

## Cameron Communities Inc. Claireview Town Centre Vision



### Reimagining Claireview Town Centre

Located between Manning Freeway and Claireview Station, south of 144 Avenue, Claireview Town Centre is tucked away from the hustle and bustle of downtown yet intrinsically connected to the heart of the city. This underutilized area lacks a grid network to connect pedestrians and cyclists to civic buildings, retail and amenities on both sides of the LRT tracks. There is a huge opportunity for a more dense transit oriented development that provides residents with easy access to downtown, the University of Alberta, Macewan University and multiple other connections from the LRT, as well as new commercial mixed use development within the surrounding community.

We have reimagined what the Town Centre can be: it needs a bold new LRT station that creates a 'place' and provides better connections for people to go from east to west. It is a unique mixed use development that does more than just provide parking and apartments but integrates uses to become a safer community that offers a desirable lifestyle with valuable amenities, engaging public spaces, and a sense of community.

#### A sense of community

Great public spaces are the living room of any community. It is in these spaces that residents interact, where they gather with friends and become residents, that communities are made. Whether its running into each other on the street as you walk or bike to Claireview Station or getting to know each other while tending your plot in the community garden, knowing your neighbours makes you care about where you live.

Ground floor townhouses will front onto urban parks, providing vibrancy to the area while it serves as a gathering space and amenity area. From splash parks to garden plots, the design of these spaces can adapt to the unique needs of the people who will use them. Good public space that attracts people of all ages in all seasons is not what is left over once the buildings are constructed. It is that space which anticipates a desire for human activity and responds to it with creative, functional design. Public space in the Town Centre will be a drawing factor that sets it apart from other developments and fosters a community of residents that are proud of where they live.

#### Integrated mixed use

A destination is generated by creating 24/7 uses, with activity throughout the day, every day of every month. The right mix of uses in the Town Centre, along with quality design features and synergy within and between buildings, will create ambiance and vitality. As a transit destination for many in the area, parking will always be an important part of Claireview; but that doesn't mean it has to be the focus. Integrating a parkade with commercial frontages that activate the street and engage passers-by, and topped with apartment units that add density and viability to the development, will establish a new standard for transit oriented development in Edmonton.

Live here, shop here, visit here or park here – Claireview Station is surrounded by surface parking catering first to automobiles and this has to change. New and engaging architecture and mixed

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use parking garages on these surface lots will make this a people place while still providing for commuters.

#### Engaging streetscapes

As a transit oriented development with an ideal location right next to Clareview Station, the Town Centre can support the active lifestyles of residents through street and public space design. On-street cycling facilities and the design of sidewalks can improve circulation within and through the site, bring the Clareview community in to the new commercial developments and connecting residents with the transit centre and amenity spaces. Boulevard trees, trails and on-street parking will activate the space and invite enjoyment of the space and businesses.

#### City Building Outcomes

Implementing true TOD in this area can have significant benefit to the City, the community and to residents. The investment in this infrastructure that is coordinated with land use projects promotes complete communities and improves the quality of life of the community. This is achieved by accommodating a range of lifestyle choices, providing opportunities for people to live, work, shop, learn and play in proximity to each other. Benefits include:

- Local economic development – a revitalized station will have a positive impact on tax revenues and promote infill redevelopment opportunities.
- Balanced approach to accommodating growth – density development directed around transit stations reduces housing pressures in other areas.
- Compact and sustainable urban form – TOD consumes less land and promotes a diversity of land uses.
- Increased land value – land values for locations adjacent to transit stations become desirable and are likely to increase.
- Increased public safety – whether it is perceived or real, safety is a concern in this area. Development will increase pedestrian and transit safety by creating busier places that are active through the day and evening and increasing the number of 'eyes' on the street.
- Increase transit ridership – growth within a convenient walk of transit stations brings more riders closer to transit infrastructure and promotes ridership by making transit much more accessible to the community.
- Reduce rates of vehicles travelled – having more people live in proximity to the station can lower annual household driving.
- Reduced air pollution and energy consumption – providing pedestrian and cyclist access to transit can reduce greenhouse gas emissions because less people are driving.

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- Greater housing choices and affordable options – demand for a diversity of housing types, accessibility and costs has increased and TOD promotes a range of different housing types for people to age in place.

#### The Vision

The vision provides a new urban framework that implements finer grain streets and blocks to support additional density through phasing. This provides opportunities to create continuous pedestrian and cycling connections to Clareview Transit Station with a focus on an attractive public realm.

The opportunities are for mixed-use with an integrated parkade, row housing fronting on the sidewalks with apartment housing above, urban parks that engage with active residential frontages, mixed-use commercial development, and transit oriented streetscapes that invite active lifestyles. The Town Centre has the opportunity to provide a unique Edmonton development that sets new standards for Transit Oriented Development, all while maintaining it's attractive affordability.

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