

Bylaw 19126

A Bylaw to amend Bylaw 11890, as amended,
being the Strathcona Area Redevelopment Plan

WHEREAS pursuant to the authority granted to it, City Council on December 15, 1998, passed Bylaw 11890, as amended, being a bylaw to adopt the Strathcona Area Redevelopment Plan; and

WHEREAS an application was received by Administration to amend Bylaw 11890, as amended, the Strathcona Area Redevelopment Plan;

WHEREAS City Council considers it desirable to amend the Strathcona Area Redevelopment Plan;

NOW THEREFORE after due compliance with the relevant provisions of the Municipal Government Act RSA 2000, ch. M-26, as amended, the Municipal Council of the City of Edmonton duly assembled enacts as follows:

1. The Strathcona Area Redevelopment Plan is further amended by:

- a. deleting the first sentence of the “DESCRIPTION OF THE AREA” in Chapter 1 and replacing with: “The plan area for Strathcona consists of the neighbourhood of Strathcona, east of 106 Street, plus portions of the adjoining communities of Garneau, Ritchie, Queen Alexandra, Strathcona Junction and CPR Irvine as shown on Map 1.”;
- b. adding two paragraphs to the end of the “HISTORY OF THE PLAN AREA” in Chapter 1 that read as follows:

“The Whyte Avenue Commercial Area has seen increased interest over time that has led to the corridors transformation into the premier business and tourism area it is known as today. This interest has also led to changes in local businesses, housing, community events, increased congestion (i.e. both traffic and pedestrian), perceptions of safety and further development and intensification pressure. These changes have raised concerns among nearby residents and surrounding communities, and planning and policy questions regarding the future of the corridor and the Strathcona Area Redevelopment Plan (ARP).

In February 2016, City Council’s Executive Committee endorsed Administration’s proposal to prepare planWhyte - Whyte Avenue Commercial Area: Land Use Study (planWhyte). The goal of planWhyte was 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.”;

- c. deleting Goal 6 under “GOALS” in Chapter 2 and replacing with “6. Provide safe and attractive bicycle and pedestrian access throughout the Plan area, including activity nodes within the community and through the community to regional activity nodes such as the Downtown and the University”
- d. adding two goals (9 and 10) to the end of “GOALS” in Chapter 2 that read as follows:
 - i. “9. Preserve and enhance the heritage and main street character of Whyte Avenue and its adjacent areas while exploring additional development potential in the area.”; and

- ii. “10. All publicly accessible streets, alleys and open spaces are to be designed and maintained to ensure they are usable by people of all ages and abilities throughout the year by using the principles of universal design.”.
- e. deleting Objective 2 under “Residential Objectives” in Chapter 2 and replacing with “2. Accommodate apartment development, where there is better access to arterial roads, less opportunity to increase traffic in the internal portions of the community and where shadow impacts on Whyte Avenue can be minimized.”
- f. replacing “99 Street” at the end of Objective 3 under “Residential Objectives” in Chapter 2 with “the 99 Street corridor”.
- g. adding a new Objective after Objective 5 under “Residential Objectives” in Chapter 2 that reads: “6. Direct taller buildings to the High Rise Apartment Area or specific areas South of Whyte Avenue (see figures 4 and 8).” and renumbering the remaining Objectives accordingly;
- h. deleting sub-paragraphs a), b) and d) under the renumbered Objective 7 of “Residential Objectives” in Chapter 2;
- i. adding a new sub-paragraph to the renumbered Objective 7 of “Residential Objectives” in Chapter 2 that reads “a) Sites within the Whyte Avenue Commercial Area shall follow the height strategies laid out in Chapter 3, Section 5 (Whyte Avenue Commercial Area); and” and renumbering the remaining sub-paragraphs accordingly;
- j. deleting Objective 2 under “Commercial Objectives” in Chapter 2 and replacing with “2. Maintain the existing low scale of built forms in the Heritage Character District, and provide a transition of heights as identified in Chapter 3, Section 5 (Whyte Avenue Commercial Area)”
- k. deleting all of the Whyte Avenue Commercial Objectives in Chapter 2 and replacing with a new set of Whyte Avenue Commercial Objectives, attached hereto as Schedule “A” and forming part of this Bylaw;
- l. deleting Objective 1 under “Parks, Open Space and Institutional Objectives” in Chapter 2 and replacing with three new Objectives as follows and renumbering the remaining Objectives accordingly:

- “1. Develop an Old Strathcona Public Places Plan (including but not limited to the Whyte Avenue Commercial Area) to:
 - a. Integrate and connect existing and new open spaces within the broader community;
 - b. Provide direction for a future special study for linear space generally located between 102 Street and 103 Street, from 86 Avenue to 80 Avenue; and
 - c. Increase connectivity via modifications to the alleyway network, as well as new or improved east-west and north-south roadway connections, including a Feasibility Study to examine complete street options for:
 - i. A north-south active modes ‘Spine’ along Calgary Trail / 104 Street for the portion that includes the contraflow lanes, and
 - ii. the connection of 80 Avenue, between Gateway Boulevard and 102 Street.
2. Provide direction to create an Enhanced Civic Core (see Figure 7 - Land Use).
3. Provide strategic direction for open space development, design and programming.”
- m. adding a new Objective 2 after Objective 1 under “Historic Preservation and Urban Design Objectives” in Chapter 2 that reads:

“2. Continue to recognize the heritage significance of the Old Strathcona Provincial Historic Area, which is valued for its architectural richness and integrity of historic buildings associated with pre-World War One and later era buildings located in one of Alberta’s most significant early communities. The heritage value is articulated through the form, scale, and massing of the buildings and pattern of development in the commercial area.” and renumbering the remaining Objectives accordingly;
- n. deleting sub-paragraphs a) and c) under the renumbered Objective 3 of “Historic Preservation and Urban Design Objectives” in Chapter 2;
- o. “adding a new sub-paragraph to the renumbered Objective 3 of “Historic Preservation and Urban Design Objectives” in Chapter 2 that reads “a) Sites within the Whyte Avenue Commercial Area shall follow the height strategies laid out in the Land Use Development

Strategy for the Whyte Avenue Commercial Area (Chapter 3); and” and renumbering the remaining sub-paragraphs accordingly;

- p. renaming the “Transportation Objectives” heading in Chapter 2 to “Mobility Objectives”;
- q. deleting “on arterial and collector roadways” from Objective 4 under “Mobility Objectives” in Chapter 2.
- r. adding new Objectives 5, 6, 7, 8 and 9 to “Mobility Objectives” in Chapter 2 that read as follows:
 - i. “5. Ensure future mass transit planning establishes pedestrians as the highest modal priority when designing for streets, stops, stations, crossings and operations along Whyte Avenue and within the plan area.”;
 - ii. “6. Ensure future mobility planning encourages active modes of transportation.”;
 - iii. “7. Support opportunities for changes in mobility technology that encourage modal shift, mobility sharing and contribute to other mobility goals.”;
 - iv. “8. Enhance laneways to encourage their use as connectors and activation or retail spaces.”; and
 - v. “9. Ensure future mobility planning and design establishes pedestrians as the highest modal priority when designing for streets, crossings, traffic signal timings and infrastructure, parking, cycling infrastructure and embracing new transportation technologies or modes in the Whyte Avenue Commercial Area.”;
- s. deleting Objective 1 under “Parking Objectives” in Chapter 2 and replacing with “1. Explore strategies to improve existing area parking efficiency while reducing demand (e.g. signage and wayfinding measures, technology, EPark, partnerships, programmes, transit frequency, cycling infrastructure, parking requirements).”;
- t. deleting Objective 4 under “Parking Objectives” in Chapter 2 and replacing with “4. Promote the use of existing public parking in the area.”;
- u. adding a new Objective 6 under “Parking Objectives” in Chapter 2 that reads “6. Require the provision of additional bicycle parking.”;

- v. deleting Objectives 1 and 2 under “Pedestrian and Bicycle Network Objectives” in Chapter 2 and replacing with:
 - i. “1. Improve pedestrian safety through pedestrian level lighting, upgraded crossings, curb extensions, signal light priority and shorter signal cycle lengths at intersections, sidewalk widening and or replacement as part of ongoing maintenance or future capital improvements to achieve more complete streets.”; and
 - ii. “2. Improve cycling safety and infrastructure through upgraded intersection crossings to reduce potential conflicts with motor vehicles and encourage greater mode shift.”;
- w. deleting Paragraph 6 that begins with “The Whyte Avenue commercial area blends an attractive mix...” under “Basic Strategy” in Chapter 3 and replacing it with:

“The Whyte Avenue Commercial Area will maintain a pedestrian-oriented retail shopping focus and function. Mixed use commercial-residential will be encouraged within the Whyte Avenue commercial area and active-at-grade frontage along key streets required. Retail frontage is also encouraged within the lane network to support small business opportunities and help activate this area as a connective space. In addition to promoting a unique and diverse range of businesses and services for residents and visitors, new residential opportunities in the form of mixed housing types, unit sizes, bedrooms, and affordability will help support students, families and seniors. A high quality public realm will offer a range of experiences that contribute to local identity, livability and character of the neighbourhood. This includes not only public open spaces and parks, but streets and lanes which act as community meeting places, and complement the farmers market, a number of theatres, theatre companies, art and music venues as well as the annual hosting of festivals, parades, and special events.

A number of historic commercial buildings have been renovated for community and cultural purposes. Residential uses are an important component, contributing to the area’s diversity, augmenting local trade and enhancing transit ridership potential, bike-sharing, carsharing, ridesharing or other alternative modes of travel. Strategies will be explored to improve existing area parking efficiency while reducing demand.”

- x. deleting the “Whyte Avenue Commercial Area” Section in Chapter 3 in its entirety, including Figure 5 - Whyte Avenue Commercial Area and all photographs in this Section, and replacing it with a new “Whyte Avenue Commercial Area” Section attached hereto as Schedule “B” and forming part of this Bylaw;
- y. deleting “Figure 6” in the “General Intent for the Area” under the “West Ritchie Area” of Chapter 3 and replacing it with “Figure 10”;
- z. deleting “Figure 6” in Sidewalks and Streetscapes Policy 2.c under the “West Ritchie Area” of Chapter 3 and replacing with “Figure 10”;
- aa. deleting “Transportation Services Department” in Sidewalks and Streetscapes Policy 2.c under the “West Ritchie Area” of Chapter 3 and replacing with “City Departments”;
- bb. deleting “(Figure 5)” in Transportation Policy 2 under the “West Ritchie Area” of Chapter 3;
- cc. deleting Policy 5 of Chapter 4 and replacing it with “5. Use the Old Strathcona Public Places Plan to provide strategic direction for open space development, design and programming to improve, leverage, integrate and connect existing open spaces (including but not limited to lands located between 102 Street and 104 street) and new parks, plazas and public spaces”;
- dd. adding a new Policy in Chapter 5 that reads “4. Engage with Alberta Culture, Multiculturalism and Status of Women to review major rezoning proposals, major development permits, and ARP amendments in the Provincial Historic Area or immediately adjacent to the Provincial Historic Area to review potential impacts on the character of the area. Alberta Culture, Multiculturalism and Status of Women will be included in the circulation process with a request to comment.”;
- ee. deleting “(Map 5 shows major arterials)” at the end of the first paragraph of the “Background” Section of Chapter 6;
- ff. adding a fourth paragraph to the end of the “Background” Section of Chapter 6 that reads: “Recent changes to the area include the addition of improved bicycle facilities, and better pedestrian connections being done as part of neighbourhood renewal. As part of that process, many long standing issues are being addressed such as the introduction of new

- dedicated bicycle facilities; improved north-south connections along 102 Street and along Gateway Boulevard; and additional east west connections at 85th and 86th Avenues.”;
- gg. deleting Policy 4 of Chapter 6 and replacing it with “4. Continue to implement strategies to improve existing area parking efficiency while reducing demand (e.g. signage and wayfinding measures, technology, EPark, partnerships, programmes, transit frequency, cycling infrastructure, parking requirements)”;
 - hh. deleting Policy 9.a of Chapter 6 and replacing it with “a) On the east side of Gateway Boulevard between 85 Avenue and Saskatchewan Drive;”
 - ii. deleting Policies 9.b, 9.c and 9.e of Chapter 6 and renumbering the remaining Policies accordingly;
 - jj. deleting Policy 9.f of Chapter 6 and replacing it with “c) On 100 Street, between Saskatchewan Drive and 76 Avenue.”;
 - kk. adding new Policies 10, 11, 12, 13 and 14 to Chapter 6 that read as follows:
 - i. “10. Support programs that will increase transit use and provide parking outside the area during special events such as the Fringe Festival.”;
 - ii. “11. Continue to review reduction of speed limit along Whyte Avenue from 99 Street to 109 Street.”;
 - iii. “12. Continue to review and consider upgrades to pedestrian crossings along Whyte Avenue from 99 Street to 109 Street.”;
 - iv. “13. Review the condition of existing bus stops and finding opportunities for amenity improvements (e.g. shelters, benches, signage, garbage cans) throughout the Whyte Avenue commercial area.”; and
 - v. “14. Continue to improve traffic signalization to optimally perform for pedestrians along Whyte Avenue.”;
 - ll. deleting “and regulated by the Medium Density Residential Overlay within the Strathcona Area Redevelopment Plan area as shown on Map 6” under “Area of Application” of Section 2 of Chapter 7;

- mm. deleting “and regulated by the Medium Density Residential Overlay within the Strathcona Area Redevelopment Plan area as shown on Map 6 ” under “Area of Application” of Section 3 of Chapter 7;
- nn. deleting “and regulated by the Pedestrian Commercial Shopping Street Overlay within the Strathcona Area Redevelopment Plan area as shown on Map 7” under “Area of Application” of Section 4 of Chapter 7;
- oo. deleting the text under “Rationale” of Section 5 of Chapter 7 and replacing it with “To ensure that redevelopment is compatible with the existing commercial development and promotes a pedestrian oriented shopping street environment.”;
- pp. deleting “and regulated by the Pedestrian Commercial Shopping Street Overlay within the Whyte Avenue Commercial Area of the Strathcona Area Redevelopment Plan as shown on Map 7” under “Area of Application” of Section 5 of Chapter 7 and replacing with “within the Whyte Avenue Commercial Area of the Strathcona Area Redevelopment Plan”;
- qq. deleting three instances of “10.06 m” in Chapter 7, Section 5, “Development Guidelines” sub-paragraph b) and replacing them with “11.0 m”;
- rr. deleting sub-paragraph c) in Chapter 7, Section 5, “Development Guidelines” and replacing it with “c) buildings should be built to the front property line where there is a minimum distance of 4.7 m from curb to property line.”;
- ss. deleting sub-paragraph d) in Chapter 7, Section 5, “Development Guidelines” and replacing it with “d) the maximum building Height for Hotel and Apartment Hotel developments should follow Figure 8 - Height Strategy.”;
- tt. deleting sub-paragraph h), including all sub-bullets, in Chapter 7, Section 5, “Development Guidelines” and replacing it with “h) consider including features such as building to the side lot line to maintain streetwall face, smaller building floor plates, separation and/or offset a portion of a building from another;”;
- uu. adding a new sub-paragraph in Chapter 7, Section 5, “Development Guidelines” that reads: “m) buildings should be set back 1.0 metre from the front property line in cases where there is not a minimum distance of 4.7 metres from curb to property line. This may be increased to 2.5 metres at the discretion of the Development Officer to accommodate street

related activities such as sidewalk cafes, architectural features and landscaping that contribute to the pedestrian-oriented shopping character of the area”;

- vv. deleting “Map 1 - Boundary” and replacing it with “Map 1 - Boundary” attached hereto as Schedule “C” and forming part of this Bylaw;
- ww. deleting “Map 2 - Land Use Concept” and replacing it with “Map 2 - Land Use Concept” attached hereto as Schedule “D” and forming part of this Bylaw;
- xx. deleting “Map 3 - Parks, Public and Institutional Use” and replacing it with “Map 3 - Community, Parks, Public and Institutional Use” attached hereto as Schedule “E” and forming part of this Bylaw;
- yy. deleting “Map 4 - Historic Buildings” and replacing it with “Map 4 - Historic Buildings” attached hereto as Schedule “F” and forming part of this Bylaw;
- zz. deleting “Map 5 - Bicycle Circulation, Major Arterials, Parking and Potential High Speed Rail”;
- aaa. deleting “Map 6 - Advice to Development Officer - Residential Areas Subject to Modified Zoning Regulations”;
- bbb. deleting “Map 7 - Commercial Statutory Plan Overlays”;
- ccc. deleting “Map 8 - Historic DC1 Areas” and replacing it with “Map 5 - Historic DC1 Provisions” attached hereto as Schedule “G” and forming part of this Bylaw;
- ddd. deleting “Map 9 - Sub Areas of the Historic Commercial Direct Development Control Provision” and replacing it with “Figure 10 - Sub Areas of the Historic Commercial Direct Development Control Provision” attached hereto as Schedule “H” and forming part of this Bylaw;
- eee. deleting “Figure 1 - Low Density Residential Area” and replacing it with “Figure 1 - Low Density Residential Area” attached hereto as Schedule “I” and forming part of this Bylaw;
- fff. deleting “Figure 2 - Mixed Low and Medium Density Residential Area ” and replacing it with “Figure 2 - Mixed Low and Medium Density Residential Area ” attached hereto as Schedule “J” and forming part of this Bylaw;
- ggg. deleting “Figure 3 - Walk Up Apartment Area” and replacing it with “Figure 3 - Walk Up Apartment Area” attached hereto as Schedule “K” and forming part of this Bylaw;

- hhh. deleting "Figure 4 - High Rise Apartment Area" and replacing it with "Figure 4 - High Rise Apartment Area" attached hereto as Schedule "L" and forming part of this Bylaw;
- iii. deleting "Figure 6 - West Ritchie Future Land Use Concept" and replacing it with "Figure 9 - West Ritchie Future Land Use Concept" attached hereto as Schedule "M" and forming part of this Bylaw; and
- jjj. deleting "Figure 7 - Pedestrian Priority Network".

READ a first time this	4th	day of	February	, A. D. 2020;
READ a second time this	4th	day of	February	, A. D. 2020;
READ a third time this	4th	day of	February	, A. D. 2020;
SIGNED and PASSED this	4th	day of	February	, A. D. 2020.

THE CITY OF EDMONTON

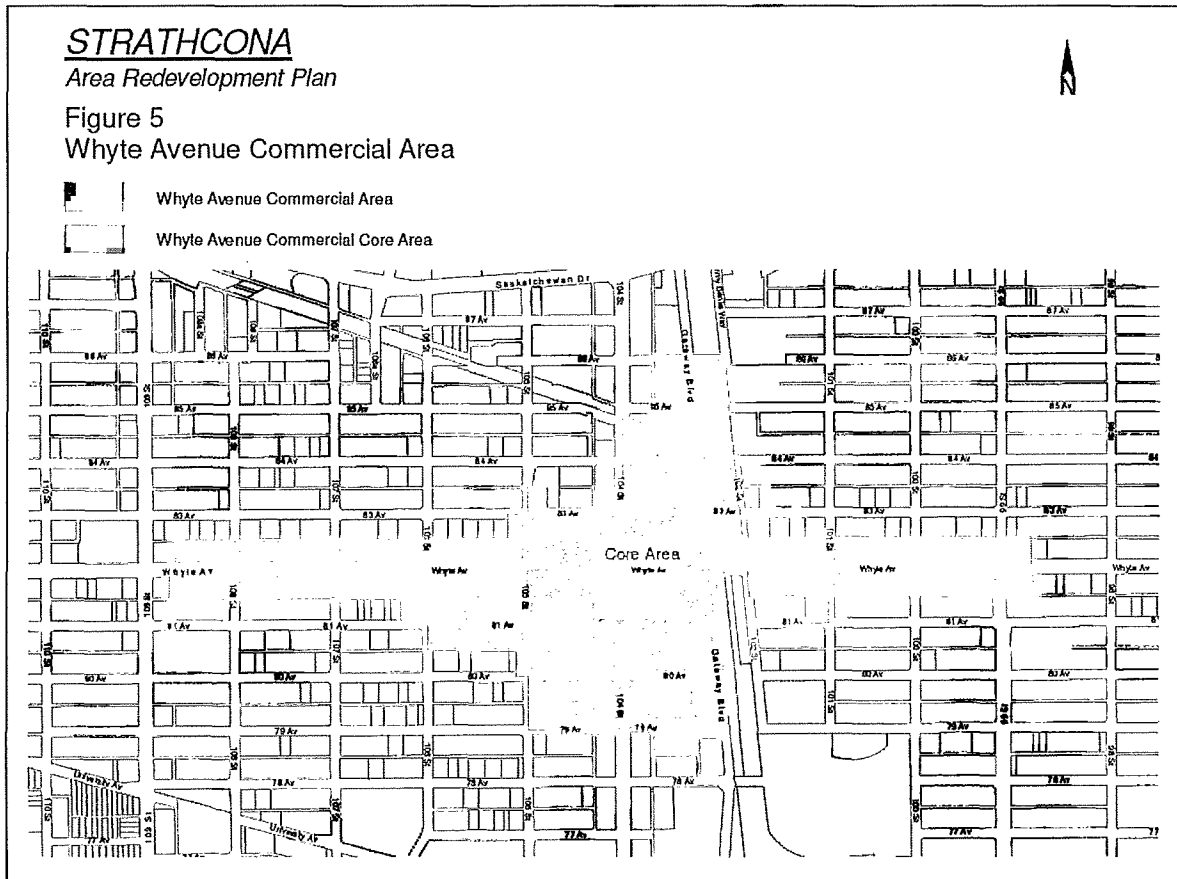

MAYOR


A / CITY CLERK

Whyte Avenue Commercial Objectives

1. Promote the distinct development of three character districts within the Whyte Avenue Commercial Area as per Figure 6 - Character Districts. Districts include:
 - a. Heritage District - Focuses on the preservation of existing heritage resources and development that is complementary to the area's history and built form heritage. Urban design is used to ensure a high quality built form that also strengthens the Old Strathcona Provincial Historic Area, image, identity and function of adjacent heritage buildings, resources, civics, parks and open spaces.
 - b. Main Street District - Supports an active pedestrian-oriented mainstreet with slightly higher building heights than allowed within the core heritage commercial area. New development fronts directly on to Whyte Avenue, complements surrounding local heritage, and contributes directly to a pedestrian-oriented streetscape.
 - c. Urbanization District - Directs larger, more intensive development south of Whyte Avenue where underutilized parcels, greater servicing, access and opportunity to support surrounding community and business needs can be accommodated over the long-term. Buildings are of high quality design, materiality, and support a pedestrian - oriented streetscape to facilitate a shift from current auto-oriented development.
2. Promote a high quality public realm that will offer a range of experiences that contribute to local identity, livability and character of the neighbourhood including: public open spaces, parks, streets, laneways and other indoor and outdoor civic spaces.
3. Enhance the pedestrian-oriented retail shopping focus and function in the Whyte Avenue commercial area, while preserving the integrity of the area as a historic centre.
4. Maintain and enhance the pedestrian-oriented retail shopping focus and function (see Figure 7 - Land Use).
5. Encourage mixed use commercial-residential emphasizing retail uses at ground level with active-at-grade frontage along key streets.
6. Encourage retail frontage within the lane network.
7. Encourage ongoing interest in the parking replacement patio program.
8. Promote diversity, uniqueness and a full range of businesses and services for all residents and visitors to the area, including new residential opportunities in the form of mixed housing types, unit sizes, bedrooms, and affordability.

9. Encourage development of general office space in locations and amounts which are compatible with the retail and residential functions of Strathcona including opportunities for a variety of uses in second and third floor spaces.
10. Encourage the establishment and maintenance of a consistent theme for renovation and future development in the Whyte Avenue Commercial Area, emphasizing the early commercial buildings along Whyte Avenue, and the pedestrian and human scale nature of the area, through the use of such mechanisms as:
 - a. a comprehensive streetscape improvement program;
 - b. renovation/restoration of existing older structures, as well as new development considering:
 - i. Building Heights;
 - ii. Massing and Transitions (including building setbacks; stepping and articulation);
 - iii. Wind;
 - iv. Views;
 - v. Heritage Character;
 - vi. Sun-Shadow Analysis; and
 - c. regulation of advertising, signage, frontage, and access controls to respect the architectural themes and predominant existing built form found in the area.
11. Provide better mobility options, connections, safety and enjoyment while creating opportunities for reconnecting and re-stitching surrounding communities, civic and public spaces.
12. Provide a level of commercial parking to adequately service this pedestrian oriented area by improving existing parking efficiency and reducing demand. This can be done by improved signage and wayfinding measures, employing new technology, EPark, partnerships, programmes, increased transit frequency, additional cycling infrastructure, and/or changes to parking requirements.
13. Maintain the traditional built form scale of Whyte Avenue, to balance the existing community context and respond to the desire to accommodate future growth and ensure such change can be best supported in ways that contribute to the long-term vibrancy of the broader community.

WHYTE AVENUE COMMERCIAL AREA**Background**

The Whyte Avenue Commercial Area contains the historic commercial and social centre of one of Edmonton's first urban settlements, and consequently has a unique concentration of older buildings and a rich railroad heritage. Development was characterized by small individual shops compactly arranged, a strong sidewalk orientation between pedestrians and buildings, a concentration of public meeting places, and the low scale and density reminiscent of early twentieth century architecture. Two major inner city arterial routes traverse the area, providing a high level of public transit and vehicular service, exposure and accessibility. Subsequent commercial growth occurred east and west along Whyte Avenue and north and south of the core area, often involving auto-oriented uses.

In the 1980s, trendy shops started moving into the area and increased the interest of property owners, residents and interest groups in rehabilitating the commercial area. The Old Strathcona Area Redevelopment Plan was approved in 1981, and by the mid-80s, core area property owners had expressed their commitment to the future by funding streetscape improvements, maintained by the City, and setting the trend for streetscape improvement programs elsewhere in the commercial area.

In the 1990s, with the growth in people visiting, working, living and opening businesses in the area, new forms of entertainment and service industries were attracted in increasing numbers. These changes have resulted in increased traffic, parking and pedestrian congestion, and further pressure for even more redevelopment in the area. Since the 1980s, separate planning studies have given rise to a number of regulatory differences governing uses and parking standards in different parts of the area. This often led to complexity, uncertainty, inconsistency in granting variances, and occasionally competitive disadvantages for new businesses.



Whyte Avenue hosts a variety of commercial and entertainment opportunities for year round enjoyment.

In 2007, the Province of Alberta designated an area from 85 Avenue south to 80 Avenue and from 102 Street west to just past 105 Street as the Old Strathcona Provincial Historic Area. The area is valued for its architectural richness and integrity of its historic buildings ranging from the early development of Strathcona to later era buildings. The area contains a high concentration of historically and architecturally significant buildings including the Strathcona Hotel, the Gainers Block, the Orange Hall, the Canadian Pacific Railway Station, the South Side Post Office, the Douglas Block, and the Princess Theatre.

The planWhyte - Whyte Avenue Commercial Area: Land Use Study (planWhyte) was initiated in response to recent and proposed changes within the Whyte Avenue Commercial Area. This included pressure to redevelop and intensify the area coupled with increased congestion, community events and risk of losing the heritage and character of the area. The goal of planWhyte was to better understand how the area's heritage, character and livability can be further strengthened while exploring opportunities for additional development. planWhyte explored existing conditions through a series of technical studies, engaged community stakeholders in a series of conversations to identify issues and opportunities, and ultimately created a new vision, set of guiding principles and development concept.



New Developments such as Raymond Block were catalysts in undertaking planWhyte and completing ARP amendments



Whyte Avenue's traditional main street feel is a draw city wide.

General Intent of the Area

The General Intent of the area is to preserve and strengthen the existing commercial area and character while ensuring new development supports a compact built form and pedestrian oriented environment. It is also to manage future growth in support of surrounding communities and local businesses through improved connections, active modes of transportation, and locating higher, more intensive development in appropriate locations.

planWhyte recognizes the importance of Whyte Avenue's heritage character and traditional main street feel and function. Existing opportunities to redevelop within the area, along with some additional development opportunity east and west of the core will help the areas's long-term viability. More intensive development will be directed south of Whyte Avenue toward existing vacant and underutilized properties and managed more effectively to limit the impacts of tall buildings on Whyte Avenue providing greater certainty and stability to surrounding neighbourhoods.

This Commercial Area's role is to:

- provide a full range and variety of convenience and special purpose shopping, commercial, and dining services to meet the needs of surrounding residents and the larger city and regional market areas, while fulfilling the role of an entertainment destination;
- provide residential population that can take advantage of amenities in the area and help support local business;
- preserve the opportunities for continuation of the unique and small independent businesses traditionally found in this area;
- provide an environment where commercial activities retain a strong sidewalk relationship between pedestrians and buildings;
- provide an environment where historically-significant commercial buildings are harmoniously integrated with the new development;
- provide a venue for arts, cultural and entertainment events and operations accessible to the broader public; and
- provide a unique and attractive tourist destination within the city;
- continue to enhance Gateway Boulevard as a major City entrance.

Guiding Principles

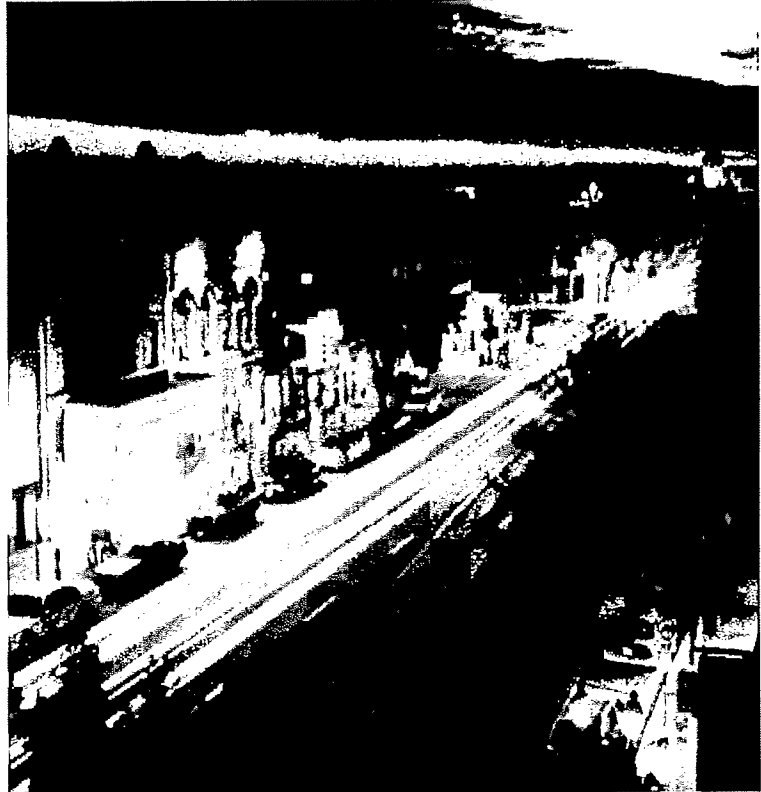
The following Guiding Principles were drawn from planWhyte, and will help to advance the new vision, general intent of the area and policy objectives:

1. Acknowledge the Whyte Avenue Commercial Area will continue to evolve over the long term.

Future community growth is expected and management of development pressure within the corridor will be necessary. The Whyte Avenue Commercial Area will continue to evolve over time in response to community needs, market conditions and private or public investment. This study envisions change that will preserve the heritage character of the area, strengthen local business, meet the long-term needs of the community and policy aspirations of the city.

2. Preserve and strengthen the heritage and character of the area.

The existing Provincial Historic Area and commercial area will be strengthened through a combination of additional land use and urban design policies.



Evolution and changes in Whyte avenue include the night economy.

3. Ensure new infill and redevelopment is appropriately located and scaled to both main street and surrounding community.

Whyte Avenue's traditional main street and heritage character will be preserved by locating more intensive change away from the commercial area and by applying fundamental principles of urban design (i.e. building form, mass, transition) to integrate new development.

4. Improve mobility and connectivity within the corridor and to surrounding communities.

New east-west and north-south connections within the corridor will relieve multimodal pressure on Whyte Avenue, and create more, safer options for active transportation modes like pedestrians and cyclists. A combination of pedestrian and cycling improvements, connectivity and amenities will enhance mobility options in addition to transit while encouraging further modal shift toward more complete streets.

5. Enhance the pedestrian public realm and place-making opportunities within the corridor.

As the Commercial Area continues to evolve over time, it is important for new development to contribute to

the area's distinct sense of place, while creating active streetscapes, public spaces and connections. The pedestrian environment and human experience will be improved through high quality architecture and public realm and opportunities to access and connect into Whyte Avenue. Improvements to public spaces, how they integrate with and connect to each other will strengthen Whyte Avenue's image, identity and sense of place over time.



Increasing ease and comfort of transit use provides Edmontonians with alternatives to the car.

6. Pursue sustainable, urban design excellence.

New development within the Whyte Avenue Commercial Area will adopt a standard of design excellence that will complement the neighbourhood and enhance the heritage character and image of the community overtime. A focus on sustainable development locations, patterns, forms and materials that respect the heritage area, revitalize underutilised parcels and parking lots, introduce a mix of uses and housing density will all be used to manage future growth, community needs and design expectations.

The Development Concept, established through planWhyte, depicts an envisioned future in terms of applied land use, built form, public realm and mobility strategies.

The Policies set out guidance for the Character Districts, Land Use, Built Form, Public Realm, and Mobility components necessary to implement the Development Concept and realize the vision for the corridor.



Ensuring the preservation of existing historic resources is important to the area's look and feel.

Policies:

(Whyte Avenue Character Districts)

Within the Whyte Avenue Commercial Area there are three character districts. These areas focus development to guide the transition of Whyte Avenue into a more dense, diverse and well connected community. Additional emphasis will be placed on pedestrian oriented main street development on Whyte Avenue, and the greatest concentration of potential change and density directed south of Whyte Avenue.

Heritage Character District

This district focuses on the preservation of existing and future historic resources and accommodating development which is complementary to the area's history and heritage. Low rise buildings will be directed

here to ensure that any new development within the Heritage Character District is of a scale consistent with that of the historic built environment. Developments will be required to provide active frontages at-grade to support a high quality pedestrian environment, and will need to include design elements that are complementary to the historic aesthetic of the area.

1. Ensure a high quality built form that also strengthens the identity of the Provincial Historic Area and function of adjacent heritage buildings, resources, civic, parks and open spaces through good urban design.
2. Ensure new development and major exterior renovations within the Heritage Character District will respect, complement and/or be compatible with the architectural and development styles of the commercial area.
3. Limit new development in this area to heights as directed in Figure 8 - Height Strategy.

Main Street District

The Main Street District supports an active pedestrian-oriented street with a slight increase in height to accommodate future redevelopment of underused space that will strengthen and expand the pedestrian oriented character of Whyte Avenue as a main street.



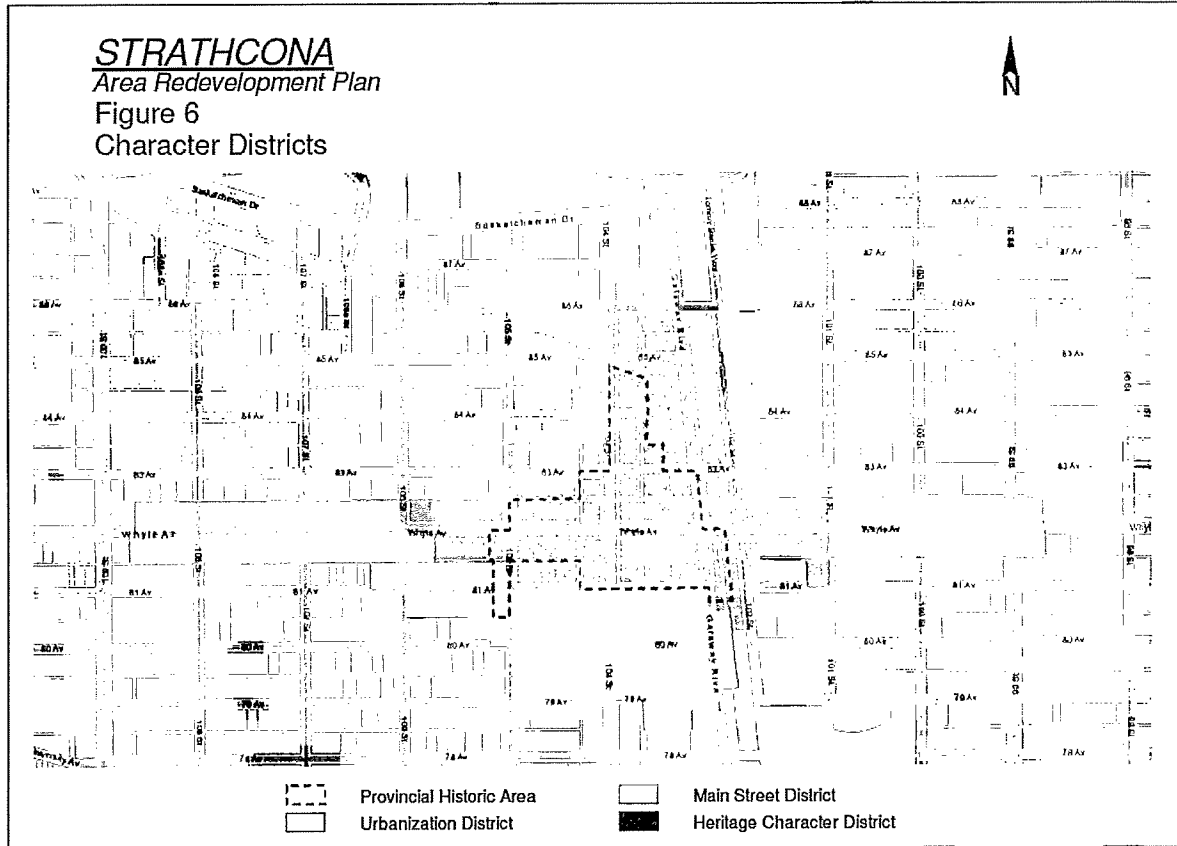
Pedestrian oriented spaces allow local festivals and events to activate the streets

1. New development shall front directly on to Whyte Avenue, complement the surrounding local heritage resources, and contribute directly to a pedestrian-oriented streetscape.
2. Develop a broad mix of uses to support the economic and commercial viability of the corridor.
3. Encourage a mix of uses to integrate vertically including commercial, residential, and/or institutional.
4. Require active at-grade frontages to create a high quality pedestrian environment.
5. Limit new development in this area to heights as directed in Figure 8 - Height Strategy.

Urbanization District

This is the district for taller buildings that have a high quality design, materiality, and support a pedestrian-oriented streetscape to facilitate a shift from current auto-oriented development.

1. Direct larger, more intensive development south of Whyte Avenue as per Figure 8 - Height Strategy.
2. Accommodate growth on underused parcels, access and opportunity to support surrounding community and business needs.

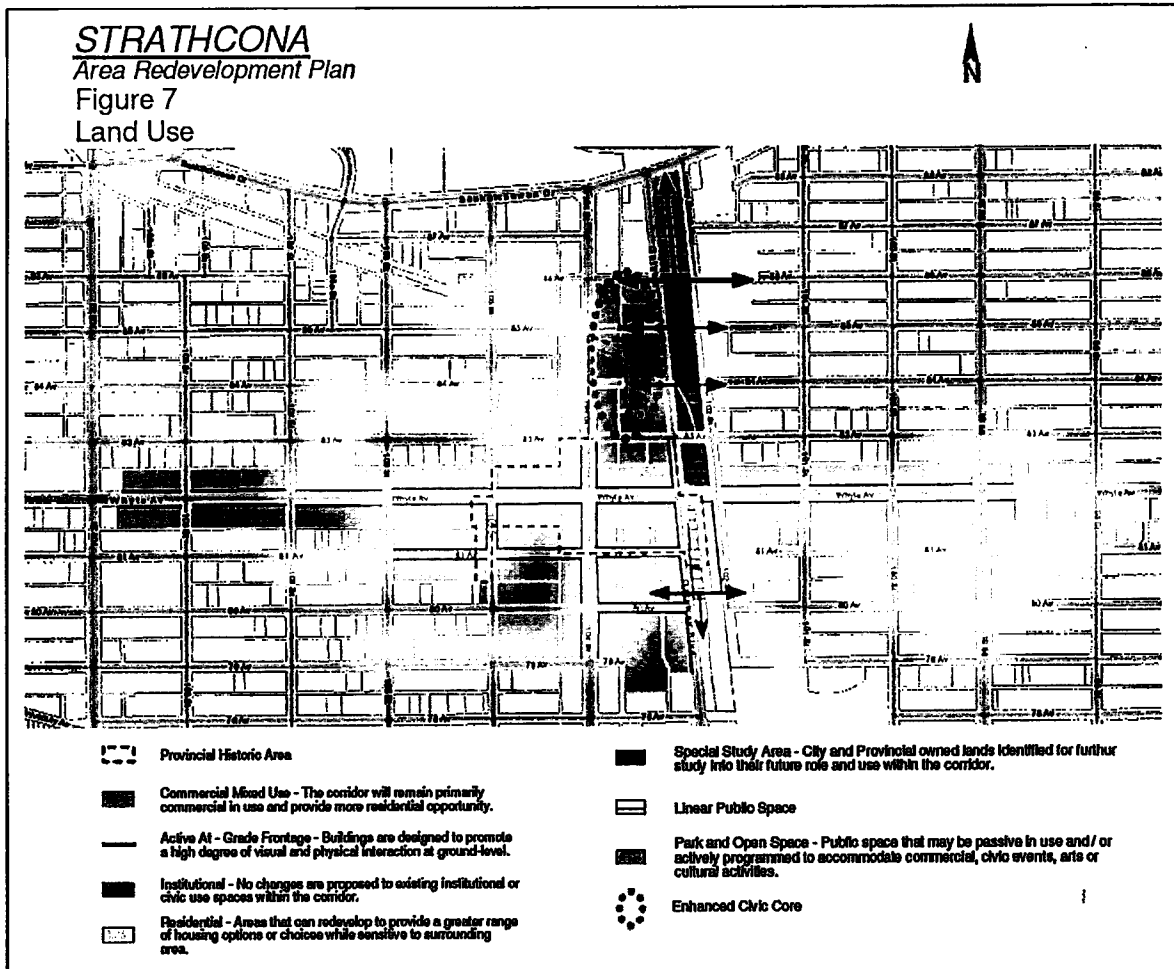


Drawing pedestrians into laneways and providing comfortable connections is increasingly important.

**Policies:
(Whyte Avenue Land Use)**

1. Encourage a mix of commercial and residential uses.
2. Encourage retail frontage within the laneway network to support small business opportunities and help activate this area as a connective space.
3. Direct residential uses to the upper storeys of buildings to ensure an uninterrupted retail and service environment at street level and to add a safety presence to the area after regular business hours.
4. Where there are residential opportunities, create a variety of new housing types, unit sizes, bedrooms, and affordability to help support students, families and seniors.

5. The Whyte Avenue Commercial Area will not encroach upon or expand into the surrounding residential areas.
6. Encourage a range of retail, general commercial, entertainment, professional, financial and limited industrial businesses and services in an urban format to serve both the neighbourhood and the larger trade area.
7. Encourage office developments on upper storeys above commercial uses at street level to allow for intensification of the commercial area with minimal impact on parking and good public transit accessibility.
8. Land uses, such as drive thrus and vehicle services, within the Whyte Avenue Commercial Area that are not supportive of the intent for a walkable, urban corridor are not allowed.
9. Non-accessory surface parking lots shall not be allowed.



Policies:
(Whyte Avenue Built Form)

1. Design buildings to promote a vibrant and comfortable pedestrian-scaled environment that further complements the area's heritage character.
2. Require active-at-grade frontage along key streets delineated in Figure 7 - Land Use.
3. **Building Heights:** Height has a significant impact on many aspects of the built form. Appropriate heights will preserve sky views and prevent excessive shadowing in the Whyte Avenue Commercial Area while enabling more intense development off Whyte Avenue. As the Whyte Avenue Commercial Area redevelops, direct more intensive height to the Main Street and Urbanization Districts respectively, as delineated in Figure 8 - Height Strategy, preserving the massing role and character of the Heritage Character District..



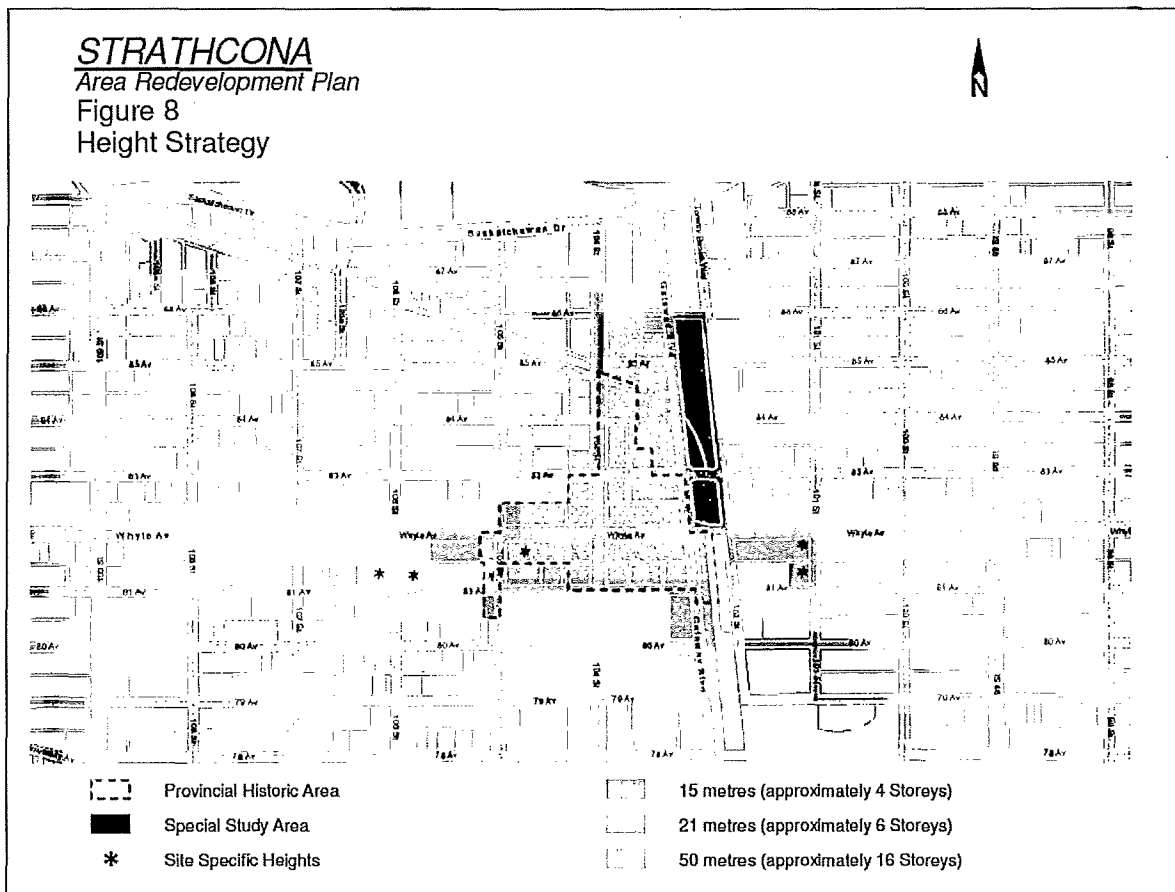
Creating space for street furniture where people may linger supports a local vibrant economy

- a. Permitted building heights are shown in Figure 8 - Height Strategy.
 - i. Maintain building heights at 15 metres within the core area and in alignment with the Heritage Character District, (notwithstanding existing buildings or zones that exceed this height previously approved as noted in Figure 8).
 - ii. Support building heights up to 21 metres to accommodate future redevelopment of underused space further east and west along Whyte Avenue (as per Figure 8) to strengthen and expand the pedestrian-oriented nature of the Main Street District.



Commitment to good public realm design creates delightful opportunities year round.

- iii. Support building heights up to 50 metres south of Whyte Avenue within the areas identified in Figure 8 - Height Strategy. To limit the impact of taller buildings (e.g. shadowing, wind and view) on Whyte Avenue, proposals must demonstrate fit with the corridor's vision (i.e. mass, transition, shadowing, wind, views, heritage) and provide Community Amenities. Proposals over 50 metres may be considered in extraordinary circumstances provided that:
- there are no shadows cast on the north sidewalk of Whyte Avenue at solar noon, between the spring and autumn equinoxes (March 21 to September 21) as a result of the proposal;
 - it is able to respond to its site size and context;
 - has design measures to mitigate shadowing (especially of the Whyte Avenue corridor), wind impacts and massing;
 - enhances the standard for the pedestrian experience;
 - includes a significant commitment to principles of good urban design and winter city design;
 - includes a higher quality of active-at-grade frontage; and
 - makes a more significant contribution to Community Amenities.



4. Massing and Transitions:

- a. Require careful massing and transitions for buildings within the Urbanization District to allow for a more sensitive transition of building height down to the surrounding development, streets and open spaces as well as an opportunity to mitigate shadow, wind, view and heritage impacts directly on Whyte Avenue.
- b. Provide appropriate transitions between buildings by varying or incorporating components such as:
 - i. Building setbacks
 - ii. Stepping back upper portions of a building
 - iii. Building articulation
 - iv. Using smaller building floorplates
 - v. Having separation and off-setting of a portion of a building from another.

5. Sun-Shadow Analysis:

- a. New buildings, or additions to existing buildings, on sites south of Whyte Avenue, shall not cast shadows on the north sidewalk of Whyte Avenue at solar noon, between the spring and autumn equinoxes (March 21 to September 21).
- b. A Sun-Shadow Analysis shall be submitted for any proposed building or zone within the Whyte Avenue Commercial Area that proposes a height greater than 21 metres.

6. Wind:

- a. A wind analysis on new development applications shall be required for buildings greater than 21 metres to evaluate their impact and cumulative effect during site specific zoning or at the development permit stage with conventional zoning, prior to approval.

7. Views:

- a. Maintain key horizontal and prominent views to enhance and preserve the legibility of the area to heritage buildings,



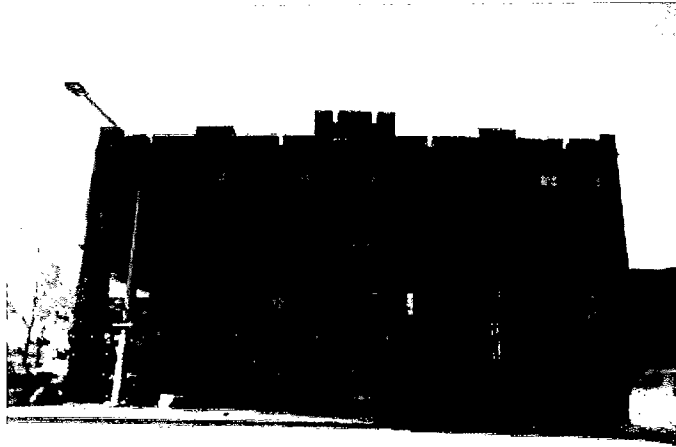
Ensuring views are identified and protected early in the development process is key.

public spaces, landmarks and destinations such as: the historic CPR train station, the Strathcona Hotel, buildings with towers or cupolas (such as the post office, Dominion Hotel and Walterdale Theatre), and period architecture.

- i. Evaluation of key horizontal and prominent views will be assessed during rezoning applications or at the development permit stage, prior to approval.

8. Heritage Character:

- a. Retain and/or reuse buildings of heritage value from any period that promotes cultural and historical understanding to enable continued preservation of the area's image and identity.



- i. Consider the *Standards and Guidelines for the Conservation of Historic Places*

Adaptive reuse of historic buildings ensures an evolving sense of place.

in *Canada* or any applicable municipal or provincial historic designation requirements when retaining and/or reusing buildings of heritage value.

- b. Require the integration of new development within nodes of established architectural character, particularly the commercial area and the Provincial Historic Area, to be undertaken in such a manner as to not compromise the uniqueness of these areas.
 - c. Require new and taller buildings to be designed in ways that complement and enhance the character of existing historic resources on nearby sites.
 - d. Require new development to consider the potential impacts on existing structures (both historic and non-historic) and the public realm within the commercial area and the Provincial Historic Area (e.g. built form and massing, transition, materiality, sun-shadow impact), with particular attention paid to structures that are designated Municipal or Provincial Historic Resources, or those that are listed on the Inventory of Historic Resources in Edmonton or the provincial Register of Historic Places.
 - e. Require new or redeveloped buildings to provide design features to ensure they complement the established character of the area and to minimize their impact on identified historic resources within the Provincial Historic Area.
 - f. Encourage owners of undesignated buildings on the Inventory of Historic Resources in Edmonton or provincial Register of Historic Places to undertake Municipal and/or Provincial designation and preservation of these heritage resources as defined by the City of Edmonton Historic Resource Management Program and City Policy C450B: Policy to

Encourage the Designation and Rehabilitation of Municipal Historic Resources in Edmonton, and the Province of Alberta's *Historical Resources Act*.

Policies:

(Whyte Avenue Public Realm)

1. Create a Public Places Plan which includes, but is not limited to, the plan Whyte study area that:
 - a. Establishes a Linear Public Space that informs capital improvements for the lands generally located between 103 Street (Gateway Boulevard) and 102 Street from 86 Avenue to 80 Avenue (as depicted in Figure 7 - Land Use).
 - b. Enhance the Civic Core (as depicted in Figure 7 - Land Use) including McIntyre Park to increase the functional space and reduce maintenance concerns.
2. Encourage cultural and community uses such as libraries, cultural attractions, art galleries, museums and theatres which complement the area's commercial function, particularly near the existing cultural enclave north of Whyte Avenue .
3. The City will consider the retention and leasing of the Old Strathcona Bus Barns Building, allowing important community and cultural elements to remain in the area.



Public spaces to animate and gather in are an important asset to the local area.



Increasing opportunities for cycling in the city calls for additional study of active modes and connectivity within the area.

Policies:

(Whyte Avenue Mobility)

1. **Active Modes 'Spine':**
 - a. Develop an active modes 'Spine' north-south along the east side of 104 Street / Calgary Trail from Saskatchewan Drive to University Avenue.
 - b. Conduct a study to determine the viability of redesigning the underused contra-flow along 104 Street between University Avenue to 83 Avenue to free-up additional space for both pedestrians and cyclists which could involve a closure, or a conversion of the contraflow lane.
 - i. Analysis should also evaluate the impacts of transit operations including route timing and scheduling, ridership, demand and pedestrian

access to transit, and infrastructure improvements required to accommodate rerouted transit (e.g. installation of new bus stops on alternate routes, signal timing/priority measures, crosswalk/walkway improvements, curb ramps, etc.).

2. Streets:

- a. Design the road and sidewalk as a Complete Street to support adjacent buildings and high volumes of pedestrian activity by creating a safe, welcoming and animated environment in areas identified on Figure 7 - Land Use.
- b. Design streets to provide a safe, comfortable and attractive all season pedestrian experience by using tools such as:
 - i. Pedestrian scaled lighting;
 - ii. Wayfinding;
 - iii. Street furniture; and
 - iv. Extension /replacement of urban tree canopy.
- c. As blocks redevelop, sidewalk renewal should:
 - i. Incorporate appropriate streetscape furniture such as benches, bike racks, lighting and garbage receptacles, to support the pedestrian environment.
 - ii. Design streets to be attractive and sustainable by:
 - H. Providing wide unobstructed sidewalks of high quality, attractive and durable materials;
 - I. Providing safe and well lit environments including pedestrian scaled lighting;
 - J. Incorporating a diverse range of vegetation in the landscape zone and ensuring sustainable growing conditions;
 - K. Incorporating landscape techniques that maximize opportunities for stormwater retention and infiltration;
 - L. Incorporating the ability to store snow on the boulevard; and
 - M. Reducing visual clutter through the consolidation of utilities, signage and streetscape elements.



Incorporating appropriate elements such as lighting, signage and canopies enhance the pedestrian experience.

3. Laneway Network:

- a. Enhance lanes within the central portion of the commercial area to provide new opportunities for residents, visitors, and businesses to move within the corridor.
- b. Improve safety, comfort, and experience through a range of design treatments (e.g. improved building lighting, paint/murals, planters) and interventions (e.g. storefront improvement) that will support daily activity, special events and new businesses fronting-on and activating the lane as a space itself.

4. East-West Connections

- a. Continue to improve east-west connections for pedestrians and cyclists to provide improved area access and connectivity to local businesses, services, community parks, open spaces, and special events.
- b. Explore an 80th Avenue connection for active modes which also accommodates west-only vehicle access to offer local traffic an alternative to Whyte Avenue to exit their neighbourhood and to access businesses and services immediately west within the Calgary Trail corridor and beyond.


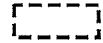
5. Parking

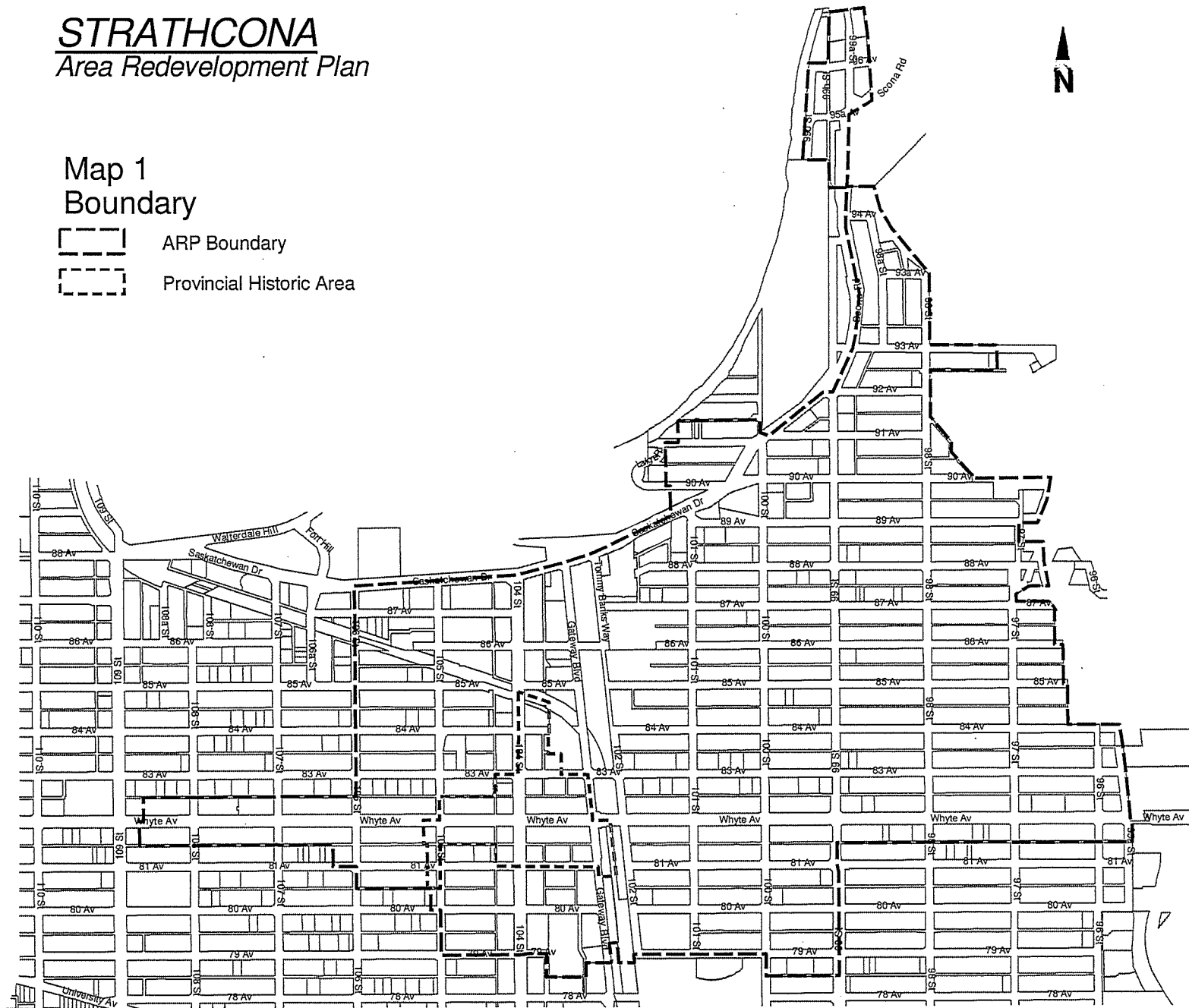
- a. Reduce parking requirements so as not to prevent the development of new commercial and service uses. In recognition of the pedestrian nature of the area, the desirability of retaining existing structures throughout the area, and the availability of a significant amount of public parking and adequate transit service in the area, on-site parking demands are reduced.
- b. Implement Parking Restrictions in residential areas affected by on-street parking related to the Whyte Avenue Commercial Area where supported by the City and the residents.
- c. Limit surface parking to encourage a more efficient use of land and reduce its visual impact.
- d. Require all residential parking to be provided underground with the exception of visitor parking, which may be provided at the rear or side of buildings.
- e. Allow commercial parking to be provided underground, in structured parking, or to the rear or side of buildings.
- f. Where surface parking is adjacent to a road, provide a landscaped buffer to reduce the visual impact on pedestrians.

STRATHCONA

Area Redevelopment Plan

Map 1 Boundary









-  ARP Boundary
 Provincial Historic Area

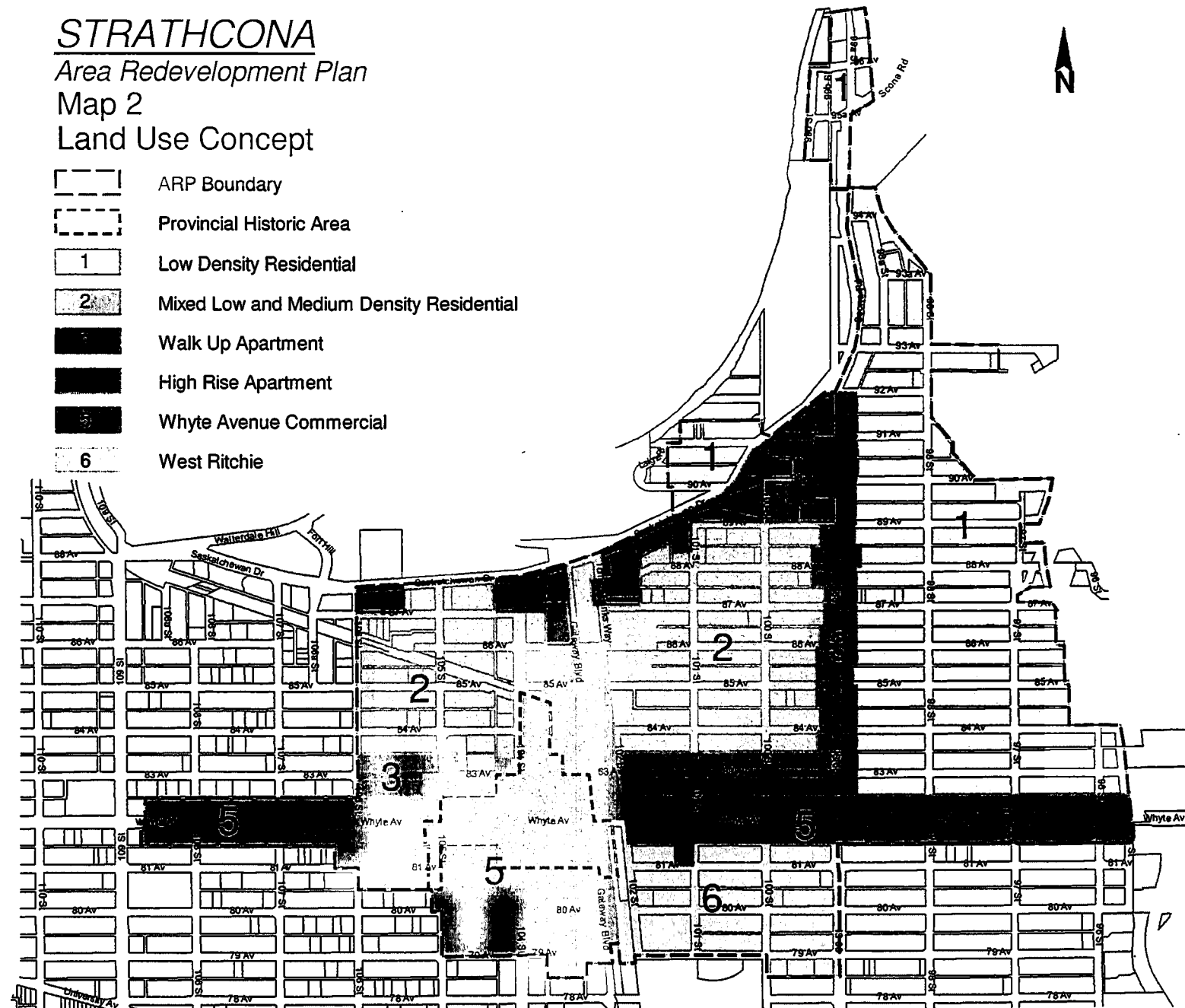


STRATHCONA*Area Redevelopment Plan*

Map 2

Land Use Concept

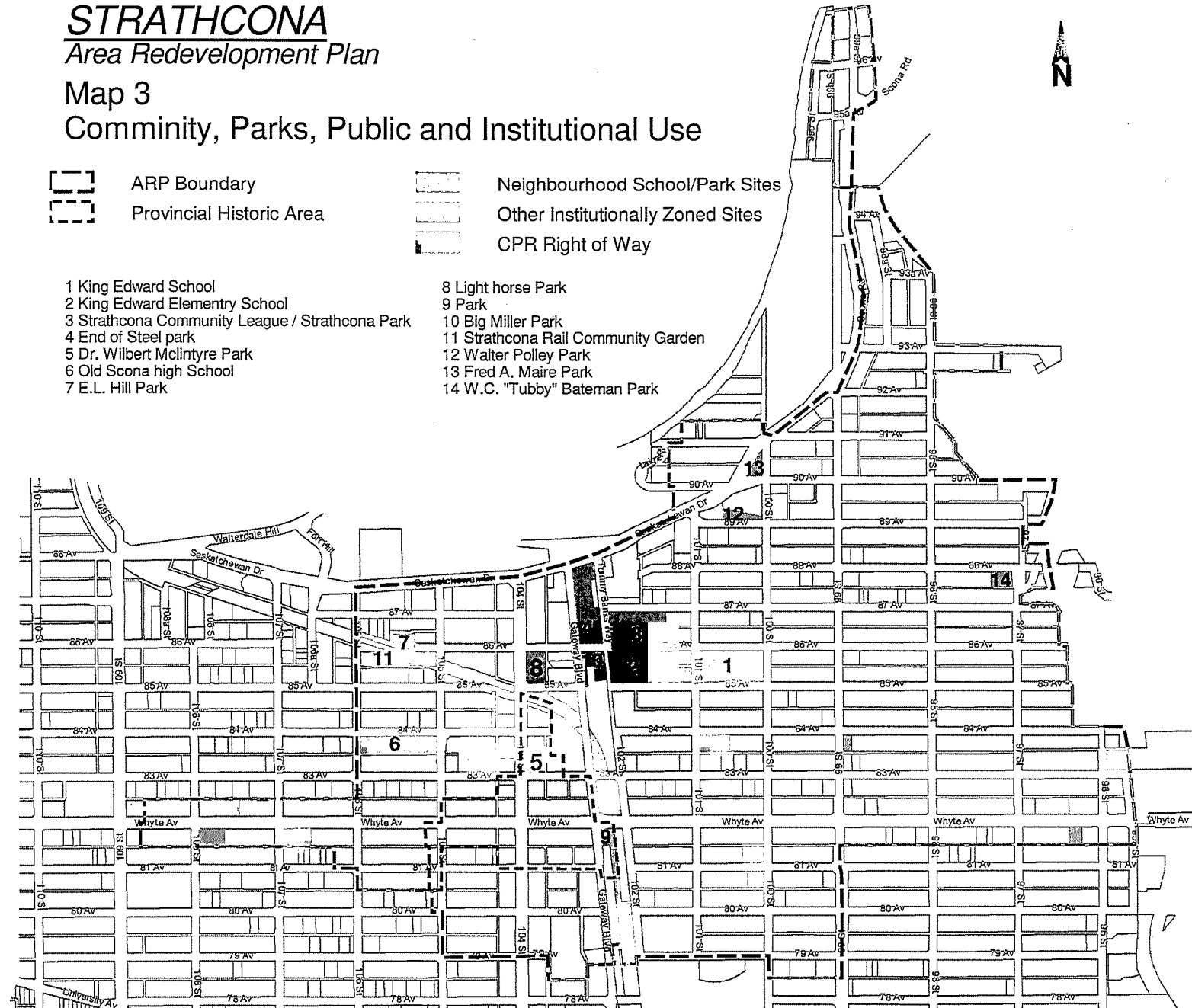
-  ARP Boundary
-  Provincial Historic Area
-  Low Density Residential
-  Mixed Low and Medium Density Residential
-  Walk Up Apartment
-  High Rise Apartment
-  Whyte Avenue Commercial
-  West Ritchie



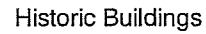
Map 3 Community, Parks, Public and Institutional Use



- 8 Light horse Park
9 Park
10 Big Miller Park
11 Strathcona Rail Community Garden
12 Walter Polley Park
13 Fred A. Maire Park
14 W.C. "Tubby" Bateman Park








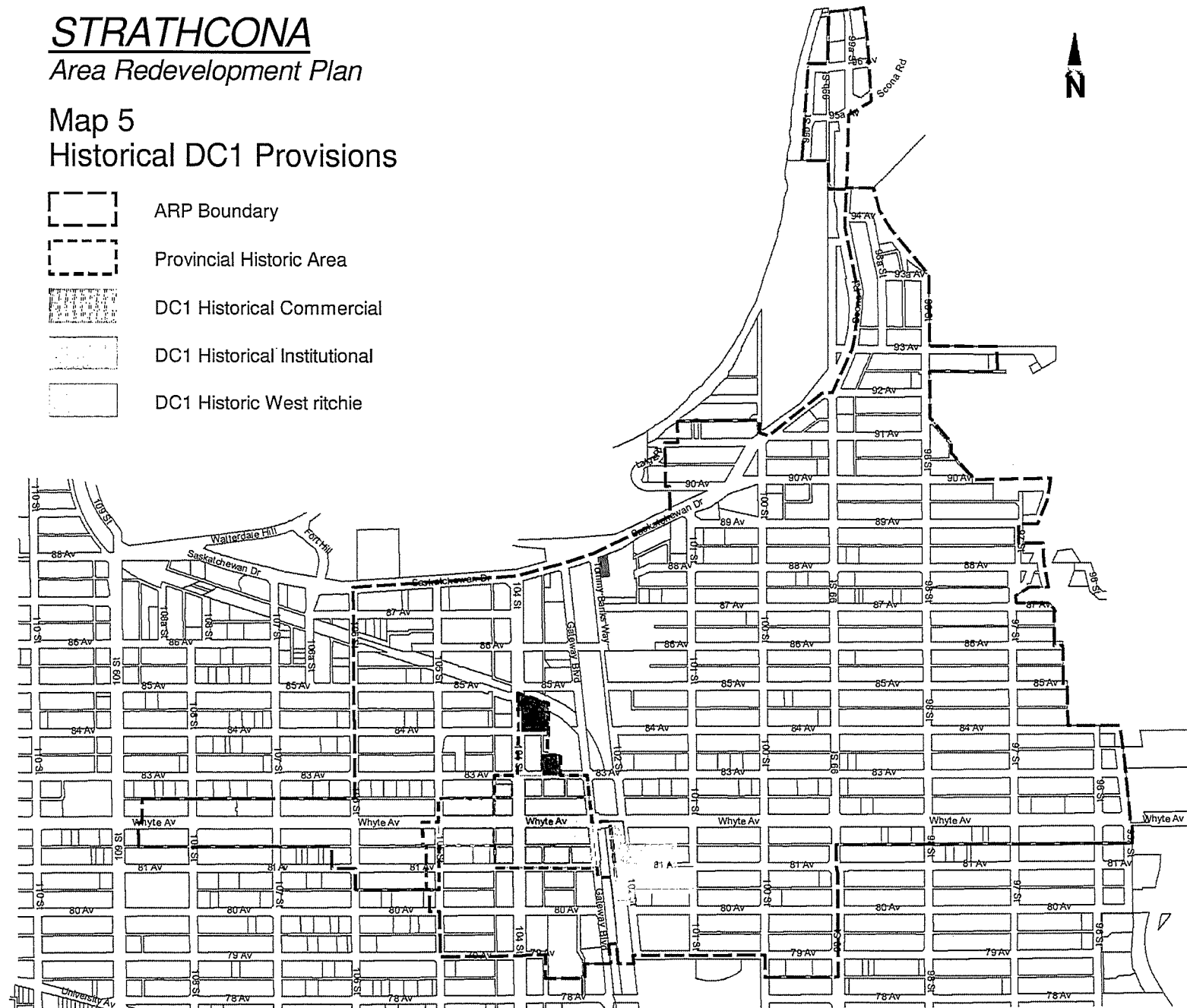
Municipally and/or Provincially Designated Historic Resources



- [illegible]

STRATHCONA*Area Redevelopment Plan***Map 5****Historical DC1 Provisions**

-  ARP Boundary
-  Provincial Historic Area
-  DC1 Historical Commercial
-  DC1 Historical Institutional
-  DC1 Historic West ritchie

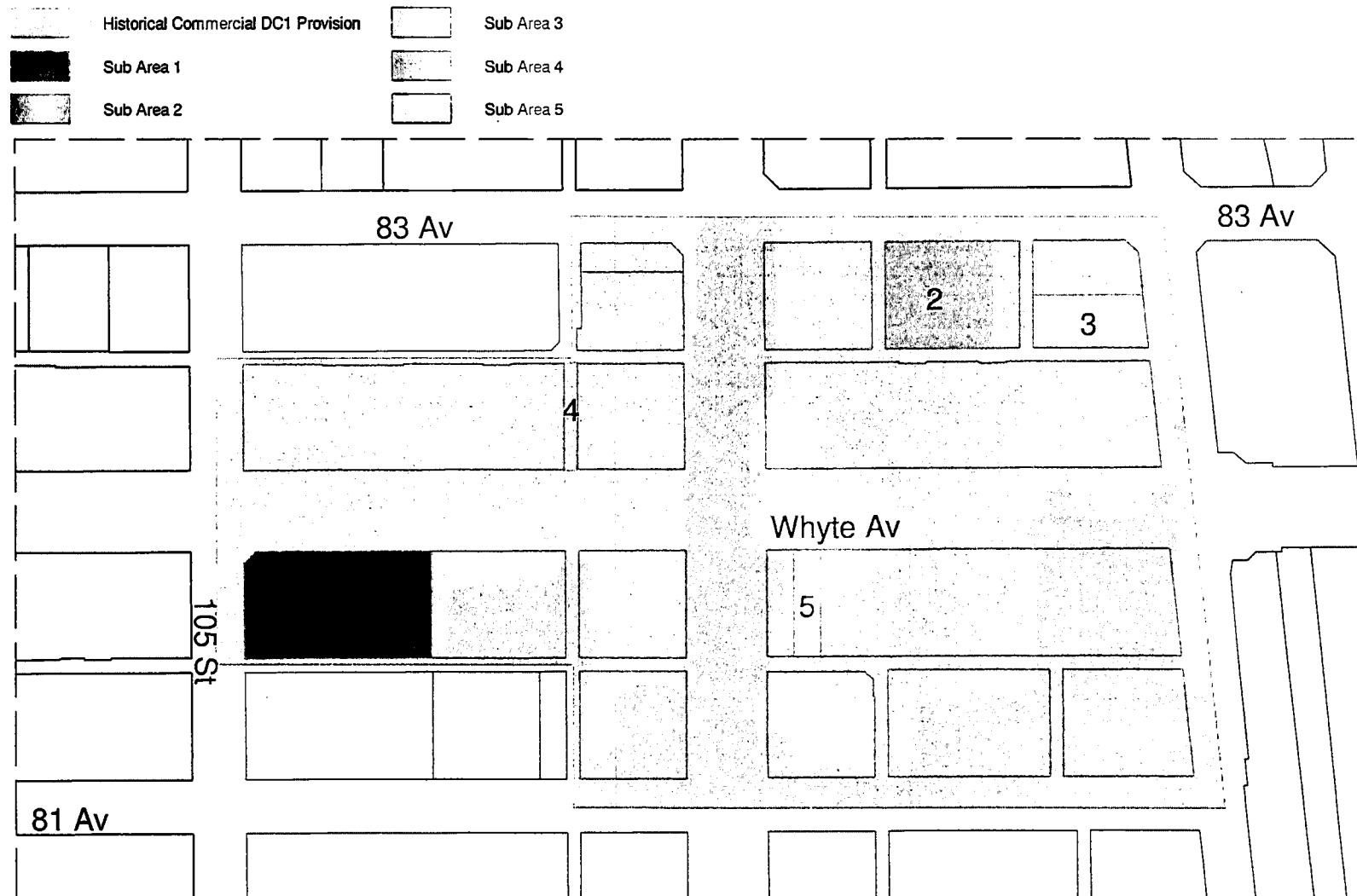


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Area Redevelopment Plan


Figure 10

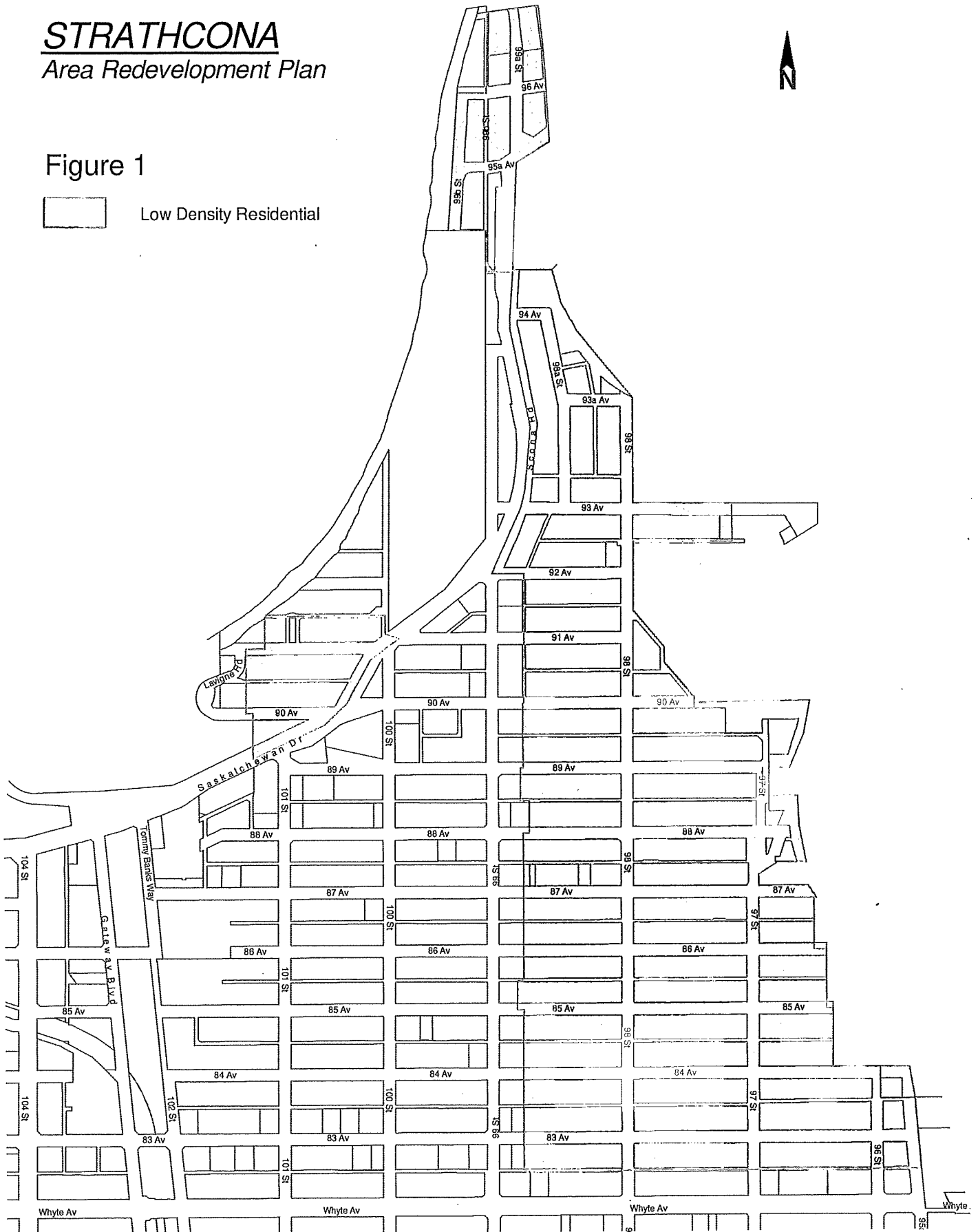
Sub Areas of the Historic Commercial Direct Development Control Provision



STRATHCONA Area Redevelopment Plan

Figure 1

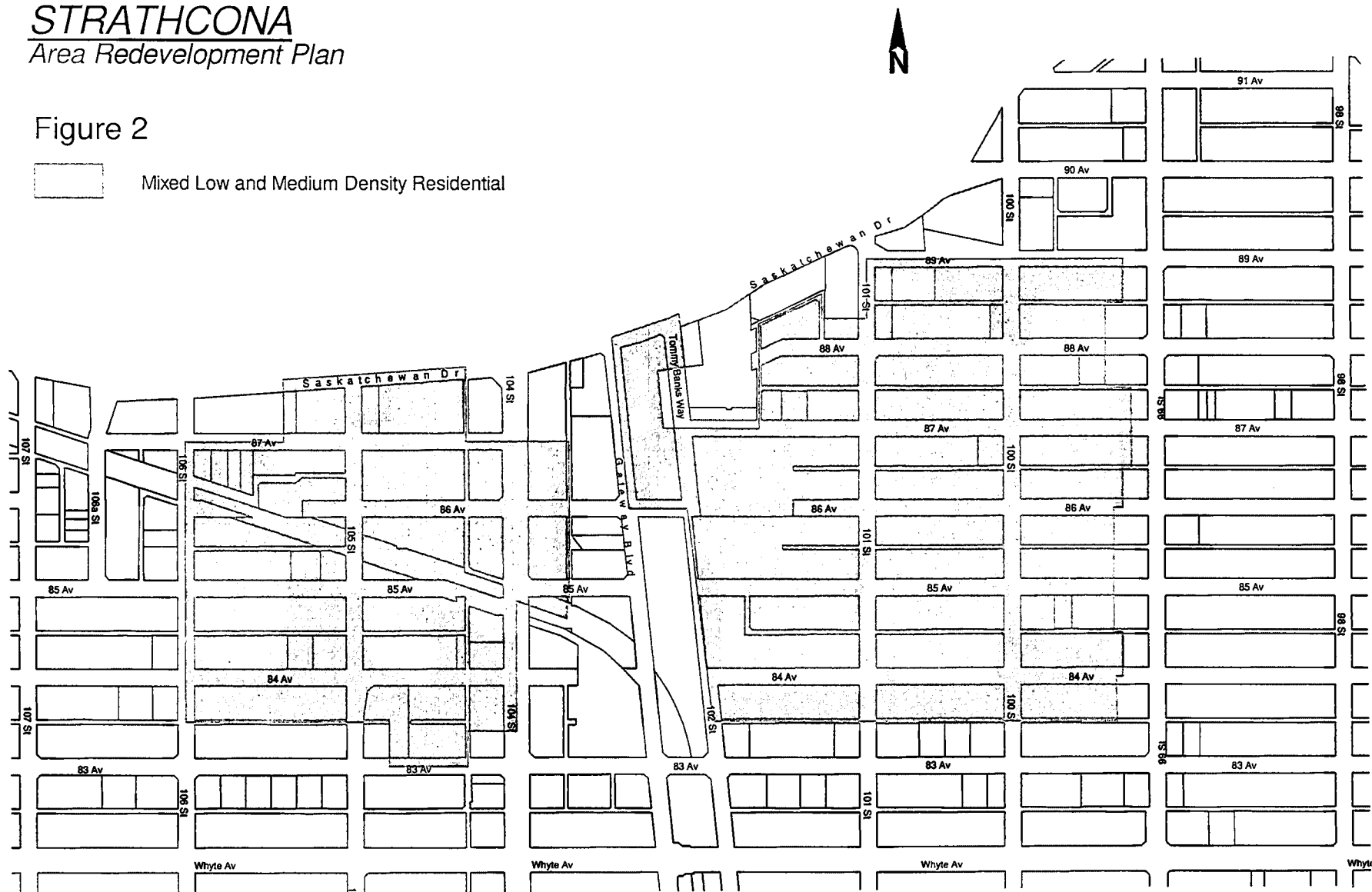
 Low Density Residential



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Area Redevelopment Plan


Figure 2



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Area Redevelopment Plan

Figure 3
Walk Up Apartment Area

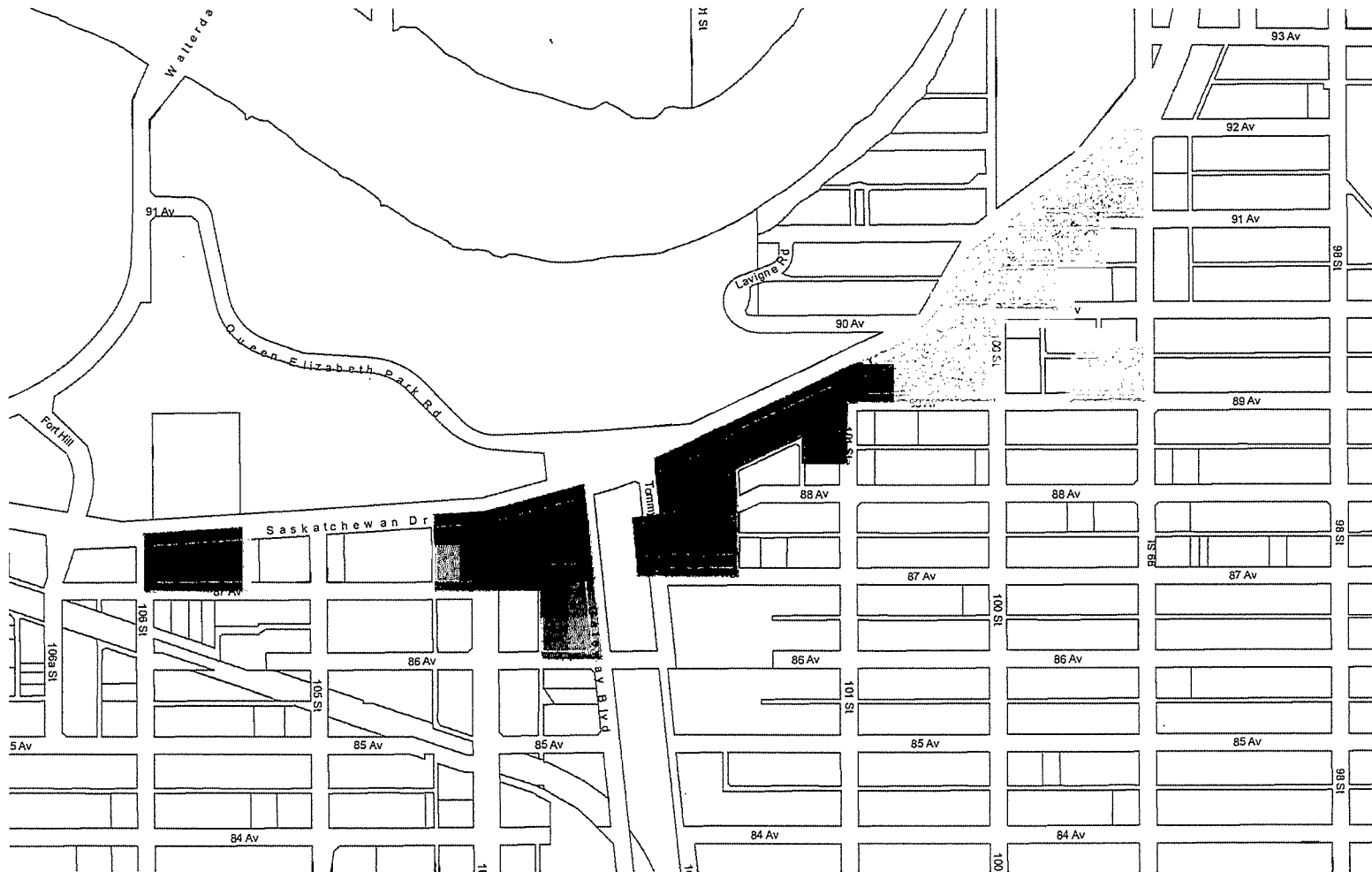
 Walk Up Apartment

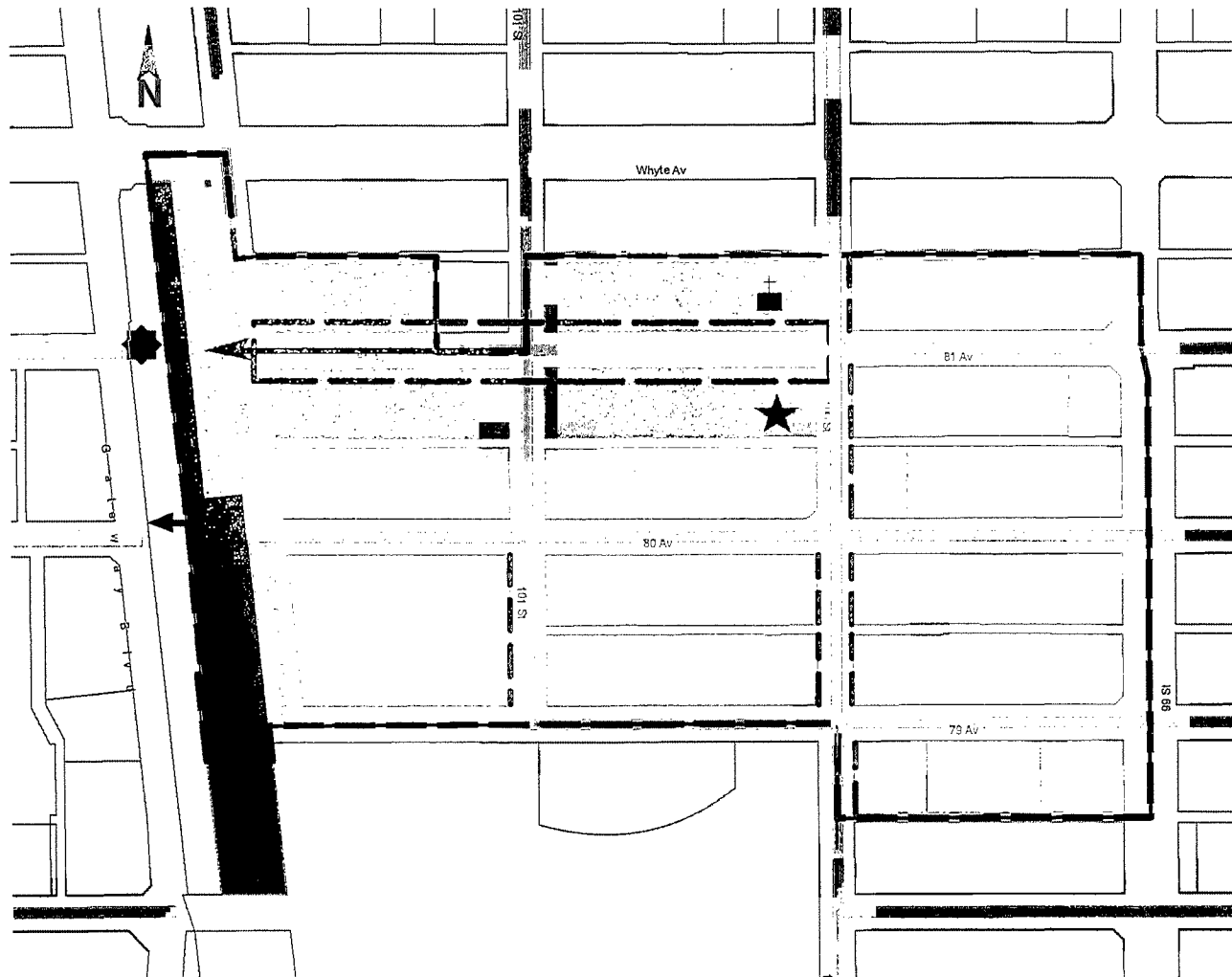


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Area Redevelopment Plan



















Figure 4
High Rise Apartment Area





STRATHCONA *Area Redevelopment Plan*

Figure 9
West Ritchie Land Use Concept

-  West Ritchie 1
-  Low Rise Apartment
-  Institutional
-  Commercial
-  Commercial/Residential Mix
-  Future Road
-  Potential Multi - use Trail
-  Future Passenger Rail Corridor
-  Enhanced Streetscape Improvement plan
-  Historic View Corridor
-  Pedestrian / Bicycle Link
-  Future Sidewalk
-  City Wide Bicycle Facility
-  Historic CPR Station
-  Church
-  Future Park