

Celebrated and valued for its unique commercial and historic character, Whyte Ave continues to experience increased interest and pressure to redevelop within and around its core heritage commercial area. Any redevelopment needs to be carefully managed and leveraged to sustain the future prosperity, attractiveness and livability of the area.

At the suggestion of the community to consider Whyte Ave development more holistically, City Administration met with key stakeholders, focus groups, an online survey, and reviewed case studies to determine the effectiveness of the existing Strathcona Area Redevelopment Plan (ARP). Their initial findings indicated that the Strathcona ARP provides for strong heritage preservation but restricts new more intensive redevelopment opportunities.

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

planWhyte will examine heritage, land use, urban design, transportation, and development opportunities (outside the core heritage commercial area), in order to develop a design vision for the long-term evolution of Whyte Avenue. This work is expected to lead to a series of recommendations that will: strengthen preservation of the core heritage commercial area; identify potential opportunities for additional development outside the core area; enhance the quality of urban design within the Whyte Avenue area; lead to amendments to the Strathcona ARP.

Phase 1, which we are in, explores opportunities and constraints. Your voice is extremely important and you can fill in the work book on the project at edmonton.ca/planwhyte. Phase 2 (July to September) will evaluate the various alternatives and trade-offs. Phase 3 (September to January 2017) will see a draft study and recommendations proposed. Phase 4 (April 2017) should see a final study and approval.

Further public engagement opportunities will be advertised as the dates are finalized, but the Senior Planner overseeing this project is Michael Strong. You can reach him at michael.strong@edmonton.ca

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