

# Strathcona Junction Project Steps

## Phase 1

**PROJECT INITIATION – September 2007**  
Project charter and public involvement plan

**BACKGROUND RESEARCH – October to December 2007**  
Background research; establishment of advisory committee

**OPEN HOUSE I – November 20, 2007 from 5 to 9 p.m.**  
Open house; stakeholder interviews and focus groups

**STAKEHOLDER INTERVIEWS – November and December 2007**

**COMPILE ISSUES – December 2007 and January 2008**  
Summarize key issues identified during Open House and stakeholder interviews and generate draft key principles from the issues.

**IDEAS WORKSHOP I – February 2, 2008 – Trinity Lutheran Church (10014 – 81 Ave)**  
Review the issues and constraints of the study area. Break into groups that are assigned a zone within the study area. Each group will develop goals and objectives that will feed into a vision for the project.

**COMPILE VISION – February 2008**  
The Project Team will draft a vision from the first workshop. The advisory committee and City departments will review proposed goals and objectives for feasibility.

**IDEAS WORKSHOP II – February 23, 2008 – Trinity Lutheran Church (10014 – 81 Ave)**  
Refine the vision and work on how to achieve it. Come up with a number of possible development concepts for the area.

**DRAFT DEVELOPMENT CONCEPT(S) – April - May 2008**  
The project team uses workshop comments and considerations to create draft development concept(s) to discuss with the advisory committee.

**OPEN HOUSE II – June 2008**  
Present the draft development concept(s) to the community for review and feedback.

**EXECUTIVE COMMITTEE – August 2008**  
Presentation to Executive Committee; obtain authority for Area Redevelopment Plan (ARP) changes

NAIT SOUCH CAMPUS

Register Now!

Trinity Lutheran Church  
10014 – 81 Ave.  
February 2, 2008  
9:00 am to 12:30 pm

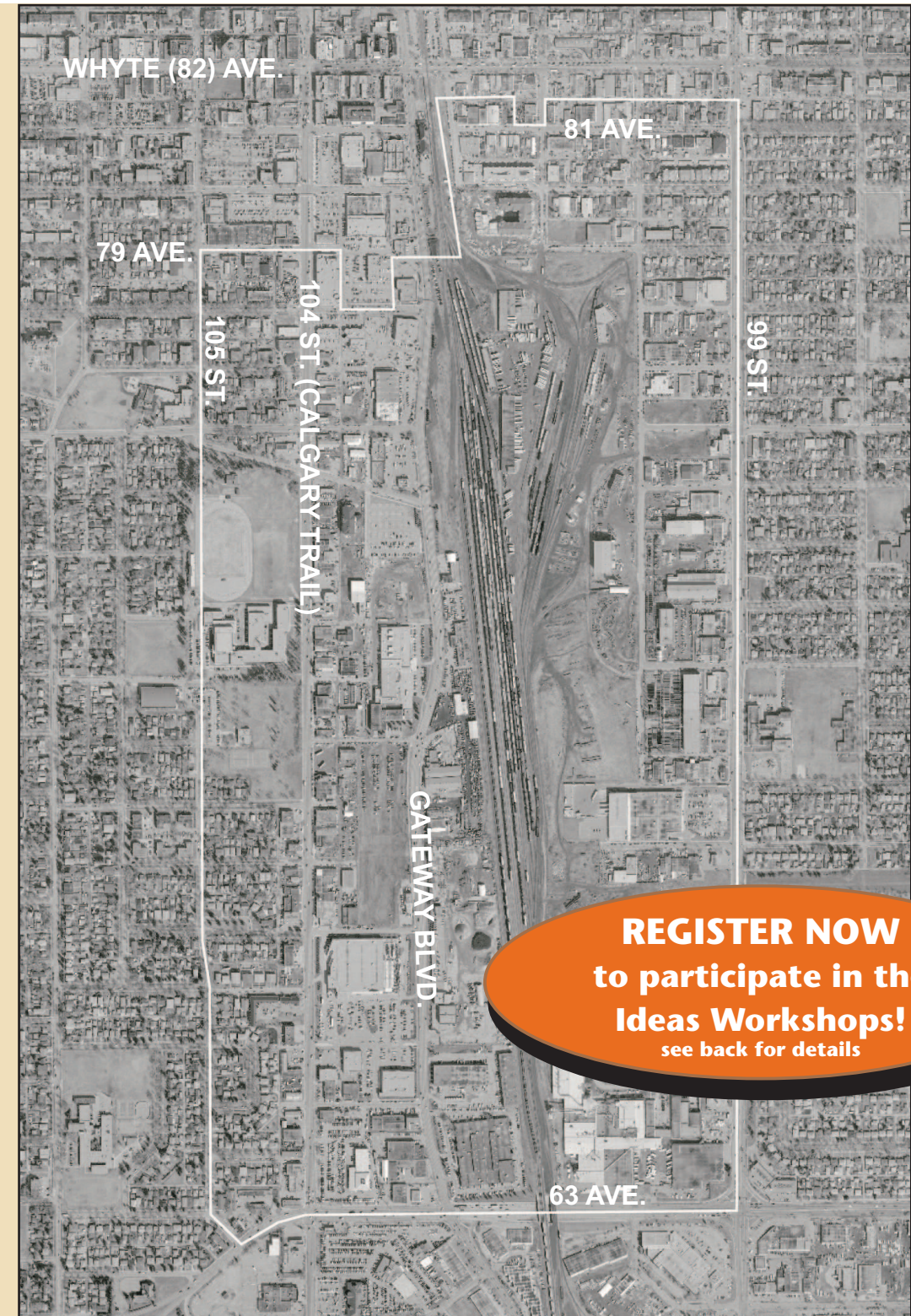
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## Help Create a Vision for Strathcona Junction

A project is underway to join together thus far separate pieces of south Edmonton. Help plan Strathcona Junction's transition into a connected place with a dynamic mix of land uses.



**REGISTER NOW**  
to participate in the  
**Ideas Workshops!**  
see back for details

For more information or to register for the Ideas Workshop, contact:  
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[www.edmonton.ca/strathconajunction](http://www.edmonton.ca/strathconajunction)

Issue 1, January 2008

THE CITY OF  
**Edmonton** PLANNING AND DEVELOPMENT

# Issues to Consider

## 1. Historical Significance

The railway came to Strathcona in 1891. Rail-supported development soon grew around the area and many historic buildings remain.

*How could new development recognize and enhance existing historic buildings and sites that are a part of the area's history?*

## 2. Compatibility Between Industrial, Commercial, and Residential Uses

Strathcona Junction includes a mix of industrial, commercial, and residential land uses. Industries in the area are sources of local employment and are expected to keep operating in their existing locations. Compatibility of these industries with nearby housing and stores is an important issue.

*What new development would be compatible with nearby industries?*

## 3. Canadian Pacific Railway Yard

Canadian Pacific Railway (CPR) has stated that it will remain using the South Edmonton Yard and rail for the long-term. The CPR yard acts as an east-west barrier between 99 Street and Gateway Boulevard. The province is also looking at using the CPR track through the site for high speed rail between Calgary and downtown Edmonton. Since all future use of the CPR yard is expected to be rail related, we need to consider how land next to this large site should be developed.

*How should new development happen near the CPR yard, based on the fact that it is expected to continue to be used for rail purposes?*

## 4. Role of this Area to the Rest of the City

Strathcona Junction is surrounded by mature and redeveloping neighbourhoods in proximity to vibrant Whyte Avenue, the University of Alberta, and the downtown core. As the Strathcona Junction area develops, it will become an important gateway to downtown that may provide opportunities for the surrounding neighbourhoods to thrive.

*How should this area be planned to best capitalize on its location? How could it benefit adjacent areas?*

## 5. Urban Design and Circulation

Strathcona Junction is lacking a pedestrian-friendly environment, connective cycling infrastructure, and transit service. Three arterial roads running north-south contribute to a car-dominated environment. Urban design principles can guide the way the Strathcona Junction area is planned, designed and built.

*What changes would benefit pedestrians, cyclists, and transit users? How could the streets be made more attractive and comfortable? How could the area be designed to balance efficient land use with the need for green space?*

# What we've heard...

Approximately 75 people attended the Open House on November 20, 2007. A number of stakeholders were also interviewed, and focus groups were held at Strathcona High School to obtain feedback on the study area.

**People said they wanted:** more crosswalks, better transit service, more bicycle paths, quality affordable housing, a walkable community, more green space, a net-zero energy community, boulevard trees, a public square, higher density without height, a mix of residential and commercial, better parking, more east-west connections, better urban design, street-oriented design, more office space, heritage preservation, a better grocery store, improved traffic flow to downtown, high-rise residential, proper zoning, no front-drive garages, billboard and fence restrictions, 101 St. truck route removal, and actions to address social issues.

*All of these ideas – some conflicting, some complementary, some duplicated, all valuable – were considered and organized into a set of principles to focus the development of plans for the study area. The guiding principles listed below are preliminary and subject to change. They will be used at the February 2008 Ideas Workshops to help develop a vision for the area.*

## Guiding Principles (Draft)

### DEVELOPMENT GUIDELINES

- Increase densities where warranted by transit potential
- Mix land uses where practical
- Establish customized height limits
- Sensitively scale development to be compatible with the character of surrounding areas
- Orient buildings to the street
- Limit residential and commercial parking and hide it underground

### HEALTHY COMMUNITIES

- Respect the continued rail operation and related safety concerns while allowing for additional land uses
- Ensure sites are appropriate for intended uses
- Restrict number of bars
- Make buildings and infrastructure as sustainable as possible
- Green the area – more street trees and landscaping
- Add activity and potential gathering places
- Improve access to healthy food and important services

### SENSE OF PLACE

- Create a positive image for the entrance to Strathcona
- Create an urban feel, not suburban
- Preserve heritage resources
- Celebrate industrial nature of the area
- Emphasize unique character of West Ritchie
- Protect focal points, landmarks, and features that the community values

### CONNECTIVITY AND MOVEMENT

- Provide excellent transit service
- Focus on the pedestrian
- Improve bicycle routes
- Improve connectivity – especially east west road connections
- Address the movement and parking of cars efficiently and safely