general development and design recommendations for:

- Land Use and Density;
- Pedestrian Realm;
- Built Form and Architecture;
- Roadway System;
- Transit System;
- Parking, Access and Loading;
- Bicycle Amenity;
- Parks and Open Spaces;
- Public Art;
- Design for a Winter City;
- Crime Prevention Through Environmental Design (CPTED); and
- Sustainability.



### Land Use and Density

The Vision for the Stony Plain Road study area includes medium density, low to mid rise developments containing a range of scales and uses. The area should contain a mixture of retail, commercial and residential development in buildings that average four storeys. Where appropriate, higher density development may be located in close proximity to the Transit Centre and future LRT platforms.

Street-level retail will be focussed along Stony Plain Road. Retail uses are most successful when located on a street with moderate levels of drive-by traffic, adequate curb-side parking, uninterrupted retail uses on both sides of the street and a quantity of retail that is sufficient to draw shoppers from other areas. Neighbourhood-serving retail, cafes, restaurants and professional offices are appropriate along Stony Plain Road.

Mixed-use developments will be encouraged along Stony Plain Road, with residential uses on the upper floors and retail at street level. Some office and commercial developments will be appropriate.

Ground floor residential is appropriate within certain Medium Density Residential areas.

Commercial and civic anchors are encouraged at intervals along the street. These include the Jasper Gates Shopping Centre, the redeveloped Transit Centre, Butler Memorial Park and the commercial anchor at Mayfield Common. Together, these anchors serve as “bookends” that help attract and retain visitors to the area and support infill investment.

### Pedestrian Realm

Essential elements of a pedestrian-friendly public realm include continuous, wide sidewalks lined with trees, pedestrian-oriented lighting, places to sit and mingle, slow-moving traffic, and safe pedestrian crossings at key corners that are in line with the sidewalk.

Where possible, canopy-forming street trees should be provided at 10 m intervals to buffer pedestrians from the vehicular realm and provide a visual softening to the built environment. Pedestrian oriented lighting should be provided. Additional lighting may be provided in the form of building flood lighting, landscaping flood lighting and seasonal lighting.

To reduce visual and physical clutter, where possible, all utilities should be located underground.



Directional pedestrian signage should be incorporated providing directions and distances to key destinations including Grant MacEwan University, the Transit Centre, Butler Memorial Park, shopping, MacKinnon Ravine and other attractions.

Development should be designed to maximize pedestrian activity on the streets. Direct and safe pedestrian routes, including marked pedestrian crossings, should be provided to major destinations in surrounding areas, including public transit facilities.



### **Built Form and Architecture**

The built form within the Stony Plain Road study area should be compact, walkable and distinctive. Buildings should showcase high-quality architecture, timeless materials and sustainable building technologies.

#### *Building Placement and Orientation*

Along Stony Plain Road, a minimum 3.0 m setback will be required. Buildings should be oriented to maximize pedestrian access to sunlight. Specific side-street setbacks are outlined in Section 3.3: Precinct Specific Urban Design Recommendations.

Consistent maximum setbacks encourage buildings to be placed near the street, resulting in an efficient use of land. Ground-floor uses are oriented toward the pedestrian realm which adds to the vitality and safety of the street. On residential streets, a consistent setback provides a semi-private transition and separation between



those traveling along public boulevards and those residing in adjacent buildings.

#### *Building Height and Massing*

Buildings along Stony Plain Road should average four storeys or 14.0 m, unless otherwise specified in Section 3.3: Precinct Specific Urban Design Recommendations. Building heights along Stony Plain Road should be a minimum of two and one half storeys or 8.6 m. Development up to 6 storeys or 20.0 m may be appropriate on the north side of Stony Plain Road near the Transit Centre and future LRT platforms at the discretion of the Development Officer.





Structured parking should be wrapped with retail and/or commercial uses at the ground floor. Architectural treatments should be applied to above-grade storeys to screen parking. Structured parking should be indistinguishable from other commercial uses along Stony Plain Road.

#### *Active Streetfronts*

All buildings along Stony Plain Road require active frontages with doorways and windows oriented to the street with a consistent setback to establish a continuous street edge. Parking lots in front of buildings should not be allowed. All commercial and residential tenants should have their own entrances. Building design and orientation should encourage pedestrian activity in the following ways:

- The maximum frontage facing Stony Plain Road should not exceed 10.06 m. Where a frontage exceeds 10.06 m, or the consistent development pattern for the surrounding area, the front façade of the building should

be designed to break the appearance into sections or modules consistently sized with other buildings in the immediate vicinity.

- Building entrances should address the main street and should be clearly visible and architecturally expressed;
- Building corners should be articulated through changes in scale, materials or other unique architectural treatments;
- Overhead weather protection in the form of awnings and canopies should be encouraged on all buildings;
- Commercial ground floor units should contain public or semi-public uses and should be visually transparent;
- Residential ground floor units should have direct, elevated individual entrances facing the main street; and
- Residential units should feature individual doorways, stoops, porches and windows, where possible.

#### **Roadway System**

Best practices in urban design associated with successful pedestrian commercial shopping streets strive to attain an allocation of approximately 40% of the right of way for pedestrian use, with approximately 60% dedicated to roadway.

Stony Plain Road could be reconfigured for wider sidewalks while maintaining parallel parking during off-peak hours. When the LRT is introduced, this configuration would change to one west-bound lane, one east-bound lane and a parking lane, where possible.





### Transit System

The effectiveness of transit is significantly impacted by the character and nature of surrounding development.

In order to support transit ridership, residential density should be increased within the study area, particularly near the proposed LRT platforms and the existing Transit Centre. Any increase in density must be appropriate to the context of the area in both form and character, and should contribute to the pedestrian environment in a positive manner.

The proposed LRT should operate on a shared right of way with the vehicular traffic. Efforts should be made to minimize any pedestrian-vehicular-LRT barriers.

### Parking, Access and Loading

In order to maximize the beneficial effects of parking, consideration should be given to the following:

- On-street parking be provided on at least one side of Stony Plain Road, where feasible;
- Private parking be provided underground or at the rear of buildings, with access from the lane;
- Access to service bays, loading, underground parking and surface parking should be at the interior of the block, off the rear lane; and
- Parking requirements may be reduced for residential and commercial buildings adjacent to the future LRT platforms.

### Bicycle Amenity

An extensive network of bicycle amenities should be provided within a 1.5 Km radius of the Transit Centre and proposed LRT platforms. These paths should run parallel to the transit lines, periodically coming to a “T” at the Transit Centre or LRT platform. Designated bicycle paths should not necessarily run on the same right of way as the tracks. They should be a minimum of 1.5 m in width.

Additionally, an enhanced pedestrian and bicycle connection should be incorporated at 149 Street, linked to the 100 Avenue shared use pathway to enhance the connection of Stony Plain Road to MacKinnon Ravine and the urban parkland network.

Bicycle parking should be located at each LRT platform and at the Transit Centre, as close as practical to the platforms. Where possible, bicycle parking should be sheltered.



### Parks and Open Spaces

With its proximity to the river valley and potential for future redevelopment, the Stony Plain Road area has an opportunity to introduce new open spaces and to connect to existing park and public space systems.

There are four main interventions necessary to enhance and redevelop the parks and open spaces within the study area. These include:

- Improve connections to the North Saskatchewan River valley via the MacKinnon Ravine;
- Redevelop Butler Memorial Park, if feasible, into an urban plaza where it can serve as a gathering place, a venue and/or a commemorative plaza;
- Program a series of community cultural and social activities in Butler Memorial Park and other public open spaces as a first step toward redeveloping these spaces as civic centres and public gathering spaces; and

- Develop new green/open spaces, particularly near future LRT platforms, as opportunities arise.

Family-oriented housing should be located adjacent to, or within walking distance of, parks and open spaces, where possible.

### Public Art

The inclusion of high-quality, diverse public art helps to shape and define a community, express its history and draw visitors into its boundaries.

Public art must be included, in accordance with the City's Public Art Policy, on all qualifying capital projects within the project area. Public art should also be encouraged as part of private developments.





### Design for a Winter City

All new development and streetscape improvements within the study area should give appropriate consideration to the winter climate in the following ways:

- Consider the prevailing winter winds during site design to provide protection from the elements and avoid the creation of adverse microclimatic effects;
- Orient buildings to maximize pedestrian access to sunlight, particularly along Stony Plain Road;
- Provide protection from the elements by way of awnings, canopies and well-designed transit shelters;
- Provide a variety of lighting types and sources to enhance the appearance of the shopping street during the winter months;
- Consider snow storage and removal in streetscape design;

- Create a landscaping or streetscape buffer to provide some protection to pedestrians from vehicular spray from rain, snow or slush; and
- Encourage the use of colour through landscaping, building materials, public art and streetscape elements which are attractive year round.

### Crime Prevention Through Environmental Design (CPTED)

All new development and streetscape initiatives should comply with Crime Prevention Through Environmental Design (CPTED) principles.

CPTED deters criminal activity through natural surveillance (visibility, positive social activities), natural access control (entry and exit points, fences), and natural boundaries (clear ownership, clearly marked private spaces). Specific CPTED strategies include:

- Clean up graffiti as soon as possible;
- Use decorative landscaping, murals, and lights to discourage tagging of buildings;
- Select trees that will allow for sightlines;
- Encourage neighbourhood activities, including block parties and park programming;
- Ensure streets are pedestrian friendly;
- Influence behaviours with bright, motivating, reflective colours on backgrounds;



- Increase visibility with lights and sightlines;
- Keep signs in good repair;
- Redesign space to increase sightlines and to reduce hiding areas;
- Clear transitional zones from public to private spaces; and
- Relocate gathering areas to places with the best natural sightlines and access control.

### **Sustainability**

All new development within the study area should strive to meet sustainability guidelines, as set out in *The Way We Green*. Sustainable development may be achieved in the following ways:

- Emphasis should be placed on the development and use of transit systems, including bus and LRT lines;
- Create a pedestrian-friendly environment to encourage walkability;
- Showcase and test sustainable initiatives such as, but not limited to, a range of low impact development features such as permeable surfaces, bioswales and rain gardens, low water landscaping, renewable energy/efficient street lighting, interpretive signage, etc. that aim to highlight the connections between ecosystems, infrastructure, and the urban environment;

- Encourage high-quality, environmentally sustainable developments intended for long-term use; and
- Contribute to a socially sustainable community by providing housing for a range of household types, sizes, ages and incomes in accordance with appropriate City policies.

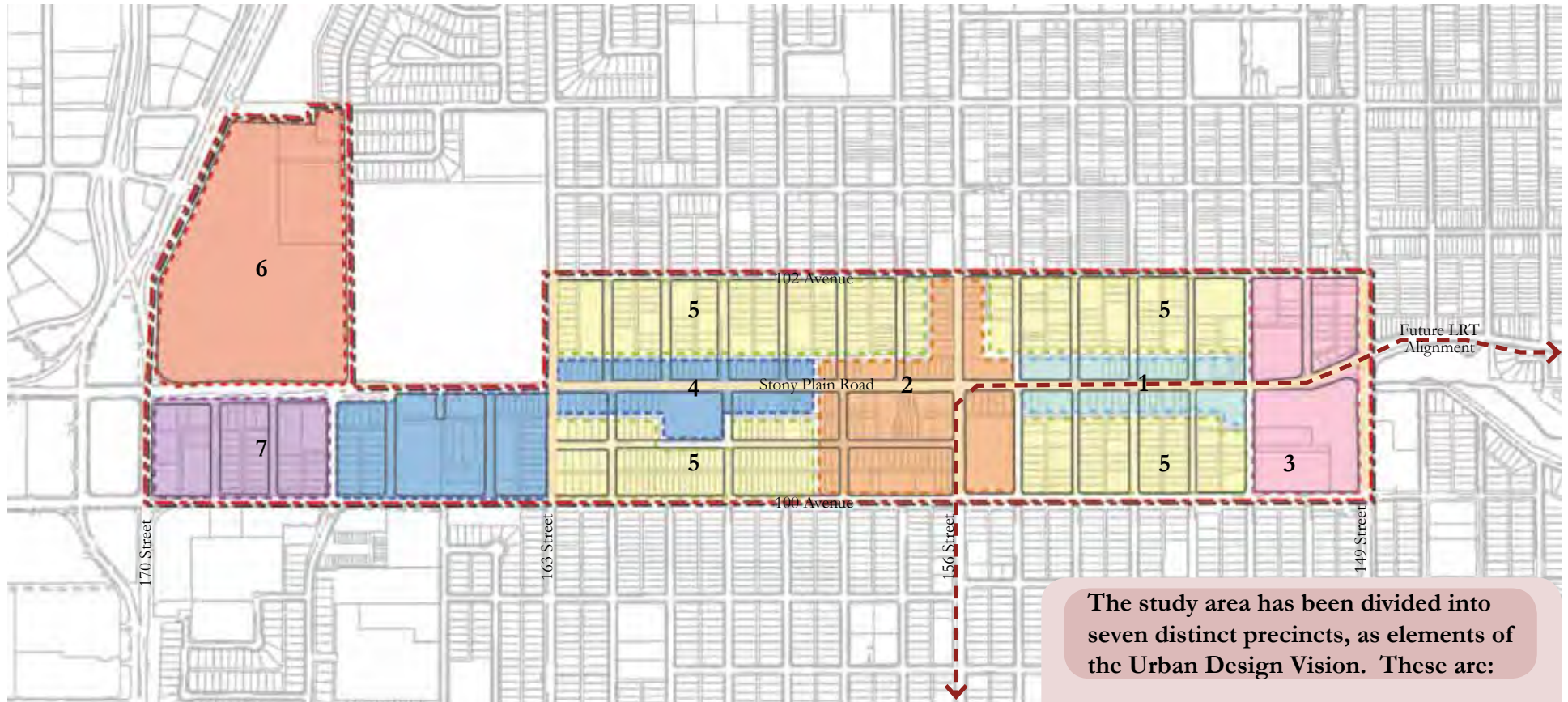


### 3.3 PRECINCT SPECIFIC URBAN DESIGN RECOMMENDATIONS

The purpose of this section is to provide precinct-specific design recommendations for new developments along Stony Plain Road and within the study area. This section identifies specific development and design recommendations for:

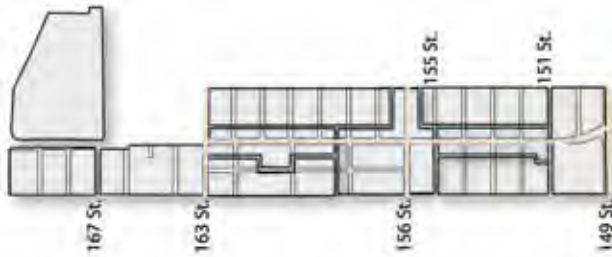
- Character;
- Land Use and Density;
- Pedestrian Realm;
- Built Form and Architecture;
- Roadway System;
- Transit System;
- Parking, Access and Loading;
- Bicycle Amenity; and
- Parks and Open Spaces.

### 3.3.1 PROPOSED CHARACTER AREAS



The study area has been divided into seven distinct precincts, as elements of the Urban Design Vision. These are:

- 1 Pedestrian-oriented Mixed-use Main Street
- 2 Town Centre Transit Oriented Development
- 3 Jasper Gates Transit Oriented Development
- 4 Destination Walkable Commercial
- 5 High Quality Medium Density Residential
- 6 Redeveloped Commercial Anchor
- 7 Prestige Commercial and Employment



Existing Conditions

## 1 Pedestrian-oriented Mixed-use Main Street

Located at the heart of the study area, the Pedestrian-oriented Mixed-use Main Street precinct occupies the area between 151 Street and 155 Street along Stony Plain Road. This precinct should be the focus of higher density residential, retail and employment uses.

### Character

The Pedestrian-oriented Mixed-use Main Street precinct should have a distinct, recognizable character. Buildings should provide a continuous, vibrant frontage along Stony Plain Road.

Streetscape and public realm improvements will contribute to the creation of a pedestrian-friendly public realm through the incorporation of wider sidewalks, pedestrian-oriented lighting, landscaping, crosswalks and street furniture.

The combination of a pedestrian-oriented public realm, a consistent streetwall, ground floor, pedestrian-oriented retail and the future urban-style LRT system will contribute to the creation of a vibrant, walkable shopping district.

### Land Use and Density

The area along Stony Plain Road from 151 Street to 155 Street should accommodate higher density pedestrian-oriented commercial development.

Along Stony Plain Road and on large development sites, 4 storey buildings with ground floor retail and residential uses on the upper floors are recommended. Neighbourhood-serving retail, cafes and restaurants are recommended commercial uses in this area.

### Pedestrian Realm

- Provide continuous sidewalks of 3.0 m width within the public ROW before LRT implementation, and at 2.25 m width within the public ROW with future LRT. Sidewalks should be lined with canopy-forming street trees at approximately 10 m intervals to buffer pedestrians from the vehicular realm and provide a visual softening to the built environment.

- Provide pedestrian-oriented lighting, spaced approximately 20 m apart.

### Built Form and Architecture

#### *Building Placement and Orientation*

- Buildings should be placed along Stony Plain Road to create a well defined streetwall with consistent setbacks.
- Front building face setback should be 3.0 m to allow for a total sidewalk width of 6.0 m before LRT implementation (see illustration on page 46) and total width of 5.25 m with future LRT (see illustration on page 48) that includes 3.0 m building setback. Occasional setbacks of greater than 3.0 m may be allowed to accommodate pedestrian-oriented uses, including sidewalk cafes, landscaping and architectural features.
- Buildings should be oriented to maximize access to sunlight along Stony Plain Road.



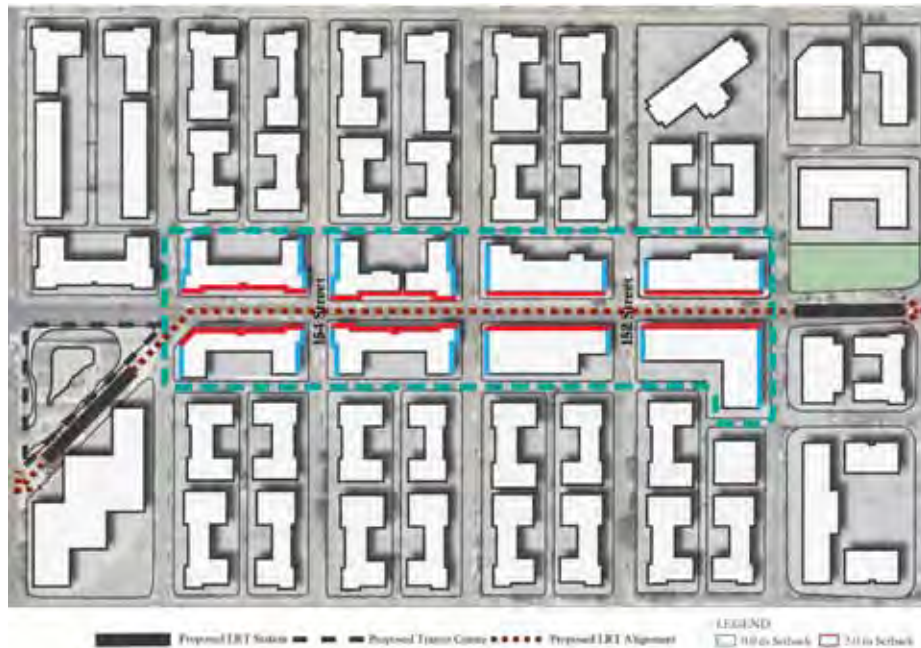
### Proposed Ground Floor Uses



### Proposed Upper Floor Uses



### Proposed Front Building Face Setbacks



#### Note:

- For illustration purposes only
- Transit Centre location and configuration to be further explored through the Jasper Place Area Redevelopment Plan process





#### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m. Development up to 6 storeys or 20.0 m may be appropriate on the north side of Stony Plain Road at the discretion of the Development Officer.
- Apartment housing should be encouraged on the upper storeys of buildings with commercial development at grade.

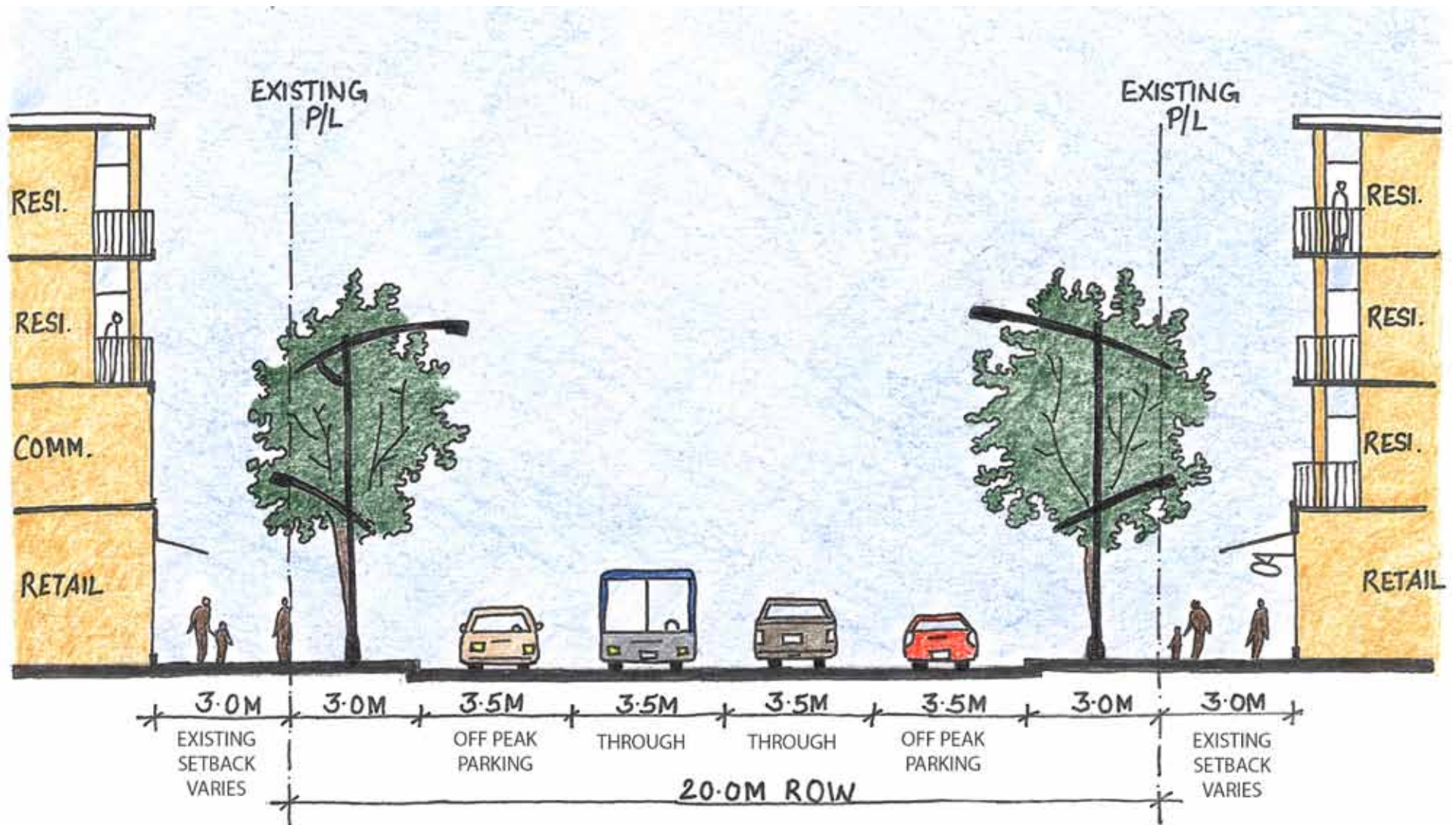
#### *Active Streetfronts*

- Within the Pedestrian-oriented Mixed-use Main Street precinct, 70% transparency at 1.5 m above grade is desirable.
- Maintain the fine-grained character of Stony Plain Road. The maximum frontage along Stony Plain Road should not exceed 10.06 m. Where a frontage exceeds 10.06 m, or the consistent historic development pattern for the street, the front façade of the building shall be designed to break the appearance into sections or modules consistently sized with other buildings on the shopping street.

- All entries to retail, residential and commercial units should face the main street. Multiple commercial tenants should each have their own entry. Residential units located above ground floor retail should have a dedicated entry to the lobby facing onto the main street.
- Access to sunlight along Stony Plain Road should be taken into consideration when buildings are designed. Stepbacks may be necessary to allow for sunlight penetration.

#### **Parking, Access and Loading**

- Wherever possible, on-street parking should be preserved within the Pedestrian-oriented Mixed-use Commercial precinct.



Proposed Vision  
 Stony Plain Road-Cross Section Looking West before LRT Implementation  
 151 St.- 154 St.

For illustration purposes only

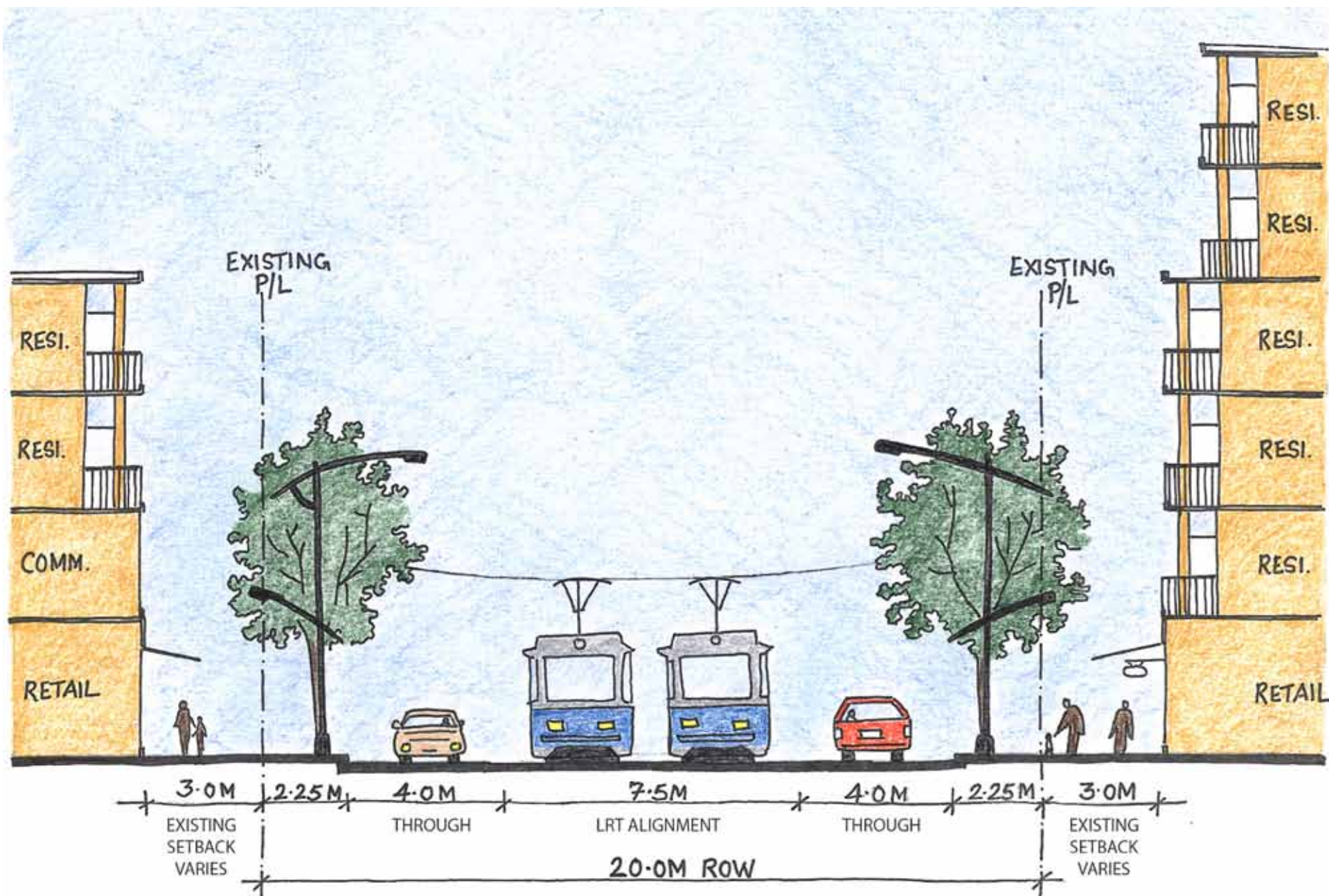




Proposed Vision  
Stony Plain Road Looking East

For illustration purposes only

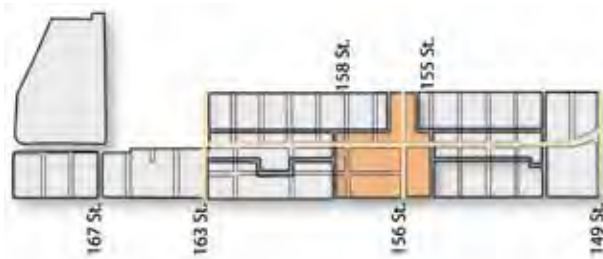




Proposed Vision  
 Stony Plain Road-Cross Section Looking West with Future LRT  
 151 St.- 154 St.

For illustration purposes only





Existing Conditions

## 2 Town Centre Transit Oriented Development

Located at the intersection of four neighbourhoods, the Town Centre Transit Oriented Development precinct, between 155 Street and 158 Street along Stony Plain Road, is home to the Jasper Place Transit Centre, a future LRT platform, retail development, a university campus and a public park. Future development in this area should reinforce the town centre character and should contribute to a vibrant, accessible and timeless public gathering space.

### Character

The Town Centre Transit Oriented Development precinct should become a vibrant hub of activity, accessible by transit, foot, bicycle or car. Surrounding development should be distinctive, creating a series of landmarks by which visitors can orient themselves. Activity could focus around a central public square, with buildings fronting onto the main street and the square.

The combination of a Transit Centre, future LRT platform, public plaza, university campus and

commercial development will contribute toward the creation of a vibrant, walkable town centre.

### Land Use and Density

The Town Centre area, at the intersection of Stony Plain Road and 156 Street should accommodate higher density pedestrian-oriented commercial development.

The area between Stony Plain Road and 100 Avenue should accommodate medium density multiple family housing, including row housing and quality low rise apartments.

The Transit Centre and future LRT platform should be well connected to enable transit riders to comfortably transfer between the bus and LRT systems, while providing opportunities to linger and engage in the area during their transfer.

Additional potential land uses within the Civic Centre area could include civic uses such as a

gathering place, public library, cultural centre, recreation facility, or a market.

### Pedestrian Realm

- Provide continuous sidewalks of 1.5 m width within the public ROW and at a total width of 4.5 m including the 3.0 m building setback. This wide sidewalk should be lined with canopy-forming street trees at approximately 10 m spacing to buffer pedestrians from the vehicular realm and provide a visual softening to the built environment.
- Provide pedestrian-oriented lighting, spaced approximately 20 m apart.
- Provide safe intersections with marked pedestrian crossings that are in line with the sidewalks, future LRT platform and Transit Centre, where appropriate.
- Provide special paving in crosswalks to emphasize the pedestrian right of way.



## Built Form and Architecture

### *Building Placement and Orientation*

- Buildings should be placed along Stony Plain Road and around the perimeter of the public square in such a manner that creates a well defined frontage with consistent setbacks.
- Front building face setback should be 3.0 m to allow for a total sidewalk width of 4.5 m (see illustration on page 53). Occasional setbacks of greater than 3.0 m may be permitted at the discretion of the Development Officer to accommodate pedestrian-oriented uses, including sidewalk cafes, landscaping and architectural features.
- Buildings should be oriented and stepped back, where necessary, to maximize pedestrian access to sunlight from the park and along Stony Plain Road.
- Transit Centre and LRT buildings and structures should be well integrated into their sites, with access from all sides.

### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m. Development up to 6 storeys or 20.0 m may be appropriate on the north side of Stony Plain Road, adjacent to the Transit Centre.
- Access to sunlight from the public park and along Stony Plain Road should be taken into consideration when buildings are designed. Stepbacks may be necessary to allow for sunlight penetration.

### *Active Streetfronts*

- For buildings facing Stony Plain Road and onto the park, 70% transparency at 1.5 m above grade is desirable.
- All entries to retail, residential and commercial units should face Stony Plain Road or the public park. Multiple commercial tenants should each have their own entry.
- Ground floor residential units should have individual, elevated entrances onto the main street.

## Transit System

- Transit ridership is impacted by the character and nature of surrounding development, therefore development proposals in the Town Centre precinct should focus on walkable, transit-oriented uses and designs.
- Transit Centre and LRT buildings and structures should be well integrated into their sites, with access from all sides.
- Provide adequate signage and bus schedules to direct transit riders.
- Incorporate an information kiosk with a community events calendar and space for event postings into the Transit Centre or plaza.
- Where possible, vehicular travel lane widths may be reduced to preserve on-street parking.
- A convenient connection between the Transit Centre and future LRT platform should be provided.



## Proposed Ground Floor Uses



## Proposed Upper Floor Uses



## Proposed Front Building Face Setbacks



Note:

- For illustration purposes only
- Transit Centre location and configuration to be further explored through the Jasper Place Area Redevelopment Plan process



### Parking, Access and Loading

- Any private parking provided in the Town Centre precinct should be located underground or at the centre of blocks, with access from the rear lane.
- All loading should take place at the rear of buildings, with access off the lane.
- On-street parking should be added on 100 Avenue between 155 and 158 Streets.

### Bicycle Amenity

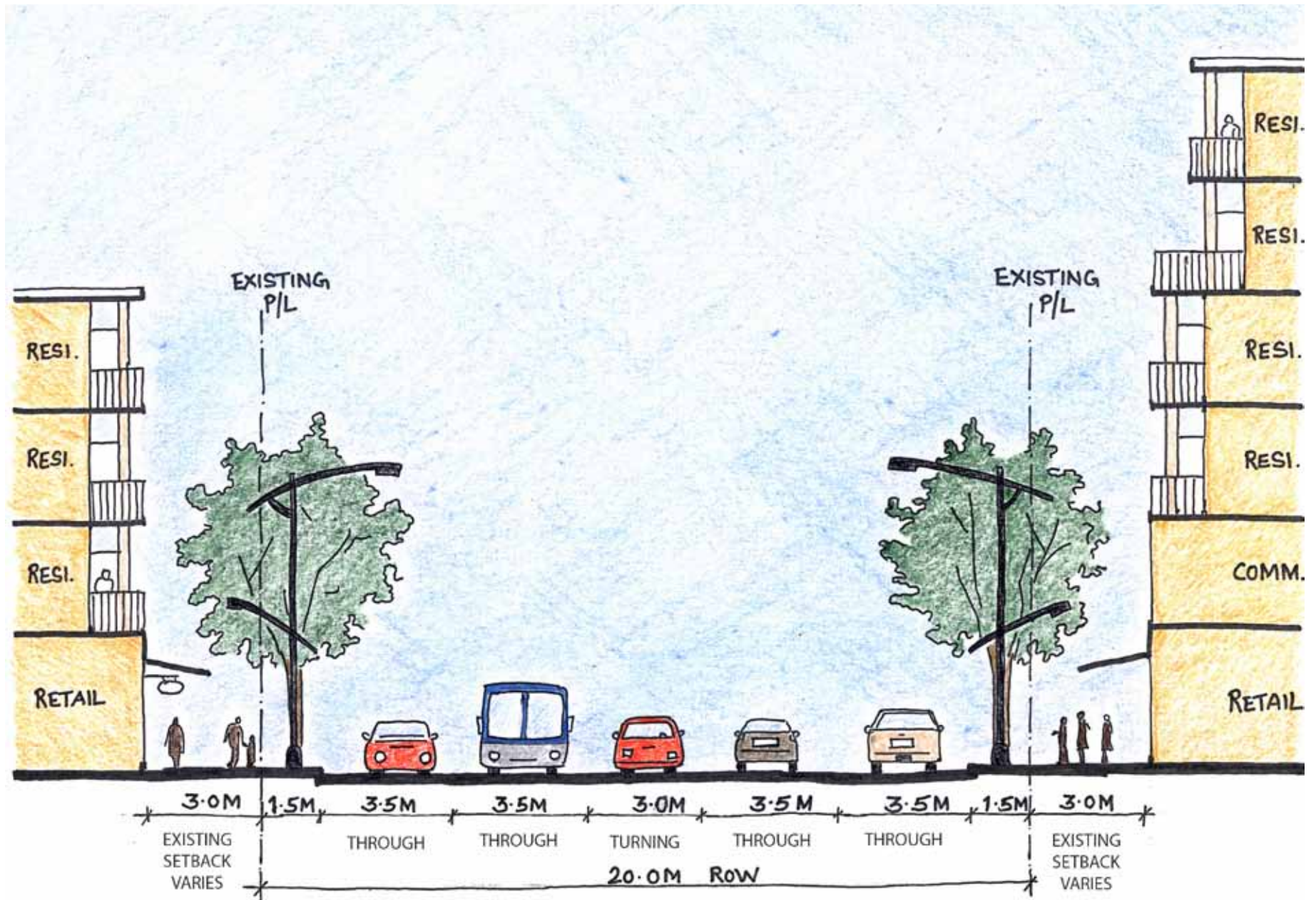
- Bicycle parking should be located at the proposed LRT platform and Transit Centre, as close as practical to the platforms. Where possible, bicycle parking should be sheltered.
- Bicycle access and amenities should be provided in the park.

### Parks and Open Spaces

- Programming for Butler Memorial Park should be considered in order to increase its vibrancy and use as a public gathering space and activity centre.

- A public open space with retail edges should be located adjacent to the Transit Centre and future LRT platform where it can serve as a gathering place, a venue for markets or festivals, and an overflow for transit patrons during peak travel periods. Relocating or reconfiguring Butler Memorial Park could be an option, this would require further exploration.
- Buildings should front onto the park, where possible, to increase natural surveillance and vibrancy of the space.
- Trees, sheltered areas and a mixture of hard and soft landscaping will all contribute to creating an attractive space for gathering, waiting and celebrating.





Proposed Vision  
Stony Plain Road-Cross Section Looking West  
155 St.- 158 St.

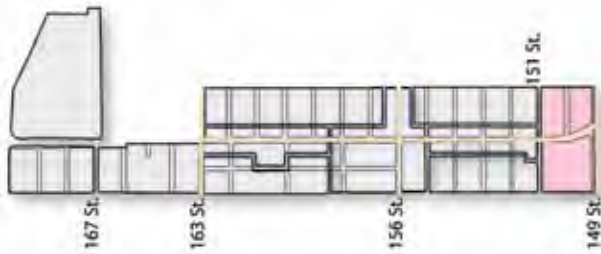
For illustration purposes only





Proposed Vision  
Stony Plain Road & 156 St. Intersection looking West

For illustration purposes only



### 3 Jasper Gates Transit Oriented Development

Located on the north and south sides of Stony Plain Road between 149 Street and 151 Street, the Jasper Gates Transit Oriented Development precinct is a commercial anchor home to major retailers and service providers. An LRT platform is proposed to be located on Stony Plain Road at this location, in addition to existing transit and vehicular access.

#### Character

The Jasper Gates Transit Oriented Development precinct should be home to unique, destination retail, commercial and office uses. By extending the existing roadway network through the site and orienting new development toward the pedestrian realm, Jasper Gates will be able to transform into a unique shopping and commercial destination that is highly accessible via transit, foot, bicycle and car.

Residential units above ground floor retail will provide a base population that will help support unique, neighbourhood-serving businesses, as

well as provide a larger ridership for the existing bus system and future west LRT line.

With careful consideration, new infill development can be created where the large parking lot is currently located, creating a destination shopping centre around a central public plaza. This combination of transit stops, including a future LRT platform, public plaza, residential infill and destination commercial development will contribute toward the creation of a vibrant, accessible transit oriented development.

#### Land Use and Density

The Jasper Gates Transit Oriented Development precinct should accommodate higher density commercial and mixed-use developments. Currently, large expanses of surface parking dominate the site, surrounded by single storey large retail development. Infill development should be considered, including an access roadway through the site.

Neighbourhood-serving and destination retail, eating and drinking establishments and professional offices are appropriate commercial uses in this anchor development.

#### Pedestrian Realm

- 150 Street has the potential to be extended through the anchor commercial site to integrate and promote the fine-grained character of surrounding development-future vision opportunity.
- Provide continuous sidewalks along Stony Plain Road at 1.5 m in width within the public ROW and at a total width of 4.5 m including the 3.0 m building setback. The sidewalk should be lined with street trees spaced approximately 10 m apart.
- Provide continuous sidewalks of 4.25 m width within the public ROW along side streets (see illustration on page 58)
- Provide pedestrian-oriented lighting, spaced approximately 20 m apart.





## Built Form and Architecture

### *Building Placement and Orientation*

- Buildings should be oriented such that active retail uses front onto Stony Plain Road or new interior roadways.
- Minimum front building face setback from the Property line:
  - Stony Plain Road: 3.0 m
  - 149 Street: 3.0 m
  - 150 Street: 0.0 m (no setback)
  - 151 Street: 0.0 m (no setback)
  - 100 Avenue: 3.0 m
- Infill development should take place in the existing parking areas along an interior north-south through road, to create a well-defined frontage with consistent setbacks.
- LRT platform should be well integrated with surrounding areas.

### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m. Development up to 6 storeys or 20.0 m appropriate adjacent to the future LRT platform.

- Access to sunlight along Stony Plain Road and along interior streets should be taken into consideration when buildings are designed. Stepbacks may be necessary to allow for sunlight penetration.

## Transit System

- Transit shelters and the future LRT platform should be well integrated into their sites, with pedestrian access from all sides.
- Transit ridership is impacted by the character and nature of surrounding development, therefore development proposals in the Jasper Gates shopping centre should focus on walkable, transit-oriented uses and designs.

## Parking, Access and Loading

Access to parking and servicing should be provided from the interior of the block off the rear lane.

## Bicycle Amenity

- Sheltered bicycle parking should be located in close proximity to the future LRT platform.
- Create a more pedestrian-friendly environment at the intersection of 149 Street and Stony Plain Road
- Connections for bicycles and pedestrians should be enhanced between the Jasper Gates shopping centre, the multi-use pathway along 100 Avenue and MacKinnon Ravine.

## Parks and Open Spaces

- An urban plaza should be located close to the future LRT platform.
- Trees, sheltered areas and a mixture of hard and soft landscaping will contribute to creating a clean, quiet and usable space for gathering, waiting and meeting.
- Buildings should front onto the streets and a future interior plaza, where possible, to increase natural surveillance and vibrancy of the space.



Proposed Ground Floor Uses



Proposed Upper Floor Uses

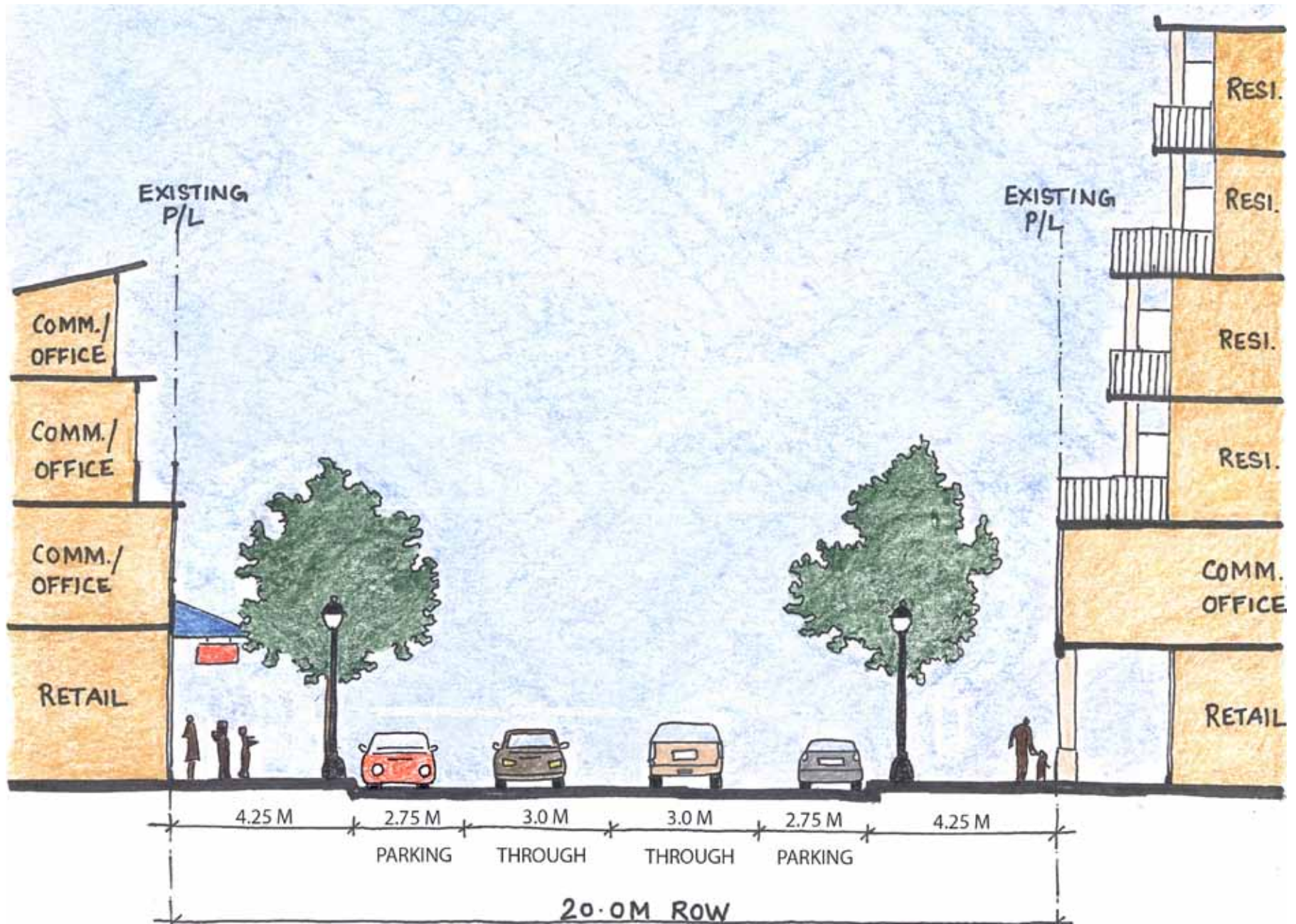


Proposed Front Building Face Setbacks



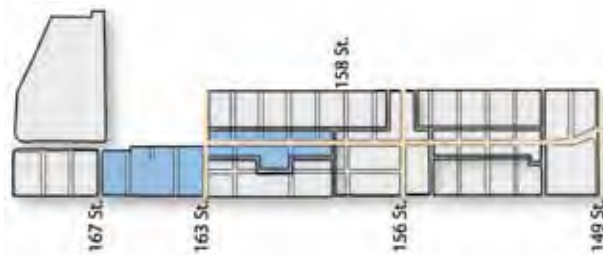
For illustration purposes only





Proposed Vision  
Jasper Gates-Side Street Looking North

For illustration purposes only



#### 4 Destination Walkable Commercial

The Destination Walkable Commercial precinct, between 158 Street and 167 Street along Stony Plain Road, should contain neighbourhood and region-serving destination retail, commercial and employment uses.

##### Character

The Destination Walkable Commercial precinct should have a distinct, recognizable character. Eventually, it may become part of the Pedestrian-oriented Mixed-use Main Street precinct.

Where new development occurs, buildings should be built up to a consistent 3.0 m setback. Parking lots in front of buildings should not be allowed. Buildings should be consistently built to their allowable maximum heights to encourage a sense of enclosure and continuous commercial frontage along Stony Plain Road.

Streetscape and public realm improvements will contribute to the quality of the public realm

and encouraging pedestrian activity through the incorporation of wider sidewalks, improved street and pedestrian-oriented lighting, landscaping, crosswalks and street furniture.

##### Land Use and Density

Over time, commercial focus should shift from vehicle-oriented retail and repair shops, to pedestrian-friendly region and neighbourhood-serving destination retail and commercial.

##### Pedestrian Realm

- Within the Destination Walkable Commercial precinct, provide continuous sidewalk of 1.5m width within the public ROW where a turning lane is required and at a total sidewalk width of 4.5 m including the 3.0 m building setback.
- Provide canopy-forming street trees at approximately 10 m intervals, where possible.
- Overhead weather protection in the form of awnings and canopies should be encouraged

on all buildings along Stony Plain Road.

- Provide safe, signalized intersections with corner crossings in line with the sidewalks.
- Provide pedestrian-oriented lighting, spaced approximately 20 m apart.
- Curb cuts should be minimized or eliminated, where possible. Where possible, limit vehicular accesses to two per block face.

##### Built Form and Architecture

###### *Building Placement and Orientation*

- Buildings should be placed along Stony Plain Road in such a manner that creates a well defined streetwall with consistent setbacks.
- Front building face setback should be 3.0m to allow for a total sidewalk width of 4.5m where a turning lane is required (See illustration on page 62), or 6.0 m in width without a turning lane. The wide sidewalk will provide adequate space for pedestrian activities and landscaping.



Proposed Ground Floor Uses



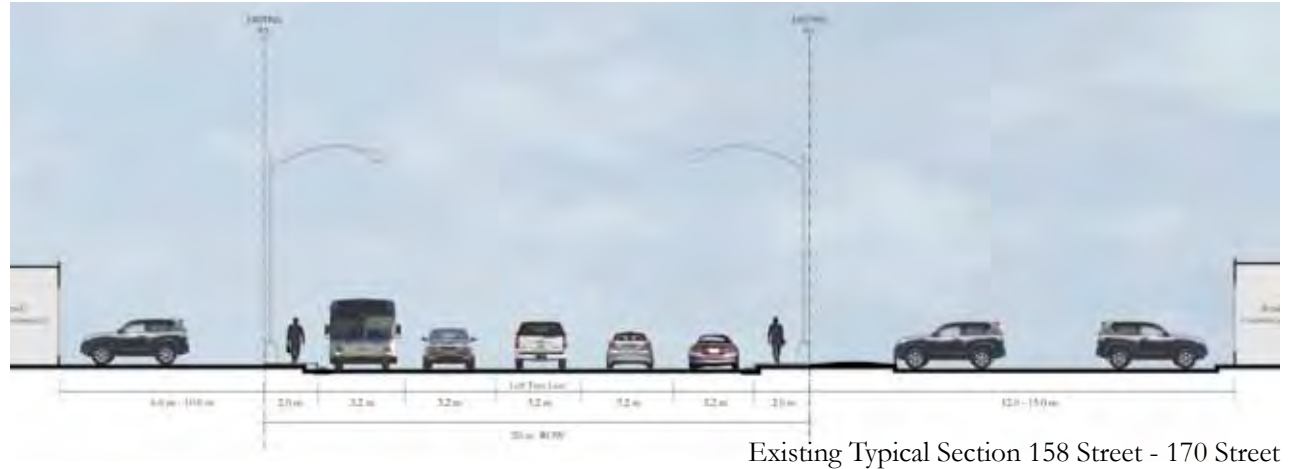
Proposed Upper Floor Uses



Proposed Front Building Face Setbacks



For illustration purposes only



Existing Typical Section 158 Street - 170 Street

#### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m.
- Apartment housing or office uses should be appropriate on the upper storeys of buildings with retail/commercial development at grade.

#### *Active Streetfronts*

- Within the Destination Walkable Commercial precinct, a minimum of 50% transparency at 1.5 m above grade is acceptable.
- The maximum frontage facing Stony Plain Road should not exceed 10.06 m. Where a frontage exceeds 10.06 m, or the consistent development pattern for the surrounding area, the front façade of the building shall be designed to break the appearance into sections or modules consistently sized with other buildings in the immediate vicinity.
- All entries to retail, commercial and office units should face the main street. Office uses located above ground floor retail should have

an individual entry to the lobby facing on to the main street.

- Access to sunlight along Stony Plain Road should be taken into consideration when buildings are designed. Stepbacks may be necessary to allow for sunlight penetration.

#### **Transit System**

- Transit shelters should be well integrated into their sites to encourage walkability and transit ridership.

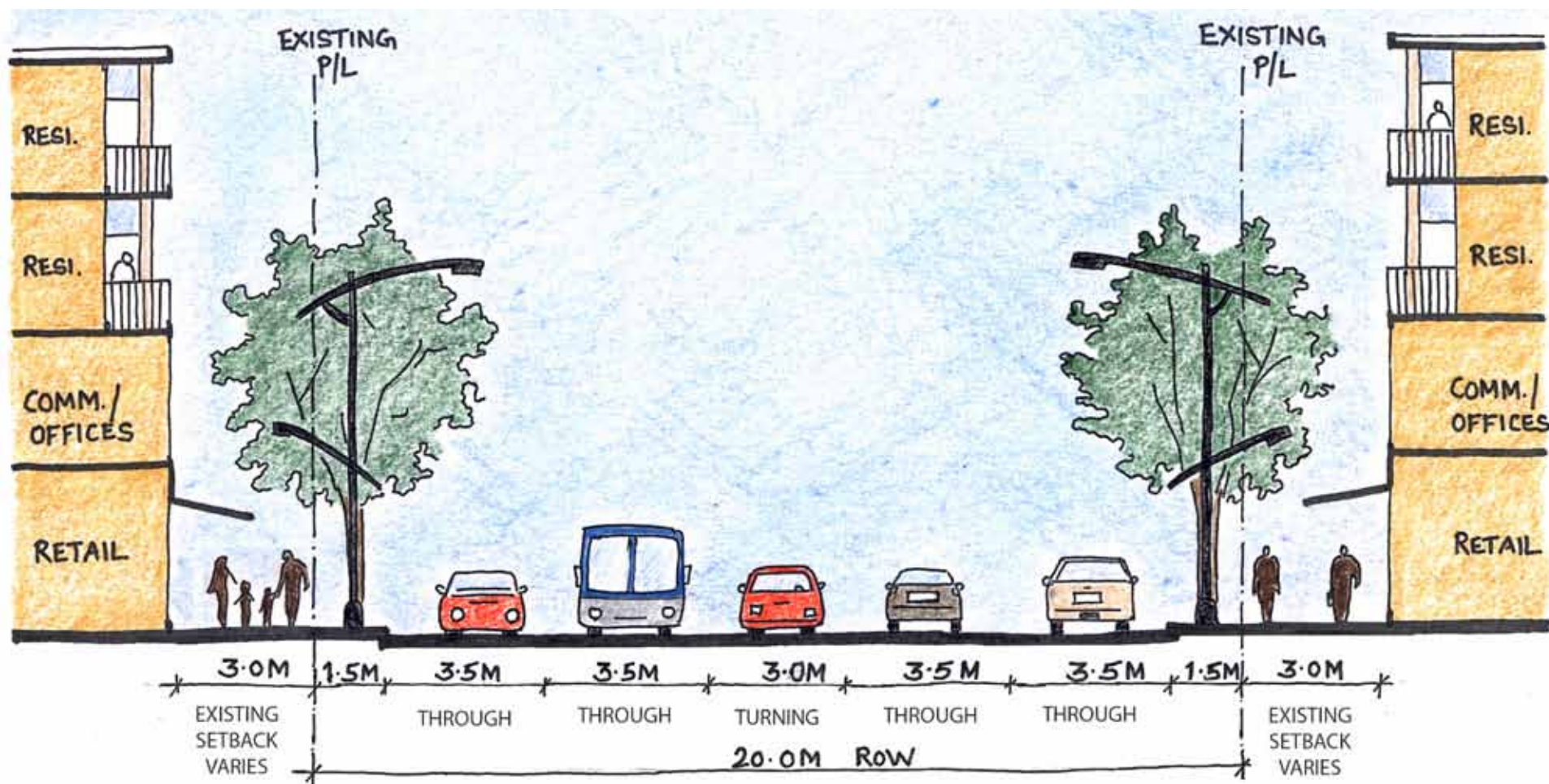
#### **Parking, Access and Loading**

- Where possible, on-street parking should be preserved.
- Additional private parking should be located underground or at the centre of blocks, with access from the rear lane.
- All loading should take place at the rear of buildings, with access from the back lane.

#### **Bicycle Amenity**

- Bicycle parking should be provided at intervals along Stony Plain Road to encourage active transportation and walkability





Proposed Vision  
 Stony Plain Road-Cross Section Looking West (with a turning lane where required)  
 158 St.- 167 St.

Note: No change to the existing land use between 163 St. and 167 St. on the North side.

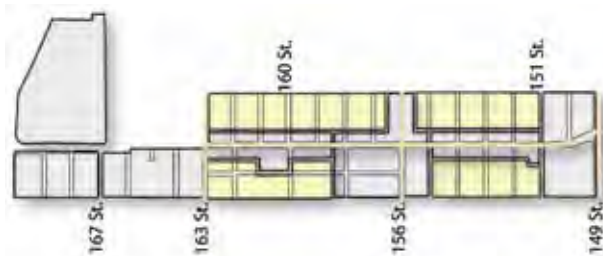
For illustration purposes only





Proposed Vision  
Stony Plain Road looking West (without a turning lane)

For illustration purposes only



## 5 High Quality Medium Density Residential

Existing stable mature residential areas to the north and south of the Stony Plain Road corridor will provide the foundation for the High Quality Medium Density Residential precincts. Future development in these precincts will expand the existing base population, helping support unique, neighbourhood-serving businesses, as well as providing a larger ridership for the existing bus system and future west LRT line.

### Character

The High Quality Medium Density Residential precinct should be compact, walkable and distinctive. Buildings should consist of a combination of walk-up apartments, townhouses and stacked row houses, using high quality materials and designed to address the street. New development should be appealing to a variety of ages and demographics, from families to seniors.

### Land Use and Density

The High Quality Medium Density Residential precinct should maintain its medium density

residential character. Intermittent, home-based commercial development may be permitted along 100 A Avenue as a discretionary use. More intense commercial uses should be concentrated along Stony Plain Road.

### Pedestrian Realm

- Within the High Quality Medium Density Residential precinct, continuous 4.25 m sidewalks within the public ROW should be provided (see illustration on page 67).
- Provide landscaped boulevards, lined with canopy-forming street trees at 10 m intervals.
- Provide pedestrian-oriented lighting, spaced no more than 20 m apart.
- Provide street furniture and pedestrian amenities where feasible.
- Discourage fenced front yards as these inhibit visibility and pedestrian interaction.

### Built Form and Architecture

#### *Building Placement and Orientation*

- Where possible, all townhouse and stacked row house units should be set back 3.0 m.
- Walk-up apartments should be set back 5.0m.
- Provide active residential frontages through the use of individual, elevated unit entrances and at-grade features including porches, stoops, staircases and projections/recesses.

#### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m.
- Building fronts should be articulated to reflect individual unit sizes.

#### *Active Streetfronts*

- To the north and south of Stony Plain Road, medium density walk-up apartments, townhouses and stacked row housing is appropriate up to a maximum of four storeys or 14.0 m. Buildings of more than 2 storeys should step back at the second storey.



Proposed Ground and Upper Floor Uses



Proposed Front Building Face Setbacks



- Note:
- For illustration purposes only
  - Transit Centre location and configuration to be further explored through the Jasper Place Area Redevelopment Plan process





- Residential buildings should contain a mixture of one, two and three bedroom units in order to serve a variety of demographics.
- For residential units, a minimum of 50% transparency above the first finished grade is desirable.

#### **Parking, Access and Loading**

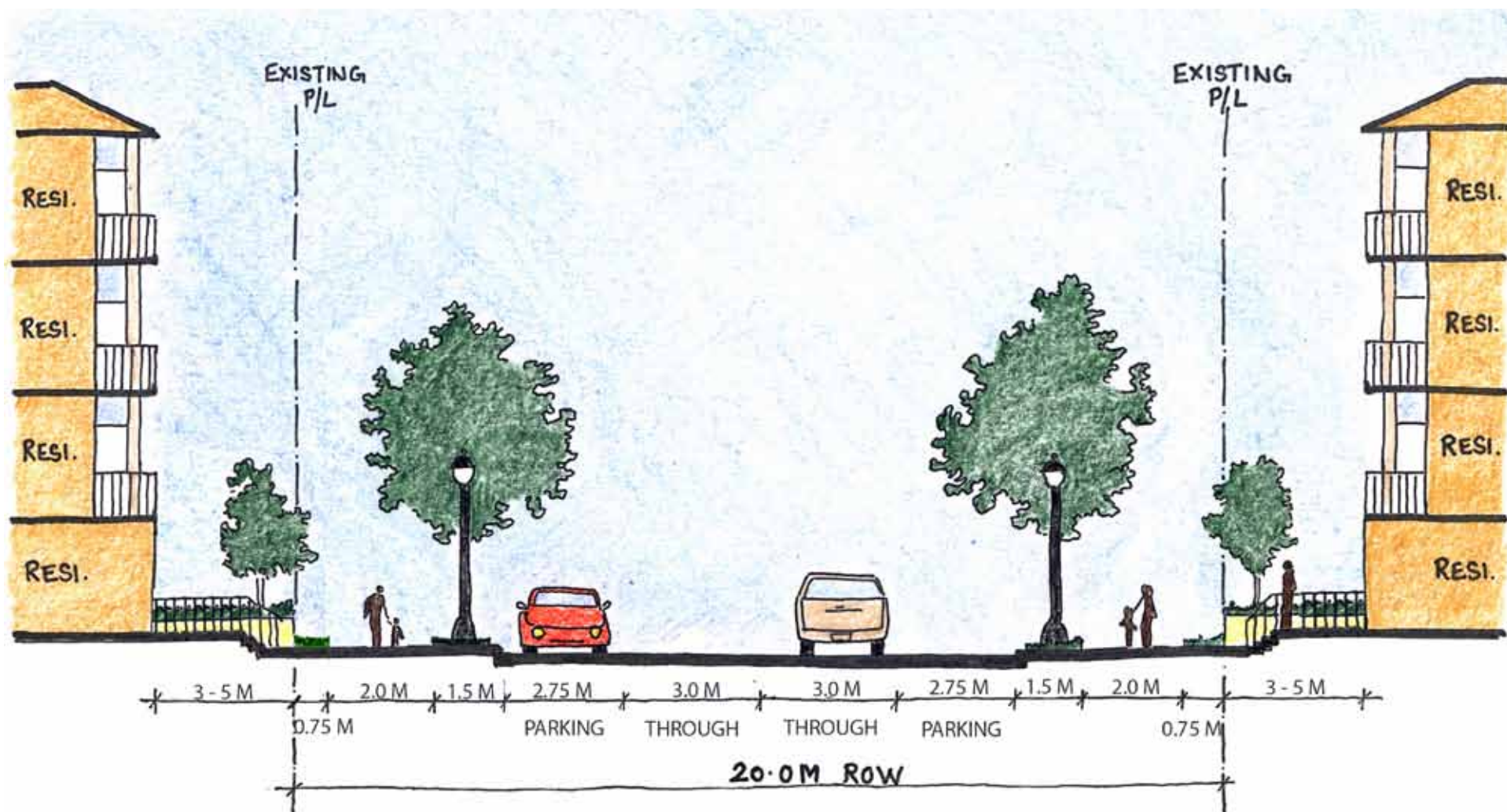
- Maintain on-street parking on 100 Avenue between 158 and 163 Street and add on-street parking on 100 Avenue between 152 and 155 Streets.
- All parking for residential units should be provided underground or at the interior of blocks, accessed via the rear lane.
- Parking requirements may be reduced for developments within 400 m of the Transit Centre or future LRT platforms, or for development involved in universal bus-pass, car-share or other related programs.

#### **Bicycle Amenity**

- Bicycle parking should be provided in all walk-up apartment buildings and new residential developments.

#### **Parks and Open Spaces**

- Where possible, family-oriented residential buildings should be built within 3 blocks of a neighbourhood park.



Proposed Vision  
Residential Street-Cross Section Looking North

For illustration purposes only





Proposed Vision  
Residential Street

For illustration purposes only





## 6 Redeveloped Commercial Anchor

Located north of Stony Plain Road between 167 Street and 170 Street, the Mayfield Common shopping plaza is a commercial anchor home to a number of major retailers.

### Character

The Mayfield Common shopping plaza should be home to unique, destination retail, commercial and office uses. By incorporating a combination of surface and underground parking into all new developments, dividing the site with one or more through roads and infilling the large expanses of parking, the area could be transformed into a commercial destination that is highly accessible via transit, bicycle, foot and car.

### Land Use and Density

Infill commercial development should be considered on this site along an interior roadway and 4 storey buildings (maximum) with ground floor retail and commercial/office uses on the upper floors. Destination retail, restaurants,

cafes and professional offices are appropriate commercial uses in this anchor development.

### Pedestrian Realm

- Along Stony Plain Road, provide continuous sidewalks of 1.5 m width within the public ROW where a turning lane is required and at a total sidewalk width of 4.5 m including the 3.0 m building setback.
- Provide safe pedestrian pathways through existing parking areas and along the interior roadway to provide pedestrian access.
- Provide pedestrian-oriented lighting, spaced approximately 20 m apart.
- Provide pedestrian refuge points for crossing Stony Plain Road at 170 Street and at points where the road is greater than 4 lanes in width.
- Curb extensions, a minimum of 6 m in length, could be used to minimize roadway crossing distances.

### Built Form and Architecture

#### *Building Placement and Orientation*

- Where possible, buildings should be oriented such that active retail uses front onto Stony Plain Road.
- Buildings should be placed along Stony Plain Road, 170 Street and future interior roadways in such a manner that creates a well-defined, continuous streetwall.
- Front building face setback:
  - Stony Plain Road: 3.0 m
  - Interior roads: 0.0 m (no setback)

#### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m.
- Access to sunlight along interior roadways should be taken into consideration when buildings are designed. Stepbacks may be necessary to allow for sunlight penetration.



### *Active Streetfronts*

- All new developments along Stony Plain Road should front onto the main street, not onto the internal parking areas.
- A minimum of 50% transparency is desirable at 1.5 m above grade along Stony Plain Road and interior roads.
- Infill development should be located on the existing parking lot, with underground or structured parking to accommodate the loss of spaces.
- The front façades of buildings should be designed to break the appearance into pedestrian-oriented sections or modules.

### **Transit System**

- Transit shelters should be well integrated into their sites, with pedestrian access from all sides.
- Transit should be located adjacent to, or within close walking distance of, retail storefronts. In the future, transit access could

be encouraged within the shopping centre along the new interior roadway to increase accessibility and encourage transit ridership.

### **Parking, Access and Loading**

- Future parking should preferably be located underground, where possible.
- Access to underground parking and servicing should be accessed off the lane at the rear of the building.
- Any parking structures should be wrapped in retail uses at grade and should be indistinguishable from commercial and retail uses.

### **Bicycle Amenity**

- Sheltered bicycle parking should be located within the shopping plaza.
- Connections for bicycles and pedestrians should be created between Mayfield Common and the shared use pathway along 100 Avenue.

- Provide adequate signage to direct bicycle traffic safely to and through the shopping plaza with maps and distances to the downtown, river valley and destinations in the west end.

### **Parks and Open Spaces**

- A public plaza should be provided near Stony Plain Road where it can serve as a gathering place and an overflow for transit patrons during peak travel periods.
- Trees, sheltered areas and a mixture of hard and soft landscaping will contribute to creating a clean, quiet and usable space for gathering, waiting and meeting.



Proposed Ground Floor Uses



Proposed Upper Floor Uses

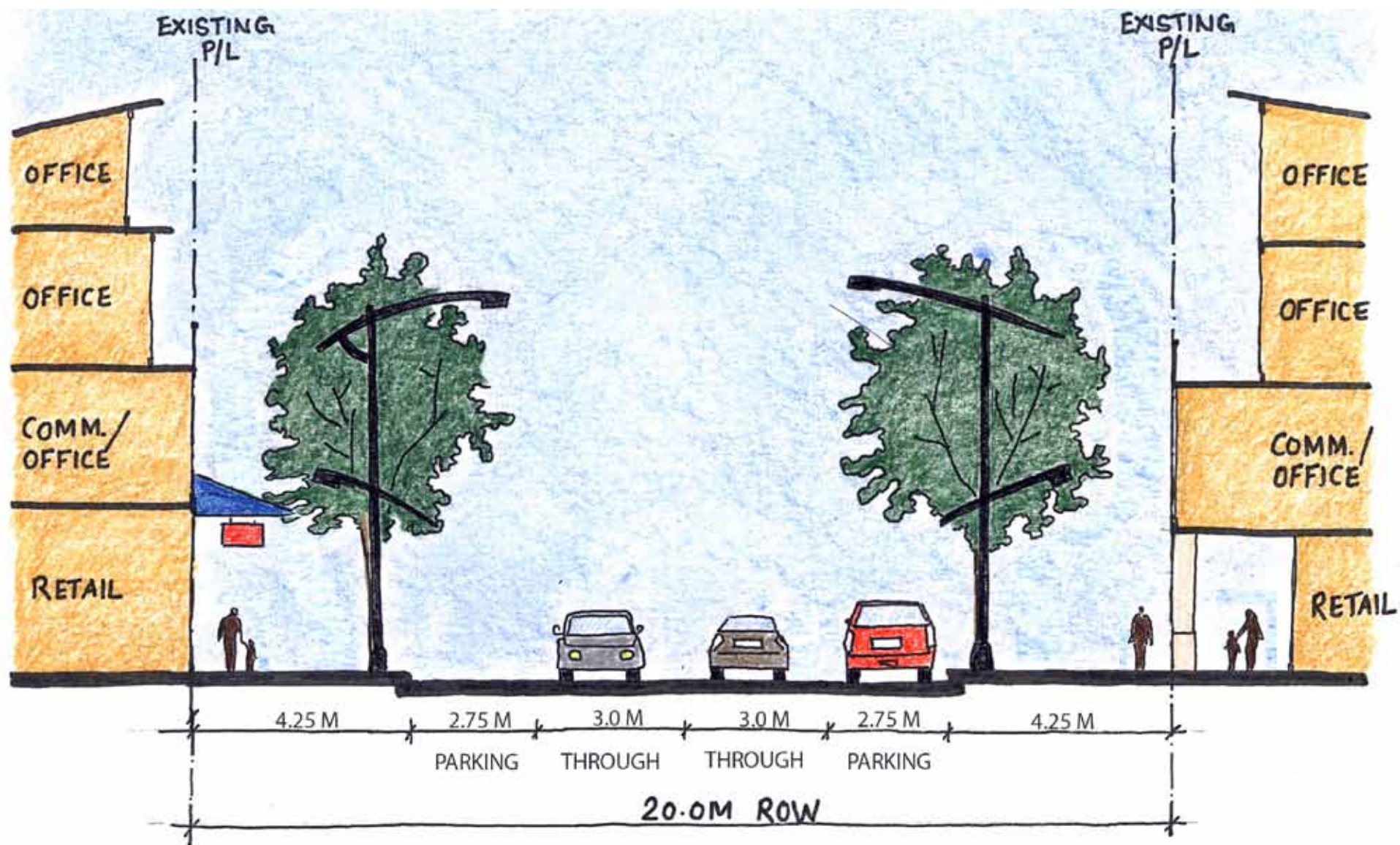


Proposed Front Building Face Setbacks



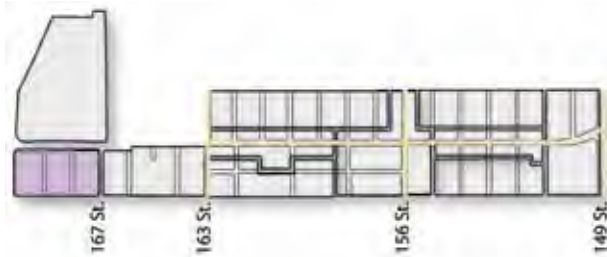
For illustration purposes only





Proposed Vision  
Mayfield Commons/Side Street-Cross Section Looking North

For illustration purposes only



## 7 Prestige Commercial and Employment

Located south of Stony Plain Road between 167 Street and 170 Street, the Prestige Commercial and Employment precinct is designed to accommodate employment uses, including offices and commercial retail developments.

### Character

The Prestige Commercial and Employment precinct should be home to street-oriented light industrial and employment uses. It should be accessible via public transit, bicycle and car.

### Land Use and Density

- Ground floor commercial uses are appropriate on sites with direct access to an arterial or collector road and should be supported by curbside parking.
- Large-scale stand-alone retail and auto-oriented uses are not appropriate for this location.

### Pedestrian Realm

- A width of 4.25 m sidewalk should be provided along 167, 168, and 169 Streets (see illustration on page 75).
- Street trees, pedestrian lighting and other pedestrian amenities should be provided, where possible.

### Built Form and Architecture

#### *Building Placement and Orientation*

- Buildings facing side streets should have a maximum setback of 6.0 m.

#### *Building Height and Massing*

- Maximum building heights of 4 storeys or 14.0 m along Stony Plain Road.
- Maximum building heights of 3 storeys or 12.0 m south of Stony Plain Road and on interior roadways.
- Where possible, the front façades of buildings should be designed to break the massing of the building into pedestrian-oriented sections or modules.

### *Active Frontages*

- Buildings should be placed with their fronts facing onto Stony Plain Road, 100 Avenue, 167 Street, 168 Street, 169 Street and 170 Street in such a manner that creates a well-defined streetwall.
- Where possible, all entries to commercial units should front onto the main street.
- Multiple commercial tenants should each have their own entry.

### Parking, Access and Loading

Parking for prestige commercial uses should be predominantly on-street, where feasible.

### Bicycle Amenity

- Sheltered bicycle parking should be located within the employment centre.
- Provide adequate signage to direct bicycle traffic safely to and through the area with maps and distances to the downtown, river valley and destinations in the west end.



Proposed Ground Floor Uses



Proposed Upper Floor Uses

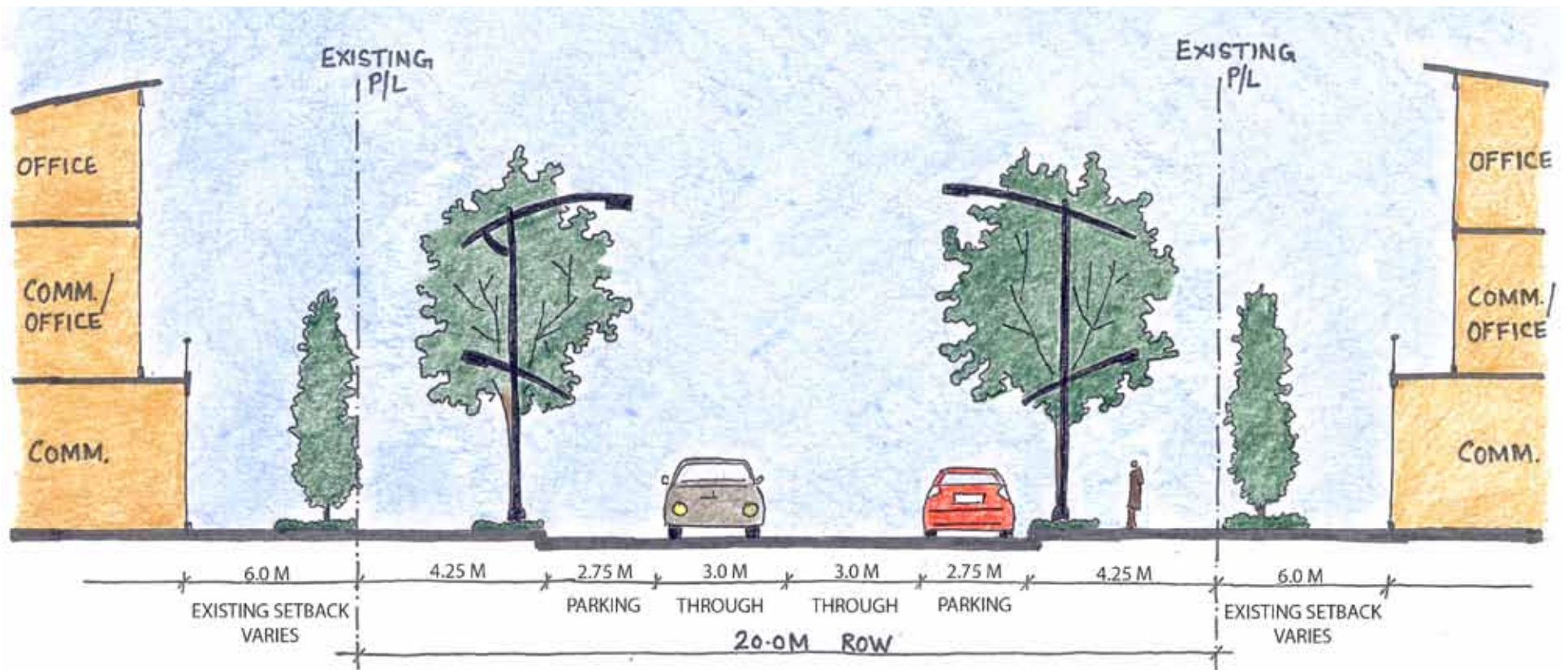


Proposed Front Building Face Setbacks



For illustration purposes only





Proposed Vision  
Prestige Commercial Side Street-Cross Section Looking North

For illustration purposes only



## PART FOUR: IMPLEMENTATION





## 4.1 IMPLEMENTATION

A key component of the Urban Design Vision for Stony Plain Road is the physical improvement of the existing public realm. Each street within the study area contributes to the overall character, quality and livability of the corridor.

In order to establish a transit-oriented, pedestrian-oriented mixed use district, it is imperative that future development be carefully planned and that this development fits within the objectives of the area.

Coordinating public and private investment activities will help maximize resources and encourage revitalization of the area. Where possible, public investment should be leveraged to encourage private investment along Stony Plain Road. Examples of public investment include streetscape improvements, the future West LRT line, improvements to the Transit Centre, Butler Memorial Park redevelopment, Grant MacEwan University and City-owned buildings.

## 4.2 AREA REDEVELOPMENT PLANNING PROCESS

The Stony Plain Road Urban Design Vision is one of a number of projects that are a result of the Jasper Place Revitalization Strategy (approved by Council in 2009). The Urban Design Vision will be implemented through an area redevelopment planning process.

An Area Redevelopment Plan (ARP) is a statutory document and must be approved by Council at a Public Hearing. A Public Involvement Plan and project schedule will be developed to guide this process.



## 4.3 STREETSCAPE IMPROVEMENTS

### General

The intent of this section is to illustrate streets that adequately balance the needs of pedestrians, cyclists, transit riders and drivers, while supporting an active commercial, retail and residential community.

The following general objectives are applicable to all streetscape improvements that are intended to create livable, walkable communities:

1. Require a minimum 3.0 m setback for all buildings along Stony Plain Road.
2. Provide generous sidewalks that are free of obstructions and universally accessible. Sidewalk widths may range from 2.0 m on a residential street to 4.5 m along the mixed-use retail main street.
3. Streets should be lined with canopy-forming street trees at approximately 10 m intervals.

4. Pedestrian-oriented street lighting should be provided at approximately 20.0 m intervals.
5. Amenities, including bicycle racks and street furniture, should be provided in a manner that compliments the character of the precinct.

Once public realm improvements are complete, a maintenance program should be undertaken to ensure the ongoing care of the street. The community, in collaboration with the City, should lead by example in terms of the maintenance, security and cleanliness of its commercial main streets.

The following streetscape improvement concepts illustrate the urban design vision both for streetscape improvements and for future development build-outs in the Stony Plain Road study area.





## Stony Plain Road (149 Street – 158 Street)

### Intent

A Consultant Team has been retained to develop a Streetscape Improvement Plan that includes:

- An overall Streetscape Concept Plan for the project area along Stony Plain Road between 149 and 158 Streets. The Concept Plan includes the design treatment of elements such as on-street parking, sidewalks, street crossings, pedestrian lighting, landscaping, street furnishings, way-finding/signage, public art, etc.
- Preliminary Streetscape Design along Stony Plain Road identifying all the above design elements for the blocks between 149 and 158 Streets.
- Detailed Streetscape Design Drawings along Stony Plain Road identifying all the above design elements and suitable for construction tendering for the blocks between 149 and 158 Streets.

### Principles

- Maintain on-street parking, where possible.
- Rebalance the street toward the optimal 60:40 vehicle right-of-way to pedestrian right-of-way to help foster a pedestrian-oriented, comfortable public realm.
- Improve the pedestrian-oriented mixed-use main street character by providing continuous sidewalks a minimum of 4.5 m in width.
- Encourage maximum height build-outs for new developments to provide a sense of enclosure and to rebalance the street toward the ideal 1:2 height to width ratio.
- Improve the pedestrian crossing conditions at 149 Street through curb extensions, pedestrian refuges and traffic calming measures.
- Maximize sunlight opportunities within the shopping area.
- Where space is limited, encourage wider sidewalks and patio opportunities only on the north side of the street.
- Provide safe intersections with corner crossings in line with the sidewalks. Scramble intersections may be considered at select locations.
- Require new developments to incorporate overhead weather protection, including canopies and awnings, for pedestrians.
- Provide pedestrian-oriented lighting at approximately 20 m intervals.
- Where possible, provide canopy-forming street trees at approximately 10 m intervals.
- Incorporate public art elements at intervals along the street.



## Stony Plain Road (158 Street – 170 Street)

### Intent

- To create a pedestrian-friendly, multi-modal destination commercial street that may eventually become part of the Pedestrian-oriented Mixed-use Main Street precinct.

### Principles

- Improve the pedestrian realm by providing wide, continuous sidewalks, a minimum of 4.5 m in width.
- Buildings should be set back 3.0 m to provide a sense of enclosure and to create a continuous streetwall.
- Encourage maximum height build-outs for new developments to develop a sense of enclosure for pedestrians and to rebalance the street toward the ideal 1:2 height to width ratio.
- Provide safe intersections with corner crossings in line with the sidewalks.
- Limit vehicular curb cuts to two per block face.
- Require new developments to incorporate overhead weather protection, including canopies and awnings, for pedestrians.
- Provide pedestrian-oriented lighting at approximately 20 m intervals.
- Where possible, provide canopy-forming street trees at approximately 10 m intervals.
- Encourage on-street and side street parking to support local businesses.
- Improve the pedestrian crossing conditions at 170 Street through curb extensions, pedestrian refuges and traffic calming measures.





## Stony Plain Road and 156 Street Intersection

### Intent

- To create a pedestrian-friendly, transit-oriented town centre that connects LRT, bus, institutional uses and retail, and that may eventually become part of the Pedestrian-oriented Mixed-use Main Street commercial area.

### Principles

- Improve the pedestrian realm by providing wide, continuous sidewalks, a minimum of 3.0 m in width.
- Buildings should be set back 3.0 m to provide a sense of enclosure and to create a continuous streetwall.
- Encourage retail development to spread south along 156 Street to provide a connection between the commercial areas along Stony Plain Road and 100 Avenue.
- Encourage residential development to spread north along 156 Street to provide a connection between the mixed-use and medium density residential areas.
- Provide safe intersections with corner crossings in line with the sidewalks, especially adjacent to the Transit Centre and future LRT platform.
- Require new developments to incorporate overhead weather protection, including canopies and awnings, for pedestrians.
- Provide pedestrian-oriented lighting at approximately 20 m intervals.
- Where possible, provide canopy-forming street trees at approximately 10 m intervals.





## 4.4 PARKS AND OPEN SPACES

A great public space gives meaning and identity to residents and visitors alike. These spaces are the centres of the cultural and social lives of a community, where people both experience and teach others about their cultural heritage and civic pride. Public spaces serve as economic catalysts, impacting their surroundings through design and programming as part of a greater civic district.

While existing recreation facilities and green spaces are located to the north and south of Stony Plain Road within the adjacent neighbourhoods, there are opportunities to create gathering spaces at intervals along the main street.

There are two general types of open spaces proposed:

- Town Square
- Public Plaza

Within these open spaces are opportunities for public art, historic interpretation, programming, seating and play areas. Further detail design studies should be undertaken to improve the environment within and adjacent to Butler Memorial Park and as part of the future redevelopment of the anchor commercial areas.



## Town Square Concept

### Intent

- To create an urban park adjacent to the Transit Centre and future LRT platform to serve as a gathering place, a venue for markets or festivals, and/or an overflow for transit patrons during peak travel periods

### Principles

- The park should be easily accessible by foot, bicycle or transit. Adjacent crosswalks should be well marked with lights timed for pedestrians. Traffic should be slow-moving and transit stops should be located nearby.
- Adjoining streets should incorporate tree-lined boulevards and wide sidewalks.
- If feasible, Butler Memorial Park could be relocated adjacent to the future LRT platform and form part of the Town Square.

- Adjacent civic and retail buildings should front onto the park, where possible, to increase natural surveillance and vibrancy of the space.
- A prominent, vertical element such as a clock tower, should be included to create a focal point and landmark within the newly created town centre.
- A major work of public art should be incorporated into the design of the park.
- Historic information may be included in the form of plaques, engravings or works of art.
- Programming and establishment of a management structure for the redeveloped town square is a key ingredient for its long-term success.





## Public Plaza

### Intent

- To create an urban plaza to serve as a gathering place, a resting area for shoppers and an overflow for transit patrons during peak travel periods.

### Principles

- Adjoining streets are to incorporate wide sidewalks and tree-lined boulevards.
- The urban plaza at Jasper Gates should be located on Stony Plain Road. The urban plaza at Mayfield Common should be close to, though not directly on Stony Plain Road.
- Trees, sheltered areas and ample seating may contribute to creating a clean, quiet and usable space for gathering, relaxing and waiting.
- Adjacent buildings should front onto the plaza, where possible, to increase natural surveillance and vibrancy of the space.

- A significant work of public art should be incorporated into the design of the public plaza.
- The plaza should be versatile and should accommodate a range of uses in a variety of seasons.



## 4.5 PEDESTRIAN AND CYCLING CONNECTIONS

Accessibility and walkability are critical to the creation of a vibrant, sustainable community. Offering people a variety of transportation options, including walking, cycling and public transit, in addition to vehicular access allows an area to function at a variety of speeds and scales.

### **Pedestrian Environment**

To encourage walkability, it is imperative to provide continuous, wide sidewalks for pedestrians. Within the Pedestrian-oriented Mixed-use Main Street precinct, sidewalks should be a minimum of 4.5 m in width. Pedestrian-oriented lighting and canopy-forming street trees should be provided at regular intervals.



### **Crosswalks**

To encourage active transportation, it is important to provide safe intersections with crossings in line with the sidewalks. Signalized crosswalks could be provided at regular intervals along Stony Plain Road. Where there are more than 4 lanes of traffic, a centre refuge could be provided for pedestrians.

### **Bicycle Network**

To encourage cycling, designated bicycle paths or bicycle lanes may be provided parallel to, though not necessarily along, Stony Plain Road. There is an existing shared use pathway along 100 Avenue for this purpose. Links to this pathway from Stony Plain Road should be incorporated via signage and protected north-south pathways. Furthermore, secure, sheltered bicycle parking should be located as close as practical to the Transit Centre, major shopping destinations and future LRT platforms.

The Stony Plain Road study area is a gateway to the MacKinnon Ravine, an entrance to one of the largest stretches of urban parkland in the world and home to a number of designated walking and cycling trails. Incorporating adequate signage, including walking and cycling times and distances would encourage use of this system and would highlight the connections between the Stony Plain Road area and the city's urban parkland network.



## 4.6 PUBLIC TRANSIT

With plans for the future west LRT line underway and the potential future rehabilitation of the Jasper Place Transit Centre, opportunities to incorporate and promote public transportation in the study area are extensive. Bus stops and future LRT platforms should be well designed and accessible from all sides.

Crosswalks should be provided at all major transit stops to provide safe crossing opportunities for pedestrians and transit riders.



## 4.7 ON-STREET PARKING

On-street parking contributes significantly to the creation of sustainable, pedestrian-oriented shopping districts. Surface parking lots contradict the principles of walkability and transit-oriented development. Parking principles for the study area include:

- Provide at least one lane of parallel parking along Stony Plain Road, preferably along the north side of the street.
- Any surface parking should be located at the rear of buildings, with access off the lane. New, large-scale developments should incorporate underground parking.
- Provide angle and/or parallel parking along the north-south side streets.
- Every effort should be made to preserve on-street parking within the Pedestrian-oriented Mixed-use Main Street precinct.
- Add on-street parking on 100 Avenue between 152 and 158 Street.





## 4.8 UTILITY IMPROVEMENTS

Servicing requirements for the area include sanitary, storm, water, power, gas, telephone and cable television. Every effort should be made to coordinate services and reduce clutter along Stony Plain Road. Additional design interventions may include:

- Wherever possible, all overhead wires should be placed underground. The exception to this is the catenary system for the future LRT line.
- Potential to provide precinct-specific designs for manhole covers, as a contribution to public art in the area.
- Provide power sources at the bases of street trees in order to support seasonal lighting, where possible.



## 4.9 ADDITIONAL NEIGHBOURHOOD INVESTMENT

### Façade Improvement Program

The Façade Improvement Program encourages commercial building owners to invest in façade renovations and storefront improvements for their building through grants to cover a portion of renovation costs. A grant can match up to 50% of eligible costs to a maximum of \$30,000 per façade. These projects create a more interesting, appealing environment on the street to attract people and businesses to the area.

This program is intended to:

- Make city streets a more inviting and interesting place to walk and shop.

- Help building owners attract and retain tenants.
- Build civic pride among the local business community.
- Contribute to the quality of life of residents, workers and visitors.
- Promote the marketability of the local business area.



### Development Incentive Fund Program

The City of Edmonton’s Development Incentive Program is a grant-funding program intended to assist in the revitalization of specific main street commercial areas in the city called “Enterprise Areas.” Property owners in these Enterprise Areas may be eligible for funds to invest in new development, redevelopment, and/or conversion of their properties (see table at right).

Property owners must meet the program guidelines to qualify and funding will be designated on a first-come, first-served basis.

Development Type	Reimbursement Grant
Multi-unit residential development (residential only)	\$7,000 per new dwelling to a maximum of 36 dwellings (minimum of 10 new dwellings created)
Multi-unit residential development (mixed-use projects)	\$12,000 per new dwelling to a maximum of 36 new dwellings, with dwellings located above eligible ground floor retail and commercial uses
Interior improvements for new retail and commercial businesses	Up to 50% of construction costs for interior improvements to a maximum of \$15,000 per retail and commercial use building
New retail and commercial development	5% of the total construction value to a maximum of \$40,000 per new retail and commercial use building





## Neighbourhood Renewal

The City of Edmonton's Neighbourhood Renewal Program is focused on the renewal and rebuilding of roads, sidewalks, and streetlights throughout the City.

A key aspect of the renewal program is ensuring Edmonton's neighbourhood infrastructure is in good condition. Condition ratings are used to select neighbourhoods for the Neighbourhood Renewal Program. Every year, one-quarter of the City's local roads are inspected for the condition of the pavement, curbs and sidewalks. Sidewalk problems may include trip hazards, cracks, and surface damage. Road problems may include cracks, potholes, ruts, distortion and raveling.

Canora and West Jasper Place are scheduled for reconstruction between 2011 and 2014.



# APPENDIX A



## APPENDIX A: SUN SHADOW STUDIES

A series of sun shadow studies were completed to analyze the impact of increased height on sunlight penetration along Stony Plain Road. Development heights of 4 storeys on the north and south sides of the street are shown to have minimal impact on access to sunlight for pedestrians. In order to preserve this access to sunlight, any development above 4 storeys should be located on the north side of the street only.



September 21 at 10 am



September 21 at 4 pm



December 21 at 10 am



December 21 at 4 pm



March 21 at 10 am



March 21 at 4 pm



June 21 at 10 am



June 21 at 4 pm

## APPENDIX B

## **APPENDIX B: CONSULTATION FEBRUARY 7, 2009**

A workshop was held on February 7, 2009. Approximately 35 people attended. The workshop consisted of a presentation, group mapping activities and a facilitated discussion.



## Results - February 7, 2009 Workshop With Jasper Place Residents, Property And Business Owners

To a certain extent, each of the ideas documented below have implications for the plan, for zoning and for the future streetscaping improvements. But in order to avoid repetition and for easier understanding, ideas have been categorized in the following fashion:

- Ideas that have broad support through the workshop process; ideas for which some disagreement still exists or which this planning process may not have control over.
- The scale of the ideas, in terms of planning action:
  - Plan Level: these ideas will be addressed primarily through policies in the Land Use and Urban Design Plan. These ideas are usually big picture interests and relate to the overall look, feel and functioning of the Stony Plain Road area. Because planning is a hierarchical process, Plan Level ideas have implications at the Zoning Level and the Streetscaping Level.
  - Zoning Level: these ideas are more specific to uses and physical form at the level of individual properties, grouped into Commercial/Mixed Use and Residential areas that will be identified in the plan. Zoning Level ideas address how specific properties will contribute to the goals of the plan.
  - Streetscaping Level: these ideas are very specific to the streets and sidewalks, and must of course relate directly to the Zoning Level, as it is the streets that connect properties and people to one another. These ideas relate specifically to the public space and transportation aspects of the plan.

### Ideas With Broad Support

#### Scale: Plan Level

- Village-type feel, especially in Town Centre/TOD area. Encourage a more traditional architectural approach through the use of brick, wood and other materials typically seen in historical districts such as Whyte Avenue.
- “Comfy” feel for residential seen as desirable.
- Offer the opportunity for more positive activities in public spaces.
- Expand Butler Memorial Park – increase visibility by placing it at the intersection, provide community facilities adjacent to or within park, allow for Farmer’s Markets and other events, mix of activities.
- Direct good interaction between private and public spaces, with pedestrian-focused elements for design.
- Good connectors – ensure a good flow of pedestrians to and from neighbourhoods and within the planning area.
- Connect the ravine better with surrounding areas, physically and through signage/entrance features. Connect other green spaces in the area better.
- Affordable housing should be included in plan policies, but it should not be concentrated in particular locations.
- Density bonusing for taller buildings seen as a good idea, particularly to support increased amenities in the area (parks, community facilities).

#### Scale: Zoning Level

- Commercial/Mixed Use Areas:
- Design with consideration for wind and shadows, with stepbacks for upper storeys on higher buildings.
- Create a consistent street edge – bring buildings up to the street, place surface parking behind buildings or underground.
- Encourage narrow building frontages to support smaller businesses/more variety.
- Decrease signage clutter through regulations.

#### Residential Areas:

- Architectural standards to ensure better quality buildings, and hopefully attract a mix of residents.
- Buildings should relate well to the street, with direct entrances for row houses and apartment units at ground level.
- Semi-private patio spaces should be allowed for at ground level to encourage residents to occupy the street and bring them into more contact with neighbours. Can take the place of sometimes-sterile front lawns.
- Consider reducing front yard setbacks to bring buildings closer to the street.
- Row housing along the lines of SPR in Grovenor seen as attractive by many.
- Zoning should allow for a mixed building typology: apartments, row houses and stacked row houses.

#### Scale: Streetscaping Level

- Provide trash containers, especially by bus stops.
- Slow down traffic on SPR to improve pedestrian environment.
- Widen sidewalks – allow for tables on sidewalk seating areas.
- Remove trolley wires.
- Provide better bike facilities and expand bike routes.
- Improve crossings of 100 Avenue.
- Street trees, in residential areas as well.
- Entrance signage to area.
- Improve lighting, especially in little-used spaces like lanes.
- Provide a clock tower, perhaps in the park.
- Benches near activity centres and shops.
- Improve bus shelters and create a unique look for them.

#### **Ideas With Some Disagreement Or That Pose Challenges For Implementation**

As there were different messages coming from the various groups on these ideas, we have compared the different ideas and made our own recommendations. We have also responded with comments if the ideas are something that this process could have little influence over.

#### Scale: Plan Level

- West of Jasper Place Transit Centre, some thought that SPR should remain automobile focused, rather than switching entirely to pedestrian-oriented form. Others felt the area should convert entirely over time.
  - Comments: This area can be distinguished from the areas further east through zoning regulations. Whereas areas east of 158 Street will be required to be pedestrian-focused, the area west of the Transit Centre can be more flexible, allowing for mixed use development where developers consider it to be feasible, but requiring new auto-focused uses to at least improve the pedestrian environment (placing parking away from the street, and bringing at least some buildings up to the sidewalk and other design improvements).

- In Commercial Anchors (Mayfield Common, Jasper Gates) some preferred no residential at all, some felt limited residential was appropriate, while some thought towers at Mayfield Common could make sense. There were also comments about how these areas could be improved for pedestrian access, and how they should relate to the street more, instead of turning their backs.
  - Comments: This can be addressed through the plan, setting out basic guidelines for the redevelopment of these sites. If a developer wishes to include residential development at either of these sites, the plan can call for DC2 zoning, which would require community consultation, negotiation with the Planning Department and a decision by City Council.
- Move City facilities to SPR/Town Centre area (Police, library, Community Services office. Also, shuttle bus service along SPR and to Mayfield Common.
  - Comments: This can be suggested in the plan, but ultimately those decisions may pose financial or operational challenges for the different departments. Council may need to make decisions on these items.
- City should do catalyst redevelopment projects to spark developer interest in the area.
  - Comments: This will already happen via streetscaping and redevelopment of the park/transit centre. The idea of the City purchasing and redeveloping other properties has already been discussed internally, but would require funding, and therefore City Council will have to decide.
- Use the cemetery as a park, to better connect shopping with residential communities
  - Comments: The cemetery is private property, so it is dependent upon the owners being open to the idea of increasing public access.

#### Scale: Zoning Level

- Height was probably the most complex set of ideas discussed.

Residential Areas: Some felt that residential areas should be limited to 4 storeys, while some felt that up to 6 storeys was appropriate.

Mixed Use Areas: All groups were comfortable with 6 storeys, though some felt that heights on the south side of SPR should be limited to 4 storeys to limit shadowing.

- TOD Area: Some felt 8 storeys was acceptable in this area, while some did not distinguish between TOD and the Mixed Use area and preferred 6 storeys as a maximum. Some suggested that 8 storeys would be acceptable for a landmark building on the Howard Johnson (Saxony) Hotel site.
  - Comments: Though there were some differing opinions, the general consensus for maximum heights was 6 storeys. We recommend:
    - Residential Areas: 4 storey max.
    - Mixed Use Areas: 6 storey max on north side of SPR, 4 storey max on south side of SPR, with stepbacks required above the 4th storey to reduce bulk and shadowing.
    - TOD Area: 6 storey max where TOD overlaps with Residential Areas, with stepbacks required above the 4th storey to reduce bulk and shadowing. No changes to height where TOD overlaps with Mixed Use Areas.
- Limit adult stores and pawn shops through zoning tools.
  - Comments: This is possible, but challenging, as discussed on previous occasions. Removing the use class “Second Hand Stores” to avoid pawn shops also removes the possibility of thrift or antique stores. Removing the use class “General Retail” to avoid adult video stores and the like is even more problematic. These uses could be made discretionary (which requires notification), or the use classes could be defined more narrowly through DC1 zoning. This may be possible, and we will continue to explore the idea.



- In Mixed Use areas, some felt that office uses should be discouraged, while others felt that office uses should be concentrated around the Town Square to keep it busy during the day.
  - Comments: Flexibility can be built into the zoning to allow for office uses above the first floor and a mix of commercial and residential, but also to ensure that office use doesn't become the dominant feature of the area.
- Provide more variety in neighbourhood-focused shopping and encourage “positive” businesses.
  - Comments: Zoning cannot require specific types of stores or services, and the zoning is already very broad in terms of what it allows. This might be accomplished by the BRZ attempting to recruit more of the types of businesses the community would like to see.
- Encourage more student and seniors housing.
  - Comments: Although this can be provided for through the zoning, there is no way to require it. MacEwan College could be approached regarding developing student housing in the area, though there are concerns that MacEwan may be planning to leave.

#### Scale: Streetscaping Level

- Change on-street parking by removing parking entirely on SPR, or put angle parking on SPR, and/or add angle parking on side streets adjacent to commercial uses, and/or operate parking in shared lots throughout the area, possibly managed by the BRZ, to place the right amount of parking in the right locations.
  - Comments: We have identified the need for a parking study, for which a consultant could be hired. All of these ideas can be explored through this study to determine the most practical approaches that provide for parking while considering traffic movement and the desire to “tame” traffic. Angle parking on SPR may be problematic due to space constraints.

## APPENDIX C

## **APPENDIX C: CONSULTATION MARCH 25, 2009**

A public open house was held on March 25, 2009. Approximately 103 people attended. The open house consisted of a presentation, information panels and a facilitated discussion. Of the 103 attendees, only 26 chose to complete feedback surveys.



## OPEN HOUSE TALLY MARCH 25, 2009

*The numbers do not add up for the separate issues as not all people answered all the questions. Positive comments refers to agreement with the general vision, goals and objectives of Jasper Place Revitalization. Negative comments refers to disagreement with this vision. Concerns expresses agreement to an extent, with a caveat that certain issues might arise.*

### 1) Improve the pedestrian character of Stony Plain Road, allowing for more sidewalk space and taming traffic.

	I like it	I can live with it	I oppose this direction
#	22	4	0

#### Positive Comments:

- Nice street lamps from 149 Street to 170 Street
- I support this exciting proposed project 110%; it is about time to upgrade and develop the Stony Plain Road and area, more power to you!!
- This is a positive idea; it would essentially turn Stony Plain Road into a “granola type district,” similar to Whyte Avenue and 124th Street
- Parking need at present time. Signs where to go!!
- Create walkways and redesign Stony Plain Road or 100 Avenue as a Boulevard with trees
- I think this is just what the neighbourhood needs, more pedestrian traffic. That would also make it so the police presence, especially in the evenings, needs to be there as well
- Stony Plain Road needs to be more pedestrian friendly. With nice streetscaping and removal of sleazy businesses, people will feel safer and use the various restaurants and shops
- As it exists, Stony Plain Road is unwalkable. The intersection at SPR and 149 Street is particularly unfriendly to pedestrians. In fact, I do not even drive down SPR if I can take 100 Avenue, let alone walk down SPR
- It is time – this area has been allowed to deteriorate for far too long – after 50 years, it is no longer safe and that is a shame. It is almost impossible to cross the street even at the lights
- It’s still a main road and carries traffic both ways, as does 100 Avenue. This was set when the MacKinnon Ravine Freeway was not built. It would be nice if it could look more like Whyte Avenue

#### Concerns:

- LRT? Crime is still a problem (drugs and alcohol); zoning must match this goal; parking is a real issue, especially on side streets – can parking be limited to one side of each side street?
- How will this coordinate with the City’s Master Transportation Plan, the proposed LRT routing option for this area and the fact that Stony Plain Road and 100 Avenue are major transportation corridors for traffic in and out of the city from the west?
- Caution: Businesses rely on vehicle, bus and pedestrian traffic (staffing and sales) in that order. Do not sacrifice the availability of access to that traffic, or businesses will suffer. Do not reduce number of traffic lanes. Remember to address parking needs of vibrant businesses
- Turning traffic will be a challenge; need to figure out how LRT and 100 Avenue fit into the picture

## 2) Increase density and height up to 6 storeys along Stony Plain Road and close to the Transit Centre and 4 storeys elsewhere.

	I like it	I can live with it	I oppose this direction
#	15	6	4

### Positive Comments:

- Excellent!! I do not think that any normal citizen or community member will oppose this very exciting project and also this project will create jobs for our city
- Would want nice four-storey buildings
- I support 6 storeys as long as provisions are made to ensure enough light at the street level

### Negative Comments:

- Increasing density will not reduce crime in the area
- Don't crowd the street, maintain set backs. Ensure main floor retail have access to parking for staff and customers (no piggy backing on neighbours)
- Totally opposed to this. No apartments as they only increase criminal activities, drugs, etc. Only businesses along Stony Plain Road
- The higher density has not proven a great thing south of Westlawn Cemetery. There are two apartment blocks that have caused some problems
- Would like to see 3 storeys only. Sun is my issue for the residential houses that have been there 40 to 50 years and have nice yards. Also, would like to see the number of pawn shops and undesirable businesses reduced

### Concerns:

- Farmer's market area is needed
- A better choice of retail stores would be desirable; some (not all) of the stores are a bit junky (pawn shops, sex boutiques, massage parlours, etc.)
- Boundaries to 4 storeys elsewhere is throughout the entire single-family residential areas in these neighbourhoods, or would that be restricted to major transportation routes?
- What are your plans if LRT runs down 100 Avenue? This plan does not make sense if LRT runs down 100 Avenue – you need to promote the pedestrian/living environment next to the LRT
- Caution about blocking natural sunlight on roadways and sidewalks – winters are too long and days too short in Edmonton for walkers and early evening shoppers
- The Butler Memorial Park has not been a pleasant area to be as it is north of the bus terminal. At one time, Council looked at moving it to 100th Avenue but that was considered too expensive. It spent around \$200,000 to finally leave it. Now putting the park on the other side, east of the terminal, does not fix the problem
- The 6 storey buildings should be set back, otherwise the road will become a canyon without sunlight
- I can live with this as long as we get higher building standards. If all your building is low rentals, like we already have so many of, then we will be making this neighbourhoods worse and not better. We already have more than our fair share here
- We do not necessarily need more apartment buildings around here but access to public transit is a good thing
- This would be a great thing but it's a long way from one to the other – very ambitious. How about aiming for “clusters,” which would be more in keeping with the idea of community? Another Whyte Avenue is not necessary.

### 3) Put in place new, stronger regulations for building design in the area.

	I like it	I can live with it	I oppose this direction
#	17	7	1

#### Positive Comments:

- Perfect project proposal!!
- Yes, it's dated
- This will take us in a better direction and will help improve the look of the whole neighbourhood, which it really needs. If we could get rid of the 24-hour sex shops and the pawn shops, it would be great
- All the 3 storey walk-up apartments in this area are quite unattractive; character architecture would really spruce things up a lot
- Parking lots and underground parking is essential to improving walkability and the attractiveness of SPR
- Wonderful – 'tis time. Underground parking should be mandatory for any new apartment buildings, etc.
- It is a real jumble now

#### Negative Comments:

- Increasing density will not reduce crime in the area
- Like pushing for underground parking, but too many 'design controls' will limit business growth. Let marketplace drive architectural design. Focus instead on permitted uses and create supportive public spaces
- Do parks go well with exhaust fumes from buses?

#### Concerns:

- Parking should be around the back of retail outlets; a place for garbage bins and big trucks is also needed – both delivery and garbage trucks
- If the retailers, business owners or home owners are not forced out of their residence, then fine; otherwise, no. Leave it the way it is. People should have a choice whether to stay or whether they move.
- Need Area Structure Plan first to prevent incompatible land uses or inappropriate development
- You will not get developers to do this without incentives
- Create zoning for senior homes and Home Care Centres, with great recreational and social activities. Would like to see a nice Home Care Centre for elders or people with disabilities
- We live in a northern climate – what draws people into communities and onto streets in winter? Tim Hortons/coffee and chocolate. A sledding hill, a skating rink – with a place to go for a hot drink on a cold sunny day. With increased density, would children's play space/park be appropriate?



#### 4) Extend the pedestrian character of Stony Plain Road further west of the Transit Centre over time.

	I like it	I can live with it	I oppose this direction
#	18	5	0

##### Positive Comments:

- Stony Plain Road and community area really needs revitalization and development
- Sounds like a positive initiative
- Would provide positive development for all four neighbourhoods
- Anything that will make it easier to walk rather than use your car – I hope there is also some sidewalk cafes, etc. to again make it more appealing to walk down
- More pedestrian-friendly streets are needed in all of Edmonton
- Best idea so far. Improve transit service for Mayfield Common and we would use it more now! Do you have any idea what a long walk it is across the parking lot!
- 158 Street to 170 Street is more car oriented, and these services should remain but the pedestrian character increased. The big question is when is the old car rental lot going to be developed?

##### Negative Comments:

- But no one customer will walk that far. Must maintain bus and vehicle links (and necessary business parking) all along route
- I would between 145 Street and Jasper Gates – Wee Book Inn frequently and only experience dreadful walking conditions between 146 Street and Jasper Gates. I disagree with the idea of cafes and ‘strolling’ on Stony Plain Road. There are many restaurants (fast food) and lunch places, such as Il Forno, Felicitea, Subs, etc. Further west on SPR, the nature of the restaurants would have to change – I’m not sure café is the right description. How about the idea of “cultural cuisine” – what I mean is a collection of multicultural restaurants. Already there are Lebanese and Mexican, which are excellent, but are not on SPR

##### Concerns/Neutral:

- Can GMC get involved? They are the primary pedestrians and transit users in the area
- Difficult to do with a cemetery along the way
- Can the park become an amphitheatre and join with GMCC Arts Department to make Jasper Place a central festival area

**5) Redevelop the Transit Centre and Butler Memorial Park as a Town Square space, moving the park to the corner of 156 Street and Stony Plain Road.**

	I like it	I can live with it	I oppose this direction
#	20	4	0

Positive Comments:

- Would like ETS to revitalize Jasper Place Transit Centre
- Go for it!!
- This is an excellent idea. Allow room for restaurants with patios and parking around perimeter
- The transit centre and park, as they exist, are practically unusable to most residents. Drastic changes need to be made to make these areas user friendly
- This is an excellent strategy
- More people would use both if they were safer and better lighted. This would help with keeping the drug dealers and prostitutes away
- Good idea

Negative Comments:

- It will be costly to buy all the commercial properties on that corner
- There should be something between the two (park and transit centre). The diesel buses idle all the time and they are hard to start. To have roadways on three sides of the park does not make it pleasant. Anyways, keep me informed – I am a past 40-year resident in the area

Concerns:

- It depends if this “gathering place” is safe, especially at night; benches and picnic tables would be nice but there’s a lot of vandalism right now
- Only if the park consists of grass and trees! Not an overpriced concrete pad like Sir Winston Churchill Square!
- Will depend on LRT routing (possibly)
- You plan to buy up the pawn/adult stores and turn it into a park??
- I really like this idea as long as it does not become a hang out for all the drunks and drug users – the transit is in jeopardy, as is the park and the whole area
- Awesome idea as long as it does not become a hangout for drug activity

## Additional Comments

### Positive Comments:

- The continued cooperative and mutually supportive relationship between land owners, business owners, residents and the City must be maintained long term. Only by working together can we establish a grounded and flourishing community
- Increase TOD density above 6 storeys. Downtown Edmonton has much higher buildings and so long as south does not shade it – higher to north, east and west is appropriate
- Create indoor recreation space for year-round community gathering opportunities – seasonally appropriate use – can public space incorporate ice rink that becomes wading pool in the summer?
- I would love to be able to walk down and have a meal or a beer in the evening at a nice café or pub. I would also love to be able to go shopping down Stony Plain Road without fear. The park/square idea is great. I loved them in Europe where you see them everywhere. They are a great gathering place. The whole revitalization is going in the right direction. The new bike path is great and very well used. The events like the street cinema last fall are awesome. If we can make this so we no longer need to fear walking or living in this neighbourhood, we have accomplished a lot
- Stony Plain Road has great potential. Right now it is a haven for criminal activity but with the City's initiative, resident participation, and increased police protection, this street could be a beautiful place for families to spend a day shopping, dining and enjoying a nice neighbourhood. I am looking forward to any improvements in this area
- I would like to see better access to the ravines from the 149 Street area and better access to parking areas in the business areas. Regulating signage and appearances of the businesses and residential properties is also necessary (i.e. bylaw compliance, trash, vehicles, junk, etc.). I am also concerned about the low rental properties with absent landlords and the crime attracted to such properties. I do support affordable housing but expect that there would be higher building standards; also, the neighbourhoods of West Jasper Place, Canora and Britannia-Youngstown have more than their share of affordable, low-rental properties, most of which is poorly maintained and managed. Many residents of the revitalization area support the plans and desperately hope the changes happen and they regain their former pleasant, resident-friendly communities
- The impetus to do something is admirable
- We have to get rid of the less desirable businesses, like the porn shops, pawn shops, etc. Second-hand stores are alright
- I like the whole concept. However, I think you need to be more senior oriented with the plan – this would definitely be better than it is now and would enable seniors to feel safer. I have lived here all my life (54 years) and hope to stay in Jasper Place for the rest of it. I am sure the plan does have seniors in mind. However, mentioning this did not come up at the meeting and I felt the issue was sidelined when it was brought up
- Eliminate the parking on the south side between 151 Street and 154 Street; straighten out the parking lot on the south side between 155 and 156 Street, it is hard to get in and out of it
- It would be nice if MacEwan could expand up to Stony Plain Road
- I am in favour of the move of Butler Memorial Park over to the corner of 156 Street. I assume the ambulance station and the Telus exchange remain where they area
- 156 Street and Stony Plain Road is the main intersection in the plan. It should be widened if possible and visibility increased
- I would be nice to have an underpass at the south side of 149 Street and Stony Plain Road for bicycles and pedestrians; perhaps the LRT down 149 Street and along 100 Avenue will bring this change about



#### Negative Comments:

- The City of Edmonton has two sides: 1) Government Services, including hospitals, universities, etc.; 2) Industrial Base, including refineries, trucking, engineering, etc. I feel that the proposed plan reflects the first side (Government Services). However, the proposed plan does not reflect the industrial character of the city. I believe that one segment on Stony Plain Road should be light industrial (auto repair shops, trucking, etc.)
- Please do NOT bring ideas from coastal climates. We are not Vancouver or Portland, we live in a northern climate

#### Concerns:

- Where will be the LRT? Bike paths? Maybe a “bus lane” or carpool lane would be better
- What about current landlords who do not live here – they often do not care about how they affect our community; what can we do?
- Consider the need to load/unload trucks if you are developing both retail space and 4-6 storey buildings, in all seasons – morning trucks are large too
- Address parking problems with every development or rezoning request
- What do the police have planned to help reduce crime in the area?
- Do not dismiss value of commuter traffic to long-term business success. Don’t eliminate them – just give them places and reasons to stop
- I hope the Grant MacEwan Campus stays! Look what happened on 104th Avenue with the Campus there. What an asset with all that could be brought to realization – then you might need cafes. There are already also a few art supply stores, and there is a yoga studio – the Arts ‘community’ could be a cohesive aspect
- We do need social service facilities for the large urban aboriginal population – many are ‘lost’ and facilities/services might help to change the atmosphere just as much as physical changes would. Maybe not as much but at least I believe it would make a positive difference
- It is important that we end light pollution. All light should shine downward and light up only what is needed. We need safety lighting, but not excessive lighting

## APPENDIX D

## **APPENDIX D: CONSULTATION JUNE 15, 2011**

A public open house was held on June 15, 2011 at the West Edmonton Christian Reformed Church. Approximately 35 people attended. The open house consisted of a presentation, information panels and a facilitated discussion.

At the end of the question and answer period, a show of hands was taken to gauge support for the project as it was presented. An overwhelming number of participants supported the Urban Design Vision as it was presented.



Do you generally support the direction of the Draft Urban Design Vision for Stony Plain Road?	Do you have any specific concerns that were not addressed in the presentation?	Additional Comments	City Staff Response
		Need to limit cash stores, pawn shops, sex shops and liquor stores. Why would someone bring children to Stony Plain Road?	<ul style="list-style-type: none"> <li>• Report going to Council in the fall to deal with issues relating to personal services, such as massage parlours</li> <li>• City is in the process of re-evaluating business licenses to consider adult-oriented businesses</li> <li>• New regulations are coming forward this fall relating to pawn shops/flea markets and second hand stores – EPS is involved in regulating these Bars are to have more scrutiny by EPS and will be considered in detail by the City in 2012</li> </ul>
Yes, anything that will improve the area to attract a better class of business and a variety of types of business.	What effect will these changes do to improve the quality of life for the people who would visit the area?		
Yes, I generally support this Vision; any improvements you can make will benefit our neighbourhoods. The concerns I do have are the nature of the businesses (pay day loan, XXX Video, Liquor Stores, etc.). How can we make this a walkable area people want to come to? An overlay of these types of businesses must occur.	No, it touched on most of my concerns not necessarily addressed or answered all of them, but I recognize you don't have all of the answers yet.	Are you working with organizations, such as Canada Post, Power Company, etc., and including them in your discussions? My reason for asking is that sometimes those boxes (utility, etc.) are very ugly, yet I saw a great way to address that in the City of Victoria. They have decorated Postal Boxes, utility boxes, etc. with beautiful scenes (historical maps “you are here”, etc.) I think that would be great to incorporate into your plans.	<ul style="list-style-type: none"> <li>• We can impact walkability through increasing sidewalk widths, setbacks, façade transparency and landscaping.</li> <li>• An overlay is one option that will be considered during the corridor planning process.</li> <li>• Great idea about the utility boxes. We will look into how this could work.</li> </ul>
Generally, yes, however, we do need to see more involvement with the existing businesses.	Would like to see you work at least somewhat with the businesses who are tenants, not just building owners.		<ul style="list-style-type: none"> <li>• We will continue to foster relationships with the BRZ and individual business owners.</li> </ul>

<p>I support improving Stony Plain Road – wider sidewalks, trees, building facades, improved walkability, etc. I do not support putting an LRT down the middle. I do not support isolating the “corridor” from the neighbourhood. I do not support approved business applications from predatory businesses or any more homeless or subsidized housing. Incentives to attract family and pedestrian friendly businesses would be great and all the beautification we can get.</p>	<ul style="list-style-type: none"> <li>• Peak hour dedicated bus lane on Stony Plain Road</li> <li>• Snow removal and windrows</li> <li>• What 156 Street and Stony Plain Road will look like</li> <li>• What happens when Grand MacEwan College moves?</li> <li>• What happens when revitalization ends?</li> <li>• What about: parking with densification? Infrastructure demands with densification?</li> <li>• Lack of park space in West Jasper Place</li> </ul>	<p>It concerns me that the City seems very slow to implement the approved Stony Plain Road strategy.</p> <p>Why are TODs even being considered when a west LRT is 20+ years away?</p> <p>What about school closures planned for these communities?</p> <p>What about access to residential areas from Stony Plain Road?</p> <p>I do not support isolating the Stony Plain Road corridor from the communities.</p>	<ul style="list-style-type: none"> <li>• The LRT alignment was approved by Council in January 2011</li> <li>• The Corridor is the focus of planning work at this time because it is the area that has the most potential for change. The impact of all planning on adjacent neighbourhoods will be seriously considered in the creation of the Corridor Plan. Council is making a decision regarding the potential for 4 ARPs in August.</li> <li>• The City is looking at business license classifications and a report will be going to Council in the fall</li> <li>• Bus Lane – We will forward this comment to ETS/Transportation Operations</li> <li>• The streetscape of 156 Street and Stony Plain Road will be discussed in the Streetscape Plan Consultations</li> <li>• The Grant MacEwan University site is intended to stay institutional at this point.</li> <li>• When the revitalization ends, the Corridor Plan and Urban Design Vision will be in place to guide development in the area.</li> <li>• Parking will be preserved, where possible, located on side streets and underground. Infrastructure, such as drainage, is considered/evaluated by the relevant department when development applications are submitted to the City.</li> <li>• The City is aware of the desire for more park space in West Jasper Place.</li> <li>• The City is in the process of implementing the JPR Strategy through the Urban Design Vision, Corridor Plan and Streetscape Improvement Plan.</li> <li>• TOD’s must be considered for all areas near approved LRT lines. The LRT will be built when funding is available and the guidelines ensure fair, transit-supportive development city-wide.</li> </ul>
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			<ul style="list-style-type: none"> <li>• Access to residential areas from Stony Plain Road will be maintained and, where possible, improved.</li> </ul>
Generally, yes, but rural traffic and emerging right of ways.	<ul style="list-style-type: none"> <li>• What happened to the communal traffic from Spruce Grove and Stony Plain Road, etc., coming into the downtown core?</li> <li>• Are you going to feed them to residential traffic eg. 102 Avenue? There are already routes for ambulance and fire trucks</li> <li>• The other concern is the less deserved businesses being pushed out to residential neighbourhoods.</li> </ul>		<ul style="list-style-type: none"> <li>• Traffic flow will be preserved as much as possible along Stony Plain Road</li> <li>• Re: less deserved businesses in residential neighbourhoods – this will be controlled through the rezoning and business licensing processes.</li> </ul>
Yes. We need to get more pedestrian friendly shops i.e. coffee shops with patios, for example. Stony Plan Road was a great area for shopping but it has now changed. It would be great to get that back again.	We need more user friendly shops.	Keep up the good work! Try to set up a City Office on Stony Plain Road to add a positive presence.	<ul style="list-style-type: none"> <li>• The first patio has now been approved on Stony Plain Road.</li> </ul>
Yes.	<ul style="list-style-type: none"> <li>• Yes. What good is the plan if other departments in the City make decisions in the corridor and surrounding areas that would <u>NOT</u> support the good plan you have.</li> <li>• Zoning/usage of</li> </ul>		<ul style="list-style-type: none"> <li>• The Corridor Plan that will translate the Urban Design Vision into zoning will be a statutory document.</li> <li>• Zoning will be considered during the Corridor Planning process.</li> </ul>



	land/businesses – not clear enough – need to be more strict.		
What about the zoning and use classes. No emergency shelters.	Wider sidewalk on north side for patio space for restaurants.		<ul style="list-style-type: none"> <li>• Zoning will be considered during the Corridor Planning process.</li> <li>• The first patio has now been approved on Stony Plain Road.</li> </ul>
I am concerned about the zoning and use classes – no emergency shelters.	The north side of Stony Plain Road sidewalk should be wide enough to accommodate an outdoor patio for a restaurant.		See above
Yes.	<ul style="list-style-type: none"> <li>• Time period</li> <li>• Financial cost</li> </ul>	Have more meetings like this one on June 15, 2011.	More consultations will be held as the Corridor and Streetscape Improvement Plans progress.
Yes. This looks good.			
Yes. I think the City is working in the right direction.			
Yes. Trees. Wider Sidewalks.	Business attraction. Pushing out homeowners to accommodate homeless. Don't drive out residents, owners or renters who value our area.	We will continue to come to all meetings to see if they can actually bring this plan to fruition. Small clickers are available to integrate into power point presentations. Put a slide up – ask the question Blind Votes	
<ul style="list-style-type: none"> <li>• Like the concept of village design tied to history of the Town of Jasper Place</li> <li>• Like the town square concept at Stony Plain Road and 156 Street</li> <li>• Like the idea of using colour to enhance area</li> <li>• Like use of LEEDS standard for buildings, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• need to strongly link the four communities to Corridor Plan</li> <li>• Safety and community access is vital to success Tie MacKinnon Ravine entrance to the area. Lacks GREEN SPACES.</li> </ul> <p>No discussion on issues like re-zoning, linking to TOD and other City initiatives</p>	<p>This presentation was too basic to confirm it as what the communities want and need. At this stage, the communities expect “the details”.</p> <p>What happened to the urban plan concept we previewed in 2009?</p>	